

## CATALOGUE – 2025



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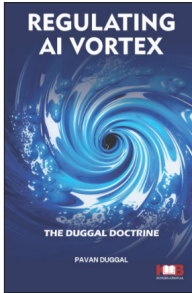
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## FORTHCOMING TITLES



### **Regulating AI Vortex: The Duggal Doctrine**

*Author: Pavan Duggal*

**ISBN: 9788199053915**

**₹399/-**

The world is entering an unprecedented era defined by artificial intelligence, where every facet of human life is being transformed. Dr. Pavan Duggal's book explores the immense power and complexity of the AI Vortex, urging stakeholders not to remain passive observers but to actively shape its regulation. Introducing the Duggal Doctrine, the author outlines ten evergreen AI legal principles designed for universal application. The book identifies foundational legal concepts that can guide a principle-based methodology for governing AI. It serves as a lighthouse for lawmakers, policymakers, and all AI ecosystem participants, advocating for future-proof legal strategies. With insights into emerging forms of AI, including agentic AI and superintelligence, the book prepares readers for the evolving challenges ahead. It is a vital resource for anyone seeking to understand and navigate the legal dimensions of AI. This work is poised to become a foundational text for AI legal jurisprudence and global regulatory frameworks.



**Pavan Duggal**



## My Note – The Magical Workbook that brings you Miracles

Author: Yuri (Yuri Yoshimi)

₹1,250/-

ISBN: 9788199053922

From loss, debt, and fraud... a socially anxious, reclusive **single mother** at rock bottom transformed her life **in just three years**, achieving annual sales exceeding 100 million yen and gaining over **50,000 followers on social media**.

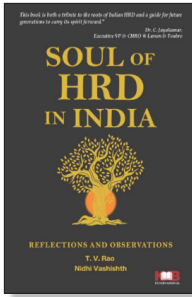
By hosting diplomatic exchanges with world leaders and organizing international events, She has generated economic effects worth tens of millions of yen.

**The secrets to continuously creating miracles while being blessed with people, money, and luck are within this notebook.**

### Miracles that will happen to you with this notebook:

- \* You'll become someone lucky, attracting people, money, and good fortune.
- \* You'll develop a mindset that allows you to achieve your ideal future in the shortest
- \* You'll understand the root of your worries and be freed from anxiety, fear, and troubles.
- \* You'll become aware of your true feelings and eliminate uncertainty in your life.
- \* By discovering your life's mission, you elevate your life to a new level.
- \* You'll live authentically, without worrying about others' opinions.





## **Soul of HRD in India: Reflections and Observations**

**Authors Name: T. V. Rao & Nidhi Vashishth**

**ISBN: 9788199053960**

**₹799/-**

This book is based on reflections shared by Prof. Rao regularly in the form of a blog article for over two decades. The articles written on various themes related to HR and OD had the potential to serve to the future generations as a guiding light to understand the soul of HR as a mission, various ways in which HRD interventions enable, journey of OD & applied behavioural sciences in India, personally held experiences of institution building lessons shaping managerial effectiveness. Dr. Nidhi has shaped each article to become relevant and added conceptual inputs. The intent was to share the learnings and experiences in the form of short readings capturing the essence of HR function and balancing the human element in the era of Artificial intelligence.

Acknowledgements

Preface

Background to the Book

About the Book

Summary of Articles

Section I: Essence of HRD Function

Section II: Developing Managerial & Leadership Excellence

Section III: HRD and OD Interventions

Session IV: Institutional Building Initiatives and Reflections

An epilogue

References

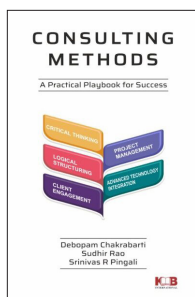
About the Authors



**T. V. Rao**



**Nidhi Vashishth**



## **Consulting Methods: A Practical Playbook for Success**

**Authors: Debopam Chakrabarti, Srinivas R Pingali, Sudhir Rao**

**₹775.00**

**ISBN: 9788199053984**

The role of consultants has expanded significantly in the last three decades, reflecting the increasing complexity of global business environments. Consulting methods have evolved to encompass a wide range of skills, including critical thinking, logical structuring, client engagement, project management and advanced technology

integration. In today's digital era, with the rapid growth of technologies and global connectivity driving business decision-making, consultants must be adept at formulating strategies that resonate across diverse industries. This book is designed for business school students, integrating the concepts from varied disciplines to build coherent skills required for careers in consulting. The book offers the proven frameworks, popular tools and techniques used by consultants for different types of business transformation with suitable cases and explanations.

### **Key Features:**

Covers key knowledge areas required for building strategy and implementation capabilities in Consulting engagement across different Industries and transformation areas

Provides practical examples through cases to explain the different frameworks and tools used by consultants

Assumes no prior experience of business transformation or Consulting methods

### **TOC**

Acknowledgements vii

Chapter 1 Introduction to Consulting

Chapter 2 Consulting Process

Chapter 3 Client Engagement

Chapter 4 Scope Definition

Chapter Proposal Creation

Chapter 6 Creating an Effective Consulting Client Presentation

Chapter 7 Project Initiation

Chapter 8 Data Gathering

Chapter 9 Data Analysis

Chapter 10 Solution Recommendation

Chapter 11 Implementation

Chapter 12 Program and Project Management

Chapter 13 Future of Consulting

About the Authors



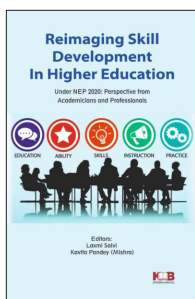
**Debopam Chakrabarti**



**Sudhir Rao**



**Srinivas R Pingali**



## Reimagining Skill Development in Higher Education under NEP 2020

**Authors: Prof. Dr. Laxmi Salvi, Dr. Kavita Pandey (Mishra),**

**₹351.00**

**ISBN: 9788199053953**

National Education Policy (NEP) 2020 presents a watershed moment in the Indian Education Policy ecosystem. Redesigning the higher education ecosystem as envisaged by NEP 2020 requires strengthening the role of the faculty. NEP 2020 also envisions that pedagogy becomes learner-centered with a mechanism for continuous, comprehensive evaluation and assessment of learners. India is going to have the largest working-age population in the world by 2030, but gainful employment for students from the general stream is a major challenge. Improving the employability of students requires a new vision with curricular support. The NEP-2020 has advocated for the integration of vocational education programmes into mainstream education in all education institutions, in a phased manner. Therefore, the role of teachers in a dynamic environment is not just a facilitator but a mentor, guide, counsellor, trainer and many more.

In view of the above, the book fulfils the objective to make teachers aware of the importance of holistic education; build a robust industry-academia interaction for students' development and develop the capacity of teachers to make an effort as per the requirements for enhancing students' employability.

### TOC

Foreword / Acknowledgements

1. A Study of Employer Expectations on Employability Skills of Management Graduates
2. Transforming Education: Equipping Educators to Lead Assessment and Development Centers
3. Empathy Meets Impact: How Purposeful Careers Are Shaping the Future
4. Skill Development: The Key to Future-Ready Graduates
5. Cultivating Connection and Resilience: Emotional Intelligence as a Cornerstone for Effective Teaching
6. Contextualising Emotional Intelligence for Academia: Models, Measures, and

Strategies for Students, Educators and Institutions

7. Employability Reimagined: A Theory-Informed Roadmap for India's Skilling Agenda
8. Beyond the Blackboard: A Journey into Soft Skills for Teachers
9. Facilitation Skills for Teachers and Building a Professional Image
10. The Journey of a Trainer in the Art of Empowering Teachers
11. Is Translation a Skill? To Translate or Not to Translate: That is the Question...!

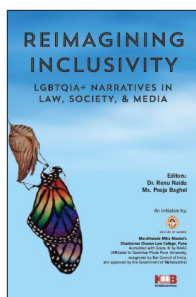
About the Editors and Contributors



**Prof. Dr. Laxmi Salvi**



**Dr. Kavita Pandey (Mishra)**



## Reimagining Inclusivity: LGBTQIA+ Narratives in Law, Society & Media

**Authors: Dr. Renu Naidu, Ms. Pooja Baghel**

**₹595.00**

**ISBN: 9788198868916**

This compelling volume brings together a diverse collection of research that explores the multifaceted experiences of the LGBTQIA+ community in India through the lenses of law, society, media, and education. From critical analyses of legal frameworks and historic judgments to urgent discussions on adoption rights and safety, the book presents a powerful narrative of resilience and advocacy.

It delves into socio-economic realities, highlighting how inclusive entrepreneurship and safe spaces can transform lives, while examining the nuanced role of media in shaping queer representation. The digital realm is scrutinized for its potential to both empower and endanger, with special focus on hate speech and its consequences.

Education remains a cornerstone of change, and the book dedicates thoughtful chapters to exploring awareness, inclusion, and policy reform in school settings. With contributions from legal scholars, educators, activists, and researchers, this book is an essential resource for anyone committed to understanding and advancing LGBTQIA+ rights and inclusion in contemporary India.

Acknowledgements vii  
Preface ix  
Introduction: Certificate Course on Law and Alternative Sexualities (3rd Edition) xi  
Chapter-1 Legal Framework and Rights of LGBTQIA+People  
Chapter-2 Reaching the Milestone: An Age-Old Legal Battle Brought to Justice  
Chapter-3 Unveiling Injustice: Legal Perspective on LGBTQIA+ as Victims of Genocide  
Chapter-4 The Lack of Adoption Rights for Queer People in India: An Analytical and Comparative Perspective  
Chapter-5 Promoting Inclusivity: Tackling LGBTQIA+ Discrimination and Fostering Equality

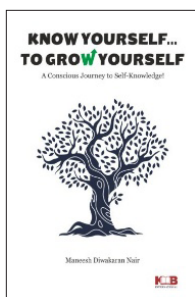
Chapter-6 Safe Spaces for the LGBTQIA+Community: A Brief Assessment on the Safety of LGBTQIA+ Community in India  
Chapter-7 Breaking Financial Barriers: The Economic Impact of Inclusive LGBTQIA+ Entrepreneurs  
Chapter-8 Diversity Kaleidoscope: An Indian-Media Perspective to Queer Representation  
Chapter-9 Digital Voices, Real Consequences: A Holistic Study of Hate Speech Impact on LGBTQIA+ Lives  
Chapter-10 LGBTQIA+ Awareness in Schools in India: A Review of Initiatives and Challenges  
Chapter-11 Navigating the Rainbow: LGBTQIA+ Education in Fostering Inclusive Schools  
Chapter-12 Education and Awareness: LGBTQIA+ Community



**Dr. Renu Naidu**



**Ms. Pooja Baghel**



## **Know Yourself... To Grow Yourself**

**Author: Maneesh Diwakaran Nair**

**₹599.00**

**ISBN: 9788198868992**

**Know Yourself... To Grow Yourself** is a detailed guide and journey escort specifically crafted to enable individuals to undertake a journey of transformation and conscious development. Based on the author's many years of experience as a professional counsellor and employability trainer, this book provides sensible advice and practical methods for developing genuine learning and personal development.

### **Within its pages, you will discover:**

**Psychometry concept:** Techniques to assist you in discovering your strengths, weaknesses, and personality.

**Case-Study-Based Learning:** Practical case studies and real-life situations that bring home key concepts and offer useful insights.

**Analogies and Real-Life Examples:** Responsive analogies and real-life examples that make learning easier and fun.

**Stress on Self-Knowledge:** Highlighting the need for self-knowing as the basis for self-improvement.

**Taking Self-Control:** Strategies and methods to enable you to take control of your life and make smart choices.

**Aligning Towards Conscious Growth:** A guide to goal setting and attaining goals that are in alignment with your aspirations and values.

Join **Maneesh Diwakaran Nair** in an inspirational journey of personal growth and self-awareness. Whether you're a student, professional, or simply someone who wishes to enrich your personal development, unlocking your true potential gives you the tools and knowledge necessary to tap into your real potential and live a rewarding life.

Begin your journey towards conscious development and genuine learning.

### **TOC**

Acknowledgements / Preface

Chapter-I Mind-Measurement

Chapter-II Behaviour-Bytes as Reality Bites

Chapter-III The Inevitable-Trivia

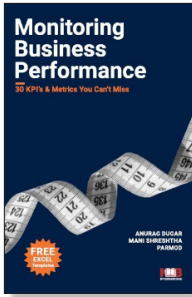
Chapter-IV The Transformation-Trajectory

Chapter-V Embracing Self-knowledge

About the Author



**Maneesh Diwakaran Nair**



## **Monitoring Business Performance: 30 KPIs & Metrics You Can't Miss**

**Authors: Dr. Anurag Dugar, Dr. Mani Shreshtha, Dr. Parmod**

**₹795.00**

**ISBN: 9788198868909**

### **Monitoring Business Performance: 30 KPIs You Cannot Miss**

is a 100% hands-on, application oriented, and practical guide to the most essential 30 Key Performance Indicators (KPIs) that every business must use to track and measure its performance.

#### **Instruction for accessing resources:**

(Need Hands-on Practice or need to measure how your business is doing?)

It is as simple as sending an email!!!

So, just drop us an email at [[kbipublishers@kabdwalbook.com](mailto:kbipublishers@kabdwalbook.com)] with your purchase proof attached, and we'll send you the Excel files in which you will get formulas, examples and FREE templates.

Just enter your numbers, and eureka! the results would be right in front of you!)

#### **TOC**

Customer and Marketing Performance KPIs

Sales and Revenue KPIs

Market and Business Valuation KPIs

Financial Performance KPIs

Cost and Efficiency KPIs

Sustainability and Governance KPIs

About the Authors

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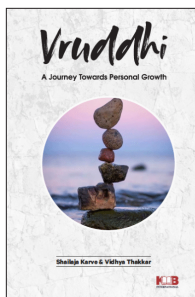
**Dr. Anurag Dugar**



**Dr. Mani Shreshtha**



**Dr. Parmod**



## **VRUDDHI: A Journey Towards Personal Growth**

**Authors: Shailaja Karve, Vidhya Thakkar**

**₹595.00**

**ISBN: 9788198625182**

This book is a practical guide, for it will help each one embark on a journey of self-growth. Through engaging exercises, insightful conversations among the characters of the book, inspiring stories, practical tips, you will reflect on your current choices and plan for a vibrant future. This book will act as a journal and a handbook for early career entrants, college students, and all who wish to write their own life stories. Trainers and HR practitioners who

empower others on the journey of self-discovery and growth will immensely benefit from the contents of this book.

### **TOC**

Preface / Acknowledgements / Introduction

Part 1 Self-Trust Mindset

Delve into understanding yourself and building trust in yourself.

Part 2 Goal Setting Mindset

Now you are ready to set your goals and decide what matters most to you.

Part 3 Learning Mindset

Embark on a journey to understand your learning styles and set yourself learning goals to move with the times.

Part 4 Courageous Mindset

Courage is not the absence of fear but the strength to face any situation in life and act with self-belief and resilience.

Part 5 Abundance Mindset

Experiencing the feeling of abundance opens new opportunities, possibilities, and growth by fostering gratitude and generosity to self and others.

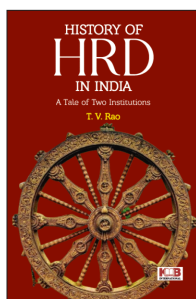
References



**Shailaja Karve**



**Vidhya Thakkar**



## **History of HRD in India**

**Dr. T.V. RAO**

**ISBN 9788198523198**

**₹550.00**

Building Institutions and movements is often attributed to a few individuals. Examining the history of institutions indicate the involvement of a number of actors and processes in institution building. The history of the HRD movement is well described in an earlier article by Udai Pareek and TV Rao. The history includes starting of the first HRD department in L&T in 1975 and the HR

Function in 1977, XLRI center for HRD in 1983, National HRD Network (NHRDN) in 1986 and Academy of HRD (AHRD) in 1990. The ISTD and NIPM started in 1970 and 1982 made their own contributions as professional bodies that promote HRD and Personnel functions. Mr. Baburaj Nair documented well the first 10 years of the NHRDN in his book "Growth of a Professional Association: National HRD Network" in 1996. The NHRDN keeps making its contributions as a professional association with over 20,000 members and 50 chapters across the country. The AHRD has books, round tables, international conferences, and over 100 Doctoral level Fellow (47 awarded and 70 in process). Both have made some impact and could have done a lot more if they collaborated more. They had common founders and promoters. Both are registered societies and trusts registered in Ahmedabad. The document presents what went into building of NHRDN in the first 20 years and the first 12 years of AHRD. This book is a personal initiative by T V Rao to share with interested Individual a number of things that went behind scenes and the number of individuals that participated in building these institutions.

## **Contents**

### *Preface*

### Introduction

### Part 1

The Saga of HRD in India from Sapling to Forest

### Part 2

The Crucible Experiences

### Part 3

Institution Building of NHRDN

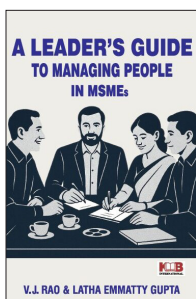
### Part 4

Abstracts of Papers from First Three Conferences of NHRDN



**T.V. Rao**





## A Leaders Guide to Managing People in MSMEs

V. J. Rao and Latha Emmatty Gupta

ISBN 9788198625144

₹595.00

A handbook with practical ideas, frameworks, and tips that help MSMEs in designing and executing people strategies and practices. It is a valuable resource for MSME leaders who do not have an HR department yet. Start-ups looking at scaling their operations will find in this book a roadmap for shaping their people practices.

