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2023

Business, Finance & Management

Wiley Academic Catalog

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BUSINESS



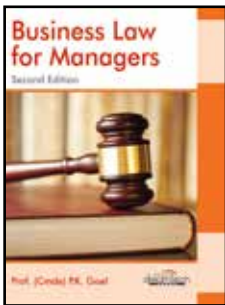
Blockchain for Enterprise Application Developers | IM | BS | e | k

Choudhari

Description

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

9788126599967 | ₹ 639



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

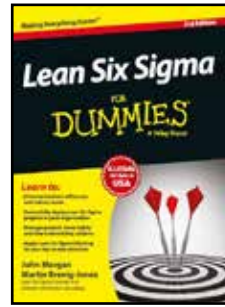
Guntha

Description

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

9789354642531 | ₹ 689

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



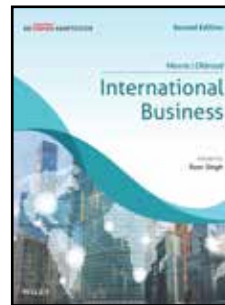
Lean Six Sigma for Dummies, 3ed

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

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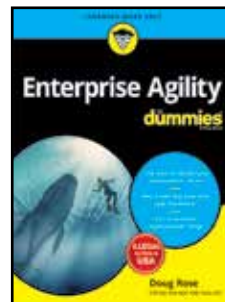
International Business, 2ed, An Indian Adaptation | New | IM | e

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

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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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Blockchain Technology | IM | BS | e | k

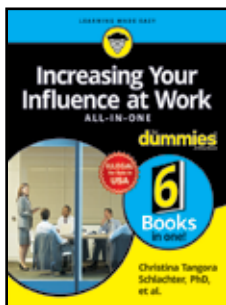
Saurabh

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

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

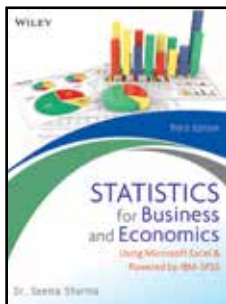
Schlachter

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

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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

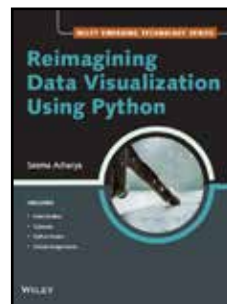
Applications • Nonparametric Test • Correlation Analysis • Regression Analysis • Logistic Regression Analysis • Business Forecasting • Statistical Quality Control • Decision Analysis • Index Numbers • Data Science and Statistics

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2

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BUSINESS ANALYTICS



Reimagining Data Visualization Using Python | BS | e | k

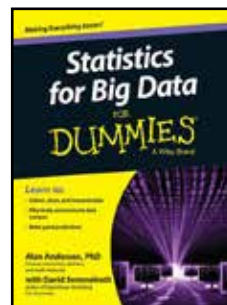
Acharya

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

9789354641336 | ₹ 909



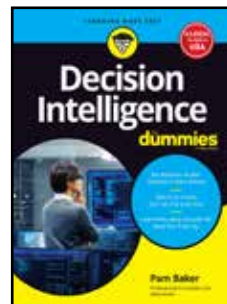
Statistics for Big Data for Dummies | e

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 | New

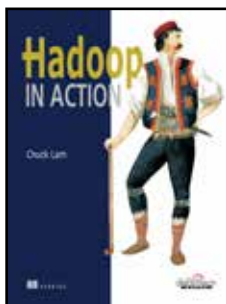
Baker

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

9789357460507 | ₹ 899

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



Hadoop in Action

Chuck

Description

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

9788177228137 | ₹ 699



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

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 | ₹ 1199



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 | ₹ 939

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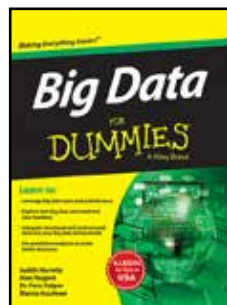
Python for Data Science | IM | BS | e | k

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 | ₹ 479



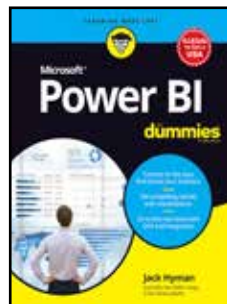
Big Data for Dummies | e

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 | New | e

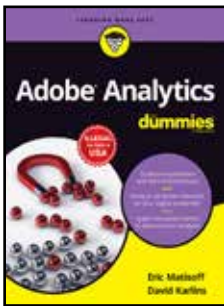
Hyman

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

9788126504442 | ₹ 799



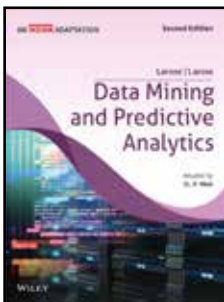
Business Analytics :The Science of Data-Driven Decision Making, 2ed | IM | BS | e | k

