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For further queries please contact:

National Head

Jitender Kumar

Email: jkumar@kabdwalbook.com
Mobile: +91 98109 79010

South & Corporates

Sagar Chavan

Email: order@kabdwalbook.com
Mobile: +91 91366 69388

West

Manoj Salvi

Email: sales@kabdwalbook.com
Mobile: +91 98194 93729

North

Prashant Agrahari

Email: prashant@kabdwalbook.com
Mobile: +91 98912 06020

East

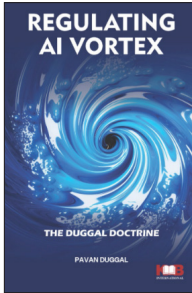
Biplab Biswas

Email: biplab@kabdwalbook.com
Mobile: +91 98741 81444

Shishupal Singh

Email: sp Singh@kabdwalbook.com
Mobile: +91 70174 60186

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

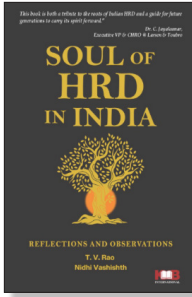
From loss, debt, and fraud... a socially anxious, reclusive **single mother** at rock bottom transformed her life **in just three years**, achieving annual sales exceeding 100 million yen and gaining over **50,000 followers on social media**.

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

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Summary of Articles

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Section II: Developing Managerial & Leadership Excellence

Section III: HRD and OD Interventions

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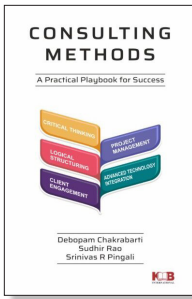
About the Authors



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

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About the Authors



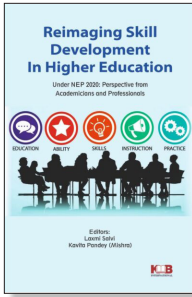
Debopam Chakrabarti



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.

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5. Cultivating Connection and Resilience: Emotional Intelligence as a Cornerstone for Effective Teaching
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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
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10. The Journey of a Trainer in the Art of Empowering Teachers
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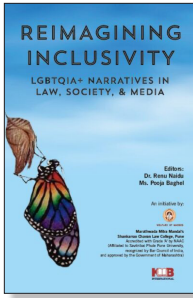
About the Editors and Contributors



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.

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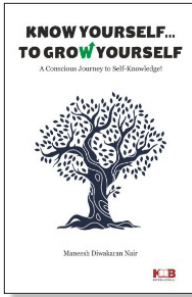
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Dr. Renu Naidu



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.

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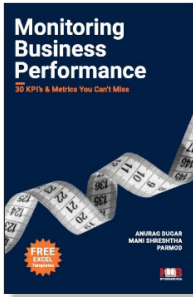
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About the Author



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.

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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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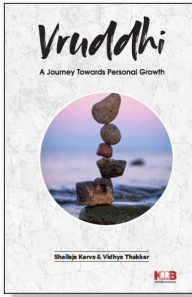
Dr. Anurag Dugar



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.

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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 Courage 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.

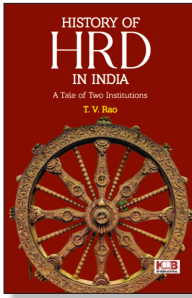
References



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 Uday 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.

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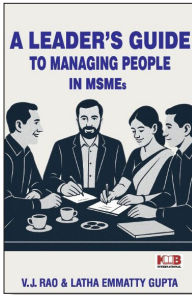
Institution Building of NHRDN

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.

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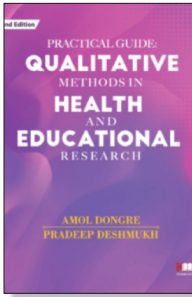
Final Reflections



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.

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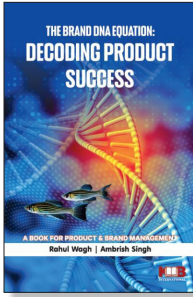
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Amol Dongre



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.

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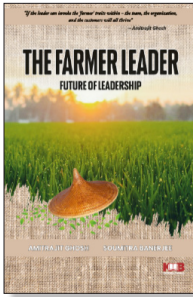
About the Authors



Rahul Wagh



Ambrish Singh



The Farmer Leader: Future of Leadership

Amitrajit Ghosh & Soumitra Banerjee

Hardcover

Paperback

ISBN 9788198465870

ISBN 9788198465856

₹699.00

₹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.

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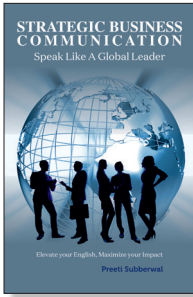
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Amitrajit Ghosh



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.

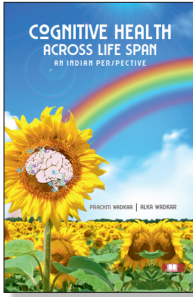
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Preeti Subberwal



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.

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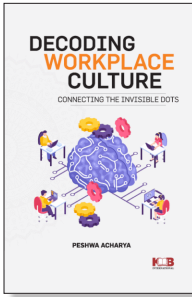
About the Authors



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.

