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Business, Finance & Management

Wiley Academic Catalog

2024

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CONTENTS

BUSINESS	1
BUSINESS ANALYTICS	2
BUSINESS ETHICS	7
COMMUNICATION	7
ENTREPRENEURSHIP	8
HUMAN RESOURCE MANAGEMENT	9
INTERNATIONAL BUSINESS	11
MANAGEMENT	11
MANAGEMENT INFORMATION SYSTEMS	12
MARKETING & SALES	13
OPERATIONS MANAGEMENT	19
ORGANIZATIONAL BEHAVIOUR	22
STRATEGIC MANAGEMENT	22
FINANCE	24
ACCOUNTING	29
ECONOMICS	31
AUTHORWISE LISTING	33

BUSINESS



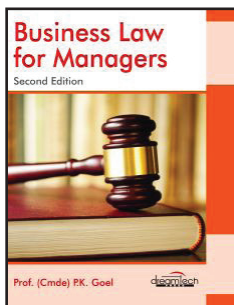
Blockchain for Enterprise Application Developers | IM | BS | e | k

Choudhari

Description

- Evolution of Blockchain • Blockchain Concepts
- Architecting Blockchain Solutions • Ethereum Blockchain Implementation • Hyperledger Blockchain Implementation • Advanced Concepts in Blockchain

9788126599967 | ₹ 679



Business Law for Managers, 2ed | k

Goel

Description

- Constitution of India-Some Relevant Aspects • Foundation of Business Law • Intellectual Property Law • Some Other Relevant Economic Laws • Corporate Laws • Miscellaneous Laws

9789391540449 | ₹ 699



Digital First | k

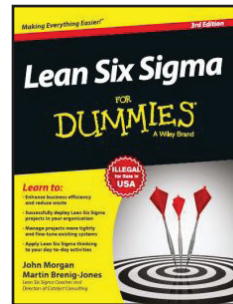
Guntha

Description

- The World Upside Down • Bracing for Impact • Win Sometimes Lose Sometimes • Drinking From the Fire Hose • Transforming at Scale • The Finale

9789354642531 | ₹ 739

e - eBook, IM - Instructor Manual, BS - Bestseller, k - Kindle



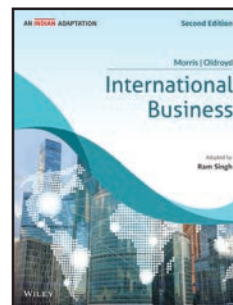
Lean Six Sigma for Dummies, 3ed

Morgan

Description

- Getting Started with Lean Six Sigma • Working with Lean Six Sigma • Assessing Performance • Improving the Processes • Deploying Lean Six Sigma • The Part of Tens

9789354249969 | ₹ 699



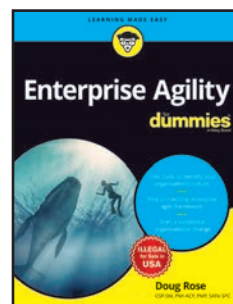
International Business, 2ed, An Indian Adaptation | IM | e | k

Morris, Singh

Description

- Globalization and India's Business Landscape • Appraising International Business • Political Systems • The Legal Environment • Economic Systems • Currency and Foreign • Culture • Trade • Balance of Payments • Trade Organizations in India • Technological Change and Infrastructure • Global Innovation and Intellectual Property • Country Selection and Entry Modes • International Strategy • International Organizational Structures • Global Leadership • Global Marketing • Global Operations and Supply-Chain Management • Global Human Resource Management • Global Finance and Accounting • Sustainability • Poverty

9789354249334 | ₹ 969



Enterprise Agility for Dummies | e

Rose

Description

- An enterprise agile transformation is a radical organizational change, and this book can help you manage that change. A successful transformation depends on understanding your organization's culture, and choosing the right enterprise agile framework based on that culture.

9788126576128 | ₹ 599

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BUSINESS ANALYTICS

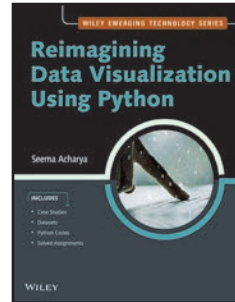


Blockchain Technology | IM | BS | e | k

Saurabh

Description

• Basics of Blockchain • Decentralized System • Hash Functions • Consensus • Blockchain Components • Cryptography • Smart Contracts • Bitcoins • Decentralized Applications • Blockchain Vertical Solutions and Use Cases • Blockchain and Allied Technologies



Reimagining Data Visualization Using Python | BS | e | k

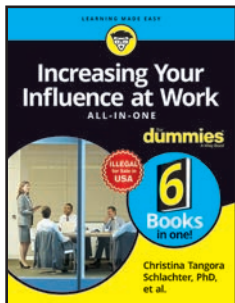
Acharya

Description

• Introduction to Data Visualization • Types of Digital Data • Reading Data from Varied Data Sources into Python DataFrame • Pros and Cons of Charts • Good Chart Designs • Data Wrangling in Python • Functions in Python Pandas • Matplotlib for Data Visualization • Plotly for Data Visualization • Seaborn for Data Visualization

9788126557660 | ₹ 739

9789354641336 | ₹ 969

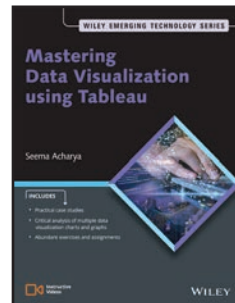


Increasing Your Influence at Work All-In-One for Dummies | e

Schlachter

Description

Influence is a timeless topic for business leaders and others in positions of power, but the world has evolved to the point where everyone needs these skills. No matter your job, role, rank, or function, if you want to get things done you need to know how to influence up, down, across, and outside the organization



Mastering Data Visualization using Tableau | New | e

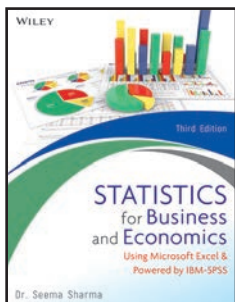
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Description

• Introduction to Data Visualization • Types of Digital Data • Reading Data from Varied Data Sources into Python DataFrame • Pros and Cons of Charts • Good Chart Designs • Data Wrangling in Python • Functions in Python Pandas • Matplotlib for Data Visualization • Plotly for Data Visualization • Seaborn for Data Visualization

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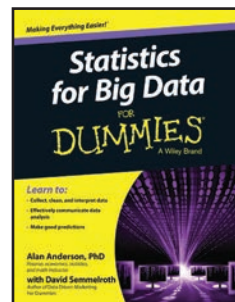


Statistic for Business and Economics : Using Microsoft Excel & Powered by IBM-SPSS, 3ed | e

Sharma

Description

• Introduction to Statistics • Descriptive Statistical Analysis • Probability Theory and Distributions • Sampling Theory and Sampling Distribution • Hypothesis Testing—Large Sample Tests • Hypothesis Testing—Small Sample Tests • Analysis of Variance • Chi-Square Test and Its Applications • Nonparametric Test • Correlation Analysis • Regression Analysis • Logistic Regression Analysis • Business Forecasting • Statistical Quality Control • Decision Analysis • Index Numbers • Data Science and Statistics



Statistics for Big Data for Dummies | e

Anderson

Description

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

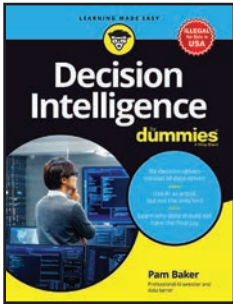
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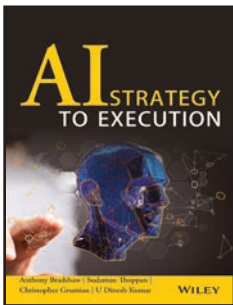
Decision Intelligence for Dummies

Baker

Description

• Part 1: Getting Started with Decision Intelligence • 1: Short Takes on Decision Intelligence • 2: Mining Data versus Minding the Answer • 3: Cryptic Patterns and Wild Guesses • 4: The Inverted V Approach • Part 2: Reaching the Best Possible Decision • 5: Shaping a Decision into a Query • 6: Mapping a Path Forward • 7: Your DI Toolbox • Part 3: Establishing Reality Checks • 8: Taking a Bow: Goodbye, Data Scientists -- Hello, Data Strategists • 9: Trusting AI and Tackling Scary Things • 10: Meddling Data and Mindful Humans • 11: Decisions at Scale • 12: Metrics and Measures • Part 4: Proposing A New Directive • 13: The Role of DI in the Idea Economy • 14: Seeing How Decision Intelligence Changes Industries and Markets • 15: Trickle-Down and Streaming-Up Decisioning • 16: Career Makers and Deal-Breakers • Part 5: The Part of Tens • 17: Ten Steps to Setting Up a Smart Decision • 18: Bias In, Bias Out (and Other Pitfalls) • Index •

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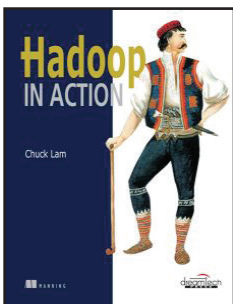
AI Strategy to Execution | New | e

Bradshaw, Kumar

Description

• Strategy to Execution Gap • Analytics Landscape • School of Outputs and Outcomes • Data Culture and Change Management • The School of Expertise, Innovation, and Organizational Intelligence • The School of Execution • Data Value Management • Strategy for Data and Analytics • Ethics and Privacy by Design • Strategy to Execution (S2E) Framework • Data Inspired Organization Management Technologies • Data Storytelling

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Hadoop in Action

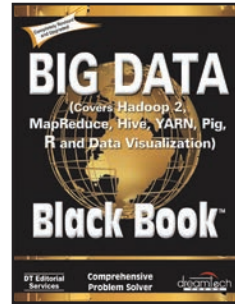
Chuck

Description

•Hadoop-A Distributed Programming Framework•Hadoop in Action•Hadoop Gone Wild

9788177228137 | ₹ 699

e - eBook, IM - Instructor Manual, BS - Bestseller, k - Kindle



Big Data, Black Book: Covers Hadoop 2, MapReduce, Hive, YARN, Pig, R and Data Visualization | e

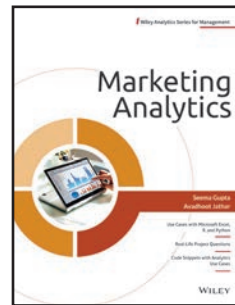
DT Editorial Services

Description

Big Data is one of the most popular buzzwords in technology industry today. Organizations worldwide have realized the value of the immense volume of data available and are trying their best to manage, analyse and unleash the power of data to build strategies and

develop a competitive edge.

9789351199311 | ₹ 1249



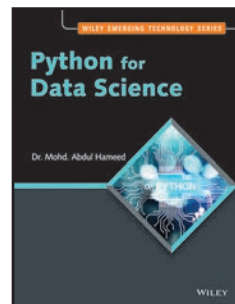
Marketing Analytics | IM | BS | e | k

Gupta

Description

• Segmentation• Positioning• Product Analytics• Pricing• Marketing Mix• Customer Journey• Nurturing Customers• Customer Analytics• Digital Analytics: Metrics and Measurement• Artificial Intelligence and Machine Learning• Data Visualization

9789354242625 | ₹ 999



Python for Data Science | IM | BS | e | k

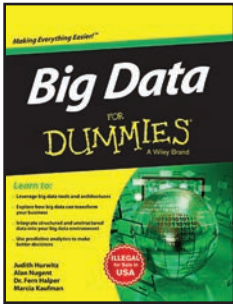
Hameed

Description

Python for Data Science contains the basic and advanced concepts to understand Python language. Besides, it furnishes the detailed procedure on how to implement a Data Science project.

9789354243479 | ₹ 509

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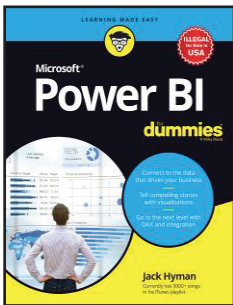
Big Data for Dummies | e

Hurwitz

Description

• Getting Started with Big Data • Technology Foundations for Big Data • Big Data Management • Analytics and Big Data • Big Data Implementation • Big Data Solutions in the Real World • The Part of Tens

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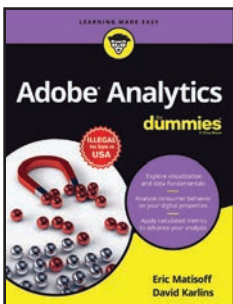
Microsoft Power BI for Dummies | e

Hyman

Description

• Put Your BI Thinking Caps On • It's Time to Have a Data Party • The Art and Science of Power BI • Oh, No! There's A Power BI Programming Language! • Enhancing Your Power BI Experience • The Part of Tens

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Adobe Analytics for Dummies | e

Karlins

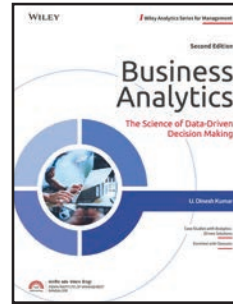
Description

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

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4

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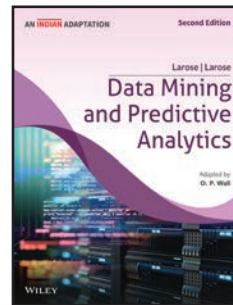
Business Analytics :The Science of Data-Driven Decision Making, 2ed | IM | BS | e | k

Kumar

Description

• Segmentation • Positioning • Product Analytics • Pricing • Marketing Mix • Customer Journey • Nurturing Customers • Customer Analytics • Digital Analytics: Metrics and Measurement • Artificial Intelligence and Machine Learning • Data Visualization

9789354246197 | ₹ 1019



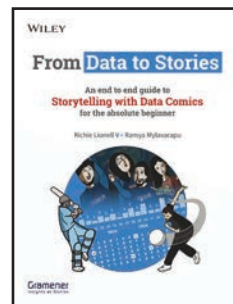
Data Mining and Predictive Analytics, 2ed, Wiley India Adaptation | IM | BS | e | k

Larose, Wali

Description

• Data Preparation • Statistical Analysis • Classification • Clustering • Association Rules • Enhancing Model Performance • Further Topics • Case Study: Predicting Response to Direct-Mail Marketing