### Contents

*Foreword*

*Acknowledgements*

*Preface*

Introduction

PART-1 It Starts with You

1. Role of Promoters and Founders: Do Your Beliefs Impact the Way People are Treated?

2. Why People Will Always Continue to Be Critical to Companies: Can You Run Without People?

PART-2 Your Leaders Have Critical Roles to Play

3. Who Owns the People in Your Company? Not You Alone

4. Keeping People Costs Flexible and Variable: Outsourcing Strategy

5. Does My Organization Have a Culture? And is it the Culture that I Want?

6. Employee Engagement – WIN

Framework: Retaining Your Workforce

PART-3 Key Aspects of the Employee Life Cycle

7. Managing the Employee Life Cycle

8. Staffing: Levels, Layers and Numbers

9. Recruitment: Finding the Right People

10. Onboarding: Assimilating New

Employees into Your Way of Doing Things

PART-4 Ensuring Your Organizations

Future

11. Building Organizational Capability for Growth: Futureproofing Capability

12. Skilling Your Workforce: Building the Right Skills

13. Leader Development: Assessing and Developing Internal Leaders

PART-5 Investing in Employees for Organizational Growth

14. Building a Culture of Continuous

Development: Mentoring and Coaching

15. Managing Performance: There are No Silver Bullets

16. Giving Feedback that Gets Results: Continuous Improvement of Performance

17. Compensation: Paying People Right

18. Retention: Being Competitive at All Levels

PART-6 Collaborate to Succeed

19. Union Relations: From Adversaries to Collaborators

20. Legal Compliances: The “Must” Haves

21. Employee Exits: Parting Gracefully

22. People Metrics: Measuring What Matters

PART-7 Self Work and Reflection

23. Building Your Bandwidth: Ensuring Your Development

24. Getting Along with Co-Founders: Having Honest Conversations

25. Promoters and Senior Leaders’

Wellbeing: Ensuring Your Own “Health”

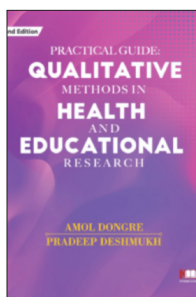
*Final Reflections*



V. J. Rao



Latha Emmatty Gupta



## **Practical Guide: Qualitative Methods in Health and Educational Research**

***Amol Dongre and Pradeep Deshmukh***

**ISBN 9788198523129**

**₹799.00**

This book draws from our experiences in community-based projects and educational research in rural Wardha and Puducherry. To promote qualitative research methods in health and education in India, we have conducted national workshops for health professionals like clinicians, nurses, social workers, physiotherapists, and national health program staff. Noticing a demand for a book on qualitative research methods tailored to the Indian context, we aimed to fill this gap. This book compiles information from various sources and our experiences to meet reader expectations. It covers the qualitative research process, basic terms, paradigms, approaches, methods, analysis steps, ethical issues, and reporting. We hope it will serve as a practical guide for novice researchers embarking on their first qualitative research project. We welcome your support and constructive feedback for further improvement.

### **Contents**

Chapter 1 Worldviews or Paradigms  
Chapter 2 What is Qualitative Research?  
Chapter 3 The Starting Point of Qualitative Research  
Chapter 4 Theoretical Approaches to Qualitative Research  
Chapter 5 Qualitative Research Methods and Tools  
Chapter 6 Group Techniques  
Chapter 7 One-to-one Interviews  
Chapter 8 Systematic Techniques  
Chapter 9 Nominal Group Technique and Delphi Technique  
Chapter 10 Observations  
Chapter 11 Sample Size, Sampling, and Access to Sample

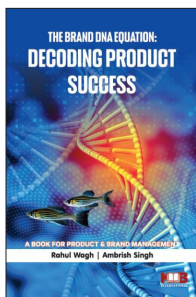
Chapter 12 Transcription, Field Notes, and Internet Data  
Chapter 13 Data Analysis and Interpretations  
Chapter 14 Ethical Issues in Qualitative Research  
Chapter 15 Reporting and Rigor in Qualitative Research  
Chapter 16 Qualitative Research in Online Spaces  
Chapter 17 Qualitative Meta-Analysis  
Chapter 18 Myths about Qualitative Research  
Journals for Qualitative Research Methods  
Index



**Amol Dongre**



**Pradeep Deshmukh**



## **The Brand DNA Equation: Decoding Product Success**

**Rahul Wagh and Ambrish Singh**

**ISBN 9788198523143**

**₹799.00**

This comprehensive book delves into the dynamic world of Product and Brand Management, providing a clear understanding of key concepts and strategies essential for success in today's competitive marketplace. It covers foundational topics such as the role and functions of product managers, product mix and SBU strategies, and portfolio analysis using BCG and GE Multifactor Matrices.

The book also explores crucial product decisions throughout the product life cycle, with insights into financial decision-making using the Polly and Cook Model. On the branding side, it introduces brand management principles, including branded house versus house of brands, corporate branding, and Kapferer's Brand Prism Model. With a focus on practical applications, this book is an invaluable resource for students and professionals aiming to master the intricacies of product and brand management.

### **Contents**

#### **Acknowledgements**

#### **Chapter-1**

Introduction to Product Management,  
Role and Functions of Product Managers

#### **Chapter-2**

Product Mix and SBU Strategies,  
Portfolio Analysis (BCG / GE  
Multifactor Matrix)

#### **Chapter-3**

Product Decisions over the PLC

#### **Chapter-4**

New Product Development Process

#### **Chapter-5**

Financial Decision on the PLC Using  
Polly and Cook Model

#### **Chapter-6**

Introduction to Brand Management:  
Branded House vs House of Brands,  
Corporate Brand

#### **Chapter-7**

Brand Prism by Kapferer Model, Brand  
Anatomy

#### **Chapter-8**

Branding Decisions - Line Extensions,  
Category Extension

#### **Chapter-9**

Brand Equity – Concept and Measure  
References

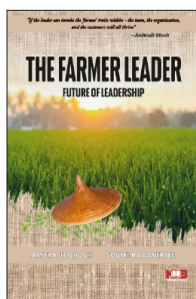
About the Authors



**Rahul Wagh**



**Ambrish Singh**



## The Farmer Leader: Future of Leadership

*Amitrajit Ghosh & Soumitra Banerjee*

**Hardcover**

**ISBN 9788198465870**

**₹699.00**

**Paperback**

**ISBN 9788198465856**

**₹599.00**

**The Farmer Leader: Future of Leadership** presents a transformative philosophy inspired by the timeless wisdom of farming. As technological advancements accelerate, posing existential challenges to humanity, this book underscores the urgent need for leaders to adopt human-centered approaches. It serves as both a guide for excelling in current leadership roles and a roadmap for preparing for greater responsibilities in the future.

Authored by seasoned practitioners, the book offers actionable insights that are domain-agnostic, making them applicable across diverse leadership contexts. Its philosophy draws compelling parallels between farming—rooted in nurturing, patience, humility, and adaptability—and the leadership qualities essential for navigating future challenges. Leaders are encouraged to cultivate resilience, sow trust, and harvest sustainable growth within their organizations and communities. Each chapter provides practical steps and frameworks, ensuring the philosophy is not just theoretical but a pragmatic tool for real-world application.

Designed for both seasoned leaders and aspiring ones, the book highlights the importance of grounding high-tech ambitions in enduring human values. It inspires readers to rethink leadership as a process of cultivating people and possibilities, rather than merely chasing profits.

A compelling call to action, **The Farmer Leader: Future of Leadership** is essential reading for those committed to leading humanity toward a more balanced and sustainable future.

### Contents

Foreword

Introduction

Chapter 1

The Farmer Leader

Chapter 2

Turbulent Times

Chapter 3

Seed Selection

Chapter 4

Soil Preparation

Chapter 5

Sowing

Chapter 6

Harvesting

Chapter 7

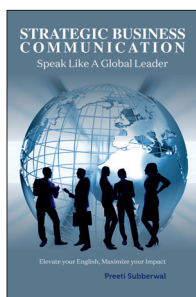
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**Amitrajit Ghosh**



**Soumitra Banerjee**



**Strategic Business Communication:  
Speak Like a Global Leader**  
**Elevate your English, Maximize your Impact**

**Preeti Subberwal**

**ISBN: 9788198465849**

**₹349.00**

Ready to elevate your business communication? Your journey starts here.

This ground-breaking book presents proven strategies for professional success, drawn from years of executive coaching and leadership training across diverse industries.

Through its unique three-pillar approach - mind-set, skillset, and toolset, you will transform into an influential leader. Packed with easy-to-use scripts, customizable templates, and actionable frameworks, it equips you for every business scenario.

Whether you aspire to command boardrooms, lead multinational teams, or expand your global influence, this book will empower you to communicate with clarity and confidence, maximizing your impact on the international stage.

## **Contents**

Introduction: The Power of Business English

Chapter 1

Mindset Magic, Building English Speaking Success

Chapter 2

Grammar Made Easy, Navigating the Essentials of Grammar

Chapter 3

Craft Your Verbal Toolbox, Converse Like a Pro

Chapter 4

Constructing Clarity, Structuring Conversations with Ease

Chapter 5

The Power of Expression, Enhancing Your Verbal Artistry

Chapter 6

Sailing Smoothly, Communicating with Cultural Sensitivity

Chapter 7

Poise Under Pressure, Managing Difficult Conversations

Chapter 8

Forge Connections to Fuel Success, Networking for Business Growth

Chapter 9

Executive Communication: Inspire and Influence for Maximizing Impact

Chapter 10

Tailored Communication, Strategies and Scripts for Business Functions

Appendices: Reference Repository

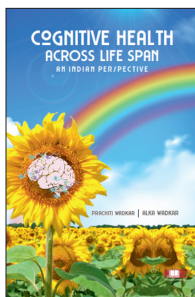
Epilogue

Acknowledgements

About the Author



**Preeti Subberwal**



## **Cognitive Health across Life Span: An Indian Perspective**

***Prachiti Wadkar and Alka Wadkar***

**ISBN 9788198465825**

**₹499.00**

This book is one of the most rare books dealing with cognitive health. It not only explains the important role of cognitive health in human life, but indicates when it is affected, its correlates, as well as strategies to maintain it. A special feature of this book is that it encompasses the Indian perspective in every aspect of cognitive health.

Development of one's potentialities is essentially a responsibility of the individual themselves and of significant adults in a young age. Cognitive capacities at various levels, issues and risks regarding cognitive health, precautions to be taken, and interventions necessary are discussed. It covers cognitive health from the prenatal period to old age. Special groups such as house wives are considered in depth.

Intervention in terms of changes in daily life, developing systematic objective perspective and working towards self-actualization, counselling and psychotherapy are elaborated in lucid language. Modification in thinking, attitude, child rearing and motivation to enhance cognitive health are suggested. Hope this unique book will be efficacious in improving everyone's cognitive health irrespective of age, gender, education and health status.

## **Contents**

Preface

Acknowledgements

1. Nature and Significance of Cognitive Health

2. Infancy and Childhood

3. Cognitive Health of Adolescents

4. Cognitive Health in Young Adulthood

5. Middle Age

Cognitive Health during Middle Age

6. Old Age

7. Significant Applications in Indian Culture

About the Authors



**Prachiti Wadkar**



**Alka Wadkar**



## **Decoding Workplace Culture: Connecting the Invisible Dots**

**Peshwa Acharya**

**₹649.00 • ISBN: 9788198078421**

The goal for everyone is not survival, but thriving. Businesses want to thrive, leaders want to thrive, young & mid-level professionals want to thrive. Then where's the gap?

I believe that young managers, employees, and sometimes even founders often struggle to understand and navigate through the organization and leverage the positives of the organization's culture. Leaders and their immediate managers need to understand and create a positive workplace culture. Decoding Workplace Culture: Connecting the Invisible Dots, built through actual experiences, aims to elucidate what organizational culture is and how to navigate it effectively. It serves as a Practitioner's Toolkit, offering insights about understanding and navigating organizational culture most effectively. Additionally, the book provides tips for Start-up founders and senior leaders on how to cultivate and build a successful organizational culture. I have intentionally avoided theoretical content, focusing instead on practical constructs and practitioner knowledge, enriched with numerous anecdotes.

This book is designed for professionals and founders who are eager to understand the intricate dynamics of organizational culture, and its impact on business, all this in the Indian context. The book also helps those who are navigating their careers and seeking to build a strong foundation in understanding how organizational culture shapes and influences business practices.

Young & Mid-level professionals will find valuable insights into how organizational culture impacts their work environment, team dynamics, and career growth. The book offers practical advice and real-world examples that can help them adapt and thrive within diverse corporate settings.

I hope that this book will help large and small businesses, young, mid-level and leadership professionals understand the importance of workplace culture and the role it can play to help everyone thrive.

### **Contents**

Acknowledgements

Introduction to The Book – Why You Should Read It

Organisational Culture Defined in Many Ways

This book contains 38 chapters Defining Organisational Culture in Many Ways

About the Author



**Peshwa Acharya**



## **Aspiring to be a CEO: The Road Ahead**

*Girish Jakhotiya*

₹600.00

ISBN: 9788198078414

Ambitious and brilliant executives often aspire to become a CEO of a reputed business organization. They energetically pursue their goal but lack the exact direction and appropriate steps to reach the final destination. This book is a “step by step” practical guide which sharply directs you to fulfil your most coveted dream of becoming a CEO. It also educates you about your versatile performance as a CEO. The very distinct feature of this book is,

it is based on the author's practical experience of working with some of the best CEOs, during the last 40 years.

### **Contents**

Foreword

Synopsis

#### **Chapter 1**

Who Can Be a CEO?

#### **Chapter 2**

Becoming a CEO

#### **Chapter 3**

Organization and the CEO

#### **Chapter 4**

CEO's Performance

#### **Chapter 5**

CEO's Strategic Planning

#### **Chapter 6**

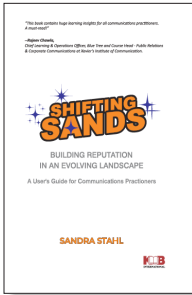
Financial Aspects, a CEO Should Know

About the Author



**Dr. Girish Jakhotiya**





## Shifting Sands: Building Reputation in an Evolving Landscape A User's Guide for Communications Practitioners

**Sandra Stahl**

₹499.00 • ISBN: 9788198078438

As India seeks to position itself as attractive for business, a place of growth with a strong digital infrastructure and a friendly start-up ecosystem, the role of a positive, trusted reputation is more important than ever. Shifting Sands is a 'user's guide' to help PR practitioners navigate the evolving landscape of reputation communications written by a leading PR practitioner, educator

and author of the award-winning *The Art & Craft of PR*. Readers will find insights, suggestions for mastering the new tools and technologies as well as stories, interviews and examples—successes and mishaps, do-s and don't-s. Building a good reputation is hard work. Shifting Sands is an informative and entertaining read for anyone wanting to know more about communications and a must-read for anyone already working in communications.

### Contents

Prologue

A User's Guide: What Readers Can Expect

BUILDING REPUTATION FROM THE INSIDE

Building Reputation from the Inside (Part 1)

Building Reputation from the Inside (Part 2)

Peripheral Vision

Opportunities and the One for Healthcare Right Now

THE TOOLS

Harnessing Humor as a Powerful Communications Tool

Mastering this Hinge Moment in Communications Technology

The Right Notes and Rhythm

THE ART

The Case for Cultivating Curiosity Now

The Art of the Story

The Art of Asking Questions

Navigating the Options

The Art of Thinking Inside the Box

DO'S AND DON'TS

Think Attraction Not Promotion in an Attention Economy

Lessons from Behavioral Psychology and Economics

The 'Don'ts' When Building Reputation THE AIM

On Being Exceptional

About Risk

Unreasonable Excellence

The Hard Work of Making it Look Easy Capturing the Moment

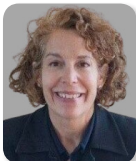
Epilogue

Resources

Notes about the Quotations

Acknowledgments

About the Author



**Sandra Stahl**



## **Transformative Leadership: Embracing Change in a Dynamic World**

***Dr. Lata Suresh***

**₹499.00 • ISBN: 9788198078452**

“Transformative Leadership: Embracing Change in a Dynamic World” explores the multifaceted nature of leadership in contemporary society. It examines the critical skills, strategies, and mindsets leaders need to thrive amidst rapid technological advancements, societal shifts, and global challenges. Each chapter delves into specific themes, offering insights, case studies, and practical tools to empower leaders to foster innovation, inclusivity and resilience within their organizations.

### **Contents**

About the Book

Preface

Acknowledgement

Chapter 1

Leadership in the Information Age: Navigating Change and Innovation

Chapter 2

Sustainable Leadership: Strategies for Thriving in Turbulent Times

Chapter 3

Breaking Barriers: Gender Perspectives in Leadership

Chapter 4

Innovative Leadership: Embracing Challenges in the Modern Era

Chapter 5

Harnessing Technology: The Role of ICT in Effective Leadership

Chapter 6

Entrepreneurial Leadership: Fostering Innovation in Uncertain Environments

Chapter 7

Developing Strategic Leadership Capability: A Roadmap for Success

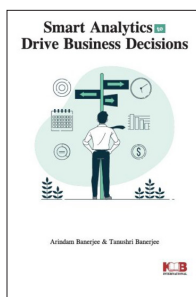
Chapter 8

Contemporary Leadership: Effective Strategies for a Dynamic World

About the Author



**Dr. Lata Suresh**



## Smart Analytics to Drive Business Decisions

Authors: Arindam Banerjee & Tanushri Banerjee

₹599.00 • ISBN: 9788197922374

Deploy Smart Analytics to Improve Decision Making.... Managerial decisions and interventions are often hindered by subjectivity, lack of or misaligned data, incomplete information, incomprehensible and uninterpretable analytical output among others. The solution lies in creatively crafting intelligent insights from data available in the organization to be used smartly for future course of action. Smart Analytics to Drive Business Decisions addresses how to implement this objective optimally, sifting

through the complex issues that are faced by organizations today. Technology serves as a necessary tool but needs deft handling by human resources in the organization to yield actionable results.

### Contents

Preface

Acknowledgement

Part 1

An Approach to Build Analytics

Capability to Solve Business Problems

Introduction The Practice of Analytics and the Associated “Conundrum”

Chapter 1 Where to Begin: Managing Organization’s Data Inventory for Effective Decision Support

Chapter 2 Useful Approaches to Mining Information: Building Intuition of Analytic Tools

Chapter 3 Resolving Business Problems with (Predictive) Analytics: Scoping the Objectives

Chapter 4 Communicating Analytical Output: Numbers or Narratives

Chapter 5 From Analysis to Analytics – Building the Infrastructure

Part 2

The Analytic “State of Affairs”

Chapter 6 Perspectives on Knowledge

Process Adoption in Emerging

Economies: Insights

from India-based Analytics Managers

Chapter 7 Smart Use of Digital

Resources for Business Decisions in India

Postscript

Appendix 1 Railroad Cleaning Service

Appendix 2 ABV Tyre Company

Appendix 3 Marketing Mix Modeling: Making Marketing Spending

Accountable

Appendix 3a Note on Regression (OLS) Models

Appendix 4 Logit Modeling: A Note

Appendix 5 Interview Guide for Our Industry Research

Appendix 6 Select Case Studies on Analytics Adoption in Indian Organizations

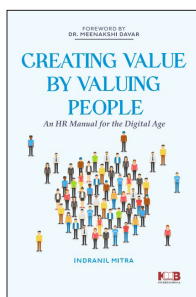
About the Authors



Arindam Banerjee



Tanushri Banerjee



## **Creating Value by Valuing People: An HR Manual for the Digital Age**

**Author: Indranil Mitra**

**₹399.00 • ISBN: 9788197922381**

“Take away my money, take away my factories,  
take away my tools and tackles. But leave me my people,  
and in five years, I will have it all back”.

– Andrew Carnegie (attrib.)

