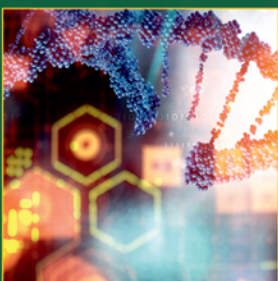


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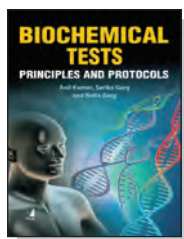
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Biochemical Tests

Principles and Protocols

Anil Kumar

Dr. Anil Kumar is a full-time Professor of Biotechnology at the Devi Ahilya University, Indore, India, since 1991. He also authored a number of books and contributed many chapters to various edited books.

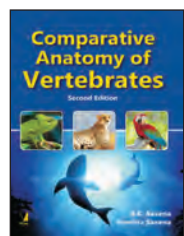
Sarika Garg

Dr. Sarika Garg is a post-doctoral scientist at the University of Saskatchewan, Canada. Earlier, she worked at the Max Planck Unit for Structural and Molecular Biology, Hamburg, Germany, for more than three years. She has co-authored many chapters of various edited books.

Neha Garg

Neha Garg is a freelance writer and entrepreneur based at Manchester, United Kingdom. Earlier she worked as Scientific Researcher at the University of Potsdam, Germany, for more than three years. She has many research papers to her credit.

The book will be useful to master's, bachelor's and doctoral students in biological sciences. It covers most of the practicals conducted at the master's level in biological sciences. The book contains 20 chapters describing practical protocols. The book starts from the chapters 'Colorimetry' and 'Spectrophotometry' where theoretical parts of these techniques are described. The book has a chapter that describes all the techniques used in plant tissue culture. The most important and salient feature of the book is that principles of the practical exercises as well as detailed protocols are described. Besides, the book covers principles and theoretical parts of many modern techniques, namely chromatography, electrophoresis, UV-VIS spectrophotometry, centrifugation, PCR and plant tissue culture.



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Comparative Anatomy of Vertebrates, 2nd Edn

R. K. Saxena

Dr. R.K. Saxena is an Associate Professor and has been teaching Zoology in Sri Venkateswara College, University of Delhi since 1974. A Gold Medallist in M.Sc. from B.I.T.S. Pilani, he earned his doctorate from University of Delhi in Cell and Molecular biology.

Sumitra Saxena

Dr. Sumitra Saxena, an Associate Professor of Zoology at S.G.T.B. Khalsa College, University of Delhi, has been teaching for the last forty years.

This second edition of *Comparative Anatomy of Vertebrates* is thoroughly revised and developed around two fundamental themes. Part A is devoted to the discussion of chordates' evolution and classification. In addition a combination of phylogenetic trees (cladograms) and narrative discussions to unveil facts about animal evolution are included. Part B deals with comparative anatomy and provides an introduction to structure-function concept at the level of organs and the organ system.



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Comprehensive Life Sciences, Volume I

Theory, Problems and Solutions

(Useful for undergraduate and postgraduate studies in Zoology/
Botany/Microbiology/Biotechnology/Medical Science)

Debasish Kar

Debasish Kar graduated in Physiology (H) from Midnapore College, West Bengal. He studied M.Sc. in Biotechnology at Utkal University, Bhubaneswar followed by M.Tech. in Biotechnology at Maulana Abul Kalam Azad University of Technology, West Bengal (formerly known as West Bengal University of Technology, Kolkata). Later, he was awarded a Ph.D. in Biotechnology from IIT Kharagpur. Dr Kar has presented his research findings at many FEMS International conferences. Currently, Dr Kar is working as Assistant Professor in the Department of Biotechnology at M.S. Ramaiah University of Applied Sciences, Bengaluru.

Comprehensive Life Sciences offers an updated understanding of modern life sciences while covering both classical and applied aspects of learning. It is designed to encompass the fundamental concepts of life sciences in two volumes (Volume I and Volume II). It meets the practical requirements of both undergraduate and postgraduate students across all disciplines of life sciences and medical science in India.

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Comprehensive Life Sciences, Volume II

Theory, Problems and Solutions

(Useful for undergraduate and postgraduate studies in Zoology/
Botany/Microbiology/Biotechnology/Medical Science)

Debasish Kar

Debasish Kar graduated in Physiology (H) from Midnapore College, West Bengal. He studied M.Sc. in Biotechnology at Utkal University, Bhubaneswar followed by M.Tech. in Biotechnology at Maulana Abul Kalam Azad University of Technology, West Bengal (formerly known as West Bengal University of Technology, Kolkata). Later, he was awarded a Ph.D. in Biotechnology from IIT Kharagpur. Dr Kar has presented his research findings at many FEMS International conferences. Currently, Dr Kar is working as Assistant Professor in the Department of Biotechnology at M.S. Ramaiah University of Applied Sciences, Bengaluru.

This volume includes the following chapters: 'Biotechnology', 'Microbiology', 'Immunology', 'Classical Genetics', 'Plant Physiology', 'Human Physiology', 'Ecology' and 'Evolution'. Each chapter is equipped with an enriched theory followed by gradient-based (Level 1 and Level 2) practice problems with solutions. The book is written in lucid language to enable better understanding of difficult concepts.

Contents: Preface • List of Authors • Chapter 1. Biotechnology • Chapter 2. Microbiology • Chapter 3. Immunology • Chapter 4. Classical Genetics • Chapter 5. Plant Physiology • Chapter 6. Human Physiology • Chapter 7. Ecology • Chapter 8. Evolution • Chapter 9. Research Data Analysis • Chapter 10. Research-based Problems with Solutions – I • Chapter 11. Research-based Problems with Solutions – II



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DBT-JRF Biotechnology

Previous Years' Questions, Solutions and Explanations

NEW

Debasish Kar

Debasish Kar graduated in Physiology (H) from Midnapore College, West Bengal. He studied M.Sc. in Biotechnology at Utkal University, Bhubaneswar followed by M.Tech. in Biotechnology at Maulana Abul Kalam Azad University of Technology, West Bengal (formerly known as West Bengal University of Technology, Kolkata). Later, he was awarded a Ph.D. in Biotechnology from IIT Kharagpur. Dr Kar has presented his research findings at many FEMS International conferences. Currently, Dr Kar is working as Assistant Professor in the Department of Biotechnology at M.S. Ramaiah University of Applied Sciences, Bengaluru. His primary research area includes molecular characterization of beta-lactamases that cause bacterial resistance against broad-spectrum antibiotics – a threat to the global medicine. He has published numerous papers in the peer-reviewed journals. Some of his book chapters are published in Springer Nature and Cambridge Scholars Publishing. Dr Kar has penned a number of books on CSIR NET Life Sciences.

The book is exclusively drafted for DBT-JRF Biotechnology (DBT-BET) aspirants. It contains a total of more than twelve years of previous years' questions. The authors pooled all the questions, then filtered these according to the prescribed units. Each question in the book is thoroughly explained. These explanations are paid more attention. It will certainly enhance the problem-solving skills of the learners. It will also help graduate students to grasp a fundamental concept in the Life Sciences domain that is required to crack several other similar examinations, viz. CSIR-NET, GATE, ICAR-NET, NII-Ph.D., JNU-Ph.D., IIT-JAM, GAT-B and TIFR-NCBS.



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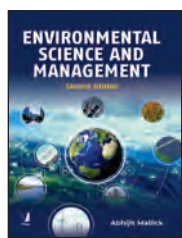
Elements of DBT-JRF Biotechnology, Revised Edn

Useful for CSIR-NET, ICAR-JRF, ICMR-JRF, GATE-BT, XL,
JNU-Ph.D., BHU-Ph.D. and NII-Ph.D.

Debasish Kar

Debasish Kar graduated in Physiology (H) from Midnapore College, West Bengal. He studied M.Sc. in Biotechnology at Utkal University, Bhubaneswar followed by M.Tech. in Biotechnology at Maulana Abul Kalam Azad University of Technology, West Bengal (formerly known as West Bengal University of Technology, Kolkata). Later, he was awarded a Ph.D. in Biotechnology from IIT Kharagpur. Dr Kar has presented his research findings at many FEMS International conferences. Currently, Dr Kar is working as Assistant Professor in the Department of Biotechnology at M.S. Ramaiah University of Applied Sciences, Bengaluru. His primary research area includes molecular characterization of beta-lactamases that cause bacterial resistance against broad-spectrum antibiotics – a threat to the global medicine. He has published numerous papers in the peer-reviewed journals. Some of his book chapters are published in Springer Nature and Cambridge Scholars Publishing. Dr Kar has penned a number of books on CSIR NET Life Sciences.

This book is intended for those appearing for the DBT-JRF Biotechnology examination known as the Biotechnology Eligibility Test (BET). The examination is conducted by DBT, Government of India, to encourage students (B.Tech./M.Sc.) of Life Sciences disciplines to pursue research (Ph.D.) in both DBT-affiliated and non-DBT-affiliated institutes. The book is written based on the currently prescribed syllabus by DBT. The book has three sections. The first section deals with the fundamentals of General Biotechnology covering an entire syllabus of the examination. Similarly, the second section deals with the different branches of Biotechnology. Every unit of the syllabus is considered into account to frame quality questions that equalize the standard of BET examination. All the questions are answered with detailed explanations to give an insight into the fundamental concept. The third section of the book deals with more than 10 previous years' question papers with solutions. The book is also useful for the aspirants of similar examinations, viz. CSIR-NET, ICMR-JRF, ICAR-JRF, NII-Ph.D., JNU-Ph.D., IIT-JAM and TIFR-NCBS.