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 | ₹ 969



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

Larose, Wali

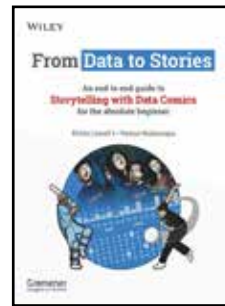
Description

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

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4

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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



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

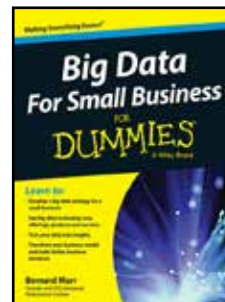
Maheswari

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 | ₹ 779



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

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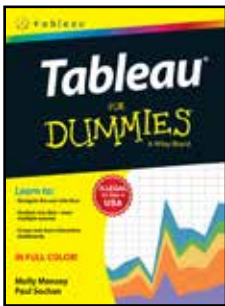


Tableau for Dummies | e

Monsey

Description

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

9789390466078 | ₹ 849



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 | ₹ 819



Machine Learning for Text and Image Data Analysis: Practical Approach with Business Use Cases | New | 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

9789354643606 | ₹ 1049

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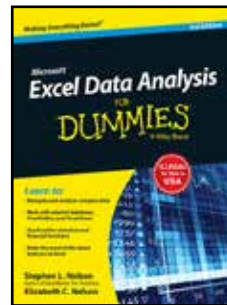
Data Analytics with R | IM | BS | e | k

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.

9788126576463 | ₹ 779



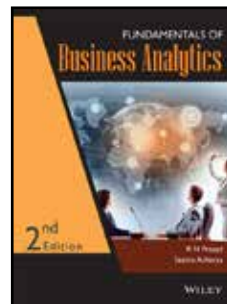
Microsoft Excel Data Analysis for Dummies, 3ed | e

Nelson

Description

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

9788126573455 | ₹ 699



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

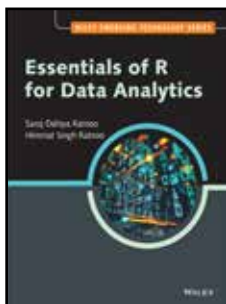
Prasad

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

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

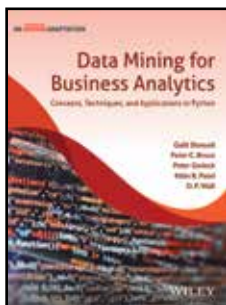
Ratnoo

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 | New

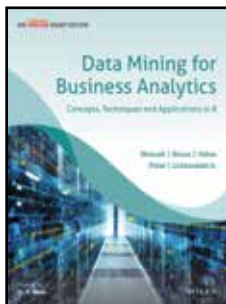
Shmueli, Wali

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

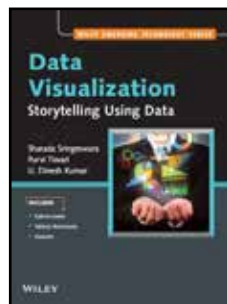
Description

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

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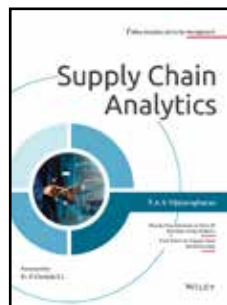
Data Visualization: Storytelling Using Data | IM | BS | e | k

Sringeswara

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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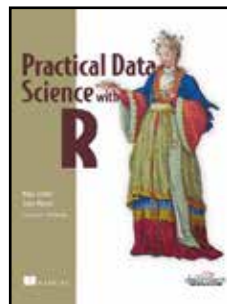
Supply Chain Analytics | IM | BS | e | k

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

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Practical Data Science with R

Zumei

Description

• Introduction to data science • Modeling methods • Delivering results

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COMMUNICATION



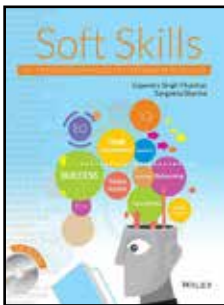
Business Communication, 3rd, An Indian Adaptation | IM | e | k

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

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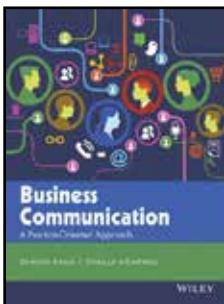
Soft Skills: An Integrated Approach to Maximise Personality, w/cd | IM | e | k

Chauhan

Description

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

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

Kalia

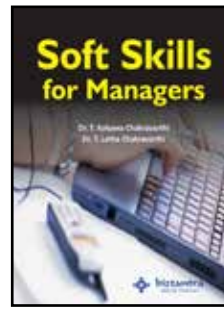
Description

• 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

9788126554799 | ₹ 579

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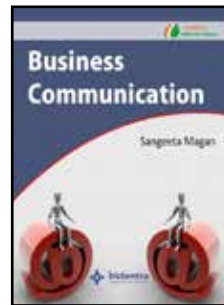
Soft Skills for Managers | e | k

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

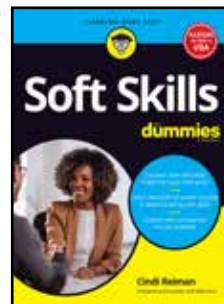
Magan

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 | New

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.