The Digital Age has ushered in sweeping changes like work and doing business; however, the best bet of an organisation remains, and will continue to remain: its people. Employees can bring more to the table than anything else, for contributing to a company’s sustainable success and long-term growth. For this, it is necessary for the organisation to prioritise its well-being and development. “Creating Value by Valuing People” makes the case that, for businesses to flourish in this new landscape, they have to put their people first. This, Indranil Mitra argues, will unlock the creativity and innovation of the employees, and harness their potential for driving profitability and growth. Through practical insights, real-world examples, stories and anecdotes, he shows you how to:

- Foster a culture of empathy, creativity, and trust
- Leverage technology to enhance the employee experience
- Build diverse and inclusive teams that promote innovation
- Drive business results through people-centric strategies

This HR Manual is a comprehensive guide which will be of great value to business leaders, HR professionals, employees in the digital economy, students of business management, and team leaders who want to create a more productive, inclusive, and successful workplace. Discover how to unlock the full potential of your organisation by valuing the people who make it thrive.

### **Contents**

Acknowledgements

Foreword

Introduction

CHAPTER I The Challenge of  
Leadership: Leading the People

CHAPTER II Building the Culture

CHAPTER III Hiring and Onboarding

CHAPTER IV Learning and

Development (L&D)

CHAPTER V Compensation and  
Benefits

CHAPTER VI Performance  
Management

CHAPTER VII Succession Planning  
and Promotions: Building the Talent  
Pipeline

CHAPTER VIII Employee-Friendly  
Policy Development

CHAPTER IX Managing Discipline

CHAPTER X Letting Go Gracefully

CHAPTER XI Navigating the Gig  
Economy

CHAPTER XII The AI Conundrum

CHAPTER XIII A New Look HR

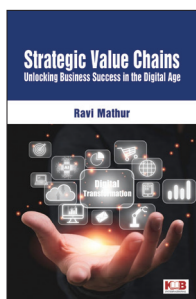
Function

Epilogue: Fuel for the Engine

About the Author



**Indranil Mitra**



## Strategic Value Chains: Unlocking Business Success in the Digital Age

**Author: Ravi Mathur**

**₹649.00 • ISBN: 9788197412097**

Strategic Value Chains: Unlocking Business Success in the Digital Age, takes readers on a journey through the evolving dynamics of modern business. As the landscape continues to rapidly change, this book explores how businesses can leverage strategic uniqueness to thrive. From reimagining traditional value chains to identifying innovative approaches, each chapter offers practical insights and thought-provoking ideas. Written for business professionals, supply

chain managers, entrepreneurs, and anyone interested in staying ahead of the curve, this book provides valuable strategies for navigating the shifting tides of the business world. Discover how to unlock your organization's full potential and create lasting impact in today's dynamic business environment.

### Contents

Preface

Foreword

Introduction

#### **Part I The Supply Chain Landscape: Insights, Innovations, and Digital Transformation**

1. Ubiquitous Supply Chains-Learnings for Supply Chain from Everyday Life
2. Design of Processes - Lean Methodology in Industrial Automation
3. Evolution of Supply Chain Management
4. Redefining the Business Model with Digitisation

#### **Part II Transformative Breakthroughs: Building Industries and Redefining Value Chains**

5. The Value Proposition of Scientific Breakthroughs
6. Unleashing Strategic Uniqueness
7. Unlocking Competitive Advantages
8. Navigating the Skies of Customer-Centric Innovation

#### **Part III Future Proofing Supply Chains**

9. The Intelligent Supply Chain
10. Global Supply Chain Intelligence- Harnessing the Power of Digital Twins
11. Navigating the AI Development Landscape
12. From Surviving to Thriving Cultivating Resilience in Business Organizations
13. Leadership 2.0

#### **Part IV Philosophy of Business Innovation**

14. Transcending the Fourth Dimension of Organizational Performance
15. Philosophy, Values, and Innovation
16. Unlocking Innovation
17. The Power of Ontology in Business Evolution
18. The Evolutionary Role of AI in Shaping Business Realities
19. From Dhyana to Leadership About the Author



**Dr. Ravi Prakash Mathur**



## One Water One World A Social Phygital Revolution

Anurag Agarwal, Dr. Arunaditya Sahay, Dr. Reeti Kulshrestha

₹499.00 • ISBN: 9788197412066

The Grand Societal Challenges are complex issues that have large scale impact on people, communities, countries and the planet as a whole. Recognizing the need for collaborative efforts between all stakeholders to achieve sustainability; the United Nations developed 17 Sustainable Development Goals (SDGs) in 2015; of which SDG6 addresses the need to provide Clean Water and Sanitation.

Access to clean drinking water, which is a must for hygiene and wellbeing, has been a global concern. Several measures are being taken to address this problem at a national and international level. This book is the outcome of a longitudinal research spanning over five years and addresses the issue of how paucity of safe water can be solved using innovative technologies and practices. The book reveals how JanaJal, a social enterprise operating in India as a prosocial and for-profit entity, demonstrated stewardship behaviour by following nine socially innovative practices that advance knowledge on social innovation research in social entrepreneurship using past theories as theoretical support. These innovative practices when combined with digital technologies succeeded in making safe water accessible to all in an affordable manner; especially to underprivileged sections of society. The innovation spearheaded by the water entrepreneur ensured economic viability and sustainability while using emerging technologies due to which he has been able to successfully lay the the foundation of a social phygital solution that is a combination of digital tools leveraged to make safe water available in its physical form to people in an equitable and sustainable manner.

This research which is useful for policy makers, practitioners, academicians and youth seeking self-employment or entrepreneurship opportunities as a career path is an attempt to take forward the conversations on an intersection between Social Innovation, Entrepreneurship and Sustainability.

### Contents

- Acknowledgements
- Preface
- Foreword
- 1. Introduction
- 2. Social Innovation for Addressing Grand Societal Challenges
- 3. Social Entrepreneur + Vision = Social Enterprise + Impact
- 4. Obtaining Legitimacy and Validation
- 5. Trust as the Foundation
- 6. Developing Dynamic Capabilities
- 7. The Art of Self Disruption
- 8. Harnessing Technology for Social Good
- 9. Celebrating Secularism, Diversity and Inclusivity
- 10. The Human Sustainability
- 11. Empowering the Frontlines
- 12. The Winner is "The Organizational Identity"
- 13. Journey Has Only Just Begun...
- References
- About the Authors



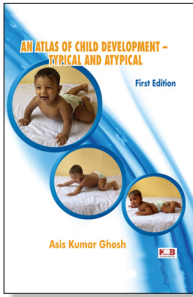
Dr. Reeti Kulshrestha



Prof. Arunaditya Sahay



Mr. Anurag Agarwal



**An Atlas of Child Development-Typical  
and Atypical**  
**1st Edition**

**Asis Kumar Ghosh**

**₹2,449 • ISBN: 9788197761966**

An Atlas of Child Development – Typical and Atypical illustrates developmental trajectory with exceptional clarity and beautiful photographs and concise, clear text. The book accompanies the clinicians through the most significant aspects of early care, including supportive care in the NICU, promotion of sensorimotor and visual skills, mealtime management or supporting early communication skills, providing information in a concise and clear fashion. This book focuses on the principles of motor learning, family centred care and environmental enrichment as the critical components of early management of Cerebral Palsy. Clinicians should use this book as a resource to guide them through assessments and help with programming ideas as the ‘next step’ on the developmental ladder is presented in logical sequence and with clear explanation.

**Contents**

Typical Development

Development: 1 Month

Development: 3 Months

Development: 6 Months

Development: 9 Months

Development: 12 Months

Development: 18 Months

Development: 24 Months

Development: 36 Months

Atypical Postures and Movements

Biomechanics

Facilitation of Sensory-Motor Skills

Mealtime Management

Communication

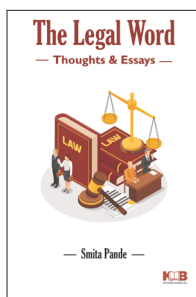
Developmentally supportive care in NICU

Basic Management of CVI

Appendices



**Asis Kumar Ghosh**



## The Legal Word: Thoughts & Essays

**Smita Pande**

**₹1,549 • ISBN: 9788197761928**

Legal words are expressed in different languages Hindi, German, French which will help the reader in all walks of life.

Legal words phrases, proverbs, idioms and legal maxims make the book interesting as cases have been given wherever possible.

Legal comprehensions and legal essays are on different topics of law and different countries.

This book is full of vital information.

USEFUL FOR STUDENTS...

### Contents

Compounding	Legal News - Acid Attacks
Derivation	Legal Comprehension
Conversion	Passage 1 to Passage 135
Acronym and Initialism	Legal Words
Reduplication	Legal Essays
Port Manteau	Legal Language and Its Importance
Clipping	Right to Practice
Back Formation	Right to Vote
Eponymous Words	Travelling for Religious Purposes
Prefix	Travelling for Religious Knowledge and Peace
Prefix: Lessons for Practice	Laws of Travel
Suffix	Justice Delayed is Justice Denied
Suffix: Lessons for Practice	Sexual Harassment
Etymology	Speedy Trial is the Need of the Hour
Onomatopoeia	Crime Against Women
Proverbs	Justice Fatima Beevi and Justice Sandra
Indian Proverbs – In Hindi	Day O Connor
French Proverbs	Fali Nariman
German Proverbs	Cyber Crimes
Italian Proverbs	Cyber Crimes and the Budapest
Bulgarian Proverbs	Convention
African Proverbs	Healthcare for Children
Egyptian Proverbs	Cyber Crimes – A Menace in India
Chinese Proverbs	Road Traffic Accident
Czech Proverbs	Child Rights
Legal Maxims	Child Labour
Idioms	Judges and Judgments
How to Write a Book Review	Freedom of the Press
Book Review Structure	About the Author
A Sample of a Book Review	
Legal News	



**Smita Pande**





## Buyer Behaviour

*Dr. Vidya Hattangadi*

₹599.00 • ISBN: 9788197922312

This book has covered the latest and insightful topics in buyer behaviour. The author has explored the psychology behind why certain ideas, products, and behaviours become successful while others don't. The author has researched a lot into various buyer behaviour models and theories, and she has uncovered key factors that click from buyer's perspective. The digital buyer is influenced by social media; until his social influence and emotions are triggered, he will not buy the product. The book covers many caselets.

This book offers a beautiful perspective of the consumer's world with real world examples and visuals. The author has a lucid writing style which will enable readers to flow through the book and with continuity to read.

Consumer behaviour is a clichéd subject. Consumer behaviour emerged in the 1940–1950s as a distinct sub-discipline of marketing, but has become an interdisciplinary social science that blends elements from psychology, sociology, social anthropology, anthropology, ethnography, ethnology, marketing, and economics

Each stimulus used by the marketer gets odd responses. Consumer has always remained enigmatic. The subject is interdisciplinary in nature it's a mix of psychology, sociology, anthropology and marketing management. The subject is based on psychological principles to understand how individual motivations, perceptions, and attitudes shape consumer decisions. Biological factors, such as physiological needs and sensory experiences, also play a role in influencing consumption behaviour. Economic theories help explain how consumers allocate their limited resources among competing wants and needs, guiding businesses in pricing strategies and product positioning.

### Contents

Foreword

Preface

Introduction

1. Understanding Needs and Wants
2. Decoding Consumer Decisions
3. Psychological Influences on Buying Behaviour
4. The Economic Landscape of Consumer Behaviour

5. Market Segmentation and Targeting Strategies

6. Building a Powerful Brand

7. The Power of Advertising

8. Product Life Cycle and Marketing Strategies

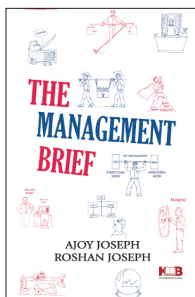
References

Buyer Behaviour Question Bank

About the Author



**Dr. Vidya Hattangadi**



## The Management Brief

*Ajoy Joseph & Roshan Joseph*

₹399.00 • ISBN: 9788197761973

### Does anyone today really know management?

A word used so often but few understand the power and potential! Management Brief is an attempt to bring the wisdom of ages to the new generation. Sadly, we throw money to get things done and are shocked when everything crumbles. Wisdom grows with age like good wine and if we can use professional management as a default system, productivity and profits can go through the roof.

Each page is a chapter and distills the concepts in every language. Management study need not be heavy reading. It is the practise of the principles make all the difference to career, company and the quality of living.

## Contents

### Foreword

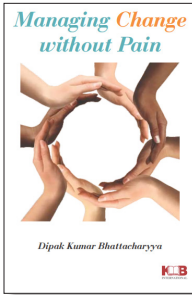
1. Management, a skill not relevant today ...?
2. When did Management begin?
3. Management, spontaneous or...?
4. The Born Leader
5. The 'Manageleader'
6. The View from the Balcony
7. The Professional Manager
8. This is Management Work
9. Getting a grip of Planning
10. Planning: Peeking into the future
11. The Organizing Work
12. To be Leading
13. Be Controlling
14. Sphere of Management Influence
15. Work-Work Balance
16. 'Planning-Shanning', Does it Matter?
17. Principles of Professional Planning
18. Success Tips in Planning
19. Steps in Planning
20. Importance of seeing tomorrow
21. Setting the North Star
22. Goal setting at Off-sites
23. Setting a Strategic Plan
24. Setting the Strategic Plan, more of it
25. Planning, principles and loving it!
26. For Success in Planning
27. In praise of Policy
28. Is budgeting a wasteful exercise?
29. An ode to Planning
30. The function of Leading
31. Management Decision-Making
32. Principles of Decision-Making
33. The Mind Can Play Games, Decision-Making Cautions
34. Management Communication
35. Motivation of the Team
36. Motivation, over the ages
37. The Maharajas of Motivation
38. Maharajas of Motivation 2
39. Principles of Motivation
40. Can one really motivate another?
41. The Function of Organizing
42. How an Organization Develops
43. The Efficient Organization Structure
44. Principles of Good Organizing
45. Delegation, a Power Tool
46. U & A: Understanding and Acceptance
47. Principles of Delegation
48. Control or die
49. Measurement of Performance
50. Be the Complete Manager



**Ajoy Joseph**



**Roshan Joseph**



## **Managing Change without Pain**

***Dipak Kumar Bhattacharyya***

**₹450.00 • ISBN: 9788197922336**

**Managing Change without Pain** is written based on my change management experience over several decades. In most of the cases, my scope of work as change management expert was for some process centric or transactional change. Although I did play the key role in transformational change process of some organizations. The book is written in narrative style, detailing the change interventions made by me. My experience with participative approach, partnering with your employees we can manage the change better. As I teach change management and organizational development subjects for several decades to MBA students of leading business schools of the country, I also leveraged my theoretical knowledge on this subject and aligned those with my change initiatives, to make this reading meaningful. I am sure this book will add value to change management professionals, students, researchers, and academia.

## **Contents**

Preface

Chapter 1

Understanding Change and Change Management Models

Chapter 2

Change Management Experience

Chapter 3

Pandemic, Organizational Uncertainties and Need for Change

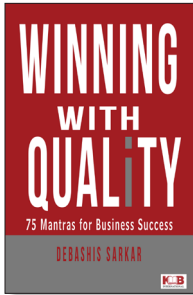
Chapter 4

The Organic Change Model

About the Author



**Dipak Kumar Bhattacharyya**



## Winning with Quality: 75 Mantras for Business Success

**Author: Debashis Sarkar**

**₹595.00 • ISBN: 9788197412073**

*Winning with Quality* is a practical guide packed with 75 lessons designed to help anyone embed quality into their business. Drawing on the author's experience implementing quality initiatives at top companies, the book offers real-world insights to help you navigate the challenges of this process. Whether you're a quality manager, corporate strategist, production or operations manager, human resources professional, CEO, or executive, this book provides

valuable insights to overcome challenges and achieve success.

### Contents

#### Preface

Mantra 1 Commence your quality journey with a strategic plan

Mantra 2 Do not take short cuts in strategic planning

Mantra 3 Top management ignites quality with commitment

Mantra 4 Quality wins with a tightly aligned communication plan

Mantra 5 The Quality council sets the course for excellence

Mantra 6 Quality journeys start with a culture assessment

Mantra 7 CEOs need a strong understanding of what makes up the quality department

Mantra 8 Quality Policy: More than words on a wall

Mantra 9 A defect is one which does not meet customer needs

Mantra 10 Anyone can be a quality leader, regardless of position

Mantra 11 To navigate the waters of change, script a strategy to deal with resistance

Mantra 12 Master the art of conflict resolution

Book Content include 75 Mantras for Business Success

Index

About the Author

Mantra 13 Let everyone in your company speak with data

Mantra 14 Quality thrives on both maintaining standards and seeking improvement

Mantra 15 Align your quality strategy with a rewarding recognition program

Mantra 16 Don't fly blind: Measurement - The key to achieving your goals

Mantra 17 Make your measurement system visible

Mantra 18 There are customers all around you in the workplace

Mantra 19 Jettison the idea that market visits can only be made by the front-room

Mantra 20 Adopting quality tools are of no use if customer complaints continue

Mantra 21 Leverage team work for your improvement journey

Mantra 22 Do not just create "teams" – build "effective teams"

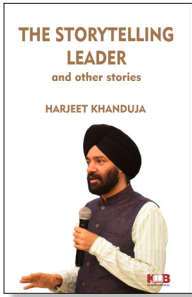
Mantra 23 Assemble team based on quality deployment needs

Mantra 24 Uncover the essential roles for a thriving Team

.....



**Debashis Sarkar**



## **The Storytelling Leader and other stories**

**Author: Harjeet Khanduja**

**₹349.00 • ISBN: 9788196918828**

The Storytelling Leader is a book for the person looking for business stories. These business stories can be used in day to day situations for putting across the point to customers, colleagues and team members. The stories are sharp and short anecdotes of daily life which make business sense. This collection has the most loved stories of Harjeet Khanduja on LinkedIn. These stories are read 10 million+ times and have million+ likes on LinkedIn. They are both easy on the eyes and on the mind.

## **Contents**

### **Preface**

1. Managing Self
2. Managing Work
3. Managing Work & Life
4. Managing Team
5. Managing Career
6. Leadership
7. Managing Culture
8. Managing Dilemmas
9. Managing Perceptions



**Harjeet Khanduja**



## Speaking Design

Author: S. Balaram

₹1,800.00 • ISBN: 9788197188381 (Hardcover)

₹1,500.00 • ISBN: 9788196775131 (Paperback)

Modern design is just a century old but it is today one of the world's most attractive, even seductive, occupations. But how many know that under the cover of this immense glamour and beauty, it is a very serious profession of power? And with great power comes great responsibility.

The famous design writer Victor Papanek stated that "there are professions more harmful than industrial design, but only a very few."

An ideal way of mitigating any possible harm is by speaking about it to raise arguments, debate and discussion.

This book is a collection of speeches given by Balaram over two decades, covering diverse topics such as:

\*Watches don't tell time

\*Toying with children

\*The soul of a nation

\*Thinking fingers and speaking materials

\*Design enables or disables?

\*Shoot to save not to kill

\*The East-West integration by design \*Cooperative design and co-design

## Contents

### The Beginnings

1. The Origin of Design Education in India and the Bauhaus Connection
2. The Importance of Ahmadabad Declaration on Indian Design
3. The Indian Product Design Story
4. The Making of an Indian Designer
5. History of Future

### The Identity

6. Charles Eames as Film Maker
7. See and Seize the Opportunity
8. The Indian Perception of Things
9. Khadi and India
10. What Is Indian Identity?