9789354247255 | ₹ 1139



From Data to Stories : An end to end guide to Storytelling with Data Comics for the absolute beginner

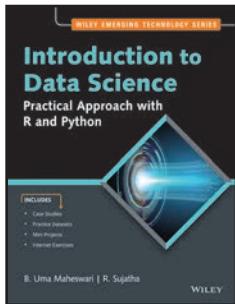
Lionell

Description

• Bigger than the Game (A Graphic Novel) • How to create a data comic story? (A Tutorial)

9789354249891 | ₹ 529

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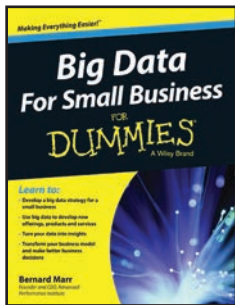
Introduction to Data Science: Practical Approach with R and Python | IM | BS | e | k

Maheswari

Description

• Introduction to Data Science • Introduction to R and Python • Exploratory Data Analysis • Data Visualization • Dimensionality Reduction Techniques • Types of Machine Learning Algorithms • Unsupervised Learning Algorithms • Text Analytics • Supervised Learning Algorithms: Linear and Logistic Regression • Supervised Learning Algorithms: Decision Tree and Random Forest • Supervised Learning Algorithm: KNN, Naïve Bayes, and Linear Discriminant Analysis • Support Vector Machines and Artificial Neural Networks • Time Series Forecasting • Ensemble Methods • Artificial Intelligence • Applications of Analytics

9789354640506 | ₹ 829



Big Data for Small Business for Dummies | e

Marr

Description

Business data has been around for a long time. Unfortunately, it was trapped away in overcrowded filing cabinets and on archaic floppy disks. Now, thanks to technology and new tools that display complex databases in a much simpler manner

9788126559688 | ₹ 499

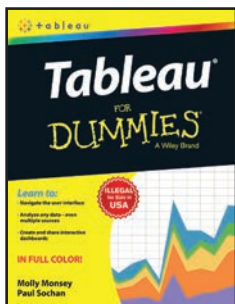


Tableau for Dummies | e

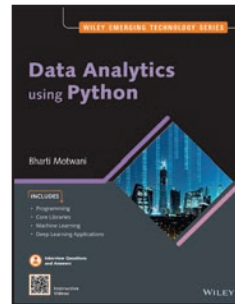
Monsey

Description

• Getting Started with Tableau Desktop • Bringing in Data • Analyzing Data • Publishing and Sharing • Advancing to a Higher Level • The Part of Tens

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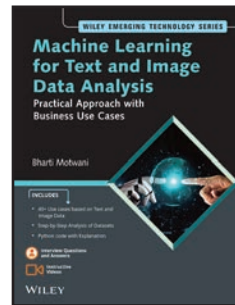
Data Analytics using Python | IM | BS | e | k

Motwani

Description

• Programming in Python • Core Libraries in Python • Machine Learning in Python • Deep Learning Applications in Python

9788126502950 | ₹ 879



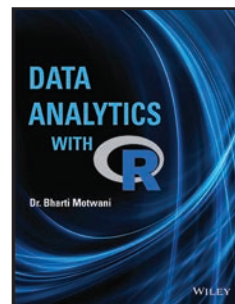
Machine Learning for Text and Image Data Analysis: Practical Approach with Business Use Cases | IM | BS | e | k

Motwani

Description

• Section 1 Introduction to Text and Image Data Analysis • 1 Basics of Python • 2 Text and Image Data Pre-Processing • Section 2 Unsupervised Machine Learning for Text and Image Data Analysis • 3 Sentiment Analysis and Topic Modeling • 4 Content-Based Recommendation System • 5 Collaborative Filtering Recommendation System • 6 Association Rule Mining • 7 Cluster Analysis • Section 3 Supervised Machine Learning for Text and Image Data Analysis • 8 Supervised Machine Learning Problems • 9 Supervised Machine Learning Regression Techniques • 10 Supervised Machine Learning Classification Techniques • Section 4 Deep Learning for Text and Image Data Analysis • 11 Neural Network Models (Deep Learning) • 12 Transfer Learning for Text Data Analysis • 13 Transfer Learning for Image Data Analysis • 14 Chatbots with Rasa • 15 The Road Ahead • Index

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Data Analytics with R | IM | BS | e | k

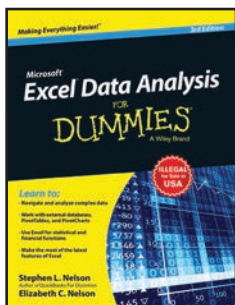
Motwani

Description

Data analysis is the method of examining, cleansing, and modeling with the objective of determining useful information for effective decision-making and operations.

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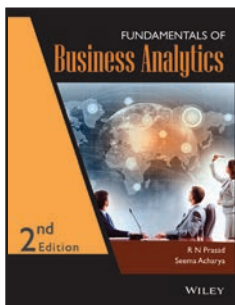
Microsoft Excel Data Analysis for Dummies, 3ed | e

Nelson

Description

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

9788126573455 | ₹ 799



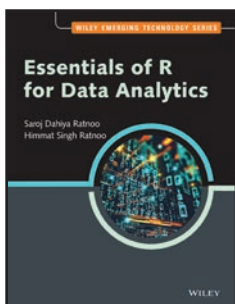
Fundamentals of Business Analytics, 2ed, w/cd | IM | BS | e | k

Prasad

Description

• Business View of Information Technology Applications • Types of Digital Data • Introduction to OLTP and OLAP • Getting Started with Business Intelligence • BI Definitions and Concepts • Basics of Data Integration • Multidimensional Data Modeling • Measures, Metrics, KPIs and Performance Management • Basics of Enterprise Reporting • Understanding Statistics • Application of Analytics • Data Mining Algorithms • BI Road Ahead

9788126563791 | ₹ 959



Essentials of R for Data Analytics | IM | e | k

Ratnoo

Description

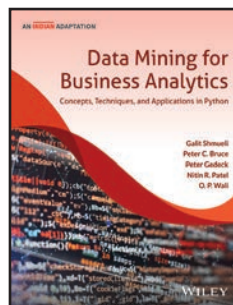
• Introduction to HR Analytics • Getting Help in R • Vectors and Factors in R • Matrices in R • Lists and Data Frames in R • Strings and Dates in R • Input Output in R • Conditional Statements and Loops in R • Writing Functions in R • An Introduction to Graphics in R •

Making Graphs and Charts in R • Graphics using ggplot2 • Data Transformations in R • Predictive Analytics: Classification in R • Predictive Analytics: Regression in R

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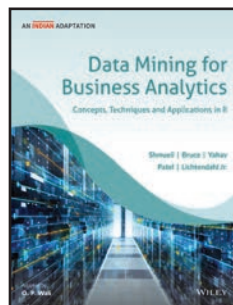
Data Mining for Business Analytics: Concepts, Techniques and Applications in Python, An Indian Adaptation | e

Shmueli, Wali

Description

• Part I Preliminaries • 1 Introduction • 2 Overview of the Data Mining Process • Part II Data Exploration And Dimension Reduction • 3 Data Visualization • 4 Dimension Reduction • Part III Performance Evaluation • 5 Evaluating Predictive Performance • Part IV Prediction And Classification Methods • 6 Multiple Linear Regression • 7 k-Nearest Neighbors (k-NN) • 8 The Naive Bayes Classifier • 9 Classification and Regression Trees • 10 Logistic Regression • 11 Neural Nets • 12 Discriminant Analysis • 13 Combining Methods: Ensembles and Uplift Modeling • Part V Mining Relationships Among Records • 14 Association Rules and Collaborative Filtering • 15 Cluster Analysis • Part VI Forecasting Time Series • 16 Handling Time Series • 17 Regression-Based Forecasting • 18 Smoothing Methods • 18.4 Advanced Exponential Smoothing • Part VII Data Analytics • 19 Social Network Analytics • 20 Text Mining • Part VIII Cases • 21 Cases • Index •

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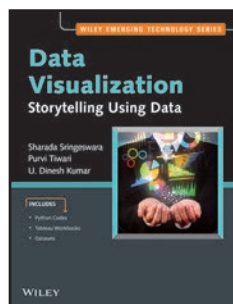
Data Mining for Business Analytics: Concepts, Techniques, and Applications in R, An Indian Adaptation | IM | BS | e | k

Shmueli

Description

• Data Exploration And Dimension Reduction • Performance Evaluation • Prediction And Classification Methods • Mining Relationships Among Records • Forecasting Time Series • Data Analytics

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Data Visualization: Storytelling Using Data | IM | BS | e | k

Sringswara

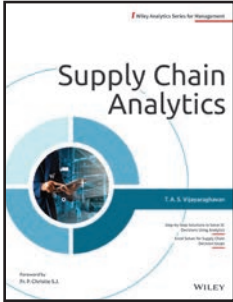
Description

• Introduction to Visualization • Visualization Best Practices • Visualization of Structured Data • Visualization of Unstructured Data • Visual Storytelling • Storytelling Framework • Misleading with Charts

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COMMUNICATION

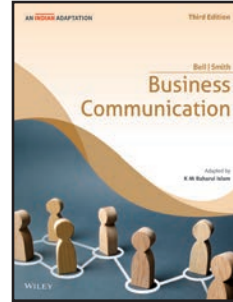


Supply Chain Analytics | IM | BS | e | k

Vijayaraghavan

Description

• Overview of Logistics and Supply Chain Management • Overview of Optimization Methods • Facilities Location and Warehousing Decisions • Inventory Decisions • Transportation Decisions • Multicriteria Decision Making



Business Communication, 3ed, An Indian Adaptation | IM | e | k

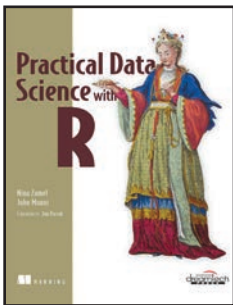
Bell, Islam

Description

• Pillars of Business Communication • Letters, Memos, And E-Mail • Reports and Proposals • Career Communication • Communication Issues for Management Success • Communicating in The Digital Age

9789354243431 | ₹ 999

9789354642388 | ₹ 999

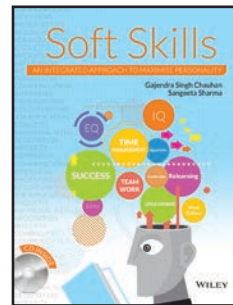


Practical Data Science with R

Zumel

Description

• Introduction to data science • Modeling methods • Delivering results



Soft Skills: An Integrated Approach to Maximise Personality, w/cd | IM | e | k

Chauhan

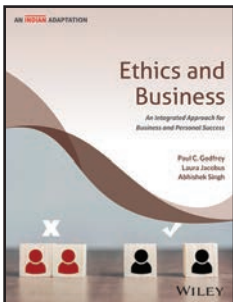
Description

• Social Skills • Academic Skills • Professional Skills (Career Planning)

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9788126556397 | ₹ 619

BUSINESS ETHICS



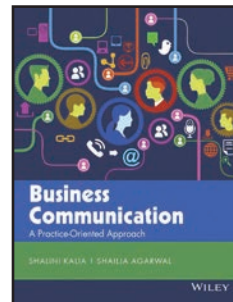
Ethics and Business: An Integrated Approach for Business and Personal Success, An Indian Adaptation | New | e

Godfrey

Description

• Introduction: Why Study Business Ethics? • Theories of Morality and Business Ethics • Living a Great Life: PERMA, Mission Statements, and Ethical Decision Making • Corporate Organization and the Role of Stakeholders • Ethics and Compliance in the Corporation • Culture

Matters • Ethics in a Global Society and Economy • Power and Its Uses • Conflicts of Interest • Bribery and Corruption • Integrity and Mercy • Corporate Social Responsibility and Social Entrepreneurship • Ethics and Technology: Issues for the Twenty-first Century • Ethics and a Market Economy



Business Communication: A Practice-Oriented Approach | IM | e | k

Kalia

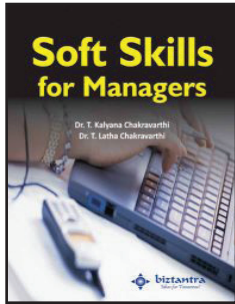
Description

• Understanding Business Communication • Interpersonal Communication • Designing and Delivering Oral Presentations • Fundamentals of Business Writing • Drafting Business Messages • Writing Effective Reports • Cross-Cultural Communication • Communicating through Technology • Employment Communication

9789357468664 | ₹ 839

9788126554799 | ₹ 619

ENTREPRENEURSHIP



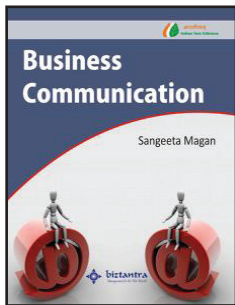
Soft Skills for Managers | e | k

Kalyana

Description

• Introduction to Soft Skills • Leadership • Team Building • Positive Attitude • Communications • Perception • Decision Making • Motivation • Goal Setting • Emotional Intelligence Management • Time Management • Stress Management

9788177225686 | ₹ 349



Business Communication | e | k

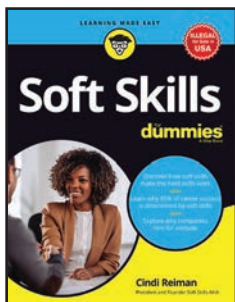
Magan

Description

• Communication • Means of Business Communication • Listening Skills • Means of Communication - Non-verbal • Principles of effective Communication • Types of Communication • Barriers to Communication • Effective Speeches • Effective Presentation • Business

Correspondence • Business Letters • Types of Letters • Writing a Cover Letter • Notice, Agenda & Minutes • Report Writing & Press Release • E-mail • Introduction to Grammar • Subject- Verb Agreement • Articles • Tenses • Vocabulary Building • Reading skill

9788177228281 | ₹ 399



Soft Skills for Dummies

Reiman

Description

Soft Skills For Dummies helps readers prepare to enter or re-enter the workforce by providing a comprehensive guide to the essential employability traits and soft skills needed for success in the workplace. The content is based on a time-tested curriculum designed to prepare

readers for work and life success. Skill builder activities in each chapter will allow readers to actively participate in the soft skills learning process and each chapter features real-world applications, inspirational stories, and industry spotlights.