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ENTREPRENEURSHIP



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

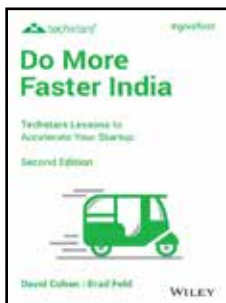
Batra

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



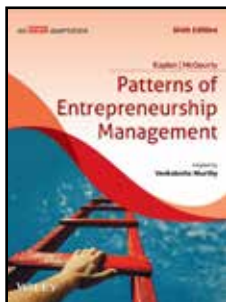
Do More Faster India : Techstars Lessons to Accelerate Your Startup, 2ed

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 | New | IM | e

Kaplan, Murthy

Description

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

9789354642289 | ₹ 849

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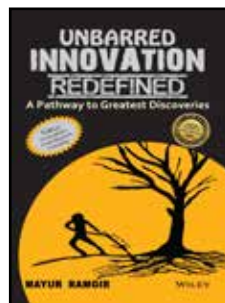
Smash Innovation Smashing the Hand-Mind-Market Barrier, 2ed | e | k

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

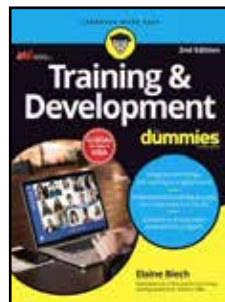
Ramgir

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 | ₹ 559

HUMAN RESOURCE MANAGEMENT



Training & Development for Dummies, 2ed | New

Biech

Description

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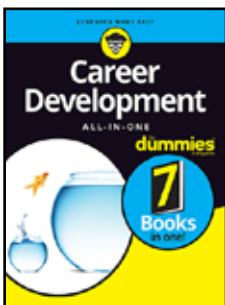
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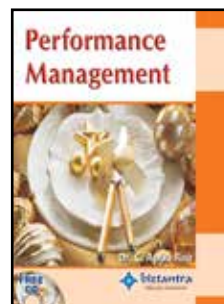
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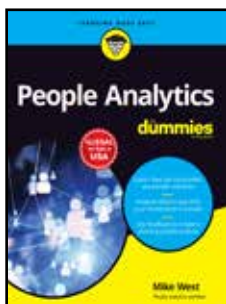
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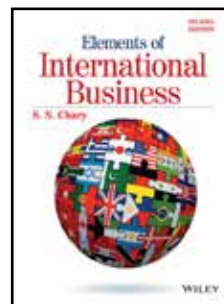
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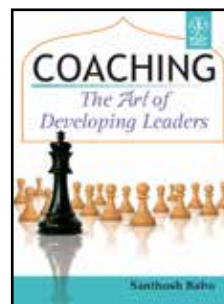
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MANAGEMENT



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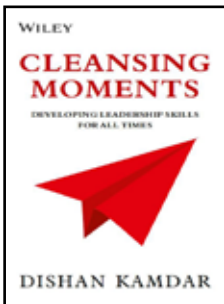
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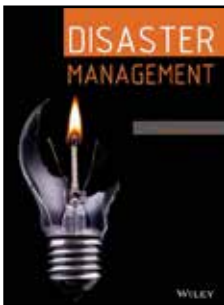
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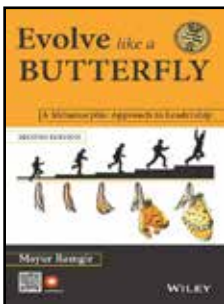
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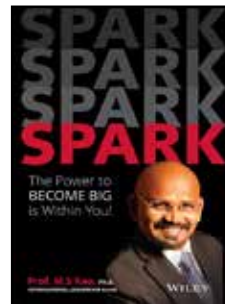
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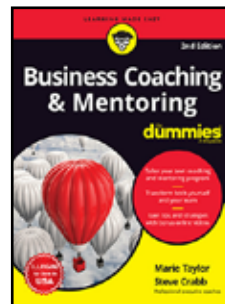
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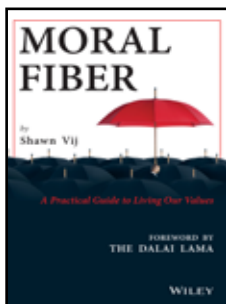
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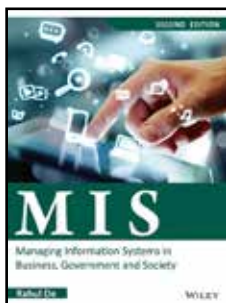
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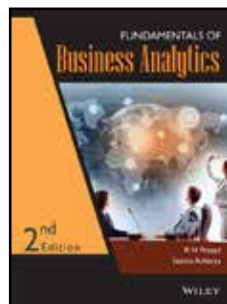
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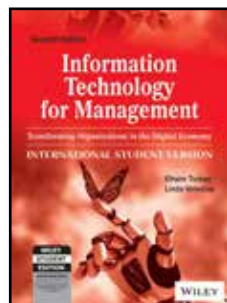
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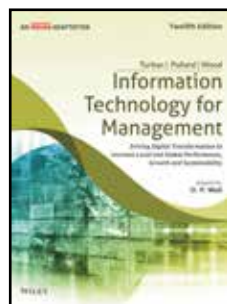
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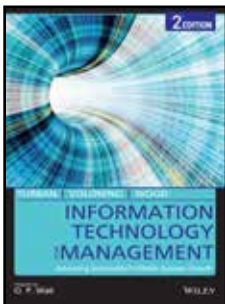
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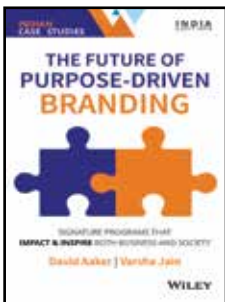
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• 7 Find Signature Social Programs that Inspire, Impact, and Fit • Part III: Integrating the Signature Social Program into the Business • 8 Integration: The Signature Social Program Job • 2: Enhance a Business • 9 Integration: The Business Supports 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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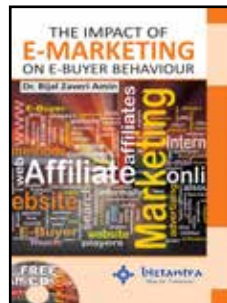
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Agarwal

