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Business & Management Economics

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Business & Management

ACCOUNTING / FINANCE

Accounting Principles

RAO

Fundamentals of Accounting for CPT

P. MOHANA RAO, *former Reader in the Department of Commerce, Sri Krushna Chandra Gajapati College (SKCGC) an autonomous college in Orissa.*

This book develops conceptual understanding of the fundamentals of financial accounting which play a crucial role in laying the foundation of commerce and accountancy courses in general and CPT in particular. Dexterously organized to suit the requirements of CPT aspirants, the text presents a step by step analysis of the basic concepts of accountancy in a comprehensive but in an easy-to-grasp manner.

The text begins with discussing the meaning and scope of accounting and moves on by elaborating on different accounting standards, policies and the procedures followed in accounting. It also discusses ledger, trial balance, cash book and bills of exchange or promissory notes in the subsequent chapters. Apart from discussing the various types of accounts, such as partnership accounts and company accounts, this text explains debentures and inventories in a simple and lucid style.

Specifically meant for the prospective examinees of the Common Proficiency Test (CPT), conducted by the Institute of Chartered Accountants of India (ICAI), this text should also prove valuable to undergraduate students of commerce and management.

SALIENT FEATURES

- Provides bird's eye view in each chapter for a quick understanding of the concept
- Includes keywords and summary at the end of each chapter
- Incorporates Multiple Choice Questions with their answers useful for CPT
- Provides *model test papers*, *objective type questions* and *subject in nutshell* in Appendices.

Contents: Preface. Meaning and Scope of Accounting. Accounting Concepts, Principles and Conventions. Accounting Standards: Concepts, Objectives and Benefits. Accounting Policies. Accounting as a Measurement Discipline: Valuation Principles, Accounting Estimates. Basic Accounting Procedures. Ledgers. Trial Balance. Subsidiary Books. Cash Book. Capital and Revenue Expenditures and Receipts. Contingent Assets and Contingent Liabilities. Rectification of Errors. Bank Reconciliation Statement. Inventories. Depreciation Accounting. Final Accounts of Non-manufacturing Entities. Final Accounts of Manufacturing Entities. Consignment. Joint Ventures. Bill of Exchange and Promissory Notes. Sale of Goods on Approval or Return Basis. Introduction to Partnership Accounts. Treatment of Goodwill in Partnership Accounts. Admission of New Partner. Retirement of a Partner. Death of Partner. Introduction to Company Accounts. Redemption of Preference Shares. Issue of Debentures. Index.

Latest Print 2012 / 596 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4590-4 / ₹ 450.00 / (e-book also available)

SOFAT & HIRO

Basic Accounting, 2nd ed.

RAJNI SOFAT, *Assistant Professor (Finance), Guru Nanak Institute of Management and Technology (GNIMT), Ludhiana (Punjab).*

PREETI HIRO, *Assistant Professor (Finance), GNIMT, Ludhiana (Punjab).*

The second edition of this textbook has been enlarged by including three new chapters on rectification of errors, bank reconciliation statement and depreciation, provisions and reserves. In addition, the new edition provides International Financial Reporting Standards in the existing Chapter 2. The book fosters a solid understanding of fundamental principles and techniques used in accounting. It presents the double entry system, explains the rules of writing journal and ledger entries, discusses preparation of final accounts and elaborates on the management accounting process. The book also describes sources of finance and share capital and also the necessity and working of a computerized accounting system.

The book is especially designed for the undergraduate students of computer applications (BCA) and business administration (BBA). It is also useful for the post-graduate students of business administration (MBA).

KEY FEATURES

- Includes a large number of worked out examples to help students comprehend the concepts with ease.
- Provides chapter-end questions and problems to enhance problem-solving skills of students.
- Gives several tables, flowcharts and diagrams to make the theory easy to understand.

Contents: Preface. Preface to the First Edition. Introduction to Accounting. Generally Accepted Accounting Principles. Accounting Equation. Double Entry System. Journal. Ledger. Trial Balance. Sub-divisions of

Journal. Cash Book. Final Accounts-I (Simple). Final Accounts with Adjustment. Rectification of Errors. Bank Reconciliation Statement. Depreciation, Provisions and Reserves. Management Accounting. Sources of Finance. Company Accounts Share Capital. Application of Computers in Accounting. Bibliography. Model Question Papers. Index.

Latest Print 2014 / 584 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4200-2 / ₹ 395.00 / (e-book also available)

Auditing

AINAPURE & AINAPURE

Auditing and Assurance, 2nd ed.

VARSHA AINAPURE *is Lecturer, Department of Accountancy, Nagindas Khandwala College of Commerce and Economics, Mumbai University.*

MUKUND AINAPURE *is a practising CA.*

Whether it is a balance sheet of a company, a cinema hall, or of a school; auditing evaluates all! This comprehensive book, now in its second edition, is a compendium of a **textbook**; a **handbook of Auditing Standards**; a **question bank**, and a **compilation of model answers**.

This text is organized in four parts. Part 1 (**Principles**) enunciates the standards and the concepts, which form the bases of auditing. Part 2 **(Process)** provides a stepwise description of the auditing process, adopted by the auditors while performing audit engagements. Part 3 **(Performance)** deals with the auditing engagement and shows how the verification of financial elements such as receipts, payments, purchases, sales, assets and liabilities is conducted. Part 4 **(Practice)** demonstrates the practical aspects of audits of specific entities such as private limited companies, charitable trusts, hospitals and so on.

This book is primarily intended for the students of Chartered Accountancy **(appearing for the CA-PCC examination)**, Cost Accounting, Company Secretary, and postgraduate students of Finance and Accounting. Apart from that, the book is also useful for the practising Chartered Accountants and Financial officers of companies, as a reference handbook.

KEY FEATURES

- Incorporates **67 practical questions** (with structured solutions) to help the students to apply the principles to practical situations.
- Comprises **147 case studies** to help identify the issues involved, place them in the right context and arrive at a correct conclusion.
- Provides **285 innovative true and false type questions** (with their reasoned answers) to strengthen the grasp of the subject.
- Contains **1267 answer-in-brief** questions, which are cross-referenced.

NEW TO THIS EDITION

- Explains all the **latest Standards on Auditing** applicable for financial years 2009–2010 and 2010–2011.
- Includes model **answers for all relevant descriptive examination questions**, asked in the **CA-PCC/Final examinations till June 2009**.
- Numerous newly drafted questions **(true or false, answer-in-brief, descriptive type)** on latest auditing standards with answers/cross references.

Contents: Preface. Part 1: Principles—Latest Auditing Standards. Auditing Concepts. Part 2: Process—Auditing Engagement. Audit Documentation. Audit Evidence. Internal Control. Auditing in Computerized Environment. Audit Sampling. Part 3: Performance—Audit of Payments. Audit of Receipts. Audit of Purchases and Sales. Audit of Personal Ledgers. Audit of Impersonal Ledger. Audit of Assets and Depreciation. Audit of Liabilities and Provisions. Audit of Capital and Reserves. Audit Report. Part 4: Practice—Company Audit. Company Records and Reports. Audit of Special Entities. Government Audits. Appendix: Stop Press. Index.

Latest Print 2009 / 1008 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-3991-0 / ₹ 525.00 / (e-book also available)

GOMEZ

Auditing and Assurance: Theory and Practice

CLIFFORD GOMEZ *has been Professor and Head, Postgraduate Department of Commerce, Fatima Mata National College, Kollam, Kerala.*

In this modern world of large-scale business and industry, auditing has become an inevitable function. Auditing is a subject, the function of which is very important from the regulatory, economic and ethical points of view. The subject has undergone radical changes in the current globalised business world.

This book, in the light of latest trends, highlights and explains the principles and practice of auditing and assurance in a simple and an easy-to-understand language. It also presents an up-to-date legal discussion on the subject.

Beginning with an overview of the subject, the text discusses in detail the classification and preparation of an audit, procedures and techniques of auditing, internal control, internal check and internal audit, vouching, verification and valuation of assets and liabilities, and depreciation. Besides, it deals with reserves and provisions, capital and revenue, profits, audit of companies, and classes of investigation. The book concludes with a discussion on accounting and auditing standards, management audit, cost audit, tax audit, government audit and social audit.

The textbook is primarily intended for the undergraduate students of Commerce. It will also be useful to those preparing for CA, ICWA and CS examinations.

KEY FEATURES

- Incorporates latest developments in auditing techniques.
- Discusses latest international and Indian auditing standards.
- Examines the impact of computerisation on audit approach.
- Gives chapter-end questions to test the students' understanding of the concepts discussed.

Contents: Preface. Introduction. Auditor. Types of Audit. Auditing Procedures and Techniques. Internal Control and Internal Check. Internal Audit. Vouching. Vouching of Cash Transactions. Vouching of Trading Transactions. Verification and Valuation of Assets and Liabilities (General). Verification and Valuation of Fixed Assets. Verification and Valuation of Current Assets. Verification and Valuation of Liabilities. Depreciation. Reserves and Provisions. Capital and Revenue. Divisible Profits. Liabilities of an Auditor. Audit of Limited Companies. Audit of Banking Companies. Audit of Insurance Companies. Auditor's Report. Investigation. Accounting and Auditing Standards. Management Audit. Cost Audit. Tax Audit. Government Audit. Impact of Computerisation on Audit Approach. Social Audit. Index.

Latest Print 2012 / 336 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-4566-9 / ₹ 275.00 / (e-book also available)

KUMAR & SHARMA

Auditing: Principles and Practice, 2nd ed.

RAVINDER KUMAR, *Associate Professor, Department of Commerce and Business Studies, Jamia Millia Islamia, New Delhi.*
VIRENDER SHARMA, *Fellow Member of the Institute of Chartered Accountants of India (ICAI), is a practising Chartered Accountant.*

This comprehensive and well-organized text, now in its Second Edition, continues to provide an in-depth analysis of the fundamental principles of Auditing while emphasizing the practical aspects.

The book discusses in detail, among others, classification and preparation of an audit; internal control system; internal audit, vouching of cash, trading and impersonal ledgers. Besides, it deals with verification and valuation of assets and liabilities; company audit; cost audit; management audit; tax audit; bank audit as well as depreciation. The final chapters of the book give detailed description about business investigations and audit of special entities.

The text also incorporates the latest amendments in auditing made by the Companies (Amendment) Act 2000 and 2002, Companies Auditor's Report Order (CARO), 2003, and pronouncements by professional bodies.

This edition also incorporates the latest developments in the field of auditing, such as environmental audit, human resource audit, energy audit and social audit.

The book is intended as a text for undergraduate students of commerce as well as those preparing for CA and ICWA examinations.

NEW TO THIS EDITION

- Provides a revised chapter (Ch. 4) on Internal Control System.
- Contains a full chapter (Ch. 5) on Internal Audit.

Contents: Foreword. Preface. Preface to the First Edition. Table of Cases. Introduction to Auditing. Classification of Audits. Preparation for an Audit. Internal Control System. Internal Audit. Vouching: Its Meaning and Importance. Vouching of Cash Transactions. Vouching of Trading Transactions. Vouching of Impersonal Ledger. Verification and Valuation of Assets and Liabilities-I. Verification and Valuation of Assets and Liabilities-II. Company Audit-I: Statutory Requirements Governing Company Auditors. Company Audit-II: Audit of Financial Statements. Company Audit-III: Audit Report. Auditor's Liabilities. Cost Audit. Management Audit. Tax Audit. Depreciation. Reserves and Provisions. Profit and Its Divisibility. Audit of Banks. Business Investigations. Audit of Specialized Entities. Auditing in EDP Environment. Answers to Objective Type Questions. Index.

Latest Print 2011 / 576 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4472-3 / ₹ 395.00 / (e-book also available)

Banking and Finance

BURTON & BROWN

Financial System and the Economy, The: Principles of Money and Banking, 5th ed.

MAUREEN BURTON, *Professor of Economics, California State Polytechnic University, Pomona.*
BRUCE BROWN, *Associate Professor of Economics, California State Polytechnic University, Pomona.*

The fifth edition of The Financial System and the Economy is an excellent text for undergraduate courses in money and banking, and would also be suitable for related courses such as 'financial institutions and markets.' The text presents the standard material covered in such courses, but it is also rich in institutional and historical material, which I see as its distinguishing characteristic. The chapters on financial innovation and the interactions between profit seeking, innovation, regulation, and financial instability are particularly well done.

—CHRISTOPHER NIGGLE, University of Redlands

The fifth edition of this classic text covers the origins and causes of the ongoing financial crisis, including excessive risk-taking and the erosion of lending standards, the securitization of mortgages and other assets and the development of credit derivatives. Expanded coverage of financial instability, including the theories of Hyman Minsky are also included. It

- gives students an understanding of how the financial system works, how it affects the economy, and the role of policy makers and regulators.

- captures the recent changes in the financial system, some of which have contributed to the ongoing financial crisis, and some of which result from the crisis.
- presents an analytical framework that enables students to understand and anticipate changes in financial markets and institutions as the financial system continues to evolve.

The text is suitable for an introductory undergraduate course in banking or financial markets analysis taught in economics or finance. It is also useful for financial markets course in MBA.

Contents: Preface. Part 1: Introduction—Introduction and Overview. Money and Its Role in the Economy. The Overseer: The Federal Reserve System. Financial Markets, Instruments, and Market Makers. Part 2: Financial Prices—Interest Rates and Bond Prices. The Structure of Interest Rates. Market Efficiency and the Flow of Funds Among Sectors. Part 3: Financial Institutions—An Introduction to Financial Intermediaries and Risk. Commercial Banking Structure, Regulation, and Performance. Financial Innovation. Financial Instability and Strains on the Financial System. Regulation of the Banking System and the Financial Services Industry. Part 4: Financial Markets—The Debt Markets. The Stock Market. Securities Firms, Mutual Funds, and Financial Conglomerates. How Exchange Rates Are Determined. Forward, Futures, and Options Agreements. The International Financial System. Part 5: Monetary Theory—The Fed, Depository Institutions, and the Money Supply Process. The Demand for Real Money Balances and Market Equilibrium. Financial Aspects of the Household, Business, Government, and Rest-of-the-World Sectors. Aggregate Demand and Aggregate Supply. Part 6: Monetary Policy—The Challenges of Monetary Policy. The Process of Monetary Policy Formulation. Policy Implementation. Monetary Policy in a Globalized Financial System. Glossary. Index. About the Authors.

Latest Print 2009 / 912 pp. / 20.0 × 25.0 cm
ISBN-978-81-203-3958-3 / ₹ 550.00

GOMEZ

Banking and Finance: Theory, Law and Practice

CLIFFORD GOMEZ *has been Professor and Head, Department of Commerce, Fatima Mata National College, Kollam, Kerala.*

In a fast changing world, everything is subject to change and the field of banking is not an exception to this. It has also undergone significant changes over the years. This book, in the light of developmental changes, highlights and explains the concepts of banking and finance, and presents an up-to-date legal discussion on the subject. It is written in a simple and an easy-to-understand language.

The text is divided into two parts. Part I on *Banking and Finance: Theory* covers a wide range of topics such as money, evolution and systems of banking, classification of banks, commercial and hi-tech banking, deployment of funds, new finance services, banker's clearing house, central banking, Indian finance system, Indian money market, banking legislation in India, etc. Part II on *Banking and Finance: Law and Practice* deals with the relationship between a bank and a customer, bank deposits, banking instruments, bank accounts, lending, etc.

This book is primarily intended for the undergraduate students of commerce. It will also be useful to the students of economics, banking professionals, chartered accountants and to all those who are engaged in commercial field.

KEY FEATURES

- Presents chapter-wise division and arrangement of topics enabling easy understanding of terms, definitions and concepts.
- Includes tables and charts to elucidate the concepts discussed.
- Includes modern technological developments.
- Provides chapter-end questions to test the extent of understanding acquired by the reader.

Contents: Preface. Abbreviations. Introduction. Part I: Banking and Finanace: Theory—Money. Evolution of Banking. Classification of Banks. Systems of Banking. Commercial Banking. Deployment of Funds. Hi-Tech Banking. New Financial Services. Banker's Clearing House. Central Banking. Foreign Exchange Management. Global Financial Crisis 2007–2009. Indian Financial System. Indian Money Market. Commercial Banking in India. Banking Legislation in India. Changing Scene of Indian Banking. Central Banking in India. Part II: Banking and Finance: Law and Practice—Banker and Customer. Bank Deposits. Procedure for Opening a Bank Account. Banking Instruments. Forms of Bank Lending. Principles of Sound Lending. Security for Bank Advances. Modes of Securing Advances. Index.

Latest Print 2014 / 368 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4237-8 / ₹ 325.00 / (e-book also available)

MURALEEDHARAN

Modern Banking: Theory and Practice, 2nd ed.

D. MURALEEDHARAN, *former Head, Department of Commerce, Sree Narayana College, Kollam, Kerala.*

Technological innovations and advancements have spread into every sphere of life and banking is no exception. With competition being tough and fierce, business, especially banking, has to adopt new methods and techniques. Modern banking essentially implies use of modern technology and communication tools, for example, computer and the Internet, for bringing about more efficiency and speed in banking operations and making them more and more customer friendly and customer focused.

This accessible and well-written text examines the latest developments in the Indian Financial System and the significant roles the Indian Banking Sector has played in the development of the economy. Thoroughly practical and comprehensive, the book discusses the modern trends in Indian banking, especially its prospects with the use of technology, and other core areas of banking. It covers a wide range of topics such as financial markets and institutions; the role of central banks in different countries, including the role of RBI which is the central bank of India; basic lending principles; methods of remittance; services approach; and micro-credit. Besides, it dwells in details on venture capital, credit rating, modern e-payment systems, core banking, and hi-tech banking.

Now in the **Second Edition**, the book has been thoroughly revised and updated. This edition includes several new topics, such as local area banks, EXIM Bank (Amendment) Act, 2011, stock invest, Factoring Regulation Act, 2011, prepaid payment instruments, GIRO payment, white label ATMs, tablet banking, recent development in priority sector lending, financial inclusion plan, Micro-finance Institutions (Development and Regulation) Bill, 2012, technology in the banking sector, Basel Committee, global economic trends, KYC, rural infrastructure development fund, licensing of new banks in private sector, gold loans, and shadow banking system.

Intended primarily as a text for the students of Commerce, this student-friendly text should prove to be extremely useful also for the postgraduate students of Management, Finance, and Economics. It should prove equally useful to students of Chartered Accountancy and those appearing in competitive examinations. The book can also be profitably used by practising managers, bankers, researchers, and all those who would like to acquaint themselves with modern Indian banking, especially the role of banks in the new millennium.

KEY FEATURES

- Coverage is quite comprehensive, with latest data
- Lays special emphasis on IT-enabled and technology-based banking practices

Contents: Preface. Abbreviations Used. Banking System in India. Commercial Banking. Central Banks. Indian Money Market and Financial Services. Basic Lending Principles. Loans and Advances. Negotiable Instruments. Banker and Customer. Types of Account Holders. Methods of Remittance. Technology in Banking. Modern Trends in Indian Banking. Index.

Latest Print 2014 / 476 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-5032-8 / ₹ 425.00 / (e-book also available)

NADAR
Money and Banking

E. NARAYANAN NADAR, *Associate Professor and Head, Postgraduate Department of Economics, V.H.N. Senthikumara Nadar College (Autonomous), Virudhunagar, Tamil Nadu.*

Intended for undergraduate students of Economics, Commerce and Management, this book discusses the concepts and functions of monetary and banking system. It also incorporates the recent trends and developments in the fields of money and banking. It is written in an easy-to-understand language.

Divided into twenty-seven chapters under two parts. Part I on Money discusses evolution, nature, value, role and significance of money; monetary standards; monetary theories; and analysis of interest rates, inflation and deflation. It also describes trade cycles; money, capital and stock markets; and monetary policy. Part II on Banking discusses evolution, structure and systems of banking, functions, credit creation process, balance sheet, investment policy and nationalization of commercial banks. It describes structure, management, functions and role of SBI and RBI in economic development. Besides, it dwells an India's lead bank scheme, credit control methods and central banking systems in India, the UK and the USA. The book concludes with a discussion on international financial institutions such as IMF and IBRD.

The text is supported with examples, tables and figures. Chapter-end multiple choice questions and review questions are also provided.

Besides the undergraduate students, this book will also be useful to the postgraduate students of Economics, Commerce and Management.

Contents: Preface. Part I: Money—An Introduction to Money. Monetary Standards. Value of Money. Monetary Theories. Analysis of Interest Rates. Analysis of Inflation and Deflation. Trade Cycles. Money Market. Capital and Stock Markets. Monetary Policy. Part II: Banking—An Introduction to Banking. Functions of Commercial Banks. Credit Creation Process of Commercial Banks. Balance Sheet of Commercial Banks. Investment Policy of Commercial Banks. Nationalization of Commercial Banks. State Bank of India. Commercial Banks and Economic Development. India's Lead Bank Scheme. An Introduction to Central Banking. Functions of a Central Bank. Credit Control Methods. Central Banking System in India. Reserve Bank of India and Economic Development. Central Banking System in the USA. Central Banking System in the UK. International Financial Institutions. Bibliography. Index.

Latest Print 2013 / 332 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4795-3 / ₹ 325.00 / (e-book also available)

POPLI & PURI
Strategic Credit Management in Banks

G.S. POPLI, *Director and Professor of Banking and Finance at Delhi School of Professionals Studies & Research, Delhi.*
S.K. PURI *was Assistant General Manager at Oriental Bank of Commerce.*

Credit management has always been one of the principal sources of income for commercial banks. Therefore, strategic credit management is vital to cash flow as it helps in minimizing the likelihood of bad debts.

The present text, supported with flow diagrams, data, bank formats and guidelines, wherever necessary, lays down the legal requirements for disbursements and controlling of different types of credit and also explains the procedures in lucid and step-by-step manner to help readers to form clear understanding of the concept.

Besides dealing with the theory and conceptual terms, the book incorporates the latest development in the field of bank credit. It imparts knowledge on appraisal system of credit applications/proposals and their post-sanction monitoring, credit policy, types of loans and advance facilities granted by banks in India, and analysis of borrowers in particular reference to their legal capacity. It helps in developing skills for identifying, measuring and mitigating risks associated with lending.

The book includes various regulatory guidelines pertaining to real estate financing and includes separate chapters devoted to agriculture finance, lending to small-, medium- and large-scale industry, and import and export financing.

The book is aimed at postgraduate students of management and commerce. The book will also be of great value to practicing credit managers, finance mangers and accountants.

Contents: Preface. Credit Management in Banks. Appraisal of Credit Proposals Sanctioning of Credit Limits. Post-Sanction Compliance: Monitoring/Supervision of Advances. Overview of Bank's Credit Policy and Loan Characteristics. Different Types of Loan and Advances. Credit Analysis: Different Types of Bank Borrowers. Evaluating Commercial Loan Request: Financial Statements Analysis Financial Statements as a Tool of Appraisal. Ratio Analysis as Tool for Financial Statement Analysis. Funds Flow and Cash Flow Analysis. Retail Banking Advances and Evaluating Consumer Loans. Loans and Advances Against Various Types of Securities. Advances Against Bank Deposits. Advances Against Government Securities: Stocks and Promissory Notes. Advances Against Postal Securities (National Savings Certificates, Kisan Vikas Patras, Public Provident Fund and other Deposit Schemes). Advances Against. Advances Against Gold and Silver Jewellery. Advances Against Shares, Debentures, Units and Bonds. Advances Against Bills of Exchange. Real Estate Financing. Agriculture Financing by Banks of India. Financing Small and Medium Enterprises (SMEs). Working Capital Finance: Project Financing. Foreign Trade Policy. Import Credit. Export Credit. Export Credit and Guarantee: Corporation (ECGC) of India. Management of Non-Performing Assets. Index.

Latest Print 2014 / 324 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4704-5 / ₹ 350.00 / (e-book also available)

SETHI & BHATIA

Elements of Banking and Insurance, 2nd ed.

JYOTSNA SETHI, *Associate Professor in the Department of Commerce, Jesus and Mary College, New Delhi.*
NISHWAN BHATIA, *Associate Professor in the Department of Commerce, Jesus and Mary College, New Delhi.*

This up-to-date and student-friendly text describes, with great clarity and precision, the role of banking and insurance sectors in the current era of globalization, privatization and liberalization. The Second Edition, while retaining the fundamental concepts of the earlier edition, provides more elaborate information on

the subject. It includes a new chapter on Practical Banking, dealing with cheques, drafts, core banking solution, and banking ombudsman.

The book first introduces the readers to the banking business, retail banking, international banking, Internet banking and tele-banking, including ATMs, credit, debit and smart cards. Then it goes on to give a detailed description of enterprise risk management (ERM), life insurance plans, insurance rating methods, and claims settlement in life insurance. The text concludes with a discussion on insurance intermediaries and their functioning, the legal framework, as well as major players in the Indian insurance industry and future trends of the industry.

Designed primarily as a textbook for the undergraduate students (BA) for their course in banking and insurance, this compact text should also prove useful to the students of management, commerce and those taking banking and insurance courses.

KEY FEATURES

- Acquaints the students with most recent developments in banking and insurance sectors.
- Contains many examples, illustrations, and other pedagogic features.
- Provides numerous end-of-chapter review questions.
- Gives important abbreviations and real-life cases.

Contents: Preface. Abbreviations. Introduction to Banking Business. Structure of Commercial Banks in India. Banking Sectors. Electronic Banking. Loans and Advances. Priority Sector Lending. Export Credit. Annual Report and Balance Sheet of a Bank. Project and Working Capital Finance. Banking Legislation. Banking Sector Reforms and NPAs. Practical Banking. Risk Management: An Overview. Introduction to Insurance. Life Insurance. Fire Insurance. Marine Insurance. Motor Vehicle Insurance. Health Insurance. Miscellaneous Insurance. Reinsurance. Insurance Pricing. Underwriting. Policy Servicing and Claims Settlement. Channels of Distribution. Legal Framework. Indian Insurance Industry: Transition and Prospects. Appendices—A: Public Sector Banks. B: Foreign Banks in India. C: Private Sector Banks. D: Cooperative Banks. E: Cases. Bibliography. Index.

Latest Print 2014 / 488 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-4657-4 / ₹ 295.00 / (e-book also available)

SRIRAM

Core Banking Solution: Evaluation of Security and Controls, 2nd ed.

M. REVATHY SRIRAM, *Managing Director of Tejas Brainware Systems (P) Limited, Chennai.*

This compact and concise study provides a clear insight into the concepts of Core Banking Solution (CBS)—a set of software components that offer today's banking market a robust operational customer database and customer administration. It attempts to make core banking solution familiar to the professionals and regulatory authorities, who are responsible for the control and security of banks, and shows that by using CBS, banking services can be made more customer friendly.

This well-organized text, divided into two parts and five sections, begins (Part I) with the need for core banking solution technology in banking system, its implementation and practice. It then goes on to a detailed discussion on various technology implications of ATM, Internet banking, cash management system and so on. Part I concludes with Business Continuity Planning (BCP) and Disaster Recovery Planning (DCP).

Part II focuses on components of audit approach of a bank where the core banking solution has been in operation. Besides, usage of audit tools and study of audit logs have been discussed.

The **Second Edition** includes new sections on outsourcing of ATM operations, printing of ATM card, printing of Pin Mailers, mobile banking, Point of Sale (POS), financial inclusion, vulnerability assessment, penetration testing and so on. Besides, many topics have been discussed extensively and updated to make the book more comprehensive and complete.

KEY FEATURES

- Suggested checklists for performing audits are included.
- An exclusive chapter is devoted to Case Studies based on fraudulent activities in banks due to lack of security and controls.
- Useful Web references have been provided.
- Contains relevant standards of international body ISACA, USA.

This book would be useful for the Chartered Accountants who are Auditors of various banks. It would help the External System Auditors and the Auditors who perform concurrent system audit of banks and also the Officers of the Department of Banking Supervision of the Reserve Bank of India and others who have the responsibilities of regulating the security and controls in the banks. In addition, it would be extremely useful to the bankers who have Information Technology as one of the subjects for the CAIIB examination.

This book is a trailblazer in the Indian Banking scene. It makes tremendous and vital contribution to the aspect of Computer Assurance and Risk Management in Banking.

— N. VITTAL, I.A.S. (Retd.)
Former Central Vigilance Commissioner

Contents: Foreword. Introduction. Preface. Preface to the First Edition. Acknowledgements. Part 1: Core Banking Solution: Its Functions, Applications and Managing System—What is Core Banking Solution (CBS)?. Technology Behind Core banking Solution (CBS). Implementation of Core Banking Solution (CBS). Functions of the Information Technology Department. Systems and Procedures for Effective Implementation of CBS. Application Program Modules and Their Functionality. Activating the Branches. ATM Functionality—How it works. Internet Banking, Real Time Gross Settlement and Cash Management System. Security Policy. Business Continuity Planning (BCP) and Disaster Recovery Planning (DRP). Part 2: Evaluation of Security and Control—Scope of Evaluation of Security and Controls in a Core banking solution. Review of Security Policy Implementation. Review of Business Continuity Planning and Disaster Recovery Planning. Systems Development and Change Management. Network Security. Evaluation of Controls in Operating System. Testing of Application Modules of Core Banking Solution. Evaluation of Controls in ATM Operations. Evaluation of Controls in Internet Banking. Evaluation of Controls and Audit of Branches. Review of System Logs. Audit Tools. Instances of Frauds, Its Causes and Controls. Relevant ISACA Standards, Guidelines and Procedures. Appendix: Relevant RBI Circulars and Notifications. Glossary of Terms. Web References. Index

Latest Print 2013 / 360 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-4833-2 / ₹ 350.00

Behavioural Finance

SULPHEY

Behavioural Finance

M.M. SULPHEY, *Professor and Head, HR Domain, TKM Institute of Management, Kollam (Kerala).*

This comprehensive, lucidly written text is an ideal introduction to behavioural finance. The book caters to the needs of both undergraduate and postgraduate management courses. It covers almost all important topics of behavioural finance prescribed in the syllabi of various universities across India, including Neurofinance and Forensic Accounting, which have rare occurrence in other books but are important from future perspective. There is a dearth of literature in behavioural finance, and if available, then the books are of large volumes, written by foreign authors citing examples and case studies from the countries other than India. Hence, the present book aims at providing information in global scenario, particularly Indian cases.

A number of **case studies** and box items make this text interesting and informative. Review questions given at the end of each chapter help students in assessing their knowledge after having learned the concepts. Overall, the book will help readers in gaining adequate knowledge of the subject.

Contents: Preface. Standard Finance. Behaviour and

Decision Making. Evolution of Behavioural Finance. Financial Market Anomalies. Theories of Behavioural Finance. Market Bubbles. Neurofinance. Forensic Accounting. Behavioural Corporate Finance. The Way Forward. Index.

Latest Print 2014 / 208 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-5028-1 / ₹ 195.00 / (e-book also available)

Business Law

RAO

Mercantile Law (For CPT Course)

PEDDINA MOHANA RAO *is former Reader, Department of Commerce, Sri Krushna Chandra Gajapati (SKCG) (Autonomous) College, Orissa.*

This student-friendly text on Mercantile Law (often called Business Law) discusses in detail the various laws and Acts relating to Mercantile Law. Divided into three parts, Part I, The Indian Contract Act, 1872 discusses topics such as Agreement and Contract, Offer and Acceptance and Consideration. Part II, The Sale of Goods Act, 1930 deals with Formation of Contract of Sale, Conditions and Warranties, Transfer of Ownership in Goods, and so on. Part III, The Indian Partnership Act, 1932 analyzes Nature of Partnership, Relations of Partners to One Another, and Registration and Dissolution of a Firm. The subject has been covered by topics rather than in the strict order of sections in the different Acts so that students can understand the matter with greater ease.

Primarily intended as a text for CPT (Common Proficiency Test) course of the Institute of Chartered Accountants of India (ICAI), this accessible text should prove to be valuable also for the undergraduate students of commerce and management, ICWAI, ICSI, and those appearing for Judicial Services examination.

DISTINGUISHING FEATURES

- Cites examples, wherever necessary, to clarify the implication of the law.
- Illustrates concepts with the help of many worked-out examples (problems).
- Provides a large number of multiple choice questions with answers.
- Furnishes a Glossary on the legal terms used.
- Provision of Case Law gives solidity to the text.
- Supplements the text with pedagogical features such as Bird's Eye View to make the book very practical and easy to understand.

Contents: Preface. Part I: The Indian Contract Act, 1872—Law: A Preliminary View. Mercantile Laws: An Introductory View. Nature of Contract. Agreement and Contract. Offer and Acceptance. Consideration. Capacity to Contract. Free Consent. Legality of the Object and Consideration. Void Agreements. Performance of Contract. Discharge of Contract. Breach of Contract. Contingent Contracts. Quasi Contracts. Part II: The Sale of Goods Act, 1930—Formation of the Contract of Sale. Conditions and Warranties. Transfer of Ownership in Goods. Performance of the Contract of Sale. Unpaid Seller and Restorative Measures. Part III: The Indian Partnership Act, 1932—Nature of a Partnership: General View. Relations of Partners to One Another. Registration and Dissolution of a Firm. Appendices. Glossary. Index.

Latest Print 2011 / 436 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4177-7 / ₹ 275.00 / (e-book also available)

Corporate Accounting

GOYAL & GOYAL

Corporate Accounting, 3rd ed.

V.K. GOYAL, *formerly Associate Professor, Shri Ram College of Commerce, University of Delhi, is Professor of Accounting and Finance at Delhi School of Professional Studies and Research, affiliated to Guru Gobind Singh (GGS) Indraprastha University, New Delhi.*
RUCHI GOYAL *has done her Masters in Commerce from Shri Ram College of Commerce, University of Delhi.*

The Third Edition of this text, which is a thoroughly revised and enlarged version of Prof. V.K. Goyal's book, *Corporate Accounting,* Second Edition, gives a clear analysis of the fundamental concepts of corporate accounting.

Accounting for various types of companies comes under the sphere of corporate accounting. This book primarily deals with the preparation and presentation of accounts strictly in accordance with the provisions of the Indian Company Law. Organized into 11 chapters, this book, at the outset, presents provisions of the Indian Companies Act, 1956, SEBI's guidelines, and different types of shares and modes for issue of shares. Then it goes on to give a detailed discussion on the conditions for redemption of preference shares with their sources and conversion of preference shares into equity shares. Besides, this text covers, in detail, topics such as different modes of issue and redemption of debentures, internal and external construction of companies, preparation of cash flow statement and its classification as well as the distinction between cash flow statement and fund flow statement. Finally, the book elaborates on several methods of analysis of financial statements and advantages and limitations of ratio analysis.

This well-organized and student-friendly book is intended as a text for undergraduate students of commerce (B.Com. Programme/B.Com. Pass) in universities across India. In addition, it would be useful for professional courses such as CA, ICWA and CS.

KEY FEATURES

- Covers concepts and principles of corporate accounting in a comprehensive manner.
- Includes 300 worked-out examples to illustrate the concepts discussed.
- Provides 250 unsolved problems in a graded manner for the benefit of students.

Contents: Preface. Issue of Shares: Forfeiture and Reissue of Forfeited Shares. Issue and Redemption of Preference Shares and Bonus. Purchase of a Business. Profits Prior to Incorporation. Loan Capital: Issue of Debentures. Redemption of Debentures. Final Accounts. Internal Reconstruction. External Reconstruction: Amalgamation, Absorption and Merger. Cash Flow Statement. Ratio Analysis. Index.

Latest Print 2013 / 652 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4627-7 / ₹ 450.00 / (e-book also available)

Cost Accounting

BANERJEE

Cost Accounting: Theory and Practice, 13th ed.

BHABATOSH BANERJEE, *former Professor, Department of Commerce and Dean, Faculty of Commerce, Social Welfare and Business Management, University of Calcutta. Currently he is Visiting Professor at Indian Institute of Management Calcutta. He is the Editor of Indian Accounting Review and President of Indian Accounting Association (IAA) Research Foundation.*

This well-established and widely adopted textbook, now in its 13th edition, continues to provide an in-depth and insightful analysis of the modern theories and practices of Cost Accounting. That the book has gone into its 13th edition is a testimony of its wide acceptance by the students, academics and professionals.

Primarily intended for postgraduate and undergraduate students of Commerce and Management, the book will be of immense benefit to the students pursuing professional courses offered by the Institute of Chartered Accountants of India (ICAI), Institute of Cost Accountants of India (ICAI), Institute of Company Secretaries of India (ICSI), and those pursuing the Chartered Financial Analyst (CFA) course.

Now, in its 13th edition, the book has been thoroughly revised meeting the latest syllabus requirement of various courses. A new chapter on "Strategic Cost Management" has been included which is a definite need of modern management to enhance the competitive advantage of the firm.

Besides, many chapters have been overhauled and updated, especially the chapters covering basic concepts and terms, classification of costs and cost sheet, activity based costing, marginal costing, relevant cost analysis and management decisions, capital budgeting decisions, and cost audit.

The book also includes terminology published by CIMA, the cost standards recommended by ICAI and a wide array of illustrations, worked-out examples, MCQs and practice exercises.

Contents: Preface. Part I: INTRODUCTION, BASIC CONCEPTS AND COST CLASSIFICATION—Basic Concepts and Terms. Classification of Costs and Cost Sheet. Part II: ELEMENTS OF COST AND OVERHEADS—Material Cost Management. Section I: Managing Purchase Function. Section II: Storing of Materials. Section III: Valuing Material Issues. Section IV: Operating Control Systems. Labour Cost Management. Section I: Recruitment, Time-keeping and Time-booking. Section II: Methods of Remuneration. Section III: Preparation and Payment of Wages and Accounting. Section IV: Labour Turnover. Section V: Labour Cost Control. Overheads. Section I: Definition and Classification. Section II: Production Overheads. Section III: Administration and Selling and Distribution Overheads. Section IV: Miscellaneous Indirect Expenses. Activity Based Costing (Allocation of Overhead). Part III: COST BOOK-KEEPING—Cost Control Accounts. Reconciliation of Cost and Financial Accounts. Integrated Accounts. Part IV: COSTING METHODS—Job and Contract Costing. Section I: Job Costing. Section II: Contract Costing. Process Costing. Section I: Process Losses and Inter-process Profits. Section II: Equivalent Production. Section III: Joint Products and By-Products. Service Costing. Uniform Costing and Inter-firm Comparison. Part V: COST ANALYSIS FOR DECISION MAKING—Marginal Costing. Section I: Conceptual Framework. Section II: Management Decisions. Relevant Cost Analysis and Management Decisions. Part VI: COSTING TECHNIQUES FOR PLANNING AND CONTROL—Budgetary Control. Section I: Functional Budgets and Master Budget. Section II: Flexible Budgets. Standard Costing. Section I: Cost and Sales Variances. Section II: Accounting Methods. Capital Expenditure Decisions. Section I: Basic Concepts, Tools and Techniques. Section II: Risk Analysis. Part VII: EXTERNAL OVERSIGHT—Cost Audit. Part VIII: EMERGING AREAS—Strategic Cost Management. Contemporary Topics. Section I: Some Concepts and Techniques. Section II: Operations Research and Quantitative Techniques. Section III: Learning Curve Analysis and Decision-Making. Appendix 1: Official Terminology of the CIMA: Management Accounting. Appendix 2: Present Value Tables: 1 & 2. Bibliography. Answers to MCQs. Answers to Exercises. Index.

Latest Print 2014 / 1044 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4908-7 / ₹ 695.00 / (e-book also available)

BHATTACHARYYA

Principles and Practice of Cost Accounting, 3rd ed.

ASISH K. BHATTACHARYYA, *Chairman, Riverside Management Academy, and an Advisor (Advanced Studies), The Institute of Cost Accountants of India (ICAI).*

This extensively revised third edition serves as a textbook for B.Com. and other professional courses in accounting. It covers the new syllabus of Cost Accounting recommended by U.G.C. for B.Com. courses and also the syllabus of Cost Accounting (PE-II Exam., of ICAI).

The text is example based and illustrates each concept by providing solved problems that demand the application of the concept. In addition, under the section, "Review Problems", complete solutions to a large number of

problems selected from professional examinations have been incorporated. A key feature of the book is discussion at the end of each solution, under "Points to Remember", that provides insights into the problem.

Learning cost accounting using this book will be more enjoyable as the problems are interesting and arranged in order of difficulty.

Contents: Preface. The Scope of Cost Accounting. Cost Accounting Terms. Cost Elements and Cost Sheet. Absorption Costing and Marginal Costing Methods. Materials Management. Materials Accounting. Labour Control and Methods of Remuneration. Payroll Accounting. Direct Expenses. Overhead: Classification, Distribution and Control. Manufacturing Overhead. Non-Manufacturing Overheads. Cost Accounting Records. Specific Order Costing—Job, Batch, Back-flush and Contract. Process Costing. Service Costing and Output Costing. Cost-Volume-Profit Analysis. Marginal Costing and Tactical Decisions. Budget and Budgetary Control. Standard Costing. Relevant Costing. Uniform Costing and Inter-firm Comparison. Cost Reduction and Productivity. Index.

Latest Print 2013 / 1084 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-2555-5 / ₹ 525.00 / (e-book also available)

NIGAM & JAIN

Cost Accounting: Principles and Practice

B.M. LALL NIGAM, *formerly, Senior Professor in the Faculty of Commerce and Business, Delhi School of Economics, University of Delhi.*
I.C. JAIN, *Reader at the Delhi College of Arts and Commerce, University of Delhi.*

In the present global, knowledge-based, and e-business environment, cost accounting has witnessed remarkable changes. It has sought to take on technology and offer new solutions to cost-quality problems in industry. From being a system for measuring and controlling costs, its principal focus has now shifted to managing costs, both at the pre- and post-production stages. Instead of mundane cost determination, it is *strategic cost management* which dominates the discussion in corporate board meetings. It is this paradigm shift that has necessitated the writing of this book.

This comprehensive, profusely illustrated book is intended as a text for students of B.Com., B.Com. (Hons.) and BBA courses. For those aspiring for professional qualifications like Chartered Accountancy, ICWA, and MBA, it will serve as an excellent introductory text. The instructors, in their turn, will immensely benefit in as much as it represents a balanced treatment of conceptual and managerial issues.

The book, with its student friendly approach, should prove to be a trendsetter in the Indian context.

KEY FEATURES

- Definitions and interpretations are gradually built into the text.
- 150 illustrations, 300 solved problems, and 400 unsolved exercises with answers and hints for arriving at them make the text an in-built solutions manual.
- Each chapter ends with chapter review, and objective-type questions — true/false statements, and multiple choices.
- Due recognition accorded to contemporary topics like activity-based costing, Just-in-time (JIT), Materials requirements planning (MRP), computerized costing, cost audit, cost control and cost reduction, total quality management, and Management information systems (MIS).

Contents: Preface. Section I: BASIC PRINCIPLES—Cost Accounting: An Overview. Cost Concepts and Classifications. Section II: ELEMENTS OF COST—Materials: Purchasing and Store-keeping. Materials: Issue, Pricing and Control. Labour: Costing and Control. Overheads: Analysis, Distribution and Control. Overheads: Treatment of Special Items. Section III: COSTING METHODS—Single or Output Costing. Job-order, Batch and Contract Costing. Process Costing: Losses, Equivalent Production, and Inter-Process Profits. Process Costing: Joint Products and By-products. Operating/Service Costing. Section IV: COST BOOK-KEEPING—Control Accounts. Reconciliation of Cost and Financial Accounts. Integrated (Integral) Accounts. Section V: COST ANALYSIS AND CONTROL—Budgeting and Budgetary Control. Standard Costing and Variance Analysis. Responsibility Accounting. Absorption and Marginal Costing: Income Measurement. Cost–Volume–Profit Analysis. Relevant Costing for Short-term Special Decisions. Section VI: RECENT DEVELOPMENTS—Contemporary Topics. Index.

Latest Print 2014 / 1176 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-1723-9 / ₹ 650.00

Financial Accounting

BANERJEE

Financial Accounting: A Dynamic Approach

BIRENDRA KRISHNA BANERJEE *is a faculty member of Durgapur Government College, Durgapur, West Bengal.*

Intended primarily as a text for the undergraduate students of commerce, this book gives a comprehensive and indepth analysis of the concepts and principles underlying financial accounting. It also introduces the student to the tools and techniques essential for tackling real-life problems.

The text discusses in detail final accounts, branch accounting, hire-purchase and instalment sales, partnership accounts, stock valuations, as well as other company accounts. The book would be of considerable help to the readers in preparing financial statements and would equip them with the necessary knowledge in understanding the financial performance and the financial

position of an organization and communicate these to its stakeholders.

Besides students of commerce, those appearing for various professional examinations such as CA and ICWA foundation courses should find this student-friendly and accessible book extremely useful.

KEY FEATURES

- Gives 300 worked-out key problems to illustrate the concepts.
- Provides numerical problems—which total over 750 in the book—at the end of every chapter. These are given in a graded manner to drill the students in self-study.
- Provides appropriate hints/notes for all the important problems so that students can solve these problems independently.
- Contains more than 1000 objective-type and short-answer-type questions with their answers to ascertain the readers' understanding of the concepts.
- Incorporates the emerging trends in various company accounts and their applications.

Contents: Foreword. Preface. Acknowledgements. Introduction to Accounting: Concepts, Scope and Evolution. Accounting Cycle and Double Entry System of Book Keeping. Subsidiary Books. Bank Reconciliation Statement. Business Income Measurement and Analysis of Revenue and Expenses. Capital and Revenue. Depreciation Accounting. Reserves and Provisions. Inventory Valuation. Journal Proper. Final Accounts with Manufacturing Account. Final Accounts of Non-Trading Concern. Bill of Exchange. Average Due Date and Account Current. Self-Balancing and Sectional Balancing System. Consignment Accounting. Joint Venture. Final Accounts of Incomplete Records. Branch Accounting. Hire-purchase System and Instalment Payment System. Accounting for Goods Sent on "Sale or Return" Basis. Partnership Accounts. Corporate Accounting. Index.

Latest Print 2010 / 1120 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-3194-5 / ₹ 495.00

BANERJEE

Financial Accounting: Concepts, Analyses, Methods and Uses

BIRENDRA KRISHNA BANERJEE *is a faculty member of Durgapur Government College, Durgapur, West Bengal.*

This text offers a comprehensive and in-depth analysis of the concepts and principles of financial accounting with the help of examples and illustrations. It introduces the students to the methods and techniques essential for enhancing their skills in the preparation of financial statements for presentation to the decision makers.

This book will help develop adequate skills in the areas of Final Accounts of Trading and Non-trading concerns, Branch Accounting, Hire-purchase and Instalment-sale, Partnership Accounts, Stock Valuation, Consignment and Joint Ventures, etc. It will also help students in acquiring the necessary knowledge required for understanding the financial performance and the financial position of an organization and communicating such details to the stakeholders.

The text is primarily intended for the undergraduate students of commerce. Besides, it will be useful for taking various professional examinations such as chartered accountancy (CA), cost and works accountancy (ICWA) and company secretaryship (CS).

DISTINGUISHING FEATURES

- Gives many worked-out problems to illustrate the concepts.
- Provides numerical problems in a graded manner to enhance problem-solving skills.
- Provides appropriate hints/notes to all the important problems so that the students can understand the underlying concepts with ease.
- Contains a large number of objective-type and short-type questions with their answers to reinforce the students' learning.

Contents: Preface. Introduction to Accounting: Concepts, Principles, Scope and Evolution. Process of Accounting, System of Bookkeeping, Journal, Ledger and Trial Balance. Subsidiary Books. Capital, Revenue and Deferred Revenue Expenditure. Business Income Measurement and Analysis of Revenue and Expenses. Provisions and Reserves. Depreciation Accounting. Accounting for Bad Debts, Provision for Bad Debts, Provision for Discount on Debtors and Creditors. Inventory Valuation. Journal Proper. Final Accounts. Manufacturing Account and Cost Sheet. Consignment Accounting. Joint Venture. Self-Balancing and Sectional Balancing System. Single Entry System (Final Accounts of Incomplete Records). Insurance Claims for Loss of Stock and Loss of Profit. Departmental Accounting. Branch Accounting. Hire Purchase and Instalment Payment. Goods Sent on Sale or Return Basis. Partnership Accounts. Lease Accounting. Introduction to Accounting Theory. Index.

Latest Print 2010 / 1264 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-3950-7 / ₹ 495.00 / (e-book also available)

BHATTACHARYYA

Essentials of Financial Accounting, 3rd ed. (with CD-ROM)

ASISH K. BHATTACHARYYA, *Chairman, Riverside Management Academy, and an Advisor (Advanced Studies), The Institute of Cost Accountants of India (ICAI).*

This thoroughly revised and updated edition, with most of the chapters of the previous edition rewritten, clearly analyzes the concepts and applications of financial accounting. The book acquaints the readers with the new International Financial Reporting Standards (IFRS) which are applicable in India from 1 April 2011 onwards.

Divided into 17 chapters, the text explains, with the help of many tables, boxes, and practical examples, all the

basic accounting principles. The book is written in an accessible and reader-friendly manner so that the students can comprehend the subject with great ease.

Intended primarily for postgraduate students of management, the book is extremely useful for those preparing for accountancy examinations. Besides, practising managers should find the book handy for analyzing financial statements.

NEW TO THIS EDITION

- The text is prepared based on IFRS revised upto 1 September 2011.
- Includes Revised Schedule VI to the Company's Act, 1956.
- New examples have been added to explain various concepts.
- The book provides a CD containing a large number of PowerPoint Presentations (PPTs), along with the amended Schedule VI.
- The chapters, particularly those covering accounting standards, have been thoroughly revised.

Contents: Preface. The Conceptual Framework. Accounting Fundamentals. Balance Sheet. Profit and Loss Account. The Accounting Cycle: Journal, Cash Book, General Ledger and Trial Balance. Completion of the Accounting Cycle: Preparation of Profit and Loss Account and Balance Sheet. Accounts of Limited Liability Companies: Accounting for Shares and Debentures. Accounts of Limited Liability Companies: Final Accounts. Fixed Assets. Current Assets. Investments. Liabilities. Income. Depreciation and Impairment. Topical Issues. Cash Flow Statement. Financial Analysis. Glossary. Solution to Quizzes. Index

Latest Print 2012 / 712 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4651-2 / ₹ 450.00 / (e-book also available)

BHATTACHARYYA
Financial Accounting for Business Managers, 4th ed.

ASISH K. BHATTACHARYYA, *Chairman, Riverside Management Academy, and an Advisor (Advanced Studies), The Institute of Cost Accountants of India (ICAI).*

Primarily intended for the first course in financial accounting for the postgraduate students of management, this systematically organized text discusses the essential concepts, principles and methods of financial accounting. It covers all important financial concepts and corporate financial reporting practices. The book, in its Fourth Edition, includes Revised Schedule VI on Balance Sheet and Profit & Loss Account Format. The Schedule VI has also been explained at the appropriate places.

While the emphasis throughout is on the fundamentals, the book also skilfully analyzes advanced topics such as financial instruments, earnings management, internal control and internal audit, business combination and the logit model.

Besides students, practising managers will also find this text to be of immense value.

KEY FEATURES

- Important concepts are summarized in boxes to facilitate revision and to break the monotony.
- Assignments are given in almost all the chapters to provide suitable exercises for better comprehension of the basic concepts.
- Answers to quizzes are given at the end of the book.
- Includes **Case Studies** in many chapters.
- Contains a comprehensive Glossary at the end of the book.
- Discusses financial analysis in detail.
- Explains deviations of Indian GAAP from the IAS at appropriate places.
- Provides a large number of practical examples to explain concepts and issues.
- Incorporates most recent revisions in IAS and AS.

Contents: Preface. Preface to the Second Edition. Acknowledgements. Introduction. Financial Accounting Framework. Classification of Assets and Liabilities. The Accounting Cycle: Journal, Cash Book, General Ledger and Trial Balance. Completion of the Accounting Cycle: Preparation of the Profit and Loss Account and Balance Sheet. Accounts of Limited Liability Companies: Accounting for Shares and Debentures. Accounts of Limited Liability Companies: Final Accounts. Fund Flow And Cash Flow Statements. Measurement of Assets. Measurement of Liabilities. Financial Instruments. Accounting for Leases. Recognition of Incomes and Expenses. Changes in Foreign Exchange Rates. Business Combination. Consolidated Financial Statements. Disclosure in Corporate Financial Report. Financial Analysis. Case Studies—Appendix: Comparative Statement of International Accounting Standard and Indian Accounting Standard (As on 1 July 2004). Glossary. Solutions to Quizzes. Index.

Latest Print 2012 / 772 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4652-9 / ₹ 475.00 / (e-book also available)

DAS
Business Accounting and Financial Management

SUBHASH CHANDRA DAS, *Management Consultant and Former Director (Finance), Hindustan Paper Corporation (HPC) Ltd.*

This comprehensive and concise book critically examines the essential principles, practices and approaches to **financial accounting, cost and management accounting, and financial management**. This book is intended for the postgraduate students of management and commerce. Besides, it is equally useful for the students of engineering and technology.

The objective of this book is to assist the students and readers in developing an understanding of the theories of various branches of accounting and financial

management, and to integrate the knowledge with practice in evaluating the strategic management decisions.

The book contains thirty-three chapters divided into three parts. Part A comprising ten chapters discusses the key principles and practices of financial accounting. Part B containing eight chapters explains various methods and techniques of cost and management accounting. Part C comprising fifteen chapters provides an insight into the numerous dimensions of financial management policies and practices.

KEY FEATURES

- A systematic presentation of the subject matter, supported with substantial number of Examples, Diagrams and Tables for easy understanding.
- The topics of 'Accounting for Fixed Assets' (Chapter 4), 'Depreciation Accounting' (Chapter 5), 'Revenue Recognition' (Chapter 6), 'Accounting for Inventories' (Chapter 8) and 'Cash Flow Statement' (Chapter 20) have been written thoroughly in accordance with the Accounting Standards (AS) issued by the ICAI.
- Review questions covering examination problems and their answers are given at the end of each chapter. The detailed answers are available in the Instructors' Manual.
- An exhaustive glossary of terms have been provided to explain the core concepts.
- Solutions Manual is also available.

Contents: Preface. Acknowledgements. List of Abbreviations. Part A: Financial Accounting—Understanding of Financial Accounts and Statements. Recording Transactions in the Books of Accounts (I). Recording Transactions in the Books of Accounts (II). Accounting for Fixed Assets. Depreciation Accounting. Revenue Recognition. Bad Debts, Provision for Bad and Doubtful Debts. Accounting for Inventories. Corporate Accounting (I): Basic Concepts. Corporate Accounting (II): Company Final Accounts. Part B: Cost and Management Accounting—Cost and Management Accounting: An Overview. Cost Concepts, Classification of Cost and Preparation of Cost Sheet. Elements of Cost: Material – Labour – Overhead. Types and Methods of Costing. Marginal Costing and Cost – Volume – Profit Analysis. Budgeting and Budgetary Control. Standard Costing, Variance Analysis and Responsibility Accounting. Strategic Cost Management, Relevant Costing and Managerial Decision Making. Part C: Financial Management—Financial Management: An Overview. Financial Statement Analysis. Time Value of Money. Valuation of Securities. Risk and Return. Capital Expenditure Budgeting and Risk in Capital Budgeting. Productivity of Capital and Leverage Analysis. Cost of Capital. Capitalisation and Capital Structure. Working Capital Management. Cash and Liquidity Management. Credit Management: Management of Receivables (Debtors) and Payables (Creditors). Inventory Management. Source of Finance, Working Capital Financing and Banking Norms. Dividend Policy and Dividend Decision. 1: Future Value Interest Factor (FVIF). 2: Future Value Interest Factor for an Annuity FVIFA. 3: Present Value Interest Factor (PVIF). 4: Present Value Interest Factor for an Annuity PVIFA. 5: Normal Distribution. Bibliography. Index.

Latest Print 2013 / 920 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4742-7 / ₹ 695.00 / (e-book also available)

GOYAL & GOYAL
Financial Accounting, 4th ed.

V.K. GOYAL, *formerly Associate Professor, Shri Ram College of Commerce, University of Delhi, is Professor of Accounting and Finance at Delhi School of Professional Studies and Research, affiliated to Guru Gobind Singh (GGS) Indraprastha University, New Delhi.*
RUCHI GOYAL *has done her Masters in Commerce from Shri Ram College of Commerce, University of Delhi.*

The Fourth Edition of this text, which is a thoroughly revised and enlarged version of *Financial Accounting*, 3rd ed., by the first author, gives a clear analysis of the fundamental concepts of financial accounting. Organized into 15 chapters, the book begins with a discussion on the objectives of accounting and accounting information as well as the theory base of accounting and accounting standards. Then it goes on to give a detailed discussion on various source documents and vouchers required for recording transactions. Besides, the book describes what are subsidiary books of business such as cash book and bills payable book as also the techniques of preparing trial balance, final accounts, accounts of non-trading organizations, accounts from incomplete records, consignment accounts and joint venture accounts. Finally, the book covers hire purchase system, branch accounts, and dissolution of a partnership firm.

This well-organized and student-friendly book is intended as a text for undergraduate students of commerce (B.Com. Programme/B.Com. Pass) in universities across India. In addition, it would be useful for professionals pursuing CA, ICWA and CS courses.

KEY FEATURES

- Includes 300 worked-out examples to illustrate the concepts discussed.
- Provides 250 unsolved problems in a graded manner for the benefit of students.
- Contains a variety of end of chapter questions.

Contents: Preface. Meaning and Objectives of Accounting and Accounting Information. Theory Base of Accounting and Accounting Standards. Accounting Process. Source Documents and Vouchers for Recording of Transactions. Subsidiary Books of Business. Trial Balance and Errors and Their Rectification. Depreciation: Reserves and Provisions. Final Accounts of Trading Concerns. Accounts of Non-trading Organizations. Accounts from Incomplete Records: Single Entry System. Consignment Accounts. Joint Venture Accounts. Hire Purchase System. Branch Accounts. Dissolution of a Partnership Firm. Index.

Latest Print 2012 / 668 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4626-0 / ₹ 425.00 / (e-book also available)

GOYAL & GOYAL

Financial Accounting for BBA

V.K. GOYAL, *formerly Associate Professor, Shri Ram College of Commerce, University of Delhi, is Professor of Accounting and Finance at Delhi School of Professional Studies and Research, affiliated to Guru Gobind Singh (GGS) Indraprastha University, New Delhi.*

RUCHI GOYAL *has done her Masters in Commerce from Shri Ram College of Commerce, University of Delhi.*

This compact and student-friendly book presents the fundamental concepts of accounting. It brilliantly combines two areas of accounting—financial accounting and corporate accounting. While the initial and middle chapters give a clear analysis of financial accounting, the remaining chapters provide a succinct account of corporate accounting. The chapters on financial accounting discuss in detail the concepts of accounting and accounting standards, the process and technique of accounting, source documents and vouchers for recording of transactions. Besides, they deal with the rules of debit and credit, and journal entry and preparation of trial balance as well as errors and their rectification. Finally, these chapters cover the concept and causes of depreciation and methods of recording and providing depreciation, the adjustment required to prepare the final accounts of a trader including the accounting concepts of income and its measurements, and the meaning, objectives and methods of valuation of inventories.

Chapters on corporate accounting discuss in detail the issue of shares, forfeiture and reissue of forfeited shares, and issue and redemption of debentures. In addition, they show how the final accounts of a company are prepared as per Schedule VI of the Indian Companies Act, 1956.

This well-organized and student-friendly book is intended as a text for the undergraduate students of management (BBA). Besides, anyone who wishes to know about the fundamentals of financial and corporate accounting will find the book extremely useful.

KEY FEATURES

- Provides 400 solved problems to illustrate the concepts discussed.
- Includes 300 unsolved problems for practice.
- Contains a variety of end-of-chapter questions.

Contents: Preface. Meaning and Objectives of Accounting and Accounting Information. Theory Base of Accounting and Accounting Standards. Accounting Process. Source Documents and Vouchers for Recording of Transactions. Subsidiary Books of Business. Trial Balance and Errors and Their Rectification. Depreciation: Reserves and Provisions. Final Accounts of Trading Concerns. Accounting Concept of Income. Inventory Control. Issue of Shares: Forfeiture and Reissue of Forfeited Shares. Issue and Redemption of Preference Shares and Bonus. Purchase of a Business. Profits Prior to Incorporation. Loan Capital: Issue of Debentures. Redemption of Debentures. Final Accounts. Index.

Latest Print 2012 / 596 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4662-8 / ₹ 375.00 / (e-book also available)

NARAYANASWAMY

Financial Accounting: A Managerial Perspective, 5th ed.

R. NARAYANASWAMY, *Professor of Finance and Control at Indian Institute of Management Bangalore.*

This widely adopted, highly acclaimed text, now in its Fifth Edition, has proved to be an invaluable asset to the student community. It explains how to prepare, analyze, and interpret the information from financial statements.

New and Distinctive Features of the Text

- **Banks:** An entirely new chapter (Chapter 13) explains the financial statements of banks. It covers the effect of legal and regulatory requirements on the financial performance of banks.
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- **Student-friendly Approach:** Ideas are explained in a simple style using everyday language. No prior knowledge of business is assumed. Common doubts in understanding accounting are addressed.
- **New Material and Updates:** New material has been added in many chapters. These include revenue recognition, pro forma financial measures, whistle-blowing, fraudster profile, cloud computing, statement of changes in equity, and management communications. The content has been updated to include the effect of the **Companies Act 2013** and changes in Indian accounting standards and International Financial Reporting Standards.

To access learning resources visit **www.phindia.com/narayanaswamy5e**

Contents: Preface. Acknowledgements. Introduction. Interview with Mr. N.R. Narayana Murthy, Infosys Limited. **Part One: THE BASIC ACCOUNTING MODEL—** Accounting, Markets, and Governance. Processing Transactions. Measuring Income. Accounting for Merchandising Transactions. Comprehensive Case 1—

Interview with Mr. Prabhakar Kalavacherla, International Accounting Standards Board. **Part Two: MEASURING AND REPORTING ASSETS, LIABILITIES AND EQUITY**—Internal Control Systems, Cash, and Receivables. Inventories. Fixed Assets. Investments. Liabilities. Shareholders' Equity. Comprehensive Case 2—Interview with Mr. P.R. Ramesh, Deloitte. Part Three: ANALYZING AND INTERPRETING FINANCIAL STATEMENTS—Analyzing Financial Statements: Statement of Profit and Loss and Balance Sheet. Analyzing Financial Statements: Cash Flow Statement. Comprehensive Case 3. Analyzing Financial Statements: Banks. Comprehensive Case 4**:** Interview with Professor Shyam Sunder, Yale University. Appendices—A: Hindustan Unilever Limited Consolidated Financial Statements. B: Time Value of Money. C: Summary of Formulas. Glossary. Answers Check for Selected Problems. Index.

Latest Print 2014 / 664 pp. / 21.6 × 27.8 cm
ISBN-978-81-203-4949-0 / ₹ 595.00 / (e-book also available)

REDDY & SARASWATHI

Managerial Economics and Financial Accounting

M. KASI REDDY, *Associate Professor, School of Management Studies, Chaitanya Bharathi Institute of Technology, Hyderabad.*
S. SARASWATHI, *Senior Assistant Professor, School of Management Studies, Chaitanya Bharathi Institute of Technology, Hyderabad.*

This text presents an accessible introduction to techniques and applications of economic analysis and financial accounting as a method for approaching real-life business problems for managerial decision making in a logical manner. It focusses on the essential skills needed to formulate business policies that help gain a competitive edge in today's work environment.

The book discusses the basic concepts, terminology, and methods that eventually allow students to interpret, analyse, and evaluate actual corporate financial statements. It covers the major areas of managerial economics and financial accounting such as the theory of the firm, the demand theory and forecasting, the production and cost theory and estimation, the market structure and pricing, investment analysis, accountancy, and different forms of business organisations.

The book includes numerous examples, problems, self-assessment tests, as well as review questions at the end of each chapter to aid in working out solutions to business problems.

The book will be particularly suitable for courses in Managerial Economics and Financial Accounting as part of an engineering degree education at undergraduate level where the students have no previous background in economic and financial analysis. It will also be immensely useful for M.B.A., M.Com. and C.A. students, business executives, and administrators who need to learn the application of economic theory to realistic business situations.

Contents: Preface. Managerial Economics: The Basics. Demand Analysis. Production and Cost Analysis. Capital Management and Investment Decisions. Accountancy. Types of Business Organisation. Glossary. Bibliography. Model Questions. Present Value Tables. Index.

Latest Print 2011 / 592 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-3321-5 / ₹ 350.00 / (e-book also available)

Financial Management

BANERJEE

Financial Policy and Management Accounting, 8th ed.

BHABATOSH BANERJEE, *former Professor, Department of Commerce and Dean, Faculty of Commerce, Social Welfare and Business Management, University of Calcutta. Currently he is Visiting Professor at Indian Institute of Management Calcutta. He is the Editor of Indian Accounting Review and President of Indian Accounting Association (IAA) Research Foundation.*

This well-received book, now in its eighth edition, provides a comprehensive analysis of the fundamental concepts of financial management and management accounting. The elegantly combined presentation of the various aspects of financial management and the topics of management accounting is a highlight of this text.

The extensively revised, updated and reorganised new edition retains the thorough coverage of the various areas of financial management—basic concepts of finance, sources of finance, capital structure theories and planning, dividend policies, investment decisions, portfolio management and working capital management—as well as the areas of management accounting—changes in financial position, budgetary control and standard costing, and cost information and management decisions—provided in the previous editions. It presents, in addition, significant and contemporary topics such as financial environment, corporate governance and international financial management.

Intended primarily for postgraduate students of commerce (MCom) and management (MBA with finance specialisation), the book will also be highly useful for undergraduate students of these disciplines (BCom/BBA), students of professional courses such as CA and ICWA, as well as professionals in the fields of financial management and management accounting.

Contents: Preface. Acknowledgements. Part I: Introduction and Basic Concepts—Management Accounting and Financial Management Interface. Financial Environment. Some Basic Concepts of Finance. Valuation of Securities. Part II: Financing and Dividend Decisions—Sources of Finance. Cost of Capital. Analysis of Operating and Financial Leverages. Capital Structure Theories and Planning. Dividend Policy. Part III: Investing in Long-term and Short-term Assets—Capital Budgeting Decisions. Working Capital Management. Part IV: Financial Analysis and Performance Measurement—

Changes in Financial Position. Accounting Ratios and Financial Statement Analysis. Emerging Tools for Performance Measurement. Part V: Financial Planning and Management Decisions—Budgeting and Standard Costing. Cost Information and Management Decisions. Part VI: Contemporary Topics—Managing Risks. Business Combinations. Corporate Governance. Essentials of International Financial Management. Appendix. Answers to Exercises. Index.

Latest Print 2011 / 1040 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4165-4 / ₹ 495.00 / (e-book also available)

BANERJEE

Fundamentals of Financial Management

BHABATOSH BANERJEE, *former Professor, Department of Commerce and Dean, Faculty of Commerce, Social Welfare and Business Management, University of Calcutta. Currently he is Visiting Professor at Indian Institute of Management Calcutta. He is the Editor of Indian Accounting Review and President of Indian Accounting Association (IAA) Research Foundation.*

Financial Management is so crucial for any organization—public or private sector—as profit maximization and increasing the shareholder value depend, to a large measure, on efficient and effective financial management of the company or firm. With this end in view, Professor Bhabatosh Banerjee, drawing from his expertise and his rich and long years of experience, gives a masterly analysis of the fundamental principles of financial management along with their applications.

Divided into five parts, the text deals in Part I with the basic concepts, and in Part II with financial and dividend decisions. Part III discusses investing in long-term and short-term assets. Part IV shows how performance analysis and measurement are done, and Part V covers contemporary topics such as portfolio management, mergers and acquisitions, and corporate governance.

KEY FEATURES

- Includes numerous illustrations, worked-out problems and exercises covering recent questions in university and professional examinations.
- Gives corporate practices in professional management, wherever found necessary. This will enable the students to acquaint themselves with real-life situations.
- Provides **Case Studies** to enhance the analytical and presentation skills of the students in a class-room setting.

This book is primarily intended as a text for under-graduate students of Commerce and Management. It will also be highly useful for those appearing at CA and ICWA examinations. In addition, the text will benefit practising finance and accounting professionals, corporate managers, and participants in management development programmes.

Contents: Preface. Acknowledgements. Nature and Goal of Financial Decisions. Financial Environment. Time Value of Money. Risk and Return. Valuation of Securities. Sources of Capital. Cost of Capital. Analysis of Leverages. Capital Structure Theories and Planning. Dividend Policy. Capital Budgeting Decision. Working Capital Management. Changes in Financial Position. Accounting Ratios and Financial Statement Analysis. Emerging Tools for Performance Measurement. Portfolio Management. Mergers and Acquisitions. Corporate Governance. Answers to Objective-Type Questions. Answers to Exercises. Index.

Latest Print 2010 / 612 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-3606-3 / ₹ 295.00 / (e-book also available)

BHATTACHARYA

Working Capital Management: Strategies and Techniques, 3rd ed.

HRISHIKES BHATTACHARYA, *has been Professor of Finance and Control at the Indian Institute of Management Calcutta. He has also been Director of United Bank of India and UNDP Fellow on International Financial Management at Wharton School, University of Pennsylvania.*

Working capital is commonly understood as the fund needed to meet the day-to-day expenses of an enterprise. A finance manager finds that the funds for meeting these expenses get blocked in current assets. He therefore, looks for liquidity support in net working capital (NWC), which is equivalent to the excess of current assets over current liabilities. A banker also looks at the size of NWC as the long-term stake of the business in funding the current assets. But for a production manager, liquidity is synonymous to uninterrupted supply of material inputs to the production lines. Similarly for a marketing manager, if there is no production, his marketing outlets dry up despite demand in the market. While the finance manager discourages overstocking of inventory, the production manager and the marketing manager dread of being out of stock. In this conflict the goal of the organization often takes a back seat. This book aims at resolving these conflicts by adopting a techno-financial approach to working capital management.

In the Third Edition a full chapter on **Service Business: Risk Analysis and Working Capital Assessment** has been incorporated, which is devoted to understand the nature of service business and the risks associated with it. It is followed by developing a model for assessment of working capital requirement of a service enterprise. Besides, the book is revised and updated extensively by incorporating the current researches in the field; particular mention can be made of Cash Pooling system, Bullwhip effect and newer approaches to inventory recording system.

Throughout the book, every concept is presented with worked-out examples and case studies for easy comprehension of the subject.

The book is primarily addressed to postgraduate students

majoring in Finance and to those pursuing professional courses in Accounts (CA) and Cost Accounting (ICWA). The book will also be very useful to practising finance managers as well as to purchase/materials managers.

Contents: Preface. Preface to the Second Edition. Preface to the First Edition. Working Capital: A Techno-financial Analysis. Service Business: Risk Analysis and Working Capital Assessment. Theories of Trade Credit. Management of Accounts Receivable. Inventory Strategies and Techniques. Liquidity and Cash Management. Management of Accounts Payable. Financing Working Capital Gap. Channel System, Logistics and Financing. Author Index. Subject Index.

Latest Print 2014 / 576 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-4904-9 / ₹ 395.00 / (e-book also available)

CHANDRA BOSE

Fundamentals of Financial Management, 2nd ed.

D. CHANDRA BOSE, *formerly Principal, Sree Narayana College, Chengannur (Kerala), a constituent college of the University of Kerala.*

This new edition, expanded with the addition of four new chapters, continues to help students develop an essential understanding of how financial management plays a positive role in strategic management of organizations. The book is designed for a foundation course in financial management for the postgraduate students of business management (MBA), commerce, engineering and technology. It focuses on presenting with great clarity the basic concepts underlying the theory of financial management and also the real-world practice in areas of investment, financing and asset management.

Each financial function is discussed in the most lucid and concise manner to help students improve their basic skills in financial management. The aim of the book is to enable the readers to get a profound insight into the financial decision-making processes. The book introduces the readers to the three major decision-making areas in financial management: break-even analysis, decisions involving alternative choices, and variance analysis.

KEY FEATURES

- A systematic presentation of the subject matter, supported with a number of illustrations and diagrams for easy understanding.
- The topics of 'ratio analysis' and 'cash flow analysis' have been thoroughly revised and enlarged in accordance with the Accounting Standards (AS) issued by the ICAI.
- Theoretical discussions are supplemented with suitable case studies.
- Examination problems are given at the end of each chapter.
- The chapter 'New Horizons in Budgeting' explains the latest trends in budgeting.

Contents: Preface. Financial Functions of Management. Financial Planning. Financial Forecasting. Capitalisation and Capital Structure. Capital Structure Planning. Theory of Capital Structure. Cost of Capital. Leverages. Management of Working Capital. Management of Inventory. Receivables Management. Cash Management. Sources of Finance. Financial Analysis. Ratio Analysis. Funds Flow Analysis. Cash Flow Analysis. Dividend Policy. Budgeting. New Horizons in Budgeting. Capital Budgeting. Risk Analysis in Capital Budgeting. Marginal Costing. Cost-Volume-Profit Analysis. Managerial Applications of Marginal Costing. Standard Costing. Human Resource Accounting. Lease Financing. Appendix. Glossary. Bibliography. Index.

Latest Print 2014 / 736 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4074-9 / ₹ 425.00 / (e-book also available)

HAMPTON

Financial Decision Making: Concepts, Problems and Cases, 4th ed.

JOHN J. HAMPTON, *The College of Insurance, New York.*

This updated and revised edition of a well-established text provides a step-by-step approach to the principles of finance in the context of electronic spreadsheets, LOTUS 1-2-3, and other software packages wherever appropriate. It gives an expanded coverage of the working capital to reflect the importance of liquidity and short-term sources of financing. It also broadens the coverage of financial securities and long-term fund sources.

Contents: The Foundation: Overview of Financial Management. Financial Securities and Markets. A Review of Financial Accounting. The Firm and Its Operations: Financial Statements. Financial Analysis. Profit Planning. Leverage. Working Capital Management: Working Capital and Cash Management. Management of Receivables and Inventory. Economics of Working Capital. Investing Excess Cash. Investment Policy: Capital Budgeting. Risk and Required Return. Valuation of the Firm. Mergers and Acquisitions. Financing Decisions: Sources of Short- and Intermediate-Term Financing. Long-Term Financing Decisions. Lease-Buy Decisions. Dividend Policies and Decisions. Appendix.

Latest Print 2013 / 576 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-0603-5 / ₹ 425.00

KRISHNAMURTI & VISHWANATH (Eds.)

Advanced Corporate Finance

CHANDRASEKHAR KRISHNAMURTI, *Associate Professor at the College of Business, Auckland University of Technology, New Zealand.*
S.R. VISHWANATH, *Assistant Professor at Institute of Management Technology (IMT), Nagpur (on leave).*

Primarily intended as a text for postgraduate students of management and those pursuing postgraduate courses in

finance, this well-organized and deeply researched study explains corporate finance as an area of finance dealing with the financial decisions corporates make and the tools and analyses used to make these decisions. The book discusses the theoretical and practical tools essential to Chief Financial Officer (CFO). It introduces advanced valuation techniques and provides a rigorous understanding of what creates value and why.

Organized into seven parts, Part I of the text provides a rationale for value-based management as the overriding objective of the firm besides highlighting how CFO can increase the value of the firm by fine-tuning financial policies. Part II introduces real options, a new methodology for valuing corporate investments. Part III explores old and new financial instruments, and stresses the objective and methods of active risk management. Part IV examines the structuring, financing, and valuation of large-scale, standalone projects. Part V deals with agency problems, and how finance managers can address these problems using incentives. Part VI reviews some of the most popular restructuring methods and presents empirical evidence on such issues. The concluding part, Part VII, tries to integrate the contents of the book since good corporate governance is essential for effective implementation of policies.

Besides students, practising managers and finance professionals who want to upgrade their knowledge on corporate finance will find the text extremely useful.

Contents: Preface. About the Contributors. Part I: Introduction—An Overview of Value-Based Management. Part II: Real Options—Real Options. Part III: Liability and Risk Management—Financing a Firm's Growth. Initial Public Offerings. Raising Foreign Capital. Corporate Risk Management. Part IV: Project Finance—Project Financing. Part V: Structuring Incentives—Performance Measurement and Incentive Compensation. EVA and Incentive Compensation. Part VI: Creating Value through Corporate Restructuring—Overview of Corporate Restructuring. Leveraged Recapitalizations and Leveraged Buyouts. An Overview of Bankruptcy Procedures Around the World. Part VII: Coordination and Control—Corporate Governance. Index.

Latest Print 2013 / 412 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-3611-7 / ₹ 350.00 / (e-book also available)

MAHAJAN & MAHAJAN
Financial Administration in India

SANJEEV KUMAR MAHAJAN, *Professor, Department of Public Administration, Himachal Pradesh University, Shimla.*
ANUPAMA PURI MAHAJAN, *a researcher and a freelance writer served as a postdoctoral research fellow in the Department of Public Administration in Himachal Pradesh University.*

The book is an outcome of thorough and sustained research activities of the authors. The book narrows a significant gap between the theoretical and practical aspects of financial administrations, as it analyses and synthesises, simultaneously, the implication for Financial Administration theory and practice.

The book entails what is inherent in the Indian Financial System along with covering areas of conceptual framework. The chapters are set in such a manner that they connect vividly to the prescribed syllabi of Financial Administration, a core paper in Public Administration in *undergraduate* and *postgraduate* courses. The book also caters to the needs of State and Civil Administrative Service examinations.

Besides dealing with Tax Administration in India, Ministry of Finance and Centre–State fiscal relations, the book also deals with types and essentials of budgeting while highlighting the budgeting procedure being followed in India. It covers all about Finance Commissions, especially the Thirteenth Financial Commission and the audit and accounting. The book also gives an explicit explanation on public debt, deficit financing and monetary and fiscal policy of India.

The updated text, written from students' point of view is presented in a straightforward, precise and lucid manner. The concepts have been explained and analysed in relevance to current Indian scenario.

Contents: Foreword. Preface. Financial Administration. Centre-State Fiscal Relations. Finance Commission. Ministry of Finance. Budgeting—Part I. Budgeting—Part II. Budget as an Instrument of Economic Development and Management. Budget Preparation. Budget in the Legislature. Execution of Budget and Control over Expenditure. Performance Budgeting. Zero-Based Budgeting. Program Budgeting. Program Planning Budgeting System. Sunset Budgeting. Incremental Budgeting. Tax Administration in India. Accounting System. Financial Control of Parliament over Executive. Audit. Financial Committees. Public Debt. Deficit Financing. Monetary and Fiscal Policy. Index.

Latest Print 2014 / 472 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4936-0 / ₹ 550.00 / (e-book also available)

MARSHALL & BANSAL
Financial Engineering: A Complete Guide to Financial Innovation

JOHN F. MARSHALL, *Marshall & Associates, also Professor of Finance, St. John's University and Executive Director of the American Association of Financial Engineers*.
VIPUL K. BANSAL, *Marshall & Associates, also Assistant Professor of Finance, St. John's University.*

This is an industry-independent exploration of financial engineering—an area sweeping the world of corporate, bank, and investment finance.

From reviewing the basic building blocks of financial engineering to examining the many processes involved in creating innovative financial instruments, this lucid text provides professional advice to custom-tailor the solutions to any organization's risk-management problems. The text provides illustrative charts, tables, diagrams and fully worked-out examples.

KEY FEATURES

This book covers the 'whys', 'whats', 'whose'—and most importantly 'hows' surrounding the subject of financial engineering.

It gives professional guidance on:

- identifying risk exposures
- developing new products
- applying equity and equity-related instruments and strategies
- building hybrid securities
- solving risk-management challenges (with case studies).

Contents: Forewords. Preface. Section I: Overview of Financial Engineering—An Introduction to Financial Engineering. Factors Contributing to the Growth of Financial Engineering. The Knowledge Base of the Financial Engineer. Section II: The Conceptual Tools of the Financial Engineer—Valuation Relationships and Applications. Measuring Return. Risk: Portfolio Considerations, Investment Horizons, Leverage. Measuring Risk: Advanced Topics. Understanding Interest Rates and Exchange Rates. Speculation, Arbitrage and Market Efficiency. The Corporate Treasurer's Perspective: Reading Between the Lines. Section III: The Physical Tools of the Financial EngineeR—Product Development. Futures and Forwards. Swaps. Single Period Options: Calls and Puts. Multiperiod Options: Caps, Floors, Collars, Captions, Swaptions, and Compound Options. Fixed Income Securities. Recent Debt Market Innovations. Equity and Equity-Related Instruments. Hybrid Securities. Section IV: Financial Engineering Processes and Strategies—Asset/Liability Management. Hedging and Related Risk Management Techniques. Corporate Restructuring and the LBO. Arbitrage and Synthetic Instruments. Tax-Driven Deals. Miscellaneous Equity-Based Strategies. Section V: Future Directions in Financial Engineering—Future Trends: Globalization and Technology. Legal Protections for Innovative Financial Products and Services. Index.

Latest Print 2013 / 752 pp. / 15.3 × 22.9 cm
ISBN-978-81-203-1013-1 / ₹ 495.00

PANDEY

Finance: A Management Guide for Managing Company Funds and Profits

I.M. PANDEY, *Director, Pearl School of Business, Gurgaon, Haryana.*

A 'what' and 'how' guide for managers who do not have a formal background in finance, this book equips them to perform their tasks more effectively and efficiently. It describes the application of concepts of finance in the decision-making of operating managers. The book follows a simple, nontechnical language in explaining the concepts of finance.

The text is divided into three parts: Part I on Financial Analysis deals with profit and loss statement, financial ratios and funds flow statement; Part II on Cost Analysis is devoted to a discussion on the concepts of cost, utility of costs in decision making, and profit planning and control; Part III on Funds Management explains the techniques of fund allocation, working capital management, and financial planning and policy. This book is made reader-friendly by its lucid presentation of topics and by adopting a practical situational approach in solving problems. Besides practising operational managers, all those preparing for professional examinations would find this book to be of enormous help to them. The book is also suitable for students of business management.

Contents: Preface. Acknowledgments. PART I—FINANCIAL ANALYSIS: Why Learn Finance; Understanding Financial Position of the Firm: Balance Sheet and Profit and Loss Statement; Assessing Financial Health of the Firm: Financial Ratios; Analysing Liquidity of the Firm: Funds Flow Statement. PART II—COST ANALYSIS: Determining Product Costs: Cost Classification and Allocation; Analysing Firm's Costs, Volume and Profits: Variable Costing and Break-even Analysis; Planning and Controlling Costs: Standard Costing and Flexible Budgetary Approaches; Using Costs for Decision-making: Relevant Costs; Planning for Profits: Budgeting. PART III—FUNDS MANAGEMENT: Measuring the Value of Money: Present Value Concept; Evaluating Capital Investments: Investment Criteria; Determining Sources of Finance: Debt-Equity Mix and Retention of Earnings; Managing Liquidity: Working Capital Management; Managing Company Finance: Financial Planning and Policy. References. Appendix. Index.

Latest Print 2009 / 248 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-0918-0 / ₹ 195.00

SOFAT & HIRO

Strategic Financial Management

RAJNI SOFAT, *Assistant Professor (Finance), Guru Nanak Institute of Management and Technology (GNIMT), Ludhiana (Punjab).*
PREETI HIRO, *Assistant Professor (Finance), GNIMT, Ludhiana (Punjab).*

Due to changing business scenario, businesses need to manage their economic resources efficiently to secure a stable position in the market. This is possible when financial management techniques are blended with strategic management concepts. This book on strategic financial management discusses the basics of strategic management as well as financial management and explains how businesses can formulate strategies to pursue their financial objectives and strengthen their financial position.

The book is divided into five sections. Section I introduces the students to the fundamentals of strategic management and financial management. Section II explains the techniques of portfolio tools, Markowitz modern portfolio theory, capital asset pricing model, factor models and arbitrage pricing theory. Section III discusses investment decision under risk and uncertainty,

corporate strategy and high technology investment. Section IV focuses on tools and techniques of analysis and interpretation of financial statements, corporate valuation and value-based management. Section V dwells on contemporary issues in strategic financial management such as corporate restructuring, mergers and acquisitions.

The book is intended as a text for the postgraduate students of management. Besides, students pursuing professional courses such as chartered accountancy, MFC, as well as professionals in the corporate sector will also find the book quite useful.

Contents: Preface. Section I—Introduction to Strategic Management: The Basics. Introduction to Financial Management: The Basics. Strategic Financial Management. Strategic Planning. Section II—Portfolio Tools. Mean Variance Analysis and Markowitz Modern Portfolio Theory. Capital Asset Pricing Model (CAPM). Factor Models. Arbitrage Pricing Theory. Section III—Risk and Uncertainty. Investment Decision under Risk and Uncertainty. Corporate Strategy and High Technology Investment. Section IV—Financial Analysis. Financial Planning. Financial Models. Forecasting Financial Statements. Cross-Sectional Analysis of Financial Statement Information. Corporate Valuation. Value-Based Management. Control, Governance and Financial Architecture. Section V—Corporate Restructuring. Mergers. Acquisitions. Buy-Back of Shares. Leverged Buy Outs (LBOs). Divestiture. Demergers. Financial Diatrey and Restructuring. Contemporary Issues and Strategic Financial Management. Index.

Latest Print 2011 / 432 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4341-2 / ₹ 325.00

VAN HORNE & WACHOWICZ, Jr.
Fundamentals of Financial Management, 13th ed.

JAMES C. VAN HORNE, *Stanford University.*
JOHN M. WACHOWICZ, Jr., *The University of Tennessee.*

Now in its 13th edition, *Fundamentals of Financial Management* maintains its dedication to the financial decision-making process and the analysis of value creation, but develops a more international scope and introduces new topics into the debate. Current discussions on corporate governance, ethical dilemmas, globalization of finance, strategic alliances and the growth of outsourcing have been added with examples and boxed features to aid understanding and provide a more global perspective of financial management.

Ideal for introductory courses in financial management, for a professional qualification and as a reference for practitioners.

WHAT'S NEW?

- Expanded coverage of Corporate Social Responsibility including the concept of Sustainability.
- The discussion of financial statement analysis includes the push for convergence of accounting standards around the world.
- Cash and marketable securities management material expanded and updated.
- The updated chapter on International Financial Management includes discussion of Islamic sukuk bonds.

Contents: Part 1: Introduction to Financial Management—The Role of Financial Management. The Business, Tax and Financial Environments. Part 2: Valuation—The Time Value of Money. The Valuation of Long-Term Securities. Risk and Return. Appendix A: Measuring Portfolio Risk. Appendix B: Arbitrage Pricing Theory. Part 3: Tools of Financial Analysis and Planning—Financial Statement Analysis. Appendix: Deferred Taxes and Financial Analysis. Funds Analysis, Cash-Flow Analysis, and Financial Planning. Appendix: Sustainable Growth Modeling. Part 4: Working Capital Management—Overview of Working Capital Management. Cash and Marketable Securities Management. Accounts Receivable and Inventory Management. Short-Term Financing. Part 5: Investment in Capital Assets. Capital Budgeting and Estimating Cash Flows. Capital Budgeting Techniques. Appendix A: Multiple Internal Rates of Return. Appendix B: Replacement Chain Analysis. Risk and Managerial (Real) Options in Capital Budgeting. Part 6: The Cost of Capital, Capital Structure, and Dividend Policy—Required Returns and the Cost of Capital. Appendix A: Adjusting the Beta for Financial Leverage. Appendix B: Adjusted Present Value. Operating and Financial Leverage. Capital Structure Determination. Dividend Policy. Part 7: Intermediate and Long-Term Financing—The Capital Market. Long-Term Debt. Preferred Stock, and Common Stock. Appendix: Refunding a Bond Issue. Term Loans and Leases. Appendix: Accounting Treatment of Leases. Part 8: Special Areas of Financial Management—Convertibles, Exchangeables, and Warrants. Appendix: Option Pricing. Mergers and Other Forms of Corporate Restructuring. Appendix: Remedies for a Failing Company. International Financial Management. Appendix. Glossary. Commonly Used Symbols. Index.

Latest Print 2014 / 744 pp. / 21.6 × 27.8 cm
ISBN-978-81-203-3897-5 / ₹ 695.00

WANG
Financial Management in the Public Sector: Tools, Applications, and Cases, 2nd ed.

XIAOHU WANG, *Professor of public administration at the University of Central Florida (UCF). His field of academic work includes public administration, economics and finance.*

The new edition of *Financial Management: Tools and Cases in the Public Sector* provides a step-by-step guide on how to use financial management and budgeting tools in public organizations. The book features a practical, case-study approach, and includes plentiful exercises and

examples. It is designed as a textbook for courses on public financial management or public budgeting that focus on the application of budgeting and financial management tools. Public service professionals will also benefit from this handy primer.

NEW EDITION INCLUDES:

- New chapter on debt capacity analysis. This chapter presents a tool that identifies the acceptable level of borrowing for the government—an urgent topic for many governments that exceed their debt capability to borrow, which can lead to financial insolvency.
- New chapter on financial risk assessment. This chapter presents an important tool on how to assess financial risks posed to government and how to reduce possibilities of high-risk financial hardship and insolvency.
- New appendix on Excel functions.
- Detailed glossary for each identification and look-up of key terms.
- Updated text, examples, and cases throughout the book.
- Larger page size for greater clarity of figures and tables.
- Features a practical, case study approach, and includes plentiful exercises and examples.

This book is a gem. One of its important strengths is that it enables the reader to understand financial statements, which empowers them to use this information to make vital decisions for their organizations. No manager in government can be competent without this ability, and I know of no better source for learning it than Wang's book.

—JOHN R. BARTLE, *University of Nebraska at Omaha*

My students found the first edition of Professor Wang's book an inviting and valuable addition to their professional understanding of public financial management, and I am pleased that the new edition continues in that tradition. I am sold on this book!

—W. BARTLEY HILDRETH, *Georgia State University*

Contents: Preface and Acknowledgements. Part I: Tools for Financial Planning: Revenue Forecasting. Resource Development Analysis. Cost Estimation. Cost Comparison. Incremental Cost Analysis. Cost-Benefit Analysis. Part II: Tools for Financial Implementation: Financial Performance Monitoring. Cash Management: Determining the Optimal Cash Balance. Part III: Tools for Financial Reporting and Analysis: Financial Reporting and Analysis: The Statement of Net Assets. Financial Reporting and Analysis: The Statement of Activities. Financial Reporting and Analysis: Fund-Level Statements. Financial Condition Analysis. Debt Capacity Analysis. Financial Risk Assessments: Analyzing the Risk of Revenue Loss. Appendix A: Introduction to Microsoft Office Excel. Appendix B: Exercises Answer. Glossary. Index. About the Author.

Latest Print 2011 / 248 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4316-0 / ₹ 225.00

WELSCH, HILTON & GORDON
Budgeting: Profit Planning and Control, 5th ed.

GLENN A. WELSCH, *University of Texas at Austin.*
RONALD W. HILTON, *Cornell University.*
PAUL N. GORDON, *Peat Marwick Main & Co.*

Providing a comprehensive and integrated approach to the topic of budgeting, this new edition of a well established text covers all the aspects of the budgeting process—from the details of preparing the many schedules that comprise a master budget to the fundamental managerial issues that are affected by the profit planning and control process. Emphasis is laid on conceptual knowledge as well as on real-world applications of comprehensive profit planning and control.

KEY FEATURES

- Expanded coverage of budgeting for service-industry firms and non-profit enterprises, behavioural issues, economic effects of the budgeting process, and quantitative decision models as they relate to the planning and control process.
- Numerous recent case illustrations of budgeting practices and issues.
- Greater stress on leadership and role of managers in an organization at all levels of management.
- Detailed discussion on contemporary concepts, such as just-in-time manufacturing (JIT) and material requirements planning (MRP).
- Detailed description of computer applications in the area.

Contents: Preface. Part I—General And Conceptual Issues: The Management Process. The Fundamentals of Profit Planning and Control. The Profit Planning and Control Process. Application of Comprehensive Profit Planning and Control. Part II—Application of Profit Planning and Control: Planning and Controlling Revenues: Sales and Service. Planning and Controlling Production: Work-in-process and Finished Goods Inventories. Planning and Controlling Purchases and Materials Usage: Manufacturing and Nonmanufacturing. Planning and Controlling Direct Labor Costs. Planning and Controlling Expenses: Manufacturing Overhead Product Quality Costs, and Distribution and Administrative Expenses. Flexible Expense Budgets: Concepts, Development, and Application. Planning and Controlling Capital Expenditures. Planning and Controlling Cash Flows. Completion and Application of the Profit Plan. Part III—Concepts Usually Integrated with Profit Planning and Control: Cost–volume–profit and Contribution Analysis. Performance Evaluation and Management Control. Analysis of Budget Variances. Coordinating Accounting Systems with Profit Planning and Control. Perspectives and Overview. Appendix: Probability and Decision Making Under Uncertainty. Index.

Latest Print 2010 / 684 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-0672-1 / ₹ 395.00

Financial Markets and Services

FABOZZI & MODIGLIANI
Capital Markets: Institutions and Instruments, 4th ed.

FRANK J. FABOZZI, *School of Management, Yale University.*
FRANCO MODIGLIANI, *Sloan School of Management, Massachusetts Institute of Technology.*

This book helps prepare students for careers in Finance by describing a wide range of instruments for financing, investing, and controlling risk available in today's financial markets.

- In-depth coverage of the various sectors of the financial markets provides students with a solid foundation of information.
- Discussion of the latest instruments enables students to recognize the contribution made by a new financial instrument.
- Blending of theory and practice provides students with a balanced presentation.
- End-of-chapter questions using material from practitioner publications allow students to review and reinforce material using real-world resources.

NEW TO THIS EDITION

Several new chapters have been added including one on:

- Insurance Companies
- Asset Management Firms
- Investment Banking Firms
- Commercial Mortgages and Mortgage Backed Securities
- International Bond Markets
- Credit Risk Transfer Vehicles

Contents: Introduction. Section I: The Players—Overview of Market Participants and Financial Innovation. Depository Institutions. Insurance Companies. Asset Management Firms. Investment Banking Firms. Section II: Organization and Structure of Markets—Primary and Secondary Markets. Section III: Risk and Return Theories—Risk and Return Theories: I. Risk and Return Theories: II. Section IV: Derivatives Markets—Introduction to Financial Futures Markets. Introduction to Options Markets. Introduction to Swaps, Caps, and Floors Markets. Section V: The Equity Market—Common Stock Market: I. Common Stock Market: II. Stock Options Market. The Market for Stock Index Products and Other Equity Derivatives. Section VI: Interest Rate Determination and Bond Valuation—The Theory and Structure of Interest Rates. Valuation of Debt Contracts and Their Price Volatility Characteristics. The Term Structure of Interest Rates. Section VII: Debt Markets—Money Markets. Treasury and Agency Securities Markets. Corporate Senior Instruments Markets: I. Corporate Senior Instruments Markets: II. Municipal Securities Markets. The Residential Mortgage Market. The Market for Residential Mortgage—Backed Securities. Market for Asset-Backed Securities. Commercial Mortgage Loans and Commercial Mortgage—Backed Securities. International Bond Markets. Market for Interest Rate Risk Transfer Vehicles: Exchange-Trade Products. Market for Interest Rate Risk Transfer Vehicles: OTC Instruments. Market for Credit Risk Transfer Vehicles: Credit Derivatives and Collateralized Debt Obligations. Section VIII: Foreign Exchange Markets—The Market for Foreign Exchange and Risk Control Instruments.

Latest Print 2014 / 696 pp. / 20.0 × 25.0 cm
ISBN-978-81-203-3826-5 / ₹ 550.00

GOEL
Financial Services

SANDEEP GOEL, *Assistant Professor (Finance), Management Development Institute, Gurgaon, is PhD in Accounting from Faculty of Management Studies (FMS), Delhi University.*

In view of the importance of financial services worldwide, the present book is an attempt to fulfill the needs of this course prescribed by business schools in India. The book targets postgraduate and undergraduate students of management and commerce. Besides, it will also be useful for the practising managers. The book fosters a clear understanding of the concepts and practices of various financial services in India and also discusses emerging issues and challenges of this sector in the present scenario. It covers various financial services from banking and insurance to mutual funds and leasing services. Various pedagogical tools such as illustrations, tables, figures and case studies have been used to give a vivid visual impact and relate concepts to real-life situations.

Contents: Preface. Financial System. Regulation of Financial Markets. Banking Services. Insurance. Capital Market Services. Mutual Funds. Leasing and Hire Purchase. Factoring Services. Plastic Money. Venture Capital. Credit Rating. Index.

Latest Print 2011 / 216 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-4445-7 / ₹ 225.00 / (e-book also available)

GOMEZ
Financial Markets, Institutions, and Financial Services

CLIFFORD GOMEZ *has been Professor and Head, Department of Commerce, Fatima Mata National College, Kollam, Kerala.*

Today, with the financial sector experiencing an unprecedented boom due to a variety of factors such as liberalisation, globalisation and consumer spending, the subject of this book has become more important than ever before. And this book compresses, within the covers of a single volume, the entire gamut of financial markets, institutions and financial services.

Divided into three parts—Part I on *Financial Markets*

deals with different Indian and global money markets, and primary and secondary markets. It also covers stock exchanges and their trade mechanism, foreign exchanges, as well as capital markets and their regulations; Part II, *Financial Institutions* covers diverse banking and non-banking institutions and their legislation; Part III, *Financial Services* discusses about the financial services which include mutual funds, lease financing, securitisation, and credit and debit cards.

KEY FEATURES

- A unique attempt to comprehensively analyse, within a single volume, the working of the three pillars of the financial system—financial markets, financial institutions, and financial services.
- Gives updated and latest financial data and related information on the subject.
- Provides tables and diagrams to illustrate the concepts, and questions (short answer and long answer/essay type) to test the comprehension skills of the students.

Intended primarily as a text for the undergraduate and postgraduate students of Commerce, this accessible text will prove to be extremely useful also for the postgraduate students of Management, Economics, as well as for competitive examinations. In addition, it will be a ready reference for Chartered Accountants and all those who would like to acquaint themselves with Indian banking and capital market.

Contents: Foreword. Preface. Abbreviations. Part I: Financial Markets—Introduction. Financial System. Section A: Money Market—Indian Money Market. Global Money Markets. Section B: Capital Market—Indian Capital Market. Capital Market Instruments. Regulation of Capital Market. The Primary Market. Secondary Market. Stock Exchange. Derivatives. Trading Mechanism of Stock Exchange. Recent Trends in Indian Capital Market. Government Securities Market. Section C: Foreign Exchange Market—Foreign Exchange. Exchange Control. Foreign Exchange Market. Part II: Financial Institutions—Section A: Banking Financial Institutions—Banking—Origin and Evolution. Commercial Banking. Sources and Application of Bank's Funds. Systems of Banking. Central Banking. Commercial Banking in India. Banking Legislation in India. Changing Role of Commercial Banking in India. The Reserve Bank of India. Cooperative Banking in India. Foreign Banking Systems. Section B: Non-Banking Financial Institutions—Industrial Finance and Institutions. International Financial Institutions. Part III: Financial Services—Introduction. Merchant Banking and Investment Banking. Mutual Funds. Lease Financing. Factoring and Forfaiting. Venture Capital. Securitisation of Debts. Credit Card. Credit Rating. Project Management. Index.

Latest Print 2013 / 528 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-3537-0 / ₹ 425.00 / (e-book also available)

SHARMA

Management of Financial Institutions: With Emphasis on Bank and Risk Management

MEERA SHARMA, *Associate Professor, Birla Institute of Management Technology, Greater Noida.*

Written in a highly readable style, this book provides in-depth coverage of the concepts of management of financial institutions, focusing primarily on the banking sector and risk management. Divided into five parts, the text first looks at the framework of the Indian financial sector and examines the significance of various financial intermediaries. It then moves on to explain in detail the products and financial statements of banks and their methods of performance analysis.

The book exposes the students to various risks faced by financial institutions and elaborates on the process of risk management. It analyzes the regulatory framework for financial institutions and discusses their capital management with emphasis on both the first and second Basel accords. In addition, the text provides a thorough exposition of the Indian banking industry in the light of latest trends, data and RBI regulations.

KEY FEATURES

- Facilitates easy understanding of theory with the help of a number of figures, tables, graphs and worked-out examples.
- Highlights the key concepts in boxes throughout the text.
- Incorporates chapter-end questions and problems, case studies and computer-based exercises to help students master the concepts.

This book is designed for a course in Management of Financial Institutions, offered to postgraduate students of management programmes (Finance and Banking) and commerce. It will also be useful to practising bankers and risk managers.

Contents: Preface. Part One: Introduction—Financial Institutions. Depository Financial Institutions. Non-Depository Financial Institutions. Part Two: Bank Products, Financial Statements and Performance Analysis. Bank Products. Bank Financial Statements. Performance Analysis of Banks. Part Three: Risks Faced by Financial Intermediaries—Introduction to Risk Management. Market Risk. Interest Rate Risk. Credit Risk. Operational Risk. Liquidity Risk. Hedging Risks at Banks. Part Four: Regulation and Bank Capital—Managing Bank Capital. Basel I: The Capital Accord. Basel II: The New Accord. Part Five: Trends in Banking—Trends in the Banking Industry. Appendices. References and Bibliography. Answers to Odd-Numbered Problems. Index.

Latest Print 2013 / 336 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-3533-2 / ₹ 275.00 / (e-book also available)

TRIPATHY

Financial Services

NALINI PRAVA TRIPATHY, *Associate Professor, Finance and Accounting, Indian Institute of Management Indore.*

Today, with the impact of globalization and liberalization on the world economy, new ideas and new thinking dominate the world. The financial services sector is no exception to this. Being an integral part of the financial system of a modern industrial economy, the financial sector has witnessed a proliferation of its functions. This well-organized, easy-to-read text covers the entire gamut of development that is taking place in the Indian financial services sector. Besides providing an extensive coverage of the dynamics of bond market, insurance, banking services, plastic cards, banc-assurance, derivatives and emerging trends of real estate industries, the book also offers an in-depth knowledge of venture capital, lease financing, securitization as effective financial instruments. In addition, the text also gives a detailed account of the principles, operational policies and practices of the financial services sector.

KEY FEATURES

- Pedagogically rich to help students comprehend and apply chapter concepts.
- Comprehensive coverage of Indian financial regulatory bodies and practices.
- Detailed discussions on the working of SEBI and Stock Exchanges—both NSE and BSE.
- Highlights latest trends in financial services sector with figures and tables.

The text is intended for the students of management as well as professionals in the field of financial management. Students pursuing professional courses such as ICWA, CFA and CA will also find the book useful.

Contents: Preface. Financial Market in India. Bond Market. Securities and Exchange Board of India (SEBI). Stock Exchanges. Over the Counter Exchange of India (OTCEI). Mutual Funds in India: An Overview. Investment Banking. Venture Capital. Credit Rating. Factoring Services. Forfaiting. Leasing and Hire Purchase. Modern Banking. Plastic Cards. Insurance Services. Bancassurance. Financial Derivatives. Real Estate Industry. Securitization: A New Innovation. Foreign Direct Investment in India. References. Index.

Latest Print 2014 / 348 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-3245-4 / ₹ 325.00 / (e-book also available)

Financial Statement Analysis

BODHANWALA

Understanding and Analyzing Balance Sheets Using Excel® Worksheets, 2nd ed. (with CD-ROM)

RUZBEH J. BODHANWALA *is at present engaged as a trainer on accounting and business valuation with a multinational conglomerate (Bangalore).*

This compact text presents the basics of accounting and finance using Excel® as a tool for preparing and analyzing Balance Sheets and Profit & Loss Statements. The book also helps in learning the basics of Excel® and different functions it provides to format financial statements.

The second edition of this book emphasizes on accounting ratios that have been explained in detail by using the balance sheet of Ingersoll Rand India Ltd. for the year ending March 2008.

The author uses the balance sheet of Ingersoll Rand India Ltd. to help students relate accounting principles to real-life situations. The topics analyzed include day-to-day problems that managers encounter such as forecasting balance sheets, investments in stock markets, management of receivables and inventory, EMIs, cost of discounting schemes, and designing finance schemes to promote a new product.

The book is accompanied by a CD-ROM which includes balance sheet of Ingersoll Rand India Ltd. and some Excel® worksheets.

This updated edition will be useful primarily to post-graduate students pursuing courses in management and commerce disciplines. It will also be of help to professionals indulged in model-building and developing a decision support system on Excel® worksheets.

Contents: Preface. Acknowledgements. Basic Facts. Basics of Accounting. Basic Tools of Balance Sheet Analysis. Use of Excel in Analyzing the Balance Sheet. Basics of Finance. Analyzing Balance Sheet of Ingersoll Rand India Ltd. with Excel Spreadsheet. Managers' Biggest Concerns. Test Banks. Appendixes—I: Compounded Value of Rupee 1. II: Compounded Value of Annuity of Rupee 1 (Assuming Rupee to be Invested at the End of the Year). III: Compounded Value of Annuity of Rupee 1 (Assuming Rupee to be Invested at the Beginning of the Year). IV: Present Value of Rupee 1. V: Present Value of Annuity of Rupee 1. VI: Continuous Compounding of Rupee 1 and Continuous. Discounting of Rupee 1. VII: Schedule of Balance Sheet of Ingersoll Rand India Ltd. Glossary. Index.

Latest Print 2012 / 268 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-3918-7 / ₹ 295.00 / (e-book also available)

FRASER & ORMISTON

Understanding Financial Statements, 10th ed.

LYN M. FRASER, *Texas A&M University.*
AILEEN M. ORMISTON, *Business Department of Mesa Community College, Mesa, Arizona.*

This new edition of the book continues to be an accessible, readable and relevant book with the aim of helping readers develop better understanding of financial statement analysis. It also helps them make practical sense of complex financial information.

The book would be useful for the students of management, commerce and for those pursuing courses in CA/ICWA.

NEW TO THIS EDITION

1. Updated examples related to ongoing financial turmoil.
2. Examples from current corporate reporting emphasizing importance of financial reporting quality.
3. Four new cases based on real-world companies.
4. Current issues in financial reporting including financial reporting reforms, the process for developing accounting standards and the potential for requiring the adoption of international accounting standards.

Contents: Preface. Acknowledgments. Financial Statements: An Overview. Appendix 1A: Sage Inc. The Balance Sheet. Income Statement and Statement of Stockholders' Equity. Appendix 3A: A Guide to Earnings Quality. Statement of Cash Flows. Appendix 4A: Statement of Cash Flows—Direct Method. The Analysis of Financial Statements. Appendix 5A: The Analysis of Segmental Data. Appendixes—A: Summary of Financial Ratios. B: Solutions of Self-Tests. C: Glossary. Index

Latest Print 2014 / 304 pp. / 17.8 x 23.5 cm
ISBN-978-81-203-4811-0 / ₹ 275.00

RAO

Financial Statement Analysis and Reporting

PEDDINA MOHANA RAO *is former Reader, Department of Commerce, Sri Krushna Chandra Gajapati (SKCG) (Autonomous) College, Orissa.*

Primarily intended for the undergraduate and postgraduate students of commerce and management, this textbook aims to provide an exposition and sound principles for a technique and interpretation of the financial statements of business enterprises. It gives an intensive study on the management structure and reporting, seeking to answer the theme in an easy-to-understand manner.

The book brings into fore the various topics covering income and balance sheet concepts for financial reporting, evaluation of Accounting Standards, objectives, role of reporting in economic development, double entry system, stakeholders' criteria for decision making and all other areas of financial management.

PEDAGOGICAL FEATURES

- **Learning Objectives** at the beginning of the chapters
- **Marginal Notes** for a quick recap
- Systematic discussion of the concepts endowed with **illustrations and exhibits**
- **Summary** furnished at the end of the chapters to grasp the contents at the finger tips
- **Worked-out examples** to develop the analytical and mathematical skills

Contents: Preface. The Business System: An Overview. Financial Statement Analysis–I (Pedagogical View). Financial Statement Analysis–II (A View on Analysis). Financial Statement Analysis–III (Techniques of Analysis). Financial Statement Analysis–IV (Accounting Practices). Assessment of Business Performance Analysis–II (Ratio Analysis). Corporate Governance. Convergence of Accounting Standards. Operating Leverage, Financial Leverage and Total Leverage. Funds Flow Statement: A Total View. Cash Flow Statement. Earnings Per Share: A Critical Analysis. Economic Value Added (EVA). Reporting to Management. Budgetary Control. The Time Value of Money. Balanced Scorecard: A Performance Measure. Inventory Management: An Aggregate View. Capital Budgeting Decisions: An Overview. Risk Analysis in Capital Budgeting. Valuation of Shares. Shareholder Value Creation. Financial Funds Sources: An Analysis. Accounting for Price Level Changes: A General View. Segment Reporting. Consolidated Accounts. Analysis of Fixed Assets. Index.

Latest Print 2011 / 688 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-3949-1 / ₹ 425.00 / (e-book also available)

SARNGADHARAN & KUMAR

Financial Analysis for Management Decisions

M. SARNGADHARAN, *former Professor and Head, and Ex-Dean and Chairman BoS, Faculty of Commerce, University of Kerala, is presently, Director, Conspi Academy of Management Studies (CAMS), Thiruvananthapuram, Kerala.*

S. RAJITHA KUMAR, *Reader, School of Management Studies, Cochin University of Science and Technology, Kochi.*

Intended for undergraduate (B.Com., BBA) and post-graduate (M.Com., MBA) students of Commerce and Management the book presents an in-depth analysis of various tools and techniques that help interpret the financial statements.

At the outset, the book deals with the basic concepts of all the three branches of accounting—financial accounting, cost accounting and management accounting—and explains the meaning of various financial statements such as profit and loss account, balance sheet, statement of retained earnings and statement of changes in financial position. Apart from discussing the tools used for the analysis of financial statements, this text includes discussions on accounting ratios, including ratios for measuring liquidity, solvency, activity and profitability. Besides, the techniques of identifying flow of funds from a transaction, and the preparation and uses of fund flow statement, comparison of fund flow statement with income statement and balance sheet as well as the limitations of fund flow analysis are also described. Finally, this book discusses preparation and uses of cash flow statement based on traditional approach and on Accounting Standard (AS-3).

KEY FEATURES

- Incorporates solved illustrations and unsolved practical problems to help students understand the subject.
- Includes key words at the end of each chapter to clarify the concepts.
- Contains chapter-end exercises for practice.

Contents: Preface. Branches of Accounting. Analysis and Interpretation of Financial Statements. Accounting Ratios. Fund Flow Analysis. Cash Flow Analysis. Index.

Latest Print 2011 / 364 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4247-7 / ₹ 325.00 / (e-book also available)

SINHA

Financial Statement Analysis, 2nd ed.

GOKUL SINHA, *former Dean, Faculty of Commerce, Business Management and Social Welfare, and Professor, Department of Commerce, University of Calcutta.*

The book, now in its Second Edition, gives a clear and in-depth analysis of financial statements and provides a harmonious blend of concepts and practices as followed by Indian companies.

In this edition, the new format for income statement prescribed in Part II of Schedule VI of the Companies Act, 1956 has been incorporated. Implications of these changes on the analysis and interpretation of the statement have also been discussed.

This textbook is primarily intended for undergraduate and postgraduate students of Commerce and Management. In addition, the book will be immensely useful to financial analysts, bank managers for credit analysis, professional accountants and business executives.

KEY FEATURES

- Provides interpretation of data derived from financial statements.
- Gives an easy method, developed by NCAER, to predict corporate failure.
- Compares firms of different countries and their financial per-formances.
- Contains more than **172 examples** of various types to help students prepare for exams.

Contents: Preface. Preface to the First Edition. Introduction. Techniques of Financial Statement Analysis. Ratio Analysis. Fund Flow Statement Analysis. Part I. Preparing Fund Flow Statement. Part II. Analysing Fund Flow Statement. Cash Flow Statement Analysis. Part I. Concepts and Preparation of Cash Flow Statement. Part II. Analysing Cash Flow Statement. Income Statement Analysis. Distress Analysis. Limitations of Financial Statement Analysis. Answers to Objective-Type Questions. Index

Latest Print 2012 / 636 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4660-4 / ₹ 450.00 / (e-book also available)

Insurance

DORFMAN & CATHER

Introduction to Risk Management and Insurance, 10th ed.

MARK S. DORFMAN, *University of North Carolina at Charlotte.*
DAVID A. CATHER, *Penn State University.*

The tenth edition has been reorganized and fully updated to highlight the increased importance of risk management and insurance in business and society. It refocuses attention on corporate risk management, reflecting its growing importance in today's economy. A new five-chapter section on risk management process, with each chapter focused on a key step in the risk management process is included in the book.

Contents: Preface. Introduction to Enterprise Risk Management and Insurance. Risk Identification. Risk Assessment and Pooling. Risk-Handling Techniques: Loss Control, Risk Transfer, and Loss Financing. Risk-Handling Techniques: Diversification and Hedging. Fundamentals of Insurance. Insurable Perils and Insuring Organizations. Insurance Functions. Insurance Markets: Economics and Issues. Insurance Regulation. Insurance Contracts. The Personal Auto Policy. Homeowners Insurance (HO). Professional Financial Planning. Life Insurance Policies. Standard Life Insurance Contract Provisions and Options. Annuities. Health Insurance and Disability Income. Employee Benefits. Social Security. Unemployment and Workers' Compensation Insurance. Commercial Property Insurance. Commercial Liability Insurance. Appendices—A: Personal Auto Policy. B: Homeowners Insurance Policy. C: Commercial General Liability Policy. D: Answers to the Objective Questions (Printed at the End of Each Chapter). Glossary. Index.

Latest Print 2013 / 492 pp. / 20.0 × 25.0 cm
ISBN-978-81-203-4812-7 / ₹ 525.00

KUTTY

Managing Life Insurance

SHASHIDHARAN K. KUTTY, *Deputy Director, Banking, Finance and Insurance at AICAR Business School.*

With the liberalization of the Indian economy, the insurance sector has opened up, and a lot of new players, both multinationals and Indian companies with foreign collaboration, have entered this arena realizing the vast potential in life insurance. A basic knowledge of life insurance has therefore become essential for the students opting for this course as well as for the practitioners. With this view in mind, Dr. Kutty gives in this text a masterly analysis and a holistic view of every dimension of life insurance management in the sequence of 6Ps—purpose, principles, purchase, products, process and people, in an easy to understand language. He strives to demystify the complex world of life insurance and present its fundamentals to all the readers.

Based on the author's rich experience in insurance sector over the two decades, the text provides new research insights in the areas such as product comparisons, e.g. portfolio approach to purchase of life insurance. It covers the actuarial dimensions of life insurance, with the minimum use of mathematics. Besides, the text discusses in detail the two core operations of an insurance company—underwriting and claims. The hallmark of this book is its attempt to transform the way marketing and operations in life insurance are approached and its sure

guidance on how a professional should approach and manage sales, service, process and people.

KEY FEATURES

- Separate chapters are devoted to topics such as general insurance, risk management, underwriting, claims and financial management.
- The nature of contracts in general and life insurance contracts in particular is explained.
- Different traditional insurance products such as term insurance and non-conventional products like unit-linked policies are dealt with in detail.

This book is primarily designed for students of management, commerce and those pursuing specific insurance courses. It can also be profitably used by industry practitioners. Finally, the book will be invaluable to managers of Life Insurance companies, Banks (engaged in Bancassurance), and Security firms.

Contents: Preface. The Business of the Financial Marketplace. Risk Management and Insurance. Principles of Non-life Insurance. Products in General Insurance. Life Insurance—The Role. Actuarial Principles of Life Insurance. Life Insurance Contract Provisions. The Purchase of Life Insurance. The Product: Life Insurance as Protection. The Product: Life Insurance as Savings. The Marketing of Life Insurance: Strategies and Rollout. Marketing of Life Insurance: The Experience. Underwriting and Claims. Financial Management of a Life Office. People. References. Index.

Latest Print 2008 / 724 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-3531-8 / ₹ 375.00 / (e-book also available)

LOOMBA

Risk Management and Insurance Planning

JATINDER LOOMBA, *visiting faculty, Prestige Institute of Management, Gwalior.*

Humans are accustomed to risks. Be it a theft or burglary, a fatal road accident, natural disaster or death—the possibility of a person encountering a risk, can never be underestimated. To mitigate the intensity of risks, it is always advisable to manage risks beforehand. This book explains how to minimize, monitor, and control the probability and impact of unfortunate events, through risk management. The chapters are skillfully designed to give a comprehensive approach to the need of insurance; the right plan for different needs; and the right place to buy the insurance. The essential concepts are dealt with thoroughly to build the foundation of the subject.

The book skillfully elucidates the roles and the duties of an Agent, and the traits required to transform into an efficient one. It highlights some of the most important insurance claims, which are only prevalent in the developed countries (US and UK), like tort liability problems, long-term care insurance, personal umbrella insurance and Uninsured Motorist Coverage and personal umbrella policy. The book emphasizes on exposures to mortality, health, disability, auto, overseas and travel insurances. While discussing the topics, like retirement options, it ornately describes various pensions and annuity schemes available as well.

The book is primarily intended for the postgraduate students of Management. However, it will also be beneficial for Risk Managers, and Insurance Agents.

KEY FEATURES

- The chapters are interspersed with **Figures**, **Tables**, **Exhibits** and **Takeaway Tips** to provide interesting facts related to the topic discussed in the chapter.
- The topics are explained through **case studies**, and **graphical** representations, to add a practical approach to the subject.
- **MCQs** help in strengthening life insurance concepts.
- A separate Chapter is devoted to the **Insurance Laws**.

Contents: Preface. Introduction to Risk Management. Insurance and Risk. Risk Management Process. Legal Principles in Insurance. The Insurance Contract. Legal Liability. Personal Property and Liability Insurance. Life Insurance Need Analysis. Life Insurance Policy Analysis. Life Insurance Policy Selection. Annuities. Medical Insurance. Insurance of Business Risk. Implementing and Reviewing Client's Insurance. Insurance Pricing. Insurance Companies. Government Regulations of Insurance. Insurance Agency, Laws and Regulations. Glossary. Multiple Choice Questions. Index.

Latest Print 2013 / 648 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4831-8 / ₹ 550.00 / (e-book also available)

MISHRA

Fundamentals of Life Insurance: Theories and Applications

KANINIKA MISHRA, *Chief Consultant, Code Content Design Services, Noida. As a founder member, Max New York Life, New Delhi.*

Human life, in all its manifestations, has immeasurable social and economic value. Since ancient times, human beings have tried to put in place systems to sustain and flourish in the face of adversity. In modern times, life insurance is one such financial arrangement that provides social and economic security to individuals and to the communities.

Divided into three sections, this book comprehensively dwells onto the basics of life insurance, risk management and health and micro insurance, in detail. Section I (Concepts, Principles and Processes) systematically defines life insurance, its legal contract and characteristics, the marketing and distribution processes involved, and the future trends. Section II (Risk Management, Underwriting, Reinsurance and Claims) explicates the importance of risk management, the process of underwriting and types and the concepts of reinsurance and claims. Section III (Group Products, Pensions and Annuities) accounts for various group insurance and retirement products, apart from briefing on the individual pension and annuity plans.

Besides, it also teaches the method to calculate the premium charged, which is based on the amount of risk involved among various policyholders who follow diverse lifestyles.

Primarily intended for the students of MBA (Insurance) and BA (Banking and Insurance) this book will also be beneficial for the postgraduate students of commerce, for a course in Insurance.

Contents: Preface. Section I: Concepts, Principles and Processes—Fundamentals of Life Insurance. Legal Aspects of Life Insurance and Life Insurance Products. Life Insurance Marketing and Distribution. Section II: Risk Management, Underwriting, Reinsurance and Claims—Risk Management Principles and Risk Selection in Life Insurance. Underwriting. Reinsurance and Claims. Section III: Group and Pension Products: Micro Insurance and Health Insurance—Group Products, Pensions and Annuities. Micro Insurance. Health Insurance. Appendices. Glossary. Index.

Latest Print 2013 / 220 / 17.8 × 23.5 cm
ISBN-978-81-203-3925-5 / ₹ 250.00 / (e-book also available)

TRIPATHY & PAL

Insurance: Theory and Practice

NALINI PRAVA TRIPATHY, *Associate Professor, Finance and Accounting, Indian Institute of Management Indore.*
PRABIR PAL, *Director, Regional College of Management, Bhubaneswar.*

With the entry of many global players and tie-up of Indian finance companies with multinational insurance companies, the Indian insurance sector is making rapid strides. This book provides an insight into the operational policies, practices and issues relating to the insurance business, with the latest trends in this sector.

Divided into two parts and containing 21 chapters, the book has contributions from experts in their area of specialization. The first part contains an overview of insurance and its role in the services sector. It also examines the current status of development and future prospects of insurance industry in India, and proceeds to discuss factors affecting selection of life insurance products.

The second part deals in details with rural, social and health insurance. It also covers the Gratuity system and Bancassurance.

The book is intended as a text for postgraduate students of management (Finance specialization), and finance and professionals who have an interest in the increasingly expanding area.

KEY FEATURES

- It provides the theory and practical implications of Bancassurance, Micro insurance and General insurance.
- The text highlights latest trends with figures and tables.
- It examines the current status of development and future prospects of insurance industry in India.
- Worked-out examples are included in each chapter.

Contents: Preface. Part I: Overview of Insurance Industries—Financial Convergence and Regulation. Insurance Industry in India—An Insight. Indian Insurance Industry—The Paradigm Shift. Life Insurance Corporation—The Leader on the Backfoot. Financial Mechanics of Life Insurance. 6GATS Provisions and Indian Insurance Sector. An Exploratory Study of Factors Affecting Selection of Life Insurance Products. General Insurance Industry in India—Issues and Challenges. Reinsurance—Global Environment and Indian Challenges. An Overview of the Private Insurance Company. Brand Positioning of Insurance Industries—A Study on Private Players. Gratuity System in India—Need and Scope for Reform. A Study of Policy Purchasing Behaviour and Situations for Settlements of Claims: A Customer's Perspective. Bancassurance in the New Millennium. Part II: Rural Insurance, Social Insurance and Health Insurance—Rural Insurance. Social Insurance—Strategic Correlate Globalization in Nigeria. Social Security Insurance for the Under Privileged Gender. SEWA—A Role Model of Community Based Health Insurance in Indian Perspective. Study of Factors Influencing Health Insurance Cover. Creating a Win-Win Situation for Insuring Impaired Lives in India with Special Reference to Diabetes. Reducing Vulnerability—The Demand for Micro Insurance in India. Index.

Latest Print 2012 / 252 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-2856-3 / ₹ 195.00

International Accounting

DAS MOHAPATRA

International Accounting, 2nd ed.

A.K. DAS MOHAPATRA, *Professor and former Head of the Department of Business Administration at Sambalpur University, Odisha.*

The second edition of this well-received book is fully updated to equip students with international accounting standards, regulations and financial reporting.

Written in sync with the changing accounting practices the world over, this text provides comprehensive coverage of the core concepts of international accounting and their applications, with detailed discussion on international financial management which has gained importance over recent years due to globalization and liberalization.

The text also traces the genesis of international accounting, and discusses at length topics such as foreign currency translation, consolidation of foreign financial statements, transfer pricing, international taxation and financial reporting practices in leading countries such as USA, UK, Canada and Germany.

Intended primarily as a text for the postgraduate students of financial studies such as MFC, Commerce, and International Business (MIB), postgraduate students of management specializing in finance, this accessible text can also be used for professional courses like CA and ICWA.

NEW TO THIS EDITION

- Explains *International Financial Reporting Standards (IFRS)* and its *implementation*.
- Includes *four new chapters (Chapters 11–14)* on international financial management, foreign exchange forecast, measurement and management of foreign exchange exposure to enlarge the scope of the book.
- Provides *key terms* at the end of each chapter for better comprehension.

KEY FEATURES

- Comparative analyses in line with the IAS, AS and the US Accounting Standards/GAAP
- Tabular representation of ideas/concepts for clear understanding
- Large number of worked-out examples provided in a graded manner to illustrate the concepts
- Review questions at ends of chapters
- Exhaustive glossary at the end of the book

Contents: Preface. Preface to the First Edition. International Accounting: An Overview. Foreign Currency Translation. Consolidation of Financial Statements. Accounting for Price Level Changes. Harmonization of Accounting Practices. Transfer Pricing. Foreign Financial Statement Analysis. Segment Reporting. Interim Financial Reporting. International Taxation. International Financial Management: An Overview. Exchange Rate Forecasting. Measurement of Foreign Exchange Exposure. Management of Foreign Exchange Exposure. Glossary. Index.

Latest Print 2012 / 416 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4572-0 / ₹ 325.00 / (e-book also available)

RATHORE

International Accounting, 2nd ed.

SHIRIN RATHORE, *Professor, Department of Financial Studies, University of Delhi from 1985 to 2007.*

The year 2011 will be a milestone in the history of global standard setting, when nearly 150 countries would adopt international standards for financial reporting to be issued by the International Accounting Standards Board (IASB). This extensively revised, fully updated, second edition includes a wide range of topics with a view to examining the increased challenges that will be faced by academicians, accounting and management professionals in the globally converging dynamic environment of accounting standards expected around 2011.

The book is primarily intended as a text for postgraduate students of management (MBA) specializing in accounting and finance, postgraduate students of commerce (M.Com), financial studies, and international business (MIB). In addition, this text will be useful for professional courses offered by institutes such as the Institute of Chartered Accountants (ICAI), the Institute of Cost and Works Accountants (ICWAI) and the Institute of Chartered Financial Analysts (ICFAI).

DISTINCTIVE FEATURES

- The text is supported by numerous problems and case studies.
- Comparative financial practices in selected countries are examined.
- The impact of global convergence of accounting practices on MNCs, accounting and finance professionals and academicians has been dealt with in a separate chapter.
- The chapter on Business Combinations and Consolidations examines the impact of the revised standard issued in 2007–2008, which dramatically changes the 50-year old method of accounting for mergers.
- Problems of transfer pricing for tangibles, intangibles, services and cost sharing arrangements have been analyzed in detail.
- Upcoming issues relating to accounting for financial derivatives, harmful global tax practices such as tax havens, preferential tax regimes and double tax avoidance conventions have been accorded detailed coverage.
- The knotty problems of foreign currency translations, international financial reporting, foreign exchange risk management, and performance evaluation of multinational firms are treated in separate chapters.

Contents: Foreword. Preface. Acknowledgements. Part 1: Introduction—International Accounting—An Overview. International Audit Environment. Part 2: International Financial Accounting Issues—Foreign Currency Translation. Business Combinations and Consolidations. Accounting for Price Level Changes. International Financial Reporting and Disclosure. Standard Setting in India. Global Convergence of Accounting. Part 3: International Management Accounting Issues—Multinational Transfer Pricing. International Taxation. Performance Evaluation in the Multinational Firm. Foreign Exchange Risk Management. International Financial Statement Analysis. References. Index.

Latest Print 2011 / 504 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-3673-5 / ₹ 350.00 / (e-book also available)

International Financial Management

BEKAERT & HODRICK

International Financial Management

GEERT BEKAERT, *Columbia University.*
ROBERT J. HODRICK, *Columbia University.*

International Financial Management equips future business leaders with the tools they need to succeed in a competitive global environment. This new text by leading international scholars Bekaert and Hodrick blends theory, the analysis of data, examples, and practical case situations that allows students to understand what to do when confronted with an international financial decision and why that decision is correct.

KEY FEATURES

- **Real Data Analysis:** Students learn how well the current theories are supported by the data.
- **Extended Cases:** Solutions of intricate cases illustrate the application of the theory and provide templates for future analysis.
- **Point/Counterpoints:** Issues that are contentious and often not fully resolved or well understood are explored, and a summary of the subtle but state-of-the-art thinking on the issue is provided.

Contents: Preface. PART I: Introduction to Foreign Exchange Markets and Risks—Globalization and the multinational Corporation. The Foreign Exchange Market. Forward Markets and Transaction Exchange Risk. The Balance of Payments. Exchange Rate Systems. PART II: International Parity Conditions and Exchange Rate Determination—Interest Rate Parity. Speculation and Risk in the Foreign Exchange Market. Purchasing Power Parity and Real Exchange Rates. Measuring and Managing Real Exchange Risk. Exchange Rate Determination and Forecasting. PART III: International Capital Markets—International Debt Financing. International Equity Financing. International Capital Market Equilibrium. Political and Country Risk. PART IV: International Corporate Finance—International Capital Budgeting. Additional Topics in International Capital Budgeting. Risk Management and the Foreign Currency Hedging Decision. PART V: Managing Ongoing Operations—Financing International Trade. Managing Net Working Capital. PART VI: Foreign Currency Derivatives—Foreign Currency Futures and Options Interest Rate and Foreign Currency Swaps. Index.

Latest Print 2011 / 840 pp. / 20.0 × 25.0 cm
ISBN-978-81-203-4375-7 / ₹ 650.00

CLICK & COVAL

Theory and Practice of International Financial Management, The

REID W. CLICK, *George Washington University.*
JOSHUA D. COVAL, *University of Michigan.*

This book is a streamlined presentation of the principles and approaches that form the basis of financial decisions regarding trade and investment across national borders. Written with a high analytical rigour, the text pays substantial attention to real-world examples that focus on specific applications of relevant theory. This helps in establishing a broad framework which students can use to critically analyse international financial decisions. Designed for use by management students, an understanding of the text does not require a previous course in international finance/markets.

KEY FEATURES

- The integration-versus-segmentation paradigm forms the key theme of the text.
- Four sub-themes woven in the text are: real interest parity, uncovered interest parity, purchasing power parity and the influence of government policies on international financial management.
- Pedagogical techniques used include diagrammatic models, statistical summaries, numerical examples, mathematical formulas, small case study boxes and extended spreadsheet examples.
- Advanced technical material in *Tools for Analysis* appendices for students who wish to study some elements of the text in greater detail.
- End-of-chapter review questions to test comprehension.
- Brief overviews throughout to make the matter less confusing and more intellectually rewarding.
- Companion website at **www.prenhall.com/clickcenter** includes Internet exercises, links to related websites and author updates.

Contents: Preface. Part I: International Macroeconomic Concepts—International Capital Flows. International Parity Propositions. Part II: Going Global: Undertaking Foreign Investment Projects—International Capital Budgeting. Financing International Projects. Foreign Investment Strategy. Part III: Managing Foreign Exchange Risk—Translation and Transaction Exposure. Economic Exposure. The Risk of Foreign Exchange Exposure. Hedging with Financial Instruments. Risk Management Strategy. Part IV: Managing International Taxation and Political Risk—International Taxation. Political Risk. Index.

Latest Print 2009 / 460 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-2149-6 / ₹ 325.00

KEVIN

Fundamentals of International Financial Management

S. KEVIN, *Director and Dean of Management Studies, Bishop Jerome Institute, Kollam.*

This concise and compact text explains, with great precision and clarity, the basic concepts, theories and practices of international business. The text is so significant because, in today's modern globalized economic environment, international transactions form an integral part of economic activities. Businesses today are no more confined to national boundaries and have become truly international. Any budding or practising manager, especially of big companies, needs to know the fundamentals of international finance. And this book, written by Professor S. Kevin, who has a rich and long experience in teaching international finance, eminently fulfils this need.

The book begins with an explanation of the exchange rate mechanism of foreign currencies, factors influencing exchange rate fluctuations, and the trading mechanism in foreign exchange markets. As currency forwards, futures, options and swaps are the instruments of currency derivatives used as hedging and speculative tools, the book goes on to give a detailed description of the use of currency derivatives for hedging as well as speculative functions. It concludes with an analysis of international

financial institutions and their functioning, the participants and instruments of global financial markets where international funds are raised, the many uses of international funds in the form of portfolio investments, and direct investments in host countries.

The book is primarily intended as a text for postgraduate students of commerce and management, chartered accountancy (CA) and chartered financial analysis (CFA). It would also be of immense value to practising professionals in the field of international finance.

KEY FEATURES

- Illustrates the concepts with the help of examples, figures and tables.
- Clearly explains risk management tools and techniques.
- Discusses the role of international financial institutions in the global financial market.
- Is a handy text for self-study.

Contents: Preface. International Finance. Foreign Exchange. Factors Influencing Exchange Rates. Foreign Exchange Market. Currency Forwards. Currency Futures. Currency Options. Financial Swaps. Foreign Exchange Risk. Management of Foreign Exchange Exposure and Risk. Foreign Exchange Regime in India. International Monetary System. Multilateral Development Banks. Balance of Payments. Foreign Direct Investment. Foreign Portfolio Investment. International Financial Markets. Index.

Latest Print 2013 / 272 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-3791-6 / ₹ 250.00 / (e-book also available)

SHARAN

International Financial Management, 6th ed.

VYUPTAKESH SHARAN, *Professor Emeritus at Chandragupt Institute of Management (autonomous) Patna.*

This thoroughly revised and updated Sixth Edition is a result of the enthusiastic reception accorded by the readers to the earlier editions and the wide adoption of the book in academic institutions.

While retaining the major contents of the earlier editions, the new edition provides a clear understanding of the latest tools and techniques used in international finance. The book deals with contemporary financial environment and strategies, and the functional as well as operational aspects in the international financial arena.

What is New to the Sixth Edition:

- All chapters updated to give the latest information.
- New Case Studies and Study Topics added.

The book is primarily intended as a textbook for postgraduate students of Business Management (MBA), Master of International Business (MIB), Master of Commerce, Master of Economics, and Master of Financial Control (MFC). Besides, students of Chartered Accountancy and professionals in the financial field should find the book very valuable.

Contents: Preface. Preface to the First Edition. Part 1: International Financial and Monetary Environment—International Financial Management: An Overview. International Flow of Funds: Balance of Payments. Developments in International Monetary System. Exchange Rate Mechanism. Part 2: Markets for Foreign Exchange and Derivatives—Foreign Exchange Market. Market for Currency Futures. Market for Currency Options. Part 3: Foreign Exchange Exposure Management—Forecasting Exchange Rates. Nature and Measurement of Foreign Exchange Exposure. Management of Foreign Exchange Exposure. Part 4: International Investment Decision—Foreign Direct Investment. International Capital Budgeting. Evaluation and Management of Political Risk. International Portfolio Investment. Part 5: International Financing Decisions—Overview of the International Financial Market. Multilateral Development Banks. International Banking. International Financial Market Instruments. Financial Swaps. Management of Interest-Rate Risk. Part 6: Management of Short-term Funds—International Working Capital Management. Financing of Foreign Trade. Part 7: Miscellaneous Issues—International Accounting. International Indebtedness. International Taxation. Glossary. Country and Currency. Answers to Objective Type Questions. Answers to Numerical Problems. Author Index. Subject Index.

Latest Print 2012 / 580 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4586-7 / ₹ 395.00 / (e-book also available)

Investments

ALEXANDER, SHARPE & BAILEY

Fundamentals of Investments, 3rd ed.

GORDON J. ALEXANDER, *University of Minnesota.*
WILLIAM F. SHARPE, *Stanford University and Financial Engines Inc.*
JEFFERY V. BAILEY, *Target Corporation.*

This book offers a balanced knowledge of the theory and practice of investment. It introduces readers to the basic set of principles that form the building blocks of modern investment thought and covers the major institutional features and theories of investing. Illustrated with numerous real-world examples, it imparts a working knowledge of the kind of securities that exist, where and how they are bought and sold, and how investment decisions are made. Modular in organization, clear and concise, this book makes minimal use of mathematical notations, while graphs, tables, and illustrations incorporating current market information make the text easy to comprehend.

KEY FEATURES

- Includes review material on statistical concepts to provide students with a solid grounding in statistics fundamental to understanding investment.

- Incorporates latest developments in investment supplemented by current market information and academic research.
- Emphasizes how the concept of efficient market plays a central role in current ideas.
- Covers an array of investment tools—stocks, bonds, and securities such as options and futures.
- Familiarizes students with a broad array of international investing concepts.
- 'Money Matter' articles in each chapter illustrate real-world developments to show students how various investment issues are approached by practitioners.
- Contains several valuable teaching aids:
  - Terms highlighted and noted marginally emphasize important concepts.
  - Point-by-point chapter summaries identify essential thoughts developed in the text.
  - End-of-chapter problems with answers to select problems reinforce learning.
  - The glossary allows students to quickly reference terms discussed in the text.

Contents: Part 1: Introduction—Introduction. Part 2: The Investment Environment—Buying and Selling Securities. Security Markets. Efficient Markets, Investment Value, and Market Price. Taxes. Inflation. Part 3: Modern Investment Theory—The Portfolio Selection Problem. Porfolio Analysis. Riskfree Lending and Borrowing. The Capital Asset Pricing Model. Factor Models. Arbitrage Pricing Theory. Part 4: Common Stocks—Characteristics of Common Stocks. Financial Analysis of Common Stocks. Dividend Discount Models. Dividends and Earnings. Investment Management. Portfolio Performance Evaluation. Part 5: Fixed-Income Securities—Types of Fixed-Income Securities. Fundamentals of Bond Valuation. Bond Analysis. Bond Portfolio Management. Part 6: Other Investments—Investment Companies. Options. Futures. International Investing. Glossary. References. Selected Solutions to End-of-Chapter Questions and Problems.

Latest Print 2014 / 816 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-2126-7 / ₹ 450.00

GUPTA

Financial Derivatives: Theory, Concepts and Problems

S.L. GUPTA, *Dean and Professor of Finance, Department of Management, Kurukshetra University.*

In today's competitive world, Financial Derivatives occupy a significant and integral part of the global capital markets. This uptodate and contemporary text gives an indepth analysis of the underlying concepts of Financial Derivatives and deals with the technical aspects of all the important financial derivatives. It also dwells on the financial markets where these derivatives are traded. The book seeks to capture the essence of the modern developments in financial derivatives and provides a wide coverage of the intricate and complex world of financial derivatives.

Organized into five sections, the text balances rigour with clarity of explanations and practical treatment of the subject. Each chapter begins with a brief theoretical description followed by relevant examples. Diagrams, charts and tables have been incorporated at the appropriate places to illustrate the concepts discussed.

KEY FEATURES

- Carefully selected numerical examples to assist the students in acquiring practical knowledge of the subject
- Separate chapters on Indian financial derivatives markets and their regulation
- Review questions, Summary and Problems at the end of every chapter
- Solutions of unsolved problems (chapterwise) at the end of the book
- A comprehensive Glossary

Primarily intended for the students of Finance, Commerce and Management, this comprehensive and student-friendly text will also be useful to Derivative practitioners (Equity researchers, portfolio managers, financial executives and members of stock exchanges), chartered financial analysts, chartered accountants, investors and policy makers.

Contents: Preface. Acknowledgments. Abbreviations Used in This Book. Section-I: Financial Derivatives—The Background—Financial Derivatives—An Introduction. Futures Markets and Contracting. Forward Markets—Pricing and Trading Mechanism. Futures Pricing—Theories and Characteristics. Section-II: Financial Derivatives—Indian Scenario—Indian Financial Derivatives Market. Regulation of Financial Derivatives in India. Section-III: Specific Financial Futures and Forwards—Hedging Strategy Using Futures. Stock Index Futures. Short Term Interest Rate Futures. Long Term Interest Rate Futures. Foreign Currency Futures. Foreign Currency Forwards. Section-IV: Financial Swaps and Options—Swaps Market. Options—The Basics. Options Pricing Models. Trading with Options. Hedging with Options. Currency Options. Section-V: Financial Derivatives—Miscellaneous Issues—Accounting and Tax Treatment of Derivatives Transactions. Management of Derivatives Exposure. Advanced Financial Derivatives. Credit Derivatives. Answers to Unsolved Problems. Appendices. Glossary. Bibliography. Index.

Latest Print 2013 / 640 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-2863-1 / ₹ 425.00 / (e-book also available)

HAUGEN

Modern Investment Theory, 5th ed.

ROBERT A. HAUGEN, *Professor Emeritus of Finance, University of California at Irvine.*

The fifth edition of this widely used text is fully updated to equip students with a deep understanding of the *theory of investment management,* as applied in the real-world, by proceeding through topics in a logical and cohesive fashion. It explains the tools and techniques needed to manage investment risk, detect mispriced securities, minimize taxes, and measure the performance of investment managers.

In addition, the text presents exhaustive discussions of capital asset pricing, arbitrage pricing, interest rates, pricing of derivative securities, bond management, stock valuation, estimating future earnings and dividends, and fixed income markets.

While the mathematical content is kept minimal, the basic statistical concepts required for an understanding of the text are introduced in a background chapter to help students review this material quickly and easily.

KEY FEATURES

- Detailed coverage of portfolio theory including a NEW chapter on asset allocation that presents comprehensive simulations with real data.
- New chapter covering performance measurement without making use of asset pricing models.
- Text material illustrated by computer problems and powerful, easy-to-use computerized portfolio analysis sessions.
- Extensive coverage of options and forward and future contracts.
- Mini case studies demonstrate real-world application of theory.
- To match the problems in the text, customized, Windows-based software available at **www.prenhall.com/financecenter**

Contents: PART I: Background. Introduction to Modern Investment Theory. Securities and Markets. Some Statistical Concepts. Combining Individual Securities into Portfolios. PART II: Portfolio Management. Finding the Efficient Set. Factor Models. Asset Allocation. PART III: Asset Pricing Theories and Performance Measurement. The Capital Asset Pricing Model. Empirical Tests of the Capital Asset Pricing Model. The Arbitrage Pricing Theory. Measuring Portfolio Performance with Asset Pricing Models. Measuring Performance without Asset Pricing Models. PART IV: Interest Rates and Bond Management. The Level of Interest Rates. The Term Structure of Interest Rates. Bond Portfolio Management. Interest Immunization. PART V: Derivative Securities. European Option Pricing. American Option Pricing. Additional Issues in Option Pricing. Financial Forward and Futures Contracts. PART VI: Taxes, Stock Valuation, and Market Efficiency. The Effect of Taxes on Investment Strategy and Securities Prices. Stock Valuation. Issues in Estimating Future Earnings and Dividends. Market Efficiency: The Concept. Market Efficiency: The Evidence.

Latest Print 2013 / 676 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-2123-6 / ₹ 495.00

HULL

Introduction to Futures and Options Markets, 2nd ed.

JOHN C. HULL, *Maple Financial Group Professor of Derivatives and Risk Management, Director, Bonham Center for Finance, Joseph L. Rotman School of Management, University of Toronto.*

Designed for those with limited training in mathematics, this thoroughly revised and updated second edition offers an in-depth exploration of futures and options. The author examines trading strategies and how markets work, as well as contemporary pricing, hedging, and risk management tools.

KEY FEATURES

- A new chapter (Chapter 10) has been included which uses binomial trees to explain no-arbitrage and risk-neutral valuation arguments.
- A new chapter (Chapter 13) devoted entirely to future options.
- Additional emphasis on the use of binomial trees to value options (Chapters 10, 12, 13 and 15).
- End-of-chapter quiz questions and problems to test and reinforce understanding of the key concepts.