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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.

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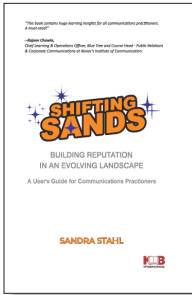
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About the Author



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.

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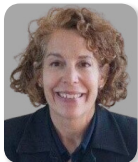
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About the Author



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.

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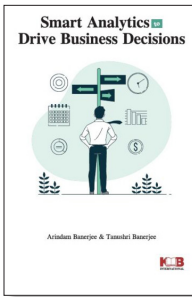
Chapter 8

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.

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Chapter 5 From Analysis to Analytics – Building the Infrastructure

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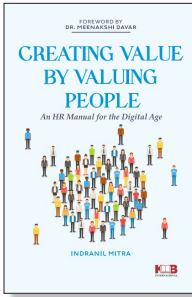
About the Authors



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.

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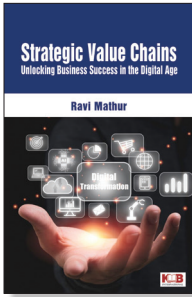
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Epilogue: Fuel for the Engine

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.

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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.

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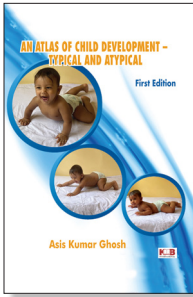
Dr. Reeti Kulshrestha



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.

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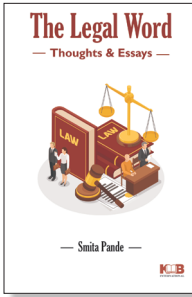
Developmentally supportive care in NICU

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...

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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 case studies.

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.

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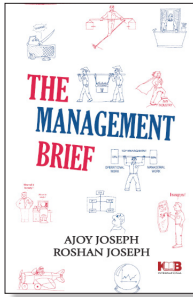
References

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.

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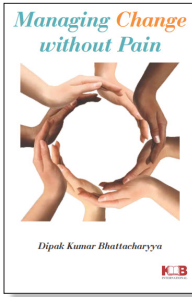
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50. Be the Complete Manager



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.

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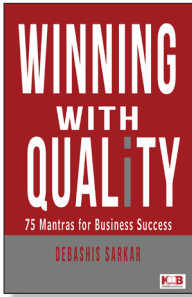
Chapter 4

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.

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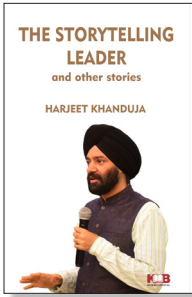
Mantra 23 Assemble team based on quality deployment needs

Mantra 24 Uncover the essential roles for a thriving Team

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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.

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4. Managing Team
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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

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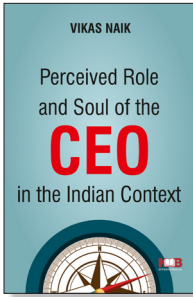
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- Glossary



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.

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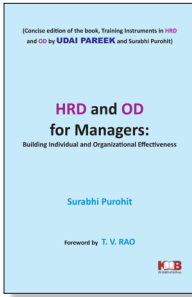
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About the Author



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.

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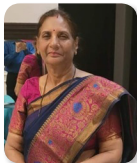
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About the Author



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.

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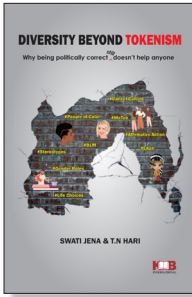
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About the Author

About the Book



Gangadhar Joshi



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.

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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 Transformation 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.

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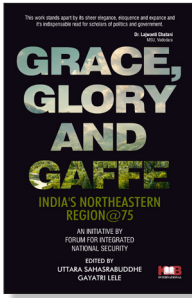
Digital Business and E-Business Strategy

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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.

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About the Editors and Contributors



Dr. Uttara Sahasrabuddhe



Gayatri Lele



Thinking Design

Author: S. Balam

₹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. Balam 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.”

Balam’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!

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About the Author



S. Balam



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.

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Chapter 7

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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.

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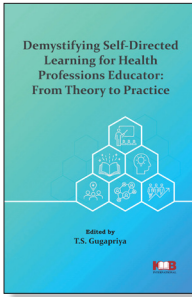
About the Authors



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.

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

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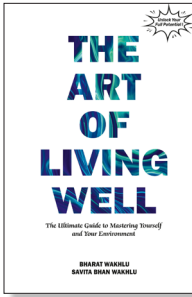
8 "Am I Doing It Right?": Checking the Planned SDL Session

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.

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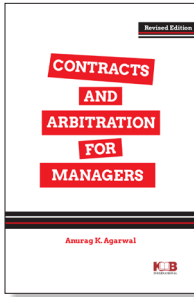
About the Authors



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.