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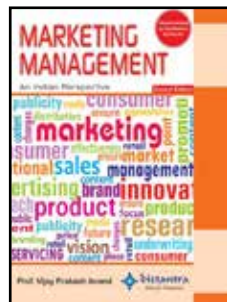
The Impact of E-Marketing on E-Buyer Behaviour, w/cd | e | k

Amin

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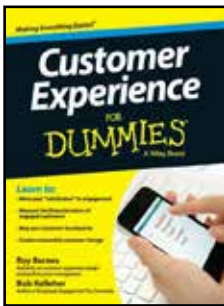
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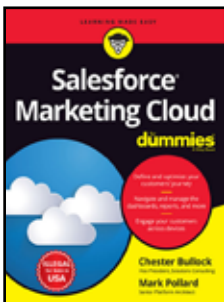
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Careers

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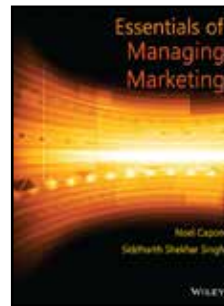
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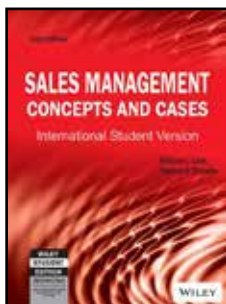
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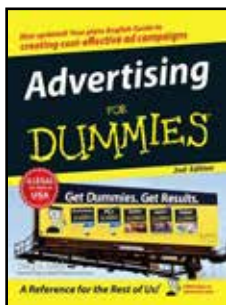
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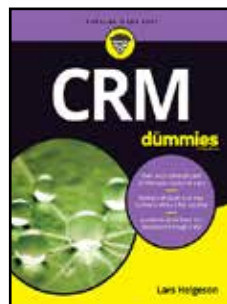
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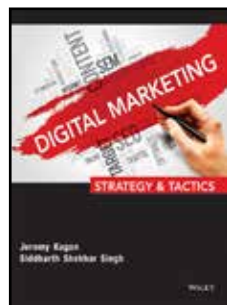
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CRM For Dummies is the small business leader's guide to managing customer interactions. Customer relationship management is a critical part of any business, and it encompasses everything from business strategy and HR to sales, marketing, events, and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

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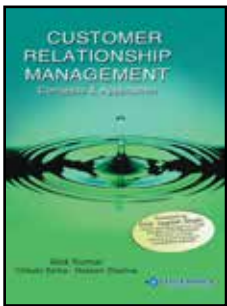
Kotabe

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Customer Relationship Management: Concepts & Application | k

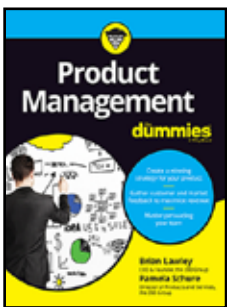
Kumar

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

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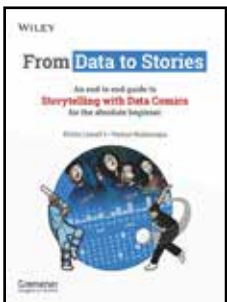
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Lawley

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Lionell

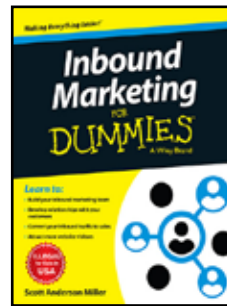
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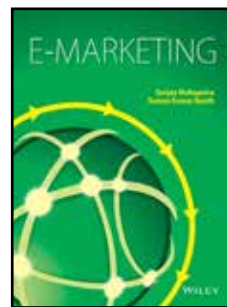
Miller

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 •

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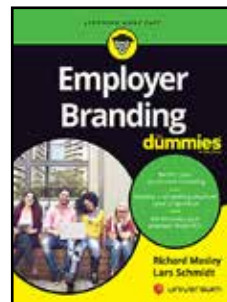
Mohapatra

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

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Employer Branding for Dummies

Mosley

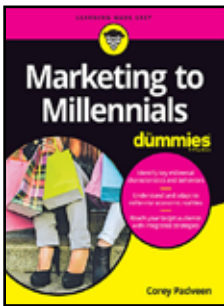
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Employer Branding For Dummies is the clear, non-nonsense guide to attracting and retaining top talent. Written by two of the most recognized leaders in employer brand, Richard Mosley and Lars Schmidt, this book gives you actionable advice and expert insight

you need to build, scale, and measure a compelling brand.