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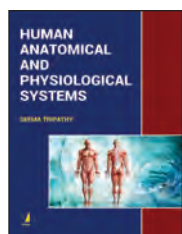
Environmental Science and Management, 2nd Edn

NEW

Abhijit Mallick

Abhijit Mallick is an Associate Professor in the Department of Chemistry, Academy of Technology, affiliated to Maulana Abul Kalam Azad University of Technology (MAKAUT), formerly known as West Bengal University of Technology (WBUT). He completed his B.Sc. in Chemistry Honours from Ramakrishna Mission Vivekananda Centenary College, affiliated to Calcutta University and obtained his postgraduate degrees from the University College of Science and Technology, Calcutta University. He earned his Ph.D. from the Indian Institute of Technology, Kharagpur.

This book is specially designed for B.E./B.Tech. students of all branches of engineering and technology. The book is highly informative on different aspects of the environment. Efforts have been made to explain the fundamental concepts in a simple but comprehensive manner so that students can use this book as a reference. In the edition some topics like ecology, noise pollution, etc. have been revised thoroughly with the addition of some new topics.



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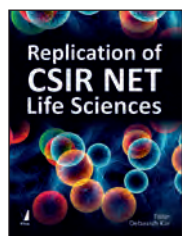
Human Anatomical and Physiological Systems

NEW

Seema Tripathy

Dr. Seema Tripathy, is currently working as post doctoral fellow (PDF) in the School of Biological Sciences at the National Institute of Science Education and Research (NISER), Bhubaneswar. She worked as Women Scientist-A (Department of Science and Technology, Government of India) at Centre for Biotechnology, Siksha 'O' Anusandhan (Deemed to be University), Bhubaneswar. She obtained her post-graduation degree in biotechnology from University of Hyderabad. Later she was awarded a Ph.D. in biotechnology from Utkal University, Bhubaneswar.

The textbook precisely explains the fundamental concepts of human anatomy and physiology along with different mechanisms and events occurring during a particular process. For simplicity and better understanding, this textbook is divided into 12 individual chapters. The book addresses the difficulties faced by readers while studying the chapters with a simple flowchart and diagrams based on the author's experience during her postgraduation.



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Replication of CSIR NET Life Sciences

Debasish Kar

Debasish Kar graduated in Physiology (H) from Midnapore College, West Bengal. He studied M.Sc. in Biotechnology at Utkal University, Bhubaneswar followed by M.Tech. in Biotechnology at Maulana Abul Kalam Azad University of Technology, West Bengal (formerly known as West Bengal University of Technology, Kolkata). Later, he was awarded a Ph.D. in Biotechnology from IIT Kharagpur. Dr Kar has presented his research findings at many FEMS International conferences. Currently, Dr Kar is working as Assistant Professor in the Department of Biotechnology at M.S. Ramaiah University of Applied Sciences, Bengaluru.

The book is constructed in a scientific manner considering the fact that the previous years' questions are not repeated but the concepts are. The authors have taken a judicious approach to filter out previous years' questions. They have identified the areas from where previous years' questions are most often asked. Finally, they have considered each of these selected questions as a template and subsequently framed two replicate questions (Replicate 1 and Replicate 2) with similar concepts as done in DNA Replication! In this way, the entire previous years' questions of CSIR NET Life Sciences are now replicated. This approach is adopted for all the thirteen units of the CSIR NET Life Sciences. The most crucial part of the book is the complete explanation of all the replicated questions.



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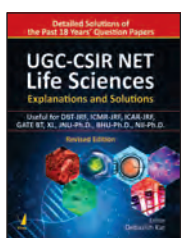
Replication of DBT-JRF Biotechnology

NEW

Debasish Kar

Debasish Kar graduated in Physiology (H) from Midnapore College, West Bengal. He studied M.Sc. in Biotechnology at Utkal University, Bhubaneswar followed by M.Tech. in Biotechnology at Maulana Abul Kalam Azad University of Technology, West Bengal (formerly known as West Bengal University of Technology, Kolkata). Later, he was awarded a Ph.D. in Biotechnology from IIT Kharagpur. Dr Kar has presented his research findings at many FEMS International conferences. Currently, Dr Kar is working as Assistant Professor in the Department of Biotechnology at M.S. Ramaiah University of Applied Sciences, Bengaluru.

Previous years' questions are an asset of any examination when it comes to a competitive level. The book is scripted in a precise manner considering the fact that the previous years' questions are not repeated but the concepts are. The authors have taken a systematic approach to screen out the previous years' questions. Then, the author have identified the areas from where most of the questions are often asked. Finally, the authors has considered each of these selected questions as a template and subsequently framed two replicates (Replicate 1 and Replicate 2) with a similar concept as done in DNA replication. In this way, the entire previous years' questions of DBT-JRF Biotechnology (DBT-BET) are now replicated. This approach is adopted for all the units of DBT-JRF Biotechnology. This brand new concept of the book will offer a cluster of questions on the prescribed syllabus. The most significant part is to have a complete explanation of all the replicated questions. It is a true scholarly book for the DBT-JRF preparation.



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UGC-CSIR NET Life Sciences, Revised Edn

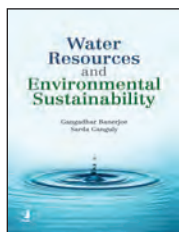
Explanations and Solutions

(Useful for DBT-JRF, ICMR-JRF, ICAR-JRF, GATE BT, XL, JNU-Ph.D., BHU-Ph.D., NII-Ph.D.)

Debasish Kar

Debasish Kar graduated in Physiology (H) from Midnapore College, West Bengal. He studied M.Sc. in Biotechnology at Utkal University, Bhubaneswar followed by M.Tech. in Biotechnology at Maulana Abul Kalam Azad University of Technology, West Bengal (formerly known as West Bengal University of Technology, Kolkata). Later, he was awarded a Ph.D. in Biotechnology from IIT Kharagpur. Dr Kar has presented his research findings at many FEMS International conferences. Currently, Dr Kar is working as Assistant Professor in the Department of Biotechnology at M.S. Ramaiah University of Applied Sciences, Bengaluru.

The book provides detailed solutions of the CSIR NET Life Sciences questions since 2003. Each unit of the CSIR is sorted out, and the explanations are done meticulously. Every explanation is written in a precise manner. The two-mark questions of CSIR are mainly memory based. The explanations will help students memorize the basic information. However, the four-mark questions of CSIR are a bit tricky and twisting. These explanations are paid more attention. It will certainly enhance the problem-solving skills of the CSIR aspirants. It will also help graduate students to gain sound knowledge in the Life Sciences domain, which is required to crack several other similar examinations, viz. ICMR-JRF, DBT-JRF, GATE, ICAR-NET, NII-Ph.D., JNU-Ph.D., BARC and TIFR-NCBS.



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Water Resources and Environmental Sustainability

Gangadhar Banerjee

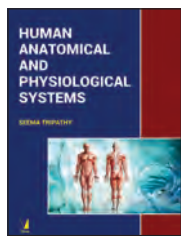
Dr. Gangadhar Banerjee, a Ph.D. in Economics and LLB, from Jadavpur University is serving as a visiting faculty in management colleges; researcher in primary, secondary, tertiary and management areas and Ph.D. guide. He published as many as 26 books, 12 reports on techno-economic study in tea industry/evaluation/monitoring special studies; and 200 papers in industry and academically recognized international and national journals

Sarda Ganguly

Sarda Banerjee (Ganguly), B.A. Hons. in Economics (SNDT University, Mumbai), M.A. in Economics (Mumbai University), B.Ed. (Visva Bharati Central University), Santiniketan and a renowned teacher and freelance writer.

The book *Water Resources and Environmental Sustainability* outlines water in 21st century. It revisits the water resources management policy, critically analyzes the water crisis agenda, addresses the generic and region-specific issues, assesses the reasons for market failure in water resources planning and incidence of massive water crisis. The improvement in water use efficiency, conjunctive and judicious use of water, harnessing of surface and ground water resources in a coordinated way, strategies for environmental protection, management of integrated water resources, adherence to efficiency plan, stability and sustainability of environment and importance of National Institute for Transforming India (NITI) Aayog are the major focal points that got momentum in the book. The book recommends to: prioritize the development of IWRM and water efficiency measures with the help of supporting agencies • implement policies and plans once they have been developed • establish roadmaps and financing strategies for the implementation of their plans and • evaluate, monitor and share through global coordination mechanisms

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Human Anatomical and Physiological Systems

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Seema Tripathy

Dr. Seema Tripathy, is currently working as post doctoral fellow (PDF) in the School of Biological Sciences at the National Institute of Science Education and Research (NISER), Bhubaneswar. She worked as Women Scientist-A (Department of Science and Technology, Government of India) at Centre for Biotechnology, Siksha 'O' Anusandhan (Deemed to be University), Bhubaneswar. She obtained her post-graduation degree in biotechnology from University of Hyderabad. Later she was awarded a Ph.D. in biotechnology from Utkal University, Bhubaneswar.

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The main characteristics of this book are as follows:

- At the beginning of each chapter, a summary is given, describing the entire chapter.
- Towards the end of each chapter, a box containing additional relevant information regarding the chapter is given.
- At the end of each chapter, 15–20 questions are given for readers to test their understanding.