Contents: Introduction. PART I: FUTURES AND FORWARD MARKETS—Mechanics of Futures and Forward Markets. The Determination of Forward and Futures Prices. *Appendix: A Proof that Forward and Futures are Equal When Interest Rates Are Constant.* Hedging Strategies Using Futures. *Appendix: A Proof of the Minimum Variance Hedge Ratio Formula.* Interest-Rate Futures. Swaps. PART II: OPTIONS MARKETS—Mechanics of Options Markets. Basic Properties of Stock Options. Trading Strategies Involving Options. An Introduction to Binomial Trees. The Pricing of Stock Options Using Black-Scholes. *The Early Exercise of American Call Options on Dividend-Playing Stocks.* Options on Stock Indices and Currencies. Options on Futures. Hedging Positions in Options and the Creation of Options Synthetically. Valuing Options Numerically Using Binomial Trees. Biases in the Black-Scholes Model. Interest-Rate Options. Answers to Quiz Questions. Table for $N(x)$ when $x \leq 0$. Table for $N(x)$ when $x \geq 0$. Major Exchanges Trading Futures and Options. Index.

Latest Print 2009 / 400 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-1463-4 / ₹ 250.00

KEVIN

Commodity and Financial Derivatives, 2nd ed.

S. KEVIN, *Director and Dean of Management Studies, Bishop Jerome Institute, Kollam.*

This is the second edition of the book on Commodity and Financial Derivatives. It provides an in-depth analysis of the underlying concepts of the different types of commodity and financial derivatives, namely, forwards, futures, options and swaps. It explains the trading processes of the derivatives and highlights their uses.

Beginning with an overview of the subject, the text discusses in detail the forwards emphasizing the currency forward. It presents the different types of futures—commodity futures, currency futures, stock futures, index futures, interest rate futures—and the different types of options—stock options and currency options. The text continues to explain the option pricing models. It concludes with a chapter on financial swaps, which describes the operational modalities of currency swaps and interest rate swaps.

The Indian context and environment are highlighted while explaining the trading processes of the different types of derivatives to familiarize the reader with the Indian derivatives market. The text is supported by illustrative examples, diagrams, tables and review questions to reinforce the understanding of the subject matter. The textbook is primarily intended for the postgraduate students of finance, commerce and management. It will also be useful to all those who are engaged in derivatives trading and who facilitate derivatives trading.

NEW TO THE SECOND EDITION

A large number of numerical examples and exercises are added to the various chapters to help the users understand the practical application of derivatives in hedging risk in diverse situations.

Contents: Preface. Derivatives: An Overview. Forwards: Basics. Currency Forwards. Futures: Basics. Pricing of Futures. Commodity Futures. Currency Futures. Stock Futures. Index Futures. Interest Rate Futures. Stock Options. Currency Options. Option Pricing. Financial Swaps. Glossary. Index.

Latest Print 2014 / 320 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4878-3 / ₹ 325.00 / (e-book also available)

KEVIN

Portfolio Management, 2nd ed.

S. KEVIN, *Director and Dean of Management Studies, Bishop Jerome Institute, Kollam.*

The second edition of this concise and compact text recognises the significance of portfolio management as an essential skill rather than just a theoretical base for investors in today's world. It is a comprehensive, well-organised text on various aspects of portfolio management such as analysis, selection, revision and evaluation of portfolios of securities for deriving maximum benefit from one's investments.

The book also discusses in detail the basic methods of security analysis such as fundamental analysis and technical analysis, shares and bond valuation, efficient market theory, and the capital asset pricing model.

NEW TO THE SECOND EDITION

- Provides numerous new examples that illustrate mathematical aspects of the theory.
- Gives enough exercises at the end of each chapter to test the student's understanding of the subject.

This book, with many student friendly features, would be best suited for students of commerce and management. It would be equally useful to post-graduate students pursuing courses in financial control (MFC), chartered accountancy (CA), cost and work accountancy (CWA), and chartered financial analysis (CFA). It would also prove to be an asset to the professionals in the investment field.

Contents: Preface. Preface to the First Edition. Introduction to Portfolio Management. Investment. Risk. Fundamental Analysis: Economy Analysis. Industry and Company Analysis. Share Valuation. Bond Valuation. Technical Analysis. Efficient Market Theory. Portfolio Analysis. Portfolio Selection. Capital Asset Pricing Model (CAPM). Portfolio Revision. Portfolio Evaluation. Appendix. Bibliography. Index.

Latest Print 2014 / 236 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-2959-1 / ₹ 225.00 / (e-book also available)

KEVIN

Security Analysis and Portfolio Management

S. KEVIN, *Director and Dean of Management Studies, Bishop Jerome Institute, Kollam.*

This well-organised, lucidly written text deals with the basic concepts of investment in securities such as bonds and stocks, and management of such assets. It not only discusses various aspects of portfolio management, ranging from analysis, selection, revision to evaluation of portfolio, but also elaborates on financial derivatives, securities market and risk evaluation that help in understanding the trading system better and making quality investment decisions.

Besides explaining the theory of portfolio management that comprises fundamental and technical analyses, shares and bond valuation, efficient market theory and the capital asset pricing model, the book also provides a detailed analysis of the latest developments in securities trading.

KEY FEATURES

- Gives a large number of examples to illustrate the concepts discussed.

- Provides chapter-end exercises to test the student's grasp of the subject.
- Discusses in detail about Indian stocks and shares market to help the student understand the subject in the country's current scenario.

This concise yet comprehensive book is intended as a text for students of management (both BBA and MBA) and M.Com. It would also be immensely useful to those pursuing professional courses such as chartered accountancy (CA), cost and work accountancy (CWA), and chartered financial analysis (CFA). In addition, it will be suitable for the professionals in the investment field.

Contents: Preface. Introduction. Investment. Securities Market. Stock Exchanges. Trading System In Stock Exchanges. Risk. Fundamental Analysis: Economy Analysis. Industry and Company Analysis. Share Valuation. Bond Valuation. Technical Analysis. Efficient Market Theory. Portfolio Analysis. Portfolio Selection. Capital Asset Pricing Model (CAPM). Portfolio Revision. Portfolio Evaluation. Financial Derivatives. Futures. Options. Appendix. Bibliography. Index.

Latest Print 2014 / 296 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-2963-8 / ₹ 225.00 / (e-book also available)

KUMAR
Financial Derivatives

S.S.S. KUMAR, *Associate Professor, Indian Institute of Management Kozhikode (IIMK) in the Accounting, Finance and Control area.*

Designed as a text for postgraduate students of management, commerce, and financial studies, this compact text clearly explains the subject without the mathematical complexities one comes across in many textbooks. The book deals with derivatives and their pricing, keeping the Indian regulatory and trading environment as the backdrop. What's more, each product is explained in detail with illustrative examples so as to make it easier for comprehension.

The book first introduces the readers to the derivatives market and the quantitative foundations. Then it goes on to give a detailed description of the Forward Agreements, Interest Rate Futures, and Stock Index Futures and Swaps. The text also focuses on Options—Option Pricing, Option Hedging and Option Trading Strategies. It concludes with a discussion on OTC derivatives.

KEY FEATURES

- The application of each derivative product is illustrated with the help of solved examples.
- Practice problems are given at the end of each chapter.
- A detailed glossary, important formulae and major website addresses are included in the book.

This book would also be of immense benefit to students pursuing courses in CA, ICWA and CFA.

Contents: Preface. Acknowledgements. List of Abbreviations. Important Formulae. An Introduction to Derivative Markets. The Quantitative Foundations. Fundamentals of Financial Futures. Forward Rate Agreements. Interest Rate Futures. Stock Index Futures. Swaps. Options—The Basics. Option Pricing. Options Hedging Strategies. Options Trading Strategies. Foreign Exchange Derivatives. Over the Counter Products. Case Studies on Derivative Misfor-tunes. Glossary. References. Important Websites. Index.

Latest Print 2014 / 428 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-3074-0 / ₹ 395.00

MAHESHWARI
Investment Management

YOGESH MAHESHWARI, *Professor of Finance with the Indian Institute of Management Indore.*

This book, specifically designed for postgraduate students of management, finance and commerce for the course in Investment Management or Security Analysis and Portfolio Management, provides a thorough understanding of the concepts and methodologies of investment management. It begins with a sound theoretical introduction to the basic concepts of savings, investments, risk and return, portfolio and financial markets. The text then systematically explains the wide gamut of investment alternatives available to an investor and elucidates the investment markets and processes as prevalent in India.

What distinguishes the text is that it emphasizes the practical aspects of the subject. In so doing, the book provides extensive coverage of the tools and techniques of technical analysis. Realizing the fact that investment is becoming more of a systematized and structured activity, the book presents a meticulous treatment of security analysis. This is closely followed by an exclusive chapter on portfolio management which encompasses all the aspects of the selection, maintenance, evaluation and revision of portfolios. The book concludes with an overview of the regulatory environment of investments.

KEY FEATURES

- Explains the concepts and processes in the Indian context, thus enabling the students to know the markets and investment procedures in India.
- Focuses on the practical aspects to help students start investing even while they are doing the course.
- Provides end-of-chapter questions to drill the students in self-study.

Besides postgraduate students of management and commerce, senior undergraduate students of these courses as well as practising managers should find the book extremely useful.

Contents: Preface. Acknowledgements. Investment Basics. Investment Instruments. Capital Market. Other Financial Markets. Fundamental Analysis. Technical Analysis. Portfolio Management. Credit Rating. Regulatory Framework. Glossary. Bibliography. Index.

Latest Print 2011 / 332 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-3426-7 / ₹ 295.00 / (e-book also available)

PRABINA RAJIB

Commodity Derivatives and Risk Management

PRABINA RAJIB, *Professor, Vinod Gupta School of Management, Indian Institute of Technology Kharagpur, West Bengal.*

Over the last decade, commodity derivatives trading in India has undergone a significant growth, and has surpassed equity derivatives trading. The book covers almost the entire spectrum of commodities traded in the Indian commodity market, including *agricultural commodities*, *crude oil*, *base metal*, *precious metal*, *electricity*, *carbon*, *weather*, *freight*, *real estate*, and *water*.

A distinguishing feature of the book is that it lucidly explains the peculiarities of various commodities, delving into their technical and historical details. As commodity market in a country cannot function in isolation, commodity contracts traded in other international exchanges, like *LME*, *CME*, *The Baltic Exchange*, *Nordpool*, etc. have also been discussed in detail.

Commodity derivatives contracts, such as futures, FRAs, options, Tapos, swaps, spreads (crush, crack, dark and spark), collars, ETFs, Contract for Differences (CfDs) and cool bonds, etc. have been discussed extensively in the book. Fundamental factors associated with different types of commodities have been dealt with to develop a deeper understanding of the peculiarities associated with various commodities.

This book documents the case studies involving important commodity price manipulations and frauds in commodity derivatives trading. These have been analyzed to bring out the necessity and the role of the commodity market regulators in maintaining market integrity. Major commodity derivatives trading losses that have shaken up even some prominent companies all over the world have been discussed to highlight the risks associated with commodity derivatives trading.

The book is intended for the postgraduate students of Management. It is equally beneficial for the students and professionals opting for Diploma courses in Banking and Finance.

KEY FEATURES

- Around 40 *Business Snapshots* have been presented at appropriate sections in the book, so that a reader can apply the concepts to real-life situations/happenings.
- Around 100 *Numerical Examples* have also been worked in various chapters to help the reader develop a deeper understanding of the underlying theories.
- Worked out examples and business snapshots have been provided in large numbers.
- End of the chapter questions have been provided for the students to test their understanding.
- Power Point slides available online at **www.phindia.com/prabinarajib** to provide integrated learning to the students.

Contents: Preface. Acknowledgements. Introduction to Commodity Derivatives. Commodity Exchanges and Commodity Contracts. Pricing and Valuations of Commodity Futures. Agricultural, Forest and Livestock Derivatives. Crude Oil Derivatives. Base Metals Derivatives. Precious Metals Derivatives Gold and Silver. Electricity Spot and Derivatives Market. Weather Derivatives. Carbon Derivatives. Derivatives on Freight, Water, Property and Payroll. Commodity Price Manipulations and Major Commodity Derivatives Losses. Index.

Latest Print 2014 / 456 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4899-8 / ₹ 495.00 / (e-book also available)

THOMAS

Security Analysis and Portfolio Management

SAMUEL THOMAS, *Professor, Bhavans Royal Institute of Management, Off Hill Palace, Thiruvankulam P.O., Ernakulam, Kerala.*

This book on *Security Analysis and Portfolio Management* is a comprehensive source of information and analysis for students and practitioners. The distinguishing feature of the book is the detailed coverage of the regulatory environment, which consists of the current and updated rules and regulations, tax-environment and the practice of investment in the securities market in India.

The book has been written keeping in mind the potential investor and an average student. It addresses all their doubts and concern and make them informed about the money market.

The well organised, lucidly written text covers various aspects of the portfolio management, ranging from analysis to revision and then performance evaluation of the portfolio, but also discuss in detail the securities market, derivatives and risk evaluation that help in understanding the trading system better and making quality investment decisions. Besides explaining the theoratical concepts of portfolio management, the book provides a detailed analysis of the latest development in the securities trading.

It is meant to be a 'single window book' covering SAPM for management and commerce students.

KEY FEATURES

- Easy to understand by the readers even if they have not been exposed to higher mathematics.
- Vast coverage of the SAPM topics.
- Several worked out problems in relevant chapters to aid and assist students and teacher alike.
- Detailed discussion on Indian stock and share market in context to the country's current scenario.

Contents: Preface. Acknowledgements. Flow of Funds in Financial Markets. Expected Return and Risk. Different Types of Securities. Securities Market in India. Laws Relating to Securities in India. Direct Tax Laws in India.

Stock Market Indices. Price Determination of a Security. Diversification and Portfolio Analysis. Characteristics Line, Capital Asset Pricing Model (CAPM) and Arbitrate Pricing Theory (APT). Bond Valuation. Interest Rate Risk. Default Risk of Bond. Valuation of Common Shares. Fundamental Analysis. Technical Analysis. Behaviour of Stock Market Prices. Portfolio Performance: Evaluation and Revision. Supplement: Sources of Financial Information. Index.

244 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4830-1 / ₹ 250.00

Management Accounting

CHANDRA BOSE

Advanced Accounting, Vol. I

D. CHANDRA BOSE, *formerly Principal, Sree Narayana College, Chengannur (Kerala), a constituent college of the University of Kerala.*

Designed primarily as a text for undergraduate and postgraduate students of commerce and postgraduate students of management, and for Chartered Accountancy (CA) and the Institute of Cost and Works Accountants of India (ICWAI) courses, this well-organized book provides a thorough analysis of the different aspects of Accounting. The text not only gives a clear analysis of the accounting principles and techniques but also effectively combines the theoretical and practical aspects of advanced/ financial accounting.

The book begins with an introduction to accounting and proceeds to discuss accounting principles and standards. It also explains the final accounts of sole traders and then moves on to dwell on topics such as rectification of errors, bills of exchange and consignment accounts. Besides, it deals in detail with joint venture accounts, accounts from incomplete records, accounts of non-profit organizations, and a host of other topics. The text then concludes by highlighting the new trends in human resources accounting and responsibility accounting.

KEY FEATURES

- Provides an extensive coverage of accounting principles and standards.
- Develops distinct approaches for the study and analysis of accounting techniques.
- Focuses on new trends in accounting.
- Provides **354 problems** and **306 worked-out examples**.

This book, with its happy fusion of principles and practices of accounting, would be very useful not only for the students of commerce, management and other allied courses but also for accounting professionals.

Contents: Preface. Introduction to Accounting. Accounting Principles and Standards. Final Accounts of Sole Trader. Rectification of Errors. Bills of Exchange. Consignment Accounts. Joint Venture Accounts. Self-balancing Ledgers and Sectional Balancing System. Branch Accounting. Accounts from Incomplete Records. Accounts of Non-profit Organizations. Depreciation Accounting. Hire Purchase and Instalment Purchase System. Lease Accounting. Human Resources Accounting and Responsibility Accounting. Mechanised Accounting. Appendix. Index.

Latest Print 2010 / 728 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-3919-4 / ₹ 395.00 / (e-book also available)

CHANDRA BOSE

Advanced Accounting, Vol. II

D. CHANDRA BOSE, *formerly Principal, Sree Narayana College, Chengannur (Kerala), a constituent college of the University of Kerala.*

A sequel to the author's *Advanced Accounting—Volume I*, this comprehensive and student-friendly book covers the multifarious aspects of accounting, ranging from partnership accounts, company accounts to bonus issue, rights issue, underwriting, and preference share redemption. The text focuses, in particular, on the accounts of banking and insurance companies. It also covers accounts with reference to incorporation and internal reconstruction of companies as well as amalgamation, absorption and external reconstruction of companies. A large number of illustrations and worked-out examples are provided to make the students understand the concepts better.

KEY FEATURES

- Gives extensive coverage of partnership and corporate accounting techniques.
- Provides accounting principles of insurance and banking companies.
- Supplies **396** problems and **372** worked-out examples which would be of enormous help to the students.
- Furnishes chapter-end problems to sharpen the students' understanding of the subject.

Primarily designed for undergraduate and postgraduate students of commerce and management, Chartered Accountancy (CA) and the Institute of Cost and Works Accountants of India (ICWAI) courses, the book should also prove very valuable for the accounting professionals.

Contents: Preface. Partnership: Introduction. Partnership: Admission. Partnership: Retirement and Death. Partnership: Dissolution. Company Accounts: Shares. Bonus Issue, Right Issue, Underwriting and Preference Share Redemption. Company Accounts: Debentures. Final Accounts and Profits Prior to Incorporation. Internal Reconstruction of Companies. Amalgamation, Absorption and External Reconstruction. Accounts of Banking Companies. Accounts of Insurance Companies. Index.

Latest Print 2010 / 820 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-3946-0 / ₹ 425.00 / (e-book also available)

DAS

Business Accounting and Financial Management

SUBHASH CHANDRA DAS, *Management Consultant and Former Director (Finance), Hindustan Paper Corporation (HPC) Ltd.*

This comprehensive and concise book critically examines the essential principles, practices and approaches to **financial accounting, cost and management accounting, and financial management**. This book is intended for the postgraduate students of management and commerce. Besides, it is equally useful for the students of engineering and technology.

The objective of this book is to assist the students and readers in developing an understanding of the theories of various branches of accounting and financial management, and to integrate the knowledge with practice in evaluating the strategic management decisions.

The book contains thirty-three chapters divided into three parts. Part A comprising ten chapters discusses the key principles and practices of financial accounting. Part B containing eight chapters explains various methods and techniques of cost and management accounting. Part C comprising fifteen chapters provides an insight into the numerous dimensions of financial management policies and practices.

KEY FEATURES

- A systematic presentation of the subject matter, supported with substantial number of Examples, Diagrams and Tables for easy understanding.
- The topics of 'Accounting for Fixed Assets' (Chapter 4), 'Depreciation Accounting' (Chapter 5), 'Revenue Recognition' (Chapter 6), 'Accounting for Inventories' (Chapter 8) and 'Cash Flow Statement' (Chapter 20) have been written thoroughly in accordance with the Accounting Standards (AS) issued by the ICAI.
- Review questions covering examination problems and their answers are given at the end of each chapter. The detailed answers are available in the Instructors' Manual.
- An exhaustive glossary of terms have been provided to explain the core concepts.
- Solutions Manual is also available.

Contents: Preface. Acknowledgements. List of Abbreviations. Part A: Financial Accounting—Understanding of Financial Accounts and Statements. Recording Transactions in the Books of Accounts (I). Recording Transactions in the Books of Accounts (II). Accounting for Fixed Assets. Depreciation Accounting. Revenue Recognition. Bad Debts, Provision for Bad and Doubtful Debts. Accounting for Inventories. Corporate Accounting (I): Basic Concepts. Corporate Accounting (II): Company Final Accounts. Part B: Cost and Management Accounting—Cost and Management Accounting: An Overview. Cost Concepts, Classification of Cost and Preparation of Cost Sheet. Elements of Cost: Material – Labour – Overhead. Types and Methods of Costing. Marginal Costing and Cost – Volume – Profit Analysis. Budgeting and Budgetary Control. Standard Costing, Variance Analysis and Responsibility Accounting. Strategic Cost Management, Relevant Costing and Managerial Decision Making. Part C: Financial Management—Financial Management: An Overview. Financial Statement Analysis. Time Value of Money. Valuation of Securities. Risk and Return. Capital Expenditure Budgeting and Risk in Capital Budgeting. Productivity of Capital and Leverage Analysis. Cost of Capital. Capitalisation and Capital Structure. Working Capital Management. Cash and Liquidity Management. Credit Management: Management of Receivables (Debtors) and Payables (Creditors). Inventory Management. Source of Finance, Working Capital Financing and Banking Norms. Dividend Policy and Dividend Decision. 1: Future Value Interest Factor (FVIF). 2: Future Value Interest Factor for an Annuity FVIFA. 3: Present Value Interest Factor (PVIF). 4: Present Value Interest Factor for an Annuity PVIFA. 5: Normal Distribution. Bibliography. Index.

Latest Print 2013 / 920 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4742-7 / ₹ 695.00 / (e-book also available)

KAPLAN & ATKINSON

Advanced Management Accounting, 3rd ed.

ROBERT S. KAPLAN, *Harvard Business School.*
ANTHONY A. ATKINSON, *University of Waterloo.*

In its 3rd edition, authors Robert Kaplan and Anthony Atkinson provide leading-edge treatment of innovative management accounting issues used by major companies throughout the world. The book will appeal to all those who want a systematic *management-oriented* approach to advance management topics related to management accounting. Each chapter in the text is accompanied by cases to illustrate the concepts discussed.

KEY FEATURES

- Comprehensive coverage of Activity-Based-Costing and the Balanced Scorecard method as the unifying framework throughout the text.
- Material related to transfer pricing is completely updated to reflect more modern approaches.
- A separate chapter prominently features Economic Value Added (EVA).
- New cases illustrating ABC and the Balanced Scorecard are incorporated throughout.
- The text goes beyond reviewing cost accounting topics that students have already covered in other courses.
- In addition to the many new cases added, old favourites have been retained and updated (e.g., incentive compensation, decentralization and management control systems).

Contents: Preface. Introduction. Understanding Cost Behavior. Short-term Budgeting, Resource Allocations, and Capacity Cost. Assigning Resource Costs to Production Cost Centers. Activity-Based Cost Systems. Activity-

Based Management. Cost Based Decision Making. Decentralization. The Balanced Scorecard: Measuring Total Business Unit Performance. Financial Measures of Performance. Financial Measures of Performance: Return on Investment (ROI) and Economic Value Added (EVA™). Measuring Customer, Internal Business Process, and Employee Performance. Investing to Develop Future Capabilities Technology. Incentive and Compensation Systems. Formal Models in Budgeting and Incentive Contracts. Index.

Latest Print 2010 / 816 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-2824-2 / ₹ 395.00

KUPPAPALLY

Accounting for Managers

JELSY JOSEPH KUPPAPALLY, *Director, Karpagam Institute of Management Studies and Research, Coimbatore.*

Decision-making is a pivotal function of any manager. A knowledge of Accounting, insofar as it affects decision-making, is very important for a manager. And very often, students find Accounting as one of the 'tough' subjects to handle. This book strives to make Accounting intelligible and easily comprehensible to students.

The text gives a comprehensive coverage of the three branches of Accounting—Financial Accounting, Management Accounting, and Cost Accounting. It focuses on the various methods and techniques followed in the Management Reporting System. The text deals, in detail, with various accounting transaction procedures, methods of costing, ratio analysis, budgeting, forecasting, accounting errors, funds flow and cash flow statements, trial balance and balance sheet, and so on. It equips the students with the knowledge in the preparation, analysis, evaluation, and interpretation of financial statements, which will enrich their managerial competence and decision-making skills.

KEY FEATURES

- Emphasises the various accounting and decision-making techniques.
- Provides a number of problems and their solutions, besides giving notes, working notes, and exercises, to help the students understand the concepts better.

This book is intended as a text for the postgraduate students of Management (MBA/MIB), financial courses (MFC), and undergraduate and postgraduate students of Commerce and those pursuing MCA. In addition, the book will be very useful to practising managers who wish to develop effective and result-oriented decision-making skills.

Contents: Preface. Accounting Preliminaries. Part I: Financial Accounting—Accounting Principles. Accounting Mechanics—I: The Journal. Accounting Mechanics—II: The Ledger. Trial Balance. Final Accounts. Fixed Assets and Depreciation. Part II: Management Accounting—Introduction. Analysis of Financial Statements. Ratio Analysis. Statement of Changes in Financial Position (Funds Flow Statement). Cash Flow Statement. Management Information System. Management Reporting System. Capital Budgeting. Part III: Cost Accounting—Introduction. Marginal Costing and Break-Even or Cost-Volume-Profit Analysis. Standard Costing and Variance Analysis. Budgeting and Budgetary Control. Job Costing and Process Costing. Activity-Based Costing. Target Costing. Responsibility Accounting. Human Resources Accounting. Index.

Latest Print 2011 / 628 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-3318-5 / ₹ 350.00 / (e-book also available)

SINGHVI & BODHANWALA

Management Accounting: Text and Cases, 2nd ed.

N.M. SINGHVI, *Chairman, Administrative Reforms, Human Resource Development and Manpower Planning Committee, Rajasthan.*
RUZBEH J. BODHANWALA, *Associate Professor in Management, NIIT University, Neemrana, Alwar, Rajasthan.*

The book, now in its second edition, continues to provide a thorough and updated study of the text and cases included from the real-life shop floors. The comprehensive book gives an in-depth analysis of the fundamental concepts, principles and conventions of accounting. It further dwells onto the topics like balance sheet analysis, reading of annual report and capital structure planning, in detail.

The theory is flawlessly combined with the practical elements taken from the top-notch multinational companies of the country, to provide the students an analytical insight on the current market scenario.

Primarily intended for the undergraduate and post-graduate students of commerce, this book is equally beneficial for the postgraduate students of management.

NEW TO THIS EDITION

- Updated cases on **Infosys, Wipro, GlaxoSmithkline, and Nestle**
- Recent annual reports of **Ingersoll-Rand India Limited**

Contents: Preface. Acknowledgements. Accounting. Fundamentals of Accounting. Trading and Profit & Loss Account. Constructing a Balance Sheet. Capital and Revenue Expenditure. Depreciation, Reserves and Provisions. Accounting Adjustments. Inventory Management. Final Accounts for Non-Profit Earning Organization. Fund Flow Statements. Cash Flow Statement. Branch Accounts. Basics of Understanding Annual Report of a Public Limited Company. Tools of Balance Sheet Analysis. Cost of Capital. Capital Structure. Cost Accounting and Methods of Costing. Appendices—I: Balance Sheet Abstract of Ingersoll-Rand India Limited for the Year 2008. II: Classification of Accounts. III: Terms Used in Financial Statements. Index.

Latest Print 2012 / 496 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4656-7 / ₹ 395.00 / (e-book also available)

Management Control Systems

DAS

Management Control Systems: Principles and Practices

SUBHASH CHANDRA DAS, *Management Consultant, is Former Director (Finance), Hindustan Paper Corporation (HPC) Limited, and a visiting faculty in many universities and B-Schools.*

This compact and concise textbook gives a clear analyses of the principles and practices of management control systems which are generally being practiced by the companies all over the world.

Divided into seven sections, the book explains various approaches and design of management control system. It moves on with a detailed description of key success variables as control indicators, and explains goals, strategies and organization for adaptive control, divisional autonomy and responsibility. While describing the management tools and processes, the book explains in detail, the strategic planning and programming processes, budgeting and budgetary control, standard costing and variance analysis, transfer pricing, reward system and management control of operations. The text also contains various aspects of strategic cost management, cost analysis for managerial decision-making and control actions. It also explains how auditing can be used by the management in its various departments and subsidiaries as a tool of control system. The book concludes with the discussion on current issues and their relationship with management control system.

Primarily intended for the postgraduate students of management, the book can be equally beneficial for the commerce students, researchers, accounts professionals, and corporate policy and decision-makers.

KEY FEATURES

- Contains glossary of terms to explain the core concepts.
- Appendices at the back of the book enclosing related tables and figures of the topics discussed.
- Illustrative examples in between the sections to help in analytical understanding of the subject.

Contents: Preface. Acknowledgements. List of Abbreviations. Part I: Management Control Systems. Management Control Systems—An Introduction. Approaches to Management Control System. Design of Management Control System. Key Success Variables as Control Indicators. Part II: Environment and Management Control—Goals, Strategies and Organization for Adaptive Control. Divisional Autonomy and Responsibility. Part III: Management Control Tools and Processes—Strategic Planning and Programming Process. Budgeting and Budgetary Control. Standard Costing System and Variance Analysis for Control Actions. Transfer Pricing. Reward System. Management Control of Operations. Part IV: Strategic Cost Management—Strategic Cost Management and Continuous Process Improvement. Cost Analysis for Managerial Decision-Making. Part V: Auditing as a Tool of Management Control System—Auditing. Audit of Management Functions. Part VI: Management Control in Organizations—Management Control in Multinational Companies (MNCs). Management Control in Service Organizations. Project Management Control. Management Control in Non-profit Organization. Part VII: Current Issues and Management Control—Ethics and Management Control. Corporate Governance and Management Control. Appendices. Glossary. Bibliography. Index.

Latest Print 2011 / 304 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4220-0 / ₹ 225.00 / (e-book also available)

GHOSH

Management Control Systems

N. GHOSH, *visiting faculty at Jankidevi Bajaj Institute of Management Studies, SNDT Women's University, Mumbai.*

This concise but systematic and rigorous text presents an insight into the theory and practice of management control systems in large organizations. It is a fine blend of principles of accounting and concepts from behavioural sciences. The intricate theories of management control are elaborated with the help of real-life examples and case studies drawn from the Indian business arena, most of which are the outcomes of the author's own experience of corporate life. A separate chapter on Mathematical Models for Management Control is intended to assist the reader in solving difficult managerial problems.

Primarily designed for the postgraduate students of management and commerce, this book would also be a valuable source of reference for professionals.

KEY FEATURES

- Gives a clear-cut idea of control operations through case studies
- Contains a fair mix of the two approaches of management control—the management accountant's approach and the industrial engineer's approach
- Provides a step-by-step explanation of the emergence of Activity-Based Costing System because of the failure of traditional cost systems in modern business environment.

Contents: Forword. Preface. Acknowledgements. Basic Concepts of Management Control System. Strategic Planning, Management Control and Operational Control. Management Control System—Structure and Process. Adaptive Control System—Design, System and Culture. Organization Structure. Behaviour in Organization. Strategies, Goals and Objectives. Management Control Information. Responsibility Accounting. Control Process—Responsibility Budgeting and Management by Objectives. Key Variables and Financial Goal-Setting. Divisional Operation and Profit Centres. Measurement of Divisional Performance and Transfer Pricing. Financial Control and Ratio Analysis. Operational Control—Traditional and Activity-Based Cost System. Discretionary Expense Control Administration, Research and Development, Marketing

and Support Activities. Project Operation and Management Control. Mathematical Models for Management Control. References. Index.

Latest Print 2011 / 248 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-2844-0 / ₹ 195.00

MACIARIELLO & KIRBY

Management Control Systems: Using Adaptive Systems to Attain Control, 2nd ed.

JOSEPH A. MACIARIELLO, *Claremont Graduate School, Claremont and McKenna College.*
CALVIN J. KIRBY*, Vice-President, Product Operations, GM Hughes Electronics.*

This text provides a systematic and an in-depth treatment of the subject of management control systems. It is essentially rooted in accounting for management. The main emphasis of the second edition (which has 10 new chapters added and the remaining nine updated) throughout the text is on integration of the adaptive control model.

KEY FEATURES

- The adaptive control model is the basic framework adopted for the text.
- 44 cases of precise relevance and high interest.
- Inclusion of an informal control system which has generated new interest among organisations.
- Issues of global coordination and competitiveness.
- Extensive treatment of "control by shared values".
- Total quality management, activity-based and tar-get costing techniques, just-in-time methods and other newer tools for management control covered.
- Integrates ethical topics, where appropriate, throughout the book.

Contents: Preface. Part I: Management Control Systems and Managerial Controls—Introduction to Management Control Systems. Designing the Control Process and Managerial Controls. Key Success Variables and Performance Measures. Part Ii: Mutually Supportive Systems Model (MSSM) for the Design of Control Systems—Style and Culture and the Design of Control Systems. Infrastructure I: Organizing for Adaptive Control. Infrastructure II: Autonomy, Responsibility Centers, and Performance Measurement. Reward Systems. Communications and Integration. Strategic Planning and Programming. Capital Budgeting Methods. Operational Planning. Managerial Costing I: Traditional Systems. Managerial Costing II: Activity-Based Costing. Continuous Improvement Methods. Part III: Special Applications of Control Systems. Control of Complex Programs I: Program Planning. Control of Complex Programs II: Financial Planning, Resource Scheduling, Budgeting, and Reporting. Control of Multinational Operations. Control of Nonprofit Institutions. Management Control of the Ethical Dimension of Organizations. Index.

Latest Print 2011 / 672 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-1229-6 / ₹ 395.00

Mergers and Acquisitions

RAY

Mergers and Acquisitions: Strategy, Valuation and Integration

KAMAL GHOSH RAY, *Director and Professor of Finance and Risk Management, Vignana Jyothi Institute of Management, Hyderabad.*

During the last couple of decades or so, mergers and acquisitions (M & As) have assumed great importance. Giant corporations and big multinational enterprises (MNEs) are constantly on the lookout for acquiring big or small companies to increase their wealth and become even bigger global giants. It is in this context that a comprehensive book on M & As such as the one authored by Professor Kamal Ghosh Ray becomes so significant.

This well-balanced and well-researched text is a harmonious blend of theoretical concepts and practical aspects on mergers and acquisitions. The book begins with an analysis of the causes of and strategic approaches to M & As. Then it goes on to give a detailed discussion on the valuation aspects—valuing the enterprise, business, brands, goodwill, HR and customer relationships, valuing synergy, valuing of private sector companies and family business besides dealing with business valuation standards in USA and India. Finally, the book concludes with a comprehensive coverage of accounting for the legal aspects of and integration in mergers and acquisitions. The text is profusely illustrated with examples, tables and case studies.

Intended as a text for PG students of management, this book would also be of immense value to students of chartered accountancy, cost accountancy and company secretaryship. In addition, it would appeal to a broad spectrum of professionals ranging from strategic planners, CFOs, CEOs, COOs, financial analysts, bankers, venture capitalists, to portfolio managers and entrepreneurs. Finally, the book would be treasured by anyone who is interested in Mergers and Acquisitions—an increasingly topical subject.

WHAT THE REVIEWER SAYS

Undoubtedly, this book on Mergers and Acquisitions by Dr. Kamal Ghosh Ray is of immense value to all the academicians and students of Business Schools and is of practical import to all the promoters and CFOs of the corporate world who are interested or involved in mergers and acquisitions.

—K. HARISHCHANDRA PRASAD
President, The Federation of Andhra Pradesh
Chambers of Commerce and Industry, Hyderabad

Contents: Foreword. Preface. Acknowledgements. The Causes of Mergers and Acquisitions. Strategic Approaches to Mergers and Acquisitions. Corporate Valuation: Concepts and Principles. Corporate Valuation: Techniques and Structuring Swap Ratio. Valuing the Intangibles:

Brands, Goodwill, Human Resources and Customer Relationships. Business Valuation Standards in North America. Business Valuation Standards in India: An Initiative by the Government. Errors and Anomalies in DCF Model of Company Valuation. Valuing Synergy and Pricing Acquisitions. Valuation Disputes: Court Cases. Corporate Valuation for Disinvestments and Privatisation. Valuations of Private Company and Family Business. Methods of Payment for Mergers and Acquisitions. Leveraged Buyout. Accounting for Mergers and Acquisitions. Due Diligence: The Purchase Investigation. Legal Aspects of Mergers and Acquisitions. Integration in Mergers and Acquisitions. Case Studies on Mergers and Acquisitions. Glossary. Name Index. Subject Index.

Latest Print 2013 / 888 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-3975-0 / ₹ 495.00 / (e-book also available)

WESTON, et al.

Mergers, Restructuring and Corporate Control

J. FRED WESTON, *University of California, Los Angeles.*
KWANG S. CHUNG, *Chung-Ang University, Seoul.*
SUSAN E. HOAG, *University of California, Los Angele.*

Mergers and industrial/corporate restructuring have become topics of great importance in the global corporate arena. They represent a major force in the modern financial and economic environment. This book provides a complete, yet concise treatment of the leading topics related to mergers and acquisitions, takeovers, restructuring and corporate control.

The text analyses key topics essential to the subject of financial economics, such as valuation, cost of capital and strategic financial planning. The conceptual framework is designed to help readers to comprehend better and keep the level of treatment accessible by avoiding excessive jargon.

This book is eminently suitable for the academic and professional courses where this subject is increasingly sought to be introduced. It is also highly useful for top business professionals and policy makers. The value of the book lies in its ability to answer natural and practical questions that arise in the minds of both academics and business people.

Contents: Part I: Introduction—Overview. Theory of the Firm and Corporate Activity. Part II: Building Value—The Strategic Perspective—Strategy, Diversification, and Mergers. Merger Types and Characteristics. Corporate Finance Framework. Part III: Valuation—The Financial Methodology—Principles of Valuation. Increasing the Value of the Organization. Part IV: Mergers and Divestitures—Theories of Mergers and Tender Offers. Sell-Offs and Divestitures. Empirical Tests of Alternative Theories. Timing of Merger Activity. Part V: Deal Structuring—Tax Planning Options. Methods of Payment and Leverage. Part VI: Restructuring—Joint Ventures. ESOPs and MLPs. Going Private and Leveraged Buy-Outs. International Mergers and Restructuring. Part VII: Corporate Control—Share Repurchase and Exchanges. Corporate Control Mechanisms. Takeover Defenses. Part VIII: Regulatory Environment and Public Policy—Regulation of Securities Trading and Takeovers. Evaluation of Arbitrage and Insider Trading. Antitrust and Pubic Policies. Part IX: Managerial Strategies—Case Studies of Restructuring and M&A Activity. Management Guides for M&A Activity. APPENDICES: A—Models of the Takeover Process. B—Numerical Example of Formal Models. Glossary. Author Index. Subject Index.

Latest Print 2010 / 792 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-1011-7 / ₹ 450.00

Microfinance

ARMENDÁRIZ & MORDUCH

Economics of Microfinance, The, 2nd ed.

BEATRIZ ARMENDÁRIZ *is Lecturer in Economics at Harvard University, on leave from University College London, where she is Senior Lecturer in Economics*.
JONATHAN MORDUCH *is Associate Professor of Public Policy and Economics at New York University*.

The microfinance revolution has allowed more than 150 million poor around the world to receive small loans without collateral, build up assets, and buy insurance. This book offers an accessible and engaging analysis of the global expansion of financial markets in poor communities. It introduces readers to the key ideas driving microfinance, integrating theory with empirical data and addressing a range of issues, including savings and insurance, the role of women, impact measurement, and management incentives.

This second edition has been updated throughout to reflect the latest data, with new material on commercialization, credit contracts, savings and insurance, gender, impact measurement, and governance. Appendixes and problem sets cover technical material.

The book is primarily meant for the undergraduate and postgraduate students of economics and public policy. Researchers practitioners in the field will also find the book useful.

Anyone interested in the science behind microfinance must read this impressive book. It is written with experience in microfinance and a deep understanding of economics.

—Muhammad Yunus, Nobel Peace Prize Laureate (2006)

An extraordinary book, inasmuch as it explains not only the underlying rationale of microfinance but, more broadly, of finance itself.

—Thomas Easton, Asia Business Editor, *The Economist*

It is necessary to use critical economic reasoning to understand why the [microfinance] movement is such a success…. This book is a splendid contribution to that goal, and will be a great help to the students, teachers, and practitioners in economics and social sciences.

—Amartya Sen, Lamont University Professor, Harvard University, Nobel Laureate in Economics (1998)

Contents: Preface to the Second Edition. Preface to the First Edition. Acknowledgements. Rethinking Banking. Why Intervene in Credit Markets? Roots of Microfinance: ROSCAs and Credit Cooperatives. Group Lending. Beyond Group Lending. Savings and Insurance. Gender. Commercialization and Regulation. Measuring Impacts. Subsidy and Sustainability. Managing Microfinance. Notes. References. Abbreviations. Name Index. Subject Index.

Latest Print 2011 / 488 pp. / 15.3 × 22.9 cm
ISBN-978-81-203-4271-2 / ₹ 425.00

Personal Finance

AHUJA

Money Matters: The ABCs of Personal Finance, 2nd ed.

GAUTAMA AHUJA, *Director, AHC Infotek Private Limited, New Delhi. A senior member of the IEEE.*

This thoroughly updated and expanded book, now in its Second Edition, continues to provide readers with the information and tools they need to understand financial situations and products. The book assumes no prior knowledge of finance and guides users from the very basics to understanding the financial impact of factors such as floating interest rates and advance EMIs.

The aim of this book is to acquaint the reader with the fundamentals of financial analysis. It uses elementary mathematics to analyse both investment and loan options. The text also covers the use of spreadsheets such as Excel to analyse common financial situations. The book contains a large number of detailed examples drawn from the Indian context that explain the concepts step-by-step using tables.

The book will be of immense use as a handy reference for all those who want to learn how to analyse financial situations and products. It should be of equal interest to students, professionals or the interested reader.

NEW TO THIS EDITION

- A new chapter on Gold and Commodities.
- A completely rewritten chapter on Taxation Fundamentals, which also includes a discussion on the new Direct Taxes Code.
- Sections on teaser interest rates and tax effects on real estate investment.

Contents: Preface. Preface to the First Edition. Part 1: THE BASICS—Simple Interest. Compound Interest. Compound Interest with Excel. Part 2: INVESTMENTS—Future Value Calculations. Future Value Calculations with Excel. Present Value Calculations. Present Value Calculations with Excel. Investment Avenues I: Fixed Income Investments. Investment Avenues II: The Stock Market. Investment Avenues III: Mutual Funds and Derivatives. Taxation Fundamentals. Part 3: LOANS—Equated Principal Loans. Equated Instalment Loans. EMI Loans with Excel. Consumer Loans. Part 4: OTHER APPLICATIONS—Real Estate Calculations. Gold and Commodities. Insurance Fundamentals. Summing Up. Appendix: Essential Mathematics.

Latest Print 2011 / 236 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4312-2 / ₹ 250.00 / (e-book also available)

Public Finance

KENNEDY

Public Finance

M. MARIA JOHN KENNEDY, *Associate Professor in Economics, Department of Economics, Arul Anandar College, Karumathur, Madurai, Tamil Nadu.*

Public finance is a fascinating, challenging and evergrowing subject which has the unique distinction of having intimate interaction between theory and practice. This thorough and comprehensive textbook explains the core concepts of public finance such as taxation, public expenditure, budgeting, federal finance and related aspects in a concise and systematic manner.

Systematically divided into nine parts, the book elaborates the various aspects of fiscal economics in a student-friendly manner. As the Indian economy is committed to the goal of growth with justice, there is an inherent analysis of growth and welfare consideration in the treatment of the subject. The chapters are incorporated with real-life examples giving practical insight into the subject.

Well-written and eminently readable, the text is suited to the needs of undergraduate students of economics for a course in Public Finance/Public Economics. Besides, this book will also be beneficial to the students preparing for various competitive examinations.

KEY FEATURES

- Chapter-end summary reminds students the most important aspects of the chapter.
- Key terms provide a bird's eye-view of each chapter for quick revision.
- Review questions and multiple-choice questions at the end of each chapter are designed to probe a student's grasp of concepts discussed in the text.
- References are provided for further study and research.

Contents: Preface. Part I—Definition and Scope of Public Finance. Public Goods and Externalities. Part II—Public Revenue. Adam Smith's Canons of Taxation. Theories and Principles of Taxation. Types of Taxes. Incidence and Shifting of Taxation. Effects of Taxation. Taxable Capacity. Taxes on Income and Wealth. Commodity Taxes. Part III: Public Expenditure—Public Expenditure. Theories of Public Expenditure. The Principle of Maximum Social Advantage. Effects of Public Expenditure. Part IV: Public Debt—Public Debt. Part V: Budgeting—Public Budget. Balanced Budget and Multiplier. Supply Side Economics. Part VI: Fiscal Policy—Fiscal Policy. Part VII: Fiscal

Federalism—Federal Finance. Finance Commissions. Part VIII: Local Finance—Local Government Finance. Part IX: Public Enterprises—Public Enterprises In India. Black Money. Index.

Latest Print 2012 / 312 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4539-3 / ₹ 325.00 / (e-book also available)

Taxation

BALACHANDRAN & THOTHADRI

Taxation Law and Practice, Vol. I

V. BALACHANDRAN, *Professor, Corporate Secretaryship, School of Management, and former Director of Distance Education, Alagappa University, Karaikudi, Tamil Nadu.*
S. THOTHADRI, *Assistant Professor, Department of Corporate Secretaryship, The New College, Chennai.*

This easy-to-read text covers the entire gamut of direct and indirect taxes. The first eight chapters deal with direct taxes and generation of income from different sources. The last five chapters focus on different forms of indirect taxes. This text lucidly explains the acts, rules, sections, laws of direct and indirect taxes with a view to integrating the relevance of these laws with tax planning.

The text fosters a clear understanding of the principles relating to computation of taxable income under each head of income. It covers different types of excise duties, methods of valuation for customs, types of transactions under the Central Sales Tax Act, variants of VAT and different methods of computation of VAT and service tax for management and professional services.

A number of solved Illustrations at the end of each chapter are provided for easy comprehension of the subject. These along with chapter-end questions consisting of short answer questions, long answer questions and exercises, enhance its value as a text.

This text is intended for the undergraduate students of management, commerce and law (BBA, BCom and BL/LLB). Students pursuing professional courses such as CA, BCS (Bachelor of Corporate Secretaryship) and the aspirants of Civil Services Examinations will also find the text immensely useful.

Contents: Preface. Acknowledgements. Income Tax—Fundamental Concepts. Residential Status. Exempted Incomes. Income from Salaries. Income from House Property. Income from Business or Profession. Capital Gains. Income from other Sources. Central Excise Duty. Customs Duty. Central Sales Tax. Value Added Tax. Service Tax. Index.

Latest Print 2012 / 256 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4661-1 / ₹ 250.00 / (e-book also available)

Venture Capital

PANDEY

Venture Capital: The Indian Experience

I.M. PANDEY, *Director, Pearl School of Business, Gurgaon, Haryana.*

In order to understand the developmental role of venture capital and the process underlying its success, a need has arisen for a systematic review of the venture capital experiences in selected developing countries. In this book the author presents a detailed case analysis of the venture capital experience in India, and this is intended to draw lessons and implications for the development of venture capital in developing countries in general.

The text which is based on primary information gathered through interviews with a number of managers of venture capital companies and published material, examines:

- The strategic role of venture capital in the development of technology, innovative entrepreneurship and small enterprises in India.
- The development process of venture capital by a systematic analysis of the practices and policies adopted in India.
- The policy initiative necessary for the success of venture capital in developing countries based on the Indian experience.

Contents: Preface. Strategic Role of Venture Capital. Development of Venture Capital: International Experiences. Venture Capital in India: Context and Development. Venture Capital Investment Process and Evaluation. Venture Capital Firm's Policies and Practices in India. Venture Capital Activity Development Process: Experiences of TDICI and Canfina Venture Fund. Policy Imperatives for Venture Capital Development in India. Summary and Conclusions. References. Index.

Latest Print 2003 / 148 pp. / 16.0 × 24.1 cm
ISBN-81-203-1126-4 / ₹ 125.00

BEHAVIORAL SCIENCES

Conflict Management

KAYE

Workplace Wars and How to End Them: Turning Personal Conflicts into Productive Teamwork

KENNETH KAYE *is a developmental psychologist specializing in conflict resolution. Dr. Kaye, who holds bachelor's and doctoral degrees from Harvard University, teaches at Northwestern University and the Family Institute of Chicago.*

Every workplace has its disagreements and always will.

But disruptive conflicts can and should be resolved if the organization and the individuals involved are to move forward. In this immensely helpful guide, business psychologist Kenneth Kaye shows how to build the kind of teamwork that recognizes conflict quickly, deals with it constructively, and parlays it expertly into creativity and growth.

The author provides a consistent system—not a random bunch of "feel-good" quick fixes—for managing conflict among people who must work together closely. Flowcharts, scenarios, and real-world examples lead the reader through the following progressive steps:

1. Look for shared goals and win/win solutions.
2. Clarify, sort, and value differences.
3. Gain commitment to change.
4. Analyze the recurring cycle of problems and their chronic patterns.
5. Try unilateral change, when needed (if both parties won't bend, maybe one will).

The author helps begin the rooting-out process, then demonstrates how to weave each step into an approach that becomes a way of life throughout the organization.

"A thoroughly practical, readable book for people involved in conflicts and for managers overseeing people in conflict situations. Dr. Kaye draws useful lessons from his years of experience working with people in business conflicts. The book contains a well-conceived framework for problem solving, woven with practical examples from real business situation."

—J. Ronald Fox, Tiampo Professor of Business Administration, Harvard University

"Kaye provides practical advice that will be useful to any manager or consultant in managing conflicts in the workplace. He moves beyond academic theory in providing interesting, concrete recommendations."

—Max H. Bazerman, J. Jay Gerber Distinguished Professor of Dispute Resolution and Organizations Kellogg Graduate School of Management, Northwestern University

Contents: Acknowledgments. "There They Go Again." Plan A: Look for Shared Goals and Win/Win Solutions. Plan B: Clarify, Sort, and Value Differences. Plan C: Gain Commitment to Change. Plan D: Analyze the Recurring Cycle. Plan E: Unilaterally Demonstrate Change. Now We are a Conflict-Resolving System. Summary: The System Applied. Appendix: Active Listening. Index.

Latest Print 2012 / 176 pp. / 15.3 x 22.9 cm
ISBN-978-81-203-4598-3 / ₹ 250.00

ROUT & OMIKO
Corporate Conflict Management: Concepts and Skills

EIRENE LEELA ROUT, *Faculty, Management Studies at Birla Institute of Technology (BITS), Pilani.*

NELSON OMIKO, *General Manager, Amber Business Development Services, Oman.*

The classic view on conflict has always been that conflict in any form is harmful and should be avoided at all cost. However, modern scholars and the corporate world at large are fast realizing that conflict is not as lethal as considered to be and if maintained within certain parameters, it can actually boost a company's growth.

This text tells exactly how and when a conflict can be translated into a successful process and when it should be checked before it spells trouble for the company. The book covers cases from all the essential areas of conflict and analytically discusses every aspect while striking a clear balance between theory, concept and application. This book is an attempt to expose readers to varied perspectives, to challenge their individual positions and ideologies, and to inspire, inform and train them in the field.

The volume is designed for the postgraduate students of management as well as those pursuing similar professional courses. Besides, professionals and anyone keen on learning the various aspects of conflict and its management will find this book immensely useful.

KEY FEATURES

- Cartoons and illustrations throughout the text to make it an interesting read
- Focus on both skill development and practical usage
- Chapter summary and review questions at the end of each chapter for better conceptual understanding

Contents: Preface. Acknowledgement. Introduction to Conflict Management. Levels of Conflict. Sources of Conflict. Managing Interpersonal Conflict. Managing Team and Organizational Conflict. Negotiation. Third Party Conflict Resolution. Conflict Resolution Process. Developing Effective Interpersonal Skills. The Paradox of Conflict and Creativity. Assessing the Cost of Workplace Conflict. Dealing with Personality Conflicts and Problem Employees. Index.

Latest Print 2014 / 292 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-3279-9 / ₹ 350.00 / (e-book also available)

STONE
How to Resolve Conflicts at Work: A Take-Charge Assistant Book

FLORENCE M. STONE.

This book provides practical, down-to-earth advice on conflict resolution which otherwise may lead to poor decisions, confusion, hostility or a lot of other workplace ills. With this guide learn how to

- Distinguish personality conflicts from operational problems
- Know when it is alright to be angry
- Understand why giving in is seldom the right thing to do

- Handle whiners, know-it-all, manipulators and other pain-in-the-neck types
- Build strong, productive relationships with supervisors and co-workers

Contents: Preface: What's In It for Me? Section I: Overview—How Do You Handle Conflict? Keeping Emotions Under Control. Pro-Active Solutions. Section II: Getting to the Heart of a Problem—Communication Gaffes. Personality Conflicts. Getting to the Problem. Section III: Building Better Relationships—Boss/Office Professional Relationships. Dealing with Co-Workers. Good Customer Relationships. Defusing Team Conflicts. Epilogue. Index.

Latest Print 2009 / 160 pp. / 15.3 × 22.9 cm
ISBN-978-81-203-3743-5 / ₹ 225.00

Counselling

SINGH

Counselling Skills for Managers

KAVITA SINGH, *Reader, Faculty of Management Studies, University of Delhi, Delhi.*

In the competitive business world today, a lot of pressure is being exerted on many of the employees of an organization, and the consequent stress and strain affect their physical and mental health. Thus, there is a need for proper and timely counselling skills for such employees. The objective of counselling is to ease work pressure and make the work more result oriented and render the work environment more congenial, conducive and, above all, enjoyable. This text shows that managers have to be fully equipped to handle such situations as employees need professional help as well as emotional and mental support. This handy text describes to the readers how they can acquire counselling skills and apply these skills effectively to practical situations.

This reader-friendly text includes **Case Studies** that help students place theory and skills in context as also personal development exercises to promote self-awareness and good practice.

The book will enable students to:

- Discern when it is appropriate to use counselling skills.
- Define and identify counselling skills.
- Recognize the personal dilemmas managers may face when called upon to counsel colleagues.
- Know when it is appropriate to refer staff to professional organizations.

Intended primarily as a text for students of management and organizational psychology, the book would also be an invaluable aid to practising managers and even supervisors.

Contents: Preface. Acknowledgements. Introduction to Counselling. Approaches to Counselling. Goals of Counselling. The Process of Counselling. Counselling Procedures. Counselling Skills. Role Conflicts in Counselling. Changing Behaviours Through Counselling. Organizational Application of Counselling Skills. Dealing with Problem Subordinates. Performance Management. Alcoholism and Other Substance Abuse. Ethics in Counselling. Exercises, Cases and Role Plays. References. Index.

Latest Print 2011 / 256 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-3084-9 / ₹ 225.00 / (e-book also available)

General

McGRATH

Basic Managerial Skills for All, 9th ed.

E.H. McGRATH, S.J., *former Director and Professor at XLRI, Jamshedpur.*

The Ninth Edition of this well-established text, while retaining the contents and style of the earlier editions, continues to discuss the basic skills of management and leadership. The assumption of the book is that the human person is by nature a manager and has leadership and managerial skills that can and should be continually developed. These basic skills are: reading, writing, learning, speaking, interviewing, training, deciding, problem-solving, managing conflict, and motivation. And in this book, Fr. McGrath, with his masterly skills and wealth of experience, tells how these skills can be fully developed and mastered. Constant use of pointers, tips, exercises and questionnaires, supplemented by hand drawings, make this book exceptionally reader friendly.

WHAT THE REVIEWERS SAY

Hundreds of managers, teachers, and HRD personnel and others in India and abroad have benefited from this store-house of practical wisdom, lucidly and creatively written. McGrath is a name, fondly remembered by thousands.

—T.A. MATHIAS, Professor, and
Former Editor, *Management and Labour Studies*, XLRI

Extremely good and useful... one of the best in the genre... a great service….

—V. GIRIRAJ, IAS

Basic Managerial Skills is an excellent handbook for young managers and management students.

—Prof. BISWAJEET PATTANAYAK,
Former Professor, IIM Indore

This is a remarkable book on perfectible skills of management and leadership. We have made it compulsory reading for all students of management at IMIS. Fr. McGrath says profound truths on management which are easy to read and understand.

—Prof. K.C. PADHY, Director,
Institute of Management & Information Science,
Bhubaneswar

Contents: Preface. Acknowledgements. How to Read.

How to Write. How to Learn. How to Speak. How to Listen. How to Become The Real You. How to Run a Meeting. How to Teach and Train. How to Interview and How to Face an Interview. How to Manage. Leadership. Change. Decision Making. Motivation. Conflict and Cooperation.

Latest Print 2012 / 840 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-4314-6 / ₹ 395.00 / (e-book also available)

Human Resource Information System

BADGI

Practical Guide to Human Resource Information Systems

SATISH M. BADGI *currently works for a global Management and IT consulting company where he continues to play a global role in HRIT domain.*

Practical Guide to Human Resource Information Systems (HRIS) is a comprehensive presentation on global HRIS implementations and the associated challenges faced in such global projects. It begins with the basic HR and IT concepts and guides the readers through the complete life cycle of HRIS applications, spanning from planning to execution. Both HR and IT play an equal role in the development of HRIS applications. This book will help students from both HR and IT streams in assimilating the intricacies of implementation of HRIS projects.

HR is one of the most popular ERP product implementation topics in today's business world. Its implementation needs a practical discussion using examples from real world. The examples, the case study and discussions in the book follow an international approach rather than discussing only a single country HRIS implementations. A real-life case study that flows through various chapters of the book brings out challenges in the implementation of HR specific projects.

In today's global economy, HR is changing fast and dives into areas such as strategy outsourcing, mergers and acquisitions (M&A). This book covers all these areas and other topics that are relevant to today's HR world, providing more value to the readers. It provides illustrations to assist readers in visualizing the topics discussed and in developing a sound understanding of the integration and data aspects of HRIS systems.

This book will be useful as a text for a course in HRIS wherever prescribed for the MBA (HR) and MBA (IT) students. The book encourages self-directed study and thought process, based on references provided at the end of each chapter, and hence will also be useful to consultants, HR professionals, and IT professionals working with HR departments.

Contents: Preface. Introduction and Concepts. Strategy and Planning. Applications and Modules. Implementation. HR Data and Security. Outsourcing and HR Shared Services. HR Operations. Appendix: Glossary of Terms. Index.

Latest Print 2012 / 260 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-4529-4 / ₹ 275.00 / (e-book also available)

Human Resource Management

BEACH

Human Element, The: Understanding and Managing Employee Behavior

LEE ROY BEACH, *McClelland Professor Emeritus at the Eller College of Business, University of Arizona.*

Lee Roy Beach, a noted scholar in both cognitive psychology and organizational behavior, has provided a practical guide for solving the day-to-day employee problems that keep managers awake at night. Organized around six principles—or commitments—that are the hallmarks of good employee management, the book fills the gap between the legal and policy issues that are the mainstay of human resources and supervision courses and the practical needs of managers as they attempt to cope with the human side of their jobs.

Special features of *The Human Element* include:

- An informal, first-person writing style that addresses readers as individuals rather than as a mass audience,
- A simple, clear organization around the six fundamental commitments that good employee managers make in order to succeed,
- Numerous boxes that contain step-by-step guidelines for performing important tasks, such as how to conduct a meeting, how to write a code of conduct, and how to diagnose the cause of performance problems,
- Practical examples drawn from the author's extensive personal experience as well as his careful observations of good and bad managers.

The Human Element is an ideal companion for courses on HRM and OB.

"Lee Beach does it all. *The Human Element* book is marvelously written and it cuts through all the jargon and technicalities of managing people. It is filled with insights about how to manage in the trenches: providing leadership, shaping the culture, clarifying expectations, setting standards, and solving problems. It is a very good read."

—TERENCE MITCHELL, Carlson Professor of Management and Organization and Professor of Psychology, University of Washington

Contents: Preface. Introduction. Leading Employees. Understanding Expectations. Anticipating Emotions. Setting Standards. Evaluating Problems. Solving Problems. Conclusion. Appendix: An Example of a Culture Inventory. Index. About the Author.

Latest Print 2007 / 208 pp. / 15.3 × 22.9 cm
ISBN-978-81-203-3313-0 / ₹ 195.00

CASCIO & AGUINIS

Applied Psychology in Human Resource Management, 6th ed.

WAYNE F. CASCIO and HERMAN AGUINIS, *The Business School, University of Colorado at Denver.*

This popular international interdisciplinary-oriented, research-based textbook on personnel psychology has been used for 25 years now. The text material is presented elegantly in theoretical, statistical for psychometric framework. The book reflects the state-of-the-art developments in personnel psychology and the dramatic changes that has recently characterized the field, and outlines a forward-looking, progressive model towards which HR specialist should aim.

KEY FEATURES

- **Interdisciplinary-oriented, research based approach**—provides balanced coverage of the conventional scientific procedures with fundamentals of psychological theory.
- **Personnel psychology approach**—seeks to make organizations more effective and satisfying places to work.
- **Forward-looking, progressive presentation**—integrated with statistical, psychometric and psychological theories. This provides students with a comprehensive and practical approach that challenges the field to advance, rather than to simply document past practice.
- **Technology, strategy, globalization and social responsibility themes throughout**—provides students with a holistic view of the field.
- **Completely revised and updated**—with more than 500 new references since the last edition.
- **Broader performance management emphasis replaces performance appraisal approach**—to provide more accurate and objective assessment.
- **In-depth treatment of differential prediction**— offers students specific suggestions to improve the accuracy of the differential-prediction test and suggestions on how to minimize adverse impact.
- **International dimensions of applied psychology chapter added**—emphasizing five main areas; identification of potential for international management, selection for international assignments, cross cultural training and development, performance management, and repatriation.

Contents: Preface. Organizations, Work, and Applied Psychology. The Law and Human Resource Management. People, Decisions, and the Systems Approach. Criteria: Concepts, Measurement, and Evaluation. Performance Management. Measuring and Interpreting Individual Differences. Validation and Use of Individual Differences Measures. Fairness in Employment Decisions. Analyzing Jobs and Work. Strategic Workforce Planning. Recruitment. Initial Screening. Decision Making for Selection. Managerial Selection. Training and Development: Considerations in Design. Training and Development: Implementation and the Measurement of Outcomes. International Dimensions of Applied Psychology. Ethical Issues in Human Resource Management. Appendices—A: Scientific and Legal Guidelines on Employee Selection Procedures—Checklists for Compliance. B: An Overview of Correlation and Linear Regression. C: Decision Trees for Statistical Methods. References. Subject Index. Name Index.

Latest Print 2009 / 608 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-3371-0 / ₹ 425.00

CHITALE, et al.

Organizational Behaviour: Text and Cases

AVINASH K. CHITALE, *Academic Advisor, and former Director, Govindram Seksaria Institute of Management and Research, Indore.*

RAJENDRA PRASAD MOHANTY, *Vice Chancellor, Shiksha 'O' Anusandhan University, Bhubaneswar, Odisha.*

NISHITH RAJARAM DUBEY, *Professor at National Institute of Technical Teacher's Training & Research Institute, Bhopal.*

For creating a balance in the organizational environment, harmonization amongst the employees and the employer is a prerequisite. The factors that help determining an organizational balance are the sociology of an environment, psychology of the people working there, channel of communication, and sound and rationalized management. This book underlines the fundamental concepts of Organizational Behaviour, and its application in the Indian organizational scenario.

The book comprises 29 chapters—the concluding chapter devoted to cases from various Indian industry verticals. Chapters 1–3 deal with basics of organizational behaviour, its history and the challenges. Chapters 4–10 are devoted to various aspects of individual behaviour, e.g., perception, personality, learning theories, attitude and motivation theory. Chapters 11 to 16 dwell onto the topic of group behaviour like team dynamics, transactional analysis, leadership, emotional and spiritual intelligence and management of conflicts. Chapters 17 to 28 are largely focused on various aspects of organization, such as its structure, its HR policies, International Organizational Behaviour and Corporate Governance and its role in determining the ethical norms for an organization.

This book is designed for the postgraduate students of Management and Commerce. Besides, it can be beneficial for the managers and executives, to help them tackle Human Resource and organization-related problems.

KEY FEATURES

- Every chapter is concluded with a real-life case study
- Appendices added to most of the chapters are interpretation-based Questionnaire to analyze behavioural traits of employees and employers
- Review questions and case study questions to judge students' comprehension of the subject

Contents: Preface. Organizational Behaviour—A Curtain Raiser. The Emerging Challenges and Opportunities to Organizational Behaviour. History and Evolution of Organizational Behaviour. Fundamentals of Individual Behaviour. Personality. Attitudes and Job Satisfaction. Learning and Learning Theories. Perception. Motivation and Work Performance. Practical Motivation Approaches. Group and Team Dynamics. Transactional Analysis and Organizational Behaviour. Leadership. Emotional and Spiritual Intelligence. Authority, Power and Politics. Management of Conflict. Organizational Structures. Organizational Culture and Creative Change. Dynamics of Change. Organizational Development. The Dynamics and Management of Stress. Organizational Communications. Human Resource Policies and Procedures. Organizational Effectiveness. Organizations of the Future. International Organizational Behaviour. Corporate Governance and Social Responsibility. Organizational Behaviour and Knowledge Management. Case Studies from Corporate World. Index.

Latest Print 2013 / 644 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4696-3 / ₹ 450.00 / (e-book also available)

GÓMEZ-MEJÍA, et al.
Managing Human Resources, 7th ed.

LUIS R. GÓMEZ-MEJÍA, *Texas A&M University.*
DAVID B. BALKIN, *University of Colorado, Boulder.*
ROBERT L. CARDY, *University of San Antonio.*

This well-established book prepares all future managers with a business understanding of human resource management skills. The non-functional HR approach used in this text also makes human resources relevant to anyone who has to deal with HR issues. As in the previous edition, this edition also contains a concise dictionary of HR terms.

NEW TO THIS EDITION

- 600 new references
- New and revised introductory vignettes
- Two-thirds of the end-of-chapter cases are new
- Wider coverage of HR issues for small businesses
- New coverage of the effect of recent global economic upheaval

Contents: Preface. Acknowledgments. About the Authors. Part I: Introduction—Meeting Present and Emerging Strategic Human Resource Challenges. Part II: The Contexts of Human Resource Management—Managing Work Flows and Conducting Job Analysis. Understanding Equal Opportunity andthe Legal Environment. Managing Diversity. Part III: Staffing—Recruiting and Selecting Employees. Managing Employee Separations, Downsizing, and Outplacement. Part IV: Employee Development—Appraising and Managing Performance. Training the Workforce. Developing Careers. Part V: Compensation—Managing Compensation. Rewarding Performance. Designing and Administering Benefits. Part VI: Governance—Developing Employee Relations. Respecting Employee Rights and Managing Discipline. Working with Organized Labor. Managing Workplace Safety and Health. International HRM Challenge. Appendix—Concise Dictionary of HR Terminology. Company, Name, and Product Index. Subject Index.

Latest Print 2012 / 668 pages / 21.6 × 27.8 cm
ISBN-978-81-203-4503-4 / ₹ 650.00

KANDULA
Competency-based Human Resource Management

SRINIVAS R. KANDULA, *Executive Vice President and Global Head-HR, iGATE Corporation, Bangalore.*

Competency-based HRM is a methodology adopted by various organizations to assess the current capacity of their resources based on competencies against the capacity needed to achieve the vision, mission and business goals of the organization. This book comprehensively dwells on all the aspects of competency-based Human Resource Management, and its relevance in various industry verticals.

The book has been organized into five chapters—each focusing on the tools and techniques to judge core competencies. Beginning with the fundamental theories and definitions of competency, the book goes on explaining the mapping methods like Repertory Grid, DACUM, competency card sort activity and so on.

The book further presents the analytical tools that help to build competency models which further help in establishing reliability. Benchmarking competency models and assessment tools are also dealt with in detail. The concluding chapter elaborates competency applications to Human Resource Management in the functional areas of recruitment training and development. The book is interspersed with the Case Studies to add practical insight to the subject.

The book serves both as a textbook for management students and as a reference book for working HR professionals.

Contents: Preface. Competency-Based Human Resource Management: An Overview. Competency Mapping. Competency Modelling. Competency Assessment. Competency-based HRM Applications. Suggested Readings. Index.

Latest Print 2013 / 328 pp. / 13.9 × 21.6 cm
ISBN-978-81-203-4705-2 / ₹ 350.00 / (e-book also available)

KANDULA
Human Resource Management in Practice with 300 Models, Techniques and Tools

SRINIVAS R. KANDULA, *Executive Vice President and Global Head-HR, iGATE Corporation, Bangalore.*

This compact, easy-to-read book aims at presenting the basic principles, practices, and advancements made in human resource management. It shows the enduring

values of those principles, as well as the significance of the models, techniques and tools evolved—which may rightly be called *classics* as these have been propounded by HRM proponents, time tested, and proved permanent.

The book covers three major subjects of management—Human Resource Management (HRM)/Human Resource Development (HRD), Organizational Behaviour (OB), and Organizational Development (OD)—under 18 different themes.

What distinguishes the text is that it uses 300 models, techniques, and tools that are well established, practised, and proven in the field of HRM. The practical implications of these techniques are also discussed, enabling the reader to comprehend the concepts with ease. The book, which is a unique blend of theory and practice, would be useful to postgraduate students of management, all those specializing in human resource management, and the professionals.

Contents: Preface. Models of Human Resource Management. Function and Professional of Human Resource Management. HRM Planning and Sourcing Management. Career and Competence Management. Management Development and Training Management. Performance Management. Leadership Development. Team Management. Employee Communication, Involvement and Empowerment Management. Intelligence and Motivational Management. Creativity and Decision Making Management. Self Management. Selective Classics in OB/OD. Organizational Learning and Knowledge Management. Organizational Management. Culture Management. Change Management. Audits, Assessments, Measurements and Evaluations. References. Author Index. Subject Index.

Latest Print 2014 / 396 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-2427-5 / ₹ 350.00 / (e-book also available)

KANDULA

Strategic Human Resource Development

SRINIVAS R. KANDULA, *Executive Vice President and Global Head-HR, iGATE Corporation, Bangalore.*

With the onset of globalisation, liberalisation and technological market changes, organisations are making many strategic responses by redefining their portfolios, processes, systems and structures. At operational level, these responses are: (i) *Portfolio related responses,* (ii) *process related strategic responses*, and (iii) *structure related responses*.

This well-organised and compact text gives a thorough analysis of the significance of the HRD system in planning and implementation of strategic responses by focussing on the alignment between strategic responses of organisations and human resource development. The entire theme is presented with the help of exhaustive literature review and is based on empirical study conducted in several organisations. The book is unique as it provides overview of **26 strategic responses** and the role of HRD in them.

The book is profusely illustrated and contains 140 tables, and a fairly large number of figures and boxes, which will enable the readers to grasp the subject with ease. The comprehensive References will be of great help in delving deeper into the topics discussed.

Though designed primarily as a textbook for post-graduate students of management and postgraduate diploma students in Business/Human Resource Management, this indepth and fascinating study on strategic human resource development will be highly useful to consultants and practitioners in HRD and all those involved in strategic management/corporate planning.

Contents: Preface. Changing Environment of Organisations. Strategic Responses of Organisations to Changing Environment. HRD: A Strategic Perspective. Strategic HRD System Practices and Facilitators. Alignment between Strategic Responses of Organisations and SHRD System: Theory and Practice. Strategic Responses of Organisations and SHRD System in India's Most Valuable Companies. Strategic Responses of Organisations and SHRD System: A Trilogy. Strategic Responses of Organisations and SHRD System: Blocks and Solutions. Annexures. References. Index.

Latest Print 2014 / 392 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-1812-0 / ₹ 275.00

PATTANAYAK

Human Resource Management, 4th ed.

BISWAJEET PATTANAYAK, *Director of Asian School of Business Management, Bhubaneswar.*

Every human being is a veritable storehouse of ideas. Healthy and engaged employees make for a stronger, united team. Competitive business environments have compelled the organizations to think speedily to innovate and excel for their survival. Human Resource department in every organization is considered as a think tank, which forms strategies, evaluates them, and imply as per the given need.

The book in its fourth edition continues to educate the students on the HRM concepts—fusing the traditional theories with the modern approach. The new edition has been thoroughly revised and updated keeping in view the advancements made in the field of Human Resource Management. Besides updating the evidence base and providing functional examples in each chapter, several sections/concepts have been added to this edition. These include:

- HR's professional competencies
- HR transformation: New HR organization
- New Gen HR
- Talent management
- Recent trends in performance management
- Additional models of motivation
- New models of reward systems
- Human resource productivity model
- Knowledge management architecture

- New models of learning organizations
- Impact of strategic HRM on practice

The book comprehensively deals with all the facets of HR with the help of adequate Indian models, cases and examples based on the theoretical framework of the west, thereby, bringing east and the west on the same platform.

The book is intended for the postgraduate students of management. Besides, it is equally useful for the practising managers.

Contents: Preface. Acknowledgements. A Framework of HRM. About the Author. Part I: Introduction to Human Resource Management—Human Resource Management—The Global and Indian Scenario. Human Resource Management for Corporate Excellence. Part II: Acquisition of Human Resources—Human Resource Planning. Human Resource—Information System. Recruitment and Selection Strategies. Part III: Developing Human Resources—Socializing, Orienting and Developing Employees. Concept of Human Resource Development. Performance Appraisal System. Developing Careers. Talent Management. Motivation at Work. Part IV: Motivating Human Resource—Empowerment and Participative Management. Reward Management. Quality of Work Life. Part V: Maintenance of Human Resources—Labour Relations. Compensation Management. Organization Analysis and Transformation. Knowledge Creation and Management. Virtual Organization and Emerging HR Trend. Part VI: HR in Knowledge Era—Learning Organization. Strategic Human Resource Management. Human Resource in Information Technology Organizations. HRM in Mergers and Acquisitions. International Human Resource Management. Part VII: Cases on Indian Organizations—Bibliography. Index.

Latest Print 2014 / 724 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4962-9 / ₹ 525.00 / (e-book also available)

PRASAD

Strategic Human Resource Development: Concepts and Practices

KESHO PRASAD, *Management consultant, specialized in the areas of human resource and general management.*

In today's corporate world, employee management is first and the foremost concern of any organization. An organization can easily churn out the best out of their employees by improvising the strategic development within the human resource norms. This book comprehensively discusses the strategic management functions that are designed to meet the business objectives effectively.

This textbook explains the concepts of human resource management (HRM) and human resource development (HRD), and shows how they supplement and complement each other. The book explicates how sourcing, retention, development, compensation and performance are driven by the strategic business needs in an organization.

Divided into four parts, the book explicates strategic developmental aspects of the people (training and development) vis-à-vis organizational behaviour, culture and leadership as well as primacy of technology in training as well as the concepts of human resource management and human resource development. The special feature of this book is a chapter on Competency Mapping, which is a tool to identify accurate skills for developing competency requirement within the employees.

This book is intended for the postgraduate students of Human Resource Development (MHRD). However, it will be equally useful for the students of Human Resource Management as well as the practising managers.

KEY FEATURES

- Interspersed with the cases from various national and international organizations
- Presents key concepts for practical application of Human Resource Management techniques in actual business organizations
- Review questions to check students' comprehension of the subject

Contents: Preface. Part A: Strategic HRM and HRD—Strategy, Strategic HRD and Strategic HRM. Organizational Development. Human Resource Planning, Strategy and Training. Strategic Selection, Utilization and Retention of Human Resources. Competency Mapping. Strategy Oriented Performance Measurement Systems. Part B: Training and Development—Strategic Training and Development. Technology Enabled Learning and Training Systems. Part C: Organizational Behaviour—The Individual and The Organization. Individual and The Group. Power and Influence. Organizational Climate and Human Resource Environment. Organization Structure and Design. Organizational Culture and Leadership. Strategic Motivation. Compensation Management. Part D: Global HRM—Global HRM and Challenges. Index.

Latest Print 2011 / 424 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4430-3 / ₹ 350.00 / (e-book also available)

PUNNETT

International Perspectives on Organizational Behavior and Human Resource Management

BETTY JANE PUNNETT, *Professor of International Business, Cave Hill Campus, University of West Indies.*

In today's global business environment, as firms operate cross nationally, it is imperative and important for the business manager to realize the different environments existing in various regions and countries — differences in culture, behaviour, history and geography, in economics and demographics and language and religion. This well-written, engagingly elegant text focusses on managing businesses that operate across national boundaries. Throughout, the running theme is organizational behaviour (OB) and human resource management (HRM).

What the text tries to do is to tell the students of business management and the practicing managers in international organizations how to deal with the environments in different countries effectively. Professor Punnett suggests to the managers the ways to understand, adjust to, and manage cross-national variations. For, different environments prevalent in various countries have their profound impact on specific aspects of management—such as motivation, leadership, communications and negotiations.

In this whole process of delineating the different environments for the manager, the text explores the link between culture, politics and other environmental factors and organizational behaviour. Besides, it deals with human resource issues, including gender, race, and religions internationally. Finally, the ethical issues involved are carefully analyzed.

This book will serve as an ideal supplementary text in OB and HR for MBA, and as a text in international business management courses. The book is replete with current examples and cases, enhancing its worth as an ideal text for students of management.

Contents: List of Exhibits. The Management World in the Twenty-First Century. The Cultural Environment. The Political and Regulatory Environment. The Role of History and Geography in International Management. Language and Religion in International Management. Economic Development and the Management of Organizational Behavior and Human Resources. Motivation in a Cross-National Context. Leadership in a Cross-National Context. Cross-National Dimensions of Communication and Negotiation. Human Resource Choices in a Cross-National Context. Managing the Expatriate Experience. Special Issues in International Human Resources Management. Index.

Latest Print 2009 / 300 pp. / 13.9 × 21.6 cm
ISBN-978-81-203-2615-6 / ₹ 250.00

SCHINKEL & SCHINKEL

Employees Not Doing What You Expect

GREG SCHINKEL and IRWIN SCHINKEL.

A step-by-step guide to common challenges in leading people. This book is easy to read and apply. Use it as a coaching manual. Move to ever higher levels of performance.

—JIM CLEMMER, Practical leadership speaker, workshop leader, author of five international best sellers including *Grow the Distance* and *The Leader's Digest*, Kitchener, Ontario

There *are* days when one wonders why he/she chose to be a manager, and questions whether it is worth the stress, frustration and aggravation.

Learn the secrets of dealing with employee problems easier and more effectively. Use the tips and ideas given to get the people to do what you expect and must get done. This book helps you find the answers to the 12 most gut-wrenching people problems. It shares the stories of managers who struggled, survived and succeeded to inspire you.

Discover how leadership can be both rewarding and enjoyable.

Contents: Getting Started. Situations and secrets. A quick and easy format. Three priceless tools. They Don't Know What You Expect. They Think What They're Doing Is Acceptable. They Think That What They're Doing Is Not Important. They Feel Overwhelmed and Confused. They Don't Know How To Do It. They Don't Have The Resources. They Are Being Prevented By Others. They Aren't Suited To The Job. They Think They Have Something To Gain and Nothing To Lose. They Are Disillusioned and Demotivated. They Have Significant Personal Problems. They Are Deliberately Disruptive, Destructive, Unethical or Dangerous. How To Change Negative Situations Into Positive Relationships. Now You Know... Go For It! Index. Acknowledgements. About the Authors. Talk to Us: We Listen—and Respond ! Maximize Your Success. Order Form.

Latest Print 2007 / 176 pp. / 15.3 × 22.9 cm
ISBN-978-81-203-3381-9 / ₹ 225.00

SHARMA & GOYAL

Hospital Administration and Human Resource Management, 6th ed.

D.K. SHARMA, *Medical Superintendent of All India Institute of Medical Sciences (AIIMS), New Delhi.*

R.C. GOYAL *served with distinction as Head, Personnel Department, Holy Family Hospital, New Delhi, and is now associated with the hospital in ISO9001: 2000, NABH (National Accreditation Board for Hospitals and Health Care),training, legal matters and in general and medical administration.*

As in the previous editions, this substantially revised and updated edition continues to discuss in detail the various methods of organizing a hospital's Human Resource Department. It also shows how the use of scientific techniques can improve the services of the hospital and ultimately benefit the patients as well as the hospital itself. The Fifth Edition brings in new concepts and new ideas and takes into account the contemporary challenges of hospitals in the human resource management area.

What is New to This Edition

- One entire new section on Twelfth Five Year Plan (2012–2017).
- Two New Chapters—Chapter 6 on Patient Safety and Chapter 7 on Hospital Information System.
- **New Supreme Court Judgements on Consumer Protection replacing the older judgements**

Intended primarily as a text for students pursuing Master of Hospital Administration (MHA), postgraduate diploma courses in Hospital Administration or Health Care Services, and undergraduate and postgraduate courses in nursing (B.Sc./M.Sc. Nursing), the book would be

equally useful for all those engaged in hospital administration, nursing administration, and human resource management.

What the Reviewers Say

1. This book vividly covers the principles and objectives of management including the financial administration of a hospital. It is essential ... for the hospital administrators and students of hospital management.

—SWARAJ HALDER, Hony. Editor, *Journal of Indian Medical Association*, Kolkata

2. Overall, the book is educative, relevant and is very well written. It would serve as a reference book for all hospital administrators.

—PROFESSOR VEENA CHOUDHARY, Director, G.B. Pant Hospital, New Delhi (Expert from Book Review in JIMSA, January–March 2010)

Contents: Preface. Preface to the First Edition. History, Growth and Classification of Hospitals in India. Health Services through Five Year Plans. National Health Policy 2002. Hospital Administration. Administrative Steps Required to be taken in Establishing a New Hospital. Human Resource Management in Hospitals—An Overview. Patient Safety. Hospital Information System. Evolution of Human Resource Management and its Role in Hospitals. Organizing the Human Resource Department. Manpower Planning. Recruitment, Selection and Induction. Training and Management Development. Wage and Salary Administration. Employee's Performance Appraisal. Working Conditions, Safety, Welfare and Employees' Health Services. Promotions, Transfers and Dismissals/Resignations. Communication. Counselling. Collective Bargaining in Hospitals. Discipline and Disciplinary Action. Human Resource Audit. Organization Development. Management by Objectives. Human Relations in Hospitals. Importance of Teamwork in Hospitals. Legal Tips for Hospital Administrators. Appendices. Index.

Latest Print 2013 / 616 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4847-9 / ₹ 425.00 / (e-book also available)

SMITH & MAZIN

HR Answer Book, The: An Indispensable Guide for Managers and Human Resources Professionals

SHAWN SMITH, *an attorney, is a former corporate executive and the founder of Next Level Consulting.*
REBECCA MAZIN *is cofounder of Recruit Right, an HR consulting firm.*

From making a job offer to conducting exit interviews, HR managers are continuously navigating the tricky and ever-changing terrain of people management. This book, written in an engaging question and answer format, addresses over 200 such areas of concern and offers a crash course on key areas in human resources management. Explained in plain and simple English, the book covers the fundamentals that an HR manager should absolutely know and provides dependable and useful answers to real HR situations. The topics covered include employee selection, policies, performance management, employee relations and retention, compensation, termination, e-mail monitoring and workplace violence.

This book should be of immense help to postgraduate management students specializing in HR, as well as practising HR professionals.

Contents: Foreword. Preface. Employee Selection: How Do I Find, Attract, and Select the Best? HR Policies: Why Do We Need Them and What Should They Look Like? Performance Management: How Do I Evaluate Performance and Conduct Meaningful Performance Reviews? Training and Development: How Do Successful Companies Improve and Enhance Workforce Skills? Employee Relations and Retention: How Do I Keep Good Employees and Maintain Working Relationships at All Levels? Compensation: How Should Employees Be Paid? Benefits: What Makes a Benefits Package Competitive? Regulatory Issues: What Are the Major Employment Laws and How Do I Comply with Them? When Bad Things Happen to Good Employers: How Do I Handle Volatile Workplace Issues? Termination and Discharge: How Do I Fire an Employee Legally and Humanely? Resource Guide. Tools and Templates. Index.

Latest Print 2010 / 256 pp. (Hard Cover)
15.3 × 22.9 cm / ISBN-978-81-203-3125-9 / ₹ 325.00

VANCE & PAIK

Managing a Global Workforce: Challenges and Opportunities in International Human Resource Management, 2nd ed.

CHARLES M. VANCE & YONGSUN PAIK, *both of Loyola Marymount University, Los Angeles.*

This new edition of *Managing a Global Workforce* provides balanced and contemporary coverage of human resource management in the international marketplace. Directed at future general managers and international executives rather than HR specialists, it is designed to help students as well as professionals recognize the critical human resource issues underlying the cultural and economic challenges they face.

The book's approach is global in nature, and does not focus solely on the experience of expatriates. The book recognizes contemporary trends in the global business arena, including the growing use of contingent workers, strategic alliances, and offshore outsourcing arrangements, and the need to have an active influence on (if not managing directly) the workforce in these new organizational relationships.

The book serves as a text for courses in international human resource management and is also a useful reference for managers and human resource practitioners.

Key changes in the second edition include

- new insights and findings from current scholarly research publications;
- new end-of-chapter short cases that stimulate class discussions pertinent to chapter topics;
- new topics, ideas, and illustrations featuring current issues and challenges, such as the global economic crisis;
- updated Internet resource references for each chapter providing enriching, current student learning applications.

The complexity of international human resource management is daunting. Challenges inherent in managing a global workforce undermine effective strategy implementation for far too many MNCs. Vance and Paik provide tools, frameworks and perspectives to guide and demystify the analysis, understanding, and practice of international human resource management. This textbook is destined to become a classic.

—Mary B. Teagarden, Editor, *Thunderbird International Business Review*, Thunderbird School of Global Management

The business world is big and complicated and students want more realism learning about it. This book delivers just that. It is difficult to imagine a more practical text, yet **Managing a Global Workforce** *is very accessible and based on solid, up-to-date scientific evidence.*

—Jan Selmer, Aarhus School of Business, Aarhus University

This textbook recognizes the entire global workforce that international firms and leaders manage in today's increasingly complex and volatile world. It provides an in-depth understanding of the ways these firms can successfully integrate and draw on the talent available across the globe, and is an extremely valuable contribution to students and practitioners of global management.

—Sully Taylor, Director of International Programs, School of Business Administration, Portland State University

Contents: Preface. Introduction and Overview. Cultural Foundations of International Human Resource Management. Changes and Challenges in the Global Labor Market. The Key Role of International HRM in Successful MNC Strategy. Global Human Resource Planning. Global Staffing. Global Workforce Training and Development. Managing International Assignments. Global Workforce Performance Management. Compensation for a Global Workforce. Global Employee Relations. Name Index. Subject Index.

Latest Print 2013 / 432 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4794-6 / ₹ 450.00

Human Resource Management: Performance Appraisal

ARTHUR
First-time Manager's Guide to Performance Appraisals, The

DIANE ARTHUR, *President of Arthur Associates Management Consultants, Ltd., a Human Resources Development Firm.*

The First-Time Manager's Guide to Performance Appraisals provides the skills, confidence, and guidance needed to get the most from the performance-appraisal process. This helpful guide provides straightforward, useful information that shows the best ways to:

- review an employee's past performance
- prepare for the face-to-face meeting
- assess how successful the employee has been at meeting goals
- set new objectives
- help develop career plans
- evaluate performers at every level
- understand the importance of coaching and counseling throughout the year
- write up the appraisal and use ratings
- follow up effectively

The book is filled with ready-to-use tools including sample dialogues, phrases, and documents—as well as plenty of useful tips.

Contents: Preface. Part I: Performance Appraisal: What It's All About—Performance Appraisals: An Overview. Managers as Coaches. Managers as Counselors. Part II: Getting Ready—The Golden Rules of Performance Appraisals. Gathering Information. Preparing to Conduct Appraisals on Former Coworkers. Part III: The Power of the Pen—Forms and Ratings. Writing Guidelines. Part IV: The Face-to-Face Meeting—How to Begin. What to Discuss. How to Listen Actively. How to Act: The Importance of Body Language. Part V: What to Look Out for—How to Handle Challenging Performance-Appraisal Situations. How to Avoid Typical Performance-Appraisal Pitfalls. Part VI: Evaluating Various Types of Employees—How to Conduct Appraisals on Different-Performance-Level Employees. Performance Appraisals for Employees Who Telecommute. Appendix A: List of Performance-Appraisal Tips. Appendix B: Key Federal Legislation. Index.

Latest Print 2011 / 176 pp. / 15.3 × 22.9 cm
ISBN-978-81-203-4266-8 / ₹ 250.00

GOEL

Performance Appraisal and Compensation Management: A Modern Approach, 2nd ed.

DEWAKAR GOEL, *Visiting Faculty with IIT Delhi; XLRI, Jamshedpur; IISWBM, Kolkata; Anna University, Chennai; Madras University; and Narsee Monjee Institute of Management Studies, Mumbai. He is currently Human Performance Technologist, International Air Transport Association (IATA), Geneva, Switzerland and a Human Resource Consultant of International Civil Aviation Organization (ICAO), Montreal, Canada.*

This well-written volume, now in its Second Edition, continues to offer, in a clear and easy-to-read style, a comprehensive coverage of the various aspects of performance appraisal and compensation management. Written by a practicing manager who has also lectured extensively in premier management institutes, the text focuses on real core issues which are the tools for appraising the performance of an individual.

In this edition, seven new chapters on key performance areas, the bell curve approach, competency mapping, new trends in training and development, recession, correlating compensation with performance and writs are included to cover the latest developments in the field.

This book is intended as a text both for students of management and commerce. It will also serve as a useful tool for managers, executives and HR practitioners who are confronted with many performance management issues in their work scenario.

What the Reviewers Say

Professor Goel has done it again! He has taken the complicated world of Performance Appraisal and put it into a highly readable and informative volume. He backs up his theories with well researched data and examples that will make this book a must have for any manager's library.

Prof. MIKI LANE, Adjunct Professor, McGill University, Montreal, Canada, Former Director (EML), University of California, Los Angeles (UCLA).

Dewakar's book is a timely addition to the growing literature on Performance Management. I have enjoyed reading his book and recommended it to all.

Prof. VINAYSHIL GAUTAM, Founder-Director, IIM (K), and Professor & Head, Dept. of Management Studies, IIT Delhi.

Professor Dewakar Goel's work on Performance appraisal is worthy of the highest acclaim. In 20 years as a Management Trainer, I have not seen a better reference that provides such a refreshing alternative perspective to the many Western centric volumes and assists readers to grasp the often elusive cultural aspects of modern day management with the region.

TERENCE F. ALTON, Management and Training Consultant, ICAO, Bangkok.

Contents: Foreword. Preface. Preface to the First Edition. Acknowledgements. Understanding Human as Resource. Performance Appraisal—An Overview. Modern Methods of Appraising Performance. Appraisal Based on Key Performance Areas. Exploring Bell Curve Approach in Appraisal. Competency Mapping to Enhance Performance. Communication Skills—An Art to Learn. Motivation—An Effective Tool. Leadership—An Essential Quality. Job Relates to Performance. Appraising Performance and Counselling. Emotional Bias—A Killer to Appraisal. Conflict Affects the Performance. New Trends in Training and Development. Recession—A Myth or Reality. Compensation as Offshoot of Performance. Correlating Compensation with Performance. Writs—The Last Resort to Seek Justice. Effect of HRM Practices on MNC's Performance. Index.

Latest Print 2013 / 416 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-4565-2 / ₹ 375.00 / (e-book also available)

Human Resource Management: Performance Management

BROWN

Keeping Score: Using the Right Metrics to Drive World-Class Performance

MARK GRAHAM BROWN.

Every quality-conscious organization needs to measure critical data, but many businesses waste time tracking and reviewing non-essentials. This innovative book shows how to concentrate on the few key measures that indicate a firm's true performance. It focuses on the areas considered vital in the Baldrige Quality Award criteria, the premiere model for evaluating the overall quality of an organization.

This practical, compact text will help readers learn to select and use the right metrics for measuring financial, operational and quality efforts, as well as formulate long-term measures such as customer and employee satisfaction, supplier performance, product/service quality, and environmental compliance.

This book will guide the readers:

- evaluate their current approaches to measurement,
- select the right metrics,
- collect and report data more efficiently and usefully, and
- use the information to promote teamwork and strategy.

The book, illustrated with several tables and specific measuring systems of performance, should prove to be a boom for students of management and practising managers.

Contents: Acknowledgments. Introduction. Part I: Evaluating your Measurement System—Measurement: The Key to World-Class Performance. Problems with

Most Measurement Systems. Evaluating Your Existing Measurement System. Part II: Selecting the Right Metrices—Keeping Score in World-Class Organizations. Measuring Financial Performance. Measuring Customer Satisfaction and Value. Measuring Product/Service Quality. Measuring Processes and Operational Performance. Measuring Supplier Performance. Measuring Employee Satisfaction. Part III: Redesigning Your Measurement System—How to Design Your Own Measurement System. Linking Measures to Strategy and Key Success Factors. Reporting and Analyzing Performance Data. Linking Measures, Goals, and Plans. Bibliography. Index.

Latest Print 2006 / 208 pp. / 15.3 × 22.9 cm
ISBN-81-203-3110-9 / ₹ 350.00

CARDY & LEONARD

Performance Management: Concepts, Skills and Exercises, 2nd ed.

ROBERT CARDY, *Professor of Management and Chair of the Department of Management in the College of Business at the University of Texas at San Antonio.*

BRAIN LEONARD *is an established corporate strategist, trainer, coach, facilitator, and implementation specialist, with more than a decade of experience creating organizational structure and business process improvements in companies of every size in various industries.*

This book helps us to become more effective at managing human performance in the organizations.

It provides a balance between concepts and skill-based exercises. Conceptual understanding is addressed first in each chapter, followed by a variety of "skill builder" exercises that provide a rich resource for the students, faculty, workshop instructors, and trainers. The end result is a single volume that gives readers both an *understanding* of performance management as well as the *ability* to manage performance.

NEW IN THE SECOND EDITION

- Each chapter begins with the opening example that describes a real life situation. It portrays the applied relevance of the concepts discussed in each chapter.
- Skill Builder exercises at either the basic or advanced level which invites reader to apply and extend the concepts of the chapters.

The *basic Skill Builders* are meant to provide opportunities to apply chapter concepts. The *advanced Skill Builders* are meant to provide additional challenges to students.

This text should be an integral part of any human resource management or general management curriculum and fits well within a senior undergraduate, MBA, or doctoral level course. The practical examples, cases, and exercises provide readers with the tools to effectively apply performance management concepts within a wide range of organizational contexts.

—KEVIN G. LOVE, *Central Michigan University*

The authors thoughtfully present a management 'calculus' for combining formal processes with *organization values and proven coaching techniques to bridge the gap between strategy, process technology, and employee performance. The book offers a compelling framework for understanding the drivers of performance and practical management tools to diagnose, design, and deliver the system for optimizing human performance.* ***Performance Management*** *is a 'must read' for the student or the veteran manager who desires to master the skills to be an outstanding, performance leader.*

—RICHARD SIBBERNSEN, *Formerly VP of Human Resource Management, AT&T*

This book is a valuable resource for students, faculty and practitioners interested in the practice of effective performance management. Its integrated approach weaves together the theory and practice of performance management with thought-provoking exercises and activities that bring concepts to life in a meaningful way. The authors' comprehensive approach will challenge and enlighten audiences from the undergraduate student to the experienced manager.

—JANICE S. MILLER, *University of Wisconsin-Milwaukee*

Contents: Preface. The Performance Management Process: An Overview. Organizational Context. Performance. Diagnosis. Evaluation. Feedback. Dealing with Feedback. Improving Performance. Epilogue: Final Thoughts. Appendix: Skill Builder Summary. References. Index. About the Authors.

Latest Print 2012 / 280 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4323-8 / ₹ 275.00

CLEMMER

Pathways to Performance: A Guide to Transforming Yourself, Your Team, and Your Organization

JIM CLEMMER *is president of The Clemmer Group Inc.*

Pathways to Performance is a must read for any leader or aspiring leader. It will inspire and instruct you to be a change agent for yourself and others.

— KEN BLANCHARD, co-author, *The One-Minute Manager*

Managers keep searching for the sure-fire change and improvement path, but following the trendy and popular routes often leads them over a cliff or into dead-end canyons. Cutting through the buzzwords and theories comes **Pathways to Performance:** a guide to help you, your team and your organization blaze your own way to success.

Pathways to Performance includes

- practical ideas and strategies to inspire transformation efforts
- examples from both personal and professional experience
- hundreds of how-to points

- research, quotations, humor and simple conceptual models

This easy-to-read, comprehensive book shows you how to improve yourself in step with changes you're making to your team or organization—propelling you and your organization down the path of truly effective improvement.

Contents: Foreword. Acknowledgments. Introduction. Changing, Learning, and Improving. Wandering Off the Improvement Trail: The Deadly Dozen Failure Factors. The High-Performance Balance: Managing Things, Leading People. Self-Leadership: It All Starts with You. The Big Picture: A Map to Improvement Pathways and Passages. Who Are You and What Do You Want? Picturing Your Preferred Future. Principles. Purpose. Pinpointing Your Customer/Partner Performance Gaps. Tomorrow's Markets and Customers: Exploring, Searching, and Creating. Innovation and Organizational Learning. Establishing Goals and Priorities, Getting Organized, and Managing Time. Sketching Your Pathway to Performance. Infrastructure, Process, and Discipline. Process Management. Teams. Skill Development. Measurement and Feedback. Structure and Systems. Education and Communication. Reward and Recognition. Change Champions and Local Initiatives. Review, Assess, Celebrate, and Refocus. Change Checkpoints, Improvement Milestones, and Ringing True to You. Notes. Index.

Latest Print 2007 / 352 pp. / 15.3 × 22.9 cm
ISBN-978-81-203-3382-6 / ₹ 350.00

JULNES & HOLZER (Eds.)

Performance Measurement: Building Theory, Improving Practice

PATRIA de LANCER JULNES, *Utah State University* and MARC HOLZER, *Rutgers University's Newark Campus.*

This book brings together to the readers in one volume the most influential contributions to the theory and practice of performance measurement that have been published in various journals affiliated with the **American Society for Public Administration**. It serves as a handy reference to the students and practitioners. The coverage is broad including methods and techniques for developing effective performance measurement systems, building performance-based management systems, and sustaining performance-based budgeting.

The book includes articles that are considered **"classics"** as they have endured the test of time and their value in the field has been noted by academic awards, frequent citations, and in some cases by associations such as the **Government Accounting Standards Board (GASB)**, as part of the performance measurement **"must-read"** list.

Contents: Introduction. Making the Case for Performance Measurement. Performance Measurement Purposes and Techniques. Performanace-Based Budgeting. Performance-Based Management. The Role of Citizens in Measuring and Promoting Performance. Performance Measurement Across Government Levels. Implementation. Index.

Latest Print 2008 / 208 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-3746-6 / ₹ 250.00

KANDULA

Performance Management: Strategies, Interventions, Drivers

SRINIVAS R. KANDULA, *Executive Vice President and Global Head-HR, iGATE Corporation, Bangalore.*

Of all the human resource management functions, performance management is the most critical function for all organizations intending to enrich the worth of the human capital as well as deliver profits to all stakeholders as a consistent practice. It is adopted by organizations in rewarding good performance, developing employees, and addressing performance concerns.

This comprehensive book, written from practitioner's point of view, presents the theory and practices of performance management in a systematic manner. The book is patterned after motivational structure of human resource comprising **seven strategies**—Reward, Career, Team, Culture, Measurement, Competency and Leadership centric performance management, **14 interventions**, and **140 drivers**. It discusses in detail important topics such as the 360 degree feedback, the balanced scorecard, six sigma, implementing performance management model/appraisal system, which are essentials of successful performance management.

KEY FEATURES

- Presents in detail the theory of reward, culture, career, competency, measurement and leadership in the context of integrated performance management model (IPMM).
- Discussion questions, case studies and key words are added in each chapter for better comprehension.

This concise book is primarily intended as a textbook for postgraduate students of management—with specialization in human resource management, including organization development, industrial relations and training and development. This is also highly useful for professionals in the field as a handbook for driving performance management step-by-step.

Contents: Preface. Introduction. Strategy 1: Reward-Based Performance Management. Strategy 2: Career-Based Performance Management. Strategy 3: Team-Based Performance Management. Strategy 4: Culture-Based Performance Management. Strategy 5: Measurement-Based Performance Management. Strategy 6: Competency-Based Performance Management. Strategy 7: Leadership-Based Performance Management. Author Index. Subject Index.

Latest Print 2014 / 328 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-2988-1 / ₹ 295.00

KIRKPATRICK

Improving Employee Performance through Appraisal and Coaching, 2nd ed.

DONALD L. KIRKPATRICK *holds B.A., M.A., and Ph.D. degrees from University of Wisconsin in Madison. He is the author of seven management inventories and seven management books.*

The book contains tools needed to implement programs that get maximum results. It also provides clear, instructive examples from variety of industries, plus two complete case studies for performance management.

The book is helpful for HR professional, a trainer, a manager and even an executive.

It will help to:

- Start a new program or tailor your existing one to get maximum results.
- Understand job segments and set performance standards.
- Use coaching as an integral, ongoing driver of performance.
- Streamline the appraisal process.
- Prepare and conduct more effective appraisal interviews.
- Establish improvement plans.

And much more.

Contents: Foreword. Preface. Acknowledgments. A Conceptual Framework for the Appraisal/Coaching Process. Introduction and Overview. The Basic for Appraisal. The Appraisal and the Interview. The Performance Improvement Plan. On-the-Job Coaching. Five Program Requirements. Leaders Who Coach Create Coaching Cultures. Evaluating a Training Course on Performance Appraisal and Coaching. Case Study: Carilion Health System. Notes from the Field. Sample Forms. A Final Word. Selected References. Index. About the Author.

Latest Print 2011 / 272 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4269-9 / ₹ 250.00

LUCAS

Passionate Organization, The: Igniting the Fire of Employee Commitment

JAMES R. LUCAS, *President, Luman Consultants.*

This inspiring, timely and pragmatic study shows leaders and managers how to find and inspire passionate people, with a focus on deeply-held core values, mutual trust, and a common vision. It puts "Passion" in a whole new light and explains how focusing on this one feature can transform a merely adequate company into a successful enterprise.

Filled with real-world examples and straightforward strategies, the book elaborates on how to bring diverse, right, and passionate people together, and weed out the deadwood from an organization. The aim always is how to bring out the best in the employees.

Readers will discover in this book:

- Ten clues to whether employees are passionate about a company and their role in it.
- How to align organizational goals with employees' personal passion.
- How to separate strategy from planning, and foresee any future turbulence.
- How to explore and direct passion, instead of striving to control or suppress it.

By tapping into what makes people excited about work and committed to their companies, this book could well make the workplace not only more effective and productive, but also much happier. Students of management, practising managers, and all those who assume leadership role in diverse fields should find this book immensely useful.

Contents: Acknowledgments. Introduction: Heart Over Head. Part I: PASSION OVER KNOWLEDGE—Defining Passion. The Limitations of Reason. The Misleading Comfort of Strategic Planning. The Siren Song of the Learning Organization. The Uncontrollable Nature of Fire. Part II: A PASSIONATE PEOPLE—Clues to the Presence of Passion. The Role of the Soul. Commitment to a Greater Goal. The Need to Make a Difference. Balanced People With Multiple Passions. Part III: THE PASSIONATE ORGANIZATION—Pick and Prepare Passionate People. Encase Passion in Vision and Mutual Trust. Building Passion for Stakeholders. Stoke the Fire of Waning Passion. Deal With Negative and Missing Passion. Kill the Concept of "Management". Know It's Better to Stub Your Toe Than to Lose Your Leg. Use Crises and Obstacles to Increase Passion. Spiritual Leadership in Secular Places. Epilogue: The Triumph of the Passionate Organization. Bibliography. Index. Other Reading by James R. Lucas.

Latest Print 2006 / 256 pp. / 15.3 × 22.9 cm
ISBN-81-203-3113-3 / ₹ 375.00

SCHINKEL & SCHINKEL

Employees Not Doing What You Expect

GREG SCHINKEL and IRWIN SCHINKEL.

A step-by-step guide to common challenges in leading people. This book is easy to read and apply. Use it as a coaching manual. Move to ever higher levels of performance.

—JIM CLEMMER, Practical leadership speaker, workshop leader, author of five international best sellers including *Grow the Distance* and *The Leader's Digest*, Kitchener, Ontario

There *are* days when one wonders why he/she chose to be a manager, and questions whether it is worth the stress, frustration and aggravation.

Learn the secrets of dealing with employee problems easier and more effectively. Use the tips and ideas given

to get the people to do what you expect and must get done. This book helps you find the answers to the 12 most gut-wrenching people problems. It shares the stories of managers who struggled, survived and succeeded to inspire you.

Discover how leadership can be both rewarding and enjoyable.

Contents: Getting Started. Situations and secrets. A quick and easy format. Three priceless tools. They Don't Know What You Expect. They Think What They're Doing Is Acceptable. They Think That What They're Doing Is Not Important. They Feel Overwhelmed and Confused. They Don't Know How To Do It. They Don't Have The Resources. They Are Being Prevented By Others. They Aren't Suited To The Job. They Think They Have Something To Gain and Nothing To Lose. They Are Disillusioned and Demotivated. They Have Significant Personal Problems. They Are Deliberately Disruptive, Destructive, Unethical or Dangerous. How To Change Negative Situations Into Positive Relationships. Now You Know... Go For It! Index. Acknowledgements. About the Authors. Talk to Us: We Listen—and Respond ! Maximize Your Success. Order Form.

Latest Print 2007 / 176 pp. / 15.3 × 22.9 cm
ISBN-978-81-203-3381-9 / ₹ 225.00

Human Resource Management: Recruitment and Selection

ARTHUR

Recruiting, Interviewing, Selecting and Orienting New Employees, 4th ed.

DIANE ARTHUR, *President, Arthur Associates Management Consultants, Ltd.*

A comprehensive guide for HR specialists, non-HR professionals and seasoned HR practitioners too, this book provides step-by-step guidelines to the four stages of the employment process—recruitment, interview, selection and orientation.

The text describes the merits and demerits of the traditional and the new cutting edge HR techniques with the help of a large number of sample questions. Specifically targeted forms and checklists are also given in the book to keep the hiring process going on smoothly. Also find

1. job descriptions and powerful HR ads
2. competencies required for optimal job performance
3. set of questions to assess candidates
4. goals and parameters for HR as well as departmental interviews
5. methods to use pre-employment testing effectively
6. techniques to conduct thorough legal and ethical reference checks
7. create useful departmental and organizational orientation programmes

Contents: Preface. Part I: Recruiting—Recruitment Challenges. Recruitment Sources. Electronic Recruiting. Part II: Interviewing—Interview Preparation. Interviewing and Legal Considerations. Competency-Based Questions. Additional Types of Questions. Interview Components. Types of Employment Interviews. Part III: Selection—Documenting the Interview. Preemployment Testing. Background and Reference Checks. The Selection Process. Part IV: Orientation—The Fundamentals of Employee Orientation. Beyond the Fundamentals of Employee Orientation. Appendices—A: Job Posting Form. B: Job Posting Application Form. C: Work Environment Checklist. D: Job Description Form. E: Employment Application Form. F: Interview Evaluation Form. G: Exempt Reference Form. H: Nonexempt Reference Form. Index.

Latest Print 2011 / 368 pp. (Hard Cover)
17.8 × 23.5 cm / ISBN-978-81-203-3131-0 / ₹ 425.00

Human Resource Management: Training and Development

BOLT

Coaching for Growth: How to Bring Out the Best in Your Team and Yourself

PETER BOLT.

How to Bring Out the Best in Your Team and Yourself—This is what this book is all about.

This book covers every aspect of coaching from the managers point of view; the coaching process itself and the coaching session; the key skills involved; the different approaches the coach can take; the various types of individuals the coach might encounter etc. With case studies and examples of coaching in action, *Coaching for Growth* will be an essential guide for managers who are looking forward to develop their staff, and themselves, to their full potential.

This key topic is described in a clear, accessible and jargon-free language in this book. It demonstrates why in today's business environment coaching is so important and so well suited.

Peter Bolt was a management consultant, mentor, coach and business strategist. He founded The Bolt Consultancy in 1988 and his client list included notable blue-chip companies such as Shell UK and Boots Group, as well as other organisations of all shapes and sizes. He was also author of *The Whole Manager.*

A practical, cost effective, new way—better than training and mentoring. I recommend Coaching for growth.

—LOWRY MACLEAN, Chairman,
Wesleyan Assurance Society. President,
Birmingham Chamber of Commerce

An excellent book on the right subject at the right time ... a comprehensive inquiry into what coaching is (and is

not) and the clearest and the most helpful book on the subject that I have come across.

—M.J. HUGHES, Chief Executive, HP Bulmers Ltd.

Contents: Preface. Why Coaching? Helping Others to Help Themselves: The Fundamentals of Coaching. The Coaching Session. What Makes a Good Coach? Coaching Styles. Coaching the Best ... and Coaching the Rest. Coaching Downwards, Upwards and Sideways in the Organisation. Coaching in Times of Turbulence. The Mentor-Coach: Creating Effective Leaders. Coaching the Whole Person. Coaching is for (Almost) Everyone. The Ten Commandments of Coaching. Appendix: Coaching in Action—The Case of the Underachieving Manager.

Latest Print 2007 / 160 pp. / 13.9 × 21.6 cm
ISBN-978-81-203-2933-1 / ₹ 125.00

Organizational Behaviour/ Organizational Management

ALLCORN

Organizational Dynamics and Intervention: Tools for Changing the Workplace

SETH ALLCORN, *Assistant Dean and Chief Financial Officer, Texas Tech University Health Sciences Center, School of Medicine.*

Based on an indepth analysis of psychoanalytic theory, this concise, compact and practical text exposes the readers to a number of insightful perspectives for understanding organizational dynamics and synthesizes them into an integrated approach to organizational diagnosis and change. Each perspective views the workplace from a different vantage point. But when put together, they provide a panoramic view of the true complexity found in the workplace, and a foundation for changing organizational dynamics.

The book is equally useful for students of organizational behavior, human resource management, and organizational theory, as well as professional managers.

This is possibly the best book in print on understanding and working effectively with the psychodynamics of everyday organizational life.

— MICHAEL A. DIAMOND, Director, Center for the Study of Organizational Change, University of Missouri-Columbia

Dr. Allcorn has written a wonderfully fluent, evocative, readable book on the unconscious dynamics of workplace experience — an often overlooked dimension of what an organization 'is'. It deserves to be widely read and used as a classroom text.

— HOWARD F. STEIN, University of Oklahoma Health Sciences Center

Contents: Preface. Acknowledgments. Introduction. Organizational Resistance to Change. Organizational Fragmentation. Goals within the Workplace. Incentives. Leadership Pathology. Cultures of Organizational Violence. The Human Psyche in the Workplace. Selecting In and Out: Creating Organizational Homogeneity. The Surface of Organizational Experience. Mysticism in the Workplace. Uncommon Commonality. The Narrative of Workplace Histories. Organizational Diagnosis and Intervention. The Final Analysis: The Compound Eye's World View. References. Index.

Latest Print 2009 / 256 pp. / 15.3 × 22.9 cm
ISBN-978-81-203-2905-8 / ₹ 250.00

BACON & PUGH

Winning Behavior: What the Smartest, Most Successful Companies Do *Differently*

TERRY R. BACON and DAVID G. PUGH.

"An engaging, thoughtful, and intelligent look at what makes the difference between winners and mere survivors in today's tough markets."

—JIM OSBORN, Vice President of Business Development, INTEC Engineering

This book gives companies a way to increase business by "outbehaving" rivals so that customers see a positive behavioral difference at every customer touchpoint—from product development and branding to bids and proposals, service, and more. This title is packed with case histories and examples. It features interviews with high-profile executives.

Based on studies of exemplary organizations such as Disney, Nordstrom, Volvo, Southwest Airlines, Harley-Davidson, etc. This book helps you build practices that are unique to your company and irresistible to customers. Also learn to differentiate your company on the following four behavioral frontiers:

(i) Operational
(ii) Interpersonal
(iii) Exceptional
(iv) Symbolic

Contents: Preface. Acknowledgments. The Final Frontier. We Will Assimilate You. You Are How You Behave. The Four Ways to Create Behavioral Differentiation. The Gold Standards in Behavioral Differentiation. Random Acts of Kindness. Exceptional Values. Living the Promise. The Engines That Drive Behavioral Differentiation. Why Southwest Arilines Soars: B2C Behavioral Differentiation. Searching for Stars: B2B Behavioral Differentiation. Creating and Sustaining Behavioral Differentiation. Index.

Latest Print 2008 / 368 pp. (Hard Cover)
15.3 × 22.9 cm / ISBN-978-81-203-3475-5 / ₹ 425.00

CHITALE, et al.

Organizational Behaviour: Text and Cases

AVINASH K. CHITALE, *Academic Advisor, and former Director, Govindram Seksaria Institute of Management and Research, Indore.*

RAJENDRA PRASAD MOHANTY, *Vice Chancellor, Shiksha 'O' Anusandhan University, Bhubaneswar, Odisha.*

NISHITH RAJARAM DUBEY, *Professor at National Institute of Technical Teacher's Training & Research Institute, Bhopal.*

For creating a balance in the organizational environment, harmonization amongst the employees and the employer is a prerequisite. The factors that help determining an organizational balance are the sociology of an environment, psychology of the people working there, channel of communication, and sound and rationalized management. This book underlines the fundamental concepts of Organizational Behaviour, and its application in the Indian organizational scenario.

The book comprises 29 chapters—the concluding chapter devoted to cases from various Indian industry verticals. Chapters 1–3 deal with basics of organizational behaviour, its history and the challenges. Chapters 4–10 are devoted to various aspects of individual behaviour, e.g., perception, personality, learning theories, attitude and motivation theory. Chapters 11 to 16 dwell onto the topic of group behaviour like team dynamics, transactional analysis, leadership, emotional and spiritual intelligence and management of conflicts. Chapters 17 to 28 are largely focused on various aspects of organization, such as its structure, its HR policies, International Organizational Behaviour and Corporate Governance and its role in determining the ethical norms for an organization.

This book is designed for the postgraduate students of Management and Commerce. Besides, it can be beneficial for the managers and executives, to help them tackle Human Resource and organization-related problems.

KEY FEATURES

- Every chapter is concluded with a real-life case study
- Appendices added to most of the chapters are interpretation-based Questionnaire to analyze behavioural traits of employees and employers
- Review questions and case study questions to judge students' comprehension of the subject

Contents: Preface. Organizational Behaviour—A Curtain Raiser. The Emerging Challenges and Opportunities to Organizational Behaviour. History and Evolution of Organizational Behaviour. Fundamentals of Individual Behaviour. Personality. Attitudes and Job Satisfaction. Learning and Learning Theories. Perception. Motivation and Work Performance. Practical Motivation Approaches. Group and Team Dynamics. Transactional Analysis and Organizational Behaviour. Leadership. Emotional and Spiritual Intelligence. Authority, Power and Politics. Management of Conflict. Organizational Structures. Organizational Culture and Creative Change. Dynamics of Change. Organizational Development. The Dynamics and Management of Stress. Organizational Communications. Human Resource Policies and Procedures. Organizational Effectiveness. Organizations of the Future. International Organizational Behaviour. Corporate Governance and Social Responsibility. Organizational Behaviour and Knowledge Management. Case Studies from Corporate World. Index.

Latest Print 2013 / 644 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4696-3 / ₹ 450.00 / (e-book also available)

DRAFKE

Human Side of Organizations, The, 10th ed.

MICHAEL DRAFKE, *Professor and Coordinator of Business/Marketing/Management, College of DuPage.*

Business and organizational leaders repeatedly stress the need for increased worker education and preparedness in communication, interpersonal skills, teamwork, leadership, ethics and the ability to work well with others. In other words, people need to know more about The Human Side of Organizations. The Tenth Edition continues a long tradition of fulfilling these needs. The skills presented here are needed by everyone working in organizations today:

- Work and Its Place in Life
- Individuals and Self-Management
- Improving Interpersonal Communication
- Motivation and Morale
- Workplace Etiquette
- Job Satisfaction and the Quality of Work Life
- Ethics and the Workplace
- The Dynamics of Change
- Managing Conflict
- Understanding Management
- Leadership
- Understanding Jobs-from Design to Appraisal
- Managing Stress
- Organizational Structure and Behavior

An extensive inventory of pedagogical tools help us learn how to apply the principles discussed in the book. New features integrated into every chapter of the Tenth Edition include: Spot Check exercises to check comprehension of new concepts; Student Self-Assessments that relate chapter concepts directly to you; Skill-Building exercises that apply concepts using realistic organizational situations; and Personal Point exercises that facilitate personal reflection.

Contents: Preface. Part 1: The Basics of Human Relations—Work and its Place in Life. Perception and Problem Solving. Primary Communications. Improving Communications and Managing Conflict. Ethics and Etiquette. Part 2: The Organizational Framework—Jobs,

from Design to Appraisal. Formal Organizations: How People Organize. Understanding Management. Small Groups and the Informal Organization. Individual and Self-Management. Part 3: Inducing Organizational Activity—Motivational and Morale. Job Satisfaction and the Quality of Work Life. The Dynamics of Change. Part 4: Strategies for Improving Organizational Behavior and Performance—Leadership. Stress. Challenges and Opportunities. Notes. Index.

Latest Print 2011 / 612 pp. / 20 x 25 cm
ISBN-978-81-203-4444-0 / ₹ 495.00

DYGERT & JACOBS

Creating A Culture of Success: Fine-Tuning the Heart and Soul of Your Organization, 2nd ed.

CHARLES B. DYGERT and RICHARD A. JACOBS.

"This book will help transform your workplace... I have personally benefited my organization for many years through the acceptance and application of the philosophies and techniques presented within the text of this blueprint for a successful work environment. Dr. Charles Dygert is my coach and mentor. I thank him for helping shape my management style in such a way that I too have become a truly effective coach and leader."

— CHARLES HOSSOM, Vice President and General Manager, Dayton Rogers of Ohio, Inc.

Culture constitutes shared values of the individuals within, and it is the corporate heart and soul of an organization. Without the right culture, the organization slows down, loses its vitality, and could go into a type of cardiac arrest.

The authors, in this book, define what organizational culture is and how the success of the culture drives the success of the enterprise. Their concepts are driven home with real-world examples drawn from their experience with a wide variety of organizations. The authors then provide simple, straightforward steps to building a culture of success, along with tools to assist in understanding the common barriers to an effective culture.

In a nutshell, this book makes the reader learn:

- How to eliminate mistrust among the various layers of an organization.
- How to replace destructive internal competition with cooperation.
- The cause and cure of a win-lose situation.
- Skills for leading the transformation to a culture of success.
- How to build an enlightened environment where growth, learning and progress become primary goals.

Contents: Authors' Note. Introduction. Culture Drives Success. From Watchdog to Coach. Potholes to Avoid. Barriers to Change. Wake-Up Call. People Want to Care. Eliminating the Enemy Within. The Zone of Improvement. Six Steps to Success. Appendix A. Quick Course on Quality. Appendix B. Denison Survey. Notes. Acknowledgments. About the Authors.

Latest Print 2007 / 144 pp. (Hard Cover)
15.3 × 22.9 cm / ISBN-978-81-203-3379-6 / ₹ 325.00

GREENBERG

Behavior in Organizations, 10th ed.

JERALD GREENBERG.

This book shows students the real world of OB through its blend of cutting-edge research and practical applications. The text then challenges students to take theory one step further by having them put the concepts into action.

The many changes in the tenth edition reflect a balance between knowledge and application, while including coverage on the latest advances in the field.

FEATURES OF THE BOOK

- The Points to Ponder feature includes three types of questions:
  - Questions for Review.
  - Experiential Questions.
  - Questions to Analyze.
- The Experiencing OB features, which appear at the end of each chapter, offer three types of experiential exercises:
  - Individual Exercise.
  - Group Exercise.
  - Practicing OB.
- The Case Features appear in every chapter of the text, offering two types of cases per chapter:
  - The Preview Chapter cases, which appear in the chapter-opening material, not only provide students with a preview of the material but a refresher on the information learnt in the previous chapters as well.
  - The Case in Point cases, which appear at the end of the chapter, help students assess their understanding and wrap up the goals from the material.

Contents: Preface. Part 1: Introduction to Organizational Behavior—The Field of Organizational Behavior. Organizational Justice, Ethics, and Corporate Social Responsibility. Part 2: Basic Human Processes—Perception and Learning: Understanding and Adapting to the Work Environment. Individual Differences: Personality, Skills, and Abilities. Coping with Organizational Life: Emotions and Stress. Part 3: The Individual in the Organization—Work-Related Attitudes: Prejudice, Job Satisfaction, and Organizational Commitment. Motivation in Organizations. Part 4: Group Dynamics—Group Dynamics and Work Teams. Communication in Organizations. Decision Making in Organizations. Interpersonal Behavior at Work: Conflict, Cooperation, Trust, and Deviance. Part 5: Influencing Others—Power: Its Uses and Abuses in Organizations.

Leadership in Organizations. Part 6: Organizational Processes—Organizational Culture, Creativity, and Innovation. Organizational Structure and Design. Managing Organizational Change: Strategic Planning and Organizational Development. Appendixes—Learning About Behavior in Organizations: Theory and Research. Understanding and Managing Your Career. Endnotes. Glossary. Company Index. Name Index. Subject Index.

Latest Print 2013 / 720 pages / 21.6 x 27.8 cm
ISBN-978-81-203-4602-4 / ₹ 575.00

HERSEY, BLANCHARD & JOHNSON
Management of Organizational Behavior: Leading Human Resources, 10th ed.

PAUL H. HERSEY, *Center for Leadership Studies, Escondido, California.*
KENNETH H. BLANCHARD, *The Ken Blanchard Companies, Inc., Escondido, California.*
DEWEY E. JOHNSON, *Sid Craig School of Business, California State University, Fresno.*

This new edition of the book continues to build on the concepts and techniques of situational leadership. It focuses on the behavioural aspects of managing organizations and how they apply to planning and organizing leading them to improved productivity as opposed to the earlier approach of managing people as resources, primarily focussed on statistics and numbers.

New content on following key topics is included in the new edition:

- Motivation: Emergence of the progress motive, renewal of the purpose motive
- Emotional intelligence: Cultivating self-awareness as a leader
- Teams: Building the collective EQ of a team
- Communication: Gender and generational differences; when conversations falter
- Decision Making: How brain structure and contexts impact decisions
- Performance Management: Balanced scorecard metrics, feedforward
- Leadership: Strengths and myths

Contents: Preface. Acknowledgments. About the Authors. Leadership and Management: Applied Behavioral Sciences Approach. Motivation and Behavior. Classic Motivational Theories. Leadership: An Initial Perspective. Leadership: Situational Approaches. Determining Effectiveness. Situational Leadership®. Situational Leadership®: The Perception and Impact of Power. Situational Leadership®: Training and Development. The Situational Leader and Constructive Discipline. Self-Awareness and Leadership Style. Effective Communication. Leading Effective Teams. Implementing Situational Leadership®: Managing Performance. Implementing Situational Leadership®: Making Decisions, Building Commitments. Planning and Implementing Change. Leadership Strategies for Organizational Transformation. Synthesizing Management Theory: Integrating Situational Leadership® with the Classics. Index.

Latest Print 2013 / 360 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4721-2 / ₹ 350.00

JOHNSON & PHILLIPS
Absolute Honesty: Building a Corporate Culture that Values Straight Talk and Rewards Integrity

LARRY JOHNSON and BOB PHILLIPS.

"*Absolute Honesty* is just what the doctor ordered for today's corporate world. It's an elegantly written book that can help any manager create a workplace where principles drive decisions and people are not afraid to express themselves openly and honestly."

—Dr. Stephen R. Covey, author,
The 7 Habits of Highly Effective People

Ethics are all the more important for the corporate world today than ever before. Because it helps create a sustainable brand name. This text provides the blueprint for how to integrate them within the company's culture. It gives a template for creating and sustaining a business environment of open communication and shows how to build a cultural infrastructure rooted in the following Six Laws of Absolute Honesty:

Law #1: *Tell the Truth*—in the long run there is no other way to earn the trust of the employees, customers and shareholders.

Law #2: *Tackle the Problem*—if not done so and a solution is not found the problems fester under the surface and in any case it will burst some day.

Law #3: *Disagree and Commit*

Law #4: *Welcome the Truth*—transform it into a potent tool for growth.

Law #5: *Reward the Messenger* who speaks against the status quo

Law #6: *Build a Platform of Integrity* for speaking up when wrong doing occurs and contributing ideas freely.

The authors through anecdotal case studies from organizations such as Marriott Hotels, Costco and the US Army illustrate how *Absolute Honesty* can be practised which is useful whether our primary objective is to create a memorable brand, build market share, increase workforce productivity or establish consistent leadership.

Contents: Acknowledgments. Part 1: THE CHALLENGE—The Naked Truth. A Culture of Absolute Honesty. Part 2: THE SIX LAWS OF ABSOLUTE HONESTY—Absolute Honesty Law #1: Tell the Truth. Absolute Honesty Law #2: Tackle the Problem. Absolute Honesty Law #3: Disagree and Commit. Absolute Honesty Law #4: Welcome the Truth. Absolute Honesty Law #5: Reward the Messenger. Absolute Honesty Law #6: Build a Platform of Integrity.

Part 3: WHERE DO WE GO FROM HERE?—Building an Ethical Infrastructure. Key Points to Help Your Implementation Efforts. Notes. Index.

Latest Print 2007 / 304 pp. (Hard Cover)
15.3 × 22.9 cm / ISBN-978-81-203-3308-6 / ₹ 450.00

KONDALKAR

Organization Effectiveness and Change Management

V.G. KONDALKAR *is Professor and Head of the Department, VNS Institute of Management, Neelbud, Bhopal.*

This comprehensive book discusses in detail the problem areas that organizations find difficult to address for achieving organizational effectiveness and managing change, and suggests how such problems can be tackled in an effective manner. The text begins with a discussion on the definition of organizational effectiveness and its various models, and then goes on to explain the concepts of management by objectives, total quality management, business process reengineering, and six sigma, which are so crucial for organizational effectiveness.

Expectations of customers are invariably increasing and quality-products are in demand more than ever before. Globalization and competition between companies have accentuated the problem. To fulfil customer aspirations and adhere to world class standards, organizations need to modify their structural framework. And so the text devotes a separate chapter each to such concepts as virtual organization, corporate governance, and developing collaborations. The book concludes with an emphasis on the role of motivation, leadership and team building in organization effectiveness. **Case study** given at the end of each chapter illustrates the concepts discussed and lends a practical flavour to the text.

The book is designed for the postgraduate students of management. It would also be useful for the executives who want to implement change in their organization to be competitive in the market, and those who wish to keep pace with the changing business environment.

Contents: Preface. Understanding Organization Effectiveness. Knowledge Management. Concepts and Process of Technological Innovations and Creativity. Foundation of Organization Development. Learning Organizations. Organizational Learning. Management by Objective. Total Quality Management. Business Process Re-engineering and Six Sigma. Social Responsibility of Business. Virtual Organizations. Corporate Governance. Developing Collaborations. Management of Organization Change. Designing Organization for Future Expansion. Job Redesigning. Organization Restructuring. Manpower Development for Technological Change. Work Motivation and Organization Effectiveness. Leadership. Empowerment. Team Building. Quality of Work Life. Managing Conflict and Negotiations. Emotional Intelligence and Employee Productivity. Cross Cultural Dynamics. Managing Work Stress. Power and Politics. Gender Equality. Organization Culture and Climate. Index.

Latest Print 2013 / 480 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-3703-9 / ₹ 395.00 / (e-book also available)

KRISHNAMACHARYULU & RAMAKRISHNAN

Organization Development

C.S.G. KRISHNAMACHARYULU, *Director, RVS Institute of Management Studies and Computer Applications, Puducherry.*
LALITHA RAMAKRISHNAN, *Professor and Head, Department of Management and Centre, Pondicherry University—Karaikal Campus.*

Organization Development (OD) is a process to bring in changes in terms of strategies, structures and technology in an organization, for positive growth and better sustenance of it, in an ever-changing corporate world. This book comprehensively deals with the strategies, structure and the concepts of Organization Development (OD), which helps an organization to work and run effectively in the changing environment.

The book is a rich amalgamation of OD theoretical frameworks, tools and experiences of practitioners in India and abroad. It provides an exhaustive coverage of core and related issues of Organization Development throughout its 15 Chapters. The foundational concepts of organizational structure, climate culture and change are explained vis-à-vis current trends in OD, like techno-structural interventions and strategy, planning and training interventions. It also digs deep into the future of Organization Development in the coming years.

Every chapter of the book is incorporated with an opening Case Vignette, Real Shop Floor Cases and figures, tables and boxes to make the reading more educative, explorative and evaluative. The mini-projects and web-based assignments, along with the review questions, further make the learning interactive and valuable for the students.

The book is specifically intended for the postgraduate students of management. However, it is equally beneficial for the trainees, managers and OD practitioners.

KEY FEATURES

- Every Chapter is incorporated with an opening Case Vignette to give a practical insight to the subject
- Live Shop Floor Cases to provide applicative knowledge of various concepts of OD to the students
- Illustrative Figures, Tables and Boxes offer additional dimensions to the theoretical explanations.

Contents: Preface. Part 1: Profession—Framework of Organization Development. OD Practitioners and Challenges. Part 2: Foundations—Organizational Design. Organization Climate. Organization Culture. Organizational Change. Part 3: Processes—Action Research. Organisational Diagnosis. Part 4: Interventions—Interventions. Techno-structural Interventions. Strategy Interventions. Planning and Training Interventions. Role

and Team Interventions. Learning and Large Scale Interventions. Part 5: Propsectives—Future of Organization Development. Index.

Latest Print 2013 / 468 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4803-5 / ₹ 350.00

MAINIERO & TROMLEY

Developing Managerial Skills in Organizational Behavior, 2nd ed.

LISA A. MAINIERO and CHERYL L. TROMLEY, *both of Fairfield University.*

Featuring works from well-known theorists, this collection of classic and contemporary readings in organizational behaviour covers a broad range of managerial topics such as interpersonal relations, motivation, decision making, group behaviour, and organization design.

KEY FEATURES

- Readings that present the concepts and theories. Each reading was selected for its ability to contribute to students' conceptual knowledge and to support skill development.
- Experiential exercises that give readers an opportunity to practise their skills. The exercises feature a mix of self-assessment questionnaires, skill practice sessions, and theory application group work.
- Cases that allow students to apply the concepts and theories in a management situation. Some cases have never been published, others are widely known, and the remainder are based on news events such as the NASA/Challenger disaster or the Saturn General Motors plant.
- Memo assignments in which students analyze the concepts and theories drawing on their own experiences. Some memos are written as actual on-the-job assignments while others are more reflective of students' skills and abilities.

Contents: Preface. Managerial Work. Interpersonal Relations, Communication, and Conflict. Motivation, Job Design and Performance. Leadership and Decision Making. Power and Politics. Group Dynamics. Intergroup Dynamics. Organization Design, Evolution, and Culture. Careers and Stress. Managing Diversity, Ethics, International Issues, and Corporate Social Responsibility. Memo Assignments. Index.

Latest Print 2013 / 512 pp. / 20.0 × 25.0 cm
ISBN-978-81-203-1485-6 / ₹ 475.00

PUNNETT

International Perspectives on Organizational Behavior and Human Resource Management

BETTY JANE PUNNETT, *Professor of International Business, Cave Hill Campus, University of West Indies.*

In today's global business environment, as firms operate cross nationally, it is imperative and important for the business manager to realize the different environments existing in various regions and countries — differences in culture, behaviour, history and geography, in economics and demographics and language and religion. This well-written, engagingly elegant text focusses on managing businesses that operate across national boundaries. Throughout, the running theme is organizational behaviour (OB) and human resource management (HRM).

What the text tries to do is to tell the students of business management and the practicing managers in international organizations how to deal with the environments in different countries effectively. Professor Punnett suggests to the managers the ways to understand, adjust to, and manage cross-national variations. For, different environments prevalent in various countries have their profound impact on specific aspects of management—such as motivation, leadership, communications and negotiations.

In this whole process of delineating the different environments for the manager, the text explores the link between culture, politics and other environmental factors and organizational behaviour. Besides, it deals with human resource issues, including gender, race, and religions internationally. Finally, the ethical issues involved are carefully analyzed.

This book will serve as an ideal supplementary text in OB and HR for MBA, and as a text in international business management courses. The book is replete with current examples and cases, enhancing its worth as an ideal text for students of management.

Contents: List of Exhibits. The Management World in the Twenty-First Century. The Cultural Environment. The Political and Regulatory Environment. The Role of History and Geography in International Management. Language and Religion in International Management. Economic Development and the Management of Organizational Behavior and Human Resources. Motivation in a Cross-National Context. Leadership in a Cross-National Context. Cross-National Dimensions of Communication and Negotiation. Human Resource Choices in a Cross-National Context. Managing the Expatriate Experience. Special Issues in International Human Resources Management. Index.

Latest Print 2009 / 300 pp. / 13.9 × 21.6 cm
ISBN-978-81-203-2615-6 / ₹ 250.00

RAMAKRISHNAN

Managerial Leadership in Multicultural Organisations

KUNNETH RAMAKRISHNAN, *Director, Centre for Development and Empowerment, Bangalore.*

The management and managerial leadership theories of eminent management thinkers, taught in the business schools, are thought-provoking, though relevant only to the era and the environment of their research and

development. The effectiveness of these theories needs a relook on their universal application in the globalised environment of the current era. This book is a sincere effort to bring along all the managerial leadership concepts, and discuss them vis-à-vis current organisational set-up.

The book is divided into nine chapters, and begins by discussing the topics like International Dependency and Global Integration consisting of world institutions, regional groupings—Unions, Associations, Agreements, and their objectives. The chapters further conceptualise and recommend significant aspects of institutionalised positive managerial leadership in organisations.

The book further dwells on the important milestones to attain managerial leadership like influence of culture on employee behaviour, positive organisational culture, profile of positive managerial leadership, their changing motivational roles, organisational assimilations of multicultural employees, new approach to employee welfare, therapy for quality of life of employees, and some suggestions to evolve a future-ready achievable dream organisation.

This book is intended for the postgraduate students of management and also for the practising managers.

KEY FEATURES

- Discusses the upcoming concepts like **Environmental Energy Effects** (3Es) and its variations; **Positive Environmental Energy Effects** and **Negative Environmental Energy Effects** (P3Es and N3Es) and their effects on organisational culture.
- Explains **Therapy for Quality of Life (TQL)** a well-researched concept for enhancing the concern for employees and their families.
- Dwells on **Managing by Influence** a wholesome method of motivating and leading employees for raisin their performance standard and contribution to their organisation.
- Every chapter is incorporated with **Real-life cases** to provide an analytical insight to the concepts.

Contents: Foreword. Preface. Acknowledgements. International Dependency and Global Integration. Cultural Influence of Employee Behaviour. Building Organisational Culture—Meaning, Need and Methods. Paradigm Shift in Managerial Leadership. Motivational Role of Managerial Leadership. Assimilation and Development of Multicultural Work Force. Beyond Salary and Perks. Therapy for Quality of Life (TQL) of Employees Process and Procedure. Future Ready Organisations. Reference. Index.

Latest Print 2013 / 216 pp. / 17.8 × 23.5 cm (Hard Cover)
ISBN-978-81-203-4722-9 / ₹ 450.00 / (e-book also available)

SAMUEL

Creating the Accountable Organization: A Practical Guide to Improve Performance Execution

MARK SAMUEL.

Who This Book Is For: Leaders and change agents at any level within an organization who are ready to move to the next level of excellence and success; those who are stuck in a "plateau" within your organization and who are ready to take the next step up.

Objective: To create an accountable organization. To develop a culture where people at all levels of the organization can be counted on to keep their commitments and agreements. To provide strategies and techniques for increasing both individual and shared accountability.

Approach: To challenge preconceived notions of leadership and management at all levels. To use proven, practical methods based on years of experience implementing change. To instill a culture of accountability, leadership, teamwork, and goal enhancement.

Why You'll Want to Read This Book: Because you want to excel in and throughout your career. Because you are not afraid to take charge and lead. Because you are motivated and don't fear shouldering responsibility and being accountable for your actions and those of your organization.

How This Book Can Help You: Understanding the principles and realities of accountability will help you achieve what matters most to you and your company. It will enable you to achieve stellar results and ensure your long-term success within your organization.

Contents: Introduction. Achieve Breakthrough Results. Glossary of Terms. PART ONE: Break Away from Old Leadership Paradigms—Unleash Ability Through Accountability. Create an Accountable Culture: Stop Avoiding the Real Issues! Three Traps of Ineffective Leadership. The Formula to Achieve Breakthroughs. Leadership Roles that Produce Breakthrough Results. PART TWO: Six Strategies for Leading with Accountability—Strategy #1: From Empty Platitudes to Clear Direction. Strategy #2: Translating Clear Direction into Non-Negotiable Priorities. Strategy #3: Execution: The Key to High Performance. Strategy #4: Proactive Recovery: The Secret to Accountable Performance Execution. Strategy #5: Create a Plan for Change that Guarantees Results. Strategy #6: Communicate to Influence "Nonbelievers". Get Started: Your Next Steps to Achieve Breakthrough Results. Index.

Latest Print 2007 / 208 pp. / 15.3 × 22.9 cm
ISBN-978-81-203-3257-7 / ₹ 195.00

SATYANARAYANA

Managing Transformation: Objectives to Outcomes

J. SATYANARAYANAIAS, *Chief Commissioner of Land Administration in the Government of Andhra Pradesh.*

Change is the law of life. This precept holds for individuals and organizations alike. Radical change, called **transformation**, is not so frequent. Organizational transformation entails fundamental changes that encompass the entire gamut of the organization. A successful transformation exercise begins with formulating a set of

Objectives at the beginning and ends up with realizing the desired **Outcomes**. This book delves deep into the intricacies of the life cycle of organizational transformation and explains how it can be managed effectively adopting a systematic and step-by-step methodology. In this well-researched text, the author, J. Satyanarayana, with his vast and varied experience in the field of management and governance, gives a brilliant exposition of managing transformation.

The book postulates the **O2O** (Objective to Outcomes) framework as a seven-step methodology. O2O, in a sense, is a meta-framework for transformation. It harmonizes and synthesizes altogether 40 sub-frameworks, which include some well-known concepts, such as Porter's Value Chain Framework, Kaplan and Norton's Balanced Scorecard, and Hammer's BPR framework. The author illustrates the O2O framework through a **Case Study on *Passport Seva Project***, designed by him, and being implemented all over India to transform the quality of passport-related services provided to the citizens.

KEY FEATURES

- By expounding the **O2O methodology**, the book addresses the managerial requirements of conceptualizing, designing and implementing major transformation projects.
- The book focuses on the four principal dimensions of transformation, namely, **Process**, **People**, **Technology**, and **Business Model** while explaining the major concepts.
- The text is interspersed with plenty of examples to illustrate the concepts
- The book also includes **chapter-end review questions** to drill the students in self-study

This text, with its blend of theory and practice, would prove extremely valuable to the students of management. It should also be a valuable reference book to the administrators and management consultants.

Contents: Preface. The Dynamics of Transformation. Objectives to Outcomes. Defining Objectives Step #1. Objectives to Interventions (Step #2). Re-engineering Processes (Step #3). Specifying Requirements (Step #4). Designing the Transformation (Step #5). Implementing the Transformation (Step #6). Manage and Assess (Step #7). Annexures—I: Template for SRS. II: Template for Detailed Project Report. III: Service Level Management. IV: Strategic Control. Index.

Latest Print 2012 / 296 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-4537-9 / ₹ 375.00 / (e-book also available)

SCIEUR

Sociology of Organisations: An Introduction and Analysis of Collective Organisations, 2nd ed.

PHILIPPE SCIEUR *is a professor of Sociology at the FUCaM (Facultés universitaires catholiques de Mons/Catholic university of Mons) and Director of CeRIO (Centre de Recherche et d'Intervention en Organisation).*

This book, in its second edition, continues to present the main models of Sociology that have been conceptualised to apprehend the world of organisations. From the theories of bureaucracy and human relations to contemporary approaches, this book focuses on all the key aspects of Sociology of an organisation. The concepts defined are marked by the consideration of modes of rationality, types of cooperation, of networks and power games, of systems of decision-making and logics of action.

The book cites the contributions made and the definitions given by the great Sociologists like Max Weber, Talcott Parsons, Michel Crozier, Renaud Sainsanlieu, to help the students understand the topics more clearly.

This second edition is enriched with studies of discussed cases, charts, and of extracts of texts pertinent to the productive system, to the public sphere and the associative fact.

The book is intended for the undergraduate students of sociology. It will also be of interest to those who, on a personal or professional level, wish to understand better how companies, administrations, etc. function.

Contents: Introduction. Sociology, Sciences of Management and Theories of Organisation. The Remerging of the Organisation as an Object of Sociological Studies. From the Organisation to the System of Concrete Action. From the Concrete System of Action to the Social Forms of the Organised Action. The Logics of Organised Action and their Theories. Conclusion. Bibliography. Index.

Latest Print 2012 / 160 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-4530-0 / ₹ 175.00 / (e-book also available)

SHUKLA

Understanding Organisations: Organisational Theory and Practice in India

MADHUKAR SHUKLA, *Professor, Xavier Labour Relations Institute, Jamshedpur.*

Organisations play a crucial role in our day-to-day life though most of us are unaware of it. They permeate and pervade almost all aspects of our lives and their significance cannot therefore be over-emphasized. This easy-to-read and compact book on Organisational Theory (OT) gives an account of what an organisation is and how it operates. It shows that organisations are not static entities, but are dynamic: capable of growing, changing, failing or transforming themselves.

The book begins with a discussion on the perspectives and approaches needed for understanding, designing and changing organisations. It then goes on to give a description of the building blocks and the various influences that determine organisational design. The author rightly emphasizes that the ideal organisation is one that is adaptive to a specific situation. He tells not only *what* an organisation is, but shows *how* it functions, for instance, how decisions are taken, how conflicts and

power interact in moulding an organisation, how values and norms influence performance, and so on. Finally, the author stresses how organisations change or are transformed or why some do not change, and highlights emerging issues in organisational design.

What distinguishes the text is its Indian background. The author skillfully elucidates organisational theory with reallife examples from well-known Indian Organisations.

Intended as a textbook for the students of Management, this study should also be ideal for practising managers, consultants and teachers.

Contents: Preface. Interpreting Organisational Reality. Organisational Design. Components of Organisational Design. Organisation—Environment Interface. Organisational Strategy and Structure. Technological Determinants of Organisational Design. Types of Organisational Structures. Organisational Power, Conflict, and Politics. Organisational Decision-Making and Strategy Formulation. Organisational Culture. Why Organisations Fail. Managing Organisational Change. Organisations: A Future Perspective. References. Author Index. Organisation Index. Subject Index.

Latest Print 2013 / 276 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-1122-0 / ₹ 275.00

SPITZER

SuperMotivation: A Blueprint for Energizing Your Organization From Top to Bottom

DEAN R. SPITZER *is President of Dean R. Spitzer & Associates, Inc., a consultancy based in Lakeland, Florida, U.S.A.*

Creating and sustaining motivation in employees is crucial for attaining organizational objectives. This book aims to help in this endeavour by demonstrating the theory and application of the concept of *supermotivation*, which can be understood as a self-sustaining, organizationwide and high-level form of motivation. Supermotivation aims to transform entire organizations, and not just individual employees, for the long term. It is thus designed to boost organizational performance without resorting to inducements and entitlements.

The book is organized into two parts. The first part contains a thorough discussion of the super-motivation concept. This includes topics such as motivators, demotivators and self-motivation. The second part describes how to apply the principles of supermotivation to all organizational systems. This part includes hundreds of practical suggestions for transforming various organizational tasks. The book contains numerous immediately applicable techniques for improving motivation, as well as tools for identifying and measuring motivators, demotivators and motivation levels.