9789357460408 | ₹ 899

8

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The Startup Launchbook : A Practical Guide for Launching Customer-Centric Ventures | e | k

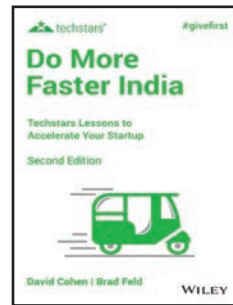
Batra

Description

The Startup Launchbook provides a practical 5-stage pathway that leads to the design, launch, and growth of successful startups. Based on the author's work with hundreds of founders, this book has curated global startup success (and failure) lessons in an actionable framework.

Use the book's framework to develop an entrepreneurial mindset that helps convert an idea into a successful startup. Leverage the book's practices to build fundamentally-sound and customer-centric ventures.

9789388991124 | ₹ 1069



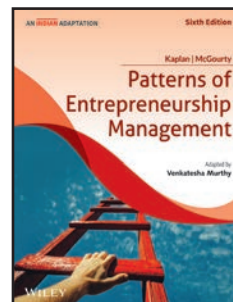
Do More Faster India : Techstars Lessons to Accelerate Your Startup, 2ed

Cohen

Description

• Theme 1: Idea and Vision • Theme 2: People • Theme 3: Execution • Theme 5: Fundraising • Theme 6: Legal and Structure • Theme 7: Work-Life Balance

9789388991025 | ₹ 699



Patterns of Entrepreneurship Management, 6ed, An Indian Adaptation | IM | e | k

Kaplan, Murthy

Description

• Getting Started as an Entrepreneur • Funding the Venture • Managing Performance, Communication, and People • Special Topics: Social Entrepreneurship and Family Business

9789354642289 | ₹ 909

e - eBook, IM - Instructor Manual, BS - Bestseller, k - Kindle



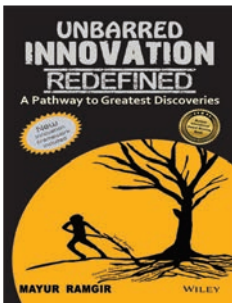
Smash Innovation Smashing the Hand-Mind-Market Barrier, 2ed | e | k

Katragadda

Description

• The Age of Reason: Learning from the Masters • Wealth of Nations: Sowing Innovation • The Way of the Flute: Reaping Innovation • Trends and Bends: Anticipating the Next

9788126570959 | ₹ 619



Unbarred Innovation Redefined : A Pathway to Greatest Discoveries | k

Ramgir

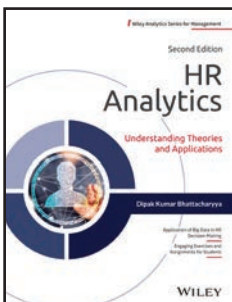
Description

• Unbarred Innovation Framework • Introduction to Unbarred Innovation • Self-Realization: A Journey to Self-exploration • Innovation as a Lifestyle • Understanding the Barriers for Innovation • Acquiring a Degree vs. Acquiring Education • Overcoming Barriers to Innovation • Unbarred

Innovation in Your Company • Benefits of Unbarred Innovation for Companies • Barriers to Innovation for Companies • Types of Innovation

9788126548491 | ₹ 599

HUMAN RESOURCE MANAGEMENT



HR Analytics, 2ed | New | e | k

Bhattacharyya

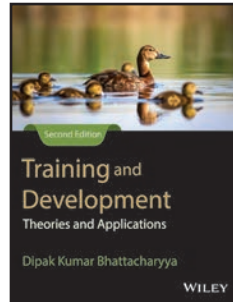
Description

• Evolution of Human Resource Management Function • HR Decision-Making and HR Analytics • Introduction to HR Analytics • HR Business Process and HR Analytics • Forecasting and Measuring HR Value Propositions with HR Analytics • HR Analytics and Data • HR Analytics and

Predictive Modelling • HR Analytics for Future

9789357461733 | ₹ 839

e - eBook, IM - Instructor Manual, BS - Bestseller, k - Kindle



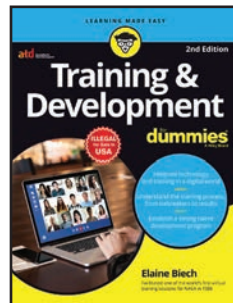
Training and Development: Theories and Applications, 2ed | New | e

Bhattacharyya

Description

• Human Resource Management and Training and Development • Training and Development and Human Resource Development • Learning and Training • Personality Development through Training • Competency-Based Training and Development • Training Needs Analysis • Training Policy, Plans and Resources • Designing Training Programmes • Training Methodology • E-Training or E-Learning Methods of Training • Training Evaluation • Training for Career Planning and Development • Training for Organizational Development • International Training and Development

9789357461764 | ₹ 909



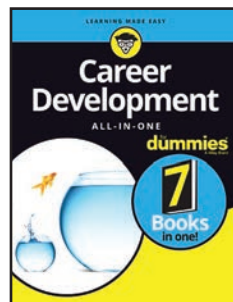
Training & Development for Dummies, 2ed

Biech

Description

• Part 1: So You're Going to Be a Trainer • 1: Exploring Training and Talent Development • 2: How Adults Learn • 3: Introducing the Training Cycle • Part 2: T&D: The Training Part • 4: Analyzing Needs and Designing Learning • 5: Developing the Training Program • 6: Implementing Learning: It's Showtime • 7: Evaluation: It's Not Over Yet! • 8: Getting Results: Transfer of Learning • Part 3: What ADDIE Doesn't Tell You • 9: Being Prepared to Succeed • 10: Your Job as a Facilitator • 11: Mastering Media and Other Visuals • 12: Addressing Problems: What's a Trainer to Do? • Part 4: T&D: The Talent Development Part • 13: Your Talent Development Role • 14: Building a Learning Culture • 15: Employee Development Is Everyone's Job • Part 5: The Professional Trainer • 16: The Consummate Professional • 17: Talent Development Certification • 18: The Future of the Talent Development Profession • Part 6: The Part of Tens • 19: Ten Virtual Warm-Ups • 20: Ten Quick Ways to Enable Social Learning • Index

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Career Development All-in-One for Dummies | e

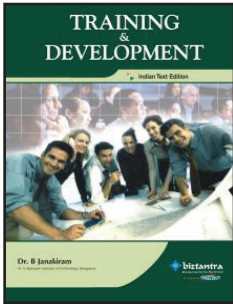
Dummies

Description

Combined from seven of the best For Dummies books on career development topics, Career Development All-in-One For Dummies is your one-stop guide to taking control of your career and improving your professional life.

9788126568796 | ₹ 599

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Training & Development (Indian Text ed) | e | k

Janakiram

Description

• Training • Training Needs • Training Design • Learning • Training Process • Training Methods, Techniques and Aids • Implementation of Training • Trainer's Skills and Styles • Management Development • Validation and Evaluation of Training 12 Cases (Including Model Case Analysis) Solved

Model Papers, Bibliography

9788177227253 | ₹ 649



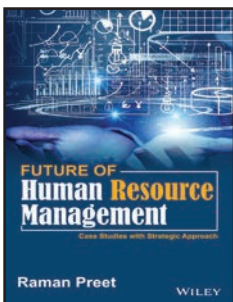
HR Analytics : Practical Approach Using Python | IM | BS | e | k

Motwani

Description

HR Analytics: Practical Approach Using Python will enable readers gain sufficient knowledge and experience to perform analysis of data related to different processes executed in the HR department.

9789354240027 | ₹ 699



Future of Human Resource Management : Case Studies with Strategic Approach | e | k

Preet

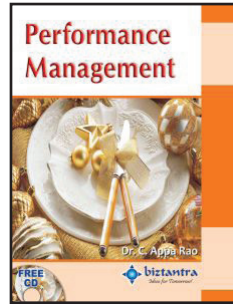
Description

• Future of Human Resource • Future of Artificial Intelligence and Digital Technology in HR • Future of Training and Development • Future of Recruitment and Selection • Future of Change Management • Future Organization • Gender Diversity • Workplace Bullying

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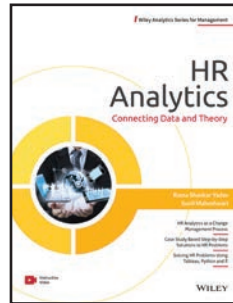
Performance Management, w/cd | IM | e

Rao

Description

• Fundamentals of Performance Management • Performance Management Process - I • Performance Management Process - II • Team and Organizational Performance Management

9789350042892 | ₹ 899



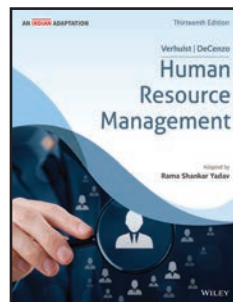
HR Analytics : Connecting Data and Theory | IM | BS | e | k

Yadav

Description

• Introduction to HR Analytics • Understanding HR Analytics • HR Analytics Tools and Techniques • Usage of HR Analytics • Case Studies on HR Analytics • Building an HR Analytics Culture • Future of HR Analytics

9789390421558 | ₹ 949



Human Resource Management, 13ed, An Indian Adaptation | IM | e | k

Verhulst, DeCenzo

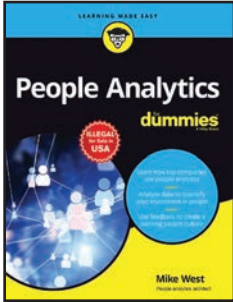
Description

• Understanding HRM • Legal and Ethical Context of HRM • Talent Acquisition • Training and Development • Total Rewards • Safety and Labor Relations • Contemporary Topics in Human Resource Management

9789354243394 | ₹ 1099

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MANAGEMENT

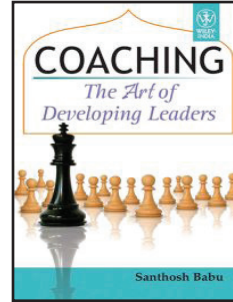


People Analytics for Dummies | e

West

Description

• Getting Started With People Analytics • Elevating Your Perspective • Quantifying the Employee Journey • Improving Your Game Plan with Science and Statistics • The Part of Tens



Coaching: The Art of Developing Leaders | e | k

Babu

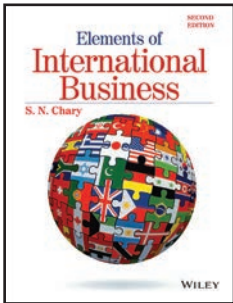
Description

• Coaching for Leadership Development • Who Can Be A Coach? • What is Coaching • Coaching Paradigms • Types of Coaching • Executive Coaching • ODA Coaching Model • Leader as A Coach • Trends and Future Possibilities • Toolkit for A Coach

9788126504244 | ₹ 799

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INTERNATIONAL BUSINESS

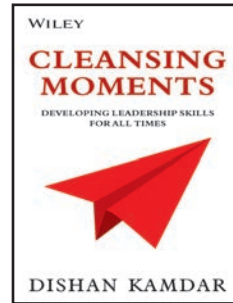


Elements of International Business, 2ed | IM | e | k

Chary

Description

• Intercultural Management • International Trade • International Politics and Economic Integration • International Organizations • Foreign Direct Investment – I • Foreign Direct Investment – II • Strategies • International Business Today and Tomorrow



Cleansing Moments: Developing Leadership Skills For All Times | e | k

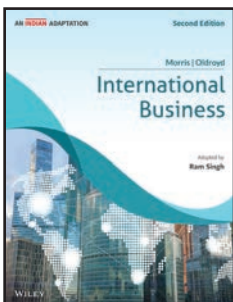
Kamdar

Description

• Embrace Change and Uncertainty • Build a Winning Culture • Master the Art of Listening • Become a Powerful Magnet • Leverage the Power of Alternatives • Look at Conflicts in the Eye • It's Your Life; Own It • Live a Life of Purpose

9788126555789 | ₹ 879

9789354644986 | ₹ 909



International Business, 2ed, An Indian Adaptation | IM | e | k

Morris, Singh

Description

• Globalization and India's Business Landscape • Appraising International Business • Political Systems • The Legal Environment • Economic Systems • Currency and Foreign • Culture • Trade • Balance of Payments • Trade Organizations in India • Technological Change

and Infrastructure • Global Innovation and Intellectual Property • Country Selection and Entry Modes • International Strategy • International Organizational Structures • Global Leadership • Global Marketing • Global Operations and Supply-Chain Management • Global Human Resource Management • Global Finance and Accounting • Sustainability • Poverty



Disaster Management, 2ed | New | e | k

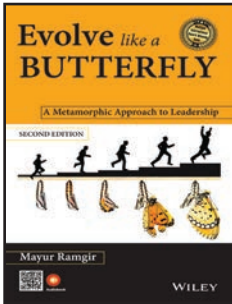
Pandey

Description

• Disaster Management: A Prologue • Disaster Management Cycle: Practical Applications • Contemporary Issues and Challenges in Disaster Management

9789354249334 | ₹ 969

9789357461610 | ₹ 869



Evolve like a Butterfly, 2ed | k

Ramgir

Description

- The Egg – A Leader is Born • The Larva – Feeding Stage • The Cloak of the Pupa – Transition Stage • The Adult – Reproductive Stage

9788126547852 | ₹ 529



Spark: The Power to Become Big is Within You | k

Rao

Description

- Acquire Self-Awareness • Discover Your Biological Clock • Be an Early Riser • Exercise Every Day • Acquire Internal Locus of Control • Visualize Effectively • Equip with Affirmations • Use Your Internal Dialogue Effectively • Strengthen Your Subconscious Mind • Journal Regularly
- Read Avidly • Improve Your Memory • Improve Your Concentration • Practice Yoga Daily • Practice Meditation • Cultivate Mindfulness • Acquire Emotional Intelligence • Practice for 21 Days • Take Feedback • Be Persistent • Learn, Unlearn and Relearn • Conclusion • Epilogue • List of Books Published by the Author • Making a Positive Difference in the World

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Introduction to Management, 13ed, ISV | IM | e

Schermerhorn

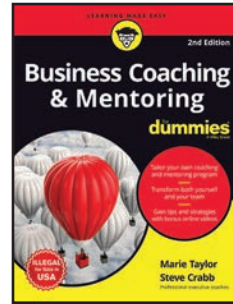
Description

- Management • Environment • Planning and Controlling • Organizing • Leading • Management Cases for Critical Thinking

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12

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Business Coaching & Mentoring for Dummies, 2ed

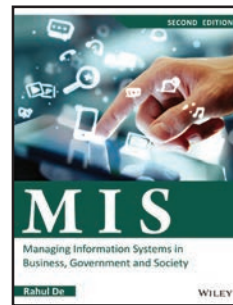
Taylor

Description

- Business Coaching & Mentoring For Dummies provides business owners and managers with the insight they need to successfully develop the next generation of leaders.