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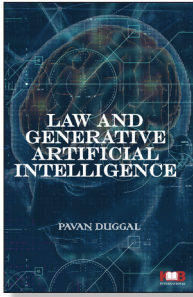
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About the Author



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

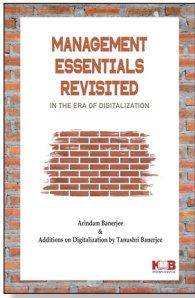
addressed at the earliest possible opportunity as the quantum evolution of Generative AI could potentially throw up new emerging vistas, which will require further consideration by lawmakers.

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Generative AI Legalities	Regulation of Generative AI Used in Advertising and Product Promotion
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Evolving Legalities of Generative AI	Fundamental Policies and Generative AI
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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.

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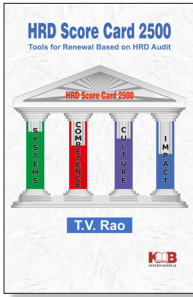
About the Authors



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.

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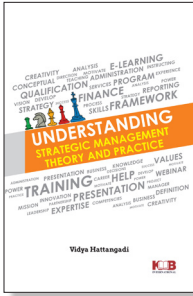
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About the Author



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.

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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.

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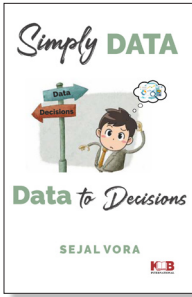
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 8. Marketing and Sales
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 11. How to Finance My Start-Up?
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 13. Social Entrepreneurship
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 15. Working in a Start-Up
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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.

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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

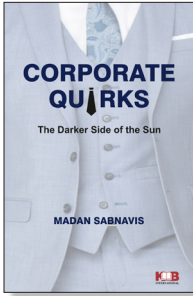
“#Whatever: The Alternative Narrative” is a book which will compel readers to question assumptions about many key issues confronting us as we go hurtling towards our very uncertain future, hopefully wondering about why we choose to do what we do. Are we really free? What’s next?

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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!

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

Refresher: Corporate Tenets Never to Be Forgotten

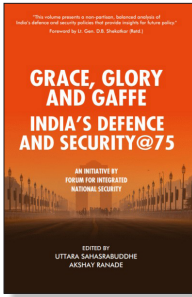
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About the Author



Madan Sabnavis



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

Authors: Akshay Ranade, Dr. Uttara Sahasrabudhe

₹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.

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



Dr. Uttara Sahasrabudhe



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.

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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.

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1. Future of Indian Retail: The Covid Stages and Beyond
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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.

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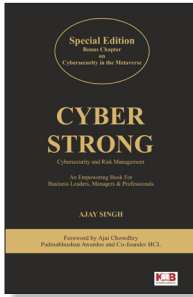
Coming up Next on Simply Data - Data to Decisions

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.

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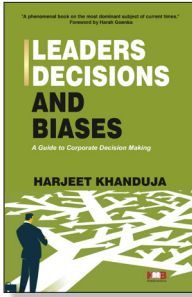
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About the Author



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.

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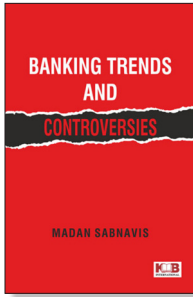
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23. Change Management
24. Impactful Communication
25. Decision Evaluation Framework

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 Madhusan Gupte, 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

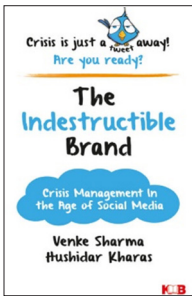
presents original models such as Brand Combat, Battlefield and Capability Leveraging to help brands develop capacity, capture value and use the right resources against competition. Filled with suggestions for sustained competitive advantage, this book will encourage small and big businesses alike to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



Anand Limaye



Rajiv Madhusudan Gupte



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

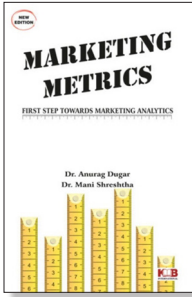
some of the areas the book delves into. It also recommends preventive measures that can save brands from social embarrassment & social listening strategies that can alert organizations to a problem before it becomes a crisis. When everything else fails and a crisis is at hand, the focus shifts to executing 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.

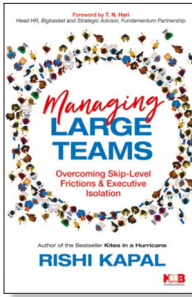
Get Your Next Promotion makes you understand why some people get promoted while some get stuck.

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

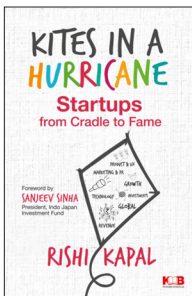
Author: *Rishi Kapal*

₹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



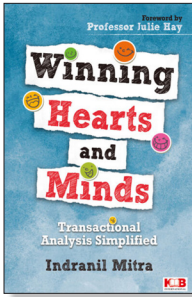
Kites in a Hurricane: Startups from Cradle to Fame