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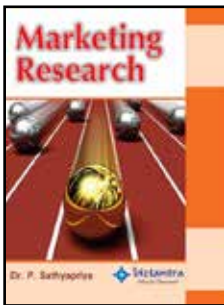
Marketing to Millennials for Dummies

Padveen

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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

Singh

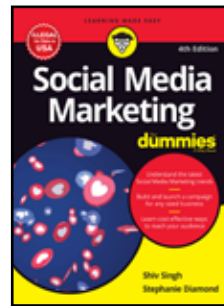
Description

• 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 | ₹ 949

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



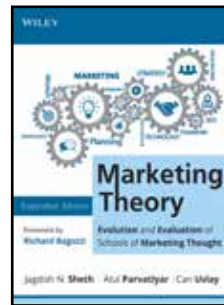
Social Media Marketing for Dummies, 4ed | e

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



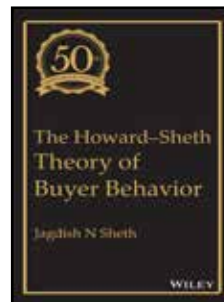
Marketing Theory | e | k

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 | ₹ 819



The Howard-Sheth Theory of Buyer Behavior | k

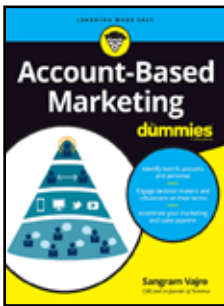
Sheth

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 | ₹ 1599

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Account-Based Marketing for Dummies | e

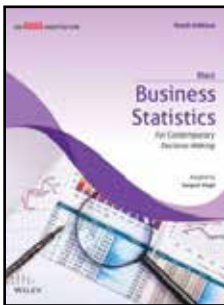
Vajre

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

OPERATIONS MANAGEMENT



Business Statistics 10ed: For Contemporary Decision Making, An Indian Adaptation | New | 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

9789354640179 | ₹ 1149



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

Bougle, Sekaran, Srivastava

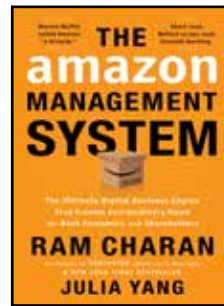
Description

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

9789354244773 | ₹ 749

18

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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



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

Gopalan

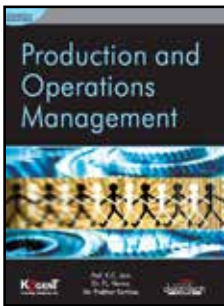
Description

- 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 | ₹ 1029

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



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 | ₹ 759



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

Marchewka

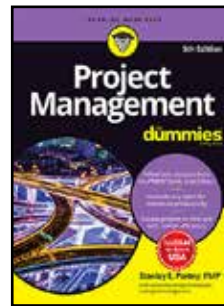
Description

•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 | ₹ 769

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



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



Project Management: A Managerial Approach | IM

Meredith

Description

• Project Initiation • Project Planning • Project Execution

9788126568765 | ₹ 1019



Project Management, 11ed, An Indian Adaptation | New | IM | BS | e

Meredith, Scott M. Shafer, Anbanandam

Description

• Project Initiation • Project Planning • Project Execution

9789354641176 | ₹ 999

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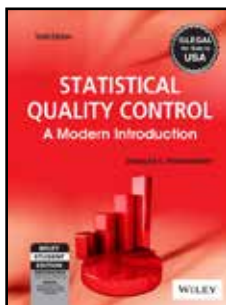
Supply Chain Management (Theories & Practices) | k

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 | ₹ 939



Operations Research | IM | e | k

Note

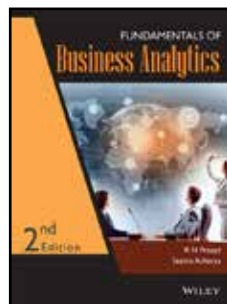
Description

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 | ₹ 749

20

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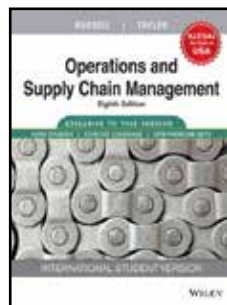
Fundamentals of Business Analytics, 2ed, w/cd | IM | BS | e | k