The book is intended primarily for business managers. It can also be immensely useful for management students at various levels.

"*SuperMotivation* is must reading for anyone who manages people."

—RICHARD BELLUZZO, *Senior Vice President and General Manager, Hewlett-Packard*

Contents: Preface. Acknowledgments. Part One: The SuperMotivation Approach—The Need for Super-Motivation. Self-Motivation: The Energizing Force. Changing the Context of Work. Identifying and Defeating Demotivators. The Power of Motivators. Part Two: Putting SuperMotivation into Action—SuperMotivating Planning. SuperMotivating Production. SuperMotivating Communication. SuperMotivating Training. Super-Motivating Evaluation. SuperMotivating Rewards. SuperMotivation: Making It Happen. Appendix A. Appendix B. References. Index.

Latest Print 2007 / 224 pp. (Hard Cover)
15.3 × 22.9 cm / ISBN-978-81-203-3135-8 / ₹ 295.00

TOLBERT & HALL

Organizations: Structures, Processes, and Outcomes, 10th ed.

PAMELA S. TOLBERT, *Professor, School of Industrial & Labor Relations, Cornell University.*
RICHARD H. HALL, *Distinguished Service Professor, University at Albany, State University of New York.*

Based upon classical and contemporary theory and empirical research, this text shows a sociological analysis of organizations, focusing on the impacts that organizations have upon individuals and society.

KEY FEATURES

- Updated material on research and theoretical developments with critical analyses—equips students with the most current material about the changing nature of organizations.
- Unifying framework of organizational effectiveness—offers students insight into organizational structure, effectiveness, and leadership.
- Combined material on organizational environments and inter-organizational relationships—illustrates for students the ways in which organizations interact with each other.
- Chapter Overviews—appear at the beginning of each chapter—Provide students with a "snapshot" of material to be covered.
- Sample Questions—at the end of each chapter.

Contents: Preface. Part I: Introduction—Thinking About Organizations. Part II: Organizational Structure—Organizational Structure: Key Dimensions. Organizational Structure: Explanations. Part III: Organizational Processes—Power and Power Outcomes. Leadership. Decision-Making. Communication. Managing Organizational Environments: Conceptions of the

Environment. Managing Organizational Environments: General Paradigms. Part IV: Outcomes—Organizational Performance and Change. References. Name Index. Subject Index.

Latest Print 2010 / 284 pp. / 15.3 × 22.9 cm
ISBN-978-81-203-4002-2 / ₹ 225.00

TOPCHIK

Managing Workplace Negativity

GARY S. TOPCHIK *is the managing partner of SilverStar Enterprises, a consulting firm specializing in management development based in Los Angeles.*

"A great desktop tool… . Managing Workplace Negativity is an excellent guide that describes true-to-life issues that are common in the work environment. Topchik provides coaching that will assist the reader in making better decisions when dealing with negative people or situations."

—DINAH HANNA-GOMEZ, Manager,
Education and Organizational Development,
Nutrilite, a division of Amway Corporation

In this book the author presents a series of practical, easy-to-implement steps for improving the health of one's organization. Learn how to:

- Develop positive-thinking peak performers
- Get people to support rather than resist change efforts
- Use the three powers of positive attitude to help yourself—and teach others
- Apply 30 quick strategies to defeat occasional negative attitudes and behavior
- Combat ongoing extremely destructive negativity through use of the highly effective "accountability model."
- Transform a negative organizational culture into a positive one by changing the "norms"

An indispensable tool for constructing positive and productive work environments.

Contents: Introduction. Acknowledgments. Section I: Managing Individual and Team Negativity—What is Workplace Negativity, What are Its Causes, and How Does it Show Itself? The Cast of Negativists. Thirty Quick Fixes for Overcoming Individual and Team Negativity. Dealing with Pervasive Individual and Team Negativity. Section II: Major Causes and Cures for Organizational Negativity—Change and Negativity. The Imbalance between Trust and Enablement. Changing the Organization's Norms and Culture. Other Strategies to Eliminate Organizational Negativity. The Three Powers of a Positive Attitude. Appendices—A: A Negativity Assessment. B: Commonly Asked Questions about Workplace Negativity. C: Case Study. Index.

Latest Print 2008 / 208 pp. (Hard Cover)
15.3 × 22.9 cm / ISBN-978-81-203-3554-7 / ₹ 350.00

Personality Development

McGRATH

Training for Life and Leadership in Industry, 4th ed. (Rev.)

E.H. McGRATH, S.J., *former Director and Professor at XLRI, Jamshedpur.*

This reader friendly book on personality and self-development, now in its Fourth Revised Edition, is intended to steer the reader to a better life through leadership in the world of work and industry. It is extremely useful for technical apprentices, trainees and their instructors, supervisors and trade unionists—in short, for any person associated with worker groups.

Fr. McGrath, a name to reckon with in the area of HR, shows, in this compact book, the importance of training for life and leadership.

WHAT'S NEW TO THIS REVISED EDITION

- Necessary updating done throughout the text.
- The references to pay scales and labour laws have been adjusted along with minor modifications in a number of places.

The text is written in a simple conversational style using clear examples and cartoons to make it lively.

Contents: Preface. PART I: First Contacts with Industry—Personal Skills I (Speaking). Basic Service Conditions: Wages. Communications. Personal Skills II (Writing). Basic Service Conditions: Hours and Leave. Work, Self-confidence and Excellence. Personal Skills III (Listening). Self-employment I. Personal Skills IV (Asking the Right Questions). Self-employment II. Personal Skills V (Reading). PART II: Discipline, Penalties and Termination of Service—Safety, First-aid and Hygiene. Personal Skills VI (Giving Instructions). Workers and Worker Security. Personal Skills VII (Being Critically Conscious). Special Types of Workers. Leadership Skills I (Leading). Workers and Their Unions. Leadership Skills II (Looking for a Better Way). Industrial Relations. Leadership Skills III (Solidarity, Meeting, Negotiating). PART III: The Family and the Worker—Civic and Political Freedom. Leadership Skills IV (Managing Time, Setting Goals). Industry, Environment and a Human World Order.

Latest Print 2011 / 440 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-4344-3 / ₹ 350.00 / (e-book also available)

BUSINESS COMPUTING / INFORMATION TECHNOLOGY

Business Analysis

PENDSE

Business Analysis: Visualizing Business Processes and Effective Software Solutions

PRADEEP HARI PENDSE, *is presently at the Welingkar Institute of Management Development & Research, Mumbai.*

With the growth of the industry and the resulting size and complexity of IT projects, there is an increasing trend to separate the technical roles associated with the design of IT solutions from the customer focused roles and the project management roles. The role of the Business Analyst (BA) is that of a person who interfaces with the customers to understand their requirements. This role is distinct from that of a technical designer of software solutions who works on the basis of the requirements gathered by the BA.

Most leading IT companies today have Business Analyst as a distinct role. The job requirements depending on the nature of the business may be that of a domain consultant, a solution architect, a relationship manager, a pre-sales consultant, a functional consultant, and an accounts manager, etc.

This book explains the core aspects of the business analysis. It explores the knowledge areas required of a Business Analyst's role in various organizations. It integrates knowledge from various conventional and contemporary areas and uses their tools, techniques and concepts to specific roles which may a Business Analyst may have to play in industry. In a nutshell, the book provides an appreciation of how several of the existing tools and techniques can be used effectively to ensure success in managing software requirements in terms of customer needs and expectations. A number of case studies have been used to demonstrate the application of conceptual frameworks to real life examples.

Contents: Introduction. Business Analysis: The Big Picture. What Business Analysts Should Know about Information and Information Systems. What Business Analysts Should Know About Software Life Cycles and Projects. Enterprise Analysis. Enterprise Analysis: Frameworks and Tools. Managing Requirements. Tools for Modelling Static Aspect of Business Processes. Tools for Modelling Dynamic Behaviour of Processes. Human Computer Interaction, Usability and User Centric Design. Business Analyst's Practice Areas. Managing Expectations. References and Sources of Inspiration. Index.

Latest Print 2010 / 272 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-3528-8 / ₹ 225.00 / (e-book also available)

Business Process Outsourcing

SCHNIEDERJANS, et al.

Outsourcing and Insourcing in an International Context

MARC J. SCHNIEDERJANS, ASHLYN M. SCHNIEDERJANS and DARA G. SCHNIEDERJANS.

As the Outsourcing Industry grows by double digits every year, those involved in the profession as well as those seeking jobs, need to know about this new industry. It devolves in the practitioners in this industry to have a clear understanding of the issues, concepts, methodologies and practices of outsourcing. The purpose of this book is to provide current concepts and methodologies that can help them understand and use outsourcing strategies.

The text is organized into two parts. The first part focuses on the concepts and strategies, defining outsourcing-insourcing in an international context, and the second part stresses on methodological techniques for implementing outsourcing decisions.

The book is the only available text that includes coverage of the international risk factor associated with outsourcing. It presents a balanced view of the positive and negative aspects of outsourcing and provides essential coverage of the fundamental techniques involved in any outsourcing-insourcing decision. In addition, it discusses the ethical ramifications of outsourcing for companies and governments around the world.

Each chapter includes learning objectives, discussion questions, and sample problems. Also an Instructor's Manual, Test bank, and PowerPoint presentation are available to teacher's who adopt the text.

This book makes a unique contribution because its normative approach discusses strategic and decision making for outsourcing as well as introducing four main methodologies for analyzing outsourcing-insourcing. Professors who are teaching a course outsourcing should definitely adopt this text. It is written in a student friendly way, and it includes a large number of figures and tables, which makes the material come alive.

—KEN KENDALL
School of Business, Rutgers University

Contents: List of Tables and Figures. Preface. Part 1: Introduction to Outsourcing-Insourcing in an International Context—Introduction to Outsourcing-Insourcing. Advantages and Disadvantages of Outsourcing-Insourcing. Outsourcing-Insourcing Strategy and International Risk Factors. Planning International Outsourcing-Insourcing. Part 2: Methodologies for Different Types of Outsourcing-Insourcing Decisions—International Outsourcing-Insourcing Metrics-Based Methodologies. Financial Methodologies for the Initial Outsourcing-Insourcing Decision. Methodologies for Selecting Outsourcing-Insourcing Partners. Methodologies

for Allocating Business Activities Between Outsourcers and Insourcers. Epilogue: There are Wrong Ways and Right Ways to Outsource-Insource in an International Context. Index.

Latest Print 2008 / 232 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-2948-5 / ₹ 195.00

Data Warehousing/Data Mining

GOPALAN & SIVASELVAN

Data Mining: Techniques and Trends

N.P. GOPALAN, *Professor, Department of Computer Applications, National Institute of Technology, Tiruchirapalli.*
B. SIVASELVAN, *Assistant Professor, Indian Institute of Information Technology, Design and Manufacturing, Kancheepuram, IIT Madras Campus, Chennai.*

In today's world of competitive business environment, there is a driving need to extract hidden and potentially meaningful information from large databases for effective decision making. This compact book explores the concept of data mining and discusses various data mining techniques and their applications. It is primarily designed for the students of Computer Science and Engineering, Information Technology, Computer Applications, and Management.

Written in a student-friendly style, the book describes the various phases of data mining, architecture of a data mining system, and the types of knowledge that can be mined from databases. It elaborates on different data preprocessing techniques such as cleaning, integration, transformation and reduction. The text then explains the various data mining techniques such as association rule mining, data classification and clustering. The book adopts an algorithm-centric approach presenting various algorithms for these data mining techniques. Finally, the text ends with an exhaustive discussion on multimedia data mining (MDM).

KEY FEATURES

- Illustrates the concepts with the help of various figures and examples.
- Provides a summary at the end of each chapter for quick revision of key points.
- Offers chapter-end questions for self-evaluation.

Contents: Preface. Introduction to Data Mining. Data Preprocessing Technique. Association Rule Mining. Data Classification Techniques. Data Clustering. Other Data Mining Techniques. Multimedia Data Mining: The Recent Trend. Index.

Latest Print 2009 / 144 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-3812-8 / ₹ 125.00 / (e-book also available)

PRABHU

Data Warehousing: Concepts, Techniques, Products and Applications, 3rd ed.

C.S.R. PRABHU, *Deputy Director General, National Informatics Centre (NIC), Hyderabad.*

The Third Edition of this well-received text analyzes the fundamental concepts of data warehousing, data marts, and OLAP. The author discusses, in an easy-to-understand language, important topics such as data mining, how to build a data warehouse, and potential applications of data warehousing technology in government. Besides, the text compares and contrasts the currently available software tools used to design and develop data warehouses. The book is a blend of the principles and real-life case studies. While retaining the six existing case studies, it gives four new case studies:

- HARBOR, A Highly Available Data Warehouse
- A Typical Business Data Warehouse for a Trading Company
- Customer Data Warehouse for the First and Largest Online Bank in the United Kingdom
- A German Supermarket EDEKA'S Data Warehouse

The book, which is a blend of principles and real-life case studies, as a text is intended for students of B.Tech./ M.Tech. (Computer Science and Engineering), B.Tech./ M.Tech. (Information Technology), MBA, M.Sc. (Computer Science), M.Sc. (Information Technology), and MCA. It should also be of considerable utility and worth to software professionals and database practitioners.

Contents: Preface. Acknowledgements. Data Warehousing: An Introduction. Online Analytical Processing. Data Mining. Developing a Data Warehouse. Applications of Data Warehousing and Data Mining in Government. CASE STUDIES—1. Data Warehousing in the Tamil Nadu Government. 2. Data Warehouse for the Ministry of Commerce. 3. Data Warehouse for the Government of Andhra Pradesh. 4. Data Warehousing in Hewlett-Packard. 5. Data Warehousing in Lavis Strauss. 6. Data Warehousing in the World Bank. 7. HARBOR, A Highly Available Data Warehouse. 8. A Typical Business Data Warehouse for a Trading Company. 9. Customer Data Warehouse of the World's First and Largest Online Bank in the United Kingdom. 10. A German Supermarket EDEKA's Data Warehouse. Bibliography. Index.

Latest Print 2013 / 184 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-3627-8 / ₹ 225.00 / (e-book also available)

Database Management Systems

CHATTERJEE

Learning Oracle SQL and PL/SQL: A Simplified Guide

RAJEEB C. CHATTERJEE, *Visiting faculty in the Department of Information Technology, Jadavpur University.*

This book offers a systematic knowledge of the Oracle SQL and PL/SQL so that the students can exploit the capabilities of the database in an effective and efficient manner. The book follows a step-by-step approach to the subject with suitable real-world cases, examples and exercises that make it a complete and effective self-study guide

The book can also be used for practical classes on oracle. It can be used for Oracle version 8.0 onwards. The availability of an authorized oracle database in conjunction with the book is sufficient to learn Oracle commands, syntaxes, operators, built-in function, techniques for creation, alterations and uses of table structures. Screenshots have not been presented in the book to avoid confusion due to differing platforms that the students may use in different environments.

Designed to address the need of the laboratory classes on Oracle for the undergraduate and postgraduate students of Computer Science and Information Technology as well as the students of Computer Applications, this book is also useful for the professionals for conducting training program on Oracle.

Contents: Preface. Overview. Create Table Structure. Alter Table Structure. Insert a Row. Update Rows. Delete Rows. Query from Tables. Built-in Number Functions. Built-in Character Functions. Built-in Date Functions. Built-in Conversion Functions. Built-in Group Functions. Subquery. Advanced Join Methods. View. Sequence. Index. Synonym. Security. System Tables. SQL*Plus. Introduction to PL/SQL. Control Structures. Procedure. Function. Package. Trigger. Cursor. Introduction to Oracle Architecture. Answers to Revision Questions. Index.

Latest Print 2014 / 396 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4542-3 / ₹ 350.00 / (e-book also available)

DAS GUPTA & RADHA KRISHNA

Database Management System, Oracle SQL and PL/SQL, 2nd ed.

PRANAB KUMAR DAS GUPTA, *Senior Scientist in Defence Research and Development Organization (DRDO). Presently he is Joint Director at Proof and Experimental Establishment, Chandipur.*

P. RADHA KRISHNA, *Principal, Research Scientist at Infosys Labs, Infosys Limited, Hyderabad.*

Database Management System (DBMS) and Oracle are essentially a part of the curriculum for undergraduate and postgraduate courses in Computer Science, Computer Applications, Computer Science and Engineering, Information Technology and Management. The book is organized into the three parts to introduce the theoretical and programming concepts of DBMS. Part I: Basic Concepts and Orcale SQL, deals with DBMS basic, software analysis and design, data flow diagram, ER model, relational algebra, normal forms, SQL queries, functions, subqueries, different types of joins, DCL, DDL, DML, object constraints and security in Orcale. Part II: Application Using Oracle PL/SQL, explains PL/SQL basics, functions, procedures, packages, exception handling, triggers, implicit, explicit and advanced cursors are explained using suitable examples. This part also covers advanced concepts related to PL/SQL such as collection, records, objects, dynamic SQL and performance tuning. Part III: Advanced Concepts and Technologies, elaborates advanced database concepts such as query processing, file organization, distributed architecture, backup, recovery, data warehousing, online analytical processing and data mining concepts and their techniques.

All the chapters include a large number of examples. To further reinforce the concepts, numerous objective type questions and workouts are provided at the end of each chapter.

Contents: Preface. Acknowledgments. Database Basics, Software Analysis and Design, Data Flow Diagram and ER Model. Relational Algebra and Normal Forms. Query Processing, File Organization, Distributed Processing and Data Mining. Transaction Processing, Concurrency Control, Oracle Architecture, Backup and Recovery. SQL Basics, Functions, Sub Query and Joins. Data Manipulation Language, Objects, Constraints and Security in Oracle. Oracle PL/SQL Basics. Function, Procedure and Package. Oracle Exception Handler, Database Triggers and Implicit Cursor. Explicit and Advance Cursors. Answers. Index.

Latest Print 2013 / 344 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4842-4 / ₹ 525.00 / (e-book also available)

NARANG

Database Management Systems, 2nd ed.

RAJESH NARANG, *Chief Technology Officer, National Institute of Smart Government, New Delhi.*

The contents of this **second edition** have been appropriately enhanced to serve the growing needs of the students pursuing undergraduate engineering courses in Computer Science, Information Technology, as well as postgraduate programmes in Computer Applications (MCA), MSc (IT) and MSc (Computer Science). The book covers the fundamental and theoretical concepts in an elaborate manner using SQL of leading RDBMS—Oracle, MS SQL Server and Sybase.

Realizing the importance of RDBMS in all types of architectures and applications, both traditional and modern topics are included for the benefit of IT-savvy readers. A strong understanding of the relational database design is provided in chapters on Entity-

Relationship, Relational, Hierarchical and Network Data Models, Normalization, Relational Algebra and Relational Calculus. The architecture of the legacy relational database R system, the hierarchical database IMS of IBM and the network data model DBTG are also given due importance to bring completeness and to show thematic interrelationships among them.

Several chapters have been devoted to the latest database features and technologies such as Data Partitioning, Data Mirroring, Replication, High Availability, Security and Auditing. The architecture of Oracle, SQL of Oracle known as PL/SQL, SQL of both Sybase and MS SQL Server known as T-SQL have been covered.

Contents: Preface. Introduction. The Entity-Relationship Model. Data Models. Storage Structure. Relational Data Structure. Architecture of System R and Oracle. Normalization. Structured Query Language. T-SQL—Triggers and Dynamic Execution. Procedure Language—SQL. Cursor Management and Advanced PL/SQL. Relational Algebra and Relational Calculus. Concurrency Control and Automatic Recovery. Distributed Database and Replication. High Availability and RAID Technology. Security Features Built in RDBMS. Queries Optimization. Architecture of a Hierarchical DBMS. The Architecture of Network based DBTG System. Comparison between Different Data Models. Performance Improvement and Partitioning. Database Mirroring and Log Shipping for Disaster Recovery. Bibliography. Answers to Selected Exercises. Index.

Latest Print 2012 / 480 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4313-9 / ₹ 325.00

PANNEERSELVAM

Database Management Systems, 2nd ed.

R. PANNEERSELVAM, *Professor, School of Management, Pondicherry University, Pondicherry.*

This revised and updated book, now in its Second Edition, continues to provide excellent coverage of the basic concepts involved in database management systems. It provides a thorough treatment of some important topics such as data structure, data models and database design through presentation of well-defined algorithms, examples and real-life cases. There is also detailed coverage of data definition and data manipulation parts of IMS and PC-FOCUS—the two popular database management systems—to access and manipulate hierarchical database, besides IDMS (Network) and Interactive SQL (Relational) database languages, using suitable programs based on case studies.

WHAT IS NEW TO THIS EDITION

- Includes **five** new chapters, namely, Distributed Database Management System, Client/Server Systems, Data Warehousing, Data Mining, and Object Oriented Database Management System (OODBMS) to cover the modern concepts of DBMS.
- Provides a new section on cryptography for network security.

The textbook is primarily designed for the postgraduate students of management, computer science and information technology. It should also serve as a useful text for B.E./B.Tech. students in computer science engineering and software engineering. Besides students, this book will also be useful for computer professionals engaged in design, operation and maintenance of database.

Contents: Preface. Preface to the First Edition. Introduction. Database Concepts. Data Structure. Data Models. Database Design. Implementation Design. Hierarchical Database Management Systems. Network Database Management Systems. Relational Database Management Systems. Distributed Database Management System. Client/Server Systems. Data Warehousing. Data Mining. Object Oriented Database Management System (OODBMS). Database Operations and Maintenance. Appendices. Bibliography. Index.

Latest Print 2011 / 404 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4277-4 / ₹ 295.00 / (e-book also available)

E-Commerce

AWAD

Electronic Commerce: From Vision to Fulfillment, 3rd ed.

ELIAS M. AWAD, *Virginia Bankers Association, Professor Emeritus of Bank Management, University of Virginia.*

This book, now in its third edition, is aimed at the undergraduate/graduate level of courses in Electronic Commerce. It provides the necessary tools and technology for students in order to have an overview of managerial and technical concepts of e-commerce. The text follows a life cycle approach to show students the entire process of e-commerce from "vision" or strategic planning to "fulfillment" for delivery of products and services with the goal of customer satisfaction.

The edition stands out in terms of lucidity, ease of learning, and the approach taken to integrate concepts, methodologies, processes and technologies via a life-cycle approach to e-commerce. The key features of this edition are

- **Revised! Chapter 12 covers e-core values: Legal, Ethical, Taxation, and International Issues.**
  - o Includes new coverage on the professional ethicist, taxation issues, online gambling, and issues for developing countries.
- **New! Coverage of security threats**
  - o Discusses topics such as blogging and its growth, ID theft and privacy issues, phishing and its impact, money laundering and terrorism, spyware, adware, pop up ads and how to block them, encryption, hackers, spammers, cookies, worms, intelligent agents, etc.

- **Fully Updated! Boxes and tables have been updated to reflect recent or current events**
  - o Keeps students abreast of recent trends.
- **Key topics added, chapter highlights include:**
  - o Ch. 1: Digital divide, e-learning, value chain, supply chain management (SCM), and e-business models
  - o Ch. 3: Focuses on how information is transferred via the Internet and Open System Interconnection (OSI)
  - o Ch. 4: More updates on the technical infrastructure, Instant Messaging, spamming and appropriate e-mail use, e-mail etiquette, and extranets and SCM
  - o Ch. 5: Discussion on the types of service providers and web hosting services, more on packets and routers, and application service providers (ASP)
  - o Ch. 6: Mobile commerce, bluetooth applications, wireless security, satellite technology, security and legal issues in wireless application protocol
  - o Ch. 8: Geometric shapes and gender differences on web sites and helping those that are color blind and impaired vision
  - o Ch. 9: Permission marketing, Customer relationship management, and Cultural differences and e-marketing
  - o Ch. 10: Search engines and web portals, enterprise portal technologies, knowledge portals, and mobile web services
  - o Ch. 15: Mobile commerce and mobile payments, internet based payment system models, and credit card laundering

Contents: Preface. Part I: First Things First—The Dawn of a Maturing Industry. The World Wide Web. Part II: The Technology of E-Commerce—Internet Architecture. Intranets and Extranets. Hosting Your Web Site. Mobile Commerce: The Business of Time. Part III: E-Strategies and Tactics—Building E-Presence. Web Site Evaluation and Usability Testing. Internet Marketing. Web Portals and Web Services. Business-to-Business. E-Commerce. E-Core Values: Ethical, Legal, Taxation, and International Issues. Part IV: Security Threats and Payment Systems—E-Security and the USA Patriot Act. Encryption: A Matter of Trust. Getting the Money. Part V: Managerial and Customer-Related Issues—Going Online. References. Index.

Latest Print 2012 / 576 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-3027-6 / ₹ 325.00

BANDYOPADHYAY
Mobile Commerce

KARABI BANDYOPADHYAY, *Chairperson, Technology and Faculty, Information Systems, in International School of Business & Media, Kolkata.*

Once the treasured piece of the elite class, mobile phones have now become a prerequisite of every commoner. From schoolchildren to pensioners, from bureaucrats to fruit vendors, all depend greatly on their mobile phones. The reason can be given to its impeccable potential to perform various applications efficiently, within no time. This book on Mobile Commerce gives an in-depth insight on the role of a mobile in revolutionizing various industry verticals, specifically business and commerce.

The book shows the evolution of a mobile phone from a mere gadget meant for communication to a smarter one performing business transactions. The book is divided into seven parts segregated as—Basic concepts, Technology, Key players, Key products, Security of legal aspects, the Future trends and the Case studies. The book also discusses various technologically advanced handheld devices, like Smartphones, PDA's, Laptops, Tablets and Portable gaming consoles, in detail.

Besides, the basic technology and concepts involved in mobile commerce is discussed comprehensively. The key concepts, like mobile marketing, mobile ticketing, mobile computing, mobile payments and mobile banking are discussed vis-a-vis latest technologies, like wireless and mobile communication technology, digital cellular technology, mobile access technology and 4G and 5G systems.

The book also throws light on the issues, such as mobile security hazards, and the necessary measures to protect the same. A chapter is devoted to laws governing the mobile phone usage and its privacy. The Case Studies are provided elucidating the role of mobile commerce in the real-life scenarios.

This book is intended for the undergraduate and postgraduate students of Communication Engineering, Information Technology and Management.

Contents: Preface. Part I: Mobile Commerce Basics—Introduction to M-commerce. Mobile Commerce Services. Mobile Commerce Applications. Part II: Mobile Commerce Technology—Wireless and Mobile Communication. Digital Cellular Technology. Mobile Access Technology. 4g and 5g Systems. Part III: Key Players—Mobile Devices. Mobile Service Providers. Part IV: Mobile Products—Mobile Banking. Mobile Ticketing. Mobile Paymant Systems. Mobile Computing. Part V: Security and Legal Aspects—Security and Privacy Issues. Legal Aspects. Part VI: The Path Ahead—Future of Mobile Commerce. Part VII: Case Studies—Mobile Commerce Case Studies. References. Index.

Latest Print 2013 / 384 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4805-9 / ₹ 395.00 / (e-book also available)

FJERMESTAD & ROMANO, Jr. (Eds.)
Electronic Customer Relationship Management

JERRY FJERMESTAD, *Associate Professor in the School of Management at New Jersey Institute of Technology (NJIT).*

NICHOLAS C. ROMANO, Jr., *Assistant Professor of Management Science and Information Systems at Oklahoma State University (OSU).*

This book offers a state-of-the-art survey of information systems research on electronic customer relationship

management (eCRM). eCRM is becoming a part of a Sense-and-Respond organization, with IT-enabled capability of adaptation to a rapidly changing business environment. The text provides important new frameworks derived from current cases and applications in this emerging field. Various researchers, professors and managers have contributed their experiences in this field.

The experts' contribution in this volume bring forth all the three components of eCRM: analytical (based on formal analysis of large stores of customer data, frequently involving data mining from data warehouses), operational (delivery of surpassing customer service in an integrated fashion across all touch points), and collaborative (co-coordinating the activities of all business partners in the delivery of customer service).

The book is organized in four parts: Part I presents an overview of the role of CRM and eCRM in marketing and supply chain management; Part II focuses on the organizational success factors behind eCRM implementation; Part III presents cases of eCRM performance enhancement; and Part IV addresses eCRM issues in business-to-consumer commerce.

Contents: Series Editor's Introduction. Acknowledgments. Electronic Customer Relationship Management: An Introduction. Part I—The Role of CRM and eCRM: Success Factors in Online Supply Chain Management and e-Customer Relationship Management. Using Electronic Customer Relationship Management to Maximize/Minimize Customer Satisfaction/Dissatisfaction. Part II—Organizational Success Factors of CRM: Customer Relationship Management Success and Organizational Change: A Case Study. Success Factors in CRM Implementation: Results from a Consortial Benchmarking Study. Collaborative Customer Relationship Management in Financial Services Alliances. Part III—Enhancing Performance of CRM: Improving Customer Interaction with Customer Knowledge Management. An Examination of the Effects of Information and Communication Technology on Customer Relationship Management and Customer Lock-In. Part IV—CRM in Business-to-Customer Commerce: What Makes Customers Shop Online? Toward Achieving Customer Satisfaction in Online Grocery Shopping: Lessons Learned from Australian and Swiss Cases. Editors and Contributors. Series Editor. Index.

Latest Print 2009 / 224 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-2994-2 / ₹ 225.00

JOSEPH

E-Commerce: An Indian Perspective, 4th ed

P.T. JOSEPH, S.J., *Professor, Information Systems and Organizational Behaviour at the Xavier Institute of Management (XIM), Bhubaneswar. Currently, he also holds the position of the Director of XIM Bhubaneswar.*

Electronic Commerce is an exciting field of business sector, with new issues emerging continually in this global and real time business activity. The comprehensive coverage of this fourth edition equips the students with the latest information in e-commerce-concepts, models, strategies, and techniques that can be used to build useful e-commerce applications.

The range of topics covered is broad, making this book a solid introductory text for the rapidly expanding number of courses in e-commerce for business students at the undergraduate or postgraduate level, and also for students pursuing courses in computer applications, information technology and information science.

The book features several comprehensive and diverse case studies and data on Indian corporations, as well as multinational companies showing success and failure of their Web-based electronic business models. New material on developments in technology and general business strategy has been added in all the chapters.

This fundamental treatment of the subject of e-commerce coupled with a clear and practical analysis of market models, continues to make this text an invaluable single source guide for students-arming them with skills to deal successfully with the managerial issues they will face as future business professionals.

KEY FEATURES

- Provides coverage of all elements of e-commerce including customer relationship, supply chain management, e-payment, e-security, mobile commerce, and Web designing.
- Addresses key legal issues related to cyberstalking, privacy, copyright, and so forth.
- Gives the end-of-chapter Internet search exercises to help students develop analytical skills.
- Defines key technical terms in the glossary.

Contents: Preface. History of e-commerce and Indian Business Context. Business Models for e-commerce. Enabling Technologies of the World Wide Web. e-Marketing. e-Security. e-Payment Systems. e-Customer Relationship Management. e-Supply Chain Management. e-Strategy and Knowledge Management. Information Systems for Mobile Commerce. Portals for e-Business. Legal and Ethical Issues. Glossary. Index.

Latest Print 2013 / 568 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4505-8 / ₹ 425.00 / (e-book also available)

E-Governance

PRABHU

E-Governance: Concepts and Case Studies, 2nd ed.

C.S.R. PRABHU, *Deputy Director General and State Informatics Officer, National Informatics Centre (NIC), Andhra Pradesh State Unit, Hyderabad.*

This comprehensive text, now in its Second Edition, continues to provide the entire spectrum of e-governance—from definition of e-governance to its

history, evaluation, e-governance models, infrastructure and manpower facilities, data warehousing possibilities in implementation of e-government projects, and strategies of success of such projects.

The text covers 22 ***case studies***—18 Indian case studies and four International case studies. The Indian case studies include *Bhoomi*, a project of Karnataka Government, CARD (Computer-aided Administration of Registration Department), *Smart Nagarpalika* (Computerization of Urban Local Bodies or Municipalities), IT in judiciary, *Sachivalaya Vahini* (e-governance at Secretariat), *e-Khazana* (Computerization of Treasury Department), and *e-Panchayat* (Electronic Knowledge-based Panchayat). The international case studies are culled from USA, China, Brazil and Sri Lanka.

This book would be of great interest to students of computer science, IT courses, management and public administration. In addition, government departments—both at the centre and in various states—and administrators should find the book highly useful.

NEW TO THIS EDITION

- Provides two Appendices—one on *Eucalyptus cloud to remotely provision e-governance application* and another on *Revisiting NeGP: eBharath 2020: the proposed future NeGP*.

Contents: Preface. What is e-Governance? E-Governance Models. E-Governance Infrastructure, Stages in Evolution and Strategies for Success. Applications of Data Warehousing and Data Mining in Governance. **Case Studies—**1. NICNET—Role of Nationwide Networking in e-Governance. 2. Collectorate 2000. 3. Computer-aided Administration of Registration Department (CARD). 4. Smart Nagarpalika—Computerization of Urban Local Bodies (Municipalities). 5. National Reservoir Level and Capacity Monitoring System. 6. Computerization in Andhra Pradesh State Trading Corporation. 7. *Ekal Seva Kendra.* 8. *Sachivalaya Vahini* or e-Governance in Secretariat. 9. *Bhoomi.* 10. IT in Indian Judiciary. 11. *E-Khazana* for Government Treasury, Andhra Pradesh. 12. E-Governance in the Offices of Director General for Foreign Trade (DGFT). 13. Data Warehousing in the Tamil Nadu Government. 14. Data Warehouse for the Ministry of Commerce. 15. *PRAJA*—Rural *e-Seva.* 16. *E-Seva*, A New Paradigm in Citizen Services. 17. *E-Panchayat* (Electronic Knowledge Based Panchayat). 18. General Information Services of National Informatics Centre. 19. E-Governance Initiative in USA. 20. E-Governance Case Study in China—Beijing Business e-Park. 21. Brazil's Poupatempo or 'Time Saver' Centres. 22. Sri Lanka—Kothamale Community Radio Internet Project. Appendices. References. Index.

Latest Print 2012 / 292 pp. / 16.0 × 24.1 cm (Hard Bound)
ISBN-978-81-203-4557-7 / ₹ 325.00 / (e-book also available)

SATYANARAYANA

e-Government: The Science of the Possible

J. SATYANARAYANAIAS, *Chief Commissioner of Land Administration in the Government of Andhra Pradesh.*

Today, there is a surge of interest in e-government and its implementation. Many governments across the world are laying great emphasis on delivering speedy and reliable services to the citizens and businesses through the use of Information Technology and Communication Technology. In India too, particularly in states like Andhra Pradesh and Karnataka, many e-government projects have been successfully implemented, which have immensely benefited the ordinary citizens.

The author, with years of practical experience in e-government implementation, gives a masterly analysis of e-government and its benefits, role of people, process and technology in e-government, public-private partnership models, e-government standards, and issues relating to security, digital divide, and cyber law.

The **9 Case Studies** in the G2B, G2C and G2G segments considerably enhance the value of the book.

The theoretical aspects are ably illustrated with the help of diagrams, screenshots, tables and exhibits. All these features, together with the clear exposition of the principles and practice of e-government, should make this book a valuable guide and a cherished companion for all practitioners of e-government in the public sector as also in the IT industry.

Besides, students of management would immeasurably benefit by reading this timely, well-balanced and well-researched study.

Contents: Preface. What is e-Government? Looking Around! The PPT. Public-Private Partnerships for e-Government. e-Government Readiness. Technology and Standards. Security for e-Government. The Digital Dividends Divide. e-Government and Cyberlaw. Managing e-Government. Case Studies in e-Government. Rebooting the Government—*in e-Mode!* Glossary. References. Index.

Latest Print 2014 / 312 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-2608-8 / ₹ 395.00 / (e-book also available)

Enterprise Resource Planning

AGRAWAL

SAP HR India Payroll: Technical Reference and Learning Guide

P. K. AGRAWAL *was a Program Manager at Tata Technologies Limited, Pune.*

This book explains all the concepts underpinning the India Payroll module of SAP HR. It is a comprehensive technical manual which explains every single node of the User Menu and Configuration. The book first gives an overview

of a concept explaining what it is, how it is used and how it relates to the other concepts. It then explains its properties, which are fields in a configuration node.

This book is designed to be used both as a reference manual and a learning guide. As a learning guide, it offers four views, each for a different target audience.

- It can be read from the Senior Management's perspective to gain a broad understanding of the subject and what SAP can do for them.
- Business Process Owners can achieve a higher level of understanding by getting to know more of SAP concepts and how to perform different tasks in SAP.
- Users can acquire a thorough understanding of different tasks and concepts underlying them.
- Functional consultants and proficient users can read the book to gain a complete understanding of the system.

As a technical reference, the book can be used to locate the relevant material through the Table of Contents, Index, 'SAP Menu' and 'SAP Customizing Implementation Guide (IMG)'. The last two follow the Table of Contents. If the reader is in SAP's User Menu or Configuration, the chapter number for these nodes can be found in 'SAP Menu' and 'IMG'. If a node is not covered in the book, the reason for not doing so is mentioned.

The implementation of SAP HR India Payroll can also be guided by the structure of this book.

A Better World

There is a lot we can do to make our world a better world, just as we discover better ways to support our businesses. Read short articles inside on some of the ideas of World Integration and Improvement Initiative.

- World Government
- World Language
- Good Governance
- City without Traffic Lights

Contents: SAP Menu. SAP Customizing Implementation Guide. Preface. Wage Types. Wage Type Properties. Wage Type Permissibility. Wage Type Valuation. Wage Type Cumulation. Wage Type Factoring. Basic Salary. Dearness Allowance. Housing. Car and Conveyance. Reimbursements. Long-Term Reimbursements. Bonus. Income from Other Sources. Perquisites. Exemptions. Child Education Exemption. Leave Travel Exemption. Medical Exemption. North-East State Tax Exemption. Leave Encashment Exemption. Voluntary Retirement Exemption. Gratuity. Superannuation. Provident Fund and Pension. Employees' State Insurance. Labour Welfare Fund. Professional Tax. Deductions. One Day Salary Deduction. Claims and Minimum Net Pay. Balances and Totals. Section 80 Deductions. Section 80C Deductions. Section 80U Deductions. Section 89. Salary Projection. Previous Employment Tax Details. Income Tax. Rounding Off Employee Salary. Net Pay and External Transfer. Payroll Area. Payroll Run. Payroll Posting to Accounting. Payment. Form 16 and Form 24. Form 217 (2A). Retroactive Accounting. Termination. Off-Cycle Activities. Nominations. Legacy Data Transfer. Payroll Results. Processing Classes. Cumulation Classes. Evaluation Classes. Schemas, Functions, PCRs, Operations, Features. Utilities. Index. World Government. World Language. Good Governance. City without Traffic Lights.

Latest Print 2014 / 884 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-3872-2 / ₹ 595.00 / (e-book also available)

AGRAWAL
SAP HR Personnel Administration and Recruitment: Technical Reference and Learning Guide, 2nd ed.

P.K. AGRAWAL *was a Program Manager at Tata Technologies Limited, Pune.*

SAP HR BOOKS

This book is one of the set of four books on SAP HR written by the author:

- SAP HR OM, PD and Training
- SAP HR Personnel Administration and Recruitment
- SAP HR Time Management
- SAP HR India Payroll

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SAP is a great software. One needs to fully understand its features in order to effectively exploit them for the benefit of customers. Mr. Agrawal's books on SAP HR have a unique approach. A chapter usually focuses on a single business concept, and discusses the user interface as well as its associated configuration. This logical division makes it easier for readers to understand the functionality.

Another important feature of these books is the level of detail. Each screen and each field in a screen is explained. Explanation includes meaning, use case and in some cases guidelines. Details are balanced by overviews explaining the concepts and their relationships.

While explaining functionality, Mr. Agrawal has made efforts to highlight what can be done and how it is to be done. This is particularly important for less experienced users and consultants.

Indicating chapter numbers against each menu and configuration item is a very useful innovation, as it establishes direct link between the SAP system and the book.

Another useful feature is that these books can be read not only by consultants, but also by users, business

process owners and even by senior managers. The importance of each topic for each category of users is specified.

Mr. Agrawal has taken considerable pains in writing these books, and I congratulate Mr. Agrawal on his achievement and thank him for his contribution to the SAP community.

—K. SANJAI, Regional Head–Asia Pacific & Japan, SAP Global Delivery

Contents: SAP Menu. SAP Customizing Implementation Guide. Preface. Personnel Administration—Infotypes. Common Infotype Structure. Actions. Organizational Assignment. Personal Data. Payroll Status. Challenge. Addresses. Planned Working Time. Contract Elements. Monitoring of Tasks. Family Member/Dependents. Education. Other/Previous Employers. Skills. Internal Medical Service. Powers of Attorney. Internal Data. Corporate Functions. Company Instructions. Insurance. Objects on Loan. Date Specifications. Works Councils. Disciplinary Action and Grievances. Communication. Employee's Applicant Number. Calculation of Employment Period. Wage Type. Basic Pay. Bank Details. External Bank Transfers. Recurring Payments/Deductions. Additional Payments. Cost Distribution. Loans. Membership Fees. Notifications. Additional Off-cycle Payments. ESS Settings Remuneration Statement. Infotype Properties. Infotype Menus. Infotype Screens. Infotype Change Tracking. Cost Assignment. Payment Model. Ad Hoc Query. HIS. Authorizations. Optical Archiving. Concurrent Employment. Recruitment—Recruitment Process. Applicant. Application. Vacancy Assignment. Applicant Action. Applicant Activities. Applicant Activity Status. Applicant's Personnel Number. Applicant's Organizational Assignment. Applicant's Contract Elements. Other Recruitment Configuration. Utilities. Index. World Government. World Language. Good Governance. City without Traffic Lights.

Latest Print 2014 / 720 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4223-1 / ₹ 595.00 / (e-book also available)

AGRAWAL

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P.K. AGRAWAL *was a Program Manager at Tata Technologies Limited, Pune.*

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The implementation of SAP HR Time Management and documentation can also be guided by the structure of this book.

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users, business process owners and even by senior managers. The importance of each topic for each category of users is specified.

Mr. Agrawal has taken considerable pain in writing these books, and I congratulate Mr. Agrawal on his achievement and thank him for his contribution to the SAP community.

—K. SANJAI, Regional Head–Asia Pacific & Japan, SAP Global Delivery

Contents: Preface. Infotypes. Employee Groupings. Work Schedule. Substitution. Absence. Attendance. Absence Quota. Quota Correction. Attendance Quota. Quota Compensation. Overtime. Availability. Time Recording. Time Events. Time Transfer. Employee Remuneration. Maternity Leave. Military Service. Additional Absence Data. Flextime. Activity Allocation. Cost Assignment. External Services. Different Payment. Time Data Collection. Employee Expenditure Collection. Logistics Integration. Time Evaluation Configuration. Cluster B1. Cluster B2 (Time Evaluation Results). Internal Tables. Time Evaluation with Clock Times (Schema TM00). Schemas, Functions, PCRs, Operations, Features. Time Manager's Workplace. Time Management Pool. Cross-Application Time Sheet. Incentive Wages. Shift Planning. Utilities. Index. World Government. World Language. Good Governance. City without Traffic Lights.

Latest Print 2014 / 756 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4065-7 / ₹ 595.00 / (e-book also available)

AGRAWAL

SAP HR OM, PD and Training: Technical Reference and Learning Guide

P.K. AGRAWAL *was a Program Manager at Tata Technologies Limited, Pune.*

This book explains all the concepts underpinning the Organizational Management (OM), Personnel Development (PD) and Training and Event Management modules of SAP HR. It is a comprehensive technical manual which explains every single node of the User Menu and the Configuration. The book first gives an overview of a concept explaining what it is, how it is used and how it relates to other concepts. It then explains its properties, which are fields in a configuration node.

This book is designed to be used both as a reference manual and a learning guide. As a learning guide, it offers four views, each for a different target audience.

- It can be read from the Senior Management's perspective to gain a broad understanding of the subject and what SAP can do for them.
- Business Process Owners can achieve a higher level of understanding by getting to know more of SAP concepts and how to perform different tasks in SAP.
- Users can acquire a thorough understanding of different tasks and concepts underlying them.
- Functional Consultants and proficient users can read the book to gain a complete understanding of the system.

As a technical reference, the book can be used to locate the relevant material through the Table of Contents, Index, 'SAP Menu' and 'Implementation Guide for R/3 Customizing (IMG)'. The last two follow the Table of Contents. If the reader is in SAP's User Menu or Configuration, the chapter number for these nodes can be found in 'SAP Menu' and 'IMG'. If a node is not covered in the book the reason for it is also mentioned.

The implementation of SAP HR OM, PD and Training and documentation can also be guided by the structure of this book.

A Better World: There is a lot that we can do to make our World a better World, just as we discover better ways to support our businesses. Read short articles inside on some of the ideas of World Integration and Improvement Initiative.

- World Government
- Good Governance
- World Language
- City without Traffic Lights

Books on SAP HR: The following other books on SAP HR have also been published by PHI Learning, New Delhi:

1. *SAP HR Time Management*
2. *SAP HR Personnel Administration and Recruitment*
3. *SAP HR India Payroll*

Contents: SAP Menu. SAP Customizing Implementation Guide. Preface. Section One: Organizational Management—Organizational Plan. Organizational Management Interfaces. Organizational Unit. Position. Job. Person. User. Task. Work Center. Objects. Relationships. Structures. Infotype Features. Infotypes. Plan Version. Planning Status. Authorizations. Organizational Management Integration. Database Utilities and Dialog Control. Data Transfer. Organization and Staffing Interface Customizing. Data Model. Section Two: Personnel Development—Qualifications Catalog. Profiles. Career and Succession Planning. Development Plan. Appraisals. Personnel Development Integration. Section Three: Training and Event Management—Business Event Catalog. Business Event Group. Business Event Type. Dynamic Menus. Resources. Business Events. Attendee. Attendance. Correspondence. Training Integration. Utilities. Index. World Government. World Language. Good Governance. City without Traffic Lights.

Latest Print 2014 / 784 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-3984-2 / ₹ 595.00 / (e-book also available)

AGRAWAL

SAP MM Inventory Management: Technical Reference and Learning Guide

P.K. AGRAWAL *was a Program Manager at Tata Technologies Limited, Pune.*

SAP is a powerful software that meets the requirement of

business all over the world. This well-organised book comprising 34 chapters is useful for both beginners and professionals. Being a learning guide and a user manual, the book will be immensely valuable for all those who are training to be SAP consultant. If you are a material/ production manager, a QM professional or a business executive, you will find that the book brings a lot of convenience in your work and minimises inventory losses.

A New Approach to SAP Implementation

Structured dialog: The dialog between the consultant and the users should be based on the structure of this book. The consultant would demonstrate a business transaction, e.g. goods receipt, in its simplest form. He would then explain the data items on the screens, their meaning and significance. He would enquire whether the data item is relevant for the client company. The data items that are not relevant can be hidden in the implementation, and related configuration marked as not required. When the consultant would come to a section explaining IMG node, his questions to the user would be designed to collect the information required to configure that node.

Prototyping: As the structured dialog continues, the consultant would go on doing the configuration. By the end of the dialog, the consultant would have built a company-specific prototype.

Training and trials: The prototype would be a rough-cut implementation of SAP for the company. It would be used for training the users. After training, the users would try out the system. They would perform routine transactions several times using real-life data of their company. They would try different scenarios and record their observations.

Refinement: After prototype trials, the consultant and the users would sit together to discuss what the users required to do, but could not do with the prototype. The consultant would use this input to refine the prototype and to build new functionality, if needed.

Configuration manual: The documentation of SAP implementation includes a configuration manual. This configuration manual should be structured on the lines of this book as explained in Chapter 34. Such a configuration manual will be easy to understand as it groups logically related elements together.

User manual: This book will serve as a generic user manual. Company-specific user manual can also be structured on the lines of this book including only company-specific guidelines for the users.

Contents: SAP Menu. SAP Customizing Implementation Guide. Reasons for 'why not covered'. Preface. Enterprise Structure. Material. Goods and Accounts Movement. Stock. Goods Receipt. Goods Issue. Goods Return. Stock Transfer. Transfer Posting. Customer Returns. Subcontracting. Consignment Stock of Vendor. Consignment Stock with Customer. Project Stock. Sales Order Stock. Pipeline Material. Returnable Transport Packaging of Vendor. Returnable Transport Packaging with Customer. Goods Movement Reversal. Screen Layout. Movement Type and Other Configurations. Material Document. Accounting Documents. Output Determination. Material Valuation. Account Determination. Stock Determination. Reservation. Physical Inventory. Financial Accounting. Controlling. Periodic Processing. Archiving. Utilities. Index. World Government. World Language. Good Governance. City without Traffic Lights.

Latest Print 2014 / 920 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4976-6 / ₹ 795.00 / (e-book also available)

AGRAWAL

SAP MM Purchasing: Technical Reference and Learning Guide

P.K. AGRAWAL *was a Program Manager at Tata Technologies Limited, Pune.*

SAP is a powerful software that can meet the needs of any business and for any type of business in any part of the world. Its all encompassing nature makes SAP complex. To understand SAP well, in this book on *SAP MM Purchasing*, like in his earlier four books on SAP (HR module), the author gives an indepth analysis of SAP, with its focus on **materials management purchasing**.

Divided into 26 chapters, the book clearly explains both the SAP Menu and the Customizing Implementation Guide. It also indicates the chapter number where these are covered, thereby creating a direct link between the book and the SAP software.

This well-organized book can be used to learn SAP from scratch. Being a **learning guide**, it would be immensely valuable for all those who are **training to be SAP Consultant**. The book would be especially useful to **Business Process Owners** and **Senior Managers** to get an overview of SAP and the important choices it offers.

SALIENT FEATURES

- The book balances details with overviews which explain linkages between concepts.
- Each chapter forms an important business concept and covers business processes carried out in SAP by the user.
- The book can be used as a **User Manual** by SAP readers.
- SAP implementation becomes easy by using the book.

Contents: Preface. Organization. Material. Vendor. Purchasing Scenarios. Purchasing Document Screens. Purchase Requisition. Request for Quotation/ Quotation. Purchase Order. Contract. Scheduling Agreement. Account Assignment. Release Procedure for Purchasing Documents. Release Procedure for Purchase Requisitions. Purchasing Info Record. Source List. Quota Arrangement. Source Determination. Pricing Procedure. Taxes. Vendor Evaluation. Manufacturer Part. Confirmations. Messages. Partners. Archiving. Utilities. Index.

Latest Print 2014 / 928 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4851-6 / ₹ 795.00 / (e-book also available)

ALTEKAR

Enterprisewide Resource Planning: Theory and Practice

RAHUL V. ALTEKAR, *Senior Functional Architect, JDA India, Hyderabad.*

He can be reached at **altekarrahul@consultant.com**

Over the last two decades, large corporations and companies worldwide have been implementing Enterprisewide Resource Planning (ERP) applications. This has today percolated down to the midsize companies as the benefits of ERP applications are appreciated. Not surprisingly, in business schools across the country, ERP has become a popular and major subject of study. This accessible, easy-to-read book explains the ERP concept, its theory and implementation with **practical case studies.** Throughout, the focus remains on the *Indian scenario.* While Part I of the book deals with the theory of ERP with detailed discussions on best practices in ERP, ERP vendor analysis, its basic functional modules and its implementation, Part II describes ERP "As Is" to ERP "To Be".

The book details and delineates the fundamental and advanced features of ERP in a style that is intelligible to the reader. It presents a structured methodology designed to help students understand the conceptual elements of ERP as well its implementation.

The book is intended as a text for postgraduate students of management and as a valuable reference for the practicing professionals. That it is based on the author's vast experience in the subject in more than 65 Indian manufacturing companies, and is a reader-friendly text with a number of diagrams, screenshots, and tables further enhances its value.

Contents: Preface. Part I: Theory of ERP. Introduction. Origin, Evolution and Structure. The Best Practices in ERP. ERP Vendor Analysis. Basic Functional Modules in ERP. ERP Implementation. Part II: Making ERP A Success—ERP "As Is". ERP "To Be". Bibliography. Index.

Latest Print 2013 / 164 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-2633-0 / ₹ 175.00 / (e-book also available)

ASAP WORLD CONSULTANCY

Administering SAP™ R/3: MM-Materials Management Module

ASAP WORLD CONSULTANCY.

This book is a fast and concise guide for administrators implementing the Materials Management SAP R/3 module. It gives tips and real-world examples on how to manage inventory and supplies using the MM module.

It also makes readers learn how to:

- Use the Enterprise Data Model to generate instances of all data items.
- Use the SAP R/3 Business Engineer to build your system.
- Handle MM using electronic commerce and network computing.
- Use the Education and Training Planner to get users up to speed and manage change.

Contents: Introduction—Focusing on Materials Management. I. Using the SAP R/3 Materials Management Application—Implementing Integrated Materials Management. Understanding Materials Purchasing. Understanding Material Requirements Planning. Understanding Inventory and Warehouse Management. II. Knowing How Materials Management Fits into SAP R/3—Integrating MM. Understanding the SAP R/3 Business Engineer. Analyzing Materials Information. Utilizing Reports and Interfaces. Understanding Network Computing. MM Education and Training. Appendix A. MM—Consultant's Perspective. Index.

Latest Print 2011 / 440 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-1387-3 / ₹ 295.00

ASAP WORLD CONSULTANCY

Administering SAP™ R/3: The FI-Financial Accounting and CO-Controlling Modules

ASAP WORLD CONSULTANCY.

This book helps

- Structure the accounting department and processes to utilize the FI & CO modules.
- Use business planning managers for coordinating financial data with the corporate headquarters.
- Identify areas of interaction between business processes.
- See how the FI & CO modules make business process interactions more profitable.

Contents: Reviewing the Processes of Accounting in SAP R/3. I. Preparing the Public Accounts—Understanding the General Ledger. Using Subledger Accounts. Accounting for Assets. Consolidating Company Accounts. II. Planning and Controlling—Controlling by Cost Management. Costing on the Basis of Activities. Controlling by the PS-Project System. Analyzing Profitability. III. Funding, Investment, and Development—Managing the Treasury. Managing Investments. Developments in Financial Management. FICO Education and Training. IV. Appendixes—A: SAP Glossary of Terms and Concepts. B: A Consultant's Perspective. Index.

Latest Print 2011 / 492 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-1525-9 / ₹ 295.00

ASAP WORLD CONSULTANCY

Administering SAP™ R/3: The HR-Human Resources Module

ASAP WORLD CONSULTANCY.

This book is a fast and concise guide for administrators

implementing the SAP R/3 Human Resources Module. It helps

- Structure the Human Resources department to manage personnel time and administer benefits and salary.
- Plan for personnel development as well as practices for joining, moving, or leaving the company.

It also has tips and real-world examples on how to use the HR Information System and program in HR.

Contents: Introduction. I. Administering the Personnel Administration and Payroll Accounting Modules—Building a Global Integrated Human Resource System. Preparing the Fundamentals of HR Management. Managing Personnel Time. Administering Benefits. Administering Payroll. Managing Business Trips. II. Administering the Personnel Planning and Development Modules—Planning Human Resource Requirements. Planning for Personnel Development. Recruiting, Changing Jobs, and Leaving. 10. Managing Business Events. Using the HR Information System. Setting Up the Control Mechanisms in HR. Developing HR Strategy for IT Division. Seeing HR from a Consultant's Viewpoint. Appendix A—Glossary of HR Terms and Concepts. Index.

Latest Print 2011 / 412 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-1551-8 / ₹ 295.00

ASAP WORLD CONSULTANCY

Administering SAP™ R/3: The Production and Planning Module

ASAP WORLD CONSULTANCY.

This book is a fast and concise guide for administrators implementing the SAP R/3 Production and Planning Module. It provides

- A comprehensive panorama of SAP R/3 Production and Planning, plus the details that are needed.
- Tips and real-world examples on how to use the Production and Planning Module.

Contents: I. Exploring R3 PP—Using PP Within an R/3 Environment. Introducing the Concepts and Components of PP. II. Preparing the System—Setting Up Bills of Material. Setting Up Work Centers. Routing the Steps of the Production Processes. Assigning Production Resources and Tools. III. Controlling the Production Facilities—Scheduling Routings. Planning and Controlling Shop Floor Production Orders. Administering a Production Line. Implementing PP in Repetitive Manufacturing. Assembly Processing in Make-to-Order Production. Managing Materials. IV. Planning and Integrating—Master Planning. Managing Resources in the Process Industries. Managing Master Recipes. Optimizing the Continuous Production Processes. Continuous Manufacturing with Process Orders. Controlling Self-Regulating Production by KANBANs. Controlling Manufacture with Process Instructions. Relating Production to the Environment. Appendix—Glossary. Index.

Latest Print 2011 / 560 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-1666-9 / ₹ 350.00

ASAP WORLD CONSULTANCY & BLAIN

Administering SAP™ R/3: The SD-Sales and Distribution Module

ASAP WORLD CONSULTANCY and BLAIN.

With this fast and concise book, the readers can

- Implement the SAP R/3 Sales and Distribution module.
- Structure the Sales and Distribution departments and processes to utilize the SD module.
- Identify areas of interaction between businesses and processes.
- Receive tips and real-world examples on how to track and manage sales and distribution via the SD module.

Contents: Introducing the SAP R/3 Sales and Distribution Application. I. The Sales and Distribution Marketplace—Understanding the Sales Order. Processing Sales Orders Efficiently. Pricing Products and Services to Improve Sales. II. Satisfying the Customer—Billing. Arranging Shipping and Transportation. Trading Worldwide. Managing the SD Communications. III. Getting Results with the New Technologies—Using Modern Sales Systems. Using Internet Applications. 10. Operating WebRFC Gateway Interface. Programming the Internet Transaction Server. Interpreting SD Organizational Structures. Glossary of SD Terms and Concepts. Index.

Latest Print 2011 / 428 pp. / 17.8 x 23.5 cm
ISBN-978-81-203-1511-2 / ₹ 295.00

DESAI & SRIVASTAVA

ERP to E²RP: A Case Study Approach

SANDEEP DESAI, *Executive Vice President (Information Technology), AFCONS Infrastructure Limited, Mumbai.*

ABHISHEK SRIVASTAVA, *software engineering, is a partner at TECHCANVASS, a company developing new age software applications for healthcare industry. He is an IT professional with diverse experience in banking, insurance, power and government sectors.*

ERP to E²RP: A Case Study Approach is a comprehensive and well-organized book that covers the wide aspects of ERP and E²RP.

The text highlights the details of operational and supporting processes related to industry verticals, namely, manufacturing, healthcare and construction. It presents general implementation methodologies as well as specific methodologies prescribed by Oracle and SAP for the implementation of their products. The book contains few sample business processes that are mapped with the help of ERP product screens.

Part I of the book focusses on ERP including the concepts, evolution, various business processes in different verticals and implementation methodologies.

Part II of the book explicates the concept of E²RP. Apart from that, this part describes its need, major functionality of its modules, namely, supply chain management, customer relationship management, business intelligence

and employee focus portals (intranet). Moreover, topics related to new emerging technologies (i.e., open source ERP and cloud ERP) and knowledge management are also covered in this part.

Following a simple and engaging style, this book is primarily designed for the undergraduate students of computer science and engineering, information technology and also for the postgraduate students of management and computer application.

Contents: Preface. Acknowledgements. Introducing ERP and E^2RP. Business Processes. Supporting Processes. ERP: Functional and Technical Architecture. ERP Implementation. ERP Processes. *Case Studies.* Extended ERP (EERP or E^2RP). Customer Relationship Management (CRM). Supply Chain Management (SCM). Business Intelligence (BI). Intranet and Knowledge Management. ERP: Cloud and Open Source. Appendix: Career in ERP. Suggested Readings. Glossary. Index.

Latest Print 2013 / 416 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4804-2 / ₹ 450.00 / (e-book also available)

GARG & VENKITAKRISHNAN

Enterprise Resource Planning: Concepts and Practice, 2nd ed.

VINOD KUMAR GARG *is Professor of Information Management at S.P. Jain Institute of Management and Research, Mumbai.*
N.K. VENKITAKRISHNAN *is General Manager, Sales, for a leading software organization based in Mumbai.*

Enterprise Resource Planning (ERP), one of the fastest growing segments in Information Technology today, enables organizations to respond quickly to the ever increasing customer needs and to capitalize on market opportunities.

This revised edition continues to throw light on the significance of Business Engineering and its link with Information Technology. Besides, it discusses the role of consultants, vendors and users, the process of customization, as well as the methodology and guidelines for ERP implementation.

Intended for the discerning chief executives, functional managers, MIS managers and students of management courses, the book should also serve as a complete reference for understanding the concepts of ERP and enable organizations to implement ERP solutions.

Highlights of the Second Edition

- Focusses on Indian ERP packages, with a new section on "Example of an Indian ERP Package".
- Provides Answers at the end of the book to most of the problems given at the end of each chapter for the benefit of both the students and the teachers.

KEY FEATURES

- Discusses ERP, its scope, benefits and its evolution in an easy-to-read style.
- Helps understand the business processes that underlie a business management information system, and how ERP fits into the business model.
- Shows how a company can win orders in a competitive environment, using ERP as a tool.
- Presents the key features of some of the leading ERP packages marketed, and a few case studies on some major companies which have successfully implemented ERP solution.

Contents: Preface. Preface to the First Edition. Acknowledgements. Prologue. ERP—A Curtain Raiser. Business Engineering and ERP. Business Modelling for ERP. ERP Implementation. ERP and the Competitive Advantage. The ERP Domain. Marketing of ERP. Case Studies. Appendix. Further Reading. Answers to Selected Problems. Index.

Latest Print 2014 / 200 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-2254-7 / ₹ 175.00 / (e-book also available)

Fundamentals of Computers/ Information Technology

ADIKESAVAN

Management Information Systems: Best Practices and Applications in Business, 2nd ed.

T.A. ADIKESAVAN, *Management Consultant and a Visiting Faculty, University of Madras, Chennai.*

This substantially enriched second edition of the book includes evolution of IT applications in business over last five decades, to enable readers in understanding how IT offers newer solutions to modern business. It also discusses the knowledge management systems, various e-business models including e-marketing, Internet architecture and business technology management (BTM), where the focus is on strategic exploitation of IT.

The unique arrangement of the contents in the book exposes the readers from the basics of IT (hardware, software and data) to all potential IT applications viz., data and transaction processing, MIS and EIS, business integration, CRM, business intelligence, decisions support systems, data warehouse and data mining, which bring tactical and strategic benefits to business. How technology benefits business, is the core of this book.

The book also explains generic contributions of IT to business, enormity of business processes and management functions, what the business expects from the technology, systems audit and controls and software engineering and various techniques which lead to reliable, accurate, and secured deployment of IT applications in business.

The text is highly practice oriented and is illustrated with a number of real-life examples and case studies. How IT resources are to be acquired and managed, are also discussed, in great detail.

The book is designed for the postgraduate students pursuing business management and computer applications. Besides, the managers in all business verticals and functions will also find this book of immense use to them.

Contents: Preface. Acronyms/Abbreviations. Information Technology (IT): Leveraging Modern Business and Management. Decision Making in Business (Data, Information, Knowledge and Wisdom). Constituents of IT Applications in Business. Information Technology: Tactical Applications in Business. Business Technology: Strategic IT Applications in Business. Information Technology Applications in Management Functions. Practical Approach for Managers in Identifying Right IT Applications. Design and Implementation of Integrated Business Application Software Package (IBASP) for Business: Software Development Life Cycle Activities—SDLC (Waterfall Method). IT Applications' Integrity, Audit and Control and Attributes of Ideal IT Applications in Business. Security of IT Resources Including Business Data and Information. Computers: Structure, Networks and Architectures. Computer Software, Case Tools and Good Programming Practices. Data and Database Management Systems. System Theory and Information Systems. Information Technology Services Division (ITSD): Functions and Responsibilities. IT Applications in Select Service Industries (Banks, Hospitals and Hotels) and E-governance. Information Technology: Genuine Concerns for Humanity. Business Technology Management. Index.

Latest Print 2014 / 424 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4896-7 / ₹ 395.00 / (e-book also available)

BANSAL

Computing for Management

VEENA BANSAL, *Assistant Professor in the Department of Industrial and Management Engineering, Indian Institute of Technology Kanpur.*

This concise yet accessible introduction to database technology is written for use in Database Management System courses, particularly for students of management.

In simple, straightforward terms the book provides reader-friendly explanations of the basic concepts which underpin the technology of Relational Database Management Systems (RDBMS). A running example illustrates the core concepts involved—from analysis to implementation—in the design of a simple RDBMS project. The book also features adequate treatment of the database language SQL.

Students are also introduced to the fundamentals and use of the object-oriented methods of the Java programming language to write simple, web-enabled database applications. A number of programming examples are included to teach database access through the JDBC classes and Oracle server.

The book concludes with basic material on how to configure computers and networks for database interactions.

Contents: Preface. UNIT I: Relational Database Management Systems—Relational Database Management Systems. Entity Relationship Model. Relational Model. Relational Database Design Using ER-to-Relational Mapping. The SQL. UNIT II: Java—Java. Control Structures. Methods. Arrays, Characters, Strings and String Buffers. Data Structures. Input/Output. UNIT III: Connecting to the Database Using JDBC—Database Revisited. UNIT IV: Introduction to Computers—Computer Organization. Networks. Bibliography. Index.

Latest Print 2006 / 324 pp. / 17.8 × 23.5 cm
ISBN-81-203-2673-3 / ₹ 250.00 / (e-book also available)

RAJARAMAN

Fundamentals of Computers, 5th ed.

V. RAJARAMAN, *Honorary Professor in the Supercomputer Education and Research Centre, Indian Institute of Science, Bangalore.*

The fifth edition of highly acclaimed "**Fundamentals of Computers**" lucidly presents how a computer system functions, besides teaching basics of programming. Both hardware and software aspects of computers are covered. The book begins with how numeric and character data are represented in a computer, how various input and output units function, how different types of memory units are organized and how data is processed by the processor. The interconnection and communication between the I/O units memory and processor is explained clearly and concisely. Software concepts such as programming languages, operating systems and communication protocols are discussed. With growing use of wireless to access computer networks both cellular wireless communication and WiFi (Wireless high fidelity) and WiMAX have become important. Thus it has now become part of "fundamental knowledge" and has been included. Besides this, use of computers in multimedia processing has become common place and hence is discussed. With the increase in speed of networks and consequently the Internet new computing environments such as peer to peer, grid, cloud and utility computing have emerged and will change the future of computing. Hence a new chapter on this topic has been included in this edition.

KEY FEATURES

- Fully updated retaining the style and all contents of the fourth edition.
- Extensive discussion of analog and digital communication.
- In depth discussion of both wired and wireless computer networks.
- Advanced topics such as multiprogramming, virtual memory, DMA, RISC, DSP, RFID, Smart Cards, open GL and multimedia compression (MP3, MPEG) are described from first principles.
- A new chapter on Emerging Computing Environments, namely, cloud, grid and utility computing has been added for the first time in an entry level book.
- Each chapter begins with learning goals and ends with a summary to aid self-study.

- Includes an updated glossary of over 340 technical terms used in the book.

This book is an ideal text for undergraduate and post-graduate students of Computer Science and Applications (BCA and MCA), undergraduate students of engineering where computer fundamentals is a core course and for students of management who should all know the basics of computer hardware and software. It is ideally suited for working professionals who want to update their knowledge of fundamentals of computers.

Contents: Preface. Computer Basics. Data Representation. Input-output Units. Computer Memory. Processor. Binary Arithmetic. Logic Circuits. Computer Architecture. Languages. Operating Systems. Programming Micro-computers. Computer Generations and Classification. Analog and Digital Communications. Computer Networks. Computer Graphics. Multimedia Data Acquisition and Processing. Emerging Computing Environments. References. Glossary. Index.

Latest Print 2013 / 452 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4011-4 / ₹ 250.00 / (e-book also available)

RAJARAMAN

Introduction to Information Technology, 2nd ed.

V. RAJARAMAN, *Honorary Professor in the Super-computer Education and Research Centre, Indian Institute of Science, Bangalore.*

This textbook is designed for a first course in Information Technology (IT), offered as core course for all under-graduate university students. It will also benefit students preparing for DOEACC (O level), polytechnic students, and professional courses such as CA. As IT is a rapidly advancing technology, the main objective of this book is to emphasize reasonably stable fundamental concepts on which this technology is built.

The book is broadly organized into three parts. The first part describes the hardware devices used for acquisition of numerical, graphical, audio and video data and their representation in binary form. The second part describes the methods of storing, processing and disseminating data. The final part describes both the systems and application software. Applications include word processors, spreadsheets, multimedia processing, some uses of the Internet, business processes and e-commerce. The concluding chapter presents a discussion of social networks, social impacts of Information Technology and career opportunities in the field of IT.

KEY FEATURES

- Provides comprehensive coverage of IT from first principles
- Describes a large number of important applications of IT
- Explains acquisition, storage, organization, processing, display, and dissemination of multimedia data
- Covers business data processing, the Internet and World Wide Web, e-commerce, social impacts of IT and job opportunities in IT enabled services
- Every chapter begins with a statement of learning goals and ends with a comprehensive summary.

Contents: Preface. Data and Information. Acquisition of Numbers and Textual Data. Acquiring Graphical Data. Acquiring Audio Data. Acquisition of Video. Data Storage. Central Processing Unit. Computer Networks. Output Devices. Computer Software. Data Organization. Processing Numerical Data. Processing and Displaying Textual Data. Processing Multimedia Data. Some Internet Applications. Business Information Systems. Electronic Commerce. Societal Impacts of Information Technology. References. Index.

Latest Print 2014 / 384 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4731-1 / ₹ 295.00 / (e-book also available)

Human Resource Information System

BADGI

Practical Guide to Human Resource Information Systems

SATISH M. BADGI, *currently works for a global Management and IT consulting company where he continues to play a global role in HRIT domain.*

Practical Guide to Human Resource Information Systems (HRIS) is a comprehensive presentation on global HRIS implementations and the associated challenges faced in such global projects. It begins with the basic HR and IT concepts and guides the readers through the complete life cycle of HRIS applications, spanning from planning to execution. Both HR and IT play an equal role in the development of HRIS applications. This book will help students from both HR and IT streams in assimilating the intricacies of implementation of HRIS projects.

HR is one of the most popular ERP product implementation topics in today's business world. Its implementation needs a practical discussion using examples from real world. The examples, the case study and discussions in the book follow an international approach rather than discussing only a single country HRIS implementations. A real-life case study that flows through various chapters of the book brings out challenges in the implementation of HR specific projects.

In today's global economy, HR is changing fast and dives into areas such as strategy outsourcing, mergers and acquisitions (M&A). This book covers all these areas and other topics that are relevant to today's HR world, providing more value to the readers. It provides illustrations to assist readers in visualizing the topics discussed and in developing a sound understanding of the integration and data aspects of HRIS systems.

This book will be useful as a text for a course in HRIS

wherever prescribed for the MBA (HR) and MBA (IT) students. The book encourages self-directed study and thought process, based on references provided at the end of each chapter, and hence will also be useful to consultants, HR professionals, and IT professionals working with HR departments.

Contents: Preface. Introduction and Concepts. Strategy and Planning. Applications and Modules. Implementation. HR Data and Security. Outsourcing and HR Shared Services. HR Operations. Appendix: Glossary of Terms. Index.

Latest Print 2012 / 260 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-4529-4 / ₹ 275.00 / (e-book also available)

Information Security

HARISH CHANDER
Cyber Laws and IT Protection

HARISH CHANDER, *formerly Professor-in-Charge, Law Centre II, Faculty of Law, University of Delhi.*

India has emerged as a hub of the IT industry due to the phenomenal growth of the IT sector. However, this huge growth rate has brought with it the inevitable legal complications due to a switch over from paper-based commercial transactions to e-commerce and e-transactions. This book discusses the legal position of Information Technology (IT), e-commerce and business transaction on the cyberspace/Internet under the Information Technology (IT) Act in India.

Divided into five parts, Part I of the text deals with the role of the Internet, e-commerce and e-governance in the free market economy. Part II elaborates on various laws relating to electronic records and intellectual property rights with special reference to India. Efforts are being made internationally to rein in cyber crimes by introducing stringent laws, Part III deals with various rules and regulations which have been introduced to get rid of cyber crimes. Part IV is devoted to a discussion on various offences committed under the IT Act, penalties imposed on the offenders, and compensations awarded to the victims. Finally, Part V acquaints the students with the miscellaneous provisions of the IT Act.

This book is designed as text for postgraduate students of Law (LLM) and undergraduate and postgraduate students of Information Technology [B.Tech./M.Tech. (IT)] and for Master of Computer Applications (MCA) wherever it is offered as a course. Besides, it will prove handy for scholars and researchers working in the field of IT and Internet.

KEY FEATURES

- Includes Appendices on the role of electronic evidence, information technology rules, ministerial order on blocking websites, and the rules relating to the use of electronic records and digital signatures.
- Provides a comprehensive Table of Cases.
- Incorporates abbreviations of important legal terms used in the text.

Contents: Preface. Acknowledgements. Table of Cases. Abbreviations (Citation of Cases). Part I: Internet, E-commerce and E-governance with Reference to Free Market Economy—Understanding Computers, Internet and Cyber Laws. Conceptual Framework of E-commerce: E-governance. The Role of Electronic Signatures in E-commerce with Reference to Free Market Economy in India. Part II: Law Relating to Electronic Records and Intellectual Property Rights in India—Legal Aspects of Electronic Records/Digital Signatures. The Rules and Regulations of Certifying Authorities in India. Protection of Intellectual Property Rights in Cyberspace in India. Part III: International Efforts Relating to Cyberspace Laws and Cyber Crimes—International Efforts Related to Cyberspace Laws. Council of Europe (COE) Convention on Cyber Crimes. Part IV: Penalties, Compensation and Offences under the Cyberspace and Internet in India—Penalties, Compensation and Adjudication of Violations of Provisions of IT Act and Judicial Review. Some Important Offences under the Cyberspace Law and the Internet in India. Other Offences under the Information Technology Act in India. Part V: Miscellaneous Provisions of IT Act and Conclusions—The Role of Electronic Evidence and the Miscellaneous Provisions of the IT Act. Appendices—I: Information Technology Act as Amended up to 2008. II: The Information Technology (Certifying Authorities) Rules, 2000. III: Ministerial Order on Blocking of Websites. IV: The Information Technology (Use of Electronic Records and Digital Signatures) Rules, 2004. Bibliography. Index.

Latest Print 2012 / 284 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-4570-6 / ₹ 325.00 / (e-book also available)

PACHGHARE
Cryptography and Information Security

V.K. PACHGHARE, *Assistant Professor, Department of Computer Engineering and Information Technology, Government College of Engineering, Pune.*

This well-organized text presents the principles, techniques, design, and implementation of cryptography and information security algorithms, with a perfect balance in the presentation of theoretical and practical aspects. To provide the mathematical background required to understand the principles of cryptography and information security, the text explains all the relevant theorems such as Fermat's theorem and Euler's theorem. The book gives a clear analysis of various encryption methods and cipher techniques. In addition, various security measures, for example, firewalls and virtual private network, and web security, are also discussed.

KEY FEATURES

- Covers the latest topic of computer forensics and the areas in which they can be applied.
- Gives algorithms with numerical explanations.
- Provides a large number of solved problems.

The book is intended for the undergraduate and postgraduate students of computer science and engineering (B.Tech./M.Tech.), undergraduate and postgraduate students of computer science (B.Sc./M.Sc. Computer Science), and information technology (B.Sc./ M.Sc. IT) and the students of Master of Computer Applications (MCA).

Contents: Preface. Introduction. Data Encryption Techniques. Data Encryption Standards. Advanced Encryption Standards. Symmetric Ciphers. Number Theory. Public Key Cryptosystems. Key Management. Authentication. Digital Signatures. Electronic Mail Security. IP Security. Web Security. Intrusion. Malicious Software. Firewall. Computer Forensics. Bibliography. Index.

Latest Print 2013 / 384 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-3521-9 / ₹ 295.00 / (e-book also available)

IT Management

DUBEY

IT Services Business Management: Concepts, Processes and Practices

SANJIVA SHANKAR DUBEY *is an expert on IT strategy and Innovation. He has spent over 25 years in IT while working with IBM and Tata Steel.*

In IT Services, the businesses are managed with a customer-centric approach. This book, through various concepts, processes and stages, explores the need and framework of IT Services business, and how they are managed to deliver services par excellence.

The book comprehensively explains how ITSE (IT Services Enterprises) strategies are analyzed and formulated with the help of three-dimensional cube—customer-centricity, niche vs. end-to-end offering and disruptive innovation vs. gradual innovation. The book further teaches that a good marketing must start with an integrative vision of the ITS Enterprise, and reveals how a customer plays a dominant role in co-creating IT Services. It also details on the various stages of sales cycle called Sales funnel, and how the sales team manages the sales opportunity's progress.

The concluding chapters discuss the aspects needed for the survival and growth of the ITSE firms; the factors that propel growth—Demand, Quality of the business environment and Supply response of an enterprise. It also shows how the future of the IT Services depend on the combination of—Business environment, Information and Communication Technology (ICT) trends, IT Services business model trends and IT governance trends.

The book is well-supported with the diagrams and illustrations to explain the concepts clearly. The Review Questions are also incorporated to analyze the students' learning skills.

The book is intended for the postgraduate students of business administration, MCA and MSc (IT). Besides, the book will also be beneficial for the IT Services executives and managers.

Contents: Preface. IT Services Industry Landscape. IT Services Portfolio. IT Services Business Processes, Models and Functions. Strategic Foundation for IT Services Business. Marketing of IT Services.Business Development of IT Services. IT Services Selling. Delivery Management of IT Services. IT Services Quality Assurance. IT Services Enterprise: Measurement and Driving performance. Creating a Wining IT Services Team. Managing Knowledge, Innovation and Creating a Learning Organization. Managing IT Services Enterprise Growth. Future Trends in IT Services. Index.

Latest Print 2012 / 220 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4531-7 / ₹ 250.00 / (e-book also available)

DUBEY

IT Strategy and Management, 2nd ed.

SANJIVA SHANKAR DUBEY *is an expert on IT strategy and Innovation. He has spent over 25 years in IT while working with IBM and Tata Steel.*

This textbook, now in its second edition, continues to provide a thorough understanding of the concepts and applications of IT strategy and management. The book gives an in-depth study of the information technology as a strategic resource, the need for a strategic approach for its management, and the necessity of its alignment with business strategy. It explains how to prepare an effective plan for the implementation of information strategy. The book also describes how to evaluate the impact of IT on organizations and their workforce, and how to measure returns on IT investment. It also covers recent developments in IT management such as ITIL (Information Technology Infrastructure Library), IT service management, MOF (Microsoft Operations Framework), COBIT, and standards such as ISO 20000 and B527001, which are currently being practised by the industry but need more dissemination in the academic arena.

This well-structured and clearly written book is designed for the students of MBA, MCA, BE (IT) and other graduate courses. In addition, IT Professionals who need to update their knowledge continuously for their professional growth will also find the book quite handy.

The book has received wide patronage as textbook and reference book by several leading MBA schools and technical universities for courses such as Information Management, MIS, IT/ITES Management, ITSM, and Computers in Management or IT for the Management of Enterprise.

What is New to This Edition

- Contains an entirely a new chapter on Computer Ethics, Intellectual Property Rights and Cybercrime
- Incorporates two new cases on *Indian Telecom IT: Dream IT*, and *MG Retail: A Case of Missing "e" in Retail*

- Provides multiple choice questions, with answers, for a better grasp of the concepts discussed

Contents: Preface. Preface to the First Edition. Acknowledgements. Business Strategy: Challenges and Opportunities for IT. Business and IT Alignment. Strategic IT Planning. Enterprise IT Architecture. IT Application Strategy. Technology Management Strategy for IT. Strategy for IT Program Management and PMO. IT Service Management Strategy. IT Sourcing Strategy. Planning and Measuring Returns on IT Investment. Strategies for Managing IT-LED Change. Computer Ethics, IPR and Cybercrime Prevention. Appendix A: GAP Assessment of ITSM Principles vs Practice: A Study of Indian Corporations. Appendix B: Multiple Choice Questions with Answers. Bibliography. Index.

Latest Print 2011 / 280 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-4221-7 / ₹ 250.00 / (e-book also available)

KELKAR

Strategic IT Management: A Concise Study

S.A. KELKAR, *Adjunct Professor at Indian Institute of Technology Bombay, serving both in the Department of Computer Science and Engineering and Shailesh J. Mehta School of Management.*

This book allows students to learn the essentials of theory and practice of Strategic Information Technology (IT) Management through serialization of key points. The book is structured into three units and ten appendices. Unit I on Strategic Role of IT explains the need for IT management and discusses its role in business and decision making. Besides, different types of IT and business models are explained. Unit II on Planning for IT Support discusses the various IT management processes, IT service management, management of information resources, strategic planning for IT and IT investments. Unit III on Ensuring IT Support focuses on implementation of security aspects, organization structure of IT and management of information systems. In addition, the appendices complement the three units with a view to equipping the readers with the basics of information technology, information systems, strategy and planning, engineering economy, risk management, and configuration management.

The book is well suited for the students of BE/BTech/ME/MTech (Computer Science), BSc/MSc (Computer Science), BSc/MSc (IT), BCA/MCA, and BBA/MBA. It is an ideal text for professionals who are interested to grasp the core concepts of Information Technology Management without attending a formal instructional course. Besides, it will be suitable for conducting short-term training programmes for managers.

Contents: Preface. Abbreviations. Unit I: STRATEGIC ROLE OF IT—Why Strategic IT Management? Role of IT/IS in Business. IT and New Business Models. Role of IT/IS in Decision Support. IT and Organization Structure. IT and Information Assurance. Unit II: PLANNING FOR IT SUPPORT—IT Management Processes. Heart of Service Management. Ongoing Service Improvement. Information Resources Management. Planning for IT/IS. Capacity Planning. IT Investments. Unit III: ENSURING IT SUPPORT—Implementing IT/IS. Information Integrity. IT Organization Structure. IT/IS Roles. IT/IS People Issues. **Appendices**—A. Information Technology Basics. B. Information Systems Basics. C. Strategy Basics. D. Planning Basics. E. Software Project Management Framework. F. Engineering Economy. G. Procurement Basics. H. Risk Management. I. Configuration Management. J. Metrics and Measurements. Suggested Reading.

Latest Print 2010 / 976 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-3951-4 / ₹ 595.00 / (e-book also available)

STRAUB, GOODMAN & BASKERVILLE (Eds.)

Information Security: Policy, Processes and Practices

DETMAR W. STRAUB, SEYMOUR GOODMAN AND RICHARD L. BASKERVILLE (Eds.).

With the increased use of information system infrastructures and the Internet by people our societies are being subject to a great variety of information-related risks. Also in many rapidly developing parts of the world life is becoming dependent on multiple, complex and interrelated information technologies. Therefore, we need to design organizational processes and build information systems encapsulating and securing these technologies in a trustworthy manner.

With the above consideration in the background, this volume in the **Advances in Management Information Systems** series covers the managerial landscape of information security. It deals with how organizations and nations organize their information security policies and efforts. It also covers how to strategize and implement security with a special focus on emerging technologies. It highlights the wealth of security technologies, and also indicates that the problem is not a lack of technology but rather its intelligent application.

Contents: Part I: The Terrain of Information Security—Flaming the Information Security Process in Modern Society. Part II: Security Processes for Organizational Information Systems. Information Systems Security Strategy: A Process View. IT Governance and Organizational Design for Security Management. Information System Risk Assessment and Documentation. Strategic Information Security Risk Management. Security Policy: From Design to Maintenance. Business Continuity Planning and the Protection of Informational Assets. Part III. Processes for Securing the Extra-Organizational Setting—Information Security Policy in the U.S. National Context. The Internaitonal Landscape of Cyber Security. Part IV: Forces and Research Leading to Future Information Security Processes—Emerging Ubiquitous Computing Technologies and Security Management Strategy. Promising Future Research in InfoSec.

Latest Print 2011 / 300 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-3745-9 / ₹ 350.00

IT Project Management

KELKAR

Information Technology Project Management: A Concise Study, 3rd ed.

S.A. KELKAR, *Former Adjunct Professor in the Department of Computer Science and Engineering, Shailesh J. Mehta School of Management, Indian Institute of Technology Bombay.*

This book, in its third edition, is aimed at emphasizing the fundamental concepts associated with IT Project Management from a balanced perspective of theory and practice. By presenting the information in an abstracted form, this text guides the students through all phases of project life cycle, i.e. initiation, planning, execution, monitoring and control, and closure.

Besides such general management activities, this book comprehensively deals with all critical dimensions of project such as scope, time, cost, quality, human resources, communication, risk, procurement, and integrations in order to enhance the reader's understanding of technical competencies required in project management.

NEW TO THIS EDITION

Incorporates all the changes brought about in PMBOK 2008 (Fourth Edition) and ISO9000:2008

Though the basic structure of this book remains the same, several chapters have been modified and reorganized according to the latest trends

This book is well-suited for an academic course (one semester) on IT project management or for conducting an equivalent training programme for IT professionals. IT project managers, who are aspiring to get appropriate certification course based on PMBOK 2008 (Fourth Edition) from PMI, USA, will be greatly benefited by reading this book. Besides, this book will be equally useful for the software professionals who wish to grasp the essentials without attending a formal instructional course on the subject.

Contents: Preface. Abbreviations. Project Management Backdrop. Quality and Quality Management Systems. Project Management Processes and PMIS. Pre-project Scenario. Project Initiation. Project Planning. Project Execution, Monitoring and Control. Project Closing and Beyond. Project Management Summary by Knowledge Areas. **Appendices—**A: IT Around Us. B: Capacity Planning. C: Software Development Orientation. D: Estimation Techniques. E: Quality Control. F: Metrics and Measurements. G: Configuration Management. H: Human Resources Management. I: Project Structure and Roles. Suggested Reading.

Latest Print 2014 / 864 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4273-6 / ₹ 525.00 / (e-book also available)

KELKAR

Software Project Management: A Concise Study, 3rd ed.

S.A. KELKAR, *Former Adjunct Professor in the Department of Computer Science and Engineering, Shailesh J. Mehta School of Management, Indian Institute of Technology Bombay.*

This well-established and highly appreciated book, now in its Third Edition, continues to build on the strength of the previous two editions.

While retaining many of the existing topics, Professor S.A. Kelkar, with his wealth of experience and expertise, gives an uptodate analysis of the subject, incorporating several new topics. The book is suffused with illustrations to reinforce the concepts discussed. As software project management is a core course in Computer Science and Engineering and Information Technology, and is a preferred choice of many management students, this book should be treasured by the readers, both for its utility and novelty of treatment.

Intended as a text for undergraduate and postgraduate students of Computer Science and Engineering and Information Technology, this concise and compact book would be extremely useful also to the postgraduate students of Computer Applications and postgraduate students of Management specializing in IT.

NEW TO THIS EDITION

- Three Appendices on **Nutshell: Managing Complex Projects; Overview of IT Service Management;** and **Emotional Intelligence in Project Management** are included.
- Chapter 1 has been reorganized to make it more comprehensive.
- Chapter 2 has been split into three chapters (Chapters 2, 3 and 4). Each chapter deals with project management basics, planning, and control, emphasizing **stakeholder management, quality management, and earned management.**

Contents: Preface. Preface to the First Edition. Abbreviations. Technical Development of Software. Software Project Management Basics. Project Initiation, and Planning. Project Execution, Control, Closing and Beyond. Software Project Estimation. Software Quality Management. Software Configuration Management. Software Team Management. Role of User in Software Projects. Appendices—A: Metrics and Measurements. B: Nutshell: Managing Complex Projects. C: Overview of IT Service Management. D: Emotional Intelligence in Project Management. Further Readings.

Latest Print 2013 / 372 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4702-1 / ₹ 275.00 / (e-book also available)

ROSEN

Effective IT Project Management: Using Teams to Get Projects Completed on Time and Under Budget

ANITA ROSEN *has more than 20 years' experience in IT project management with companies such as alta Vista, Oracle, Netscape, Novell, AT&T and IBM.*

An ideal guide for all project managers this book elaborates every step of the project life cycle:

- Phase One—Project Concept
- Phase Two—Project Design
- Phase Three—Project Development
- Phase Four—Quality Assurance
- Phase Five—Beta
- Phase Six—Release
- Phase Seven—General Availability
- Phase Eight—End of Life

It also provides indispensable tips on

i. How to organize the project
ii. Establish scope
iii. Calculate expected and hidden costs and risks
iv. Design the work breakdown structure
v. Manage the implementation team
vi. Evaluate different possible solutions
vii. Create a working Project Requirements Document (PRD), Design Document and other important, measurable forms

Achieve IT project success with this complete blueprint that is packed with proven strategies to help you.

Contents: List of Figures. Preface. Introduction. Phase 1: Project Concept. Phase 2: Project Design. Phase 3: Project Development. Phase 4: Quality Assurance. Phase 5: Beta. Phase 6: Release. Phase 7: General Availability. Phase 8: End of Life. Index.

Latest Print 2011 / 304 pp (Hard Cover)
17.8 × 23.5 cm / ISBN-978-81-203-3472-4 / ₹ 450.00

SUDHAKAR

Elements of Software Project Management

G.P. SUDHAKAR, *Professor and Head, Department of Management Studies, Directorate of Distance Education, Sikkim Manipal University, Bangalore.*

Project management requires immense skills to achieve the end-result. But sometimes lack of project management skills results in failures. It is therefore, essential to study the basic features of project management. This book is a contribution towards that goal.

Divided into three sections—introduction, people-related aspects or human resources and advanced topics—the book brings forth the inside-story of the software project management in an IT company. The simple descriptive style of presentation will enable any beginner to get a clear picture of the procedures that are followed in the IT companies.

Intended for undergraduate and postgraduate students of computer science and engineering, this textbook will also be useful for many software engineers and professionals dominating the hierarchy of the IT industry.

KEY FEATURES

- *Review Questions* to grasp the topics easily
- *Quiz Questions* to reinforce the understanding of the subject
- Relevant *Case Studies* depicting various situations and the necessary actions and decisions to be taken

Contents: Preface. Section I: Introduction— Introduction to Software Project Management. Software Project Life Cycles. Project Initiation and Kick Off. Software Project Planning. Project Time and Cost Estimations. Project Scheduling. Project Quality Management. Project Execution. Project Monitoring and Control. Project Risk Planning and Monitoring. Project Procurements Management. Section II: People Related—The Project Manager' Skills and Competencies. Project Human Resources Management. Project Communications Management. Section III: Advanced Topics—Software Project Change Management. Introduction to Program Management. Introduction to Project Portfolio Management. Project Management Maturity Models. Light Weight Project Management Methodologies. Project Management Careers. PMI-PMBOK. UK OGC's PRINCE 2. Index.

Latest Print 2010 / 248 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4161-6 / ₹ 225.00 / (e-book also available)

TAYLOR

Managing Information Technology Projects: Applying Project Management Strategies to Software, Hardware, and Integration Initiatives

JAMES TAYLOR *is a PMI® certified project manager with more than 30 years' experience in projects and program management in both the public and private sectors.*

It has been widely reported that IT project failure is overwhelmingly traceable to poorly defined project organization, a lack of training, weak executive support, inconsistent methods and policies, and other readily addressed factors. More than half of all IT projects overrun their budgets, schedules, or both by at least 200 per cent.

This book provides systems project managers with field-proven tools and step-by-step methodologies to start and complete every project—hardware, software, or integration—within prescribed parameters. With the project management methodology presented in this book and its focus on the practical applications, the IT managers can make every project run smoothly, efficiently and profitably.

COVERAGE INCLUDES:

- Organizing information technology project teams and developing project plans
- Risk management issues for IT projects
- Systems engineering
- Customer requirements and service
- Project monitoring, control, closeout and assessment

Contents: Acknowledgments. Introduction. The Foundations of Project Management. Information Technology Project and Systems Life Cycles: Project Management and Team Activities. Identifying and Developing Customer Requirements. Organizing the Project Team. Developing the Information Technology Project Plan. Risk Management in Information Technology Projects. Systems Engineering: The Hub of Project Management. Project Monitoring and Control. Rapid Development in IT Projects. Principles of Project Closeout. Customer Service—Finishing Project. Index.

Latest Print 2011 / 288 pp. / 15.3 × 22.9 cm
ISBN-978-81-203-4302-3 / ₹ 275.00

IT Systems Management

SCHIESSER

IT—Systems Management: Designing, Implementing, and Managing World-Class Infrastructures

RICH SCHIESSER, *Harris Kern's Enterprise Computing Institute.*

This book offers an in-depth understanding of proven systems management techniques of managing any IT infrastructure to achieve optimum stability, efficiency, and responsiveness. It first presents a historical perspective of the various disciplines of systems management, and then goes on to provide a comprehensive technical treatment of each of them. The 12 disciplines of systems management that are presented are those which are found to be most prevalent and significant in relation to managing a world-class IT organization.

The author explains the theoretical and practical aspects of these disciplines using observations, methods, and examples drawn from years of professional experience, and shows how to implement and manage each discipline effectively regardless of the size or type of the platform—mainframe, mid-range, client/server, and web-enabled systems.

The format and content of the book are based on a fundamental belief that *people, process,* and *technology* are the three key ingredients in any successful implementation of systems management. Three parts of the book are dedicated to these three key ingredients, allowing focused study for students and professionals concerned with any of the key systems management areas.

The book is intended to serve as an accessible and comprehensive guide for IT professionals involved in designing, implementing, and managing any part of an IT environment or the entire infrastructure. It will also be useful to students pursuing careers in Information Technology.

Contents: List of Figures. List of Tables. Acknowledgments. Introduction. Part 1: BACKGROUND—Historical Perspective. Evolving in the 1970s and 1980s. Into and Beyond the New Millennium. Part 2: PEOPLE—Acquiring Executive Support. Organizing for Systems Management. Staffing for Systems Management. Customer Service. Part 3: PROCESSES—Availability. Performance and Tuning. Production Acceptance. Change Management. Problem Management. Storage Management. Network Management. Configuration Management. Capacity Planning. Strategic Security. Disaster Recovery. Facilities Management. Part 4: TECHNOLOGY—Developing Robust Processes. Using Technology to Automate and Evaluate Robust Processes. Integrating Systems Management Processes. Special Considerations for Client-Server and Web-Enabled Environments. Part 5: APPENDICES—A. Frequently Asked Questions. B. Summary of Definitions. C. Assessment Work-sheets without Weighting Factors. D. Assessment Worksheets with Weighting Factors. Bibliography. Index. About the Author.

Latest Print 2013 / 528 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-2238-7 / ₹ 350.00

Knowledge Management

AWAD & GHAZIRI

Knowledge Management, 2nd ed.

ELIAS M. AWAD, *Virginia Bankers Association, Professor Emeritus of Bank Management, University of Virginia.*
HASSAN M. GHAZIRI, *Visiting Professor, Swiss Federal Institute of Technology–Lausanne.*

This book is about Knowledge: how to capture it, how to network it, and how to manage it for competitive advantage.

The text takes the reader through a logical, process-oriented examination of the topic, striking a balance between the behavioral and the technological aspects of Knowledge Management.

Part one is about the concept of knowledge and the knowledge-centric organization. **Part two** covers how to build knowledge management solutions and the KM cycle. **Part three** examines how knowledge is codified and how the resulting knowledge base is implemented. **Part four** deals with knowledge management tools, portals, and social intelligence networks. **Part five** brings up the ethical, legal, and managerial issues in knowledge management.

KEY FEATURES

- Learning by examples is evident throughout the text

- Boxed vignettes throughout each chapters
- Illustrations are incorporated where necessary for clearer understanding of the material
- Relates chapter material to knowledge management or management decision-making
- Summary at the end of each chapter brings into focus the essence of the chapter
- Glossary of terms included at the end of the text

Contents: Preface. About the Authors. PART I: The Basics—Working Smarter in the Knowledge Economy. The Knowledge-Centric Organization. Understanding Knowledge—The Core of Business. PART II: Knowledge Creation and Capture—Knowledge Creation and Knowledge Architecture. Knowledge Management Framework: A Life Cycle View. Capturing Tacit Knowledge. Other Knowledge Capture Techniques. PART III: Knowledge Codification and System Implementation—Knowledge Codification. Verification and Validation of the Knowledge Base. Knowledge Transfer and Knowledge Sharing. PART IV: KM System Tools and Portals—Social Knowledge Networks and Social Intelligence. Data Mining—The Hidden Power of Knowledge Discovery. Knowledge Portals and Knowledge Cafes. PART V: Ethical, Legal, and Managerial Issues—Who Owns Knowledge? Ethical and Legal Issues. Managing Knowledge Workers. The Shape of Things to Come. Index.

Latest Print 2013 / 524 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4315-3 / ₹ 495.00

BECERRA-FERNANDEZ & LEIDNER (Eds.)

Knowledge Management: An Evolutionary View

Editors:

IRMA BECERRA-FERNANDEZ *is the Knight Ridder Research Professor of Management Information Systems at Florida International University.*

DOROTHY LEIDNER.

Managing organizational knowledge effectively can produce many benefits, including leveraging core business competencies, accelerating innovation and time-to-market, improving cycle times and decision-making, strengthening organizational commitment, and building sustainable competitive advantage.

This volume in the **AMIS** series offers original refereed contributions that synthesize how research perspectives on various topics in Knowledge Management have progressed over the years, thereby illustrating the dynamic and evolutionary aspects of KM theories. The book reveals how thinking about KM has changed, how ideas have moved from being novel to being commonly accepted, how seemingly obvious truths have turned out to be more nuanced and multifaceted over time, how new lines of KM research have emerged from the shortcomings of other lines, and how the presumed purpose of KM and KM systems has evolved.

Contents: Series Editor's Introduction. Preface. On Knowledge, Knowledge Management, and Knowledge Management Systems: An Introduction. Part I: A Conceptual Lens for Knowledge Management—Individual, Group, and Organizational Learning: A Knowledge Management Perspective. Knowledge Management and Organizational Culture. Part II: The Role of Information Technology in Knowledge Management—Social Networks and Information Technology: Evolution and New Frontiers. The Evolution of Knowledge Management Technology: From Explicit Rules to Implicit Profiles. A Four-Layer Model for Information Technology Support of Knowledge Management. Part III: The Role of Knowledge Management Systems in the Organization—Mobilizing Knowledge in a *Yu-Gi-Oh!* World. The Impact of Computer-Mediated Communication on Knowledge Transfer and Organizational Form. Moving Toward a Knowledge Management Maturity Model (K3M) for Developing Knowledge Management Strategy and Implementation Plans. Building Knowledge Management Systems to Improve Profits and Create Loyal Users: Lessons from the Pharmaceutical Industry. Can We Learn from Our Past? Managing Knowledge Within and Across Projects. Part IV: Knowledge Management and Teams Within and Across Organizations—Managing Knowledge in Virtual Communities Within Organizations. Dynamic Team Memory Systems: Enabling Knowledge Sharing Effectiveness in Structurally Diverse Distributed Teams. Electronic Knowledge Networks: Processes and Structure. Ad Hoc Interorganizational Collaboration: Safeguards for Balancing Sharing and Protection of Knowledge. Editors and Contributors. Series Editor. Index.

Latest Print 2009 / 344 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-3749-7 / ₹ 350.00

BECERRA-FERNANDEZ & SABHERWAL

Knowledge Management: Systems and Processes

IRMA BECERRA-FERNANDEZ *is the Knight Ridder Research Professor of Management Information Systems at Florida International University.*

RAJIV SABHERWAL *is the Emery C. Turner Professor of Information Systems and the Director of the Ph.D. Program in Business Administration at the University of Missouri, St. Louis.*

This text serves as a complete introduction to the subject of Knowledge Management. It incorporates technical and social aspects, and concepts and principles with practical examples. The traditional as well as emerging Knowledge Management approaches are also covered.

The book enhances the conventional exposition of knowledge management with an in-depth discussion of the technologies used to facilitate the management of knowledge in large and small organizations.

HIGHLIGHTS

- Case studies of actual knowledge management system implementation
- Numerous vignettes describing practical applications of KM initiatives at leading firms and government organizations

- Extensive use of the latest developments and examples from the field of KM.

"Knowledge Management: Systems and Processes is a comprehensive coverage of KM, including the explication and connection of the human and the technical side of the discipline so necessary for success now and in the future. The book is rich in information and detail, and is very clearly written with many good examples and illustrations. Congratulations to the authors!"

—from the Foreword by Cyrus F. (Chuck) Gibson Center for Information Systems Research, MIT

Contents: Foreword; Preface and Acknowledgements. Introducing Knowledge Management. Part I: Principles of Knowledge Management—The Nature of Knowledge; Knowledge Management Foundations: Infrastructure, Mechanisms, and Technologies; Knowledge Management Solutions: Processes and Systems; Organizational Impacts of Knowledge Management. Part II: Knowledge Management Technologies and Systems—Knowledge Application Systems: Systems that Utilize Knowledge; Knowledge Capture Systems: Systems that Preserve and Formalize Knowledge; Knowledge Sharing Systems: Systems that Organize and Distribute Knowledge; Knowledge Discovery Systems: Systems that Create Knowledge. Part III: Management and the Future of Knowledge Management—Emergent Knowledge Management Practices; Factors Influencing Knowledge Management; Leadership and Assessment of Knowledge Management; The Future of Knowledge Management; Glossary; About the Authors; Index.

Latest Print 2010 / 368 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4137-1 / ₹ 350.00

BENTON & GIOVAGNOLI

Wisdom Network, The: An 8-Step Process for Identifying, Sharing, and Leveraging Individual Expertise

STEVE BENTON *is an executive director of information technology and an officer of UBS, one of the world's largest financial services firms.*

MELISSA GIOVAGNOLI *is founder and president of Networlding, a consulting firm whose clients have included American Express and Motorola.*

The Wisdom Network helps us to discover and realize the power of the knowledge that exits within the organization. It shows how to maximize the value of the employee wisdom and motivate the company's hidden experts to come out of the woodwork and collaborate with each other. It is a unique and powerful system that can transform the entire organization.

With the help of this book we can learn how to

- Identify the people who share their expertise consistently and effectively.
- Create an environment conducive to wisdom sharing.
- Encourage boundary crossing and role breaking in pursuit of topics of interest.
- Use magnet topics to attract the experts, and then support ad hoc groups, teams, and communities that emerge around them.
- Create unconventional measures to evaluate and reward performance and track the network's impact.

The value that a world-class network of experts brings to a company, be it a fledgling entrepreneurship or large global organization, may mean the difference between failure and sustainable prosperity. This book introduces the concept of using Wisdom Networks as a differentiating asset. The authors clearly describe how to identify, build, and use Wisdom Networks to fill competency gaps, to provide insight, flexibility, and adaptability to change, and ultimately to compete successfully in a rapidly evolving world economy.

—E. Scott Russell, *Managing Director, Diamondhead Ventures*

Whether by design or intuition, the authors of *The Wisdom Network* have incorporated cutting-edge theories of psychology into their book. They have captured and integrated the way human beings work naturally in groups into a model that will enhance and develop creativity, increase employee loyalty, decrease turnover, and ensure that corporations who use these concepts will become leaders in their fields.

—Jennifer A. Scanlon, *M.Ed., LCPC, Psychotherapist*

This book is outstanding! Provides a step-by-step guide to one of the most crucial challenges and opportunities businesses have—overcoming institutional inertia and silos to harness and focus the knowledge of their people. A must read for anyone interested in institutional growth and survival.

—Jean K. FitzSimon, *Senior VP and General Counsel, Whitehall Jewellers, Inc.*

As described in this book, effective wisdom networks can encourage talented specialists to interact broadly across functional boundaries to solve difficult problems, without special technology or high startup costs. The authors offer a way to move novel wisdom networks into mainstream management thinking, with a concise, step-wise approach that anticipates pitfalls and provides motivational hints. Directed at top executives, and written in a simple, accessible style, the book can be used throughout the organization to guide and inform network participants and leaders.

—Mark Eggleston, *Director, Phillip Townsend Associates Inc.*

Contents: Acknowledgements. Introduction: What Are Wisdom Networks? Experts-in-Hiding: The Nature of Knowledge in Companies. The Obstacle Course: Clear the Inevitable Hurdles. Step 1: Set the Scene—Establish a Network-Friendly Environment. Step 2: Magnets—Create Topics to Attract the Experts. Step 3: Support Systems—Nurture Communities That Emerge Around Magnet Topics. Step 4: Boundary Crossing and Role Breaking—Ensure Diverse Perspectives. Step 5: Hide-and-Seek—

Identify the Experts. Step 6: Create Organizational Stars—Acknowledge Wisdom. Step 7: Ideas Are Not Enough—Provide Implementation Options. Step 8: Performance Evaluation—Create Unconventional Measures. Growing Pains: The Care, Feeding and Evolution of Wisdom Networks. Index. About the Authors.

Latest Print 2011 / 240 pp. / 15.3 × 22.9 cm
ISBN-978-81-203-4319-1 / ₹ 325.00

DALKIR

Knowledge Management in Theory and Practice, 2nd ed.

KIMIZ DALKIR, *Associate Professor at McGill University's Graduate School of Information and Library Studies.*

This textbook and professional reference offers a comprehensive overview of the field of Knowledge Management (KM), providing both a substantive theoretical grounding and a pragmatic approach to applying key concepts. Drawing on ideas, tools, and techniques from such disciplines as sociology, cognitive science, organizational behavior, and information science, the text describes KM theory and practice at the individual, community, and organizational levels. It offers illuminating case studies and vignettes from companies including IBM, Xerox, British Telecommunications, JP Morgan Chase, and Nokia.

This second edition has been updated and revised throughout. New material has been added on the information and library science perspectives, taxonomies and knowledge classification, the media richness of the knowledge-sharing channel, e-learning, social networking in KM contexts, strategy tools, results-based outcome assessments, knowledge continuity and organizational learning models, KM job descriptions, copyleft and Creative Commons, and other topics. New case studies and vignettes have been added, and the references and glossary have been updated and expanded.

"*Knowledge Management in Theory and Practice* provides an extensive and highly valuable compendium and guide for KM practitioners and educators, and for business managers as well. Since the first edition of this book, many organizations have adopted KM methods and gained experience with approaches that work—and with those that don't. Dalkir shows convincingly why KM must be multidisciplinary and how it strengthens strategic and operational management when it builds bridges between technology and the social, intangible features of organizations. This is an ideal graduate textbook."

—**Karl M. Wiig**, Chairman and CEO, Knowledge Research Institute, Inc.

Contents: *Foreword: Can Knowledge Management Survive?* Introduction to Knowledge Management. The Knowledge Management Cycle. Knowledge Management Models. Knowledge Capture and Codification. Knowledge Sharing and Communities of Practice. Knowledge Application. The Role of Organizational Culture. Knowledge Management Tools. Knowledge Management Strategy. The Value of Knowledge Management. Organizational Learning and Organizational Memory. The KM Team. Future Challenges for KM. KM Resources. Glossary. Index.

Latest Print 2012 / 504 pp. / 17.8 x 23.5 cm
ISBN-978-81-203-4608-6 / ₹ 495.00

MRUTHYUNJAYA

Knowledge Management

H.C. MRUTHYUNJAYA, *Consultant (Corporate Systems) serving various organizations. Elected as a Life Member of Indian Academy of Wood Science.*

For ensuring sustainable success in a competitive global market scenario, business enterprises are seeking for their own latent knowledge treasures. This book explicitly explains how stringent strategies and practices emphasized under knowledge management can help streamline organization and its resources.

Divided into ten chapters the book elaborates on the concepts, theories and principles governing knowledge management. Beginning with history and evolution of knowledge, and its growth and impact on the society, it further explains the role of knowledge management towards Corporate Social Responsibility (CSR). The chapters on *Managing Competitiveness* and *Managing Knowledge Force* discuss how innovative business strategies can help to achieve new landmarks, and how the employees of an organization can turn into a knowledge force and achieve success by churning out profit.

The concluding chapters highlight two important aspects of knowledge management, certainty management and uncertainty control. The chapters discuss how an organization can flourish by predicting and controlling the uncertainties and managing the obvious situations.

The highlight of this book is the inclusion of **well-analyzed live cases**. All the cases demonstrate how seemingly impossible tasks can be successfully handled with an efficient handling of knowledge management principles and practices.

Primarily intended for the students of management, this book can also prove beneficial to the practising managers.

KEY FEATURES

- Presents a global picture of knowledge management in practice in live shop-floors
- Incorporates around 550 classified audit probe questions embracing various areas of knowledge management
- Illustrates the concepts, principles and practices of knowledge management with well-labelled figures, tables and boxes

Contents: Preface. Knowledge Management Systems. Knowledge Profile. Knowledge Management and Corporate Social Responsibility. Designing Knowledge Management Systems. Auditing Knowledge Management Systems. Managing Competitiveness. Managing Success.

Managing Knowledge Force. Certainty Management. Uncertainty Control. Index.

Latest Print 2011 / 740 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4178-4 / ₹ 495.00 / (e-book also available)

Management Information Systems

CHATTERJEE

Management Information Systems

INDRAJIT CHATTERJEE *is presently the Vice Principal of IIAS School of Management, Siliguri Campus, West Bengal.*

This introductory book on Management Information Systems (MIS) is designed to serve as a text for the students of management (BBA and MBA) and computer applications (BCA and MCA). Today, many management information systems are in widespread use by the managers at operational, middle and senior levels. This book will be equally useful to working executives and professionals who wish to grasp the essentials of management information systems.

This book discusses all the major areas in information systems with contemporary issues and their effects on business and organization. The main focus is on practical orientation and application of information systems and the emphasis is on real business scenarios. Each chapter provides spotlights on organization, technology or management related to the topics discussed.

The book provides a broad treatment of the core topics of MIS, namely databases, data communication, e-commerce, supply chain management, customer relationship management, decision support systems, knowledge management, and also the ethical and social issues involved in information systems. It also discusses the development methodologies of system analysis and design which enable the actual information systems to be built to meet the needs of an organization. Case studies based on management of business information provide the students with insight into the actual processes involved.

Contents: Preface. Introduction. Management Information Systems (MIS). Hardware. Software. Database Management. Business Data Communication. Application of Information Systems. Organization and Information System. System Analysis and Design. E-commerce. Supply Chain Management. Customer Relationship Management (CRM). Decision Support Systems. Executive Information System. Knowledge Management. Information Systems: Ethical and Social Issues. Appendix I: Case Studies—Hotel is Hot. Software is Soft. Organization: Can You Organize? Supply Chain Management—A Pharmaceutical Company. Close Down or Not to Close Down. Glossary. References. Index.

Latest Print 2013 / 216 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-4023-7 / ₹ 225.00 / (e-book also available)

DeSOUZA & HENSGEN

Managing Information in Complex Organizations: Semiotics and Signals, Complexity and Chaos

KEVIN C. DESOUZA and TOBIN HENSGEN.

From data to information and on to *actionable* knowledge—the authors present in this seminal work an eminently scientific approach for an effective design for processing information.

Applications in information processing, of such concepts as evolution, semiotics, entropy, complexity, emergence, crisis, and chaos theory are presented to show their relevance to effective crisis management. The authors show how to evaluate and share information to *avoid* a disaster rather than simply *respond* to it. In fact the book highlights the question: *Why do organizations continue to fail to process available information optimally to evade conditions related to impending crisis*?

The book is useful as a text for courses in Information Systems and Corporate Management. On the practical side, it is an ideal book for study and reference for those who deal in law enforcement, officers in defence organizations, national infrastructure protection and industrial security. In short, it is for all who seek better ways to gather, manage, and share information.

Provides practical guidelines for the information manager dealing with situations where the mishandling of even small bits of information can have large consequences.

—ROBERT J. HARDER, *United States Army Research Laboratory*

The authors demonstrate vividly through the use of examples and case studies, how information signals if unchecked, can make an organization vulnerable to a crisis. This is an invaluable guidebook for academicians and practitioners alike. A 'must-read' for defence strategy planners.

—CAPTAIN GANESH KUMAR VANAPALLI, *Indian Navy, New Delhi*

Original and informative, it should be an essential course reading within the diverse and complex field of managing information processing and dissemination.

—RAYMOND A. HACKNEY,
Manchester Metropolitan University, Business School

Contents: Figures. Preface. Acknowledgments. Introduction. Organizations of Information: Semantics, Cybernetics, Entropy, and Signals. Information Forms and Dependence. Evolutionary Dimension of Information Processing: Semiotics. Spatial Dimension of Information Processing: Coupling, Cohesion, and Chaos. Temporal Dimension of Information Processing: Emergence. Information Processing, Complexity, and Crises. Barriers to Optimal Information Processing. Setting up the Organization for Optimal Information Processing. Recap and Real Time. The Future of Information Processing. Epilogue. Appendices. Notes. Index. About the Authors.

Latest Print 2009 / 264 pp. / 15.3 × 22.9 cm
ISBN-978-81-203-2737-5 / ₹ 250.00

JANAKIRAMAN & SARUKESI

Decision Support Systems

V.S. JANAKIRAMAN, *Professor of Computer Science, PSG College of Arts & Science, Coimbatore.*
K. SARUKESI, *Professor of Computer Science, Bharathiyar University, Coimbatore.*

This compact and easy to read book describes in detail the basic principles of Decision Support Systems (DSS). The book also gives a comprehensive account of the various models used in decision making process, the many facets of DSS and explains how they are implemented. Further, it discusses the significance of business reengineering, the role of client-server technology, Internet and Intranet, and analyzes the concepts of Database Management Systems (DBMS), model management and various GUIs.

Designed as a textbook for the undergraduate and graduate students of computer science and management, this book would also be of great help to the practising professional.

Contents: Preface. Acknowledgements. Concepts in General Management. Information Systems. Decision Support Systems. Database Management Systems. Model Base Management Systems. Dialogue Management Subsystem. Hardware and Software Technologies for DSS. Artificial Intelligence and Expert Systems. Internet: The Future of Computing. Electronic Data Interchange. Computer Networks. Appendix A: Oracle: A Case Study in Oracle. Appendix B: Interactive Financial Planning System. Index.

Latest Print 2009 / 236 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-1444-3 / ₹ 150.00

JESSUP & VALACICH

Information Systems Today: Managing in the Digital World, 3rd ed.

LEONARD M. JESSUP & JOSEPH S. VALACICH.

The Third Edition of this book extensively examines how information systems are fueling globalization—making the world smaller and more competitive—in virtually every industry and at an ever-increasing pace.

New features include:

Industry Analysis: Examines how globalization and the proliferation of IT is changing how industries conduct business.

Technology Briefings: Five updated and expanded technology briefings that cover the underpinning of core IS technology.

Key Enabler: Highlights new technology innovations that may create future opportunities for organizations.

Change Agents: Profiles of key IT world leaders.

Updated examples and cases include: Amazon.com, Apple Computer, Google, illegal file sharing, spam and spyware, TiVo, MySpace, Flickr, PayPal, RIM, ChoicePoint, NetFlix, Wikipedia, ethical hacking, and countless others.

Contents: Preface. Managing in the Digital World. Fueling Globalization through Information Systems. Valuing Information Systems Investments. Managing the Information Systems Infrastructure. Enabling Commerce Using the Internet. Securing Information Systems. Enhancing Business Intelligence Using Information Systems. Building Organizational Partnerships Using Enterprise Information Systems. Developing Information Systems. Managing Information Systems Ethics and Crime. Technology Briefing 1: Information Systems Hardware. Technology Briefing 2: Information Systems Software. Technology Briefing 3: Database Management. Technology Briefing 4: Networking. Technology Briefing 5: The Internet and the World Wide Web.

Latest Print 2012 / 624 pp. / 21.6 × 27.8 cm
ISBN-978-81-203-3895-1 / ₹ 475.00

JOSEPH & MOHAPATRA

Management Information Systems in the Knowledge Economy, 2nd ed.

P.T. JOSEPH, S.J., *Professor of Information Systems and Organizational Behaviour at the Xavier Institute of Management Bhubaneswar (XIMB). Currently, he also holds the position of the Director of XIM Bhubaneswar.*
SANJAY MOHAPATRA, *Professor of Information Systems at the Xavier Institute of Management Bhubaneswar (XIMB).*

The textbook, now in its Second Edition, includes a new chapter on *ERP as a Business Enabler*. The text continues to provide a comprehensive coverage of business applications of management information systems in today's new era of knowledge-based economy where the value of a firm's knowledge assets has become a key source that can be leveraged into long-term benefits. The text focuses on the information systems requirements vis-à-vis management perspectives required in business environment. The technology innovations are covered, with particular emphasis on Data Management Systems, Decision Support and Expert Systems. On the other hand, several business applications such as e-commerce and mobile applications, made possible only because of continuing innovations in the field of information and communications technology (ICT) are thoroughly treated in the text. Besides, the book covers crucial issues of information security, and legal and ethical issues which are important both from the point of view of technology and business.

The book uses case discussions in each chapter to help students understand MIS practices in organizations. The cases also enable students to grasp how a systemic approach to every functional aspect of management can lead to formulating technology-based strategies in line with corporate goals.

Primarily intended for undergraduate and postgraduate students of management (BBA/MBA), the knowledge and information provided in this book will also be of immense value to business managers and practitioners

for improving decision-making processes and achieving competitive advantage.

Contents: Preface. Preface to the First Edition. Information Systems in the Knowledge Economy. Information Systems for Strategic Advantage. Database Design and Process Modelling. Decision Support and Expert Systems. Knowledge Management for Strategic Advantage. Computer Communication Systems. Information Systems Supporting e-Commerce Models. Information Systems for Mobile Commerce. Knowledge Management Applications in Business Functions. Information System Security. Legal and Ethical Issues. ERP as a Business Enabler. Index.

Latest Print 2014 / 572 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4876-9 / ₹ 475.00 / (e-book also available)

KANTER

Managing with Information, 4th ed.

JEROME KANTER, *Executive Director, Centre for Information Management Studies, Babson College.*

This book presents a comprehensive discussion designed to achieve effective management with computerized information. Written by a well-known author, the material presented in the text is not 'technical' in nature, but is designed to enable the reader to view technology and information systems in their proper perspective.

KEY FEATURES

- Presents business applications first with support technology as secondary.
- Emphasizes how information can support business processes to give competitive advantage.
- Real world examples are presented in each Chapter in addition to short cases.
- Covers topics such as planning for the effective use of information systems, telecommunications and distributed systems, managing IS development, the impact of IS on management and the new information technologies.

Contents: Case Studies. Managing with Information. Information Systems—Establishing the Framework. Planning for the Effective Use of Information Systems. Business Models and Information Systems Architecture. The Mortar of IS: Data Base. Telecommunications and Distributed Systems. The Organizational Evolution of IS. The Application Development Cycle. Assessing the Value and Risk of Information Systems. Managing IS Development. Management Science and Decision Support Systems. The Impact of IS on Management: Managing with Information. New Information Technologies. Information Systems and Society. Business, Management, and Information Systems in the Twenty-first Century. Appendices—A: Case Study: Three B's, Inc. B: Case Study: Citibank, Managing the Effectiveness vs. Efficiency Issue. C: "Of Course the Service was Good, I Did It Myself!" D: The Spectrum of Technology and Services. E: Computer History and Application. Index.

Latest Print 2009 / 464 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-1012-4 / ₹ 275.00

KELKAR

Hospital Information Systems: A Concise Study

S.A. KELKAR, *Adjunct Professor at Indian Institute of Technology Bombay, serving both in the Department of Computer Science and Engineering and Shailesh J. Mehta School of Management.*

Managing patients and hospital together is what hospital management systems is designed for! The software ensures that the applications involved in the workflow of health services, rely on accuracy in recording patient's demography and data, and accountability of hospital management.

Written in a bulleted format, this book educates reader to overcome the shortcomings of hospital industry such as inadequate access to medical facilities, unassessed quality, and shortage of manpower. The book explains how information (like medical records or administrative records) can be stored, accessed and retrieved promptly; how a patient's record can be generated easily based on demography, gender, age, and so on; and how the system can help to monitor a patient's treatment procedure—starting from his/her ailment history, to present health condition, to recovery.

The book also efficiently addresses the issues like security of the system and the investment strategies. Besides, the Appendices on topics like New Business Models and Applications, and Overview of Hospitals, add on to the applicative knowledge on the subject.

Intended for the students of Hospital Information Systems (HIS)/Hospital Administration or an equivalent training programme, the book is well-suited for the healthcare practitioners (small or large organizations) to streamline their workflow process. The book will also be equally beneficial for the instructors teaching Hospital Administration in various healthcare and management institutes.

Contents: Preface. Abbreviations. Rudimentary Hospital Information Systems. Introduction to E-Healthcare. Managing a Hospital with Information. Quantitative Techniques for Decision Support. Hospitals and Quality. People Issues in Hospital Management. Healthcare Backdrop. Changing World and Healthcare. Strategy, IT and Healthcare. APPENDICES—A: Notes on Metrics and Measurements. B: Information Technology Basics. C: Overview of Hospitals. D: Systems on Hospitals Periphery. E: Newer Business Models and Applications. F: Information Systems Basics. G: Basics of Strategy and Planning. Suggested Reading.

Latest Print 2010 / 788 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4083-1 / ₹ 450.00 / (e-book also available)

KELKAR

Information Systems: A Concise Study

S.A. KELKAR, *Former Adjunct Professor in the Department of Computer Science and Engineering, Shailesh J. Mehta School of Management, Indian Institute of Technology Bombay.*

Here is a comprehensive book that serves as a one-stop overview for understanding, developing, and deploying Information Systems. It aims to provide the students with a conceptual framework to understand Information Systems (IS). The text, written in easy to understand language using bullet form style to highlight various points, covers topics the way they are encountered by a typical IS professional.

The book is divided into three units—Unit I: Information Systems Basics; Unit II: Managing with Information; and Unit III: Managing Information Resources. Some of the topics discussed enlarge the scope of the book and include: e-Commerce and e-Business; CRM, ERP, SCM; Application Scrap Book; Enterprise and Strategy; Strategy Planning for IS; and Justification for IS. The main body of the text is supplemented with six appendices, which can be read on a need-to-know basis.

The book is well suited for the undergraduate students of Computer Science and Engineering, Information Technology; postgraduate students of Information Technology and Computer Science; and students pursuing MCA and MBA. Those teaching a course on IS or conducting equivalent training programme for professionals will also benefit from this text. Finally, the book would be useful for those professionals who wish to grasp the essentials without attending a formal instructional course.

Contents: Preface. Abbreviations. Unit One: Information systems basics—Managing in the 21st Century. Information, Systems, and IS. Classification of IS. Applications Scrap Book. e-Commerce and e-Business. CRM, ERP, and SCM. Unit Two: Managing with Information—Enterprise and Strategy. Strategic Planning. IS for Decision Support. Justification for IT/IS. Unit Three: Managing Information resources—Information Resources Management. Strategic Planning for IS Function. Information Security and Integrity. Appendices—A. Information Technology Basics. B. Data Management. C. Software Development in Nutshell. D. Brief Look at Software Project Management. E. Software Requirements Elicitation. F. Note on Metrics and Measurements. Suggested Reading.

Latest Print 2009 / 952 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-3651-3 / ₹ 495.00 / (e-book also available)

KELKAR

Management Information Systems: A Concise Study, 2nd ed.

S.A. KELKAR, *Former Adjunct Professor in the Department of Computer Science and Engineering, Shailesh J. Mehta School of Management, Indian Institute of Technology Bombay.*

It is widely recognized that the knowledge of information systems is very much essential in today's business organizations to survive and prosper. This book, in its second edition, provides students with a conceptual framework to understand information systems. The focus of information systems (irrespective of the level of use of information) is on producing quality information needed to facilitate decision making. The objective of this book is to capture the material on information systems and organize it around a framework that offers a current and relevant knowledge based on information system by providing just the adequate amount of material in a concise format.

The book is organized in three parts: (i) **Information systems basics**, (ii) **Managing with information** and (iii) **Managing information resources**. Though the main structure of the second edition remains the same, the chapters have been updated and revised as per the recent development in the fields of information technology. Besides this, a new chapter is added to explain the concepts like e-business, Customer relationship management (CRM), Enterprise resources and planning (ERP) and Supply chain management (SCM), comprehensively.

Intended for the students of computer applications (BCA and MCA) and management (BBA and MBA), and the undergraduate students of Computer Science engineering, the book is equally useful for the busy professionals who wish to grasp the essentials of management information systems, without attending a formal instructional course.

Contents: Preface. Preface to the First Edition. Abbreviations. Unit One: Information Systems Basics—Managing in 21st Century. Information, Systems, and IS. Classification of IS. E-business, CRM, ERP, and SCM. Unit Two: Managing With Information—Strategic Planning and IS. Justification for IT/IS. IS for Decision Support. Quality and Privacy Issues. Unit Three: Managing Information Resources—Information Resources Management. Strategic Planning for IS Function. Security, Control and Audit. Suggested Reading.

Latest Print 2011 / 316 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-3765-7 / ₹ 250.00 / (e-book also available)

MARAKAS

Decision Support Systems in the 21st Century, 2nd ed.

GEORGE M. MARAKAS, *Kelley School of Business, Indiana University.*

Designed as a text for students of management and computer science, this uptodate and detailed study introduces students to the concepts of Decision Support Systems (DSS)—which act as powerful managerial tools for decision making—and explains the various components associated with them. In particular, the book focuses on DSS from a cognitive process and decision making perspective and concentrates on the application

and implementation aspects. Besides, it looks at the decisions and technologies that managers will need for making decisions in the 21st Century.

The book incorporates the latest material on the subject and uses many pedagogical features—graphics, examples, summaries, review questions and problems—to make reading of the book a complete experience.

Other Features Include

- Detailed discussion on data warehousing, data mining and visualization, and intelligent software agent technology.
- *Narrative vignettes* elucidete the some of the concepts associated with the process of making a decision.
- *Tutorials* on the CD contain Megaputer's Poly-Analyst and TextAnalyst software which, when used in conjunction with exercises from the text, help students associate, classify, predict, and acquire knowledge from numerical and structured data.
- Companion website at: **www.prenhall.com/marakas**

Contents: Preface. Introduction to Decision Support Systems. Decisions and Decision Makers. Decisions in the Organization. Modeling Decision Processes. Group Decision Support and Groupware Technologies. Executive Information Systems. Expert Systems and Artificial Intelligence. Knowledge Engineering and Acquisition. Machines That Can Learn. The Data Warehouse. Data Mining and Data Visualization. Designing and Building the Data Warehouse. The Systems Perspective of a DSS. Designing and Building Decision Support Systems. Implementing and Integrating Decision Support Systems. Creative Decision Making and Problem Solving. Intelligent Software Agents, Bots, Delegation, and Agency. Decision Support in the Twenty-First Century. Appendix A—Decision Style Inventory III. References. Index.

Latest Print 2014 / 640 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-2376-6 / ₹ 425.00

MISRA

Information Systems Management in Business and Development Organizations: Text and Cases

HAREKRISHNA MISRA, *Professor, IT and Information Systems Group, Institute of Rural Management Anand (IRMA), Gujarat.*

Management Information Systems (MIS) has fast emerged as a multi-disciplinary area having strategic interfaces to achieve organizational objectives. This comprehensive book discusses the underlying principles of business and development organizations, identifies their core areas and prescribes approaches to develop MIS.

Devided into five parts, **Part I—Understanding Organizations for MIS** deals with organizational issues and focuses on the rationale behind creating organizations, especially business and development organizations, to understand their distinguishing features. **Part II—Systems Approach to Organizations** covers conceptualization, identification, design and development of Information System (IS) for the organization in order to have better systems in place to support organizational goals. **Part III—Understanding MIS** discusses the relevance of MIS in organizations and the forms it can take to meet the strategic needs of the respective organizations. **Part IV—Understanding Information Technologies** describes possible approaches to plan, identify and deploy ICT in the acquiring organizations and provides insight into the barriers that creep in during identification and deployment of IS and ICT keeping in view the organizational objectives. **Part V—Planning and Implementation of MIS** concludes with a discussion on preparation of MIS plan and issues related to its implementation.

The book is intended for the postgraduate students of management specializing in rural management and IT.

Contents: Preface. Introduction An Overview of MIS. Part I: Understanding Organizations for MIS—Understanding Business Organizations. Understanding Development Organizations. Organizational Management and Control: Commonality in Business and Development Organizations. Part II: Systems Approach to Organizations—Systems Approach to Organizations. Managing Data and Information. Information System Evolution and Modelling. Information System (Identification, Design and Develop-ment). Information System Quality. Part III—Understanding MIS—MIS—Its Organization. Forms of MIS. Architecture of MIS. Part IV—Understanding Information Technologies—Understanding and Planning Information Technologies (Hardware, Software and Databases). Understanding and Planning Information Technologies (Network and Communication). Planning Information Technologies Infrastructure. Part V—Planning and Implementation of MIS—Planning MIS. Implementation of MIS. Index.

Latest Print 2013 / 400 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4796-0 / ₹ 350.00 / (e-book also available)

MOHAPATRA

Cases in Management Information Systems

SANJAY MOHAPATRA, *Associate Professor in Information Systems at Xavier Institute of Management Bhubaneswar (XIMB).*

This book is intended as a supplement for courses in Management Information Systems (MIS). It uses cases to explain MIS concepts. It illustrates how computer-based information systems can be used to support an organization's objectives and strategic plans.

The book's objective is to capture the material from a wide range of sectors such as health care, developmental activities, bank operations, microfinance, etc. and organize it around a framework that would be useful for students to understand how MIS can help in overcoming corporate challenges. It prepares students as managers, providing a clear focus on information, rather than data,

and its use in business. These cases can also be used by practitioners as examples for designing MIS in their own organizations.

For each case, the costs and benefits of the information system have been evaluated by calculating the Return on Investment (ROI). What is more, not only quantitative benefits, but also qualitative benefits (social and public benefits) have been identified to justify the need for technology-enabled MIS for supporting corporate strategies and operations.

The book would be useful to students of MBA, BE (ICT), MCA and M.Sc. (Computer Science) courses. Besides, it would be of benefit to senior executives participating in Management Development Programmes.

Contents: Foreword. Preface. Acknowledgements. Case One: Information Systems—Ayush Hospital. Case Two: MIS at BASIX. Case Three: MIS at CYSD. Case Four: MIS at DFID. Case Five: MIS at Care Hospitals. Case Six: National Bank for Agriculture and Rural Development—MIS at NABARD. Case Seven: MIS at National Rural Health Mission (NRHM), Orissa. Case Eight: Designing the Management Information Systems for Orissa Rural and Urban Producers' Association (ORUPA). Case Nine: Management Information Systems—UNDP. Case Ten: Orissa Industrial Infrastructure Development Corporation (IDCO). Case Eleven: MIS at SKS Microfinance—A Report. Case Twelve: MIS at HDFC Commodities Loan Division.

Latest Print 2011 / 264 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-3614-8 / ₹ 225.00 / (e-book also available)

MURDICK, ROSS & CLAGGETT
Information Systems for Modern Management, 3rd ed.

ROBERT G. MURDICK, JOEL E. ROSS, *both of the Florida Atlantic University*.

JAMES R. CLAGGETT, *IBM, New York, NY.*

This classic text explores MIS development from the manager/user's perspective. Comprehensive in scope, it covers topics such as: *Management, Information,* and *Systems* and how these three areas are merged into an effective management information system; *computer-related concepts* necessary to participate in today's information-bound business environment; theory and practice of *planning, designing and implementing* an MIS; control of and through MIS; and *decision-making* as influenced by computers, management information systems, and databases.

Contents: I. MANAGEMENT AND SYSTEMS—The Meaning and Role of Management Information Systems. Management, Organizational Theory, and the Systems Approach. What the Manager Should Know about Computer Systems? Database Management. Information Systems for Decision Making. II. PLANNING FOR, DESIGNING, AND IMPLEMENTING THE MIS—Strategic and Project Planning for MIS. Conceptual System Design. Detailed System Design. Implementation, Evaluation, and Maintenance of the MIS. Pitfalls in MIS Development. III. ADVANCED CONCEPTS—Systems Concepts and Control. Management Science and Systems Modeling for MIS. IV. CASE STUDIES—International Medical Instruments, Inc., Development of an MIS for Field Office Managers of the North-western Insurance Company. IMI Staff Assignment. Johnson Enterprises. Index.

Latest Print 2014 / 480 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-0397-3 / ₹ 325.00

NAIR & CHANDRA
Informatics

VIJAYAKUMARAN NAIR K. *has been Associate Professor in the Department of Zoology, Mar Ivanios College, Thiruvananthapuram, Kerala.*

VINOD CHANDRA S.S., *Director, Computer Centre, University of Kerala, Thiruvananthapuram.*

The book provides an overview of the basic concepts of informatics. Dealing with the concerns and issues of digital technology, the text has been written with the objective of introducing students with the tools and applications of information technology, highlighting its use by the digital society. It creates awareness on the nature of emerging digital knowledge society and social issues.

Organized into six chapters, the book explains the fundamentals of informatics, besides sharing and analyzing the consequences of rapid computerization. Beginning with an overview of information technology explaining evolution of computers, computer classification, computer hardware and networking, the book moves to the Internet which is considered as a knowledge repository. It then explains IPR, copyright, patents and software license agreement. The book also highlights and discusses social informatics, e-Governance, applications of informatics in various subject areas and futuristic IT.

The book is primarily intended as a text for undergraduate and postgraduate students of various disciplines wherein 'Informatics' is prescribed as a core or foundation course. The book will also be of immense use to general readers who are interested in knowing the applications of information technology.

KEY FEATURES

1. Provides updated information as per the course curriculum of many universities.
2. Includes labeled and immaculate illustrations for clear understanding of the concepts.
3. Chapter-end review questions to reinforce to concepts understanding and to help students prepare for examinations.
4. Presents an extensive glossary of technical terms.

Contents: Preface. Overview of Information Technology. Knowledge Skills. Social Informatics. IT Applications. Specific Areas in Informatics. Futuristic IT. Index.

Latest Print 2014 / 240 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4988-9 / ₹ 250.00 / (e-book also available)

NICKERSON

Business and Information Systems, 2nd ed.

ROBERT C. NICKERSON, *San Francisco State University.*

Because information systems are essential to the operations of business today, this book takes the unique approach of covering both business fundamentals and information systems so that students understand how businesses operate and are managed, and how information systems support business operations and management. This integrative approach provides a sufficient strong foundation in business functions for understanding the need for and structure of information systems.

Organized into four parts, the book first sets the background with an introduction to basic business concepts. It then examines the basic hardware structure of information systems, the role of information systems in business, and finally concludes with a discussion on the development and management of information systems with an emphasis on end-user involvement in the development process.

KEY FEATURES

- Introduces both the Internet and Electronic Commerce early on in the text and expands on these topics throughout the text as appropriate.
- Offers real-world case studies of businesses and organizations at the global level.
- Provides learning objectives and chapter outline at the beginning of each chapter.
- Two boxed cases, called Bookmarks, within each chapter, describe the applications and systems in real businesses.
- Each chapter gives review questions, discussion questions, ethics questions, problem-solving projects, and Internet and electronic commerce projects designed to challenge students to think more deeply about the chapter's topics.
- Companion website: **www.prenhall.com/nickerson** provides interactive study guide questions.

Contents: Preface. Part I: Introduction—Information Systems in Business. Business Fundamentals. Information System Fundamentals. Part II: Information Technology—Information System Hardware. Information System Software. Information System Networks and the Internet. Information System Data Management. Part III: Business Information Systems—Personal Productivity and Problem Solving. Group Collaboration. Business Operations. Management Decision Making. Electronic Commerce and the Strategic Impact of Information Systems. Part IV: Developing and Managing Information Systems—Information System Development. Managing Information Systems and Technology. Glossary. Photo Credits. Acknowledgments. Index.

Latest Print 2009 / 520 pp. / 20.0 × 25.0 cm
ISBN-978-81-203-2231-8 / ₹ 450.00

RAJARAMAN

Analysis and Design of Information Systems, 3rd ed.

V. RAJARAMAN, *Honorary Professor, Supercomputer Education and Research Centre, Indian Institute of Science, Bangalore.*

One of the most important uses of computers is (as an aid to managers) to provide up-to-date information to efficiently run their organizations. Of the total number of computers installed in the world today, over eighty percent are used in organizations for management information systems. It is thus very important for all students of management, commerce and computer science to know how to design computer-based information systems to aid management. This introductory text gives a lucid, self-contained presentation to students on how to analyse and design information systems for use by managers.

Information Systems Analysis and Design (also known as System Analysis and Design) is a compulsory subject for MCA, BCA, B.Com. and B.E. students of Computer Science and Information Technology. This book covers the syllabus of this course and that of the DOEACC (Level A) examination.

Thoroughly classroom tested and evolved out of twenty years of teaching Information Systems Design course at IIT Kanpur and IISc., Bangalore, this book presents real Indian examples.

In this third edition every chapter has been updated, besides the addition of a new chapter on **Use Case Method** to reflect the rapid changes taking place in designing information systems.

This book has been used to prepare learning material for the course Systems Analysis and Design for the National Programme for Technology Enhanced Learning of the Ministry of Human Resource Development, Government of India. The author has also delivered 40 lectures on this topic which may be heard in YouTube. This book also contains supplementary materials like PPTs and objective questions with explanation for each incorrect choice which are available on **www.phindia.com/rajaraman_ADIS**

Contents: Preface. Information and Management. Examples of Information Systems. Information Systems Analysis Overview. Information Gathering. System Requirements Specifications. Feasibility Analysis. Data Flow Diagrams. Process Specifications. Decision Tables. Use Case Method. Logical Database Design. Database Management Systems (DBMS). Object-Oriented System Modelling. Data Input Methods. Designing Outputs. Control, Audit and Security of Information Systems. Electronic Commerce. System Design Example. Appendix. References. Index.

Latest Print 2014 / 344 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4384-9 / ₹ 295.00 / (e-book also available)

SADAGOPAN

Management Information Systems, 2nd ed.

S. SADAGOPAN, *Director of IIIT-Bangalore since 1999.*

It is widely recognised that the knowledge of information systems is essential in today's business organisations to survive and prosper. This book in its Second Edition, discusses all the major areas in information systems. It includes issues in the design, development and application of organisation-wide information systems and their effect on business and organisations. The issues discussed in the book supports the management of an enterprise in its planning, operation and control functions.

SALIENT FEATURES OF THE BOOK

- Balanced treatment of both the technical and organisational issues involved
- Wide range of topics including databases, decision support systems, expert systems and system analysis
- Contemporary examples from the Indian industry

Though the main structure of the Second Edition remains the same, the chapters have been updated and revised as per the recent developments in the field of information technology.

NEW TO THIS EDITION

- Several 'Case-studies' have been incorporated at the end of each chapter.
- New references have been included in the text to support the added text.
- Learning objectives have been given at the beginning of each chapter.
- The text is presented in an attractive manner as numerous new figures and pictures have been added.

Contents: Preface. Note to Instructor. Introduction. Organisational Systems. Information Systems and Organisations. Computers and Information Systems. Communication Technology. Database Technology. Decision Support Systems (DSS). Expert Systems and Artificial Intelligence. System Analysis and Design. Bibliography. Index.

Latest Print 2014 / 336 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4892-9 / ₹ 325.00 / (e-book also available)

Systems Analysis and Design

GARG & SRINIVASAN

Workbook on Systems Analysis and Design, Revised 2nd ed.

VINOD KUMAR GARG, *Professor of Information Management at S.P. Jain Institute of Management and Research, Mumbai.*

S. SRINIVASAN, *Project Manager of Deloitte Consulting, Hyderabad.*

This second edition, which is intended to provide step-by-step approach to the fundamentals of systems development in interactive hands-on and stimulating learning environment, includes new chapters that focus on object-oriented analysis and design and approach to web application development. To enhance understanding of the subject, all the topics of the first edition have been reviewed and expanded.

In this workbook, examples are introduced in the sequence in which they would be needed during systems analysis and design. The book first outlines the steps followed in analysis and design and then illustrates the same with examples. The end-of-chapter practice exercises provide an incremental framework to reinforce the hands-on nature of learning.

This should serve as an ideal workbook for students and instructors as well as for the systems analysts and designers of IT companies to solve their day-to-day systems related problems.

KEY FEATURES

- Provides hints on how to use techniques of SSAD in actual practice.
- Gives a comprehensive case study illustrating how the various application modeling tools could be applied in an integrated manner to a real life situation.
- Presents additional chapters on OOAD and web development.
- Supplies question bank with more than 50 carefully selected questions on various concepts.

Contents: Preface. Acknowledgments. Chapter Summary. Introduction. Application Modeling. Database Design. Input-Output Design. Program Design. Case Study. Object-Oriented Analysis and Design. Question Bank. Appendix A—Structured Methodology Elements. Appendix B—Web Case Study. Glossary. Index.

Latest Print 2009 / 252 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-1724-6 / ₹ 175.00

KENDALL & KENDALL

Systems Analysis and Design, 9th ed.

KENNETH E. KENDALL and JULIE E. KENDALL, *both of Rutgers University, School of Business–Camden, Camden, New Jersey.*

The ninth edition of *Systems Analysis and Design* includes extensive changes inspired by the swift transformations in the IS field over the past three years. Many innovative and upgraded features are incorporated throughout this new edition. In particular:

- New coverage of how systems analysts and organizations can participate in open source communities.
- Expanded coverage of the analyst role in ERP (enterprise systems).
- New in-depth coverage of project management techniques.
- Expanded coverage of when to use cloud services versus purchasing hardware and software.

- New coverage of time estimation techniques for project management.
- New coverage of the work breakdown structure (WBS) for project management.
- New material on designing corporate and ecommerce sites to include Web 2.0 technologies and social media.
- Innovative treatment of designing apps for smartphones and tablets.
- Expanded coverage of designing input for intranets, the Web, smartphones, and tablets.
- New material on the relationship of business intelligence to data warehouses, big data, business analytics, and text analytics.
- Innovative coverage on designing gesture-based interfaces for smartphones and tablets.
- Additional material on designing alerts, queries, and notices for smartphones and tablets.
- Innovative handling of designing two-dimensional (2D) codes such as Microsoft Tags and QR codes for input.
- New material on how service-oriented architecture and cloud computing are changing the nature of information systems design.
- Expanded coverage of ERP systems and their relationship to cloud computing.

Contents: Preface. Part I: Systems Analysis Fundamentals—Systems, Roles, and Development Methodologies. Understanding and Modeling Organizational Systems. Project Management. Part II: Information Requirements Analysis—Information Gathering: Interactive Methods. Information Gathering: Unobtrusive Methods. Agile Modeling and Prototyping. Part III: The Analysis Process—Using Data Flow Diagrams. Analyzing Systems Using Data Dictionaries. Process Specifications and Structured Decisions. Object-Oriented Systems Analysis and Design Using UML. Part IV: The Essentials of Design—Designing Effective Output. Designing Effective Input. Designing Databases. Human–Computer Interaction. Part V: Quality Assurance and Implementation—Designing Accurate Data Entry Procedures. Quality Assurance and Implementation. Glossary. Acronyms. Index.

Latest Print 2013 / 552 pp / 21.6 x 27.9 cm
ISBN-978-81-203-4862-2 / ₹ 595.00

VALACICH, et al.

Essentials of Systems Analysis and Design, 5th ed.