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

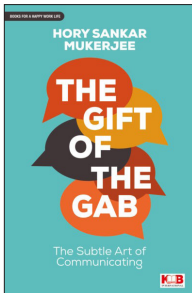
₹550.00 • ISBN: 9788196010089

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

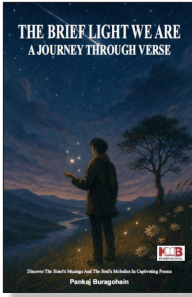
1. Elements of Darkness - Grey
2. Simplicity Never Loses Its Charm
3. Watch the Weight
4. Guinea Pig
5. Unweb the Clutter
6. To Unmask the Fox Energy
7. Khul Jaa Sim Sim
8. The Weather
9. Centered
10. Karvachauth
11. Karma Yogi
12. Bae V/s Bai Saga
13. The Forbidden Apple
14. Jack of All, Master of None
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

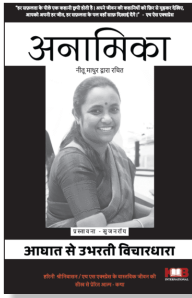
the way it is to be done, you can simplify your entire life, it sounds difficult to believe right, but that is exactly the point, just keep things simple and see how your life becomes simpler, peaceful and joyful.

So dive into simplifying your life with this book!

Contents

Acknowledgements	Scene 11 There is Nothing Known as Trying...
Sweet Warning	Scene 12 My Favorite Shoes
Foreword	Scene 13 Good Mechanic and Bad Engineer
How did This Book Happen?	Scene 14 Shiv Pooja and Cat Tied to the Door
How to Use This Book?	Scene 15 Respond or React – Choice is Yours
How Can This Book Simplify Your Life....	Scene 16 I Would have been a Doctor Today
Disclaimer	Scene 17 Jhoot Bole Kauwa Kaate (if you lie, you will be bitten by a crow)
Introduction	Scene 18 Wo Chaar Log (those four people)
Scene 1 You are Pregnant OR You are not Pregnant	Scene 19 Choose the Right Competition
Scene 2 What is Your Name?	Scene 20 Do You Love Yourself?
Scene 3 Silent but not Silent	Scene 21 Gratitude is the Best Attitude
Scene 4 I Love My Black Dress	Putting It All Together
Scene 5 Hello, are You There.....	About the Author
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	

**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.

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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

Bruhadd Butch on Harini

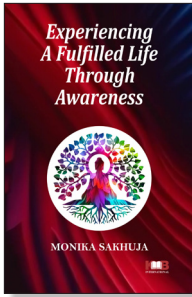
Aditi Deo on Harini

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.

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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

4. Meditation Exercise for Understanding Love

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

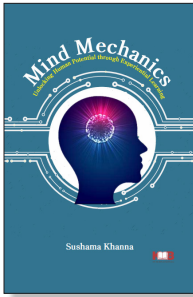
7. Nature

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.

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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

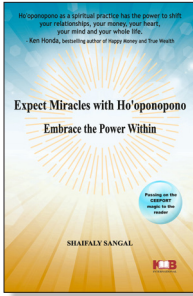
15. Inter-personal Effectiveness: Theory of Transactional Analysis

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
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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
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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 Bhangale****₹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

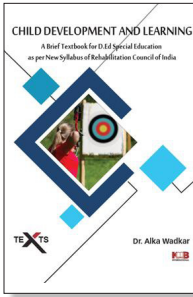
MODULE 5 Non-Parametric Tests and ANOVA

MODULE 6 Dimensionality Reduction

MODULE 7 Time Series Analysis

Appendix

**Anita Luthra****Dr. Shilpa Bhangale**



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



Applied Physics ((Revised Syllabus NEP 2020 as per Mumbai University)

Authors: G. M. Kharmate, Karuna Bhole, Sandhya Sanjay Bharambe

₹375.00 • ISBN: 9788197922367

Applied Physics is an ideal textbook for all engineering students to master the fundamental concepts of Applied Physics. This book lays a solid foundation for understanding the principles and mechanisms that underpin many engineering disciplines.

With clear explanations and concise language, this book covers essential topics in Applied Physics, including:

- Covers syllabus as per revised course of Mumbai University, NEP- 2020
- Lasers and Fibre Optics
- Interference in Thin Films and Electrodynamics
- Quantum Mechanics and Basics of Semiconductor Physics
- Includes solved problems for better understanding of the fundamental concepts of Physics



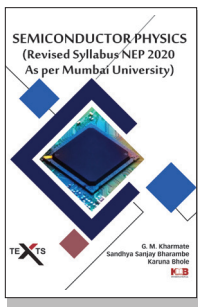
G. M. Kharmate



Dr. Sandhya Sanjay Bharambe



Dr. Karuna Bhole



Semiconductor Physics (Revised Syllabus NEP 2020 as per Mumbai University)

G. M. Kharmate, Dr. Sandhya Sanjay Bharambe & Dr. Karuna Bhole

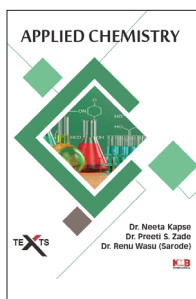
₹375.00 • ISBN: 9788198465801

Semiconductor Physics is an ideal textbook for all engineering students to master the fundamental concepts of Semiconductor Physics. This book lays a solid foundation for understanding the principles and mechanisms that underpin many engineering disciplines.