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Management of Common Sex Problems and Genital Manifestations

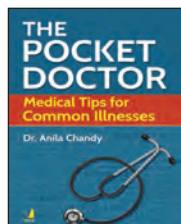
A Practical Approach

S. Murugan

S. Murugan is an expert in the field of sexual medicine with a clinical experience of more than 40 years. He completed his MBBS, MD, and PG diploma in venereology from Madurai Medical College, Madurai, Tamil Nadu. He has served in government and private teaching institutions in various capacities ranging from assistant professor to the head of the department. He has published 62 scientific papers in renowned Indian and international journals.

Contents: Foreword • Preface • Introduction • Basic Facts • Male Genitals • Female Genital Organs • Human Sexual Functions • Genital Ulcers • Genital Discharges • Swelling of Genitals • Non-Venereal Dermatoses • Some Other Genital Lesions • Prostatitis • Serology of Syphilis and HIV Infection • Common Sex Health Concerns and Their Management • Common Sex Health Concerns in Women • History Taking and Examination of a Patient with Sexual Dysfunction • Human Sexuality-I • Human Sexuality-II • Myths and Misconceptions About Sex • Frequently Asked Questions and Premarital Counseling • Unconsummated Marriages • The Role of "Others" in Erectile Dysfunction in Men • Challenges Due to Customs and Adventures • Sexual Orientation and Paraphilias • Sex and Other Factors Having Influence on Infertility • Sex in Certain Specific Situations • Contraception and Family Planning Measures • Vulnerability of Adolescence and the Importance of Sex Education • Testosterone – Male Sex Hormone and hCG • Management • The Role of Drugs in Sexual Functions • References

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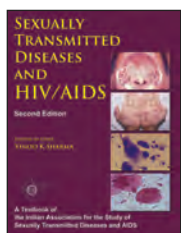
The Pocket Doctor

Medical Tips for Common Illnesses

Dr. Anila Chandy

Dr. Anila Chandy is a physician associated with the Apollo Group of Hospitals and Motherhood Hospital, Chennai, India. A medical graduate from the Christian Medical College, Vellore, and postgraduate in Internal Medicine from the Christian Medical College and Hospital, Ludhiana, she has authored various publications and articles for the medical fraternity.

Written by a practicing physician, this practical guide for everyone helps the readers understand what various symptoms mean and how to deal with them. It contains several typical cases of medical consultations and the approach a physician would follow to deal with each situation. On the other hand, it equips the patient with some understanding of common ailments before approaching a hospital. It also gives sound advice on how to eat and live healthy.



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Sexually Transmitted Diseases and HIV/AIDS, 2nd Edn

Vinod K. Sharma

Dr. Vinod K. Sharma, MD, FAMS, FRCP London, FIMSA, FIAD is actively involved in the care of patients with sexually transmitted infections and HIV/AIDS for more than 35 years. He is the Professor and Head of Department of Dermatology and Venereology at All India Institute of Medical Sciences, New Delhi since 2001.

This book is meant for persons involved in the care of patients with Sexually Transmitted Diseases and HIV/AIDS. This includes postgraduates in Dermatology and Venereology and allied disciplines, practising skin and VD and HIV/AIDS specialists and general practitioners. Key Points: Comprehensive coverage of STD and HIV/AIDS • Perspective of developing countries on epidemiology and treatment • Effect of STD and HIV/AIDS on health of individual and community • STD and HIV/AIDS in women and children • More than 150 illustrations • Clinical and syndromic approach • Updated treatment guidelines by NACO, CDC and WHO • Prevention of STD and HIV/AIDS • Vaccines for STD and HIV/AIDS

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Sexually Transmitted Infections

Vinod K. Sharma

Dr. Vinod K. Sharma, MD, FAMS, FRCP London, FIMSA, FIAD is actively involved in the care of patients with sexually transmitted infections and HIV/AIDS for more than 35 years. He is the Professor and Head of Department of Dermatology and Venereology at All India Institute of Medical Sciences, New Delhi since 2001.

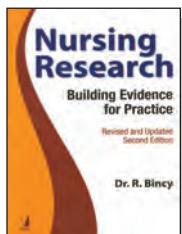
Vishal Gupta

Dr Vishal Gupta, MD, a postgraduate in Dermato-venereology from All India Institute of Medical Sciences, New Delhi with 4 years post-MD experience, is currently working as a Senior Research Associate (Pool Officer).

This book provides up-to-date information on sexually transmitted infections, including their diagnosis, treatment and prevention strategies. Salient features of the book: All STIs are covered • Succinct presentation • Historical aspects • Latest treatment guidelines: CDC, WHO and NACO • Differential diagnosis: Genital ulcer, vaginal discharge and inguinal bubo. New chapters like: Bedside tests and specimen collection • Point-of-care tests • Multiplex PCR in STIs • Persistent and recurrent urethritis • STIs in children and adolescents

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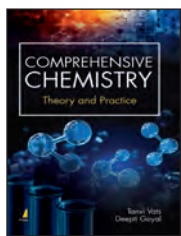
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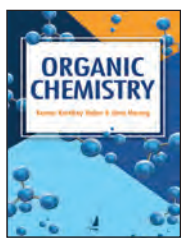
Tanvi Vats

Dr Tanvi Vats has done her Ph.D. in chemistry jointly from GGS Indraprastha University and National Physical University, New Delhi. She currently serves as a faculty member at Gautam Buddha University, Greater Noida and teaches B.Tech, B.Sc. and M.Sc. students. She has also co-authored a book entitled *Microwave-Assisted Polymerization* published by the Royal Society of Chemistry, London.

Deepti Goyal

Dr Deepti Goyal has done her Ph.D. from the University of Kota, Kota, Rajasthan. She has authored a book entitled *Physical Chemistry Experiments: Theory and Practical*. Currently, she is associated with the Department of Applied Chemistry, School of Vocational Studies & Applied Sciences, Gautam Buddha University, Greater Noida, Uttar Pradesh, India.

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Organic Chemistry

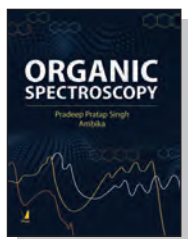
Kumar Kartikey Yadav

Kumar Kartikey Yadav obtained his B.Sc. degree in 2009 from Ewing Christian College, Allahabad University and M.Sc. degree in 2011 from Delhi University in organic chemistry. He received his Ph.D. degree in organic chemistry from the University of Delhi, Delhi. He taught organic chemistry and biochemistry to IIT-JAM and IIT-JEE students for six years. He is currently Examiner of Patents & Designs, Group-A Gazetted officer., Ministry of Commerce and Industry, Govt. of India.

Uma Narang

Uma Narang completed her B.Sc. (Hons.) in chemistry and M.Sc. in organic chemistry from Hindu College, University of Delhi. She received her Ph.D. degree in 2018 from the University of Delhi in chemistry (organic synthesis). Presently, she is assistant professor in the Department of Chemistry, Shivaji College, University of Delhi, India.

This book is based on the Choice Based Credit System (CBCS) syllabus of undergraduate courses in various universities in India. It covers the complete syllabus and discusses each topic in a lucid and accessible manner. This book is also useful for IIT JAM, IIT JEE, NEET, GATE, M.Sc., CSIR, UPSC and state exams to understand the basics of the current topics. Practice problems have been given for self-assessment at the end of each chapter to understand each topic clearly. This book also covers all the questions important from the examination point of view. Data and facts have been compiled in tabular form wherever required. This book is well-illustrated with figures.



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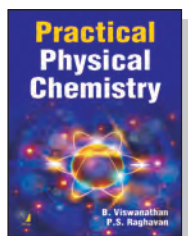
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Dr. Pradeep Pratap Singh is currently working as an Associate Professor in the Department of Chemistry, Swami Shradhdhanand College, University of Delhi. He did his M.Phil. and Ph.D from the Department of Chemistry, University of Delhi. He has published 9 papers in International journals and 14 chapters in International books.

Ambika

Dr. Ambika is currently working as an Assistant Professor in the Department of Chemistry, Hansraj College, University of Delhi. She did her M.Sc. and Ph.D from the Department of Chemistry, University of Delhi. She has published 9 papers in International journals, 15 chapters in International books and 2 research projects to her credit.

The book *Organic Spectroscopy* deals with UV-Visible, IR, ^1H NMR, ^{13}C NMR, and mass spectrometry along with spectroscopic solution of the structural problems. The book covers the basic theory, instrumentation and the structure-spectra correlations of the major spectroscopic techniques. In addition, the book acquaints students with the methods to determine the structure of an unknown compound in a (reasonably) logical manner with the help of all major spectroscopic techniques. The authors aim to provide spectra to illustrate every point made, but do not analyze fully each of the spectra in order to obtain the maximum information available. Learning by solving problems gives more competence and confidence in the subject. So, the book includes, wherever required, numerous solved and unsolved problems that will help students to understand the concepts easily and obtain "structures from spectra". The book is, therefore, a collection of such problems to help students acquaint with the basics of spectroscopy.



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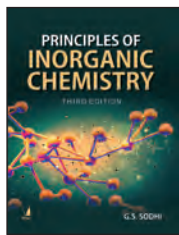
B. Viswanathan

B. Viswanathan has been a faculty of Department of Chemistry, IIT Madras, India for over 30 years. He is the recipient of Alexander Von Humboldt, Max Planck and JPS fellowships. His areas of research interest include Catalysis, Material Science and Energy. He has over 700 publications, 12 books and 15 patents to his credit.