JOSEPH S. VALACICH *is an Eller Professor of Management Information Systems in the Eller College of Management at the University of Arizona.*

JOEY F. GEORGE *is Professor and Dean's Chair in the Iowa State University College of Business.*

JEFFREY A. HOFFER *is the Sherman–Standard Register Professor of Data Management for the Department of MIS, Operations Management, and Decision Sciences in the School of Business Administration at the University of Dayton.*

This text provides a clear presentation of the concepts, skills and techniques students need to become effective systems analysts. It emphasizes on hands-on experimental learning. It uses the systems development life cycle model to provide a strong conceptual systematic framework.

The book is useful for courses in systems analysis and design for management as well as computer science and engineering students.

NEW TO THIS EDITION

- Emphasizes current changes in systems analysis and design.
- Increased focus on *make* versus *buy* systems integration.
- New end-of-chapter running case.
- Updated illustrations of technology.
- New entity-relationship notation.

Contents: Preface. Part I: Foundations for Systems Development—The Systems Development Environment. The Sources of Software. Managing the Information Systems Project. Part II: Systems Planning and Selection—Systems Planning and Selection. Part III: Systems Analysis—Determining System Requirements. Structuring System Requirements: Process Modeling. Structuring System Requirements: Conceptual Data Modeling. Part IV: Systems Design—Designing the Human Interface. Designing Databases. Part V: Systems Implementation and Operation—Systems Implementation and Operation. Appendix A: Object-Oriented Analysis and Design. Appendix B: Agile Methodologies. References. Glossary of Acronyms. Glossary of Terms. Index.

Latest Print 2012 / 448 pages / 21.6 x 27.8 cm
ISBN-978-81-203-4558-4 / ₹ 425.00

ECONOMICS

Economic Environment of Business

AHMED & ALAM

Business Environment: Indian and Global Perspectives

FAISAL AHMED, *Associate Professor of International Business and Chairman of the International Business Area at FORE School of Management, New Delhi.*

M. ABSAR ALAM, *Economist and Consultant with Asian Institute of Transport Development (AITD), a New Delhi-based think tank having special consultative status with the United Nations.*

This book carries a holistic approach on the business environment (both Indian and global) with a contemporary and pragmatic appeal for learners. The text provides an incisive insight into the subject via simple, elegant and explicit presentation that ties theory logically and rigorously with the practical aspects bearing on business environment.

Divided into 24 chapters, the book dexterously assimilates the national as well as global perspectives to enhance a broader understanding of the concepts and their applications. The chapters on Contemporary Perspectives, Economic Systems, Planning and Reform, Industrial Policies, Monetary Policy, Legal Framework, and so on, explicate the Indian business environment and its scope. Furthermore, its specialised chapters on global perspectives like International Law, International Organisations, WTO Regime, Cross-cutting Issues in International Environment, FDI, Country Risk and Political Risk Analysis, Doing Business in Select Markets, and so on affecting business in India and worldwide, are comprehensive in terms of coverage and approach.

This is purely a text intended for the undergraduate and postgraduate students of Commerce and Management. Besides, the book is of immense use for the aspirants of civil services, officials and professionals working in government ministries, embassies in India, Indian missions abroad, Chambers of Commerce, NGOs and policy think tanks.

HIGHLIGHTS OF THE BOOK

- Each chapter commences with an opening case, which emphasises the topic of importance, and ends with a closing case that helps in satisfying a learner from the point of view of understanding the chapter.
- Several boxes are incorporated in the text, which carry practical examples and experience to support in-depth learning.
- Enormous illustrative figures, tables and exhibits make the reading more fruitful and enriching.
- Case questions and review questions help in checking the learner's ability to understand the basic concept of the chapter.
- The text is supported by the companion website *http://phindia.com/ahmed* containing useful resources for the teachers and study aids for the students.

Contents: Preface. Acknowledgements. Concepts. Contemporary Perspectives. Environmental Scanning. Economic Systems. Planning and Reform. Macroeconomic Indicators. Industrial Policies. Fiscal Policy. Monetary Policy. Balance of Payments. Money and Capital Markets. Legal Framework. Principles of International Law for Business. International Organisations. Models and Frameworks of International Trade. Internationalisation of Firms. Foreign Direct Investment (FDI). Trends in Global Trade and Economic Integration. The WTO Regime. Major Provisions under WTO. Cross-cutting Issues in International Environment. Foreign Exchange Risk and Exposures. Country Risk and Political Risk Analysis. Doing Business in Select Markets. Suggested Readings. Index.

Latest Print 2014 / 432 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-5022-9 / ₹ 450.00 / (e-book also available)

PAILWAR
Business Environment

VEENA KESHAV PAILWAR, *faculty at Institute of Management Technology (IMT), Nagpur.*

Designed primarily as a text for undergraduate and postgraduate students of management and commerce, this comprehensive and well-organized book equips the readers with the knowledge to analyze the domestic and global business environment. The focus of the book is on the assessment of the evolving business scenario using analytical underpinnings and latest data.

This book clearly brings out the implications of changes in socio-economic and legal environment of business, and covers business environment by tracking changes in national income, inflation, fiscal deficit, money supply, exchange rate, balance of payment and many other economic variables. Besides, it briefs on legal aspects, deliberates on demographic changes and changes in technical and natural environment of business.

Besides students, practising managers and policy makers will also find the book as a useful reference.

KEY FEATURES

- Illustrations using latest data (upto June 2013)
- Boxes containing numerical illustrations and technical details
- Cases depicting Indian Business Environment and providing glimpses of evolving global business environment
- Review questions, numerical problems and case analysis

Companion Website: This text is supported by the companion website: **www.phindia.com/veenapailwar/** containing useful resources for the teachers and study aids for the students.

Instructors' Resources: To support the teaching efforts the website contains—Answers to the end of the chapter Numerical Problems with explanation; More than 1000 crisp, clear and colourful PowerPoint Slides; and more than 1000 Multiple Choice Questions.

Students' Resources: To strengthen the understanding of the students on the subject the website resources comprise—Interactive Multiple Choice Questions and hints for solving chapter-end Numerical Problems.

Contents: Preface. Business Environment and Its Constituents. Economic System: Planning and Market. Economic Structure and Stages of Development. Business Cycles and Fluctuations. National Income: Measurement and Environment Scanning. Poverty, Growth and Inclusive Growth. Inflation and Business Environment. Fiscal Policy and Environment. Financial System, Crisis and Reforms. Monetary Policy and Economic Environment. Industrial Structure, Policy and Business Environment. Balance of Payment: Accounting, Adjustments and Imbalances. Trade Flows, International Linkages and External Environment. Capital Flows, Growth and Macroeconomic Instability. Exchange Rate Regimes and Currency Convertibility. Legal

Environment of Business. Demographic Environment of Business. Technological Environment. Natural Environment and Business Sustainability. Index.

Latest Print 2014 / 592 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4890-5 / ₹ 525.00 / (e-book also available)

PAILWAR

Economic Environment of Business, 3rd ed.

VEENA KESHAV PAILWAR, *faculty at Institute of Management Technology (IMT), Nagpur.*

Since liberalization, Indian economy is going through some dynamic changes. From a primarily closed agrarian economy, India has become service-oriented open economy, becoming more and more susceptible to economic fluctuations.

This comprehensive book, in its third edition, continues to equip the readers with the necessary skills to assess and analyze the evolving economic scenario in India and world over. The new edition has been thoroughly revised and updated to incorporate the recent changes taking place in Indian and global economic environment. Every chapter is incorporated with a section on Understanding Economic Environment (UEE), in which the Indian economic environment is compared with the economic environment of its neighbouring countries, emerging markets and major players in the world economy.

All chapters are well-supported with illustrative examples and cases to provide an analytical insight to the topics. The chapters also include the topic Implications for Managers, in which implications of a particular aspect of an economy are summarized for the managers. Besides, for an easy assessment of the data, most of the quantitative information is presented in a graphical form rather than in the conventional tabular format.

Designed primarily as a textbook for the postgraduate students of management and commerce, this book is useful for the practising managers and policy makers as well.

KEY FEATURES

- Includes illustrations using latest data (upto 2011)
- Provides several numerical problems to strengthen the quantitative aspect of the subject
- Each chapter concludes with a Case Analysis to support the chapters with the applicative tools
- Companion website www.phindia.com/veenapailwar provides useful resources for the teachers as well as for the students and has been updated as per the current edition

Contents: List of Cases. List of Boxes. List of Case Analysis Exercises. Preface. Acknowledgements. Economic Environment and Business Fluctuations. Data Sources and Interpretations. National Income: Measurement and Environment Scanning. Inflation and Business Environment. Fiscal Policy and Environment. Money: Demand and Supply. Financial System, Crisis and Reforms. Monetary Policy and Economic Environment. Balance of Payment: Accounting, Adjustments And Imbalances. Trade Flows, International Linkages and External Environment. Capital Flows, Growth and Macroeconomic Instability. Exchange Rate Regimes and Currency Convertibility. Index.

Latest Print 2012 / 512 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4492-1 / ₹ 450.00 / (e-book also available)

Industrial Economics

JAYARAM & KOTWANI

Industrial Economics and Telecommunication Regulations

R. JAYARAM, *Director, Yadavrao Tasgaonkar School of Business Management, Mumbai.*
NAMITA R. KOTWANI, *Professor, Yadavrao Tasgaonkar School of Business Management, Mumbai.*

The rapid growth in the telecommunication sector has made it essential to regulate the functioning of various modes of communication. This book provides a thorough understanding of the basic industrial economic concepts and national telecommunication policy in an easy-to-comprehend style.

Divided into five parts, comprising 21 chapters, the text introduces readers with the basic concepts of managerial economics such as elasticity of demand, market structure, price determination and money supply. The subsequent chapters are devoted to banking and taxation system, and international trade. It also gives a thorough analysis of various functions and objectives of commercial banks and distinguished features of international trade. The book elaborates on managerial concepts by explaining the nature of management, planning, communication, leadership skills and market research. Finally, the book meticulously deals with telecommunication regulations and regulatory strategies, and explains the national telecommunication policy and guidelines.

This book primarily caters to the needs of engineering students of Electronics and Telecommunication discipline for their course in Industrial Economics and Telecommunication Regulations. It will also be useful to the undergraduate students of management and commerce.

KEY FEATURES

- Includes the guidelines for Cable Television Networks (Regulation) Act
- Provides regulations of Telecom Regulatory Authority of India (TRAI)
- Incorporates chapter-end review exercises to drill students in self-study

Contents: Foreword. Preface. Acknowledgements. Part I: Managerial Economics—Basic Economic Concepts. Elasticity of Demand. Market Structure. Price and Output

Determination in Different Market Structures. Money and Money Supply. Part II: Banking and Taxation System of Country—Commercial Banks and Its Functions. Central Bank. Sources of Public Revenue in India. Part III: International Trade—International Trade and Economic Crises of 2008. Part IV: Management—Management Concepts. Planning. Organizing. Communication. Leadership. Motivation. Marketing Management Concepts. Marketing Mix. Marketing Mix Strategy. Market Research and Market Information System. Part V: Telecommunication Regulation, Policy and Act—Telecommunication Regulation and Regulatory Strategies. National Telecommunication Policy and Guidelines. Index.

Latest Print 2012 / 304 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4578-2 / ₹ 295.00 / (e-book also available)

Macroeconomics

GOODWIN, et al.
Macroeconomics in Context

NEVA R. GOODWIN, *co-director of the Global Development and Environment Institute (GDAE) at Tufts University.*
JULIE A. NELSON, *senior research associate at GDAE Tufts University.*
JONATHAN HARRIS, *director of the Theory and Education Program at GDAE, Tufts University.*

This text updates the introductory undergraduate students on critical concerns of the 21st century including distributional equity and ecological sustainability. It include discussions of historical, institutional, political and social factors to encourage students get engaged with the subject matter and offers clear and insightful coverage of standard concepts and models.

Unlike most macroeconomics textbooks which focus exclusively on concepts of efficiency and GDP growth, this book starts with the question of human well-being and then examines how economic activities can contribute to or detract from our well-being.

Macroeconomics in Context also includes topics on quality of employment, globalization and the adequacy of living standards.

Contents: Preface. Acknowledgements. Sample Course Outlines. Part One: The Context for Economic Analysis—Economic Activity in Context. Useful Tools and Concepts. What Economies Do. Supply and Demand. Part Two: Macroeconomic Basics—Macroeconomic Measurement: The Current Approach. Macroeconomic Measurement: Environment and Social Dimensions. Employment and Unemployment. The Structure of the United States Economy. Part Three: Macroeconomic Theory and Policy—Aggregate Demand and Economic Fluctuations. Fiscal Policy. Money and Monetary Policy. Aggregate Supply, Aggregate Demand, and Inflation: Putting It All Together. Part Four: Macroeconomic Issues and Applications—The Global Economy. How Economies Grow and Develop. Macroeconomic Challenges for the Twenty-First Century. Glossary. Index.

Latest Print 2009 / 464 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-3748-0 / ₹ 350.00

GORDON
Macroeconomics, 12th ed.

ROBERT J. GORDON, *Stanley G. Harris Professor in the Social Sciences, Northwestern University.*

This book presents a cohesive view of the macro concepts. It, as in previous editions, adopts the core distinction between short-run macro, devoted to explaining business cycles and their prevention, and long-run macro, dedicated to explaining economic growth. It engages the students with the subject by informing about the current state of affairs of the global economy.

KEY FEATURES

- Theory as a way to evaluate macro questions
- Patient and early introduction to business cycles
- A dynamic version of the AS-AD model
- A clear distinction between short- and long-run macro models
- Pedagogically designed figures
- Case studies
- International Perspective boxes
- Self-Tests
- Data Appendixes
- An ideal text on the subject for undergraduate students of Economics.

Contents: Preface. Part I: Introduction and Measurement—What is Macroeconomics? The Measurement of Income, Prices, and Unemployment. Part II: The Short Run: Business Cycles and Policy Responses—Income and Interest Rates: The Keynesian Cross Model and the IS Curve. Strong and Weak Policy Effects in the IS-LM Model. Financial Markets, Financial Regulation, and Economic Instability. The Government Budget, the Government Debt, and the Limitations of Fiscal Policy. International Trade, Exchanges Rates, and Macroeconomic Policy. Part III: The Price Level, Inflation, and Unemployment—Aggregate Demand, Aggregate Supply, and the Great Depression. Inflation: Its Causes and Cures. The Goals of Stabilization Policy: Low Inflation and Low Unemployment. Part IV: The Long Run: Economic Growth, Success, and Failure—The Theory of Economic Growth. The Big Questions of Economic Growth. Part V: Monetary Policy and the Sources of Instability—Money, Banks, and the Federal Reserve. The Goals, Tools, and Rules of Monetary Policy. The Economics of Consumption Behavior. The Economics of Investment Behavior. Part VI: The Evolution of Macroeconomic Ideas—New Classical Macro and New Keynesian Macro. Conclusion: Where We Stand.

Latest Print 2013 / 680 pp. / 20.0 × 25.0 cm
ISBN-978-81-203-4393-1 / ₹ 625.00

KENNEDY

Macroeconomic Essentials: Understanding Economics in the News, 3rd ed.

PETER E. KENNEDY, *formerly Professor Emeritus of Economics at Simon Fraser University.*

This introductory text offers an alternative to the encyclopedic, technically oriented approach taken by traditional textbooks on macroeconomic principles. Concise and non-technical but at the same time rigorous, its goal is not to teach students to shift curves on diagrams but to help them understand fundamental macroeconomic concepts and their real-world applications. This is accomplished by the clear exposition of introductory macroeconomic theory provided in the book along with more than 700 two/three sentence "news clips" of economics media coverage that serve as illustrations/exercises of the concepts discussed.

This updated edition includes subprime mortgage crisis and other subjects; new "curiosities" (boxed expositions of important topics) have been added, as have "news clips" about recent events; and the most challenging end-of-chapter questions are now separated from the less challenging. Many chapters include a set of numerical exercises (quite different from those found in traditional texts); a sample exam question appears at the end of each section within a chapter; and a test bank of multiple-choice questions (with answers) is available online. Technical material appears in appendices following each chapter. Other appendices offer answers to the sample exam questions and the even-numbered end-of-chapter exercises.

"By setting aside much of the formal apparatus of 'curve-shifting' economics, *Macroeconomic Essentials* focuses attention just where it should be—on understanding key concepts and on thinking. At the center of economics is, after all, the study of human behavior, not the art of mathematical manipulation."

—Lloyd J. Dumas, Professor of Economics
University of Texas at Dallas and author of *The Peacekeeping Economy*

"In the third edition of *Macroeconomics Essentials*, Peter Kennedy sets himself a difficult task and succeeds beautifully. Kennedy's textbook marries impressive breadth, simplicity, and rigor. He provides a concise and non-technical overview of the core analytical concepts in macroeconomics who are tethered to bits of relevant empirical evidence. This is a particularly useful textbook for instructors outside of economics departments that want to bring students quickly up to speed on the principles that underlie recent political economic trends and events (including the subprime crisis)."

—Stephen Nelson, Northwestern University

Contents: Preface. Introduction. The Basics of Supply and Demand, and a Big Picture. Measuring GDP and Inflation. Unemployment. The Role of Aggregate Demand. The Supply Side. Growth and Productivity. The Money Supply. The Monetarist Rule. Monetary Policy and Interest Rates. Real-versus-Nominal Interest Rates. Stagflation. The Balance of Payments. Policy in an Open Economy. Purchasing Power Parity. Interest-Rate Parity. Appendices—A: Answers to Sample Exam Questions. B: Answers to Even-Numbered Exercises. Glossary. Index.

Latest Print 2014 / 480 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4486-0 / ₹ 495.00

Managerial Economics

DEAN

Managerial Economics

JOEL DEAN, *Graduate School of Business, Columbia University and Joel Dean Associates.*

The purpose of this book is to show how economic analysis can be used in formulating business policies. The book draws upon economic analysis for the concepts of demand, cost, profit, competition, and so on, that are appropriate for the development, of an economic approach to executive decisions. Although the text is preoccupied with concepts rather than detailed techniques of estimation, it concentrates on those concepts that can be measured and applied to management problems.

The book does not attempt to cover all aspects of either management or economics: it deals with those phases of enterprise economics that are particularly useful to the management of a large industrial corporation. The author's endeavour successfully bridges the gap between the problems of logic that intrigue economic theorists and the problems of policies that plague practical management needs in order to give executive access to the practical contributions that economic thinking can make to top-management policies.

Contents: Preface. Profits. Competition. Multiple Products. Demand Analysis. Cost. Advertising. Basic Price. Product-Line Pricing. Price Differentials. Capital Budgeting. Author Index. Subject Index.

Latest Print 2014 / 640 pp. / 15.3 × 22.9 cm
ISBN-978-81-203-0116-0 / ₹ 350.00

MAHESHWARI

Managerial Economics, 3rd ed.

YOGESH MAHESHWARI, *Professor of Finance with the Indian Institute of Management Indore.*

For courses in managerial economics, this textbook, now in its third edition, is specifically designed for the students of management, commerce and economics to provide them with a thorough understanding of economic concepts and methodologies and the economic environment influencing managerial decisions.

The book first lays a sound theoretical foundation of basic concepts, definitions, and methodologies of

economics, being an essential prerequisite for students to understand the theory of managerial economics. All the basic principles are introduced with mathematical complexity kept to minimum—essentials of applied mathematics needed for comprehending the underlying ideas of models and theories of economics are covered.

The book then moves on to systematically enumerates the various tools of analysis such as demand analysis, cost analysis, elasticity of demand, production analysis and price theory, and highlights their importance in managerial decision making through the concept-example format, wherein a concept discussed is immediately followed by a practical situation so that the reader can understand its application. The end-of-chapter questions reinforce a deeper understanding of the concepts introduced in the text.

An exclusive chapter on linear programming emphasizes the importance of this mathematical tool in finding optimal business solutions. The book concludes with an exhaustive introduction to macroeconomics, analyzing in depth the concepts of inflation, income, savings and investments, and growth and employment in Indian context.

NEW TO THE THIRD EDITION

- Revised and expanded coverage of evolution of economic thought, and basic economic terms.
- An enriched inclusion of demand forecasting techniques, and the Cobb-Douglas production function.
- An extensive illustration of the commonly used pricing methods and market power.
- Value addition to the existing list of case studies to enhance students' understanding of the theoretical concepts.

Contents: Preface. Preface to the First Edition. Acknowledgements Introducing Economics. Basic Applied Mathematics. Introduction to Managerial Economics. Demand Analysis. Elasticity of Demand. Demand Forecasting. Production Analysis. Cost Analysis. Pricing. Linear Programming. Introductory Macroeconomics. Glossary. References. Index.

Latest Print 2014 / 368 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4667-3 / ₹ 295.00 / (e-book also available)

NADAR & VIJAYAN
Managerial Economics, 2nd ed.

E. NARAYANAN NADAR, *Associate Professor and Head in the Postgraduate Department of Economics, V.H.N Senthikumara Nadar College, Virudhunagar, Tamil Nadu.*
S. VIJAYAN, *formerly Head, Department of Management Studies at V.H.N Senthikumara Nadar College, Virudhunagar, Tamil Nadu, is a well-known Management Consultant.*

Managerial Economics has assumed a predominant role in today's globalized and liberalized economy because of the financial implications of many decisions that a manager has to take in his day-to-day professional life. This comprehensive and student-friendly book, now in its second edition, strives to equip the young, practising and budding managers to find solutions to the real-world problems through the efficient and effective use of economic tools and techniques. The authors who admirably combine academic and professional experience give a clear and straightforward analysis of the various topics in managerial economics.

The text begins with an overview of managerial economics and describes the modern business firm and its objectives along with the concepts of market mechanism, demand theory and production analysis. The text then moves further to explain managerial techniques, macroeconomic theory and international trade and finance along with the risks and uncertainties involved in business. Besides, it also explains the cost and revenue, supply, pricing, profit and investment analyses. Finally, this book discusses some important **Case Studies** to reinforce the concepts presented in the text.

In this edition, a new section on *eleventh five year plan* (2007–2012) has been included in Chapter 15 to enhance the utility of the book.

Intended as a text for postgraduate students of Management, Commerce and Economics, the book would also be useful for undergraduate engineering courses where Managerial Economics is offered. Finally, the book can be profitably used by marketing and management consultants, business executives and other related professionals.

KEY FEATURES

- Includes several simple, numerical examples with solutions for easy understanding of theory.
- Contains a large number of tables and figures to illustrate the concepts.
- Provides chapter-end exercises to check students' comprehension of the subject.

Contents: Preface. Introduction to Managerial Economics. Fundamental Concepts and Models of Managerial Economics. Modern Business Firm. Market Mechanism and Circular Flow of Economic Activity. Demand Analysis—Part 1 (Theory of Demand). Demand Analysis—Part 2 (Elasticity of Demand). Demand Analysis—Part 3 (Demand Forecasting). Production Analysis. Cost and Revenue Analysis. Supply Analysis. Pricing Analysis. Profit Analysis. Investment Analysis. Managerial Techniques. Macroeconomic Analysis. International Economics and Finance. Analysis of Risk and Uncertainty. Cases for Discussion. Index.

Latest Print 2013 / 332 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4616-1 / ₹ 295.00 / (e-book also available)

PRUSTY
Managerial Economics

SADANANDA PRUSTY, *Professor, Institute of Management Technology (IMT), Ghaziabad (UP).*

The role of Managerial Economics has become all the more important today because of the increasingly

competitive business world and the financial implications of many managerial decisions in such a scenario. This compact yet comprehensive book discusses the basic concepts and techniques of microeconomic analysis and their applications to managerial decision making with many useful and practical examples.

The text explains the basic concepts of the demand function and demand curve, the supply function and the supply curve, demand elasticities and their applications, techniques of demand estimation, and the theory of consumer behaviour. It also analyzes the theory of production, clarifies the nature of economic costs, and describes the profit maximizing tools of a business firm. Finally, the book describes standard pricing rules under different assumptions about the structure of the market in which the firm operates and examines certain pricing practices such as mark-up pricing and multiple products pricing.

KEY FEATURES

- Gives many Indian cases and Indian examples.
- Provides data analysis of certain firms and industries in India with respect to sales or demand forecasting through statistical tools.
- Gives multiple choice, analytical and applied questions at the end of each chapter.

Intended as a text for the postgraduate students of management, the book would be equally useful for the postgraduate students of Commerce and Economics. Besides, practising managers should find the book quite valuable.

Contents: Preface. Demand-supply Analysis. Elasticity and its Applications. Demand Analysis, Estimation and Forecasting. Theory of Consumer Choice. Welfare Economics. Production Analysis of the Firm. Analysis of Cost of Production of the Firm. Profit Analysis of the Firm. Perfectly Competitive Market. Monopolistic Market. Monopolistic Competitive Market. Oligopoly Market. Game Theoretic Approaches to Oligopoly. Pricing Practices. Index.

Latest Print 2010 / 304 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-4094-7 / ₹ 250.00 / (e-book also available)

REDDY & SARASWATHI

Managerial Economics and Financial Accounting

M. KASI REDDY, *Associate Professor, School of Management Studies, Chaitanya Bharathi Institute of Technology, Hyderabad.*
S. SARASWATHI, *Senior Assistant Professor, School of Management Studies, Chaitanya Bharathi Institute of Technology, Hyderabad.*

This text presents an accessible introduction to techniques and applications of economic analysis and financial accounting as a method for approaching real-life business problems for managerial decision making in a logical manner. It focusses on the essential skills needed to formulate business policies that help gain a competitive edge in today's work environment.

The book discusses the basic concepts, terminology, and methods that eventually allow students to interpret, analyse, and evaluate actual corporate financial statements. It covers the major areas of managerial economics and financial accounting such as the theory of the firm, the demand theory and forecasting, the production and cost theory and estimation, the market structure and pricing, investment analysis, accountancy, and different forms of business organisations.

The book includes numerous examples, problems, self-assessment tests, as well as review questions at the end of each chapter to aid in working out solutions to business problems.

The book will be particularly suitable for courses in Managerial Economics and Financial Accounting as part of an engineering degree education at undergraduate level where the students have no previous background in economic and financial analysis. It will also be immensely useful for M.B.A., M.Com. and C.A. students, business executives, and administrators who need to learn the application of economic theory to realistic business situations.

Contents: Preface. Managerial Economics: The Basics. Demand Analysis. Production and Cost Analysis. Capital Management and Investment Decisions. Accountancy. Types of Business Organisation. Glossary. Bibliography. Model Questions. Present Value Tables. Index.

Latest Print 2011 / 592 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-3321-5 / ₹ 350.00 / (e-book also available)

Microeconomics

CHAUHAN

Microeconomics: An Advanced Treatise

S.P.S. CHAUHAN, *Associate Professor in Economics, Department of Commerce, Delhi College of Arts and Commerce, University of Delhi.*

Primarily intended for the undergraduate and postgraduate students of commerce, economics and management, this book is a complete reference in accordance with the syllabi prescribed for the undergraduate and postgraduate courses in several Indian and foreign universities.

The book has been built upon the contents of the author's *Microeconomics: Theory and Applications (Parts I and II)*, and also includes additional topics such as Theory of Games, Linear Programming, Input–Output Analysis and Introduction to International Economics. In addition, the book also provides a comprehensive treatment of Econometrics and Pricing Policies in Practice in its appendices to suit the needs of decision makers, whether associated with managerial decision making in the corporate world or pursuing management courses in

various institutions in India or abroad. The mathematical treatment of the topics is facilitated in a student-friendly approach which is the essence of this book.

PEDAGOGICAL FEATURES

- Illustrative examples reinforce the understanding of the concepts.
- Key terms and concepts provide a bird's eye-view of the chapter for quick revision.
- Short and long answer questions test the reader's grasp of the subject matter.
- Answers, solutions and hints, wherever necessary, are appended at the end of each question.

Besides academic pursuits of Indian and foreign universities, this book will also be useful for students undertaking competitive examinations such as Indian Administrative Services, Provincial Civil Services and Indian Economic Services.

Contents: Preface. Introduction to Economics. Forces of Demand and Supply in Action: The Price Mechanism. Elasticity of Demand and Supply. Approaches to Demand Analysis and Consumer Behaviour. Production and Producer's Equilibrium. Cost and Revenue. Market Forms. Price-output Decisions of a Firm under Perfect Competition. Price-output Decisions of a Monopoly. Price-output Decisions of Monopolistically Competitive Firms. Price-output decisions in Oligopoly. Game Theory. Sales Maximization. Determination of Factor Prices. Intertemporal Analysis and Decisions under Uncertainties. General Equilibrium and Economic Efficiency. Markets with Asymmetric Information. Externalities and Public Goods. Linear Programming. Input–Output Analysis. International Trade, Factor Mobility and Comparative Advantage. Appendix A: Estimation of Demand, Supply and Cost Functions. Appendix B: Pricing Policies in Practice. Index.

Latest Print 2009 / 916 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-3860-9 / ₹ 450.00 / (e-book also available)

GOODWIN, et al.

Microeconomics in Context, 2nd ed.

NEVA R. GOODWIN, *co-director of the Global Development and Environment Institute (GDAE) at Tufts University.*

JULIE A. NELSON, *senior research associate at GDAE Tufts University.*

FRANK ACKERMAN, *director of the Research and Policy Program at GDAE, Tufts University.*

THOMAS WEISSKOPF, *Professor of Economics, University of Michigan.*

This text updates the introductory undergraduate students on critical concerns of the 21st century including distributional equity and ecological sustainability; includes discussions of historical, institutional political and social factors to encourage students get engaged with the subject matter.

It offers clear and insightful coverage of standard concepts and models.

Unlike most microeconomics textbooks which focus exclusively on markets and efficiency, this book starts with the question of human well-being and then examine how economic activities can contribute to or detract from our well-being.

Microeconomics in Context also includes new developments in the roles of households, non-profit organizations, market institutions and governments.

Contents: Preface. Acknowledgements. Sample Course Outlines. Part One: The Context for Economic Analysis—Economic Activity in Context. Economic Actors and Organizations. Part Two: Supply and Demand—Market Institutions. Supply and Demand. Working with Supply and Demand. Part Three: Resource Maintenance, Production, Distribution, and Consumption—Capital Stocks and Resource Maintenance. Production Costs. Production Decisions. Distribution: Exchange and Transfer. Consumption and the Consumer Society. Part Four: A Closer Look at Markets—Markets without Market Power. Markets with Market Power. Markets for Labor. Markets for Other Resources. Part Five: A Closer Look at Economic Organizations—The Core Sphere: Households and Communities. The Business Sphere: For-Profit Firms. The Public Purpose Sphere: Governments and Nonprofits. Part Six: Economic Outcomes and Economic Ideology—The Variety of Economic Systems. Market Systems and Normative Claims. Glossary. Index. About the Authors.

Latest Print 2009 / 560 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-3747-3 / ₹ 350.00

GENERAL MANAGEMENT

Business Analysis

PENDSE

Business Analysis: Visualizing Business Processes and Effective Software Solutions

PRADEEP HARI PENDSE, *is presently at the Welingkar Institute of Management Development & Research, Mumbai.*

With the growth of the industry and the resulting size and complexity of IT projects, there is an increasing trend to separate the technical roles associated with the design of IT solutions from the customer focused roles and the project management roles. The role of the Business Analyst (BA) is that of a person who interfaces with the customers to understand their requirements. This role is distinct from that of a technical designer of software solutions who works on the basis of the requirements gathered by the BA.

Most leading IT companies today have Business Analyst

as a distinct role. The job requirements depending on the nature of the business may be that of a domain consultant, a solution architect, a relationship manager, a pre-sales consultant, a functional consultant, and an accounts manager, etc.

This book explains the core aspects of the business analysis. It explores the knowledge areas required of a Business Analyst's role in various organizations. It integrates knowledge from various conventional and contemporary areas and uses their tools, techniques and concepts to specific roles which may a Business Analyst may have to play in industry. In a nutshell, the book provides an appreciation of how several of the existing tools and techniques can be used effectively to ensure success in managing software requirements in terms of customer needs and expectations. A number of case studies have been used to demonstrate the application of conceptual frameworks to real life examples.

Contents: Introduction. Business Analysis: The Big Picture. What Business Analysts Should Know about Information and Information Systems. What Business Analysts Should Know About Software Life Cycles and Projects. Enterprise Analysis. Enterprise Analysis: Frameworks and Tools. Managing Requirements. Tools for Modelling Static Aspect of Business Processes. Tools for Modelling Dynamic Behaviour of Processes. Human Computer Interaction, Usability and User Centric Design. Business Analyst's Practice Areas. Managing Expectations. References and Sources of Inspiration. Index.

Latest Print 2010 / 272 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-3528-8 / ₹ 225.00 / (e-book also available)

Business Ethics

FREDERICKSON & GHERE (Eds.)
Ethics in Public Management

H. GEORGE FREDERICKSON and RICHARD K. GHERE (Editors).

The path breaking forerunner of this book *Ethics in Public Administration* by the first author, refuted the notion that administrative ethics could not be studied empirically. It also set the agenda for a decade's worth of research in the theory and practice of ethics in the public enterprises and organizations.

This long-awaited, thoroughly revised, follow-up volume represents the state of the art in research on administrative ethics. It features all new contributions by many of the leading experts in the field, and addresses both the managerial and individual/moral dimensions of ethical behavior as well as new challenges to administrative ethics posed by globalization.

A detailed introduction, opening passage, and conclusion lend context to each of the book's four main sections. The text is useful for students of all graduate level courses in public sector ethics.

"*Ethics in Public Management* brings us into the twenty-first century with a fully new thrust after the twelve-year span that marked its original debut. The timeliness of this new version could not be more opportune, given the global dynamics that exist today."

—LOUIS C. GAWTHROP, *University of Baltimore*

Contents: List of Tables and Figures. Part 1: Ethics and Public Administration in the Twenty-First Century—Introduction. State of the Art of Empirical Research on Ethics and Integrity in Governance. Part 2: Organization Designs that Support Ethical Behavior—Developing a Behavioral Model for Ethical Decision Making in Organizations: Conceptual and Empirical Research. Update on Moral Reasoning Research and Theory in Public Administration: A Neo-Kohlbergian Perspective. Power and Ethics: The Communal Language of Effective Leadership. Public-Service Ethics and Administrative Evil: Prospects and Problems. Accountability Through Thick and Thin: Moral Agency in Public Service. Part 3: Market Forces That Compromise Administrative Ethics—Public Ethics and the New Managerialism: An Axiomatic Theory. Ensuring Accountability in Human Services: The Dilemma of Measuring Moral and Ethical Performance. Cowboys and the New Public Management: Political Corruption as a Harbinger. Public Ethics, Legal Accountability, and the New Governance. Part 4: Unintended Outcomes of Anticorruption Reforms—The Cure for a Public Disease: The Foibles and Future of Corruption Control. In Search of Virtue: Why Ethics Policies Spawn Unintended Consequences. Part 5: Administrative Ethics in Global Perspective—An Anatomy of Official Corruption. Public-Service Ethics in a Transnational World. Globalization and Public-Service Ethics: Some Directions for Inquiry. Conclusion: Ethics and Public Management—Answers and Questions. About the Editors and Contributors. Index.

Latest Print 2014 / 400 pp. / 15.3 × 22.9 cm
ISBN-978-81-203-2873-0 / ₹ 325.00

GOVINDARAJAN, et al.
Engineering Ethics (includes Human Values)

M. GOVINDARAJAN, *former Assistant Professor, Department of Mechanical Engineering, Anna University, Chennai.*

S. NATARAJAN, *former Professor and Head, Department of Mechanical Engineering, Anna University, Chennai.*

V.S. SENTHILKUMAR, *Associate Professor, Anna University, Chennai.*

Today, more and more organizations are realizing the importance of practising ethics in their business dealings. And the engineering profession is no exception to this. For, any policy or practice that gives a go-by to professional ethics—which essentially entails fair and transparent dealings based on sound moral principles—cannot enjoy the confidence of the customer for long. It is in this context that a book on Engineering Ethics is so significant.

This compact and systematically organized text discusses, with great skill and expertise, the various approaches to

the study of ethical behaviour, ethical theories, the moral dilemmas the professionals are faced with, value-based ethics and the engineers' responsibility for safety and risk, collegiality and loyalty. Besides, the responsibilities of engineers in organizational setting, and global issues such as environmental ethics, computer ethics, and Intellectual Property Rights (IPRs) are detailed and delineated.

The Case Studies lend a practical orientation to the book, and the Review Questions sharpen the analytical skills of the students. This is a **must have book** for students of engineering and management. Besides, professional engineers and managers will find a wealth of information in this timely study.

Contents: Preface. Introduction. Moral Reasoning and Ethical Theories. Engineering as Social Experimentation. Engineers' Responsibility for Safety and Risk. Responsibilities and Rights. Global Issues. Ethical Audit. Review Questions. Case Studies—1. Space Shuttle Challenger. 2. Bhopal Gas Tragedy. 3. The Three Mile Island Disaster. 4. The Chernobyl Disaster. Appendices—1. Institution of Engineers (India): Sample Codes of Ethics. 2. ACM Code of Ethics and Professional Conduct. References. Web Resources. Index.

Latest Print 2012 / 196 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-2578-4 / ₹ 175.00 / (e-book also available)

GOVINDARAJAN, et al.
Professional Ethics and Human Values

M. GOVINDARAJAN, *former Assistant Professor, Department of Mechanical Engineering, Anna University, Chennai.*
S. NATARAJAN, *former Professor and Head, Department of Mechanical Engineering, Anna University, Chennai.*
V.S. SENTHILKUMAR, *Associate Professor, Anna University, Chennai.*

Today, more and more organizations are realizing the importance of practising ethics in their business dealings. And the engineering profession is no exception to this. For, any policy or practice that gives a go-by to professional ethics—which essentially entails fair and transparent dealings based on sound moral principles—cannot enjoy the confidence of the customer for long. It is in this context that a book on Professional Ethics is very significant.

This systematically organized text opens with an introduction to Human Values and discusses, with great skill and expertise, the various approaches to the study of ethical behaviour, ethical theories, value-based ethics and the engineers' responsibility for safety and risk, collegiality and loyalty. Besides, the responsibilities of engineers in organizational setting, and global issues such as environmental ethics, computer ethics, and Intellectual Property Rights (IPRs) are also covered in this text.

The Case Studies lend a practical orientation to the book, and the Review Questions sharpen the analytical skills of the students. This is a must have book for the students of engineering and management.

Contents: Preface. Human Values. Engineering Ethics. Engineering as Social Experimentation. Engineers' Responsibility for Safety and Risk. Responsibilities and Rights. Global Issues. Ethical Audit. Review Questions. Case Studies—1: Space Shuttle Challenger. 2: Bhopal Gas Tragedy. 3: The Three Mile Island Disaster. 4: The Chernobyl Disaster. Appendix 1: Institution of Engineers (India): Sample Codes of Ethics. Appendix 2: ACM Code of Ethics and Professional Conduct. References. Web Resources. Index.

Latest Print 2013 / 144 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-4816-5 / ₹ 150.00 / (e-book also available)

KRISHNAMURTHY & RAVINDRA
Professional Practice

K.G. KRISHNAMURTHY, *Visiting Faculty, Architecture Department, UVCE, Bangalore University.*
S.V. RAVINDRA, *Head, Architecture Department, UVCE, Bangalore University.*

Professional ethics, values and code of conduct are a part of every profession, and all professionals are aided by them. This book details on professional practice applicable for the Architects, Engineers, and Construction Managers.

The textbook details on the Acts and Laws related to architectural norms, along with the nitty-gritties of contract management and tenders. The book also attempts to address and provide an overview of the field, ranging from an architect's duties and responsibilities to the related areas like valuation, and an architect's role towards concerned industry verticals, like interior designing, landscape designing and urban designing.

It also touches upon construction management concepts, which help in enhancing and empowering professionals and students involved in various undergoing projects. The book is incorporated with figures, tables, illustrations and examples to explain the concepts in detail. The Appendices are further added to provide additional insight on the subject. The book is intended for undergraduate students of Architecture and Civil Engineering.

Contents: Preface. List of Tables. List of Figures. Abbreviations. Architect and Profession. Architect Act and Professional Services. Architectural Competitions. Management of Contract. Tenders. Site Management of Works. General Conditions of Contract. Arbitration. Valuation. Fire Insurance. Types of Land Holdings Leasehold and Freehold. Dilapidations. Easements. Standard Rent. Land Acquisition Act 1894. Building Cost Index. Building Bye-laws. National Building Code. Vaasthu. Architect and Building Industry. Appendices. References. Index.

Latest Print 2014 / 392 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-4874-5 / ₹ 350.00 / (e-book also available)

MANNA & CHAKRABORTI

Values and Ethics in Business and Profession

SAMITA MANNA, *Professor in the Department of Sociology, University of Kalyani, West Bengal.*
SUPARNA CHAKRABORTI *is with the Department of Humanities, Heritage Institute of Technology, Kolkata.*

Primarily intended for undergraduate students of all disciplines of engineering and students of computer applications (MCA), this book is a comprehensive exposition of the values and ethical principles that one needs to adopt to become a responsible and accountable professional.

The book is organized in nine chapters that addresses the three broad areas of concern—values, ethics, and sustainable development. It first discusses the prevalent concept of values in human society, the various types of values, and the crisis of values that seems to be engulfing the contemporary society. The concept of ethics, the various ethical values, and the ethical requirements for a professional in the modern workplace are highlighted in detail. The ramifications of industrialization, the respective roles of science, technology and engineering, as well as the need for preservation of the environment and the use of eco-friendly technologies are explained. Finally, the ethical issues involved in the management of resources are discussed.

A number of case studies have been provided in the book to enable a clear understanding of the topics presented. Each chapter contains short answer as well as long answer questions to test the students' grasp of the underlying concepts.

Contents: Preface. Values in Human Society. Types of Values. Value Crisis in Contemporary Society. Ethics and Ethical Values. Professional Ethics. Industry and Industrialization. Science, Technology and Engineering. Environment and Eco-friendly Technology. Ethics and Management of Human Resources. Index.

Latest Print 2012 / 208 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-4098-5 / ₹ 195.00 / (e-book also available)

MRUTHYUNJAYA

Business Ethics and Value Systems

H.C. MRUTHYUNJAYA, *Consultant (Corporate Systems) serving various organizations.*

This comprehensive and well-organised book deals with some of the basic issues associated with business ethics and value systems. It presents the views of different schools of thought on this subject and dissects the phenomenon of corruption to expose its root causes. The book provides a critical analysis of this social epidemic that forces corporates to become corrupt and remain unethical. Besides, it describes a few popular ethical theories, some of the key issues that affect ethical decision process and the role of total quality management in ensuring practice of good workplace ethics.

Primarily intended for the postgraduate students of management and commerce, the book can also be used beneficially by practicing professionals.

KEY FEATURES

- Presents more than forty live cases that show a cross-section view of different types of unethical practices.
- Gives model ethical codes for a few professions.
- Provides spreadsheets to enable satisfactory compliance with legal and statutory requirements.

Contents: Preface. Ethics in Life. Perspectives of Business Ethics. Business Ethics and Laws. Development and Evolution of Corruption. Why Corporates Succumb to Corruption. Manifestation of Corrupt Practices. Some Popular Ethical Theories. Ethical Decision Process. TQM and Work Ethics. Professional Ethics. Ethical Consumerism. Indian Ethos and Value Systems. Designing Ethics Management Systems. Auditing of Ethics Management Systems. Intellectual Property and Ethics. Corporate Governance. Corporate Social Responsibility and Value Systems. Environmental Ethics. High-profile Ethical Collapses. Business Ethics and International Scenario. Can the Society be Rid of Unethical Practices. Case Studies. Glossary. Bibliography. Index.

Latest Print 2013 / 760 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4631-4 / ₹ 525.00 / (e-book also available)

PETERSON & FERRELL (Eds.)

Business Ethics: New Challenges for Business Schools and Corporate Leaders

ROBERT A. PETERSON, *Associate Dean for research and holds the John T. Stuart III Centennial Chair in Business Administration in the McCombs School of Business.*
O.C. FERRELL *is chair of the Department at Marketing and co-director of the Center for Business Ethics and Social Issues at Colorado State University.*

Initiated by the collaborative effort by the School of Business both at Colorado State University and University of Texas at Austin, this book is a compact resource for business ethics and corporate responsibilities.

The text contains new insights for leaders in business and education organizations. Its purpose is to serve as a catalyst to stimulate thinking and research on ethical leadership and business ethics initiatives. The thirteen chapters in the volume develop different perspectives for creating ethical leadership and establishing organizational ethics initiatives. Most of the chapters pose issues and questions related to ethical decision making at individual, organizational, regulatory and societal levels.

It is refreshing to know that there is finally a book on the market that will enable business school professors to integrate multiple dimensions of ethics into their course content to achieve this goal.

— Dr. Willie E. Hopkins, *Dean School of Business & Technology, University of Maryland-Eastern Shore*

This book should provide business and educational

organizations with new ideas with which to develop and implement ethics leadership initiatives. It can be used as a reference book for students and professionals of management studies.

Contents: Figures, Tables, and Appendix. Preface. A Framework for Understanding Organizational Ethics. Personal Moral Codes and the Hunt-Vitell Theory of Ethics: Why Do People's Ethical Judgments Differ? Why Do Good People Do Bad Things? Challenges to Business Ethics and Corporate Leadership. Corporate Governance and Ethical Leadership. Ethical Leadership and Creating Value for Stakeholders. Mindfulness and Integrity: The Ongoing Challenge of Leadership Development. Benchmarking Student Attitudes Regarding Ethical Issues. Auditor Independence and the Scope of CPA Services: Roots and Recent Developments. System Design: The New Frontier for Ethical Leadership. Ethical Leadership for Improved Corporate Governance and Better Business Education. Why Ethics and Profits Can and Must Work Together in Business. Denial and Leadership in Business Ethics Education. Reflections. References. About the Editors and Contributors. Index.

Latest Print 2009 / 300 pp. / 15.3 × 22.9 cm
ISBN-978-81-203-2738-2 / ₹ 195.00

VELASQUEZ

Business Ethics: Concepts and Cases, 7th ed.

MANUEL G. VELASQUEZ, *Santa Clara University*

This book is one of the most widely used textbooks on business ethics because of its accessible style and lucid explanations of complex theories and concepts. The text provides clear explanations of ideas without over-simplifying them.

The primary aim of the text is:

- to introduce the reader to the ethical concepts that are relevant to resolving moral issues in business;
- to impart the reasoning and analytical skills needed to apply ethical concepts to business decisions;
- to identify the moral issues involved in the management of specific problem areas in business;
- to provide an understanding of the social, technological, and natural environments within which moral issues in business arise; and
- to supply case studies of actual moral dilemmas faced by businesses and business people.

This new edition incorporates a number of valuable and exciting pedagogical devices including:

- Six new and seven updated end-of-chapter cases
- Twelve completely new "On the Edge" short cases and six updated short cases in the body of the chapters
- Eight newly illustrated short cases
- New graphs and charts, pictures, and other visual materials
- Study questions at the beginning of each chapter
- Definitions of key terms in the margins and in the glossary
- Summaries in the margins of all the basic ideas discussed in the text
- Up-to-date statistics and data in all chapters
- End-of-chapter web resources

Contents: Preface. Part One: Basic Principles—Ethics and Business. Ethical Principles in Business. Part Two: The Market and Business—The Business System: Government, Markets, and International Trade. Ethics in the Marketplace. Part Three: Business and Its External Exchanges: Ecology and Consumers—Ethics and the Environment. The Ethics of Consumer Production and Marketing. Part Four: Ethics and Employees—The Ethics of Job Discrimination. Ethics and the Employee. Notes. Photo Credits. Text Credits. Index.

Latest Print 2013 / 504 pp. / 20.00 x 25.00 cm
ISBN-978-81-203-4647-5 / ₹ 450.00

Business Forecasting

HANKE & WICHERN

Business Forecasting, 9th ed.

JOHN E. HANKE, *Eastern Washington University, Emeritus.*
DEAN W. WICHERN, *Texas A&M University, Emeritus.*

The ninth edition of *Business Forecasting* continues to present the basic statistical techniques that are useful for preparing individual business forecasts and long-range plans. The book is written in a simple straightforward style and makes extensive use of practical business examples. Sixty-five cases appear at the end of chapters to provide the necessary link between theoretical concepts and their real-world applications. The emphasis is on the application of techniques by management for decision making.

Following are the new or improved features in this edition:

- Twelve new cases and thirty-two new problems have been added.
- Data sets have been updated.
- An example of how to use Minitab 15 in a forecasting situation is demonstrated at the end of most chapters.
- An example of how to use Excel 2003 to solve a forecasting problem is demonstrated at the end of most chapters.

Contents: Preface. Introduction to Forecasting. A Review of Basic Statistical Concepts. Exploring Data Patterns and an Introduction to Forecasting Techniques. Moving Averages and Smoothing Methods. Time Series and Their Components. Simple Linear Regression. Multiple Regression Analysis. Regression with Time Series Data. The Box-Jenkins (ARIMA) Methodology. Judgmental Forecasting and Forecast Adjustments. Managing the Forecasting Process. Appendices—A: Data for Case 7–1. B: Tables. C: Data Sets and Databases. Index.

Latest Print 2013 / 572 pp. / 17.8 x 23.5 cm
ISBN-978-81-203-4693-2 / ₹ 475.00

Business Law and Labour Law

BHATIA & SETHI

Corporate and Compensation Laws

NISHWAN BHATIA, *Associate Professor, Department of Commerce, Jesus and Mary College, New Delhi.*
JYOTSNA SETHI, *Associate Professor, Department of Commerce, Jesus and Mary College, New Delhi.*

Primarily intended as a text for undergraduate students of Commerce, this book gives a comprehensive analysis of the legal aspects of corporate and compensation laws.

The book begins with an overview of the nature, kind and formation of a company and different kinds of companies. Then it goes on to give a detailed discussion on Memorandum of Association, Articles of Association and Prospectus. Besides, it enumerates the ways by which one becomes a member of a company, and discusses the legal provisions concerning share capital, shares, dividends, interest and bonus shares. Furthermore, it dwells on company management, meetings and proceedings, and provisions regarding investigation of company affairs, the conduct and consequences of winding up of a company and the concepts of corporate governance and producer company. The book concludes with a discussion on the developments in corporate laws, the Depositories Act, 1996, the Workmen's Compensation Act, 1923, and the Employees' State Insurance Act, 1948. The Appendices cover Corporate Governance-Voluntary Guidelines 2009, the Workmen's Compensation Act, 1923-Schedules I-IV and the Employees' State Insurance Act, 1948-Schedules II and III.

Besides students of Commerce, those pursuing MBA, ICWA, Chartered Accountancy and Company Secretaryship will also find the book extremely useful.

KEY FEATURES

- Gives uptodate information on the subject.
- Incorporates all the amendments including the latest amendment regarding corporate and compensation laws.
- Illustrations with relevant Case Law reinforce the text.
- Provides Test Questions and Practical Problems.

Contents: Preface. Nature of A Company. Kinds of Companies. Formation of A Company. Memorandum of Association. Articles of Association. Prospectus. Membership in a Company. Share Capital. Shares. Dividends, Interest and Bonus Shares. Company Management. Meetings and Proceedings. Investigation. Winding Up. Corporate Governance. Producer Company. Significant Developments In Corporate Laws. The Depositories Act, 1996. Compensation Laws: The Workmen's Compensation Act, 1923. Compensation Laws: The Employees' State Insurance Act, 1948. Appendices—A: Corporate Governance-Voluntary Guidelines 2009. B: The Workmen's Compensation Act, 1923-Schedules I-IV. C: The Employees' State Insurance Act, 1948-Schedules II and III. Index.

Latest Print 2011 / 396 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4483-9 / ₹ 350.00 / (e-book also available)

CHANDRA BOSE

Business Law

D. CHANDRA BOSE, *formerly Principal, Sree Narayan College, Chengannur (Kerala), a constituent college of the University of Kerala.*

This book presents the legal aspects of the different laws of the land in the most concise, lucid and illustrative manner. The subject-matter is discussed in the light of the Statute of Law and *ratio decidendi.*

The book deals with the general principles of the Law of Contracts, and elaborates in detail the feature of Sales of Goods Act 1930, Negotiable Instruments Act, 1881, Law of Insurance, Company Law, the Acts of Industrial Law, the Consumer Protection Act, 1996 and Pollution Control Act. Theoretical discussions are suitably supplemented by case studies and illustrations.

Primarily intended as a text for B.Com students, the book would also be highly useful to the students of MBA, Institute of Chartered Accountants, Institute of Company Secretaries and other professional courses.

Contents: Preface. Part One: Mercantile Law—Section 1: Law of Contract—Introduction. Nature of Contracts. Offer or Proposal. Acceptance. Consideration. Capacity of Parties. Free Consent. Legality of Consideration and Object. Contingent Contracts and Wagering Contracts. Quasi Contracts. Performance of Contract. Discharge of Contract. Remedies for Breach of Contract. Section 2: Special Contracts—Indemnity and Guarantee. Bailment and Pledge. Agency. Section 3: Other Laws—Sale of Goods Act, 1930. Negotiable Instruments Act, 1881. Partnership. Part Two: Law of Insurance—Insurance. Life Insurance. General Insurance. Insurance Regulatory and Development Authority (IRDA). Part Three: Company Law—Introduction. Definition and Nature of a Company. Kinds of Companies. Formation and Incorporation of a Company. Memorandum of Association. Articles of Association. Prospectus. Membership in a Company. Share Capital. Shares. Application and Allotment of Shares. Calls and Forfeiture of Shares. Share Certificate and Share Warrant. Transfer and Transmission of Shares. Borrowing Powers. Directors. Other Managerial Personnel. Company Secretary. Meetings. Dividends. Accounts and Audit. Supremacy of Majority and Protection of Minority. Prevention of Oppression and Mismanagement. Compromises, Arrangements and Reconstructions. Winding up of a Company. Part Four: Industrial Law—The Factories Act, 1948. The Industrial Disputes Act, 1947. The Trade Unions Act, 1926. The Minimum Wages Act, 1948. The Employees' State Insurance Act, 1948. Part Five: General Law—The Consumer Protection Act, 1986. Pollution Control Act. Index.

Latest Print 2013 / 512 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-3530-1 / ₹ 325.00

PADHI

Labour and Industrial Laws, 2nd ed.

P.K. PADHI, *Professor, Xavier Labour Relations Institute (XLRI), Jamshedpur.*

This comprehensive and well-organised text, now in its Second Edition, explains, with great clarity and precision, the labour and industrial laws such as the Industrial Disputes Act, the Factories Act, and the Contract Labour Act. While giving a broad perspective of the subject, the text brings out the objectives behind the enactment of every legislation, discusses the relevant case laws and shows how the Constitution is related to labour laws. Formulas for the calculation of compensation for retrenchment, death, permanent disablement are also provided. Legal jargon has been completely avoided so that anyone having some knowledge of the subject can understand these laws with ease.

In this edition, the amendments made in the ID Act, the ESI Act, the Payment of Gratuity Act, the Payment of Bonus Act and the Employees' Compensation Act have been incorporated.

The book is primarily meant for the undergraduate and postgraduate students of law, management and the postgraduate students of commerce. Besides, students pursuing professional courses such as Company Secretaryship (CS) and Cost Accountancy (ICWA) would also find the book very useful.

Contents: Preface. Preface to the First Edition. Table of Cases. Introduction. The Industrial Disputes Act, 1947. The Contract Labour (Regulation and Abolition) Act, 1970. The Child Labour (Prohibition and Regulation) Act, 1986. The Payment of Bonus Act, 1965. The Payment of Gratuity Act, 1972. The Industrial Employment (Standing Orders) Act, 1946. Apprentices Act, 1961. The Minimum Wages Act, 1948. The Payment of Wages Act, 1936. The Trade Unions Act, 1926. The Employees' Compensation Act, 1923. The Employees' State Insurance Act, 1948. Employees' Provident Funds and Miscellaneous Provisions Act, 1952. The Factories Act, 1948. Index.

Latest Print 2013 / 952 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4498-3 / ₹ 595.00 / (e-book also available)

PADHI

Legal Aspects of Business

P.K. PADHI, *Professor, Xavier Labour Relations Institute (XLRI), Jamshedpur.*

This comprehensive and student-friendly text discusses the various laws and Acts relating to business laws such as The Indian Contract Act, The Sale of Goods Act and The Companies Act. It presents the topics in a systematic and illustrative manner, providing many case laws with a view to making them more intelligible and authentic. Legal jargon has been completely avoided so that the students can understand these laws with ease.

The book is primarily meant for the undergraduate and postgraduate students of law, management and the undergraduate students of commerce. Besides, students pursuing professional courses such as Company Secretaryship (CS), CA and ICWA would also find the book quite useful.

Contents: Preface. Table of Cases. 1. The Indian Contract Act, 1872—Of the Communication, Acceptance and Revocation of Proposals. Of Contracts, Voidable Contracts and Void Agreements. Of Contingent Contracts. Of the Performance of Contracts. Of Certain Relations Resembling Those Created by Contract. Of the Consequences of Breach of Contract. Of Indemnity and Guarantee. Of Bailment. Agency. 2. The Arbitration and Conciliation Act, 1996—Part I: Arbitration—General Provisions. Arbitration Agreement. Composition of Arbitral Tribunal. Jurisdiction of Arbitral Tribunals. Conduct of Arbitral Proceedings. Making of Arbitral Award and Termination of Proceedings. Recourse against Arbitral Award. Finality and Enforcement of Arbitral Awards. Appeals. Miscellaneous. Part II: Enforcement of Certain Foreign Awards—New York Convention Awards. Geneva Convention Awards. Part III: Conciliation. Part IV: Supplementary Provisions—3. The Sales of goods act, 1930—Preliminary. Formation of the Contract of Sale. Conditions and Warranties. Effects of the Contract. Transfer of Title. Performance of the Contract. Rights of Unpaid Seller against the Goods. Suits for Breach of the Contract. Miscellaneous. 4. The NEgotiable Instruments Act, 1881—Preliminary. Of Notes, Bills and Cheques. Parties to Notes, Bills and Cheques. Of Negotiation. Of Presentment. Of Payment and Interest. Of Discharge from Liability on Notes, Bills and Cheques. Of Notice of Dishonour. Of Noting and Protest. Of Reasonable Time. Of Acceptance and Payment for Honour and Reference in Case of Need. Of Compensation. Special Rules of Evidence. Of Crossed Cheques. Of Bills in Sets. Of International Law. Of Penalties in Case of Dishonour of Certain Cheques for Insufficiency of Funds in the Accounts. 5. The Consumer Protection Act, 1986—Preliminary. Consumer Protection Councils. Consumer Disputes Redressal Agencies. Miscellaneous. 6. The Companies Act, 1956—Meaning and Features. Kinds of Company. Registration and Incorporation. Memorandum of Association. Articles of Association. Prospectus. Share and Share Capital. Shareholders and Members. Debentures. Directors. Meetings. Majority Powers and Minority Rights. Prevention of Oppression and Mismanagement. Winding up of a Company. Appendix. Index.

Latest Print 2014 / 660 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4675-8 / ₹ 450.00 / (e-book also available)

RAO

Business Law

PEDDINA MOHANA RAO *was formerly Reader, Department of Commerce, Sri Krushna Chandra Gajapati (SKCG), an Autonomous College in Orissa.*

This student-friendly text on Business Law discusses in detail different laws and Acts relating to business, commerce, trade and industry. Divided into six parts,

Part I, The Indian Contract Act, 1872 discusses topics such as agreement and contract, offer and acceptance, and consideration. Part II, The Sale of Goods Act, 1930 deals with formation of contract of sale, conditions and warranties, and performance of contract of sale. Part III, The Indian Partnership Act, 1932 explains the nature of partnership and registration and dissolution of a firm. Part IV, The Negotiable Instruments Act, 1881 describes parties to negotiable instruments, presentation of negotiable instruments, and so on. Part V, The Indian Companies Act, 1956 discusses the formation and incorporation of a company and appointment of directors and their legal position. Part VI, General Acts, gives an overview of The Consumer Protection Act, 1986 and The Foreign Exchange Management Act, 2000.

The book is intended as a text for the undergraduate students of commerce and postgraduate students of management. Besides, students pursuing professional courses such as CA, ICWA and CS and those appearing for Judicial Services examination will also find the book quite useful.

KEY FEATURES

- Cites examples, wherever necessary, to clarify the implication of the law.
- Illustrates concepts with the help of worked out examples.
- Furnishes a Glossary on the legal terms used.
- Cites case laws to make the concepts clear.
- Supplements the text with pedagogical features such as bird's-eye view to make the book more practical and easy to understand.

Contents: Preface. Part I: The Indian Contract Act, 1872—Law an Overview. Business Laws an Introductory View. Nature of Contract. Agreement and Contract. Offer and Acceptance. Consideration. Capacity to Contract. Free Consent. Legality of Object and Consideration. Void Agreements. Performance of Contract. Discharge of Contract. Breach of Contract. Contingent Contracts. Quasi Contracts. Indemnity and Guarantee. Bailment and Pledge. Law of Agency. Part II: The Sale of Goods Act, 1930—Formation of the Contract of Sale. Conditions and Warranties. Transfer of Ownership in Goods. Performance of the Contract of Sale. Unpaid Seller and Restorative Measures. Part III: The Indian Partnership Act, 1932—Nature of Partnership: A General View. Relations of Partners to One Another. Registration and Dissolution of a Firm. Part IV: Negotiable Instruments Act, 1881—Negotiable Instruments: An Introductory View. Parties to Negotiable Instruments. Negotiation. Presentment of Negotiable Instruments. Dishonour and Discharge of Negotiable Instruments. Banker and Customer. Part V: The Indian Companies Act, 1956—Formation and Incorporation of Company. Legal Position of Directors, their Appointment and Remuneration. Meetings and Resolutions. Part VI: The Consumer Protection Act, 1986—The Consumer Protection Act, 1986: An Aggregate View. Part VII: The Foreign Exchange Management Act, 2000—Foreign Exchange Management Act, 2000: A Brief View. Index.

Latest Print 2013 / 496 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4708-3 / ₹ 350.00 / (e-book also available)

RAO

Mercantile Law (For CPT Course)

PEDDINA MOHANA RAO, *former Reader, Department of Commerce, Sri Krushna Chandra Gajapati (SKCG), an Autonomous College in Orissa.*

This student-friendly text on Mercantile Law (often called Business Law) discusses in detail the various laws and Acts relating to Mercantile Law. Divided into three parts, Part I, The Indian Contract Act, 1872 discusses topics such as Agreement and Contract, Offer and Acceptance and Consideration. Part II, The Sale of Goods Act, 1930 deals with Formation of Contract of Sale, Conditions and Warranties, Transfer of Ownership in Goods, and so on. Part III, The Indian Partnership Act, 1932 analyzes Nature of Partnership, Relations of Partners to One Another, and Registration and Dissolution of a Firm. The subject has been covered by topics rather than in the strict order of sections in the different Acts so that students can understand the matter with greater ease.

Primarily intended as a text for CPT (Common Proficiency Test) course of the Institute of Chartered Accountants of India (ICAI), this accessible text should prove to be valuable also for the undergraduate students of Commerce and Management, ICWAI, ICSI, and those appearing for Judicial Services examination.

DISTINGUISHING FEATURES

- Cites examples, wherever necessary, to clarify the implication of the law.
- Illustrates concepts with the help of many worked-out examples (problems).
- Provides a large number of multiple choice questions (MCQs) with answers.
- Furnishes a Glossary on the legal terms used.
- Provision of Case Law gives solidity to the text.
- Supplements the text with pedagogical features such as Bird's Eye View to make the book very practical and easy to understand.

Contents: Preface. Part I: The Indian Contract Act, 1872—Law: A Preliminary View. Mercantile Laws: An Introductory View. Nature of Contract. Agreement and Contract. Offer and Acceptance. Consideration. Capacity to Contract. Free Consent. Legality of the Object and Consideration. Void Agreements. Performance of Contract. Discharge of Contract. Breach of Contract. Contingent Contracts. Quasi Contracts. Part II: The Sale of Goods Act, 1930—Formation of the Contract of Sale. Conditions and Warranties. Transfer of Ownership in Goods. Performance of the Contract of Sale. Unpaid Seller and Restorative Measures. Part III: The Indian Partnership Act, 1932—Nature of a Partnership: General View. Relations of Partners to One Another. Registration and Dissolution of a Firm. Appendices. Glossary. Index.

Latest Print 2011 / 436 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4177-7 / ₹ 275.00 / (e-book also available)

SIVARETHINAMOHAN

Industrial Relations and Labour Welfare: Text and Cases

R. SIVARETHINAMOHAN, *Director, Department of Management Studies, MIET Engineering College, Trichirappalli and former Professor of Finance, Alliance Business School, Bangalore.*

Building good industrial relations is so crucial for any industrial organization. Harmonious relationship between employers and employees (who are the best assets of any organization) contributes to greater productivity and growth. This comprehensive and well-organized text gives an in-depth analysis of the fundamental principles and practice of industrial relations as well as the implementation of labour welfare measures, the social security systems and labour laws, such as the Trade Union Act, 1926, the Industrial Disputes Act, 1947, and the Mines Act, 1952. It focuses on the Indian context within the larger global scenario.

Divided into four parts—Part I, Industrial Relations; Part II, Industrial Disputes; Part III, Labour Welfare; and Part IV, Safety and Occupational Health, the book provides a detailed discussion on labour-management relations, different aspects of trade unions, and their management and legislative background. Dr. Sivarethinamohan gives a masterly analysis of the major areas of industrial relations, namely, industrial disputes and their resolution, the philosophy of labour welfare as well as the statutory and non-statutory measures for labour welfare, the Government machinery for labour welfare, and collective bargaining which contributes in a significant way to better industrial relations. In the concluding part, the author dwells on industrial accidents and safety for preventing industrial disasters, mines safety and safety management, industrial hygiene, workplace discipline, counselling and the legal framework for industrial safety and health.

KEY FEATURES

- Each chapter starts with a case study written in a story style for a better grasp of the chapter.
- Provides **Case Studies** to illustrate the theories discussed.
- Two Appendices at the end of the book provide the complete text of Child Labour (Prohibition and Regulation) Act, 1986, and Contract Labour (Regulation and Abolition) Act, 1970.
- The book's website, **www.phindia/srm,** gives more real-time cases, experimental cases and cases relating to the subject decided by the courts of India as well as those of other countries.

Primarily intended as a text for undergraduate and postgraduate students of management and commerce, the book would also be useful to the students pursuing courses in chartered accountancy, ICWA courses, and diploma courses in industrial relations and labour laws. In addition, practising managers should find this book very useful.

Contents: Preface. Acknowledgements. Part One: Industrial Relations—Introduction to Labour–Management Relations. Trade Unions and Labour–Management Relations. Registration and Recognition of Trade Union. Legislative Background for Indian Trade Unions. Part Two: Industrial Disputes—Industrial Conflict and Industrial Action. Statutory Machineries Available for the Prevention and Settlement of Industrial Disputes. Industrial Disputes Resolution System under the Industrial Disputes Act, 1947. Part Three: Labour Welfare—Philosophy of Labour Welfare. Statutory and Non-statutory Labour Welfare for Standard Work Life. Labour Welfare Funds and Workers Education Scheme for Harmony. Statutory Government Machineries and Legislations for Labour Welfare in India. Collective Bargaining. Part Four: Safety and Occupational Health—Industrial Accident and Safety. Mines Safety and Safety Management. Industrial Hygiene and Health. Workplace Discipline and Counselling for Employees' Resilience. Legal Framework and Statutory Provisions Pertaining to Industrial Safety and Health. Social Security for Future Generations. Appendices. Glossary. Index.

Latest Print 2013 / 480 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-3973-6 / ₹ 375.00 / (e-book also available)

SULPHEY & BASHEER

Laws for Business, 3rd ed.

M.M. SULPHEY, *Professor and Head, HR Domain, TKM Institute of Management, Kollam, Kerala.*
AZ-HAR BASHEER, *Assistant Professor at TKM Institute of Management, Kollam, Kerala.*

The knowledge of business laws is very important for the survival and growth of any organisation. This comprehensive and well-written book, in its **Third Edition**, introduces **Companies Act 2013**, replacing the **Companies Act, 1956** (chapter 10). This newly incorporated Companies Act, 2013 is the first major revision in the company law in more than 50 years. This edition brings out the significant changes proposed by the 2013 Act as compared to the 1956 Act. Inclusion of **The National Food Security Act, 2013** as chapter 35 is another addition to the book. The book continues to present a thorough discussion of various legal topics such as contract laws, corporate laws, labour legislations, taxation laws and the related acts including the Sale of Goods Act, 1930, the Negotiable Instruments Act, 1881, the Consumer Protection Act, 1986, the Insurance Act, 1938, the Limited Liability Partnership Act, 2008, the Companies Act, 2013, the Foreign Exchange Management Act, 1999, the Information Technology Act, 2000, the Environment Protection Act, 1986, Right to Information Act, 2005, and Right to Education Act, 2009 and other important acts.

The book contains many practical examples and studies of different law cases which makes it more interesting and authentic. In addition, the book provides Review Questions at the end of each chapter. Moreover, mind maps provided in most of the chapters give readers a

brief idea about the concepts discussed. More practical exercises in the form of case studies in the questions section, and format of a number of documents makes the book quite informative.

The book is primarily designed for the undergraduate and postgraduate students of management and other related courses for their subject Business Law. Besides the management students, the professionals and legal practitioners will also find the book very useful.

Contents: Foreword. Preface. Preface to the First Edition. Section I: Introduction to Law and Its Implication in Business—Introduction. Section II: Law of Contracts—Indian Contract Act, 1872. Special Contracts. Sale of Goods Act, 1930. Negotiable Instruments Act, 1881. Consumer Protection Act, 1986. Insurance Act, 1938. Indian Partnership Act, 1932. Limited Liability Partnership Act, 2008. Section III: Corporate Laws—Companies Act, 2013. Foreign Exchange Management Act, 1999. Competition Act, 2002. Securities and Exchange Board of India Act, 1992. Section IV: Administrative Law—Administrative Law. Section V: Labour Legislations—Factories Act, 1948. Trade Unions Act, 1926. Industrial Disputes Act, 1947. Employees' Compensation Act, 2009. Employees' State Insurance Act, 1948. Employees' Provident Funds and Miscellaneous Provisions Act, 1952. Payment of Gratuity Act, 1972. Maternity Benefit Act, 1961. Payment of Wages Act, 1936. Minimum Wages Act, 1948. Payment of Bonus Act, 1965. Industrial Employment Standing Orders Act, 1946. Section VI: Taxation Laws—Introduction to Taxation Law and Income Tax. Wealth Tax. Value Added Tax (VAT). Section VII: Miscellaneous Acts—Intellectual Property Right. Information Technology Act, 2000. Environment Protection Act, 1986. Right to Information Act, 2005. Right to Education Act, 2009. The National Food Security Act, 2013. Index.

Latest Print 2014 / 456 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-4963-6 / ₹ 375.00 / (e-book also available)

Business Reengineering

GROVER & MARKUS (Eds.)

Business Process Transformation

Editors: VARUN GROVER and M. LYNNE MARKUS.

This book provides a rich set of conceptual, empirical, and introspective studies that characterize fundamental knowledge in the area of Business Process Transformation. It covers the core challenges organizations face in their journey to higher degrees of process orientation. Processes are interpreted broadly to include operational and managerial processes within and between organizations, as well as those involved in knowledge generation.

The editors and contributing authors pay close attention to the role of IS organizations and information technologies in facilitating business process transformation. Each chapter places major emphasis on clearly articulating the "knowledge" generated, both theoretical and applied. The book incorporates case studies and tables throughout, and provides fundamental grounding for the postgraduate students of management and professionals.

Contents: Series Editor's Introduction. Foreword. Consolidating Knowledge on the Journey of Business Process Transformation. Part I: Tracing Business Processes and Transformation—Whatever Happened to Business Process Reengineering? The Rise, Fall, and Possible Revival of Business Process Reengineering from the Organizing Vision Perspective. Business Processes: Four Perspectives. Part II: Fundamental Approaches to the Analysis and Redesign of Business Processes—The Bug Fixing Process in Proprietary and Free/Libre Open Source Software: A Coordination Theory Analysis. Transforming Business Process Transformation with Diagnostic Knowledge-Based Tools. Part III: The Role of Information Technology in Organizational Change—Breaking the Functional Mind-Set: The Role of Information Technology. ERP-Enabled Business Process Reengineering: Implications from Texas Instruments. Part IV: Transformation Across a Spectrum of Business Processes—Redesigning IT-Enabled Customer Support Processes for Dynamic Environments. Transforming the New Product Development Process: Leveraging and Managing Knowledge. Business Network Redesign Methodologies in Action. Part V: Success and Failure in Business Process Transformation—Successful Business Process Transformation at J.D. Edwards. A Case Study of Business Process Reengineering Failure. Part VI: Trends and Challenges in Transforming Business Processes—Transforming Human Resource Processes Through Outsourcing: Enterprise Partnership at BAE Systems. Problems in the Transfer of Reengineering Efforts: An Illustrative Case. Process Management, Technological Innovation, and Organizational Adaptation. Editors and Contributors. Series Editor. Index.

Latest Print 2010 / 368 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4056-5 / ₹ 350.00

MOHAPATRA

Business Process Automation

SANJAY MOHAPATRA, *Associate Professor in Information Systems at Xavier Institute of Management, Bhubaneswar (XIMB).*

This book discusses the major trends in Business Process Automation (BPA) and explains how BPA technologies and tools are applied in practice. It introduces the students to the concepts of BPA and describes the need for automation in business process management.

The book illustrates live examples of different functions of an enterprise where automation has been successfully implemented to reap business benefits. It elaborates the applications of BPA in various sectors such as HR and payroll, marketing, e-governance, knowledge management and banking. The text also discusses in detail the role of Chief Information Officer (CIO) as a change agent

for designing and implementing automation initiatives. Return-on-Investment (ROI) calculations have been shown as a business case for automating business processes. Evaluation criteria for deciding which software package to be implemented have been thoroughly explained.

KEY FEATURES

- Provides case studies at the end of all chapters to help the students for easy understanding of the concepts discussed.
- Includes chapter-end questions to test students' comprehension of the subject.
- Presents a glossary of technical terms.

The book is designed for the postgraduate students of management. It would be useful for the professionals and practitioners for implementation of process automation in organizations as well.

Contents: Foreword I. Foreword II. Preface. Acknowledgments. Understanding Business Process Automation. Automation in Business Process Life Cycle Management. Automation and Business Intelligence. Automation in Business Communication. Process Automation in HR and Payroll. Automation in Marketing. Automation in E-governance. Return on Investment from BPA. Automation in Software Project Management. ERP as Business Process Automation Tool. Automation in Knowledge Management System. Automation in Master Data Management (MDM). Automation in Mobile Process Management. Glossary. Bibliography.

Latest Print 2009 / 392 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-3927-9 / ₹ 325.00 / (e-book also available)

RADHAKRISHNAN & BALASUBRAMANIAN
Business Process Reengineering: Text and Cases

R. RADHAKRISHNAN, *Vice-Chancellor, Anna University, Coimbatore.*

S. BALASUBRAMANIAN, *Director, Centre for Intellectual Property Rights, Anna University, Coimbatore.*

This textbook explores the fundamental principles of Business Process Reengineering (BPR). The express aim of the book is to address the needs of MBA students opting for courses in 'Information Technology Management' or 'Operations Management', MCA students who opt for Business Processes as an elective, and students of BE/B.Tech Mechanical Engineering and Production Engineering for courses in Process Engineering/Automation/ Management System Design. The book provides them with the concepts, methodo-logies, models and tools needed to understand and implement BPR.

In a nutshell, the book offers a step-by-step present-ation of the practical framework and management techniques needed to achieve engineering solutions for implement-ation of BPR in an organization. The initial chapters introduce the reader to the need for BPR and its utility in relation to IT and manufacturing. The middle chapters cover the methodology, success factors, barriers, and the technologies that are relevant for BPR implementation. The latter chapters present solutions like lean and virtual manufacturing, enterprise resource planning, and functional information systems. An exclusive chapter is devoted to concepts and tasks of software reengineering.

Aided by extensive illustrations, end-of-chapter review questions, as well as a chapter consisting entirely of case studies, this book will help students develop a rich, multifaceted perspective, to enable them to handle complex management and engineering problems.

The book will be useful to students in practically all branches of engineering, not just mechanical/production/ industrial engineering.

Contents: Preface. Introduction to Business Processes. Introduction to BPR. BPR in Manufacturing Industry. BPR and Information Technology. BPR Implementation Methodology. Success Factors of BPR. Managing Barriers to Business Process Reengineering Success. BPR and Relevant Technologies. Lean Manufacturing and the Environment. Enterprise Resource Planning. Functional Information System. Software Re-engineering. Virtual Manufacturing. Case Studies. References. Index.

Latest Print 2014 / 288 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-3567-7 / ₹ 295.00 / (e-book also available)

VENKATACHALAM & SELLAPPAN
Business Process

T.A. VENKATACHALAM, *Professor and Dean, MBA Department, Karpagam College of Engineering, Coimbatore.*

C.M. SELLAPPAN *was Professor and Head, IT Department, Mahindra Engineering College, Namakkal.*

This textbook provides complete coverage of the subject. Starting with a detailed description of organisational structure, relationships and culture, the text proceeds to discuss the topics such as nature of power in organisation, leadership, organisational change and organisational environment. An elaborate account of business process reengineering with respect to methodology, planning, and its relationship with IT industry is given. Finally, the text describes e-business process and knowledge management in detail.

The text is profusely illustrated with numerous flow charts and diagrams. Review questions are included at the end of every chapter to help students check their understanding of the subject.

This textbook is primarily designed for the students of MCA for a course in business process. It will be also useful to the students of MBA and BCA.

Contents: Preface. Organisational Structure. Organisational Outcomes. Business Process Reengineering. BPR and IT Industry. E-Business Process. Appendix. Name Index. Subject Index.

Latest Print 2011 / 328 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4192-0 / ₹ 275.00 / (e-book also available)

Change Management

SATYANARAYANA
Managing Transformation: Objectives to Outcomes

J. SATYANARAYANAIAS, *Chief Commissioner of Land Administration in the Government of Andhra Pradesh.*

Change is the law of life. This precept holds for individuals and organizations alike. Radical change, called **transformation**, is not so frequent. Organizational transformation entails fundamental changes that encompass the entire gamut of the organization. A successful transformation exercise begins with formulating a set of **Objectives** at the beginning and ends up with realizing the desired **Outcomes**. This book delves deep into the intricacies of the life cycle of organizational transformation and explains how it can be managed effectively adopting a systematic and step-by-step methodology. In this well-researched text, the author, J. Satyanarayana, with his vast and varied experience in the field of management and governance, gives a brilliant exposition of managing transformation.

The book postulates the **O2O** (Objective to Outcomes) framework as a seven-step methodology. O2O, in a sense, is a meta-framework for transformation. It harmonizes and synthesizes altogether 40 sub-frameworks, which include some well-known concepts, such as Porter's Value Chain Framework, Kaplan and Norton's Balanced Scorecard, and Hammer's BPR framework. The author illustrates the O2O framework through a **Case Study on *Passport Seva Project***, designed by him, and being implemented all over India to transform the quality of passport-related services provided to the citizens.

KEY FEATURES

- By expounding the **O2O methodology**, the book addresses the managerial requirements of conceptualizing, designing and implementing major transformation projects.
- The book focuses on the four principal dimensions of transformation, namely, **Process**, **People**, **Technology**, and **Business Model** while explaining the major concepts.
- The text is interspersed with plenty of examples to illustrate the concepts
- The book also includes **chapter-end review questions** to drill the students in self-study

This text, with its blend of theory and practice, would prove extremely valuable to the students of management. It should also be a valuable reference book to the administrators and management consultants.

Contents: Preface. The Dynamics of Transformation. Objectives to Outcomes. Defining Objectives Step #1. Objectives to Interventions (Step #2). Re-engineering Processes (Step #3). Specifying Requirements (Step #4). Designing the Transformation (Step #5). Implementing the Transformation (Step #6). Manage and Assess (Step #7). Annexures—I: Template for SRS. II: Template for Detailed Project Report. III: Service Level Management. IV: Strategic Control. Index.

Latest Print 2012 / 296 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-4537-9 / ₹ 375.00 / (e-book also available)

SENGUPTA, BHATTACHARYA & SENGUPTA
Managing Change in Organizations

NILANJAN SENGUPTA, *Associate Professor, Institute of Finance and International Management, Bangalore.*
MOUSUMI S. BHATTACHARYA, *Assistant Professor, Institute of Finance and International Management, Bangalore.*
R.N. SENGUPTA, *former Chief General Manager, State Bank of India.*

This book discusses in detail the theory and applications of change management, which is a step-by-step approach to change an organization's management, strategies and processes, to boost its efficiency and performance better than its competitors.

The text examines the importance of change management and its utility in the era of globalization. It elaborates on various planned organizational strategies and contingency approaches, and the validity of these as justified methods of change management in the Indian and global environmental contexts.

Besides postgraduate students of management, researchers and professionals in the field will also find this book immensely useful.

KEY FEATURES

- Provides relevant case studies from global and Indian perspective to enhance students' understanding of the theoretical concepts.
- Gives web references at the end of every chapter, encouraging students to delve deeper into the subject.
- Includes key terms, review questions, multiple-choice questions and exercises at the end of each chapter.

Contents: Foreword. Preface. Introduction to Management of Change. Organizational Structure and Change. Structure and Management of Change. Organizational Culture and Management of Change. Managing Cultural Change: Indian and Global Illustrations. Change and HR Management: Concepts and Applications. Change and Strategy in Organizations. Strategies for Organizational Growth: Applications. Organizational Development. Applications of Organization Development in India. Work Processes and Management of Change. Role of Information Technology in Managing Change. Change Through Customer Relationship Management. Contingency Approaches for Managing Change. Managing Change in Knowledge Era. Index.

Latest Print 2012 / 304 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-2965-2 / ₹ 275.00 / (e-book also available)

Communication Skills

APTE

Course in English Communication, A: For the Learners of English as a Second Language

Late MADHAVI APTE, *Director, MGM's Institute of Indian and Foreign Languages and Communication and Professor, MGM's Institute of Management, Aurangabad, Maharashtra.*

With the increasing awareness of the importance of English as a global link language and the widespread use of the Internet and the globalization of business and education, the need for learning English effectively is being felt more than ever before. This international awakening has spurred nations like China and Russia that kept away from English in the past to educate their populations in the English language. In India too, there is a renewed interest in learning English for communication. This book takes the most pragmatic and current approach to the teaching and learning of English which offers learners ready-to-use expressions in their day-to-day communication.

The book offers conversations in various social contexts, in formal and informal situations, and lists in an exhaustive way all the expressions used within the particular communicative function. In addition, there are exercises at the end of each unit which provide the learners an opportunity to go through the actual use of those expressions, thereby enhancing their confidence to use English.

Designed primarily as a text in communicative or functional English, this book should also be useful to all those who wish to improve their English for socially appropriate communication.

KEY FEATURES

- Provides learners with ready-to-use and socially appropriate expressions through conversations.
- Presents a full range of expressions for choice within the language functions such as requests, suggestions, asking and giving opinions, asking and giving advice, and agreeing and disagreeing.
- Offers practice opportunity through exercises at the end of each unit.
- Brings communication in English within the reach of all learners through steps like read-practice-develop-use.

Contents: Acknowledgements. Introduction. UNIT ONE: Starting and Ending Conversations. UNIT TWO: Introducing Oneself and Others. UNIT THREE: Greetings, Praises, and Compliments. UNIT FOUR: Requests and Suggestions. UNIT FIVE: Asking and Giving Permission. UNIT SIX: Possibility, Ability, and Probability. UNIT SEVEN: Refusing and Rejecting. UNIT EIGHT: Obligation and Necessity. UNIT NINE: Invitations and Offers. UNIT TEN: Directions and Instructions. UNIT ELEVEN: Expressing Opinions. UNIT TWELVE: Positive Criticism. UNIT THIRTEEN: Approval and Disapproval. UNIT FOURTEEN: Accusing, Denying, and Contradicting. UNIT FIFTEEN: Making, Changing and Cancelling Appointments. UNIT SIXTEEN: Apology and Gratitude. UNIT SEVENTEEN: Expressing Surprise or Disbelief. UNIT EIGHTEEN: Seeking and Giving Information. UNIT NINETEEN: Making Plans and Arrangements. UNIT TWENTY: Sympathy and Consolation. UNIT TWENTY-ONE: Complaints and Objections. UNIT TWENTY-TWO: Seeking and Giving Advice. UNIT TWENTY-THREE: Agreeing and Disagreeing. UNIT TWENTY-FOUR: Getting Things Done. UNIT TWENTY-FIVE: Likes, Dislikes and Preferences. UNIT TWENTY-SIX: Expressing Conditions. UNIT TWENTY-SEVEN: Expressing Fears and Anxiety. UNIT TWENTY-EIGHT: Checking Communication. UNIT TWENTY-NINE: Warnings and Prohibition. UNIT THIRTY: Excitement and Disappointment. References.

Latest Print 2013 / 212 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-3072-6 / ₹ 195.00

AUBUCHON

Anatomy of Persuasion, The How to Persuade Others to: Act on Your Ideas, Accept Your Proposals, Buy Your Products or Services, Hire You, Promote You, and More!

NORBERT AUBUCHON *is creator of the unique seminar, The Anatomy of Persuasion.*

A delightful 'how-to' that reduces the art of persuasion to its understandable and useful elements. Readers will enjoy and benefit from Aubuchon's clear and compelling message. He has summarized very nicely what most of us who have been successful learn in 30 to 40 years!

— **Richard Heckert,** former Chairman, the DuPont Company

Persuasion is a motivating form of communication in all walks of life. But most of us are not very good at it because we do not know the how-to process of persuasion. This book provides the readers with a unique, proven, step-by-step, analytical thinking process to master this skill and explains how it can be used to analyze, organize and present information in a persuasive way and get what one wants.

It also provides the principles which help to build a lifetime skills as a persuasive communicator. This gives the reader the important advantages in their ability—to influence and motivate others to accept their proposals, buy their products, use their services, adopt their policies, hire them or promote them.

With this book the readers can *persuade their way to success* in all walks of life.

Contents: Foreword. Acknowledgments. Introduction. Overview. Creativity. Two Principles of Communication. The Buying Process. The Persuasion Process: Part I. Needs. The Persuasion Process: Part II. Controlling the Persuasion Process. Features, Functions, and Benefits. Setting Your Objective. Using the Tools. Case Study: How

to Increase Staff During a Hiring Freeze. Case Study: How to Get Funding for Your Program. Case Study: How to Be a Rocket Scientist! Building Your Own Proposal. A Touch of the Real World. Can You Find the Errors? Selling Your Ideas to Higher Management. *The Anatomy of Persuasion* as a Management Tool. A Final Word: Thinking and Talking in Terms of Benefits. *Appendixes—I: A Checklist of Common Errors. II:* The Anatomy of Persuasion® *Preparation Guidelines. III:* The Anatomy of Persuasion® *Outline Guide. IV:* The Anatomy of Persuasion® *Structure and Alignment Chart.* Index.

Latest Print 2007 / 208 pp. (Hard Cover)
15.3 × 22.9 cm / ISBN-978-81-203-3310-9 / ₹ 275.00

AXELROD

Getting Your Way Every Day: Mastering the Lost Art of Pure Persuasion

ALAN AXELROD *is the author of many popular business and reference books, including the Business Week bestsellers Patton on Leadership and Elizabeth I, CEO. He is a former professor of English who has taught classical rhetoric, from the Greeks and Romans through the Renaissance.*

This book shows how to easily borrow from the art of classical rhetoric to consistently get what we want in any situation, using tactics and strategies that have existed for thousands of years…but which few people know. It also shows how to persuade minds, win hearts, and more wills… and help us to achieve even the most ambitious goals on a daily basis.

It is a powerful, easy-to-use guide book which shows how to transform arguments from shouting matches into constructive discussions, develop a rapport with even a strongest-willed of opponents, and leverage the power of reason, emotion, and character to get exactly what we want, every time.

The book provides a huge variety of techniques immediately usable for any business or social situation which help us to win anyone over to our point of view.

This book helps us to learn how to:

- Convey authority and integrity and project the most powerful and appropriate image of ourselves in any given situation
- Evoke the audience's empathy and target their emotions—then harness those feelings into the specific outcome which we want
- Appeal to logic and clarify the facts so that our suggestion becomes the most obviously reasonable plan of action
- Effectively use small talk to learn the needs and desires of the other person or group, and facilitate results by making the process more pleasant
- Use of four phases of "AIDA" to command Attention, create Interest, generate Desire, and prompt Action

Contents: PART I: Get Ready To Win—Profit from Ancient Wisdom. Look for an Argument. Lay It All Out. Be Reasonable. Be Ethical, Be Emotional. Stay Out of the Palace of Fallacy. Welcome to the House of Style. Go Beyond Words. PART II: Make Your Case and Get Your Way—Talk Yourself into the Job You Want. Move Your Boss. Inspire Your Staff. Motivate Your Colleagues. Win Your Customers. Satisfy Your Customers. Convince Your Customers. Deal with Your Vendors. Close with Your Investors and Lenders. Epilogue: When Rhetoric Hits the Speed of Light. Index.

Latest Print 2011 / 304 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4318-4 / ₹ 325.00

BOOHER

Winning Sales Letters: Time-saving and Ready-to-use Sales and Marketing Letters to Help You Get Customers and Keep Them

DIANNA BOOHER.

Winning Sales Letters furnishes you with an efficient, fast way to generate those powerful written messages for all the routine and sensitive issues which you face each day: From introducing your business to the community to following up on an appointment. From dealing with a dissatisfied customer to announcing the discontinuation of product line. From welcoming a new sales representative in your organization to encouraging a distributor to increase volume of sales ... and so on.

This book gives you more than three hundred model letters on scores of sales, marketing, and service topics of concern to every business. You can use the models verbatim, you can mix and match phrases, or customize the messages provided to achieve just the right tone for any important communication.

The author includes a generous selection of all the standard letters you will ever need along with examples of letters you may have never considered as part of your marketing strategy. Collectively, the models in this book will save you time, strengthen your marketing position, and increase goodwill among customers and employees alike.

Contents: Introduction. A New Sales Strategy. How to Use This Book? PART 1: The Sales Cycle: Dealing With the Customer—Lead-in to a Phone Call. Lead-in to an Appointment. Confirmation of Agenda for Appointment/ Meeting. Postponement or Cancellation of Appointment. Introduction of Your Firm to the Community. Follow-up to a Phone Call. Follow-up to an Appointment. "Reminder" to Buy. The Letter Proposal. Amendment to a Bid. "No Bid" Letter. Transmittal for Proposal or Quote. Goodwill Building. Customer Satisfaction Survey Letter. Open-House Invitation. Trade Show. Announcement of New Location. Rate Increase. New Service or Change in Service. Policy Change. Procedure Change. Cancellation of Product Line. Request for Referral from Customer or Prospect. Request for Commendation Letter from Satisfied Customer. Response to Complaint. Response to

Customer after Losing Sale. Inactive Account. Introduction of New Sales Rep. Farewell to Customer. Declining to Do Business. PART 2: The Marketing Approach: Dealing with Your Own Marketing Team—Response to Ad Inquiry. Welcome to a New Sales Rep in Your Organization. Encouragement to Your Sales Staff. Request for Training Classes for Staff. Request for Help from Colleagues, Staff, or Managers. Change in Commission Structure. Change in Territory/Structure. Change in Policy. New Marketing Campaign. Incentive Award Offer. Presentation of Recognition/Bonus/Award. Invitation to Recognition Ceremony. Invi-tation to Hear Motivational Speaker. Commendation. Documentation of Accomplishment. Announcement of Promotion/Transfer/Raise. Announcement of Sales Review/Report. Leads Shared with a Colleague. Request to "Tutor" a New Sales Rep. Suggestions. Thank You for Special Training. Referrals. Distributors. About the Author.

Latest Print 2007 / 352 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-3210-2 / ₹ 225.00

CAMPBELL
Communication Skills for Project Managers

G. MICHAEL CAMPBELL.

The number-one factor in the success or failure of projects is the quality and consistency of communications. In this book the author unlocks this critical component of project success, illustrating how to keep every project stakeholder in the loop every step of the way—from concept through delivery and beyond.

It provides practical advice and strategies for ensuring success, even in the face of shifting organizational priorities, constantly evolving expectations, and leadership turnover. Readers will find out how they can:

- Keep those on the project team—as well as upper management—involved and informed.
- Establish a plan for communication.
- Effectively present to stakeholders.
- Compete with other initiatives within the organization.
- Convey reasons for change and more.

"Considering how important the area of communications management is for successful projects, this book has been long overdue. Project managers will find its contents invaluable, as they will gain an appreciation of the dramatic, positive impact of effective communications on their projects. Mike Campbell's book is right on target!"

—WALTER A. VIALI, PMP
Principal Consultant, PMO to Go LLC
Past President, PMI Houston Chapter

Contents: Acknowledgments. Introduction: Thinking About Your Project Communications in a New Way. Linking Projects and Strategy Through Effective Communications. Preparing the Leadership. Writing the Project Charter. Establishing the Team and Communicating with the Business. Common Elements for All Communications. Writing the Case for Change. Analyzing Changes to Business Process. Developing Support for the New Business Processes. Developing an Operations Integration Plan. Developing the Communications for the Project. Writing the Project Plan Memorandum for the Executive Team. Using Communications to Handle Risks. Presenting to Stakeholders During Project Execution. Communicating About Problems. Communicating Scope Changes. Communicating with Operations. Preparing Operations to Accept the Deliverables. Overcoming Resistance to Change. Handling Competition with Other Initiatives. Writing the Close-Out Report. Providing Feedback to Your Project Team. Crossing the Finish Line. Index. About the Author.

Latest Print 2010 / 288 pp. (Hard Cover)
15.3 × 22.9 cm / ISBN-978-81-203-4058-9 / ₹ 325.00

DEBASISH & DAS
Business Communication

S.S. DEBASISH, *Reader, Department of Business Administration, Utkal University, Bhubaneswar.*
BHAGABAN DAS *is Reader, Department of Business Management, Fakir Mohan University, Balasore, Orissa.*

Effective communication is the foundation of sound management. Regardless of the size of the business we are in—a multinational company, a medium enterprise or a small-scale industry—effective communication skills are always needed for success. This comprehensive book dwells onto all aspects of business communication which helps to attain success in a business.

This book is organized in three sections. Section–I (Basics of Communication) details on how messages in business should be conveyed clearly and unambiguously through various models of communication. It further explains that a message when communicated effectively can help in selling the concept, goods, products or services more conveniently and effectively.

Section–II (Oral and non-verbal communication) elucidates that besides verbal communication, non-verbal communication such as gestures, postures, dressing and hair style also plays an equal and important role in imparting messages in a corporate environment.

Section–III (Written communication) details on the factors which help to enhance the business writing abilities (letters and memos). Besides, the book teaches various other aspects of business communication like how to prepare for an interview, how to conduct a meeting and also how to draft an impressive resume.

Primarily intended for the postgraduate students of management, the book is equally beneficial for the business professionals and company owners, to help them learn the traits of effective communication.

Contents: Preface. Acknowledgements. Section I: Basics of Communication—Nature of Communication: An Overview. The Process of Communication. Effective

Communication. Barriers to Communication. Oral Presentation Skills. Section II: Oral and Non-verbal Communication—Introducing a Speaker. Listening Skills. Public Relations. Interview. Non-verbal Communication. Section III: Written Communication—Business Letters. Types of Business Letters. Meetings Documentation and Minutes. Writing Memorandum. E-mail Writing. Paragraph Writing. Job Application and Resume Writing. Report Writing. Index.

Latest Print 2014 / 360 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-3729-9 / ₹ 295.00 / (e-book also available)

DUTTA
Business Communication

SUPARNA DUTTA, *Associate Professor, Department of Management, Birla Institute of Technology, Mesra Ranchi (Noida Campus), Noida.*

In a knowledge-based economy, the ability to communicate information in clear and concise terms is becoming more critical. This book on Business Communication is intended to meet the demand for students who are trained to communicate effectively in the current globalized context. It provides readers a comprehensive view of communication, its scope and importance in business. Besides this, the text develops an awareness of the importance of succinct written expression in modern business communication.

This book covers a number of key business communication topics that aim to develop specific skills and competencies:

- *Communication process.* To gain an understanding of communication as a socio-cultural process.
- *Intercultural communication skills*. To know important factors while communicating with audiences of diverse backgrounds in the global business, professional and political environment.
- *Letter writing skills.* To convey the message precisely through letters, memos or emails, paying attention to the writer's objectives, the readers' needs, the reader–writer relationship and the context.
- *Listening skills.* To become an effective listener to develop new ideas, options and goals.
- *Presentation skills.* To become more effective speakers and deliver persuasive presentations.
- *Report writing skills*. To understand the fundamentals of the report writing process and develop the critical skills necessary to produce convincing written reports.

The book will be of immense use to the students of management, animation and multimedia, engineering, science, media studies, journalism and related fields of study. Besides this, the professionals—managers, advertising, marketing and public relations executives, businessmen and HR experts—will also find it extremely useful.

Contents: Preface. Communication: An Overview. Evolution of Communication. Barriers to Communication. Types of Communication. The Four Basic Skills of Communication. Non-Verbal Communication. The Third Dimension. Society and Cross Cultural Communication. Word Aid. Question Bank. Index.

Latest Print 2013 / 344 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-4818-9 / ₹ 275.00 / (e-book also available)

GAULKE
101 Ways to Captivate A Business Audience

SUE GAULKE.

This handy little book shares the author's highly successful "sizzle-steak" method to captivate the audience. It features 101 audience-tested anecdotes, experiences, quotes, and insights designed to help every speaker "turn up the creative heat."

Readers will learn how they can:

- customize their message to the audience
- generate ideas fast
- organize material for maximum retention
- create exciting visual aids
- control their nervousness

Contents: List of the 101 Ways. Preface. Acknowledgments. Part One: Steak—Your Audience Speaks. Connect with Your Audience. Steak: Organization Made Easy. Part Two: Sizzle—Add Sizzle Every Six Minutes. Part Three: Style—Control Nervousness: The *Star Wars* Theory. Style: Becoming a "10". Master the Magic in Your Voice. Create Exciting Visual Aids. Bulletproof Your Presentation. Stupid Meetings? Try Some Steak, Sizzle, and Style. This Stuff Really Works. Conclusion. Part Four: Standing Ovation: Quick Tips and Resources. Camp Chat: Answers to the Most Frequently Asked Questions. Quick Tips. Recommended Resources. Index.

Latest Print 2007 / 176 pp. /15.3 × 22.9 cm
ISBN-978-81-203-3487-8 / ₹ 250.00

KAUL
Business Communication, 2nd ed.

ASHA KAUL, *Associate Professor, Communication Area, Indian Institute of Management Ahmedabad.*

It is said the future belongs to Communication. And rightly so. For today, more than ever before, the need for effective communication is being felt. This is particularly true of business communication because, organizations in their efforts to excel in business and outdo their competitors, have to be precise and extremely effective in their communication to satisfy all its stakeholders—be they suppliers, distributors, advertisers or customers.

This book on Business Communication, now in its Second Edition, brings to fore the multidimensional aspects of Business Communication—ranging from listening, speaking, developing skill sets, to exhibiting correct body

language. The book emphasizes that understanding the perceptions and mindsets of the communicators and the context are crucial for business communication.

This book, which is the outcome of the rich and the vast experience of Dr. Asha Kaul and her interaction with the brilliant young minds at IIM Ahmedabad and other B-schools, should be of immense value to the budding as well as practicing managers. All readers will find this new edition extremely useful, refreshingly different, and delectably delightful.

What's New to This Edition

- Extensive use of **examples, anecdotes,** and **brief case studies** to exemplify the points/issues.
- **Checklist and Summary** which are ready reckoners for a student hard pressed for time yet desirous of learning and change.
- **Learning Objectives** for each chapter and section, which bring focus to the text.
- **Activities** in which the student can participate and test communication competence.
- Comprehensive section on **exercises** at the end of each chapter, which are application oriented and test the student's grasp of the subject.

Contents: Preface. Communication: An Overview. Barriers and Aids to Communication. Listening. Presentation Skills. Assertiveness. Body Sport and Voice Modulations. Group Discussions and Interviews. Case Studies 1: The Eagle. 2: ABC Careers. 3: Kantha Industry. 4: TD Medical Transcription Company. 5: Kumarsons. 6: Phoenix Management Entrance Training Institute. Index.

Latest Print 2014 / 272 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-3848-7 / ₹ 195.00 / (e-book also available)

KAUL

Effective Business Communication

ASHA KAUL, *Associate Professor, Communication Area, Indian Institute of Management Ahmedabad.*

This book is a sequel to the author's *Business Communication* (Prentice-Hall of India, 2000). It provides a detailed framework for developing the oral and written communication skills. The focus is on a step-by-step teaching methodology which enables the readers, through simple instructional tools, to improve their writing, listening and speaking skills. It analyzes certain components of the communication process which have a marked bearing on the enhancement of one's communication skills, such as writing reports, drafting circulars, notices, memos, agenda, minutes, formatting business correspondence, designing an impressive curriculum vitae (CV) or an effective resumé, and filling application forms.

The style of the book makes for easy reading by students who can use it as a text, particularly those pursuing courses in management and business studies. The book would be equally useful to corporate executives and business managers.

KEY FEATURES

- Provides a detailed outline of the methods of effective written communication.
- Observes a simple pattern of Read-Comprehend-Test-Follow.
- Discusses strategies for identification and improvization of communication skills (both oral and written).
- Presents numerous examples and provides illustrations that facilitate proper grasp of the topics discussed.

Contents: Preface. List of Exhibits. Principles of Communication. Oral Communication. Mechanics of Writing. Report-Writing. Sections of the Report. Circulars, Notices, Memos, Agenda and Minutes. Writing Letters. Applying for a Job. Index.

Latest Print 2012 / 180 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-1709-3 / ₹ 150.00 / (e-book also available)

LEECH

How to Prepare, Stage and Deliver Winning Presentations, 3rd ed.

THOMAS LEECH *is a well-known presentation consultant, executive speech coach and professional speaker.*

All of us know the importance of presentations when it comes to winning clients, selling to customers getting colleagues on board with our plans and even selling senior executive on a new idea or demonstrating value to potential investors.

This book by Thomas Leech, provides the readers with an easy-to-use process to achieve all this. It illustrates how to create and give presentations to help present topics dynamically, clearly and effectively. The book walks the reader from the initial planning stage through delivery and shows how to:

- Organize ideas to be clear, concise and convincing
- Support your messages and ideas with vivid examples and graphics, using computer tools such as PowerPoint and Web conferencing to persuade the audience
- Master delivery essentials such as body language, voice and confidence
- Control Q&A and discussions effectively and
- Influence the decision makers

This third edition presents brand new strategies for meeting the demands of the contemporary business world. So if your job requires achieving the buy-in, trust or financial commitment of others, this book is just right for you—combining 20 years of field-proven strategies with the latest in technological capability and business reality. It is the key to advancing your career by generating positive outcomes. ***Present your way to success.***

Contents: Acknowledgments. Part I: Presentations: An Overview—Presentations: Vital to Success in a Changing World. Executive Summary: The Fundamental Fifteen Keys to Winning Presentations. Becoming a Winning Presenter. Part II: Prepare—Plan: First Analyze and Strategize. Organize: Sort Out Your Ideas to Clarify and

Convince. Support: Make Your Case. Visual Aids/Graphics: A Picture Is Worth 1000 Words, Maybe. Part III: Stage—Arrangements: The Devil's in the Details. Working the Charts, Successfully. Practice: Skip It at Your Risk. Part IV: Deliver and Follow Up—Show Time: Overview and Nonverbal Delivery Skills. The Spoken Word: Language and Voice. Interact: Successfully Managing Q&A. Switching Hats: Becoming a Sharper Listener. Follow Up: It Ain't Over 'Til It's Over. Part V: Special Presentation Situations—Not Just One but a Winning Team. Making Sure It's Not Greek to Them: International Presentations. Becoming a Winning Presenter. Notes. Index.

Latest Print 2008 / 336 pp. / 15.3 × 22.9 cm
ISBN-978-81-203-3439-7 / ₹ 350.00

PUSHP LATA & KUMAR

Communicate or Collapse: A Handbook of Effective Public Speaking, Group Discussions and Interviews

PUSHP LATA, *Assistant Professor, Languages Group and nucleus member, Public and Media Relations Unit, Birla Institute of Technology and Science (BITS), Pilani, Rajasthan.*
SANJAY KUMAR, *Consultant, Communication and Soft Skills Development Training, Triumphant Institute of Management Education (T.I.M.E.), Jaipur.*

Effective communication is of immense significance to all organizations as the professional world thrives on its capacity to be articulate and expressive, innovative and improvising. The book, based on the vast and variegated experience of the authors gathered while training thousands of aspiring professionals, discusses how to hone the career management skills such as writing good resumés, presenting oneself in job interviews, and making a good impression in group discussions.

The text explains in detail all the elements of communication, for example, different types of speeches, group discussions and interviews. The book also deals with the art of developing a speech in a planned manner, preparing an outline, and writing catchy introductions and emphatic conclusions. In addition, it shows how to combat nervousness in a scientific manner, and use microphones and lecterns.

KEY FEATURES

- Gives a number of sample speeches, model interviews, model group discussions.
- Provides cartoons and illustrations throughout the text that make the book interesting to read.
- Gives tips to employ body language, audio-visual aids, humour, wit, and quotations.
- Contains in-depth discussion on communication anxiety and its management.

Intended primarily for courses in public speaking, communicative English and managerial communication, this practical text should also be of great utility and worth to students who have to appear for civil services examination at the interview and those pursuing professional courses in their group discussion part. Finally, it would be of help to all those who wish to engage themselves in debates and public speaking.

Contents: From Authors' Desk. Photo Credits. Part I: Fundamentals of Effective Public Speaking—Public Speaking: An Overview. Combating Nervousness. Listening Effectively. Using Body and Voice to Communicate. Part II: Preparing, Organizing and Delivering the Contents—Preparing and Organizing the Message. Sizing up Your Audience. Preparing an Outline. Using Audio-Visual Aids. Supporting Material for Speeches. Part III: Speaking to a Large Group—Casting Effective Introduction and Conclusion. Speaking on Special Occasions. Speaking to Inform. Persuading without Pushing. Using Humour and Wit. Speeches for Analysis and Discussion. Part IV: Public Speaking for CarEer Advancement—Placing Mind over Matters: Interviews. Shoring up in Group Discussion. Appendix A: Sounds of English. Appendix B: Sample Interviews. Appendix C: Sample Group Discussion. Index.

Latest Print 2014 / 304 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-3323-9 / ₹ 225.00

PUSHP LATA & KUMAR

Communicate to Conquer: A Handbook of Group Discussions and Job Interviews (with DVD)

PUSHP LATA, *Assistant Professor, Languages Group and nucleus member, Public and Media Relations Unit, Birla Institute of Technology and Science (BITS), Pilani, Rajasthan.*
SANJAY KUMAR, *Consultant, Communication and Soft Skills Development Training, Triumphant Institute of Management Education (T.I.M.E.), Jaipur.*

Every good student's dream is to get into the best professional course—management, computer, law or any other—and every graduate's and postgraduate's dream is to get the best job possible—in terms of both remuneration and reputation of the company. And for these, good performance in Group Discussions (GDs) and Interviews is so essential. What's more, even if a manager or a senior professional wants to go up the ladder, he/she has to master the art of communication. This compact and concise book shows how the reader can excel in group discussions and interviews—all these with an accompanying DVD.

This book gives the tools and techniques for conducting and preparing Group Discussions and Interviews and clearly explains all their components and the entire procedure. Besides, the book provides tips for effective participation and performance in GDs and interviews.

The provision of a large number of examples and extensive practice material lends a practical flavour to the text. The book includes sample HR and technical interviews, brain-teasing questions, sample group discussion, and Case Study.

KEY FEATURE

- **DVD** records mock GDs and interviews (good and bad).

Contents: Preface. Meeting Challenges Head-on. Building a Meaningful Career. Sailing Successfully through Group Discussions. Learning by Example: An Annotated Text of Sample Group Discussion. Winning the Final Frontier in Job Interviews. Learning by Example: An Annotated Text of Sample Job Interview. Annexure: Sample Technical Interviews.

Latest Print 2011 / 144 pp. / 13.9 × 21.6 cm
ISBN-978-81-203-3878-4 / ₹ 195.00

SEN

Communication Skills, 2nd ed.

LEENA SEN, *Professor, Communications Area and Head, Centre for Communications Studies, at NMIMS University, Mumbai.*

Today, the need for communication skills has become more important than ever before. Communication plays a vital role—be it the preparation one has to do to face an interview or deal with diverse business deals, or interacting with colleagues, superiors, and others. The Second Edition of this text, based on the feedback received from the readers, continues to highlight the vital skills one needs for effectively communicating in diverse situations.

Divided into five parts, the text shows the power of three V's of communication—the verbal, the visual and the vocal, examining at the same time the role of formal and informal communication methods, and stressing the significance of grapevine in organizations. It also demonstrates how important listening is, and the basic skill-sets needed by a manager for business dealings. Further, the text gives the nuances of verbal communication and the factors necessary for preparing a presentation besides giving a comprehensive view of non-verbal communication. It highlights the role of written communication, the importance of business writing, the formats of business letters, memos, and report writing, and how flawed thinking impedes written communication. The text concludes by emphasizing the crucial role played by corporate communication in enhancing an organization's image.

WHAT'S NEW TO THIS EDITION

- New concepts such as Fog Index/Readability Index, Business Terms, Acronyms, Abbreviations, e-mail Etiquette, Virtual Team Skills, and Social Skills.
- Many exercises and other inputs.

Written in a clear and straightforward style and in a student-friendly fashion, this concise and compact text is intended both for students of management and for young executives and managers.

Contents: Foreword. Preface. Preface to the First Edition. Acknowledgments. Part 1: Managerial Communication—Communication: The Most Important Management Tool. The Importance of Listening. Basic Skills-Sets of a Manager. Part 2: Verbal Communication and Presentation Skills—Use of Words and Sentences in Verbal Communication. Presentation Skills. Part 3: Non-Verbal Communication—The Power of Non-Verbal Communication. Part 4: Written Communication—Written Communication. Part 5: Communicating in a Multicultural World—Communicating in a Multicultural World. Keeping Pace with a Changing World: The PR Way. Answers to Test Questions. Index.

Latest Print 2014 / 292 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-3301-7 / ₹ 225.00 / (e-book also available)

SENGUPTA

Business and Managerial Communication

SAILESH SENGUPTA, *Visiting Professor in a number of leading business and professional institutes in Delhi and adjoining states. He is a well-known communication and management professional and has been in the corporate field and academics for over thirty years.*
Starting his career as an Education Officer under the Government of India, Mr. SenGupta joined Hindustan Copper Limited (A Govt. of India Enterprise) and later became Head of its Delhi division.

This well organised book with numerous attractive features provides a comprehensive and holistic approach to business and managerial communication. It deals with the modern practices of both verbal and non-verbal communication, which has today become a core part of our personality. The book has a blend of theories and strategies adopted in speaking, listening and writing with their practical applications at the managerial, organisational, corporate, individual and group levels. Thus, the book will be of immense use to the students of management and related fields of study and professionals-managers, advertising, marketing and public relations executives, businessmen and HR experts. Besides, the book will prove helpful to the job seekers.

KEY FEATURES

- Illustrates theories and principles with day to day examples.
- Ensures understanding of concepts explained by using practice sessions.
- Gives special focus to lateral and soft skills in an exclusive chapter.
- Provides case studies along with discussion questions.
- Invites readers' active participation by means of analytical exercises and project tasks.
- Includes skill tests, communication tasks, quizzes and exercises.

Contents: Preface. Fundamentals and Functions of Communication. Barriers and Malfunctions in Communication: Perception and Reality. Building Active Communication Skills: The Process, Context and Classifications. Communication Requirements and Characteristics of Managerial Communication. Speech and

Speaking ... Towards Endless Perfection. Conversational Skills: Listening and Persuasive Speaking. Effective Business Communication: A Bundle of Skills. Communication in Organisations. Business Writing. Business Correspondence, Business Meetings and Technology. Business Letters. Business and Technical Report Writing. Lateral and Soft Skills in Communication and Managing Self. Research in Business and Organisational Communication. Group Communication and Group Problem Solving Process. Management of Information. Motivation, Morale and Communicative Leadership. Conflict and Negotiation in Organisations. Corporate Communication I. Corporate Communication II. Resume, Cover Letters and Thank You Letters. The Interview Process. Index.

Latest Print 2011 / 688 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4435-8 / ₹ 375.00 / (e-book also available)

WEISS

Elements of International English Style, The: A Guide to Writing Correspondence, Reports, Technical Documents, and Internet Pages for a Global Audience

EDMOND H. WEISS.

This book serves as an easy-to-understand handbook of resources one needs to write English correspondence and other documents particularly for an international business audience. Emphasizing on simplicity, clarity, proper etiquette, cultural sensitivity, appropriate layout and typography, it integrates the theory and controversies of intercultural communication with practical skills of writing and editing English for those who read it as a second language.

Useful for students and professionals too, this book combines traditional advice with new insights into "e-mail culture".

The text contains realistic examples, problems, and projects including:

- Fifty-seven specific tactics to internationalize one's English
- Hundreds of before and after comparisons showing the positive effects of editing for an international audience
- Models of international correspondence, including e-mail
- Practical discussion questions and work projects
- Useful resources including a checklist for internationalizing one's website

A strunk and White for the 21st century and the Internet.

—MICHAEL B. GOODMAN, *Fairleigh Dickinson University*

There is a definite need for this text. I would expect numerous college instructors to make use of it.

—JAMES TISCHLER, *Columbia College of Missouri*

Contents: Preface. Acknowledgments. The Language of Global Business is International English. Principles of Simplicity. Principles of Clarity. Reducing Burdens. Writing for Translation. Principles of Correspondence. Principles of Cultural Adaptation. Appendixes—1. Projects for Students of International English. 2. Sentences that Need Editing. 3. Instructional/Technical Passages that Overburden the Reader. 4. A Portfolio of Bad News Letters. 5. An Internationalized Website Checklist. Index.

Latest Print 2008 / 184 pp. / 15.3 × 22.9 cm
ISBN-978-81-203-2949-2 / ₹ 150.00

Corporate Governance

DAS

Corporate Governance in India: An Evaluation, 3rd ed.

SUBHASH CHANDRA DAS, *Management Consultant, is Former Director (Finance), Hindustan Paper Corporation (HPC) Limited, and a visiting faculty in many universities and B-Schools.*

This compact and concise text, now in its third edition, continues to give a clear analysis of the principles and practices of corporate governance—the corporate governance practices prevalent in India as well as in other industrialized countries around the globe.

The book begins with an introduction to corporate governance, and then moves on to describe the evolution of corporate governance system. It gives a detailed description of the principles, philosophy, structure and the process of corporate governance. The text also contains sample study analyses of some listed Indian companies under BSE Sensex and NSE Nifty. Besides, it provides recommendations of various national committees on corporate governance reforms.

In this edition, a new chapter on **Corporate Social Responsibility and Sustainability** has been added.

Primarily intended for the students of management, law and commerce, the book can also be used by professionals, regulatory authorities and policy-makers.

KEY FEATURES

- Outlines a road map for Indian companies to achieve international standards of corporate governance.
- Provides an explorative and evaluative study on the standards and practices of corporate governance in India.
- Includes figures and tables to give a better understanding of the concepts discussed.

Contents: Foreword. Preface. Preface to the First Edition. List of Abbreviations. Introduction. Evolution of Corporate Governance in India. Corporate Governance—The Conceptual Issues. Corporate Governance Code The World Over—Various Committees' Reports, A Comparative Study. Corporate Governance in India—Various Committees' Recommendations—A Critical Analysis of Various Regulations and Enactments and Suggestions for Improvement. Corporate Governance Practice in India—A Case Study of Selected Listed

Companies for the Financial Year 2004–2005. Corporate Social Responsibility (CSR) and Sustainability. Suggestions and Conclusions. ***Appendices***—1. List of Important SEBI Regulations. 2. Corporate Governance Systems: The USA, The UK, Germany and Japan. 3. Impact of International Committees' Recommendations on National Committees' Recommendations and Enactments in India on Corporate Governance. A Snapshot of Clause 49 of SEBI Listing Agreement. Information to be placed Before Board of Directors (Annexure 1A of Clause 49 of SEBI Listing Agreement). Format of Quarterly Compliance Report on Corporate Governance (Annexure IB of Clause 49 of SEBI Listing Agreement. Suggested list of items to be included in the Report on Corporate Governance in the Annual Report of Companies (Annexure IC of Clause 49). Board Structure of Selected Companies in 2004–2005—Industrywise (Listed under BSE Sensex and NSE Nifty). Board Strength of Executive Directors, Non-Executive Directors and Independent Directors of Selected Companies in 2004–2005 (Listed under BSE Sensex and NSE Nifty). Bibliography. Index.

Latest Print 2012 / 320 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-4604-8 / ₹ 295.00 / (e-book also available)

DAS

Corporate Governance: Codes, Systems, Standards and Practices, 2nd ed.

SUBHASH CHANDRA DAS, *Management Consultant and Former Director (Finance), Hindustan Paper Corporation (HPC) Ltd.*

This compact and concise book, in its second edition, includes a chapter on Corporate Social Responsibility and Sustainability. The book gives a conceptual, analytical and evaluative study of the principles, codes, systems and practices of corporate governance prevalent in the industrially developed countries as well as the developing nations of the world. It contains sample study analyses of six Indian industries. The book also includes **'codes of best practices'** on corporate governance recommended by the author, which may be adopted by the corporate houses all over the world.

Primarily intended for the students of commerce, law and management, the book can be authoritatively used by researchers, professionals, regulatory authorities and policy makers all over the world.

KEY FEATURES

- Gives a comprehensive account of all Codes/Recommendations of the important International and National Committees on corporate governance.
- Provides a detailed description of the current corporate governance principles, systems, standards and practices followed by the USA, the UK, Germany, Japan, France, Australia, New Zealand, Russia & India.
- Explains the standards and practices of corporate governance adopted by the six globally renowned Indian industries to assess Indian standards and practices as compared to the International benchmark.
- Gives a road map for all companies to achieve international standards of corporate governance.
- Contains a glossary of terms to explain the core concepts.

Contents: Preface. Preface to the First Edition. Acknowledgements. List of Abbreviations. Introduction. Key Conceptual Issues of Corporate Governance. International Committees' Codes/Recommendations on Corporate Governance—A Comparative Study and Analysis. Corporate Governance Systems in Various Countries of The World. National Committees' Codes/Recommendations on Corporate Governance in India—Corporate Governance Reforms. Corporate Governance Standards and Practices in Indian Industries. Corporate Social Responsibility (CSR) and Sustainability. Towards A Comprehensive and Standard Code of Corporate Governance and Disclosure Norms. APPENDICES—I: A Snapshot of Corporate Governance System in the USA, The UK, Germany, Japan and India. II: List of Important SEBI Regulations. III: Impact of International Committees' Recommendations on National Committees' Recommendations and Enactments in India on Corporate Governance. IV: Criterion for Evaluation of Governance Standard. V: Grading on Five-point Scale. Glossary. Bibliography. Index

Latest Print 2013 / 404 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4821-9 / ₹ 375.00 / (e-book also available)

KAEN

Blueprint for Corporate Governance, A: Strategy, Accountability, and the Presentation of Shareholder Value

FRED R. KAEN.

This complete and authoritative guide brings together a state-of-the-art overview of governance practices. These practices help managers, executives, and boards of directors focus their activities on building value for shareholders. It is packed with real-world examples, academic research, and statistical data.

- Traces the emergence of the corporation in the 19th century and the eventual dominance of a market-based contractual theory of corporate governance
- Supplies an astute analysis of how investors value stock prices
- Explains how the financial contracts between the company and the suppliers of capital establish who controls the company
- Uncovers the ways that short-term incentive plans and long-term plans can be used to enhance performance and shareholder wealth
- Examines the reasons for mergers, acquisitions, hostile takeovers, management buyouts, spin-offs and more
- Looks at how boards should be selected, organized and monitored by shareholders

Contents: Corporate Governance: An Overview. The

Governance Structure of American Corporations. Markets: Can You Trust Them? Valuation. Corporate Governance Issues in Investment Decisions. Corporate Governance Issues and the Financing Decision. Corporate Governance Dividend Issues. Corporate Governance and Managerial Compensation. The Corporate Control Market. The Board of Directors and Shareholders Rights. Alternative Governance Systems: Germany and Japan. Notes. Index. About the Author.

Latest Print 2008 / 240 pp. (Hard Cover)
15.3 × 22.9 cm / ISBN-978-81-203-3553-0 / ₹ 350.00

PRASAD

Corporate Governance, 3rd ed.

KESHO PRASAD *is a management consultant who is specialized in Human Resource Management and General Management. Earlier, he worked as Additional General Manager in BHEL, Haridwar plant.*

Due to increased globalization of trade, the business environment in most countries has become very competitive. Businesses have to work hard to find new customers and retain old ones. This has made good corporate governance indispensable to those who want to survive and flourish.

This revised text, now in its Third Edition, continues to discuss the contemporary issues of corporate governance in the wake of changing business ambience. It provides the students and professionals with an understanding of techniques and methods that can be used in practice for introducing effective governance in companies.

The Third Edition incorporates the updated revised SEBI rules and the powers given to it by the Government Ordinance in Chapter 12 (*Highlights of SEBI's Achievements*) and Chapter 13 (*Special Features of the Companies Amendment Bill,* 2012). Besides, a new chapter on *Corporate Social Responsibility* (CSR) has been included as Chapter 10 which is an important aspect of corporate governance. Case studies on CSR have been discussed which highlight the practice in organizations for treating CSR as a philosophy of the top management.

It is a valuable textbook for the students pursuing MBA, PGDM or MSW courses who are offered corporate governance as the select topic. Besides, practitioners will also find the book useful while reading the text along with the updated legal provisions and this will enable them to take a consolidated view on their decisions on corporate governance related issues.

KEY FEATURES

- Many relevant and interesting case studies have been included in the chapters.
- All the chapters have been enriched with conclusion and summary to have a quick recap of the topic.
- Review questions have been added at the end of the each chapter which are designed to test the grasping of the subject knowledge by the students.
- Text and cases on CSR, which is a mandatory activity under the Companies Amendment Bill, 2012 has been incorporated.
- The revised text includes highlights of SEBI's initiatives and the revision in its rules, and suggestions for changes in SEBI's functioning.

Contents: Preface. Introduction. Shareholders and Their Role. Directors and Their Role. The Corporate Dashboard. Measurement of Board Performance. The Learning Board Model: Professionalizing the Board. Performance of Management. Summary of Codes of Best Governance. Corporate Governance in India. Corporate Social Responsibility. Role of SEBI in the Current Scenario. Highlights of SEBI's Achievements. Special Features of the Companies Amendment Bill, 2012. Company Law. International Governance. References. Index.

Latest Print 2014 / 456 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4893-6 / ₹ 395.00 / (e-book also available)

Corporate Social Responsibility

BALACHANDRAN & CHANDRASEKARAN

Corporate Governance, Ethics and Social Responsibility, 2nd ed.

V. BALACHANDRAN, *Professor, Corporate Secretaryship, School of Management, and former Director of Distance Education, Alagappa University, Karaikudi, Tamil Nadu.*
V. CHANDRASEKARAN *is formerly Accounts Manager with The Hindu, Chennai.*

The book, now in its Second Edition, continues to deal with various issues and factors underlying the corporate governance and suggests their remedies. The book addresses the contemporary ethical, legal and environmental issues and concepts in the corporate business world. It discusses the various codes of conduct, concepts, guidelines, rules and regulations of various legislations in relation to ethical business practices.

The book is designed for the postgraduate students of Commerce, and Management. It would also be useful to the students of Law, Chartered Accountancy (CA), Company Secretaryship (CS), and ICWA. Besides, it should serve admirably as a reference for corporate professionals, administrators, and practising managers.

KEY FEATURES

- Provides CSR practices by Indian corporates.
- Gives an account of the various legislations governing corporate social responsibility.
- Highlights contributions made to CSR by corporates through NGOs.
- Provides guidelines for ethics to be maintained by various professionals.

NEW TO THE SECOND EDITION

- Includes the concepts of corporate sustainability, sustainability reporting, and global reporting initiative, corporate governance voluntary guidelines, corporate governance models, new initiatives in governance, etc.

- Incorporates a topic on Board Management in which the role of directors, types of directors, duties and responsibilities of directors, training for the Board, evaluation of board's functioning, corporate democracy, etc., have been discussed.

Contents: Preface. Preface to the First Edition. Corporate Social Responsibility. Ethics and Social Responsibility. Professional Ethics. Corporate Governance. Social Accounting, Auditing, and Reporting. Legislations and Corporate Social Responsibility. Contribution of NGOs to Corporate Social Responsibility. The Air (Prevention and Control of Pollution) Act, 1981. The Water (Prevention and Control of Pollution) Act, 1974. Bibliography. Index.

Latest Print 2013 / 280 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-4336-8 / ₹ 295.00 / (e-book also available)

Disaster Management

WALLACE & WEBBER

Disaster Recovery Handbook, The: A Step-by-Step Plan to Ensure Business Continuity and Protect Vital Operations, Facilities, and Assets

MICHAEL WALLACE and LAWRENCE WEBBER.

This comprehensive, easy-to-read, down to earth and interesting Disaster Recovery Handbook guides you, the reader in a step-by-step manner, in overcoming and preventing disasters of diverse kind. It gives you the tools needed to protect your organization in the event of a disaster. It also tells you how to steer clear of disaster, and how to reduce (or mitigate) their impact.

Detailed instructions provided in the book include those on:

- Assessing risk
- Assembling a disaster recovery team
- Building an interim plan for immediate protection
- Setting up an emergency operations center
- Ensuring the health and physical safety of your people
- Recovering vital records
- Protecting your material resources

Loaded with examples, references, statistics, functions, and practical solutions, the book is a veritable source of information. It features a special CD-ROM with templates for process and skill matrices, contact databases, risk-assessment score sheets, and more. The book should be of great benefit to business corporates and entrepreneurs in disaster management and recovery.

Contents: Foreword. Introduction. Part 1: The Plan—Getting Started: Overview of the Project. Risk Assessment: Understanding What Can Go Wrong. Build an Interim Plan: Don't Just Sit There, Do Something. Emergency Operations Center: Take Control of the Situation. Writing the Plan: Getting It Down on Paper. Testing: Making Sure It Works. Part 2: The Assets—Electrical Service: Keeping the Juice Flowing. Telecommunications: Your Connection to the World. Vital Records Recovery: Covering Your Assets. Data: Your Most Irreplaceable Asset. Networks: The Ties That Bind. End-User PCs: The Weakest Link. Customers: Other People to Worry About. Suppliers: Collateral Damage. Part 3: Preventing Disaster—Fire: Burning Down the House. Human Resources: Your Most Valuable Asset. Backups: The Key to a Speedy Recovery. Virus Containment: High Tech Pest Control. Health and Safety: Keeping Everyone Healthy. Terrorism: The Wrath of Man. Appendix. Index. About the Authors.

Latest Print 2006 / 416 pp. / 17.8 × 23.5 cm
ISBN-81-203-3109-5 / ₹ 525.00

Entrepreneurship

ABRAMS

Owner's Manual for Small Business, The

RHONDA ABRAMS.

Packed with information, research, and advice, this book, describes everything from low-cost marketing techniques to growing your business to handling paperwork. It covers some of the toughest issues facing entrepreneurs.

Whether you're just starting out or have been in business for years, you'll find this book is loaded with proven money-making, customer-pleasing, employee-motivating, competition-defeating tips and tricks you can put in to practice immediately. It will be your indispensable reference guide.

Distinguishing features include:

- Strategies for Success
- Winning Marketing techniques
- Keys to Money and Financing
- Expert advice

Contents: Who This Book Is For. About Rhonda Abrams. Introduction. Thinking Like an Entrepreneur. Your Business Concept. Turning Dreams into Reality. Embracing Change. Strategy. Growth. Marketing. The Face of Your Business. Customers and Sales. Leading Your Team. Money and Financing. Details, Details, Details. Index. Acknowledgments.

Latest Print 2007 / 288 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-3180-8 / ₹ 295.00

ABRAMS

Six-Week Start-Up: A Step-by-Step Program for Starting Your Business, Making Money, and Achieving Your Goals!

RHONDA ABRAMS.

You have a great idea for a business. But now comes the

tough part—making it happen. From licenses to bookkeeping to marketing to setting up shop, *Six-Week Start-Up* guides you through every step of getting your business up and running successfully—and fast!

For many would-be business owners, coming up with a great business idea is easy; it's getting the business up and running that's overwhelming! If you're ready to start your business, but have no idea where to begin, this new book by best-selling author and well-known syndicated columnist Rhonda Abrams is for you!

The author breaks down the entire process of launching a business into a six week process. Each week, you'll address specific goals and tasks, such as developing your company brand (name, logo, etc.), analyzing your competition, or finding an office or retail location. And at every step of the way, author will be providing specific instructions, tips, advice, and resources.

THE BOOK FEATURES

Week-by-Week Checklists. See exactly what you need to do on a weekly basis. Each checklist item corresponds to detailed information about getting that task done quickly.

Dozens of Worksheets. These carefully designed tools help you work through important issues and decisions.

"Questions to Ask." Before you meet with an accountant, lawyer, investor, graphic designer, potential employees, or others, make sure you're armed with these lists of important questions for them.

"Red Tape Alerts." Stay out of trouble in areas related to taxes, laws, employment rules, and more.

Comparison Shopping Charts. Make smart purchasing decisions on everything from computers to office space.

Comprehensive Resource Links. Find the key information you need quickly and accurately.

Expert Advice. Rhonda's books have helped literally thousands of businesses get off the ground—she can help you, too!

COVERS IN-DEPTH

- Clarifying your business concept and defining meaningful goals
- Conducting market research and developing your strategic position
- Handling government requirements: licenses, permits, taxes
- Managing your money: bookkeeping, budgets, credit cards, investors
- Developing an effective marketing and sales campaign
- Hiring and leading great employees
- Setting up your office/store/plant effectively
- Getting and staying organized

Contents: Who this book is for. About Rhonda Abrams. How to use this book. Introduction. **Week 1: Lay the Foundation—**Clarify your business concept. Create your company identity. Get organized. **Week 2: Get the Information You Need—**Learn more about your industry. Research your target market. Check out your competition. Find suppliers. Consider strategic partners. Broaden/establish your network. **Week 3: Cut through Red Tape—**Deal with legal and licensing matters. Build your team and personnel structure. **Week 4: Take Care of operations—**Find and secure a location. Option 1: Rent space. Option 2: Set up a home office. Option 3: Set up an "office" in your vehicle. Design your work space and production process. Research and purchase computers and other technology. Consider how you will distribute your products. Design procedures for handling administrative tasks. Deal with insurance. **Week 5: Deal with Money Issues—**Deal with money matters. Consider financing. **Week 6: Open Your Doors—**Develop a marketing plan. Set up a simple website. Start making sales! Hold your grand opening. Look towards the future. Index.

Latest Print 2006 / 302 pp. / 21.6 × 27.8 cm
ISBN-81-203-2944-9 / ₹ 250.00

ABRAMS

Successful Business Plan, The: Secrets & Strategies, 4th ed.

RHONDA ABRAMS.

Everything you need to know to write a fool-proof, perfectly formatted, knock-'em-dead business plan is here in this book. It's the best-selling business plan guide on the market, used in top business schools and by hundreds of thousands of entrepreneurs.

Named by *Inc.* and *Forbes* magazines as one of the top ten essential books for small business, this fully revised and updated fourth edition of *The Successful Business Plan: Secrets & Strategies* is a complete, step-by-step guide to researching and writing a business plan to get your company funded!

It's been called "the entrepreneur's bible," having helped hundreds of thousands of successful business people get the funding they need to launch their businesses.

BOOK FEATURES

- 99 worksheets to help you get started quickly, taking you through every critical section of a successful business plan
- Sample business plan offering guidance on length, style, formatting and language
- The Abrams Method of Flow-Through Financials, which makes easy work of number crunching—even if you're a numbers novice
- Special chapters addressing issues of concern for service, manufacturing, retail, and Internet companies
- Added help for teams and students preparing business plans for classes or competitions
- Nearly 200 real-life insider secrets from top venture capitalists and successful CEOs—learn what truly impresses funders
- New chapter on starting a business in a challenging economy

Contents: About the Author. About the Contributors. Acknowledgments. Foreword by Eugene Kleiner. Foreword to the Fourth Edition. How to Use This Book. Introduction. **Section I: Starting the Process—**The Successful Business. Getting Your Plan Started. Making Your Plan Compelling. **Section II: Business Plan Components—**The Executive Summary. Company Description. Industry Analysis and Trends. Target Market. Competition. Strategic Position and Risk Assessment. Marketing Plan and Sales Strategy. Operations. Technology Plan. Management and Organization. Community Involvement and Social Responsibility. Development, Milestones, and Exit Plan. The Financials. The Plan's Appendix. **Section III: Putting the Plan to Work—**Preparing, Presenting, and Sending Out Your Plan. Looking for Money. Using Your Plan for Classes and Competitions. Internal Planning for Existing Businesses and Corporations. Time Saving Tips. **Section IV: Special Considerations—**Considerations for Internet, "e-businesses". Considerations for Retailers. Considerations for Manufacturers. Considerations for Service Businesses. Business Planning in a Weak (or Strong) Economy. **Section V: Reference—**Outline of a Business Plan. Business Terms Glossary. Funding Sources. Research Sources. Entrepreneurs' Sources. Index. **Sample Plan—**Cover Letter. Executive Summary. Company Description. Industry Analysis and Trends. Target Market. The Competition. Strategic Position and Risk Assessment. Marketing Plan. Operations. Technology Plan. Management and Organization. Community Involvement and Social Responsibility. Development, Milestones and Exit Plan. Income Statement, Three-Year Projection. Income Statement, Annual. Cash-Flow Projection. Balance Sheet. Sources and Uses of Funds. Assumption Sheet.

Latest Print 2010 / 456 pp. / 21.6 × 27.8 cm
ISBN-978-81-203-2943-0 / ₹ 375.00

ABRAMS

What Business Should I Start? 7 Steps to Discovering the Ideal Business for You

RHONDA ABRAMS.

Want to start your own business, but aren't sure which one? Want to find a business that's right for you—for your interests, skills, and goals—that will also be successful? This new book takes you through an exclusive seven-step process, revealing the ideal business for you.

You'll embark on a series of self-tests, evaluations, brainstorming sessions and guided online research to generate and then refine a realistic, useful list of potential business ideas that match with your skills, interests, experience, needs, resources, and location.

THE BOOK FEATURES

Exclusive E-Type™ Assessment. Use this groundbreaking questionnaire and uncover your unique Entrepreneurial Type, based on your talents, personality, and passions. Identify which businesses are best for your E-Type.

Extensive Business Information. Discover the businesses that are hot right now—and how much money they make. Find out which industries work best for small businesses, and why. Carefully developed resource lists show you where and how you can do your own in-depth research.

Fully Researched Business Reviews. Candid, extensive critiques of 23 popular businesses—with success rates, start-up costs, resources, money-making potential and more.

Analytical Worksheets. Organize and analyze your potential business ideas—then rate and rank your choices.

Expert Advice. Rhonda has helped thousands of entrepreneurs start successful businesses—benefit from her years of research and experience.

THESE TOO ARE HERE

- Listing of 463 hand-picked businesses ideal for new entrepreneurs
- In-depth information on businesses which make money
- Define your aspirations, expectations, and financial goals for your new business
- Learn how others have been successful, part-time or full-time
- Comprehensive descriptions of the nine E-Types and the best businesses for each
- Learn the secrets to increase your chance of success
- Identify your market niche and learn how it will make more money for you

Contents: Who this book is for. Foreword: Scott Cook, founder of Intuit. About Rhonda Abrams. Introduction: The Seven-Step Process. **Step One: Discover your E-Type™—**What kind of entrepreneur are you? **Step Two: Define your Aspirations—**What do you mean by success? **Step Three: Identify your Talents and Passions—**What do you build on? **Step Four: Follow in the Footsteps of Success—**What works for others? **Step Five: Explore your Choices—**What's out there? **Step Six: Narrow your Niche—**How can you succeed? **Step Seven: Rank, Rate, and Reveal your Business—**Get going! Index.

Latest Print 2006 / 380 pp. / 21.6 × 27.8 cm
ISBN-81-203-2946-5 / ₹ 350.00

BODDE

Intentional Entrepreneur, The: Bringing Technology and Engineering to the Real New Economy

DAVID L. BODDE, *Professor of Technology and Innovation, University of Missouri, Kansas City.*

In this highly readable—indeed absorbing—book, Professor David Bodde takes the reader to a walk of the exciting journey of two real entrepreneurs and the

success and failures they faced on their arduous journey. Each company dealt with faced hurdles such as governmental delays, international partners, and an insatiable need for growth capital. As the reader follows their failures and success, it becomes clear that entrepreneurship is a journey of trial and error, with no short-cut to success.

The book focusses on the opportunities to create lasting value from technology and build the new economy of knowledge, especially knowledge of the physical/biological world enabled by advances in science and technology.

What adds structure and context to the lead stories is the interpretation of recent research on business models, marketing, and new venture finance. The book attempts to answer such questions as how does the venture capital processes work, and what are the sources of entrepreneurial opportunities. In addition, the three key elements of entrepreneurship, namely, good market insight, strong business models, and effective organization are stressed.

Students of management, engineering and science who have a keen interest in knowing the essence of entrepreneurship and have a burning desire to create opportunities towards building a new economy will find this book an invaluable asset. In addition, new entrepreneurs and would be entrepreneurs would discover the examples of the exciting journeys described in the book worthy of emulation.

Contents: List of Tables and Figures. Foreword by Richard A. Bendis. Preface and Acknowledgments. Introduction. A Tale of Two Entrepreneurs. Creating the Opportunity. Marketing the Better Mousetrap: A Technologist's Perspective. Evolution and Competition in Technology Markets. Technology and the Fight for Competitive Advantage. A Tale of Two Entrepreneurs: The Journey Continued through Heights and Valleys. New Venture Finance: An Entrepreneur's Perspective. Building Competitive Advantage from Intellectual Capital. Corporate Entrepreneurship: Two Perspectives. The *Real* New Economy. Toward a Personal Entrepreneurial Strategy. Notes. References. Index.

Latest Print 2009 / 240 pp. / 13.9 × 21.6 cm
ISBN-978-81-203-2616-3 / ₹ 195.00

COULTER
Entrepreneurship in Action, 2nd ed.

MARY COULTER, *Southwest Missouri State University.*

The book presents in a very pleasing and exciting way the realities of being an entrepreneur—it shows entrepreneurship *in action*. The author focuses on the actual tasks and activities of the entrepreneur—from researching venture feasibility, to launching the venture, and on to managing growth.

KEY FEATURES

- Profiles real entrepreneurs from around the world and discusses their approach to chapter topics.
- Focuses on ethics and social responsibility issues under box item in chapters captioned *The Grey Zone.*
- FYI (For your Information) boxes provide information about a particularly interesting entrepreneurial topic on idea.
- *Entrepreneurship in Action Case* provides descriptions of entrepreneurs on the challenges and issues they are facing.
- In multiple places throughout each chapter *Rapid Review* boxes list review questions addressing the material that the reader has just read.
- *Sweat Equity* feature in chapters presents 6–10 assignments that cover a broad spectrum of Entrepreneurial topics.
- The many *Entrepreneurs in Action* boxes throughout the book in all the chapters provide examples of entrepreneurs of different types and sizes of entrepreneurial values.

Contents: Preface. Section 1: Introduction to Entrepreneurship—Entrepreneurs and Entrepreneurship. The Context of Entrepreneurship. Section 2: Entrepreneurial Ventures—Start-Up Issues—Researching the Venture's Feasibility. Planning the Venture. Organizing the Venture. Launching the Venture. Section 3: Managing the Entrepreneurial Venture—Managing Processes. Managing People. Managing Growth and Other Entrepreneurial Challenges. Section 4: APPENDIX. Index.

Latest Print 2013 / 528 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-2808-2 / ₹ 425.00

HOLT
Entrepreneurship: New Venture Creation

DAVID H. HOLT, *James Madison University.*

The purpose of this text is to enrich students with an understanding of the entrepreneurial process. This book has been written in a manner to explore the nature of entrepreneurship, provide models for new venture creation, and describe ways to help entrepreneurs succeed.

KEY FEATURES

- Chapters are organized to help the students learn about the entrepreneurial process with checkpoint questions, examples and illustrations.
- Approximately 50 biographies or profiles of successful entrepreneurs have been illustrated to present real-world results of new ventures. Some of the people profiled are Irving Berlin, William Gates of Microsoft and Thomas Monaghan of Dominoes Pizza.
- Each chapter ends with two short cases. Every case is real, and most are current. Discussion questions are presented to challenge students to apply concepts presented within the chapters.

Contents: Preface. Part One: Entrepreneurship and Free Enterprise—Entrepreneurship and New Venture Opportunities. Entrepreneurship and Innovation. Small Business and Corporate Entrepreneurship: Contrasting

Enterprises. A Model for New Ventures: Feasibility Planning. Part Two: Product and Service Concepts for New Ventures—The Product Concept and Commercial Opportunities. Product Protection: Patents, Trademarks, and Copyrights. Services: The Human Side of Enterprise. Part Three: Marketing and New Venture Development—Marketing Research for New Ventures. Marketing: Functions and Strategies. International Markets: New Venture Opportunities. Part Four: Organizing and Financing the New Venture—The Entrepreneurial Team and Business Formation. Business Acquisitions and Franchising. Financial Resources for New Ventures. Managing Growth and Transition. Appendix A: Guidelines for a Feasibility Plan (Simplified Business Plan). Appendix B: An Integrated Feasibility Plan for Poly-Chem Associates, Inc. Glossary. Index.

Latest Print 2013 / 576 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-1281-4 / ₹ 375.00

IMMINK & O'KANE

TENBizPlan: Dynamic Business Planning for Start-ups, 2nd ed.

RON IMMINK and BRIAN O'KANE *are directors of Oak Tree Press, a leading developer of enterprise support materials.*

This book presents a dynamic approach to business planning for the establishment, development, and management of start-up ventures. The explanations given are simple and practical so the readers can learn and imbibe the lessons of other successful entrepreneurs, for planning their own business.

Intended for anyone who is serious about the preparation to go into business, *TENBizPlan* provides a comprehensive programme of knowledge and techniques to prepare an effective business plan.

The text is designed to take the readers through the whole process of starting a business, from first thoughts about self-employment to the practicalities of start-ups, with a specific emphasis on preparation of a detailed, robust and practical business plan.

Contents: Foreword. Introduction. The TENBizPlan Approach. Personal Assessment. Idea Assessment. Formalities. Marketing and Sales. Process and Resources. People. Finance and Funding. Finalising Your Projections. The Business Plan Document. Appendix A: TENBizPlan Business Plan Structure.