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MANAGEMENT INFORMATION SYSTEMS



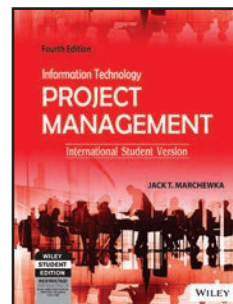
MIS: Managing Information Systems in Business, Government and Society, 2ed | IM | e | k

De

Description

- MIS and Organisations • Fundamentals of IT • Social Aspects of IS

9788126571222 | ₹ 999



Information Technology Project Management, 4ed, ISV | IM | e

Marchewka

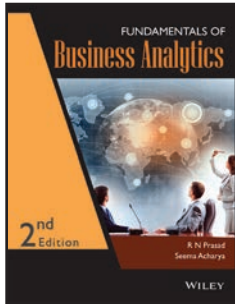
Description

- An Overview of IT Project Management • The Business Case • The Project Charter • The Project Team • The Scope Management Team • The Work Breakdown Structure (WBS) • The Project Schedule And Budget • The Risk Management Plan • The Project Communication Plan • The IT Project Quality Plan • Managing Change, Resistance, and Conflict • Managing Project Procurement and Outsourcing • Project Leadership and Ethics • The Implementation Plan and Project Closure • Appendix: An Introduction To Function Point Analysis

9788126543946 | ₹ 819

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MARKETING & SALES



Fundamentals of Business Analytics, 2ed, w/cd | IM | BS | e | k

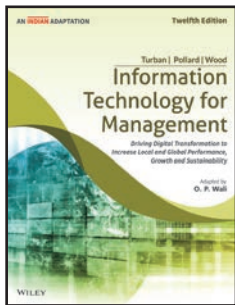
Prasad

Description

• Business View of Information Technology Applications• Types of Digital Data• Introduction to OLTP and OLAP• Getting Started with Business Intelligence• BI Definitions and Concepts• Basics of Data Integration• Multidimensional Data Modeling• Measures, Metrics,

KPIs and Performance Management• Basics of Enterprise Reporting• Understanding Statistics• Application of Analytics• Data Mining Algorithms• BI Road Ahead

9788126563791 | ₹ 959



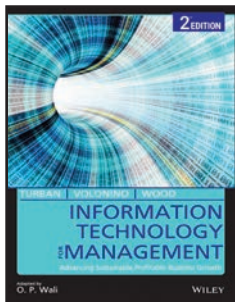
Information Technology for Management, 12ed, An Indian Adaptation | IM | e | k

Turban, Wali

Description

• Digital Transformation Disrupts Companies, Competition, and Careers • Information Systems, IT Infrastructure, and the Cloud • Data Management, Data Warehouses, and Data Governance • Networks, the Internet of Things (IoT), and Edge Computing • Data Privacy and Cyber Security • Business Intelligence, Data Science, and Data Analytics • Social Media and Semantic Web Technology • Omnichannel Retailing, E-commerce, and Mobile Commerce Technology • Functional Business Systems • Enterprise Systems • Artificial Intelligence, Robotics, and Quantum Computing Technology • IT Strategy, Sourcing, and Strategic Technology Trends • Systems Development and Project, Program and Portfolio Management • IT Ethics and Local and Global Sustainability

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Information Technology for Management, 2ed

Wali

Description

Information Technology for Management engages students with up-to-date coverage of the most important IT trends today.

9788126579808 | ₹ 1099

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Marketing Research | IM | e | k

Aaker, Das

Description

•The Nature And Scope Of Marketing Research•Data Collection•Data Analysis •Special Topics In Data Analysis•Applications Of Marketing Intelligence

9788126577125 | ₹ 1119



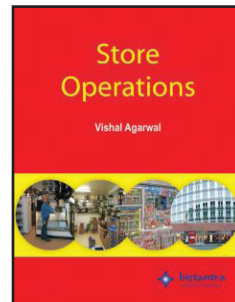
The Future of Purpose-Driven Branding: Signature Programs that Impact & Inspire Both Business and Society | e | k

Aaker, Jain

Description

• 1 The Future of Purpose-Driven Branding: Three Strategic Thrusts • Part I: Purpose-Driven Branding: The Context • 2 Unilever: A Heritage of Addressing Society Needs • 3 Salesforce: A Social Program Pioneer • 4 Five Drivers of Social Effort Momentum • Part II: Signature Social Programs that Inspire, Impact, & Thrive • 5 Purpose/Mission and Culture that Enable and Inspire Social Programs • 6 The Signature Social Program • 7 Find Signature Social Programs that Inspire, Impact, and Fit • Part III: Integrating the Signature Social Program into the Business • 8 Integration: The Signature Social Program Job 2: Enhance a Business • 9 Integration: The Business Supports the Signature Program • Part IV: Putting Signature Social Brands on Steroids: Five Branding "Must Dos" • 10 Building Inspiring Signature Social Brands • 11 Must Do 1: Create a North Star Direction to Clarify, Guide & Inspire • 12 Must Do 2: Create Brand Communities • 13 Must Do 3: Find & Employ Signature Stories • 14 Must Do 4: Find & Fire Your Silver Bullet Brands • 15 Must Do 5: Scale Your Signature Social Program • 16 Evaluating Your Signature Social Program & Brand

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Store Operations | e | k

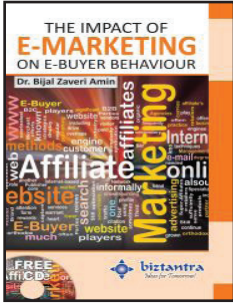
Agarwal

Description

• Introduction to Retail and Store• Front Operations and Merchandizing• Stock Management• Administrative and Employee Management• Security Management

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The Impact of E-Marketing on E-Buyer Behaviour, w/cd | e | k

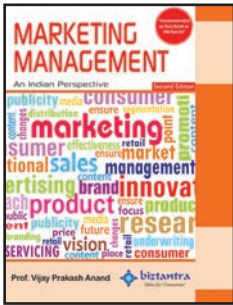
Amin

Description

• Marketing perspective in the internet age: e-Marketing
• E-marketing-mix: marketing mix in internet era • The e-consumer perspective: typology of e-buyers and adoption process in • Electronic environment • E-buyer behaviour in electronic environment • E-buying and online

customer experience & CRM • E-branding: branding in electronic era

9789350043202 | ₹ 449



Marketing Management: An Indian Perspective, 2ed | e

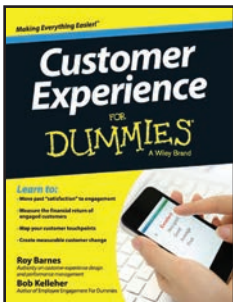
Anand

Description

• Market Oriented Strategic Planning • Marketing Environment • Marketing Research • Consumer Markets • Business Markets • Segmentation, Targeting and Positioning • Competition • Brand • Product • Services Marketing • Price • Place • Promotion-Integrated

Marketing Communications • Rural Marketing • International Marketing • Green Marketing

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Customer Experience for Dummies | e

Barnes

Description

Customer Experience for Dummies helps you listen to your customers and offers friendly, practical and easy-to-implement solutions for incorporating customer engagement into your business plans and keep the crowds singing your praises.

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Social Media & Mobile Marketing: Includes Online Worksheets | IM | e | k

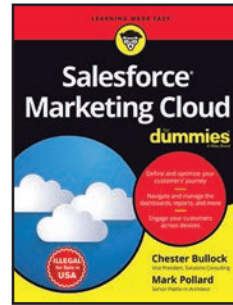
Bhatia

Description

• Understanding Social Media Marketing • Executing Social Media Marketing • Social Media Marketing: The Road Ahead • Understanding Mobile Marketing • Executing Mobile Marketing • Mobile Marketing: The Road Ahead • Social Media and Mobile Marketing

Careers

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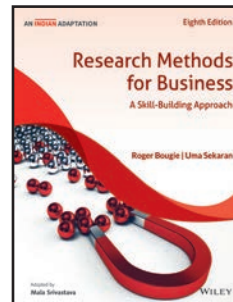
Salesforce Marketing Cloud for Dummies | e

Bullock

Description

Salesforce Marketing Cloud For Dummies will help you make the most of your investment in this exciting digital marketing suite of products.

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Research Methods of Business 8ed: A Skill-Building Approach, An Indian Adaptation | IM | BS | e | k

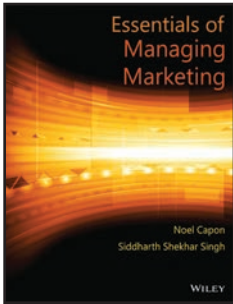
Bougie, Sekaran, Srivastava

Description

Research Methods for Business explains the principles and practices of using a systematic, organized method for solving problematic issues in business organizations.

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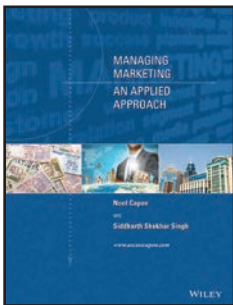
Essentials of Managing Marketing | k

Capon, Singh

Description

• Marketing and the Firm • Fundamental Insights for Strategic Marketing • Strategic Marketing • Implementing the Market Strategy • Special Marketing Topics

9788126567867 | ₹ 479



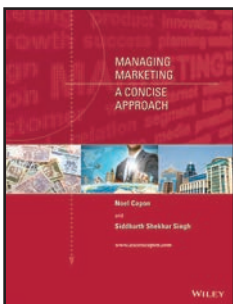
Managing Marketing: An Applied Approach | IM | e | k

Capon, Singh

Description

• Marketing and the Firm • Fundamental Insights for Strategic Marketing • Strategic Marketing • Implementing the Market Strategy • Special Marketing Topics

9788126548514 | ₹ 1119



Managing Marketing: A Concise Approach | IM | e | k

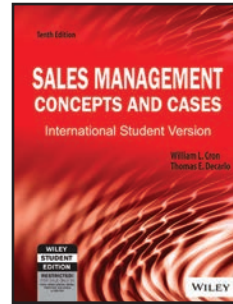
Capon, Singh

Description

• Marketing and the Firm • Fundamental Insights for Strategic Marketing • Strategic Marketing • Special Marketing Topics

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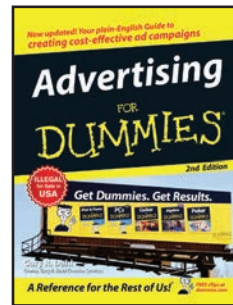
Sales Management: Concepts and Cases, 10ed, ISV | IM | e

Cron

Description

Dalrymple's Sales Management arms sales managers with the tools to help their companies gain a competitive edge as well as acquire strategic advantages in their careers. With the tenth edition, they'll find streamlined coverage for easier readability and retention.

9788126526383 | ₹ 949



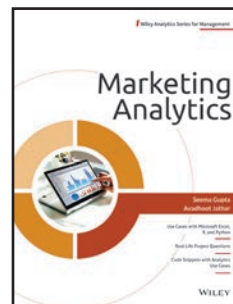
Advertising For Dummies, 2ed

Dahl

Description

• Part I: Advertising 101 • Part II: Creating Great Ads for Every Medium • Part III: Buying the Different Media • Part IV: Beyond the Basics: Creating Buzz and Using Publicity • Part V: The Part of Tens

9789357462013 | ₹ 899



Marketing Analytics | IM | BS | e | k

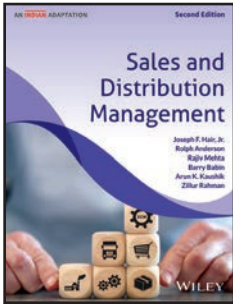
Gupta

Description

• Segmentation • Positioning • Product Analytics • Pricing • Marketing Mix • Customer Journey • Nurturing Customers • Customer Analytics • Digital Analytics: Metrics and Measurement • Artificial Intelligence and Machine Learning • Data Visualization

9789354242625 | ₹ 999

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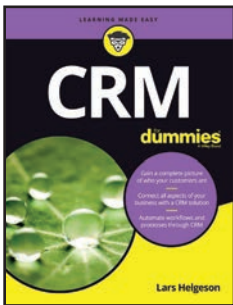
Sales and Distribution Management, 2ed, An Indian Adaptation | New | e

Hair, Mehta, Babin, Kaushik, Rahman

Description

• Introduction to Sales and Distribution Management and Its Evolving Roles • Managing Ethics in a Sales Environment • Customer Relationship Management (CRM) and Building Partnerships • The Selling Process • Sales Forecasting and Budgeting • Sales Force Planning and Organizing • Time and Territory Management • Recruiting and Selecting the Sales Force • Training the Sales Force • Sales Force Leadership • Sales Force Motivation • Sales Force Compensation • Sales Organization Audit and Sales Analytics • Sales Force Performance Evaluation • Distribution Channels: An Overview • Channel Management: Retailing • Channel Management: Wholesaling • Designing and Managing Distribution Channel System • Logistics and Supply Chain Management • International Sales and Distribution Management

9789357469517 | ₹ 1149



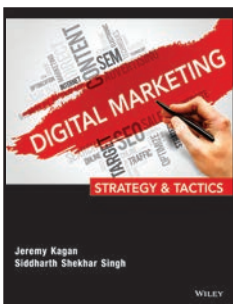
CRM for Dummies

Helgeson

Description

CRM For Dummies is the small business leader's guide to managing customer interactions. Customer relationship management is a critical part of any business, and it encompasses everything from business strategy and HR to sales, marketing, events, and more.