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 | ₹ 899



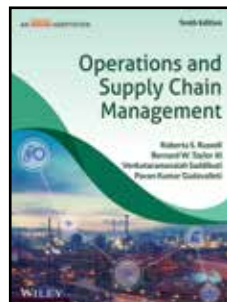
Operations and Supply Chain Management, 8ed, ISV | IM | BS | e

Russel

Description

• Operations Management • Supply Chain Management

9788126556823 | ₹ 1109



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

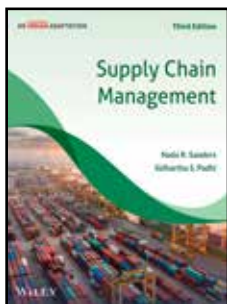
Russell, Saddikuti

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 | ₹ 1149

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



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

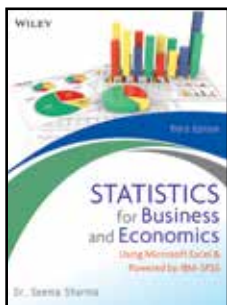
Sanders, Padhi

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 | ₹ 959



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

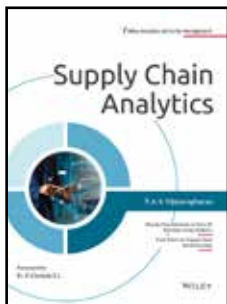
Sharma

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 | ₹ 939



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

9789354243431 | ₹ 939

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

ORGANIZATIONAL BEHAVIOUR



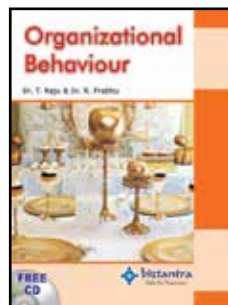
Organizational Behaviour: Design, Structure and Culture, 2ed, w/cd | e | k

Gupta

Description

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

9789351192459 | ₹ 449



Organizational Behaviour, w/cd | e | k

Raju

Description

- Organizational Behaviour - An Overview
- Individual Dimensions of Organizational Behaviour
- Attitude and Behaviour
- Personality and Values
- Perception and 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

9789351191810 | ₹ 395



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.

9789354242847 | ₹ 969

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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

9789354642593 | ₹ 849

STRATEGIC MANAGEMENT



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

Aaker, Islam

Description

• Strategic Analysis • Formulating and Adapting Strategy • Strategic Implementation

9789354243387 | ₹ 829



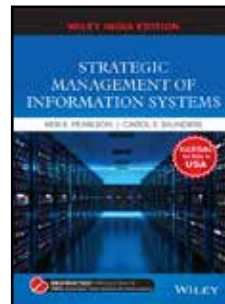
Contemporary Strategy Analysis, 11ed, An Indian Adaptation | New

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

9789354645945 | ₹ 999



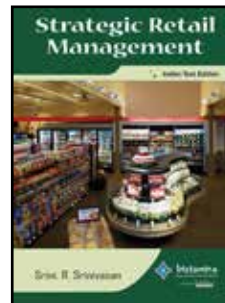
Strategic Management of Information Systems | IM | BS | e

Pearlson

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

9788126559633 | ₹ 789



Strategic Retail Management | k

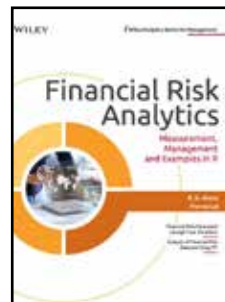
Srinivasan

Description

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

9788177226706 | ₹ 399

FINANCE



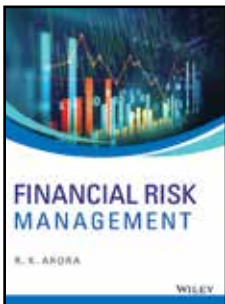
Financial Risk Analytics: Measurement, Management and Examples in R | IM | e | k

Arora

Description

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

9789354642135 | ₹ 829



Financial Risk Management | IM | BS | e | k

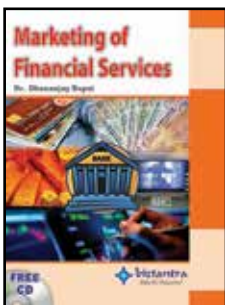
Arora

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

9789390395637 | ₹ 729



Marketing of Financial Services, w/cd | e | k

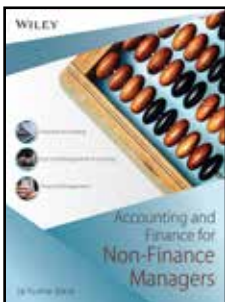
Bapat

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 | ₹ 399



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

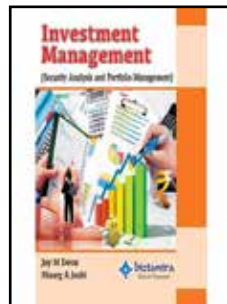
Batra

Description

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

9789357461115 | ₹ 1099

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Investment Management (Security Analysis and Portfolio Management) | e | k

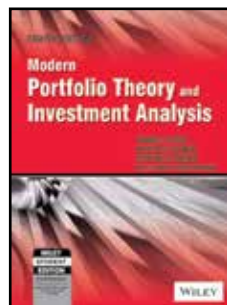
Desai

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

9789351194286 | ₹ 499



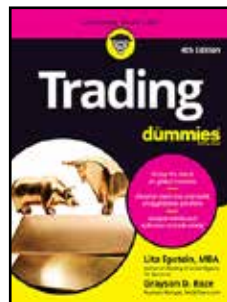
Modern Portfolio Theory and Investment Analysis, 8ed | IM | e

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.