### Design Education

11. Design Education in India
12. The New Vision of Crafts and Design
13. Toying with Children
14. Fashion Forward
15. Reimagining Design Pedagogy

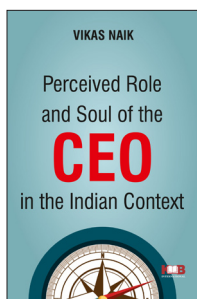
16. Thinking Fingers, Speaking Materials and Aesthetics of Action

### Design Profession

17. Design Disables?
  18. Doing by Heart
  19. Future Design
  20. Design Research for Development
  21. Design and Innovation
  22. Shoot to Save, Not to Kill
  23. Design and Sustainability Paradox
  24. Fusion and Confusion
  25. Watches Dont Tell Time or the Story of Indian Design
  26. Design with Wood and Development
  27. Few Thoughts on Architecture
  28. In Search of Regional Architecture in India
  29. Cooperative Design
  30. Divide by Design
  31. Design and Politics
- Glossary



S. Balaram



## Perceived Role and Soul of the CEO in the Indian Context

**Author: Vikas Naik**

**₹449.00 • ISBN: 9788197188350**

Strategic Planning process which originated and is advocated primarily in the United States, has certain lacunae when any manager attempts to implement the process in India (and elsewhere). Therefore, drawing from experiences of several Indian CEOs, an attempt has been made to put together practical management suggestions for guidance of Managers and Management Students.

### Contents

Preface

Acknowledgements

Introduction

#### Part A

1. Strategic Management/Planning Process and Lacunae
2. Need of the Hour for Indian Managers
3. Research Methodology
4. Profiles of One Hundred Companies, Nature of Business, Educational Qualifications of CEOs

#### Part B

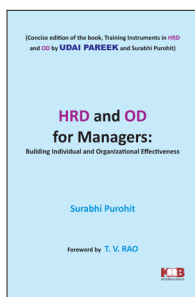
5. What Does Soul Mean?
6. Various Skills Needed
7. Capabilities, Competencies Needed
8. Impact of Internal and External Environment
9. Issues in Developing Organizational Discipline in India
10. Leadership

11. Human Processes and Decision-Making
12. Organizations Culture in India and Change
13. Organizational Values and Obligations to Society in Indian Context
14. Crisis Management
15. How Innovation is Crucial to Indian Organizations
16. CEO Achievements, Failures and Learnings
17. Perception of Indian CEOs about Job of CEOs
18. Why and How to Be a Learning Organization—An Illustration of Indian Company
19. Persons of Indian Origin as CEOs—Success Stories

Bibliography  
CEO Questionnaire  
About the Author



**Professor Vikas Naik**



## HRD and OD for Managers: Building Individual and Organizational Effectiveness

**Author: Surabhi Purohit**

₹1,399.00 • ISBN: 9788197188367 (Hardcover)

₹999.00 • ISBN: 9788196918859 (Paperback)

This book is an outcome of Dr Uday Pareek's rich worldwide experience of more than 50 years with diverse organizations, HRD professionals, researchers, students and trainers. It contains a repertoire of psychological tests, questionnaires, self-evaluation tests, projective techniques and other instruments that have been used by organizations in different countries, including the Philippines, Malaysia, Indonesia, Ireland, Canada and USA. The experience from diverse users have

widened the scope and application of these instruments with minor adaptations for different cultural settings. This enhanced fifth edition for managers includes:

Basic knowledge on use of instruments, a range of instruments for personal and interpersonal skills, building team effectiveness in organisations. Added information on 'reliability and validity' in several instruments. Celebrating its vast readership for almost two decades, the book caters to Indian HRD Professionals, Trainers, Consultants and Researchers. The second part coming up will cater to different Professionals.

### Contents

List of Illustrations

Foreword

Preface to the First to Fifth Edition

#### **PART I: Understanding HRD and OD Instruments**

1 Introduction

2 Using Instruments for HRD and OD

3 Developing Instruments for HRD and OD

#### **PART II: Personal and Interpersonal Behaviour**

and Styles

4 Personal Effectiveness Scale—General (PE-G)

5 Creativity Assessment Inventory (CAI)

6 Locus of Control (LOCO) Inventory

7 Optimism

8 Rumination

9 Psychological Needs Work Preference Schedule

10 Interpersonal Needs Inventory (IPNI)

11 Intrinsic and Extrinsic Motivation

12 Emotional Intelligence (EI) Scale

13 Work–Life Balance Scale

14 Assertiveness Inventory 166

15 Extension Disposition

16 Motivational Analysis of

Organizations—Behaviour (MAO-B)

17 Life Orientation Inventory (LOI)

18 Group Effectiveness

19 Leadership Profile Indicator—Managers (LPI-M)

20 Transactional Styles Inventory—Managers (TSI-M) and Feedback (TSI-F)

21 Transactional Styles Inventory—General (TSI-G)

22 Conflict Resolution Inventory (CRI)

23 Decision-making

24 Negotiation Style Preference Inventory (NSPI)

#### **PART III: The Roles and the Organization**

25 Role Efficacy Scale

26 Organizational Role Stress (ORS)

27 General Role Stress (GRS) Scale

28 Team Effectiveness Assessment Measure (TEAM)

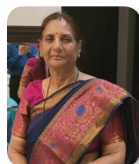
29 Organizational Learning

30 Motivational Analysis of Organization—Atmosphere (MAO-A)

31 Organizational Culture

Bibliography

About the Author



**Surabhi Purohit**





## **Wonderland of the Corporate World**

**Author: Gangadhar Joshi**

**₹699.00 • ISBN: 9788196918811**

Generations loved the character of Alice, in Alice in Wonderland, created by Lewis Carroll in 1865. Adored by children and adults, its themes are proven to be valid today as they were back then. The story provides some pretty down to earth tips for those who spend their life in the corporate world. It speaks of creativity, time management, productivity, value, trust, belief, vision, perfectionism and a host of other topics critical to the success in today's corporate world.

This book is about journey of a professional named Harish, through the corporate wonderland for over 4 decades. It follows this journey as he explores this fantastic, and somewhat insane world and experiences situations of aspiration, inspiration, perspiration and desperation in a variety of organizations, cultures and environments he had to manage. There is lot to learn from his experiences, challenges he took and difficult situations he managed all though his corporate life. For him, every success was rejoicing and every failure was an opportunity and challenge to improve and do better. Hope readers love Harish for the way in which he navigated himself through the corporate world and benefit from his adventures.

### **Contents**

Acknowledgements

CHAPTER I Introduction

CHAPTER II Begin the Beginning

CHAPTER III Back to Academics

CHAPTER IV Moving up Corporate Wonderland

CHAPTER V Wonderland of Freelance Consulting

CHAPTER VI Wonderland of Higher Education

CHAPTER VII Corporate Wonderland out of India

CHAPTER VIII Back to the Domestic Corporate Wonderland

CHAPTER IX Wonderland of Neighbouring Country

CHAPTER X Wonderland of B-schools

Chapter XI On the border of wonderlands

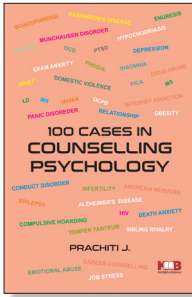
Chapter XII Closing on the Wonderland

About the Author

About the Book



**Gangadhar Joshi**



## 100 Cases in Counselling Psychology

**Author: Prachiti J.**

₹699.00 • ISBN: 9788196918835

This book will provide insight to the students of regular and distance education learning BA, MA, M.Sc. Psychology and social work regarding the internship as well as during counselling practice. First chapter deals with case study method, then format for the same is added, while other chapters mainly focus on different types of case studies. At the end, it includes list of different psychometric tests used. It is written in simple and easy to understand language.

Guides regarding various problems, challenges encountered during practice or it can stimulate the students for giving thought about different scenarios and therapies which can be helpful. Even it will be useful for anyone interested in learning psychology and knowing more about different challenges and aspects to consider while going through the journey of life. Book includes current youth issues, clinical conditions, medical conditions, relationship issues and career counselling, child and geriatric issues, assessment tests, intervention. It will basically help the students for completing their internship with ease.

## Contents

## Acknowledgements

## Preface

## Case Study

Clinical Psychology Format IGNOU

## Case Studies in Clinical Psychology

## Case Study 1 to 6

## Short Cases

## Case Study 7 to 55

### Online Counselling Cases Child Guidance Cases 1 to 5

### Case Study 56 to 59

## Cases of Addiction Abuse Cases 6 To 11

## Case Study 60 to 65

## Clinical Cases/Medical

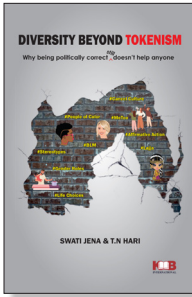
## Case Study 66 to 100

## Some Useful Psychometric Tests List/Screening Tests

Autor the Author



Prachiti J.



## **Diversity Beyond Tokenism: Why being politically correct still doesn't help anyone**

**Authors: Swati Jena, T. N. Hari**

**₹699.00 • ISBN: 9788196671150**

Widespread tokenism and woke-washing in what businesses say and do about their DEI efforts, is proof that diversity in organizations is anything but straight-forward. Diversity Beyond Tokenism is a first-of-its-kind book, taking an objective, logical, unabashed, and courageous view into the often-paradoxical parts of the diversity conundrum. It challenges conventional opinions, without seeking to topple the apple cart. This book fills a huge gap

in DEI literature, in asking questions that must be asked, but we are often too scared to. It is a must-read for leaders, DEI advocates, business students and basically anyone who cares for or is impacted by the issues.

### **Contents**

Foreword by Sairee Chahal  
Foreword by Ravi Venkatesan  
Preface  
An Ideological Echo Chamber  
Does Diversity Really Help Business?  
Dissent and Diversity  
Discrimination and Diversity  
Equal, Not Same  
Women in Senior Management  
#MeToo  
Bias is Pervasive  
Beyond Tolerance  
Rewiring for Diversity  
Diversity and Cancel Culture  
About the Authors



**Swati Jena**



**T.N Hari**



## **Digital Business**

**Author: Chandrahauns Chavan**

**₹799.00 • ISBN: 9788196775179**

**This book is recommended for the Masters Degree Program in Management (NEP).**

**Mandatory Course 6: Information System and Digital Trasformation as a Textbook.**

Digital business is changing the way organizations use and think about technology, moving technology from a supporting role to a leading role for organisation, where every organisational strategy is revolving with technology by integrating organisational processes in innovation, revenue and market growth. Digital business focuses more on how technology allows companies to create new value and experiences that differentiate companies and give them a competitive edge over their competitors and derive value for the business.

Digital businesses use technology to create new value in business models, customer experiences and the internal capabilities that support its core operations. Digital businesses create competitive edges based on unique combinations of digital and physical resources by evolving new business models. It Embrace the concept of digital transformation and the cultural shifts that requires. The implementation and management of digital services can necessitate organizational restructuring, where technology is given greater input into strategic decisions.

## **Contents**

Preface

Chapter 1

Introduction to Digital Business, Drivers of Digital Business and Digital Economy

Chapter 2

Digital Business Support Services

Chapter 3

Introduction of E-Business

Chapter 4

Digital Business & Managing E-Business

Chapter 5

Building Digital Business Application and Infrastructure

Chapter 6

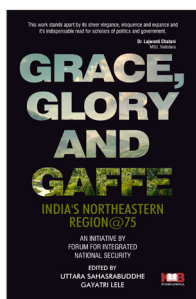
Digital Business and E-Business Strategy

References

About the Author



**Dr. Chandrahauns Chavan**



## Grace, Glory and Gaffe: India's Northeastern Region @75

**Authors: Dr. Uttara Sahasrabuddhe, Mrs. Gayatri Lele**

**₹775.00 • ISBN: 9788196775193**

India's Northeastern Region (NER) is important for both security and political reasons. It is a complex territory in terms of the heterogeneity of its population and also due to the various disputes over inter-state boundaries and sharing of resources. The region has a unique geographical location – a significantly large part of the region shares its boundaries with neighbouring countries. The NER has a history of insurgency movements, many of which continued

to exist until very recently. The Government of India has sought to meet the challenge by using various different approaches, ranging from implementing the (AFSPA) to engaging insurgent groups in negotiations and signing peace accords with many of them; and in more recent times, building infrastructure that could lead to growth and development of the region. The volume seeks to assess the successes and failures of counterinsurgency, peace-making and developmental policies of the Government of India vis-a-vis the Northeastern region.

### Contents

Acknowledgements

Preface

1 Introduction

Uttara Sahasrabuddhe, Gayatri Lele

#### **Part 1: Understanding the Northeastern Region**

2 Mapping the Region: An Overview of Northeast India

3 Nationalism, Migration and Citizenship in Assam

#### **Part 2: Challenges of Governance**

4 Reorganisation of the Northeast and Resolving Inter-state Border Disputes

5 Formation of Autonomous Councils (Assam, Manipur) – Impact on Ethnic Conflicts, Peace Negotiations

6 The National Register of Citizens (NRC), Assam

#### **Part 3: Resolving Conflicts, Making Peace**

7 Insurgency and Counterinsurgency in North East India

8 'Politics for Peace': Re-thinking the Making of Peace in Mizoram

9 Peace Process in Nagaland: Evolution and Challenges

10 Armed Forces Special Powers Act (AFSPA), 1958

#### **Part 4: NER in the Context of Development and Foreign Policy**

11 Connectivity Infrastructure in Northeast Region of India: Assessing Progress and Geopolitical Impact

12 India's Act East Policy: Implications for the Northeastern Region

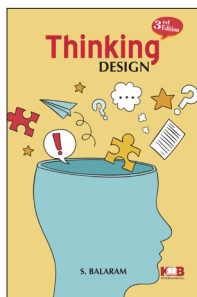
About the Editors and Contributors



**Dr. Uttara Sahasrabuddhe**



**Gayatri Lele**



## Thinking Design

Author: S. Balamram

₹1,250.00 • ISBN: 9788196775148

Design is doing.

Does that mean that there is no Thinking?

Are designers only skilled aesthetic experts?

Is there no value system and strong philosophical base, a necessity for any profession?

What is the relevance of Design for a country as unique as India?

What is the future of design education and the design profession?

This book is a deep reflection on such basic questions and an examination of some practical examples.

In the words of well-known scholar Gaston Roberge:

“Design is something special.

Design is charming.

Design is so significant that according to Carl Jung, it often is the symbol of the self in dreams.”

“Design is at once so unlikely and so charming that some people use an argument from design, holding that God’s existence is provable by the evidence of design in the universe.”

“Design is no ordinary thing indeed.”

And S. Balamram is fully aware that “the human need” he writes, “which is the origin of the design, is not only physical but also psychological, socio-cultural, ecological and spiritual.”

Balamram’s Thinking Design explores fascinatingly the intricate and multifarious relationship of design activity and product, the India of Gandhi and of the following era.

Befittingly, given its subject, Thinking Design is no ordinary book, indeed!

## Contents

Foreword by Gaston Roberge

Acknowledgements

Introduction

### SECTION 1

The Wonder That Is

Modern Indian Design

The Power of Representation

Fitting the Man to the Task

### SECTION 2

Design and Rule

Politics is not a Four-letter Word

Tools for Change

For the People, By the People

The Barefoot Designer

### SECTION 3

QWER

Leave Well Enough Alone

Invisible Design

### SECTION 4

The Case Studies

Design Pedagogy in India

Notes on Select Figures

Index

About the Author



S. Balamram



## **Knowledge Management: Maximizing Organizational Intelligence for Success**

**Author: Dr. Lata Suresh**

**₹999.00 • ISBN: 9788196671181**

The book on Knowledge Management offers a comprehensive exploration of the field, catering to a diverse readership, including students, professionals, and researchers. It begins by defining knowledge management's importance in today's knowledge-driven economy and provides historical context, discussing key concepts & challenges. The book delves into knowledge creation, acquisition, organization, storage, retrieval, & sharing, covering various techniques & technologies. It emphasizes the role of leadership, organizational culture, & technology, incorporating real-world case studies to illustrate best practices. Moreover, the book addresses the future of knowledge management, including emerging trends and ethical considerations. Throughout, it provides practical insights, theoretical frameworks, & actionable strategies, equipping readers to harness & leverage organizational knowledge for competitive advantage elaborating with case studies & Best practices adopted by the corporates and Institutions.

### **Contents**

About the Book

Preface

Acknowledgement

Chapter 1

Leadership in the Information Age:  
Navigating Change and Innovation

Chapter 2

Sustainable Leadership: Strategies for  
Thriving in Turbulent Times

Chapter 3

Breaking Barriers: Gender Perspectives in  
Leadership

Chapter 4

Innovative Leadership: Embracing  
Challenges in the Modern Era

Chapter 5

Harnessing Technology: The Role of  
ICT in Effective Leadership

Chapter 6

Entrepreneurial Leadership: Fostering  
Innovation in Uncertain Environments

Chapter 7

Developing Strategic Leadership  
Capability: A Roadmap for Success

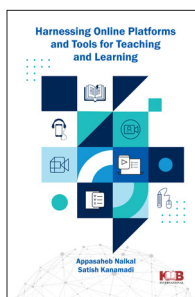
Chapter 8

Contemporary Leadership: Effective  
Strategies for a Dynamic World

About the Author



**Dr. Lata Suresh**



## **Harnessing Online Platforms and Tools for Teaching and Learning**

**Authors: Dr. Appasaheb Naikal, Satish Kanamadi**

**₹795.00 • ISBN: 9788196775124**

In the current digital era, Library and Information Science (LIS) Professionals are generally known for their ability to adapt and harness cutting-edge technologies to enhance the quality of library support for education. Indeed, the 21st century belongs to Information Technology (IT) and related innovations, as constant technological improvements have altered the nature of communication, socializing, & the distinction between physical and

virtual educational environments. One such disruptive change is the emergence of online platforms & tools for teaching & learning.

This book explains how online platforms & technologies affect higher education teaching & learning. In this book, the authors examined in detail how the use of online learning tools might help teachers & students communicate better with one another. It is an in-depth research conducted on the challenges & restrictions faced by instructors and students to ascertain the extent of the impact of web portals & other internet technologies on higher education. This exploratory study adopted a mixed research methodology consisting of theoretical induction, literature review, & an online questionnaire survey of students, faculty & LIS professionals.

This book also endorses that libraries effectively use online learning platforms & tools. Online research tools like Turnitin, Grammarly, Scopus, & Mendeley have greatly improved the quality of course teaching, learning, & research & have considerably impacted faculty research.