9788126569908 | ₹ 499



Digital Marketing: Strategy & Tactics | IM | e | k

Kagan, Singh

Description

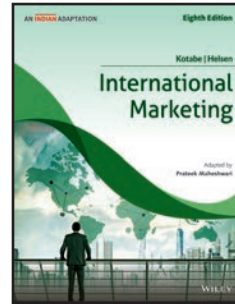
• Digital Marketing and the 4 P's • Search Marketing: Search Engine Optimization • Search Marketing: Search Advertising (PPC) • Email Marketing • Display Advertising: The Basics • Display Advertising: Advanced Topics and Trends • Social Media: Communities and Targeting

Advertising • Social Media: Content Marketing, Influence, and Amplification • Mobile and Its Impact • E-Commerce and Shopping: Product Listing Ads • Evolving Business Models • Emerging Channels and Opportunities

9789390395491 | ₹ 629

16

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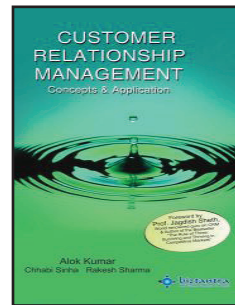
International Marketing 8e, An Indian Adaptation | IM | e | k

Kotabe

Description

• Globalization Imperative • Global Economic and Financial Environment • Global Cultural Environment and Buying Behavior • Political and Legal Environment • Global Marketing Research • Global Segmentation and Positioning • Global Marketing Strategies • Global Market Entry Strategies • Global Product Policy Decisions I: Developing New Products for Global Markets • Global Product Policy Decisions II: Marketing Products and Services • Global Pricing • Global Communication Strategies • Sales Management • Global Logistics and Distribution • Export and Import Management • Planning, Organization, and Control of Global Marketing Operations • Marketing Strategies for Emerging Markets • Global Marketing and the Internet • Sustainable Marketing in the Global Marketplace

9789354243370 | ₹ 999



Customer Relationship Management: Concepts & Application

Kumar

Description

Bridging the chasm between theory and practice this unique book Customer Relationship Management Concepts and Application puts the evolving discipline of CRM/Relationship Marketing in a holistic perspective. The book lucidly covers in detail topics like the concept and context of CRM, types of customers, customer value, and technology of CRM, managing customer relationships, consumer research, CRM strategy, CRM measurement and HR in CRM. The text is interspersed with a profusion of cases and examples from various businesses. Service verticals covered include banking, retail, telecom, airlines and electronic media. The book helps students / practitioners and general management to gain insights into valuable customer relationships

9788177226225 | ₹ 469



Integrated Marketing Communication in Digital Age | New | e | k

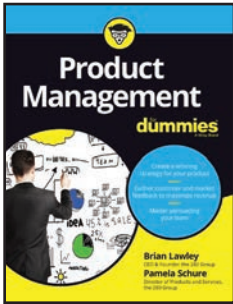
Kumar, Rehman, Rahman

Description

• Introduction to Integrated Marketing Communication • Consumer Behavior and IMC • Need and Cost of IMC • Changing IMC Tools with Technology • Developing IMC Program • IMC Program Evaluation

9789357466097 | ₹ 999

e - eBook, IM - Instructor Manual, BS - Bestseller, k - Kindle



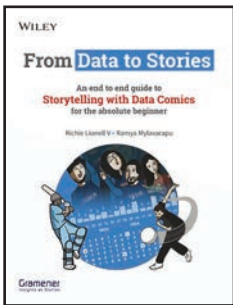
Product Management for Dummies | e

Lawley

Description

Product management plays a pivotal role in organizations. In fact, it's now considered the fourth most important title in corporate America—yet only a tiny fraction of product managers have been trained for this vital position.

9788126567126 | ₹ 849



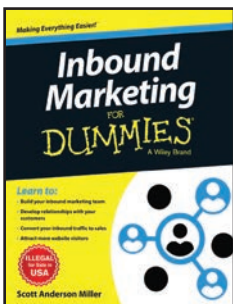
From Data to Stories : An end to end guide to Storytelling with Data Comics for the absolute beginner

Lionell

Description

• Bigger than the Game (A Graphic Novel) • How to create a data comic story? (A Tutorial)

9789354249891 | ₹ 529



Inbound Marketing for Dummies | e

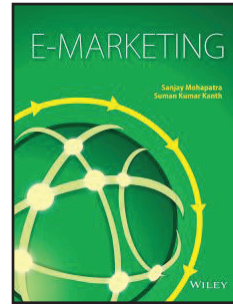
Miller

Description

• Getting Started with Inbound Marketing • The Art and Science of Consumer Connections • Building a Customer Conversion Machine • Fueling Visitor Needs with Content Marketing • Attracting Visitors to Your Website • Understanding the Power of Conversion • Measuring Success with Analytics • The Part of Tens

9788126558438 | ₹ 699

e - eBook, IM - Instructor Manual, BS - Bestseller, k - Kindle



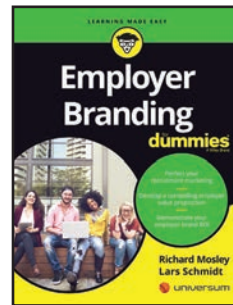
E-Marketing | IM | e | k

Mohapatra

Description

•Product Design for Online Channel •Future Trend in Digital Marketing •e-Branding as Strategy •Interactive Direct Marketing •Managing Multiple Sales and Marketing Channels •Adding Value to Sales •Mastering Networks of Partners, Media, and Middlemen •Building Customer Care Systems •Buying Outside Services

9788126542000 | ₹ 639



Employer Branding for Dummies

Mosley

Description

Employer Branding For Dummies is the clear, no-nonsense guide to attracting and retaining top talent. Written by two of the most recognized leaders in employer brand, Richard Mosley and Lars Schmidt, this book gives you actionable advice and expert insight you need to build, scale, and measure a compelling brand.

9788126567355 | ₹ 799



Marketing to Millennials for Dummies

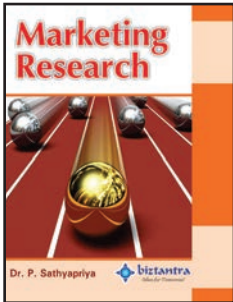
Padveen

Description

Millennials make up the largest and most valuable market of consumers in the United States—but until you understand how to successfully market to them, you may as well kiss their colossal spending power away!

9788126569175 | ₹ 499

Prices are subject to change without prior notice.



Marketing Research | e

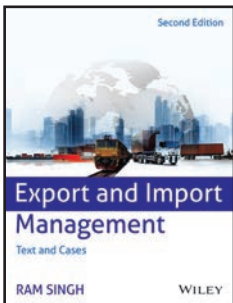
Sathyapriya

Description

• Marketing Research • Marketing Research Process • Research Design • Sampling Design • Data Collection Methods • Measurement Scaling • Field Work and Data Preparation • Introduction to SPSS • Basic Data Analysis, Basic Data Analysis • Establishing Hypothesis and Testing •

Determining Association among Variables • Determining Dependent Independent Relationship • Decision Making Models • Data Reduction Techniques • Brand Positioning Methods

9789351197751 | ₹ 449



Export and Import Management: Text and Cases, 2ed | New | e | k

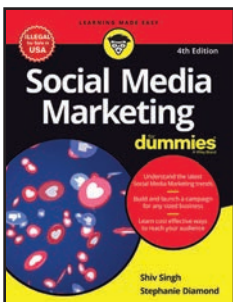
Singh

Description

• 1: Understanding Export-Import Operations • 2: International Trading Environment • 3: Direction and Composition of India's Foreign Trade • 4: E-Commerce and Trade Information for Exporters • 5: Legal Formalities for Getting Started in Foreign Trade • 6: Product Selection and Adaptation for International Markets • 7: Regulation of Foreign Trade in India • 8:

Understanding INCOTERMS 2020 • 9: International Sales Contracts • 10: Processing of an Export Order • 11: Export-Import Documentation • 12: Pre-Shipment Export Credit Scheme • 13: Post-Shipment Export Finance Scheme • 14: Methods of Payment • 15: Credit Insurance Policies and ECGC • 16: Duty Drawback Claim Procedure • 17: Export Promotion Measures • 18: Quality Control and Pre-Shipment Inspection in Exports • 19: Dedicated Export Enclaves • 20: Special Economic Zones in India • 21: Legal Framework of Customs Law

9789357461825 | ₹ 999



Social Media Marketing for Dummies, 4ed | e

Singh

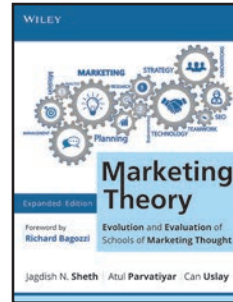
Description

Social Media Marketing For Dummies, 4th Edition presents the essence of planning, launching, managing, and assessing a social marketing campaign in an economic 350-page guide - perfect for time-pressed marketers.

9789388991186 | ₹ 599

18

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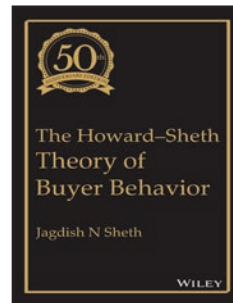
Marketing Theory | e | k

Sheth

Description

• Non-Interactive Economic Schools of Marketing • Interactive Economic Schools of Marketing • Non-Interactive - Non-Economic Schools of Marketing • Interactive-Non-Economic Schools of Marketing • What We Have Learned • Marketing Strategy School of Thought • International Marketing School of Thought • Services Marketing School of Thought • Relationship Marketing School of Thought

9789354641206 | ₹ 879



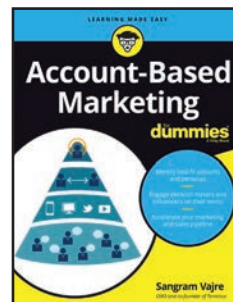
The Howard-Sheth Theory of Buyer Behavior | k

Sheth

Description

• The Nature of The Theory and A Summary • Structure of The Theory • The Theory and Its Measurement • The Theory and Its Application • Summary and Implications

9788126555024 | ₹ 1579



Account-Based Marketing for Dummies | e

Vajre

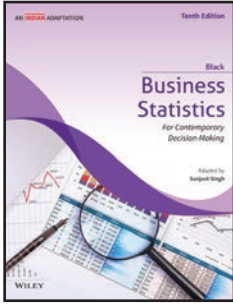
Description

• Getting Started with Account-Based Marketing • Identifying Accounts for Marketing • Expanding Contacts Into Accounts • Engaging Accounts on Their Terms • Turning Customers Into Advocates • Putting It All Together • The Part of Tens

9788126563296 | ₹ 499

e - eBook, IM - Instructor Manual, BS - Bestseller, k - Kindle

OPERATIONS MANAGEMENT



Business Statistics 10ed: For Contemporary Decision Making, An Indian Adaptation | IM | BS | e | k

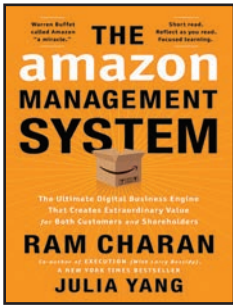
Black, Singh

Description

- Introduction to Statistics and Business Analytics • Visualizing Data with Charts and Graphs • Descriptive Statistics • Probability • Discrete Probability Distributions • Continuous Probability Distributions • Sampling and Sampling Distributions • Statistical Inference: Estimation for Single Populations • Statistical Inference: Hypothesis Testing for Single Populations • Statistical Inferences About Two Populations • Analysis of Variance and Design of Experiments • Simple Linear Regression and Correlation • Multiple Regression Analysis • Building Multiple Regression Models • Time-Series Forecasting and Index Numbers • Analysis of Categorical Data • Nonparametric Statistics • Statistical Quality Control • Bayesian Statistics and Decision Analysis

for Single Populations • Statistical Inference: Hypothesis Testing for Single Populations • Statistical Inferences About Two Populations • Analysis of Variance and Design of Experiments • Simple Linear Regression and Correlation • Multiple Regression Analysis • Building Multiple Regression Models • Time-Series Forecasting and Index Numbers • Analysis of Categorical Data • Nonparametric Statistics • Statistical Quality Control • Bayesian Statistics and Decision Analysis

9789354640179 | ₹ 1199



The Amazon Management System

Charan

Description

- The Ultimate Digital Engine that Powered Amazon's Unprecedented Growth and Shareholder Value Creation • Customer-Obsessed Business Model • Continuous Bar-Raising Talent Pool • AI-Powered Data 38 • Metrics System • Ground-Breaking Invention Machine • High-Velocity

38 • High-Quality Decision-Making • A forever Day 1 culture

9788126560875 | ₹ 1069



Successful Product Design and Management Toolkit | e | k

Fradin

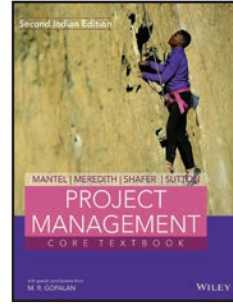
Description

- Foundations in the Successful Management of Products • Product Market Strategy and Product Planning • Product Market Strategy and Product Planning • Business Skills for Product Managers • User Experience and User Interface • Product Engineering • Product

Support and Documentation

9788126564996 | ₹ 1069

e - eBook, IM - Instructor Manual, BS - Bestseller, k - Kindle



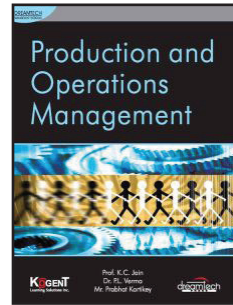
Project Management Core Textbook, 2nd Indian ed, w/cd | IM | e

Gopalan

Description

- The World of Project Management • The Manager, the Organization and the Team 56 • Planning the Project • Budgeting the Project • Scheduling the Project • Allocating Resources to the Project • Monitoring and Controlling the Project • Evaluating and Terminating the Project

9788126550807 | ₹ 1079



Production and Operations Management | e | k

Jain

Description

The book entitled Production and Operations Management is designed to help managers in making effective production and operations decisions. The concise and accessible style of the book is suitable for students pursuing management and other applied courses.