With clear explanations and concise language, this book covers essential topics in Semiconductor Physics, including:

- Covers syllabus as per revised course of Mumbai University, NEP-2020
- Basics of Semiconductors and Junction diode
- Important Diodes
- Bipolar Junction Transistors and Field Effect Transistors
- Nanotechnology

Includes solved problems for better understanding of the fundamental concepts of Physics



Applied Chemistry

Authors: Dr. Preeti S. Zade, Dr. Renu Wasu, Dr. Neeta Kapse

₹351.00 • ISBN: 9788197628597

This text book of Applied Chemistry is designed to fulfil the requirements of latest syllabus for the First Year Engineering course on Applied Chemistry assigned credits- 2 in Semester – I, common for all branches of engineering as per the revised syllabus of NEP 2020 Scheme of University of Mumbai.

1. The chapters are well written as per the revised syllabus of NEP 2020 Scheme of University of Mumbai.
2. The language of the book is simple which will help the students to understand the concept.
3. Wherever necessary the neat suitable diagrams and information tables are given.
4. University questions and practice questions are given at the end of the chapters.
5. Overall the content written in the book is sufficient and useful to the First year engineering students from Academics and examination point of view.



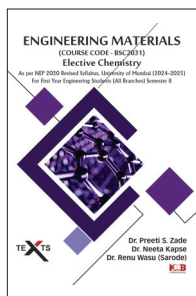
Preeti S. Zade



Neeta Kapse



Renu Wasu (Sarode)



Engineering Materials

(Course Code BSC 2031) Elective Chemistry

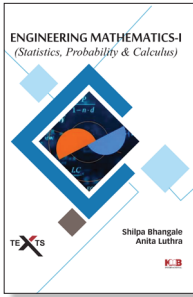
Preeti S. Zade, Neeta Kapse and Renu Wasu (Sarode)

ISBN: 9788198465863

₹375.00

Are you a student of Semester-II of First Year Engineering of University of Mumbai and looking for Chemistry made easy, understandable, with interesting and factual reactions? Need a quick guide to solve numerical? Your search ends here. This book, **Engineering Materials (Course Code - BSC2031) for Elective Chemistry**, is common for all Branches of First Year Engineering (Semester-II) students as per the revised syllabus of the University

of Mumbai as per NEP-2020 Scheme with effect from Academic Year 2024-25. This book covers all six modules of the syllabus. All the concepts are in clear and simple language. Suitable numerical as per the syllabus are available with solutions. Required diagrams wherever necessary are available in all the modules. Information are all given in a tabular form to keep it brief. Just reading it will help to create interest and open up huge information of numerous materials. You can find University questions with marks at the end of each module. It also includes samples of End semester exam papers (Model Question Paper) for a clear understanding of the paper pattern. Thus one can find everything needed for successful clearing and scoring good marks in end semester exam under one cover that is this book of Engineering Materials.



Engineering Mathematics-I (Statistics, Probability & Calculus)

Authors: Dr. Shilpa Bhargale, Ms. Anita Luthra

ISBN: 9788197628511

₹375.00

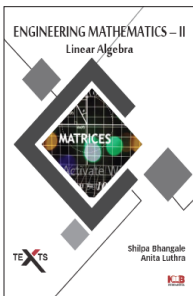
Probability, Statistics and Calculus, is an essential guide for engineering students, covering fundamental topics in descriptive statistics, probability, and calculus. This comprehensive textbook provides clear explanations, solved examples, and numerous exercises designed to build a solid mathematical foundation. The book is designed to help students understand and apply mathematical principles to solve engineering problems.



Shilpa Bhargale



Anita Luthra



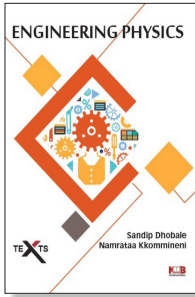
Engineering Mathematics- II (Linear Algebra)

Shilpa Bhargale and Anita Luthra

ISBN: 9788198078469

₹375.00

“Engineering Mathematics – II” (Linear Algebra) is a helpful book for engineering students, covering the basics of Linear Algebra. It explains concepts clearly, includes solved examples and provides plenty of exercises to practice. This book is designed to help students understand and use mathematics to solve engineering problems.



Engineering Physics

Authors: Dr. Namrataa Kkommineni, Dr. Sandip Dhobale

₹375.00 • ISBN: 9788197628580

Welcome to “Engineering Physics,” your essential guide for mastering the transition from theoretical physics to practical engineering applications. Designed for first-year engineering students, this book bridges foundational physics with real-world engineering challenges, equipping you with the tools to excel in both academia and industry.

More than just a textbook, “Engineering Physics” is your gateway to understanding the world through the lens of physics and engineering. It offers a perfect blend of theory, application, and practice, enabling you to connect concepts with cutting-edge technological solutions.

“Physics is the foundation of engineering; it teaches you to think beyond the limits.”

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Dr. Namrataa Kkommineni



Dr. Sandip Dhobale



Applied Physics

Authors: Dr. Namrataa Kkommineni, Dr. Sandip Dhobale

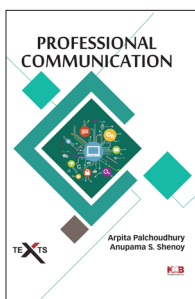
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Professional Communication

Authors: Anupama S Shenoy, Arpita Palchoudhury

₹351.00

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.