### **Contents**

List of Tables

List of Figures

List of Abbreviations

Abstract

1. Introduction

2. Review of Literature

3. Online Platforms and Tools in Higher Education

4. Data Analysis and Interpretation

5. Key Findings, Recommendations, and Conclusion

Bibliography

About the Authors

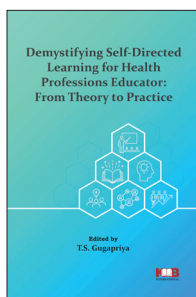


**Dr. Appasaheb Naikal**



**Satish Kanamadi**





## Demystifying Self-Directed Learning for Health Professions Educator: From Theory to Practice

**Author: Dr.T.S. Gugapriya**

**₹595.00 • ISBN: 9788196671112**

Being a lifelong learner is one of the primary roles practiced by an Indian medical graduate (IMG). To initiate IMGs into this role, the process of self-directed learning has been introduced as a component of the recently introduced competency-based medical education curriculum framework. Given the background, health professions educators need to train themselves in implementing self-directed learning modules with clarity and understanding. This

book on Self-directed learning for health professionals educators- from theory to practice elaborates on the principles of self-directed learning, demystifying the misconceptions while hand-holding the readers step by step with ready-to-use templates for successful planning and conducting impactful self-directed learning sessions for IMGs.

### Contents

Foreword

Acknowledgements

Preface

1 SDL-Need of the Hour

Meenakshi Girish

2 Journey from Andragogy to Heutagogy:

Conceptualizing SDL

Vinu Vij

3 Are they Ready?: Let's Warm Up to the SDL Session

Sujiv Akkilagunta

4 "Can I?": Priming for SDL Session

Sreelakshmi V.

5 "How Can I?": Triggering SDL Session

T.S. Gugapriya

6 "Am I on the Right Path?": Assessment in SDL Session

Nisha Meshram

7 "Have I?": Evaluation of SDL Session

Vinay Kumar N

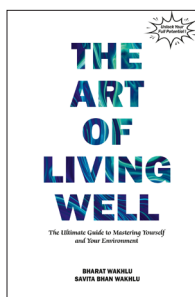
8 "Am I Doing It Right?": Checking the Planned SDL Session

Navita Aggarwal

About the Editor and Contributors



**Dr. T.S. Gugapriya**



## **The Art of Living Well: The Ultimate Guide To Mastering Yourself And Your Environment**

**Authors: Bharat Wakhlu, Savita Bhan Wakhlu**

**₹595.00 • ISBN: 9788196671198**

Unlock your full potential with The Art of Living Well. This transformative self-help book, written in a clear and accessible style, delves into three essential and transformative themes for anyone looking to enhance their lives.

– Self-Mastery: Learn to harness the power within you. Navigate and diminish self-doubt, cultivate resilience, find true emotional balance, and attain lasting inner confidence and peace. Discover

your purpose and passion.

– Interactional Excellence: Become proficient in the art of connection. Forge deep, meaningful relationships, enhance your communication skills, learn to stand up for yourself without ruffling others, and become a magnetic presence in both personal and professional spheres.

– Work as Service: Redefine success as service. Align your career with your values, make a positive impact, and create a life that truly matters.

This book is your roadmap to a life of profound contentment and achievement. Begin your journey towards living well and joyfully, today.

### **Contents**

Foreword by Dr E. Sreedharan

Preface

Acknowledgements

Getting Ready for the Adventure!

Chapter 1. Self-mastery

(A) Thinking, Feeling and Behaving

(B) Self-esteem and Self-worth

(C) Being Present and Mindful

(D) Choice and Accountability

(E) Health and Well-being

Chapter 2. Interactional Excellence

Interactions Are Enriching

(A) Communication and Building Relationships

(B) Emotional Intelligence

(C) Active Listening and Empathy

(D) Communicating Assertively

Chapter 3. Serving Others Through Work

Serving, Managing and Leading

Bibliography and Additional Resources

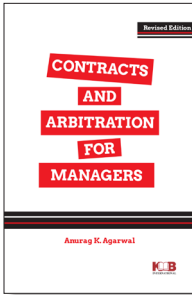
About the Authors



**Bharat Wakhlu**



**Savita Bhan Wakhlu**



## **Contracts and Arbitration For Managers**

**Author: Anurag. K. Agarwal**

**₹595.00 • ISBN: 9788196503390**

As a manager, do you struggle with legal technicalities related to contracts and arbitrations?

As an engineer managing a project, do you feel the immense pressure of the complexity of contracts?

This book presents contracts and arbitration from a business perspective and helps you to deal effectively with them while making strategic business decisions.

## **Contents**

List of Abbreviations

Preface to the Second Edition

Preface to the First Edition

1. Introduction
2. Contracts
3. Arbitration
4. Institutional and Ad Hoc Arbitration
5. Liquidated Damages
6. Force Majeure
7. Arbitration Clause
8. Mandate of an Arbitrator
9. Challenging an Award
10. Public Policy
11. Interest

Epilogue

Appendix: Important Definitions

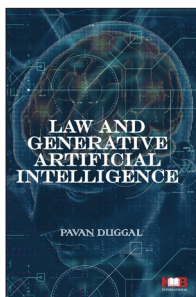
Notes

Glossary

About the Author



**Anurag K. Agarwal**



## Law and Generative Artificial Intelligence

**Author: Pavan Duggal**

**₹349.00 • ISBN: 9788196503338**

While a practicing Advocate, Supreme Court of India, Dr. Pavan Duggal has made an immense impact with an international reputation as an Expert & Authority on Cyber Law, Cyber Security Law, AI Law & E-commerce law.

While there are numerous legal ramifications of Generative AI, this book has sought to identify & highlight some of the key and more significant legal, policy and regulatory challenges concerning Generative AI. These challenges will have to be appropriately

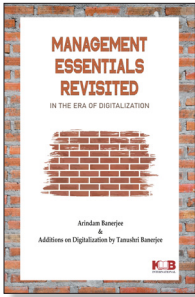
addressed at the earliest possible opportunity as the quantum evolution of Generative AI could potentially throw up new emerging vistas, which will require further consideration by lawmakers.

### Contents

Preface	Human Health, Creativity and Generative AI
Acknowledgements	Misinformation, Liability and Generative AI
Introduction	Jurisdiction and Generative AI
Advent of Generative AI	Bias and Generative AI
Definitions of Generative AI	Discrimination and Generative AI
Benefits & Limitations of Generative AI	Consumer Protection and Generative AI
Generative AI Developments	Ethical & Moral Issues and Generative AI
Chat GPT & Subsequent Avatars-	Trustworthy Generative AI
Generative AI's Poster Boys	Rogue Generative AI and Regulation
Facts & Figures of Generative AI	Regulation of Generative AI Used in
Generative AI Legalities	Advertising and Product Promotion
Legality of Generative AI And Legality of	Use of Generative AI by Children and
Generative AI Output	Monitoring
Evolving Legalities of Generative AI	Fundamental Policies and Generative AI
Generative AI Contracts	Other Legal and Policy Issues Concerning
Contractual Disputes and Generative AI	Generative AI
Cybercrimes and Generative AI	Legal Developments Concerning
Cyber Security and Generative AI	Generative AI
Privacy and Generative AI	China's Interim Measures on Management
Data Protection and Generative AI	of Generative Artificial Intelligence Services
Accountability of Generative AI	Other Countries' Generative AI Legal
Safety of Generative AI	Developments
Generative AI as Abusive	Banning the Use of Generative AI
Intellectual Property Rights, Copyright and	Various Generative AI Litigations Already
Generative AI	Begun
Generative AI, Patents and AI as an	Projected Facts and Figures on
Inventor	Generative AI
Plagiarism and Generative AI	Conclusion
Hallucination and Generative AI	About the Author
Legal Liability and Generative AI	



**Pavan Duggal**



## **Management Essentials Revisited: In the Era of Digitalization**

**Authors: Arindam Banerjee, Tanushri Banerjee**

**₹495.00 • ISBN: 9788196503383**

This book is an ideal compendium for practitioners/management students to review and revise effective business philosophy along with a strong theoretical underpinning. Written in a no nonsense style, it avoids acronyms and depicts management principles in a lucid manner. Worth reading it over and over to sustain clarity in managerial acumen and ability to support better decision making. The book provides depth of detail and at the same time is able to offer an integrated view of the decision-making process in organizations.

### **Contents**

List of Illustrations

Preface

Acknowledgements

1. The Recipe for a Good Indian “Management” Curry: Effective Management Philosophy: The Rationale
2. The “Curry” Ingredients: The Power of Anticipation
3. Another Curry Ingredient
4. The “Curry” Condiments: Some Crucial Inputs for Running the Organization
5. The Culinary Infrastructure: Analysis, the Groundwork for Good Decision Making
6. How is the “Curry”,.....Good?
7. The Garnish: Some Stray Thoughts on Effective Management Practices
8. The Era of the Digital Business
9. Epilogue

Appendix

References

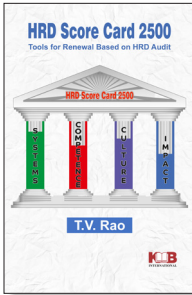
About the Authors



**Arindam Banerjee**



**Tanushri Banerjee**



## **HRD Score Card 2500: Tools for Renewal based on HRD Audit**

**Author: T.V. Rao**

**₹895.00 • ISBN: 9788196329693**

This volume presents tools and methodology to evaluate these four pillars of HRD: 1. HR systems, 2. Competencies of HR staff, top management and other employees, 3. HRD values and Organizational culture, and 4. Alignment as indicated by the HRD's impact on intellectual Capital and financial outcomes. The book presents detailed guidelines and framework for such measurement using 2500 points. The points are indicative the

measures can be adjusted to suit the contextual reality of the user. We hope this volume will help you to examine your HR systems and practices, competencies of all those involved and enable you to create a right kind of culture and maximize your impact in achieving short term and long term goals of your organization.

### **Contents**

Foreword (First Edition)  
Preface to Second Edition  
Acknowledgements

#### **PART 1**

Unit 1: Introduction to HRD Audit and HRD Score Card  
Unit 2: HRD Systems  
Unit 3: HRD Competencies  
Unit 4: HRD Culture and Values  
Unit 5: HRD Impact and Alignment  
Unit 6: HRD Audit Instruments  
Unit 7: HRD Scores at a Glance

#### **PART 2**

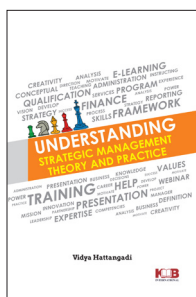
Unit 8: In-depth Audit of HRD Systems

Index

About the Author



**Dr. T. V. Rao**



## Understanding Strategic Management: Theory and Practice

**Author: Dr. Vidya Hattangadi**

**₹495.00 • ISBN: 9788196503314**

'Understanding Strategic Management' covers key topics and theories of strategic management. The author has drawn examples of prominent Global and Indian companies. The examples are suitable and well-structured to illustrate numerous strategies in detail, and they cover various business functions. The book will help faculties to check sources and information to flowchart topics and assignments. Students will learn how to conduct a case analysis,

measure organizational performance, and conduct external and internal analyses. In short, the book will help to understand how organizations formulate and implement strategy at different levels to become successful.

### Contents

Preface

Foreword

#### 1 Understanding of Strategic Management

- What is Strategic Planning?
- Henry Mintzberg's Five Ps of Strategy
- Types of Strategic Plans
- Strategy Operates at Three Levels

#### 2 Environmental Scanning and Effective

- Tools for Strategic Formulation
- Tools for Strategic Formulation
- PESTLE
- SWOT
- TOWS

#### 3 SBU Portfolio Management and Strategic Tools

- BCG MATRIX
- GE Matrix
- Steps to Utilize GE Matrix
- McKinsey 7-S Framework

#### 4 Tools for Strategic Fit for Sustainable Competitive Advantage

- Ansoff Matrix
- Grand Strategy Matrix
- Value Chain Analysis
- Primary Activities
- Support Activities
- Generic Strategies

#### 5 Industry Analysis and Competitive Advantage

- What is Synergy?
- What are the Different Types of Outsourcing?

#### 6 Understanding Organizational Growth Options

- VRIO Framework by Jay Barney
- Red, Blue Ocean Strategy
- Competing in Global Market
- CAGE Distance Framework Helps to Assess Expansions in International Markets

#### 7 Understanding Difference in Culture in International Market and Growth Options

- Hofstede Model of Six Dimensions of National Cultures
- Mergers and Acquisitions
- There are Different Types of Mergers

#### 8 Strategic Parameters in Globalized World

- Market Dominance Strategies
- Offensive and Defensive Strategies
- What is Benchmarking?
- Management Control System
- Change Management
- Kurt Lewin Change Model

About the Author



**Dr. Vidya Hattangadi**



## **Succeeding in Your Startup**

**Authors: Kaloian Kirilov, Kapil Rampal**

**₹695.00 • ISBN: 9788196503352**

Dive into the dynamic world of startups with our insightful book, where seasoned entrepreneur Kaloian & Kapil shares their invaluable experiences, illuminating the path from ideation to success. Discover a treasure trove of practical advice, strategic wisdom, and inspiring anecdotes that will empower you on your startup journey. Unveil the secrets to navigating challenges, harnessing innovation, and building a resilient business. Whether you're a budding entrepreneur or an industry veteran, this book is

your essential guide to thriving in the fast-paced landscape of startups.

### **Contents**

1. Introduction
2. Idea for a Start-Up
3. How to Start?
4. Co-founders
5. Product Development
6. First Clients
7. Business Model and Financing
8. Marketing and Sales
9. Company Culture
10. Marketplace
11. How to Finance My Start-Up?
12. How to Scale Your Start-Up?
13. Social Entrepreneurship
14. Working with Big Corporations
15. Working in a Start-Up
16. Advisory Board
17. Exit from a Start-Up
18. When to Shut Down Your Start-Up and Last Advice
19. Insights from Entrepreneurs
- About the Authors

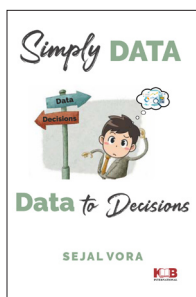


**Kapil Rampal**



**Kaloian Kirilov**





## Simply Data: Data to Decisions

Author: Sejal Vora

₹675.00 • ISBN: 9788196329600

**Spreadsheets Databases Analytics Graphs Statistics**

Are these words enough to transport you into snooze mode?

Data is not essential for my job / business?

Is that what you think?

Analytical skills require exceptional intellect which is bestowed upon only chosen few.

Is that what you believe? The 'science of data' is an exclusive club meant for data scientists alone. Is that what you've been told?

This book will bust all these myths surrounding Data and the data averse nature in most people. Data has become an inescapable reality of all our lives, professions, and businesses. And the need for driving decisions with data could not have been more pronounced than it is today. Data is not as complex as it has been made out to be. This book along with other books in the SIMPLY DATA series will simplify data for the most data-averse as also data-savvy person alike, enabling one and all to leverage the true power of data. You do not need any prior data, tools or technological knowledge to pick up this book and learn from it.

The first part of this book will help you understand data better and get more comfortable with it. The second part will guide you on decoding the meaning behind data using both the left – analytical thinking brain and the right – creative or intuitive thinking brain, to achieve whole brain thinking. From Analytical Reasoning to Pattern Recognition and developing an analytical mindset; to introducing for the very first time – the concept of Data Intuition, this book has it all! As a bonus, in part three you will also get an insight on using the storytelling technique for effective data communication.

## Contents

Preface

Introduction

### Part One Understanding Data

1. The World is Coloured Data
2. Not all Data is BIG
3. Time for Data to Decision!
4. Data Can Be Fun

### Part Two Decoding Data

1. Thinking Systems
2. Are You Thinking?
3. Analytical Reasoning
4. Pattern Recognition Machine
5. Pattern Recognition with Data
6. Getting Analytical
7. Intuitive Intelligence

8. Data Intuition

9. Developing Data Intuition

vi Simply Data: Data to Decisions

### Part Three Communicating Data

1. Storytelling with Data
2. The Building Blocks
3. Crafting a Visual Data Story

### Part Four Tying it all Together

1. Case Study in Action
- In Closing The Way Forward  
Coming up Next on Simply Data – Data Intuition  
About My Earlier Book: Simply data – Storytelling with Data  
About the Author



Sejal Vora



## #Whatever: The Alternative Narrative

**Author: Dr. Mansi Kapoor**

**₹595.00 • ISBN: 9788196329662**

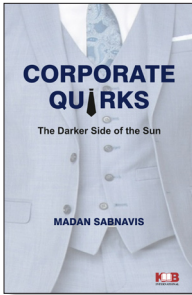
“#Whatever: The Alternative Narrative” is a book which will compel readers to question assumptions about many key issues confronting us as we go hurtling towards our very uncertain future, hopefully wondering about why we choose to do what we do. Are we really free? What’s next?

## Contents

1. No Kids Please
2. Nouns & Pronouns
3. We Don’t Do God
4. Collisions–Past & Future
5. Bread & Circuses
6. Power: Its Mystique
7. And So, They Lived Happily Ever After
8. Self-Help’s Slippery Slope
9. Existentialism: Essentials
10. Unveiling the 3Q’S
11. Gliese 832c



**Dr. Mansi Kapoor**



## **Corporate Quirks: The Darker Side of the Sun**

**Author: Madan Sabnavis**

**₹649.00 • ISBN: 9788196294519**

The contribution made by the corporate sector to our economy is well documented. Everyone wants to be part of this canvas. But there are some quirks that run through all companies; and have been written about here based on personal experiences. This can be about HR practices, CEOs, Awards, communication, bosses, genuflection, conferences, gifts and even mundane things like emails and presentations. The reader will find this familiar and may just ask how the author knows about her company. The answer is

that these quirks pervade the corridors and cabins of all companies. They are serious yet funny. Serious because this often happens, and funny because we need to have a sense of humour to savour the way of corporate life. These pages are to be read with a smile and taken in the right spirit because as the bard had said – all of us are actors that speak our lines and walk off the stage!

### **Contents**

Acknowledgements

Introduction

1. Entry to the World of St Corporate
2. The Structures
3. Corporate Dynamics
4. 'tis not Hollywood but Corporate-wood
5. The Protagonists
6. Humdrums of Corporate Life

The Best for Last..... What You Read is What You'll Hear

Refresher: Corporate Tenets Never to Be Forgotten

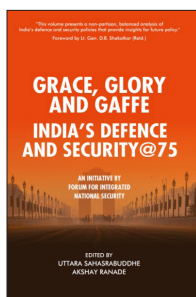
Epilogue

Afterword

About the Author



**Madan Sabnavis**



## Grace, Glory and Gaffe: India's Defence and Security@75

**Authors: Akshay Ranade, Dr. Uttara Sahasrabuddhe**

**₹649.00 • ISBN: 9788196329648**

Defending India in the face of multifarious insecurities that it faces is no mean feat. It is surrounded by hostile neighbours with nuclear capabilities and a strategic environment which is continuously in flux. With five major wars, protracted sub-conventional wars and intermittent eruption of localised conflicts, India has dealt with a grim security scenario since independence and continues to deal with it on a daily basis even today. This at the backdrop of a vibrant

democracy which also means a continuous struggle of getting to consensus at a political spectrum which is extraordinarily diverse and also confrontational. How has India managed to do it? What have been the key strategic decisions that impacted defence and security apparatus in the country? What have been the key inflections points in India's Defence and Security Policy making? What more needs to be done to face a new generation of warfare and conflicts? This volume attempts to contemplate these questions and more.