P. S. Raghavan

P. S. Raghavan has about 20 years experience in teaching physical chemistry at the UG and PG levels, as a member of the faculty of the Department of Chemistry of Madras Christian College, Chennai, besides 2 years of experience in Hindustan Lever Research Centre, Mumbai, India.

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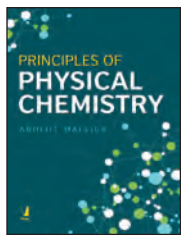
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Principles of Inorganic Chemistry, 3rd Edn

G. S. Sodhi

Dr. G. S. Sodhi earned his doctorate from the University of Delhi. At present, he is Associate Professor, Department of Chemistry and Coordinator, Forensic Science Unit at S.G.T.B. Khalsa College, Delhi University. He has published 150 research papers and filed 10 Indian patents. He was a Visiting Fellow, National Crime Records Bureau, Ministry of Home Affairs, in 1996-97. He has received the Union Home Minister Award, National Technology Day Award, World Intellectual Property Organization's International Award, Lockheed Martin India Innovation Growth Programme Award and India Innovation Initiative Award for innovative work in forensic chemistry. His research interests include 'Identification of Weapon Holders in Crime Cases' and 'Detection of Fingerprints at Crime Scenes'. He has organized training courses in Crime Scene Management for students, teachers, police officers and army personnel. He is a Fellow, the Chartered Society of Forensic Sciences, UK.

The chemistry of inorganic materials is discussed with special reference to periodicity, structure, bonding, reactivity and bio-chemical characteristics. Box Items and Case Studies have been incorporated extensively to relate the principles governing inorganic chemistry with social, economic and historical issues. Several new topics, including black-body radiation, experimental evidence for electron spin, normalized and orthogonal wave functions, crystal radii, Sanderson electronegativity scale, formal charge, theories of hydrogen bonding, detection of radioactive radiations, corrosion and organometallic catalysts find a place in this edition. Industrially important compounds like silicates, silicones and phosphazenes have been brought in the ambit of a new chapter, 'Inorganic Polymers'. Another new chapter, 'Quantitative Analysis' presents a schematic procedure for deduction of ions in inorganic substances. The chemistry of zinc, cadmium and mercury has been dealt with in yet another new chapter, 'Group 12 Elements'.



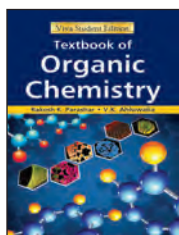
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Principles of Physical Chemistry

Abhijit Mallick

Abhijit Mallick is an Associate Professor in the Department of Chemistry, Academy of Technology, affiliated to Maulana Abul Kalam Azad University of Technology. He completed his B.Sc. in chemistry honours from Ramakrishna Mission Vivekananda Centenary College, affiliated to West Bengal State University and obtained his postgraduate degree from the University College of Science and Technology, Calcutta University. He earned his Ph.D. from the Indian Institute of Technology, Kharagpur, India. He has published several international papers and textbooks.

This book is specially designed for B.Sc. Chemistry honours degree students. However, it will be helpful to postgraduate students also. This book focuses on the fundamental aspects of physical chemistry, like chemical thermodynamics, liquid and gaseous states of matter, electrochemistry, phase equilibria, colligative properties, etc. Surface chemistry and colloid chemistry have been discussed in detail. Detailed discussions of photochemistry, chemical kinetics and solid state chemistry are the assets of this book. The book also highlights nuclear chemistry, chemical bonding and catalysis. The appendix contains a collection of reference tables. Different types of questions and numerical problems have been included at the end of almost every chapter. Contents: Ideal Gases • Real Gases • The Liquid State • Solid State Chemistry • Chemical Bonding • Chemical Thermodynamics • Thermodynamics • Statistical Thermodynamics • Chemical Kinetics • Catalysis • Electrochemistry • Electrochemical Cell • Ionic Equilibria • Chemical Equilibrium • Phase Equilibria • Dilute Solutions • Surface Chemistry—Adsorption • The Colloidal State • Photochemistry • Nuclear Chemistry



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Textbook of Organic Chemistry

V. K. Ahluwalia

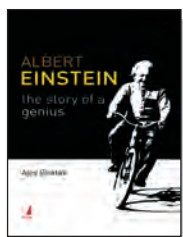
Prof. V.K. Ahluwalia is the visiting Professor at Dr. B.R. Ambedkar Centre for Biomedical Research, University of Delhi, India. He has been teaching undergraduate and postgraduate students for over three decades now. He has authored about three hundred research papers and fifteen books.

Rakesh K. Parashar

Dr. Rakesh K. Parashar is an associate professor in the Chemistry department at Kirori Mal College, University of Delhi, India. He has been teaching undergraduates for the last fifteen years. He has authored about twenty research papers and two books.

It provides easy access to the core information in the field and makes a comprehensive approach to disseminate information in a clear and systematic manner. The book is presented and organized in a way to discourage students from rote learning. It covers all the topics in Organic Chemistry included in the syllabi of Indian universities for undergraduate courses. Special emphasis is given to the basic concepts, viz. acids and bases, hybridization and resonance. Functional groups, which are extremely important for the understanding of Organic Chemistry, have been discussed along with the hydrocarbons and the organometallic compounds. Other important topics covered include sulfur compounds, oxidations and reductions. All the important topics are represented in a format which is ideal for learning and rapid revision.

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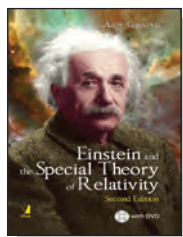
Albert Einstein

The Story of a Genius

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Ajoy Ghatak was Professor of Physics at IIT Delhi. Since 2008, he has been associated with The National Academy of Sciences, India – the oldest Science Academy in India. He received his M.Sc. from Delhi University and Ph.D. from Cornell University. His research interests are in Fiber Optics and Quantum Mechanics. He has authored 19 books including his undergraduate text *Optics*, which has been translated to Chinese and Persian.

Einstein had once remarked, "most of the fundamental ideas of science are essentially simple, and may, as a rule be expressed in a language comprehensible to everyone." This book is written according to this belief and contains no equations or complicated scientific data so that even a layman can have a closer look at the genius who is often described as the greatest scientist ever born.



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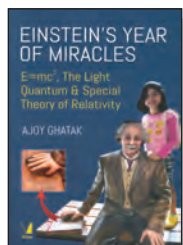


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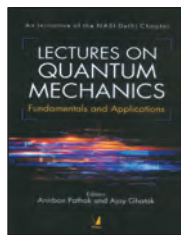
$E = mc^2$, The Light Quantum & Special Theory of Relativity

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Ajoy Ghatak was Professor of Physics at IIT Delhi. Since 2008, he has been associated with The National Academy of Sciences, India – the oldest Science Academy in India. He received his M.Sc. from Delhi University and Ph.D. from Cornell University. His research interests are in Fiber Optics and Quantum Mechanics. He has authored 19 books including his undergraduate text *Optics*, which has been translated to Chinese and Persian.

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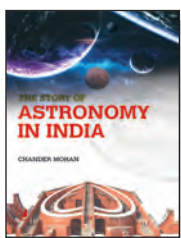
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Dr. Anirban Pathak is a theoretical physicist. He did his Ph.D. from Visva Bharati, Santiniketan, India. Subsequently, he was a post-doctoral fellow at Freie University, Berlin. He is Professor of Physics, Jaypee Institute of Information Technology (JIIT), Noida, India. He is also a recipient of the 2017 Shri O.P. Bhasin Award in the field of Electronics and Information Technology.

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The Story of Astronomy in India

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Prof. Chander Mohan obtained his B.A. (Hons.) and M.A. in mathematics from Panjab University and Ph.D. from Roorkee University (now IIT Roorkee). He worked at Roorkee University, Amity School of Computer Science, Noida, IILM College of Engineering and Technology, Greater Noida.

This book familiarises the reader with the evolution and growth of astronomy in the Indian subcontinent over the ages. Apart from this, the reader will find an account of the interaction of Indian astronomy with its counterparts in different parts of the world. The present status of our knowledge of astronomy and cosmology is discussed, too. The appendix introduces the basic essentials of panchang, horoscope and astrology.



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The Ten Most Beautiful Experiments in Science

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Ajoy Ghatak

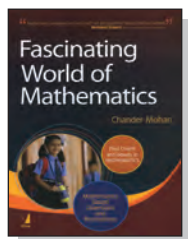
Ajoy Ghatak was Professor of Physics at IIT Delhi. Since 2008, he has been associated with The National Academy of Sciences, India – the oldest Science Academy in India. He received his M.Sc. from Delhi University and Ph.D. from Cornell University. His research interests are in Fiber Optics and Quantum Mechanics. He has authored 19 books including his undergraduate text *Optics*, which has been translated to Chinese and Persian.

In 2002, Professor Robert Crease, a philosopher and historian of science, asked physicists to nominate the most beautiful experiment of all time. From that emerged a list of ten most beautiful experiments in science. In this book, the author has tried to describe the physics of the ten experiments with the hope that young students will be able to appreciate the beauty and profoundness of each experiment. The book also discussed a few beautiful experiments with light and why (after the discovery of lasers) the study of light has become so very important. The author hopes that by reading this little book, young students will try out a few experiments in their school.