9789350045091 | ₹ 699



Quality Control | e | k

Kulkarni

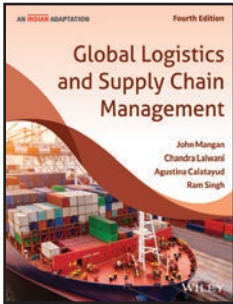
Description

- Quality Concepts • Quality Milestones • Juran's Trilogy • Cost of Quality and Value of Quality • Total Quality Management • Statistical Quality Control and Acceptance Sampling • Taguchi's Quality Engineering • Six Sigma • Reliability, Availability and Maintainability • Quality

Culture: A Global Paradigm Shift

9788126519071 | ₹ 809

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Global Logistics and Supply Chain Management, 4ed, An Indian Adaptation | New | IM | e
Mangan, Singh

Description

• Part 1 – Context • Part 2 – Transport and Logistics • Part 3 – Managing Operations • Part 4 – Data and Analysis • Part 4 – Case Studies • Part 5 – Supply Chain Design and Improvement • Part 5 – Case Studies

9789357467971 | ₹ 999



Information Technology Project Management, 4ed, ISV | IM | e
Marchewka

Description

•An Overview of IT Project Management •The Business Case •The Project Charter •The Project Team •The Scope Management Team •The Work Breakdown Structure (WBS) •The Project Schedule And Budget •The Risk Management Plan •The Project Communication Plan •The

IT Project Quality Plan •Managing Change, Resistance, and Conflict •Managing Project Procurement and Outsourcing •Project Leadership and Ethics •The Implementation Plan and Project Closure•Appendix: An Introduction To Function Point Analysis

9788126543946 | ₹ 819



Project Management: A Managerial Approach | IM
Meredith

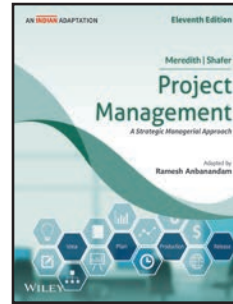
Description

• Project Initiation • Project Planning • Project Execution

9788126568765 | ₹ 1069

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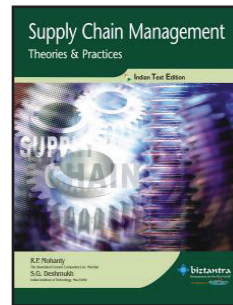


Project Management, 11ed, An Indian Adaptation | IM | BS | e | k
Meredith, Scott M. Shafer, Anbanandam

Description

• Project Initiation • Project Planning • Project Execution

9789354641176 | ₹ 1029

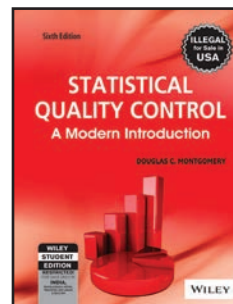


Supply Chain Management (Theories & Practices)
Mohanty

Description

• Holistic and Systematic Treatment for Various Themes• Review of State-of-Art• Empirical Evidences at Every Stage• Extensive Breadth of Coverage• Modularity of Topics• Cases and Examples from Industry• Tools and Techniques• Focused Objectives for Learning

9788177221916 | ₹ 399



Statistical Quality Control: A Modern Introduction, 6ed | IM | BS
Montgomery

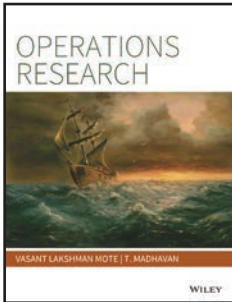
Description

• Statistical Methods Useful in Quality Control and Improvement• Basic Methods of Statistical Process Control and Capability Analysis• Other Statistical Process-Monitoring and Control Techniques• Process Design and Improvement with Designed Experiments• Acceptance

Sampling

9788126525065 | ₹ 999

e - eBook, IM - Instructor Manual, BS - Bestseller, k - Kindle



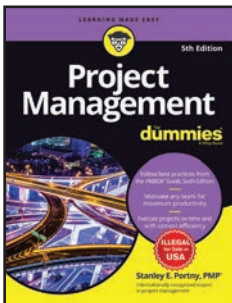
Operations Research | IM | e | k

Mote

Description

This book 'Operations Research' promises to be the first Indian book that shows applications of simple topics in Mathematics, ranging from linear functions, quadratic functions, concave and convex functions

9788126556380 | ₹ 799



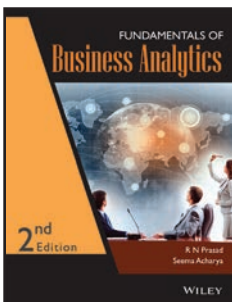
Project Management for Dummies, 5ed

Portny

Description

In today's time-crunched, cost-conscious global business environment, tight project deadlines and stringent expectations are the norm. So how can you juggle all the skills and responsibilities it takes to shine as a project management maven?

9788126571062 | ₹ 599



Fundamentals of Business Analytics, 2ed, w/cd | IM | BS | e | k

Prasad

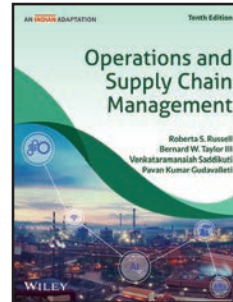
Description

• Business View of Information Technology Applications• Types of Digital Data• Introduction to OLTP and OLAP• Getting Started with Business Intelligence• BI Definitions and Concepts• Basics of Data Integration• Multidimensional Data Modeling• Measures, Metrics,

KPIs and Performance Management• Basics of Enterprise Reporting• Understanding Statistics• Application of Analytics• Data Mining Algorithms• BI Road Ahead

9788126563791 | ₹ 959

e - eBook, IM - Instructor Manual, BS - Bestseller, k - Kindle



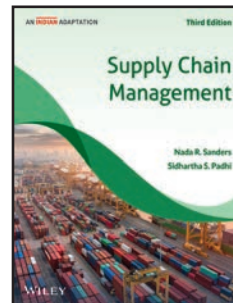
Operations and Supply Chain Management, 10ed, An Indian Adaptation | IM | e | k

Russell, Soddikuri

Description

• Introduction to Operations and Supply Chain Management • Quality Management • Statistical Process Control • Product Design • Service Design • Processes and Technology • Capacity and Facilities Design • Facility Location • Human Capital Development and Management • Project Management • Supply Chain Management Strategy and Design • Global Supply Chain Procurement and Distribution • Forecasting • Inventory Management • Sales and Operations Planning • Resource Planning • Lean Systems • Scheduling • Advances in Operations and Supply Chains

9789354644092 | ₹ 1199



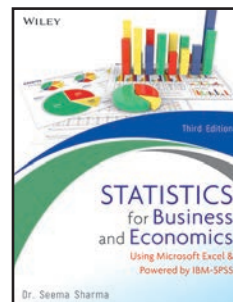
Supply Chain Management, 3ed, An Indian Adaptation | e

Sanders, Padhi

Description

• 1 Introduction to Supply Chain Management • 2 Supply Chain Strategy • 3 Network and System Design • 4 Marketing • 5 Operations Management • 6 Sourcing • 7 Logistics • 8 Forecasting and Demand Planning • 9 Inventory Management • 10 Lean Systems and Six-Sigma Quality • 11 Supply Chain Relationship Management • 12 Global Supply Chain Management • 13 Sustainable Supply Chain Management • 14 Supply Chain Technology • 15 Supply Chain Contracts • 16 Supply Chain Risk Management

9789354645792 | ₹ 999



Statistic for Business and Economics : Using Microsoft Excel & Powered by IBM-SPSS, 3ed | e

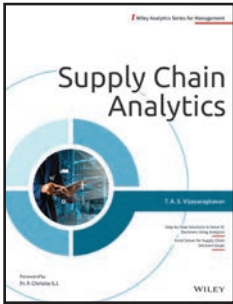
Sharma

Description

•Introduction to Statistics•Descriptive Statistical Analysis•Probability Theory and Distributions•Sampling Theory and Sampling Distribution•Hypothesis Testing—Large Sample Tests•Hypothesis Testing—Small Sample Tests•Analysis of Variance•Chi-Square Test and Its Applications•Nonparametric Test•Correlation Analysis•Regression Analysis•Logistic Regression Analysis•Business Forecasting•Statistical Quality Control•Decision Analysis•Index Numbers•Data Science and Statistics

9789354246326 | ₹ 1009

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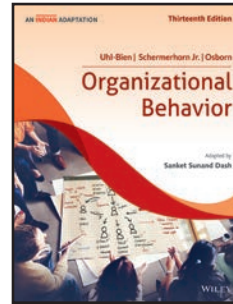


Supply Chain Analytics | IM | BS | e | k

Vijayaraghavan

Description

• Overview of Logistics and Supply Chain Management
• Overview of Optimization Methods
• Facilities Location and Warehousing Decisions
• Inventory Decisions
• Transportation Decisions
• Multicriteria Decision Making



Organizational Behavior, 13ed, An Indian Adaptation | IM | e | k

Uhl-Bien, Dash

Description

Organizational Behavior is written to engage and teach readers about the subject. The book presents organizational behavior in the workplace and for life.

9789354243431 | ₹ 999

9789354242847 | ₹ 999

ORGANIZATIONAL BEHAVIOUR



Organizational Behaviour: Design, Structure and Culture, 2ed, w/cd | e

Gupta

Description

This book is designed to help you develop understanding and awareness of organizations' work



Contemporary Organizational Behavior | e

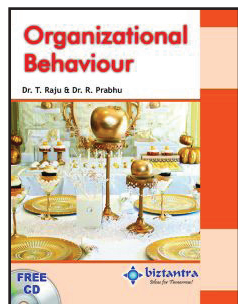
Uppal

Description

• Introduction to Field of Organizational Behavior
• Individual Behavior, Personality, and Values
• Perceiving Ourselves and Others in Organizations
• Emotions, Stress and Job Satisfaction at Workplace
• Motivation, Organizational Justice and Job Design
• Decision-Making
• Team Dynamics in Organizations
• Communicating / Communication in Teams and Organizations
• Power and Influence at the Workplace
• Conflict and Negotiation in the Workplace
• Leadership
• Designing Organization Structures
• Organizational Culture
• Organizational Change

9789351192459 | ₹ 449

9789354642593 | ₹ 909



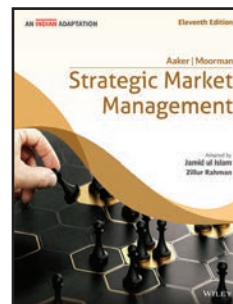
Organizational Behaviour, w/cd | e

Raju

Description

• Organizational Behaviour - An Overview
• Individual Dimensions of Organizational Behaviour
• Attitude and Behaviour
• Personality and Values
• Perception
• Learning
• Emotional Intelligence
• Leadership and Leadership Styles
• Motivation
• Groups and Teams
• Organizational

Culture, Climate, Commitment, Development and Effectiveness
• Power, Politics and Impression Management
• Conflicts Management and Negotiation
• Change and Change Management
• Communication and Knowledge Management
• Stress and Stress Management
• Glossary
• Bibliography
• Index



Strategic Market Management, 11ed, An Indian Adaptation | IM | BS | e | k

Aaker, Islam

Description

• Strategic Analysis
• Formulating and Adapting Strategy
• Strategic Implementation

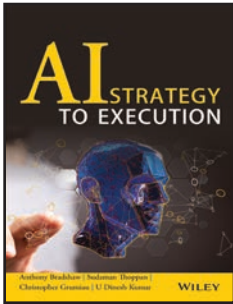
9789351191810 | ₹ 395

9789354243387 | ₹ 889

22

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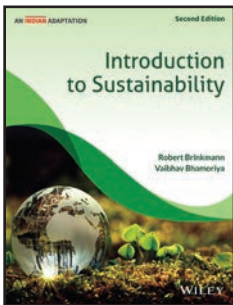
AI Strategy to Execution | New | e | k

Bradshaw, Kumar

Description

• Strategy to Execution Gap • Analytics Landscape • School of Outputs and Outcomes • Data Culture and Change Management • The School of Expertise, Innovation, and Organizational Intelligence • The School of Execution • Data Value Management • Strategy for Data and Analytics • Ethics and Privacy by Design • Strategy to Execution (S2E) Framework • Data Inspired Organization Management Technologies • Data Storytelling

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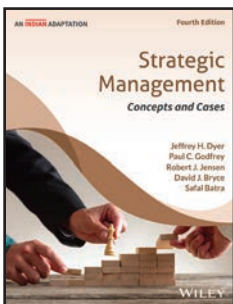
Introduction to Sustainability, 2ed, An Indian Adaptation | New | e

Brinkmann, Bhamoriya

Description

• Roots of the Modern Sustainability Movement • Understanding Natural Systems • Measuring Sustainability • Energy • Global Climate Change and Greenhouse Gas Management • Water • Food and Agriculture • Green Building • Transportation • Pollution and Waste • Environmental Justice • Sustainability Planning and Governance • Sustainability, Economics, and the Global Commons • Corporate and Organizational Sustainability Management • Sustainability at Universities, Colleges, and Schools* (Available online)

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Strategic Management, 4ed: Concepts and Cases, An Indian Adaptation | New | e

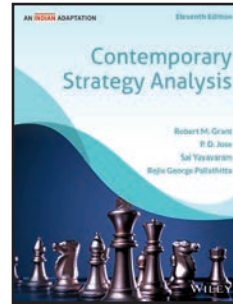
Dyer, Batra

Description

• What Is Business Strategy? • Analysis of the External Environment: Opportunities and Threats • Internal Analysis: Strengths, Weaknesses, and Competitive Advantage • Cost Advantage • Differentiation Advantage • Corporate Strategy • Vertical Integration and Outsourcing • Strategic Alliances • International Strategy • Innovative Strategies That Change the Nature of Competition • Competitive Strategy and Sustainability • Implementing Strategy • Corporate Governance and Ethics • Strategy and Society

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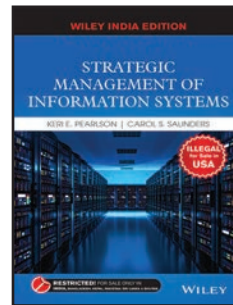
Contemporary Strategy Analysis, 11ed, An Indian Adaptation | New | e