### Contents

Acknowledgements

Foreword

Preface

1 Introduction

2 Insights into India's Nuclear Programme

#### **Part 1: Security Architecture and Institutional Reforms**

3 India's National Security Conundrums: Cause and Effect

4 Reforming Indian Armed Forces: Chief of Defence Staff and Theatre Commands

#### **Part 2: Defence Production and Weapons Imports**

5 Warship Building After 1947: Success of Indigenisation

6 The 1962 MiG-21 Deal: Foundation of an Enduring Defence Partnership

#### **Part 3: Foreign Policy, Security and Defence**

7 Disillusionment with the United Nations: Kashmir and National Security

8 Establishing Full Ambassadorial Relations with Israel: Structural Logic and Strategic Priorities

9 India's Evolving Policy Towards the Quad: Implications for Security

#### **Part 4: Nuclear Policy and Security**

10 Emergence of a Nuclear China in the 1960s: An Analytical Study of India's Response

11 India and Indo-US Nuclear Deal: Parsing the Decisions

#### **Part 5: Evolving Contours of Space Policy**

12 Indian Space Research Organisation: The Foundation of Space Programme

13 Reforms of the Indian Space Programme: A Metastrategic Decision About the Editors and Contributors



**Dr. Uttara Sahasrabuddhe**



**Akshay Ranade**



## TRIZ: Methods in Solving Non-Standard Problems

Author: *Vladimir Petrov*

₹1,990.00 • ISBN: 9788196329631

This book describes a method for solving non-standard problems, consisting of 5 steps. The book contains a description of the logic of inventive problem solving. Much attention in the book is given to the practice of using these tools. The book contains 88 problems of 41 for an independent solution. Author's analysis of these problems is given in the appendix. The book is intended for a broad circle of readers and will be especially useful for those who want to learn how to obtain new ideas quickly.

### Contents

List of abbreviations

Acknowledgements

Introduction

1. Logic of Solving Non-standard Problems

1.1. Introductory Information

1.2. Practice of Using IFR

1.2.1. Condition of the Problems

1.2.2. Solving Problems

1.3. Main Line of Problem Solving: Practice

1.3.1. Condition of Problems

1.3.2. Solution of the Problems

1.4. Logic of ARIZ

1.5. Practice on ARIZ Logic

1.5.1. Condition of the Problems

1.5.2. Solution of the Problem

1.6. Independent Work

1.6.1. Questions for Self-control

1.6.2. Topics for Reports and Reference Papers

1.6.3. Fulfill the Following Tasks

2. Inventive Principles for Resolving Contradictions

2.1. Introductory Information

2.2. System of Inventive Principles

2.3. Inventive Principles for Elimination of Technical Contradictions

2.3.1. Main Inventive Principles for Resolving TC

2.3.2. Additional List of Inventive Principles

2.4. Use of the Table of Inventive Principles for Resolving Technical Contradictions

2.5. Inventive Principles for Eliminating Physical Contradictions

2.5.1. Paired Inventive Principles

(Principle – Antiprinciple)

viii TRIZ: Methods in Solving Non-Standard Problems

2.5.2. Grouped Inventive Principles

2.5.3. Separation of Opposed Properties

2.6. Independent Work

2.6.1. Questions for Self-control

2.6.2. Topics for Reports and Reference Papers

2.6.3. Fulfill the Tasks

3. Resources

3.1. General Notions

3.2. Classification of Resources System

3.2.1. Origin of Resources

3.2.2. Kinds of Resources

3.2.3. Evaluation of Resources

3.2.4. Methods of Changing Resources

3.3. Application of the System in a New Way

3.4. Identification of Properties

3.5. Application of Identified Properties

3.6. Independent Work

3.6.1. Questions for Self-check

3.6.2. Topics for Reports and Reference Papers

3.6.3. Problems for Independent Work

4. Conclusion

4.1. General Conclusions

4.2. Recommendations Concerning Improvement of Obtained Knowledge and Training of Skills

4.3. What Next?

Appendices

Appendix 1. Analysis of Problems

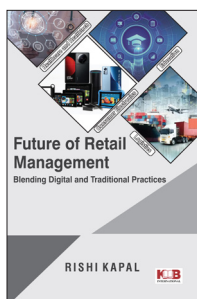
ARIZ Logic

Resources

Index



**Vladimir Petrov**



## **Future of Retail Management: Blending Digital and Traditional Practices**

**Author: Rishi Kapal**

**₹595.00 • ISBN: 9788196010027**

The essence of retail management is the process of assisting customers and consumers to be able to find and use products and services. However, with the blended advent of physical and digital retail practices, not all the sectors follow the same retail frameworks. As Muralikrishnan B, President of Xiaomi India states “That COVID-19 fundamentally changed our ways of working, presenting new opportunities as well as fresh challenges is to state the obvious”.

An excellent retail strategy is important for customer retention and as per Phalgun Kompalli and Mayank Kumar, founder of Upgrad, “businesses were forced to switch gears from offline to online and accept the ‘tech-induced-new normal’ as a way forward.” Hence the integration of retail channels started being fast tracked, that each student, faculty, and retail practitioner will understand through this new age book. As Vishal Gondal, founder and CEO of GoQii mentions “the COVID-19 pandemic highlighted the importance of preventive healthcare and spurred a shift towards a greater focus on preventive measures thereby impacting the retail strategies.” Overall, the understanding of retail management needs to be re-invented and Venkat Malluvajhula, ANZ Head of Pitney Bowes(SendTech) elaborates that “The retail industry continues to experience significant change and disruption with shifting consumer behaviors, needs, and expectations”. Go ahead and grab this book to know the future of retail management in the Consumer Electronics, Education, Healthtech sectors. With the author’s persona experiences of 2 decades poured in the book, it would help you redefine the context and content about blending new age retail practices.

## **Contents**

### **Acknowledgements**

1. Future of Indian Retail: The Covid Stages and Beyond
  2. Industry Speak: Consumer Electronics Retail by Xiaomi  
Muralikrishnan B  
Academia Speak: Consumer Electronics
  3. Industry Speak: Education Tech Retail by Upgrad  
Phalgun Kompalli and Mayank Kumar  
Academia Speak: Education Tech
  4. Industry Speak: Healthcare & Healthtech Retail by GOQii  
Vishal Gondal  
Academia Speak: Healthcare and Healthtech
  5. Industry Speak: Logistics Retail by Pitney Bowes  
Venkat Rao (Venkat)  
Academia Speak: Logistics
- About the Author



**Rishi Kapal**



## **Simply Data: Storytelling with Data**

**Author: Sejal Vora**

**₹795.00 • ISBN: 9788196078157**

- Presentations full of line and bar charts which provide no insight into data
- Charts which need to be analyzed to decipher its meaning
- Reports which need to be re-read to get some clarity into the message

If the answer to any of the above is a resounding YES, then my dear friend are in dire need of 'Storytelling with Data' to transform the way you think and communicate with data.

This book will teach you how to stop reporting data and start communicating underlying insights in an easily understandable format, outlining a clear message through written and visual modes. Stories are an inherent part of human communication, the simple techniques introduced in this book will help you leverage on basic human cognition without relying on any technical tools.

Data is not as complex as it has been made out to be. This book along with other books in the SIMPLY DATA series will simplify data for the most data-averse as also data-savvy person alike, enabling one and all to leverage the true power of data – because data is an inescapable reality for all types of job roles, professions and businesses today.

## **Contents**

Preface

Introduction: We Are All Storytellers

1. Stories Bring Data to Life
2. The Essence of Data Storytelling
3. Getting to the Core
4. Planning the Story Narrative
5. The Quick - Fix
6. Making Good Stories Great!
7. Writer to Storyteller
8. Use Visuals to Your Advantage
9. The Final Act

In Closing The Way Forward

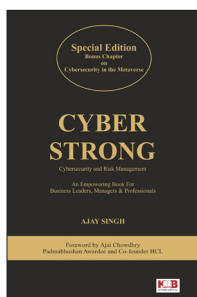
Coming up Next on Simply Data - Data to Decisions

A Peak into the Upcoming Book: Simply Data - Data to Decisions

About the Author



**Sejal Vora**



## Cyber Strong: Cybersecurity and Risk Management

**Author: Ajay Singh**

**Hardcover**

**₹695.00 • ISBN: 9788196078126**

Cyber risk is one of the biggest challenges' businesses face in the 21st Century. The increasing dependence and use of technology to run businesses combined with the spate of cyber-attacks and risk to reputational damage in recent times has made cybersecurity a top priority for corporates as well as other organizations.

Limited knowledge of cybersecurity among business leaders and functional managers is a major barrier for effective cyber risk management.

CYBERSTRONG aims to inform and empower business managers and leaders alike to be able to assess cyber threats, integrate cybersecurity strategy with business goals, and build appropriate response systems to deal with cyber risks.

### Contents

List of Figures

List of Tables

List of Abbreviations

Foreword by Ajai Chowdhry

Preface

Introduction: The 16 Insights to Managing Cyber Risks

#### **PART I: Identifying Cyber Threats and Vulnerabilities**

1. Cyberattack Surface: Threats and Vulnerabilities
2. Recognizing Your Vulnerabilities
3. Apps: Can They Land You in Trouble?
4. Discovering and Recovering from Cyberattacks
5. Motives of a Cybercriminal
6. Cyberattacks Can Be Devastating
7. Cyber Risk: A Key Business Risk

#### **PART II: Understanding Cyber Risks**

8. Assessing Cyber Risks to Your Business
9. Cyber Resilience

10. The Human Factor in Cybersecurity

#### **PART III: Managing Cyber Risks**

11. The Role of Technology in Cybersecurity
12. Cyber Laws and Cybersecurity Regulations
13. The Role of Leadership
14. Collaboration Is the Future of Cybersecurity
15. The Role of Cybersecurity Frameworks
16. Enterprise Cybersecurity and Social Media

#### **PART IV: Bonus Chapter**

17. Cybersecurity in the Metaverse

Conclusion: Final Words on Being CyberStrong

Appendix: 30 Notable Cyber Security Events since 2010

Glossary

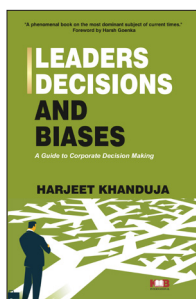
Bibliography

About the Author



**Ajay Singh**





## Leaders Decisions and Biases: A Guide to Corporate Decision Making

*Author: Harjeet Khanduja*

₹649.00 • ISBN: 9788196078133

ORGANIZATIONS PROVIDE MIND-BOGGLING COMPENSATIONS TO THEIR LEADERS AS COMPARED TO AN AVERAGE EMPLOYEE. IS IT BECAUSE THEY WORK MORE? Just like saying “we are the decisions we make”, the very existence of an organization depends on the decisions its leaders make! Decision-making is an interplay of competitive strategies, processes, design, values and

culture. Narrating the experiences of industry decision-maker, the book demonstrates that organizational decision-making is akin to navigating through a minefield of biases and execution issues. From analysing key decisions of the past to shaping new ones, this book will empower readers with effective strategies that will allow them to become an integral part of their organization’s decision-making environment. Businesses are always on the lookout for effective decision-makers. Whether you are looking to move up the career ladder or do well in your personal life, with Leaders Decisions and Biases, you will be well on your way! Harjeet Khanduja is a quintessential storyteller with a difference. Highly recommended.

### Contents

List of Abbreviations  
Foreword by Harsh Goenka  
Preface  
Acknowledgements

#### **Part 1: Organizational Decision-making Is Different**

1. Power of Decisions
2. Managers Too Make a Lot of Decisions!
3. When Groups Decide
4. Quick and Dynamic Environment
5. How Practical Are Decision-making Styles and Philosophies?

#### **Part 2: Making It Effective**

6. Decision-driven Organizations
7. Empowering the Front Line
8. Data-driven Decision-making
9. Decision-making Competencies
10. Decision-making Toolkit and How to Use It

#### **Part 3: Nurturing a Decision-making Environment**

11. Laugh with Many, Don’t Trust Any
12. What Is the Right Thing to Do?
13. Strength Lies in Differences
14. Creativity Is Contagious
15. Disconnect to Reconnect

#### **Part 4: Biases That Ail Organizational Decision-making**

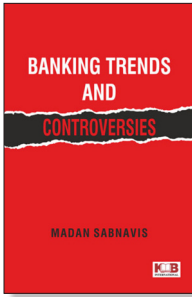
16. Unintelligent Passion
17. Authority Bias
18. Comfort Zone Bias
19. Conformity Bias
20. Indecision

#### **Part 5: Decision Execution Life Cycle**

21. Execution Planning
  22. Execution Methodology
  23. Change Management
  24. Impactful Communication
  25. Decision Evaluation Framework
- About the Author



**Harjeet Khanduja**



## **Banking Trends and Controversies**

**Author: Madan Sabnavis**

**₹595.00 • ISBN: 9788196078119**

India is grappling with its worst banking crisis ever, and we are still trying to figure out what landed us here. Banking Trends and Controversies present the two sides of the Indian banking story by giving an account of the reforms as well as quandaries in times of extraordinary economic and political challenges.



**Madan Sabnavis**



## **#You: Build Your Personal Brand**

**Author: Charu Sabnavis**

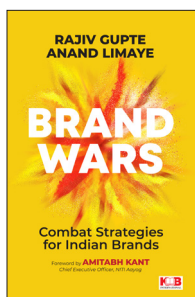
**₹595.00 • ISBN: 9788196078102**

A strong personal brand does not come about by chance, it is the outcome of an endeavour towards creating and projecting the person you are. Just as a product needs active marketing and promotion to generate awareness and draw attention of potential buyers, a personal brand needs promotion to gain visibility and recognition amongst stakeholders. Opening doors for opportunities, resources and information, #YOU: Build Your Personal Brand talks about building and maintaining your personal brand. It will enable you to reinstate your ability to forge constructive relationships and

build strong networks. The book also discusses how to present your personal style based on attire, communication, body language and confidence. Creating those positive first impressions, this book provides insights and practical tips for having a voice at the table.



**Charu Sabnavis**



## Brand Wars: Combat Strategies for Indian Brands

**Authors: Dr. Rajiv Madhusudan Gupta, Prof. Anand. N. Limaye**

**₹595.00 • ISBN: 9788196010034**

Market disruption, pandemic-ridden economy and China's digital and mobile dominance—Indian brands are swimming through these rough tides to survive and win. They are financially and strategically battling to takeover and conquer not just the Indian market but the global terrain as well. Derived from the warfare strategies used by countries to win wars, Brand Wars illustrates proven and tested brand strategies by analyzing the success and failures of more than 500 iconic brands over the last 50 years. It also

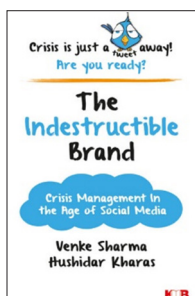
presents original models such as Brand Combat, Battlefield and Capability Leveraging to help brands develop capacity, capture value and use the right resources against competition. Filled with suggestions for sustained competitive advantage, this book will encourage small and big businesses alike to compete in the marketplace and fulfill their aspirations.



**Anand Limaye**



**Rajiv Madhusudan Gupta**



## The Indestructible Brand Crisis Management in the Age of Social Media

**Authors: Venke Sharma, Hushidar Kharas**

**₹450.00 • ISBN: 9788196010041**

Whether or not your brand is on social media, your consumers are. They are continuously sharing their good & bad experiences about your brand. Most brands are not prepared to deal with negative feedback which, if ignored, can spiral into a crisis. This book seeks to aid brand and business owners to structure organizations to be crisis-ready. Creating a crisis squad & a crisis playbook, envisioning various scenarios that can occur and what the brand's response should be are

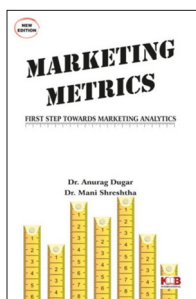
some of the areas the book delves into. It also recommends preventive measures that can save brands from social embarrassment & social listening strategies that can alert organizations to a problem before it becomes a crisis. When everything else fails and a crisis is at hand, the focus shifts to executing the playbook, turning the conversation around leveraging evangelists & influencers. Once the crisis has ended, it's time to audit the playbook & close the gaps, as well as evaluate financial or reputational damage done to the brand & see how quickly one can recover.



**Venke Sharma**



**Hushidar Kharas**



## **Marketing Metrics First Step Towards Marketing Analytics**

**Authors: Dr. Anurag Dugar, Dr. Mani Shreshtha**

**₹650.00 • ISBN: 9788196010065**

We are in the sales and marketing profession, and we hate number crunching. But we also realize its significance to succeed in this profession. So, we set out to write this book with the aim of making number crunching interesting and simple for sellers and marketers.

If you are a marketing student, professor, freshly minted marketing or sales professional, or a startup founder, and you loathe numbers, this book is meant for you. It will equip you with a set of marketing

metrics that you need to know to make important decisions and crack interviews.

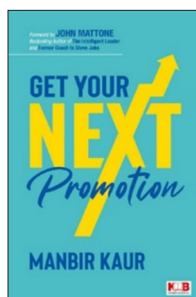
You will find only crisp and actionable knowledge in this book and no unnecessary jargons or theories because just like you we don't like it either!



**Dr. Anurag Dugar**



**Dr. Mani Shreshtha**



## **Get Your Next Promotion**

**Author: Manbir Kaur**

**₹550.00 • ISBN: 9788196010058**

Seeking your next promotion but not quite there yet? Rising up in your career shouldn't be left to chance.

Get Your Next Promotion makes you understand why some people get promoted while some get stuck.

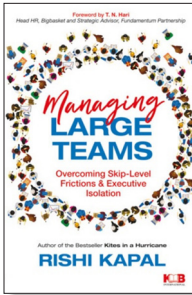
There are a few things that stop professionals from growing beyond mid-level management. Here is a chance to understand the problems & the challenges that you may have been facing & why

your current efforts may no longer lead you to your next promotion.

Each person must find their own path up to the mountain peak, yet to complete the feat successfully, they still need the same universal strengths, skills & tools. One may favour certain strengths or tools over the others but missing on some may lead to failure. Similarly, while there cannot be a single formula for progressing up the career path, this book reveals the universal abilities that all must possess to become great leaders through ten intriguing stories. Each story focuses on a specific facet of your next promotion while tracing the career of a leader who used it effectively.