Latest Print 2005 / 376 pp. / 17.8 × 23.5 cm
ISBN-81-203-2930-9 / ₹ 325.00

MOHANTY

Fundamentals of Entrepreneurship

SANGRAM KESHARI MOHANTY *is a Faculty Member at Institute of Entrepreneurship Development, Bhubaneswar (Orissa).*

Designed primarily as a textbook for undergraduate students of commerce, this accessible and easy-to-read text gives a clear exposition of the theory and practice of entrepreneurship. It exposes the readers to the entrepreneurial culture and industrial growth in India. The intricate theories involved in entre-preneurship are explained in a step-by-step manner, supported by a large number of tables and figures. The thorough discussion on promotion of venture and raising of funds is aimed at enabling the potential entrepreneurs to set up and successfully manage their own small business units. Separate chapters on Women Entrepreneurship and Rural Entrepreneurship make this text a class apart.

Besides undergraduate students of commerce, students of management and EDP trainers will also find this text extremely useful. Above all, all those who are interested in and enthusiastic about setting up their own small units will find the book quite handy.

KEY FEATURES

- Gives a comprehensive coverage of the basics of entrepreneurship.
- Simple style and easy-to-learn approach make the book a suitable text for beginners.
- Exercises at the end of each chapter and Review Exercises at the end of the book are provided to drill the students in self-study.
- Acquaints the readers with current business environment.

Contents: Foreword. Preface. Acknowledgements. Entrepreneur and Entrepreneurship. Classification and Functions of Entrepreneur. Theories of Entrepreneurship. Promotion of a Venture. Raising of Funds. Entrepreneurial Behaviour. Entrepreneurship Development Programme. Women Entrepreneurship. Rural Entrepreneurship. Role of Entrepreneur. Review Exercises. Glossary. Bibliography. Index.

Latest Print 2014 / 200 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-2867-9 / ₹ 195.00

NANDAN

Fundamentals of Entrepreneurship, 3rd ed.

H. NANDAN *formerly of Umeshchandra College and City College of Commerce & Business Administration, Kolkata.*

The new edition of this compact text continues to serve as an essential guide to students and entrepreneurs for establishing a new venture. The book shows the reader, in an easy to understand style, how to mobilize resources, how to tap market opportunities, how to conduct feasibility studies, and how to promote new ventures. Besides, the book discusses in detail the various techniques of product and process development and the method of product pricing.

The book is intended primarily as a text for undergraduate students of commerce and undergraduate and postgraduate students of management. It would equally be useful for students pursuing diploma courses in

entrepreneurial development. In addition, the book should prove extremely valuable and handy to anyone who wishes to launch his career as an entrepreneur.

NEW TO THIS EDITION

- One exclusive chapter (Chapter 10) on Business Location and its importance.
- New sections added in Chapter 1.

SALIENT FEATURES

- Provides study questions at the end of each chapter.
- Gives in, Appendices, detailed information on venture capital funds, offices of Small Industries Services Institute (SISI) as well as patent offices, trademark offices, etc., in various states.
- Acquaints the reader with global organizations, e.g. World Trade Organization (WTO) and World Intellectual Property Organization (WIPO).

Contents: Preface. Preface to the First Edition. Concept of Entrepreneurship and the Entrepreneur. Different Forms of Entrepreneurship. Entrepreneurship—Roles in Different Environment. The Entrepreneur and the Law. Promotion of Venture. Financing New Ventures. Project Planning and Feasibility Studies. Product and Process Development. Product Pricing. Business Location. Appendices. References. Index.

Latest Print 2013 / 280 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-4750-2 / ₹ 250.00 / (e-book also available)

PLANNING SHOP with ABRAMS

Successful Business Research: Straight to the Numbers You Need—Fast!

THE PLANNING SHOP with RHONDA ABRAMS.

This brand new, one-of-a-kind product will take you step-by-step through the process of gathering critical, customized information and data about your business's industry, target market, and competition. Harnessing the often-difficult-to-master power of the nation's leading public and private data sources, this book not only takes you to the information, but shows you how to filter it, interpret it, and use it to your business's advantage.

KEY FEATURES

- Step-by-step, guide to finding key data about your industry, market, and competition
- Time-Saving Tips and Tricks
- Easy-to-Use Worksheets
- Sample Searches
- Free Databases and Resources
- Comprehensive Resource Section

Contents: Need Numbers Fast? This Book is for You! Advisors and Contributors. About the Planning Shop. About Rhonda Abrams. How to Use this Book. PART I: Research Essentials—Where Do I Get the Numbers. Using Libraries. Types of Business Research. Search Techniques. Searching by NAICS or International Codes. PART II: The Research Process—List Your Questions. Choose Your Resources. Evaluate Your Data. Organize Your Data. PART III: Major Resources—Search Engines and Online Directories. Business Research Databases. Government Resources. Media Websites. PART IV: Straight to the Numbers You Need—Straight to the Numbers. Researching an Industry. Researching a Company. Researching a Target Market. Glossary. Index. Acknowledgments.

Latest Print 2007 / 312 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-3179-2 / ₹ 295.00

RAICHAUDHURI

Managing New Ventures: Concepts and Cases in Entrepreneurship

ANJAN RAICHAUDHURI *is an entrepreneur-cum-academic and Visiting Professor at the Indian Institute of Management Calcutta, and in-charge of the activities of the Centre for Entrepreneurship and Innovation at IIMC.*

This book not only introduces the fundamental concepts of entrepreneurship but also presents the critical issues that an entrepreneur needs to be familiar with for launching, nurturing, managing and harvesting new ventures. The book explains sequentially the life-cycle of a venture, and discusses topics such as opportunity identification, planning, start-up issues, managing growth and harvesting. Case studies are presented featuring real-life dilemmas faced by Indian entrepreneurs in the manufacturing and the service industries, to make the readers familiar with the eco-system confronting Indian entrepreneurs.

The book is ideally suited for students who wish to venture into entrepreneurship as well as for professionals with interest in policy making, investing or consulting.

KEY FEATURES

- A list of learning objectives for each chapter and a set of questions at the end are given to assist students.
- Profiles of two leading entrepreneurs are given after each chapter to examine the relevance of the concepts discussed in the book.
- India-centred approach of this text makes it unique and interesting.

Contents: Preface. Part A—Understanding Entrepreneurship. Identifying and Evaluating Opportunities. The Business Plan. Starting Up—Legal Issues. Starting Up—Financial Issues. Starting Up—The Human Angle. Venture Survival and Growth. Harvesting. Part B—Cases: Dutt's Foundry—Part-I. Pantaloons & The Value Segment. Emmbee Forest Products. The Lemon Tree Story. Indian Alumina. The Kati Roll Company. Dutt's Foundry—Part-II. References. Index.

Latest Print 2011 / 256 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4156-2 / ₹ 250.00 / (e-book also available)

ZIMMERER, et al.

Essentials of Entrepreneurship and Small Business Management, 5th ed.

THOMAS W. ZIMMERER, *St. Leo University.*
NORMAN M. SCARBOROUGH, *Presbyterian College.*
DOUG WILSON *University of Oregon.*

This latest edition, introduces readers to the process of creation of a new venture and the critical knowledge needed for its successful launch. It provides various tools needed for entrepreneurial success. The reader is exposed to all the aspects of a small enterprise for establishing the business in a competitive environment; right from building the plan to considering the marketing and financial aspects.

FEATURES

- Separate chapters on "Forms of Business Ownership", "Franchising" and the "Entrepreneur" are added.
- A new feature "Hands on ... How to" is added to make students understand how a concept can be put into practice.
- Sample business plan is included in the text with full details.
- Integration of Business Plan Pro exercises.
- Eleven brief cases covering various topics.
- New, attractive layout includes in-margin glossary and learning objectives.

Contents: Preface. Section I: The Challenge of Entrepreneurship—The Foundations of Entrepreneurship. Inside the Entrepreneurial Mind: From Ideas to Reality. Section II: Building the Business Plan: Beginning Considerations—Designing a Competitive Business Model and Building a Solid Strategic Plan. Conducting a Feasibility Analysis and Crafting a Winning Business Plan. Forms of Business Ownership. Franchising and the Entrepreneur. Buying an Existing Business. Section III: Building the Business Plan: Marketing and Financial Considerations—Building a Powerful Marketing Plan. E-Commerce and the Entrepreneur. Pricing Strategies. Creating a Successful Financial Plan. Managing Cash Flow. Section IV: Putting the Business Plan to Work: Sources of Funds—Sources of Financing: Debt and Equity. Choosing the Right Location and Layout. Global Aspects of Entrepreneurship. Building a New Venture Team and Planning for the Next Generation. Index.

Latest Print 2011 / 744 pp. / 21.6 × 27.8 cm
ISBN-978-81-203-3911-8 / ₹ 495.00

Environmental Management

BANERJEE

Corporate Environmental Management: A Study with Reference to India

BHABATOSH BANERJEE, *former Professor, Department of Commerce and Dean, Faculty of Commerce, Social Welfare and Business Management, University of Calcutta. Currently he is Visiting Professor at Indian Institute of Management Calcutta. He is the Editor of Indian Accounting Review and President of Indian Accounting Association (IAA) Research Foundation.*

This compact text explains, in a simple and straightforward style, the importance of environmental management in the context of sustainable economic development, with special reference to India.

The book starts by giving an overview of problems, issues and the objectives of corporate environmental management. It deals with corporate environmental challenges and the responses thereof in relation to atmosphere, land, water bodies, and the effects of biotechnology on biodiversity, as well as the corporate responses to these environmental challenges. The need for and effects of environmental regulations have also been fully explained. The text then explains various environmental legislations of India and the various international environmental developments. The book concludes with an analysis of accounting and reporting practices followed by the corporate sector in India.

This book will prove to be very handy for all those who are concerned with the effects of mindless economic growth on the environment. Besides, researchers in the field of environmental studies should find it valuable as a source of reference.

KEY FEATURES

- Presents the annual environmental reports of selected companies.
- Explains various national and international developments in the field of environmental regulation, notably The Stockholm Conference (1972) and The Earth Summit (1992).
- Deals with the environmental legislations of India such as The Wildlife (Protection) Act, 1972 and The Water (Prevention and Control of Pollution) Act, 1974.
- Covers environment auditing and ISO 14000 series.

Contents: Preface. Acknowledgements. Introduction. Environmental Challenges and Corporate Responses. Environmental Regulations. Corporate Environmental Management. Accounting and Reporting for Corporate Environmental Management. Corporate Environmental Accounting in India. Suggestions and Conclusions. Index.

Latest Print 2009 / 156 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-3790-9 / ₹ 150.00 / (e-book also available)

KRISHNAMOORTHY

Environmental Management: Text and Cases, 2nd ed.

BALA KRISHNAMOORTHY, *Professor and Head, Department of Business Policy, Environmental Management, and Corporate Social Responsibility, NMIMS University, Mumbai.*

The Second Edition of this concise and compact text continues to highlight the need for effective environmental management, taking into account the serious damage done to the environment through environmental pollution and degradation.

The book focuses its attention on the multidimensional aspects of environmental management such as sustainable development, the RIO Conference (popularly known as the Earth Summit), environment impact assessment, environmental ethics, environmental risk communication, and waste management.

Dr. Bala Krishnamoorthy, with her rich experience in teaching and research, provides the reader a succinct, well-researched and engaging study of this fascinating subject. Besides giving an exposition on the principles, the author also presents **Case Studies** and short cases to highlight and illustrate the issues discussed.

WHAT'S NEW TO THIS EDITION?

- Gives **four new Case Studies** while retaining two case studies from the earlier edition—the new case studies include the one on the Bhopal Gas Tragedy ("Bhopal Revisited") and the other on the Mumbai Deluge of July 2005. These would be of great interest and benefit to the readers.

Primarily intended as a text for students of management, the book should also be of interest to all those who have an abiding concern about Environment in all its facets.

Contents: Foreword. Preface. Introduction. Environment Management Concepts. Environmental Law. Environmental Impact Assessment. Emergence of Industrial Response for Environmental Issues in India. Environmental Ethics. Environmental Risk Communication. WTO and Environmental Issues. Solid Waste Management. Hospital Waste Management and Biomedical Waste Management Rules. Case Studies. Appendices—A: Industrial Pollution Prevention Project. B: Declaration of United Nations Conference of the Human Environment. C: Model Question Paper. Index.

Latest Print 2014 / 284 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-3329-1 / ₹ 275.00 / (e-book also available)

SULPHEY

Introduction to Environment Management

M.M. SULPHEY, *Professor and Head, HR Domain, TKM Institute of Management, Karuvelli, Kerala.*

A perfect harmony between man and environment is the essence of healthy life and sustainable growth. And therefore, maintenance of ecological balance and a pristine environment is the need of the hour. This comprehensive book on environmental management discusses various aspects of environment, the eco-systems, effects of global warming and pollution, and various ways to conserve nature and save environment.

The eight sections of the book virtually are the eight fundamental components which, in one way or the other, play a crucial role in managing the environment. The book begins with the section on **Ecology** and classification of ecosystems. It then moves onto the next section on **Biodiversity**, which discusses the Biodiversity Acts. The book progresses by discussing the third most important section on **Environmental degradation**, its causes, which include global warming, pollution (air, land and water) and prevention and control. India is an agriculture-based economy, and the next section elaborates on the **Agro-ecosystem**, its management and techniques of sustainable organic farming.

The fifth section of the book on **Forest and Wildlife**, deals with the serious issues like deforestation, its effects on the environment and the wildlife, and touches upon the most sensitive issue of various animals getting extinct. The next section covering **Waste Management** (industrial waste, e-waste and solid waste) discusses the legal aspects of hazardous wastes. **Environment Legislation**, the proceeding section, is on environmental laws, International treaties and green marketing. Finally the eighth section, which focuses on the **Ethical Aspects of Environment** highlights the important issues like environmental ethics, and how environment is treated in various religions. The book is interspersed with real-life cases to give the topics a reasoned approach.

Designed as a text for the postgraduate students of management, this book can be equally useful for the undergraduate students of all disciplines.

Contents: Preface. Abbreviations. Section 1: Ecology—Introduction to Ecology. Environment and Its Components. Soil, Water and Atmosphere. Section 2: Biodiversity—Definition and Scope of Biodiversity. Biological Diversity. Value and Uses of Biodiversity. Section 3: Degradation of Environment—Pollution and Pollution Control. Global Warming and Climate Change. Energy Requirement and Global Warming. Dimensions of Environment Management. Sustainable Development. Section 4: Agro Ecosystem and Sustainable Agriculture—Agro-Ecosystems. Agro-Biodiversity. Sustainable Agriculture and Organic Farming. Section 5: Forest and Wildlife—Forests Ecosystem. Wildlife and Its Conservation. Grassland Ecosystem. Wetland Ecosystem. Carbon Sequestration and Carbon Credit. Section 6: Waste Management—Solid Waste Management. Integrated Solid Waste Management. E-Waste Management. Radioactive Waste. Section 7: Environment Legislation—National Legislations. International Treaties. Green Business. Environmental Crime. Section 8: Ethical

Aspects of Environment—Environment Ethics. Religion and Environment. Glossary. Index.

Latest Print 2012 / 384 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4641-3 / ₹ 375.00 / (e-book also available)

Gender Studies

KAUL & SINGH (Eds.)

New Paradigms for Gender Inclusivity: Theory and Best Practices

The Editors

ASHA KAUL, *Associate Professor, Communication Area, Indian Institute of Management Ahmedabad. She is also a Visiting Faculty at Chuo University and Doshisha University, Japan.*

MANJARI SINGH, *Associate Professor, Personnel and Industrial Relations Area, Indian Institute of Management Ahmedabad.*

Diversity, inclusivity, and gender mainstreaming have today become the buzzwords in the corporate arena and civil society. The reason is increased business requirement for diverse competencies and skill sets. Hence, the need to have a mixed gender group has become a business imperative. Furthermore, there is heightened awareness that women are equally competent and talented, if not more, than men in various professional jobs. With increasing job opportunities, tapping and retaining this talent through initiation of various programmes within organizations has shown positive results. *New Paradigms for Gender Inclusivity: Theory and Best Practices* scripts some of the practices, in the form of case studies, which organizations have followed to enhance gender inclusiveness. These real-life case studies highlight the role played by organizations in facilitating the progression of women which indirectly has helped in their growth, development and recognition of being a forerunner in promoting diversity.

The book is divided into three parts. **Parts I** and **III** begin with a theoretician's perspective on gender inclusiveness and gender mainstreaming in India, respectively and close with an academic detailing on reasons and causes for the same. Statistical data and models in the last chapter for the two parts validate the corporate, governmental and civil society attempts at introducing creative yet simple methodologies to make gender diversity and inclusion a reality in the workplace. In **Part I**, six case studies on the following companies: Broadridge, IBM Daksh, Infosys, Shell India, Jamshedpur Utilities and Services Company Ltd.: A Tata Enterprise, and Wipro have been presented which discuss the need for gender diversity and inclusiveness, drivers and barriers, and showcase measures adopted to overcome those barriers. Five cases: SEWA, Indian Police, Sakti, Indian Railways, and RUDI have been presented in **Part III** which highlight tasks accomplished by women in their area of expertise, marketing strategies adopted by the civil society to promote goods produced by women, sensitization workshops to address harassment, and training workshops. **Part II** (Interlude) is a break from organizational cases and shares some experiences, angst, insights and observations on gender diversity and inclusion through a narration, a poem and a reflective piece.

This book on case studies will be extremely useful for postgraduate students pursuing gender studies in Management Institutes, students working on gender related dissertation topics and corporate houses keen to learn from best practices of other organizations. Additionally, it would benefit readers who wish to learn about organizational policies and practices for gender inclusivity.

Contents: Preface. Acknowledgements. List of Contributors. Part I: Gender Inclusiveness in Corporate India—Scenarios for Gender Inclusivity in Corporate India. Ardhanareshwar: Unison of Ultimate Reality. Building an Inclusive Workplace: An IBM Daksh Perspective. The Business Case for Gender Inclusion in the Indian Context. Diversity and Inclusion ... Not Just a Nice Thing to Do. I am Ready to Resume My Career. Gender Inclusivity at Wipro. Gender Inclusivity in Corporate India: A Business Imperatives Based Framework. Part II: Interlude—Alisha: A Case of Assumptions and Presumptions; Work Dance; State of Indian Women. Part III: Gender Mainstreaming in India—Gender Mainstreaming. Building Business Organizations of the Home Based Workers: Women Artisans of SEWA. Policing and Gender Sensitivity. Changing the Gender Paradigm: Puppet to Goddess? On the Gender Equality Track: Vijayawada Division, South Central Railway. Ensuring Food Security for the Rural Poor. Revisiting Capabilities Approach to Review Gender Mainstreaming in Work-life Context in India. Index.

Latest Print 2012 / 256 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4513-3 / ₹ 325.00 / (e-book also available)

General

MARTIN, DAWSON & GUARE

Smarts: Are We Hardwired for Success?

CHUCK MARTIN, PEG DAWSON and RICHARD GUARE.

"A football coach wouldn't move a great lineman to wide receiver and wonder why he didn't perform well in the new role. Yet we do this often in the business world. *Smarts* will help you better assess the abilities of yourself and others so employees will be playing the positions that make the most of their talents. By enhancing the chances for individual success you will drive the best results in your organization. You would be smart to read *smarts*."

—David Blackwell, Vice President and CFO,
Wal-Mart Global Procurement

"We all know we have certain predispositions, and this book explains them in a structured way so we can maximize the strong Executive Skills and contain the weak skills. It offers a new way to think about tasks and

teaming, how to match skills to tasks and teaming of people performing those tasks."

—DOUG DREYER, Director Business Development, IBM

Smarts reveals how playing to our strengths and strong executive skills, and acknowledging our weaknesses can help us achieve excellence. The readers can use the revolutionary Executive Skills Profile to spot their own strengths and leverage them both at work and at home.

This book helps the reader understand why they—and those around them—act or behave the way they do. It also shows how the positive skills inside one's own self can be nurtured; the weaknesses identified, accepted and dealt with.

The book is grounded in proven scientific principles and impeccable research. It redefines the way we understand the potential for greatness—in ourselves and others.

Contents: Acknowledgments. Introduction. Taking Inventory with the Executive Skills Profile. Combinations of Executive Skills and the Effortful Task. Learning to Play to Your Strengths. Dealing with Your Weaknesses. Managing Executive Skills in Others. Matching Tasks to People's Executive Skills. Aligning Your Skills to What is Valued. Reaching and Dealing with Cognitive Bandwidth. Appendix A: About NFI Research. Appendix B: Executive Skills Assessments and Questionnaires. Index.

Latest Print 2008 / 240 pp. (Hard Cover)
15.3 × 22.9 cm / ISBN-978-81-203-3476-2 / ₹ 425.00

MITROFF

Why Some Companies Emerge Stronger and Better From a Crisis: 7 Essential Lessons for Surviving Disaster

IAN I. MITROFF.

Mitroff is the most eloquent voice we have writing about crises. This book is a timely masterpiece about our age of vulnerability and how, against all odds, we can best cope with this 21st century danger. The 'we' I am referring to includes all of us.

—WARREN BENNIS
Distinguished Professor of Business
University of Southern California

This timely book presents seven competencies crucial to handle crises effectively and emerge stronger and better from unthinkable yet inevitable circumstances. The competencies are

- Right Heart (emotional IQ)
- Right Thinking (creative IQ)
- Right Social and Political IQ
- Right Integration (integrative IQ)
- Right Technical IQ
- Right Aesthetic IQ
- Right Spiritual IQ

The book draws from the interviews conducted by the author as an expert in crisis management and offers a blueprint for the need to take action to avoid it.

Contents: Preface. The Crisis Society: The Rise of the Abnormal. Challenge 1—Right Heart (Emotional IQ): Deny Denial; Grieve Before a Crisis Occurs. Challenge 2—Right Thinking (Creative IQ): Be a Responsible Troublemaker. Challenge 3—Right Social and Political Skills (Social and Political IQ): Be Patiently Impatient. Challenge 4—Right Integration (Integrative IQ): Embrace Fuzziness. Challenge 5—Right Technical Skills (Technical IQ): Think Like a Sociopath, Act Like a Saint. Challenge 6—Right Transfer (Aesthetic IQ): Down with the Old; Design and Implement New Organizations. Challenge 7—Right Soul (Spiritual IQ): Spirituality Is The Ultimate Competitive Advantage. When a Whole Society Is in Crisis, All of the Challenges Apply. Epilogue: A Tale of Two Companies. Appendices—A: Major Crisis at a Glance. B: A Brief Primer on Crisis Management. C: A Theory of Complex Problem-Formation and Problem-Solving Inquiry Systems. Index. About the Author.

Latest Print 2009 / 256 pp. / 15.3 × 22.9 cm
ISBN-978-81-203-3742-8 / ₹ 250.00

Healthcare Management

CARNEY

Health Service Management: Culture, Consensus and the Middle Manager

MARIE CARNEY.

Designed to provide health professionals with an integrated theoretical and empirical approach to strategic management through the incorporation of managerial, behavioural and organizational skills into a consensus model. These concepts are important in health service management from a strategic perspective.

This book endeavours to provoke and stimulate professionals to examine the behavioural, professional, environmental and structural factors underpinning health care management and, thereby, to adopt a multi-disciplinary approach to strategic management in health service organizations.

The book should be of immense benefit to the students of business management, health care management as well as for those practising in this field.

The text covers 13 major management areas:

- Strategic management
- The middle manager
- Managerial effectiveness
- Policy and structure
- Professional health service organizations
- Inter-professional relationships in health care
- Change management
- Leadership in health service delivery
- Motivation and the environment
- Strategic involvement

- Organizational commitment
- Organizational culture and values
- Strategic consensus.

Contents: Foreword. Preview. Preface. Strategic Management Principles. The Middle Manager in Health Service Provision. Managerial Effectiveness. Organisational Policy and Structure. Professional Health Service Organisations. Inter-Professional Relations. Change Management in Health Service Provision. Leadership for the Future. Motivation for Health Professional Managers. Involvement in Strategy Development in the Health Service. Organisational and Professional Commitment and Its Influence on Health Service Management. Organisational Culture and Its Effect on Health Service Management. Strategic Consensus of Health Service Strategy. An Integrative Approach to Strategic Management in the Health Services: The Consensus Model. Bibliography. Index.

Latest Print 2011 / 256 pp. / 15.3 × 22.9 cm
ISBN-978-81-203-3176-1 / ₹ 325.00

DYE

Executive Excellence: Protocols *for* Healthcare Leaders, 2nd ed.

CARSON F. DYE.

This updated edition of *Protocols for Healthcare Leaders* focuses on the effect the personal conduct has on leadership. The text defines leadership, describes its importance in healthcare today, and addresses the essential qualities/protocols of leadership. For each quality/protocol, the author provides a succinct explanation and a list of practical suggestions for improving as well as applying this leadership quality.

Issues covered include:

- Professional image and reputation
- Ethical decisions
- Interpersonal relationships
- Written and verbal communication
- Physician relationships
- Cultural and gender diversity

Contents: Acknowledgments. Foreword. Preface. Perception Versus Reality. Professional Image. Professional Reputation. Ethical Decisions. Interpersonal Relationships. The Work Force. Executive Team Members. Governing Board. Human Resources. Written and Verbal Communication. Physician Relationships. Recruitment and Selection. The New Position. The Office. Cultural and Gender Diversity. Epilogue. Appendix A: The Human Resources Ethics Questionnaire. About the Author.

Latest Print 2007 / 200 pp. / 13.9 × 21.6 cm
ISBN-978-81-203-3138-9 / ₹ 150.00

DYE

Winning the Talent War: Ensuring Effective Leadership in Healthcare

CARSON F. DYE.

The key to develop great organizations is to secure extraordinary leadership. Although not as visible as the nursing shortage, the shortage of healthcare leadership talent is equally important. The decisions which leaders make can have a wide and lasting impact on an organization.

This book presents strategies for identifying, recruit-ing, and retaining superior healthcare executives. Author and professional speaker Carson Dye, explains why the aggressive development of leaders is the job of every senior executive and provides guidelines for finding and empowering these leaders.

Topics covered include:

- Creating a compelling place for leaders to work
- Determining search and hiring strategies
- Locating executive candidates
- Improving the interview process
- Using psychological assessment tools
- Making the hiring decision
- Orienting new leaders into the organization
- Identifying and developing leadership skills

End-of-chapter summaries can be used to evaluate your current practices and develop action plans for new approaches.

Carson Dye has written a comprehensive, readable book that outlines all the aspects of selecting and developing leadership talent.

—Terence F. Moore, President MidMichigan Health

Contents: Foreword. Preface. Acknowledgments. Introduction. The Leadership Challenge: Creating a Compelling Place for Leaders to Work. SELECTING LEADERSHIP TALENT—The Preparation Stage. Sourcing to Find Superior Talent. Interviewing and Evaluation. Making the Hiring Decision. MAXIMIZING LEADERSHIP TALENT—Learning the Ropes. Leadership Development. SEARCH METHODOLOGIES—Search Committees. Executive Search Firms. Assessments and Assessment Psychologists. Epilogue: Critical Lessons in Talent Management. Index. About the Author.

Latest Print 2007 / 240 pp. / 13.9 × 21.6 cm
ISBN-978-81-203-3136-5 / ₹ 195.00

ZUCKERMAN

Healthcare Strategic Planning, 2nd ed.

ALAN M. ZUCKERMAN, *Founding Partner and Director of Health Strategies & Solutions, Inc.*

Strategic planning remains an important and frequently used management tool. A sound strategic plan helps

hospitals and systems cope with the variety of contingencies that arise in the changing healthcare environment.

This simple and straight-forward book provides you with practical guidance to address short-term pressures as well as to achieve long-term goals. Descriptions, examples, and guidelines will lead you step by step through a proven strategic planning process.

Strategic planning in the healthcare environment has evolved significantly since the first edition of this book was published. This edition invigorates the discussion with many new ideas and additional information. The text is illustrated with a large number of diagrams and tables.

Intended for students pursuing courses in hospital administration and students of nursing, the book would be equally useful to all professionals engaged in hospital administration, and nursing administration.

Contents: Acknowledgments. Preface. Is Strategic Planning Still Relevant? Organizing for Successful Strategic Planning: 12 Critical Steps. Activity I: Analyzing the Environment. Activity II: Identifying Organizational Direction. Activity III: Formulating Strategy. Activity IV: Transitioning to Implementation. Major Planning Process Considerations. Realizing the Benefits from Strategic Planning. Making Planning Stick: From Implementation to Managing Strategically. The Annual Strategic Plan Update. Encouraging Strategic Thinking. Future Challenges for Strategic Planning and Planners. About the Authors.

Latest Print 2006 / 192 pp. / 15.3 × 22.9 cm
ISBN-81-203-3001-3 / ₹ 150.00

Indian Economy

KANAGASABAPATHI

Indian Models of Economy, Business and Management, 3rd ed.

P. KANAGASABAPATHI, *Professor of Management, presently working as the Director, Tamil Nadu Institute of Urban Studies, Coimbatore.*

This comprehensive and extensively researched study deals primarily with the economic, business and management models from the Indian perspectives. The third edition of the book presents updated details, latest data and new information obtained from authentic sources in order to understand the topics discussed. It provides detailed information collected from field studies undertaken in different industrial and business centres across the country.

The details contained in the book have been obtained from various empirical and research studies and reputed national and international sources. The author contends that India remained a strong economic, business and management power for most of the time in history, and the country has the potential to achieve the premier status even today. He gives masterly analysis of not only the Indian economic, business and management models, but also the popular economic, business and management models of the other countries. The author asserts that a paradigm shift in thinking is urgently needed to understand the ground realities and the functioning Indian systems, so that the country could be taken forward with the necessary orientation and suitable policies.

Intended primarily for the postgraduate students of Management, the book would also be useful to the students of Economics and Commerce, as well as to the professionals interested in the study of the Indian economy, business and management from the Indian perspectives.

KEY FEATURES

- A unique presentation of the Indian economic environment and its functioning models since the ancient periods.
- Comparative study of the Eastern and Western business models giving a holistic view of the subject.
- Historical development of the Indian management systems and the Western theories with details of contemporary management practices.
- Text reinforced with plenty of data to validate the concepts and a large number of examples and case studies to illustrate the concepts discussed.
- Updated with the latest data, recent developments and new information.

Contents: Preface. Acknowledgements. Introduction. Indian Economic Models. Other Economic Models. Basic Features of Different Economic Models. Types of Business Models. Indian Business Models. Basic Features of Different Business Models. Management Models. Emerging India. Conclusion. Bibliography. Name Index. Subject Index.

Latest Print 2012 / 352 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-4563-8 / ₹ 275.00 / (e-book also available)

Innovation Management

BELLON & WHITTINGTON

Competing Through Innovation: Essential Strategies for Small and Medium-sized Firms

BERTRAND BELLON & GRAHAM WHITTINGTON.

To provide a clear understanding of what innovation really is, the book analyses the different stages of an innovation project, looks at how small firms can use their strengths to build partnership and develop 'innovation as a state of mind' and describes the different forms of innovation support that are available to business. In doing so the authors take practical examples across Europe.

Innovation, especially for small firms is essential today for

their development, and possibly even for their survival. *Competing Through Innovation* shows how innovation can be successfully managed and provides practical advice on how companies can develop and sustain the process of Innovation as a state of mind.

This book will be essential reading for those who take and implement key decisions in the firms. Anyone interested in the different strategies that the best businesses, tested and developed in Europe, will find it very useful.

Contents: Preface. Acknowledgments. Part One: You Did Say "Innovation"?—*Allegory (episode one).* Innovation and the Market. Assessing the Risk. *Readings and Arguments 1*. Part Two: The Innovation Process—*Allegory (episode two).* Where Are We Now?—The Diagnosis. The Consultation Group. Selecting a Strategy. Preparing the Organisation. Setting up the Investment. Evaluating the Costs of the Project. Evaluating the Impact of the Project. Anticipating Obsolescence. *Readings and Arguments 2.* Part Three: Why Small Firms Are Special—Internal Strengths and Weaknesses of Small Firms. The Environment. *Readings and Arguments 3.* Part Four: Innovation is a State of Mind—*Allegory (third and final episode).* Technology Watch. Acquiring Technological Innovation. Intellectual Property. Partnership. *Readings and Arguments 4.* Part Five: Innovation Policy and Practice—Innovation Policy and Practice across Europe. Innovation Networks in the UK. Conclusion: Innovation and Society by Riccardo Petrella. Glossary of Key Terms. Bibliography. Index.

Latest Print 2009 / 416 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-2934-8 / ₹ 325.00

CHATURVEDI, KUMAR & RAHUL

Managing Innovations and New Product Development: Concepts and Cases

MUKESH CHATURVEDI, *ECE Chair Professor, Birla Institute of Management Technology (BIM-Tech.), Greater Noida (U.P.).*
ASEEM KUMAR, *Assistant Director, Centre for Management Development, All India Management Association.*
MANMOHAN RAHUL, *Associate Professor, Department of Management, Ansal Institute of Technology, Gurgaon (Haryana).*

Innovation is the key to success in any business, and is the only way to surpass competition. An innovative concept can lead to the development of a new product. This comprehensive book explains how an innovative idea or a concept, if executed properly, can create the best product in the market.

The book presents a framework for a new product development, laying emphasis on generic concepts and processes, which are useful and profitable for small and large organizations including the multinationals. The book highlights the innovation theories that are helping service sector companies to prosper and excel in their fields. It also provides a mathematical formula for students to calculate sales-estimation of first-time-sales of a new product. The ***Ten Case Studies*** on real-life products from the Indian market enrich the text and enable students to fully understand innovative techniques that help increase the potential and market value of an established product.

KEY FEATURES

- Gives a number of examples to illustrate the concepts discussed in the text.
- Incorporates several illustrative figures, tables, and boxes to make the learning process more accessible.
- Provides well-graded chapter-end exercises to test students' comprehension of the subject.

Primarily designed as a textbook for the postgraduate students of management, this book will also be useful to the management professionals as a reference.

Contents: Preface. Managing Innovations: An Introduction. Innovation Management: Major Challenges. Innovations Management Process. Innovation Management of New Product Development Function. Organizing for New Product Development. Generation, Screening and Development of New Product Development. Economic Analysis: Evaluation of Portfolio of Products or Projects. Test Marketing. Product Launch. Adoption Process: Diffusion of Innovations. Managing Innovation in Services. Index.

Latest Print 2009 / 312 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-3727-5 / ₹ 275.00

DUNDON

Seeds of Innovation, The: Cultivating the Synergy That Fosters New Ideas

ELAINE DUNDON *is founder and chief strategist of The Innovation Group Consulting, Inc.*

In today's market scenario innovation holds the key to sustain competition and be ahead of others. Giants such as GE have shifted their focus to innovation to maintain their position as the market leaders.

This book shows how to create an innovation system and addresses the three components (or "seeds") that are essential for innovation—creative thinking, strategic thinking and transformational thinking. It also describes why and how proactive management of innovation is not an option, but an absolute requirement. Driving these points is the author's list of more than 90 widely diverse innovations, from the alphabet to the ATM, from the judicial system to refrigeration, from mass production to soap.

The book also features easy-to-understand examples and exercises to help break readers out of the box and provides proven, practical methods for applying the author's innovation approach to existing products, processes and business models. It presents a Nine-Step Innovation Process that lets you:

- Spot trends and opportunities ahead of everyone else and take advantage of those others may have missed.

- Strengthen your team's capacity for innovation and discourage innovation killers
- Use creative-thinking tools to dramatically increase not only the quantity of ideas generated by the quality of the ideas as well.

The Seeds of Innovation is designed to guide innovation activities from start to finish, maximizing their impact and ensuring success.

Written in an accessible style, this insightful and inspiring book offers tools, resources, cases and concepts that will guide readers through the maze of organizational change jargon. The Seeds of Innovation shows managers how to harness the best to achieve the greatest value. Elaine Dundon not only challenges all of us to create organizational cultures that support human capacity for innovation, but more importantly, she shows us how. This is a transformational book, at a time when we can no longer afford the luxury of resisting change.

—GAIL C. CHRISTOPHER, Executive Director, Institute for Government Innovation, John F. Kennedy School of Government, Harvard University

Contents: Preface. Acknowledgments. Introduction to Innovation Management. Part 1: The Seeds of Creative Thinking—Believe in Creativity. Be Curious. Discover New Connections. Part 2: The Seeds of Strategic Thinking—See the BIG Picture. Look to the Future. Do the Extraordinary. Part 3: The Seeds of Transformational Thinking—Seek Greater Awareness. Ignite Passion. Take Action. Organizational Innovation. Conclusion. Appendices—A: The Nine-Step Innovation Process. B: List of Probing Questions. C: Ninety-Nine Innovations. D: Ninety-Nine Trends. E: List of Additional Criteria. Notes. Recommended Reading List. Index. About the Author.

Latest Print 2007 / 256 pp. (Hard Cover)
15.3 × 22.9 cm / ISBN-978-81-203-3268-3 / ₹ 395.00

JOHNSTON, Jr. & BATE

Power of Strategy Innovation, The: A New Way of Linking Creativity and Strategic Planning to Discover Great Business Opportunities

ROBERT E. JOHNSTON, Jr., *worked with major global corporations such as Procter & Gamble, 3M, BMW, and Nokia.*

J. DOUGLAS BATE *was a previous associate with Ideascope Associate, where he led corporate teams from companies including IBM, Kodak and Hewlett-Packard.*

This breakthrough book shows the readers how to make both strategic planning as well as innovation a part of one's business. It explains how to use these two facets to achieve dramatic successful growth.

The authors accomplish this by introducing a five-step Discovery Process that allows any business to uncover visionary new business opportunities by applying innovative thinking to their company's entire business model, not just restricted to its products or inventions. The text outlines the five phases of the Discovery Process, from the establishment of a Discovery team, to the exploration of new insights and the creation of a new strategic road map. It does this with the help of case studies and executive interviews and further examples from companies such as IBM, Procter & Gamble and Kodak. In a nutshell, the book shows how to

(i) create a portfolio of new business opportunities
(ii) remain flexible and orient your company for the future
(iii) change the rules of how customers receive value
(iv) develop a business model that delivers that value better than anyone else

Many businesses fail to meet their organic growth goals because it is difficult for senior managers to break free of their mental paradigms and existing strategic boundaries. Johnston and Bate have developed a proven and repeatable process which enables organizations to systematically challenge and explore these boundaries.

— **Bob LaPerle,** *General Manager and Vice President, Kodak.com*

Contents: Acknowledgments. Introduction. Part One: The What and Why of Strategy Innovation—Strategy Meets Innovation. Strategy Innovation is Managing the Future. Strategy Innovation is Not Strategic Planning. The Discovery Process. Part Two: A Guide for Implementation—The Discovery Process: The Moen Story. The Discovery Process: Staging Phase. The Discovery Process: Aligning Phase. The Discovery Process: Exploring Phase. The Discovery Process: Creating Phase. The Discovery Process: Mapping Phase. Part Three: Advanced Strategy Innovation—Maximizing the Discovery Process. Formalizing a Strategy Innovation System. Epilogue: The Future of Strategy Innovation. Glossary. Recommended Readings. Index.

Latest Print 2007 / 304 pp. (Hard Cover)
5.3 × 22.9 cm / ISBN-978-81-203-3311-6 / ₹ 450.00

RABE

Innovation Killer, The: How What We Know Limits What We Can Imagine—and What Smart Companies are Doing About It

CYNTHIA BARTON RABE.

"Innovation for the rest of us. Rabe outlines the path to breakthrough innovation in simple, human terms."

—BOB MARCHANT, President/CEO, Modo, Inc.

"For anyone interested in innovation, this book is essential reading because it addresses what others do not, the natural tendency to kill new and different ideas, and provides guidance on what can be done about it."

—PETER LAWRENCE, Chairman, Corporate Design Foundation

In today's fiercely competitive business world innovation is a vital force that drives the success of an organization. But most often companies rely either on whom the author names 'Group Thinkers' or on 'Expert Thinkers' not realizing that knowledge is good but to make progress change, risk taking and occasionally revolution are required. Processes are to be overhauled, assumptions challenged and taboos broken in order to give way to innovation.

This book shows exactly when innovation killing starts happening in an organization and presents the idea of using outsiders or people who are not part of a particular group or constrained by its preconceptions—to stimulate innovation. Through real-world examples, the author reveals how to identify the right people to work with and what characteristics these people will possess.

Find your way to innovation thence success.

Contents: Foreword by Dorothy A. Leonard. Acknowledgments. Introduction: A Crushing Force. Part I: What's Weighing us Down—Our Own Worst Enemy: How the Burdern of What We Know Limits What We Can Imagine. Groupthink: The Strongest Force on Earth: Why Sustained Innovation is so Darned Hard: Part I. Expertthink: Groupthink on Steroids: Why Sustained Innovation is so Darned Hard: Part 2. Part II: Zero-Gravity Thinkers—Time Travel to see the Naked Emperor: The Benefit of Psychological Distance. Just Curious: The Benefit of Renaissance Tendencies. Smart about Something Else: The Benefit of Related Expertise. Part III: Defying Gravity—The Collaborator: What Does A Zero-Gravity Thinker Actually Do? When and Where … When Do You Need A Collaborator and Where Do You Find One? How to Work with A Zero-Gravity Thinker: Eleven Questions and Answers. Do-It-Yourself Weightless Thinking: Losing the Weight of Expertise on Your Own. The Courage to Go where No One has Gone Before: The Role of the Leader. Appendix A: Related Expertise Grid. Appendix B: A Leader's Guide. Notes. Index.

Latest Print 2008 / 240 pp. (Hard Cover)
15.3 × 22.9 cm / ISBN-978-81-203-3480-9 / ₹ 425.00

VANGUNDY

Getting to Innovation: How Asking the Right Questions Generates the Great Ideas Your Company Needs

ARTHUR B. VANGUNDY.

"*Getting to Innovation* is an excellent, concise, and jargon-free primer on the basics of establishing a long-term innovation initiative in a firm. I would highly recommend any manager responsible for launching such an initiative … buy this book now!"

—Jeffery Baumgartner, Managing Director, jpb.com

With this step-by-step guide know how to generate original and relevant ideas for your organization by asking pertinent, meaningful questions about your organization, your customers, your brand markets, goals, competition, financials, products, and processes. The book is a detailed map for unlocking the great ideas that can move an organization forward and uncover the roadblocks that are getting in the way. Learn how to:

- Use seven essential criteria for evaluating potential innovation challenges
- Write positioning and rationale statements for each challenge
- Link together multiple objectives in priority frameworks
- Use the top 10 techniques for generating ideas
- Select the best ideas from the many that have been generated
- Design and facilitate productive brainstorming retreats, and more

Contents: Preface. Acknowledgements. Part I: The Frame Game—Framing Innovation Framing: An Overview. Question Banks: Understanding the Strategic Terrain. Challenge Banks: Generating Innovation Challenge Questions. How to Write and Evaluate Innovation Challenge Questions. Constructing Conceptual Maps for Innovation Challenges. How to Conduct Innovation Challenges. Part II: After the Game—Idea Management and Creativity Software. A Crash Course in Generating Creative Ideas: Individual Methods. A Crash Course in Generating Creative Ideas: Group Methods. Tips for Designing and Facilitating Brainstorming Retreats. Evaluating and Selecting Ideas. Implementing Ideas. Bibliography. Index.

Latest Print 2008 / 288 pp. (Hard Cover)
16.0 × 24.1 cm / ISBN-978-81-203-3578-3 / ₹ 450.00

Intellectual Property

PANDEY & DHARNI

Intellectual Property Rights

NEERAJ PANDEY, *Associate Professor at National Institute of Industrial Engineering (NITIE), Mumbai. He is also a Visiting Faculty at IIM Ahmedabad and IIT Bombay, and his research interests include Pricing, IPR Management and Digital Marketing.*

KHUSHDEEP DHARNI, *Associate Professor (Business Management) at School of Business Studies, Punjab Agricultural University, Ludhiana.*

Creations of mind can vary in its form—from a brilliant thought to a gizmo gadget to a popular fiction—all come under the legal term called **Intellectual Property**. In the world of upheaval technology, where information on anything and everything is freely available and accessible, guarding these intellectual properties legally becomes a prerequisite.

This book comprehensively discusses how to manage and secure the intellectual property and the legal norms associated with it. The book begins with introducing the concepts related to Intellectual Property and the WTO Agreement. The following chapters explain various types

of Intellectual Property Rights such as Patents, Copyrights, Trade Marks, Industrial Designs, Integrated Circuits, and Geographical Indications. These chapters also provide in-depth and detailed insight on regulations and procedures for protection of Intellectual Property Rights.

The book further explicates the creation of Intellectual Property and spells out the conceptual framework for creativity and innovation. Management of Intellectual Property is as important as its creation, and therefore the concluding chapters describe the activities for management and commercialization of Intellectual Property Rights, and the emerging issues surrounding them. Two separate cases have been added at the end of the book, to provide an analytical insight of the subject to the students.

The book is meant for the undergraduate and post-graduate students of management and technology. Besides, the book can be useful for the undergraduate students of law as a ready reference.

Contents: Preface. Introduction to Intellectual Property and World Trade Organization. Fundamentals of Patent. Transfer and Infringement of Patent Rights. Copyright. Trade Marks. Industrial Designs and IC Layout Design. Geographical Indications. Creating Intellectual Property. Intellectual Property Management. Emerging Issues in IPR. Case Study 1: Research and Development in India. Case Study 2; Apple versus Samsung Patent Dispute. Index.

Latest Print 2014 / 192 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-4989-6 / ₹ 195.00 / (e-book also available)

SOPLE

Managing Intellectual Property: The Strategic Imperative, 4th ed.

VINOD V. SOPLE, *Director at ITM-SIA Business School, Dombivli (Mumbai).*

The book presents a comprehensive treatment of Intellectual Property concepts and its applications in Indian industry. Now, in its Fourth Edition, it includes a new chapter on *IPR in Biotechnology* and numerous cases/caselets in most of the chapters. It provides a strategic framework for IP management, leading to competitive advantage for a business enterprise. Besides explaining the conceptual framework and practices of IP management, the book discusses IP as a strategic tool, its commercial exploitation and strategies for risk management of IP. Web-based material comprising chapter-wise PowerPoint Presentations (PPTs) and Multiple Choice Questions is available at www.phindia.com/sople

This book is primarily intended as a text for postgraduate students of management, students of engineering and those who are pursuing certificate, postgraduate diploma or degree courses in IPR. In addition, professionals and corporate decision-makers should find the text valuable.

KEY FEATURES

- Discusses IPs such as Patents, Copyrights, Trademarks, Trade Secrets, Designs, Semiconductor Circuit Layouts and Geographical Indications, etc.
- Practices issues of IPRs in Cyber Space, Fashion Design, Biotechnology and Pharmaceutical industry.
- Classifies systems in practice for various IPs.
- Provides IPRs legal provision in Indian context.
- Includes a comprehensive glossary of important terms.

Contents: Preface. Part I: Intellectual Property—A Strategic Tool. Intellectual Property System. IP Rights and Marketing Regulations. IP Management Framework. IP Audits. **Part II: Intellectual Property (IP): Legal Protection—**Intellectual Property Rights (IPRs). Patents. Trademarks. Copyrights. Trade Secrets. Industrial Designs. Geographical Indications. Semiconductor Integrated Circuit Layout Design. The Protection of Plant Varieties and Farmers' Rights. Biodiversity and Traditional Knowledge. IPRs in Cyber Space. IPRs in Pharma Protection Sector. **Part III: Intellectual Property Exploitation and Risk Coverage—**IPR in Fashion Industry. IPRs in Biotechnology Sector. Intellectual Property Licencing. Intellectual Property Insurance. Securitisation of Intellectual Property. Valuation of Intellectual Property. **Annexures—**1. Patent Classification Schemes. 2. International Schedule of Classes of Goods and Services for Trademarks. 3. Locarno Classification of Goods for Industrial Designs. 4. Information Sources on Intellectual Property Rights. Glossary. Company Index. Subject Index.

Latest Print 2014 / 464 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-4883-7 / ₹ 450.00 / (e-book also available)

International Business

AJAMI, COOL, GODDARD & KHAMBATA

International Business: Theory and Practice, 2nd ed.

RIAD A. AJAMI, *University of North Carolina at Greensboro.*
KAREL COOL, *INSEAD, Fontainebleau, France.*
G. JASON GODDARD, *Wachovia Corporation.*
DARA KHAMBATA, *American University.*

The updated edition of this widely-used textbook is primarily intended for postgraduate students of management though it can be used as good reference by students of BBA courses. Its student-friendly format, detailed coverage of classic and timely topics, and extensive use of case studies make it widely adaptable for different level courses, as well as for educators who prefer either a case study or lecture approach.

This book focuses on such topics as foreign exchange, international trade policy, and economic development which introduces students to techniques for analyzing national economies that are not covered in many

competing texts. Ethical and environmental issues are also covered in detail, and all case studies, tables and figures have been thoroughly revised and updated.

Each chapter includes a short case study, while longer, more complex case studies conclude the text. Each chapter also features learning objectives, discussion questions, and references.

Contents: Preface. Part I: Scope of International Business and the Multinational Corporation—An Introduction to International Business and Multinational Corporations. The Nature of International Business. Part II: Institutional Framework and Economic Theories—Theories of Trade and Economic Development. International Monetary System and the Balance of Payments. Foreign Exchange Markets. Supranational Organizations and International Institutions. Part III: Environmental Constraints in International Business—Analyzing National Economies. International Law. Sociocultural Factors. Foreign Investment: Researching Risk. Part IV: Functional Operations in International Business—International Marketing. International Finance. International Accounting. International Taxation. International Staffing and Labor Issues. Managing Operations and Technology. Part V: Social and Ethical Issues and the Future of International Business—Ethical Concerns: Multinationals and the Earth's Environment. Future Issues in International Business. Part VI: Case Studies—1. The Global Tire Industry and Michelin in 2004. 2. The European Non-Life Insurance Industry and AXA in 2001. 3. The Battle of the Smart Cards in the Netherlands in 2002. 4. Bang & Olufsen and the Electronics Entertainment Industry in 2003. 5. ABX. 6. Arcelor and the Global Steel Industry. Glossary. Index. About the Authors.

Latest Print 2011 / 576 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-3221-8 / ₹ 425.00

CHERUNILAM
International Business: Text and Cases, 5th ed.

FRANCIS CHERUNILAM, *Professor, School of Management Studies, Cochin University of Science and Technology, Cochin, Kerala.*

This widely adopted text, now in its Fifth Edition, continues to provide in-depth coverage of the multidimensional aspects of international business. In this edition, much of the data and information is updated throughout the text.

Professor Francis Cherunilam, with his expertise and vast experience in the field of international business, gives a masterly presentation of the subject in its many splendoured forms. The text is enriched with references to Indian situations and examples though not diverting from the international perspective. Many **Case Studies** given in the book further enhance the value of the text which should be treasured by the students of management and practising managers and all those who have an abiding interest in international business.

What is New to This Edition

- Incorporates latest and uptodate information and data on the areas covered.
- Quite a few tables have been replaced to give latest information.

Contents: List of Boxes. List of Figures. List of Tables. Preface. Preface to the First Edition. Introduction to International Business. International Operations Management. International Business Environment. International Trading Environment. GATT/WTO and Global Liberalisation. International Monetary System and Foreign Exchange Market. International Banking and Eurocurrency Market. International Economic Organisations. International Investment and Finance. Multinational Corporations. International Goods, Services and Financial Flows and Balance of Payments. Globalisation. International Business Intelligence. Market Selection. Market Entry Strategies. Market Coverage Strategies. International Product Decisions. International Pricing. International Distribution. International Promotion. International Organisation and HRM. Some Social Issues in International Business. Trade Policy and Regulation in India. Export Promotion. Trade and BOP of India. India in the Global Setting. Globalisation of Indian Business. **Case Studies**—1. South East Asian Economic Crisis. 2. The Global Television Receiver Industry. 3. The P&G-Godrej Alliance. 4. Different for Gamble. 5. Ban on Leather Goods from India. 6. Human Rights Protection. 7. Whose *Basmati* Is It? 8. Globalisation of Pop Culture. 9. Mahindra & Mahindra. 10. Casual Wear Inc. 11. Towel Manufacturing Company (TMC). 12. Quality Furniture Ltd. 13. Porcelain Producer Ltd. 14. Decorative Tiles Ltd. 15. Tiles and Ceramics Ltd. (TCL). 16. Garment Export Ltd. 17. Indian Leather Goods Exports. Name Index. Company Index. Subject Index.

Latest Print 2014 / 872 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4214-9 / ₹ 550.00 / (e-book also available)

MISRA & YADAV
International Business: Text and Cases

SANJAY MISRA, *Department of Business Administration, MJP Rohilkhand University, Bareilly (UP).*

P.K. YADAV, *Pro-Vice-Chancellor and Head, Department of Business Administration, Faculty of Management, MJP Rohilkhand University, Bareilly.*

Today, with the pervasive impact of globalization and liberalization sweeping across the globe, exerting its influence on both the developed and the developing nations, business is no more confined to the national borders of a country. More and more companies are spreading their business to markets abroad (for example, Tata Consultancy Services and Infosys Technologies spreading their business to USA and elsewhere) or acquiring new companies (for instance, Tata acquiring the Corus and the Land Rover and Jaguar, or reversely, Vodafone acquiring Hutch). International business, therefore, has become such an important area of study for students of management and commerce.

This comprehensive and easy-to-read text tries to lay bare the ramifications and complexities of international business. Divided into six sections, the book provides a harmonious blend of concepts and applications of international business. What distinguishes the text is the emphasis it lays on the Indian cases and the Indian scenario through the provision of many cases and illustrative examples.

However, the book goes beyond the Indian context by giving international cases, thus imbuing the text with a global business flavour.

Primarily intended as a text for undergraduate and postgraduate students of Business Administration, MBA, MIB and postgraduate students of Commerce, the book would be of great value also to practising managers.

KEY FEATURES

- The **case studies** discussed include the cases such as Tata Motors, Hindustan Unilever, Ranbaxy, McDonald, Nokia, Microsoft and Walt Disney.
- The **opening case** in each chapter introduces the students to a real-life example, followed by the text which provides the theoretical knowledge on the subject. The **concluding case study** correlates the theoretical knowledge with the real-life situation.
- **Review questions** are cited after every case study to check students' comprehension of the subject.

Contents: Preface. Acknowledgements. Part 1: Introduction—International Business: An Overview. Part 2: International Business Environment—International Cultural Environment. International Political Environment. International Economic Environment. Part 3: Trade Part and Investment—International Trade Theory. The Political Economy of International Trade. Regional Economic Integration. Foreign Direct Investment. Part 4: Monetary System—Foreign Exchange Market. International Monetary System. Part 5: Strategy and Structure—The Strategy of International Business. The Organization Strategy of International Business. Part 6: Business Operations—International Production. International Marketing. International Human Resource Management. International Financial Management. Index.

Latest Print 2012 / 304 pages / 17.8 × 23.5 cm
ISBN-978-81-203-3652-0 / ₹ 275.00 / (e-book also available)

PAUL

International Business, 6th ed.

JUSTIN PAUL, *Professor at the University of Washington and University of Puerto Rico, USA.*

This well accepted book, now in its Sixth Edition, designed to use as a main text for courses such as International Business Strategies, Global Business Environment and International Business. The book is now comprehensive enough to cover the syllabus of all universities worldwide. It gives uptodate data and information on International Business. It also comprises a set of EXIM documents, Objective Type Questions and three Model Test Papers.

NEW TO THIS EDITION

- Ivey's Best Selling Case, "Louis Vuitton in Japan" [ECCH Award Winning Case]
- Classic case—"Genting Malaysia: From East to the West"
- Video Exercise matching with the chapter content from author's fan page—facebook.com/drjustinpaul
- Update data and more examples.

The text is highly useful for the students of Management, Commerce and Economics. It is also of great benefit to practising managers in the field of International Business and to export-import professionals.

Dr. Justin Paul is an outstanding author, an excellent teacher and mentor. Amongst the entire excellent academic faculty at IIM Indore, he was one of the best and most liked. It was an honour and privilege to study under the guidance of such a guru.

—Dr. Pranav Mohan (IFC, World Bank)

I would like to take this opportunity to thank Dr. Justin Paul for writing the book on International Business, Sixth Edition, PHI Learning. I LOVE THIS BOOK. It is different from all other books I have ever read. The book gives all the relevant details of the effects of the policies and current changes in the international business environment.

—Dr. Divya Negi Ghai, Graphic Era University, Dehradun

It was a pleasure and unique experience to be taught by Professor Justin Paul at the University of Washington. I especially valued his international experience and insight, candor and professional depth. I also had the chance to interact with Professor Paul on a personal level and was particularly struck by his integrity and genuine interest.

—Avishai Baral, USA, Financial Analyst, Amazon.com

It is with immense pleasure that I am writing to endorse for Dr. Justin Paul's work. I have read his books and have also referred them several times. His books have emerged as the best selling title in Asia, particularly in South Asia. It is one of the best text available on the subject. The book covers all the aspects of International Marketing with a focus on IB environment, strategy and EXIM procedures.

—Dr. Mahua Dutta, Professor, Fortune Institute of International Business, New Delhi

Contents: Preface. Acknowledgements. Part I: Emerging Scenario: Foreign Trade and Investment—Economic and Political Environment—Globalization. WTO: Important Provisions and Agreements. International Trade and WTO. Trade Liberalization and Imports: Industry-wise Analysis. WTO, Intellectual Property Rights, and Industrial Sector. TRIPS Agreements and Pharmaceutical Industry. WTO, GATS and Telecom Sector. Part II: Legal and Cultural Environment—Legal Environment and Dispute Settlement Mechanism. Cultural Differences and Cross-Cultural Factors. Part III: International Trade: Theory and Policy—International Trade Theories. India's Trade Policy. Regional Trade Blocks. Part IV: International Business

Environment, Global Market and Country Analysis—Foreign Direct Investment (FDI). Country Evaluation and Selection. International Business Environment: Country Analysis. Part V: International Finance—Global Monetary System. Foreign Exchange Market. Exchange Rates, Risk Management and FEMA. Euro vs. US Dollar. Currency Crisis and Lessons. Part VI: Strategy of International Business—Global Strategic Management and Multinational Enterprises. Global Market Entry Strategies. Globe-HEX Model. International Marketing: Concepts, Practice and Strategies. International Human Resource Management and Strategies. Part VII: Export-Import Management—Export-Import Procedures. Special Economic Zones. Part VIII: Structure of International Business—Institutional Framework for Export Promotion. Management Practices and Strategies for Japanese MNCs. Imports from China. Global Sunrise Industry: Biotechnology. SWOT Analysis of Electronics and Textile Industries. Part IX: Case Studies—1. Pfizer Inc.: Global Success Strategies. 2. Ford Motor Company: Business Strategies. 3. Adani Group: Global Sense of Enterprise. 4. Benetton is Everywhere. Appendices—A: 20 Steps for Successful Exporting. B: Websites to Get Information on International Business. C: Section A: Uniform Customs and Practice for Documentary Credits (UCPDC). Section B: Uniform Rules for Collection (URC). D: Bill of Lading. E: Invoice. F: Bill of Exchange. G: Airway Bill. H: Proforma Invoice. I: Packing List. J: LC Advising Letter. K: Letter of Credit. L: Application for Remittance. M: Port Trust Copy of Shipping Bill/Dock Challan/Export Application for Export of Duplicate Bill. N: Port Trust Copy of Shipping Bill for Export of Goods under Claim for Duty Drawback. Question Bank. Model Test Papers. Index.

Latest Print 2013 / 800 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4863-9 / ₹ 525.00 / (e-book also available)

STEERS & NARDON
Managing in the Global Economy

RICHARD M. STEERS *is a Professor of Management at the Lundquist College of Business, University of Oregon.*

LUCIARA NARDON *is a Visiting Assistant Professor of Management at the Lundquist College of Business, University of Oregon.*

This book examines the challenges and prospects facing contemporary managers in the new global economy. It is a comprehensive text for international management courses, with a particular emphasis on developing global managers who are skilled in economics, strategy and general management. It helps readers develop a deep understanding of the role of cultural differences in managerial effectiveness.

The book integrates current conceptual materials on global management with in-depth country analysis and real world business examples. This goes well with the aim of the book in exploring the interrelated topics in ways that readers can easily understand and use in their future careers.

The text is divided into three parts: the emerging global economy; culture, organization and strategy; and managing global operations. The topics discussed include organizing for international business, global business strategy, building strategic alliances, international negotiations, global staffing, managing a competitive workforce, TQM, and managing multicultural teams.

Contents: Preface. Part I: The Emerging Global Economy—Managing in the Global Economy: An Introduction. Challenges and Prospects of Globalization. Economic Foundations of Global Business. National Trade Policy and Competitive Advantage. Legal and Political Foundations of Global Business. Economic Integration and Regional Trading Blocs. Part II: Culture, Organization, and Strategy—Cultural Foundations of Global Business. Assessing Cultural Differences. Organizing for Global Business. Developing Global Business Strategies. Building Global Strategic Alliances. Strategies for International Negotiation. Part III: Managing Global Operations—Staffing Global Operations. Managing a Competitive Global Workforce. Managing Total Quality and Employee Involvement. Managing Multicultural Teams. Appendix: Managing in the Global Economy: A Field Project. Name and Company Index. Subject Index. About the Authors.

Latest Print 2009 / 400 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-2947-8 / ₹ 375.00

SUNDARAM & BLACK
International Business Environment, The: Text and Cases

ANANT K. SUNDARAM, *University of Michigan/Dartmouth College.*

J. STEWART BLACK, *American Graduate School of International Management.*

The aim of this well-written text is to give students the tools to analyse systematically the different facets of international business environment and how they affect the internal organisation. The text focusses on five aspects of the cross border environment—exchange rates and international capital markets, trading patterns and regimes, regulatory content, and political context. Theories, models and insights have been integrated from a variety of disciplines and functional areas, while emphasising managerial relevance and providing a general management focus on issues confronting the multinational enterprises.

The book provides business students with a deeper understanding of:

- The forces of globalisation that underlie these effects.
- The economic structure and political stability of countries and linkages between them.
- Political and legal systems of different countries, processes and risks.
- Their conflicts resulting from free trade and protectionism.

- Their competitive vulnerabilities and opportunities arising from the impact of exchange rates, international markets, and many more.

Contents: Preface. Introduction. Forces of Globalization. Foreign Exchange: The Basics. Foreign Exchange: Transaction Exposure. Exchange Rates: Economic Exposure. Theories of International Trade. The Trading Environment of International Business: Laws and Institutions. The Regulatory Environment of International Business. The Ethical and Social Responsibility Environment of International Business. Country Risk Analysis. Political Risk Analysis. The Analysis of MNEs by Countries. The Cultural Environment of International Business. Competitive Strategy and the International Business Environment. Designing Organizations for International Environments. Index.

Latest Print 2014 / 368 pp. / 21.6 × 27.8 cm
ISBN-978-81-203-1141-1 / ₹ 375.00

International Human Resource Management

BHATTACHARYYA

Cross-cultural Management: Text and Cases

DIPAK KUMAR BHATTACHARYYA, *has been Dean, Indian Institute of Social Welfare and Business Management (IISWBM), Kolkata; Institute of Engineering and Management, Kolkata; Director, Centre for Management Education, All India Management Association, New Delhi. He has also been a Visiting Professor of XLRI, Jamshedpur. He is currently Director, Camellia B-School, Kolkata and Shantiniketan, and Visiting Professor, IIFT, Kolkata.*

With the increased pace in globalization and internationalization of business, cross-cultural management has assumed enormous significance. And, as multinational corporations (MNCs) and Transnational Corporations (TNCs) spread their wings across nations with numerous employees of different nationalities, with their different cultures, different mores and different behaviours, organizations have to reconcile these differences and have to forge a unified organizational culture to achieve their mission, vision and objectives. This book eminently suits as a text to address these goals.

Divided into 14 chapters, this comprehensive and well-organized text discusses in detail the many cultural issues facing organizations. Professor Bhattacharyya, with his expertise and wealth of experience, provides a masterly analysis of the subject, harmoniously blending the theory and practice of cross-cultural management, making it a unified whole. Not only does the text give a thorough understanding of culture, showing that it is an amalgam of shared values and behaviours of groups as well as a phenomenon applicable to individuals, it also delineates the many facets of corporate culture.

The text discusses the entire gamut of organizational culture, cultural differences, diversity management, cross-cultural management, globalization, impact of culture on globalization, and the impact of technology and culture on organization. In addition, it focuses on cross-cultural communication, cultural issues in mergers and acquisitions, resource management, cross-cultural decision making, and ways and means of managing cross-cultural teams.

KEY FEATURES

- Every chapter opens and ends with a **Case Study** as is the international practice.
- The text is a happy fusion of theory and practice.
- Deals with cross-cultural issues in the use of modern techniques such as BPR, TQM, Lean and Six-Sigma, Toyota Production Systems (TPS), and Quick Response Manufacturing.

This text, which is suffused with examples and case studies to illustrate the theories discussed, is intended as a text for students of management. It would be equally useful as valuable reading for practising managers, especially for those managing cross-cultural teams.

Contents: Preface. Introduction to Culture. Introduction to Organizational Systems, Structure and Design. Organizational Culture and Organizational Change. Diversity and Organizational Culture. Cross-Cultural Management. Globalization and Culture. Technology and Culture in Organizations. Cross-Cultural Communication and Negotiation. Cultural Issues in Mergers and Acquisitions. Cross-Cultural Issues in BPR, TQM, Lean and Six-Sigma. International Human Resource Management and Cross-Cultural Issues. Cross-Cultural Decision-Making. Managing Cross-Cultural Teams. Research Methods in Cross-Cultural Management. Index.

Latest Print 2014 / 356 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4009-1 / ₹ 325.00 / (e-book also available)

HARVEY & ALLARD

Understanding and Managing Diversity: Readings, Cases, and Exercises, 4th ed.

CAROL P. HARVEY, *Assumption College.*
M. JUNE ALLARD, *Worcester State College.*

For reasons varying from immigration patterns to changing demographics to increasing global business, coupled with the impact of technological innovations, the composition of today's workforce is more diverse. This book aims to provide interesting, accurate and timely readings, cases and exercises to help clarify the complexity of managing and working in a changing and increasingly diverse workplace.

FEATURES

- Readings, cases, and exercises organized in terms of three perspectives: individual, social group identity, and organizational diversity.

- Classic diversity contributions by well-known authors such as Peggy McIntosh, Deborah Tannen, Milton Bennett, David Thomas, and Robin Ely.
- Coverage of multiple aspects of diversity beyond race, gender, and ethnicity, such as communication, generational diversity, physical challenge and accommodation, and social class.
- New pedagogical features such as assessment assignments, writing assignments and six new cases.
- New topic such as immigration, utilization of human capital, flexible work arrangements, weight and appearance, family and work life issues, supplier diversity and intercultural negotiation.

Contents: Preface. About the Authors. Introduction. Section I: A Framework for Understanding Individual Perspectives of Diversity—Introduction to Section I. Diversity. Redefining Diversity. I am… Increasing Multicultural Understanding: Uncovering Stereotypes. Body Ritual Among the Nacirema. Exploring Diversity in Your Organization. The Emotional Connection of Distinguishing Differences and Conflict. White Privilege and Male Privilege: A Personal Account of Coming to See Correspondences Through Work in Women's Studies. Section II: A Framework for Understanding Social Identity Perspectives on Diversity—Introduction to Section II. Are African Americans Still Experiencing Racism? Inventing Hispanics: A Diverse Minority Resists Being Labeled. To Be Asian in America. A World View of Cultural Diversity. Cultural Transmission Today: Sowell Revisited. Negotiating: The Top Ten Ways That Culture Can Effect Your Negotiation. Negotiations–BWA Discovers the Indonesian Way. Interpreting Intercultural Communication at a Business Meeting. How Canada Promotes Workplace Diversity. Women in the Workforce: How Far Have They Come? Women in Leadership Positions. The Power of Talk: Who Gets Heard and Why. Is This Sexual Harassment. The Negative Consequences of Male Privilege. Does Social Class Make a Difference? Social Class Diversity. Generational Diversity Scenarios in the For-Profit and Nonprofit Sectors. Organizational Innovations for Older Workers. Religion, Culture, and Management in the New Millennium. Religion and Work. Musical Chairs. The Employee Who Couldn't… Progress and Backlash: Making Sense of Lesbian, Gay, Bisexual, and Transgender Issues in the Workplace. The Cracker Barrel Restaurants. Appearance and Weight Inclusion Issues in the Workplace. Choosing the Board. Media Messages. Being an Only: A Field Assignment. Diversity Challenges in Tomorrow's Organizations: The Symposium. Decisions. Section III: A Framework for Understanding Organizational Diversity and Inclusion—Introduction to Section III. The Inclusion Breakthrough: Unleashing the Real Power of Diversity. Responses to the Changing Work Force: Human Capital and Strategic Issues. The Ethics of Workplace Diversity. Ethics and Diversity: Applications in the Workplace. The Pitney Bowes Case: A Legacy of Diversity Management. What Happened at Coca-Cola? The U.S. Air Force Academy: Organizational Culture and Diversity Issues. Fairfax Metropolitan Hospital: The Candidate. Evaluating Diversity and Inclusion in the Real World: Conducting a Diversity Audit. Section IV: Resources for Teaching and Learning about Diversity—Pre-Course Diversity Assessment. Pre Course-Checking Perceptions. Seeing and Valuing Diversity Issues Through Film. Post-Course Diversity Assessment. Post Course-Checking Perceptions. Contributors. Index.

Latest Print 2010 / 384 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4001-5 / ₹ 375.00

RAMAKRISHNAN

Managerial Leadership in Multicultural Organisations

KUNNETH RAMAKRISHNAN, *Director, Centre for Development and Empowerment, Bangalore.*

The management and managerial leadership theories of eminent management thinkers, taught in the business schools, are thought-provoking, though relevant only to the era and the environment of their research and development. The effectiveness of these theories needs a relook on their universal application in the globalised environment of the current era. This book is a sincere effort to bring along all the managerial leadership concepts, and discuss them vis-à-vis current organisational set-up.

The book is divided into nine chapters, and begins by discussing the topics like International Dependency and Global Integration consisting of world institutions, regional groupings—Unions, Associations, Agreements, and their objectives. The chapters further conceptualise and recommend significant aspects of institutionalised positive managerial leadership in organisations.

The book further dwells on the important milestones to attain managerial leadership like influence of culture on employee behaviour, positive organisational culture, profile of positive managerial leadership, their changing motivational roles, organisational assimilations of multicultural employees, new approach to employee welfare, therapy for quality of life of employees, and some suggestions to evolve a future-ready achievable dream organisation.

This book is intended for the postgraduate students of management and also for the practising managers.

KEY FEATURES

- Discusses the upcoming concepts like **Environmental Energy Effects** (3Es) and its variations; **Positive Environmental Energy Effects** and **Negative Environmental Energy Effects** (P3Es and N3Es) and their effects on organisational culture.
- Explains **Therapy for Quality of Life (TQL)** a well-researched concept for enhancing the concern for employees and their families.
- Dwells on **Managing by Influence** a wholesome method of motivating and leading employees for raisin their performance standard and contribution to their organisation.

- Every chapter is incorporated with **Real-life cases** to provide an analytical insight to the concepts.

Contents: Foreword. Preface. Acknowledgements. International Dependency and Global Integration. Cultural Influence of Employee Behaviour. Building Organisational Culture—Meaning, Need and Methods. Paradigm Shift in Managerial Leadership. Motivational Role of Managerial Leadership. Assimilation and Development of Multicultural Work Force. Beyond Salary and Perks. Therapy for Quality of Life (TQL) of Employees Process and Procedure. Future Ready Organisations. Reference. Index.

Latest Print 2013 / 216 pp. / 17.8 × 23.5 cm (Hard Cover)
ISBN-978-81-203-4722-9 / ₹ 450.00 / (e-book also available)

VANCE & PAIK

Managing a Global Workforce: Challenges and Opportunities in International Human Resource Management, 2nd ed.

CHARLES M. VANCE & YONGSUN PAIK, *both of Loyola Marymount University, Los Angeles.*

This new edition of *Managing a Global Workforce* provides balanced and contemporary coverage of human resource management in the international marketplace. Directed at future general managers and international executives rather than HR specialists, it is designed to help students as well as professionals recognize the critical human resource issues underlying the cultural and economic challenges they face.

The book's approach is global in nature, and does not focus solely on the experience of expatriates. The book recognizes contemporary trends in the global business arena, including the growing use of contingent workers, strategic alliances, and offshore outsourcing arrangements, and the need to have an active influence on (if not managing directly) the workforce in these new organizational relationships.

The book serves as a text for courses in international human resource management and is also a useful reference for managers and human resource practitioners.

Key changes in the second edition include

- new insights and findings from current scholarly research publications;
- new end-of-chapter short cases that stimulate class discussions pertinent to chapter topics;
- new topics, ideas, and illustrations featuring current issues and challenges, such as the global economic crisis;
- updated Internet resource references for each chapter providing enriching, current student learning applications.

The complexity of international human resource management is daunting. Challenges inherent in managing a global workforce undermine effective strategy implementation for far too many MNCs. Vance and Paik provide tools, frameworks and perspectives to guide and demystify the analysis, understanding, and practice of international human resource management. This textbook is destined to become a classic.

—Mary B. Teagarden, Editor, *Thunderbird International Business Review*, Thunderbird School of Global Management

The business world is big and complicated and students want more realism learning about it. This book delivers just that. It is difficult to imagine a more practical text, yet **Managing a Global Workforce** *is very accessible and based on solid, up-to-date scientific evidence.*

—Jan Selmer, Aarhus School of Business, Aarhus University

This textbook recognizes the entire global workforce that international firms and leaders manage in today's increasingly complex and volatile world. It provides an in-depth understanding of the ways these firms can successfully integrate and draw on the talent available across the globe, and is an extremely valuable contribution to students and practitioners of global management.

—Sully Taylor, Director of International Programs, School of Business Administration, Portland State University

Contents: Preface. Introduction and Overview. Cultural Foundations of International Human Resource Management. Changes and Challenges in the Global Labor Market. The Key Role of International HRM in Successful MNC Strategy. Global Human Resource Planning. Global Staffing. Global Workforce Training and Development. Managing International Assignments. Global Workforce Performance Management. Compensation for a Global Workforce. Global Employee Relations. Name Index. Subject Index.

Latest Print 2013 / 432 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4794-6 / ₹ 450.00

Leadership

BOLT

Whole Manager, The: Achieving Success Without Selling Your Soul

PETER BOLT, *founder of Bolt Consultancy is a management consultant, mentor, business strategist.*

Be a successful manager without selling your soul

This is what this book tells one how to achieve, through its thought provoking content. The author gives practical advice on how to prioritize, focus on key tasks, and make best use of one's time, manage upwards, downwards and sideways simultaneously in the organization, delegate effectively, and lead by example. In addition it shows how to manage the balance between work, family and personal needs.

A book that will make every manager stop and think again about how they approach their jobs when faced with increased pressures, greater responsibility and reduced job security.

Contents: Acknowledgements. Preface. Managing Yourself. Managing Your Time. Getting Things Done. Managing Your Team. The Art of Delegation. Manag-ing Upwards. Managing with Integrity. Leadership. Managing Your Career. Managing the Balance. Index.

Latest Print 2007 / 156 pp. / 13.9 × 21.6 cm
ISBN-978-81-203-2931-7 / ₹ 125.00

CHARNEY

Leader's Tool Kit, The: Hundreds of Tips and Techniques for Developing the Skills You Need

CY CHARNEY *is president of Charney and Associates, Inc.*

"The Leader's Tool Kit by Cy Charney provides guidance on just about everything a leader needs to know. Read, learn, and enjoy!"

—**Ken Blanchard**, coauthor,

The One Minute Manager and *The Secret: What Great Leaders Know—And Do*

"The Leader's Tool Kit offers lots of valuable tips that give you ideas well worth pursuing."

—**Ichak Adizes**, Ph.D.,
Founder and Director, The Adizes Institute

Master critical leadership skills with *The Leader's Tool Kit*. This unique book gives you handy checklists and practical advice on topics such as:

- **Strategic Leadership** (including alliances, change, influencing the future, governance, and sustainability)
- **Leading Your People** (including coaching, training, mentoring, and retention)
- **Performance Leadership** (including accountability, innovation, and measurement)
- **Life and Career Management** (including career development, learning, and values)
- **Leadership Fundamentals** (including authenticity, decision making, ethics, and problem solving)

Comprehensive but compact, *The Leader's Tool Kit* is essential reading for veteran and new leaders alike. Read cover-to-cover or use as a quick reference, choose yourself the way you like.

Contents: Preface. Acknowledgments. Part 1: Leadership Fundamentals—Adversity: Coping with Tough Times. Authenticity. Change. Collaboration and Teamwork. Communicating for Clarity and Commitment. Communicating One-on-One. Communicating with Groups. Decision Making. Democratizing the Workplace. Ethics. Meetings. Mistakes: Turning Adversity into Opportunity. Mistakes: When Others Fail. Planning. Problem Solving. Professionalism. Teamwork. Technology. Ten Traits of Great Leaders. Part 2: Life and Career Management—Balancing Your Life. Career Development. Learning and Self-Development. Learning: Strategies for Senior Executives. Life: Living Each Moment to the Fullest. Replacing Yourself. Setbacks: Overcoming Adversity in Your Career. Values: A Personal Approach. Part 3: Strategic Leadership—Alliances. Benchmarking. Change: Influencing the Future. Communicating with the Board and Other Executives. Consultants: Getting Your Money's Worth. Consultants: Maximizing Value for Your Organization. Governance: More Than Staying Out of Jail. Governance: Structuring the Board of Directors. Government: Managing Relationships. Integration: Creating a United Organization. International Operations. Partnerships. Partnerships: Going International. Partnerships: Managing the Process. Reengineering and Downsizing. Stakeholders. Strategic Planning. Strategic Planning: SWOT Analysis. Sustainability. Sustainability: Evaluating Your Organization. Unions. Visioning. Part 4: Leading Your People—Abusive Behavior. Coaching. Compensation and Benefits. Inspiring Others. Knowledge Management: Managing Intellectual Capital. Leadership Development: Creating New Leaders. Leadership Development: Developing Learning Plans. Leadership Development: Training. Mentoring. Motivating Others. Rewards and Recognition. Retaining High Performers. Part 5: Performance Leadership—Accountability and Responsibility: Getting the Monkey off Your Back. Accountability: Measuring Outcomes. Creativity, Innovation, and Continuous Improvement. High-Performance Leadership. High-Performance Organi-zations. Layoffs. Learning Organizations. Measurement: The Balanced Scorecard. Index.

Latest Print 2008 / 256 pp. / 15.3 × 22.9 cm
ISBN-978-81-203-3440-3 / ₹ 250.00

CLARKE-EPSTEIN

78 Important Questions Every Leader Should Ask and Answer

CHRIS CLARKE-EPSTEIN *is a consultant, seminar leader and a noted public speaker. She is past President of National Speakers Association, USA.*

"Effective leaders know that asking the right questions is far more important than pretending to have all the answers. This book is an excellent guide to helping good leaders become better askers."

—**Michael LeBoeuf,** Ph.D., author of Working Smart,
How to Win Customers and Keep Them for
Life and The Millionaire in You

Eugene Ionesco, a Romanian playwright has aptly said *"It is not the answer that enlightens, but the question".* Little did he know that the same questions that he is talking about will play an important part in the success of a business leader. For asking and answering the right questions bridges the communication gap between the employees and the leaders, lets them understand each other better, creates trust between each other more deeply to work more efficiently thereby leading them toward common goals.

This interesting book provides the executives and managers specific questions to ask of employees, customers and others. It also reveals how to encourage questions from those groups, and how to answer them clearly and honestly. In a nutshell, this book makes the readers learn how to *Question their way to successful leadership.*

Contents: Preface. How to Use This Book. A Warning. Acknowledgments. Introduction: Answers, You Want Answers. The Power and Problem of *Why?* Questions Leaders Need to Ask Themselves. Questions Leaders Need to Ask Customers. Questions Leaders Need to Ask Employees About The Business. Deeper Questions Leaders Need to Ask Employees. Questions to Ask In Special Situations. Questions Leaders Need to Answer. Answers for Special Situations. Delivering Tough Answers. Conclusion: Some Final Questions. Appendix: Good Questions from Other Leaders. Suggested Reading List. Index.

Latest Print 2007 / 232 pp. (Hard Cover)
15.3 × 22.9 cm / ISBN-978-81-203-3307-9 / ₹ 275.00

CRITTENDON

New Manager's Starter Kit, The: Essential Tools for Doing the Job Right

ROBERT CRITTENDON, *Director Communications for Beckman Instruments, a Fortune 500 Company.*

"Bob Crittendon offers both a clear-sighted analysis and practical guidance for anyone in a position of responsibility, authority, and accountability. This straightforward book speaks to people at every stage of their careers and shows us that managing oneself is the very first step in managing others."

—RICK KEAN, Executive Director,
Business Marketing Association

This book provides practical and upbeat advice to the new inexperienced managers. It illustrates everything they need to master the key areas of people management and also to improve their own performance.

The book contains rules and tools in each chapter and takes the readers through the fundamentals of management, how to successfully manager yourself, your staff, your boss and your reputation.

A good read for every manager who is just starting out because of its utility value and lessons learned from real-life experiences.

Contents: Introduction. Managing Yourself. Managing Goals and Objectives. Managing Your Time. Managing Your Boss. Managing Your Staff: Hiring and Training. Managing Your Staff: Leading, Motivating, Evaluating, and Rewarding. Managing Meetings. Managing Your Reputation. Managing Change, Challenges, Conflicts, and Crises. Index.

Latest Print 2008 / 192 pp. / 15.3 × 22.9 cm
ISBN-978-81-203-3479-3 / ₹ 150.00

DYE

Executive Excellence: Protocols *for* Healthcare Leaders, 2nd ed.

CARSON F. DYE.

This updated edition of *Protocols for Healthcare Leaders* focuses on the effect the personal conduct has on leadership. The text defines leadership, describes its importance in healthcare today, and addresses the essential qualities/protocols of leadership. For each quality/protocol, the author provides a succinct explanation and a list of practical suggestions for improving as well as applying this leadership quality.

Issues covered include:

- Professional image and reputation
- Ethical decisions
- Interpersonal relationships
- Written and verbal communication
- Physician relationships
- Cultural and gender diversity

Contents: Acknowledgments. Foreword. Preface. Perception Versus Reality. Professional Image. Professional Reputation. Ethical Decisions. Interpersonal Relationships. The Work Force. Executive Team Members. Governing Board. Human Resources. Written and Verbal Communication. Physician Relationships. Recruitment and Selection. The New Position. The Office. Cultural and Gender Diversity. Epilogue. Appendix A: The Human Resources Ethics Questionnaire. About the Author.

Latest Print 2007 / 200 pp. / 13.9 × 21.6 cm
ISBN-978-81-203-3138-9 / ₹ 150.00

DYE

Winning the Talent War: Ensuring Effective Leadership in Healthcare

CARSON F. DYE.

The key to develop great organizations is to secure extraordinary leadership. Although not as visible as the nursing shortage, the shortage of healthcare leadership talent is equally important. The decisions which leaders make can have a wide and lasting impact on an organization.

This book presents strategies for identifying, recruit-ing, and retaining superior healthcare executives. Author and professional speaker Carson Dye, explains why the aggressive development of leaders is the job of every senior executive and provides guidelines for finding and empowering these leaders.

Topics covered include:

- Creating a compelling place for leaders to work
- Determining search and hiring strategies
- Locating executive candidates
- Improving the interview process
- Using psychological assessment tools
- Making the hiring decision

- Orienting new leaders into the organization
- Identifying and developing leadership skills

End-of-chapter summaries can be used to evaluate your current practices and develop action plans for new approaches.

Carson Dye has written a comprehensive, readable book that outlines all the aspects of selecting and developing leadership talent.

—TERENCE F. MOORE, President MidMichigan Health

Contents: Foreword. Preface. Acknowledgments. Introduction. The Leadership Challenge: Creating a Compelling Place for Leaders to Work. Selecting Leadership Talent—The Preparation Stage. Sourcing to Find Superior Talent. Interviewing and Evaluation. Making the Hiring Decision. Maximizing Leadership Talent—Learning the Ropes. Leadership Development. Search Methodologies—Search Committees. Executive Search Firms. Assessments and Assessment Psychologists. Epilogue: Critical Lessons in Talent Management. Index. About the Author.

Latest Print 2007 / 240 pp. / 13.9 × 21.6 cm
ISBN-978-81-203-3136-5 / ₹ 195.00

HOWELL & COSTLEY
Understanding Behaviors for Effective Leadership, 2nd ed.

JON P. HOWELL, *New Mexico State University, College of Business Administration and Economics.*
DAN L. COSTLEY, *Formerly with New Mexico State University, College of Business Administration and Economics.*

In the milieu of the mass of leadership theories and too many research presentations on organizational behavior, here is a book that is practical and facilitates understanding. The text emphasizes that *leaders' effectiveness is determined by what they do.* Leaders demonstrate their competence by setting worthwhile and challenging goals with followers, by showing confidence in followers and supporting their efforts to perform well and to improve themselves, by giving recognition to followers when they do a job well, and by behaving in a fair and ethical manner. When leaders successfully carry out these behaviors and produce favorable results for their groups and organizations, we view these leaders as effective.

NEW TO THIS EDITION

- Chapters on leadership ethics and diversity and leadership development and organizational change
- Updated coverage of current leadership issues, leaders' influence tactics, the normative decision making model of participative leadership, transformational leadership and the full range model, leadership in different types of teams, negotiation, organizational justice/fairness, and cross-cultural leadership
- New examples of practicing leaders
- More cases and examples from non-business organizations
- New cases that are longer and more detailed
- New self-assessments that focus on feedback and development of aspiring leaders
- New end-of-chapter discussion questions

Contents: Preface. Part I: Basic Leadership Concepts and Issues—Leadership and Its Importance. Leadership Behaviors and Processes. Contingency Models of Leadership. Part II: Core Leadership Behaviors—Supportive Leadership Behavior. Directive Leadership Behavior. Participative Leadership Behavior. Leader Reward and Punishment Behaviors. Charismatic Leadership Behavior. Part III: Emerging Leadership Behaviors—Boundary Spanning and Team Leadership. Building Social Exchanges and Fairness. Followership. Part IV: Current Leadership Issues and Integration—Leadership Ethics and Diversity. Leadership Development and Organizational Change. Integration and Conclusions. Index.

Latest Print 2007 / 432 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-3362-8 / ₹ 325.00

McKEE & McKEE
Star: Leadership Behaviours for Stellar SME Growth

WILL McKEE & JOHN McKEE.

It offers help to executives in small and medium-sized enterprises to understand the STAR leadership behaviours that distinguish STAR leaders from average performers. The book presents a simple, real-life-based model that clearly articulates leadership—in terms of vision, team-building, selling, managing and innovation—around the goal of stellar growth. The book describes best-practice approaches using real-life examples i.e. 'common sense' observations of 'what works' in real-life as opposed to academic rigour and demonstrates how one can measure one's own competence across a range of 120 critical behaviours.

Contents: Authors. Acknowledgements. Introduction. SME Leadership. SME Life-cycles. The STAR Leadership Model. The Visionary Leader. The Team-builder Leader. The Seller Leader. The Manager Leader. The Innovator Leader. The Wild-Card Leader. Evaluation. Index.

Latest Print 2009 / 244 pp. / 15.3 × 22.9 cm
ISBN-978-81-203-3738-1 / ₹ 325.00

RAMAKRISHNAN
Managerial Leadership in Multicultural Organisations

KUNNETH RAMAKRISHNAN, *Director, Centre for Development and Empowerment, Bangalore.*

The management and managerial leadership theories of eminent management thinkers, taught in the business schools, are thought-provoking, though relevant only to the era and the environment of their research and

development. The effectiveness of these theories needs a relook on their universal application in the globalised environment of the current era. This book is a sincere effort to bring along all the managerial leadership concepts, and discuss them vis-à-vis current organisational set-up.

The book is divided into nine chapters, and begins by discussing the topics like International Dependency and Global Integration consisting of world institutions, regional groupings—Unions, Associations, Agreements, and their objectives. The chapters further conceptualise and recommend significant aspects of institutionalised positive managerial leadership in organisations.

The book further dwells on the important milestones to attain managerial leadership like influence of culture on employee behaviour, positive organisational culture, profile of positive managerial leadership, their changing motiva-tional roles, organisational assimilations of multicultural employees, new approach to employee welfare, therapy for quality of life of employees, and some suggestions to evolve a future-ready achievable dream organisation.

This book is intended for the postgraduate students of management and also for the practising managers.

KEY FEATURES

- Discusses the upcoming concepts like **Environmental Energy Effects** (3Es) and its variations; **Positive Environmental Energy Effects** and **Negative Environmental Energy Effects** (P3Es and N3Es) and their effects on organisational culture.
- Explains **Therapy for Quality of Life (TQL)** a well-researched concept for enhancing the concern for employees and their families.
- Dwells on **Managing by Influence** a wholesome method of motivating and leading employees for raisin their performance standard and contribution to their organisation.
- Every chapter is incorporated with **Real-life cases** to provide an analytical insight to the concepts.

Contents: Foreword. Preface. Acknowledgements. International Dependency and Global Integration. Cultural Influence of Employee Behaviour. Building Organisational Culture—Meaning, Need and Methods. Paradigm Shift in Managerial Leadership. Motivational Role of Managerial Leadership. Assimilation and Development of Multicultural Work Force. Beyond Salary and Perks. Therapy for Quality of Life (TQL) of Employees Process and Procedure. Future Ready Organisations. Reference. Index.

Latest Print 2013 / 216 pp. / 17.8 × 23.5 cm (Hard Cover)
ISBN-978-81-203-4722-9 / ₹ 450.00 / (e-book also available)

ROBBINS AND HUNSAKER
Training in Interpersonal Skills: TIPS for Managing People at Work, 5th ed.

STEPHEN P. ROBBINS, *San Diego State University*
PHILLIP L. HUNSAKER, *University of San Diego*

This book is designed to help readers develop and practice the key interpersonal skills necessary for success in today's organizations. Mastery of the concepts and skills contained in this book will help readers.

- Enhance self-awareness of interpersonal strengths and skills to improve themselves
- Effectively manage themselves and their relationships
- Become effective team process facilitators and team builders
- Improve communication and problem-solving skills
- Lead and motivate others through coaching, counseling, mentoring, and delegating
- Apply emotional intelligence to enhance relationships and careers
- Productively resolve conflicts through ethical decision-making and negotiation
- Enhance interpersonal influence through politicking, persuasion, and valuing diversity

New to the Fifth Edition:

- **Two new chapters:** Chapter 4: Applying Emotional Intelligence, and Chapter 7: Communicating Across Cultures
- **Updated** research, examples, conceptual material and references
- **Modified exercises** in several chapters based on reviewers' recommendations

Contents: Preface. Part I: Self-Awareness—Skills: An Introduction. Self-Awareness: A Point of Departure. Self-Management: Clarifying Values, Setting Goals, and Planning. Applying Emotional Intelligence. Part II: Communicating—Sending Interpersonal Messages. Listening and Reading Nonverbal Messages. Providing Feedback. Communicating Across Cultures. Part III: Motivating—Goal Setting. Coaching, Counseling, and Mentoring. Empowering People Through Delegation. Part IV: Leading—Politicking. Persuading. Applying Leadership Style. Managing Change. Part V: Teaming—Working with Teams. Valuing Diversity. Part VI: Problem Solving—Ethical Decision Making. Creative Problem Solving. Resolving Conflicts. Negotiating. Part VII: Integrating Exercises—Appendix: Exercise Guidelines and Materials. Index.

Latest Print 2011 / 428 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4211-8 / ₹ 325.00

SAXENA & AWASTHI
Leadership

SANJAY SAXENA, *Reader in the Department of Management, School of Management Sciences, Varanasi.*
PURNIMA AWASTHI, *Lecturer in the Department of Psychology, Faculty of Social Science, Banaras Hindu University, Varanasi.*

In this competitive environment fraught with ever-changing situations, a manager with high quality leadership is in great demand. A modern leader-manager needs to be creative, inspiring and motivating, as well as

must have good interpersonal skills. This book imparts the knowledge of various theories and styles of leadership to students, entrepreneurs and business executives to enable them to meet both management and leadership challenges more effectively.

The text presents modern concepts and different perspectives of leadership. It acquaints the readers with minuscule differences between leaders and non-leaders and approaches of managers and leaders. Written in a lively style, the book teaches how to become an integrated human being in order to utilize leadership concepts at the work place and achieve success, and emphasizes the development of interpersonal skills to build productive relationship with people. Finally, it discusses the functions of leadership and different courses of action that a leader has to take in real-life situations.

Contents: List of Tables. List of Figures. Preface. Acknowledgements. Section I: Conceptual Framework of Leadership—Leadership: An Overview. Leadership Thoughts and Definitions. Leader vs Non-Leader. Leadership vs Management. Leadership Styles. Situational Leadership. Transactional and Transformational Leadership. Leadership Behaviour at Work Place. Leadership in Indian Culture. World-class Organization. Strategic Leadership Cycle. Section II: Leader as Integrated Human Being—Power of Leaders. Personal Paradigm. Physical Acumen. Mental Acumen. Emotional Acumen. Tips to Improve Interpersonal Skills. Vitality of Relationships. Development of Good Habits. Section III: Course of Action—Leadership Functions. Envisioning and Alignment. Emotional Transition. Organizational Mission. Mentorship. Fostering Teamwork. Motivation. Empowerment. Leading Change. Shaping Organizational Culture. Appendices—1: Questionnaire to Assess Leadership Qualities. 2: Questionnaire to Assess Emotional Autonomy. 3: Questionnaire to Assess Emotional Reciprocation. 4: Questionnaire to Assess Quality of a Leader as Change Agent. 5: Questionnaire to Assess Leadership Practices in the Organization. 6: Questionnaire to Assess Team Leadership. Index.

Latest Print 2013 / 220 pages / 16.0 × 24.1 cm
ISBN-978-81-203-3929-3 / ₹ 195.00 / (e-book also available)

WHITE

Nature of Leadership, The: Reptiles, Mammals, and the Challenge of Becoming a Great Leader

B. JOSEPH WHITE, *President, University of Illinois,* with Yaron Prywes.

"The Nature of Leadership should be required reading for every person who aspires to be an effective leader. Joe White approaches the topic of leadership in an interesting, enlightening and captivating way. He combines his own experiences as a highly successful leader with the powerful lessons he has learned from his research and study of other highly effective leaders who are diverse in their backgrounds and leadership roles. Joe is providing us with a phenomenal 'class' on leadership!"

—DAVID A. BRANDON, Chairman and CEO,
Domino's Pizza, Inc.

There are many kinds of leaders—tough-as nails decision makers with eyes on numbers and focus control. The second ones are those who connect with others and build success through mutual trust and open communication. But a great leader is one who combines both the attributes.

This book presents the universal qualities of a great leader by giving examples of contemporary leaders such as IBMs Lou Gerstner, GE's Jack Welch, Apple's innovative Steve Jobs as well as historical figures none-other-than Abraham Lincoln, George Washington and Dr. Martin Luther King, Jr. whose leadership brilliance still resonates. The book also provides a questionnaire to help one identify one's strengths, preferences and self-development needs.

Nature of Leadership takes us beyond the usual boundaries of type to a realm of individual and organizational growth reserved for only the greatest leaders.

Contents: Foreword by C.K. Prahalad. Become a Leader, a Better Leader, a Great Leader. The Reptiles versus the Mammals. The Leadership Pyramid. Reptilian Excellence. Mammalian Excellence. The Secret of Becoming a Great Leader. Challenge yourself: Become a Great Leader. Appendix: The "Nature of Your Leadership" Survey. Notes. Index. Acknowledgments.

Latest Print 2008 / 208 pp. (Hard Cover)
13.9 × 21.6 cm / ISBN-978-81-203-3481-6 / ₹ 350.00

Management

CERTO & CERTO

Modern Management: Concepts and Skills, 11th ed.

SAMUEL C. CERTO, *Professor of Management, Crummer Graduate School of Business, Rollins College, Florida.*
S. TREVIS CERTO, *Arizona State University.*

Incorporates the latest management concepts and three new chapters on Corporate Culture, Management and Entrepreneurship and Controlling, Information, and Technology. It has a unique focus of developing student's management skills in all major areas of management. Each chapter opens by identifying a specific management skill on which the chapter focuses and the remainder of the chapter contains a number of purposefully placed features designed to help the readers develop that skill. In sum, this carefully crafted and thoroughly updated text presents valuable management concepts and would be of great use to undergraduate and postgraduate students of management as well as to practicing managers.

Contents: Preface. About the Authors. Part 1: Introduction to Modern Management—Introducing Modern Management: Concepts and Skills. Managing: History and Current Thinking. Part 2: Modern Management Challenges—Corporate Social Responsibility and Business Ethics. Management and Diversity. Managing in the Global Arena. Management and Entrepreneurship. Part 3: Planning—Principles of Planning. Making Decisions. Strategic Planning. Plans and Planning Tools. Part 4: Organizing—Fundamentals of Organizing. Responsibility, Authority, and Delegation. Human Resource Management. Organizational Change. Part 5: Influencing—Influencing and Communication. Leadership. Motivation. Groups and Teams. Managing Organization Culture. Encouraging Creativity and Innovation. Part 6: Controlling—Controlling, Information, and Technology. Production and Control. Exploring Your Management Skills Answers. Glossary. Endnotes. Photo Credits. Name Index. Subject Index.

Latest Print 2010 / 624 pp. / 21.6 × 27.8 cm
ISBN-978-81-203-4005-3 / ₹ 525.00

CHANDRA BOSE

Principles of Management and Administration, 2nd ed.

D. CHANDRA BOSE, *formerly Principal, Sree Narayan College, Chengannur (Kerala), a constituent college of the University of Kerala.*

This book, now in its second edition, continues to provide a thorough treatment of the principles of management and administration. The contents of this book in this edition have been enhanced to serve the expanding needs of management students.

Divided into eleven parts, this book in Part I (Introduction) provides an overview of the key concepts of management. In Part II (Planning) and in Part III (Organising and Staffing), the emphasis has been laid on the traditional functions of management. Similiarly, Part IV (Direction and Controlling) and Part V (Management in Future) of this book outline the key futuristic thoughts. As the book advances to Part VI (Personnel Management) and Part VII (Financial Management), it explains the best practices and steps to their implementation its potential benefits and pitfalls. Part VIII (Production Management) deals with the organisational functions. Part IX (Marketing Management) and Part X (Management Information System) of this book discuss the role played by the information system in an organisation. Finally, in Part XI (Project Management), it describes the meaning, life cycles and the method of preparing a project in an organisation.

Designed for the students of B.Com (Pass and Hons.) and BBA courses, this book will also be valuable to all those who are studying for professional qualifications such as MBA, CA, ICWA and CS.

NEW TO THIS EDITION

- Includes three new parts—Part VIII (Production Management); Part X (Management Information System) and Part XI (Project Management)
- Contains two new chapters, *Organisational Culture and Group Dynamics* (Chapter 11) and *Career Strategy and Career Development* (Chapter 23).
- Incorporates new sections in several chapters to broaden the coverage.

Contents: Preface. Preface to the First Edition. Part I: Introduction—Nature of Management. Principles of Management. Evolution of Management Thought. Functions of Management and Coordination. Part II: Planning—Fundamentals of Planning. Elements of Planning. Decision Making. Part III: Organising and Staffing—Nature and Process of Organisation. Forms of Organisation Structure. Delegation and Decentralisation of Authority. Organisational Culture and Group Dynamics. Nature of Staffing. Part IV: Direction and Controlling—Fundamentals of Directing. Communication. Motivation and Morale. Leadership. Control Process and Technique. Part V: Management in Future—Management in Future. Part VI: Personnel management—Nature and Functions of Personnel Management. Recruitment, Selection and Placement. Training and Development. Job Evaluation and Performance Appraisal. Career Strategy and Career Development. Compensation. Part VII: Financial Management—Financial Functions of Management. Financial Planning. Management of Working Capital. Sources of Finance. Part VIII: Production Management—Production Management. Modern Production Management Tools. Part IX: Marketing Management—Nature of Marketing. Functions of Marketing. Functions of Exchange. Functions of Physical Distribution. Facilitating Functions. Marketing Management. Product Planning and Development. Pricing. Branding and Packaging. Marketing Organisation and Marketing Mix. Sales Organisation. Salesmanship. Sales Personnel Management and Sales Forecasting. Sales Promotion. Advertising. Consumer Behaviour. Market Segmentation. Consumerism/Consumer Protection Act. Marketing Research and Information. Part X: Management Information System—Management Information System. Concepts and Roles of MIS. Concepts of Information. Organisation and Information System. Information Support for Functional Areas of Management. Part XI: Project Management—Project. Appraisal of Project. Glossary of Management Terms. The Managerial Continuum. Pioneers in Management and Their Contributions in Chronological Order. Index.

Latest Print 2012 / 748 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-4581-2 / ₹ 525.00 / (e-book also available)

DANIELS, RADEBAUGH & SULLIVAN

Globalization and Business

JOHN D. DANIELS, *University of Miami.*
LEE H. RADEBAUGH, *Brigham Young University.*
DANIEL P. SULLIVAN, *University of Delaware.*

This clear, concise text in a shorter fourteen-chapter format, provides students of management with a solid framework of the most pertinent and current issues in international business. It synthesizes all the major concepts of the subject, driving home the theme that business responds to globalization and further enhances it.

Tracing the growth of international business and the emergence of the concept of globalization, the book elaborates the significance of, and the need for, devising international competitive strategies to meet the rising global business operational challenges. It includes discussion of the movement of goods, investment, technology, and people among countries. It also puts together the elements of managing the value chain—producing, selling, and collecting. Indeed the text takes both a micro and macro focus throughout such as covering both business operations and the effects of International business on society.

Also emphasized is the fact that though every society conducts business, their methods differ because of unique economic, political, legal, and cultural environment. It is like every society using different design of masks as reflected in the visual motif. The use of masks is closely analogous to the concept of globalization as both are more universal on the surface than they are when one examines them closely.

KEY FEATURES

- Each chapter begins with a short vignette showing a company's situation concerning the issues raised within the chapter.
- Companion website **www.prenhall.com/daniels** provides current events and Internet Exercises.

Contents: Preface. Part One: Introduction—The Growth of International Business and Globalization. Part Two: Operational Objectives and Means—Choosing an International Competitive Strategy. Forms of Operations. Part Three: Challenges—National Differences Facing Operations. Linkages Among Countries. Stakeholders: Their Concerns and Actions. Part Four: Managing the International Value Chain—Global Manufacturing and Supply Chain Management. International Marketing. Payments and Collections. Part Five: Controlling International Operations—Risk Management and Asset Protection. Choosing Where to Operate. Governance of Operations. Part Six: Individual and Company Concerns—Ethical and Socially Responsible Behavior. Careers in International Business. An Atlas. Glossary. Photo Credits. Company, Trademark, and Organization Index. Name Index. Subject Index.

Latest Print 2010 / 416 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-2223-3 / ₹ 295.00

FULMER & CONGER

Growing Your Company's Leaders: How Great Organizations Use Succession Management to Sustain Competitive Advantage

ROBERT M. FULMER, *distinguished visiting professor at Pepperdine University.*
JAY A. CONGER, *professor at London Business School.*

"The best resource for understanding the new generation of succession planning systems. Filled with the practices of leading-edge organizations, it is a superb 'hands-on' guide"

—EDWARD E. LAWLER II, Director,
Center for Effective Organizations, University of Southern California; author of *Treat People Right!*

In the present scenario of talent shortage, it is important for every organization to have a succession plan. *Growing Your Company's Leaders* shows how "succession-savvy" corporations have developed high-performance succession management programs—and how to create a dynamic, results-oriented plan for your own organization.

This groundbreaking book teaches how every organization can use succession management as a source of strategic advantage. It gives a detailed blueprint for designing an effective succession system at any organization. The examples taken are global giants such as Dow Chemical, Dell Computer, Bank of America, etc.

Handle the challenge of succession planning with more determination and clearer focus.

Contents: Preface. Acknowledgments. Succession Management: The New Imperative. Who Should "Own" Succession Management? Defining and Identifying Talent. Linking Succession to Development. Measuring and Assuring Long-Term Success. The Future of Succession Management: Bright Lights, Looming Clouds. Appendix A: Detailed Case Descriptions. Appendix B: Research Methodology. Index. About the Authors.

Latest Print 2007 / 272 pp. (Hard Cover)
15.3 × 22.9 cm / ISBN-978-81-203-3474-8 / ₹ 425.00

GLYNN & BARNES (Eds.)

Understanding Services Management: Integrating Marketing, Organisational Behaviour, Operations and Human Resource Management

Edited by: WILLIAM J. GLYNN and JAMES G. BARNES.

The increasing importance of services as the driving force in job creation and economic prosperity has made it the fasted-growing discipline in business studies.

This book provides a rigorous study with an integrated and forward-looking approach to services management. A

galaxy of world's experts on services management have contributed in this book which reflects the essential interdisciplinary approach to the study of the subject.

The text presents how the complexities in the management of service-dominated enterprises can be met by using such interdisciplinary approaches involving marketing, organisational behaviour, operations and human resource management. Examples are taken from service industries around the world to illustrate key concepts and principles.

Contents: About the Contributors. Preface. Acknowledgements. Services Management Literature Overview: A Rationale for Interdisciplinary Study. Avoiding Services Marketing Myopia. Customer Care in Services. The Concept of Exchange: Interactive Approaches in Services Marketing. Service Mapping: Back to Basics. Measuring and Monitoring Service Quality. The Cost of Service Quality: Extending the Boundaries of Accounting Systems to Enhance Customer Value. Managing Services: The Human Factor. Relationship Marketing: Its Role in the Service Economy. Organising for Service: Empowerment or Production Line? Managing and Marketing to Internal Customers. Marketing Services to External Markets. Service Quality at the Manufacturing–Marketing Interface: From *Kaizen* to Service-Driven Logistics. Services Management in the Business-to-Business Sector: From Networks to Relationship Marketing. The Service Firm in International Marketing. Strategic Services Management: Examining and Understanding It. Index.

Latest Print 2007 / 512 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-2935-5 / ₹ 325.00

GOVINDARAJAN & NATARAJAN
Principles of Management

M. GOVINDARAJAN, *former Assistant Professor, Department of Mechanical Engineering, Anna University, Chennai.*

S. NATARAJAN, *former Professor and Head, Department of Mechanical Engineering, Anna University, Chennai.*

The business activities in organizations today are influenced largely by the decisions taken by their managers–whether it is at lower level, middle level, or top-level. They are responsible for getting things done through people in formally organized groups, the success of which depends upon the application of the principles of management. Hence, it is imperative for the practicing managers as well as the managers to be to get acquainted with the essentials of management.

Primarily intended for the undergraduate engineering students, this book also serves the needs of management students at postgraduate and diploma levels. This comprehensive and well-organized book provides a clear insight into the principles and concepts of management, its impact on productivity, and the new dimensions arising out due to the rapid advancements in information technology. The text also covers various modern concepts like outsourcing e-business, e-commerce, ERP, CRM, TQM etc.

Contents: List of Figures. Preface. Introduction. Planning. Organizing. Staffing. Directing. Controlling. Decision Making. Productivity and Operations Management. Information Technology and Management. Modern Management Concepts—A Primer. Appendices—1. Henry Fayol's Principles of Management. 2. The Hawthorne Experiments. Bibliography. Index.

Latest Print 2013 / 208 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-2843-3 / ₹ 225.00

GUPTA
Principles of Management

MEENAKSHI GUPTA, *Professor and Head, Department of Humanities and Social Sciences, Indian Institute of Technology Bombay.*

Modern businesses are placed in a complex and intricate environment. The constraints imposed and the opportunities provided by the nature of the economic, political, legal, social, and demographic factors have a profound impact on the business. Management is a process by which managers continuously reinvent themselves to meet the organizational goals and global competition.

A good manager must also possess a sound understanding of human behaviour to develop the most important managerial skill of empathy.

This book is a first-level introduction to the field of management enabling students to understand what managers do, what skills are needed by managers, what their basic functions are, and in a nutshell what management is all about. The book elaborately describes the five functions of a manager—Planning, Organizing, Human Resource Management, Leading, and Directing and Control. The chapter-end exercises and practice quizzes encourage the student to rehearse the various concepts learnt throughout the text.

The book is useful for students pursuing courses in Business Management both at the undergraduate and postgraduate levels. It is also a useful text for undergraduate students pursuing courses in engineering disciplines and other professional courses where Principles of Management is part of the curriculum. A distinguishing feature of this text is that there is a visible bias of author's training in Psychology.

Contents: Preface. The Nature of Management. Evolution of Management Thought. Corporate Social Responsibility. Fundamentals of Planning. Objectives. Strategic Planning. Decision Making. The Nature of Organizations. Organizational Structure. Authority, Delegation and Decentralization. Staffing. Appraising Performance. Training and Development. The Human Skills of Management: Motivation. Nature of Leadership. Managing Groups. Communication. Nature of Control. References. Answers to Practice Quiz. Index.

Latest Print 2012 / 284 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-3527-1 / ₹ 195.00

MASSIE

Essentials of Management, 4th ed.

JOSEPH L. MASSIE, *University of Kentucky.*

This text offers a concise, organized summary of the vast field of management. It provides students with an overview of traditional, quantitative and behavioural approaches to management by focussing on basic concepts and techniques of analysis. Tables and charts summarize important information. Updated references encourage further study. In addition, the author's succinct writing style provides a quick way of introducing basic management topics. The book can be used for introductory courses in management both in universities and in other management development programmes.

Contents: Preface. PART 1—BACKGROUND OF MODERN MANAGEMENT: Nature and Importance of Management. Development of Management Thought. Ethical and Environmental Foundations. PART 2—FUNCTIONS IN THE MANAGEMENT PROCESS: Decision Making. Organizing and Staffing. Planning and Strategic Management. Leadership. Communicating and Controlling. Managing Information. PART 3—APPLICATIONS OF MANAGERIAL FUNCTIONS: Operations Management. Marketing Management. Financial Management. Multinational Management. Entrepreneurship and Small Business. Management of Public Organizations. Administering Health Services. Management Into the Second Century. References. Index.

Latest Print 2010 / 320 pp. / 15.3 × 22.9 cm
ISBN-978-81-203-0486-4 / ₹ 195.00

OLIVER OBE & MEMMOTT

Growing Your Own Heroes: The Commonsense Way to Improve Business Performance

JOHN J. OLIVER OBE & CLIVE MEMMOTT.

The authors of this book have based their work on three guiding principles:

- There is a need for any business managers to understand practicalities of people-management skills
- Technical competency can be important to a business but it is not in itself sufficient for business survival of small and medium sized enterprises which need to achieve both people and process excellence to be effective
- The concepts and methods presented in this book is addressed to *all* sectors.

The main objectives of the book is to persuade organizations to focus more on employee skills as a means of improving overall business productivity and to convince the importance of employee engagement. The concepts and methods are articulated in a simple and understandable presentation.

Employee engagement can be the safest, quickest and cheapest way of transforming your organization, delivering step-changes in efficiency, quality, employee morale and profitability in businesses ranging from local authorities right through to the smallest manufacturers. *Growing Your Own Heroes* is the key to greater organizational prosperity.

Contents: Figures. Dedication. Authors. Foreword. Introduction. The Route Map. Taking the Plunge. Find Out What the Buggers Think! Setting an Example. Action Planning: Moving from Ambition to Reality. Quick Wins I: Communication. Quick Wins II: Recognition. Quick Wins III: Management Style. Summarising the Quick Wins. Going for Customer Delight. Working Together. Creating the Infrastructure. Team-working and Empowerment. Cashing In I: Background. Cashing In II: Techniques. Case Study: Uniworld Communications Ltd. Back to Square One. APPENDICES—1. Perception Barrier Analysis: A Typical Grouping. 2. Perception Barrier Analysis: Questions. 3. Business Link Case Study. Index.

Latest Print 2007 / 304 pp. / 15.3 × 22.9 cm
ISBN-978-81-203-3175-4 / ₹ 275.00

QUIBLE

Administrative Office Management: An Introduction, 8th ed.

ZANE K. QUIBLE, *Oklahoma State University.*

Administrative Office Management, eighth edition, offers the most technologically updated text on the market. In combination with technological updates, this comprehensive introduction to office management focuses on what office managers actually do on the job. The author's signature easy-to-read style coupled with pedagogical aids throughout systematically explores the full range of office management topics—office environment, employees, systems, and functions.

KEY FEATURES

- **Chapter Aim:** Gives the learner the expected outcome.
- **Chapter Outline:** Provides the learner with a list of headings and sub-headings in each chapter.
- **Chapter Terms:** Identifies the list of key terms found in the chapter.
- **Marginal Definitions:** Gives a brief definition of the key terms found in the chapter.
- **Implications for the Administrative Office Manager:** Provides a brief discussion of how the chapter's content impacts the job of the administrative office manager.
- **Review Questions:** Includes a list of questions based on the content found in the chapter.
- **Discussion Questions:** Offers a brief scenario that allows students to become engaged in a discussion of how they would handle situations relevant to the chapter's topic.
- **Student Projects and Activities:** Provides several "enrichment" projects and activities, based on the content of the chapter.

Contents: Preface. Part One: Principles of Administrative

Office Management—The Managerial Process. The Organizing Process. The Communication Process. Part Two: Management of the Office Environment—Office Layout. Office Environment. Office Equipment and Furniture. Selecting Office Employees. Part Three: Management of Office Employees—Developing Office Employees. Supervising Office Employees. Motivating Office Employees. Appraising Performance of Office Employees. Analyzing Jobs of Office Employees. Evaluating Jobs of Office Employees. Administering Salaries of Office Employees. Measuring Output of Office Employees. Improving Productivity of Office Employees. Part Four: Management of Office Systems—Systems Analysis. Computer Technology. Telecommunications Technology. Applications Software. Records Management and Micrographics. Part Five: Management of Office Functions—Forms Design and Control. Office Reprographics and Mail Services. Quality and Quantity Control. Budgetary and Cost Control. Index.

Latest Print 2011 / 624 pp. / 21.6 × 27.8 cm
ISBN-978-81-203-4374-0 / ₹ 525.00

SAPRU

Administrative Theories and Management Thought, 3rd ed.

R.K. SAPRU, *formerly Professor and Head, Department of Public Administration, Panjab University, Chandigarh.*

The Third Edition of this well-received text encompasses the manifold administrative theories and management thought propounded and enunciated by administrative and management thinkers over the past several decades. The text incorporates major additions and revisions to make it more up-to-date, comprehensive and reader-friendly.

The text not only gives a complete and up-to-date analysis of administrative theories, but also introduces the reader to new concepts, approaches and techniques in public administration. Undergraduate and postgraduate students of public administration, and postgraduate students of political science and management should find this fully revised text to be of immense value.

Contents: Preface. Preface to the First Edition. Part I: Introduction—Toward a Theory of Public Administration. Public Administration: An Overview as a Discipline. Public Administration: Theoretical Aspects. Public and Private Administration: The Dichotomy. Politics-Administration Dichotomy. Public Administration: Interdisciplinary Nature. Part II: Administrative and Management Thinkers— Kautilya: Administrative Content in *Arthasastra.* Woodrow Wilson: The Politics–Administration Dichotomy. Max Weber: The Bureaucratic Theory. Frederick Taylor: The Scientific Theory of Management. Henri Fayol: Principles of Administration. Gulick and Urwick: Organizational Principles. Mary Follett: The Group Dynamics. Elton Mayo: The Human Relations Approach. Chester Barnard: Organizations as Cooperative Social Systems. Herbert Simon: A Decision-Making Perspective. Douglas McGregor: Theories X and Y for Human Motivation. Abraham Maslow: Hierarchy of Needs Theory. Frederick Herzberg: Motivation-Hygiene Theory. Rensis Likert: Participative Management Systems. Chris Argyris: Humanistic Approach to Management. Fred Riggs: The Prismatic–Sala Model. Dwight Waldo: Reflections on Public Administration. Karl Marx: Transforming Managerial Work. Vladimir Lenin: Socialist Theory of Organization. Mahatma Gandhi: A Federal Perspective. Jawaharlal Nehru: A Moderate Approach to Administration. Peter Drucker: Management Paradigm. Parkinson's Law and the Peter Principle. Part III: Approaches to Public Administration—Different Approaches: Managerial, Political, and Legal. Classic Organization Theory. The Systems Approach. The Human Behaviour Approach. Bureaucracy and Democracy: A Dilemma of Incompatibility. Public Choice Theory. The Principal-Agent Theory. Part IV: Administrative Behaviour—Motivation Theories. Leadership Theories and Roles. Communication Principles. Corruption in Adminis-tration. Part V: Public Administration: The New Paradigm—New Public Administration. Comparative Public Adminis-tration: Models and Prospect. Development Administration and Management: An Overview. New Public Management Approach. Globalization, Governance and Role of Public Administration. Index.

Latest Print 2014 / 628 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-4734-2 / ₹ 550.00 / (e-book also available)

SATYA RAJU & PARTHASARATHY

Management: Text and Cases, 2nd ed.

R. SATYA RAJU, *Professor, and Coordinator, Executive MBA Programme, Department of Commerce and Management Studies, Andhra University, Visakhapatnam.*
A. PARTHASARATHY, *Vidya Vaachaspathi, is former Professor, Postgraduate Department of Commerce, MES College, Bangalore.*

This comprehensive and well-organized book, now in its Second Edition, continues to provide a clear insight into the principles and concepts of management. The book discusses in rich detail topics such as planning, organizing, leading, controlling and communication. In this edition, all the existing chapters have been revised and seven new chapters have been included to provide some additional information on management and organization behaviour.

WHAT IS NEW TO THIS EDITION

- A separate chapter on Executive Education, Knowledge Management, Organizational Behaviour, Organization Culture and Effectiveness, Organizational Change, Managing Stress and Burnout, and Managing Business values
- Some new case studies have also been included.

The case studies that highlight the real-world problems, review questions, and further reading are intended to assist the reader in understanding the principles and practice of management.

The book is designed as a textbook for the students of

management and commerce, and as a reference for management development and training programmes for executives.

Contents: Preface. Preface to the First Edition. Acknowledgements. Abbreviations. Invitation to Management. Evolution of Management Thought. Planning. Decision Making. Organizing. Staffing. Leading. Communication. Motivation. Controlling. Coordination. Management and Society. Total Quality Management. Quality Management Systems. Management Education. International Management. Productivity Management. Executive Education. Knowledge Management. Introduction to Organizational Behaviour. Organizational Culture and Effectiveness. Organizational Change. Managing Stress and Burnout. Managing Business Values. Case Method of Learning. Glossary. Bibliography. Author Index. Organization Index. Subject Index.

Latest Print 2014 / 448 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-3879-1 / ₹ 325.00 / (e-book also available)

SRIVASTAVA & JHAJHARIA (Eds.)
Cases in Management

Edited by:

SANJAY SRIVASTAVA, *Head of the Institution, Additional Director General and Professor of Human Resources at Amity Business School, Noida.*

PARUL JHAJHARIA, *Programme Director, MBA-HR, and Professor of Organizational Behaviour and Human Resources at Amity Business School, Noida.*

This book offers a number of important Case Studies culled from various areas of management. Being a collaborative effort, it has contributions from many eminent academics as well as industry consultants and researchers. The cases presented encompass a broad spectrum of issues of current interest to the corporate world, such as corporate social responsibility, supply chain management, corporate governance, branding and communication, leadership, mergers and acquisitions, and entrepreneurship.

The text is organized into four parts. The first part covers the domain of marketing. It discusses in detail the marketing, branding and communication strategies of organizations such as Vodafone, Raymond, LG and the Indian Premier League. The second part deals with human resources. It elucidates the strategies and practices of organizations, especially HCL, Tata Motors and BSNL, in terms of their attitudes towards learning, employees and customers. The third part focuses on the area of finance. This part includes cases on the pre- and post-merger valuation of the Tata Corus merger deal and the share prices of Ranbaxy. Finally, the fourth part is devoted to cases on general management topics such as non-performing assets in the Indian banking industry, the international business strategy of Infosys, and the city bus service of Indore.

This book, containing a wealth of information, is designed primarily for students of management. In addition, it should prove immensely valuable for practising managers.

Contents: Foreword. Preface. Part 1: Marketing—Corporate Social Responsibility: A Case Study on Vodafone. Supply Chain Management: A Study on Indian Food Processing Industry. DRM or No DRM for Digital Music Lovers and Sellers. Aircel: Marketing Strategies of a New Player in the Telecom Market. The Creation of a Successful Brand: A Case of Indian Premier League. Corporate Governance in India: Transmission to Transformation. Raymond's: The Incomplete Saga of "The Complete Man". Unified Access Gateway: Creating New Markets. Reinventing the LG Brand: A Manifesto for Corporate Brand Management. Part 2: HR—Strategic Human Resource Management and Service Organizations: A Case Study. Leadership at All Levels: HR Role. Bharat Sanchar Nigam Limited: The Case of an Underperformer. Going beyond Employee Engagement. Assessing the Readiness of on Organization towards Becoming a Learning Organization: A Case Study of Tata Motors. Part 3: Finance—Working Capital Management in Agriland Biotech: A Case Study. Pre- and Post-Merger Valuation: A Case Study of Tata Corus Merger Deal. Evaluation of Share Prices of Ranbaxy Laboratories. Critique to Financial Exposures to Market Risks of the Indian Banking Industry—An Empirical Case Study of Profitability Measures. Financial Lessons Learned over a Period of Time in India. **Part 4: General Management—** NPA in Indian Banking. Devotional Tourism: An Entrepreneurial Challenge. Takeover Blues. The Oil Journey: A Case Study on Entrepreneurship. Rural Mobile Revolution: A Case for a Resurgent India. Infosys Technologies: International Strategy and Global Meltdown. City Bus Service of Indore. Contributors. Index.

Latest Print 2011 / 400 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4158-6 / ₹ 325.00 / (e-book also available)

Mentoring

DOYLE & O'NEILL
Mentoring Entrepreneurs: Shared Wisdom from Experience

BRIAN DOYLE & N. VINCENT O'NEILL.

Much broader in scope than councelling, advising or coaching, *Mentoring* is actually an ancient concept. This book is not only for those who propose to set up a Mentor Programme but, more importantly, for assisting both the mentors and the potential mentorees. The book will be helpful in making the mentor's journey with the mentorees move more smoothly and quickly towards the desired goal.

It provides an understanding of relationships between mentors and those they seek to help. The text particularly emphasizes the importance of trust between the mentors and the mentorees and tries to illustrate

how mutual trust can be used to achieve satisfying results.

Some of the important topics covered in the book are a list of characteristics possessed by the ideal mentor, a survey of the likely attitudes of mentorees, an overview of the interplay between mentor and mentoree, a suggested organizational structure for a mentor programme, notes on selection and training of mentors etc.

Contents: Acknowledgements. Foreword. Preface. Introduction. The Mentoring Concept. The Mentor. The Mentoree. The Relationship between Mentor and Mentoree. The First Meeting. The Second Meeting. Organisation of a Mentor Programme. Selection and Training of a Mentor. Assessment of Mentoring Assignment. *Quo Vadis* Mentoring. Mentoring through the Ages. Appendix: Code of Conduct. Bibliography. Index.

Latest Print 2007 / 216 pp. / 13.9 × 21.6 cm
ISBN-978-81-203-2941-6 / ₹ 175.00

Negotiation Skills

CLEARY

Negotiation Handbook, The

PATRICK J. CLEARY, *is a former federal mediator with nearly 20 years of dispute resolution and negotiation experience.*

This lively and enlightening text presents a unified and comprehensive overview of the world of negotiation and dispute resolution. It aims at describing elements common to any dispute, any negotiation, and imparting some basic tenets to guide the negotiators. Along the way, it addresses some common myths, traps, and pitfalls that plague negotiators, suggests some do's and don'ts, and recommends strategies and practices for successful negotiations.

Written for negotiators by an experienced mediator, the book begins by examining some ancillary issues like *ego*, *being right,* and *saving face* that even the most seasoned negotiators fall prey to over and over again. It then enumerates the complexities in negotiation, before delving into the basics of conflict resolution. Authentic vignettes drawn from actual disputes reinforce the ideas depicted, indicating also the real difficulties in a negotiator's job. The book then moves back and forth between rules of negotiation and of dispute resolution, each being complementary to the other. The text finally draws to a close on a positive note, emphasizing the art and science of mediation and recommending means to develop the attitude of a 'mediator', rather than that of a negotiator, for resolving disputes successfully.

Simple and engaging in style and presentation, the book will be of immense interest to both undergraduate and postgraduate students of **business administration.** It will also benefit practitioners of business in learning about the nuances of negotiating a solution, or better still, clinching a deal.

Contents: About the Author. Acknowledgments. Introduction. The Dynamics of Negotiation. Preparing for the Negotiation. The Basics of Conflict Resolution. The Negotiation. Rules. Mediators: Lessons and Observations. Epilogue: The Gym Wall. Appendix: Bargaining Scenario. Index.

Latest Print 2009 / 196 pp. / 13.9 × 21.6 cm
ISBN-978-81-203-2300-1 / ₹ 195.00

MARUSKA

How Great Decisions Get Made: 10 Easy Steps for Reaching Agreement on Even the Toughest Issues

DON MARUSKA.

This book shows us how to create positive, productive meetings and successful decisions. The author proposes a 10-step, well-tested process that makes it possible for us to reach high-quality decisions based on accessing everyone's good thinking and greatest hopes.

Contents: Foreword. Acknowledgments. Intro-duction. Part 1: Making Great Decisions—Fear Undermines Decision Making. Hopes Stimulate Great Results. The Practical Ten-Step Process Is the Key to Positive Change. When to Use This Process. How Long Will It Take? Putting the Process into Play. Part 2: Ten Easy Steps for Reaching Agreement—How to Use Each Step and Gain Practical Value. 1: Enlist Everyone: Invite Hidden Talent as Well as Visible Talent and Avoid Creating Enemies. 2: Discover Shared Hopes: Multiply Your Prospects for Success. 3: Uncover the Real Issues: Listen to Thoughts and Feelings. 4: Identify All Options: See the Whole Tree Before You Go out on a Limb. 5: Gather the Right Information: Look Through the lens of Your Hopes. 6: Get Everything on the Table: 100 Percent Information, Zero Percent Debate. 7: Write Down Choices That Support Shared Hopes: Take the Guesswork Out of Decisions. 8: Map Solutions: See Clear Results. 9: Look Ahead: Be Prepared with Alternatives. 10: Stay Charged Up: Celebrate Results and Renew Your Hopes. Part 3: Six Strategies for Overcoming Obstacles—1: Don't Have Time? Try the 30-Minute Miracle. 2: Not in Charge? Employ Persuasive Techniques. 3: No Guide? Follow the Self-Directed Process. 4: Very Large Group? Solve Problems the Way You Play the Accordion. 5: Can't Get Everyone Together? Be an E-Team. 6: Stuck? Dissolve Old Differences and Build Trust. Epilougue: Be an Agent of Hope in a Fearful World. Appendix A: The Ten-Step Improvement Checklist. Bibliography. Index. About the Author.

Latest Print 2008 / 224 pp. (Hard Cover)
15.3 × 22.9 cm / ISBN-978-81-203-3490-8 / ₹ 375.00

MILLS

StreetSmart Negotiator, The: How to Outwit, Outmaneuver, and Outlast Your Opponents

HARRY MILLS.

"*The StreetSmart Negotiator* is the kind of book that every guerrilla marketer should read. Its' clear, well-written, and loaded with the kind of practical advice that can help any business owner gain the most and lose the least."

—JAY CONRAD LEVINSON, author of the best-selling *Guerrilla Marketing* series

Featuring a proven seven-step model of negotiation strategies, this straightforward book gives the readers an edge to win at the bargaining table. It provides practical tips, tactics and techniques to triumph over even the most ruthless competitors in any situation.

The readers learn to:

- Plan an agenda
- Analyze the other party
- Avoid falling for typical persuasion tactics
- Counter negative moves
- Package proposals that generate movement
- Effectively exchange concessions
- Close the toughest of deals

Contents: Acknowledgments. Introduction. The Seven Steps to Agreement. Step 1—Ready Yourself. Step 2—Explore Needs. Step 3—Signal for Movement. Step 4—Probe with Proposals. Step 5—Exchange Concessions. Step 6—Close the Deal. Step 7—Tie Up the Loose Ends. Winning Tactics. Persuasion Traps. Electronic Bargaining. Plan for Success. Appendices. Notes. Index. About the Author.

Latest Print 2008 / 208 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-3580-6 / ₹ 295.00

RAIFFA with RICHARDSON & METCALFE

Negotiation Analysis: The Science and Art of Collaborative Decision Making

HOWARD RAIFFA *is Frank P. Ramsey Professor of Managerial Economics [Emeritus], Harvard Business School and Harvard's Kennedy School of Government.*

JOHN RICHARDSON *is a Lecturer and Associate at the Program on Negotiation, Harvard Law School.*

DAVID METCALFE *is an Analyst at Forrester Research, London, England.*

The book "Negotiation Analysis" synthesizes four approaches to decision making, broadly conceived: individual decision analysis, judgemental decision making, game theory, and negotiation analysis. The book starts by considering how analytically minded parties can generate joint gains and distribute them equitably by negotiating with full, open, truthful exchanges. It then examines models that disengage step by step from that ideal. The book also shows how a neutral outsider (inventor) can help all negotiators by providing joint, neutral analysis of their problem.

The book with analytical approach—building from simple hypothetical examples, can be understood by those with only a high school background in mathematics. This book has a broad relevance for both the theory and the practice of negotiation analysis as it is applied to disputes that range from those between family members, business partners, and business competitors to those involving labour and management, environmentalists and developers, and nations.

The book pushes negotiation analysis to a higher level and should be required reading for all serious students and practitioners of negotiation and alternative disputes resolution.

Contents: Preface. Part I: Fundamentals—Decision Perspectives. Decision Analysis. Behavioral Decision Theory. Game Theory. Negotiation Analysis. Part II: Two-Party Distributive (Win-Lose) Negotiations—Elmtree House. Distributive Negotiations: The Basic Problem. Introducing Complexities: Uncertainty. Introducing Complexities: Time. Auctions and Bids. Part III: Two-Party Integrative (Win-Win) Negotiations—Template Design. Template Evaluation. Template Analysis (I). Template Analysis (II). Behavioral Realities. Noncooperative Others. Part IV: External Help—Mostly Facilitation and Mediation. Arbitration: Conventional and Nonconventional. What is Fair? Parallel Negotiations. Part V: Many Parties—Group Decisions. Consensus. Coalitions. Voting. Pluralistic Parties. Multiparty Interventions. Social Dilemmas. References. Note on Sources. Index.

Latest Print 2009 / 568 pp. (Hard Cover)
16.0 × 24.1 cm / ISBN-978-81-203-2680-4 / ₹ 495.00

VOLKEMA

Negotiation ToolKit, The: How to Get Exactly What You Want in Any Business or Personal Situation

ROGER J. VOLKEMA.

"Great book! The Negotiation Toolkit is a benchmark for practical negotiation skills. It teaches how to win the battles of everyday living."

—PETER K. TRZYNA, patent attorney

With this book learn a fresh new approach to mastering the arts of bargaining and negotiation. Unlike others, this book provides hands-on workbook that integrates questions and answers, self-assessments, mini-surveys, feedback measures and action challenges to help readers build personal confidence and negotiating prowess.

Further learn:

- The "golden rule" of negotiation
- Three fundamental question of negotiation

- When not to negotiate
- Eight behaviors of star negotiators and much more

Suitable for novices as well as seasoned negotiators.

Contents: Acknowledgments. Introduction. Understanding Negotiation. The Golden Rule of Negotiation. Three Fundamental Questions of Negotiation. The Art of Discovery. Behaviors of Successful Negotiators. Measuring Your Progress: The Valero Wine—Continental Glass Negotiation. Negotiation Styles. Risky Business. Eight Common Tactics and Their Countermeasures. More Tactics and Countermeasures. Measuring Your Skill with Countermeasures: A Salary Negotiation. Dealing with Tough Negotiators. Written Agreements. Cross-Cultural Negotiations. Negotiation and Ethics. Measuring Your Progress Again: The Logan Telecommunications—RJW Properties Negotiation. Negotiating for the *Un*natural Negotiator. Personal Action Plan. Epilogue. Appendices—A: Continental Glass (Confidential Facts). B: Sales Manager, Carson Enterprises (Confidential Facts). C: RJW Properties, Inc. (Confidential Facts). Resources. Index.

Latest Print 2008 / 224 pp. / 15.3 × 22.9 cm
ISBN-978-81-203-3555-4 / ₹ 195.00

Personality Development

CANTERUCCI

Personal Brilliance: Mastering the Everyday Habits that Create a Lifetime of Success

JIM CANTERUCCI *is an executive advisor, author, and speaker. He is the founder and CEO of Transition Management Advisors.*

This book is written to help readers maximize their awareness, curiosity, focus and initiatives—the powerful traits that all of us have, but too often either ignore or do not use effectively.

The author shows how these four attributes can be turned into powerful success tools by making them "habits of the mind" and using them all the time rather than occasionally rely on these traits on specific challenging or new situations when required. To achieve this, the book gives dozens of proven techniques that help break through the barriers that stop us from being and achieving our personal best in all areas of life. It also recounts inspiring stories of people who have dramatically improved their lives and made significant differences in their communities, families and businesses.

In a nutshell, *Personal Brilliance* helps us build on our natural characteristics to become the person and achieve the goals we have always envisioned.

"Reading this book is guaranteed to give you an edge, no matter what arena you're competing in, whether you are on a personal or professional journey. *Personal Brilliance* by Jim Canterucci shows you how to take your natural talents, and use them to achieve success."

—Tanya Fratto, Chief Executive Officer, Diamond Innovations, formerly GE Superabrasives

"A must-read for leaders in all aspects of life, not just CEOs and managers, but parents, artists, musicians, teachers, and everyone else who wants to have a greater impact on the lives of others."

—Dianna Booher, author of more than 40 books including *Get a Life without Sacrificing Your Career* and *Speak with Confidence*

Contents: Foreword. Acknowledgments. Introduction. Section I: You Already Have What You Need—Live Your Picture of Success. The Power of Four: Your Natural Abilities Add Up to Personal Brilliance. Section II: Awareness—The Power of Awareness. You're Designed for Optimal Awareness. Breaking Through Awareness Barriers. Amplifying Awareness. Section III: Curiosity—The Power of Curiosity. Why? Thinking Like a Child. Breaking Through Curiosity Barriers. Heightening Curiosity. Section IV: Focus—The Power of Focus. Attention, Rhythm, and Purpose. Breaking Through Focus Barriers. Expanding Focus. Section V: Initiative—The Power of Initiative. Get Ready, Get Set, Go! Breaking Through Initiative Barriers. Intensifying Initiative. Section VI: Personal Brilliance in Everyday Life—Making Brilliant, Everyday Choices. Index.

Latest Print 2007 / 224 pp. (Hard Cover)
15.3 × 22.9 cm / ISBN-978-81-203-3267-6 / ₹ 350.00

ELLIS

Management Skills for New Managers

CAROL W. ELLIS.

Being a manager requires not only contribution as an individual to the growth of the company but makes you responsible for the work of other people reporting to you.

Management Skills for New Managers is a good-read for those who are making their first entry into management and are recently promoted to the role of a manager. It is an accessible and friendly book introducing the newly promoted managers to all the skills and information they need to excel in their new role. You learn how to:

Define your role—what does a manager do and how you can create the environment that helps those things get done?

Communicate effectively—how to interact with your staff and your own manager, using the right approach and most appropriate methods?

Manage staff performance—identify challenges, set objectives and give the people working under you what they need to do their jobs well.

Delegate for maximum productivity—how to assign tasks and projects to individual team members, making sure assignments get done on time.

Motivate individual and teams—how to inspire and get more from your team.

Whether working for a business, a not-for-profit organization, an educational institute or a government agency, this book will help by providing practical techniques and specific action plans for making a smooth transition into your new role. Packed with no-nonsense managerial wisdom, this book helps you put your best foot forward, get the most from your people and contribute to the overall success of your workplace.

Contents: Preface. Introduction. Defining Your Role. Effective Communication. Performance Management. The Four Phases of Learning. Motivation. Delegation for Growth and Development. Coaching for Performance. Moving Forward with Your Own Situations. Index. About the Author.

Latest Print 2008 / 160 pp. / 15.3 × 22.9 cm
ISBN-978-81-203-3441-0 / ₹ 195.00

FACHLER

Chutzpah: Unlocking the Maverick Mindset for Success

YANKY FACHLER.

The meaning of this wonderfully evocative and rich word, that has no exact translation in English, is elusive. More easily demonstrated than defined—*chutzpah* envisions those possibilities that no one else yet believes to be viable; a confidence to demand what is due; to break tradition, to challenge authority, and to raise eyebrows.

All the inspiring stories in this book feature people who went the extra mile: People, who employed, harnessed, leveraged, embraced, utilized, exploited, adopted and displayed their courage. You can do the same!

The heroes and heroines of these chutzpah stories all believed in the art of the impossible. They all chose unconventional routes to achieve their goals. Some of the chutzpah case studies in this book feature household-names like movie-maker Steven Spielberg, cartoon creator Walt Disney, rent-a-car maverick Warren Avis, and bagless vacuum cleaner inventor James Dyson.

An ideal gift for someone you would like to see succeed, or for your employees to waken up their chutzpah spirit in slumber, or just for yourself!

Contents: Introduction. Thirty Centuries of Chutzpah. "Go easy on me, I'm an orphan". Showbiz Chutzpah. Publishing Chutzpah. Mile-high Chutzpah. Wining and Dining Chutzpah. Female Feistiness. Industrial-size Chutzpah. Chutzpah for All Ages. Chutzpah—A User's Manual.

Latest Print 2007 / 208 pp. / 15.3 × 22.9 cm
ISBN-978-81-203-3177-8 / ₹ 225.00

McGRATH

Basic Managerial Skills for All, 9th ed.

E.H. McGRATH, S.J., *former Director and Professor at XLRI, Jamshedpur.*

The Ninth Edition of this well-established text, while retaining the contents and style of the earlier editions, continues to discuss the basic skills of management and leadership. The assumption of the book is that the human person is by nature a manager and has leadership and managerial skills that can and should be continually developed. These basic skills are: reading, writing, learning, speaking, interviewing, training, deciding, problem-solving, managing conflict, and motivation. And in this book, Fr. McGrath, with his masterly skills and wealth of experience, tells how these skills can be fully developed and mastered. Constant use of pointers, tips, exercises and questionnaires, supplemented by hand drawings, make this book exceptionally reader friendly.

WHAT THE REVIEWERS SAY

Hundreds of managers, teachers, and HRD personnel and others in India and abroad have benefited from this store-house of practical wisdom, lucidly and creatively written. McGrath is a name, fondly remembered by thousands.

—T.A. MATHIAS, Professor, and
Former Editor, *Management and Labour Studies*, XLRI

Extremely good and useful... one of the best in the genre... a great service….

—V. GIRIRAJ, IAS

Basic Managerial Skills is an excellent handbook for young managers and management students.

—Prof. BISWAJEET PATTANAYAK,
Former Professor, IIM Indore

This is a remarkable book on perfectible skills of management and leadership. We have made it compulsory reading for all students of management at IMIS. Fr. McGrath says profound truths on management which are easy to read and understand.

—Prof. K.C. PADHY, Director,
Institute of Management & Information Science,
Bhubaneswar

Contents: Preface. Acknowledgements. How to Read. How to Write. How to Learn. How to Speak. How to Listen. How to Become The Real You. How to Run a Meeting. How to Teach and Train. How to Interview and How to Face an Interview. How to Manage. Leadership. Change. Decision Making. Motivation. Conflict and Cooperation.

Latest Print 2012 / 840 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-4314-6 / ₹ 395.00 / (e-book also available)

SIMON

Developing Decision-Making Skills for Business

JULIAN L. SIMON *was Professor of Business Administration at the University of Maryland from 1983 until his death.*

This highly practical and reader-friendly book considers effective decision-making skills as most vital to achieving success in life and business. It aims to analyze and evaluate decision-making processes that help us make decisions among various possible courses of conduct. The analytic system described in the book offers a large array of powerful application tools useful for building effective decision-making skills both at the individual and organizational levels, and developing strong interpersonal relationships with peers and clients.

The book attempts at building intellectual bridges between the varied modes of thinking that exist in social and decision sciences and in the field of organizational behavior. Accordingly, Parts I to IV of the book concentrate on a wide range of topics such as setting goals, identifying capabilities, improving the existing resources, analyzing cost benefits, acquiring a sound knowledge of the world around us and applying mental operations to the new knowledge obtained. Along the way, the text also covers other essential ideas such as identifying tastes and preference, personal skill assessment, multitasking, risk and uncertainty, human resource management, time constraints, data collection and more—to help people make the most effective use of their time and energy.

By knitting together the varied ideas in a common framework, this book, written by a top business scholar, provides a clear account of business skills development and should appeal to those simply requiring a digestible, sound overview of the subject—in particular, **students of business administration** and **practising managers.**

Contents: Preface. Overview of Business Psychology. Part I: Wants, Abilities, and Goals—Tastes, Preferences, Wants, and Values. Assessing Your Resources. Choosing Goals and Criteria of Success. Part II: Introduction to Evaluative Thinking—Evaluating Simple Alternatives. Weighing Present Versus Future Benefits (and Costs). How to Think About Cost. Allowing for Uncertainty. Dealing with Risks. Reconciling Multiple Goals. Part III: Getting Useful Ideas and Knowledge—Getting and Eliminating Ideas. Experts, Expert Systems, and Libraries. Using Scientific Discipline to Obtain Information. Assessing Consequences and Likelihoods. Part IV: Working With Information and Knowledge—Pitfalls That Entrap Our Thinking. My Favorite Worst Sources of Errors. Good Judgment. Self-Discipline and Habits of Thought. Dealing with People, and Managing Them. Index. About the Author.

Latest Print 2007 / 244 pp. / 15.3 × 22.9 cm
ISBN-978-81-203-2302-5 / ₹ 195.00

STRAUB

Rookie Manager, The: A Guide to Surviving Your First Year in Management

JOSEPH T. STRAUB.

This important guide prepares inexperienced managers for the realities of today's fast-paced business environment and helps them settle down into their new managerial positions.

The book assists in:

- Understanding the manager's role
- Managing former peers
- Choosing a management style
- Daily planning
- Leadership and coaching
- Delegating work
- Hiring and orienting new employees
- Building communication skills—both up and down the hierarchical ladder, and more.

Contents: Put on Your Manager's Hat. Manage Your Time. Plan Your Day. Lead Your People. Build Your Team. Make Effective Decisions. Delegate Authority. Hiring and Orienting New People. Motivate Your People. Appraising Performance. Discipline, Grievances, and Terminations. Communicating for Success. Index.

Latest Print 2008 / 176 pp. / 15.3 × 22.9 cm
ISBN-978-81-203-3489-2 / ₹ 250.00

TAGUCHI

Career Troubleshooter, The: Tips and Tools for Overcoming the 21 Most Common Challenges to Success

SHERRIE GONG TAGUCHI.