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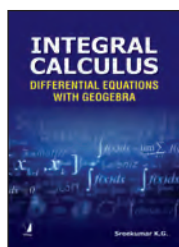
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Prof. Chander Mohan, M.A. in Mathematics from Punjab University, Chandigarh, India, obtained his Ph.D. in Mathematics from University of Roorkee, India in 1967. Currently, he is Professor Emeritus, Department of Computer Science, Ambala College of Engineering and Applied Research, Ambala, Haryana, India. He is also the recipient of Khosla Research Award in 1990 and Millennium Award of Honour of the American Biographical Institute. He is listed in the Who's Who publications.

This book is about mathematics and not a book on mathematics. The book will be of interest to those who have knowledge of school level mathematics and want to be aware of its fascinating and charming aspects which they might not have been exposed to, or might have missed in school days. The book is also intended to motivate in particular the youngsters into feeling attracted, fascinated and excited about mathematics instead of dreading it. The book takes the reader on a 'walking tour' of certain exciting and fascinating aspects of the popular areas of school level mathematics.



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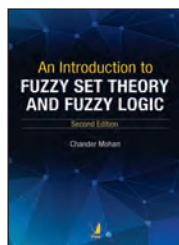
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Sreekumar K.G. is a postdoctoral fellow at the mathematics department of the University of Kerala, India. He has over 22 years of teaching experience, both in India and abroad. He had been employed as an assistant professor in the mathematics section of the information technology department at the University of Technology and Applied Sciences in Nizwa, Sultanate of Oman. He earned his B.Sc., M.Sc., M.Phil., and Ph.D. from the University of Kerala in Thiruvananthapuram, India.

The book begins with the fundamental terms needed to understand integral calculus and differential equations. Every attempt has been made to include the GeoGebra tool. For readers' ease of application, some equations have been repeated across the chapters. Both integration techniques and applications are covered in the book. The formation of differential equations is described next and this is followed by solutions to many varieties of differential equations. The book is intended for graduate students and researchers enrolled in engineering and mathematics courses.



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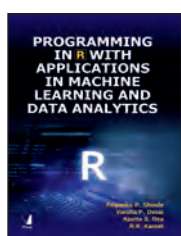
An Introduction to Fuzzy Set Theory and Fuzzy Logic, 2nd Edn

Chander Mohan

Prof. Chander Mohan, M.A. in Mathematics from Punjab University, Chandigarh, India, obtained his Ph.D. in Mathematics from University of Roorkee, India in 1967. Currently, he is Professor, Department of Computer Science, Ambala College of Engineering and Applied Research, Ambala, Haryana, India. He is also the recipient of Khosla Research Award in 1990 and Millennium Award of Honour of the American Biographical Institute. He is listed in the Who's Who publications.

The book presents the rudiments of fuzzy set theory and fuzzy logic and related topics and their applications in a simple and easy-to-understand manner. The book is intended to motivate the readers in getting a clear grasp of the basic concepts of the subject and its possible applications. The book can be used as a text for the study of the topics of fuzzy set theory, fuzzy logic and their possible applications.

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Kavita S. Oza

Kavita S. Oza has been working in machine learning applications for over a decade and is a life member of the Computer Society of India.

R.K. Kamat

Rajanish K. Kamat is Vice Chancellor of Dr Homi Bhabha State University, Mumbai, India.

Designed for self-study, this book follows a logical progression from basic concepts to more advanced topics. It can serve as an introduction to programming and introductory R for beginners with no previous experience, or as a self-study guide for those with some programming background. The book is also ideal for gaining practical, real-world programming skills that can be applied to data analysis using R.

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9788130913858	Cyber Crimes: A Primer on Internet Threats and Email Abuses G. Ram Kumar	PB	2010	₹195.00
9788130902326	Handbook of Security, Cryptography and Digital Signature S. M. Bhaskar & P. Ramachandran	PB	2006	₹195.00
9788130928210	Strategic Planning in Information Technology, 2nd Edn Dinkar	PB	2015	₹995.00



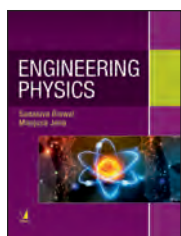
ISBN 9789387692992
224pp Hardback 2018
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₹795.00

Application of Soft Computing Techniques in Civil Engineering

S. M. Yadav

S. M. Yadav is presently working as Professor and Head of Civil Engineering Department, Sardar Vallabhbhai National Institute of Technology, Surat, Gujarat, India. He graduated in the year 1987 from B.V.M. Engineering College Vallabh Vidyanagar. He joined S.V. Regional College of Engineering and Technology (SVRCET), Surat in the year 1989. He did his master's in Water Resources Engineering from S.V.R College of Engineering and Technology in the year 1991. He did his Ph.D. (Civil) from Sardar Vallabhbhai National Institute of Technology (SVNIT), Surat. He has a teaching experience of 28 years.

This is a reference book which explains the different methods of soft computing used in civil engineering in the Indian context. Soft computing techniques are applied to a huge quantity of problems spread in several areas of science. In contrast to conventional computing techniques which rely on exact solutions, soft computing aims at exploiting given tolerance of imprecision, the trivial and uncertain nature of the problem to yield an approximate solution to a problem in quick time.



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₹995.00

Engineering Physics

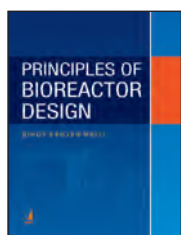
Sadasiva Biswal

Dr. Sadasiva Biswal, M.Sc., Ph.D. is retired principal and former Professor of Physics, Suddhananda Engineering & Research Centre, Bhubaneswar, India. He has 33 years of teaching experience and has produced 9 Ph.Ds, published 68 papers, written 20 books and penned more than 200 articles.

Manjusa Jena

Dr. Manjusa Jena, M.Sc. M.Ed, M.Phil, Ph.D. teaches in College of Basic Science and Humanities, Orissa University of Agriculture and Technology, Bhubaneswar, India.

This book covers the applied physics course for engineering students in technical universities and colleges. Divided into two parts, it presents the topics elaborately with plenty of illustrations. The lucid and accessible language makes the book student friendly. The clarity of mathematical expressions and deductions is another important feature. To aid understanding, a number of problems with solution are given at the end of each chapter.



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606pp Hardback 2018
172 × 242 mm
₹1595.00

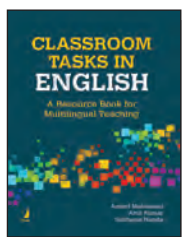
Principles of Bioreactor Design

Binoy Ranjan Maiti

Binoy Ranjan Maiti graduated from Calcutta University (B.Tech., 1963), obtained M.Tech. (1968) and Ph.D. (1974) in chemical engineering from IIT, Kharagpur, India. He joined the department of chemical engineering in IIT Kharagpur in 1968 and taught bioreactor design, biochemical engineering, bio-separation, modeling and simulation of bioreactors in the department.

The book deals with some basic aspects of reactor design for both chemical and biochemical systems. The first three chapters introduce the kinetics of chemical reaction engineering, the mechanistic model of catalytic gas-solid reactions and the residence time distribution for non-ideal reactors. These concepts are extended to biochemical reactor design. Characteristic features of enzyme kinetics both in free and immobilized state and microbial rate processes are covered in successive chapters. Advanced topics such as reactor dynamics, transport phenomena and membrane bioreactors have been incorporated wherever appropriate. The theoretical explanation is supported by solved and unsolved numerical problems.

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₹795.00

Classroom Tasks in English

A Resource Book for Multilingual Teaching

Anand Mahanand

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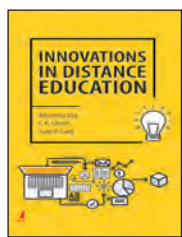
Amit Kumar

Amit Kumar is an Assistant Professor of English at Gandhi Institute of Technology and Management (GITAM) (deemed-to-be-university), Hyderabad. He completed his Ph.D. and M.Phil. from English and Foreign Languages University (EFLU), Hyderabad, India.

Subhasis Nanda

Subhasis Nanda, M.A., B.Ed. (English), PGDTE, M.Phil. (ELE) and received his award of Ph.D. in English Language Education to the English and Foreign Languages University (EFLU), Hyderabad, India.

The constitution of an Indian classroom is composite and largely multilingual. Linguists have keenly advocated using the multilingual approach in the second language classroom. Though teachers are to adopt different and innovative approaches to teach English, they lack suitable materials and methods. They look for examples and models to follow. Keeping this need in mind, this book contains lessons which are tried out in various contexts and found to be effective. This is a first-of-its-kind effort to put together multilingual tasks in a single collection. These lessons will serve as samples for the teachers. Following these they can prepare similar materials and use them. The strength of this book is that the materials and tasks used have been trialled in different contexts across India and found to be effective.



ISBN 9789389662931
280pp Hardback 2020
153 × 229 mm
₹995.00

Innovations in Distance Education

Moumita Das

Moumita Das is Assistant Director at the National Centre for Innovations in Distance Education, Indira Gandhi National Open University, New Delhi.

C.K. Ghosh

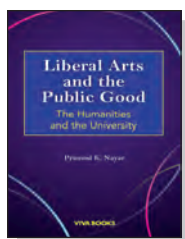
C.K. Ghosh retired from his services at the Indira Gandhi National Open University, New Delhi, after serving it for more than 27 years.

Suresh Garg

Suresh Garg is Vice Chancellor, Usha Martin University, Ranchi. He has been professor of Physics (and Director, School of Sciences, Pro-Vice Chancellor and Vice Chancellor I/C), Indira Gandhi National Open University, New Delhi.