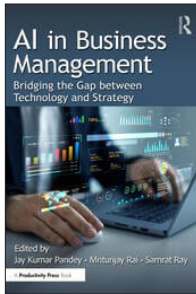
Professional Communication covers all core components of effective communication that will benefit the students in all domains. It has a section on understanding the nature of communication, its process, verbal and non-verbal communication, how to become effective communicators by avoiding barriers that can hamper the outcome of a communication event in our personal and professional lives. Further the book dwells on writing effective business letters which is very essential for a professional. A chapter on Technical writing and description is included to help understand the style necessary for scientific writing. A chapter on developing language skills includes Grammar and vocabulary, and another on reading comprehension and summarization along with paragraph writing, has been incorporated. These are the tools which facilitate the everyday use of the English language. The book aims to help the readers use the English language even as they learn to communicate effectively by understanding how to acquire good reading, writing, listening and speaking skills along with appropriate body language.



Dr. Arpita Palchoudhury



Anupama Shenoy

FORTHCOMING EXCLUSIVE TITLES BY ROUTLEDGE**AI in Business Management: Bridging the Gap
between Technology and Strategy**
*Edited By Jay Kumar Pandey, Mritunjay Rai, Samrat Ray***Copyright 2026****Paperback****£52.99 • Special Price ₹5,930.00****ISBN 9781041012962****418 Pages 34 B/W Illustrations****November 12, 2025 by Productivity Press**

AI in Business Management: Bridging the Gap Between Technology and Strategy discusses how artificial intelligence might be used as a strategic enabler throughout contemporary organizations. The book makes AI accessible to business leaders, managers, and decision-makers, providing applied knowledge of how technological capabilities might be matched with corporate strategy. Interweaving case studies, real-world implementations, and forward-looking examination, it illustrates how AI may be used to fuel innovation, operational effectiveness, and competitive advantage when applied carefully within business models.

Table of Contents

Chapter 1: AI Integration in Business Management

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Chapter 4: Artificial intelligence as a catalyst for entrepreneurial success

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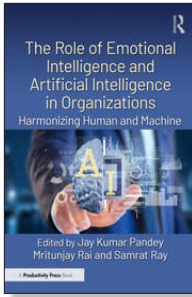
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The Role of Emotional Intelligence and Artificial Intelligence in Organizations
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Edited By Jay Kumar Pandey, Mritunjay Rai, Samrat Ray

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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.

Table of Contents

Chapter 1: The Roles of Artificial Intelligence and Emotional Intelligence in Marketing Organizations

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Chapter 12: Encouraging organizations to embrace EI and AI for sustainable success

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Digital Leadership
Integrating Technology for Organizational Success
Edited By Manisha Singh, Renu Jangra

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December 30, 2025 by Productivity Press

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.

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Chapter 1: The Beacon of Enlightened Leadership: The Connecting Threads.

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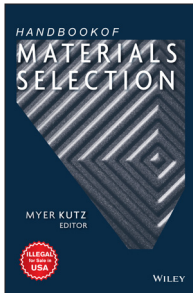
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FORTHCOMING EXCLUSIVE TITLES BY WILEY



Handbook of Materials Selection

Editor(s): Myer Kutz

Releasing in 2026

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An innovative resource for materials properties, their evaluation, and industrial applications

The Handbook of Materials Selection provides information and insight that can be employed in any discipline or industry to exploit the full range of materials in use today—metals, plastics, ceramics, and composites.

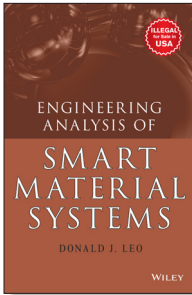
This comprehensive organization of the materials selection process includes analytical approaches to materials selection and extensive information about materials available in the marketplace, sources of properties data, procurement and data management, properties testing procedures and equipment, analysis of failure modes, manufacturing processes and assembly techniques, and applications. Throughout the handbook, an international roster of contributors with a broad range of experience conveys practical knowledge about materials and illustrates in detail how they are used in a wide variety of industries.

With more than 100 photographs of equipment and applications, as well as hundreds of graphs, charts, and tables, the Handbook of Materials Selection is a valuable reference for practicing engineers and designers, procurement and data managers, as well as teachers and students.

1 Quantitative Methods of Materials Selection

- 2 Carbon and Alloy Steels
- 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
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- 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
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- 36 Spacecraft Applications of Advanced Composite Materials
- 37 Selection of Materials for Biomedical Applications
- 38 Selecting Materials for Medical Products
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- 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



Engineering Analysis of Smart Material Systems

Author(s): Donald J. Leo

Releasing in 2026

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The book provides a pedagogical approach that emphasizes the physical processes of active materials and the design and control of engineering systems. It will also be a reference text for practicing engineers who might understand the basic principles of active materials but have an interest in learning more about specific applications. The text includes a number of worked examples, design problems, and homework problems (with a solutions

manual) that will be useful for both instructors and practicing engineers.