9788126528141 | ₹ 899



Trading for Dummies, 4ed | e

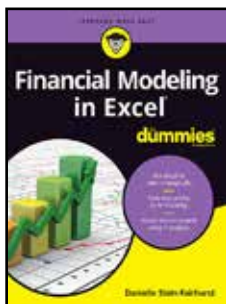
Epstein

Description

Taking the stress out of the stock market, this non-sense guide walks you through all the steps to trade with authority—and takes your portfolio to exciting new heights.

9788126569885 | ₹ 499

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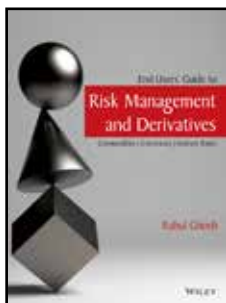
Financial Modeling in Excel for Dummies | e

Fairhurst

Description

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

9788126569182 | ₹ 649



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

9788126541621 | ₹ 929



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

Jones

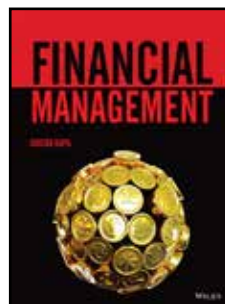
Description

• 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 | ₹ 959

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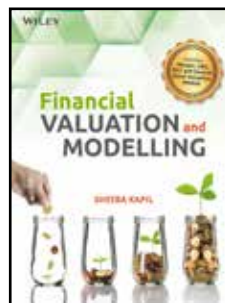
Financial Management, w/cd | IM | e | k

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

9788126554768 | ₹ 829



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.

9789354246036 | ₹ 999



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

9788126568253 | ₹ 999

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



Financial Institutions, Markets and Money | e

Kidwell

Description

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

9788126558575 | ₹ 929



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

9788126522828 | ₹ 899



Financial Analytics | New | IM | BS | e | k

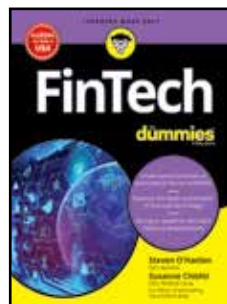
Mohanty

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

9789354644177 | ₹ 959

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



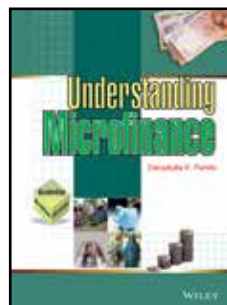
FinTech for Dummies | BS | e

O'Hanlon

Description

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

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Understanding Microfinance | BS | e | k

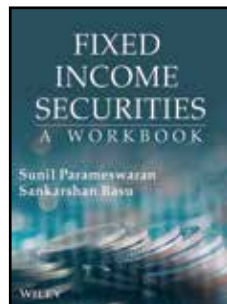
Panda

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- Supply, Intermediation and Regulations of Microfinance
- Microfinance Credit Lending Models
- Risks in Microfinance Institutions
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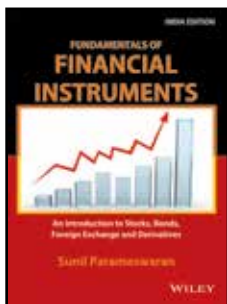
Parameswaran

Description

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- 2. An Introduction to Bonds
- 3. Valuation Between Coupon Dates
- 4 Bond Yields
- 5 Interest Rate Sensitivity: Duration and Convexity
- 6 The Money Market
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Fundamentals of Financial Instruments | e

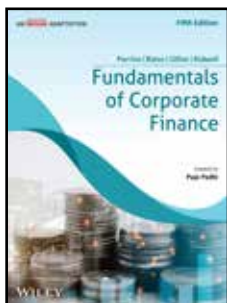
Parameswaran

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Securities • Appendix 1 • Appendix 2 • Bibliography • Web Sites • Index

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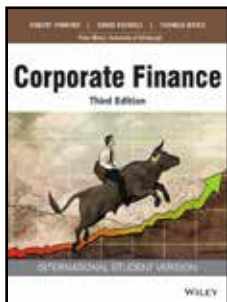
Parrino

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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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Parrino

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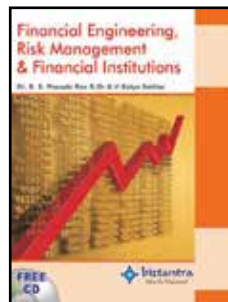
Finance for Managers and Entrepreneurs | e | k