This book shares innovative ideas and initiatives with the higher education fraternity in general and Open and Distance Learning practitioners in particular to further the cause of excellence through the integration of these ideas into their future curriculum design and development, research and practice. This work will reignite the debate on innovations in imparting instruction at a distance to tertiary students and provide new insights to all those involved in planning and administration of education.

It is universally accepted that challenges posed by issues of quality, access and cost need innovative solutions for learner support. This book presents some recent innovations introduced by Indian as well as foreign universities offering education at a distance. These conform to quality assurance benchmarks laid down by statutory bodies in the respective countries. This book will serve as a ready reckoner for a wide variety of readers, and help them in creating an innovative, prosperous and educated India.



ISBN 9789395654555
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Liberal Arts and the Public Good

The Humanities and the University

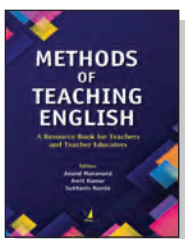
NEW

Pramod K. Nayar

Pramod K. Nayar holds the UNESCO Chair in Vulnerability Studies at the University of Hyderabad, where he teaches in the Department of English. He is a Fellow of the Royal Historical Society and the English Association, and a member of the Advisory Board of the Sahitya Akademi. His books from Viva include *An Introduction to Cultural Studies* (2008) and *From Text to Theory* (2017). His most recent books include *Nuclear Cultures* (2023), *Life/Writing* (2023), *Alzheimer's Disease Memoirs* (2022), *The Human Rights Graphic Novel* (2021), *Essays in Celebrity Culture* (2021), *Indian Travel Writing in the Age of Empire* (2020), *Ecoprecarity* (2019), besides the edited collections, *From Discovery to the Civilisational Mission: English Writings on India* (6 Volumes, 2022) and *Colonial Education and India 1781-1945* (5 Volumes, 2019). His essays have appeared in journals such as *Modern Fiction Studies*, *Ariel*, *Studies in Travel Writing*, *Prose Studies*, *Celebrity Studies*, *Postcolonial Studies*, *Journal for Early Modern Cultural Studies*, and also in anthologies on posthumanism, celebrity culture, environmental humanities.

The essays in this collection bring to the interested reader concerns that the Humanities as a discipline have addressed for some time now: atrocities and human rights, cultural memory, difference and dissent, climate crisis, the space of the university and the state of the disciplines within, and the transformation of the public university system itself through policies and pressures of different kinds.

Written in response to immediate contexts, these reflections on higher education and the liberal arts, particularly the role of the literary – its 'sanitization', its connection with dissent and freedom and the ways in which the humanities deals with critical concerns such as climate change – address the public through the frames of humanistic understanding, in the language of public debate.



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Methods of Teaching English

A Resource Book for Teachers and Teacher Educators

NEW

Anand Mahanand

Anand Mahanand is Professor and Head, Department of Materials Development, English and Foreign Languages University (EFLU), Hyderabad. He is interested in literature and language teaching.

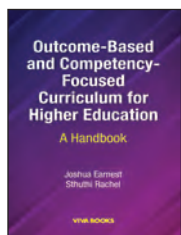
Amit Kumar

Amit Kumar is an Assistant Professor of English at Gandhi Institute of Technology and Management (GITAM) (deemed-to-be-university), Hyderabad. He completed his Ph.D. and M.Phil. from English and Foreign Languages University (EFLU), Hyderabad.

Subhasis Nanda

Subhasis Nanda, M.A., B.Ed. (English), PGDTE, M.Phil. (ELE) and received his award of Ph.D. in English Language Education to the English and Foreign Languages University (EFLU), Hyderabad, India.

The book addresses key needs of teacher trainees and educators according to the guidelines proposed in National Education Policy 2020. It provides a general idea about the status of English in India with its origin and present functions. It also elaborates the approaches and methods of teaching English. Also included here is the right practical guidance for teaching different language skills and aspects of language. The book has been prepared keeping in mind the education syllabi of major universities. Another important feature of this book is that it has components that will prepare learners for research.



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290pp Paperback 2024
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Outcome-Based and Competency-Focused Curriculum for Higher Education

A Handbook

NEW

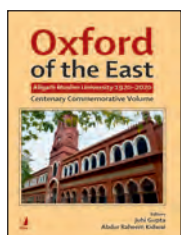
Joshua Earnest

Joshua Earnest was at the National Institute of Technical Teachers Training and Research NITTR, Bhopal for more than 36 years, teaching and training the academia in the area of OBE and wind power technology. He is the author of several books, the most recent and popular one is the *Outcome-Based Curriculum in Engineering Education* by PHI Learning, New Delhi. He is also the author of 'Outcome-based Curriculum' and 'Assessment' MOOC modules offered on SWAYAM platform. Presently, he is a popular OBE consultant to various universities and HEIs. Several of his published works are available online and on the YouTube as well.

Sthuthi Rachel

Sthuthi Rachel is an assistant professor and has been teaching UG students for over a decade. Although her specialization is in very-large-scale integration VLSI design, her passion for teaching has spurred her to undertake experiments in OBE which has become the need of the hour for all universities and HEIs. To improve the teaching-learning T-L transactions, she has undertaken several experiments related to the OBE and has several papers published for the benefit of the academia.

The rich experience of the authors in OBE makes this unique book quite valuable, as it is the only one of its kind in India. It is replete with examples demystifying some of the grossly misunderstood OBE concepts. A dash of figures, exhibits, highlighted boxes and exercises weaved into the lucidly written chapters help every student, teacher and examiner to implement OBC successfully. Possessing a personal copy of this book serves as a ready-reckoner to all stakeholders of the OBC.



ISBN 9789390054237
356pp Hardback 2021
153 × 229 mm
₹1795.00

Oxford of the East

Aligarh Muslim University 1920–2020

Centenary Commemorative Volume

Juhi Gupta

Juhi Gupta is Assistant Professor at the Centre for Women's Studies, Aligarh Muslim University, Aligarh. She completed her Ph.D. from Jamia Millia Islamia on the influence of fatwas and feminist consciousness among Muslim women. Her areas of specialization are issues of gender, women and other marginalized communities.

Abdur Raheem Kidwai

Abdur Raheem Kidwai retired as Professor of English and Director at the UGC Human Resource Development Centre and K.A. Nizami Centre for Quranic Studies, Aligarh Muslim University, Aligarh. He has two Ph.Ds to his credit in English: one from Aligarh Muslim University and the other on Lord Byron's Orientalism from the University of Leicester, UK. He is also the Visiting Fellow at the School of English, University of Leicester, UK.

Oxford of the East: Aligarh Muslim University (1920–2020) Centenary Commemorative Volume consists of 17 articles by scholars from the USA, UK, Portugal, Canada and India. The volume brings into sharper light the evolution, history and accomplishments of this great seat of learning. Established initially as Madarsatul Uloom in 1875 by the visionary educationist Sir Syed Ahmad Khan (1817–1898), it grew into the Muhammadan Anglo-Oriental College in 1877 and was elevated as the Aligarh Muslim University (AMU) in 1920. The AMU has been consistently ranked in the last decade among the top universities in the country. It has imparted life skills and the highest academic degrees to generations of underprivileged students and thus achieved the remarkable feat of social engineering. Also, it has all along been an outstanding identity marker of the Indian Muslims who have been engaged in nation building in their own ways, from President and Vice-Presidents of India to FNAs, Padma and Sahitya awardees, public figures, legal and literary luminaries, sportspersons and artists.

VIVA BOOKS

EDUCATION

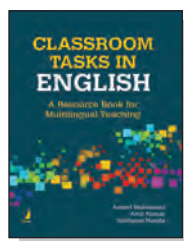
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ENGLISH



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Classroom Tasks in English

A Resource Book for Multilingual Teaching

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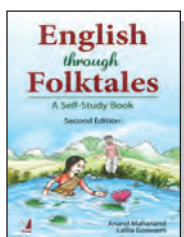
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English through Folktales, 2nd Edn

A Self-Study Book

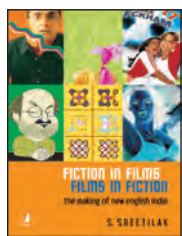
Anand Mahanand

Anand Mahanand is Professor and Head, Department of Materials Development, English and Foreign Languages University (EFLU), Hyderabad. He is interested in literature and language teaching.

Lalita Goswami

Lalita Goswami has Master's Degrees in English, Education and Philosophy. She has taught in schools and colleges in different states of India for a number of years. She writes and translates books for young learners.

Sixteen selected folktales, both heard and unheard, have been used in this book to give practice in the four basic language skills - listening, speaking, reading and writing. Fit for use as a supplementary reader or self-study book



ISBN 9788130904016
144pp Paperback 2015
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Fiction in Films, Films in Fiction

The Making of New English India

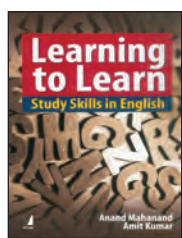
S. Sreetilak

S. Sreetilak completed his Master's in English from the Central Institute of English and Foreign Languages, Hyderabad, India and M.Phil. in English from the University of Hyderabad. His interests include literature, films, and the making of educational books in India. He is an Executive Vice President - Publishing & Learning with Viva Books, New Delhi, India.

Whether English is really an Indian language or not may be difficult to answer. But English in India is surely a distinct and fast-expanding culture. In this first-ever book on Indian English film, Sreetilak draws a colourful and accurate picture of the social life of English in India, showing the significant ways films and fiction in Indian English correspond to each other and respond together to the emergent new English India. The urban ambience and modern ethos that films and fiction in Indian English share correspond to the life in new English India. He argues that as post-industrial societies will depend more on alternative forms of capital and power English will prove infinitely handy for India to deal in commodities of culture.