Marvelous resource! Thoughtfully and thoroughly addresses the many challenging situations people find themselves in for their jobs, careers, and workplaces.

— LANCE CHOY
Director, Stanford University
Career Development Center

The author shares her long 18 years' experience as a senior manager, recruiter and career management adviser in this book. It features, tips, tools, exercises and list of helpful resources to help readers handle 21 of the most common career derailers, showing how to identify the problem, evaluate the options available and take effective action. It functions like a guidebook, user's manual, strategy playbook and tip sheet all rolled into one.

Take the driver's seat and empower yourself with this book to tackle the most common career challenges one can face in jobs, careers and workplaces.

Contents: Acknowledgments. Challenges—1: Doing a Job Search. 2: Aligning Your Values with Your Career Choices. 3: Creating a Strong Résumé. 4: Learning to Interview Well. 5: Recharging a Job Search That Is Dragging On. 6: Starting a New Job. 7: Working for a Bad Boss. 8: Dealing with Difficult Colleagues. 9: Managing a New Group. 10: Asking for a Raise or Promotion. 11: Feeling Inadequate at Your Job. 12: Having No Career Path. 13: Coping with Unethical Conduct. 14: Being Fired or Pushed Out. 15: Surviving the Aftermath of a Merger or Acquisition. 16: Surviving a Layoff. 17: Making a Major Career Change. 18: Taking a Career Break. 19: Resequencing Your Career for Family. 20: Trailing Your Spouse or Partner to a New Location. 21: Not Being Sure of Your Purpose and Path. Index.

Latest Print 2009 / 256 pp. / 15.3 × 22.9 cm
ISBN-978-81-203-3744-2 / ₹ 250.00

TOPCHIK

Accidental Manager, The: Get the Skills You Need to Excel in Your New Career

GARY S. TOPCHIK *is the managing partner of SilverStar Enterprises, a consulting firm specializing in management development based in Los Angeles.*

This book guides the first time managers in making a success of their managerial role if they are there without *expecting* to be or *wanting* to be. That is if they are promoted to the ranks of management while not being fully prepared yet or they are in there without any expectation, or even without *wanting* to be but *have to be* due to other compulsions. In all these cases one thing is certain—the challenging new role will demand certain skills never practiced by such new managers. The author explains how to turn this "accidental" opportunity into a big bonus for themselves and their company.

The text also provides practical examples and case studies based on real-life situations on how to manage effectively. It achieves this by informing the reader:

- The many barriers that contribute to an individual's not wanting to be in a managerial role
- The specific skills and behaviors necessary to manage others well
- How to manage well without giving up your passion for the actual work
- The types of managerial behaviors to avoid and how to prevent being viewed as a bad manager
- How to develop your people instead of rescuing them
- How to determine the productivity stage for each of your team members
- The communication and active-listening strategies for building trust and loyalty with and among your team members
- How to train and delegate staff so they can work independently and interdependently
- The differences between leading, managing, and doing—and how to do more of the leading and managing and less of the doing
- The different strategies for providing an environment where your staff can be motivated
- How to keep your team members on track and greatly reduce performance and behavioral problems
- How to give positive feedback and reward your team members

Contents: Acknowledgments. Introduction. You Are an Accidental Manager (That's Okay). The All-Time Worst Manager List. The Key to Success: "Doing Nothing". The Platinum Skill of Developing Your Team Members. The Platinum Skill of Active Listening. The Platinum Skill of Giving and Receiving Feedback. The Platinum Skill of Creating a Motivational Climate. How Organizations Can Turn Accidental Managers Into Successful Ones. Appendix A: Managerial Assessment. Index.

Latest Print 2007 / 192 pp. (Hard Cover)
15.3 × 22.9 cm / ISBN-978-81-203-3309-3 / ₹ 275.00

WEISINGER

Power of Positive Criticism, The

HENDRIE WEISINGER.

"At long last, a book that demonstrates how giving and taking criticism increases the bottom line. …"

—RITA MCGLONE, *Associate Director, Executive Education, The Wharton School of Business*

This empowering book helps readers take the sting out of criticism and transform it from a destructive, demoralizing disaster into an energizing, educating experience that builds relationships and increases individual and organizational success.

Readers will learn from this book to:

- Become strategic criticizers and develop their skill in using the power of positive criticism
- Stay cool, calm, and collected when giving or getting criticism
- Criticize their boss—without getting fired, and more.

Contents: Acknowledgments. Introduction. Section I: Twenty Tips—1. Befriend Criticism. 2. Criticize Strategically. 3. Be Improvement-Oriented. 4. Protect the Self-Esteem. 5. Choose the Right Words. Criticize Your Criticisms. 6. Criticize Your Criticisms. 7. Involve Your Recipient. 8. Remember the Merits...Without the "But". 9. Tell Them What You Want. 10. Be Timing-Oriented. 11. Use Questions Socratically. 12. When Words Don't Work, Use Your Actions. 13. Use Your Expectations. 14. Acknowledge That It's Subjective. 15. Put Motivation in Your Criticisms. 16. Use Their World. 17. Follow Up, Follow Up, Follow Up. 18. Know Your Criteria for Criticizing. 19. Listen to Yourself. 20. Stay Cool, Calm, and Collected. Tips in Action. Section II: Frequent, Challenging, and Difficult Criticism Situations. So You're Afraid to Criticize Your Boss? The Wrath of Criticism. It's Personal, Not Business. Criticism Among Equals. In the Line of Fire. Criticism in Groups. "I Lost It in the Sun". When the Customer Isn't Right. "That's a Terrible Idea"; "It Won't

Work"; "Nobody Cares". When You're the Fall Guy. When You're the Fall Guy. Friendship Harassment. When Criticism Is Ethical. I Heard It Through the Grapevine. I Knew Him When... A Positive Critic. Appendix: The Criticism Inventory (TCI). Index. About the Author.

Latest Print 2008 / 200 pp. / 15.3 × 22.9 cm
ISBN-978-81-203-3488-5 / ₹ 250.00

WHETTEN & CAMERON

Developing Management skills, 8th ed.

DAVID A. WHETTEN, *Brigham Young University*
KIM S. CAMERON, *University of Michigan*

The book is an interactive tool based on the authors' extensive and updated research on effective managers in private and public companies.

It presents a unique five-step model in each chapter for assessing, learning, analyzing, practicing, and applying the skills to build the foundation for effective management practice. Building on personal, interpersonal, and group skills, the book helps us learn the skills that turn *good ideas* into *accepted practice*—and good management!

The new edition, based on suggestions from reviewers, instructors and students, includes

- Added new skill assessments
- Updated research supporting key points in each chapter
- Enhanced test bank with added application questions

Contents: Preface. Introduction. Part I: Personal Skills—Developing Self-Awareness. Managing Personal Stress. Solving Problems Analytically and Creatively. Part II: Interpersonal Skills—Building Relationships by Communicating Supportively. Gaining Power and Influence. Motivating Others. Managing Conflict. Part III: Group Skills—Empowering and Delegating. Building Effective Teams and Teamwork. Leading Positive Change. Part IV: Specific Communication Skills—Supplement A: Making Oral and Written Presentations. Supplement B: Conducting Interviews. Supplement C: Conducting Meetings. Appendix I: Glossary. Appendix II: References. Name Index. Subject Index. Combined Index.

Latest Print 2014 / 744 pp. / 20.0 × 25.0 cm
ISBN-978-81-203-4210-1 / ₹ 650.00

Project Management

DAS

Project Management and Control

SUBHASH CHANDRA DAS, *Management Consultant, is Former Director (Finance), Hindustan Paper Corporation (HPC) Limited, and a visiting faculty in many Universities and B-Schools.*

This comprehensive book gives a conceptual, analytical and evaluative study of the principles and practices of Project Management and Control systems in a student-friendly manner.

The book provides an overview of project management, and gives a detailed analysis of project life cycle and its different phases, identification of project opportunities, and sources of project ideas. It describes in detail various considerations and priorities in setting up projects at macro and micro levels, project appraisal, and various types of organisation structures. Besides, the book also explains the different ways and means of financing projects, the sources of finance nationally and internationally, the need for estimation of project cost, and different aspects of post-project review. Finally, the book dwells on computer aided project management to demonstrate how the computer can help the management in handling all project activities efficiently.

Primarily intended as a text for the postgraduate students of commerce and management, the book can also be authoritatively used by the researchers, project managers, consultants, and corporate policy and decision makers.

KEY FEATURES

- Describes various aspects of contract management in great detail with live examples.
- Explains the risks encountered by MNCs in an international project and the remedies available to handle these risks effectively.
- Contains a Glossary to explain the core concepts.
- Provides a large number of graphs, charts, tables, illustrative examples and appendices to help readers in analytical understanding of the subject.

Contents: Preface. Acknowledgements. List of Abbreviations. Project Identification and Formulation. Project Selection Considerations and Feasibility Studies. Project Appraisal. Project Organisation. Project Finance and Project Financing in India. Estimation of Project Costs. Contract Management. Project Planning and Scheduling. Project Cost Control. Post-project Review and Appraisal. International Projects. Computer Aided Project Management. Appendices. Glossary. Bibliography. Index.

Latest Print 2012 / 376 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4450-1 / ₹ 350.00 / (e-book also available)

GUPTA

Project Management, 2nd ed.

RAJEEV M. GUPTA *a Project Consultant, is a Visiting Faculty at various B-Schools—SGSITS, IMS, PIMR, and Jaipuria institute.*

The Second Edition of this comprehensive book, discusses the fundamental aspects of Project Management in a student-friendly manner. It deals with topics such as project life cycle, project selection, feasibility study and techniques like PERT and CPM for project control. Various methods such as Hiller model, sensitivity analysis and simulations are described with hypothetical numerical examples to evaluate risk.

A new chapter on *International Aspects of Project Management* is added to provide the knowledge of project management at international level. Several new case studies have also been added to provide better learning of the various concepts of the subject. Besides these, most of the chapters have been updated with new figures and more practical problems.

Primarily designed for the undergraduate and postgraduate students of management and engineering (industrial and civil engineering), the book will be equally useful to the practicing professionals of project management.

KEY FEATURES OF THE BOOK

- Includes algorithms for crashing and resource leveling.
- Provides a new method for determining marketing feasibility.
- Describes quantitative methodology for evaluating risk.

Contents: Preface. Introduction. Project Life Cycle and Its Classification. Project Management Process and Project Selection. Technical Feasibility. Market Potential Analysis. Financial Projections. Project Financing. Financial Analysis. Risk Analysis in Single and Multiple Projects. Project Control through Networks. Probabilistic Models of Networks. Time-Cost Relationship and Resource Levelling. Economic and Social Cost Benefit Analysis. Human Aspects in Project Management. Project Information System and Monitoring. International Project Management. Appendix A: The Standard Normal Probability Distribution. Appendix B: Financial Tables. Bibliography. Index.

Latest Print 2014 / 368 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4940-7 / ₹ 325.00 / (e-book also available)

KENDRICK

Identifying and Managing Project Risk—Essential Tools for Failure-Proofing Your Project, 2nd ed.

TOM KENDRICK.

This essential resource provides clear-cut methods to implement at any organization and for any size or type of project. It moves beyond risk management basics involving insurance, financial, and investment portfolio risk to examine areas like information technology, software engineering, product development, and other high tech fields, giving readers a well-rounded understanding of what goes into making project risk identification a crucial element of project management strategy.

Featuring all new material on topics including the growing area of Enterprise Risk Management and more, the book provides everything readers need to manage risk, helping to make the so-called "impossible project" a thing of the past.

"Solid research ... nailed key concepts regarding the identification and management of project risk ... concise and entertaining. Kendrick provides the reader with the tools and techniques necessary for successful project management."

—Charles W. Bosler Jr., CPCM
Founder and Chairman, PMI, Risk Management Specific Interest Group; President, Risk Services & Technology (RST) of Amherst, New Hampshire

"This book is an excellent treatment of both project and risk management. Filled with practical insights and examples, it sets a new standard for useful project management/risk management books."

—Payson Hall, *Manager, Catalysis Group, Inc.*

Contents: Acknowledgments. Why Project Risk Management? Planning for Risk Management. Identifying Project Scope Risk. Identifying Project Schedule Risk. Identifying Project Resource Risk. Managing Project Constraints and Documenting Risks. Quantifying and Analyzing Activity Risks. Managing Activity Risks. Quantifying and Analyzing Project Risk. Managing Project Risk. Monitoring and Controlling Risky Projects. Closing Projects. Program, Portfolio, and Enterprise Risk Management. Conclusion. Appendix: Selected Detail from the PERIL Database. Index.

Latest Print 2013 / 368 pp. (Hard Cover)
15.3 × 22.9 cm / ISBN-978-81-203-4059-6 / ₹ 395.00

KENDRICK

Project Management Tool Kit, The: 100 Tips and Techniques for Getting the Job Done Right

TOM KENDRICK.

The Project Management Tool Kit covers the techniques for project management from A to Z... .This is wonderful guide for new project managers and a useful reference for experience ones.

—NANCY MCDONALD, Associate Partner, Accenture, Wilmington, DE

Learn the best known project management techniques in an easy-to-apply and accessible format with this book. Also, understand, in a step-by-step manner, how to handle important considerations of the process like:

- Cost estimating and budgeting
- Communications and technology to be used
- Goals for individuals and project teams
- Negotiation and decision making
- Implementing change and process improvement
- Quality assurance and control
- Risk assessment and management
- Scheduling and time management

This text also contains checklists and other tools for quick implementation thereby leading novices through unknown territories and serving as a repository of process checklists to ensure you never forget a step.

Contents: How to Use This Book. General Processes.

Leadership Processes. Teamwork Processes. Control Processes. Scope Processes. Time Processes. Cost Processes. Quality Processes. Human Resources Processes. Communication Processes. Risk Processes. Procurement Processes. Index.

Latest Print 2008 / 252 pp. / 15.3 × 22.9 cm
ISBN-978-81-203-3556-1 / ₹ 225.00

KHANNA
Project Management

R.B. KHANNA, *a former Colonel in the Indian Army, is currently Professor at the Indian Institute of Planning and Management (IIPM), Jaipur.*

Written in a straightforward and student-friendly language, this comprehensive and well-organized book presents the fundamentals of project management using a step-by-step approach. It deals with all the phases of project management such as initiation, planning, execution, monitoring and control, and closure. The book carries examples illustrating the use of software packages which can be used effectively for better planning, scheduling, monitoring and controlling of projects. Throughout the book, attempt has been made to strike a balance between theoretical inputs and their applications to practical problems.

Primarily designed for the undergraduate and postgraduate students of management, the book will be equally useful to the engineering students. In addition, practising professionals will also find the book quite valuable.

KEY FEATURES

- Conforms to the syllabi of most universities.
- Includes many pedagogical features such as Learning Objectives, Summary, lots of diagrams and tables.
- Provides examples from the Indian industry which take the Indian working environment into account.
- Covers eight case studies on real-world situations to help the students gain practical experience.
- Includes a large number of solved and unsolved problems, besides chapter-end exercises, to guide the students from examination point of view.

Contents: Preface. Part I: Project Initiation. Project Management: An Introduction. Project Origination. Project Feasibility. Appendix: Social Cost–Benefit Analysis. Part II: Project Planning—Project Definition. Estimating Time and Costs. Scheduling. Appendix: The Critical Chain Scheduling and Buffer Management. Resource Allocation. Risk Management. Part III: Project Execution, Monitoring and Control—Project Organization Structure and Culture. Project Staffing: HR Issues. Project Monitoring and Control. Contract Managing and Partnering. Part IV: Project Closure—Project Audit and Closure. Public Projects: Indian Context. Case Studies. Appendices A–C. Bibliography. Index.

Latest Print 2011 / 368 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4288-0 / ₹ 350.00 / (e-book also available)

PANNEERSELVAM & SENTHILKUMAR
Project Management

R. PANNEERSELVAM, *Professor, Department of Management Studies, School of Management, Pondicherry University, Puducherry.*
P. SENTHILKUMAR, *Deputy Manager (Projects) in Valeo Minda Electrical Systems Private Limited.*

Project management plays a vital role in planning, organizing and controlling various resources and factors for the successful completion of projects within a time frame. This comprehensive text presents the fundamental concepts and principles of project management and provides necessary skills to manage projects effectively. It is designed for postgraduate students of management, commerce, industrial engineering, production engineering and construction management.

The book makes the readers familiar with the objectives of project management and explains project management life cycle, demand forecasting methods, and phases and steps of technology transfer. It discusses cost capital, estimation of project cost, and feasibility of projects. The text also describes project evaluation and project scheduling techniques, as well as discusses project management software and the impact of projects on the environment. Besides, it gives a detailed description of project audit, project organizational structures and roles of various financial institutions in project management.

KEY FEATURES

- Explains the concepts and techniques of project management with a number of fitting examples.
- Includes several chapter-end problems and questions to test students' understanding of the subject.
- Provides an integrated case study in an appendix to help students understand the application of the concept to real-life situation.
- Gives *answers* to selected questions at the end of the book.

Contents: Preface. Introduction. Project Management Life Cycle. Demand Forecasting. Technology Transfer. Estimation of Project Cost. Cost of Capital. Feasibility Study. Bases of Comparison of Project Alternatives. Inflation Adjusted Project Selection. Modelling Approach for Project Selection. Selection of Alternatives Using Simulation. Selection of Alternatives having Cash Flows with Probability Distributions. Evaluation of Public Alternatives. Vendor Evaluation. Contract. Project Network Construction. Critical Path Method. Programme Evaluation and Review Technique (PERT). Crashing of Project Network. Resource Levelling. Resource Allocation Technique. Techniques for Project Type Products. Project Management Softwares. Environmental Impact Assessment. Project Audit. Role of Financial Institutions. Project Organizational Structures. Appendices—1. Case Study. 2. Area Under Standard Normal Distribution from its Mean. Answers to Selected Questions. Bibliography. Index.

Latest Print 2010 / 432 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-3817-3 / ₹ 295.00 / (e-book also available)

RAMAKRISHNA

Essentials of Project Management

KAMARAJU RAMAKRISHNA, *Professor of Mechanical Engineering, GVP College of Engineering, Visakhapatnam, Andhra Pradesh.*

This comprehensive and well-organized book introduces the essential concepts and principles of project management. Divided into six parts—Part I, Introduction; Part II, Idea Generation and Initiation; Part III, Project Planning; Part IV, Project Implementation; Part V, Project Closeout; and Part VI, Special Topics, the book gives an indepth analysis of the various aspects of project management. The book clearly explains Work Breakdown Structure (WBS), Net Present Value (NPV), Earned Value Analysis (EVA), Total Quality Management (TQM), and Global Warming—from the viewpoint of beginners. In addition, the text deals with special topics such as Public Sector Projects, Engineering Projects, Maintenance Projects, Software Projects, and International Projects besides risk and quality of projects. The final chapter is devoted to a discussion on Project Management Software.

KEY FEATURES

- The text is illustrated with large number of figures, as well as tables and worked-out numerical examples. These will help the students in understanding the basic concepts.
- Questions are provided at the end of each part for a better grasp of the topics discussed.
- The effect of project management on safety, health and environment has also been analyzed.

Primarily intended as a text for the students of management, the book will also prove very useful for the students of mechanical and civil engineering. In addition, practising professionals would find the book quite valuable.

Contents: Preface. Introduction. Project. Project Manager. Idea Generation. Project Life Cycle. Stakeholders. Concurrent Approach. Project Scope. Feasibility. Scope of Project and Scope Verifications. SWOT Analysis. Organization Structure. Work Breakdown Structure. Project Selection. Estimation. Cost. Scheduling. Bar Chart. Network Diagram. Program Evaluation and Review Technique. Project Risk. Procurement. Quality. Resource Planning and Allocation. Earned Value. Project Control. Communications. Project Termination. Public Sector Projects. Project Finance. Engineering Projects. Maintenance Projects. Software Projects. International Projects. Safety, Health and Environment. Project Management Software. Index.

Latest Print 2012 / 332 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-3969-9 / ₹ 325.00 / (e-book also available)

RANDOLPH & POSNER

Effective Project Planning and Management: Getting the Job Done

W. ALAN RANDOLPH, *University of South Carolina.*
BARRY Z. POSNER, *Santa Clara University.*

Modern Management in many cases is largely based on multiple projects. Project as a unit has to be *planned* first and executed later, i.e. the success depends on planning the project. The authors provide comprehensive and practical guidelines to plan a project in any field. The book helps the project manager to delve into the concept and execution of the project within the time and monetary constraints. There are guidelines for integrating the technical and human aspects.

Each chapter presents one of the ten major rules. These rules have been successfully used by managers in field conditions. The book is eminently useful both for the students and practitioners.

Contents: Why Read This Book? Introduction—Every-one Manages Projects. Rule Number One—Set a Clear Project Goal. Rule Number Two—Determine the Project Objectives. Rule Number Three—Establish Checkpoints, Activities, Relationships, and Time Estimates. Rule Number Four—Draw a Picture of the Project Schedule. Rule Number Five—Direct People Individually and as a Project Team.

Latest Print 2004 / 176 pp. / 15.3 × 22.9 cm
ISBN-81-203-0776-3 / ₹ 95.00

RICHMAN

Project Management: Step-by-Step

LARRY RICHMAN *is a certified Project Management Professional (PMP)®*

Project Management Step-by-Step provides the new project managers with everything they need to undertake the managing of a project using formal project management strategies. It supports every strategy listed with applications, examples, and exercises to enable you put them to work in your own organization.

The book is based upon and fully consistent with the newly updated Project Management Body of Knowledge® the book:

- Defines the roles of project managers, team members, clients, and customers.
- Introduces the skills and techniques of planning, estimating, budgeting, and scheduling a project.
- Shows how to execute a project, including controlling, reporting, and managing change and risk.
- Teaches the people-skills needed to lead project management teams.

Contents: Preface. Section 1: Preparing for Project Management Success—Understanding the Importance of Project Management. Organizing for Project Management Efficiency. Defining the Roles of the Project Manager and

the Team. Defining the Roles of Clients, Customers, and Other Stakeholders. Setting Up a Planning and Control System. Section 2: Planning the Project—Defining the Project. Creating a Work Breakdown Structure. Estimating Activities. Sequencing Activities. Calculating the Critical Path. Preparing Schedules. Preparing Resource Plans. Preparing Budget Plans. Getting Approvals and Compiling a Project Charter. Setting Up a Monitoring and Control Process. Section 3: Executing the Project—Initiating the Project. Controlling Project Objectives. Reporting on Project Objectives. Controlling Changes in the Project. Conducting Project Evaluations. Managing Risk. Closing the Project. Section 4: Leading the Project Team—Developing Project Teams. Managing Conflict. Communicating Effectively. Holding Effective Meetings. Making Team Decisions. Using Sources of Power Wisely. Managing Change. Managing Performance. APPENDICES—A: Answers to Exercises and Case Studies. B: Glossary. C: Suggested Readings and Resources. Index.

Latest Print 2010 / 304 pp. / 13.9 × 21.6 cm
ISBN-978-81-203-3477-9 / ₹ 225.00

ROSEN

Effective IT Project Management: Using Teams to Get Projects Completed on Time and Under Budget

ANITA ROSEN *has more than 20 years' experience in IT project management with companies such as alta Vista, Oracle, Netscape, Novell, AT&T and IBM.*

An ideal guide for all project managers this book elaborates every step of the project life cycle:

- Phase One—Project Concept
- Phase Two—Project Design
- Phase Three—Project Development
- Phase Four—Quality Assurance
- Phase Five—Beta
- Phase Six—Release
- Phase Seven—General Availability
- Phase Eight—End of Life

It also provides indispensable tips on

i. How to organize the project
ii. Establish scope
iii. Calculate expected and hidden costs and risks
iv. Design the work breakdown structure
v. Manage the implementation team
vi. Evaluate different possible solutions
vii. Create a working Project Requirements Document (PRD), Design Document and other important, measurable forms

Achieve IT project success with this complete blueprint that is packed with proven strategies to help you.

Contents: List of Figures. Preface. Introduction. Phase 1—Project Concept. Phase 2—Project Design. Phase 3—Project Development. Phase 4—Quality Assurance. Phase 5—Beta. Phase 6—Release. Phase 7—General Availability. Phase 8—End of Life. Index.

Latest Print 2011 / 304 pp (Hard Cover)
17.8 × 23.5 cm / ISBN-978-81-203-3472-4 / ₹ 450.00

TAYLOR

Survival Guide for Project Managers, A, 2nd ed.

JAMES TAYLOR *is a PMI® certified project manager with more than 30 years' experience in projects and program management in both the public and private sectors.*

This book on project management provides a complete understanding of handling and finishing a project successfully. It focuses on the "people" aspect of project management like tools to communicate, negotiate, listen and lead. Describing the entire project life cycle, the book shows how to:

- Develop the managerial and business skills required of a project manager
- Resolve conflicts and improve negotiation capabilities
- Understand and apply the technical tools of project management
- Establish project teams, and foster collaboration among team members

Packed with useful forms, charts and other tools, this is an ultimate resource for project managers.

Contents: Part One: Human Skills and Technical Tools—Introduction to Part One. Section I : The Human Skills—Project Management Skills. Communication Skills. Negotiation Skills. Leadership Skills. Section II: The Technical Tools—The Work Breakdown Structure. Network Analysis. Earned Value. Part Two: Managing a Project—Introduction to Part Two. Pro-ject and Project Manager Selection. The Conceptual Phase: Defining the Project. Project Management in Different Organizational Environments. The Project Management Office. The Developmental Phase. The Implementation Phase. The Termination Phase. Endnotes. Additional Resources of Interest. Index.

Latest Print 2008 / 320 pp. / 15.3 × 22.9 cm
ISBN-978-81-203-3581-3 / ₹ 425.00

Strategic Management

BARNEY

Gaining and Sustaining Competitive Advantage, 4th ed.

JAY B. BARNEY, *The University of Utah.*

This book provides students and practitioners with the most up to date research in a way that helps them see how the concepts can be applied to the real business world. The author explores the impact of the recent global business changes in relation to the competitive context of firms and their ability to generate and sustain competitive advantages.

UNIQUE ATTRIBUTES

- Integrates strategic management research.
- Includes the latest research.
- Ensures accessibility and applications by providing examples and case studies.

Contents: Preface. Part I: The Logic of Strategic Analysis—Introduction: What Is Strategy? Firm Performance and Competitive Advantage. Evaluating Environmental Threats. Evaluating Environmental Opportunities. Evaluating Firm Strengths and Weaknesses: The Resource-Based View. Part II: Business Strategies—Cost Leadership. Product Differentiation. Flexibility: Real Options Analysis Under Risk and Uncertainty. Tacit Collusion: Cooperation to Reduce Competition. Part III: Corporate Strategies—Vertical Integration Strategies. Diversification Strategies. Implementing Corporate Diversification. Strategic Alliance. Merger and Acquisition Strategies. International Strategies. Bibliography. Index

Latest Print 2014 / 512 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4232-3 / ₹ 425.00

BARNEY & HESTERLEY

Strategic Management and Competitive Advantage: Concepts, 5th ed.

JAY B. BARNEY, *The University of Utah.*
WILLIAM S. HESTERLY, *The University of Utah.*

This book follows the VRIO mechanism that integrates two existing theoretical frameworks: the positioning perspective and the resource-based view. The guiding principle of this text has always been—"Does this concept help students analyze cases and real business situations?" This carefully crafted approach provides students with all the tools necessary for strategic analysis.

Besides updating all the previous cases and examples, the fifth edition features new cases on

- The video app "Angry Birds"
- The music streaming industry
- How Google keeps going
- Berkshire-Hathaway's corporate strategy
- The alliance between Apple and Samsung
- Google's acquisition strategy
- The infant formula business in China

Contents: Part 1: The Tools of Strategic Analysis—What Is Strategy and the Strategic Management Process? Evaluating a Firm's External Environment. Evaluating a Firm's Internal Capabilities. Part 2: Business-Level Strategies—Cost Leadership. Product Differentiation. Part 3: Corporate Strategies—Vertical Integration. Corporate Diversification. Organizing to Implement Corporate Diversification. Strategic Alliances. Mergers and Acquisitions. International Strategies. Appendix: Analyzing Cases and Preparing for Class Discussions. Glossary. Company Index. Name Index. Subject Index.

Latest Print 2015 / 396 pp. / 20.0 x 25.0 cm
ISBN-978-81-203-5044-1 / ₹ 495.00

DAVID

Strategic Management: Concepts and Cases—A Competitive Advantage Approach, 14th ed.

FRED R. DAVID, *Francis Marion University, Florence, South Carolina, USA.*

The new edition of this widely-read book provides an effective approach for developing a clear strategic plan in the new world order. Changes made in this edition are aimed at illustrating the effect of new business concepts and techniques on strategic management theory and practice. Due to the magnitude of recent changes affecting companies, cultures and countries, every page of this edition has been updated. A few new features of this edition are given below.

- Brand new *Cohesion Case* on Walt Disney company.
- Brand new or improved *Assurance of Learning* Exercises at the end of all chapters to apply chapter concepts. The exercises prepare students for strategic management case analysis.
- Brand new examples throughout the book.
- All new current readings at the end of each chapter; new research and theories of seminal thinkers in strategy development, such as **Arnoff, Chandler, Porter, Hamel, Prahald, Mintzberg** and **Barney.**
- Twenty-seven brand new cases grouped by industry.

Contents: Preface. Acknowledgments. About the Author. Part 1: Overview of Strategic Management—The Nature of Strategic Management. Part 2: Strategy Formulation—The Business Vision and Mission. The External Assessment. The Internal Assessment. Strategies in Action. Strategy Analysis and Choice—Part 3: Strategy Implementation—Implementing Strategies: Management and Operations Issues. Implementing Strategies: Marketing, Finance/Accounting, R&D, and MIS Issues. Part 4: Strategy Evaluation—Strategy Review, Evaluation, and Control. Part 5: Key Strategic-Management Topics—Business Ethics/Social Responsibility/Environmental Sustainability. Global/International Issues. Part 6: Strategic-Management Case Analysis. How to Prepare and Present a Case Analysis. Name Index. Subject Index.

Latest Print 2014 / 692 pp. / 21.6 × 27.8 cm
ISBN-978-81-203-4885-1 / ₹ 650.00

FOGG

Team-Based Strategic Planning: A Complete Guide to Structuring, Facilitating and Implementing the Process

C. DAVIS FOGG.

"... In this book C. Davis Fogg has provided an outstanding, practical guide for key executives who want to make strategic planning an active tool for improving teamwork and firm performance. .... The reader is

provided a detailed map for managing the strategic planning process from beginning to end."

—MICHAEL BEER, *Professor of Business Administration, Harvard University*

A practical and dynamic resource on team-based strategic planning, this toolkit-in-a-book shows how to bend, shape and modify the conventional strategic planning process to meet an organization's goals. It also delineates the techniques and methods needed to succeed. The real-world examples provided illustrate each step of the process. The book is designed for active use at every stage of the process. It helps readers through dozens of hands-on tools including:

- A proven *strategic change process model* that forecasts expected changes and results over a five-year period
- *Cue* cards and *flow charts* that plot the process and make it easier to master
- *Self-contained facilitator guides* for setting priorities, guiding the team to consensus, and using twelve classic techniques to help the team reach its objectives
- *Troubleshooting* advice on problem intervention for CEOs, planning leaders, and facilitators.

Contents: List of Figures. Preface. Acknowledgments. Part One: The Strategic Planning and Change Process—The Traditional Strategic Planning Process. Whose Job Is It? An Overview of Roles and Responsibilities. Demystifying the Process: The Four Phases of Change. What Facilitators Do. Tailoring the Process to Your Organization. Preparing the Organization: Getting Buy-in and Developing Skills for Strategic Change. Part Two: The Nuts and Bolts: Facilitating the Process Step by Step—Situation Analysis: What It Is, How It's Done, Who Does It. Expanded Analysis. Facilitator's Guide I: Priority-Setting Meeting—Facilitating Agreement on Strategy and Strategic Priorities. Strategy Meeting Prework. Facilitator's Guide II: Strategy Meeting—Guiding the Tem to Consensus on Each Part of the Plan. Part Three: Implementing the Plan—Making the Plan Operational. Keeping the Plan on Track. After the First Plan: Updating and Improving With Much Less Pain. Five Years of Planning: Benchmarks of Accomplishment. Part Four: Team Processes—Effective Teams and Productive Team Members. Facilitator's Guide III: Techniques for Team Tasks. Unstopping Typical Blockages. Summary: Lessons for Success. Appendix: Mission Statements and Strategic Plan Summaries. Glossary. Index.

Latest Print 2008 / 352 pp. (Hard Cover)
17.8 × 23.5 cm / ISBN-978-81-203-3582-0 / ₹ 395.00

FORGANG

Strategy-Specific Decision Making: A Guide for Executing Competitive Strategy

WILLIAM G. FORGANG, *Professor of Business and Economics, Mount St. Mary's College, Maryland.*

Strategy-specific decision making is an essential skill for students who are engaged in case study analysis or managing a firm in computer-based simulation. This compact and practical book provides students of management and decision makers—future and current managers—a holistic, down-to-earth approach to strategic management and developing strategies and making decisions in today's dynamic and changing business environment. It is designed to assist them in evaluating/monitoring outcomes and formulating and executing comprehensive competitive business strategies.

Throughout, the text focusses on the implementation of a firm's competitive strategy at all levels. It uses a *cohesive case study* to highlight the key themes and provides the tools to assess the choices that result in a unified implementation of a firm's strategy and the realization of its financial goals.

The book is designed for business/corporate strategy courses that utilize simulation to enliven and enrich the learning experience. The book would help the students in making decisions in product design, production, human resources, marketing, and finance. The tables and figures and the **seven case studies** are intended to illustrate and reinforce the theoretical aspects. Besides students, practicing managers would find this book highly useful in making strategy-specific decisions.

Contents: List of Figures and Tables. Preface. Acknowledgments. A Note to Instructors, Students, and Managers. Cohesion Case: Gelle's Building Products. Managing by Competitive Strategy. Competitive Strategy. Strategy-Specific Decision Making. Performance-Based Measurement Systems. Implementing the Strategy: Downstream and Upstream Analysis. Strategy-Specific Decisions and Management Control Systems. From Value Proposition to Outcomes. Performance Measurements and the Multiple Products Firm. Leadership and Strategy-Specific Decision Making. Appendices: Review of Gelle's Building Products Case. Instructor's and Student's Simulation Guide. Part A. Pre-Simulation Activities. Part B. Post-Simulation Activities. Cases: Nancy' Women's Shoppe. Don Batts. Randolph Hooke. Rockwell's Health Club. Raymond Specialo and Family. Karl's of Maine. Timothy Ryan. Bibliography. Index.

Latest Print 2004 / 200 pp. / 17.8 × 23.5 cm
ISBN-81-203-2617-2 / ₹ 250.00

GARLAND

Future Inc.: How Businesses Can Anticipate and Profit from What's Next

ERIC GARLAND.

"…. This book takes the reader's hand and walks him through the specific steps needed to understand developing trends, the factors driving them and strategic implications for businesses. He outlines the tools of the foresight trade and how to separate the wheat from the 'info chaff' in our entirely-too-information-rich environment in such critical areas as energy, demographics, health and new technologies."

—Timothy C. Mack, President, World Future Society

The ability to predict future trends have become crucial for businesses to be successful in today's overwhelming world of tough competition and constant changes. With this **visionary**, **creative**, and **groundbreaking** book know how to anticipate new trends and analyze their impact on your business.

Discover how to:

- Determine whether a trend is really a trend
- Incorporate the future into everyday thinking
- Analyze five new trends that will affect the future of your business
- Find accurate sources like official reports, peer reviews and scholarly journals to properly forecast tomorrow's realities.

Contents: Foreword. Acknowledgments. Introduction: Today's Chaos; Tomorrow's Opportunity. Part 1: Tools and Techniques—Futurism: The Antidote to Chaos. Systems Thinking: A Superhighway to Change. Analyzing Trends: Real Change vs. Media Hype. Into the Future: Making Judgements; Evaluating Forecasts. Strategic Implications: What the Future Means to You. Scenario Generation: Drawing a Picture of the Future. Communicating the Future: Even to the Skeptical. Part 2: Drivers of the Future—Aging: Preparing for a New Grey World. Information Technology: Falling in Price, Increasing in Power. Health Care: New Gadgets vs. Following Doctor's Orders. Biotechnology: Scratching the Surface of the Secrets of Life. Energy: Getting More out of Less. Nanotechnologies: Smaller is Better. Media and Communications: Six Billion Channels for Six Billion People. Ecology and Sustainability: Growth Can Be Good. Epilogue: Where Do We Go from Here? Notes. Index.

Latest Print 2007 / 272 pp. (Hard Cover)
16.0 × 24.1 cm / ISBN-978-81-203-3577-6 / ₹ 450.00

GRANTHAM, WARE & WILLIAMSON

Corporate Agility: A Revolutionary New Model for Competing in a Flat World

CHARLES E. GRANTHAM, JAMES P. WARE & CORY WILLIAMSON.

"In *Corporate Agility*, two acknowledged experts in the field of Workplace Solutions offer an authoritative and well-researched approach to restructuring the work environment to reduce operating expenses, take advantage of emerging technology, and, perhaps most important, address the key priority of attracting and retaining talented people."

—COLIN DYER, *Chief Executive Officer and President, Jones Lang LaSalle*

Packed with case studies of companies such as IBM, Hewlett-Packard, etc. who have learnt to stay ahead of the curve, this book provides the blueprint for staying competitive in the global economy. It helps readers learn how they can ensure to stay profitable and sustainable for years to come.

The book reveals how to:

- Reduce fixed operational costs by reducing dependence on corporate real estate
- Institutionalize the innovation process to quickly reach to changing marketplace
- Confront the coming "talent gap" for creative and knowledge-based workers
- Reduce the crippling costs of recruitment and turnover
- Design a productive, clean, comfortable and healthy workplace
- Meet the challenges that come with flexible workplace programs.

Contents: Acknowledgments. Introduction. More Corporate Agility, Less Corporate Real Estate. The Three Major Business Challenges: Costs, Labor, and Innovation. Reducing Fixed Operating Costs. Attracting and Retaining Human Talent. Innovation and Survival. The Virtual Workforce. Offices Without Walls. The Well-Designed Workplace. Collaborative Strategic Management. Achieving Corporate Agility. Afterword. Notes. Index.

Latest Print 2008 / 288 pp. (Hard Cover)
16.0 × 24.1 cm / ISBN-978-81-203-3576-9 / ₹ 450.00

GUPTA, GOLLAKOTA & SRINIVASAN

Business Policy and Strategic Management: Concepts and Applications, 2nd ed. (Revised)

VIPIN GUPTA, *Roslyn Solomon Jaffe Chair Professor of Strategy, Simmons School of Management, Boston.*

KAMALA GOLLAKOTA*, Associate Professor, University of Redlands, California.*

R. SRINIVASAN, *Associate Professor of Corporate Strategy and Policy, Indian Institute of Management Bangalore.*

This innovative introduction to business policy and strategic management, covering both the illustrative cases and conceptual foundation, offers authoritative approaches to strategic leadership in emerging markets. Among its many unique features, this comprehensively updated and revised **second edition** is structured to help students think strategically.

The major organizational issues in strategy development are covered through an analytical study of:

- Nine different perspectives on organization to capture the rich history of the discipline and enlighten the nature of strategy.
- The concept of strategic intent to guide action.
- 9-M model to analyze strategies in functional areas of manpower, materials, methods, money, manufacturing, machine, marketing, motivating, and manipulating.
- Competitive gaming model to strategize different types of market structures.
- Internetworking model to develop high-performance Internet ventures.
- Strategic business model to unfold hidden value into new directions.

- Value model to explain strategic elements of innovation and technology management.
- Ethical and international issues in the context of corporate governance.
- Strategic leadership model relevant to the emerging market ground realities.
- Strategic control model (both balanced and extended scorecard) to explore the influence of environmental and cultural contexts on effective performance.

The text is well supported by more than one thousand sources of international research, India-focused case studies and experiential assignments. This comprehensive text on theory and practice of strategic management is a *must* read for management students as well as business practitioners and consultants.

Contents: Preface. Acknowledgements. Section A: BUSINESS STRATEGY—Business Policy and Strategic Management—An Introduction. Strategic Intent. Business Strategy Formulation. Strategic Functions and Functional Strategies. Internal Analysis. External Analysis. Competitive Gaming Strategy. Section B: CORPORATE STRATEGY—Corporate Strategy Formulation. International Strategies. Strategic Organizational Design. Learning and Knowledge Organization Strategy. Public and Non-profit Organizations' Strategy. Family and Micro Business Strategy. Internetworking and E-Business Strategy. Section C: ENACTMENT STRATEGY—Strategic Business Model. Strategic Innovation and Technology Management. Strategic Leadership. Corporate Governance and Business Ethics. Strategic Planning and Change Management. Strategic Control. Index. Authors' Profiles.

Latest Print 2014 / 600 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-3244-7 / ₹ 395.00 / (e-book also available)

HUNGER & WHEELEN
Essentials of Strategic Management, 5th ed.

J. DAVID HUNGER, *Saint John's University, Iowa State University.*
THOMAS L. WHEELEN, *Formerly with University of Virginia, Trinity College, Dublin, Ireland.*

The fifth edition of *Essentials of Strategic Management* contains many new content topics plus updated data and illustrations. Older examples have been replaced with newer ones, information has been updated where appropriate. In addition, the following content topics have been added to the book:

- The natural physical environment to the discussion of the societal and task environments.
- Contrasted agency theory with stewardship theory in the section on corporate governance.
- Paragraphs on sustainability and moral relativism plus information on enterprise strategy and social capital to the section on social responsibilities and ethics.
- PESTEL analysis to environmental scanning.
- A discussion of brands to marketing resources.
- Replaced the section on advantages and limitations of portfolio analysis with a section on strategic alliance portfolio analysis.
- Open innovation to the discussion of R&D strategy.
- Purchasing and logistics strategies to functional strategies.
- Offshoring in the discussion of outsourcing.
- Real options to the discussion of risk.
- The concept of core rigidities in the discussion of the organizational life cycle.
- An explanation of integration managers to managing mergers and acquisitions.

Contents: Preface. Part I: Introduction to Strategic Management—Basic Concepts of Strategic Management. Corporate Governance and Social Responsibility. Part II: Scanning the Environment—Environmental Scanning and Industry Analysis. Internal Scanning: Organizational Analysis. Part III: Strategy Formulation—Strategy Formulation: Situation Analysis and Business Strategy. Strategy Formulation: Corporate Strategy. Strategy Formulation: Functional Strategy and Strategic Choice. Part IV: Strategy Implementation and Control—Strategy Implementation: Organizing for Action. Strategy Implementation: Staffing and Leading. Evaluation and Control. Part V: Introduction to Case Analysis—Suggestions for Case Analysis. Appendices—11.A: Suggested Techniques for Case Analysis and Presentation. 11.B: Resources for Case Research. 11.C: Strategic Audit of a Corporation. Index.

Latest Print 2013 / 208 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4861-5 / ₹ 250.00

PHADTARE
Strategic Management—Concepts and Cases

MILIND T. PHADTARE, *Senior Professor and Dean of the School of General Management at National Institute of Construction Management and Research (NICMAR), Pune.*

Primarily intended for the postgraduate students of commerce and management, this compact text covers all the topics prescribed in almost all universities and autonomous institutes in India. Each concept is explained with the help of many real-life examples from the Indian context.

Considering the fact that the understanding of the concept of strategic intent is prerequisite to the understanding of strategic management, the chapter on strategic intent is included which brings out the differences between various elements of strategic intent. It also covers the current happenings in the businesses from the Indian context. Similarly, a topic on strategic choice has been discussed at length because of the fact that BCG growth-share matrix and GE nine-cell matrix are extremely useful in making a strategic decision in real life.

Besides, the book contains **ten case studies** on various topics of strategic management such as environmental

appraisal, critical success factors, SWOT analysis, strategic intent, strategic choice, business level strategy formulation and choice of growth strategy. All these cases are provided with authentic industry specific data. Firms are chosen from different businesses thereby giving business-specific flavour and a broad understanding of various business domains.

Contents: Preface. Acknowledgements. Introduction to Strategic Management. Concept of Strategy. Strategic Intent. Environment and Environmental Analysis. Organizational Capability. Industry Analysis. Corporate and Business Level Strategy Formulation. Formulating Functional Level Strategies. Strategic Analysis and Choice. Strategy Implementation. Strategic Control. Corporate Social Responsibility. Case Studies. Index.

Latest Print 2011 / 292 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-4180-7 / ₹ 250.00 / (e-book also available)

PRASAD

Strategic Management: Text and Cases

KESHO PRASAD *is a Management Consultant specialized in the areas of human resources and general management. Earlier he worked as Additional General Manager, HRD & OD, BHEL (Hardwar plant).*

In this book, the author has endeavoured to bring home to the readers the concepts, practices and approach to Strategic Management and its relevance in the context of the changing global economy. The book discusses 27 cases of successful enterprises that have excelled in performance as a result of the application of strategic thinking and decisions. It underlines the point that strategic management is a continuous activity and that a successful strategy is an integral part of the process of management.

Balanced scorecard, strategic mapping and benchmarking find proper treatment in the book as new approaches to strategic management. These are integral components of strategic management and have been covered with live cases.

This is an ideal text for the students of management and commerce.

KEY FEATURES

- Organizational strategies for winning the customers/ gaining competitive advantage over rivals are elaborately discussed.
- Need for strategic leadership in industry is emphasized in the backdrop of the competitive challenging industrial environment.
- Principles of balanced scorecard, strategy mapping and benchmarking are thoroughly discussed through live cases.
- Provides several live cases of Indian and international enterprises to illustrate how these organizations benefited from their new approaches.

Contents: Preface. Acknowledgement. Introduction to Strategic Management. Strategic Planning. Strategic Analysis. Choosing Strategic Options. Strategic Thinking: Significance of the Process of Strategy Formulation. Significance of Context. Significance of Content. Strategic Responses of Organizations to Changing Environment. Functional Strategies. Strategic Leadership. Use of Balanced Scorecard in Strategic Management. Constructing Strategy Map. Mobil Story: A Case Study. References. Index.

Latest Print 2009 / 304 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-3809-8 / ₹ 250.00 / (e-book also available)

SRINIVASAN

Strategic Management: The Indian Context, 5th ed.

R. SRINIVASAN, *Professor, Department of Management Studies, Indian Institute of Science (IISc.), Bangalore.*

The revised and updated **Fifth Edition** gives an in-depth and incisive analysis of the basic principles of strategic management. The exposition of these principles is reinforced by **seven case studies** that encompass the broad spectrum of Indian companies. These case studies are culled mainly from manufacturing and information technology, and include both private and public sector units. The case studies will be of immense help to the budding managers as well as provide them with the requisite practical orientation for understanding the strategic management issues.

The inclusion of the concepts, theory and case studies in a single, compact volume is the main feature of the book, which makes the subject easier to understand and learn.

Intended primarily as a textbook for postgraduate students of management and commerce, this book is of immense help to all those attending management development and executive development programmes.

NEW TO THIS EDITION

- A brief section on 'Government Initiatives' is added in Chapter 4.
- Section on 'CSR activities mandated by the Government of India', have been incorporated in Chapter 5.
- A new case study on Indian Airline has been introduced.
- All case studies of the previous edition have been updated with latest company information and development.

Contents: Preface. Preface to the First Edition. Section I: Introduction to Strategic Management—Basic Concepts of Corporate Strategy. The 7-S Framework. Section II: Board of Directors and Corporate Responsibility—Corporate Governance. Code and Laws For Corporate Governance. Social Responsibility. Section III: Environmental Landscape Analysis—External Environmental Analysis. Internal Corporate Analysis. Section IV: Strategy in Action—Strategy Formulation. Strategy Implementation. Evaluation and Control. Section V: Strategic Enablers—

R&D and Strategy. It and Strategy. Knowledge Management. Strategic Risk. Other Strategic Issues. Case Studies—1. HMT Machine Tools Division—Strategy at Crossroads. 2. Bharat Heavy Electricals Limited—On The Right Course? 3. Ace Designers—Going Global? 4. HMT Watches—On The Way Out. 5. Global Marketing in Wipro—Growing in Strength. 6. Infosys Technologies Limited—Truly Global. 7. The Indian Airline Industry—Will The Flight Be Smooth? Index.

Latest Print 2014 / 372 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-5030-4 / ₹ 325.00 / (e-book also available)

SRIVASTAVA & VERMA

Strategic Management: Concepts, Skills and Practices

R.M. SRIVASTAVA, *has been Senior Professor of Management, Head and Dean in the Faculty of Management Studies at BHU. He also served as Professor of Management at the Asian Institute of Technology, Bangkok.*
SHUBHRA VERMA, *Management Consultant in the area of human resource and strategic management.*

Keeping in view the requirement of various management schools and professionals, this book presents dynamically changing policies, strategies, business models, frameworks and practices of corporate enterprises in India and abroad in an interesting and stimulating manner. The concepts are structured around the decision making process with suitable examples to enlighten students and managers with practices and techniques of making business strategies in today's competitive environment. The book includes 13 real-life Indian cases to provide an invaluable opportunity to the readers to apply their theoretical knowledge in solving business problems by analysing strategic issues of specific organizations. Besides management studies, the text will also prove useful to the students of commerce and allied areas.

KEY FEATURES

- Discusses new paradigms of managing challenges in corporate enterprises.
- Includes a separate chapter on strategies of Mergers and Acquisitions.
- Highlights strategy execution and implementation factors.
- Emphasizes organizational culture and its relevance in organizational effectiveness.

Contents: Preface. Acknowledgements. Section I: Introduction—New Paradigms of Managing Challenges to Indian Corporate Enterprises. Concept and Components of Strategic Management. Strategic Management Process—A Synoptic View. Corporate Governance in Corporate Enterprises. Section II: Scanning Business Environment-Processes and Techniques—Scanning Macro Environment. Scanning Competitive Environment. Scanning Internal Environment. Value Creation and Competitive Advantage. Section III: Dynamics of Strategy Making—Formulating Corporate Objectives. Developing Competitive Strategy for a Firm. Crafting Corporate Strategy. Devising Strategy for a Diversified Company. Making Strategy for Mergers and Acquisitions. Designing Strategy for Entering Overseas Market. Strategy and Corporate Social Responsibility. Section IV: Strategy Implementation and Strategic Audit—Strategy Implementation—A Synoptic View. Organising for Competitive Advantage. Cultural Dynamics and Strategy Execution. Strategy Execution through Leadership. Strategic Audit and Recycling. Section V: Real Life Indian Cases in Strategic Management—A Guide to Using the Case Studies in Strategic Management. Index.

Latest Print 2012 / 464 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4512-6 / ₹ 375.00 / (e-book also available)

Sustainable Development

ROGERS, JALAL & BOYD

Introduction to Sustainable Development, An

PETER P. ROGERS, KAZI F. JALAL and JOHN A. BOYD.

An Introduction to Sustainable Development presents the concept and practice of sustainable development as a process that meets the needs of the present generation without compromising the ability of future generations to meet their own needs. This textbook examines the environmental, economic, and social dimensions of sustainable development by focusing on changing patterns of consumption, production, and distribution of resources.

This book of topical interest can help us learn better, more sustainable ways of producing, consuming, investing, and otherwise participating in projects and programs in both the developing and the developed worlds.

The Conceptual breadth is impressive. The examples and many graphics are appealing. The authors made a hand-waving topic tangible and nearly hard-core. The book looks downright useful.

— Prof. Richard Forman, Harvard School of Design

The present study is not only exhaustive but goes deep into the details and presents the available scientific data for explaining the different issues using interdisciplinary approaches. It will be extremely useful not only to specialists, especially teachers, but also to other stakeholders who want to act in favour of sustainable development in political fora.

— Alexandre Kiss, President, European Council of Environmental Law

Contents: Foreword. Preface. Acknowledgments. Authors and Contributors. Abbreviations and Acronyms. From Malthus to Sustainable Development. Challenges of Sustainable Development. Global Environmental Issues. Sustainable Development Indicators. Environmental Assessment. Environmental Management: Trends and

Policies. Legislation, International Law, and Multilateral Environmental Agreements. Social Dimensions and Policies. The Economics of Sustainability. Sustainability: Externalities, Valuation, and Time Externalities. Natural Resource Accounting. The Role of International Financial Institutions. International Cooperation. Sustainable Development: Crisis, Conflict, and Compromise. Epilogue. References.

Latest Print 2007 / 404 pp. / 15.3 × 22.9 cm
ISBN-978-81-203-3407-6 / ₹ 395.00

HOTEL MANAGEMENT

Food Production

DUBEY

Indian Cuisine, The

KRISHNA GOPAL DUBEY, *Associate Professor and Head, Department of Food Production, Amrapali Institute of Hotel Management, Nainital.*

Variety is the spice of life, and knowing to prepare the different cuisines of the states, enhances the taste buds. This book contains many mouthwatering Indian dishes, their detailed recipes and their predominant role in Indian culture. The simple language and guidelines provide excellent introduction to theory and practices of the regional cooking procedures in Indian states.

The book serves a platter of history of spices, their origin, the religious and medicinal impact of these spices, different cooking utensils and their usage, various methods of cooking and many finger-licking recipes. The text discusses the traditional and special delights of the four broad regions—East, West, North and South. The staple food and their occasion-oriented backdrop dominate all the descriptions. The recipes are simple, tested and standardized so that they can be easily adaptable by the students and professionals of college and food service organizations.

Intended for undergraduate and postgraduate students of hotel management, this textbook will also be useful for the hoteliers and budding professional chefs.

KEY FEATURES

The book covers:

- Staple diet of the people of different religions, cultures and customs
- Varied usage of spices and composite masalas
- Different types of gravies used
- Innumerable dishes and their preparations
- Various domestic tips for kitchen management
- Guidelines on keeping the kitchen fresh and free of odours
- Complete Indian cuisine integrated in one compendium

Contents: Preface. Acknowledgements. Introduction: Cooking Guidelines for Spices. Spices Mixture or Masalas. Indian Gravies. Mukhwas. *Culinary Regions of India*. 1. North Indian School: Kashmir. Ladakh. Dogri. Punjab. Uttar Pradesh. Uttarakhand. 2. East Indian School: Bengal. Orissa. Bihar. Tribal. Sikkim. Assam. 3. West Indian School: Gujarat. Rajasthan. Madhya Pradesh. Maharashtra. Goa. 4. South Indian School: Andhra Pradesh. Tamil Nadu. Karnataka. Kerala. Index.

Latest Print 2010 / 312 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4170-8 / ₹ 275.00 / (e-book also available)

YOGAMBAL ASHOKKUMAR

Textbook of Bakery and Confectionery, 2nd ed.

YOGAMBAL ASHOKKUMAR, *is currently working as a Chef in London. Formerly, she was a faculty at Jenneys Academy of Tourism and Management, Thiruchirappalli, Tamil Nadu.*

Baking is both an art and a science, and mastery in baking allows the baker to be creative in exploring new and quality products from inconsistent ingredients and process conditions. This book, now in its *second edition*, gives a succinct account of the practical and theoretical concepts, the methods and processes involved in the preparation of various bakery products.

The author, with her rich teaching and industry experience in the field, gives a wealth of information about making of various yeast-made products—bread, cakes, biscuits, desserts and pizza—their ingredients, leavening agents, and the functions of salt, sugar, eggs, and so on in bakery production. She also discusses the use of modern technology machines in bakery production, icings, decoration, bakery organization, and many other aspects.

This revised edition updates and simplifies the existing text in a number of places, and also includes a large number of colour photos of finished products and ingredients, which will provide the readers with clear knowledge about them.

This book is mainly intended as a textbook for undergraduate students pursuing courses in Hotel Management, Catering and Nutrition Science and Home Science. Besides, the book can also be useful as a guide for home bakers and industrial bakers as well as those engaged in the profession.

KEY FEATURES

- Describes many new bakery items as well as the use of modern machinery in bakery and confectionery.
- Gives a number of Review Questions at the end of each chapter.
- Provides Short Questions and Answers and two Model Question Papers for self-assessment.

What the Experts Say:

This book contains all the basic information related to raw materials/ingredients, types of bakery products, recipes, etc. I am sure that this book will serve as a good text for the students of Hotel Management and Home Science.

—**RAJ KAPOOR**, Chief Executive, Assocom India Pvt. Ltd.

With Mrs. Yogambal's rich experience in bakery industry and education, I strongly feel that this book will help the students in gaining in-depth knowledge in the field and I recommend it for all the students.

—**M. PONNILANGO**, Director (Technical)
Jenneys Academy of Tourism and Hotel Management

Contents: Foreword. Preface. Raw Materials. Wheat. Sugar. Fats and Oils. Eggs. Yeast. Salt. Leavening Agents. Moistening Agents. Improvers and Emulsifiers. Yeast-Made Products. Cakes. Icings. Cookies and Biscuits. Pastries. Hygiene. Bakery Organization and Equipment. Recipes. Glossary. Short Questions and Answers. Model Question Papers. Index.

Latest Print 2014 / 244 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4603-1 / ₹ 250.00 / (e-book also available)

MARKETING

Advertising/ Advertising Management

JONES

When Ads Work: New Proof that Advertising Triggers Sales, 2nd ed.

JOHN PHILIP JONES *is part of the faculty of the Newhouse School of Public Communication, Syracuse University, USA.*

The general notion is that, advertising generates long-term goodwill and exposure but has little impact on the immediate sale. In *When Ads Work* the author proves that well-planned and executed advertising campaigns have considerable immediate impact on sales. This book explains how advertising campaigns not only increase the awareness about the products and brands but can also give an immediate boost to the sales. The author concludes that strongest advertising campaigns can triple the sales of a product. At the same time, weakest advertising campaigns can decrease the sales by 50%.

KEY FEATURES

- The book explains how the concept Short-Term Advertising Strength (STAS) can be used to measure the short-term impact of advertising.
- The book offers a wealth of data related to research results and practical problems in advertising.
- It is very good companion guide for professionals associated with advertising.

Contents: Tables and Figures. Preface. I. Facts Replace Theory—The Single-Source Breakthrough. The Short-Term Effect of Advertising: Passing Through the Gate. The Rapid Spread of Pure Single-Source Research. How a Short-Term Effect Can Turn Into a Medium-Term Effect. Keeping the Brand in the Window. An Interlude: Successful Advertising Campaigns. II. Evidence for Part I: Seventy-eight Brands Dissected—Advertising That Works: The Alpha One Brands. Advertising That Stops Working: The Alpha Two Brands. Advertising That Works in Some Cases: The Beta Brands. Advertising That Does Not Work: The Gamma Brands. Penetration and Purchaes Frequency. From Insight to Action. III. Appendices—A. Stability ... and Volatility. B. The History of Single-Source Research: The First Steps. C. The History of Single-Source Research: Chasing Hares. D. The Calculation of Advertising Intensity. E. The Leading 142 Brands in the Product Categories Covered in This Research. Index. About the Author.

Latest Print 2007 / 232 pp. / 13.9 × 21.6 cm
ISBN-978-81-203-3225-6 / ₹ 195.00

JONES & SLATER

What's in a Name?: Advertising and the Concept of Brands, 2nd ed.

JOHN PHILIP JONES *is part of the faculty of the Newhouse School of Public Communication, Syracuse University, USA.*
JAN S. SLATER *Associate Professor of Advertising at the E.W. Scripps School of Journalism at Ohio University.*

This is a completely updated version of one of the true classic books in the field of marketing and advertising—once described as "pure gold" by advertising guru David Ogilvy.

The book analyzes brands from the point of view of modern marketing theory, and deals, in detail, with the role of advertising in creating, building and maintaining strong brands—the lifeblood of any long-term marketing campaign. The work has ample empirical support and includes the latest research findings from both professional and academic fields. The authors also discuss the factors operating during a brand's conception, birth, growth and maturity, and dissect the patterns of repeat purchase of fast moving consumer goods.

This new edition also provides detailed coverage of the short-, medium- and long-term effects of advertising on sales of brands, and offers recommendations on how to develop and expose better advertising. Intended as a textbook for courses in marketing and advertising at the graduate level, the book will also benefit the entrepreneurs, brand managers in manufacturing companies and executives in advertising agencies.

Contents: List of Tables and Figures. Foreword: Advertising and Brand Planning. Introduction. Brands: What They Are and Why They Emerged. Factors That Shape a Brand During Its Conception and Birth. Factors That Shape a Brand During Its Growth and Maturity. The Mature Brand and the Consumer: The Nature of Repeat-Buying Theory. Advertising Research: A Digression on Recall. How Advertising Influences Sales. How Advertising Builds Brands. Giving a Brand Legs: Brands as Collectible Entities. The Contribution of Advertising Strategy to Brand Building. From Advertising Strategy to Advertising Campaign. How to Develop and Expose Better Advertising. Index. About the Authors.

Latest Print 2007 / 336 pp. / 15.3 × 22.9 cm
ISBN-978-81-203-2447-3 / ₹ 195.00

JUGENHEIMER, et al.

Advertising and Public Relations Research

DONALD W. JUGENHEIMER, *is an author, researcher, consultant, and is currently partner and principal in the research, writing, and consulting firm In-Telligence, which concentrates on communications, marketing, and advertising.*

SAMUEL D. BRADLEY, *Assistant Professor of Advertising in the College of Mass Communications at Texas Tech University.*

LARRY D. KELLEY, *Executive Vice President, Chief Planning Officer for FKM, the sixtieth largest advertising agency in the United States.*

JERRY C. HUDSON, *has taught research methods and data analysis among graduate courses. He served as coordinator of graduate studies and director of the Institute of Communications Research (1993–1997).*

This book is designed to serve as a primary text for research methods courses in Advertising at both undergraduate and masters levels. Although the authors cover the design and conduct of research in ample detail, their goal is to provide the information need by future practitioners to commission and apply research to their work problems in advertising and PR.

KEY FEATURES

- Each chapter begins with a list of learning objectives
- The text material (supplemented by plentiful exhibits) is exceptionally clear and readable, and has a practical orientation
- Chapters conclude with brief summaries, discussion questions to help expand and test students' comprehension
- Suggested research exercises, and sources for additional information at the end of each chapter

Contents: Preface. Part I: Introduction to Advertising and Public Relations Research—Needs for Research in Advertising and Public Relations. Research Plans. Some Research Definitions. Planning and Designing Research. Part II: Secondary Research in Advertising and Public Relations—Introduction to Secondary Research. Syndicated Research. Online Resources. Other Useful Resources. Part III: Primary Research in Advertising and Public Relations: Qualitative Research—Uses of Qualitative Research. How Qualitative Research Can Enhance Quantitative Research. Handling Qualitative Data. Part IV: Primary Research in Advertising and Public Relations: Quantitative Research—Empirical Research: Survey Research. Sampling. Measuring Instruments. Questions Wording. Interviewer Training. Obtaining Accurate Responses. Data Tabulation. Applications of Quantitative Research. Experimental Research. Experimental Approaches. Quasi-Experimental Research. Experimental Applications in Advertising and Public Relations. Part V: Primary Research in Advertising and Public Relations: Other Research Methods—Historical and Legal Research and Critical Analysis. Part VI: Advertising and Public Relations Research Data Analysis—Handling Data. Scaling Techniques. Mapping Techniques. Statistics. Statistical Analytic Tools. Part VII: Practical Aspects of Advertising and Public Relations Research—Who Should Conduct the Research? Applying Research to Advertising and Public Relations Situations. The Research Report. Research Ethics. Appendix: Table of Random Numbers. About the Authors. Index.

Latest Print 2010 / 336 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4136-4 / ₹ 295.00

KELLEY & JUGENHEIMER

Advertising Media Planning: A Brand Management Approach

LARRY D. KELLEY, *Executive Vice President, Chief Planning Officer for FKM, the sixtieth largest advertising agency in the United States.*

DONALD W. JUGENHEIMER, *is an author, researcher, consultant, and is currently partner and principal in the research, writing, and consulting firm In-Telligence, which concentrates on communications, marketing, and advertising.*

With a bigger than ever boom today in advertising — whether in print (newspapers, magazines) or audio-visual (radio, television), planning and placement of advertising has become a big business. This media planning book offers guidance for those who practice media planning, as well as for those who approve those strategic media decisions. As the subtitle suggests, the focus of the book is on the brand management approach in planning and deciding on the advertising media.

What this text tries to do is to help the decision maker to make those crucial decisions that ultimately affect the brand value. The book not only offers a foundation in media planning basics, but also enumerates and explains the steps that impact media programmes.

This is a *must-read* book on Advertising Media Planning, with a straightforward and hands-on approach, written by two eminently qualified persons on the subject. Their experience and expertise, and their insights and perspectives illuminate this exceedingly well-written text.

This book, which treats a subject of current importance and has many up-to-date real-world examples, will immensely benefit students of advertising and marketing communication, brand managers, advertising managers, media planners and other professionals in the field.

Contents: Preface. Why Media are Important. Learning the Language of Media. The Media and Their Characteristics. How Marketing Objectives Impact Media Planning. Defining the Target Audience. Geography's Role in Planning. Seasonality and Timing. Creative Implications. Competitive Analysis. Setting Media Communication Goals. Evaluating a Media Plan. Matching Media to the Total Brand Plan. Developing Test Plans. What to Look for in Media Execution. Index. About the Authors.

Latest Print 2009 / 152 pp. / 15.3 × 22.9 cm
ISBN-978-81-203-2529-6 / ₹ 150.00

SHARMA & SINGH

Advertising: Planning and Implementation

SANGEETA SHARMA, *Assistant Professor in the Languages Group at Birla Institute of Technology and Science (BITS), Pilani (Rajasthan).*

RAGHUVIR SINGH, *Executive Secretary and Programme Director at Indian Society for Technical Education (ISTE), New Delhi.*

Advertising has today become an indispensable marketing tool of the corporate world. The advent of the Internet, e-commerce, desktop publishing and computer-aided designing has revolutionized the advertising world.

This book provides an in-depth coverage of the concepts related to advertising, media planning and creativity in advertising. Divided into five parts, the text covers all the important aspects of advertising, including the changing face of the advertising world, web advertising and the concept of Integrated Marketing Communications (IMC). It describes in detail how to develop and execute an effective advertising campaign by understanding consumers' mind and conducting advertising and media research. It enables the reader to assess, review and modify an advertising campaign or a media plan.

KEY FEATURES

- A large number of ads, current as well as from the past, are used to elucidate the concepts.
- The text helps the reader analyze an ad copy and find its relevance to the product.
- Case studies on popular brands are provided throughout the text to assist the reader in understanding the key elements of successful brand building.

The book is primarily intended to serve as a text for postgraduate students of management and the students pursuing various courses in advertising.

Contents: Preface. PART ONE: Advertising Basics—Advertising: Introduction. Advertising and Society. Advertising: A Marketing Tool. PART TWO: Advertising Research and Strategy—The Consumer Behaviour. Advertising Planning. Advertising Research and Account Planning. Working of Advertising. PART THREE: Creativity and Advertising—Role of Creativity. Creativity through Language. Layout of Advertising. PART FOUR: Advertising Media—Print Media. Television and Radio. Web Adver-tising. PART FIVE: Integrated Marketing Communications—Advertising and Integrated Marketing Communications. Advertising in a Multicultural Environment. Bibliography. Index.

Latest Print 2013 / 496 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-2973-7 / ₹ 350.00 / (e-book also available)

STAFFORD & FABER (Eds.)

Advertising, Promotion, and New Media

MARLA R. STAFFORD, *Professor of Marketing at the Fogelman College of Business and Economics, University of Memphis.*

RONALD J. FABER, *Professor of Mass Communications and Co-Director of the Communication Research Division at the School of Journalism and Mass Communication, University of Minnesota.*

This book provides a complete, state-of-the-art overview of the newest media technologies and how they can be used in marketing communications. It offers crucial insights into the use of cutting-edge techniques including 3-D advertising, mobile advertising, advergames, interactivity, and netvertising images, as well as more familiar Internet advertising formats such as banner ads and pop-ups. Important topics as how to select online affiliates and how to assess the effectiveness of new media advertising and compare it with traditional formats are discussed.

With contributions from professionals with high expertise in their specified fields, this text offers up-to-date information and thought-provoking ideas on emerging technology and how it can be used effectively for advertising and promotion in the future.

This is a book that provides essential information for any organization that wants to maintain an effective advertising programme as well as for experts and students in the fields of advertising and mass communication.

Contents: Preface: Advertising, Promotion, and the New Media. Part I: Defining, Understanding, and Measuring New Media Advertising—The Interaction of Traditional and New Media. The Netvertising Image: Netvertising Image Communication Model (NICM) and Construct Definition. Intermedia Effects for Appropriate/Inappropriate Print and Internet Stimuli. A Survey of Measures Evaluating Advertising Effectiveness Based on Users' Web Activity. Part II: Important Elements of Internet Advertising—Rethinking Interactivity: What It Means and Why It May Not Always Be Beneficial. Measures of Perceived Interactivity: An Exploration of the Role of Direction of Communication, User Control, and Time in Shaping Perceptions of Interactivity. Impact of 3-D Advertising on Product Knowledge, Brand Attitude, and Purchase Intention: The Mediating Role of Presence. Managing the Power of Curiosity for Effective Web Advertising Strategies. Part III: Banners, Pop-ups, and Online Sponsorship—Banner Advertisement Pricing, Measurement, and Presenting Practices: Perspectives from Interactive Agencies. Forced Exposure and Psychological Reactance: Antecedents and Consequences of the Perceived Intrusiveness of Pop-Up Ads. Category-Based Selection of Online Affiliates. Part IV: Other New Media Ad Forms—Mobile Advertising: A Research Agenda. Mobile Promotional Communication and Machine Persuasion: A New Paradigm for Source Effects? Brand Recall in the Advergaming Environment: A Cross-

Country Comparison. Advergame Playing Motivations and Effectiveness: A "Uses and Gratifications" Perspective. Part V: Conclusion—The Future of Consumer Decision Making in the Age of New Media Promotions and Advertising. About the Editors and Contributors. Index.

Latest Print 2006 / 392 pp. / 15.3 × 22.9 cm
ISBN-81-203-2739-X / ₹ 295.00

Agricultural Marketing

KOHLS & UHL

Marketing of Agricultural Products, 9th ed.

RICHARD L. KOHLS and JOSEPH N. UHL, *both of Purdue University.*

This book, now in its ninth edition, provides a readable, comprehensive, and balanced treatment of food marketing systems. Geared towards readers with little or no experience in marketing or economics, the text strikes a balanced treatment between the facts, principles, and values involved in food marketing. It assists students in understanding the structure and workings of the food marketing system, how this system affects farmers, consumers, and middlemen, and how this dynamic market system has responded to technological, social, economic, and political forces over time. While the focus of the book remains on the economics of the food system, there are liberal references to the social, political, and historical aspects of food marketing as well.

The book also blends the descriptive, analytical, and normative approaches to understanding the food marketing systems. It enables students to evaluate the performance of these systems, as well as gain an appreciation for marketing and its contribution to economic development.

Salient Features of The Ninth Edition

- Mini-cases on various food marketing situations and problems assist readers in gaining understanding of real-world systems.
- Extensive coverage of contemporary issues in food marketing such as biotechnology, direct farmer marketing, and risk management helps readers gain insight into how the new trends and developments affect food marketing.
- Information about the growing role of the Internet in food industry aids in learning about and accessing on-line, the most recent food marketing studies, data sources, and websites.

Contents: Preface. About the Authors. Part I: The Framework of the Marketing Problem—Introduction to Food Marketing. Analyzing Agricultural and Food Markets. Agricultural Production and Marketing. Part II: Food Markets and Institutions—Food Consumption and Marketing—Food Processing and Manufacturing. Food Wholesaling and Retailing. The International Food Market. Part III: Prices and Marketing Costs—Price Analysis and the Exchange Function. Competition in Food Markets. Farm and Food Prices. Food Marketing Costs. Part IV: Functional and Organizational Issues—The Changing Organization of Food Markets. Cooperatives in the Food Industry. Market Development and Demand Expansion. Market and Bargaining Power. Market Information. Standardization and Grading. Transportation. Storage. Risk Management and the Futures Market. Part V: The Government and Food Marketing—Government Price, Income, and Marketing Programs. Food Marketing Regulations. Part VI: Commodity Marketing—Livestock and Meat Marketing. Milk and Dairy Product Marketing. Poultry and Egg Marketing. Grain Marketing. Cotton and Textile Marketing. Tobacco and Tobacco Product Marketing. Fruit and Vegetable Marketing. Glossary. Index.

Latest Print 2013 / 560 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-2220-2 / ₹ 450.00

Consumer Behaviour

MAJUMDAR

Consumer Behaviour: Insights from Indian Market (with CD-ROM)

RAMANUJ MAJUMDAR, *Professor of Marketing at Indian Institute of Management Calcutta.*

Consumer Behaviour has always fascinated marketers all over the world. Rightly so, because it offers interesting insights into the working of the human mind in making purchasing decisions. For instance, why do consumers repeatedly purchase a particular brand or, in some cases, why do they switch from one product to another? In this compact, concise and profusely illustrated text, Professor Majumdar, with his rich and varied experience in Marketing, tries to provide interesting insights into some of these and other interesting questions about consumer behaviour. He gives a masterly analysis of the theory and practice of consumer behaviour and decision making and the factors that influence it.

Divided into six parts, Part I of the text shows the importance of understanding consumer behaviour; Part II highlights different aspects of consumer psychology and covers such topics as consumer motivation, consumer perception, and consumer personality. Part III demonstrates how consumers behave in their social and cultural settings, the effect of personal factors, and the influence of reference groups on consumer behaviour. Part IV dealing with consumer decision making describes the various stages involved in brand choice, the post-purchase behaviour and, importantly, the six well-established models proposed by scholars on consumer behaviour. Part V analyzes the diversity of the Indian market and about the emerging patterns of consumer behaviour.

The concluding part—Part VI—gives **seven live case studies** that dwell on brand building and showcases some successful brands marketed in India.

KEY FEATURES

- The book is a harmonious blend of theory and practice.
- Each chapter contains numerous examples of marketing practices in India.
- Demonstrates the diversity of the Indian market.
- Contains a **CD with power point presentations (PPTs).**

For the wide spectrum of readers—the students of management, the marketers and the practicing managers—reading this book should be a very valuable and rewarding experience. They would treasure the book for its incisive insights on the Indian market and the wealth of illustrative examples and concepts it offers.

Contents: Preface. Part I: Consumer Behaviour: An Overview—Understanding Consumer Behaviour: An Overview. Part II: The Consumer as an Individual—Consumer Motivation. Consumer Perception. Consumer Beliefs and Attitudes. Consumer Learning and Experience. Consumer Personality and Self-image. Part III: Consumers in Their Social and Cultural Settings—Effect of Personal Factors. Influence of Reference Groups. Culture and Western Influence on Consumer Behaviour—Part IV: The Consumer Decision-Making Process—Consumer's Decision Making. Comprehensive Models of Consumer Decision's Making. Part V: Understanding Indian Market Diversity and Evolving Consumer Behaviour—Diversity of Indian Market. Changing Indian Consumer Behaviour. Part VI: Case Studies—1. Cadbury Dairy Milk Chocolates. 2. Lux—The Beauty Soap. 3. Titan Watches. 4. Sprite—Soft Drink. 5. Nescafe Instant Coffee. 6. Maruti 800 Passenger Car. 7. Dove Hair Care. Glossary. Index.

Latest Print 2013 / 360 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-3963-7 / ₹ 425.00 / (e-book also available)

SOLOMON

Consumer Behavior: Buying, Having, and Being, 11th ed.

MICHAEL R. SOLOMON, *Saint Joseph's University.*

The eleventh edition of this book has been extensively revised and updated to reflect the major trends and changes in marketing that impact the study of consumer behavior. The most significant changes to the edition are highlighted below:

- A totally reorganised Table of Contents that now presents a comprehensive overview of the field.
- Six new and six updated end-of-chapter cases.
- A strong focus on social media platforms and how they change consumer behavior.
- A new chapter on Consumer and Social Well-Being that highlights pressing ethical issues relevant to consumer behavior such as privacy, sustainability, and addition.
- Significant coverage of major emerging topics including Big Data, the Digital Self, gamification and contextual influences on decision-making such as priming and nudging.

Contents: Preface. Acknowledgements. **Section 1: Foundations of Consumer Behavior—**Buying, Having, and Being: An Introduction to Consumer Behavior. Decision Making and Consumer Behavior. Cultural Influences on Consumer Decision Making. Consumer and Social Well-Being. **Section 2: Internal Influences on Consumer Behavior—**Perception. Learning and Memory. The Self. Attitudes and Persuasion. **Section 3: External Influences on Consumer Behavior—**Group and Situational Effects on Consumer Behavior. Consumer Identity I: Sex Roles and Subcultures. Consumer Identity II: Social Class and Lifestyles. Networked Consumer Behavior: Word-of-Mouth, Social Media, and Fashion.

Latest Print 2014 / 604 pp. / 21.6 x 27.8 cm
ISBN-978-81-203-5059-5 / ₹ 795.00

Customer Relationship Management

BEST

Market-Based Management: Strategies for Growing Customer Value and Profitability, 5th ed.

ROGER J. BEST.

Gains in marketing knowledge without application are missed learning opportunities.

—Roger Best

This groundbreaking book provides the tools and processes needed to actually apply market-driven strategy to today's business world. The text proves to be a refreshing alternative to the many conceptual and theoretical-centred marketing books because it is built around a performance orientation and the belief that real learning occurs only with the application of knowledge.

Contents: Preface. About the Author. Acknowledg-ments. Part I: Market Orientation and Performance—Customer Focus and Managing Customer Loyalty. Marketing Performance and Marketing Profitability. Part II: Market Analysis—Market Potential, Market Demand, and Market Share. The Customer Experience and Value Creation. Market Segmentation and Segmentation Strategies. Competitor Analysis and Source of Advantage. Part III: Marketing Mix Strategies—Product Positioning, Branding, and Product Line Strategies. Value-Based Pricing and Pricing Strategies. Marketing Channels and Channel Mapping. Marketing Communications and Customer Response. Part IV: Strategic Marketing—Portfolio Analysis and Strategic Market Planning. Offensive Strategies. Defensive Strategies. Part V: Marketing Plans and Performance—Building a Marketing Plan. Performance Metrics and Strategy Implementation. Market-Based Management and Financial Performance. Credits. Glossary. Index.

Latest Print 2009 / 548 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-3896-8 / ₹ 425.00

DALY & O'DEA

Select Selling: Strategies to Win Customers by Defining the Ultimate Target Profile & Discovering What They Really Want

DONAL DALY and PAUL O'DEA.

This book provides a pragmatic and contemporary guide to selling and how to overcome the pitfalls in today's tough business environment. The authors have designed the "select selling" methodology to equip anyone selling high value, complex products to large corporations. The well defined and rigorous process that can be moulded to an individual salesperson's style. This also takes much of the uncertainty out of the sales process. Strategic marketing principles are used to draw the map, with focused tactics to complete each journey, addressing the practical stops along the way.

The book will be of particular value to those in the high technology industry. It will help them enhance their productivity, hit their targets more consistently, and increase revenue. Each major chapter in the book is accompanied by a worksheet. The book is supported by a website: **www.selectselling.com**

Contents: Acknowledgments. Foreword. What is Select Selling? How to Become a Sales Specialist. Select a Customer Value Proposition. The Buyer's Perspective. Discover, Develop and Control the Opportunity. Do You Qualify to Sell? The Select Selling Pipeline Management System. Implement Select Selling: Sales Action Planning. The Continuous Art of Complete Negotiation. Appendix: Select Selling Worksheets. Glossary. Index.

Latest Print 2005 / 192 pp. / 15.3 × 22.9 cm
ISBN-81-203-2929-5 / ₹ 175.00

EVENSON

Award-Winning Customer Service: 101 Ways to Guarantee Great Performance

RENÉE EVENSON *is a business consultant with 30 years of experience in customer service management field.*

In today's corporate world when it comes to customer service, "good" isn't good enough. One needs to deliver services that are truly outstanding for the company to thrive.

This book provides quick tips and strategies for improving—and then maintaining—the quality of the experiences.

It gives smart and practical solutions for

• Planning and goal setting • Effective communication • Leadership • Preparing for change • Continual learning • Coaching and development • Effective feedback • Motivation and problem-solving meeting • Conflict resolution • Follow-up and staying on top of game • **And much more**

"The book gives everyone, from the veteran to the new recruit, practical ways to deliver better services. One can pick up the book and, in minutes, have powerful ideas to impress customers."

—**Michele McGovern**, Editor-in-Chief, *The Customer Service Advantage*

Contents: Acknowledgments. Introduction. Customers: Delight Your Audience. Performance: Your Role of a Lifetime. Planning: A Good Script Begins with Thoughtful Consideration. Communication: Choose the Right Lines in the Script. Leadership: Great Performances Need Great Direction. Preparation: Things Are Going to Change. Training: Learn Your Lines. Treamwork: The Actors Make the Cast. Motivation: Monitoring the Process. Feedback: Rave Reviews and Poor Reviews. Meetings: On-the-Spot Rehearsals. Conflict: Every Production Has Turmoil. Commitment: Take It from the Top. Quick Tips: Cue Cards. Index.

Latest Print 2011 / 252 pp. / 15.3 × 22.9 cm
ISBN-978-81-203-4270-5 / ₹ 250.00

FLUSS

Real-time Contact Center, The: Strategies, Tactics, and Technologies for Building a Profitable Service and Sales Operation

DONNA FLUSS.

It is a practical guide to building a service infrastructure that will simultaneously exceed your customers' expectations, and build revenues. This book is packed with step-by-step implementation plans for making the transformation from a reactive cost center to a proactive revenue generator. This book will help you to:

- Sort through the technologies and systems that enable real-time contact centers, and learn the best ways to use them.
- Build profitable relationships with sales and marketing.
- Reduce costs by strengthening your self-service applications to improve their efficiency and to reduce dependence on service representatives.
- Hire, train and motivate staff to keep your contact center at the top of its game.
- Make smart, ethical decisions regarding offshore outsourcing.

Contents: Preface. Acknowledgements. Transforming Contact Centers into Real-Time Enterprises. The Development of the Real-Time Contact Center. Contact Center Infrastructure. The Power of Speech Recognition for Self-Service. Designing, Building and Maintaining a Vibrant E-Service Strategy. The Strategic Role of Quality Management and Liability Recording. The Role of Performance Management in Real-Time Contact Centers. Productivity and Quality Enhancement Systems in Real-Time Contact Centers. Real-Time Analytics: Conquering the Unstructured Data Challenge. Contact Center Staffing

and Management. Building and Managing Contact Centers. Navigating the Offshore Landscape. Creating a World-Class Real-Time Engaged Contact Center. Maximizing the Benefits of the Real-Time Contact Center. Glossary of Abbreviations and Acronyms. Index.

Latest Print 2009 / 240 pp. / 15.3 × 22.9 cm
ISBN-978-81-203-3754-1 / ₹ 325.00

GOSNEY & BOEHM

Customer Relationship Management Essentials

GOSNEY & BOEHM.

The Internet represents a major change to the traditional business model. An online vendor never physically sees customers and therefore needs to implement different measures to attract and retain customers. The CRM tools and practices can not only help in this regard but are essential to the online strategy for any successful online business.

This book focuses on the important aspects of successful CRM strategies in e-commerce and the role that Web sites play in these strategies. It highlights how proper design issues such as content placement on a Web site can improve e-customer support. The book addresses each of the primary components of a successful CRM strategy—pre-order, point-of-order and post-order customer-support issues—and relates them to analysis of successful case studies of some CRM-enabled e-commerce sites, to explain how to ensure a smooth customer transition from one step to the next.

Contents: Introduction. Part I: THE EVOLUTION OF THE ECONOMY BUSINESS MODEL OF CRM—Busines Process Models and CRM. Foundations of Customer-Centric Business. Pre-Order Customer-Support Issues. Point-of-Order Customer-Support Issues. Post-Order Customer-Support Issues. Part II: ANALYSIS OF SUCCESSFUL CRM SITES—CRM Case Study: Circuit City www.circuitcity.com. CRM Case Study: Marsh Supermarkets www.marsh.net. CRM Case Study: Amazone.com www.amazon.com. CRM Case Study: The Gap www.gap.com. Part III: APPENDICES—A: Mechanics of a Successful CRM Web Interface. B: Pushing the Support Envelope: Total Process Coordination. C: CRM Gallery. D: E-Commerce Essentials. Index.

Latest Print 2011 / 252 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-1809-0 / ₹ 250.00

HORRELL

Kindness Revolution, The: The Company-Wide Culture Shift that Inspires Phenomenal Customer Service

ED HORRELL.

"Ed Horrell has captured the essence of values-based customer service in his book *The Kindness Revolution. This is a must-read for any company interested in retaining both employees and customers."*

—DAN CATHY, President and Chief Operating Officer, Chick-fil-A, Inc.

This impassioned book shows the positive aspects of having a culture of kindness and consideration up and down the entire organization to develop long-term customer loyalty. It is packed with practical guidance and real-life examples of companies who have reaped a wealth of personal and financial rewards. Any organization—large and small will benefit from this book which shows how to develop a culture of kindness by following the conviction that:

- each employee has an important job to do
- their corporate entity has a meaningful purpose … to serve the customer in a way that delivers value
- each employee should be empowered to make decisions
- there is value in dignity and respect and courtesy and kindness
- they can attract the best employees and customers by running an organization based on sincerity and consideration.

Contents: Preface. Introduction. Owning Your Customers. A Top-Down Commitment to Service. Employees on a Mission. Never on Sunday. Talking About Service ... Every Day. When *Customers* Call in Sick. Extraordinary Employee Empowerment. Absolutely, Positively: The Pursuit of Perfection. A Place Where Kindness Grows. Kindness: Starting the Revolution. How to Eliminate Indifference in Your Workplace. The Quick Fix Won't Work: How to Ensure Permanent Change. Are You Ready? Ten Steps to an Extreme Corporate Makeover. Putting It Out There—On the Net. Conclusions. Appendix. Index.

Latest Print 2008 / 224 pp. (Hard Cover)
16.0 × 24.1 cm / ISBN-978-81-203-3579-0 / ₹ 450.00

MUKERJEE

Customer Relationship Management: A Strategic Approach to Marketing

KAUSHIK MUKERJEE, *Associate Dean, ICFAI Business School (IBS), Pune.*

This straightforward and easy-to-read text provides students of management and business studies with a thorough understanding of fundamental abilities and strategies that lead to the successful implementation of practice of CRM (Customer Relationship Management), regarded as the wonder solution to all the problems encountered by marketers.

To cope with the increasing intensity of competition, necessitating a drive towards enhancement of customer satisfaction, the book emphasizes the need for integration and coordination along the value chain to

effectively and efficiently manage customers. The book focuses on best practices in CRM and illustrates along the way through several case studies how CRM has been used in various industries to build relationships with customers.

The book also provides a solid grounding in tools, techniques and technologies used in CRM and explains in detail the power of eCRM to help companies make their vision of CRM a reality.

The text is intended for students of MBA, PGDM (Postgraduate Diploma in Management), and PGPBA (Postgraduate Programme in Business Administration). Besides, this book is a useful reference for managerial and marketing professionals.

KEY FEATURES

- Provides insight into contemporary developments in CRM
- Cites Indian as well as global examples
- Offers case studies on Indian and global companies to highlight the use of CRM

Contents: Foreword. Preface. Acknowledgements. Changing Nature of Marketing and Customer Service. Economics of Building Customer Relationships. Customer Value and Customer Satisfaction: Precursors to CRM. Role of CRM in Various Stages of the Sales Cycle. CRM—The Basic Concepts. Planning for CRM. CRM Strategy. Role of IT and Tools for CRM. eCRM. CRM Implementation. Guarding Against CRM Failures. CRM in Practice. Index.

Latest Print 2014 / 192 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-3285-0 / ₹ 225.00 / (e-book also available)

RAI

Customer Relationship Management: Concepts and Cases, 2nd ed.

ALOK KUMAR RAI, *Associate Professor in Faculty of Management Studies, Banaras Hindu University, Varanasi.*

This thoroughly revised and enlarged edition brings to light the latest developments taking place in the area of Customer Relationship Management (CRM), and focuses on current CRM practices of various service industries.

This edition is organised into five parts containing 19 chapters. Part I focuses on making the readers aware of the conceptual and literary developments, and also on the strategic implementation of the concepts. Part II discusses the research aspects of CRM. Part III deals with the applications of information technologies in CRM. Part IV provides the various newer and emerging concepts in CRM. Finally, Part V analyses the CRM applications in various sectors, industries and companies.

Primarily intended as a textbook for the students of Management, the book would prove to be an invaluable asset for professionals in service industries.

NEW TO THIS EDITION

- Includes five new chapters, namely Research Techniques and Methods in Customer Relationship Management; Customer Satisfaction; Customer Loyalty; Service Quality; and Service Recovery Management, along with several additions of new text and revisions of the existing text.
- Provides latest advancements in CRM to keep the students abreast of these developments.
- Gives as many as 16 Case Studies with critical analysis of different industries to help the readers understand the subject.
- Covers a number of illustrations to elucidate the concepts discussed.
- Gives Project Assignment in each chapter.

Contents: Preface. Part I: Fundamentals of Customer Relationship Management—Relationship in Business: A Management Tool. Customer Relationship Management: A Conceptual Foundation. Customer Relationship Management: A Literary Perspective. Customer Relationship Management Model: Comprehension and Implementation Model. Part II: Research Dimensions of Customer Relationship Management—Research Techniques and Methods in Customer Relationship Management. Customer Satisfaction. Customer Loyalty. Service Quality. Part III: Information Technology Dynamics in Customer Relationship Management—Technological Developments in CRM. Information Technology Implementation in CRM. Customer Relationship Management through Information Technology Tools. Part IV: Emerging Dimensions and Dynamics in Customer Relationship Management—Customer Retention and Experience Management. Service Recovery Management. People Factor in Customer Relationship Management. Customer Relationship Management: Emerging Concepts and Perspectives. Part V: Application Dynamics of Customer Relationship Management in Different Sectors and Industries—Customer Service in Service Sector. Customer Relationship Management Practices in Rural Markets. Customer Relationship Management Practices in Indian Service Business. Customer Relationship Management: Practices and Application in Select Service Companies. Index.

Latest Print 2014 / 528 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4695-6 / ₹ 395.00 / (e-book also available)

SHANMUGASUNDARAM (Ed.)

Customer Relationship Management: Modern Trends and Perspectives

S. SHANMUGASUNDARAM, *former Professor and Head, Department of Commerce, Periyar University, Salem, Tamil Nadu.*

Customer Relationship Management (CRM) is a modern approach to marketing. It focuses on the individual consumer. Customer is the 'king', therefore, the products

and services have to be offered in such a way that they suit the needs and preferences of the customer.

This comprehensive and easy-to-read text deals with the formulation of methodologies and tools that help business organizations to manage critical customer relationships by supporting all customer-centric processes within an enterprise, including marketing, sales and customer support. In addition, the book emphasizes managing opportunity for optimum productivity, coordinating the specialized activities of multi-functional teams, developing and retaining corporate knowledge and completing complex multi-step processes in a timely and efficient manner.

This text is intended for the students of masters in business administration (MBA) and those pursuing postgraduate diploma in marketing management (PGDMM). Besides, the book should prove to be a useful reference for marketing professionals.

KEY FEATURES

- Covers various dimensions of CRM with several case studies.
- Includes the modern concept—e-CRM.
- Incorporates deep study of research oriented topics.

Contents: Foreword. Preface. List of Contributors. Part I: Customer Relationship Management: An Overview—CRM: Concept and Implementation. Components of CRM. CRM System: Selection and Implementation. CRM: An Orientation to Knowledge Management. Ownership Marketing: A Strategy for the New Millennium. Part II: CRM in Banking and Insurance—Role of CRM in Banking. CRM in Banking: Features. CRM in Banking: Some Issues. CRM in Banking: Modern Tools and Techniques. CRM in Banking: A Case Study of ICICI Bank. CRM in Banking Sector: A Study with Reference to SBI. CRM in Co-operative Banks: Need of the Hour. CRM and Co-operatives. CRM in the Banking and Insurance Sectors. CRM in the Insurance Business. CRM in Insurance with Special Reference to LIC of India. Call Centres for Banks and Financial Services: A CRM Automation. Part III: CRM in Manufacturing and E-CRM—Tuning Profitability Through CRM. CRM in Manufacturing: An Overview. Types of e-CRM. Call Centres vs. E-CRM. E-Customer Relationship Management. Corporate Role of e-CRM. E-CRM Update. E-CRM—"A Tool for Retaining the Customer". Digital Channels: An Enhancing Tool for e-CRM. Part IV: CRM in the service sector—CRM in the Service Sector. CRM: A New Mantra in Travel and Tourism. CRM in the Tourism Industry. CRM in the Front Office of the Hotel Industry. "CRM Practices in Transport Logistics": An Empirical Study. Role of CRM in the Airline Industry. CRM in Hospital Services. CRM in Hospital Services: Cancer Hospital. A Vision for Higher Education Through CRM. BPO in CRM. References. Index.

Latest Print 2010 / 296 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-3326-0 / ₹ 250.00 / (e-book also available)

E-Marketing

STRAUSS & FROST
E-Marketing, 6th ed.

JUDY STRAUSS, *Associate Professor of Marketing, University of Nevada, Reno.*
RAYMOND FROST, *Professor of Management Information Systems, Ohio University.*

This popular book on e-marketing offers traditional marketing coverage with focus on the Internet and other technologies that have had a profound effect on marketing. It elaborates on the e-marketing planning and marketing mix topics from a strategic perspective.

NEW TO THIS EDITION

- New chapter on engaging customers with social media
- Extensive discussion on buying social media ads; using individual targeting with widgets and engaging social network users with ads
- Extensive updation of the topic statistics about internet use and strategy effectiveness

Contents: Preface. About the Authors. Part 1: E-Marketing in Context—Past, Present, and Future. Strategic E-Marketing and Performance Metrics. The E-Marketing Plan. Part 2: E-Marketing Environment—Building Inclusive E-Markets. Ethical and Legal Issues. Part 3: E-Marketing Strategy—E-Marketing Research. Consumer Behavior Online. Segmentation, Targeting, Differentiation, and Positioning Strategies. Part 4: E-Marketing Management—Product: The Online Offer. Price: The Online Value. The Internet for Distribution. E-Marketing Communication Tools. Engaging Customers with Social Media. Buying Digital Media Space. Customer Relationship Management. Appendices—A: Internet Penetration Worldwide as of April 30, 2010. B: Glossary. C: References. Index.

Latest Print 2012 / 448 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4501-0 / ₹ 425.00

Industrial Marketing

PHADTARE
Industrial Marketing, 2nd ed.

MILIND T. PHADTARE, *Senior Professor and Dean of the School of General Management at National Institute of Construction Management and Research (NICMAR), Pune.*

The book would serve as a standard textbook on the subject of Industrial Marketing, and thus, will be useful for students of management. This book is aimed at providing better conceptual understanding of the industrial marketing, as well as, enhancing the skills required in its practice.

The book begins with the review of fundamentals of marketing, concepts in industrial marketing, industrial marketing environment, gathering market intelligence,

organisational buying behaviour, and segmentation and positioning in industrial marketing.

Then, it goes on to give an insightful analysis of product mix, price mix, marketing channels, marketing control, and project marketing. The text concludes with a discussion on commercial terms, clauses and documents involved in the practice of industrial marketing. The text provides eleven case studies which lend a practical flavour to it, and illustrate the concepts discussed.

KEY FEATURES

- Shows the importance and selection criteria of marketing channels.
- Explains commercial clauses and contents of documents.
- Explains difference between product marketing and project marketing.
- Provides questions at the end of every chapter.

Interspersed with real-life examples, this book should also prove very handy to the practicing manager.

NEW TO THIS EDITION

- Four new chapters, namely, Review of Marketing Fundamentals, Industrial Marketing Environment, Negotiating Sales Deals and Key Account Management have been added.
- Keeping in mind the importance of case studies for both the students, as well as, practitioners, four new cases have also been added in this edition.
- Besides, material is added in most of the chapters to discuss some topics in more detail, or some sub-topic which were missing in the earlier edition.
- Problem questions added at the end of the chapters will help the students to understand the practical applications of marketing concepts in real business world.
- The concepts are supported by real-life examples, diagrams and tables to reinforce the understanding of the subject-matter.

Contents: Preface. Review of Marketing Fundamentals. Concept of Industrial Marketing. Industrial Marketing Environment. Gathering Marketing Intelligence. Organisational Buying Behaviour. Industrial Market Segmentation, Target Marketing and Positioning. Managing Product Mix. Managing Price Mix. Managing Marketing Channels. Managing Promotional Mix. Negotiating Sales Deals. Key Account Management. Marketing Control. Marketing Mix for Project Marketing. Commonly Used Commercial Clauses. Commonly Used Commercial Documents. **Cases:** 1. Resistance Welders India Limited. 2. Compressed Systems India Limited—Adopting Project Marketing. 3. EU Tyres. 4. Electric Motors India Limited. 5. Chapman Variators Private Limited. 6. Brown Solar Pumps Limited. 7. Inter Air Limited. 8. Automated Solutions Private Limited: Doing Business with Government Organisation. 9. Electric Motocomp Private Limited. 10. Protective Coatings India Limited. 11. Fast Operating Epoxies-Market Potential Analysis. Index.

Latest Print 2014 / 304 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-5005-2 / ₹ 295.00 / (e-book also available)

REEDER, BRIERTY & REEDER
Industrial Marketing: Analysis, Planning and Control, 2nd ed.

ROBERT R. REEDER, *Southwestern Oklahoma State University.*
EDWARD G. BRIERTY, *Southern Oregon State College.*
BETTY H. REEDER, *Betty Reeder Enterprises.*

This student-oriented and easy-to-read popular textbook on Industrial Marketing blends theory and practice. All relevant concepts are introduced and carried through and reinforced in later chapters.

KEY FEATURES

- Numerous case studies are designed to promote analytical ability and strategic thinking.
- More than 65 vignettes and inserts demonstrate practical applications of industrial marketing.
- Exclusive chapters on the important areas of the environment, international marketing and the sales force.
- Discussions on reseller's markets, production positioning perceptual maping, market intelligence, service marketing, telemarketing, JIT systems and online and international databases.
- Numerous cases; more than 175 tables, graphs and charts.

Contents: Preface. About the Authors. Part I: Dimensions of Industrial Marketing—The Nature of Industrial Marketing. Understanding Industrial Markets. The Industrial Marketing Environment. Part II: Organizational Buying and Buyer Behavior—The Nature of Industrial Buying. The Interpersonal Dynamics of Industrial Buying Behavior. Part III: Strategy Formulation in the Industrial Market—The Strategic Planning Process in Industrial Marketing. Assessing Market Opportunities. Industrial Market Segmentation, Target Marketing, and Positioning. Part IV: Formulating Product Planning—Developing Product Strategy. Strategic Innovation and New Product Development. Part V: Formulating Channel Strategy—Marketing Channel Participants. Marketing Logistics: Physical Distribution and Customer Service. Part VI: Formulating Marketing Communication Planning—Developing the Industrial Sales Force. Planning, Organizing, and Controlling the Selling Function. Managing Advertising, Sales Promotion, and Publicity Strategy. Part VII: Formulating Pricing Policies—Price Determinants: Customers, Competition, and Costs. Pricing Decision Analysis. Part VIII: International Industrial Marketing—Industrial Marketing in the International Environment. Cases. Index.

Latest Print 2014 / 688 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-1245-6 / ₹ 450.00

Logistics/ Supply Chain Management/ Distribution Management

AILAWADI & SINGH

Logistics Management, 2nd ed.

SATISH C. AILAWADI, *Director at KJ Somaiya Institute of Management Studies and Research, Mumbai.*
RAKESH P. SINGH, *Director, Durga Devi Saraf Institute of Management Studies, Mumbai.*

To retain their market share in today's competitive business, companies are coming up with high value, low price products. To cut their costs, they are striving hard to identify the cash-consuming areas in their operations. Logistics is one of them, as its scope ranges from the procurement and management of the raw materials through to the delivery of the final product. This book, now in its Second Edition, continues to provide theoretical and practical expertise in logistics management.

The book begins with an introduction to the elements of logistics management and then moves on to explain operating objectives of integrated logistics, barriers to internal integration and principles of logistics information. It also deals with forecasting, inventory management policies, warehousing and highlights various aspects of logistics management and logistical organization. The book contains case studies in the Indian context to give a practical flavour to the subject.

In this edition, two new chapters, namely, Materials Handling and Packaging and Integrated Global Logistics are included to widen the scope of the subject.

Primarily intended to fulfil the requirements of the students of logistics management, the text may well serve the needs of practising professionals also.

Contents: Preface. Acknowledgements. Elements of Logistics Management. Operating Objectives of Integrated Logistics. Barriers to Internal Integration. Principles of Logistics Information. Forecasting. Inventory Planning. Inventory Management Policies. Transportation. Materials Handling and Packaging. Warehousing. Logistics Costing. Outsourcing Considerations. Logistical Measurement. Logistical Organization. Storehouse Operations and Control. Integrated Global Logistics. Case Studies. Bibliography. Index.

Latest Print 2012 / 216 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4504-1 / ₹ 225.00 / (e-book also available)

ALTEKAR

Supply Chain Management: Concepts and Cases

RAHUL V. ALTEKAR, *Senior Functional Architect, JDA India, Hyderabad.*

In response to the increasing significance attached to supply chain management in both academic and professional areas, this text intends to build a bridge and highlight the relationship between various disciplines of SCM like demand planning, manufacturing planning, logistics planning, analytical IT management, global e-biz modeling, performance benchmarking etc.

Primarily intended to address the typical and general syllabus requirements of postgraduate management programmes, and undergraduate and postgraduate engineering programmes, this book also caters to the needs of the industry professionals in the supply chain domain.

KEY FEATURES

- Comprehensive treatment of SCM concepts
- In-depth coverage of topics like CODP, CPFR, JIT-II, VMI, TPL, FPL, SCEM, SCOR etc.
- Reinforcement of concepts through Indian case studies
- Focus on SCM implementation and practical issues
- Profusely used flow diagrams and figures.

Contents: Preface. Introduction. Demand Management in Supply Chain. Operations Management in Supply Chain. Procurement Management in Supply Chain. Logistics Management. Information Technology for Supply Chain Management. Performance Measurement and Control in Supply Chain Management. Bibliography. Index.

Latest Print 2013 / 464 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-2859-4 / ₹ 325.00 / (e-book also available)

BLANCHARD

Logistics Engineering and Management, 6th ed.

BENJAMIN S. BLANCHARD, *has served as a Professor of Systems Engineering at Virginia Tech for many years and is a leader in one-line instruction in the field of logistics engineering.*

This book covers the subject from the point of view of both the engineers and the students of systems and logistics. The text introduces logistics from a broad perspective to include all activities throughout the system life-cycle pertaining to supply chain management, the physical supply and distribution of products, and the sustaining maintenance and support of systems throughout their planned life-cycles. It also addresses logistics and the maintenance support infrastructure as a major element of the "system" from a total life-cycle perspective rather than as an independent and separate function.

The book emphasizes the importance of dealing with logistics early in the system design and development process and throughout the implementation of the system engineering process. The book stresses the importance of establishing performance-based logistics (PBL) measures early in the system design processes and the follow-on "design for supportability" requirements in response to these requirements, promoting a more "proactive" and approach to logistic support, as opposed to an after-the-fact "reactive" approach.

It can be a useful text for the students of Industrial and Systems Engineering, and Management. It also serves as a handy reference to practising engineers.

KEY FEATURES

- Expanded coverage of life-cycle costing (LCC) and LCC analysis throughout the text.
- Coverage of new technologies and their applications, such as Electronic Commerce (EC), Information Technology (IT), Electronic Data Interchange (EDI).

Contents: Foreword. Preface. Introduction to Logistics. Reliability, Maintainability, and Availability Measures. The Measures of Logistics and System Support. The System Engineering Process. Logistics and Supportability Analysis. Logistics in System Design and Development. Logistics in the Production/Construction Phase. Logistics in the System Utilization, Sustaining Support, and Retirement Phases. Logistics Management. Appendixes—A. Selected Bibliography. B. System Design Review Checklist. C. Supplier Evaluation Checklist. D. Life-Cycle Cost Analysis (LCCA). E. Maintenance Task Analysis (MTA). F. Selected Interest Tables. G. Normal Distribution Tables. H. Abbreviations. Index.

Latest Print 2009 / 560 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-2763-4 / ₹ 325.00

BLOOMBERG, LeMAY & HANNA
Logistics

DAVID J. BLOOMBERG, *Western Illinois University.*
STEPHEN LeMAY, *Mississippi State University.*
JOE B. HANNA, *Auburn University.*

This introductory text, concise and well-written, offers students of management an excellent overview of a dynamic field called integrated logistics. The focus of the text is on basics of warehousing, transportation, inventory, packaging, material handling, operations, information systems, and organizational structure. It also provides coverage on some new, yet extremely important areas such as service response logistics, integrated logistics accounting, and reverse logistics.

Numerous definitions, graphs, tables, and figures provided throughout the book help in understanding what integrated logistics is all about. Chapter-end cases draw students into the real-life applications of text concepts and study questions provide an opportunity to them to test their comprehension of the material presented.

KEY FEATURES

- Treatment of the subject is not too academic and is marked by a logical flow of topics.
- Integrates logistics into a supply chain management context.
- Concept of integrated logistics includes a model incorporating both product and service movement.
- Activity-based accounting is discussed as an alternative method to better track logistics costs.
- An entire chapter devoted to reverse logistics looks at the issues involved in a topic that is vitally important today.

Contents: Preface. PART I*:* Introducing Supply Chain Management—The Supply Chain Management Concept. Purchasing and Supply Management. Operations. PART II—Introducing Integrated Logistics—Integrated Logistics Management. Quality Customer Service and Integrated Logistics. Service Response Logistics. PART III: The Integrated Logistics Activities—Domestic Transportation. Transportation Management. Inventory Management. Scheduling. Warehouse Management. Material Handling and Packaging. PART IV: Coordination Issues in Integrated Logistics—Reverse Logistics. Organizing Integrated Logistics. Informational Issues in Integrated Logistics. Integrated Logistics Accounting. Strategic Integrated Logistics Management. Appendix A—Integrated Logistics Measurement Areas—Global Integrated Logistics. Index.

Latest Print 2009 / 328 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-2163-2 / ₹ 195.00

BOYER, FROHLICH & HULT
Extending the Supply Chain: How Cutting-Edge Companies Bridge the Critical Last Mile into Customers' Homes

KENNETH KAREL BOYER, *Michigan State University.*
MARKHAM T. FROHLICH, *Boston University.*
G. THOMAS M. HULT, *Michigan State University.*

"*Extending the Supply Chain* provides the definitive guide to delighting last-mile customers. Defines, explains and guides readers through the challenges of marketing, IT, order fulfillment, and delivery while showing how the integration of the parts brings a competitive edge. An essential part of a 21st century manager's bookshelf."

—JASON ACKERMAN, *President, FreshDirect*

Learn how companies can minimize costs and increase customer loyalty by using new technology as a critical part of supply chain strategy. This guide encompasses models and methods used by leading companies with exceptional supply chain programs, and show how to create a more profitable program in your organization. It provides clear examples, charts, and graphs and practical tools to help you establish and maintain a dynamic customer-focused fulfillment operation, and offers proactive strategies for seamlessly integrating marketing and technology initiatives into your supply chain strategy.

Contents: Foreword. Preface. Part I: Introduction—The Create Divide Between Customers and Retailers. Part II: Strategies—Decoupled Extended Supply Chains. Semi-Extended Supply Chains. Fully Extended Supply Chains. Centralized Extended Supply Chains. Part III: Transforming the Supply Chain—Strategy—Meshing Operational and Marketing Goals. Marketing—Tapping Customers' Latent Desires. Supply Chain—How to Bridge the Last Mile. Information Technology—Facilitating Learning and Streamlining Transactions. The Future of the Extended Supply Chain. Index.

Latest Print 2009 / 272 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-3753-4 / ₹ 325.00

HANDFIELD & NICHOLS, Jr.

Introduction to Supply Chain Management

ROBERT B. HANDFIELD, *Associate Professor of Purchasing and Operations Management, Department of Marketing and Supply Chain Management, The Eli Broad Graduate School of Management, Michigan State University.*
ERNEST I. NICHOLS, Jr., *Associate Professor of Operations Management, Decision Sciences Area, and Director of FedEx Center for Cycle Time Research, Fogelman College of Business and Economics, The University of Memphis.*

The subject is a culmination of discussions with procurement, logistics, and operations managers in a number of different industries. This precise and lucidly written text provides an introduction to the core tasks and challenges required to effectively manage a supply chain. Integrating cases with the text, the hook discusses supply chain. their importance and the types of challenges implicit in managing supply chains. It deals with the integration of information and materials flows across multiple organizations to create a supply chain, thereby improving value to the customers.

The text is intended to provide the readers with a better understanding of:

- The impact of supply chain management on the success and profitability of the modern organizations.
- The influence of integrated supply chain management on major functional activities like product design, information systems, manufacturing planning and control, inventory management, human resource development, financial planning forecasting, sales, quality management.

For easy comprehension of the subject, the chapters have been written concurrently with the writing of cases based on visits with leading organizations implementing integrated supply chains.

This is a core textbook for courses in supply chain management, and can be used as an adjunct text for courses in Purchasing Materials. Marketing and Logistics. It is well-suited as a reference for undergraduate and postgraduate courses in strategy, management, or marketing.

Contents: Preface. Introduction to Supply Chain Management. The Role of Information Systems and Technology in Supply Chain Management. Managing the Flow of Materials Across the Supply Chain. Developing and Maintaining Supply Chain Relationships. Cases in Supply Chain Management. Future Challenges in Supply Chain Management. Index.

Latest Print 2009 / 192 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-2753-5 / ₹ 195.00

KAPOOR & KANSAL

Basics of Distribution Management: A Logistical Approach

SATISH K. KAPOOR *is Professor of Marketing at the University Business School, Panjab University, Chandigarh.*
PURVA KANSAL *is a visiting faculty at the University Business School, Panjab University, Chandigarh.*

Physical Distribution is a distinct but integral part of business logistics, involving all those activities relating to the physical movement of goods from the factory to the consumer. Recently, the concept has been expanded to supply chain management which enables better customer relationship with smooth supply of goods. This introductory text is focused on the essential concepts, tools and strategies that comprise Distribution Management. It emphasizes the idea that distribution management is an effective marketing strategy and a potent competitive tool.

Defining the concept of physical distribution in the initial chapter, the book then describes in detail the objectives, functions and components of all the activity centres of physical distribution in the Indian context, from a systems approach. An exclusive chapter is devoted to transportation functions, highlighting the features of interstate movement of goods and the legal procedures related to them. Sufficient coverage is also given to related topics such as distribution control, performance evaluation and organization of physical distribution, besides the 'trade-off' concept.

The book, with its wide coverage of topics, should prove to be of immense value to undergraduate students in Business Administration and Business Management.

DISTINGUISHING FEATURES

- Includes numerous line diagrams and photographs that enhance presentation and understanding of the concepts
- Gives real-world examples and short case studies of well-known Indian and foreign manufacturers.
- Provides questions at the beginning of each chapter setting the objectives, besides giving chapter-end summary and exercises, which stimulate discussion.

Contents: Preface. Acknowledgements. Concept of Physical Distribution. Channels of Distribution. Channel Management. Transportation. Inventory Management. Warehousing. Order Processing. Unitization. Distribution Control and Performance Evaluation. Organization for Physical Distribution. Index.

Latest Print 2010 / 272 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-2182-3 / ₹ 195.00

MURPHY, Jr. & WOOD

Contemporary Logistics, 9th ed.

PAUL R. MURPHY, Jr., *John Carroll University.*
DONALD F. WOOD, *San Francisco State University.*

Exploring modern logistics from a managerial perspective,

this leading text brings theory to life with its timely, practical and thorough coverage of the fundamentals of logistics in today's dynamic global landscape. The authors have revised and updated the new edition with the latest theories, solid fundamentals, and countless real-world examples. The text delivers comprehensive coverage in a lively presentation that reflects the fun and excitement of the logistics discipline.

KEY FEATURES

- Explores modern logistics from a managerial perspective, and covers the fundamentals in today's dynamic global landscape.
- The new edition is completely revised and streamlined. The text continues to reflect the growing importance of supply chains and its bases including technology, customer service, packaging, transportation, warehousing, inventory procurement, etc.
- Offers real-world coverage in conversational writing style.
- Includes discussions on information technology throughout the text, besides containing a separate chapter on logistics and information technology. It also explores the internet's role in logistics, reverse logistics, the impact of terrorism on logistics management, relationship management, and more.
- Integrates ethics with socially responsible logistics, and includes discussions on ethical considerations, environmentalism, and employee rights, to name a few.
- For a comprehensive transportation coverage, the text devotes two exclusive chapters for transportation-related issues which include the *different modes of transportation* (air freight, motor carriers, pipelines, rail road, water, intermodal, *plus* regulations etc.) as well as *transportation management* including the nitty-gritties of setting rates, choosing a carrier, documentation, receiving shipment, quality and other challenges facing management.

Contents: Preface. Acknowledgments. Part I: Overview of Logistics—Logistics and the Supply Chain. The Supply Chain Management Concept. Logistics and Information Technology. Part II: Elements of Logistics Systems—Demand Management, Order Management, and Customer Service. Protective Packaging and Materials Handling. Transportation. Transportation Management. Distribution Center, Warehouse, and Plant Location. Inventory Management. Warehousing Management. Procurement. International Logistics. Part III: Organizing, Analyzing, and Controlling Logistics Systems—Logistics Systems Controls. Organizing and Analyzing Logistics Systems. Glossary. Subject Index. Name Index.

Latest Print 2007 / 432 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-3373-4 / ₹ 325.00

ÖSTRING

Profit-focused Supplier Management: How to Identify Risks and Recognize Opportunities

PIRKKO ÖSTRING *is Manager of Business Analysis at Nokia Corporation.*

"Pirkko Östring provides us with new and valuable insight to our approach to analyzing and managing the risk of the supply chain side of the overall business equation. The book has practical rules, examples, and tools that come from working experiences and fit generically to all businesses, large or small. Essential reading on the road to business excellence and balanced risk."

—DAVID HARTLEY, FCMA, Former Vice President and General Manager, Nokia Mobile Phones, China

Strategic supplier management increases productivity, eliminates ineffective processes and substantially boosts a company's bottom line.

Drawing from her experience at Nokia and using real business examples, the author details the importance of careful analysis to understand and maximize relationships with suppliers and help your company minimize risk and improve profitability. It informs

- Why current and potential suppliers should be analyzed
- How to choose the suppliers to be analyzed
- How to create a corporate analysis
- How to investigate the financial figures
- How to analyze qualitative factors

The book also has valuable tools and templates for performing accurate and practical evaluations—both corporate and financial.

In a nutshell, the book provides the readers with the means to uncover valuable information about their suppliers, lets them make better supply chain decisions while limiting risks and improving their company's operational and financial health.

Contents: Preface. Introduction. Acknowledgments. Part One: A Strategy for Analyzing Your Suppliers—Why Analyze Your Suppliers? Choosing Which Suppliers to Analyze. Part Two: Components of a Corporate Analysis of Suppliers—Creating a Corporate Analysis. Investigating What is Behind Financial Figures. Analyzing Qualitative Factors. Part Three: Examples—Using Analyzing Tools and Useful Templates. Studying Examples. Appendix: For More Information. Appendices—1: Useful Sources of Information for Analyzing Suppliers. 2: Free-of-Charge Information. 3: Credit-Rating Agencies. 4: Online Services. 5: Banks—Brokerage Reports. 6: Company Information. Glossary. Bibliography. Index.

Latest Print 2008 / 256 pp. (Hard Cover)
15.3 × 22.9 cm / ISBN-978-81-203-3478-6 / ₹ 425.00

RAI

Export-Import and Logistics Management, 2nd ed.

USHA KIRAN RAI, *Professor in the Marketing Area in the Faculty of Management Studies, Banaras Hindu University.*

This textbook, now in its **Second Edition**, continues to provide an easy and accessible introduction to the import-export and logistics management. With the globalization, international trade procedures and documentation have undergone remarkable changes over the last decade or so. This process of change got accelerated after the enactment of the Foreign Exchange Management Act, 1999. This, coupled with the thrust given to the liberalization process by the Government, has brought to fore the importance of export procedures and documentation and international logistics management.

This comprehensive and revised book includes a new chapter on Foreign Exchange Risk Management and elaborates the procedures for availing different export incentives. Divided into eight parts, the text discusses the export-import environment, the procedures for obtaining finance by the exporter, convertibility of rupee, liberalization and its impact, the foreign exchange market, export-import procedures and documentation. Finally, the book also dwells upon the essentials of imports and logistics management including distribution channels and international marketing.

This book, dealing with the principles and practice of the management of exports, imports and logistics, should be of a great benefit to the postgraduate students of business management (MBA), and international business management (MIB). Besides, the book would prove to be useful as a handy reference for exporters, importers, managers and entrepreneurs.

Contents: Preface. Acknowledgements. Part One: Understanding Export-Import Environment—Export Import Policy of India. Advance License and Special Imprest License. Export Promotion Capital Goods Scheme. Export and Trading Houses. International Commercial Terms 2000. Part Two: Financing of Exports—International Terms of Payments. Export Finance. Export Credit and Guarantee Corporation. Foreign Exchange Management Act (FEMA). Part Three: Significant Concepts and Impacts—Convertibility of Rupee. Liberalization and Its Impact. Global Recession and Its Implications on India. The Foreign Exchange Market. Foreign Exchange Risk Management. Part Four: Export Import Procedures—Procedures for Import and Export. Procedure for Customs Clearance of Imported and Exported Goods—EDI. Shipment of Cargo and Clearance. Exports by Air or Post Parcel. Cargo Insurance. Part Five: Export Documentation—Some Common Export Documents. Steps Involved in Exports Documentation. Clearing and Forwarding Agents. Part Six: Post-Export Procedures—Procedures for Availing Different Export Incentives. Electronics and Software Exports from India. Part Seven: Imports—Essential Knowledge for Imports. Project or Industrial Plant Import. Part Eight: Logistics Management—Distribution Channels. International Marketing Logistics. International Transport. World Shipping Terms. Indian Shipping—An Overview. References. Index.

Latest Print 2014 / 336 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-4016-9 / ₹ 325.00 / (e-book also available)

SEIFERT

Collaborative Planning, Forecasting, and Replenishment: How to Create a Supply Chain Advantage

DIRK SEIFERT *is Head of an international CPFR research group and visiting scholar at the Harvard Business School.*

Collaborative Planning, Forecasting, and Replenishment (CPFR) is a determinant theme in the consumer goods economy worldwide. Since the emergence of CPFR, the implementation of this strategy has expanded rapidly around the world. The prospect of enormous potential savings on the one hand, and growth through the avoidance of out-of-stocks on the others, fascinates manufacturers and retailers equally.

This book gathers the insights and experience of 38 leading CPFR practitioners from around the world including manufacturers, retailers, consulting companies, and IT-solutions providers. Packed with valuable **case studies** and insider accounts from some of the most powerful companies using CPFR today—including giants such as Wal-Mart, Safeway, Ace Hardware, and Procter & Gamble—the book explains:

- Evolution and benefits of CPFR
- Steps to implement CPFR
- CPFR pitfalls in the consumer goods industry
- Current use of CPFR in the consumer goods economy

Following the recommendations in this book, companies can make vast improvements in the trouble-some areas, such as sales and order forecasting.

This book should be of immense benefit to the students of business management as well as for those practising in this field.

Contents: Foreword. Preface. Efficient Consumer Response as the Origin of CPFR—The Goals and Tasks of the ECR Concepts. The Reversal of the Push Principle to the Pull Principle in The Supply Chain. ECR—Collaboration Field Logistics: Supply Chain Management. ECR—Collaboration Field Marketing: Category Management. The CPFR Concept—The CPFR Value Proposition. Sales and Order Forecasts in the CPFR Process for Retail. CPFR Emerges as the Next Movement in Supply Chain Management. CPFR—Status and Perspectives: Key Results of a CPFR Survey in the Consumer Goods Sector and Updates. CPFR in North America—Major Trends in North American CPFR Adoption. Consumer–Centric CPFR.

CPFR—Views and Experiences at Safeway. CPFR Implementation at Ace Hardware and Manco. CPFR Implementation at Canadian Tire and GlobalNetXchange (GNX). The Power of Standards-Based Collaboration—The Uniform Code Council and CPFR. CPFR In Europe—CPFR: Ready to Take Off in Europe. Results of a CPFR Study in Europe. CPFR in Germany, Austria, and Switzerland. CPFR Implementations at dm-drogerie markt and Henkel in Germany. CPFR Implementation at dm-drogerie market and Procter & Gamble in Germany. CPFR Implementation at Londis in Great Britain. CPFR Implementation at Henkel Spain. CPFR—Views and Experiences at Procter & Gamble. CPFR Perspectives and Roads to Implementation—Migration to Value Chain Collaboration Through CPFR. Integrating Collaborative Transportation Management and CPFR—A Proposed Process and Tactics for Managing the Broader Supply Chain Collaboration. The Foundation Is In Place—It Is Time to Transform. Avoiding CPFR Pitfalls in the Consumer Goods Industry. Virtually Vertical[SM]: A Supply Chain Model for the Collaboration Era. On the Road to the Network Economy—Developing an E-Transformation Roadmap for Profitable Growth in the Consumer Goods Industry. Bibliography. Contributing Authors. Index. About the Editor.

Latest Print 2007 / 432 pp. (Hard Cover)
15.3 × 22.9 cm / ISBN-978-81-203-3073-3 / ₹ 450.00

SOPLE

Business Process Outsourcing: A Supply Chain of Expertises

VINOD V. SOPLE, *Professor and Deputy Director (Academics) at ITM Business School, Navi Mumbai.*

This book is a comprehensive presentation of the fundamental concepts of business process outsourcing (BPO) and its applications in the Indian industrial context. It offers a strategic framework for BPO management, which is crucial for creating competitive advantage for a business enterprise. The book is designed for MBA and PGDM students as well as students in BPO training schools and executives in BPO sector.

The text, organized into sixteen chapters, contains a wealth of useful and practical information on the following facets of the BPO industry:

- Strategic, tactical, control and operational aspects of BPO administration
- BPO business models
- Regulatory and legal framework of the BPO industry
- Terms, conditions, responsibilities and obligations involved in the BPO contract and service level agreement
- Service issues regarding supplier selection and process quality
- Criteria for performance evaluation of service providers
- Challenges involving upward shift in service value chain as well as human resource management

Chapter-end review questions help in easy comprehension of the underlying principles. The appendices contain important additional information about the BPO industry.

Contents: Preface. Acknowledgements. Search for Competitiveness. Need for Outsourcing. BPOs: Beyond Call Centres. Transition Management. BPO Business Models. BPO Governance. Legal Issues in BPO Contracts. BPO—Regulatory Issues. Service Supplier Selection. Service Level Agreement. BPO Legal Contract. BPO to KPO: Up in the Value Chain. HR Challenges in BPO Industry. Performance Evaluation in BPO. BPO—Prerequisites and Precautions. Service Quality Issues in BPO. Annexures—A: Glossary. B: Information Resources on BPO. C: BPO Organisations. D: Draft Service Level Agreement. Index.

Latest Print 2013 / 248 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-3815-9 / ₹ 250.00 / (e-book also available)

SRINIVASAN

Quantitative Models in Operations and Supply Chain Management

G. SRINIVASAN, *Professor of Management Studies, Indian Institute of Technology Madras.*

Designed as a textbook for the students of Mechanical and Industrial Engineering, the book presents a comprehensive view of the concepts and applications of various quantitative models used in the study of operations and supply chain management. It provides a complete account of location and layout models, production planning models, production control models, cycle inventory models, safety stock models and transportation models. A separate chapter on real-life situations provides the user with the knowledge of specific areas where the models have been applied in decision-making processes. The various techniques to solve operations and supply chain management problems are also discussed.

The text is supported by a large number of illustrative examples, exercises and review questions to reinforce the students' understanding of the subject matter.

Besides students of Mechanical and Industrial Engineering, the book would also be useful to postgraduate students of Management.

Contents: Preface. Introduction to Operations and Supply Chain Management. Location and Layout Decisions. Production Planning Decisions. Production Control Decisions. Cycle Inventory Models. Safety Stock Models. Transportation Decisions. Real-life Situations: Learning from Applications. Index.

Latest Print 2014 / 304 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-3981-1 / ₹ 250.00 / (e-book also available)

SUDALAIMUTHU & ANTHONY RAJ

Logistics Management for International Business: Text and Cases

S. SUDALAIMUTHU, *Reader, Department of Banking and Technology, Pondicherry Central University, Pondicherry.*
S. ANTHONY RAJ, *faculty, Department of International Business, CMS College of Science and Commerce, Coimbatore, Tamil Nadu.*

In today's globalised economic development, international transactions form an integral part of economic activities. Logistics Management encompasses planning and management of all activities, involving sourcing and procurement of cargo by effective and economically feasible coordination and collaboration with channel partners, and provision of product and service packages from point-of-origin to point-of-consumption at the right time and at the right place.

This book gives, with theoretical and practical expertise, a comprehensive coverage of the logistic concepts, techniques, and their applications in the world cargo industry. Besides, it provides an in-depth understanding of the strategic framework of Logistics Management, the technologies, and the components used in logistic operations. It also covers export-import trade and documentations, shipping formalities, warehouse and inventory management, ERP concepts, logistics operation of major ports—and more.

KEY FEATURE

- Case Studies are provided at the end of most chapters, which tend a practical orientation to the subject.

This book is primarily intended as a text for postgraduate students of Management (MBA/MIB) and Commerce (M.Com.IB). It will also prove useful for the students of those engineering disciplines where the subject is prescribed as an elective course. In addition, practising managers in international business will find the book valuable as a reference.

Contents: Preface. Introduction. Logistics and Management. Logistics and Documentation. Transportation. Carriage of Goods by Land. Carriage of Goods by Sea. Ocean Freight Rates. Ocean Freight Calculation. Shipping Formalities. Types of Ships. Shipping Intermediaries. Important Sea Routes. Major Ports in India. World's Major Ports. Containerisation. Inland Container Depots and Container Freight Stations. Airline Industry. Air Cargo Industry. Warehouse Management. Inventory Management. Information and Communication Technology in Logistics Management. Enterprise Resource Planning. Reverse Logistics. Index.

Latest Print 2014 / 416 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-3792-3 / ₹ 375.00 / (e-book also available)

Marketing Management

CHANDRA BOSE

Modern Marketing: Principles and Practice

D. CHANDRA BOSE, *formerly Principal, Sree Narayan College, Chengannur (Kerala), a constituent college of the University of Kerala.*

Today, with wide access to information of every kind, and with advancements in technology, new vistas have been opened for marketers. They are often faced with huge challenges and tough competitions to cope with the growing demands of the consumers for quality products. This comprehensive text elucidates contemporary concepts and ideas to help overcome the challenges faced and obstacles faced by marketers in achieving marketing objectives of an organization.

Divided into 23 chapters, the book begins with a brief introduction to the marketing concepts, its history, objectives and various channels. It then goes on to explain the functions of marketing, physical distribution, and pricing strategies for goods and services. The book shows how a product should be branded and packaged; besides discussing the ways to market a product through proper channels.

Dr. Chandra Bose, with his rich and long experience, demonstrates how studying consumer behaviour and consumer preferences can bring about a difference in the sales figures of a product. He devotes a chapter on Marketing Research and Information System, which deals with the emerging trends in the field. The book concludes with detailed discussion on the innovative strategies to market specific products belonging to different sectors such as agriculture, industry and consumer products.

Primarily intended as a text for the undergraduate students of Commerce of all universities, this book could prove equally useful for the undergraduate and postgraduate students of management.

Contents: Preface. Nature of Marketing. Functions of Marketing. Functions of Exchange. Functions of Physical Distribution. Facilitating Functions. Product Planning and Development. Branding and Packaging. Pricing. Sales Promotion. Salesmanship. Advertising and Public Relations. Marketing and Sales Management. Marketing and Sales Organization. Sales Force Management and Sales Forecasting. Distribution Management. Consumer Behaviour. Market Segmentation. Consumerism/ Consumer Protection Act. Marketing Research and Information System. Marketing of Products and Services. Marketing of Agricultural Products. Marketing of Industrial Products. Marketing of Consumer Products. Further Reading. Index.

Latest Print 2010 / 324 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-3945-3 / ₹ 250.00 / (e-book also available)

DHOLAKIA, ANWAR & HASAN (Eds.)

Marketing Practices in Developing Economy: Cases from South Asia

The Editors

RUBY ROY DHOLAKIA, *Professor of Marketing and E-Commerce in the College of Business Administration, University of Rhode Island (URI).*
SYED FERHAT ANWAR, *Professor of Marketing, Institute of Business Administration (IBA), University of Dhaka.*
KHALID HASAN, *Managing Director, Nielsen Bangladesh (former ACNielsen).*

I am happy to see this book of cases which provides a South Asia perspective and includes cases from Afghanistan, Bangladesh, India, Nepal, Pakistan and Sri Lanka. The cases cover a wide range—from agriculture to manufactured products—from micro level decisions to macro oriented ones.

—Philip Kotler

South Asia is rapidly becoming not only the world's largest producer and consumer, but also the largest productive workforce. Marketers and policy makers everywhere are keen to understand how to exploit the dynamic transformations happening in these countries. This comprehensive book has been written with the explicit objective of increasing the contextual knowledge regarding marketing organizations, problems and practices in South Asia.

Divided into seven sections, this book focuses on the marketing perspective of South Asia and its future with the help of the cases. This book covers macro topics like how to develop a market and marketing institutions, as well as micro topics like branding and advertising strategies faced by the organizations operating in competitive and resource-challenged environments. While the problems and challenges described in each case reflect a situation unique to the organization, it also describes issues common to many developing countries. Each case has been written by authors with extensive academic and/or business experience in the region.

The book adopts a problem-solving approach through the analysis of case studies that can be used by undergraduate and postgraduate students of management at college and university levels. It is equally beneficial for practising managers and marketing professionals.

Contents: Foreword by Philip Kotler. Introduction to Case Book. About the Editors. Part I: Market Development—Case 1: Grameen Check. Case 2: SHOGORIP: A Storage-cum-Credit Project to Help Small and Medium Farmers. Case 3: Marketing of Ecotourism: The Limestone Caves of the Exotic Emeralds Islands. Case 4: Evolution of a Sustainable PPP Model in the BOP Market. Part II: Marketing Organization—Case 5: Sales Manager of the Year. Case 6: Marketing Nepalese Handicrafts. Case 7: Treasure Island. Case 8: Building an Effective Marketing Organization at PCC. Part III: Product Quality and Market Demand—Case 9: Marketing Distribution Planning at Surma Textiles. Case 10: Labour Relations, Product Quality and Market Share. Case 11: Sudden Death on the Soccer Pitch. Case 12: Planet Health. Part IV: Product Management and Market Intelligence—Case 13: Pamela Shampoo. Case 14: Discovering the Herbal Frontier. Case 15: Managing Product Portfolios in a Mature Market: Hair Care. Case 16: Indian Products Limited: Preparing a Research Plan. Case 17: Positioning in the Retailing Landscape. Part V: Branding and Advertising—Case 18: Black Cat and AIDS: Misconception or Reality? Case 19: Shahazadi Rice Mill. Case 20: Panja Marka ON TV. Case 21: Branding Nepal: Balancing Scenery and Security. Case 22: Social Communication: Using Star Power to Educate the Youth on HIV/AIDS. Part VI: Customer Service and CSR—Case 23: A-One Starch Products Limited. Case 24: Path to Excellence and Growth. Case 25: Women Empowerment: A Case of Prabartana. Case 26: Pakistan State Oil: In With the New. Case 27: Value Enhancement through CSR. Part VII: Macro Marketing—Case 28: Garments & Textile sector of Bangladesh: The MFA Missile. Case 29: SAPTA: The Bangladesh Story. Case 30: 'Fresh' Revolution: With this Wave Embrace the Town? Case 31: Market Creates Livelihood in Afghanistan. List of Contributors.

Latest Print 2009 / 336 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-3782-4 / ₹ 395.00 / (e-book also available)

GOVINDARAJAN

Marketing Management: Concepts, Cases, Challenges and Trends, 2nd ed.

M. GOVINDARAJAN, *former Assistant Professor, Department of Mechanical Engineering, Anna University, Chennai.*

The primary focus of this book is on building up a conceptual framework for developing marketing strategies for the corporate enterprise. The book offers an insight into each facet of the marketer's role in relationship to an organization. It highlights the knowledge, the skills and the competencies necessary for marketers to succeed in today's competitive world, and bridges the gap between the theory of marketing and the realities of the high-tech market.

This NEW edition includes comprehensive coverage of the fundamentals of marketing and a discussion on market-focused business strategy. It offers several case study scenarios that let students analyse decisions and practices of marketing wisdom. There is a series of chapter vignettes on contemporary issues in marketing. Chapter-end self-testing material includes a summary, numerous review questions and several discussion questions to help students understand the major concepts and tools of marketing.

This book is primarily written for postgraduate students of Business Administration (MBA) for courses in Principles of Marketing/Marketing Management. This book can also be used to advantage by undergraduate students of Business Administration (BBA) for courses in marketing,

and by students of engineering where an elective course on Marketing Management is prescribed.

Contents: Preface. Understanding the Basics of Marketing. Classification of Goods, Customers and Markets. Consumer Buying Behaviour. Market Segmentation. Product Pricing. New Product Planning and Development. Marketing Planning and Strategy Formulation. Advertising and Sales Promotion. Marketing Research. Distribution Channels. Marketing Control. Brand Management. Suggested Reading. Index.

Latest Print 2013 / 332 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-3259-1 / ₹ 275.00

KAPOOR
Principles of Marketing

NEERU KAPOOR, *Associate Professor in the Department of Commerce, Delhi College of Arts and Commerce, University of Delhi.*

Marketing is an essential business activity therefore it is necessary for students to understand its basic concepts and strategies.

The book has been written with the objective of providing students with the latest information on various marketing strategies in an organised and simplified format. Besides discussing fundamental concepts, the book also explains various emerging issues in marketing such as customer relationship marketing, rural marketing, direct marketing, green marketing and marketing of services. The subject matter has been presented in a simple and lucid manner. The text, supported with a variety of illustrations and diagrams, enables students to understand and grasp concepts easily.

Each chapter begins with the learning objectives to provide a bird's eye view of the content. At the chapter-end, a summary is provided in bullet points to help students conceptualise and recapitulate the chapter quickly. Various objective and subjective type questions are provided to help students to test their knowledge and understanding of the topics before moving on to the next concept. Inclusion of **case studies** and **examples** of corporate sector provide a practical orientation to the text and help students to understand concepts in context of real-world situation.

The book is positioned for the undergraduate students of commerce, arts and management. However, it can also be recommended to postgraduate students of commerce (M.Com.) and management (MBA and other PG Diploma courses).

Contents: Preface. Marketing: An Introduction. Marketing Environment. Marketing Information Systems and Marketing Research. Consumer Buying Behaviour. Market Segmentation. Product Decisions. Pricing Decisions. Promotion Strategy. Channels of Distribution. Retailing. Rural Marketing. Green Marketing. Marketing of Services. Customer Relationship Marketing. Managing Direct and Online Marketing. Consumerism. Glossary. Index.

Latest Print 2014 / 288 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4889-9 / ₹ 275.00 / (e-book also available)

LILIEN, KOTLER & MOORTHY
Marketing Models

GARY L. LILIEN, *Penn State University.*
PHILIP KOTLER, *Northwestern University.*
K. SRIDHAR MOORTHY, *University of Rochester.*

Recent scientific and database developments have provided tools and models for improving the effectiveness of the marketing decisions. *Marketing Models* authored by a team of distinguished faculty that includes Philip Kotler examines the more promising scientific and database developments that assist managers in arriving at cost-effective marketing strategies and budgets. It describes some of the important developments in marketing theory which help analyse marketing issues more effectively.

KEY FEATURES

- Self-contained text with all the necessary analysis tools provided.
- Considers all marketing issues such as, product, pricing, advertising, salesforce and distribution.
- Most chapters start with a review of the basic concepts and theory in the area, followed by in-depth analyses of a small number of models.
- Incorporates recent research findings in all aspects of marketing.

Contents: Preface. Theory and Models in Marketing. Consumer Behavior. Organizational Buying Models. Price. Product. Advertising. Promotion. Sales Force. Distribution. New Product Planning. Strategy. Decision Support and Implementation. Appendices. Bibliography. Author Index. Subject Index.

Latest Print 2013 / 820 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-1475-7 / ₹ 495.00

SRINIVASAN
Case Studies in Marketing: The Indian Context, 6th ed.

R. SRINIVASAN, *Professor, Department of Management Studies, Indian Institute of Science (IISc.), Bangalore.*

This well-received and appreciated book by the students of business schools across the country, in its **Sixth Edition**, provides cases that have been culled from the real business world and drawn from authentic sources.

In this revised edition, most of the cases have been thoroughly updated and following four new cases have been introduced:

- Indian Retail Industry
- Indian Airline Industry
- Hindustan Unilever Limited
- 3G Network in India

These cases highlight the business environment of different companies, specifically from the view of competitiveness, product development, market strategies and international business.

The facts and data given in the case studies are compiled

and presented in a simple and easy-to-read style for better understanding of the market practices.

The book is meant as an adjunct text for postgraduate students of management. Besides, executives attending various management and development programmes would also be greatly benefited by reading this book.

Contents: Preface. Preface to the First Edition. Introduction to Case Analysis. Part I: MARKETING—Case 1: HMT: Machine Tools Division. Case 2: Oilseeds Growers Cooperative Society. Case 3: Retailing, Advertising, Marketing and Merchandising Services. Case 4: HMT Watches. Case 5: Bharat Heavy Electricals Limited. Case 6: Bharat Earth Movers Limited. Case 7: British Physical Laboratory (BPL). Case 8: Indian Garments. Case 9: IDE Drip Irrigation System for Microirrigation. Case 10: Hindustan Unilever Limited. Case 11: Retail Industry. Part II: INTERNATIONAL MARKETING—Case 12: Infosys Technologies Limited. Case 13: I-Flex Solutions (Currently Oracle Financial Software Solutions). Case 14: Gillette India. Case 15: SAP India. Case 16: Global Marketing in Wipro: Growing in Strength. Case 17: Ace Designers. Case 18: Mysore Sales International Limited. Case 19: New Government Electric Factory Limited, Bengaluru. Part III: SERVICES MARKETING—Case 20: Hotel Taj West End, Bengaluru. Case 21: Credit Card Business of Standard Chartered Bank. Case 22: Karnataka State Tourism Development Corporation. Case 23: Hotel Ashok, Bengaluru. Case 24: East-West Airlines: A Failed Experience. Case 25: Sterling Holiday Resorts. Case 26: Thomas Cook: To Be or Not to Be? Case 27: Namdhari's Fresh. Case 28: DaimlerChrysler. Case 29: Charter Aviation Services. Case 30: Café Coffee Day. Case 31: 3G Network in India. Case 32: The Indian Airline Industry—Will the Flight be Smooth? APPENDIX: National Tourism Policy 2002.

Latest Print 2014 / 416 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-4996-4 / ₹ 395.00 / (e-book also available)

SRINIVASAN

International Marketing, 3rd ed.

R. SRINIVASAN, *Professor, Department of Management Studies, Indian Institute of Science (IISc.), Bangalore.*

This well-established book, now in its third edition, continues to provide up-to-date information and data on International Marketing with emphasis on the Indian context. Retaining all the strengths of the previous editions, the new edition includes two new chapters on *International Business Risks* and *International Marketing Strategies* to meet the curriculum requirements. Besides, all the case studies have been updated to reflect the changing scenario of international marketing.

Primarily intended for postgraduate students of management, the book would also greatly benefit managers attending various management programmes.

Contents: Preface. Preface to the First Edition. Basic Concepts of International Marketing. Trade Theories, Export Promotion and Marketing. Environment of International Business. Consumer Behaviour. Product Policy and Planning. Advertising and Promotion. Pricing. Distribution. International Market Selection, Research, Planning and Control. Other Topics of Interest. International Business Risks. International Marketing Strategies. CASE STUDIES—Introduction to Case Analysis. Case 1: Infosys Technologies Limited—Truly Global. Case 2: SAP India. Case 3: Global Marketing in Wipro—Growing in Strength. Case 4: I-flex Solutions—Analysis of an International Marketing Firm. Case 5: Ace Designers—Going Global. Case 6: Gillette India. Case 7: Mysore Sales International Limited. Appendix I: Indian Institutions for Export Promotion. Appendix II: Documentation and Procedures for Export. Index.

Latest Print 2010 / 268 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-3598-1 / ₹ 225.00

UPSHAW

Truth: The New Rules for Marketing in a Skeptical World

LYNN UPSHAW.

"In all my writings about marketing, there has been one theme: 'Honest Companies Win.' Lynn Upshaw provides the blueprint for winning marketing performance in an age of transparency."

—PHILIP KOTLER, S.C. Johnson Distinguished Professor of International Marketing, Kellog School of Management, Northwestern University

This is a revolutionary book that redefines how we market. Considering *integrity* as an absolute must for achieving marketing goals, it provides practical business-building approach. Using real-world examples from companies like Patagonia, Infosys, Kiehl's, Ikea and Trader Joe's who have succeeded in business by letting their quality products speak for themselves and selling value rather than gimmick—the book shows how companies can:

- Promote not just legally, but more persuasively and honestly.
- Be the company consumers can count on
- Replace pricing strategy with a more convincing value promise.
- Gain a competitive edge in a hyper-competitive marketplace by avoiding the top five "credibility killers."
- Achieve greater returns through integrity in marketing.

Contents: Acknowledgments. Introduction: What Was Naive Is Now Necessary. Part One: Practical Integrity—Convincing the Unconvinced. Practical Integrity Works. Part Two: True Strategies—Be the One They Can Count On. My Product, My Self. Win the Credibility Race (and It Is a Race). Promote Honestly, Not Just Legally. Be There When They Want You There. Putting Trust Back into Value. Part Three: Making It Happen—Integrity Team Building. Benchmark Against a New ROMI. Preparing for a Better Way to Market. A Final Thought. Appendixes. Notes. Bibliography. Index. About the Author.

Latest Print 2008 / 288 pp. (Hard Cover)
16.0 × 24.1 cm / ISBN-978-81-203-3583-7 / ₹ 450.00

Marketing Research

ARORA & MAHANKALE
Marketing Research

RICHA ARORA, *Assistant Professor, Symbiosis Centre for Management Studies, Symbiosis International University, Pune (Maharashtra).*
NITIN R. MAHANKALE, *Assistant Professor, Symbiosis Centre for Management Studies, Symbiosis International University, Pune.*

Intended primarily as a text for undergraduate and postgraduate students of Management, this compact yet comprehensive book discusses the multidimensional aspects of Marketing Research in an accessible manner.