Grant, Jose, Yayavaram, Pallathitta

Description

• Part I Introduction • 1 The Concept of Strategy • Part II The Tools Of Strategy Analysis • 2 Goals, Value, and Performance • 3 Industry Analysis: The Fundamentals • 4 Further Topics in Industry and Competitive • 5 Analyzing Resources and Capabilities • 6 Organization Structure and Management Systems: • Part III Business Strategy And The Quest For Competitive Advantage • 7 The Sources and Dimensions of Competitive Advantage • 8 Industry Evolution and Strategic Change • Chapter 9 Technology-Based Industries and the Management of Innovation • Part IV Corporate Strategy • 10 Vertical Integration and the Scope of the Firm • 11 Global Strategy and the Multinational Corporation • 12 Diversification Strategy • 13 Implementing Corporate Strategy: Managing the Multibusiness Firm • 14 External Growth Strategies: Mergers, Acquisitions, and Alliances • 15 Current Trends in Strategic Management

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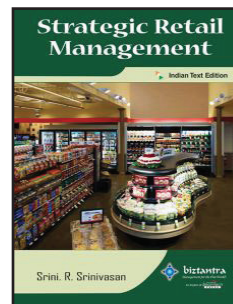
Strategic Management of Information Systems | IM | BS | e

Pearson

Description

• Linking Systems Strategy and the Organization • Strategic Use of Information Resources in a Global Economy • Organizational Strategy: Managerial Levers • Work Design: Enabling Global Collaboration • Building and Changing Global Business Processes • Information Systems Strategy: Architecture and Infrastructure • Cost Recovery of Information Systems • Governance of the Information Systems Organization • Sourcing Information Systems around the World • Managing Projects in a Global Ecosystem • Business Analytics and Knowledge Management • Ethical Guidelines for Information Use

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Strategic Retail Management

Srinivasan

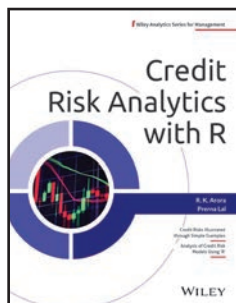
Description

• Module I. Retail Conceptual Framework (6 chapters) • Module II. Retail - Applied Framework (15 chapters) • Module III. Retailing - The Future (4 chapters)

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FINANCE



Credit Risk Analytics with R | New | e

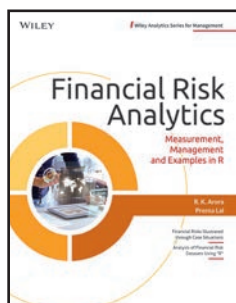
Arora

Description

• Credit Risk Analytics • Credit Scoring Models • Probability of Default: Discrete Time Models • Probability of Default: Continuous Time Hazard Models • Modelling Exposures at Default • Modelling Recoveries and Loss Given Default • Modelling Credit Risk Correlations •

Modelling Counterparty Credit Risk • Credit Value at Risk

9789357461559 | ₹ 999



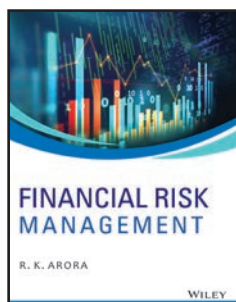
Financial Risk Analytics: Measurement, Management and Examples in R | IM | e | k

Arora

Description

•Market Risk•Credit Risk•Other Financial Risk•Other Topics

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Financial Risk Management | IM | BS | e | k

Arora

Description

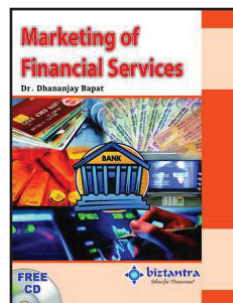
• Introduction to Financial Risk Management • Market Risk: Sensitivity Measures • Volatility and Correlation • Value at Risk and Expected Shortfall • Management of Market Risk • Estimating Default and Migration Probabilities • Credit Value at Risk • Credit Risk Management • Operational

Risk • Liquidity Risk • Model Risk • Asset Liability Management • Enterprise Risk Management • Financial Innovation • Role of Analytics in Risk Management

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24

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Marketing of Financial Services, w/ cd | e

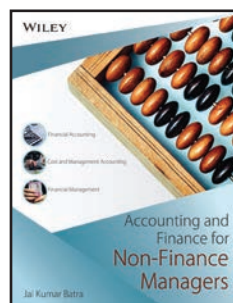
Bapat

Description

• Introduction to Financial Services Marketing • The Marketing Environment • Strategic Marketing Planning • Consumer and Organizational Behavior • Marketing Research • Market Segmentation • Marketing Strategy for Financial Services • Product Management and New

Product Development • Pricing • Distribution Channels • Advertising • Sales Function in Financial Services • Building, Maintaining and Sustaining the Financial Services Brand • Marketing at Branches • Marketing of Retail Banking Products • Marketing for Corporate Clients • Bank Marketing in Rural Areas • Customer Service in Banks • Financial Services Marketing Organizations • Customer Relationship Management • Index

9789351191001 | ₹ 999



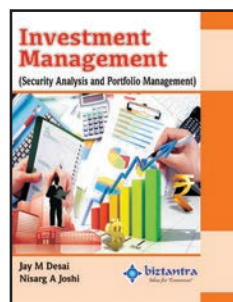
Accounting and Finance for Non-Finance Managers | IM | BS | e | k

Batra

Description

• Part A: Financial Accounting • Part B: Cost And Management Accounting • Part C: Financial Management • Appendices • References and Further Readings • Index

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Investment Management (Security Analysis and Portfolio Management) | e

Desai

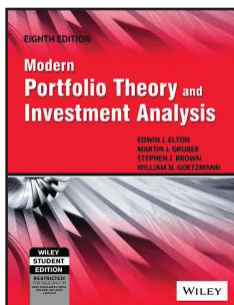
Description

• Landscape of Investment • Risk and Return • Fundamental Analysis • Stock Valuation • Bond Valuation • Technical Analysis • Efficient Market Hypothesis • Portfolio Analysis and Construction • Portfolio Evolution and Revision • Introduction to Derivatives • Basic Market Concepts and

Mechanics • Stock Futures • Stock Index Futures • Stock Index Futures Trading Strategies • Options • Option Trading Strategies • Interest Rate Derivatives • Foreign Currency Derivatives • Accounting and Taxation of Futures and Options • Rights, Warrants and Convertibles

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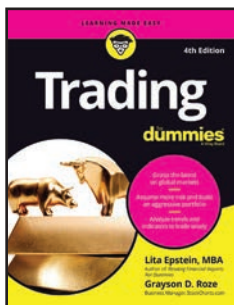
Modern Portfolio Theory and Investment Analysis, 8ed | IM | e

Elton

Description

This book examines the characteristics and analysis of individual securities as well as the theory and practice of optimally combining securities into portfolios. The majority of chapters have been revised or changed in this edition.

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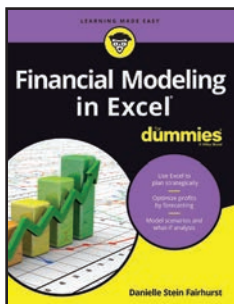
Trading for Dummies, 4ed | e

Epstein

Description

Taking the stress out of the stock market, this no-nonsense guide walks you through all the steps to trade with authority—and takes your portfolio to exciting new heights.

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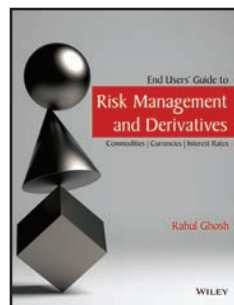
Financial Modeling in Excel for Dummies | e

Fairhurst

Description

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

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End Users' Guide to Risk Management and Derivatives | BS | e | k

Ghosh

Description

• Risks in Markets • Exposures in Debt • The Floating Rate Problem • The Cost Control Move • A "Hedged" Bet • Not So Crude • A Sweet Tale • For Your Breakfast • From Carrying to Being Carried • The Friendly Coefficient • In Business of the Uncertain • Live Wire • Long-Term Exposures • The Buying Decision • Save the Principal • Bonds of Concern • The Juggernaut

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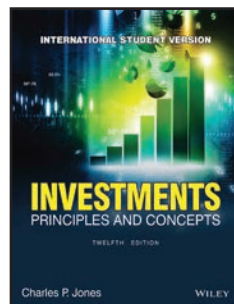
Corporate Governance: Theory and Practice | New | IM | e | k

Goel

Description

• Introduction • Development of Corporate Governance • Corporate Objective and Performance • Board Structure and Process • Participants and Channels of Corporate Governance • Corporate Governance Diversity • International Corporate Governance • Special Topics

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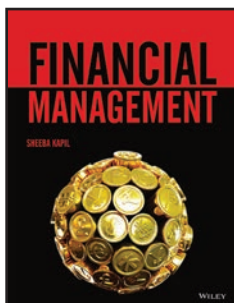
Investments, 12ed, ISV: Principles and Concepts | IM | e

Jones

Description

• Background • Portfolio and Capital Market Theory • Common Stocks: Analysis, Valuation and Management • Security Analysis • Fixed-Income Securities: Analysis, Valuation and Management • Derivative Securities • Investment Management

9788126562930 | ₹ 1029



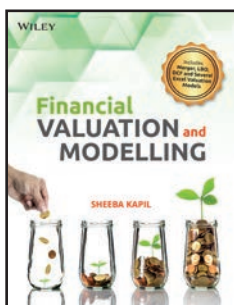
Financial Management, w/cd | IM | e | k

Kapil

Description

• Introduction to Corporate Finance • Tools of Corporate Finance • Aspects of Corporate Financial Structure • Dimensions of Investment • Dimensions of Financial • Understanding the Financial Market • Strategic Dimensions for Value Creation

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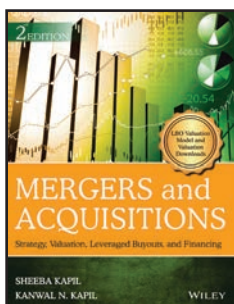
Financial Valuation and Modelling | IM | BS | e | k

Kapil

Description

The book takes the readers through the various underlying concepts, methodologies, Excel-based valuation models, and simulation models to better understand the valuation concepts.

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Mergers and Acquisitions: Valuation, Leveraged Buyouts and Financing, 2ed | IM | BS | e | k

Kapil

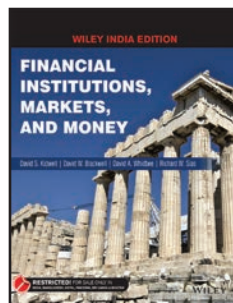
Description

• Strategic Aspects of M&A • Legal Issues and Framework • Valuation and M&A • Advance Topics in M&A Valuations • Financing Aspects • Additional Topics in M&A

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26

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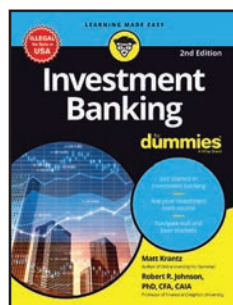
Financial Institutions, Markets and Money | e

Kidwell

Description

• The Financial System • How Interest Rates Are Determined • Financial Markets • Commercial Banking • Financial Institutions

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Investment Banking for Dummies, 2ed | e

Krantz

Description

• Key investment banking operations • Strategies for risk management • Advice on cryptocurrencies • Updated IPO coverage • Discounted cash flow analysis • Mergers and acquisitions • Structuring a leveraged buyout • Resources for investment bankers

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Financial Analytics | IM | BS | e | k

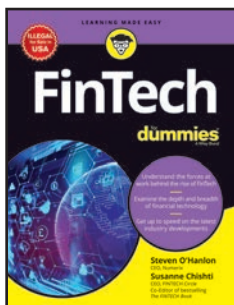
Mohanty

Description

• Introduction to Finance Analytics • Data in Finance • Wrangling Financial Data • Exploratory Analysis of Financial Data • Understanding Basic Finance using R and Python • Accounting Data Analytics • Applications of Natural Language Processing in Finance • Financial Fraud Analytics • Valuation Analytics • Portfolio Analytics • Developing and Backtesting Technical Trading Rules • Predicting Stock Prices>Returns

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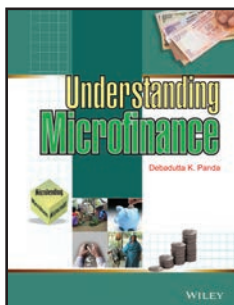
FinTech for Dummies | BS | e

O'Hanlon

Description

- Getting to Know Fintech • Learning the Technology • Working with Fintech Companies • The Part of Tens

9788126515929 | ₹ 849



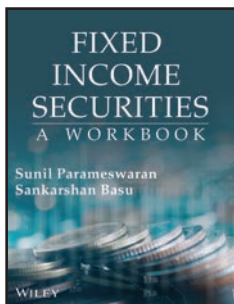
Understanding Microfinance | BS | e | k

Panda

Description

- Microfinance: What is it? • Supply, Intermediation and Regulations of Microfinance • Microfinance Credit Lending Models • Risks in Microfinance Institutions • Social Rating, Credit Rating and Impact Assessment in Microfinance • Marketing in Microfinance Institutions • Microfinance and Disaster • Microfinance and Development • Case Studies on Self Help Groups

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Fixed Income Securities | BS | e | k

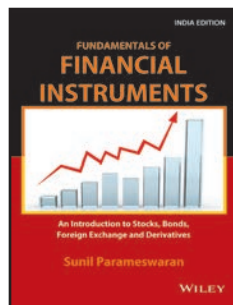
Parameswaran

Description

- 1 Time Value of Money • 2. An Introduction to Bonds • 3. Valuation Between Coupon Dates • 4 Bond Yields • 5 Interest Rate Sensitivity: Duration and Convexity • 6 The Money Market • 7. Mortgages and Mortgage-Backed Securities • 8. Bonds with Bells and Whistles

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Fundamentals of Financial Instruments | e

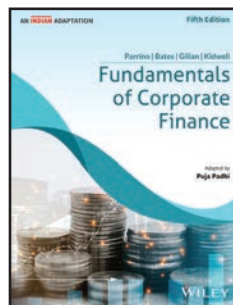
Parameswaran

Description

- An Introduction to Financial Institutions, Instruments, and Markets • Mathematics of Finance Shares, and Stock Market Indexes • Bonds • Money Markets • Forward and Futures Contracts • Options Contracts • Foreign Exchange • Mortgages and Mortgage-Backed Securities • Appendix

1 • Appendix 2 • Bibliography • Web Sites • Index

9789388991131 | ₹ 909



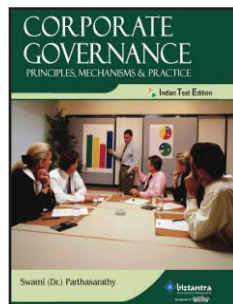
Fundamentals of Corporate Finance, An Indian Adaptation | IM | e

Parrino

Description

- 1 The Financial Manager and the Firm • 2 The Financial System and the Level of Interest Rates • 3 Financial Statements, Cash Flows, and Taxes • 4 Analyzing Financial Statements • 5 The Time Value of Money • 6 Discounted Cash Flows and Valuation • 7 Risk and Return • 8 Bond Valuation and the Structure of Interest Rates • 9 Stock Valuation • 10 The Fundamentals of Capital Budgeting • 11 Cash Flows and Capital Budgeting • 12 Evaluating Project Economics • 13 The Cost of Capital • 14 Working Capital Management • 15 How Firms Raise Capital • 16 Capital Structure Policy • 17 Dividends, Stock Repurchases, and Payout Policy • 18 Business Formation, Growth, and Valuation • 19 Financial Planning and Managing Growth • 20 Corporate Risk Management • 21 International Financial Management • Glossary • Subject Index • Company Index

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Corporate Governance: Principles, Mechanisms & Practice | e | k

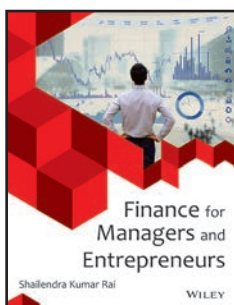
Parthasarathy

Description

- Corporate Governance has evolved and grown significantly as a burning issue especially since the mid-nineties following the high-profile collapse of firms such as Enron. The book examines the issue in current context.