"... A remarkable study of contemporary culture and Indianness."

— Partik Ghosh, Hindustan Times



ISBN 9788130932439
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₹495.00

Learning to Learn

Study Skills in English

Anand Mahanand

Anand Mahanand is Professor, Department of Materials Development, English and Foreign Languages University (EFLU), Hyderabad. He is interested in literature and language teaching. He has conducted and supervised numerous research projects in the field of multilingual education.

Amit Kumar

Amit Kumar is an Assistant Professor of English at Gandhi Institute of Technology and Management (GITAM) (deemed-to-be-university), Hyderabad. He completed his Ph.D. and M.Phil. from English and Foreign Languages University (EFLU), Hyderabad.

Resulting from the authors' long experience in teaching and research, *Learning to Learn* helps learners at the undergraduate and postgraduate level acquire certain common and important study skills of independent learners. These include: Information Transfer • Reference Skills • Note-making • Summarizing • Dictionary Skills • Examination Skills • Literary Appreciation • Rules of Punctuation



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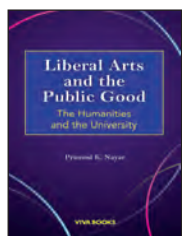
Let's Play English

Activities for Language Teaching

Braj Mohan

Braj Mohan is a Ph.D. in English (Linguistics and Phonetics) from the English and Foreign Languages University, Lucknow Campus. He has over ten years of experience in teaching English and teacher training.

Let's Play English is a collection of activities and language games for the students of the English language. This self-help book guides the reader step-by-step in creating task-based activities for English language teaching. Presented in lucid language and an easy-to-understand style, the activities given in this book will boost the teacher's creativity and make teaching/learning enjoyable. Proper gradation of the material and systematic and clear instructions and comments make this book extremely helpful for all teachers of the English language.



ISBN 9789395654555
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Liberal Arts and the Public Good

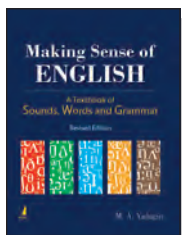
The Humanities and the University

NEW

Pramod K. Nayar

Pramod K. Nayar holds the UNESCO Chair in Vulnerability Studies at the University of Hyderabad, where he teaches in the Department of English. He is a Fellow of the Royal Historical Society and the English Association, and a member of the Advisory Board of the Sahitya Akademi. His books from Viva include *An Introduction to Cultural Studies* (2008) and *From Text to Theory* (2017). His most recent books include *Nuclear Cultures* (2023), *Life/Writing* (2023), *Alzheimer's Disease Memoirs* (2022), *The Human Rights Graphic Novel* (2021), *Essays in Celebrity Culture* (2021), *Indian Travel Writing in the Age of Empire* (2020), *Ecoprecarity* (2019), besides the edited collections, *From Discovery to the Civilisational Mission: English Writings on India* (6 Volumes, 2022) and *Colonial Education and India 1781-1945* (5 Volumes, 2019). His essays have appeared in journals such as *Modern Fiction Studies*, *Ariel*, *Studies in Travel Writing*, *Prose Studies*, *Celebrity Studies*, *Postcolonial Studies*, *Journal for Early Modern Cultural Studies*, and also in anthologies on posthumanism, celebrity culture, environmental humanities.

The essays in this collection bring to the interested reader concerns that the Humanities as a discipline have addressed for some time now: atrocities and human rights, cultural memory, difference and dissent, climate crisis, the space of the university and the state of the disciplines within, and the transformation of the public university system itself through policies and pressures of different kinds.



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185 × 242 mm
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Making Sense of English

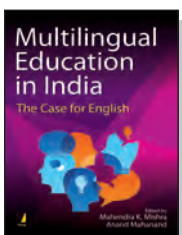
A Textbook of Sounds, Words and Grammar

Revised Edn

M. A. Yadugiri

M. A. Yadugiri, formerly Professor of English, Bangalore University, has a Ph.D. in linguistics-stylistics from the Indian Institute of Science, Bangalore, India. She has taught courses on general linguistics and the structure of English, modern English structure and usage, modern linguistics, and stylistics in the postgraduate department of Bangalore University. As Longman Fellow in the English Language, she has taught and researched at the University of London.

Making Sense of English is a textbook designed to help students and teachers of English learn about the English language, its sounds, words and grammar. It deals with all the major topics in the syllabuses of the courses on English language for B.A. and M.A. English and teacher development and training programmes. It introduces and describes with plenty of examples the important phonological, lexical and grammatical features of English.



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316pp Hardback
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172 × 242 mm
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Multilingual Education in India

The Case for English

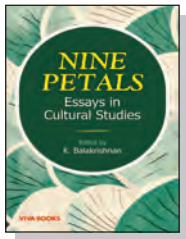
Anand Mahanand

Mahendra K. Mishra

Dr. Mishra is the founder trustee and member secretary of the Folklore Foundation in Bhubaneswar and Editor-in-Chief of *Lokaratna*, the e-journal of this foundation published as part of the World Oral Literature Project in (DSpace), Cambridge University.

The arguments of this book convincingly prove that English has been a tool of empowerment and a driver of social and economic mobility. The contributors demonstrate that local languages and cultures can be revived by integrating them into English language education. Compensating the lack of organized ideas on multilingual education, this book aims to introduce a trendsetting change in the Indian perspective on education. It will be a source of direction for teachers, teacher trainers, policymakers, and those with an interest in education and sociolinguistics.

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9788130929361	The Pronunciation of English: Principles and Practice (With CD) M. A Yadugiri	PB	2018	₹695.00
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9789388653916	Writing Skills Abdur Raheem Kidwai & Sherin Shervani (Reprinted)	HB	2023	₹695.00



ISBN 9788119894963
344pp Hardback 2024
153 × 229 mm
₹1295.00

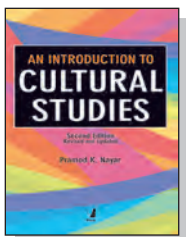
Nine Petals Essays in Cultural Studies

NEW

K. Balakrishnan

Dr. Balakrishnan Kalamullathil (M.A. English, M.A. Linguistics, M.A. Politics, PG Diploma in Translation, M.Phil. and Ph.D.) was a teacher at the Department of English (PG) of NSS Colleges, Ottappalam and Manjeri (1992–2016). He was on the Board of Studies and Faculty of Language and Literature of the University of Calicut. Since his retirement in 2016, he has been serving at the PG and Research Department of English of Amrita Vishwa Vidyapeetham, Kochi Campus, Kerala as Professor and Research Guide. He was also the Chairperson of BoS in English for two terms.

This book is a volume of essays which cover a wide array of topics such as language, art and aesthetics, nationalism, colonialism, womanhood, body, color, environmental and moral issues, politics of narrative, obesity, gender, sexuality, performativity, human rights, canon subversion, technoculture, cultural translation, the centre–periphery dichotomy, the native perceptions of Greek and Islamic culture, Indian polyphony, Indian aesthetics, the travails of Konkani language and culture, the refugee crisis, early Indian novel, femme fatales and superheroes, the psychology of objects, identity and cultural resistance to mention only the most obvious ones. The essays have been grouped under the following nine sections as topical subheads: Translation and Cultural Studies, Language and Aesthetics, Vaicitra, Human Rights and Performativity, Where the Body “Matters”, (Post)Colonialism and Nationalism, Travels and Travails, Scriptotherapy, and Aano Bhadra....



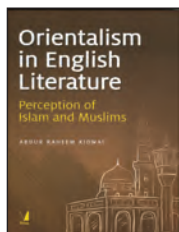
ISBN 9788130933986
252pp Paperback
Reprinted 2020
140 × 216 mm
₹595.00

An Introduction to Cultural Studies 2nd Edn, Revised and Updated

Pramod K. Nayar

Pramod K. Nayar holds the UNESCO Chair in Vulnerability Studies at the University of Hyderabad, where he teaches in the Department of English. He is a Fellow of the Royal Historical Society and the English Association, and a member of the Advisory Board of the Sahitya Akademi.

The first of its two parts discusses the contexts in which Cultural Studies evolved, and outlines the major theories it draws on – structuralism, poststructuralism, deconstruction, Marxism, postmodernism, feminism, queer theory and postcolonial theory. The second part of the book applies the methods of Cultural Studies to familiar aspects of everyday life, and contains a set of case studies in the cultures of shopping, memory and impression management.



ISBN 9788130926926
304pp Hardback
Reprinted 2020
153 × 229 mm
₹1395.00

Orientalism in English Literature

Perception of Islam and Muslims

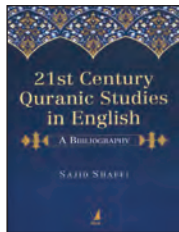
Abdur Raheem Kidwai

Abdur Raheem Kidwai retired as Professor of English and Director at the UGC Human Resource Development Centre and K.A. Nizami Centre for Quranic Studies, Aligarh Muslim University, Aligarh. He has two Ph.Ds to his credit in English: one from Aligarh Muslim University and the other on Lord Byron's Orientalism from the University of Leicester, UK. He is also the Visiting Fellow at the School of English, University of Leicester, UK.