CHAPTER 1 Introduction to Smart Material Systems

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

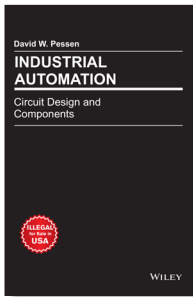
CHAPTER 9 Passive and Semiactive Damping

CHAPTER 10 Active Vibration Control

CHAPTER 11 Power Analysis for Smart Material Systems

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Industrial Automation: Circuit Design and Components

David W. Pessen

Releasing in 2026

528 pages

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The first book to combine all of the various topics relevant to low-cost automation. Practical approach covers methods immediately applicable to industrial problems, showing how to select the most appropriate control method for a given application, then design the necessary circuit. Focuses on the control circuits and devices (electronic, electro-mechanical, or pneumatic) used in small- to mid-size systems. Stress is on on-off (binary) control as opposed to continuous feedback (analog) control. Discusses well-known procedures and their modifications, and a number of original techniques and circuit design methods. Covers “flexible automation,” including the use of microcomputers.

Table of Contents

Motion Actuators.

Sensors.

Introduction to Switching Theory.

Industrial Switching Elements.

Electric Ladder Diagrams.

Sequential Systems with Random Inputs.

Pneumatic Control Circuits.

Miscellaneous Switching Elements and Systems.

Semiflexible Automation: Hardware Programmers.

Flexible Automation: Programmable Controllers.

Flexible Automation: Microcomputers.

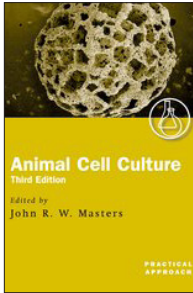
Introduction to Assembly Automation.

Robotics and Numerical Control.

Appendices.

Index

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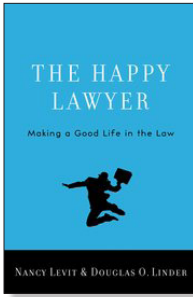
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Table of Contents

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)
Genetic modification
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The Happy Lawyer
Making a Good Life in the Law
Nancy Levit and Douglas O. Linder

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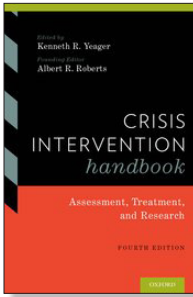
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- Diagnoses and offers sensible solutions for a pervasive problem among lawyers—professional unhappiness
 - Uses engrossing stories from real lawyers—both happy and unhappy—to illustrate their account
- The topic alone will be of interest to hundreds of thousands of lawyers in the US, many of whom are professionally unhappy

Despite the handsome incomes they often command, lawyers are far from the happiest of professionals. Seven in ten attorneys in one poll said they would choose other careers if they had to do it over again and, in another poll, fewer than half said they would encourage young people to become lawyers. Indeed, no poll has ever put the law in the top tier of satisfying professions. The economic uncertainty of recent years has only made law students and lawyers think harder than ever before about what they can hope to get out of careers in law.

This book not only sheds light on why so many lawyers find so little to like about their jobs, but also explores what they can do about the problem. Drawing on recent psychological research on happiness, Nancy Levit and Douglas Linder highlight various factors that contribute to professional stress and frustration—from pressure to increase the number of billable hours to discontents that occur when the job's demands fail to mesh with a lawyer's personal values or aspirations. They offer an array of coping tools, both large and small, that will help attorneys find more balance in their lives; they also suggest ways that law firms can be more flexible to accommodate their employees' needs, thus boosting morale and, in the process, producing higher-quality work. The authors also show how law students can better define their goals to ensure a satisfying career.

Having interviewed more than two hundred lawyers across the country, Levit and Linder enliven their account with engrossing—and sometimes surprising—career stories from both happy and unhappy lawyers. From these stories they develop sensible solutions for lawyers and the legal profession as a whole. Attorneys and law students with doubts or questions about their career choices will find a wealth of reassurance and good advice in this book.