The book begins with an overview of marketing research, the type and scope of, and stages in marketing research, organization of marketing research in India, and research plan — its need, functions and types. Then it goes on to give a clear analysis of research design and its classification, descriptive and experimental research, as well as uses, methods and techniques in qualitative research. Besides, the book gives detailed description on marketing research process and attitude measurement, sampling methods and sample size determination, methods and techniques of data collection and data processing analysis. Finally, the book dwells on various statistical techniques, statistical packages, report writing, and different applications of marketing research in specific areas.

Besides students, professionals engaged in marketing research would find the book very valuable.

DISTINGUISHING FEATURES

- Provides indepth analysis of identifying, gathering, analyzing and interpreting primary and secondary data.
- Gives many examples, which are interspersed throughout the book, to illustrate the concepts discussed.
- Provides **caselets** for a better understanding of the topics covered.

Contents: Preface. Marketing Research: An Overview. Organization of Marketing Research in India. Research Plan. Research Design. Descriptive and Experimental Research. Qualitative Research. Marketing Research Process Scaling and Attitude Measurement. Overview of Sampling Methods and Sample Size Determination. Methods and Techniques of Data Collection. Data Processing and Analysis. Statistical Techniques. Statistical Packages. Report Writing. Applications of Marketing Research in Certain Areas Some Illustrations. Case Studies. Index.

Latest Print 2012 / 264 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-4669-7 / ₹ 250.00 / (e-book also available)

GREEN, TULL & ALBAUM
Research for Marketing Decisions, 5th ed.

PAUL E. GREEN, *University of Pennsylvania.*
DONALD S. TULL and GERALD ALBAUM, *both of University of Oregon.*

The fifth edition of Research for Marketing Decisions draws on a larger canvas than the previous edition. The description of methodological processes is much wider. It includes research design, data collection techniques and measurements. The entire methodology has been streamlined and made considerably simpler.

The emphasis is primarily on modern analytical tools like multivariate analysis which have been incorporated in the design and conduct of marketing re-search. Computer program strategies for data analysis are not only described but their results have been interpreted in the context of illustrative marketing problems. It is primarily user-oriented and not meant for research technicians. Cases have been listed at the end of the five major parts of the book which draws on technical material from previous edition.

KEY FEATURES

- A decisional research orientation.
- A strong treatment of analysis.
- Extensive coverage of measurement and scaling techniques.
- The book contains a variety of cases (shorter than Harvard type cases) and provides many chapter-end questions that require readers to develop projects of their own.

Contents: Preface. Part I—Problem Formulation: Marketing Research—Content and Strategy. The Tactics of Marketing Research—Planning the Research Project. Marketing Research—The Value and Cost of Decision-Making Information. The Tactics of Marketing Research—Research Design. Part II—Techniques of Obtaining Data: Information from Respondents. Experimentation. Measurement in Marketing Research—General Concepts and Instrument Design. Measurement and Scaling in Marketing Research. Sampling Procedures in Marketing Research. Part III—Analyzing Associative Data: The Analysis Process—Basic Concepts and Analyzing Associative Data. Multiple and Partial Regression. Analysis of Variance and Covariance. Part IV—Advanced Techniques in Analyzing Associative Data: Other Techniques for Analyzing Criterion-Predictor Association. Factor Analysis and Clustering Methods. Multidimensional Scaling and Conjoint Analysis. Part V—Selected Activities in Marketing Research: Forecasting Procedures in Marketing Research. Brand Positioning and Market Segmentation. Evaluating New Marketing Strategies. Appendix A—Statistical Tables. Index.

Latest Print 2014 / 796 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-0757-8 / ₹ 450.00

KUMAR

International Marketing Research

V. KUMAR, *Marvin Hurley, Professor of Business Administration, Melcher Faculty Scholar, Director of Marketing Research Studies, and Director, Center for International Business, University of Houston, Texas, USA.*

This practical, detailed and well-documented guide is primarily intended to serve as a textbook for management and marketing students to provide them with a complete picture of the theory and practice of developing and conducting international marketing research (IMR). It offers an experience of how to conduct IMR through all its phases—from analyzing the nature and scope of research to gathering data, designing questionnaires, sampling, and presenting the results.

The principles of the IMR processes are explained with numerous examples; the practice of IMR is demonstrated in specific regions; and cases are included for illustrating the applications and challenges involved in IMR. The book takes into account the relevant and current examples from the happenings in the global marketplace and the responses of the businesses to these changes to make the readers aware of both broad and specific issues related to IMR. The text also provides valuable training in using the Internet for marketing research purposes.

The wealth of information contained in this book in terms of practical characteristics of major individual country markets and pragmatic approaches adopted in dealing with the issues in IMR, will also appeal to practitioners of IMR in business enterprises.

KEY FEATURES

- Provides the most current information available on research methodologies.
- Gives students a comprehensive source of reference in issues and techniques of IMR.
- Offers numerous examples and applications of how to conduct IMR in various regions.
- Companion Website at **www.prenhall.com/phmarketing** provides detailed information on the IMR industry, data sets for IMR analysis, and a PowerPoint presentation of selected material.

Contents: PART I: Section I—The Nature and Scope of International Marketing Research. Marketing Research in the International Environment. International Marketing Research Process. Section II—Preliminary Stages of the Research Process. Secondary Data Research. Marketing Research on the Internet. Primary Data Research. Qualitative and Observational Research. Survey Research. Scale Development. Questionnaire Design. Sampling. Section III—Simple Data Analysis. Advanced Data Analysis. Multivariate Data Analysis. Presenting the Results. PART II: Section IV—Asia-Pacific. Europe. Latin America. Middle East and Africa. North America. Section V—Futures of International Market-ing Research in the 21st Century. PART III—Cases.

Latest Print 2011 / 480 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-2167-0 / ₹ 275.00

MALHOTRA (Ed.)

Review of Marketing Research, Vol. 2

Editor: NARESH K. MALHOTRA, *Regents' Professor, College of Management, Georgia Institute of Technology.*

This book, now in its second volume, covers the important areas of marketing research with a more comprehensive state-of-the-art orientation. The chapters in this publication review the literature in a particular area, offer a critical commentary, develop an innovative framework and discuss future developments in addition to containing specific empirical studies. By doing this, this publication bridges the gap left by current marketing research publications such as the Journal of Marketing Research (USA), Journal of Marketing Research Society (UK) and International Journal of Research in Marketing (Europe).

Journals like the above mentioned ones publish academic articles with major constraint on the length. In contrast, Review of Marketing Research publishes much longer articles that are not only theoretically rigorous but more expository. The articles focus on implementing new marketing research concepts and procedures.

In a nutshell, the articles in this book address the following issues:

(i) Critically review the existing literature
(ii) Summarize what we know about the subject—key findings
(iii) Present the main theories and frameworks
(iv) Review and give an exposition of key methodologies
(v) Identify the gaps in literature
(vi) Present empirical studies (for empirical papers only)
(vii) Discuss emerging trends and issues
(viii) Focus on international developments
(ix) Suggest directions for future theory development and testing
(x) Recommends guidelines for implementing new procedures and concepts.

All the articles in this particular volume are connected with consumer action.

A rich and useful collection for serious students of marketing and researchers in the field.

Contents: *Review of Marketing Research: Some Reflections.* Consumer Action: Automaticity, Purposiveness, and Self-Regulation. Looking Through the Crystal Ball: Affective Forecasting and Misforecasting in Consumer Behavior. Consumer Use of the Internet in Search for Automobiles: Literature Review, a Conceptual Framework, and an Empirical Investigation. Categorization: A Review and an Empirical Investigation of the Evaluation Formation Process. Individual-level Determinants of Consumers' Adoption and Usage of Technological Innovations: A Propositional Inventory. The Metrics Imperative: Making Marketing Matter. Multilevel, Hierarchical Linear Models and Marketing: This Is Not Your Adviser's OLS Model. About the Editor and Contributors. Index.

Latest Print 2007 / 252 pp. (Hard Cover)
17.8 × 23.5 cm / ISBN-978-81-203-3314-7 / ₹ 350.00

RAO

Business Analytics: An Application Focus

PURBA HALADY RAO, *Fellow in Management from IIM Calcutta, 1976. Presently she is a Visiting Faculty at Indian Institute of Management, Ahmedabad, Indian Institute of Management, Ranchi, and Great Lakes Institute of Management, Chennai.*

Business Analytics refers to various categories of analytical approaches for modelling different business situations and arriving at solutions and strategies for optimal decision making in marketing, finance, operations, organization behaviour and other managerial processes.

Thus, Business Analytics today refers to different approaches for modelling and arriving at assessing and predicting risk, predicting market preferences, project feasibility, customer segmentation, inherent and underlying dimensions in consumer preferences, factors leading to probability of purchase, preferred segments in financial and credit card industry, probability of attrition in large organizations, etc.

The myriad of modelling and other analytical approaches which constitute Business Analytical applications in Indian Industry today include predominantly:

- Determining which attributes in a product are considered significant by the market and which are found to be significantly satisfactory—Gap Analysis.
- Analytical Modelling by Factor and Cluster Analysis.
- Analytical Modelling by Logistics Regression and Discriminant Analysis.
- Segmentation of primary target market by Heuristic Modelling such as RFM (recency, frequency, monetary) analysis.
- Segmentation of target market based on large databases using Decision Tree approaches such as CHAID (Chi-square Automatic Interaction Detection) and other Classification and Regression Trees.
- Determining Linkages between unobserved constructs such as customer satisfaction and factors leading to it, using Structural Equation Modelling (SEM).
- Determining relative preferences in consumer perceptions by Conjoint Analysis.

In this book, the author has discussed these analytical approaches following a classroom teaching format drawing from her extensive teaching experience spanning over 30 years. The book first discusses all important concepts and then case studies are discussed which emulate real life managerial situations.

The book is intended to serve as a textbook for MBA students for Business Analytics elective.

Contents: Preface. Gap Analysis. Factor Analysis. Concepts of Cluster Analysis. Linear Discriminant Analysis. Logistics Regression. Predictive Modelling and RFM Analysis. Decision Tree Approach with CHAID. Structural Equation Modelling. Conjoint Analysis. Case Studies—I: Medical Treatment. II: Brand Loyalty of Sport Drinks in Italian Market. III: Conjoint Analysis Application on Credit Card Industry. Index.

Latest Print 2014 / 252 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-4819-6 / ₹ 275.00 / (e-book also available)

TULL & HAWKINS

Marketing Research: Measurement and Method, 6th ed.

DONALD S. TULL and DEL I. HAWKINS, *both of University of Oregon.*

This is an introductory text in marketing research. The sixth edition of this market-leader offers readers a comprehensive, direct, and accessible introduction to marketing research. Focusing on decisional research, this book covers the principles of each topic, and discusses ways of properly designing and implementing a research project. It enables readers to get meaningful information that helps them identify, structure, and solve marketing problems.

In this edition significant attention has been given to the rapidly expanding area of international marketing research. This increased emphasis is reflected in virtually every chapter.

Contents: The Nature of Marketing Research—Marketing Research in Practice. Marketing Information and Decision Support Systems. The Research Process and Research Design. The Sources of Research Data—Secondary Data. Commercial Surveys, Audits, and Panels. Survey Research. Experimentation. Experimental Environment. Measurement Techniques in Marketing Research—Measurement in Marketing Research. Questionnaire Design. Direct Response Attitude Scales and Measures of Emotions. Derived Attitude Scales. Qualitative Research. Observation and Physiological Measures. Sampling and Data Analysis—The Sampling Process. Sample Size Determination. Data Reduction and Estimation. Univariate Hypothesis Tests. Multivariate Hypothesis Tests. Measures of Association. Sales Forecasting. Marketing Research Reports and Ethical Issues—Marketing Research Reports. Ethical Issues in Marketing Research. Appendices. Glossary. Indexes.

Latest Print 2014 / 928 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-0961-6 / ₹ 595.00

Neuromarketing

SHARMA, et al.

Neuromarketing: A Peep into Customers' Minds

J.K. SHARMA *is head CRM, Jagsonpal Pharmaceuticals Limited.*
DEEPALI SINGH *is working as an Assistant Professor, ABV-IITM, Gwalior.*
J.P. AGARWAL *is member of Union Public Service Commission, Delhi.*
K.K. DEEPAK, *Professor in Department of Physiology at All India Institute of Medical Sciences (AIIMS), New Delhi.*

What consumers think is not necessarily what they do. Unearthing this ambiguity between the thinking mind and the doing mind of a consumer is one of the greatest challenges faced by the marketers today. Therefore, the researchers, in the field, have devised a new concept called neuro-marketing, which maps the cognitive behaviour (the way one thinks and reacts) of a consumer.

This comprehensive book highlights various aspects of neuromarketing, its application to study consumer behaviour, and its techniques to strengthen brand management and advertising strategies.

The book has been organized into four different sections. **Section I** details on essentials of marketing and brand management. **Section II** digs on to the rationale of neuromarketing, explaining the structure and the function of the human brain. The correlation between autonomic nervous system and brand communication is also explained in detail in the text. Students are also introduced to the concepts of brain laterality and to the various research methods used to conduct neuromarketing such as functional Magnetic Resonance Imaging (fMRI), Magnetic Resonance (MRI) and coloured scanning. **Section III** digs on to the emerging areas of neuromarketing with the help of some important research papers. **Section IV** discusses concepts of neuromarketing in an integrated approach. The section also presents some application areas with special reference to communication strategy, design and product life-cycle.

KEY FEATURES

- Integrated with a separate section of real life case studies on various products and brands
- Chapter-end exercises to check students' comprehension of the subject
- Figures, tables and images to provide an analytical insight on the subject

Intended for the postgraduate students of business management and international marketing, this book would also be beneficial for the brand managers and advertising professionals as a reference handbook.

Contents: Preface. Section I: Essentials of Marketing and Brand Management. Essentials of Marketing and Brand Management. Section II: The Concept of Neuromarketing. Neuromarketing: The Rationale. The Human Brain and Marketing. Autonomic Nervous System and Brand Communication. Brand Communication and Memory. Advertising and Seven SIns of Memory. Brain Laterality and Brand Communication. Brand Communication and Brain Waves. Experimental Methods in Neuromarketing. Section III: Research Experiments in Neuromarketing. Research Studies in Neuromarketing. Section IV: Applications of Neuromarketing. Applications of Neuromarketing. Neuromarketing and Product Life-cycle. Case Studies.

Latest Print 2010 / 272 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-3868-5 / ₹ 350.00 / (e-book also available)

Product Management

ALLEN

Bringing New Technology to Market

KATHLEEN R. ALLEN, *Director, Technology Commercialization Alliance, Greif Entrepreneurship Center, Marshall School of Business, University of Southern California.*

Today, as companies seek more effective ways to exploit the intellectual property they create, it is becoming more important than ever before for students in business, engineering and sciences to understand the processes that result in successful new technology products in the market and the consequent issues related to the transfer and commercialization of new technology.

This book is designed to address this entire technology commercialization process—from idea to market. It enables students, managers, and entrepreneurs to understand different business models, processes, characteristics—whether engineering technology, biotechnology, or information systems technology—from mainstream types of businesses and learn how to successfully commercialize the intellectual property they develop.

The text is based on three major themes—*value creation*, *speed*, and *entrepreneurship*—that infuse all of the concepts presented to successfully navigate the technology commercialization process.

KEY FEATURES

- Includes cases or profiles of real entrepreneurs involved with the commercialization process.
- Updates readers with current research on the subject.
- Provides end-of-chapter questions which serve to provoke stimulating discussions.
- Companion website at **www.prenhall.com/allen**

Contents: Part I: The Foundations of Technology Commercialization—Innovation and Commercialization. Recognizing and Screening Technology Opportunities. Developing and Testing a Technology Business Concept. High-Technology Product Development Strategies. Part II: Intellectual Property—The Concept of Intellectual

Property. Licensing Intellectual Property. Intellectual Property Strategy. Part III: Financial Strategy for Technology Start-Ups—Building and Valuing the Business Model. Funding the Technology Start-Up. Funding Growth. Part IV: The Transition from R&D to Operations—Moving from R&D to Operations. Marketing High Technology. Growing the High-Tech Venture. Entrepreneurial Venturing Inside a Corporation. Developing a Business Plan for Sustained Innovation. Index.

Latest Print 2005 / 384 pp. / 17.8 × 23.5 cm
ISBN-81-203-2209-6 / ₹ 225.00

CHATURVEDI, et al.
Managing Innovations and New Product Development: Concepts and Cases

MUKESH CHATURVEDI, *ECE Chair Professor, Birla Institute of Management Technology (BIM-Tech.), Greater Noida (U.P.).*
ASEEM KUMAR, *Assistant Director, Centre for Management Development, All India Management Association.*
MANMOHAN RAHUL, *Associate Professor, Department of Management, Ansal Institute of Technology, Gurgaon (Haryana).*

Innovation is the key to success in any business, and is the only way to surpass competition. An innovative concept can lead to the development of a new product. This comprehensive book explains how an innovative idea or a concept, if executed properly, can create the best product in the market.

The book presents a framework for a new product development, laying emphasis on generic concepts and processes, which are useful and profitable for small and large organizations including the multinationals. The book highlights the innovation theories that are helping service sector companies to prosper and excel in their fields. It also provides a mathematical formula for students to calculate sales-estimation of first-time-sales of a new product. The ***Ten Case Studies*** on real-life products from the Indian market enrich the text and enable students to fully understand innovative techniques that help increase the potential and market value of an established product.

KEY FEATURES

- Gives a number of examples to illustrate the concepts discussed in the text.
- Incorporates several illustrative figures, tables, and boxes to make the learning process more accessible.
- Provides well-graded chapter-end exercises to test students' comprehension of the subject.

Primarily designed as a textbook for the postgraduate students of management, this book will also be useful to the management professionals as a reference.

Contents: Preface. Managing Innovations: An Introduction. Innovation Management: Major Challenges. Innovations Management Process. Innovation Management of New Product Development Function. Organizing for New Product Development. Generation, Screening and Development of New Product Development. Economic Analysis: Evaluation of Portfolio of Products or Projects. Test Marketing. Product Launch. Adoption Process: Diffusion of Innovations. Managing Innovation in Services. Index.

Latest Print 2009 / 312 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-3727-5 / ₹ 275.00

CHITALE & GUPTA
Product Policy and Brand Management: Text and Cases, 2nd ed.

A.K. CHITALE, *Academic Advisor, and former Director, Govindram Seksaria Institute of Management and Research, Indore.*
RAVI GUPTA, *Director, Administration, Govindram Seksaria Institute of Management and Research, Indore and former Director, International Institute of Retail Management, Indore.*

The book, now in its second edition, continues to elucidate the concepts and topics of Product Policy and Brand Management in concise and clear manner.

The book is divided into four parts—Part I on Fundamentals of Product Management throws light on the concepts of product and its management, role of product managers, product life cycle, diffusion models, developing a product manager, and the product planning system and strategies. Part II on New Product Development shows what are the barriers faced while developing a new product, the test marketing stages and its alternatives, launching of the product, future trends of product management and success stories. Part III on Brand Management defines branding, branding decisions, brand equity, brand identity, and brand positioning. Part IV gives an analytical and practical insight on the discussed concepts with the help of Live Case Studies.

The book is primarily intended for the students of MBA, MMS, and ME/MTech (industrial Management). Besides, would also be useful for the professional managers as well.

New To This Edition

The new edition is incorporated with 11 new cases on:

- Tracking of a Product Launch
- Long-run Market Share Estimation
- Conversion of a Commodity to a Brand
- New Product Development Approach to a Food Product
- Portfolio Matrix Application

Contents: Preface. Preface to the First Edition. Part I: Fundamentals of Product Management—Product Policy Management. Product Manager and Product Management Organization. Product Life Cycle. Developing a Product Portfolio: Product Portfolio Analysis. The Product Planning System and Strategies. Part II: New Product Development and its Barriers—New Product Development and its Various Phases. Test Market and Its Alternatives, Product Launch and Commercialization. Future Trends and Product Management. Part III: Brand

Management—Brand Management. Brand Equity. Brand Identity. Part IV: Live Case Studies—Case Studies in Product and Brand Management. Index.

Latest Print 2013 / 308 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-4636-9 / ₹ 295.00 / (e-book also available)

KAHN

New Product Forecasting: An Applied Approach

KENNETH B. KAHN *is a tenured Associate Professor of Marketing and a College of Business Administration Reagan Scholar in the Department of Marketing and Logistics at the University of Tennessee.*

This book, written in an accessible style, provides insights into the tools and techniques of new product forecasting. Divided into three parts, the text begins with an introduction to the basics of new product forecasting and definitions of key terms associated with the subject. It further deals with four major categories of forecasting techniques—judgment techniques, customer/market research techniques, time series techniques and regression analysis,—and explains how new products are forecast with the help of these techniques. Finally, the book discusses the important managerial considerations along with the industry benchmarks for forecasting practices.

The text is concise and practically no mathematics/statistics is used; yet it helps the understanding of the forecasting phenomenon easier and simpler.

Primarily designed for the undergraduate and post-graduate students of management, this book would also be a valuable source of reference for professionals.

Ken Kahn's clear explanations of forecasting techniques can be easily understood and implemented by beginners. He also gives experienced managers the rationale for using one forecasting tool over another. The wisdom in New Product Forecasting crosses industries and geographic boundaries.

—**Mark Covas,** *Former Director of Forecasting Excellence, The Gillette Company*

Contents: Foreword. Preface. Part I: Foundations of Applied New Product Forecasting—Introduction to Applied New Product Forecasting. New Product Development and New Product Forecasting: Process and Structure. Part II: New Product Forecasting Techniques—Judgmental New Product Forecasting Techniques. Customer/Market Research Techniques for New Product Forecasting. Time Series Techniques for New Product Forecasting. Regression Analysis for New Product Forecasting. Part III: Managerial Considerations for Applied New Product Forecasting—Special Topics in New Product Forecasting. New Product Forecasting Benchmarks. References. Index.

Latest Print 2007 / 176 pp. / 13.9 × 21.6 cm
ISBN-978-81-203-3224-9 / ₹ 150.00

MAJUMDAR

Product Management in India, 3rd ed. (with CD-ROM)

RAMANUJ MAJUMDAR, *Professor of Marketing at Indian Institute of Management Calcutta.*

This completely revised and updated text, now in its Third Edition, continues to explain the underlying concepts of product management. In the process, the book equips the budding as well as the practising managers with sufficient knowledge about how to deal with different problems faced in managing any typical fast moving consumer good or durable product.

Divided into three parts, the book provides, in Part I, a macro perspective of the Indian market. Part II offers an analytical discussion interspersed with vivid illustrations on conceptual issues like branding, segmentation, positioning and differentiation. Part III features several new products; it also provides latest information on the products presented in the earlier edition. In addition, it analyzes the current market situation prevailing for a particular product in India. Finally, here, each chapter shows how leading companies are successfully marketing the particular product in the Indian market.

WHAT IS NEW IN THIS EDITION

- The new edition incorporates the challenges offered by many new trends like growth of modern trade, explosion of the media, and the increasing influence of rural market in India.
- Chapters on The Indian Market: Emerging Panorama, and New Marketing Challenges expose the students to contemporary concepts and examples.
- Part III offers **new chapters** on market analysis on products such as Tea, Soft Drinks, Chocolates, Malted Beverages, Packaged Drinking Water, Tooth-Paste, Detergents, Fairness Cream, Footwear, Mobile Phones, and Digital Camera. Besides, it gives up-to-date background information for other products covered in the earlier edition.
- The **Student CD** contains a set of PowerPoint Presentations (PPTs) of **20 products.**

This well-established study has been widely adopted as a textbook in MBA programmes across the country. The Third Edition is more profusely illustrated with exhibits, diagrams and PPTs, and should be of immense utility and worth to the students of management as well as practising brand managers and executives in the advertising arena.

Contents: Preface. Preface to the First Edition. Acknowledgements. Part I: The Macro Perspective—The Indian Market: Emerging Panorama. Assessing New Competition and Strategic Response. Product Management—A Preview. Part II: Product Management: The Conceptual Issues—Branding. Market Segmentation. Positioning and Differentiation Strategies. New Products Planning. Distribution Channels: Structure and Strategy. Advertising Planning. Pricing Concepts and Strategies.

Sales Management. Marketing Research. Part III: Product Market Analysis—Packaged Drinking Water. Tea. Soft Drinks. Chocolates. Malted Beverages. Toothpaste. Toilet Soaps. Detergents. Shampoo. Fairness Creams. Wristwatches. Footwear. Mobile Phones. Digital Cameras. Motorcycles. Refrigerators. Air Conditioners. Paints. Colour Television. Passenger Cars. Marketing Challenges. Epilogue. Index.

Latest Print 2011 / 452 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-3383-3 / ₹ 350.00 / (e-book also available)

MUKERJEE

Product Management: Text and Cases

KAUSHIK MUKERJEE, *Associate Dean, ICFAI Business School (IBS), Pune.*

In today's competitive milieu, the product promotion function, along with continuous product innovation and speed of execution, is very important as a critical parameter for a company's success. **Product Management** involves designing customized products to fit the exact needs of individual customers.

This comprehensive book focuses on the critical issues of product management that enable better product performance in the marketplace. It deals with many new products that straddle across Indian and global markets to give a broad and clear perspective of the current competitive marketing scenario. The text covers such topics as competitive product development and product life cycle strategies, innovation, branding, pricing, segmentation, targeting, positioning, CRM, modern product management tools, and various other issues.

KEY FEATURES

- Provides a clear understanding of managing the product category, and product life cycle.
- Focuses on the present Indian marketing scenario. Illustrations and websites are provided to acquaint the readers with the latest product information.
- Gives **20 Case Studies** that cover all the critical aspects of product management.
- Provides **Assignments** at the end of each chapter to lend a practical touch to the subject.

Intended primarily as a text for the postgraduate students of Management, the book will also prove to be a useful learning tool for the students of Marketing and Commerce. Besides, the strategies discussed in the book can be good takeaways for practising managers, and for those interested in learning about Product Management.

Contents: Foreword. Preface. Introduction. Role of the Product Manager. Fundamentals of Product Management. Competitive Strategy for Products. New product Development. Product Life Cycle Strategies. Building the Brand. Product Distribution. Product Promotion and Pricing. Product Innovation. Customer Relations Management Strategies for Product Managers. Information systems for Product Management. Index.

Latest Print 2009 / 212 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-3725-1 / ₹ 175.00 / (e-book also available)

Public Relations

CENTER, JACKSON, SMITH & STANSBERRY

Public Relations Practices: Managerial Case Studies and Problems, 7th ed.

ALLEN H. CENTER, *Distinguished Resident Lecturer, San Diego State University; Former Vice President, Public Relations, Motorola Inc.*

PATRICK JACKSON, *Editor, **pr reporter**, Senior Counsel, Jackson Jackson & Wagner, Former Adjunct Faculty, Boston University*

STACEY SMITH, *Senior Counsel and Partner, Jackson Jackson & Wagner, Former Adjunct Faculty, University of Antioch New England Graduate School, University of New Hampshire*

FRANK R. STANSBERRY, *Former Instructor, Public Relations, University of Central Florida, Formerly with Coca-Cola*

Public Relations Practices, 7th ed. helps future practitioners develop agility in the principles and applications of effective two-way communications likely to confront them and their employer. It also provides the combination of all public relations actions with both personal and professional ethics—the PRSA's Member Code of Ethics.

New to this edition

- Updated case studies included in previous editions to show the long-term impact of good, and sometimes bad, public relations practices.
- Nine new cases that deal with extraordinary problems which include topics such as building employee participation and an enormous product recall.

Contents: Preface. The Purposes of Public Relations. How Public Relations Deals with Problems and Opportunities. Employee Relations. Community Relations. Investor Relations. Consumer Relations. Media Relations. Public Issue Campaigns and Debates. Crisis Management. Standards. Ethics, and Values. Index.

Latest Print 2012 / 368 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4212-5 / ₹ 350.00

REDDI

Effective Public Relations and Media Strategy, 2nd ed.

C.V. NARASIMHA REDDI, *the Editor of **Public Relations Voice** (a premier journal on Public Relations in India) and Senior Academic Consultant of Dr. B.R. Ambedkar Open University, Hyderabad.*

The book, now in its second edition, aims at equipping

the reader with the necessary tools for building a career in public relations and also assisting him or her in becoming an effective Public Relations Manager. The book strives to cater to the different areas of public relations, such as public relations in banks, tourism, NGOs, public transport, municipal government, media, and global public relations.

In this text, Professor Narasimha Reddi compresses within the covers of a single volume his many decades of teaching and professional experience. He gives a masterly exposition of the theory and best practices of the profession.

Divided into six parts, the second edition focuses on the application of Internet and social media in the practice of Public Relations. It contains six new chapters and five new case histories, which are in tune with changing needs, as well as an epilogue projecting Mahatma Gandhi as the world's greatest Public Relations communicator.

The book is primarily intended as a text for students of Public Relations, Journalism, Mass Communication, and Advertising. In addition, it should be of great benefit to the teaching community and public relations practitioners.

NEW TO THIS EDITION

Incorporates five new **Case Studies** reflecting current trends in PR and Advertising

Contents: Preface. Part One: Principles of Public Relations and Communication—What is Public Relations? Communication. Evolution of Public Relations. Principles of Public Relations. Strategic Public Relations. Public Relations Departments and Agencies. Part Two: Public Relations Practice— Public Relations Process: Four Stages. Corporate Public Relations vs. Corporate Communications. Stakeholders' Relations. Crisis Management and PR. Public Relations in Government. Public Relations in Police, Banks, and Tourism. Public Relations in Public Sector, Municipal Government and Public Transport. Public Relations for NGOs and Political Parties. Global Public Relations and Future of Public Relations. Professional Organisations. Part Three: Media Strategy—Public Relations and the Media. Interpersonal Media. Newspapers in Public Relations. Visual Media: Photographs and Exhibitions. Electronic Media: Radio and Television. Audio-Visual Media: Films. E-PR: IT New Mass Media. Traditional Folk Media. Multimedia PR Campaigns. Media Relations. Guidelines for Effective Writing. Part Four: Effective Public Relations—How to Be a Good PR Manager. Part Five: Historical Indian Perspective of Public Relations—The Origins and Development of PR in the World's Largest Democracy (1500 BC–2009 AD). Part Six: Action Speak—Case Studies. References. Index.

Latest Print 2014 / 640 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-4871-4 / ₹ 425.00 / (e-book also available)

Relationship Marketing

BISWAS

Relationship Marketing: Concepts, Theories and Cases, 2nd ed.

SUPRIYA BISWAS, *Professor, Marketing and IT, NSHM Business School, Kolkata.*

The role of relationship marketing in the current business scenario has become significant as maintaining good relationships with various sections of society, especially the customers, is important for achieving organisational objectives.

The book encapsulates all the essential aspects of relationship marketing in an easy-to-understand manner. It has been thoroughly revised and enlarged in the **Second Edition** and incorporates topics based on emerging concepts of marketing and technology, including relationship parameter in brand identity, service recovery paradox, adversity quotient of relationship managers, impact of social networking on customer relations, as well as applications of cloud and mobile computing in the practice of relationship marketing.

Inclusion of new and contemporary case studies from industries—Toyota logo, Removing pain points: How Coco-Colas low-cost solar cooler is helping Coke spread its wing in villages, and Mobile computing in general insurance business, provides a practical orientation to the text and help students to understand concepts of relationship marketing in the context of real-world situation. Apart from these, case assignments have been developed on various dimensions of relationship marketing.

Intended as a textbook for the postgraduate students of management, the book is equally useful for relationship managers, executives, and sales and marketing professionals.

Contents: Preface. Preface to the First Edition. Abbreviations. Framework of Relationship Marketing. Customer Experience and Emotion. Relationship Brands. Value Creation in Relationship Marketing. Customer Equity. Strategies and Techniques of Cross-Selling and Up-Selling. Temperament of Business Relations. Managing Customer Satisfaction through Quality. Customer Loyalty. Measuring Relationship Effectiveness. Relationship Manager. Technology in Relationship Marketing. Virtual Relationship Marketing. Customer Managed Relationship. Relationship Strategy and Enterprise Image. Thoughts on Relationship. Institutes Promoting Relationship Marketing. Appendix: Marketing Glossaries. Author Index. Company Index. Subject Index.

Latest Print 2014 / 480 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-4875-2 / ₹ 425.00 / (e-book also available)

Retail Marketing Communication

SUDHAKAR

Integrated Retail Marketing Communication

G.P. SUDHAKAR, *Professor and Head, Department of Management Studies, Directorate of Distance Education, Sikkim Manipal University, Bangalore.*

The book offers a comprehensive review and analysis of various facets of retail communications, strategy and application. The author, with over two decades of experience in marketing, and teaching courses on retailing, provides a holistic and practical approach to the subject.

The book covers a wide range of topics—from understanding why retailers need to build brands, positioning to the various communication tools available to the retailers and the need to integrate retail communication for success. It contains numerous examples from Indian retailers in the areas of retail communication and provides many caselets to stimulate the application of many of the concepts discussed in the book.

The book is meant for the postgraduate students of management. Besides, it will also be useful to the students pursuing PG Diploma in Retail Communications Management/Integrated Marketing Communications.

Contents: Foreword. Preface. Acknowledgements. Branding the Store. Positioning Retail Brands. Retail Advertising—The Many Hues. Cooperative Advertising. In-Store Advertising and Shopper Marketing. Sales Promotions—A Tactical Promotion Tool. Personal Selling—A Relationship at the Moment of Truth. Direct Marketing in Retailing. Public Relations—Creating Goodwill among Stakeholders. Adding Value by Integrating Retail Marketing Communications. Multi-Channel Retailing—24/7 Activity. Index.

Latest Print 2012 / 160 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-4640-6 / ₹ 175.00 / (e-book also available)

Sales Management

BACON

Selling to Major Accounts: Tools, Techniques, and Practical Solutions for the Sales Manager

TERRY R. BACON

"*Selling to Major Accounts* is must reading for anyone who needs a proven method for answering the questions that are difficult but essential for successful business development. Bacon's system works for sales teams that will commit themselves to following through on these fundamentals."

—JAY KRAKER, Managing Director,
Kraker & Company, Inc.

This book is a blueprint of hands-on and practical advice for building stronger and more profitable relationships with your key accounts. Through tables, checklists, worksheets and real-life case studies it helps you in

- Identifying your key accounts
- Building an effective account team
- Analyzing your customers and competitors
- Developing a winning key account strategy
- Implementing your plan
- Managing your account successfully
- Monitoring its progress and more

Be on the path to strong, profitable, *partner* relationship with your best customers—and to a healthy, thriving business.

Contents: Preface. Part I: Introduction—What is Strategic Account Management? The Roles and Responsibilities of Strategic Account Managers. The Four Types of Customer Relationships. Part II: The Foundations of Strategic Account Management—The Management in Strategic Account Management. Strategic Account Management as an Instrument of Corporate Strategy. Identifying Strategic Accounts. Building Account Teams. Part III: Account Planning—The Account Planning Process. Gathering Information. Analyzing Your Customer. Analyzing Your Competitors. Analyzing Your Position. Developing Account Strategy. Part IV: Implementing the Account Plan—Building Internal Support. Managing Relationships. Managing Information. Managing Customer Delight. Managing Momentum. Managing Opportunities. The Future of Strategic Account Management. Appendix: Sample Strategic Account Plan. Index.

Latest Print 2008 / 336 pp. (Hard Cover)
17.8 × 23.5 cm / ISBN-978-81-203-3471-7 / ₹ 425.00

BROWN

From Selling to Managing: Guidelines for the First-Time Sales Manager (Rev. ed.)

RONALD BROWN.

This book helps the newly appointed field sales manager to convert their selling skills into management skills and shows how the transition from a player to coach can be successfully achieved. The book concentrates on the problems managers face and points out what they must do to solve them. It offers new insights on changes in technology, distribution, and the complexion of the modern sales force. Practical examples are used to show how to:

- Broaden outlook
- Communicate both up and down the chain of command
- Plan a sales force operation
- Implement the plan
- Appraise and advise reps

- Recruit, train, and keep good reps
- Run efficient, inspiring sales meetings
- Control every aspect of operations

Contents: Preface to the Revised Edition. The Transition From Selling to Managing. Planning: The First Step. Implementing the Plan. The Appraisal Process. The Control Function. Effective Communications. District Sales Meetings. Recruiting, Selecting, and Training New Sales Reps. Index.

Latest Print 2009 / 172 pp. / 15.3 × 22.9 cm
ISBN-978-81-203-3741-1 / ₹ 225.00

COSTELL

Science of Sales Success, The: A Proven System for High-Profit, Repeatable Results

JOSH COSTELL *founded Applying Knowledge Systems, a consulting and training firm for sales professionals.*

This book clearly shows how to adopt a disciplined, logical approach to manage selling opportunities and enables a salesperson to learn how to fulfill customers' expectations. The step-by-step guidelines will help to produce successful outcomes for both the salespersons and the customers while giving them an edge over their competitors. The methods given pinpoint exactly which facts the customer needs to have at each stage of the sales process.

Based on an approach that treats selling as a science, the author shows that applying the suggested methods, any salesperson can duplicate success on a planned, routine basis.

The Science of Sales Success is every sales professional's key to faster sales growth and ongoing profitability.

KEY FEATURES

- Filled with concrete examples and engaging case studies.
- Step-by-step approaches to quantifying and measuring sales success.
- Plenty of practical examples which can be followed easily.

This book is intended for management students specializing in sales and marketing and sales professionals.

Contents: Foreword. Acknowledgments. Introduction. Measurability Matters. Defining Value. Receiving Value. Tests of Reasonableness. Every Question Counts. Leave the Brochures Behind. Every Reason to Say Yes. When the World Isn't Perfect. Using MeasureMax Your Way. Glossary. Bibliography. Index. About the Author.

Latest Print 2007 / 320 pp. (Hard Cover)
15.3 × 22.9 cm / ISBN-978-81-203-3133-4 / ₹ 275.00

LIVESAY

7 Most Powerful Selling Secrets, The: Soar Your Way to Success with Integrity, Passion and Joy

JOHN LIVESAY, *the West Coast Director for* ***W*** *magazine.*

Most of the salespersons, seasoned as well as newcomers and successful as well as struggling, are known to be extremely stressed out and dissatisfied with their career graphs. This book is an attempt to take the readers on a journey that will teach them how to adopt spiritual approach towards their jobs and yet be successful and happy.

Written in a simple but engaging style, the book has seven chapters, each chapter unfolding a unique technique by combining essential elements of spirituality with the time-tested sales tools.

After reading this book, you will learn to:

- Enjoy the sales experience as a way to express creativity, individuality and spirituality.
- Eliminate fears of failure or rejection.
- Reframe negative perceptions one has about the sales process.

Though this book is primarily for the students of management and sales professionals, it can be referred to by everyone, since all of us, at some point of time, need to sell our ideas, philosophy, projects or even ourselves.

Contents: Foreword. Acknowledgments. Introduction. Creating your Reality. Building Dynamic Relationships. Presentations with Impact. Persistence Pays Off. Rising Above the Competition. Relax into Yes. Passing Your Good to Others. Summary. Ten-Second Meditations/ Affirmations. Recommended Reading. Index. Order Form.

Latest Print 2007 / 132 pp. / 13.9 × 21.6 cm
ISBN-978-81-203-3209-6 / ₹ 150.00

MILLER

ProActive Sales Management: How to Lead, Motivate, and Stay Ahead of the Game

WILLIAM "SKIP" MILLER.

Most successful sales professionals are great salespersons but not many of them are good managers, the reason being that they acquire skills and qualities necessary for sales but do not adopt the proactive methods that will make them good managers. This practical and well-written text identifies the qualities that are needed for a successful sales manager and maps out a step-by-step method that one can use to graduate from being a salesperson to becoming a successful sales manager.

Packed with specific, field-tested techniques, *ProActive Sales Management* teaches a proven method for

managing the sales process as well as the sales team. By reading and implementing the tactics and processes presented in the book the reader will be able to:

- Regain control of their time
- Create a proactive sales culture
- Motivate a sales team
- Manage simple yet powerful metrics and many other practical things

The book should be of immense benefit to the students of management as well as practising managers and sales executives.

Contents: Acknowledgments. Preface. ProActive Sales Manager—Defining the New Breed of Sales Manager. Sales Cultures and the Ability to Communicate Them. Manage the Right Things—Time and People. Finding and Recruiting the Best Sales Team. Corrective Action. ProActive Management Skills. If You Can't Measure It, Why Do It? Territory Planning, Compensation, and Rewards. Sales Meetings. Create the ProActive Action Plan. Index.

Latest Print 2006 / 256 pp. / 15.3 × 22.9 cm
ISBN-81-203-3114-1 / ₹ 375.00

SIMPKINS

Secrets of Great Sales Management, The: Advanced Strategies for Maximizing Performance

ROBERT A. SIMPKINS.

As a sales manager one has to do many roles—fortune-teller, psychologist, financial analyst, etc. while making sure that your team has what it needs to close deals. Add to it the framing business strategies to retain customer base because of the constant shifts in the customer needs.

The Secrets of Great Sales Management is a step-by-step guide to create a proactive sales organization that thrives on the new dynamics of business. Loaded with clear examples and practical tool, the book shows how you and your team members can work in-tandem with those changing goals and create lasting customer relationships without sacrificing the exceptional bottom-line results you are expected to achieve. This power-packed book is filled with practical and powerful strategies for

- Clarifying short, medium and long term goals.
- Establishing new performance standards and measurements.
- Improving training programs.
- Building compensation plans that drive per-formance and complement desired outcomes.
- Creating career development plans for team members.

Get familiar with how to build a stronger connection between your company's goals and your team's sales strategy. A useful and timely tool with everything you need to build and maintain an outstanding sales program—***NOW***.

Contents: Acknowledgments. Introduction. Part 1: PLANNING—The Changing World of Sales Management. Planning for Today *and* Tommorow. Crafting the Professional Sales Force. Part 2: PREPARING—Finding the Talent. Strengthening the Sales Team. Compensation Programs That Drive Superior Performance. Part 3: PRODUCING—Now Lead: Measuring and Managing Performance. Coaching and Counseling. Looking Toward the Future. Conclusion. A Leadership Growth Plan. A Checklist for Success. Index.

Latest Print 2008 / 224 pp. (Hard Cover)
15.3 × 22.9 cm / ISBN-978-81-203-3442-7 / ₹ 350.00

Services Marketing

LUSCH & VARGO (Eds.)

Service-Dominant Logic of Marketing, The: Dialog, Debate, and Directions

Editors:

ROBERT F. LUSCH, *Professor of Marketing and Head of the Marketing Department in the Eller College of Management at the University of Arizona.*

STEPHEN L. VARGO, *Associate Professor of Marketing at the University of Hawaii, Manoa.*

This book discusses in detail a new model for marketing namely the Service-Dominant Marketing. Accordingly, the paradigm used is *service-centered*, *customer-oriented*, relationship-*focused*—in fact it places marketing *central* to all business strategies. In this orientation of marketing the strategy is 'marketing with' where the customer and supply chain partners collaborate in the entire marketing process. Incidentally, Prof. Philip Kotler who is one of the contributors in this book explains similar view in his book 'Principles of Marketing' while defining the term *Marketing*.

The book elaborates the model through historical analysis, clarification and extension of service-dominant logic. Distinguished marketing thinkers provide further insight and commentary. As a result we have the marketing theory that is more comprehensive and inclusive which challenges both current thinking and marketing practice.

Contents: Foreword, *Ruth N. Bolton*. Foreword, *Frederick E. Webster, Jr.* Preface. Part I: Foundational Aspects of the Service-Dominant Logic of Marketing—Evolving to a New Dominant Logic for Marketing. Historical Perspectives on Service-Dominant Logic. Service-Dominant Logic: What It Is, What It Is Not, What It Might Be. How New, How Dominant? Part II: Dialog: The Centrality of Resources—The Service-Dominant Logic of Marketing: Theoretical Foundations, Pedagogy, and Resource-Advantage Theory. Achieving Advantage with a Service-Dominant Logic. Toward a Cultural Resource-Based Theory of the Customer. Part III: Co-production, Collaboration, and Other Value-Creating Processes—Co-creating the Voice of the Customer. Co-producers and Co-

participants in the Satisfaction Process: Mutually Satisfying Consumption. Co-production of Services: A Managerial Extension. Striving for Integrated Value Chain Management Given a Service-Dominant Logic for Marketing. Cross-Functional Business Processes for the Implementation of Service-Dominant Logic. Customers as Co-producers: Implications for Marketing Strategy Effectiveness and Marketing Operations Efficiency. Part IV: Liberating Views on Value and Marketing Communication—Marketing's Service-Dominant Logic and Customer Value. From Entities to Interfaces: Delineating Value in Customer–Firm Interactions. ROSEPEKICECIVECI versus CCV: The Resource-Operant, Skills-Exchanging, Performance-Experiencing, Knowledge-Informed, Competence-Enacting, Co-producer–Involved, Value-Emerging, Customer-Interactive View of Marketing versus the Concept of Customer Value: "I Can Get It for You Wholesale". Introducing a Dialogical Orientation to the Service-Dominant Logic of Marketing. How Integrated Marketing Communication's Touchpoint's Can Operationalize the Service-Dominant Logic. Part V: Alternative Logics—The Market as a Sign System and the Logic of the Market. Examining Marketing Scholarship and the Service-Dominant Logic. Some Societal and Ethical Dimensions of the Service-Dominant Logic Perspective of Marketing. The New Dominant Logic of Marketing: Views of the Elephant. More Dominant Logics for Marketing: Productivity and Growth. An Economics-Based Logic for Marketing. From Goods-toward Service-Centered Marketing: Dangerous Dichotomy or an Emerging Dominant Logic? The Service-Dominant Logic for Marketing: A Critique. Part VI: Moving Forward with a Service-Dominant Logic of Marketing—Many-to-Many Marketing as Grand Theory: A Nordic School Contribution. What Can a Service Logic Offer Marketing Theory? Going beyond the Product: Defining, Designing, and Delivering Customer Solutions. How Does Marketing Strategy Change in a Service-Based World? Implications and Directions for Research. Mandating a Services Revolution for Marketing. Service-Dominant Logic as a Foundation for General Theory. About the Editors and Contributors. Index.

Latest Print 2006 / 468 pp. / 17.8 × 23.5 cm
ISBN-81-203-3040-4 / ₹ 395.00

SRINIVASAN

Services Marketing: The Indian Context, 4th ed.

R. SRINIVASAN, *Professor, Department of Management Studies, Indian Institute of Science (IISc.), Bangalore.*

Services are widely used by people practically in all aspects of life. The globalised era is seeing services being used by a wide cross-section of society from the corporate to the man. The **Fourth Edition** of the book educates its readers about how marketing strategies are changing and evolving through times.

The new edition comes with updated case studies on various service sectors, such as Hospitality and Tourism (Thomas Cook, Karnataka State Tourism Development Corporation (KSTDC) Ltd., and (Cafe Coffee Day). A new case study "Indian Airline Industry", has also been introduced to add to the diversity of services. Finance (Credit Card Business of Standard Chartered) and Information Technology are also updated (Infosys and SAP). The cases, set within the Indian context, lend a practical dimension to the subject, familiarizing the students with the developments in the Services Marketing area in India.

The new edition, with its emphasis on recent data and the contemporary Services Marketing scenario, is an ideal companion for the budding managers. It should also be of great use to the practising managers attending various Management Development Programmes (MDPs) and Executive Development Programmes (EDPs).

NEW TO THIS EDITION

- A new case study "Indian Airline Industry" has been introduced.
- All case studies of the previous edition have been updated with latest information and developments in the company.
- Chapter 2 and Chapter 15 of the book have been revised with latest data and illustrations.

Contents:

Preface. Preface to the First Edition. Understanding Services. Services and Economy of a Country. Issues in Marketing of Services. Consumer Decision Process and Ethical Issues. Service Delivery Process. Pricing. Services Communication Mix. Firm's Physical Evidence. Managing Employees and Consumers. Customer Satisfaction and Service Quality. Services Failure, Recovery and Customer Retention. Hospitality and Tourism Services. Financial Services. Information Technology Services. Health Care Services Marketing. Technology Readiness. e-Service Quality. Index.

Latest Print 2014 / 300 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-5034-2 / ₹ 295.00 / (e-book also available)

Strategic Marketing

ANDREASEN & KOTLER

Strategic Marketing for Nonprofit Organizations, 7th ed.

ALAN R. ANDREASEN, *Georgetown University.*
PHILIP KOTLER, *Northwestern University.*

Now in its seventh edition, this landmark book provides new and important insights on nonprofit organizations. It offers a powerful framework to understand how marketing is—and ought to be—used in the nonprofit environment. The authors clearly show that marketing is an important strategic activity and how it can be used to improve organizational performance.

Besides managers in the nonprofit organizations and students of marketing, this book will also be helpful to

managers in both the government and corporate domains, in having an insight in social marketing.

FEATURES

- A new chapter on branding for nonprofit organizations.
- New vignettes have been added to every chapter drawn from popular press like *Business Week*, *New York Times* etc., with the stories having strong bearing on the topic discussed in each chapter.
- A revised chapter on public relations with new section on public advocacy.

Contents: Preface. Section I: Developing a Target Audience Orientation—The Growth and Development of Nonprofit Marketing. Developing a Target Audience-Centered Mindset. Section II: Strategic Planning and Organization—Strategic Marketing Planning. Understanding Target Audience Behavior. Acquiring and Using Marketing Information. Segmentation, Targeting, and Positioning. Branding. Section III: Designing the Marketing Mix—Value Propositions: Managing the Organization's Offerings. Developing and Launching New Offerings. Managing Perceived Costs. Facilitating Marketing Behaviors. Formulating Communication Strategies. Managing Communications: Advertising and Personal Persuasion. Managing Public Media and Public Advocacy. Section IV: Developing Resources—Generating Funds. Attracting Human Resources: Staff, Volunteers, and Board Members. Working with the Private Sector. Section V: Organizing and Controlling Marketing Strategies—Organizing for Implementation. Marketing Evaluation, Monitoring, and Control. Index.

Latest Print 2009 / 528 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-3890-6 / ₹ 425.00

SAHAF

Strategic Marketing: Making Decisions for Strategic Advantage

MUSADIQ A. SAHAF, *Professor of Strategic Marketing, Department of Management Studies, University of Kashmir, Srinagar.*

This systematically organized and accessible text gives an in-depth analysis of the multidimensional aspects of strategic marketing. It is a harmonious blend of theoretical aspects and real-world applications, equipping the students with the requisite knowledge and skills for understanding the subject. It illustrates how to design effective marketing strategies to compete in a highly dynamic and competitive market.

Divided into five parts, the text attempts to bridge the gap between the science and the art of marketing strategy. The book provides a stimulating learning environment. Initially, it gives a thorough analysis of the framework that would help managers make their businesses effective. Then it goes on to discuss such topics as customer behaviour and customer relationship management, along with competitor analysis. The text concludes with the strategies that fall within the scope of marketing mix, viz. product, marketing communication, personal selling, distribution and pricing.

KEY FEATURES

- Provides Case Studies in the context of Indian business at the end of each chapter to reinforce the understanding of the theory.
- Besides chapter-end summary and exercises, the text gives a glossary of terms.
- The text emphasizes managerial viewpoint to facilitate decision-making.
- Uses teach-yourself technique so that students can learn the concepts through self-study.

Primarily intended as a text for postgraduate students of management and commerce, the book would also be useful to practising managers.

Contents: Preface. Acknowledgements. Part I: Fundamentals for Strategic Marketing—Nature and Principles of Strategic Marketing. Strategic Marketing Framework. The Marketing Environment. Assessing Corporate Capabilities and Resources. Part II: Customers, Markets, and Competition—Analyzing Consumer Behaviour. Competitor Analysis and Competitive Position. Competing through Superior Service and Customer Relationships. Market, Targeting and Positioning. Marketing Strategies. Part III: Analysis for Strategic Marketing—Information for Marketing Decision-Making. Forecasting the Market Opportunities. Part IV: Marketing Decision-Making—Product and New Product Strategies. Distribution Strategy and Channel Management. Communication Strategies. Personal Selling and Sales Promotion. Pricing Policies and Strategies. Part V: Strategic Implementation and Control—Implementing and Controlling Marketing Strategies. Appendix A—Studying Marketing Through Case: A Guideline to the Student. Appendix B—Marketing: A Career Option. Glossary. References. Index.

Latest Print 2013 / 528 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-3433-5 / ₹ 425.00 / (e-book also available)

PRODUCTION / QUANTITATIVE METHODS

Business Statistics

DAS & BHATTACHARJEE

Statistics for Business and Marketing Research

KISHORE K. DAS, *Reader in the Department of Statistics, Gauhati University.*
DIBYOJYOTI BHATTACHARJEE, *Reader in the Department of Business Administration, Assam University.*

This book is primarily intended for BBA, MBA, and MCom students for their courses in Business Statistics/Statistics for Management. Students of BSc (Statistics) will also find this book useful as a ready source of reference.

It discusses the fundamental concepts with illustrative examples and applications to various business problems.

The book covers all the essential topics of statistics such as frequency distribution and graphical representation, measures of central tendency and dispersion, moments, skewness and kurtosis, probability theory, random variables, probability distributions, correlation and regression.

KEY FEATURES

- Provides sound theoretical knowledge underlying different statistical techniques.
- Explains topics with practical examples to help students understand the relevance of the subject in solving business problems.
- Presents the relevant proofs of theorems and formulae to establish how such rules came into existence.
- Gives an extended list of worked-out problems to enable students to understand how the statistical techniques can be applied to business related issues.
- Lists a host of unsolved problems at the end of each chapter to help students test their understanding of the subject.

Contents: Preface. Frequency Distribution and Tabular Representation of Data. Measures of Central Tendency. Measures of Dispersion. Moments. Skewness and Kurtosis. Theory of Probability. Random Variable and Mathematical Expectation. Parametric Families of Univariate Distributions. Correlation and Regression. Index.

Latest Print 2010 / 232 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4076-3 / ₹ 225.00 / (e-book also available)

JANI

Business Statistics: Theory and Applications

P.N. JANI, *former Associate Professor of Statistics and Head, Department of Statistics, Sardar Patel University, Vallabh Vidyanagar, Gujarat.*

The primary objective of this text is to help students to think clearly and critically and apply the knowledge of Business Statistics in decision making when solving business problems.

The book introduces the need for quantitative analysis in business and the basic procedures in problem solving. Following an application-based theory approach, the book focuses on data collection, data presentation, summarizing and describing data, basic probability, and statistical inference. A separate chapter is devoted to show how Microsoft Excel can be used to solve problems and to make statistical analyses. It contains specimen Excel Worksheets illustrating how the problems of each chapter are solved using Excel functions and formulas. A large number of real–world business problems from various business professions such as finance, medical, psychology, sociology, and education are also included.

This textbook is primarily intended for the undergraduate and postgraduate students of management and postgraduate students of commerce.

The text helps students to:

- Understand the meaning and use of statistical terms used in business statistics
- Use graphical and descriptive statistics to identify the need for statistical inference techniques
- Perform statistical analyses
- Interpret the results of statistical analyses
- Apply statistical inference techniques in business situations
- Use computer spreadsheet software to perform statistical analysis on data
- Choose the appropriate statistical tool from the collection of standard analytic methods

Contents: Preface. Basics of Statistics and Data Collection Techniques. Organising and Presenting Data. Summarising Data: Measures of Central Tendency and Dispersion. Summarising Data: Other Measures. Probability: A Measure of the Uncertainty. Probability Distributions: Discrete Families. Probability Distributions: Continuous Families. Making Inferences and Conclusions—Statistical Inference 1: Estimation. Statistical Inference 2: Basics of Testing of Hypothesis, One and Two Sample Tests. Statistical Inference 3: Chi-square, Analysis of Variance, and Other Tests. Statistical Inference 4: Non-Parametric Tests. Simple Regression and Correlation Analyses. Multiple Regression Analysis. Time Series Analysis and Forecasting. Index Numbers. Statistical Computations and Analysis Using Excel. References. Statistical Tables. Answers of the Selected Odd Numbered Chapter Exercises. Index.

Latest Print 2014 / 632 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4985-8 / ₹ 495.00 / (e-book also available)

LEVINE, et al.

Statistics for Managers: Using Microsoft® Excel, 7th ed.

DAVID M. LEVINE, *Department of Statistics and Computer Information Systems, Zicklin School of Business, Baruch College, City University of New York.*
DAVID F. STEPHAN, *Two Bridges Instructional Technology.*
KATHRYN A. SZABAT, *Department of Business Systems and Analytics, School of Business, La Salle University.*

Intended primarily for postgraduate students of management, this text also provides practical content to current and aspiring industry professionals.

Reducing the emphasis on doing computations, this practical text thoroughly integrates Microsoft® Excel as a tool for analysis, and presents statistical concepts in the context of the functional areas of business.

Retaining many of the features of the earlier editions mainly the DCOVA (Define, Collect, Organize, Visualize and Analyze) framework, this edition contains:

1. New continuing end-of-chapter cases.
2. Many new applied examples and problems.

3. Checklist for getting started to use Microsoft Excel with the book.

Contents: Preface. Defining and Collecting Data. Organizing and Visualizing Data. Numerical Descriptive Measures. Basic Probability. Discrete Probability Distributions. The Normal Distribution and Other Continuous Distributions. Sampling Distributions. Confidence Interval Estimation. Fundamentals of Hypothesis Testing: One Sample Tests. Two-Sample Tests. Analysis of Variance. Chi-Square and Nonparametric Tests. Simple Linear Regression. Introduction to Multiple Regression. Multiple Regression Model Building. Time-Series Forecasting. A Roadmap for Analyzing Data. Statistical Applications in Quality Management (*online*). Decision Making (*online*). Appendices A–G. Self-Test Solutions and Answers to Selected Even-Numbered Problems. Index.

Latest Print 2014 / 788 pp. / 21.6 × 27.8 cm
ISBN-978-81-203-4813-4 / ₹ 750.00

MURALIDHARAN & SYAMSUNDER

Statistical Methods for Quality, Reliability and Maintainability

K. MURALIDHARAN, *Professor and Head of Statistics Department, Six Sigma Master Black Belt and Director of Population Research Centre (PRC), The M.S. University of Baroda, Vadodara.*

A. SYAMSUNDER, *Deputy General Manager, Research and Development Department, Visakhapatnam Steel Plant, Visakhapatnam.*

Designed as a textbook for undergraduate students of Production and Industrial Engineering and postgraduate students of Statistics and Management, this book discuss the various statistical methods for quality, reliability and maintainability.

The text is divided into three parts. Part I on Quality describes basic, quality metrics; Part II on Reliability deals with reliability tools; models; inferences; assessment; improvement, and repairable system. Part III on Maintainability discuss measures, production, assessment and design and testing of maintainability.

Contents: Preface. Part I: Quality—Understanding Quality. Quality and Process. Process Capability and Quality. Process Improvement and Quality. Process Data Management. Part II: Reliability—Understanding Reliability. Reliability Tools. Reliability Models and Inferences. Reliability Assessment. Reliability Improvement. Repairable System Reliability. Part III: Maintainability—Understanding Maintainability. Maintainability Measures and Prediction. Maintainability Assessment. Maintainability Design and Testing. Appendices—1: Cumulative Standard Normal Distribution. 2: Chi-Squared Values for a Specified Right Tail Area. 3: Values of t for a Specified Right Tail Area. 4: Values of F for a Specified Right Tail Area F 0.01 V_1, V_2. 5: Values of F for a Specified Right Tail Area F 0.025 V_1, V_2. 6: Values of F for a specified Right Tail Area F 0.05 V_1, V_2. 7: Values of F for a specified Right Tail Area F 0.10 V_1, V_2. 8: Values of F for a specified Right Tail Area F 0.25 $V1$, V_2. Index.

Latest Print 2012 / 412 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4543-0 / ₹ 350.00 / (e-book also available)

Engineering Economics

PANNEERSELVAM

Engineering Economics, 2nd ed.

R. PANNEERSELVAM, *Professor, Department of Management Studies, School of Management, Pondicherry University, Puducherry.*

Designed as a textbook for undergraduate students in various engineering disciplines—Mechanical, Civil, Industrial Engineering, Electronics Engineering and Computer Science—and for postgraduate students in Industrial Engineering and Water Resource Management, this comprehensive and well-organized book, now in its Second Edition, shows how complex economic decisions can be made from a number of given alternatives. It provides the managers not only a sound basis but also a clear-cut approach to making decisions. These decisions will ultimately result in minimizing costs and/or maximizing benefits. What is more, the book adequately illustrates the concepts with numerical problems and **Indian cases.**

While retaining all the chapters of the previous edition, the book adds a number of topics to make it more comprehensive and more student friendly.

WHAT'S NEW TO THIS EDITION

- Discusses different types of costs such as average cost, recurring cost, and life cycle cost.
- Deals with different types of cost estimating models, index numbers and capital allowance.
- Covers the basics of non-deterministic decision making.
- Describes the meaning of cash flows with probability distributions and decision making, and selection of alternatives using simulation.
- Discusses the basic concepts of Accounting.

This book, which is profusely illustrated with worked-out examples and a number of diagrams and tables, should prove extremely useful not only as a text but also as a reference for those offering courses in such areas as Project Management, Production Management, and Financial Management.

Contents: Preface. Preface to the First Edition. Introduction. Elementary Economic Analysis. Interest Formulas and Their Applications. Present Worth Method of Comparison. Future Worth Method. Annual Equivalent Method. Rate of Return Method. Replacement and Maintenance Analysis. Depreciation. Evaluation of Public Alternatives. Inflation Adjusted Decisions. Non-deterministic Decision Making. Cash Flows with Probability Distributions. Selection of Alternatives Using

Simulation. Inventory Control. Make or Buy Decision. Project Management. Value Analysis/Value Engineering. Linear Programming. Basic Accounting Concepts. References. Appendix. Index.

Latest Print 2014 / 364 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-4837-0 / ₹ 275.00 / (e-book also available)

PANNEERSELVAM

Interest Tables for Engineering Economics

R. PANNEERSELVAM, *Professor, Department of Management Studies, School of Management, Pondicherry University, Puducherry.*

The different investment analysis approaches require various interest formulas and their values. A fairly large problem involving different types of transactions in its cash-flows may take more time to solve it, if the students compute the values of the related interest formulas and then make substitutions in the respective expressions of the investment analysis. This book gives values of different interest factors, (*F*/*P*,*i*,*n*), (*P*/*F*,*i*,*n*), (*F*/*A*,*i*,*n*), (*A*/*F*,*i*,*n*), (*P*/*A*,*i*,*n*), (*A*/*P*,*i*,*n*) and (*A*/*G*,*i*,*n*) for different combinations of interest rate (*i*) and interest period (*n*) in the form of tables, to serve as an aid for solving problems in "Engineering Economics" in the Examination Hall. These Interest Tables can also be usefully employed for field work while doing engineering economics analysis.

The tables will be useful to students of different B.Tech. programmes and to students of M.Com and M.B.A. programmes for solving different investment analysis problems.

Contents: Preface. Notations. Interest Tables.

Latest Print 2008 / 80 pp. / **16.0 × 24.1 cm**
ISBN-978-81-203-3105-1 / **₹ 75.00**

Enterprise Resource Planning/ SAP

AGRAWAL

SAP HR India Payroll: Technical Reference and Learning Guide

P. K. AGRAWAL *was a Program Manager at Tata Technologies Limited, Pune.*

This book explains all the concepts underpinning the India Payroll module of SAP HR. It is a comprehensive technical manual which explains every single node of the User Menu and Configuration. The book first gives an overview of a concept explaining what it is, how it is used and how it relates to the other concepts. It then explains its properties, which are fields in a configuration node.

This book is designed to be used both as a reference manual and a learning guide. As a learning guide, it offers four views, each for a different target audience.

- It can be read from the Senior Management's perspective to gain a broad understanding of the subject and what SAP can do for them.
- Business Process Owners can achieve a higher level of understanding by getting to know more of SAP concepts and how to perform different tasks in SAP.
- Users can acquire a thorough understanding of different tasks and concepts underlying them.
- Functional consultants and proficient users can read the book to gain a complete understanding of the system.

As a technical reference, the book can be used to locate the relevant material through the Table of Contents, Index, 'SAP Menu' and 'SAP Customizing Implementation Guide (IMG)'. The last two follow the Table of Contents. If the reader is in SAP's User Menu or Configuration, the chapter number for these nodes can be found in 'SAP Menu' and 'IMG'. If a node is not covered in the book, the reason for not doing so is mentioned.

The implementation of SAP HR India Payroll can also be guided by the structure of this book.

A Better World

There is a lot we can do to make our world a better world, just as we discover better ways to support our businesses. Read short articles inside on some of the ideas of World Integration and Improvement Initiative.

- World Government
- World Language
- Good Governance
- City without Traffic Lights

Contents: SAP Menu. SAP Customizing Implementation Guide. Preface. Wage Types. Wage Type Properties. Wage Type Permissibility. Wage Type Valuation. Wage Type Cumulation. Wage Type Factoring. Basic Salary. Dearness Allowance. Housing. Car and Conveyance. Reimbursements. Long-Term Reimbursements. Bonus. Income from Other Sources. Perquisites. Exemptions. Child Education Exemption. Leave Travel Exemption. Medical Exemption. North-East State Tax Exemption. Leave Encashment Exemption. Voluntary Retirement Exemption. Gratuity. Superannuation. Provident Fund and Pension. Employees' State Insurance. Labour Welfare Fund. Professional Tax. Deductions. One Day Salary Deduction. Claims and Minimum Net Pay. Balances and Totals. Section 80 Deductions. Section 80C Deductions. Section 80U Deductions. Section 89. Salary Projection. Previous Employment Tax Details. Income Tax. Rounding Off Employee Salary. Net Pay and External Transfer. Payroll Area. Payroll Run. Payroll Posting to Accounting. Payment. Form 16 and Form 24. Form 217 (2A). Retroactive Accounting. Termination. Off-Cycle Activities. Nominations. Legacy Data Transfer. Payroll Results. Processing Classes. Cumulation Classes. Evaluation Classes. Schemas, Functions, PCRs, Operations, Features. Utilities. Index. World Government. World Language. Good Governance. City without Traffic Lights.

Latest Print 2014 / 884 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-3872-2 / ₹ 595.00 / (e-book also available)

AGRAWAL

SAP HR OM, PD and Training: Technical Reference and Learning Guide

P.K. AGRAWAL *was a Program Manager at Tata Technologies Limited, Pune.*

This book explains all the concepts underpinning the Organizational Management (OM), Personnel Development (PD) and Training and Event Management modules of SAP HR. It is a comprehensive technical manual which explains every single node of the User Menu and the Configuration. The book first gives an overview of a concept explaining what it is, how it is used and how it relates to other concepts. It then explains its properties, which are fields in a configuration node.

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The implementation of SAP HR OM, PD and Training and documentation can also be guided by the structure of this book.

A Better World: There is a lot that we can do to make our World a better World, just as we discover better ways to support our businesses. Read short articles inside on some of the ideas of World Integration and Improvement Initiative.

- World Government
- Good Governance
- World Language
- City without Traffic Lights

Books on SAP HR: The following other books on SAP HR have also been published by PHI Learning, New Delhi:

1. *SAP HR Time Management*
2. *SAP HR Personnel Administration and Recruitment*
3. *SAP HR India Payroll*

Contents: SAP Menu. SAP Customizing Implementation Guide. Preface. Section One: Organizational Management—Organizational Plan. Organizational Management Interfaces. Organizational Unit. Position. Job. Person. User. Task. Work Center. Objects. Relationships. Structures. Infotype Features. Infotypes. Plan Version. Planning Status. Authorizations. Organizational Management Integration. Database Utilities and Dialog Control. Data Transfer. Organization and Staffing Interface Customizing. Data Model. Section Two: Personnel Development—Qualifications Catalog. Profiles. Career and Succession Planning. Development Plan. Appraisals. Personnel Development Integration. Section Three: Training and Event Management—Business Event Catalog. Business Event Group. Business Event Type. Dynamic Menus. Resources. Business Events. Attendee. Attendance. Correspondence. Training Integration. Utilities. Index. World Government. World Language. Good Governance. City without Traffic Lights.

Latest Print 2014 / 784 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-3984-2 / ₹ 595.00 / (e-book also available)

AGRAWAL

SAP HR Personnel Administration and Recruitment: Technical Reference and Learning Guide, 2nd ed.

P.K. AGRAWAL *was a Program Manager at Tata Technologies Limited, Pune.*

SAP HR BOOKS

This book is one of the set of four books on SAP HR written by the author:

- SAP HR OM, PD and Training
- SAP HR Personnel Administration and Recruitment
- SAP HR Time Management
- SAP HR India Payroll

A Better World

There is a lot we can do to make our world a better world. Read short articles inside on some of the ideas of World Integration and Improvement Initiative.

- World Government
- World Language
- Good Governance
- City without Traffic Lights

SAP is a great software. One needs to fully understand its features in order to effectively exploit them for the benefit of customers. Mr. Agrawal's books on SAP HR have a unique approach. A chapter usually focuses on a single business concept, and discusses the user interface as well as its associated configuration. This logical division makes it easier for readers to understand the functionality.

Another important feature of these books is the level of detail. Each screen and each field in a screen is explained. Explanation includes meaning, use case and in some cases guidelines. Details are balanced by overviews explaining the concepts and their relationships.

While explaining functionality, Mr. Agrawal has made efforts to highlight what can be done and how it is to be done. This is particularly important for less experienced users and consultants.

Indicating chapter numbers against each menu and configuration item is a very useful innovation, as it establishes direct link between the SAP system and the book.

Another useful feature is that these books can be read not only by consultants, but also by users, business process owners and even by senior managers. The importance of each topic for each category of users is specified.

Mr. Agrawal has taken considerable pains in writing these books, and I congratulate Mr. Agrawal on his achievement and thank him for his contribution to the SAP community.

—K. SANJAI, Regional Head–Asia Pacific & Japan, SAP Global Delivery

Contents: SAP Menu. SAP Customizing Implementation Guide. Preface. Personnel Administration—Infotypes. Common Infotype Structure. Actions. Organizational Assignment. Personal Data. Payroll Status. Challenge. Addresses. Planned Working Time. Contract Elements. Monitoring of Tasks. Family Member/Dependents. Education. Other/Previous Employers. Skills. Internal Medical Service. Powers of Attorney. Internal Data. Corporate Functions. Company Instructions. Insurance. Objects on Loan. Date Specifications. Works Councils. Disciplinary Action and Grievances. Communication. Employee's Applicant Number. Calculation of Employment Period. Wage Type. Basic Pay. Bank Details. External Bank Transfers. Recurring Payments/Deductions. Additional Payments. Cost Distribution. Loans. Membership Fees. Notifications. Additional Off-cycle Payments. ESS Settings Remuneration Statement. Infotype Properties. Infotype Menus. Infotype Screens. Infotype Change Tracking. Cost Assignment. Payment Model. Ad Hoc Query. HIS. Authorizations. Optical Archiving. Concurrent Employment. Recruitment—Recruitment Process. Applicant. Application. Vacancy Assignment. Applicant Action. Applicant Activities. Applicant Activity Status. Applicant's Personnel Number. Applicant's Organizational Assignment. Applicant's Contract Elements. Other Recruitment Configuration. Utilities. Index. World Government. World Language. Good Governance. City without Traffic Lights.

Latest Print 2014 / 720 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4223-1 / ₹ 595.00 / (e-book also available)

AGRAWAL

SAP HR Time Management: Technical Reference and Learning Guide, 2nd ed.

P.K. AGRAWAL *was a Program Manager at Tata Technologies Limited, Pune.*

He has written the following books on SAP HR:

- SAP HR OM, PD and Training
- SAP HR Personnel Administration and Recruitment
- SAP HR Time Management
- SAP HR India Payroll

This book explains all the concepts underpinning SAP's HR Time Management Module. It is a comprehensive technical manual which explains every single node of the User Menu and the Configuration. The book first gives an overview of a concept explaining what it is, how it is used and how it relates to the other concepts. It then explains its properties, which are fields in a configuration node.

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- Business Process Owners can achieve a higher level of understanding by getting to know more of SAP concepts and how to perform different tasks in SAP.
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The implementation of SAP HR Time Management and documentation can also be guided by the structure of this book.

A Better World

There is a lot we can do to make our world a better world, just as we discover better ways to support our businesses. Read short articles inside on some of the ideas of World Integration and Improvement Initiative.

- World Government
- World Language
- Good Governance
- City without Traffic Lights

SAP is a great software. One needs to fully understand its features in order to effectively exploit them for the benefit of customers. Mr. Agrawal's books on SAP HR have a unique approach. A chapter usually focuses on a single business concept, and discusses the user interface as well as its associated configuration. This logical division makes it easier for readers to understand the functionality. Another important feature of these books is the level of detail. Each screen and each field in a screen is explained. Explanation includes meaning, use case and in some cases guidelines. Details are balanced by overviews explaining the concepts and their relationships.

While explaining functionality, Mr. Agrawal has taken efforts to highlight what can be done and how it is to be done. This is particularly important for less experienced users and consultants. Indicating chapter numbers against each menu and configuration item is a very useful innovation, as it establishes direct link between the SAP system and the book. Another useful feature is that these books can be read not only by consultants, but also by users, business process owners and even by senior managers. The importance of each topic for each category of users is specified.

Mr. Agrawal has taken considerable pain in writing these books, and I congratulate Mr. Agrawal on his achievement and thank him for his contribution to the SAP community.

—K. Sanjai, Regional Head–Asia Pacific & Japan, SAP Global Delivery

Contents: Preface. Infotypes. Employee Groupings. Work Schedule. Substitution. Absence. Attendance. Absence Quota. Quota Correction. Attendance Quota. Quota Compensation. Overtime. Availability. Time Recording. Time Events. Time Transfer. Employee Remuneration. Maternity Leave. Military Service. Additional Absence Data. Flextime. Activity Allocation. Cost Assignment. External Services. Different Payment. Time Data Collection. Employee Expenditure Collection. Logistics Integration. Time Evaluation Configuration. Cluster B1. Cluster B2 (Time Evaluation Results). Internal Tables. Time Evaluation with Clock Times (Schema TM00). Schemas, Functions, PCRs, Operations, Features. Time Manager's Workplace. Time Management Pool. Cross-Application Time Sheet. Incentive Wages. Shift Planning. Utilities. Index. World Government. World Language. Good Governance. City without Traffic Lights.

Latest Print 2014 / 756 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4065-7 / ₹ 595.00 / (e-book also available)

AGRAWAL

SAP MM Inventory Management: Technical Reference and Learning Guide

P.K. AGRAWAL *was a Program Manager at Tata Technologies Limited, Pune.*

SAP is a powerful software that meets the requirement of business all over the world. This well-organised book comprising 34 chapters is useful for both beginners and professionals. Being a learning guide and a user manual, the book will be immensely valuable for all those who are training to be SAP consultant. If you are a material/production manager, a QM professional or a business executive, you will find that the book brings a lot of convenience in your work and minimises inventory losses.

A New Approach to SAP Implementation

Structured dialog: The dialog between the consultant and the users should be based on the structure of this book. The consultant would demonstrate a business transaction, e.g. goods receipt, in its simplest form. He would then explain the data items on the screens, their meaning and significance. He would enquire whether the data item is relevant for the client company. The data items that are not relevant can be hidden in the implementation, and related configuration marked as not required. When the consultant would come to a section explaining IMG node, his questions to the user would be designed to collect the information required to configure that node.

Prototyping: As the structured dialog continues, the consultant would go on doing the configuration. By the end of the dialog, the consultant would have built a company-specific prototype.

Training and trials: The prototype would be a rough-cut implementation of SAP for the company. It would be used for training the users. After training, the users would try out the system. They would perform routine transactions several times using real-life data of their company. They would try different scenarios and record their observations.

Refinement: After prototype trials, the consultant and the users would sit together to discuss what the users required to do, but could not do with the prototype. The consultant would use this input to refine the prototype and to build new functionality, if needed.

Configuration manual: The documentation of SAP implementation includes a configuration manual. This configuration manual should be structured on the lines of this book as explained in Chapter 34. Such a configuration manual will be easy to understand as it groups logically related elements together.

User manual: This book will serve as a generic user manual. Company-specific user manual can also be structured on the lines of this book including only company-specific guidelines for the users.

Contents: SAP Menu. SAP Customizing Implementation Guide. Reasons for 'why not covered'. Preface. Enterprise Structure. Material. Goods and Accounts Movement. Stock. Goods Receipt. Goods Issue. Goods Return. Stock Transfer. Transfer Posting. Customer Returns. Subcontracting. Consignment Stock of Vendor. Consignment Stock with Customer. Project Stock. Sales Order Stock. Pipeline Material. Returnable Transport Packaging of Vendor. Returnable Transport Packaging with Customer. Goods Movement Reversal. Screen Layout. Movement Type and Other Configurations. Material Document. Accounting Documents. Output Determination. Material Valuation. Account Determination. Stock Determination. Reservation. Physical Inventory. Financial Accounting. Controlling. Periodic Processing. Archiving. Utilities. Index. World Government. World Language. Good Governance. City without Traffic Lights.

Latest Print 2014 / 928 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4976-6 / ₹ 795.00 / (e-book also available)

AGRAWAL

SAP MM Purchasing: Technical Reference and Learning Guide

P.K. AGRAWAL *was a Program Manager at Tata Technologies Limited, Pune.*

SAP is a powerful software that can meet the needs of any business and for any type of business in any part of the world. Its all encompassing nature makes SAP complex. To understand SAP well, in this book on *SAP MM Purchasing*, like in his earlier four books on SAP (HR module), the author gives an indepth analysis of SAP, with its focus on **materials management purchasing**.

Divided into 26 chapters, the book clearly explains both the SAP Menu and the Customizing Implementation Guide. It also indicates the chapter number where these are covered, thereby creating a direct link between the book and the SAP software.

This well-organized book can be used to learn SAP from scratch. Being a **learning guide**, it would be immensely valuable for all those who are **training to be SAP Consultant**. The book would be especially useful to **Business Process Owners** and **Senior Managers** to get an overview of SAP and the important choices it offers.

SALIENT FEATURES

- The book balances details with overviews which explain linkages between concepts.
- Each chapter forms an important business concept and covers business processes carried out in SAP by the user.
- The book can be used as a **User Manual** by SAP readers.
- SAP implementation becomes easy by using the book.

Contents: Preface. Organization. Material. Vendor. Purchasing Scenarios. Purchasing Document Screens. Purchase Requisition. Request for Quotation/ Quotation. Purchase Order. Contract. Scheduling Agreement. Account Assignment. Release Procedure for Purchasing Documents. Release Procedure for Purchase Requisitions. Purchasing Info Record. Source List. Quota Arrangement. Source Determination. Pricing Procedure. Taxes. Vendor Evaluation. Manufacturer Part. Confirmations. Messages. Partners. Archiving. Utilities. Index.

Latest Print 2014 / 928 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4851-6 / ₹ 795.00 / (e-book also available)

ALTEKAR

Enterprisewide Resource Planning: Theory and Practice

RAHUL V. ALTEKAR, *Senior Functional Architect, JDA India, Hyderabad.*

He can be reached at **altekarrahul@consultant.com**

Over the last two decades, large corporations and companies worldwide have been implementing Enterprisewide Resource Planning (ERP) applications. This has today percolated down to the midsize companies as the benefits of ERP applications are appreciated. Not surprisingly, in business schools across the country, ERP has become a popular and major subject of study. This accessible, easy-to-read book explains the ERP concept, its theory and implementation with **practical case studies.** Throughout, the focus remains on the *Indian scenario.* While Part I of the book deals with the theory of ERP with detailed discussions on best practices in ERP, ERP vendor analysis, its basic functional modules and its implementation, Part II describes ERP "As Is" to ERP "To Be".

The book details and delineates the fundamental and advanced features of ERP in a style that is intelligible to the reader. It presents a structured methodology designed to help students understand the conceptual elements of ERP as well its implementation.

The book is intended as a text for postgraduate students of management and as a valuable reference for the practicing professionals. That it is based on the author's vast experience in the subject in more than 65 Indian manufacturing companies, and is a reader-friendly text with a number of diagrams, screenshots, and tables further enhances its value.

Contents: Preface. Part I: Theory of ERP. Introduction. Origin, Evolution and Structure. The Best Practices in ERP. ERP Vendor Analysis. Basic Functional Modules in ERP. ERP Implementation. Part II: Making ERP A Success—ERP "As Is". ERP "To Be". Bibliography. Index.

Latest Print 2013 / 164 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-2633-0 / ₹ 175.00 / (e-book also available)

ASAP WORLD CONSULTANCY

Administering SAP™ R/3: MM-Materials Management Module

ASAP WORLD CONSULTANCY.

This book is a fast and concise guide for administrators implementing the Materials Management SAP R/3 module. It gives tips and real-world examples on how to manage inventory and supplies using the MM module.

It also makes readers learn how to:

- Use the Enterprise Data Model to generate instances of all data items.
- Use the SAP R/3 Business Engineer to build your system.
- Handle MM using electronic commerce and network computing.
- Use the Education and Training Planner to get users up to speed and manage change.

Contents: Introduction—Focusing on Materials Management. I. Using the SAP R/3 Materials Management Application—Implementing Integrated Materials Management. Understanding Materials Purchasing. Understanding Material Requirements Planning. Understanding Inventory and Warehouse

Management. II. Knowing How Materials Management Fits into SAP R/3—Integrating MM. Understanding the SAP R/3 Business Engineer. Analyzing Materials Information. Utilizing Reports and Interfaces. Understanding Network Computing. MM Education and Training. Appendix A. MM—Consultant's Perspective. Index.

Latest Print 2011 / 440 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-1387-3 / ₹ 295.00

ASAP WORLD CONSULTANCY

Administering SAP™ R/3: The FI-Financial Accounting and CO-Controlling Modules

ASAP WORLD CONSULTANCY.

This book helps

- Structure the accounting department and processes to utilize the FI & CO modules.
- Use business planning managers for coordinating financial data with the corporate headquarters.
- Identify areas of interaction between business processes.
- See how the FI & CO modules make business process interactions more profitable.

Contents: Reviewing the Processes of Accounting in SAP R/3. I. Preparing the Public Accounts—Understanding the General Ledger. Using Subledger Accounts. Accounting for Assets. Consolidating Company Accounts. II. Planning and Controlling—Controlling by Cost Management. Costing on the Basis of Activities. Controlling by the PS-Project System. Analyzing Profitability. III. Funding, Investment, and Development—Managing the Treasury. Managing Investments. Developments in Financial Management. FICO Education and Training. IV. Appendixes—A: SAP Glossary of Terms and Concepts. B: A Consultant's Perspective. Index.

Latest Print 2011 / 492 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-1525-9 / ₹ 295.00

ASAP WORLD CONSULTANCY

Administering SAP™ R/3: The HR-Human Resources Module

ASAP WORLD CONSULTANCY.

This book is a fast and concise guide for administrators implementing the SAP R/3 Human Resources Module. It helps

- Structure the Human Resources department to manage personnel time and administer benefits and salary.
- Plan for personnel development as well as practices for joining, moving, or leaving the company.

It also has tips and real-world examples on how to use the HR Information System and program in HR.

Contents: Introduction. I. Administering the Personnel Administration and Payroll Accounting Modules—Building a Global Integrated Human Resource System. Preparing the Fundamentals of HR Management. Managing Personnel Time. Administering Benefits. Administering Payroll. Managing Business Trips. II. Administering the Personnel Planning and Development Modules—Planning Human Resource Requirements. Planning for Personnel Development. Recruiting, Changing Jobs, and Leaving. 10. Managing Business Events. Using the HR Information System. Setting Up the Control Mechanisms in HR. Developing HR Strategy for IT Division. Seeing HR from a Consultant's Viewpoint. Appendix A—Glossary of HR Terms and Concepts. Index.

Latest Print 2011 / 412 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-1551-8 / ₹ 295.00

ASAP WORLD CONSULTANCY

Administering SAP™ R/3: The Production and Planning Module

ASAP WORLD CONSULTANCY.

This book is a fast and concise guide for administrators implementing the SAP R/3 Production and Planning Module. It provides

- A comprehensive panorama of SAP R/3 Production and Planning, plus the details that are needed.
- Tips and real-world examples on how to use the Production and Planning Module.

Contents: I. Exploring R3 PP—Using PP Within an R/3 Environment. Introducing the Concepts and Components of PP. II. Preparing the System—Setting Up Bills of Material. Setting Up Work Centers. Routing the Steps of the Production Processes. Assigning Production Resources and Tools. III. Controlling the Production Facilities—Scheduling Routings. Planning and Controlling Shop Floor Production Orders. Administering a Production Line. Implementing PP in Repetitive Manufacturing. Assembly Processing in Make-to-Order Production. Managing Materials. IV. Planning and Integrating—Master Planning. Managing Resources in the Process Industries. Managing Master Recipes. Optimizing the Continuous Production Processes. Continuous Manufacturing with Process Orders. Controlling Self-Regulating Production by KANBANs. Controlling Manufacture with Process Instructions. Relating Production to the Environment. Appendix—Glossary. Index.

Latest Print 2011 / 560 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-1666-9 / ₹ 350.00

ASAP WORLD CONSULTANCY & BLAIN

Administering SAP™ R/3: The SD-Sales and Distribution Module

ASAP WORLD CONSULTANCY and BLAIN.

With this fast and concise book, the readers can

- Implement the SAP R/3 Sales and Distribution module.

- Structure the Sales and Distribution departments and processes to utilize the SD module.
- Identify areas of interaction between businesses and processes.
- Receive tips and real-world examples on how to track and manage sales and distribution via the SD module.

Contents: Introducing the SAP R/3 Sales and Distribution Application. I. The Sales and Distribution Marketplace—Understanding the Sales Order. Processing Sales Orders Efficiently. Pricing Products and Services to Improve Sales. II. Satisfying the Customer—Billing. Arranging Shipping and Transportation. Trading Worldwide. Managing the SD Communications. III. Getting Results with the New Technologies—Using Modern Sales Systems. Using Internet Applications. Operating WebRFC Gateway Interface. Programming the Internet Transaction Server. Interpreting SD Organizational Structures. Glossary of SD Terms and Concepts. Index.

Latest Print 2011 / 428 pp. / 17.8 x 23.5 cm
ISBN-978-81-203-1511-2 / ₹ 295.00

Logistics Management

AILAWADI & SINGH

Logistics Management, 2nd ed.

SATISH C. AILAWADI, *Director at KJ Somaiya Institute of Management Studies and Research, Mumbai.*
RAKESH P. SINGH, *Director, Durga Devi Saraf Institute of Management Studies, Mumbai.*

To retain their market share in today's competitive business, companies are coming up with high value, low price products. To cut their costs, they are striving hard to identify the cash-consuming areas in their operations. Logistics is one of them, as its scope ranges from the procurement and management of the raw materials through to the delivery of the final product. This book, now in its Second Edition, continues to provide theoretical and practical expertise in logistics management.

The book begins with an introduction to the elements of logistics management and then moves on to explain operating objectives of integrated logistics, barriers to internal integration and principles of logistics information. It also deals with forecasting, inventory management policies, warehousing and highlights various aspects of logistics management and logistical organization. The book contains case studies in the Indian context to give a practical flavour to the subject.

In this edition, two new chapters, namely, Materials Handling and Packaging and Integrated Global Logistics are included to widen the scope of the subject.

Primarily intended to fulfil the requirements of the students of logistics management, the text may well serve the needs of practising professionals also.

Contents: Preface. Acknowledgements. Elements of Logistics Management. Operating Objectives of Integrated Logistics. Barriers to Internal Integration. Principles of Logistics Information. Forecasting. Inventory Planning. Inventory Management Policies. Transportation. Materials Handling and Packaging. Warehousing. Logistics Costing. Outsourcing Considerations. Logistical Measurement. Logistical Organization. Storehouse Operations and Control. Integrated Global Logistics. Case Studies. Bibliography. Index.

Latest Print 2012 / 216 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4504-1 / ₹ 225.00 / (e-book also available)

BLANCHARD

Logistics Engineering and Management, 6th ed.

BENJAMIN S. BLANCHARD, *has served as a Professor of Systems Engineering at Virginia Tech for many years and is a leader in one-line instruction in the field of logistics engineering.*

This book covers the subject from the point of view of both the engineers and the students of systems and logistics. The text introduces logistics from a broad perspective to include all activities throughout the system life-cycle pertaining to supply chain management, the physical supply and distribution of products, and the sustaining maintenance and support of systems throughout their planned life-cycles. It also addresses logistics and the maintenance support infrastructure as a major element of the "system" from a total life-cycle perspective rather than as an independent and separate function.

The book emphasizes the importance of dealing with logistics early in the system design and development process and throughout the implementation of the system engineering process. The book stresses the importance of establishing performance-based logistics (PBL) measures early in the system design processes and the follow-on "design for supportability" requirements in response to these requirements, promoting a more "proactive" and approach to logistic support, as opposed to an after-the-fact "reactive" approach.

It can be a useful text for the students of Industrial and Systems Engineering, and Management. It also serves as a handy reference to practising engineers.

KEY FEATURES

- Expanded coverage of life-cycle costing (LCC) and LCC analysis throughout the text.
- Coverage of new technologies and their applications, such as Electronic Commerce (EC), Information Technology (IT), Electronic Data Interchange (EDI).

Contents: Foreword. Preface. Introduction to Logistics. Reliability, Maintainability, and Availability Measures. The Measures of Logistics and System Support. The System Engineering Process. Logistics and Supportability Analysis. Logistics in System Design and Development. Logistics in

the Production/Construction Phase. Logistics in the System Utilization, Sustaining Support, and Retirement Phases. Logistics Management. Appendixes—A. Selected Bibliography. B. System Design Review Checklist. C. Supplier Evaluation Checklist. D. Life-Cycle Cost Analysis (LCCA). E. Maintenance Task Analysis (MTA). F. Selected Interest Tables. G. Normal Distribution Tables. H. Abbreviations. Index.

Latest Print 2009 / 560 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-2763-4 / ₹ 325.00

BLOOMBERG, LeMAY & HANNA
Logistics

DAVID J. BLOOMBERG, *Western Illinois University.*
STEPHEN LeMAY, *Mississippi State University.*
JOE B. HANNA, *Auburn University.*

This introductory text, concise and well-written, offers students of management an excellent overview of a dynamic field called integrated logistics. The focus of the text is on basics of warehousing, transportation, inventory, packaging, material handling, operations, information systems, and organizational structure. It also provides coverage on some new, yet extremely important areas such as service response logistics, integrated logistics accounting, and reverse logistics.

Numerous definitions, graphs, tables, and figures provided throughout the book help in understanding what integrated logistics is all about. Chapter-end cases draw students into the real-life applications of text concepts and study questions provide an opportunity to them to test their comprehension of the material presented.

KEY FEATURES

- Treatment of the subject is not too academic and is marked by a logical flow of topics.
- Integrates logistics into a supply chain management context.
- Concept of integrated logistics includes a model incorporating both product and service movement.
- Activity-based accounting is discussed as an alternative method to better track logistics costs.
- An entire chapter devoted to reverse logistics looks at the issues involved in a topic that is vitally important today.

Contents: Preface. PART I: Introducing Supply Chain Management—The Supply Chain Management Concept. Purchasing and Supply Management. Operations. PART II—Introducing Integrated Logistics—Integrated Logistics Management. Quality Customer Service and Integrated Logistics. Service Response Logistics. PART III: The Integrated Logistics Activities—Domestic Transportation. Transportation Management. Inventory Management. Scheduling. Warehouse Management. Material Handling and Packaging. PART IV: Coordination Issues in Integrated Logistics—Reverse Logistics. Organizing Integrated Logistics. Informational Issues in Integrated Logistics. Integrated Logistics Accounting. Strategic Integrated Logistics Management. Appendix A—Integrated Logistics Measurement Areas—Global Integrated Logistics. Index.

Latest Print 2009 / 328 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-2163-2 / ₹ 195.00

CHANDRA BOSE
Inventory Management

D. CHANDRA BOSE, *formerly Principal, Sree Narayan College, Chengannur (Kerala), a constituent college of the University of Kerala.*

Inventory control is vitally important to almost any type of industry, whether product or service-oriented. Investments in raw materials, spare parts, work-in-progress and finished products are all critical costs of operations which if not controlled can lead to high capital costs, high operating costs, and decreased production efficiency.

This book focuses on the problems of materials control in small-scale manufacturing industries. It explains how to optimize the available resources with a view to reducing material costs and achieving improved capital turnover. It also analyzes a few selected industries and critically reviews their performance in the area of inventory control.

The book is designed as a text on inventory management for postgraduate students pursuing courses in **commerce**, **management**, and **business studies**. It is also suitable for all those studying for professional qualifications such as CA, ICWA, and CS.

Contents: Preface. Introduction. Organizational Set-up for Materials. Working Capital and Inventory. Some Concepts about Inventories. Tools and Techniques of Inventory Management. Inventory Ratio. Supply of Maintenance Materials and Spare Parts. Disposal of Obsolete Materials, Surplus and Scrap. Case Study. Further Reading. Index.

Latest Print 2014 / 164 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-2853-2 / ₹ 175.00

KAPOOR & KANSAL
Basics of Distribution Management: A Logistical Approach

SATISH K. KAPOOR *is Professor of Marketing at the University Business School, Panjab University, Chandigarh.*
PURVA KANSAL *is a visiting faculty at the University Business School, Panjab University, Chandigarh.*

Physical Distribution is a distinct but integral part of business logistics, involving all those activities relating to the physical movement of goods from the factory to the consumer. Recently, the concept has been expanded to supply chain management which enables better customer relationship with smooth supply of goods. This introductory text is focused on the essential concepts, tools and strategies that comprise Distribution

Management. It emphasizes the idea that distribution management is an effective marketing strategy and a potent competitive tool.

Defining the concept of physical distribution in the initial chapter, the book then describes in detail the objectives, functions and components of all the activity centres of physical distribution in the Indian context, from a systems approach. An exclusive chapter is devoted to transportation functions, highlighting the features of interstate movement of goods and the legal procedures related to them. Sufficient coverage is also given to related topics such as distribution control, performance evaluation and organization of physical distribution, besides the 'trade-off' concept.

The book, with its wide coverage of topics, should prove to be of immense value to undergraduate students in Business Administration and Business Management.

DISTINGUISHING FEATURES

- Includes numerous line diagrams and photographs that enhance presentation and understanding of the concepts
- Gives real-world examples and short case studies of well-known Indian and foreign manufacturers.
- Provides questions at the beginning of each chapter setting the objectives, besides giving chapter-end summary and exercises, which stimulate discussion.

Contents: Preface. Acknowledgements. Concept of Physical Distribution. Channels of Distribution. Channel Management. Transportation. Inventory Management. Warehousing. Order Processing. Unitization. Distribution Control and Performance Evaluation. Organization for Physical Distribution. Index.

Latest Print 2010 / 272 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-2182-3 / ₹ 195.00

SUDALAIMUTHU & ANTHONY RAJ

Logistics Management for International Business: Text and Cases

S. SUDALAIMUTHU, *Reader, Department of Banking and Technology, Pondicherry Central University, Pondicherry.*
S. ANTHONY RAJ, *faculty, Department of International Business, CMS College of Science and Commerce, Coimbatore, Tamil Nadu.*

In today's globalised economic development, international transactions form an integral part of economic activities. Logistics Management encompasses planning and management of all activities, involving sourcing and procurement of cargo by effective and economically feasible coordination and collaboration with channel partners, and provision of product and service packages from point-of-origin to point-of-consumption at the right time and at the right place.

This book gives, with theoretical and practical expertise, a comprehensive coverage of the logistic concepts, techniques, and their applications in the world cargo industry. Besides, it provides an in-depth understanding of the strategic framework of Logistics Management, the technologies, and the components used in logistic operations. It also covers export-import trade and documentations, shipping formalities, warehouse and inventory management, ERP concepts, logistics operation of major ports—and more.

KEY FEATURE

- Case Studies are provided at the end of most chapters, which tend a practical orientation to the subject.

This book is primarily intended as a text for postgraduate students of Management (MBA/MIB) and Commerce (M.Com.IB). It will also prove useful for the students of those engineering disciplines where the subject is prescribed as an elective course. In addition, practising managers in international business will find the book valuable as a reference.

Contents: Preface. Introduction. Logistics and Management. Logistics and Documentation. Transportation. Carriage of Goods by Land. Carriage of Goods by Sea. Ocean Freight Rates. Ocean Freight Calculation. Shipping Formalities. Types of Ships. Shipping Intermediaries. Important Sea Routes. Major Ports in India. World's Major Ports. Containerisation. Inland Container Depots and Container Freight Stations. Airline Industry. Air Cargo Industry. Warehouse Management. Inventory Management. Information and Communication Technology in Logistics Management. Enterprise Resource Planning. Reverse Logistics. Index.

Latest Print 2014 / 404 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-3792-3 / ₹ 375.00 / (e-book also available)

Materials Management

CHITALE & GUPTA

Materials Management—A Supply Chain Perspective: Text and Cases, 3rd ed.

A.K. CHITALE *is former Academic Advisor and Director at Govindram Seksaria Institute of Management and Research, Indore.*
R.C. GUPTA, *Professor and Head in the Department of Industrial and Production Engineering at SGSITS, Indore. He is also a Fellow member of the Institute of Cost and Works Accountants (ICWA), Kolkata, and the member of Institution of Engineers (India).*

This textbook, now in its third edition, continues to provide a comprehensive coverage of the different aspects of materials management in a student-friendly manner. The book gives a clear introduction to materials management, and discusses topics such as classification, codification, specifications and standardization of materials, which aid in effective purchasing. In view of their economic importance, materials planning and budgeting too have been covered in sufficient detail. Besides explaining the fundamental principles of stores

management and materials handling, the text gives an in-depth analysis of inventory control with several illustrative examples. It also highlights the principles of purchasing, nature of purchasing process, value analysis and quality assurance.

Intended primarily for the undergraduate and postgraduate students of production engineering/ industrial management and engineering, and postgraduate students of management, this book would also be useful to the practising managers.

NEW TO THIS EDITION

- Incorporates two new chapters on:
  - Supply Chain Management covering practically all the aspects of SCM
  - Customer Relationship Management
- Includes four new case studies pertaining to inventory control applied to supply chain management

Contents: Preface. Preface to the First Edition. Materials Management. Integrated Materials Management. Classification and Codification of Materials. Specifications in Materials Management. Standardization and Variety Reduction. Materials Planning. Budgeting and Material Planning. Stores and Store Keeping. Storage Equipment. Principles of Materials Handling. Inventory Control. Inventory Management Models. Selective Inventory Control. The Purchasing Cycle. Principles of Purchasing. The Nature of Purchasing Process and Vendor Rating. Value Analysis. Quality Control in Materials Management. Make or Buy Decisions. Buyer-seller Relationship. Negotiation. Disposal of Surplus, Obsolete and Scrap. Performance Appraisal of Materials Department. Some Legal Aspects of Purchasing. Purchasing of Capital Equipment. Public Buying. International Purchasing. Import Substitution. Logistics, Warehousing and Distribution Management. Supply Chain Management. Customer Relationship Management. Case Studies and Solved Problems. Appendices. References. Index.

Latest Print 2014 / 520 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4841-7 / ₹ 425.00 / (e-book also available)

DATTA
Materials Management: Procedures, Text and Cases, 2nd ed.

A.K. DATTA, *Secretary, Indian Society for Materials Management.*

To keep both students and managers abreast of the changes and emerging trends in the field of Materials Management, this second edition has been thoroughly revised and updated with the latest procedures and applications. It gives exhaustive coverage of the operational details of stores and purchases, standardization and quality control, value analysis and value engineering as well as the legal aspects of purchasing and the technicalities of warehousing.

A great amount of new material and some new chapters have been incorporated to suit the particular needs of students pursuing management courses. Numerous practical examples and illustrative solutions to problems are given. Mathematical concepts underlying inventory control, linear programming, etc. are explained. Case studies based on real-life situations have been included.

Contents: Preface. Preface to the First Edition. PART I: Materials Management and Purchase Organization—Introduction. Systems Approach to Materials Management. Forecasting, Objectives and the Materials Organization. Materials Planning. Purchasing. Purchasing in Materials Management System Concept. Purchasing and Procurement Activities under Materials Management. Value Analysis and Value Engineering. Purchasing and Quality Assurance. Incoming Material Quality Control. Statistical Quality Control. Purchasing Capital Equipment, Plant and Machinery. International Buying and Import Purchasing. Governmental Purchasing Practices and Procedures. PART II: Inventory Management, Stores System and Logistics—Inventory Management and Control Systems. Stores Management and Operation. Materials Accounting, Flow of Costs and Inventory Valuation, Physical Verification, Security and Materials Audit. Materials Handling and Storage Systems; Physical Distribution Logistics. Transportation, Traffic and Claims Management. PART III: Operations Research and Related Techniques, Materials Management Information System and Computers—Operations Research and Related Techniques. Materials Management Information System and Computer. PART IV: Other Operational Areas of Materials Management—Economic Flow of Values and Materials Management. Spare Parts and Maintenance Materials Control and Obsolete Scrap or Process Waste and Surplus Materials Disposals. Materials Management and Productivity. Cost-Effectiveness and Performance Measurement. Conclusion. PART V: Case Studies Cases. Bibliography. Glossary. Case Index. Index.

Latest Print 2012 / 420 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-1251-7 / ₹ 325.00

GOPALAKRISHNAN
Handbook of Materials Management, 2nd ed.

P. GOPALAKRISHNAN, *Formerly, Senior Professor, Administrative Staff College of India, Hyderabad.*

This comprehensive research based, well received Second Edition of Materials Management Handbook continues to provide the most complete uptodate coverage of the Materials Management discipline. It is the result of intensive and indepth interaction the author that with Academic Community, IIMM Professionals as well as Senior Executives involved in Materials, Inventory, Warehousing, Logistics, Supply Chain, Working Capital and Top Management. This title reflects the wealth of experience gained by the author in India and abroad in Training, Research, Teaching and Consultancy since 1957.

The distinguishing features are that it encompasses the materials, supply chain industrial engineering, logistics

and is application oriented. Tips for improvement have been provided for A to Z improvement in most chapters.

This book is meant for the postgraduate students interested in Materials/Supply Chain/Logistics Management. This and also certificate examination of IIMM. The practising executives will find this book an ideal companion for updating their knowledge in supply chain and materials management.

This Handbook is divided into 10 cohesive sections consisting of 112 chapters as Fundamentals of Materials Management, Identification, Inventory Management, Dynamic Procurements, Warehousing Management, Finance and Materials Management, Relevant Frontier Issues, Question Bank, 13 Short Cases and 2 Policy Cases and providing a complete picture of the Materials field.

Contents: Preface. Preface to the First Edition. Acknowledgements. Section I: Materials Management Concepts—Integrated Materials Management. Supply Chain Management. Business Logistics. Role of Top Management and Materials Management. Material—User Interface. Finance—Materials Management Interface. Forecasting Materials Management. Materials Intelligence. Materials Management—Planning and Budgeting. PPC—Production Planning and Control. Manufacturing Strategies and Materials Management. Section 2: Identification of Materials and QT—Codification. Bar Coding. Standardisation/Variety Reduction. Six Sigma and Materials Management. Price Forecasting by Correlation. Linear Programming. PERT/CPM and Materials Management. Section 3: Inventory Management—Inventory Basics. ABC Analysis. MUSIC-3D. RBI, Guidelines on Inventories. EOQ—Right Order Quantity. Practical P&Q Inventory Models. MRP and Inventory. Inventory under Uncertainty. Is JIT a Boon or Bane. WIP Inventory. Finished Goods Inventory. Seasonal Inventory. Project Inventory. Spare Parts Inventory. Surplus Obsolete/Scrap—SOS. Inventory Simulation. Section 4: Dynamic Procurements Parameters—Purchasing Strategies. Buying Cycles and Systems. Ordering Systems. Right Lead TIme. Right Price. TQM and Right Quality. Quality and Inspection. Right Materials Handling. Mechanised Handling. Right Transportation. Right Packaging. Seasonal Buying. Governmental Buying. World Bank Aided—Buying. Foreign Purchase. Indigenisation. Right Source of Supply. Buyer-Seller Relations. Vendor Rating. Sub Contract Actual Example. Negotiations. Legal Aspects of Procurement. Contract Management. Insurance Management. Section 5: Warehousing Management—Importance of Stores. Organising the Warehouse. Location and Layout. Physical Aspects of Stores. Fire Fighting and Preservations. Stores Operating Systems. Management of Receipts. Management of Output/Issues. Warehousing Costs. Stock Verification. Issue Pricing and Valuation. Legal Aspects of Stores. Recent Trends of Automation in Warehousing. Section 6: Finance and Materials Management—Basics of Finance Forum. Cost Control Systems. Energy Savings. Value Analysis. Learning Curve. Cut Down Paper Costs. Time Management and Management Concepts. Pollution and Purchase Costs. Waste and Scrap Control. Safety Management. Make-Buy Decisions. Equipment Leasing. Life Cycle Costing. Capital Equipment Buying. Working Capital. Audit and Materials Management. Section 7: Relevant Frontier Issues—Socio Economic Political Issues. Inevitable Computer. H.R. and Training. Healthy Leadership. Professionalisation Ethics. Reporting and Communication. Evaluation of MM. Leadership and Material Management. Evaluation of Materials Management. Section 8: Question Bank. Section 9: Caselers—Short Cases—Central Research Laboratory. Jugnu Engineering Works. Crane Bedi Chemicals Ltd. (CBCL). Dubrin Bus Corporation Ltd. (DBCL). Aruna Pharmaceuticals Ltd. (APL). Gopalakrishnan Textiles Mills Ltd (GTML). State Government Purchase Inc. Gandhi State Electricity Board (GSEB). Indira Transformers Public Ltd. (ITBL). Mariamman Engineering Company Ltd. (MECL). Pandoor Auto Electrics Ltd. (PAEL). Ghaziabad Instruments Ltd. Indirakrishna Equipments Ltd. (IREL). Section 10: Policy Cases. Bibliography. Section 10: Integrated Management Policy Case—Ganapathy Ram Petrochemicals (GRP). Ganapathy Ram Cements (GRC). Index.

1380 pp. (approx.) / 15.3 × 22.9 cm
ISBN-978-81-203-4801-1 / FORTHCOMING

GOPALAKRISHNAN & BANERJI
Maintenance and Spare Parts Management, 2nd ed.

P. GOPALAKRISHNAN, *Formerly, Senior Professor, Administrative Staff College of India, Hyderabad.*
Late A.K. BANERJI *was Senior Faculty with the Administrative Staff College of India, Hyderabad. He was also a consultant to several organisations.*

This well-received text, designed for the students of MBA, BTech (Mechanical Engineering and Industrial and Production Engineering) and MTech (Industrial Engineering and Management), has been revised and reorganized in its second edition.

The book, divided into six sections, deals with the concepts of core maintenance and related auxiliary functions, core spares issues, related auxiliary spares functions, caselets and policy cases. This research-based study attempts to impart a comprehensive knowledge of maintenance and spare parts management, particularly in the Indian context.

Illustrations, tables, caselets, cases and presentation of several topics in A-Z points add pedagogic value to the text.

Contents: Preface. Preface to the First Edition. Acknowledgements. SECTION I: Core Maintenance—Maintenance Management and Challenges. Maintenance Objectives/Functions. Maintenance Organisation. Maintenance Systems. Design of Maintenance Systems. Condition Monitoring. Non-Destructive Testing (NDT). Total Planned Maintenance (TPM). Maintenance

Turnaround. SECTION II: Related Auxiliary Functions—Inspection and Lubrication. Calibration and Quality. Maintenance Training and HR. Safety and Maintenance. Computers and Maintenance. Industrial Engineering and Productivity. Activity Sampling for Work Measurement. Energy Saving by Maintenance. Facilities Investment Decisions (FID) and Life Cycle Costing (LCC). Evaluation of Maintenance Function. SECTION III: Core Spares Issues—Indian Spares Scenario. Spares Practices Survey. Cost Reduction in Spares. Beyond Cost Criticality Method. Inventory Control of Spares. Maintenance Spares. Simulation for Spares Control. Insurance Spare. Rotable Spares. Overvauling and PERT. SECTION IV: Related Auxiliary Spares Function—Reliability and Quality. Procurement of Spares. Logistics and Warehousing. Pricing and Marketing of Spares. After Sales Service (ASS). Multiechelon Distribution. Management of Obsolete Spares. Reconditioning of Equipment and Spares. Information System of Spares. Organisation and Evaluation of Spares Function. Discussion Points. SECTION V: Caselets/Short Cases—A Hazare Fertilisers Ltd. (AHFL). Vasanthi ASS Ltd. Bhushan Refineries Ltd. Middle East Air Transport. Arun Gas Oil Ltd. Mahatma Gandhi Road Transport Corporation. SECTION VI: Integrated Management Policy Cases—Ganapathy Ram Port Trust. Ganapathy Ram Steels Ltd. Bibliography. Index.

Latest Print 2013 / 400 pp. / 15.3 × 22.9 cm
ISBN-978-81-203-4739-7 / ₹ 325.00 / (e-book also available)

GOPALAKRISHNAN & SUNDARESAN
Materials Management: An Integrated Approach

P. GOPALAKRISHNAN, *formerly, Senior Professor, Administrative Staff College of India, Hyderabad.*
M. SUNDARESAN, *Graduate School of Business, Columbia University, New York.*

The book provides a comprehensive coverage of all aspects of the subject, such as the operational details of stores, purchase and inventory control as well as procedures and modern mathematical concepts. While dealing with policy aspects of materials management, including the concepts of management by objectives, it offers a lucid explanation of the application of modern scientific management techniques.

Contents: Preface. Part I: Policy Aspects—Integrated Materials Management. Corporate Policy and Materials Management. Organisation Control. Materials Research. Materials Planning and Budgeting. ABC Analysis. Codification and Standardisation. Source Selection. Part II: Purchasing Management—Creative Purchasing. Purchase Systems. Price Forecasting. Buying Seasonal Commodities. Purchasing Under Uncertainty. Purchasing of Capital Equipment. International Purchasing. Import Substitution: Prospects and Retrospects. Public Buying. Legal Aspects in Buying. Insurance Buying. Buyer-Seller Relationship and Ethics. Part III: Warehousing And Stores Management—Stores Management. Stores Systems and Procedures. Incoming Materials Control. Stores Accounting and Stock Verification. Obsolete, Surplus and Scrap Management. Value Analysis. Material Handling. Transportation and Traffic Management. Part IV: Inventory Management And/Or Techniques—Inventory Management in India. Economical Ordering Quantity. Practical Inventory Systems. O.R. Techniques in Materials Management. Role of PERT in Materials Management. Computers in Materials Management. Evaluation of Materials Management. Bibliography. Index.

Latest Print 2014 / 280 pp. / 15.3 × 22.9 cm
ISBN-978-81-203-0027-9 / ₹ 225.00 / (e-book also available)

MISHRA & PATHAK
Maintenance Engineering and Management, 2nd ed.

R.C. MISHRA, *Former Director, Aryavart Institute of Technology and Management, Lucknow.*
K. PATHAK, *Professor in the Department of Mining Engineering at the Indian Institute of Technology, Kharagpur.*

Maintenance of equipment, machinery systems and allied infrastructure comprises the ways and means of optimizing the available resources of manpower, materials, tools and test equipment, within a set of constraints, to help achieve the targets of an organization by minimizing the downtimes. Whether the goal is to produce and sell a product at a profit or is simply to perform a mission in a cost-effective manner, the maintenance principles discussed in this text apply equally to all such types of organizations. In consonance with the growth of the industry and its modernization and the need to minimize the downtimes of machinery and equipment, the engineering education system has included maintenance engineering as a part of its curriculum.

This second edition of the book continues to focus on the basics of this expanding subject, with a broad discussion of management aspects as well, for the benefit of the engineering students. It explains the concept of a maintenance system, the evaluation of its maintenance functions, maintenance planning and scheduling, the importance of motivation in maintenance, the use of computers in maintenance and the economic aspects of maintenance. This book also discusses the manpower planning and energy conservation in maintenance management. Presented in a readable style, the book brings together the numerous aspects of maintenance functions emphasizing the importance of this discipline in the engineering education.

In this edition a new chapter titled, *Advances in Maintenance* (Chapter 21), has been included to widen the coverage of the book.

Besides the students of engineering, especially those in streams of mechanical engineering and its related disciplines such as mining, industrial and production, this book will be useful to the practising engineers as well.

Contents: Preface. Preface to the First Edition. Maintenance Concept. Planned Preventive Maintenance. Maintenance Evaluation. Condition Monitoring. Maintenance Planning and Scheduling. Motivation in Maintenance. Computers in Maintenance. Reliability in Maintenance. Development of Maintenance Practices. Economic Aspects of Maintenance. Organizational Structure of Maintenance. Maintenance Equipment and Facilities. Maintainability. Lubricants and Maintenance. Maintenance Material, Planning and Control. Decision Making in Maintenance. Environmental Impact on Maintenance. Manpower Planning for Maintenance. Energy Conservation and Maintenance. Maintenance of Mechanical and electrical Systems. Advances in Maintenance. Bibliography. Index.

Latest Print 2013 / 312 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-4573-7 / ₹ 295.00 / (e-book also available)

Operations Research/ Optimization

DEB

Optimization for Engineering Design: Algorithms and Examples, 2nd ed.

KALYANMOY DEB, *Department of Mechanical Engineering, Indian Institute of Technology Kanpur.*

This well-received book, now in its *second edition*, continues to provide a number of optimization algorithms which are commonly used in computer-aided engineering design. The book begins with simple single-variable optimization techniques, and then goes on to give unconstrained and constrained optimization techniques in a step-by-step format so that they can be coded in any user-specific computer language. In addition to classical optimization methods, the book also discusses Genetic Algorithms and Simulated Annealing, which are widely used in engineering design problems because of their ability to find global optimum solutions.

The second edition adds several new topics of optimization such as design and manufacturing, data fitting and regression, inverse problems, scheduling and routing, data mining, intelligent system design, Lagrangian duality theory, and quadratic programming and its extension to sequential quadratic programming. It also extensively revises the linear programming algorithms section in the Appendix. This edition also includes more number of exercise problems.

The book is suitable for senior undergraduate/post-graduate students of mechanical, production and chemical engineering. Students in other branches of engineering offering optimization courses as well as designers and decision-makers will also find the book useful.

KEY FEATURES

- Algorithms are presented in a step-by-step format to facilitate coding in a computer language.
- Sample computer programs in FORTRAN are appended for better comprehension.
- Worked-out examples are illustrated for easy understanding.
- The same example problems are solved with most algorithms for a comparative evaluation of the algorithms.

Contents: Preface. Preface to the First Edition. Introduction. Single-variable Optimization Algorithms. Multivariable Optimization Algorithms. Constrained Optimization Algorithms. Specialized Algorithms. Nontraditional Optimization Algorithms. Appendix: Linear Programming Algorithms. Index.

Latest Print 2014 / 440 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-4678-9 / ₹ 350.00 / (e-book also available)

PANNEERSELVAM

Operations Research, 2nd ed.

R. PANNEERSELVAM, *Professor, Department of Management Studies, School of Management, Pondicherry University, Puducherry.*

The second edition of this well-organized and comprehensive text continues to provide an in-depth coverage of the theory and applications of operations research. It emphasizes the role of operations research not only as an effective decision-making tool, but also as an essential productivity improvement tool to deal with real-world management problems.

This edition includes new carefully designed numerical examples that help in understanding complex mathematical concepts better. The book is an easy read, explaining the basics of operations research and discussing various optimization techniques such as linear and non-linear programming, dynamic programming, goal programming, parametric programming, integer programming, transportation and assignment problems, inventory control, and network techniques. It also gives a comprehensive account of game theory, queueing theory, project management, replacement and maintenance analysis, and production scheduling.

NEW TO THIS EDITION

- Inclusion of quantity discount models for transportation problem.
- Updated inventory control model and detailed discussion on application of dynamic programming in the fields of cargo loading and single-machine scheduling.
- Numerous new examples that explain the operations research concepts better.
- New questions with complete solutions to selected problems.

This book, with its many student friendly features, would be eminently suitable as a text for students of engineering (mechanical, production and industrial engineering), management, mathematics, statistics, and postgraduate students of commerce and computer applications (MCA).

Contents: Preface. Overview of Operations Research. Linear Programming. Transportation Problem. Assignment Problem. Network Techniques. Integer Programming. Inventory Control. Dynamic Programming. Queueing Theory. Project Management. Decision Theory. Game Theory. Replacement and Maintenance Analysis. Production Scheduling. Goal Programming. Parametric Linear Programming. Non-linear Programming. Appendix. Suggested Further Reading. Answers to Exercise Questions. Index.

Latest Print 2013 / 620 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-2928-7 / ₹ 350.00 / (e-book also available)

RAJAGOPAL

Operations Research

K. RAJAGOPAL, *Professor of Mechanical Engineering, K.S.R.M. College of Engineering, Kadapa (Andhra Pradesh).*

This comprehensive book provides the students with the basic knowledge of the processes involved in operations research and discusses the techniques of solutions to problems and their applications in daily life.

Beginning with an overview of the operations research models and decision-making, the book describes in detail the various optimization techniques such as linear and non-linear programming, integer linear programming, dynamic programming, genetic programming, and network techniques such as PERT (program evaluation review technique) and CPM (critical path method). It also explains the transportation and assignment problems, queuing theory, games theory, sequencing, replacement and capital investment decisions and inventory. Besides, the book discusses the Monte Carlo simulation techniques for solving queuing, demand forecasting, inventory and scheduling problems and elaborates on genetic algorithms.

Each mathematical technique is dealt with in two parts. The first part explains the theory underlying the methodology of solution to problems. The second part illustrates how the theory is applied to solve different kinds of problems.

This book is designed as a textbook for the undergraduate students of mechanical engineering, electrical engineering, production and industrial engineering, computer science and engineering and information technology. Besides, the book will also be useful to the postgraduate students of production and industrial engineering, computer applications, business administration, commerce, mathematics and statistics.

KEY FEATURES

- Includes a large number of solved problems to help students comprehend the concepts with ease.
- Gives step-by-step explanation of algorithms by taking problems.
- Provides chapter-end exercises to drill the students in self-study.

Contents: Preface. Introduction to Operations Research Models and Decision-Making. Linear Programming: Basic Concepts. Graphical Method. Simplex Method. Big M Method. Duality in Linear Programming. Sensitivity Analysis. Revised Simplex Method. Two-phase Simplex Method. Dual Simplex Method. Integer Linear Programming: Branch and Bound Algorithms. Integer Linear Programming: Gomory Cutting Plane Method. Transportation Problem. Assignment Model. Non-linear Programming: Classical Optimization Techniques. Non-linear Programming with Constraints Graphical Solution. Non-linear Programming: Multivariable Optimization with Equality Constraints: Lagrange Multipliers Method. Non-linear Programming: Multivariable Optimization with Inequality Constraints: Kuhn–Tucker Conditions. Non-linear Programming: Quadratic Programming and Separable Programming. Search Methods (Non-linear Programming). Sequencing. Replacement and Capital Investment Decisions. Inventory. Theory of Games. Queueing Theory (Waiting Lines). Network Problems. Network Techniques: Critical Path Method (CPM) and Program Evaluation and Review Technique (PERT). Dynamic Programming. Monte Carlo Simulation. Genetic Algorithms. Genetic Programming. Appendices. Index.

2012 / 608 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4634-5 / ₹ 495.00 / (e-book also available)

SEN

Operations Research: Algorithms and Applications

RATHINDRA P. SEN, *Professor and Head, Department of Economics in M.G. Kashi Vidyapeeth, Varanasi.*

This text provides a sound foundation for understanding the concepts, theory and applications of operations research by integrating numerous examples. It covers all the relevant topics along with the recent developments in the field.

The book begins with an overview of operations research and then discusses the simplex method of optimization and duality concept along with the deterministic models such as post-optimality analysis, transportation and assignment models. While covering hybrid models of operations research, the book elaborates PERT (Programme Evaluation and Review Technique), CPM (Critical Path Method), dynamic programming, inventory control models, simulation techniques and their applications in mathematical modelling and computer programming. It explains the decision theory, game theory, queueing theory, sequencing models, replacement and reliability problems, information theory and Markov processes which are related to stochastic models. Finally, this well-organized book describes advanced deterministic models that include goal programming, integer programming and non-linear programming.

KEY FEATURES

- Treats each topic right from its conceptual stage to the advanced stage.

- Provides abundant business life illustrations and solved examples to help amplify key concepts and give students extensive models for problem solving.
- Offers graded problems at the end of each chapter to provide students with the means to develop their understanding of the material.

The book is intended for postgraduate students of management, computer applications, mathematics, statistics, commerce, economics, as well as students of engineering (mechanical, production and industrial engineering).

Contents: Preface. Introduction. Part I: Deterministic Operations Research Models—Linear Programming I: Problem Formulation, Graphical Solution and The Simplex Method. Linear Programming II: Duality Concept and Post-Optimality Analysis. Linear Programming Extensions: Transportation and Assignment Models. Part II: Hybrid Operations Research Models—Project Management: PERT and CPM. Dynamic Programming: Recursive Optimization. Inventory Control Models. Simulation Techniques and Applications—Mathematical Modelling and Computer Programming. Part III: Stochastic Operations Research Models—Decision Theory. Game Theory: An Analysis of Strategic Interaction. Queueing Theory. Sequencing Models. Replacement, Maintenance, and Reliability Problems. Markov Processes. Information Theory. Part IV: Advanced Deterministic Operations Research Models—Goal Programming. Integer Programming. Non-linear Programming. Appendix A: Answers to Review Problems. Appendix B: Statistical Tables. Bibliography. Index.

Latest Print 2011 / 800 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-3930-9 / ₹ 425.00 / (e-book also available)

SHAH, GOR & SONI
Operations Research

NITA H. SHAH, *Reader, Department of Mathematics, Gujarat University, Ahmedabad.*
RAVI M. GOR, *Professor and Dean (Academics), St. Kabir Institute of Professional Studies, Ahmedabad.*
HARDIK SONI, *Lecturer, Chimanbhai Patel Institute of Computer Applications, Gujarat University, Ahmedabad.*

This comprehensive book deals with the theoretical aspects of operations research, and explains the concepts with practical examples. It begins by focusing on the need and prerequisites of operations research and moves on to discuss topics such as linear programming, integer programming, nonlinear programming, assignment problems, and inventory models in sufficient detail. Besides, this text also explains how to achieve different goals in the order of priority to optimize the objective function, various criteria of decision making under certainty, uncertainty and risk, and different techniques of analyzing the time involved in completing the project and the related cost.

KEY FEATURES

- Gives well-defined algorithms to illustrate the different techniques of operations research.
- Inventory problems are discussed with calculus.
- Provides worked-out examples in each chapter to illustrate the concepts discussed.

This text is intended for the undergraduate and postgraduate students of Mathematics, Statistics, Engineering, and postgraduate students of Computer Applications and Business Administration. In addition, practising executives, consultants and managers will also find the book very useful.

Contents: Preface. Why Operations Research? Prerequisite for Operations Research. Linear Programming. Integer Programming. Goal Programming. Non-linear Programming. Geometric Programming. Transportation Problem. Assignment Problem. Decision Analysis. Inventory Problems. Queuing Theory. Replacement Models. Dynamic Programming. Project Management. Sequencing. Simulation. Game Theory. Appendix: Statistical Tables. Index.

Latest Print 2013 / 576 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-3128-0 / ₹ 350.00 / (e-book also available)

SPEYER & CHUNG
Stochastic Processes, Estimation, and Control

JASON L. SPEYER *is a Distinguished Professor in the Mechanical and Aerospace Engineering Department and the Electrical Engineering Department at the University of California, Los Angeles.*
WALTER H. CHUNG *currently works in the aerospace industry.*

Uncertainty and risk are integral to engineering because real systems have inherent ambiguities that arise naturally or due to our inability to model complex physics. In this book, the authors discuss probability theory, stochastic processes, estimation, and stochastic control strategies and show how probability can be used to model uncertainty in control and estimation problems. The material is practical and rich in research opportunities.

The book provides a comprehensive treatment of stochastic systems from the foundations of probability to stochastic optimal control. It covers discrete- and continuous-time stochastic dynamic systems leading to the derivation of the Kalman filter, its properties, and its relation to the frequency domain Wiener filter as well as the dynamic programming derivation of the linear quadratic Gaussian (LQG) and the linear exponential Gaussian (LEG) controllers and their relation to H_2 and H_∞ controllers and system robustness.

This book is divided into three related sections. First, the concepts of probability theory, random variables, and stochastic processes, which lead to the topics of expectation, conditional expectation, and discrete-time estimation and the Kalman filter, are dealt. After establishing this foundation, stochastic calculus and continuous-time estimation are introduced. Finally,

dynamic programming for both discrete-time and continuous-time systems leads to the solution of optimal stochastic control problems, resulting in controllers with significant practical application.

The book is suitable for postgraduate students in electrical, mechanical, chemical, and aerospace engineering specializing in systems and control. Students in computer science, economics, and business management will also find it useful.

Contents: Preface. Probability Theory. Random Variables and Stochastic Processes. Conditional Expectations and Discrete-Time Kalman Filtering. Least Squares, the Orthogonal Projection Lemma, and Discrete-Time Kalman Filtering. Stochastic Processes and Stochastic Calculus. Continuous-Time Gauss-Markov Systems: Continuous-Time Kalman Filter, Stationarity, Power Spectral Density, and the Wiener Filter. The Extended Kalman Filter. A Selection of Results from Estimation Theory. Stochastic Control and the Linear Quadratic Gaussian Control Problem. Linear Exponential Gaussian and Estimation. Bibliography. Index.

Latest Print 2012 / 400 pages / 17.8 x 23.5 cm
ISBN-978-81-203-4682-6 / ₹ 350.00

SRINIVASA RAJU & NAGESH KUMAR

Multicriterion Analysis in Engineering and Management

K. SRINIVASA RAJU, *Associate Professor in the Department of Civil Engineering, Birla Institute of Technology and Science, Pilani, Hyderabad Campus, Hyderabad.*

D. NAGESH KUMAR, *Professor in the Department of Civil Engineering, Indian Institute of Science, Bangalore.*

Multicriterion Decision-Making (MCDM) can be perceived as a process of evaluating real-world situations based on various qualitative/quantitative criteria in certain/uncertain/risky environments in order to find a suitable course of action/choice/strategy/policy among the several available options.

This book concentrates on the basic principles of multicriterion analysis and acquaints the reader with the recent trends in MCDM analysis. It explains the basics of Structured Decision-Making (SDM) and describes the various features of traditional optimization methods such as linear and non-linear programming, and dynamic programming, as well as non-traditional optimization methods such as genetic algorithms, differential evolution, and simulated annealing and quenching. The text elaborates the normalization methods, weight estimation methods and multiobjective optimization methods both in traditional and non-traditional environments. Classification approaches with cluster validation indices, discrete MCDM methods both in deterministic and fuzzy approach and group decision-making methods are discussed in detail. Advanced topics in decision-making such as data envelopment analysis, Taguchi methodology, ant colony optimization, and particle swarm optimization are also covered. In addition, the book includes many case studies for better comprehension of the procedures involved in the methods.

KEY FEATURES

- Introduces relevant software to keep the students updated and aware of its potentiality and applicability in multicriterion analysis.
- Includes a summary at the end of each chapter to facilitate quick revision of the key learning points.
- Provides a number of solved problems to enable students to acquire a clear understanding of the concepts and methods discussed.
- Offers several problems at the end of each chapter with answers to help students develop problem-solving skills.
- PowerPoint presentations for each chapter are available for instructors.

This book is designed for undergraduate and postgraduate courses in operations research, optimization, soft computing, fuzzy logic and other related courses in engineering and management programmes. It will also be useful to researchers and professionals working in the fields of operations research and management studies.

Contents: Foreword. Preface. Introduction. Single Objective Optimization. Estimation of Weights. Multiobjective Optimization. Methods of Classification. Discrete Multicriterion Decision-Making. Fuzzy Logic-Based Discrete MCDM. Correlation Coefficients and Group Decision-Making. Advanced Topics of Decision-Making. Case Studies. Appendix. Bibliography. Index.

Latest Print 2014 / 280 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-3976-7 / ₹ 325.00 / (e-book also available)

SRINIVASAN

Operations Research: Principles and Applications, 2nd ed.

G. SRINIVASAN, *Professor, Department of Management Studies, Indian Institute of Technology Madras. A member of the Society of Operations Management, India.*

This text, now in the **Second Edition**, continues to provide students with a clear, well-structured and comprehensive treatment of the theory and applications of operations research. The methodology used is to first expose the students to the fundamental concepts through a numerical illustration and then explain the underlying theory wherever required. The inclusion of a case study in each chapter of this second edition has made learning easier and more effective.

The book introduces the readers to various models of operations research, such as the transportation model, the assignment model, the inventory model, the queueing theory and the integer programming model. The various techniques to solve OR problems faced by managers are also discussed. Separate chapters are

devoted to linear programming, dynamic programming and quadratic programming which greatly help in the decision-making process.

The text facilitates easy comprehension of topics by the students due to inclusion of:

- Examples and situations from the Indian context.
- Numerous exercise problems arranged in a graded manner.
- A large number of illustrative examples.

The text is primarily intended for the postgraduate students of management, computer applications, commerce, mathematics and statistics. Besides, the undergraduate students of mechanical engineering and industrial engineering will find this book extremely useful. In addition, this text can also be used as a reference by OR analysts and operations managers.

Contents: Preface. Acknowledgements. Linear Programming Formulations. Linear Programming—Solutions. Duality and Sensitivity Analysis. Transportation Problem. Assignment Problem. Advanced Linear Programming. Integer Programming. Network Problems. Travelling Salesman and Distribution Problems. Dynamic Programming. Basic Queueing Models. Non-linear Programming. Deterministic Inventory Models. Bibliography. Index.

Latest Print 2014 / 532 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4208-8 / ₹ 375.00 / (e-book also available)

TIWARI & SHANDILYA
Operations Research

N.K. TIWARI, *Director, SCOPE Engineering College, Bhopal (Madhya Pradesh).*
SHISHIR K. SHANDILYA, *Department of Computer Science and Engineering, TRUBA College of Engineering and Information Technology, Bhopal.*

Primarily intended for postgraduate students of management and computer applications, this book presents the theory and applications of operations research in an easy-to-read style. It introduces the readers to various models of operations research, such as transportation model, assignment model, inventory model, queuing model, replacement model, sequencing model, and integer programming model. The various methods to solve real-life problems faced by managers are also fully analyzed. Separate chapters are devoted to Linear Programming, Decision Theory, Game Theory, Dynamic Programming, and Project Management, which greatly help the decision-making process.

The text features numerous fully worked-out examples, a fairly large number of exercises, and end-of-chapter theoretical questions which enhance the value of the text.

Besides postgraduate students of management (MBA), computer applications (MCA), commerce, mathematics, and statistics, students of engineering will also find this text extremely useful.

Contents: Preface. Acknowledgements. An Introduction to Operations Research. Linear Programming. Transportation Model. Assignment Model. Decision Theory. Game Theory. Inventory Model. Queuing Model. Replacement Model. Dynamic Programming. Sequence Model. Project Management. Integer Programming. Bibliography. Index.

Latest Print 2013 / 304 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-2966-9 / ₹ 295.00

WAGNER
Principles of Operations Research, with Applications to Managerial Decisions, 2nd ed.

HARVEY M. WAGNER, *Professor of Management, School of Organizational Management, Yale University.*

The book provides an introduction to operations research presupposing no advanced training in management, industrial relations, mathematics, statistics, probability or economics. Application oriented, it covers all standard topics as well as a few advanced ones.

The new edition features completely revised topics such as transportation problem, shortest-route and other network models, other examples of dynamic programming and an introduction to stochastic programming. The comprehension of these topics is greatly facilitated by the inclusion of examples including numerical examples to initiate the student in the application of models and methods. The material on integer programming and combinatorial models and computer simulation of management systems lays emphasis on model formulation.

Contents: The Art and Science of Executive Decisions. Formulation of Linear Optimization Models. Algebraic and Geometric Representations of Linear Optimization Models. Simplex Method of Solution. Sensitivity Testing and Duality. Transportation Problem. Shortest-Route and Other Network Models. Introduction to Dynamic Optimization Models. Dynamic Optimization of Inventory Scheduling. Other Examples of Dynamic Programming. Decision-Making over an Unbounded Horizon. Optimization Methods for an Unbounded Horizon. Integer Programming and Combinatorial Models. Optimization with a Nonlinear Objective Function. Advanced Techniques in Non-linear Programming. Introduction to Stochastic Programming Models. Probabilistic Dynamic Programming Models. Dynamic Programming in Markov Chains. Probabilistic Inventory Models. Waiting Line Models. Computer Simulation of Management Systems. Implementation of Operations Research. Advanced Topics in Network Algorithms. Advanced Techniques for Waiting Line Models. Table—Probability of a Busy Period. Selected References. Author Index. Subject Index.

Latest Print 2011 / 1056 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-0162-7 / ₹ 575.00

WIEST & LEVY

Management Guide to PERT/CPM, A: With GERT/PDM/DCPM and Other Networks, 2nd ed.

JEROME D. WIEST, *Professor of Management, University of Utah*.
FERDINAND K. LEVY, *Professor of Economics, Georgia Institute of Technology.*

This book provides a concise but comprehensive introduction to PERT, CPM and the newer network techniques of GERT and CPM, and serves as a study guide and reference for these techniques as applicable to operations research, management science, quantitative methods or project management. While the book features a section on illustrative problems for major applications to ensure quick assimilation of essentials, it also provides technical details and widely varied applications of network scheduling systems.

Contents: Preface. PERT and CPM Come of Age. Planning and Scheduling Networks. Finding the Critical Path. The PERT Model. The CPM Model. PERT/Cost: A Network Cost Accounting System. Network Scheduling with Limited Resources. Modifications and Extensions of Network Models. Problems and Prospects in Applications of PERT/CPM. Bibliography. Exercises. Index.

Latest Print 2014 / 240 pp. / 15.3 × 22.9 cm
ISBN-978-81-203-0132-0 / ₹ 195.00

Product Management

KUMAR

Product Design: Creativity, Concepts and Usability

PRASHANT KUMAR, *Professor Emeritus, Department of Mechanical Engineering, College of Engineering, Pune. He is the Founder Head of the Design Programme introduced at IIT Kanpur in the year 2002.*

This book presents a well-organized structure for learning the process of designing a product. Creativity and Concepts are the two major elements of product design emphasized in the book. Usability is also stressed as an important aspect of product design because it is advantageous to know the requirements of the users and their expectations.

The book extensively describes the concept of problem formulation through user centred design (UCD) survey, need statements and major requirements, and specifications and constraints. It also addresses the concept of idea generation of a formulated problem with the help of an idea-rack and optimization through configuration exploration. The text explains several other concepts of product design, such as product life cycle, design phases, simplicity, richness and complexity, uncoupled and decoupled designs, risk management, synthesis and analysis, interdisciplinary approach, and flexibility.

The book is eminently suitable for the students of mechanical engineering, besides being useful to students of all engineering disciplines. Academics will find this text useful for the introduction of an interdisciplinary course on product design either at the senior undergraduate degree level or at the postgraduate level.

KEY FEATURES

- Many examples of products from day-to-day life.
- Concept explanation using case studies and anecdotes.
- Discussions on philosophical, creative, and conceptual aspects of design process.

Contents: Preface. Acknowledgements. Design as a Discipline. Product Life Cycle. Design Phases. Formulation: Part 1—User Centred Design Survey. Formulation: Part 2—Need Statement and Major Requirements. Formulation: Part 3—Specifications and Constraints. Idea-rack. Optimization Through Configuration Exploration. Usability Considerations. Simplicity, Complexity and Richness. Decision Making. Uncoupled, Decoupled and Coupled Designs. Products of Static and Dynamic Societies. Suitable Life Style. References and Suggested Reading. Index.

Latest Print 2012 / 332 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-4427-3 / ₹ 325.00 / (e-book also available)

Production/ Operations Management

ADAM & EBERT

Production and Operations Management: Concepts, Models and Behavior, 5th ed.

EVERETT E. ADAM Jr. and RONALD J. EBERT, *both of the University of Missouri, Columbia.*

This comprehensive text retains the core concepts, models and managerial orientation of the previous editions and reflects current production and operations management practices and research results. It emphasizes practice through new chapter highlights. The text continues to offer problems which can be solved by the computer.

KEY FEATURES

- Increased coverage of international and service operations management.
- A new chapter "Japanese Contribution to World Class Manufacturing" has been included.
- Each chapter opens with a gist of specially prepared executive comments on the topic of the chapter from a COO (Chief Operating Officer) of a major service or manufacturing operation.
- To assist student's understanding, the authors have provided end-of-chapter materials designed to reinforce the essentials of each chapter: solved

problems, revised review questions and cases, and computer-assisted learning.

Contents: Preface. Managing Operations—Operations Management, Operations Strategies for Competitive Advantage, Planning (Designing) The Conversion System—Forecasting, Designing Products Services, and Processes. Operations Capacity, Locating Production and Service Facilities, Layout Planning, Organizing The Conversion System—Job Design, Production and Operations Standards and Work Measurement, Project Management, Scheduling Production and Service Systems—Scheduling Systems and Aggregate Planning for Production and Services, Operations Scheduling, Controlling The Conversion System—Inventory Control Fundamentals, Inventory Control Applications, Material Requirements Planning, Managing for World Class Competition—Japanese Contributions to World Class Manufacturing, Managing for Quality, Quality Analysis and Control, Dynamics of Operations Management—The Conversion Process in Change. Appendix. Glossary. Name Index. Subject Index.

Latest Print 2013 / 748 pp. / 21.6 × 27.8 cm
ISBN-978-81-203-0838-1 / ₹ 495.00

BHATTACHARYA

Operations Management

SUBIMAL BHATTACHARYA *was a Faculty at IISWBM, Calcutta. A Former Vice-President of Wesman Engineering Co. Ltd.*

A successful Operations Management (OM) requires a totality perspective: it has to have a cross-functional approach, involving all operations functions, such as Engineering, Human Resource Management (HRM), Purchasing, Manufacturing, Logistics, Accounting, Finance, and Marketing. This book comprehensively delves on all components of Operations Management, and pans out practical approaches for their effective and efficient handling.

The book shows how Operations Management integrates the Top management, i.e. strategic level; Middle management, i.e. tactical level; and Functional management, i.e. operational slevel functions, to complement each other. Divided into 11 sections containing 28 chapters, the book extensively elucidates processes to formulate successful products and services, tools and measures of quality control standards (TQM), and various effective Supply Chain Management techniques. Along with theoretical expositions, the concepts are exemplified with Real-Life Cases and Examples throughout.

The book is primarily intended for the postgraduate students of Management and Engineering—Production, Industrial and Mechanical. Also, the book will be equally useful for the management and engineering professionals.

Contents: Preface. Section 1: Business's Relevance to Society—What is Operations Management? Operations Management (Product). Operations Management (Services). Operations Management (Retailing). Operations Management (Challenges). Section 2: Advancing Competitive Advantage—Strategy. Section 3: Toyota Production System—Just in Time. Lean. Kanban. The 5S System. Total Productive Maintenance. Section 4: Strategic Operations Plan—Process Technology. Process Design. Product Development. Capacity Planning. Section 5: Conjecturing Future Sales—Forecasting. Section 6: Honouring the Trust of Customers—Quality. Section 7: Materialisation of the Company Mission—Operations Facilities Layout Planning. Production, Planning and Production Control. Section 8: Management of Materials for Mission Materialisation—Inventory Management. Purchase Management. Stores Management. Section 9: Application of Numeracy for Smart Fulfilment of Mission—Operations Management and Quantitative Techniques. Section 10: In Pursuit of Excellence—Total Quality Management. Business Process Reengineering. Section 11: Improving Competitive Advantage—Logistics. Supply Chain Management. Customer Service. Index.

Latest Print 2014 / 592 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4978-0 / ₹ 575.00 / (e-book also available)

DEVADASAN, et al.

Lean and Agile Manufacturing: Theoretical, Practical and Research Futurities

S.R. DEVADASAN, *Professor in the Production Engineering Department at the PSG College of Technology, Coimbatore.*

V. MOHAN SIVAKUMAR, *Faculty of Mechanical Engineering Department at the PSG Polytechnic College, Coimbatore.*

R. MURUGESH, *Principal of Darshan Institute of Engineering and Technology, Rajkot.*

P.R. SHALIJ, *Assistant Professor in the Production Engineering Department at the Government Engineering College, Thrissur, Kerala.*

Contemporary fastidious companies are required to eliminate wastes and offer value-added products and services to the customers, which requirement is fulfilled by adopting the paradigm called 'lean manufacturing'. On the other side, futuristic companies surge towards reaching the twenty-first century mission by reacting quickly in accordance with the dynamic demands of the modern customers, for which researchers have been developing a paradigm called 'agile manufacturing'. Although various techniques and tools are applied, cohesive procedures are yet to be evolved to implement these paradigms systematically and successfully in companies. In this context, this book is evolved to address students, academics, practitioners and researchers for gaining theoretical, practical and research futuristic knowledge on lean and agile manufacturing paradigms.

Organised in 18 chapters, the text opens with a historical

overview of lean and agile manufacturing paradigms. It then discusses the lean manufacturing principles with their application procedures. The book comprehensively analyses the methods of implementation of lean manufacturing paradigm in both traditional and moderate organisations. It also gives an equal treatment to the implementation of agile manufacturing paradigm under four drivers such as management driver, technology driver, manufacturing strategy driver and competition driver through the adoption of appropriate agile manufacturing criteria. The book concludes with a discussion of lean and agile manufacturing paradigms from the perspectives of academia, researchers and practitioners.

The text is well supported by a large number of self-test questions with their answers. A unique feature of the book is the inclusion of *research avenues* at the end of each chapter, which enable the readers to carry out researches on these paradigms.

This book is intended for the undergraduate and postgraduate students of industrial, manufacturing, production and mechanical engineering.

Contents: Preface. Acknowledgements. List of Abbreviations and Expansions. Introduction. Lean Manufacturing through Waste Elimination. Value Stream Mapping. 5S Concepts. Kaizen in Lean Manufacturing Paradigm. Single Minute Exchange of Die. Pull Production through *Kanban* Card System. One-Piece Flow Production System. Visual Management. Lean Manufacturing through Total Productive Maintenance. Implementation of Lean Manufacturing Paradigm in Traditional and Moderate Organisations. The Fundamental Structure of Agile Manufacturing Paradigm. Agile Manufacturing through Management Driver. Agility through Technology Driver. Agility through Manufacturing Strategy Driver. Agility through Competitive Driver. Implementation of Agile Manufacturing Paradigm in Moderate and Smart Organisations. Conclusion. Appendix. Further Reading. Index.

Latest Print 2012 / 288 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-4611-6 / ₹ 350.00 / (e-book also available)

FRANCIS, et al.

Facility Layout and Location: An Analytical Approach, 2nd ed.