Rai

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

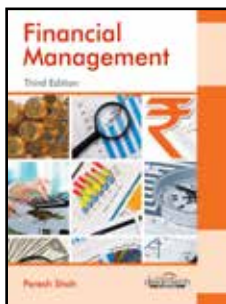
Rao

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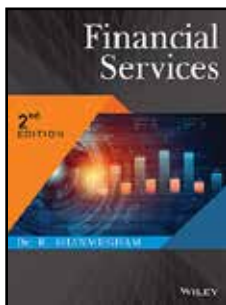
Financial Management, 3ed | e | k

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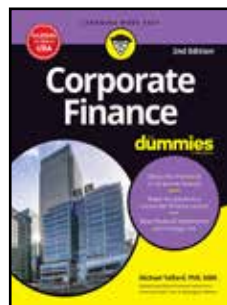
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Srivastava

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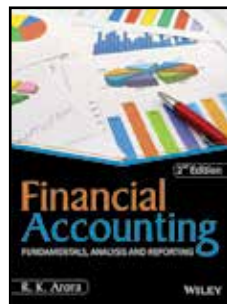
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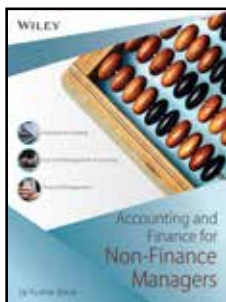
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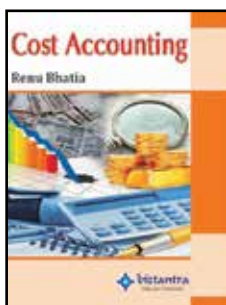
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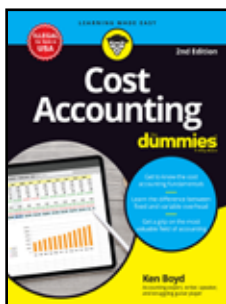
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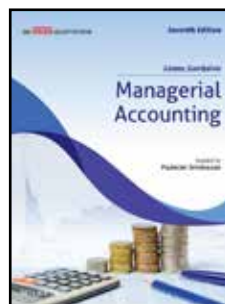
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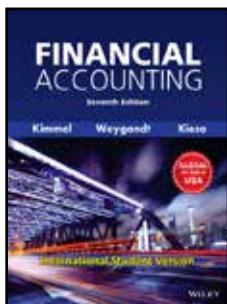
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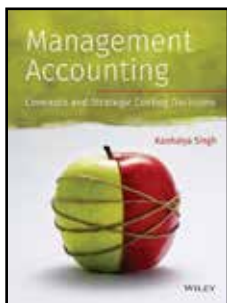
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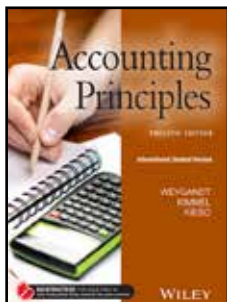
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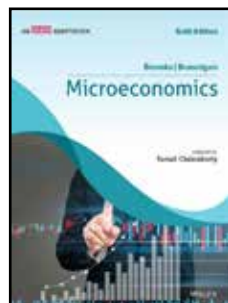
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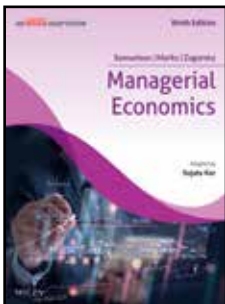
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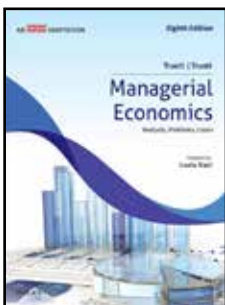
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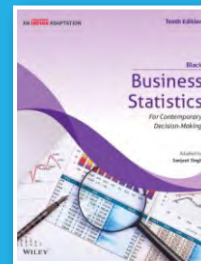
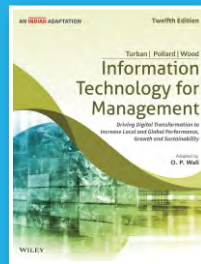
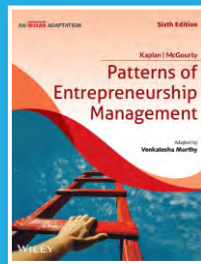
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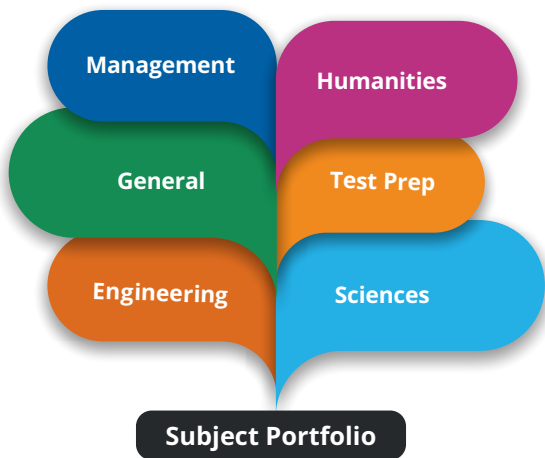
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