**Manbir Kaur**



## **Managing Large Teams, Overcoming Skip-Level Frictions & Executive Isolation**

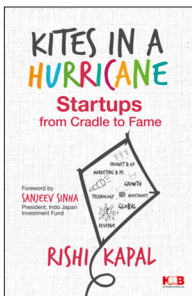
**Author: Rishi Kapal**

**₹595.00 • ISBN: 9788196010003**

Managing and leading large teams is an acquired skill and doesn't come naturally to people. As the team grows horizontally in number and vertically in levels, team management gets complicated. Managing large teams is borne out of the authors twenty-five plus years of experience of navigating multiple scenarios, transitions from an individual contributor to becoming a first-time manager to later helming teams as a CEO that expanded across North America, Europe, Japan and Southeast Asia. Brimming with the wisdom and experiences of Indian and global CEOs, and Stanford lead alumni, the book tackles subjects such as handling multicultural and multi-locational teams, building a strong trustworthy culture of skip-level engagements and the oft-discussed phenomenon of executive isolation at work. Get your hands on this reservoir of knowledge on leadership, organization development and management practices for the present and future generations of performers.



**Rishi Kapal**



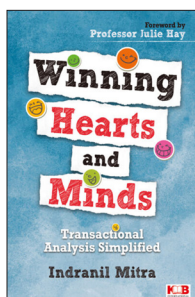
## **Kites in a Hurricane: Startups from Cradle to Fame**

**Author: Rishi Kapal**

**₹595.00 • ISBN: 9788196010010**

Startups, even the ones started by mature founders, required a lot of investment—both monetary and intellectual—on their entrepreneurial journey in terms of development and collaboration of the ecosystem. There are a million stories out there of successes and failures, of big and small startups, of one-of-a-kind and of every kind of startup. However, one thing is common: the entrepreneurial journey is checkered with highs and lows, difficult decisions, roadblocks, perseverance and lots of advice. Kites in a Hurricane is a book that describes how several startups used technology and entrepreneurial systems in an innovative manner to solve the problems they faced day after day when aspiring to build successful companies.

No one understands this world better than Rishi Kapal who spends all his waking hours surrounded by startups. This book is the essence of his experience with over 500 startups—it will help newer startups navigate through the exciting yet onerous entrepreneurial journey. You will feel like an insider in the boardroom discussions and decisions of some of the successful startups.



## **Winning Hearts and Minds: Transactional Analysis Simplified**

**Author: Indranil Mitra**

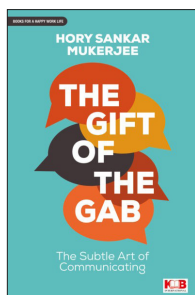
**₹550.00 • ISBN: 9788196010089**

Winning Hearts and Minds: Transactional Analysis Simplified uses the principles of TA to enable the reader to learn about his or her personality, identify and eliminate certain recurring patterns of harmful behavior that may have become ingrained in the psyche, and discover how to forge and maintain authentic relationships and enrich existing ones. The elegant and lucid theory of TA as set forth in this book has benefited millions of people all over the world as

a remarkable means of fostering self-awareness, genuineness, and growth. The book will also be useful to practicing managers and HR professionals who seek to build a positive organizational culture based on the principles of mutual respect and trust.



**Indranil Mitra**



## **The Gift of the Gab: The Subtle Art of Communicating**

**Author: Dr. Hory Sankar Mukerjee**

**₹595.00 • ISBN: 9788196010072**

The trick of moving from 'average' to 'outstanding' lies in 'communication'. When you are able to articulate, present and write better than others, you move into the extraordinary league. While most of us agree to these positive effects of communication, we conveniently ignore the downside of communication breakdown, which can lead to stunted professional growth. The Gift of the Gab: The Subtle Art of Communicating will help you develop a

communication strategy that can lead to improvements in your working style. Choosing the right words, listening well and getting your message across eloquently are skills that can be perfected. By changing your communication strategy you can increase your motivation, and improve your productivity and profitability at work. This book is a corporate guide that can help you become the person you aspire to be. Excerpt: Communication cannot be perfected in a day or a month. It takes years to do it. Sometimes people would succeed, sometimes they won't. It requires constant self-monitoring and a self-conscious effort to improve with lots of practice. So the three pillars for you to do this magic are: First to put the efforts in the right direction, second to monitor yourself and the third to keep practicing.



**Dr. Hory Sankar Mukerjee**

## SELF-PUBLISHING



### **Pitch the Speech (A Collection Of Century's Finest Opening Lines)**

**Authors: Dr. Aruna Henry, Dr. Henry D.**

**₹550.00**

**ISBN: 9788198868985**

From revolutions to moments of change, the opening lines of a speech have the power to define history, move hearts, and spark ideas. Pitch the Speech is a curated collection of memorable speech openings, paired with practical insights into the art of public speaking.

This guide explores what makes a compelling introduction—how to captivate, connect, and command attention from the first sentence. Ideal for students, professionals, and anyone seeking to strengthen their voice, it blends timeless inspiration with effective techniques drawn from history's greatest orators.

Preface / Foreword / Acknowledgements

CHAPTER 1 Introduction

CHAPTER 2 Crafting the Speech: From Thought to Delivery

CHAPTER 3 The Power of First Impressions

CHAPTER 4 Mastering Delivery Techniques

CHAPTER 5 Types of Speech Openings

CHAPTER 6 Types of Speeches

CHAPTER 7 Persuasive Speeches

CHAPTER 8 Nobel Prize Acceptance Speeches

CHAPTER 9 Academic Speeches

CHAPTER 10 Entertainment Speeches

CHAPTER 11 Motivational Speeches

CHAPTER 12 Miscellaneous Speeches Marketing

Links for Speeches

About the Authors



**Dr. Aruna Henry**



**Dr. Henry D.**



## Expressions

**Author: Sakshi Raheja**

**₹199.00 • ISBN: 9788198625113**

Daily detailed interactions between the author and the association with different people that makes a reason for interesting stories that revolved around what was said and felt. This book holds experiences that has been felt by the author and brought a churn of words that will definitely become a good read for all. The characters come to life as each human can somewhere resonate with these stories.

Each individual is living a mundane life running through their daily chores not being able to stop to live thru life. The main agenda is for people to take notice of their surroundings and try to make place for emotions of interactive conversations that otherwise get dismissed as many are busy with their life.

## Contents

*Introduction*

*Preface*

*Acknowledgements*

### PART I

1. The Unsung Heroine in the Kitchen - A Strong Woman's Journey from Her Man's Gut to His Heart
2. A Set of Crockery Touched to Imperfection that Life Brings
3. The Colourful Shift: Embracing Generation Z and the Rise of the Metrosexual Man
4. A Cuppa Culture
5. Beauty in the Eye of the Beholder: Disapproved from Society Crushes the Self-Worth Stepping out Each Time
6. Story of the Spilled Coffee
7. The Bench
8. Three Wise Men
9. Teen Devian
10. Buddha: Experiences that Awaken Us
11. Foodie
12. Chautha
13. Every Day is Family Day
14. The Right Gana

15. Jai Shree Ram

16. Ram Lala

17. Hanuman

### PART II

1. Elements of Darkness - Grey
2. Simplicity Never Loses Its Charm
3. Watch the Weight
4. Guinea Pig
5. Unweb the Clutter
6. To Unmask the Fox Energy
7. Khul Jaa Sim Sim
8. The Weather
9. Centered
10. Karvachauth
11. Karma Yogi
12. Bae V/s Bai Saga
13. The Forbidden Apple
14. Jack of All, Master of None
15. Mystery Women
16. Hermit Mode
17. The Big Catch
18. Mirage
19. Be Your Own Hero

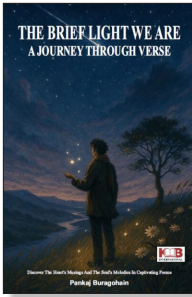
*Conclusion*

*About the Author*



**Sakshi Raheja**





## **The Brief Light We Are: A Journey Through Verse**

**Author: Pankaj Buragohain**

**₹399.00 • ISBN: 9788198625175**

In “*The Brief Light We Are*”, a collection of poignant poems, the author invites readers to delve into a tapestry of emotions woven with vivid imagery and profound insights. Each poem serves as a unique reflection of personal experiences, existential musings, and the beauty found in life’s fleeting moments. This compilation spans themes of love, loss, nature, and the intricacies of human connection, engaging readers on both an intellectual and emotional level. With delicate and evocative language, the author captures the essence of existence, beckoning audiences to explore their own humanity through verse. ‘The Brief Light We Are’ is more than just a poetry book; it’s a heartfelt journey that transcends the written word, encouraging readers to find solace, inspiration, and introspection through the power of poetry.

### **Contents**

Preface

92 poems

About the Author



**Pankaj Buragohain**



## **K.I.S.S.: 21 K.I.S.S. Techniques for a Simplified Life**

**Author: Akshatha Vishal Karangutkar**

**₹399.00 • ISBN: 9788198523136**

Today with technology taking charge of human life completely, people have less patience, less human connections and live less and complicate things more. Simplest of simple things which can be so easily handled ends up being complicated because no one knows how to keep things simple. Whether it is saying no to what you don't want, or saying yes to what you want, or saying exactly what you feel, every single thing is complicated only because we don't know how to handle things, that is exactly the reason this book happened. By just doing a few things

the way it is to be done, you can simplify your entire life, it sounds difficult to believe right, but that is exactly the point, just keep things simple and see how your life becomes simpler, peaceful and joyful.

So dive into simplifying your life with this book!

### **Contents**

Acknowledgements

Sweet Warning

Foreword

How did This Book Happen?

How to Use This Book?

How Can This Book Simplify

Your Life....

Disclaimer

Introduction

Scene 1 You are Pregnant OR You are not Pregnant

Scene 2 What is Your Name?

Scene 3 Silent but not Silent

Scene 4 I Love My Black Dress

Scene 5 Hello, are You There.....

Scene 6 ISI (I and Solely I) Certification

Scene 7 Visit Titan Showroom

Scene 8 Mind Reading – No One has

Mastered It Yet

Scene 9 Art of Saying NO

Scene 10 Expectation Free Efforts

Scene 11 There is Nothing Known as Trying...

Scene 12 My Favorite Shoes

Scene 13 Good Mechanic and Bad Engineer

Scene 14 Shiv Pooja and Cat Tied to the Door

Scene 15 Respond or React – Choice is Yours

Scene 16 I Would have been a Doctor Today

Scene 17 Jhoot Bole Kauwa Kaate (if you lie, you will be bitten by a crow)

Scene 18 Wo Chaar Log (those four people)

Scene 19 Choose the Right Competition

Scene 20 Do You Love Yourself?

Scene 21 Gratitude is the Best Attitude

Putting It All Together

About the Author



**Akshatha Vishal Karangutkar**



## Anamika: Aaghat se Ubharti Vichardhara

Author: Nitu Mathur

₹199.00 • ISBN: 9788198523112

Great things aren't possible for all of us, but we all have the power to do small things with great love and make things simple and doable! In exploring the vast landscape of management principles and practices, one often finds inspiration not only in academic theories or corporate case studies but also in the lived experiences of individuals. The journey of an individual, with its myriad twists and turns, triumphs and tribulations, can serve as a rich tapestry from which invaluable lessons can be gleaned.

In the world of management, there's a lot of talk about strategies and plans. But sometimes, the best lessons come from real-life stories. In this preface, we'll take a look at the life of Harini Sreenivasan aka #hsexpress and #chachachaudhary, and see what we can learn from her experiences about being a good human and a good leader.

Through the lens of Harini Sreenivasan's life, I invite you to explore fundamental questions:

- How do you feel wearing a 100 rupee saree on your birthday when you can afford 5000 rupee saree?
- How are you easily accessible to people 24\*7?
- How do you comfortably step into someone's shoes and understand them?
- How do personal values and ethics intersect with managerial decision-making?
- What lessons can be learned from both successes and failures?

Harini's story is not just a chronicle of personal achievements or failures but a reservoir of wisdom, forged through the crucible of experience. From humble beginnings to soaring heights, from moments of doubt to instances of clarity, her journey encapsulates the essence of leadership and management in its rawest form.

## Contents

Foreword

Preface

Introduction

From Author's desk..

Ode to ANAMIKA...

Acknowledgements

1. Introversion to Extroversion and Fear to Fearlessness  
भय से अभयपथ की ओर...
2. Facing Bullying and Gas Lighting  
बेहद अपमान और बुराई का सामना करना  
काला दर्पण :
3. Perseverance.... दृढ़ और अटल इरादा
4. Self Experimentation... Always Getting into the Unknown ...  
हर नई सोच की ओर बढ़ते प्रयोगशील कदम  
मन हल्का कर ले :

5. 3 Dimensional Learning Skill...

बहुआयामी शिक्षा पद्धति

6. Stay Grounded to Your Culture

अपनी संस्कृति से जुड़े रहना..

Breathe

7. Your Present Makes People Forget Your Past

बीते कल को भूलकर अपना आज बेहतर बनाइए..

Nandakumar on Harini...

Karthik on Harini...

Soumya Rajesh on Harini

Prof P. Shekaran on Harini

Vinod khishty on Harini

Madhoo Venkatrajan on Harini

Bruhad Butch on Harini

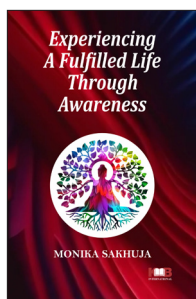
Aditi Deo on Harini

विराम :

About the Author



Nitu Mathur



## Experiencing A Fulfilled Life Through Awareness

Author: **Monika Sakhuja**

₹240.00 • ISBN: 9788197761935

The book aims to guide readers through their life journeys by becoming aware of their energies and understanding the root causes of their problems. It encourages awareness, introspection, gratitude, and operating from an abundance mindset to attract positive situations and people. It emphasizes the power of inner traits like Love, Devotion, Silence, words, and Beliefs in fostering self-awareness and achieving a fulfilling life.

Furthermore, the book advocates cultivating healthy habits that promote compassion, acceptance, dedication, and boundless energy. Overall, it promises to enrich personal pursuits and enhance overall well-being, offering insights into achieving an enhanced perception of Life.

### Contents

Foreword

Introduction

About this Book

#### **Chapter 1 About Life!!**

Life is Like School Learning!!

Game of Life

Life is a Journey!!

Life is an Inspiration!!

#### **Chapter 2 Limiting Thoughts and Emotions**

1. Fear: Reality or Mind's Drama

2. Meditation Exercise for Understanding Fear

3. Anger: Serving You or Destroying You

4. Meditation Exercise for Understanding Anger

#### **Chapter 3 Power of Gratitude**

1. Gratitude for a Healthy Body

2. Gratitude for People Around

3. Gratitude for Money

4. Expressing Gratitude for Things and Services

#### **Chapter 4 Power of Inner Traits**

1. Truth and Honesty

2. Happiness

3. Acceptance

4. Power of Patience

5. Power of Forgiving

#### **Chapter 5 Power of Love**

1. Love Yourself

2. Love What You Do and Do What You Love and What is Required

3. Exercises Experiencing Love and Compassion

#### **Chapter 6 Power of Devotion**

1. Having Faith

2. Serving Others or Giving Back

3. Being Generous and Kind

#### **Chapter 7 Power of Silence and Words**

1. Listening Skills

2. Thoughts, Words and Emotions

#### **Chapter 8 Power of Belief**

1. Power of I AM

#### **Chapter 9 Healthy Habits for Energizing**

1. Yoga

2. Meditation

3. Healthy Food

4. Detox and De-clutter

5. Expression

6. Reading

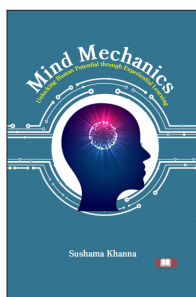
7. Nature

Appendix

About the Author



**Monika Sakhuja**



## **Mind Mechanics: Unlocking Human Potential through Experiential Learning**

**Sushama Khanna**

**₹599.00 • ISBN: 9788197761997**

This book pulls together both the theory and the practice of experiential learning and all types of learning that employ activity-based experience. Experiential learning is a powerful and proven approach to teaching and learning that is based on one irrefutable reality: people learn best through experience. Based on well-known theories and models of Experiential Learning, this book enables readers to unleash the potential of learners by making them undergo

an experience. Everything that can possibly provide a learning experience is discussed: most theories of learning, and every conceivable way to interest learners in an activity. The present volume will provide Students, Trainers, Coaches, HR Professionals and Organizational Leaders to enhance their effectiveness in inter-personal, intra-personal, organizational, group and community settings. This will be especially useful for the students of Human Resources, Social Sciences like Psychology, Sociology etc.

### **Contents**

Foreword

Preface

Acknowledgements

#### **PART 1 Introduction**

1. Experiential Learning Through Laboratory Methods
2. Microlab: First Taste of Experiential Learning
3. Prevalent Issues in the Life of a Group
4. Observations & Journal Writing: An Integral Part of Laboratory Training
5. Art of Giving and Receiving Feedback

#### **PART 2 Individual and Group Processes**

6. Group Processes and Group Norms
7. Group Life Cycle Patterns and Development Processes

8. Key Attributes to Be Effective in Groups

9. Assertiveness: A Gate Pass to Be Effective in Groups

10. Value Based Culture: The OCTAPACE Culture

#### **PART 3 Theories of Human Processes**

11. Understanding a Person: The Onion Model

12. Kolb's Experiential Learning Theory

13. Johari Window: A Model of Self-Awareness

14. Emotional Intelligence: Developing Strong People Skills

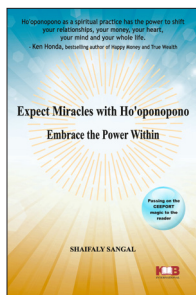
15. Inter-personal Effectiveness: Theory of Transactional Analysis

Further Reading and References

About the Author



**Sushama Khanna**



## Expect Miracles with Ho'oponopono Embrace the Power Within

**Author: Shaifaly Sangal**

**₹239.00 • ISBN: 9788197188374**

“We often take pride in passing down traditions through generations, and Ho'oponopono has started flowing through many family lines. From a 2 year old boy to a 68-year-old woman chanting, from 10-year-olds to a pregnant mother teaching her baby in the womb, or a child engaging in friendly talks with God, this prayer is becoming a cherished family tradition. The essence of this book is to extend this healing message to every household, echoing the powerful words:

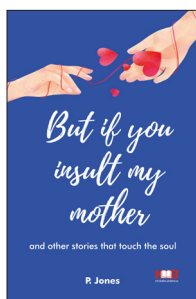
**‘I am sorry, please forgive me, thank you, I love you.’**

### Contents

Acknowledgements	Story 10 How Bedridden Arjun Created Business Empire
A Personal Reflection	Story 11 Belief Beyond Diagnosis
Author's Note	Story 12 The Miracle Locker
Foreword	Story 13 The Power of Small Wins
How I started my Ho'oponopono Journey	Story 14 CEEPORT Fixes the Laptop
Story 1 Embracing Clarity: Riya Finds Salvation and Self-Discovery	Story 15 Amanda's Financial Miracle
Story 2 Sanchi's Relief: Amid Compliance Inquiry	Story 16 Presha's Journey from Menopause to Liberation
Story 3 Sarah's Unconventional Knee Replacement Journey	Story 17 “Transformative Healing: How Ho'oponopono Guided My Brother's Recovery”
Story 4 Nivedita's Overseas Journey Despite Spondylitis	Story 18 Prayers Answered: Discovering Self-Love too
Story 5 Overcoming Arnav's Fear of Lifts	Story 19 Ho'oponopono A Habit
Story 6 “Arpita's Visa Voyage: A Ho'oponopono Miracle”	Story 20 A Blessing to Adya from Cold and Headache in Her Board Exam
Story 7 From Loss to Financial Recovery	Story 21 The Power of Cleansing: A Diwali Story
Story 8 A Journey Through Corporate Turmoil	About the Author
Story 9 Months old Kabir's Journey to Recovery	



**Shaifaly Sangal**



## But if you insult my mother and other stories that touch the soul

**Author: Dr. P. Jones**

**₹399.00 • ISBN: 9788197188398**

A chor descending upon a wedding night, a controlling husband, a mother-in-law who leaves no food for her bahu...