RICHARD L. FRANCIS, *Department of Industrial and Systems Engineering, University of Florida.*
LEON F. McGINNIS Jr., *School of Industrial and Systems Engineering, Georgia Institute of Technology.*
JOHN A. WHITE, *School of Industrial and Systems Engineering, Georgia Institute of Technology.*

Besides introduction to the basic tools and methodologies, this classic text provides a comprehensive introduction to quantitative methods for facility layout and location and is directed at senior and graduate level students in industrial engineering, manufacturing systems, management science, and operations research. The problems of facility layout and location are treated together because of the similarity between arranging the space in a single facility and arranging a system of facilities. The text contains explanations of what layout and location problems are, and shows how to model and solve such problems.

KEY FEATURES

- Gives basic design and layout approaches and problem definitions.
- Provides extensive references and homework problem sets.
- Chapters on network, discrete, and multi-objective location problems are included.
- Includes material on discrete optimization, networks, graphs, computer-aided layout, and storage system design.
- Gives figures, tables, and numerical examples in each chapter.
- Includes guides for further reading.

Contents: Preface. Introduction. The Plant Layout Problem. Computerized Layout Planning. Planar Single-Facility Location Problems. Storage Systems Layout. Planar Multifacility Location Problems. Network Location Problems. Cyclic Network Location Problems. Advanced Discrete Location Models. References. Problems. Index.

Latest Print 2014 / 608 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-1460-3 / ₹ 450.00

KHANNA

Production and Operations Management

R.B. KHANNA, *a former Indian Army officer, is Professor at the Institute of Certified Management Accountants of India (ICMAI), Jaipur. He has been a visiting faculty at the Department of Management Studies, IIT Roorkee.*

This well-balanced text with its fine blend of theory and applications, gives an in-depth analysis of the multi-dimensional aspects of production and operations management in an easy-to-understand style. Employing an innovative approach, the author, with his rich and varied experience as an academic, administrator and accomplished writer, shows how the use of modern advanced technology gives a fillip to production processes and significantly helps production and operations management. The book clearly demonstrates the use of special software packages to solve actual problems.

Divided into six parts, this textbook exposes the readers to the challenges of production and operations management:

WHY	Necessity of Production and Operations management
WHAT	Product/Service design, product quality and other issues
HOW	Process design and related issues
WHERE	Plant location, layout and capacity
WHEN	Planning and control of production operations
WHO	Human relations issues that affect production and operations

The concepts are illustrated with the help of several interesting examples culled from the Indian business scenario to help the students understand the complexities of managing operations related to the Indian context.

KEY FEATURES

- Provides numerous solved examples and answers to all chapter-end numerical problems
- Covers concepts in Service Operations in almost every chapter in addition to the traditional manufacturing operations
- Acquaints the reader with the latest techniques available in production and operations management

The book is suitable for MBA students, under-graduate and postgraduate students of Mechanical Engineering, Production Engineering and Industrial Engineering. Besides, this book would also be a very handy reference for practising managers.

An instructor's manual/CD containing PowerPoint slides and solutions to chapter-end problems is available for the teachers.

Contents: Preface. Part I: The Why of Production and Operations Management—Operations Management—An Introduction. Operations Strategy and Competitiveness. Part II: The What of Production and Operations Management—Product and Service Design. Reliability, Maintainability, Availability and Value Analysis. *Supplement 1: Dynamic Programming. Supplement 2: Replacement Models.* Product Quality. Part III: The How of Production and Operations Management—Process Design and Selection. Work Study. Process Quality—Statistical Quality Control. Part IV: The Where of Production and Operations Management—Facility Location. Facility Layout. Capacity and Equipment Selection. *Supplement 3: Simulation.* Part V: The When of Production and Operations Management—Forecasting. Aggregate Production Planning. Material Management and Inventory Control. Material Requirements Planning. Operations Scheduling. Supply Chain Management. Enterprise Resource Management. Just-in-Time Production System. Queuing Theory. Project Planning and Control I—Network Models. Project Planning and Control II—Line of Balance. Part VI: The Who of Production and Operations Management—Human Resources in Operations Management. Appendixes—A: The Standard Normal Probability Distribution. B: Values of $e^{-\lambda}$ for Computing Poisson Probabilities. C: Table of Random Numbers. Answers to Selected Questions. Bibliography. Index.

Latest Print 2012 / 536 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-3203-4 / ₹ 325.00 / (e-book also available)

KRISHNASWAMY & MATHIRAJAN
Cases in Operations Management

K.N. KRISHNASWAMY, *Consultant who formerly served as Professor in the Department of Management Studies, Indian Institute of Science, Bangalore.*
M. MATHIRAJAN, *is with Anna University Tiruchirappalli as Professor of Planning and Development and he is on lien for two years from May 2008 from Indian Institute of Science (IISc) Bangalore. He is a Principal Research Scientist in the Department of Management Studies, IISc, Bangalore.*

This book is intended to enhance the knowledge of MBA students in Operations Management acquired in a basic level course. The case-study material covered relates to a wide spectrum of management activities, and deals with the application of statistical, operations research and system analysis methods to problems categorized under several headings. The book can therefore be used in conjunction with a course in Operations Management or as an independent second course.

Thirty real-world cases in the book are the result of the over three decades of research work by the authors, including consultancy assignments, doctoral dissertations, and project assignments of graduate management students. The cases are research oriented and encourage students to think rigorously in an environment of uncertainty in a real-world situation. The cases are comprehensive enough so as to drill the students in devising alternative methods of solutions, thus, providing them with a deep understanding of the decision-making problems instead of merely a general overall appreciation. These real-world studies aid students in learning applications of quantitative and analytical techniques of management, thus, bringing home to the student the uses, problems, difficulties and limitations of such applications.

Contents: Preface. Part I: Facilities and Capacity—Case 1: HIMAT Tool Room. Case 2: Machine Utilization at Krishnan & Co. Case 3: Evaluation of Production Programme in Bhal Tools. Case 4: Development of INDUS Plant Layout. Case 5: Capacity Planning for Manufacturing in WPSDL. Part II: Materials Management—Case 6: Magi Corporation. Case 7: Material Control at HYPO. Case 8: Integrated Materials Management in Moti Engineering Works. Case 9: Spare Parts Inventory Management at BMO. Case 10: Purchase Control at Kalpavruksha Silk Company. Part III: Manpower Management—Case 11: Manpower Planning at Mylin. Case 12: Beamtronics-Assembly Manpower. Case 13: Mangalore Fibres Limited. Case 14: Tool Room Standards at Abhyagat. Case 15: Planning Tours of a Marketing Executive at BLPB. Part IV: Production Planning and Scheduling—Case 16: Scheduling at Bellop. Case 17: Planning and Scheduling of Multiproducts at Beamtronics. Case 18: Dazzle Lamp-Aggregate Production Planning. Case 19: Utilization of Resources at Mecast Foundry. Case 20: Scheduling of Heat-treatment Furnance of Sagar Foundry. Part V: Production/Operations Control—Case 21: Oskar

Manufacturing Corporation. Case 22: KIRA-Production Control System Design. Case 23: Quality Control in BECO. Case 24: Control of Yenka Runway Project. Case 25: Operating Decisions in Iravatha Silk Manufacturing. Case 26: Strategic Issues of Production Control at MMTL. Part VI: Logistics/Distribution Planning—Case 27: Efficient Milk Collection for Vandana Dairy. Case 28: Collection of Solid Waste at Purangam. Case 29: Compus Mail Service. Case 30: Inventory and Distribution Planning for Jala Raksha Ltd. Case 31: Solid Waste Handling at MIC. Index.

Latest Print 2010 / 400 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-3590-5 / ₹ 295.00 / (e-book also available)

MAHAPATRA

Operations Management: A Quantitative Approach

P.B. MAHAPATRA, *Professor and Head of the Department of Mechanical Engineering, at the Punjab Engineering College, Chandigarh.*

This text is an extensively revised and a thoroughly expanded version of the author's earlier book entitled *Computer-Aided Production Management*. It is specially designed to suit the latest syllabi of courses on Production/Operations Management offered by various universities to the undergraduate students of Mechanical Engineering, Production Engineering and Industrial Engineering as well as students of Master of Business Administration (MBA) specializing in Production and Operations Management stream.

The book offers a balanced coverage of the fundamental principles of *managing operations* and the quantitative techniques used to support the functions of operations management. There are many worked-out examples in each chapter to enable students to comprehend the quantitative material of the book.

The text is divided into two parts. Techniques of operations research such as linear programming, transportation assignment models, dynamic optimization and waiting line models are discussed in Part I. These topics serve as prerequisites for solving problems in Operations Management discussed in Part II. Some generic classes with functions for array and matrix manipulation, analysis of queuing models and evaluation of probability for some standard distributions have been defined and used throughout for writing programs for diverse managerial applications.

Part II is devoted to a detailed discussion of management functions such as Product Design and Development, Forecasting, Capacity Analysis, Plant Layout, Assembly Line Balancing, Inventory Control, Materials Requirement Planning, Production Scheduling, Quality Control, Total Quality Management, Just in Time (JIT), Supply Chain Management, Maintenance Management and Six Sigma. Small computer programs have been given wherever required for solving practical problems. The functions developed in generic base classes have been used to take advantage of source code reusability offered by Object Oriented Programming (C++).

The book provides a solid and comprehensive introduction to the core tasks of operations management with practical guidance on how to solve problems through computer programming.

Contents: Preface. Management of Production Systems. PART I—Linear Programming. Transportation and Assignment Models. Dynamic Optimization Models. Waiting Lines Models. PART II—Product Design and Development. Forecasting. Capacity Analysis. Facility Location and Layout. Balancing of Assembly Lines. Project Management. Inventory Control. Dynamic Inventory Models. Materials Requirement Planning. Just In Time (JIT). Supply Chain Management. Production Scheduling and Sequencing. Maintenance Management. Control of Quality. Total Quality Management. Six Sigma. System Simulator. Appendices. Index.

Latest Print 2010 / 640 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-3926-2 / ₹ 395.00 / (e-book also available)

MORSE & BABCOCK

Managing Engineering and Technology, 6th ed.

LUCY C. MORSE, *Associate Professor–Emerita, University of Central Florida.*
DANIEL L. BABCOCK, *Professor–Emeritus, Missouri University of Science and Technology.*

This book is ideal for courses in Technology Management, Engineering Management, or Introduction to Engineering Technology. This text is also ideal for engineers, scientists, and other technologists interested in enhancing their management skills.

Managing Engineering and Technology is designed to teach engineers, scientists, and other technologists the basic management skills they will need to be effective throughout their careers.

Contents: Preface. Acknowledgments. Part I: Introduction to Engineering Management—Engineering and Management. Historical Development of Engineering Management. Part II: Functions of Technology Management—Leading Technical People. Planning and Forecasting. Decision Making. Organizing. Some Human Aspects of Organizing. Controlling. Part III: Managing Technology—Managing Research and Development. Managing Engineering Design. Planning Production Activity. Managing Production Operations. Engineers in Marketing and Service Activities. Part IV: Managing Projects—Project Planning and Acquisition. Project Organization, Leadership, and Control. Part V: Managing Your Engineering Career—Engineering Ethics. Achieving Effectiveness as an Engineer. Globalization and Challenges for the Future. Index.

Latest Print 2014 / 508 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4950-6 / ₹ 495.00

MUKHERJEE & KACHWALA

Operations Management and Productivity Techniques

P.N. MUKHERJEE, *Head of the Department of Operations Management at the Narsee Monjee Institute of Management Studies (Deemed University), Mumbai.*
T.T. KACHWALA, *Head of the Department of Decision Science at Narsee Monjee Institute of Management Studies (Deemed University), Mumbai.*

The concept of Operations Management is universally applicable to all functions including Production, Materials, Human Resources, Marketing, Logistics and Supply Chain Management. Operations Management is an effective and efficient way of carrying out a business process (manufacturing or service sector) aimed at maximization of Customer Satisfaction and Return On Investment. The concept of productivity implies effectiveness and efficiency in individual and organizational performance, reflected in the creation of surplus through productive operations.

This book provides readers with an easy-to-understand treatment of all aspects of Operations Management and explains the expanded coverage of the role of Operations Management in the organization. Manufacturing and service operations are given equal treatment.

While focusing on the basic principles and core operations in a straightforward and well structured style, the book provides students with an understanding of managing operations, effectively and efficiently, in the following areas:

- Total Quality Management
- Statistical Process Control
- Total Productive Management
- Service Quality Management
- Supply Chain Management
- Inventory Management

Written for MBA students as well as for B.Tech. students in Mechanical/Production/Industrial engineering, this book covers the curriculum of different universities for a course in Operations Management.

Contents: Preface. Operations Management. Facilities Planning: Plant Location, Plant Layout and Material Handling. Holistic Management Practice for World-Class Performance and Leadership. Quality and Its Definitions, Concepts and Features. Statistical Process Control. Production Planning, Control and Scheduling. Productivity Improvement Techniques. Work Study. World-Class Manufacturing Technique. Supply Chain Management. Service Quality. Service Quality Research and Subject Development. Theory of Constraints (TOC). Basic Inventory Concepts. Managing Material Flow. Forecasting Methods. Introduction to Operations Research. Appendix. References. Index.

Latest Print 2009 / 432 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-3602-5 / ₹ 325.00 / (e-book also available)

MUKHOPADHYAY

Production Planning and Control: Text and Cases, 2nd ed.

S.K. MUKHOPADHYAY, *formerly, Professor, National Institute of Industrial Engineering, Mumbai.*

This comprehensive and up-to-date text, now in its Second Edition, describes how the latest techniques in production planning and control are applied to contemporary industrial setups so as to meet the ever-increasing demands on industrial organizations for better quality of services, faster delivery of products and for adapting to the rapid changes taking place in the industrial scenario. With the demands in the industrial arena increasingly tending to be lumpy, the most effective strategy for planning and controlling production processes cannot be a static, preconceived one. Instead, it is one that is flexible and is capable of adapting to the erratic changes in demand patterns. Evolving such a strategy requires more of practical skill than mere theoretical knowledge of the subject.

This book explores the demands of the present day industrial environment and the techniques for addressing these demands through a number of case studies drawn from Indian industries. The efficacy of various planning strategies, the methods for implementing them, and their suitability for different industries have been clearly explained in relation to these cases. While the essentials of theory have been covered in a simple and straightforward style, the stress is on developing the practical skills required to tackle the unpredictable problems and the unforeseen demands that pose a formidable challenge to modern industries. The book places as much emphasis on the principles of heuristic techniques as on the systematic approach to production planning.

NEW TO THIS EDITION

- A new Case Study on Multi-product, Multi-stage Lot Sizing (Section 8.7)
- Two new chapters on Quality (Chapter 9) and ERP with SAP R/3 (Chapter 10)

KEY FEATURES

- Gives solved problems that serve as numerical illustrations of the theoretical concepts.
- The Case Studies given focus on the Indian scenario; these will be of great practical value to students and professionals alike.
- Offers substantial coverage of the modern heuristic methods, the Kanban system and the ERP techniques.

This book would serve as a useful textbook to postgraduate students of management as well as undergraduate students of industrial engineering. It will be equally useful to the teaching community and the practicing professionals.

Contents: Preface. Preface to the First Edition. Acknowledgements. Facilities Location and Layout.

Forecasting. Aggregate Planning. Disaggregation. Capacity Management. Lot Sizing Rules. Scheduling Decision Rules. Cases and Examples. Quality. ERP with SAP R/3. References. Suggested Further Reading. Index.

Latest Print 2013 / 392 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-3118-1 / ₹ 325.00

NARASIMHAN, et al.

Production Planning and Inventory Control, 2nd ed.

SETHARAMA L. NARASIMHAN and DENNIS W. McLEAVEY, *both of University of Rhode Island*.
PETER J. BILLINGTON, *University of Southern Colorado.*

This is a book on the essentials of manufacturing, planning and control. It consists of numerous examples and describes how to utilize the manufacturing resources of an organization in the most efficient and effective manner.

The text concentrates on materials management, inventory control, and activities related to planning and control. This is an introductory text giving an overview of the subject.

KEY FEATURES

- The text is accompanied with numerous worked-out examples at points where concepts are introduced.
- The new topics discussed are those, that are considered important by top management in business and industry.
- The concepts, which are not merely academic but also of practical use, are illustrated by tables and figures.

Contents: Preface. Part I—Foundation: Manufacturing and Service Strategies. Forecasting. Special Topics in Forecasting. Part II—Materials Management: Basic Inventory Systems. Multi-Item Joint Replacement. Inventory Systems under Risk. Aggregate Inventory Management. Distribution Inventory Management. Part III—Planning Activities: Aggregate Planning. The Master Production Schedule. The Planning of Material Requirements. Part IV—Control Activities: Capacity Planning and Control. High-Volume Production Activity Control and Just-in-Time Systems. Job Shop Production Activity Planning. Job Shop Production Activity Control. Theory of Constraints and Synchronous Manufacturing. Project Management Techniques. Part V—Manufacturing Strategy and Technology: Speed to Market. Technological Innovations in Manufacturing. Total Quality Management. Factory of the Future. Index.

Latest Print 2013 / 736 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-1138-1 / ₹ 495.00

PANNEERSELVAM

Production and Operations Management, 3rd ed.

R. PANNEERSELVAM, *Professor, Department of Management Studies, School of Management, Pondicherry University, Puducherry.*

This widely adopted and well-established book, now in its Third Edition, provides the students of management and engineering with the latest techniques in production and operations management, considered so vital for maximizing productivity and profitability in business. What distinguishes the text is a comprehensive coverage of topics such as contract laws, capacity requirement planning, vendor evaluation including AHP method, quality function deployment, and enterprise resource planning.

The new topics, which are of current interest, along with the characteristic features and easy-to-read style, would enhance the value of this text. The book is primarily intended as a text for postgraduate students of management, undergraduate students of mechanical engineering and undergraduate and postgraduate students of industrial, and production engineering courses. This profusely illustrated and well-organized text with its fine blend of theory and applications would also be useful for the practicing professionals.

NEW TO THIS EDITION

- Objective Type Questions at the end of each chapter
- Additional example problems in Chapters 5 and 17
- XYZ, VED, FSN, and SDE analyses
- Process planning case study in Chapter 2
- Case Study Questions in Chapters 2, 3, 4, 5, 6, 7, 9, 10, 11, 13, 14, and 15
- Heuristic to minimise total tardiness in single machine scheduling

KEY FEATURES

- Focuses on productivity related concepts and techniques
- Provides solved examples at suitable places
- Includes sufficient tables and diagrams to illustrate the concepts
- Updates the reader with many efficient and modern algorithms
- Contains Answers to selected questions and Objective type questions

Contents: Preface. Preface to the First Edition. Introduction. Product Design and Analysis. Capacity Planning and Investment Decisions. Forecasting. Facility Location. Plant Layout and Materials Handling. Line Balancing. Line of Balance. Materials Management and Inventory Control. Aggregate Planning and Master Production Scheduling. Materials Requirements Planning. Production Planning and Control. Single Machine Scheduling. Flow Shop Scheduling. Job Shop Scheduling. Project Management. Work Study. Quality Control. Maintenance Planning and Control. Modern Production

Management Tools. Appendix. References. Answers to Selected Questions. Index.

Latest Print 2013 / 720 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4555-3 / ₹ 375.00 / (e-book also available)

PARASHAR

Cellular Manufacturing: An Integrated Approach

B.S. NAGENDRA PARASHAR, *Pro Vice Chancellor, K.L. University, Guntur, Andhra Pradesh.*

Cellular manufacturing, an application of group technology, is a stepping stone to achieve world class manufacturing status. It has emerged as an important technique to cope up with fast changing industrial demands for the application of newer manufacturing systems.

This comprehensive and well written text deals with all facets of cellular manufacturing right from introduction to application in a chronological order. The book first introduces cell formation techniques, followed by elimination of exceptional components, evaluation of solutions, cell characteristics, and production control issues like scheduling; line balancing and inventory control. Finally it discusses about the application of cellular manufacturing in a large public sector. The text is supported by numerous figures, tables and examples, and also furnishes simple algorithms for complex methods.

Primarily intended for the postgraduate students of mechanical engineering and production engineering with specialization in manufacturing systems/group technology, it will also be useful for the researchers, scientists and professionals as a reference book.

Contents: Preface. Cellular Manufacturing: An Overview. Cell Formation Techniques. Processing the Exceptional Components in Cellular Manufacturing. Evaluation of Cellular Manufacturing Solutions. Cell Characteristics. Production Control Activities in Cellular Manufacturing. Implementation Issues in Cellular Manufacturing. Cellular Manufacturing—A Case Study. Appendix. Bibliography. Index.

Latest Print 2008 / 292 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-3601-8 / ₹ 250.00 / (e-book also available)

Project Management

KANDA

Project Management: A Life Cycle Approach

ARUN KANDA, *Professor of Industrial Engineering, Mechanical Engineering Department, IIT Delhi.*

Project management is a judiciously planned and organized effort to accomplish a specific project within a time frame. This book is designed for undergraduate and postgraduate students of mechanical engineering, industrial engineering, production engineering, management studies as well as working professionals who wish to have an insight into the entire life cycle decisions related to a project.

This book on project management looks at the decisions to be made during the various phases of the project process, examines systematic methodologies and models that help in the decision making, and provides interpretation of results obtained from various models so that they may be intelligently adopted by a practical project manager in the successful implementation of any project. This book offers something for each of the following categories of readers:

For the student: It provides a treatment of the fundamentals of project management, stressing the underlying theory and assumptions for the various decisions to be made in the entire life cycle. There are examples and practice problems to illustrate the concepts.

For the practical project manager: It is a systematic collection of major decisions and solution methodologies available for tackling the problems of project management. The role of human and behavioural factors in managing teams and conflict resolution is emphasized along with technical expertise.

For the researcher: Throughout the text where results are derived, the reference to original sources is included so that the serious reader may pursue those ideas in greater depth. Also hints on the state-of-the-art and directions for research are included wherever appropriate.

KEY FEATURES

- Examines the decisions in the complete life cycle of a project.
- Analyzes multi-criteria techniques for project appraisal and selection.
- Gives detailed techniques of planning and developing project networks and their usage for scheduling, with cost and resource constraints.
- Stresses both the Earned Value and Critical Chain Methodology for project monitoring.
- Identifies the human and behavioural aspects for the success of a project.

Contents: Preface. Project Management: An Overview. Project Identification and Screening. Project Appraisal. Project Selection with Multiple Criteria. Project Representation and Preliminary Manipulations. Basic Scheduling Concepts. Resource Considerations in Project Management. Project Monitoring and Control. Computers, e-Markets and Their Role in Project Management. Behavioural and Contractual Issues. Project Organization, Implementation and Closure. Bibliography. Index.

Latest Print 2010 / 248 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-4173-9 / ₹ 225.00 / (e-book also available)

Quantitative Analysis for Business Managers

GUPTA & KHANNA
Quantitative Techniques for Decision Making, 4th ed.

M.P. GUPTA, *former Head and Dean, Faculty of Management Studies (FMS), University of Delhi.*
R.B. KHANNA, *a former Indian Army officer, is currently Professor at Indian Institute of Planning and Management (IIPM) Jaipur.*

This thoroughly revised and well-received book, now in its Fourth Edition, continues to give an in-depth and incisive analysis of the various mathematical techniques required for managers in their decision-making process. The book provides a clear understanding of the practical utility of mathematical modelling and techniques, such as linear programming, integer programming, goal programming, dynamic programming, inventory models, decision theory, game theory, network analysis, queuing, simulation and Markov analysis, for solving real-life problems. The book lays emphasis on the practical applications of the techniques rather than their rigorous mathematical treatment. It also discusses probability and probability distributions—essential to tackling the everyday uncertainties of life.

The book is primarily intended as a textbook for undergraduate and postgraduate students of management, postgraduate students of commerce, students of Master of Financial Control course, and undergraduate students of industrial and production engineering. In addition, practising managers will also find the book immensely helpful in their day-to-day decision-making process.

NEW TO THIS EDITION

- A section describing the construction of activity on node (AON) networks for CPM and PERT networks has been included considering that most software designed for network analysis plot networks in this format.
- An appendix on 'Mathematics for Managers' which includes the topics of Matrix Algebra and Differential Calculus.
- New solved and unsolved problems.

Contents: Preface. Preface to the First Edition. Decision Making: A Quantitative Approach. Linear Programming: Graphic Method. Linear Programming: Simplex Method. Transportation Model. Assignment Model. Integer Programming. Goal Programming. Dynamic Programming. Probability. Probability Distributions. Inventory Models. Replacement Models. Network Models: CPM and PERT. Decision Theory. Theory of Games. Sequencing. Queuing Theory. Simulation. Markov Analysis. Appendices: A: Mathematics for Managers. B: Standard Normal Probability Distribution. C. Values of e^{-l} for Computing Poisson Probabilities. D. Table of Random Numbers. Bibliography. Answers to Concept Quiz. Answers to Selected Questions. Index.

Latest Print 2014 / 772 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4278-1 / ₹ 495.00 / (e-book also available)

KHANNA
Quantitative Techniques for Managerial Decisions, 2nd ed.

R.B. KHANNA, *a former Indian Army officer, is currently Professor at Indian Institute of Planning and Management (IIPM) Jaipur.*

This book is specially designed for a course in Quantitative Techniques taught to MBA students. It provides the students with a thorough introduction to basic quantitative tools required to perform analytical evaluations and arrive at logical decisions.

The second edition of the book essentially retains the flavour of the first edition. Concepts have been explained in an easy to understand language and emphasis is on practical applications rather than rigorous mathematical treatment. As far as possible, detailed proofs and axioms associated with pure mathematics have been avoided. The text in the second edition has been suitably modified for giving better clarity. Nearly fifty solved examples have been added to various chapters to enable students to understand the nuances of problem solving. Fifty unsolved problems have also been added to give ample scope to the student for practice. The book also includes chapters on transportation models, assignment models and network analysis.

KEY FEATURES

- Learning objectives at the beginning of each chapter enable students to focus on important points of a chapter.
- Case studies and real life problems to connect students to the real-world situations.
- Worked examples to enhance student comprehension of the subject.
- Numerous well-balanced chapter-end exercises with answers to help students attain confidence and master the concepts.
- Illustrations on solutions to problems with the help of computer software.
- Summary at the end of each chapter to help students review the key concepts.

Contents: Preface. Preface to the First Edition. Decision Making: A Quantitative Approach. SECTION A: Linear Programming—Linear Programming: Graphic Method. Linear Programming: Simplex Method. SECTION B: Stochastic Techniques—Probability. Probability Distributions. Decision Theory. Theory of Games. SECTION C: Mathematics for Managers—Matrix Algebra. Differential Calculus. Regression and Correlation. SECTION D: Extensions of Linear Programming—Transportation Model. Assignment Model. SECTION E: Precedence Models—Network Models—CPM and PERT. APPENDIX A: Standard Normal Probability Distribution. APPENDIX B: Values of $e^{-\lambda}$ for Computing Poisson Probabilities. Bibliography. Answers to Concept Quiz. Answers to Selected Questions. Index.

Latest Print 2013 / 532 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4596-6 / ₹ 450.00 / (e-book also available)

SRINIVASAN

Quantitative Models in Operations and Supply Chain Management

G. SRINIVASAN, *Professor, Department of Management Studies, Indian Institute of Technology Madras. A member of the Society of Operations Management, India.*

Designed as a textbook for the students of Mechanical and Industrial Engineering, the book presents a comprehensive view of the concepts and applications of various quantitative models used in the study of operations and supply chain management. It provides a complete account of location and layout models, production planning models, production control models, cycle inventory models, safety stock models and transportation models. A separate chapter on real-life situations provides the user with the knowledge of specific areas where the models have been applied in decision-making processes. The various techniques to solve operations and supply chain management problems are also discussed.

The text is supported by a large number of illustrative examples, exercises and review questions to reinforce the students' understanding of the subject matter.

Besides students of Mechanical and Industrial Engineering, the book would also be useful to postgraduate students of Management.

Contents: Preface. Introduction to Operations and Supply Chain Management. Location and Layout Decisions. Production Planning Decisions. Production Control Decisions. Cycle Inventory Models. Safety Stock Models. Transportation Decisions. Real-life Situations: Learning From Applications. Index.

Latest Print 2014 / 304 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-3981-1 / ₹ 250.00 / (e-book also available)

Research Methodology

GUPTA & GUPTA

Research Methodology

MUKUL GUPTA, *Professor and Head—MBA at G.L. Bajaj Institute of Technology and Management, Greater Noida.*
DEEPA GUPTA, *Professor—MBA at G.L. Bajaj Institute of Technology and Management, Greater Noida.*

This well-organised and lucid text on Research Methodology is intended to fulfill the felt-need for an introductory, accessible and student friendly book. Written with the aim of making the teaching and learning of research methods and methodology simple, the book provides theoretical information in an operational manner about the various methods, techniques and procedures followed in research.

This book based on the practical experiences of the authors as researchers, practitioners and teachers intends to cater to the needs of students of MBA, BBA, Humanities and Social Sciences. The book will also be of immense use to the researchers, practicing managers and public health organisations.

KEY FEATURES

- Contains case studies and sample questionnaires.
- Covers brief knowledge of statistics and its applications required in research.
- Objective type questions, review questions, sample question papers and previous years' examination papers have been included for brushing up of the knowledge.
- Gives working knowledge of various useful computer software used in the research analysis such as SPSS, Excel etc.
- Report writing is explained in the systematic manner explaining the process, layout, types, mechanics involved, various principles and precautions to be taken while writing a good report to make the research worth.

Contents: Preface. Research Methodology. Research Process and Problem. Hypothesis. Research Design. Sampling Design. Data Collection: Methods and Techniques of Data Collection. Preparation of Questionnaire and Schedule. Analysis of Data-I. Analysis of Data-II. Hypothesis Testing. Role of SPSS and Excel in Research. Report Writing. Appendix. Case Studies. Objective Type Questions. Index.

Latest Print 2013 / 224 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4381-8 / ₹ 225.00 / (e-book also available)

PANNEERSELVAM

Research Methodology, 2nd ed.

R. PANNEERSELVAM, *Professor, Department of Management Studies, School of Management, Pondicherry University, Puducherry.*

This comprehensive text designed for MBA, MCom, MA (Economics), MA (Sociology) and PhD (Management, Commerce, Economics, and Engineering) courses continues to give complete account of concepts and statistical tools of research methodology in its Second Edition. The textbook also serves as a reference for consultants to carryout projects/consultancies in industries or service organizations.

DISTINGUISHING FEATURES OF THE BOOK

- Written in an easy to read style
- Each technique is illustrated with sufficient number of numerical examples
- Gives complete account of statistics and aspects of research methodology
- Chapter 8 gives complete account of testing of hypotheses
- Design and analysis of experiments, advanced multivariate analysis, multidimensional scaling and conjoint analysis, algorithmic research, models for industries and public systems, simulation are unique to this text.
- Graded chapter-end questions

NEW TO THIS EDITION

Introduction of a chapter on **SPSS (Chapter 17)**, is *new to this edition* which gives readers an idea to obtain statistics for different techniques presented in this text. The different screenshots for different modules of SPSS applied to suitable example problems on sample session for data creation, reports, descriptive statistics, tables, compare means, general linear model, correlation, simple regression, nonparametric tests, classify, data reduction and graphs help readers to understand the features of SPSS.

Contents: Preface. Overview of Research Methodology. Data Collection and Presentation. Review of Basic Statistical Measures. Design and Analysis of Experiments. Attitude Measurement and Scales. Probability Distributions. Sampling Methods and Distributions. Tests of Hypotheses. Nonparametric Tests. Basic Multivariate Analysis. Advanced Multivariate Analysis. Multidimensional Scaling and Conjoint Analysis. Algorithmic Research. Models for Industries and Public Systems. Simulation. Report Writing and Presentation. Introduction to SPSS. Annexures. Bibliography. Answers. Index.

Latest Print 2014 / 720 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4946-9 / ₹ 395.00 / (e-book also available)

TAYLOR, SINHA & GHOSHAL

Research Methodology: A Guide for Researchers in Management and Social Sciences

BILL TAYLOR, *Formerly a Principal Lecturer at Sheffield Business School (UK).*

GAUTAM SINHA, *Professor, Vinod Gupta School of Management and Professor-in-Charge (Training and Placement) at Indian Institute of Technology Kharagpur.*

TAPOSH GHOSHAL, *Assistant General Manager (Academic), Management Training Institute, SAIL, Ranchi.*

Intended to serve as a text for postgraduate students of commerce, management, and social sciences, and especially for the first-time researchers, this well-organized book deals with the variety of research methods used in management and social sciences, with particular emphasis on the implementation of these methods. It offers readers practical guidelines for research and directs them through all the stages of research—from identifying a viable research project to the submission of a dissertation, report, or research article. The text identifies three dimensions of research methodology—research strategies, research methods and research data—that provide a structure for the book.

KEY FEATURES

- Many real-world examples extracted from actual research projects of students will help the readers develop their research skills.
- Due attention is given to both quantitative and qualitative research methodologies in order to help readers make informed choices about methods.
- Statistical appendices are provided to acquaint readers with the underlying mathematical concepts involved in the research methods discussed.

Contents: Preface. Acknowledgements. An Overview of Research Methodology. Setting up a Research Project. Case Studies as a Methodological Strategy. Surveys as a Methodological Strategy. Experiments as a Methodological Strategy. Action Research as a Methodological Strategy. Interview Methods. The Use of Questionnaires. Observational Methods. Documentary Sources. The Concept of Level of Measurement. Methodology of Analysing Quantitative Data. Methodology of Analysing Qualitative Data. Writing About Research. Appendixes—A. Basic Statistical Measures. B. Significance Tests for Use with an Experimental Strategy. C. Testing Hypotheses about the Shape of Distribution. D. Factor Analysis in Constructing a Likert Scale. E. Analysis of Variance. F. Basic Elements of Sampling Theory. Index.

Latest Print 2014 / 240 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-2991-1 / ₹ 250.00

Total Quality Management

BHOTE

Ultimate Six Sigma, The: Beyond Quality Excellence to Total Business Excellence

KEKI R. BHOTE, *consultant emeritus at Motorola Corporation, is known worldwide as one of the fathers of the Six Sigma model.*

In this well-written book, the author not only reaffirms the rigours and rewards of the original Six Sigma, but thoroughly expands its applications. Usually implemented in the traditional domains of quality management—engineering, manufacturing, operations—Six Sigma is perhaps most effective when deployed across the entire company as a vehicle to total business excellence.

In this definitive book, the author transcends the boundaries of the original Six Sigma to reach the ultimate Six Sigma, provides the necessary information and tools for implementing and assessing the progress of Six Sigma strategy in the major areas of business strategy that determine the success of any company. The implementation of the Six Sigma results in maximum output from every division, department, and individual in the company.

A **case study** illustrates each of the twelve areas highlighting real-world success at benchmark companies. Finally, a comprehensive self-assessment audit and scoring system lets companies measure long-term progress towards the ultimate Six Sigma score-perfection.

A large number of figures, tables, and reference notes enhance the value of the text which will be treasured by students of management and engineering for its utility, worth, and contemporary approach.

Contents: List of Illustrations. Foreword by Robert W. Galvin, Chairman of the Board Emeritus,

Motorola. Preface: Blossoming of the Ultimate Six Sigma. Acknowledgments. Part 1: DEFINITIONS AND CONCEPTS—One: What is Six Sigma? Two: The Need, Objectives, and Benefits of the Ultimate Six Sigma. Three: The Origin, Development, and Renewal of Motorola's Six Sigma. Four: The Hyped Six Sigma: From the Pure Six Sigma to the Sick Sigma. Five: The Scope, Structure, and Methodology of the Ultimate Six Sigma. Part 2: THE ULTIMATE SIX SIGMA—TWELVE AREAS OF BUSINESS EXCELLENCE—Six: From Mere Customer Satisfaction to Customer Loyalty. Seven: From Stifling Micromanagement to Inspirational Leadership. Eight: From Taylorism to Empowerment Creation in the Organization. Nine: From Passivity and Boredom Among Employees to Industrial Democracy. Ten: From Traditional Indicators to Robust Metrics. Eleven: From Obsolete Tools of the Twentieth Century to the Powerful Tools of the Twenty-First Century. Twelve: From Historic Levels to Designs in Half the Time With Half the Defects, Half the Costs, and Half the Manpower. Thirteen: From a Customer-Supplier Win-Lose Contest to a Win-Win Partnership for the Entire Supplier Chain. Fourteen: From Second-Class Citizen to Manufacturing as a Major Contributor to Business Excellence. Fifteen: Field Operations: From an Appendage to a Maximum Service to Downstream Stakeholders. Sixteen: From the Black Hole of Little Accountability to Service as a Productivity Contributor. Seventeen: From Mediocrity to World-Class Results. Reference Notes. Index.

Latest Print 2008 / 444 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-3115-0 / ₹ 525.00

GEE

Seven Strategies to Improve Your Bottom Line: The Healthcare Executive's Guide

E. PRESTON GEE.

This book provides a hands-on, reader-friendly guide to innovative strategies for increasing any hospital's performance, especially into financial aspects. The book presents definitive how-to lists on initiatives such as: prioritizing the most profitable product lines, maximizing the economic return of the Internet, and integrating complementary medicine into the organization's portfolio. Along with the lists are examples of organizations that have practiced these profitable techniques—within and outside the healthcare industry.

Given today's political uncertainty and volatile economic environment, this book just might be one of the best investments a healthcare executive can make.

Strategies discussed include:

- Streamlining your organization through effective service-line management
- Increasing the number of insured to enhance income
- Using the internet as a management tool
- Enhancing profit by collaborating with competitors
- Taking advantage of retail and visual traffic

Contents: Foreword. Preface. Introduction. Streamline Operations Through Service Line Management. Use the Internet as a Management Tool. Enhance the System Through Co-opetition. Increase the Number of Insured to Enhance Income. Use Communication as an Economic Tool. Derive Financial Benefit from Complementary and Alternative Medicine. Take Economic Advantage of Retail and Visual Traffic. Conclusion. About the Author.

Latest Print 2007 / 172 pp. / 13.9 × 21.6 cm
ISBN-978-81-203-3141-9 / ₹ 150.00

GOPALAKRISHNAN

Simplified Six Sigma: Methodology, Tools and Implementation

N. GOPALAKRISHNAN *is the President of Projects India, Bangalore, a company specialising in training and implementation of lean manufacture and Six Sigma.*

This compact and concise text, based on the rich and vast experience of the author gained while training thousands of individuals, explains in detail what Six Sigma is and why it is necessary to adapt the process. It explains the methodology, tools to be used, and the Six Sigma implementation process.

The book describes how to define a problem, how to measure the key inputs and outputs, and how to collect and analyse the data. It discusses the method of identifying the problems, solutions and, with this, to improve the problem process to get Six Sigma output on a continuous basis. The book gives details of how to impart training on the Six Sigma concepts, tools and implementation methodology to master black belts, black belts and green belts. It contains a detailed syllabus for the training, and the method of selecting the trainers.

This book should prove extremely useful to students of engineering and postgraduate students of business management. It will be handy for all those who wish to achieve highest quality outputs.

KEY FEATURES

- Illustrates all the tools to be used in each of the phases with ready to use templates using the MS Excel work sheets.
- Explains step-by-step the implementation process and how to record the results.
- Describes the data collection process and forms to be used for different types of data.
- Discusses how to control all the processes to ensure stability in the process.
- Contains a number of case studies to help both students and professionals.

Contents: Preface. Abbreviations. What is Six Sigma. Symptoms which Indicate the Need for Six Sigma. What are the Elements of Six Sigma. Six Sigma Process: Define Phase. Six Sigma Tools: Define Phase. Six Sigma Process: Measure Phase. Six Sigma Tools: Measure Phase. Six Sigma Process: Analyze Phase. Six Sigma Tools: Analyze Phase. Six Sigma Special Tools: Analyze Phase. Six Sigma

Process: Improve Phase. Six Sigma Tools: Improve Phase. Six Sigma Process: Control Phase. Six Sigma Tools: Control Phase. Implementing Six Sigma. Index.

Latest Print 2013 / 296 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-4528-7 / ₹ 425.00 / (e-book also available)

JANAKIRAMAN & GOPAL
Total Quality Management: Text and Cases

B. JANAKIRAMAN, *Professor and Head of the Department of Management Studies, M.S. Ramaiah Institute of Technology, Bangalore.*
R.K. GOPAL, *Assistant Professor in the Department of Management Studies, M.S. Ramaiah Institute of Technology, Bangalore.*

Providing accessible coverage of the basics and practical aspects of total quality management, this book is intended for students of management and engineering.

The text adopts a realistic approach to the teaching of the subject with the principal focus on the philosophy of total quality management and its role in today's world of fierce business competition.

COVERAGE

- Discusses the mechanism of quality control, quality assurance and different types of quality control tools and their usage.
- Features the Japanese management philosophy, quality awards and standards.
- Presents the differences between total quality management and business process re-engineering and approaches to integrate them.
- Describes the various aspects of benchmarking, capability maturity model and customer relationship management.

KEY FEATURES

- Case studies illustrate application of the principles.
- A good number of figures supplement theory.
- End-of-chapter questions help students reinforce their conceptual understanding of the subject.

Contents: Preface. Introduction to Quality Concepts. Managing for Quality Products and Services. Seven QC Tools. The Philosophy of TQM. Quality Gurus. Quality Circles. Reactive Improvement. Proactive Improvement. Six Sigma Concepts. Just in Time. Taguchi and Hoshin. Quality Awards. Quality Standards. Business Process Re-Engineering. Benchmarking. Capability Maturity Model for Software Industry. Customer Relationship Management. Appendix A: IS/ISO 9001–2000. Appendix B: ISO 14000—Guidance on the Use of the Specification. Bibliography. Index.

Latest Print 2013 / 260 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-2995-9 / ₹ 225.00 / (e-book also available)

MUKHERJEE
Total Quality Management

P.N. MUKHERJEE, *Professor and Chairperson, Total Quality Management and Supply Chain Management, Narsee Monjee Institute of Management & Higher Studies (Deemed University), Mumbai.*

This book presents a comprehensive view of concepts, principles and practices of Total Quality Management (TQM) from basics through advanced tools and techniques for practical implementation.

It is well known that 'Total Organization Involvement' in understanding and implementing TQM, along with the integrated business strategy, provided Japanese organizations with a strong platform for a meteoric rise to world-class performance and global leadership in every sphere of their operation. The success of TQM therefore depends a lot on the strong foundation and infrastructure of an organization. This is the crux of the author's theory of 'Holistic Management System for World-class Performance and Leadership' expounded in this book. It is a TQM-based model that helps create a world-class management system for performance excellence and global leadership.

The concluding part of the book cites several examples of practical implementation of TQM principles and practices in various manufacturing and service sectors of the Indian industry, providing elaboration and analysis of each case study.

The book is aimed at undergraduate and postgraduate students of management as well as students of most engineering disciplines. It can also be used by the industries as a valuable guide to continuous improvement and implementation of a world-class management system in line with the TQM principles and practices.

In a nutshell, the book provides wide coverage of areas related to TQM and integrates all its processes, tools and techniques under one management system to help businesses grow and excel. This is indeed the *unique* feature of the book.

Contents: Preface. Introduction to Total Quality Management, Management of Process/Operation and Customer Satisfaction. Total Quality Management System—Its Various Concepts and Tools. Total Quality Management Practices. Holistic Management System for World-class Performance and Leadership. Foundation. Infrastructure. Holistic Quality Management. Results. Statistical Process Control. Six Sigma. Various TQM Related Tools and Concepts. Case Studies. Bibliography. Index.

Latest Print 2014 / 432 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-3056-6 / ₹ 350.00

PANNEERSELVAM & SIVASANKARAN

Quality Management

R. PANNEERSELVAM, *Professor, Department of Management Studies, School of Management, Pondicherry University, Puducherry.*

P. SIVASANKARAN, *Assistant Professor, Department of Mechanical Engineering, ARS College of Engineering, Chennai.*

This comprehensive text on *Quality Management* provides ways and means of delivering efficient and effective production/services quality to utmost satisfaction of the customers.

Comprising 20 chapters, the book explains the concepts and techniques of quality management supported with related case studies. Numerical examples given in each chapter help students to understand the concept easily.

Primarily designed for MBA, ME/MTech (Industrial Engineering, Production Engineering), BE/BTech (Mechanical Engineering and Production Engineering) and MSc (Operations Research and Statistical Quality Control), the book also serves as a reference for professionals/ consultants to carryout projects in quality domain for manufacturing or service organisations.

KEY FEATURES OF THE BOOK

- Detailed coverage of process and statistical quality control
- Chapters on ANOVA, orthogonal arrays and signal-to-noise ratio
- A chapter on Six Sigma including Shainin techniques
- A chapter on Analytical Hierarchy Process (AHP)
- Presentation of Design of Experiments (DOE) techniques

Contents: Preface. Overview of Quality. Leadership. Information System and Technology. Strategy and Quality Planning. Human Resource Management. Customer Focus. Process and Statistical Quality Control. Six Sigma. Benchmarking. Cost of Quality. Business Performance Management. Analytic Hierarchy Process (AHP). Total Productive Maintenance. Analysis of Variance (Anova). Orthogonal Arrays. Signal-to-Noise (S/N) Ratio. ISO 9000 Series and ISO 9000:2000. Malcolm Baldrige National Quality Award. Business Process Reengineering. Building and Sustaining Total Quality. Appendix. References. Index.

Latest Print 2014 / 432 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4943-8 / ₹ 395.00 / (e-book also available)

SINGHAL & SINGHAL

Implementing ISO 9001:2008 Quality Management System: A Reference Guide, 2nd ed.

DIVYA SINGHAL, *Assistant Professor at the Goa Institute of Management, Goa.*

K.R. SINGHAL *is the Ajmer Centre Coordinator and Fellow Member of National Centre for Quality Management (NCQM).*

ISO 9000 series standards have changed the whole concept of quality management methods. ISO 9001:2008 QMS standard has been implemented and ISO 9000 series standards have been adopted as national standards or endorsed for use in 178 countries and economies.

ISO 9001:2008 Quality Management System (QMS) is based on eight quality management principles and there are various internal and external benefits of implementing this standard, whether or not an organization goes for certification.

This book provides the readers with an accessible and up-to-date introduction to the essentials of a quality management system, discusses what is in the ISO 9001:2008 QMS and shows how the organizations can implement this system. With the authors' extensive experience in QMS audit, training and advisory services, the book incorporates basic information on understanding and implementing ISO 9001:2008 QMS and highlights its importance towards making quality the fundamental business principle.

The text contains plenty of practical tips and guidance on how to implement ISO 9001:2008 QMS in the real world. It discusses sample QMS procedures, emphasizes the importance of maintaining a value added internal audit system and highlights the necessity of developing the QMS documentation procedures.

Apart from the regular BBA, MBA, and diploma courses in Total Quality Management, this book is also suitable for Management Development Programmes in Quality Management and ISO 9001 offered to professionals by many of the B-schools.

Contents: Foreword. Preface. Quality and Quality Management Systems. Quality Management Principles. Step-By-Step Process for Developing and Implementing—ISO 9001:2008 QMS. Certification/Registration Process ISO 9001:2009 QMS. Quality Management System Standards—ISO 9000 Family. Scope and Normative Reference—ISO 9001:2008 QMS. General and Documentation Requirements—ISO 9001:2008 QMS. Management Responsibility—ISO 9001:2008 QMS. Resource Management—ISO 9001:2008 QMS. Product Realization—ISO 9001:2008 QMS. Measurement, Analysis and Improvement—ISO 9001:2008 QMS. Increasing the Power of Your QMS—Achieve Performance Excellence Through Continual Improvement. Adding Value to Internal QMS Audit. Developing QMS Documentation—ISO 9001:2008 QMS. **Appendices—**A: Sample QMS Procedures. B: Certification Bodies in India. C: Frequently Asked Questions. D: Some Useful Websites/Blogs. E: Checklist for ISO 9001:2008 QMS (Useful for Implementation, Initial Survey and Audit Purpose Including Internal Audit). Bibliography.

Latest Print 2012 / 192 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-4574-4 / ₹ 195.00 / (e-book also available)

SUGANTHI & SAMUEL

Total Quality Management

L. SUGANTHI, *Professor of Planning and Development, Anna University, Chennai.*
ANAND A. SAMUEL, *Principal, Vellore Institute of Technology, Vellore.*

This comprehensive, student friendly book is intended as a tool to achieve quality in organizations. Completing a course based on topics covered in this book will make one confident enough to implement quality management principles in a given situation. A holistic approach, practical relevance, effective learning and a compendium of A to Z of TQM distinguish this well-written text. Inclusion of the findings of research carried out by the authors in industries and educational institutions add flavour to the book.

Various examples are drawn from institutional experience, which make the understanding of the concepts easy. The special feature of this book is that every chapter has a case study, in addition to a host of short questions and summary type questions. The questions for group discussion, practical exercises and net based exercises given at the end of every chapter are unique.

Intended primarily as a textbook for engineering and management students, this book would also be useful for the in-house training of engineers and managers of various industries and organizations on TQM. The book may be effectively used as a resource material for quality professionals and consultants.

Contents: Preface. Introduction. Principles of Quality Management. Total Quality Management Philosophy. Quality Planning. Customer Orientation. Problem Solving Tools. Continuous Improvement Strategies. Preventive Techniques. Quality Ambience. Human Dimensions of TQM. Team Development. Quality Certification. Reliability. Cost of Quality. TQM Road Map. Model Question Paper. Bibliography. Index.

Latest Print 2014 / 408 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-2655-2 / ₹ 275.00 / (e-book also available)

SUMMERS

Quality Management: Creating and Sustaining Organizational Effectiveness, 2nd ed.

DONNA C.S. SUMMERS, *University of Dayton.*

Knowledge of quality management principles is what enables leaders of effective organizations to remain flexible and adaptable in an ever changing market. This book familiarizes the reader with the corner-stones of creating and sustaining organizational effectiveness, and also with:

- What an organization needs to do to remain competitive in a global economy?
- How to know what the customers want?
- How to improve processes and integrate functions so that they provide customer satisfaction through the best use of the resources available?
- How to create an internal environment that enables everyone to perform to the best of their ability?
- How to know whether we are doing the right things right?

NEW TO THIS EDITION

- Separate chapter on Supply chain management, Lean principles and Benchmarking.
- A special feature "How do we know its working?" in each chapter that provides insight into one real organization's pursuit of excellence.

Contents: Preface. Organizational Effectiveness. Organizational Philosophy. Quality Systems. Creating a Customer Focus. Organizational Leadership. Strategic Planning. Human Resource Development and Management. Managing the Supply Chain. Measures of Organizational Success. Benchmarking. Process Management. Lean Tools and Techniques. Problem-Solving Tools and Techniques. Project Management. Business Results. Appendices—1: Z Tables. 2: X and R Chart Factors. 3: Malcolm Baldrige National Quality Award Organizational Effectiveness Evaluation. Appendix 4: Websites for Quality. 5: Attribute Charts. Glossary. Answers to Selected Problems. Bibliography. Index.

Latest Print 2010 / 588 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-3999-6 / ₹ 425.00

Economics

Behavioural Economics

ALTMAN (Ed.)

Handbook of Contemporary Behavioral Economics: Foundations and Developments

MORRIS ALTMAN (Ed.).

This handbook is a collection of the original works of the leading behavioural economists in the field. It is the first comprehensive volume on the behavioral economic theory, and provides a revealing view of how economic decisions are actually made by individuals.

The text shows how the behavior of the individuals depends on psychological, institutional, cultural and even biological considerations. For example, it is interesting (and revealing) to know that tipping in restaurants alone in USA amounts to $ 21 billion a year!

The text is supplemented by extensive references. There are thirty-six papers in the handbook giving different perspectives on the subject. It is a pathbreaking handbook of original works taking inspiration and the findings from different subjects like psychology, sociology, political science, biology and law.

Contents: List of Tables and Figures. Introduction by Morris Altman. Part 1: Inside the Economic Agent—Inside Economic Man: Behavioral Economics and Consumer Behavior. Physiology and Behavioral Economics: The New Findings from Evolutionary Neuroscience. Intuition in Behavioral Economics. Introspective Economics: Broadening Psychology's Reach. Integrating Emotions into Economic Theory. On the Economics of Subselves: Toward a Meta-economics. Part 2: Context and Modeling—What a Difference an Assumption Makes: Effort Discretion, Economic Theory, and Public Policy. Group Selection and Behavioral Economics. Beliefs in Behavioral and Neoclassical Economics. Reclaiming Moral Sentiments: Behavioral Economics and the Ethical Foundations of Capitalism. Bounded Rationality: Two Interpretations from Psychology. Behavioral Versus Neoclassical Economics: Paradigm Shift or Generalization? Organizational Capital and Personal Capital: The Role of Intangible Capital Formation in the Economy. Part 3: Decision Making—How to Do As Well As You Can: The Psychology of Economic Behavior and Behavioral Ecology. Discounting, Self-Control, and Saving. Rational Choice Theory Versus Cultural Theory: On Taste and Social Capital. Deliberation Cost as a Foundation for Behavioral Economics. In-Depth Interviews as a Means of Understanding Economic Reasoning: Decision Making as Explained by Business Leaders and Business Economists. Part 4: Experiments and Implications—Classroom Experiments in Behavioral Economics. A Behavioral Approach to Distribution and Bargaining. The Context, or Reference, Dependence of Economic Values: Further Evidence and Some Predictable Patterns. Experiments and Behavioral Economics. Part 5: Labor-Related Issues—Behavioral Labor Economics. Hours of Labor Supply: A More Flexible Approach. Part 6: Gender and Decision Making—Chicks, Hawks, and Patriarchal Institutions. Economic Decisions in the Private Household. Part 7: Life and Death—A Prolegomenon to Behavioral Economic Studies of Suicide. Rational Health-Compromising Behavior and Economic Intervention. Part 8: Taxation, Ethical Investment, and Tipping—Taxation and the Contribution of Behavioral Economics. Ethical Investing: Where Are We Now? Tipping in Restaurants and Around the Globe: An Interdisciplinary Review. Part 9: Development, Behavioral Law, and Money—Economic Development, Equality, Income Distribution, and Ethics. Insufficient Social Capital and Economic Underdevelopment. Behavioral Law and Economics: An Introduction. Elements of Behavioral Monetary Economics. Behavioral Finance. About the Editor and Contributors. Index.

Latest Print 2014 / 784 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-3223-2 / ₹ 495.00

Business Environment

AHMED & ALAM

Business Environment: Indian and Global Perspectives

FAISAL AHMED, *Associate Professor of International Business and Chairman of the International Business Area at FORE School of Management, New Delhi.*

M. ABSAR ALAM, *Economist and Consultant with Asian Institute of Transport Development (AITD), a New Delhi-based think tank having special consultative status with the United Nations.*

This book carries a holistic approach on the business environment (both Indian and global) with a contemporary and pragmatic appeal for learners. The text provides an incisive insight into the subject via simple, elegant and explicit presentation that ties theory logically and rigorously with the practical aspects bearing on business environment.

Divided into 24 chapters, the book dexterously assimilates the national as well as global perspectives to

enhance a broader understanding of the concepts and their applications. The chapters on Contemporary Perspectives, Economic Systems, Planning and Reform, Industrial Policies, Monetary Policy, Legal Framework, and so on, explicate the Indian business environment and its scope. Furthermore, its specialised chapters on global perspectives like International Law, International Organisations, WTO Regime, Cross-cutting Issues in International Environment, FDI, Country Risk and Political Risk Analysis, Doing Business in Select Markets, and so on affecting business in India and worldwide, are comprehensive in terms of coverage and approach.

This is purely a text intended for the undergraduate and postgraduate students of Commerce and Management. Besides, the book is of immense use for the aspirants of civil services, officials and professionals working in government ministries, embassies in India, Indian missions abroad, Chambers of Commerce, NGOs and policy think tanks.

HIGHLIGHTS OF THE BOOK

- Each chapter commences with an opening case, which emphasises the topic of importance, and ends with a closing case that helps in satisfying a learner from the point of view of understanding the chapter.
- Several boxes are incorporated in the text, which carry practical examples and experience to support in-depth learning.
- Enormous illustrative figures, tables and exhibits make the reading more fruitful and enriching.
- Case questions and review questions help in checking the learner's ability to understand the basic concept of the chapter.
- The text is supported by the companion website *http://phindia.com/ahmed* containing useful resources for the teachers and study aids for the students.

Contents: Preface. Acknowledgements. Concepts. Contemporary Perspectives. Environmental Scanning. Economic Systems. Planning and Reform. Macroeconomic Indicators. Industrial Policies. Fiscal Policy. Monetary Policy. Balance of Payments. Money and Capital Markets. Legal Framework. Principles of International Law for Business. International Organisations. Models and Frameworks of International Trade. Internationalisation of Firms. Foreign Direct Investment (FDI). Trends in Global Trade and Economic Integration. The WTO Regime. Major Provisions under WTO. Cross-cutting Issues in International Environment. Foreign Exchange Risk and Exposures. Country Risk and Political Risk Analysis. Doing Business in Select Markets. Suggested Readings. Index.

Latest Print 2014 / 432 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-5022-9 / ₹ 450.00 / (e-book also available)

PAILWAR
Business Environment

VEENA KESHAV PAILWAR, *faculty at Institute of Management Technology (IMT), Nagpur.*

Designed primarily as a text for undergraduate and postgraduate students of management and commerce, this comprehensive and well-organized book equips the readers with the knowledge to analyze the domestic and global business environment. The focus of the book is on the assessment of the evolving business scenario using analytical underpinnings and latest data.

This book clearly brings out the implications of changes in socio-economic and legal environment of business, and covers business environment by tracking changes in national income, inflation, fiscal deficit, money supply, exchange rate, balance of payment and many other economic variables. Besides, it briefs on legal aspects, deliberates on demographic changes and changes in technical and natural environment of business.

Besides students, practising managers and policy makers will also find the book as a useful reference.

KEY FEATURES

- Illustrations using latest data (upto June 2013)
- Boxes containing numerical illustrations and technical details
- Cases depicting Indian Business Environment and providing glimpses of evolving global business environment
- Review questions, numerical problems and case analysis

Companion Website: This text is supported by the companion website: **www.phindia.com/veenapailwar/** containing useful resources for the teachers and study aids for the students.

Instructors' Resources: To support the teaching efforts the website contains—Answers to the end of the chapter Numerical Problems with explanation; More than 1000 crisp, clear and colourful PowerPoint Slides; and more than 1000 Multiple Choice Questions.

Students' Resources: To strengthen the understanding of the students on the subject the website resources comprise—Interactive Multiple Choice Questions and hints for solving chapter-end Numerical Problems.

Contents: Preface. Business Environment and Its Constituents. Economic System: Planning and Market. Economic Structure and Stages of Development. Business Cycles and Fluctuations. National Income: Measurement and Environment Scanning. Poverty, Growth and Inclusive Growth. Inflation and Business Environment. Fiscal Policy and Environment. Financial System, Crisis and Reforms. Monetary Policy and Economic Environment. Industrial Structure, Policy and Business Environment. Balance of Payment: Accounting, Adjustments and Imbalances. Trade Flows, International Linkages and External Environment. Capital Flows, Growth and Macroeconomic Instability. Exchange Rate Regimes and Currency Convertibility. Legal Environment of Business. Demographic Environment of Business. Technological Environment. Natural Environment and Business Sustainability. Index.

Latest Print 2014 / 592 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4890-5 / ₹ 525.00 / (e-book also available)

BARRO & SALA-I-MARTIN

Economic Growth, 2nd ed.

ROBERT J. BARRO *is Robert C. Waggoner Professor of Economics at Harvard University and a senior fellow of the Hoover Institution at Stanford University.*
XAVIER SALA-I-MARTIN, *Professor of Economics, Columbia University.*

This modern, uptodate text provides a compre-hensive coverage of growth theory and empirics in a clear, easy-to-read style. It superbly synthesizes much of the existing theoretical and empirical research on the mechanisms and determinants of economic growth and convergence.

After an introductory discussion of economic growth, the book examines neoclassical growth theories, from Solow–Swan in the 1950s and Cass–Koopmans in the 1960s to the more recent refinements. This is followed by a discussion of extensions to the model, with detailed description of heterogeneity of households. The authors then turn their searchlight on endogenous growth theory, discussing, among other topics, models of endogenous technological progress, technological diffusion, and an endogenous determination of labour supply and population. They also explain the essentials of growth accounting and apply this framework to endogenous growth models. The final chapters give an empirical analysis of regions and empirical evidence on economic growth for a broad panel of countries from 1960 to 2000.

This accessible yet rigorous text, which is a beautiful blend of theory and empirical work, is intended as a text for postgraduate students of economics. It should prove equally useful to all those seriously interested in the pursuit of growth and development economics.

Contents: Preface. About the Autho` *Introduction***.** Growth Models with Exogenous Saving Rates (the Solow–Swan Model). Growth Models with Consumer Optimization (the Ramsey Model). Extensions of the Ramsey Growth Model. One-Sector Models of Endogenous Growth. Two-Sector Models of Endogenous Growth (with Special Attention to the Role of Human Capital). Technological Change: Models with an Expanding Variety of Products. Technological Change: Schumpeterian Models of Quality Ladde` The Diffusion of Technology. Labor Supply and Population. Growth Accounting. Empirical Analysis of Regional Data Sets. Empirical Analysis of a Cross Section of Countries. *Appendix on Mathematical Methods*. References. Index.

Latest Print 2012 / 672 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-2551-7 / ₹ 525.00

GRABOWSKI, SELF & SHIELDS

Economic Development: A Regional, Institutional, and Historical Approach

RICHARD GRABOWSKI, SHARMISTHA SELF and MICHAEL P. SHIELDS.

"The book covers the intellectual ground that a liberally educated student needs to grapple with to understand the complexity of economic development. For many years political scientists and economists have presented overly simplistic models and frameworks for understanding economic development that cannot withstand critical analyses of many individual country cases. By focusing on political economy in its cultural, religious, and historical roots as well as leadership decisions [the book] spurs critical thinking. Working through the unique development paths of individual countries promotes integrative thinking and a strong sense of realism about both the prospects and challenges of economic development in our rapidly emerging global economy and highly conflicted global society."

—HENRY SMORYNSKI, College of St. Benedict, St. John's University

This innovative book provides an introduction to economic development adopting a regional approach. Instead of a general theoretical presentation, the authors focus the economy in its cultural and historical roots taking into account the circumstances facing the economy. The theory is developed for particular regions emphasizing on institutional structures within different regions. The development process presented is analyzed within the historical context of each region, considering the inheritance from both the pre-colonial and colonial eras as well as in the contemporary times.

The text which contains numerous references is aimed at the students of economic development, and does not assume any background on economics as a prerequisite. It could be used in undergraduate-level courses in economic development, political economy, comparative systems, world economic systems and international relations.

Contents: Tables, Figures, and Maps. Preface. Acknowledgments. Introduction to Economic Development. European Emergence. East Asian Experience. Sub-Saharan Africa. South Asia. Latin America. The Middle East and North Africa. Economies in Transition: Socialist to Market. Conclusions: What Have We Learned? About the Authors. Index.

Latest Print 2007 / 336 pp. / 15.3 × 22.9 cm
ISBN-978-81-203-3312-3 / ₹ 295.00

Economic Environment of Business

PAILWAR

Economic Environment of Business, 3rd ed.

VEENA KESHAV PAILWAR, *Professor, Institute of Management Technology (IMT), Nagpur.*

Since liberalization, Indian economy is going through some dynamic changes. From a primarily closed agrarian economy, India has become service-oriented open economy, becoming more and more susceptible to economic fluctuations.

This comprehensive book, in its third edition, continues to equip the readers with the necessary skills to assess and analyze the evolving economic scenario in India and world over. The new edition has been thoroughly revised and updated to incorporate the recent changes taking place in Indian and global economic environment. Every chapter is incorporated with a section on Understanding Economic Environment (UEE), in which the Indian economic environment is compared with the economic environment of its neighbouring countries, emerging markets and major players in the world economy.

All chapters are well-supported with illustrative examples and cases to provide an analytical insight to the topics. The chapters also include the topic Implications for Managers, in which implications of a particular aspect of an economy are summarized for the managers. Besides, for an easy assessment of the data, most of the quantitative information is presented in a graphical form rather than in the conventional tabular format.

Designed primarily as a textbook for the postgraduate students of management and commerce, this book is useful for the practising managers and policy makers as well.

KEY FEATURES

- Includes illustrations using latest data (upto 2011)
- Provides several numerical problems to strengthen the quantitative aspect of the subject
- Each chapter concludes with a Case Analysis to support the chapters with the applicative tools
- Companion website www.phindia.com/veenapailwar provides useful resources for the teachers as well as for the students and has been updated as per the current edition

Contents: List of Cases. List of Boxes. List of Case Analysis Exercises. Preface. Acknowledgements. Economic Environment and Business Fluctuations. Data Sources and Interpretations. National Income: Measurement and Environment Scanning. Inflation and Business Environment. Fiscal Policy and Environment. Money: Demand and Supply. Financial System, Crisis and Reforms. Monetary Policy and Economic Environment. Balance of Payment: Accounting, Adjustments and Imbalances. Trade Flows, International Linkages and External Environment. Capital Flows, Growth and Macroeconomic Instability. Exchange Rate Regimes and Currency Convertibility. Index.

Latest Print 2012 / 512 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4492-1 / ₹ 450.00 / (e-book also available)

Economics of Environment

BERCK & HELFAND
Economics of the Environment, The

PETER BERCK, *Department of Agricultural and Resource Economics, University of California, Berkeley.*
GLORIA HELFAND.

This book integrates economics and environmental issues and explains how both market successes and failures affect the environment. It also shows readers how to measure the value of environmental goods, the use of these measurements in weighing environmental costs against the benefits of economic activity, and the implementation of policies to correct market failures.

KEY FEATURES OF THE BOOK

- **Accessible** treatment of environmental economics using graphic tools.
- **Reality-based cases**.
- Additional boxed examples of **classic and contemporary environmental issues**.
- **Summaries of key lessons**.
- **Numerical and conceptual exercises** in each chapter.

Contents: Preface. **PART I:** Introduction—Economics and the Environment. Supply and Demand: Market Forces and the Environment. Markets and Market Failure: A Cause of Environmental Degradation. **PART II:** Consumer Theory and Valuation—Consumer Behavior and the Environment. Measuring Benefits to Consumers. Revealed Preference Methods. Stated Preference Methods. **PART III:** Why Firms Pollute and Production Theory—From Production to Pollution. Production, Pollution, Output, and Prices. **PART IV:** Environmental Protection and Welfare—Maximizing Net Benefits in the Presence of Externalities. Private Markets and the Environment: The Coase Theorem. Government Policies for Environmental Protection. Enforcement and Political Economy. **PART V:** Discounting and Project Analysis—The Time Factor: Discounting. Benefit-Cost Analysis. **PART VI:** Resource Management—Nonrenewable Resource Management. Renewable Resource Management. **PART VII:** Final Applications—Economic Growth and the Environment. Sustainability. Index.

Latest Print 2011 / 528 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4368-9 / ₹ 425.00

MUTHUKRISHNAN
Economics of Environment

SUBHASHINI MUTHUKRISHNAN, *Associate Professor and Coordinator, Postgraduate Department of Economics, St. Joseph's College (Autonomous), Bangalore.*

This book provides a comprehensive and coherent discussion of environmental economics. The text begins with an overview of the interdependence of economics and the environment. It then focuses on the theories and concepts from mainstream economics and describes how

they are applied to environmental issues. The book discusses in detail the issues of market failure, externality and welfare with regard to the environment. It also analyzes population dynamics and its relationship with the environment. The concepts of natural resources economics, its nature and the issue of scarcity as an important part of environmental economics have been dealt with. Finally, the book presents important national and international environmental issues and legislations.

The book is specially designed for the undergraduate and postgraduate students of economics. The students of environmental science and engineering and management will also find the book quite useful.

KEY FEATURES

- Discusses various real-life environmental issues for better understanding of the theory.
- Provides a list of assignment topics to encourage the students to gain practical knowledge.
- Includes a glossary containing important terms.

Contents: Preface. Introduction to Environmental Economics. Market and Environmental Resources. Population and Environment. Natural Resources Use and Depletion. Degradation of Environment. Sustainable Development. Environmental Valuation and Techniques. Indian Environmental Issues and Legislations. International Environmental Issues and Legislations. Appendix. Glossary. Bibliography. Index.

Latest Print 2010 / 232 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-4191-3 / ₹ 195.00 / (e-book also available)

Engineering Economics

MISHRA

Engineering Economics and Costing, 2nd ed.

SASMITA MISHRA *is an Economics faculty, Department of Mathematics and Humanities, College of Engineering and Technology, Bhubaneswar.*

This substantially revised and updated edition of *Engineering Economics and Costing* continues to build on the fundamental principles and applications of the subject. Divided into three parts: Part I, Engineering Economics; Part II, Financial System; and Part III, Cost Accounting, the text discusses, in a simple and easy-to-understand language, such topics as interest formulas and their applications, and various methods, for example, the present worth method of comparison, future worth method, annual equivalent method, and the rate of return method. It also includes, in its Appendix, interest tables for a wide range of interest rates (0.25–50%) and for a period ranging from one year to 100 years. These tables, along with the topics discussed, will help students of both Engineering and MCA in evaluating engineering projects.

WHAT IS NEW TO THIS EDITION

- Chapter 2 gives a distinction between Microeconomics and Macroeconomics.
- Chapter 2 also explains the concept of income elasticity, cross elasticity of demand, and elasticity of substitution.
- At the end Chapter 3, a variety of simple numerical problems with solutions are given to illustrate the concepts discussed.
- Chapter 8 provides more examples illustrating the various aspects of break-even analysis.

While the book is intended primarily as a text for B.Tech. and MCA courses of Biju Patnaik University of Technology (BPUT), Orissa, it would also be highly useful for BE/B.Tech. students of other universities/institutes. Besides, practising engineers and project consultants making economic decision analysis would find this well-organized book immensely valuable.

What the Reviewer Says:

The book is very clear in exposition of the concepts and theories of Economics. I am confident that it will be extremely helpful to the engineering students.

—Dr. NIRMAL CHANDRA SAHU
Professor, Postgraduate Department of Economics,
Berhampur University, Orissa

Contents: Preface. Part I: Engineering Economics—Introduction to Engineering Economics. Microeconomics and Macroeconomics. Theory of Production. Time Value of Money. Cash Flows for Investment Analysis: Concepts and Diagrams. Evaluation of Engineering Alternatives. Depreciation Analysis. Break-Even Analysis. Part II: Financial System—Commercial Banking. Reserve Bank of India. Indian Money Market. Part III: Cost Accounting—Costing and Cost Concepts. Marginal Costing. Standard Costing and Variance Analysis. Cost Control and Cost Reduction. Bibliography. Appendix: Interest Tables. Index.

Latest Print 2014 / 348 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4167-8 / ₹ 250.00 / (e-book also available)

PARK

Contemporary Engineering Economics, 5th ed.

CHAN S. PARK, *Department of Industrial and Systems Engineering, Auburn University.*

The book is intended for undergraduate engineering students taking introductory engineering economics while appealing to the full range of engineering disciplines for which this course is often required: industrial, civil, mechanical, electrical, computer, aerospace, chemical, and manufacturing engineering, as well as engineering technology.

This edition has been thoroughly revised and updated

while continuing to adopt a contemporary approach to the subject, and teaching of engineering economics. This text aims not only to build a sound and comprehensive coverage of engineering economics, but also to address key educational challenges, such as student difficulty in developing the analytical skills required to make informed financial decisions.

FEATURES

- A wide range of chapter openers, examples, homework problems, and case studies drawn from all Engineering disciplines.
- **Chapter opening vignettes** reflect the important segments of global economy in terms of variety and scope of business as well.
- Excel spreadsheet modeling techniques are incorporated into various economic decision problems to provide many "what-if" solutions to key decision problems.
- **FE Review** problems by chapter

Contents: Preface. Part 1: Basics of Financial Decisions—Engineering Economic Decisions. Accounting and Financial Decision Making. Interest Rate and Economic Equivalence. Understanding Money and Its Management. Part 2: Evaluation of Business and Engineering Assets—Present-Worth Analysis. Annual Equivalent-Worth Analysis. Rate-of-Return Analysis. PART 3: Analysis of Project Cash Flows—Cost Concepts Relevant to Decision Making. Depreciation and Corporate Taxes. Developing Project Cash Flows. Part 4: Handling Risk and Uncertainty—Inflation and Its Impact on Project Cash Flows. Project Risk and Uncertainty. Real-Options Analysis. Part 5: Special Topics in Engineering Economics—Replacement Decisions. Capital-Budgeting Decisions. Economic Analysis in the Service Sector. Appendices—A: Fundamentals of Engineering Review Questions. B: Interest Factors for Discrete Compounding. C: Values of the Standard Normal Distribution Function. Index.

Latest Print 2014 / 968 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4209-5 / ₹ 625.00

History of Economics

HUNT & LAUTZENHEISER

History of Economic Thought: A Critical Perspective, 3rd ed.

E.K. HUNT, *Professor of Economics University of Utah, USA.*

MARK LAUTZENHEISER, *Associate Professor of Economics, Earlham College.*

This book offers a unique perspective on the history of economic thought. It emphasizes the competing visions and beliefs economists have had regarding how capitalism functions, and the resulting divergent theoretical frameworks they constructed. This third edition is more accessible to both undergraduate and postgraduate level courses with the placement of more formal presentations within appendices. The text also develops more fully the ideas of some of the early post-Keynesians, such as Joan Robinson, Nicholas Kaldor, and Roy Harrod, while the last three chapters are brought up-to-date by including the Great Recession of 2007–2009.

"Brilliant and concise, Hunt and Lautzenheiser set the gold standard for critical narrative in economics. They make the evolution of economic thought come alive as an integral part of the human saga. Their mature scholarship and profound human solidarity give the reader a deep appreciation of social context and historical experience".

—WILLIAM M. DUGGER, University of Tulsa

Contents: Foreword. Preface. Acknowledgments. Introduction. Economic Ideas Before Adam Smith. Adam Smith. Thomas Robert Malthus. David Ricardo. Rationalistic Subjectivism: The Economics of Bentham, Say, and Senior. Political Economy of the Poor: The Ideas of William Thompson and Thomas Hodgskin. Pure Versus Eclectic Utilitarianism: The Writings of Bastiat and Mill. Karl Marx. The Triumph of Utilitarianism: The Economics of Jevons, Menger, and Walras. Neoclassical Theories of the Firm and Income Distribution: The Writings of Marshall, Clark, and Böhm-Bawerk. Thorstein Veblen. Theories of Imperialism: The Writings of Hobson, Luxemburg, and Lenin. Consummation, Consecration, and Destruction of the Invisible Hand: Neoclassical Welfare Economics. Neoclassical Ideology and the Myth of the Self-Adjusting Market: The Writings of John Maynard Keynes. Annulment of the Myth of the Measurable Productivity of Capital: The Writings of Piero Sraffa. Contemporary Economics I: The Bifurcation of Orthodoxy. Contemporary Economics II: Institutionalism and Post-Keynesianism. Contemporary Economics III: The Revival of Critical Political Economy. Suggestions for Further Reading. Index. About the Authors.

Latest Print 2011 / 604 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4402-0 / ₹ 425.00

Indian Economy

KANAGASABAPATHI

Indian Models of Economy, Business and Management, 3rd ed.

P. KANAGASABAPATHI, *Professor of Management, presently working as the Director, Tamil Nadu Institute of Urban Studies, Coimbatore.*

This comprehensive and extensively researched study deals primarily with the economic, business and management models from the Indian perspectives. The third edition of the book presents updated details, latest data and new information obtained from authentic sources in order to understand the topics discussed. It provides detailed information collected from field studies undertaken in different industrial and business centres across the country.

The details contained in the book have been obtained from various empirical and research studies and reputed national and international sources. The author contends that India remained a strong economic, business and management power for most of the time in history, and the country has the potential to achieve the premier status even today. He gives masterly analysis of not only the Indian economic, business and management models, but also the popular economic, business and management models of the other countries. The author asserts that a paradigm shift in thinking is urgently needed to understand the ground realities and the functioning Indian systems, so that the country could be taken forward with the necessary orientation and suitable policies.

Intended primarily for the postgraduate students of Management, the book would also be useful to the students of Economics and Commerce, as well as to the professionals interested in the study of the Indian economy, business and management from the Indian perspectives.

KEY FEATURES

- A unique presentation of the Indian economic environment and its functioning models since the ancient periods.
- Comparative study of the Eastern and Western business models giving a holistic view of the subject.
- Historical development of the Indian management systems and the Western theories with details of contemporary management practices.
- Text reinforced with plenty of data to validate the concepts and a large number of examples and case studies to illustrate the concepts discussed.
- Updated with the latest data, recent developments and new information.

Contents: Preface. Acknowledgements. Introduction. Indian Economic Models. Other Economic Models. Basic Features of Different Economic Models. Types of Business Models. Indian Business Models. Basic Features of Different Business Models. Management Models. Emerging India. Conclusion. Bibliography. Name Index. Subject Index.

Latest Print 2012 / 352 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-4563-8 / ₹ 275.00 / (e-book also available)

Industrial Economics

BASU, et al.
Industrial Organization and Management

S.K. BASU, *Professor Emeritus at College of Engineering Pune (formerly known as Government College of Engineering).*

K.C. SAHU, *former Director of NITIE Bombay. He has also served as former Professor, VG School of Management and former Professor/Founder-Chair, Industrial Engineering and Management (IIT Kharagpur).*

B. RAJIV, *Associate Professor, Department of Production Engineering, College of Engineering, Pune.*

This comprehensive text provides a glimpse of various theories and principles of management along with their applications in engineering industries. The authors have explained classical management, economic analysis, techno-economic life and various quantitative techniques associated with plant and facilities layout, behavioural studies, and human relations. Ergonomics and human factors in engineering has assumed a new dimension to design and manufacturing of products. The application of these principles, in relation to human effort and plant efficiency, has been discussed at length. It also discusses the biodynamic analyses of man-machine system in a stress-free environment.

This practice-oriented book, which contains a large number of worked-out examples, exercises and other pedagogic features, is intended for the undergraduate students of Industrial and Production Engineering. It can also be used as a reference by practising engineers.

Contents: Preface. Management. Organisation Structures. Formation of Company and its Legal Aspects. Financial Planning: Finance and Economic Analysis. Depreciation and Replacement. Product Engineering. Physical Facilities. Production Planning and Control. Inventory Control. Work Study. Job Evaluation, Merit Rating and Wage Incentives. Personnel Management. Assurance Engineering and Sciences: Reliability, Quality Control and Maintainability. Sales Forecasting. Financial Control. Plant Engineering and Maintenance. Behavioural Aspects of Management. Productivity. Automation. Engineering Economy. Ergonomics and Human Factors in Engineering. Operations Research. References. Index.

Latest Print 2012 / 432 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4421-1 / ₹ 350.00 / (e-book also available)

CABRAL, KLEMPERER & WATERSON
Introduction to Industrial Organization

LUÍS M.B. CABRAL *is Professor of Economics at the Leonard Stern School of Business, New York University*.

PAUL KLEMPERER, *Fellow of the British Academy and Edgeworth Professor of Economics, Oxford University.*

MICHAEL WATERSON, *Department of Economics, University of Warwick.*

Over the past twenty years, the study of industrial organization—the analysis of imperfectly competitive markets—has grown from a niche area of microeconomics to a key component of economics and of related disciplines such as finance, strategy, and marketing. This book provides an issue-driven introduction to industrial organization. While formal in its approach, the book is written in a way that requires only basic mathematical training.

"Industrial Organization has needed a book like this. This articulate exposition of the subject by Luis Cabral, who has himself made many important contributions to the field, will be invaluable to all students of industrial organization."

Contents: Preface. **Part One: Introduction**—What is Industrial Organization. Basic Microeconomics. The Firm. Games and Strategy. **Part Two: From Monopoly to**

Perfect Competition—Monopoly and Regulation. Perfect (and Almost Perfect) Competition. **Part Three: Oligopoly**—Oligopoly Competition. Collusion. Market Structure and Market Power. **Part Four: Price and Nonprice Strategies**—Price Discrimination. Vertical Relations. Product Differentiation. Advertising. **Part Five: Entry and Exit**—Entry Costs, Market Structure, and Welfare. Strategic Behavior, Entry and Exit. **Part Six: Technology**—Research and Development. Networks and Standards. Notes. Index.

Latest Print 2010 / 368 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4153-1 / ₹ 350.00

TIROLE

Theory of Industrial Organization, The

JEAN TIROLE.

This book gives a straightforward account of developments in the theory of industrial economics and blends them into the tradition of industrial organization. The text primarily presents accomplishments of what the author calls, 'The Second Wave', which began in the 1970s and made a sizeable impact in the theoretical aspects of industrial organization, though the earlier contributions that laid the foundation are not forgotten.

The book is divided into two parts. The first part features market behaviour and considers monopolist's choices of price and quality, the spectrums of goods advertising and the distribution of structure. Part two analyses the choice price, capacity, product positioning, research and development, and other strategic variables in a comparatively monopolistic market.

Contents: Preface. Introduction. The Theory of the Firm. I: The Exercise of Monopoly Power—Monopoly. Product Selection, Quality, and Advertising. Price Discrimination. Vertical Control. II: Strategic Interaction—Short-Run Price Competition. Dynamic Price Competition and Tacit Collusion. Product Differentiation: Price Competition and Non-Price Competition. Entry, Accommodation, and Exit. Information and Strategic Behavior: Reputation, Limit Pricing, and Predation. Research and Development and the Adoption of New Technologies. Noncooperative Game Theory: A User's Manual. Review Exercises. Index.

Latest Print 2010 / 496 pp. / 21.6 × 27.8 cm
ISBN-978-81-203-1049-0 / ₹ 495.00

International Economics

KENNEDY

International Economics

M. MARIA JOHN KENNEDY, *Associate Professor, Department of Economics, Arul Anandar College (Autonomous), Karumathur, Madurai, Tamil Nadu.*

During the last few decades, the global economy has undergone rapid structural changes. With the increasing internationalisation of economic life, the study of International Economics becomes more complex due to the conjuncture of several economic, social, demographic and political factors operating both at the national and international spheres.

Organized in five parts, this book captures all the recent developments in International Trade Theory in a simple, concise manner. The book provides a thorough review and analysis of the international trade and business environment, and helps students to apply this knowledge to practical aspects of doing business in international markets. A rigorous approach is used to provide students with a good understanding of the complex nature of international trade and business activities. It emphasizes the economic, geographical, and political factors that make international business significantly different from domestic business activities.

The book is primarily intended as a textbook for undergraduate and post-graduate students of economics, commerce and management for their courses on international trade, foreign trade and international economics.

KEY FEATURES

This book helps students to

- Understand the fundamental determinants of the balance of payments and exchange rates
- Identify and analyse different theoretical models of international economics in light of 'real world' situations
- Learn multidimensional perspective of the goals, operations and consequences of different trade policies
- Gain an understanding of basic economic framework to analyze inter-national economic policies

Contents: Preface. Part I: PURE THEORY OF INTERNATIONAL TRADE—Inter-Regional and International Trade. Classical Theory of Comparative Cost Advantages. Haberler's Theory of Opportunity Cost. Heckscher–Ohlin Theory (Modern Theory of Factor Endowments). Recent Theories on International Trade. Gains from Trade and Terms of Trade. Prebisch–Singer Thesis (Secular Deterioration Hypothesis). Part II: COMMERCIAL POLICY—Free Trade vs. Protection. Tariffs. Quotas. Dumping. Exchange Control. Theory of Customs Union. Part III: BALANCE OF PAYMENTS—Balance of Payments: Meaning and Components. Adjustment Mechanisms of Balance of Payments. Foreign Trade Multiplier. Foreign Exchange. Foreign Exchange Market. Foreign Exchange Rate Policy. Hybrid Intermediate Exchange Rate System. Optimum Currency Area. Part IV: INTERNATIONAL ECONOMIC RELATIONS—International Monetary Fund. World Bank. World Trade Organisation. Asian Development Bank (ADB). Euro Dollar (Euro Currency) Market. Part V: INTERNATIONAL CAPITAL FLOWS—Capital Movements. Foreign Direct Investment. Multinational Corporations. New International Economic Order: North Dialogue. Answer to Multiple-Choice Questions. Index.

Latest Print 2014 / 344 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4986-5 / ₹ 325.00 / (e-book also available)

SAWYER & SPRINKLE

International Economics, 3rd ed.

W. CHARLES SAWYER and RICHARD L. SPRINKLE.

This text on the subject is appropriate for the broadest range of students: economics majors, business majors, international relations and other non-business students. Its approach reinforces the tools students have learned (principles level information). It combines application and theory to teach students to apply international economics to their future careers in the public or private sector.

KEY FEATURES

Diverse Mix of Material–In order to make learning more efficient for all types of learners, various features have been added throughout the text, including:

- Key terms defined in the margins
- Review of economic principles provided at key points, providing flexibility to review the material in class or out
- In-chapter boxes provide more extensive examples or applications of previously described theory

Contents: About the Author. Preface. Introduction: An Overview of the World Economy. Why Countries Trade. Comparative Advantage and the Production Possibilities Frontier. Factor Endowments and the Commodity Composition of Trade. Intraindustry Trade. International Factor Movements. Tariffs. Nontariff Distortions to Trade. International Trade Policy. Regional Economic Arrangements. International Trade and Economic Growth. National Income Accounting and the Balance of Payments. International Transactions and Financial Markets. Exchange Rates and Their Determination: A Basic Model. Money, Interest Rates, and the Exchange Rate. Price Levels and the Exchange Rate in the Long Run. Output and the Exchange Rate in the Short Run. Macroeconomic Policy and Floating Exchange Rates. Fixed Exchange Rates and Currency Unions. International Monetary Arrangements. Capital Flows and the Developing Countries. Appendix: GDP, Population, and Exports for Countries, 2005. Glossary. Index.

Latest Print 2010 / 576 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-3827-2 / ₹ 350.00

Macroeconomics

BARRO

Macroeconomics, 5th ed.

ROBERT J. BARRO *is Robert C. Waggoner Professor of Economics at Harvard University and a senior fellow of the Hoover Institution at Stanford University.*

This book presents an equilibrium approach to macroeconomics. It shows readers how market-clearing models with strong microeconomic foundations can be used to understand real-world phenomena and to evaluate alternative macroeconomic policies. Moreover, a single, unified framework works as well for short-term business fluctuation as for long-term economic growth.

This latest edition includes the most recent theoretical and empirical developments in economic growth, recent evidence on the macroeconomics of labor markets and public finance, and up-to-date results on the interplay between nominal and real variables.

"He has changed the way economists think about everything from the long-run effects of government deficits to the forces that favor economic growth."

Contents: Preface. The Approach to Macroeconomics. Part One: Microeconomic Foundations and the Basic Market-Clearing Model—Work Effort, Production, and Consumption—The Economics of Robinson Crusoe. The Behavior of Households with Markets for Commodities and Credit. The Demand for Money. The Basic Market-Clearing Model. The Labor Market. Part Two: Inflation—An Introduction to Inflation and Interest Rates. Money, Inflation, and Interest Rates in the Market-Clearing Model. Part Three: Business Fluctuations, Unemployment, and Economic Growth—Investment and Real Business Cycles. Unemployment. Economic Growth. Part Four: Government Behavior—Government Consumption and Public Services. Taxes and Transfers. The Public Debt. Part Five: The International Economy—World Markets in Goods and Credit. Exchange Rates—Part Six: Interactions between the Monetary Sector and the Real Sector—Financial Intermediation. The Interplay between Nominal and Real Variables—What is the Evidence? Money and Business Fluctuations in the Market-Clearing Model. The Keynesian Theory of Business Fluctuations. Bibliography. Glossary. Author Index. Subject Index.

Latest Print 2012 / 896 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4485-3 / ₹ 795.00

BLANCHARD & FISCHER

Lectures on Macroeconomics

OLIVIER JEAN BLANCHARD, *Professor of Economics at Massachusetts Institute of Technology.*
STANLEY FISCHER, *Professor of Economics at Massachusetts Institute of Technology and Vice-President of Development Economics at the World Bank.*

The text provides the first comprehensive description and evaluation of macroeconomic theory in many years.

The main purpose of the book is to characterize and explain fluctuations in output, unemployment, and movement in prices. Topics include consumption and investment, the implications of finite horizons, goals of economic policy, fiscal policy, and dynamic inconsistency.

Written as a text for postgraduate students, the book also presents topics in a self-contained way that makes it a suitable reference for professional economists. A background in macroeconomics, statistics and econometrics is the prerequisite for studying the text.

KEY FEATURES

- Complete discussions on various models appropriate to each topic.

- A special chapter analyses the goals of economic policy, monetary policy, fiscal policy, and dynamic inconsistency.
- Basic models are described and extended to take into account the presence of uncertainty and stochastic fluctuations.
- Two exclusive chapters cover what-may-be called new Keynesian economics.

Contents: Preface. Introduction. Consumption and Investment: Basic Infinite Horizon Models. The Overlapping Generations Model. Money. Multiple Equilibria, Bubbles, and Stability. Optimal Consumption, Investment, and Inventory Behavior. Competitive Equilibrium Business Cycles. Nominal Rigidities and Economic Fluctuations. Goods, Labor, and Credit Markets. Some Useful Models. Monetary and Fiscal Policy Issues. Name Index. Subject Index.

Latest Print 2013 / 664 pp. / 15.3 × 22.9 cm
ISBN-978-81-203-1042-1 / ₹ 450.00

BURTON & BROWN
Financial System and the Economy, The: Principles of Money and Banking, 5th ed.

MAUREEN BURTON, *Professor of Economics, California State Polytechnic University, Pomona.*
BRUCE BROWN, *Associate Professor of Economics, California State Polytechnic University, Pomona.*

The fifth edition of The Financial System and the Economy is an excellent text for undergraduate courses in money and banking, and would also be suitable for related courses such as 'financial institutions and markets.' The text presents the standard material covered in such courses, but it is also rich in institutional and historical material, which I see as its distinguishing characteristic. The chapters on financial innovation and the interactions between profit seeking, innovation, regulation, and financial instability are particularly well done.

—CHRISTOPHER NIGGLE, University of Redlands

The fifth edition of this classic text covers the origins and causes of the ongoing financial crisis, including excessive risk-taking and the erosion of lending standards, the securitization of mortgages and other assets and the development of credit derivatives. Expanded coverage of financial instability, including the theories of Hyman Minsky are also included. It

- gives students an understanding of how the financial system works, how it affects the economy, and the role of policy makers and regulators.
- captures the recent changes in the financial system, some of which have contributed to the ongoing financial crisis, and some of which result from the crisis.
- presents an analytical framework that enables students to understand and anticipate changes in financial markets and institutions as the financial system continues to evolve.

The text is suitable for an introductory undergraduate course in banking or financial markets analysis taught in economics or finance. It is also useful for financial markets course in MBA.

Contents: Preface. Part 1: Introduction—Introduction and Overview. Money and Its Role in the Economy. The Overseer: The Federal Reserve System. Financial Markets, Instruments, and Market Make. Part 2: Financial Prices—Interest Rates and Bond Prices. The Structure of Interest Rates. Market Efficiency and the Flow of Funds Among Sector. Part 3: Financial Institutions—An Introduction to Financial Intermediaries and Risk. Commercial Banking Structure, Regulation, and Performance. Financial Innovation. Financial Instability and Strains on the Financial System. Regulation of the Banking System and the Financial Services Industry. Part 4: Financial Markets—The Debt Markets. The Stock Market. Securities Firms, Mutual Funds, and Financial Conglomerates. How Exchange Rates Are Determined. Forward, Futures, and Options Agreements. The International Financial System. Part 5: Monetary Theory—The Fed, Depository Institutions, and the Money Supply Process. The Demand for Real Money Balances and Market Equilibrium. Financial Aspects of the Household, Business, Government, and Rest-of-the-World Secto` Aggregate Demand and Aggregate Supply. Part 6: Monetary Policy—The Challenges of Monetary Policy. The Process of Monetary Policy Formulation. Policy Implementation. Monetary Policy in a Globalized Financial System. Glossary. Index. About the Authors.

Latest Print 2009 / 912 pp. / 20.0 × 25.0 cm
ISBN-978-81-203-3958-3 / ₹ 550.00

GHOSH & GHOSH
Macroeconomics

CHANDANA GHOSH, *Assistant Professor at the Economic Research Unit, Indian Statistical Institute, Kolkata.*
AMBAR GHOSH, *Professor of Economics, Jadavpur University, Kolkata.*

Macroeconomics, which along with microeconomics forms one of the two most general fields of economics, deals with the entire economy—national, regional and global economy. As macroeconomics encompasses the performance, structure, behaviour, and decision making of the whole economy, it impinges on the lives of all the people in a country and the world in general. This comprehensive and well-organized text strives to dwell on the multidimensional aspects of macroeconomics in such a fashion that the concepts are explained with great precision and clarity.

The authors, Dr. Ambar Ghosh and Dr. Chandana Ghosh, with their expertise and their wealth of experience in teaching the subject, try to strike a balance in treatment of the subject. That is to say, the text is neither too heavily mathematical nor entirely bereft of mathematics—indeed, it gives the right mix of mathematics and theory.

The book discusses in detail Keynesian economics, which focuses on aggregate demand to explain levels of unemployment and the business cycle, as well as New Keynesian economics which is based on rational expectations and efficient markets. Under these two broad categories, the book covers such topics as national income accounting, aggregate demand and determination of GDP, and the IS-LM model. Besides, the text analyzes the Classical Theory dealing with aggregate supply, money market; the complete Keynesian model; and the consumption and investment functions. The book clearly explains and rejects new Classical and new Keynesian theories. The book concludes with a critique and rejection of modern theories of **growth** and the implications of growth for the economy.

This book is intended mainly as a text for undergraduate and postgraduate students of Economics for their course in Macroeconomics. Besides, all those who wish to delve deeper into the complex yet fascinating subject of Macro-economics should find reading the book useful and rewarding.

Contents: Preface. Part I: Substantive Macro-economics—Introduction. National Income Accounting. Aggregate Demand and Determination of GDP. Financial Sector, Money Supply and Interest Rates. IS-LM Model. Classical Theory. Complete Keynesian Model. The Real Sector and the Financial Sector. Consumption Function. Investment Function: Keynesian Theory of Investment in Fixed Capital. Demand for Money. Part II: Macro-economics Gone Astray—New Classical and New Keynesian Theories. Modern Theories of Growth: A Critique. Index.

Latest Print 2014 / 448 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4306-1 / ₹ 395.00 / (e-book also available)

GOODWIN, et al.
Macroeconomics in Context

NEVA R. GOODWIN, *co-director of the Global Development and Environment Institute (GDAE) at Tufts University.*
JULIE A. NELSON, *senior research associate at GDAE Tufts University.*
JONATHAN HARRIS, *director of the Theory and Education Program at GDAE, Tufts University.*

This text updates the introductory undergraduate students on critical concerns of the 21st century including distributional equity and ecological sustainability. It include discussions of historical, institutional, political and social factors to encourage students get engaged with the subject matter and offers clear and insightful coverage of standard concepts and models.

Unlike most macroeconomics textbooks which focus exclusively on concepts of efficiency and GDP growth, this book starts with the question of human well-being and then examines how economic activities can contribute to or detract from our well-being.

Macroeconomics in Context also includes topics on quality of employment, globalization and the adequacy of living standards.

Contents: Preface. Acknowledgements. Sample Course Outlines. Part One: The Context for Economic Analysis—Economic Activity in Context. Useful Tools and Concepts. What Economies Do. Supply and Demand. Part Two: Macroeconomic Basics—Macroeconomic Measurement: The Current Approach. Macroeconomic Measurement: Environment and Social Dimensions. Employment and Unemployment. The Structure of the United States Economy. Part Three: Macroeconomic Theory and Policy—Aggregate Demand and Economic Fluctuations. Fiscal Policy. Money and Monetary Policy. Aggregate Supply, Aggregate Demand, and Inflation: Putting It All Together. Part Four: Macroeconomic Issues and Applications—The Global Economy. How Economies Grow and Develop. Macroeconomic Challenges for the Twenty-First Century. Glossary. Index.

Latest Print 2009 / 464 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-3748-0 / ₹ 350.00

GORDON
Macroeconomics, 12th ed.

ROBERT J. GORDON, *Stanley G. Harris Professor in the Social Sciences, Northwestern University.*

This book presents a cohesive view of the macro concepts. It, as in previous editions, adopts the core distinction between short-run macro, devoted to explaining business cycles and their prevention, and long-run macro, dedicated to explaining economic growth. It engages the students with the subject by informing about the current state of affairs of the global economy.

KEY FEATURES

- Theory as a way to evaluate macro questions
- Patient and early introduction to business cycles
- A dynamic version of the AS-AD model
- A clear distinction between short- and long-run macro models
- Pedagogically designed figures
- Case studies
- International Perspective boxes
- Self-Tests
- Data Appendixes
- An ideal text on the subject for undergraduate students of Economics.

Contents: Preface. Part I: Introduction and Measurement—What is Macroeconomics? The Measurement of Income, Prices, and Unemployment. Part II: The Short Run: Business Cycles and Policy Responses—Income and Interest Rates: The Keynesian Cross Model and the IS Curve. Strong and Weak Policy Effects in the IS-LM Model. Financial Markets, Financial Regulation, and Economic Instability. The Government Budget, the Government Debt, and the Limitations of Fiscal Policy. International Trade, Exchanges Rates, and Macroeconomic Policy. Part III: The Price Level, Inflation,

and Unemployment—Aggregate Demand, Aggregate Supply, and the Great Depression. Inflation: Its Causes and Cures. The Goals of Stabilization Policy: Low Inflation and Low Unemployment. Part IV: The Long Run: Economic Growth, Success, and Failure—The Theory of Economic Growth. The Big Questions of Economic Growth. Part V: Monetary Policy and the Sources of Instability—Money, Banks, and the Federal Reserve. The Goals, Tools, and Rules of Monetary Policy. The Economics of Consumption Behavior. The Economics of Investment Behavior. Part VI: The Evolution of Macroeconomic Ideas—New Classical Macro and New Keynesian Macro. Conclusion: Where We Stand.

Latest Print 2013 / 680 pp. / 20.0 × 25.0 cm
ISBN-978-81-203-4393-1 / ₹ 625.00

KENNEDY

Macroeconomic Essentials: Understanding Economics in the News, 3rd ed.

PETER E. KENNEDY, *formerly Professor Emeritus of Economics at Simon Fraser University.*

This introductory text offers an alternative to the encyclopedic, technically oriented approach taken by traditional textbooks on macroeconomic principles. Concise and non-technical but at the same time rigorous, its goal is not to teach students to shift curves on diagrams but to help them understand fundamental macroeconomic concepts and their real-world applications. This is accomplished by the clear exposition of introductory macroeconomic theory provided in the book along with more than 700 two/three sentence "news clips" of economics media coverage that serve as illustrations/exercises of the concepts discussed.

This updated edition includes subprime mortgage crisis and other subjects; new "curiosities" (boxed expositions of important topics) have been added, as have "news clips" about recent events; and the most challenging end-of-chapter questions are now separated from the less challenging. Many chapters include a set of numerical exercises (quite different from those found in traditional texts); a sample exam question appears at the end of each section within a chapter; and a test bank of multiple-choice questions (with answers) is available online. Technical material appears in appendices following each chapter. Other appendices offer answers to the sample exam questions and the even-numbered end-of-chapter exercises.

"By setting aside much of the formal apparatus of 'curve-shifting' economics, *Macroeconomic Essentials* focuses attention just where it should be—on understanding key concepts and on thinking. At the center of economics is, after all, the study of human behavior, not the art of mathematical manipulation."

—LLOYD J. DUMAS, Professor of Economics
University of Texas at Dallas and author of
The Peacekeeping Economy

"In the third edition of *Macroeconomics Essentials*, Peter Kennedy sets himself a difficult task and succeeds beautifully. Kennedy's textbook marries impressive breadth, simplicity, and rigor. He provides a concise and non-technical overview of the core analytical concepts in macroeconomics who are tethered to bits of relevant empirical evidence. This is a particularly useful textbook for instructors outside of economics departments that want to bring students quickly up to speed on the principles that underlie recent political economic trends and events (including the subprime crisis)."

—STEPHEN NELSON, Northwestern University

Contents: Preface. Introduction. The Basics of Supply and Demand, and a Big Picture. Measuring GDP and Inflation. Unemployment. The Role of Aggregate Demand. The Supply Side. Growth and Productivity. The Money Supply. The Monetarist Rule. Monetary Policy and Interest Rates. Real-versus-Nominal Interest Rates. Stagflation. The Balance of Payments. Policy in an Open Economy. Purchasing Power Parity. Interest-Rate Parity. Appendices—A: Answers to Sample Exam Questions. B: Answers to Even-Numbered Exercises, Glossary, Index.

Latest Print 2014 / 480 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4486-0 / ₹ 495.00

KENNEDY

Macroeconomic Theory

M. MARIA JOHN KENNEDY, *Associate Professor, Economics, Arul Anandar College, Karumathur, Madurai.*

Macroeconomic theories were designed to cope up with the economic turmoil, such as Great Depression, so as to stabilize the economy. This book comprehensively explains the broad aggregates and their interactions such as national income and output, the unemployment rate, and price inflation, and sub-aggregates like total consumption and investment spending, and their components.

Divided into six parts, the textbook elaborates various aspects of macroeconomics—circular flow and its effects on national income, monetary theory, business cycle theory and macroeconomic policies—in detail. The book makes clear the difference between three approaches to economics—Keynesian economics, which focuses on demand; New-classical economics, which is based on rational expectations and efficient markets; and Innovation economics, which is focused on long run growth through innovation.

A prominent feature of this text is the use of simple algebraic expressions and formulations to reinforce analytical expositions of complex macroeconomic theories in students. The book also explicates how macroeconomic models and their forecasts can be utilized by both governments and large corporations to assist in the development and evaluation of economic policy. The chapters are incorporated with real-life examples giving practical insight on the subject.

Primarily intended for the undergraduate and post-

graduate students of economics, this book can also be beneficial for the students opting for the courses in commerce.

Contents: Preface. Part I: Introduction—Micro-economics and Macroeconomics. Basic Concepts in Macro-economics. Part II: Circular Flow and National Income—Circular Flow of Income. The National Income and Its Distribution. Part III: Macroeconomic Theory—The Classical Theory of Employment. Say's Law of Market. The Keynesian Theory of Income and Employment. The Multiplier. Balanced Budget Multiplier and Foreign Trade Multiplier. The Acceleration Principle. Super Multiplier. Consumption Function. Theories of Consumption Function. Savings and Investment. Rate of Interest. Keynes' Theory of Money and Prices Reformulation of the Quantity Theory of Money. Evaluation of Keynesian Theory of Employment. Part IV: Monetary Theory—IS-LM Function: General Equilibrium of Product and Money Markets. Inflation. Theories of Inflation. The Phillips Curve. Part V: Theories of Business Cycle—Business Cycles. Some Alternative Theories of Trade Cycle. Part VI: MacroEconomic Policy and Theories of Distribution. Macroeconomic Policy. Monetary Policy. Fiscal Policy. Incomes Policy. Rational Expectations. Monetarism vs Keynesianism. Supply Side Economics. New Classical Macroeconomics. Macro Theories of Distribution. Index.

Latest Print 2013 / 400 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-4240-8 / ₹ 325.00 / (e-book also available)

MICHL

Macroeconomic Theory: A Short Course

THOMAS R. MICHL, *Professor of Economics at Colgate University.*

This book presents all the key topics in intermediate-level macroeconomic theory, using simplest mathematical models possible, and highlights the casual linkages of economic theory. The discussion opens the possibility that the standard models are incomplete, challenging students to form their own opinions about, for example, the existence of a unique natural rate of unemployment.

The key chapter on inflation focuses on the relationship between inflation and unemployment, which makes the treatment of monetary policy more realistic and modern. Other chapters explore the open economy under fixed and floating exchange rates, the classical growth model, and the Solow-Swan growth model. Classroom-tested problems and a mathematical appendix supplement the chapters.

Graduate students as well as those teaching macro-economics should find this book highly useful since the basic models developed here are indispensable.

Contents: Preface. Macroeconomic Accounting. Prices and Output. Keynesian Theory. The IS Curve. The LM Curve. The IS-LM Model. The Aggregate Demand Curve. The Aggregate Supply Curve. The AS-AD Model. Inflation and Unemployment. A Model with Active Monetary Policy. Open Economy Basics. Fixed Exchange Rates. Flexible Exchange Rates. The Classical Growth Model. The Neoclassical Growth Model. A. Mathematical Appendix. B. Answers to Selected Even Problems. Bibliography. Index.

Latest Print 2009 / 284 pp. / 15.3 × 22.9 cm
ISBN-978-81-203-2446-6 / ₹ 225.00

STIGLER

Theory of Price, The, 4th ed.

GEORGE J. STIGLER, *University of Chicago.*

The classic text by the renowned economist and nobel laurate, presents the essentials of the theory of the allocation of resources and the determination of prices.

The subject of Price Theory is a major part of Micro-economics, which is a compulsory subject in undergraduate courses in Economics. The main additions in the book are the chapters on the economics of information and on the economic role of the state. The text primarily provides a precise presentation of the economic theory of the allocation of resources and the determination of price.

Contents: Introduction to Economic Analysis. Prices and the Enterprise Economy. Consumer Behavior. The Theory of Utility. Pricing with Limited Supplies. The Supplies of Productive Services. Costs and Production. Production: Diminishing Returns. Production: Returns to Scale. Additional Topics in Production and Costs. The General Theory of Competitive Prices. The Theory of Monopoly. Oligopoly, Cartels, and Merge The Economics of Information. The Demand for Productive Services. Rents and Quasi-Rents. Wage Theory. The Size Distribution of Income. Capital and Interest. The Economy and the State. Appendix A—Fundamental Quantitative Relationships. Appendix B—Mathematical Notes. Index.

Latest Print 2004 / 380 pp. / 15.3 × 22.9 cm
ISBN-81-203-1140-X / ₹ 150.00

WALSH

Monetary Theory and Policy, 3rd ed.

CARL E. WALSH, *Professor of Economics, University of California, Santa Cruz.*

This text presents a comprehensive treatment of the most important topics in monetary economics, focusing on the primary models monetary economists have employed to address topics in theory and policy. It covers the basic theoretical approaches, shows how to do simulation work with the models, and discusses the full range of frictions that economists have studied to understand the impacts of monetary policy.

This third edition reflects the latest advances in the field, incorporating new or expanded material on such topics as monetary search equilibria, sticky information, adaptive learning, state-contingent pricing models, and channel systems for implementing monetary policy. Much of the material on policy analysis has been reorganized to reflect the dominance of the new Keynesian approach.

The book continues to be not only the leading text in the field but also the standard reference for academics and researchers.

"Carl Walsh's *Monetary Theory and Policy* is an indispensable bridge between theory and practice. The book is a comprehensive overview of the field. Each topic is addressed by a few models exposited with mathematical rigor and policy insight. The depth and breadth of the model presentations make the book an essential reference for students and central bank economists alike."

—MARVIN GOODFRIEND, Tepper School of Business, Carnegie Mellon University

Contents: Preface. Introduction. Empirical Evidence on Money, Prices, and Output. Money-in-the-Utility Function. Money and Transactions. Money and Public Finance. Money in the Short Run: Informational and Portfolio Rigidities. Money in the Short Run: Nominal Price and Wage Rigidities. Discretionary Policy and Time Inconsistency. New Keynesian Monetary Economics. Money and the Open Economy. Financial Markets and Monetary Policy. Monetary Policy Operating Procedures. References. Name Index. Subject Index.

Latest Print 2011 / 648 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4252-1 / ₹ 450.00

Mathematics for Economics

BAUMOL

Economic Theory and Operations Analysis, 4th ed.

WILLIAM J. BAUMOL, *Princeton and New York Universities.*

This new edition of the highly acclaimed text offers a comprehensive description of the current body of microeconomic theory and its applications to operations research. It explains the logic of analysis and offers detailed discussions on how business practice can become more practical with keen abstract analysis of its problems. The standard topics of microeconomics and mathematical economics, as well as a number of new topics have been covered. The organization of the book has been revised on the basis of economic area covered.

Contents: Part One: Analytic Tools of Optimization—Optimization and an Example from Inventory Analysis. Some Elementary Mathematics. Marginal Analysis. Maximization, Minimization, and Elementary Differential Calculus. Linear Programming. Duality. Nonlinear Programming. Kuhn-Tucker Methods. Part Two: Demand and Production Theory—Demand Curves, Utility Surfaces and Indifference Maps. On Empirical Determination of Demand Relationships. Production and Cost. Linear Programming and the Theory of Production. Comparative Statics and Maximization: Consumers and Firms. Towards Observability: Revealed Preference and Expenditure and Cost Functions. Part Three: Firms, Games and Decisions—The Firm and Its Objectives. Market Structure, Pricing, and Output. Neumann-Morgenstern Utility Theory. Game Theory. Decision Theory. Part Four: General Equilibrium, Welfare And Distribution—General Equilibrium and the Theory of Money. General Equilibrium and Welfare Economics. Input-Output Analysis. Activity Analysis and General Equilibrium. Theory of Distribution. Capital and Investment Decisions. Capital and Distribution Theory. Answers to Problems. Index.

Latest Print 2010 / 720 pp. / 15.3 × 22.9 cm
ISBN-978-81-203-0141-2 / ₹ 395.00

HOY, et al.

Mathematics for Economics, 3rd ed.

MICHAEL HOY, *Professor in the Department of Economics at the University of Guelph.*
JOHN LIVERNOIS, *Professor and Chair of the Department of Economics at the University of Guelph.*
CHRIS MCKENNA, *Professor in the Department of Economics at the University of Guelph.*
RAY REES, *Professor of Economics (Emeritus) at the Center for Economic Studies (CES), University of Munich.*
THANASIS STENGOS, *Professor of Economics at the University of Guelph.*

This text offers a comprehensive presentation of the mathematics required to tackle problems in economic analyses. To give a better understanding of the mathematical concepts, the text follows the logic of the development of mathematics rather than that of an economics course. The only prerequisite is high school algebra, but the book goes on to cover all the mathematics needed for undergraduate economics. It is also a useful reference for graduate students. After a review of the fundamentals of sets, numbers, and functions, the book covers limits and continuity, the calculus of functions of the one variable, linear algebra, multivariate calculus, and dynamics. To develop the student's problem-solving skills, the book works through a large number of examples and economic applications.

This streamlined third edition offers an array of new and updated examples. Additionally, lengthier proofs and examples are provided on the book's website http://mitpress.mit.edu/math_econ3. The book and the Web material are cross-referenced in the text. A Student Solutions Manual is available in ebook form, and instructors are able to access online the Instructor's Manual, which includes PowerPoint slides.

Mathematics is the language of economics, and this book is an excellent introduction to that language.

—George J. Mailath, Walter H. Annenberg Professor in the Social Sciences and Professor of Economics, University of Pennsylvania.

While there are many mathematics texts for economics available, this one is by far the best. It covers a comprehensive range of techniques with interesting applications, and the numerous worked examples and

problems are a real bonus for the instructor. Teaching a course with this book is enjoyable and easy.

—Kevin Denny,
University College Dublin.

Contents: Preface. Part I: Introduction and Fundamentals—Introduction. Review of Fundamentals. Sequences, Series, and Limits. Part II: Univariate Calculus and Optimization—Continuity of Functions. The Derivative and Differential for Functions of One Variable. Optimization of Functions of One Variable. Part III: Linear Algebra—Systems of Linear Equations. Matrices. Determinants and the Inverse Matrix. Some Advanced Topics in Linear Algebra. Part IV: Multivariate Calculus—Calculus for Functions of n-Variables. Optimization of Functions of n-Variables. Constrained Optimization. Comparative Statics. Concave Programming and the Kuhn–Tucker Conditions. Part V: Integration and Dynamic Methods—Integration. An Introduction to Mathematics for Economic Dynamics. Linear, First-Order Difference Equations. Nonlinear, First-Order Difference Equations. Linear, Second-Order Difference Equations. Linear, First-Order Differential Equations. Nonlinear, First-Order Differential Equations. Linear, Second-Order Differential Equations. Simultaneous Systems of Differential and Difference Equations. Optimal Control Theory. Answers. Index.

Latest Print 2014 / 976 pp. / 17.8 x 23.5 cm
ISBN-978-81-203-4648-2 / ₹ 650.00

INTRILIGATOR

Mathematical Optimization and Economic Theory

MICHAEL D. INTRILIGATOR. *Professor of Economics, University of California, Los Angeles.*

Mathematical Optimization and Economic Theory provides a self-contained introduction to and survey of mathematical programming and control techniques and their applications to static and dynamic problems in economics, respectively. It is distinctive in showing the unity of the various approaches to solving problems of constrained optimization that all stem back directly or indirectly to the method of Lagrange multipliers. It also covers in-depth both static programming problems and dynamic control problems of optimization and the techniques of their solution. It also clearly presents many applications of these techniques to economics, and shows why optimization is important for economics. Many challenging problems for both students and researchers are included.

This book should be of interest to advanced undergraduate and postgraduate students in the disciplines of economics and mathematics as both a textbook and a general reference book.

Contents: Preface to the Classics Edition. Preface. Part One: Introduction—Economizing and the Economy. Part Two: Static Optimization—The Mathematical Programming Problem. Classical Programming. Nonlinear Programming. Linear Programming. Game Theory. Part Three: Applications of Static Optimization—Theory of the Household. Theory of the Firm. General Equilibrium. Welfare Economics. Part Four: Dynamic Optimization—The Control Problem. Calculus of Variations. Dynamic Programming. Maximum Principle. Differential Games. Part Five: Applications of Dynamic Optimization—Optimal Economic Growth. Appendix A: Analysis. Appendix B: Matrices. Index.

Latest Print 2012 / 528 pp. / 15.3 x 22.9 cm
ISBN-978-81-203-4684-0 / ₹ 450.00

YAMANE

Mathematics for Economists: An Elementary Survey, 2nd ed.

TARO YAMANE, *Department of Economics, New York University.*

Certain mathematical topics are essential for the understanding of economics. At the postgraduate level, many universities have a compulsory paper on mathematics applicable to economics. This book gives a survey, essentially of four important topics relevant to economics: calculus, differential/difference equations, matrix algebra and statistical concepts.

Contents: Preface. Sets. Functions and Limits. Differentiation. Functions of Several Variables. Maxima and Minima of Functions. Integration. Series. Differential Equations. Difference Equations. Vectors and Matrices (Part I). Vectors and Matrices (Part II). Vectors and Matrices (Part III). Probability and Distributions. Statistical Concepts—Estimation. Testing Hypotheses. Regression Analysis. Correlation. Game Theory. Index.

Latest Print 2013 / 736 pp. / 15.3 × 22.9 cm
ISBN-978-81-203-0179-5 / ₹ 375.00

Microeconomics/ Managerial Economics

CHAUHAN

Microeconomics: An Advanced Treatise

S.P.S. CHAUHAN, *Associate Professor in Economics, Department of Commerce, Delhi College of Arts and Commerce, University of Delhi.*

Primarily intended for the undergraduate and postgraduate students of commerce, economics and management, this book is a complete reference in accordance with the syllabi prescribed for the undergraduate and postgraduate courses in several Indian and foreign universities.

The book has been built upon the contents of the author's *Microeconomics: Theory and Applications (Parts I and II)*, and also includes additional topics such as Theory of Games, Linear Programming, Input–Output Analysis

and Introduction to International Economics. In addition, the book also provides a comprehensive treatment of Econometrics and Pricing Policies in Practice in its appendices to suit the needs of decision makers, whether associated with managerial decision making in the corporate world or pursuing management courses in various institutions in India or abroad. The mathematical treatment of the topics is facilitated in a student-friendly approach which is the essence of this book.

PEDAGOGICAL FEATURES

- Illustrative examples reinforce the understanding of the concepts.
- Key terms and concepts provide a bird's eye-view of the chapter for quick revision.
- Short and long answer questions test the reader's grasp of the subject matter.
- Answers, solutions and hints, wherever necessary, are appended at the end of each question.

Besides academic pursuits of Indian and foreign universities, this book will also be useful for students undertaking competitive examinations such as Indian Administrative Services, Provincial Civil Services and Indian Economic Services.

Contents: Preface. Introduction to Economics. Forces of Demand and Supply in Action: The Price Mechanism. Elasticity of Demand and Supply. Approaches to Demand Analysis and Consumer Behaviour. Production and Producer's Equilibrium. Cost and Revenue. Market Forms. Price-output Decisions of a Firm under Perfect Competition. Price-output Decisions of a Monopoly. Price-output Decisions of Monopolistically Competitive Firms. Price-output decisions in Oligopoly. Game Theory. Sales Maximization. Determination of Factor Prices. Intertemporal Analysis and Decisions under Uncertainties. General Equilibrium and Economic Efficiency. Markets with Asymmetric Information. Externalities and Public Goods. Linear Programming. Input–Output Analysis. International Trade, Factor Mobility and Comparative Advantage. Appendix A: Estimation of Demand, Supply and Cost Functions. Appendix B: Pricing Policies in Practice. Index.

Latest Print 2009 / 916 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-3860-9 / ₹ 450.00 / (e-book also available)

CHAUHAN

Microeconomics: Theory and Applications (Part I)

S.P.S. CHAUHAN, *Associate Professor in Economics, Department of Commerce, Delhi College of Arts and Commerce, University of Delhi.*

This book presents a scientific and systematic development of the underlying concepts of micro-economics, with due emphasis on analytical and mathematical treatment of the discipline, so that the students develop skills to apply these concepts, in the light of current developments, to real-world problems.

The book is organized into four units. The first unit is an introduction to the study of the science of economics. It defines the central problems of economics and outlines the tools to solve them. The students are introduced to the meaning and role of Production Possibility Curves to solve application-oriented problems in economics. The second unit gets students started on the study of microeconomics. It explains interaction of demand and supply curves and concept of equilibrium price. The factors affecting elasticity of demand and supply are discussed. This unit also looks at behaviour of consumers and explains several tools used to analyse demand. The third and fourth units elucidate the factors of production, the theory of costs and revenue, different forms of markets, and price-output determination in competitive markets.

Though the book is primarily intended for under-graduate and postgraduate students of economics and commerce, it would be immensely useful to management students as well.

KEY FEATURES

- Over 250 neatly drawn figures to clarify the concepts
- Chapter-end summaries as 'Key Terms and Concepts' to facilitate quick revision.
- Chapter-end short and long type questions of numerical and analytical nature with hints and answers as appropriate to probe the student's understanding of the material covered.
- Numerous illustrative examples throughout the text to illustrate the application of concepts.
- Two case studies to encourage application orientation among the students.

Contents: Preface. Acknowledgements. Unit I: Foundation of Economics—Introduction to Economics. Unit II: Theory of Price and Consumer Behaviour—Forces of Demand and Supply in Action: The Price Mechanism. Elasticity of Demand and Supply. Approaches to Demand Analysis and Consumer Behaviour. Unit III: Production, Costs and Revenue—Production and Producer's Equilibrium. Cost and Revenue. Unit IV: Forms of Markets—Market Forms. Price-output Decisions of a Firm under Perfect Competition. Index.

Latest Print 2008 / 432 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-3604-9 / ₹ 295.00 / (e-book also available)

CHAUHAN

Microeconomics: Theory and Applications (Part II)

S.P.S. CHAUHAN, *Associate Professor in Economics, Department of Commerce, Delhi College of Arts and Commerce, University of Delhi.*

This book presents a scientific and systematic development of the underlying concepts of microeconomics with due emphasis on analytical and mathematical treatment, much needed for an application orientation of mind, to

help students in understanding and tackling the real-world problems.

The book is organized into nine chapte` The first chapter is devoted to price-output decisions of a monopoly. It provides a comprehensive account of these decisions under all their manifestations in a systematic manner with illustrative sketches and mathematical explanations.

Chapters 2 to 4, devoted to imperfect markets, cover monopolistic competition, duopoly and oligopoly under different situations of product pricing and quantity determination. The analysis is systematic incorporating illustrative sketches and mathematical explanations. Chapter 4 presents the sales maximization models of Baumol.

Chapter 5 is devoted to factor pricing and Chapter 6 to capital and investment decisions. The former focuses on pricing of variable and fixed factors of production while the latter on intertemporal analysis and choice under uncertainty.

Chapters 7 to 9, devoted to general equilibrium and market failure, analyse topics on general equilibrium and Pareto efficiency, markets with asymmetric information and externalities and public goods.

KEY FEATURES

- Over 145 neatly drawn figures to clarify the concepts.
- Chapter-end summaries as 'key terms and concepts' to facilitate quick revision.
- Over 410 chapter-end short and long answer questions of numerical and analytical nature with hints, and answers as appropriate to probe the student's assimilation of the material covered.
- Numerous illustrative examples throughout the text to illustrate the application of concepts.

Contents: Preface. Acknowledgements. Price-output Decisions of a Monopoly. Price-output Decisions of Monopolistically Competitive Firms. Price-output Decisions in Oligopoly. Sales Maximization. Determination of Factor Prices. Intertemporal Analysis and Decisions under Uncertainties. General Equilibrium and Economic Efficiency. Markets with Asymmetric Information. Externalities and Public Goods. Index.

Latest Print 2009 / 288 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-3715-2 / ₹ 250.00 / (e-book also available)

DEAN
Managerial Economics

JOEL DEAN, *Graduate School of Business, Columbia University and Joel Dean Associates.*

The purpose of this book is to show how economic analysis can be used in formulating business policies. The book draws upon economic analysis for the concepts of demand, cost, profit, competition, and so on, that are appropriate for the development, of an economic approach to executive decisions. Although the text is preoccupied with concepts rather than detailed techniques of estimation, it concentrates on those concepts that can be measured and applied to management problems.

The book does not attempt to cover all aspects of either management or economics: it deals with those phases of enterprise economics that are particularly useful to the management of a large industrial corporation. The author's endeavour successfully bridges the gap between the problems of logic that intrigue economic theorists and the problems of policies that plague practical management needs in order to give executive access to the practical contributions that economic thinking can make to top-management policies.

Contents: Preface. Profits. Competition. Multiple Products. Demand Analysis. Cost. Advertising. Basic Price. Product-Line Pricing. Price Differentials. Capital Budgeting. Author Index. Subject Index.

Latest Print 2014 / 640 pp. / 15.3 × 22.9 cm
ISBN-978-81-203-0116-0 / ₹ 350.00

GOODWIN, et al.
Microeconomics in Context, 2nd ed.

NEVA R. GOODWIN, *co-director of the Global Development and Environment Institute (GDAE) at Tufts University.*
JULIE A. NELSON, *senior research associate at GDAE Tufts University.*
FRANK ACKERMAN, *director of the Research and Policy Program at GDAE, Tufts University.*
THOMAS WEISSKOPF, *Professor of Economics, University of Michigan.*

This text updates the introductory undergraduate students on critical concerns of the 21st century including distributional equity and ecological sustainability; includes discussions of historical, institutional political and social factors to encourage students get engaged with the subject matter.

It offers clear and insightful coverage of standard concepts and models.

Unlike most microeconomics textbooks which focus exclusively on markets and efficiency, this book starts with the question of human well-being and then examine how economic activities can contribute to or detract from our well-being.

Microeconomics in Context also includes new developments in the roles of households, non-profit organizations, market institutions and governments.

Contents: Preface. Acknowledgements. Sample Course Outlines. Part One: The Context for Economic Analysis—Economic Activity in Context. Economic Actors and Organizations. Part Two: Supply and Demand—Market Institutions. Supply and Demand. Working with Supply and Demand. Part Three: Resource Maintenance, Production, Distribution, and Consumption—Capital Stocks and Resource Maintenance. Production Costs. Production Decisions. Distribution: Exchange and Transfer. Consumption and the Consumer Society. Part

Four: A Closer Look at Markets—Markets without Market Power. Markets with Market Power. Markets for Labor. Markets for Other Resources. Part Five: A Closer Look at Economic Organizations—The Core Sphere: Households and Communities. The Business Sphere: For-Profit Firms. The Public Purpose Sphere: Governments and Nonprofits. Part Six: Economic Outcomes and Economic Ideology—The Variety of Economic Systems. Market Systems and Normative Claims. Glossary. Index. About the Authors.

Latest Print 2009 / 560 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-3747-3 / ₹ 350.00

MAHESHWARI

Managerial Economics, 3rd ed.

YOGESH MAHESHWARI, *Professor of Finance with the Indian Institute of Management Indore.*

For courses in managerial economics, this textbook, now in its third edition, is specifically designed for the students of management, commerce and economics to provide them with a thorough understanding of economic concepts and methodologies and the economic environment influencing managerial decisions.

The book first lays a sound theoretical foundation of basic concepts, definitions, and methodologies of economics, being an essential prerequisite for students to understand the theory of managerial economics. All the basic principles are introduced with mathematical complexity kept to minimum—essentials of applied mathematics needed for comprehending the underlying ideas of models and theories of economics are covered.

The book then moves on to systematically enumerates the various tools of analysis such as demand analysis, cost analysis, elasticity of demand, production analysis and price theory, and highlights their importance in managerial decision making through the concept-example format, wherein a concept discussed is immediately followed by a practical situation so that the reader can understand its application. The end-of-chapter questions reinforce a deeper understanding of the concepts introduced in the text.

An exclusive chapter on linear programming emphasizes the importance of this mathematical tool in finding optimal business solutions. The book concludes with an exhaustive introduction to macroeconomics, analyzing in depth the concepts of inflation, income, savings and investments, and growth and employment in Indian context.

NEW TO THE THIRD EDITION

- Revised and expanded coverage of evolution of economic thought, and basic economic terms.
- An enriched inclusion of demand forecasting techniques, and the Cobb-Douglas production function.
- An extensive illustration of the commonly used pricing methods and market power.
- Value addition to the existing list of case studies to enhance students' understanding of the theoretical concepts.

Contents: Preface. Preface to the First Edition. Acknowledgements Introducing Economics. Basic Applied Mathematics. Introduction to Managerial Economics. Demand Analysis. Elasticity of Demand. Demand Forecasting. Production Analysis. Cost Analysis. Pricing. Linear Programming. Introductory Macroeconomics. Glossary. References. Index.

Latest Print 2014 / 368 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4667-3 / ₹ 295.00 / (e-book also available)

MUKHERJEE, et al.

Microeconomics

SAMPAT MUKHERJEE, MALLINATH MUKHERJEE and AMITAVA GHOSE, *all with Department of Economics, St. Xavier's College, Kolkata.*

This comprehensive text on Microeconomics provides complete understanding of the subject and is written in reader-friendly language. Each chapter introduces the major economic concepts with illustrative examples. The theories have been spelt out without the use of rigorous mathematics. The text is prepared strictly referring to the new All-India Syllabi. It contains both numerical and logical questions at the end of each chapter. Each chapter is followed by a list of major concepts and their brief elaboration—that will help the students to quickly review the main arguments.

The text is suited for courses in Microeconomics for graduate students of Economics and Management.

Contents: Preface. Introduction. Elasticities of Demand and Supply. Consumer's Behaviour. Production. Costs of Production. Perfect Competition. Monopoly. Imperfect Competition. An Introduction to Factor Pricing and Income Distribution. Rent. Wages. Interest. Profit. Investment Analysis. Welfare Economics. Index.

Latest Print 2003 / 368 pp. / 17.8 × 23.5 cm
ISBN-81-203-2318-1 / ₹ 195.00

NADAR & VIJAYAN

Managerial Economics, 2nd ed.

E. NARAYANAN NADAR, *Associate Professor and Head in the Postgraduate Department of Economics, V.H.N Senthikumara Nadar College, Virudhunagar, Tamil Nadu.*
S. VIJAYAN, *formerly Head, Department of Management Studies at V.H.N Senthikumara Nadar College, Virudhunagar, Tamil Nadu, is a well-known Management Consultant.*

Managerial Economics has assumed a predominant role in today's globalized and liberalized economy because of the financial implications of many decisions that a manager has to take in his day-to-day professional life. This comprehensive and student-friendly book, now in its second edition, strives to equip the young, practising and budding managers to find solutions to the real-world problems through the efficient and effective use of economic tools and techniques. The authors who admirably combine academic and professional experience

give a clear and straightforward analysis of the various topics in managerial economics.

The text begins with an overview of managerial economics and describes the modern business firm and its objectives along with the concepts of market mechanism, demand theory and production analysis. The text then moves further to explain managerial techniques, macroeconomic theory and international trade and finance along with the risks and uncertainties involved in business. Besides, it also explains the cost and revenue, supply, pricing, profit and investment analyses. Finally, this book discusses some important **Case Studies** to reinforce the concepts presented in the text.

In this edition, a new section on *eleventh five year plan* (2007–2012) has been included in Chapter 15 to enhance the utility of the book.

Intended as a text for postgraduate students of Management, Commerce and Economics, the book would also be useful for undergraduate engineering courses where Managerial Economics is offered. Finally, the book can be profitably used by marketing and management consultants, business executives & other related professionals.

KEY FEATURES

- Includes several simple, numerical examples with solutions for easy understanding of theory.
- Contains a large number of tables and figures to illustrate the concepts.
- Provides chapter-end exercises to check students' comprehension of the subject.

Contents: Preface. Introduction to Managerial Economics. Fundamental Concepts and Models of Managerial Economics. Modern Business Firm. Market Mechanism and Circular Flow of Economic Activity. Demand Analysis—Part 1 (Theory of Demand). Demand Analysis—Part 2 (Elasticity of Demand). Demand Analysis—Part 3 (Demand Forecasting). Production Analysis. Cost and Revenue Analysis. Supply Analysis. Pricing Analysis. Profit Analysis. Investment Analysis. Managerial Techniques. Macroeconomic Analysis. International Economics and Finance. Analysis of Risk and Uncertainty. Cases for Discussion. Index.

Latest Print 2013 / 332 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4616-1 / ₹ 295.00 / (e-book also available)

PRUSTY
Managerial Economics

SADANANDA PRUSTY, *Professor, Institute of Management Technology (IMT), Ghaziabad (UP).*

The role of Managerial Economics has become all the more important today because of the increasingly competitive business world and the financial implications of many managerial decisions in such a scenario. This compact yet comprehensive book discusses the basic concepts and techniques of microeconomic analysis and their applications to managerial decision making with many useful and practical examples.

The text explains the basic concepts of the demand function and demand curve, the supply function and the supply curve, demand elasticities and their applications, techniques of demand estimation, and the theory of consumer behaviour. It also analyzes the theory of production, clarifies the nature of economic costs, and describes the profit maximizing tools of a business firm. Finally, the book describes standard pricing rules under different assumptions about the structure of the market in which the firm operates and examines certain pricing practices such as mark-up pricing and multiple products pricing.

KEY FEATURES

- Gives many Indian cases and Indian examples.
- Provides data analysis of certain firms and industries in India with respect to sales or demand forecasting through statistical tools.
- Gives multiple choice, analytical and applied questions at the end of each chapter.

Intended as a text for the postgraduate students of management, the book would be equally useful for the postgraduate students of Commerce and Economics. Besides, practising managers should find the book quite valuable.

Contents: Preface. Demand-supply Analysis. Elasticity and its Applications. Demand Analysis, Estimation and Forecasting. Theory of Consumer Choice. Welfare Economics. Production Analysis of the Firm. Analysis of Cost of Production of the Firm. Profit Analysis of the Firm. Perfectly Competitive Market. Monopolistic Market. Monopolistic Competitive Market. Oligopoly Market. Game Theoretic Approaches to Oligopoly. Pricing Practices. Index.

Latest Print 2010 / 304 pp. / 16.0 × 24.1 cm
ISBN-978-81-203-4094-7 / ₹ 250.00 / (e-book also available)

REDDY & SARASWATHI
Managerial Economics and Financial Accounting

M. KASI REDDY, *Associate Professor, School of Management Studies, Chaitanya Bharathi Institute of Technology, Hyderabad.*
S. SARASWATHI, *Senior Assistant Professor, School of Management Studies, Chaitanya Bharathi Institute of Technology, Hyderabad.*

This text presents an accessible introduction to techniques and applications of economic analysis and financial accounting as a method for approaching real-life business problems for managerial decision making in a logical manner. It focusses on the essential skills needed to formulate business policies that help gain a competitive edge in today's work environment.

The book discusses the basic concepts, terminology, and methods that eventually allow students to interpret, analyse, and evaluate actual corporate financial statements. It covers the major areas of managerial economics and financial accounting such as the theory of

the firm, the demand theory and forecasting, the production and cost theory and estimation, the market structure and pricing, investment analysis, accountancy, and different forms of business organisations.

The book includes numerous examples, problems, self-assessment tests, as well as review questions at the end of each chapter to aid in working out solutions to business problems.

The book will be particularly suitable for courses in Managerial Economics and Financial Accounting as part of an engineering degree education at undergraduate level where the students have no previous background in economic and financial analysis. It will also be immensely useful for M.B.A., M.Com. and C.A. students, business executives, and administrators who need to learn the application of economic theory to realistic business situations.

Contents: Preface. Managerial Economics: The Basics. Demand Analysis. Production and Cost Analysis. Capital Management and Investment Decisions. Accountancy. Types of Business Organisation. Glossary. Bibliography. Model Questions. Present Value Tables. Index.

Latest Print 2011 / 592 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-3321-5 / ₹ 350.00 / (e-book also available)

Microfinance

ARMENDÁRIZ & MORDUCH

Economics of Microfinance, The, 2nd ed.

BEATRIZ ARMENDÁRIZ *is Lecturer in Economics at Harvard University, on leave from University College London, where she is Senior Lecturer in Economics*.
JONATHAN MORDUCH *is Associate Professor of Public Policy and Economics at New York University*.

The microfinance revolution has allowed more than 150 million poor around the world to receive small loans without collateral, build up assets, and buy insurance. This book offers an accessible and engaging analysis of the global expansion of financial markets in poor communities. It introduces readers to the key ideas driving microfinance, integrating theory with empirical data and addressing a range of issues, including savings and insurance, the role of women, impact measurement, and management incentives.

This second edition has been updated throughout to reflect the latest data, with new material on commercialization, credit contracts, savings and insurance, gender, impact measurement, and governance. Appendixes and problem sets cover technical material.

The book is primarily meant for the undergraduate and postgraduate students of economics and public policy. Researchers practitioners in the field will also find the book useful.

"Anyone interested in the science behind microfinance must read this impressive book. It is written with experience in microfinance and a deep understanding of economics."

—Muhammad Yunus, Nobel Peace Prize Laureate (2006)

"An extraordinary book, inasmuch as it explains not only the underlying rationale of microfinance but, more broadly, of finance itself."

—Thomas Easton, Asia Business Editor,
The Economist

"It is necessary to use critical economic reasoning to understand why the [microfinance] movement is such a success…. This book is a splendid contribution to that goal, and will be a great help to the students, teachers, and practitioners in economics and social sciences."

—Amartya Sen, Lamont University Professor,
Harvard University,
Nobel Laureate in Economics (1998)

Contents: Preface to the Second Edition. Preface to the First Edition. Acknowledgements. Rethinking Banking. Why Intervene in Credit Markets? Roots of Microfinance: ROSCAs and Credit Cooperatives. Group Lending. Beyond Group Lending. Savings and Insurance. Gender. Commercialization and Regulation. Measuring Impacts. Subsidy and Sustainability. Managing Microfinance. Notes. References. Abbreviations. Name Index. Subject Index.

Latest Print 2011 / 488 pp. / 15.3 × 22.9 cm
ISBN-978-81-203-4271-2 / ₹ 425.00

Political Economics

BARONE

Radical Political Economy: A Concise Introduction

CHARLES A. BARONE, *Professor of Economics and American Studies, Dickinson College, Carlisle, Pennsylvania.*

Today there are very few books available, especially at the introductory level, on radical political economy—the offspring of Marx's economic thought. This text strives to fill this gap in radical literature. It is a well-written, straightforward introduction to the subject and skilfully explains the key concepts in a jargon-free style.

The book covers a fairly complete range of topics—beginning with a chapter on Marx, followed by detailed discussions on the contemporary RPE method and core concepts, theory of production and work, the capitalist system, and the contradictions of capitalism. The text then goes on to give a radical analysis of noneconomic spheres of culture and state, the roles of ideology and reproduction, with emphasis on the role that education and media play in capitalism. Besides, it deals with macrodynamics of capitalism, stressing on unequal distribution of income and wealth, imperialism and economic crises—the contradiction of capitalism.

The text concludes with some radical proposals for

reforming capitalism that would create a much more egalitarian society.

The extensive reading list at the end of each chapter would enable the reader to delve deeper into the subject. Postgraduate students of economics as well as planners and economic thinkers should find this study both stimulating and useful.

Contents: List of Tables and Figures. Preface. Historical Origins of Radical Political Economy—Marx's Dialectical Perspective. Historical Materialism. Marx's Economic Analysis of Capitalism. The Demise of Capitalism and the Rise of Socialism. Notes. References. Further Reading. Method, Core Concepts, and Capitalism—Radical Approach to Economics. Core Concepts: Surplus Product and Class. Economic Systems and Capitalism. Accumulation and Change in Capitalism. U.S. Capitalism. Notes. References. Further Reading. Theory of Production and Work—Capitalist Production. Capitalist Competition. Capitalism and the Labor Process. Notes. References. Further Reading. The Capitalist System—Cultural Domination. Capitalism and the State. Notes. References. Further Reading. Dynamics of Capitalism—Capitalism and Inequality. Globalism and the Capitalist Drive for Profits. Capitalism and Cyclical Economic Crisis. Notes. References. Further Reading. Radical Alternatives to Capitalism—Capitalism's Performance. Democratic Socialism. Existing Socialism. Reforming Capitalism. References. Further Reading. Index.

Latest Print 2004 / 192 pp. / 13.9 × 21.6 cm
ISBN-81-203-2572-9 / ₹ 95.00

Public Economics

GHOSH & GHOSH
Public Finance, 2nd ed.

AMBAR GHOSH, *Professor of Economics Department, Presidency University, Kolkata.*
CHANDANA GHOSH, *Assistant Professor, Indian Statistical Institute, Kolkata.*

The objective of the theory of public finance is to determine the optimal scales of government interventions or expenditures in different areas and the optimum modes of financing these expenditures. The problems that the government handles are extremely complex, and this makes the theory of public finance challenging and exciting at the same time. It is continuously searching for better, more acceptable and easier-to-implement solutions to the problems encountered. This book, in its second edition, continues to build up in detail the major theories of public finance starting from the fundamental principles, and explains how government decisions are taken on the basis of the guidelines yielded by these theories. The new edition is incorporated with updated data throughout, including the newly revised tax slabs.

This book exposes the students to various facets of public finance which develops analytical frameworks to:

- Address the issues of efficient allocation of resources between private, public and mixed goods
- Ensure equitable distribution of tax burden among individuals
- Find ways of minimizing inefficiency of the tax structure
- Study the statutory and economic incidence of different types of taxes
- Examine the implications of government borrowing
- Develop the rationale of distributing economic or fiscal responsibilities and tax powers among different tiers of government.

The book makes the comprehension of the subject easier by developing simple mathematical models to derive the major results in each of the above areas, and by explaining the economic intuition of the results in detail. The concepts are illustrated with the help of simple examples taken from the Indian economy. Moreover, the book assesses India's economic policies in the light of the theories discussed. Another distinguishing feature of the book is that it contains a large number of review questions and numerical problems on every topic discussed to help the students apply the tools and techniques learnt, and thereby, develop a sound understanding of the subject.

This textbook is designed to serve the needs of undergraduate and postgraduate students of economics for the paper **Public Finance/Public Economics**.

Contents: Preface. Introduction. Public Goods, Mixed Goods and Externality. Principles of Tax Equity. Efficiency of Taxation. Tax Incidence. Personal Income Taxation. Corporation Income Tax. Sales Tax. Public Debt. Fiscal Federalism. Index.

Latest Print 2014 / 360 pp. / 17.8 × 23.5 cm
ISBN-978-81-203-4998-8 / ₹ 425.00 / (e-book also available)

HINDRIKS & MYLES
Intermediate Public Economics, 2nd ed.

JEAN HINDRIKS, *Professor in the Economics Department and Co-director of the Center for Operations Research and Econometrics (CORE) at the Université Catholique de Louvain.*
GARETH D. MYLES, *Professor of Economics at the University of Exeter, a Research Fellow at the Institute for Fiscal Studies, London, and the author of Public Economics.*

This book covers the theory and methodology of public economics; presents a historical and theoretical overview of the public sector; and discusses such topics as departures from efficiency (including imperfect competition and asymmetric information), issues in political economy, equity, taxation, fiscal federalism, and tax competition among independent jurisdictions. Suggestions for further reading, from classic papers to recent research, appear in each chapter, as do exercises. The mathematics has been kept to a minimum without sacrificing intellectual rigour; the book remains analytical rather than discursive.

This second edition has been thoroughly updated throughout. It offers new chapters on behavioural economics, limits to redistribution, international taxation, cost-benefit analysis, and the economics of climate policy. Additional exercises have been added and many sections revised in response to feedback received for the first edition.

The second edition of Intermediate Public Economics provides a comprehensive introduction to public economic theory. It augments crystal-clear coverage of traditional core topics with state-of-the-art presentations on timely and active research areas such as behavioral economics, climate change, and fiscal competition. Well-prepared undergraduates as well as graduate students will find this volume an outstanding starting point for their study of public economics.

—James Poterba, Mitsui Professor of Economics, MIT
Praise for the first edition

Here, at last, is a text that methodically unites the traditional normative principles of public economics with the recent emphases on positive approaches to government behavior and on imperfect information as a source of both market and government failure. The material is accessible to students and gives a balanced and well-informed view of the field.

—Robin Boadway, Queen's University, Canada

This is the textbook that public economists have been waiting for. Hindriks and Myles present an up-to-date look at the core material in public finance, welfare economics, and collective choice theory, and delve into a number of areas of recent research. Without sacrificing formal theory, the authors present the material in a way that is well motivated, policy relevant, and a pleasure to read. Suitable for any senior undergraduate or first graduate course, this book merits serious consideration by every instructor in the field.

—Michael Smart, Department of Economics, University of Toronto

Contents: Preface to Second Edition. Preface to First Edition. List of Figures. I: Public Economics and Economic Efficiency: An Introduction to Public Economics. Equilibrium and Efficiency. Behavioral Economics. II: Government: Public Sector Statistics. Theories of the Public Sector. III: Departures from Efficiency: Public Goods. Club Goods and Local Public Goods. Externalities. Imperfect Competition. Asymmetric Information. IV: Political Economy: Voting. Rent-Seeking. V: Equity and Distribution: Optimality and Comparability. Inequality and Poverty. VI Taxation: Commodity Taxation. Income Taxation. Tax Evasion. Limits to Redistribution. VII: Multiple Jurisdictions: Fiscal Federalism. Fiscal Competition. Issues in International Taxation. VIII: Issues of Time: Intertemporal Efficiency. Social Security. Economic Growth. IX: Applications: Cost–Benefit Analysis. Economics of Climate Policy. Index.

Latest Print 2014 / 1012 pp. / 17.8 x 23.5 cm
ISBN-978-81-203-4944-5 / ₹ 995.00

Statistics for Economics

JOHNSON & WICHERN

Applied Multivariate Statistical Analysis, 6th ed.

RICHARD A. JOHNSON, *Professor in the Department of Statistics at the University of Wisconsin.*
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