Crisis Intervention Handbook
Assessment, Treatment, and Research
Fourth Edition

Edited by Kenneth Yeager and Albert Roberts

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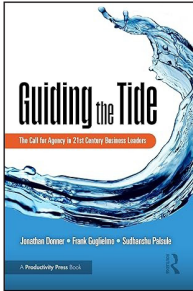
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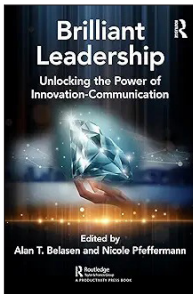
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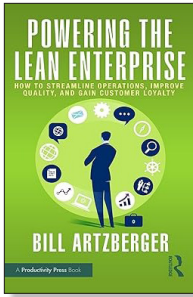
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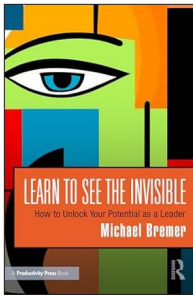
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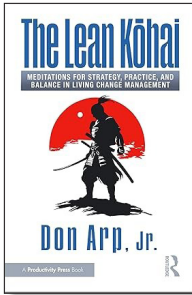
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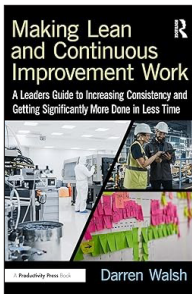
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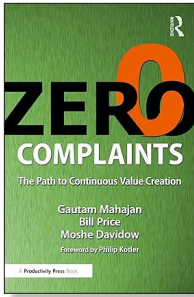
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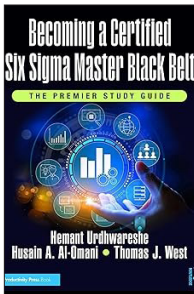
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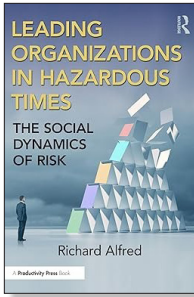
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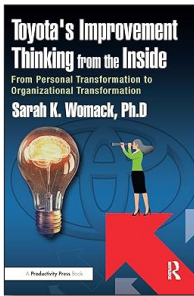
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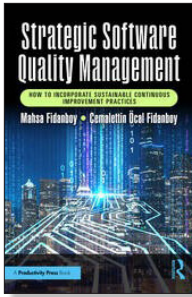
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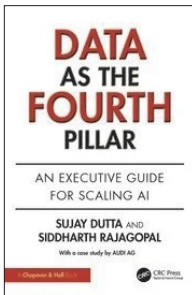
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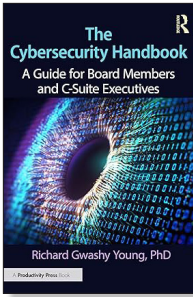
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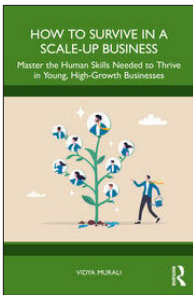
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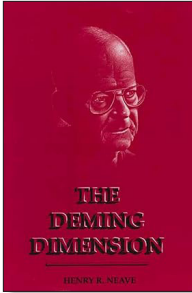
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Working in a scale-up is exciting, but it can also be exhausting. This book is your emotional survival kit for succeeding in a fast-paced and unpredictable environment.

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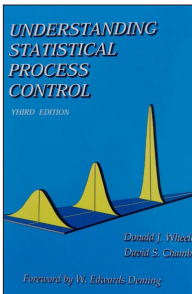
Author: Henry R. Neave

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This classic is the definitive book written about Dr. Deming and his work. The author and Dr. Deming were friends and colleagues who worked together to be sure that readers would clearly understand the principles and philosophy developed and taught by Dr. Deming over the course of a half century.

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Understanding Statistical Process Control

Authors: David S. Chambers, Donald J. Wheeler

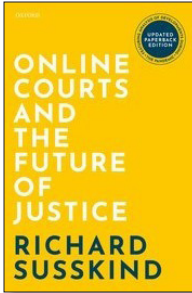
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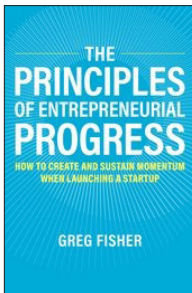
This internationally acclaimed textbook (often called the blue book) is widely used for teaching SPC and Continual Improvement techniques to those who work in manufacturing and process industries.

Wheeler and Chambers distilled over 75 years of practical experience into this book by combining instruction with real-world case studies. Written in an accessible style using ordinary language, this book is appropriate for self-study. W. Edwards Deming wrote in his foreword, "It is fitting to add my deep appreciation for the mathematical achievements of Dr. Wheeler. His understanding of theory, and its application, is guided by mathematical knowledge."

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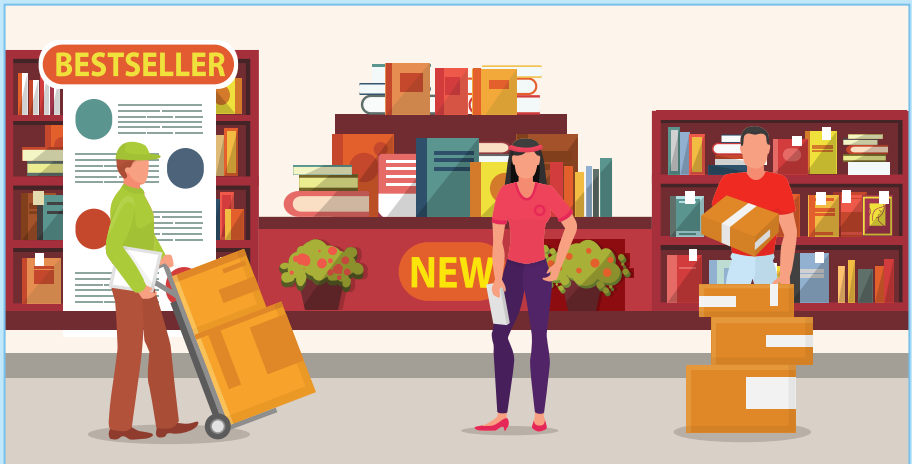
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