From raw emotions to hilarious escapades, tender moments to harsh truths, this collection of stories vividly portrays the realities of being mothers and daughters, wives and daughters-in-law, in contemporary urban India.

Whether stemming from the author's own life or inspired by events unfolding around her, each story touches the soul, resonating long after the last line has been read.

What makes these stories truly special is the love they received from millions of readers during their time as blogs.

Now, the best-loved among them find their exclusive home here, within this cherished collection.

## Contents

- |   |   |
|---|---|
| Foreword  | 22. A Shopkeeper, and Remembering Lata Mangeshkar         |
| 1. How My Grandmother Ended Up Marrying the Wrong Guy                               | 23. The Night I Hit My Husband. On Purpose.               |
| 2. The Wedding Night That Took Me Eighteen Months to Enjoy                          | 24. Bheegi Hui Akhiyon Mein...                            |
| 3. The Skinny Jeans   | 25. A Dark Rainy Night and the Long Walk of a Mother      |
| 4. Tiny Powerful Destructions (Story of a Controlling Marriage)                     | 26. Happily Married but a Single Mother                   |
| 5. Five Things You Will Miss About Your Kids as They Grow (From an Experienced Mom) | 27. Perfect Unforgettable Disaster                        |
| 6. When Your Husband Is Way Better-Looking Than You                                 | 28. Fake It Till You Make It! - Story of the Bhukkad Bahu |
| 7. The 'Matric-Fail' Teacher  | 29. Untethered  |
| 8. But if You Insult My Mother  | 30. The Faux Pas  |
| 9. Aa re Pritam Pyare   | 31. Honor Among Thieves - A Moral Mystery                 |
| 10. A Wife. A Mother. A SPY.  | 32. Parenting Is Never Done. Do Dads See That?            |
| 11. Do You Wish, Sometimes, That You Had Never Married at All?                      | 33. I Have to Go. I Have Therapy.                         |
| 12. Saying 'My Baby My Rules' to Your Own Mom                                       | 34. The Condom Boomerang                                  |
| 13. When Did I Really Take Up Your Last Name?                                       | 35. The Husband's Mother                                  |
| 14. An Ode to the 'Unromantic' Husband  | 36. Objects in the Mirror Are Uglier Than They Appear     |
| 15. Beneath the Milky Moonlight   | 37. To My Mother-in-law's Daughter                        |
| 16. Dear Husband, What Color Outfit Did I Wear at Our Engagement?                   | 38. Neighbors, Fences, and What You Don't Know            |
| 17. Being the Mother of an Only Child   | 39. The Grandmother and Her Hundred-Year-Old Curd         |
| 18. Misfortune and Stunning Luck  | 40. Great Expectations                                    |
| 19. Can You Miss a Sister You've Never Had?   | 41. Mom, Can You Talk to Me in Your Guest Voice Please?   |
| 20. The Cross-Connection  | 42. The Absurd Night Before My Wedding Night              |
| 21. Kyon Paisa Paisa Kartee Hain?   |   |

## TEXT BOOKS



### **Statistical Methods**

**Authors: Anita Luthra, Dr. Shilpa Bhargale**

**₹475.00**

**ISBN: 9788198868978**

Statistical Methods is a beginner-friendly book that explains the key ideas of statistics clearly and practically. It covers important topics like correlation, regression, sampling, and estimation, helping readers understand how to analyse and interpret data. The book also explains how to test ideas using both basic and advanced parametric and nonparametric tests. A special section on dimensionality reduction introduces tools for handling large data sets. With easy language, step-by-step examples and exercises, this book is a useful guide for students, teachers, and anyone interested in learning statistics.

#### Preface

MODULE 1 Correlation Analysis

MODULE 2 Linear Regression

MODULE 3 Sampling and Estimation

MODULE 4 Parametric Tests

MODULE 5 Non-Parametric Tests and ANOVA

MODULE 6 Dimensionality Reduction

MODULE 7 Time Series Analysis

Appendix

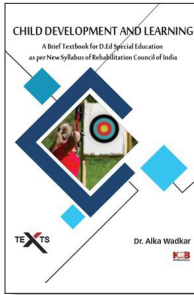


**Anita Luthra**



**Dr. Shilpa Bhargale**





## **Child Development and Learning**

**Dr. Alka Wadkar**

**ISBN 9788198625199**

**₹199.00**

Child Development and Learning is a brief textbook for D.Ed special education recognized by the Rehabilitation Council of India. As it is written by a senior educational psychologist, it facilitates learning. It is learner friendly and is written in lucid language. It covers all significant points in short which prepare the students for evaluation. Going beyond the syllabus, the present book stimulates independent thinking of the students and suggests strategies to relate theory to daily life.

The present book gives directions for enhancing understanding using other sources such as YouTube videos. It will generate interest in the subject and better insight regarding the concepts discussed. In addition, examples of different types of questions are included after every chapter. It will stimulate learning and motivate the learners to know more about the subject.

### **Contents**

Acknowledgements

Foreword

Chapter 1

Introduction to Child Development

Chapter 2

Ages and Stages of Development (Birth to Childhood)

Chapter 3

Psychology and Learning

Chapter 4

Psychological Processes and Their Implications for Children with Different Disabilities

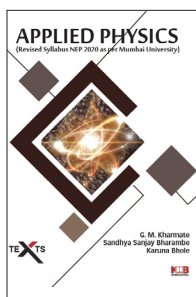
Chapter 5

Classroom Management

About the Author



**Alka Wadkar**



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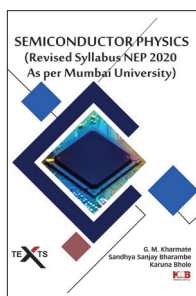
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**Dr. Sandhya Sanjay Bharambe**



**Dr. Karuna Bhole**



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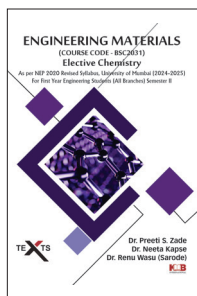
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## Engineering Materials

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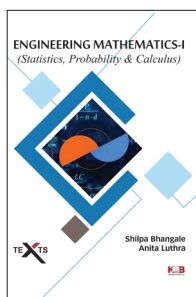
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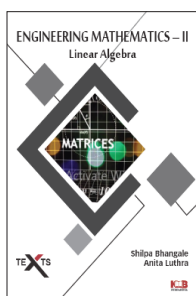
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**Shilpa Bhangale**



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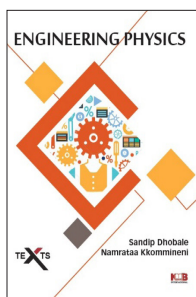
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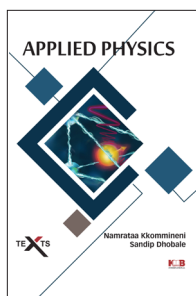
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**ISBN: 9788197412028**

The book will be useful for the undergraduate student community at large; since communication skills are essential for all courses at all times whether it is the Sciences or Humanities or a Professional Course. The book has covered most topics based on the syllabi of Communication Skills in various universities.

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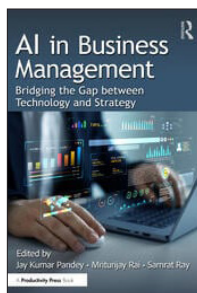


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**Anupama Shenoy**

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Chapter 1: AI Integration in Business Management

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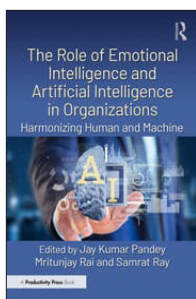
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The Role of Emotional Intelligence and Artificial Intelligence in Organizations analyzes the synergistic relationship between two revolutionizing forces EI and AI in determining the future of work and leadership. The book offers a novel approach to how emotional intelligence enriches human-centered management, whereas artificial intelligence enhances data-driven decision-making and operational effectiveness.

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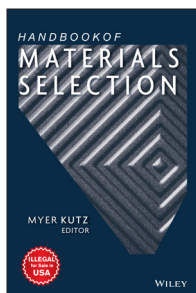
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Digital Leadership: Integrating Technology for Organizational Success delves into the crucial intersection of leadership and technology, offering a comprehensive guide for leaders navigating the complexities of the digital age. This edited volume brings together insights from seasoned professionals and thought leaders, presenting practical strategies and real-world case studies that illuminate how leveraging technology can drive organizational excellence. Unique to this book is its focus on the practical integration of digital tools and technologies across various industries.

### **Table of Contents**

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- Chapter 2: The Dynamics of Digital Leadership: Key Concepts and Principles.
- Chapter 3: Integrating Technology for Competitive Advantage.
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**Editor(s): Myer Kutz**

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#### 3 Stainless Steels

#### 4 Aluminum Alloys

#### 5 Copper and Copper Alloys

#### 6 Selection of Titanium Alloys for Design

#### 7 Nickel and Its Alloys

#### 8 Magnesium and Its Alloys

#### 9 Corrosion and Oxidation of Magnesium Alloys

#### 10 Selection of Superalloys for Design

#### 11 Plastics: Thermoplastics, Thermosets, and Elastomers

#### 12 Composite Materials

#### 13 Smart Materials

#### 14 Overview of Ceramic Materials, Design, and Application

#### 15 How to Find Materials Properties Data

#### 16 Sources of Materials Data

#### 17 Managing Materials Data

#### 18 Information for Materials Procurement and Disposal

#### 19 Testing of Metallic Materials

#### 20 Plastics Testing

#### 21 Characterization and Identification of Plastics

#### 22 Professional and Testing Organizations

#### 23 Ceramics Testing

#### 24 Nondestructive Inspection

#### 25 Failure Modes: Performance and Service Requirements for Metals

#### 26 Failure Analysis of Plastics

#### 27 Failure Modes: Performance and Service Requirements for Ceramics

#### 28 Mechanical Reliability and Life Prediction for Brittle Materials

#### 29 Interaction of Materials Selection, Design, and Manufacturing Processes

#### 30 Production Processes and Equipment for Metals

#### 31 Metal Forming, Shaping, and Casting

#### 32 Plastic Parts Processing I

#### 33 Plastic Parts Processing II

#### 34 Composites Fabrication Processes

#### 35 Advanced Ceramics Processing

#### 36 Spacecraft Applications of Advanced Composite Materials

#### 37 Selection of Materials for Biomedical Applications

#### 38 Selecting Materials for Medical Products

#### 39 Materials in Electronic Packaging

#### 40 Advanced Materials in Sports Equipment

#### 41 Materials Selection for Wear Resistance

#### 42 Diamond Films

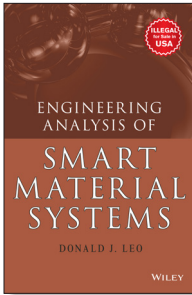
#### 43 Advanced Materials in Telecommunications

#### 44 Using Composites

#### 45 Composites in Construction

#### 46 Design for Manufacture and Assembly with Plastics

#### Index



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**Author(s): Donald J. Leo**

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CHAPTER 2 Modeling Mechanical and Electrical Systems

CHAPTER 3 Mathematical Representations of Smart Material Systems

CHAPTER 4 Piezoelectric Materials

CHAPTER 5 Piezoelectric Material Systems

CHAPTER 6 Shape Memory Alloys

CHAPTER 7 Electroactive Polymer Materials

CHAPTER 8 Motion Control Applications

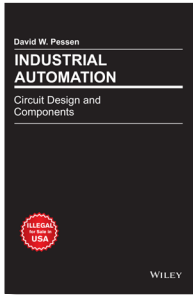
CHAPTER 9 Passive and Semiactive Damping

CHAPTER 10 Active Vibration Control

CHAPTER 11 Power Analysis for Smart Material Systems

References

Index



## **Industrial Automation: Circuit Design and Components**

*David W. Pessen*

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### **Table of Contents**

Motion Actuators.

Sensors.

Introduction to Switching Theory.

Industrial Switching Elements.

Electric Ladder Diagrams.

Sequential Systems with Random Inputs.

Pneumatic Control Circuits.

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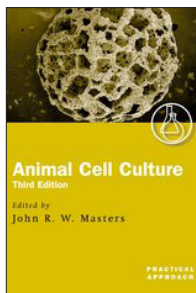
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Robotics and Numerical Control.

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Index

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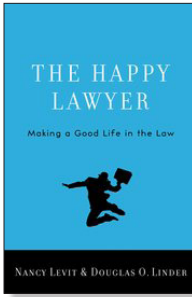
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## **Table of Contents**

Introduction to basic principles  
Scaling-up of cell cultures  
Cell line preservation and characterization  
Development of serum-free media  
Three dimension culture  
Tissue engineering  
Cytotoxicity and viability assays  
Fluorescence in situ hybridization (FISH)  
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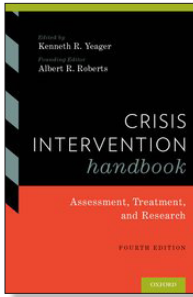
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- Diagnoses and offers sensible solutions for a pervasive problem among lawyers—professional unhappiness
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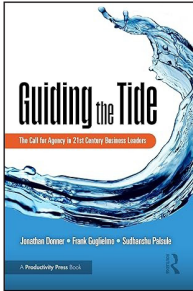
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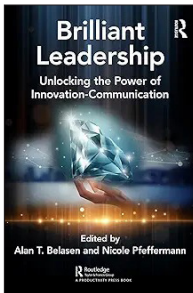
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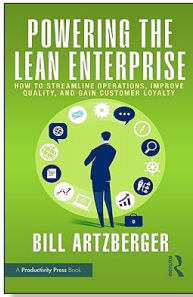
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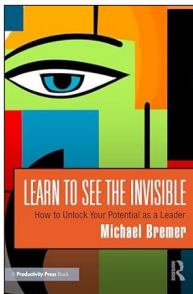
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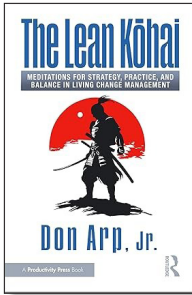
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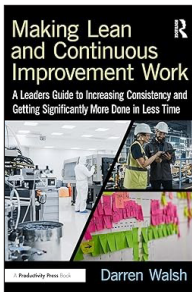
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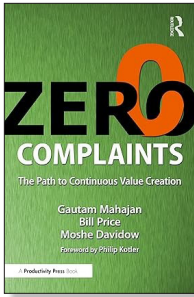
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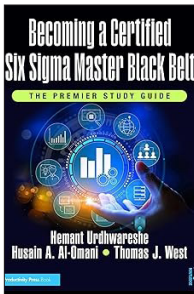
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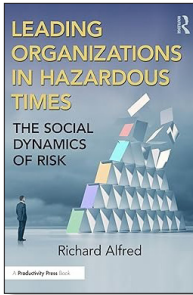
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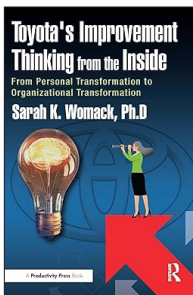
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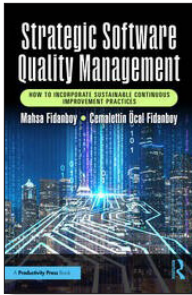
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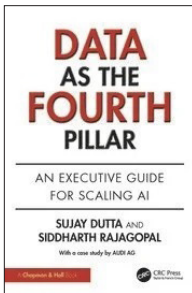
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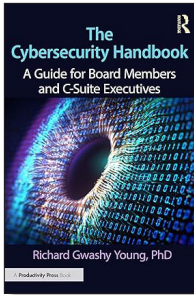
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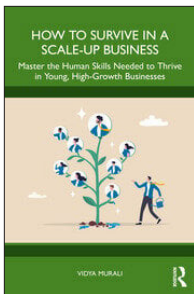
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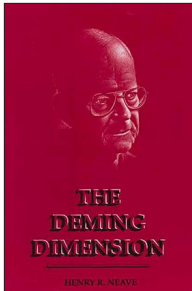
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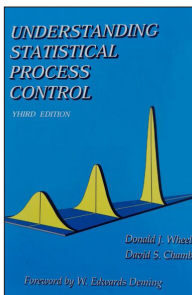
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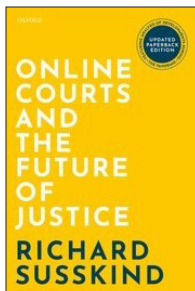
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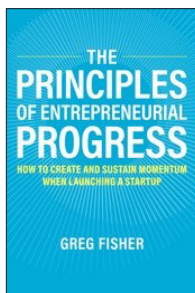
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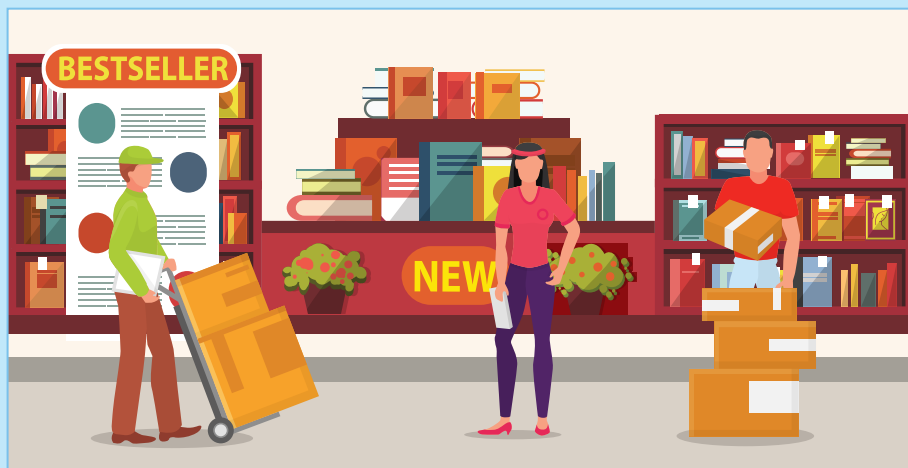
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