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Finance for Managers and Entrepreneurs | e | k

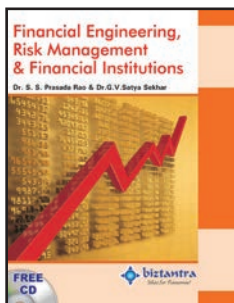
Rai

Description

• Financial Statements • Analysis of Financial Statements • Cost and Management Accounting • Business Finance • Time Value of Money • Capital Budgeting • Estimation of Cash Flows • Risk in Capital Budgeting Decisions • Cost of Capital • Capital Structure • Working Capital

Management • Internal Financing and Dividend Policy • Personal Financial Planning • Digital Finance

9789390395576 | ₹ 889



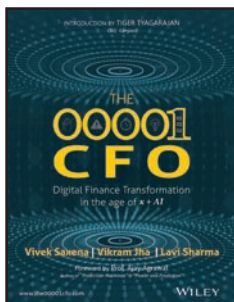
Financial Engineering, Risk Management & Financial Institutions, w/cd | e

Rao

Description

This book is intended to understand the fundamentals issues of Financial Engineering and Risk Management in Part I (Chapters 1-12) and Financial Institutions in Part II (Chapters 13-19).

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The 00001 CFO: Digital Finance Transformation in the age of x + AI | New | e | k

Saxena

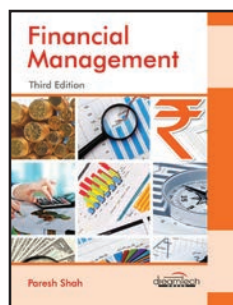
Description

• The 00001 Future • Zero Touch Processing • Zero Exceptions • Zero Time To Close • Zero Time To Insights • One Holistic Experience • Zero Touch Controls • 00001 Operating Model • 00001 Skills • The CFOVerse • Green Accountant • The 00001 Beginning

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28

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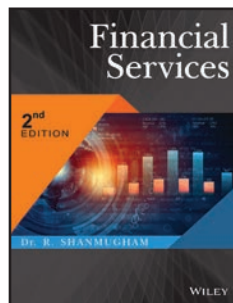
Financial Management, 3ed | e

Shah

Description

• Financial Management – Meaning and Scope • Financial System • Analysis of Financial Statements • Funds Flow Statement and Cash Flow Statement • Working Capital Management – Determination • Inventory Management • Receivables Management • Cash Management • Financing of Working Capital • Time Value of Money • Risks and Return • Valuation of Securities • Financial Planning • Capital Expenditure Decisions • Long-term Sources of Finance • Leverages • Capital Structure • Approaches of Capital Structure • Cost of Capital • Dividend Policy

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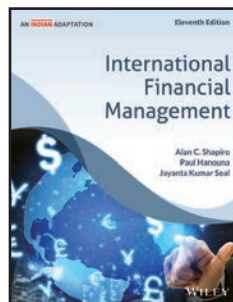
Financial Services, 2ed | e | k

Shanmugham

Description

• Financial Services • Capital Market • Money Market • Merchant Banking • Factoring • Credit Rating • Securitisation • Venture Capital • Depositories • Leasing • Mutual Funds • Insurance • Non-Banking Financial Companies • Microfinance Institutions • Payment and Settlement Systems • Other Financial Services

9788126564071 | ₹ 879



International Financial Management, 11ed, An Indian Adaptation | New | e

Shapiro, Hanouna, Seal

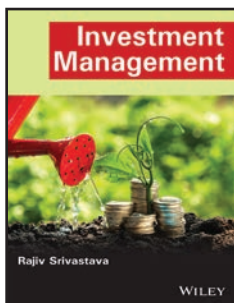
Description

• The International Financial Management Environment • The Foreign Exchange and Derivative Markets • Foreign Exchange Risk Management • The International Capital Markets and Portfolio Management • International Capital Budgeting

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ACCOUNTING



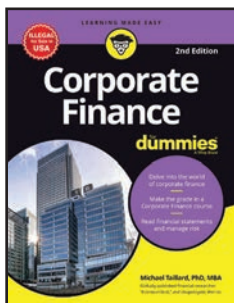
Investment Management | IM | e | k

Srivastava

Description

• Investment – Instruments and Markets • Securitisation and Index • Time Value of Money • Return and Risk • Portfolio Theory • Asset Pricing Models: Capital Asset Pricing Model and Arbitrage Pricing Theory • Common Stock Valuation • Economy, Industry and Company (E-I-C) Framework to Investment • Financial Analysis • Efficient Market Hypothesis • Behavioural Finance • Technical Analysis • Fixed Income Securities • Managing Fixed Income Securities • Futures • Options • Mutual Fund Investment • International Investing • Portfolio Construction, Revision, and Performance Measurement

9788126569366 | ₹ 889



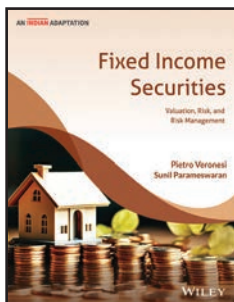
Corporate Finance for Dummies, 2ed

Taillard

Description

• Part 1: What's Unique about Corporate Finance • Part 2: Making a Statement • Part 3: Valuations on the Price Tags of Business • Part 4: A Wonderland of Risk Management • Part 5: Financial Management • Part 6: The Part of Tens • Index

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Fixed Income Securities : Valuation, Risk, and Risk Management, An Indian Adaptation | New | e

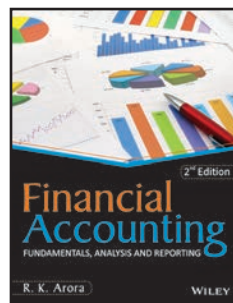
Veronesi, Parameswaran

Description

• Fixed Income Markets • Term Structure Models: Trees • Term Structure Models: Continuous Time

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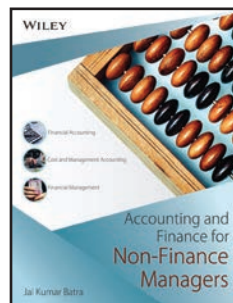
Financial Accounting : Fundamentals, Analysis and Reporting | IM | e | k

Arora

Description

• Nature and Purpose of Accounting • Balance Sheet • Statement of Profit and Loss • Accounting Records and Systems • Preparation of Financial Statements • Plant Assets and Intangible Assets • Inventories: Accounting and Valuation • Corporate Financial Statements • Financial Statements of Banking Companies • Understanding Corporate Annual Reports • Statement of Cash Flows • Analysis of Financial Statements • Financial Reporting Standards

9788126575701 | ₹ 829



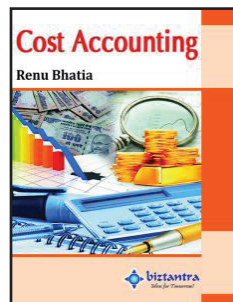
Accounting and Finance for Non-Finance Managers | IM | BS | e | k

Batra

Description

• Part A: Financial Accounting • Part B: Cost And Management Accounting • Part C: Financial Management • Appendices • References and Further Readings • Index

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Cost Accounting | e

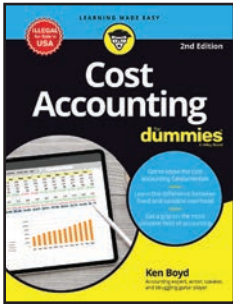
Bhatia

Description

• Cost Accounting • Classification of Cost • Material • Techniques of Material Control • Labour Cost • Overheads: Indirect Material + Indirect Labour + Indirect Expenses • Single Output / Unit Costing • Job Batch & Contract Costing • Process Costing • Operating or Service Costing • Reconciliation of Cost & Financial Accounting • Standard Costing and Variance Analysis • Budgetary Control • Marginal Costing • Decision Making with Marginal Costing • Index

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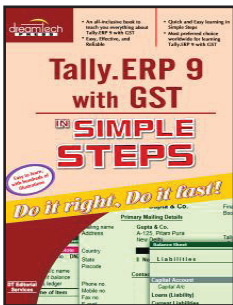
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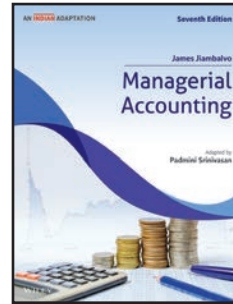
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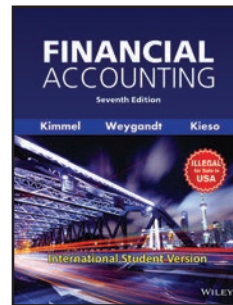
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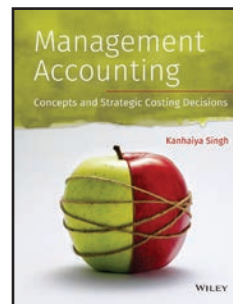
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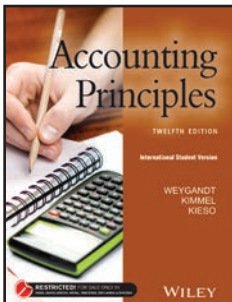
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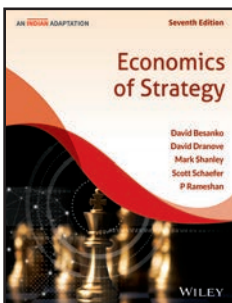
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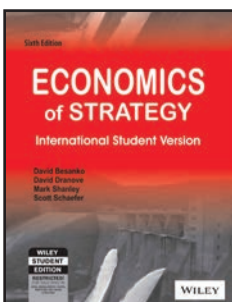
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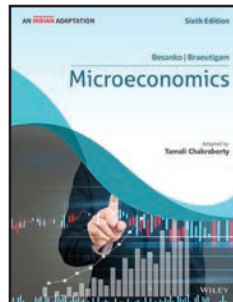
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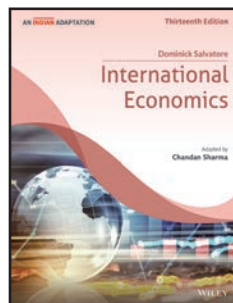
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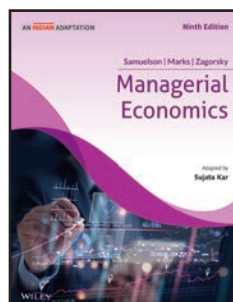
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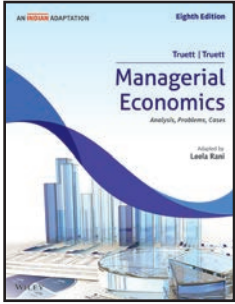
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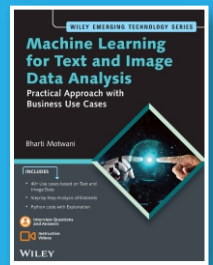
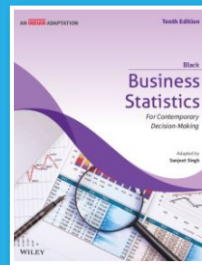
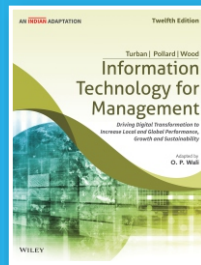
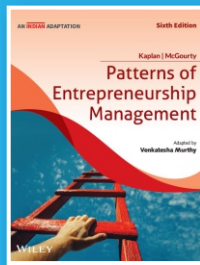
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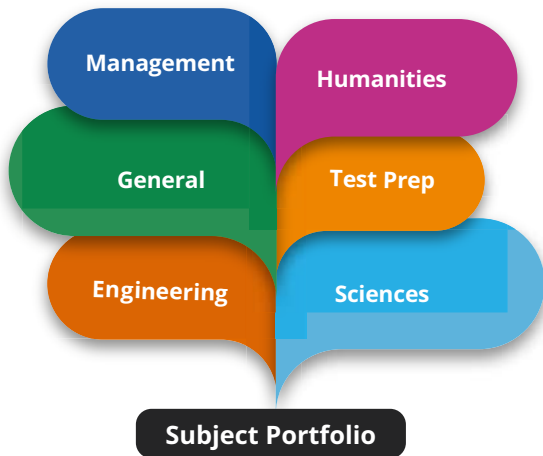
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