This book is a study on Literary Orientalism that inspects and discusses the image of Muslims and Islam in English Literature through history. It identifies and examines the imperialistic as well as the positive pluralistic perspectives of Islam by the Western world. In his several articles and notes, Abdur Raheem Kidwai has studied perspectives from the age of Southey and Byron to the contemporary writings of Balwant Gargi and Qaisra Shahraz. Literary Orientalism, covering the tropes of Imagology, representation and cross-cultural encounter, stands for the depiction of Islam and Muslims in English literary texts down the ages.

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9788130912080	The Apple of Discord: Ten Tortured Marriages Stewart Justman	HB	2009	₹695.00
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9788130910192	Shakespeare's Intellectual Background Bhim S. Dahiya	HB	2020	₹1095.00
9788130924885	Women in Shakespeare: A Post-Feminist Review Bhim S. Dahiya (Reprinted)	HB	2017	₹995.00



ISBN 9789387486355
248pp Paperback 2018
153 × 229 mm
₹795.00

21st Century Quranic Studies in English

A Bibliography

Sajid Shaffi

Sajid Shaffi pursued his Master's degree at the Department of Islamic Studies, Aligarh Muslim University. Currently, he is pursuing his Ph.D. at the same department on the topic 'Orientalists' English Translations of the Qur'an with Special Reference to Alan Jones' (2007). He is also Assistant Convener, Quranic Studies Forum, K.A.N Centre for Quranic Studies, Aligarh Muslim University, Aligarh.

Contents: Part-I: English Translations of the Quran • Part-II: Books on the Quran • Introducing the Quran • Art of the Translation • Interpreting the Quran • Quranic Themes • Comparative Religions/Scriptures • Contemporary Issues • Miscellaneous • Part-III: Articles on the Quran • Theology/Metaphysics • The Quran and Prophet Muhammad (pbuh) • History of the Collection and Codex of the Quran • Art of the Quran Recitation • The Quran Translations and Translators • Interpreting the Quran • Medieval Interpretations • Modern Interpretations • Quranic Vocabulary • Quranic Arabic/Language and Literature • Law in the Quranic Context • Sufism in the Quranic Context • Comparative Religions/Scriptures in the Quranic Context • Christianity • Judaism • Others • Art and Architecture in the Quranic Context • Science in the Quranic Context • Contemporary Issues in the Quranic Context • Current Issues and the Quran • Feminism and Related Issues • Other Related Issues • Orientalist Polemics and Muslim Responses • General Articles on the Quran • Part-IV: Book Reviews on the Quranic Studies • Part-V: Theses on the Quran • Ph.D. Theses/Dissertation • Master's Dissertations • Reference Works on the Quran • List of Selected Journals • Author Index



ISBN 9789388653244
144pp Paperback 2019
153 × 229 mm
₹695.00

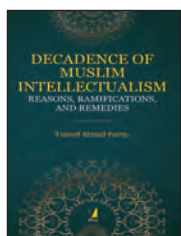
Academic Research on the Quran

A Critical Bibliography

Sajid Shaffi

Sajid Shaffi pursued his Master's degree at the Department of Islamic Studies, Aligarh Muslim University. Currently, he is pursuing his Ph.D. at the same department on the topic 'Orientalists' English Translations of the Qur'an with Special Reference to Alan Jones' (2007). He is also Assistant Convener, Quranic Studies Forum, K.A.N Centre for Quranic Studies, Aligarh Muslim University, Aligarh.

Academic Research on the Quran: A Critical Bibliography is a bibliographical study of doctoral and Master's theses on the Qur'an in English with a synoptic view of these theses. The bibliography is specified under various sub-headings: Commentaries and Commentators of the Qur'an, Issues of the Qur'an Translatability, Contemporary Issues in the Qur'an, Comparative Religions/Scriptures and the Qur'an, Knowledge, Education and Ethics in the Qur'an, Western Scholarship and the Qur'an, The Qur'an in the Digital World, etc.



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224pp Hardback 2021
153 × 229 mm
₹995.00

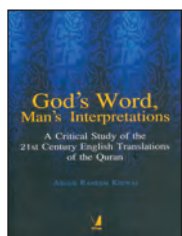
Decadence of Muslim Intellectualism

Reasons, Ramifications, and Remedies

Tauseef Ahmad Parray

Tauseef Ahmad Parray is presently working as Assistant Professor, Islamic Studies, in Higher Education Department, Jammu & Kashmir. He holds masters, Ph.D., and postdoctorate degrees in Islamic Studies from the University of Kashmir, Srinagar (2006-08), Aligarh Muslim University (2014), and Iqbal International Institute for Research & Dialogue (IRD), International Islamic University, Islamabad (2015), respectively.

The major theme of this work is to provide a succinct overview of the concept of Knowledge in the Qur'anic perspective, the rise of "Muslim intellectualism"—(7th-13th century CE), reasons and ramifications of its fall (decadence)—from 13th century CE onwards—and to provide some (possible) remedies to overcome this "decadence" and "deficit" in the present scenario. This work is a modest endeavor to find answers to these nagging and niggling questions about the intellectual history of Muslims: what were the reasons that led to the fall of Muslim intellectual legacy, of "Muslim intellectualism"?; how Muslims can rise again from this "slumber" to make their presence on the "intellectual map" of the 21st century global world?



ISBN 9789387486294
196pp Paperback 2018
153 × 229 mm
₹695.00

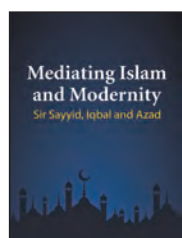
God's Word, Man's Interpretations

A Critical Study of the 21st Century English Translations of the Quran

Abdur Raheem Kidwai

Abdur Raheem Kidwai retired as Professor of English and Director at the UGC Human Resource Development Centre and K.A. Nizami Centre for Quranic Studies, Aligarh Muslim University, Aligarh. He has two Ph.Ds to his credit in English: one from Aligarh Muslim University and the other on Lord Byron's Orientalism from the University of Leicester, UK. He is also the Visiting Fellow at the School of English, University of Leicester, UK.

This assessment of the Quranic scholarship adumbrates several issues: translatability of the Word of God, translators' ideological presuppositions and intrusions, the need and relevance of the English translation and the growing trends and changes in the field to which both Muslim and non-Muslim scholars alike have vigorously contributed.



ISBN 9789388653534
184pp Hardback 2019
153 × 229 mm
₹795.00

Mediating Islam and Modernity

Sir Sayyid, Iqbal and Azad

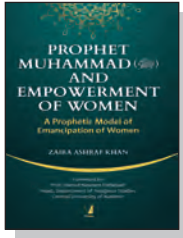
Tauseef Ahmad Parray

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An effort in mediating Islam and modernity, and reconciling traditionalism with modernism, this book—building on, and blending, the scholarship of past and present—brings together some major themes and issues of diverse nature (from educational and religious to political and contemporary issues) as propounded and promoted by Sir Sayyid Ahmad Khan, Muhammad Iqbal, and Abul Kalam Azad—the three pioneering and prominent South Asian modernist/reformist thinkers—within the broader context, and reveals their contemporary relevance.

"A lucid and detailed study of three of the most celebrated Muslim intellectuals of modern India, this book casts a new light on their engagement with the idea of modernity".

— Faisal Devji (Professor of Indian History, University of Oxford)



ISBN 9789393329141
124pp Paperback 2022
153 × 229 mm
₹595.00

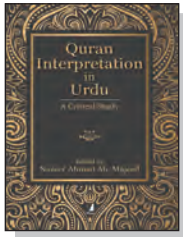
Prophet Muhammad (ﷺ) and Empowerment of Women

A Prophetic Model of Emancipation of Women

Dr. Zaira Ashraf Khan

Zaira Ashraf Khan was born and raised in Srinagar, Kashmir and completed her bachelors in Business Administration from University of Kashmir. Her interest in Islamic Studies landed her in the Shah-i-Hamadan Institute of Islamic Studies to pursue her Master's in the discipline. She completed her Ph.D. from the parent department in the year 2020 and is currently serving the Higher Education Department Jammu and Kashmir as an Assistant Professor in the Discipline of Islamic Studies.

Prophet Muhammad (ﷺ) and Empowerment of Women is a subject of research on the women empowerment movement started in the 6th century in the Arabian Peninsula by Messenger of Almighty Allah, Muhammad (ﷺ). This book presents a comparative study of the two movements (launched in East and West), aimed at the common goal of emancipating women and granting them the rights towards leading a dignified life. It also analyses the various theories of feminist movement and evaluates the claims and criticism of feminist theorists on the religion of Islam with regards to place of women in the Islamic religious texts.



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268pp Paperback
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153 × 229 mm
₹795.00

Quran Interpretation in Urdu

A Critical Study

Nazeer Ahmad Ab. Majeed

Nazeer Ahmad Ab. Majeed is Assistant Professor at K. A. Nizami Centre for Quranic Studies, Aligarh Muslim University, Aligarh.

Written in association with K. A. Nizami Center for Quranic Studies, Aligarh Muslim University, Aligarh, India, this edited volume brings into light the robust tradition of *tafsir* in Urdu, which is next only to Arabic and Persian in both quality and quantity. Scores of *tafasir* in Urdu written in the last two hundred years, including the influential ones by Ashraf Ali Thanwi, Abul Kalam Azad, Abdul Majid Daryabadi, and Abul Ala Mawdudi have addressed, in their own varied ways, the challenges posed by Westernization, modernity and pluralism.



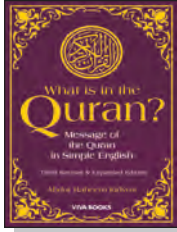
ISBN 9789389662795
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153 × 224 mm
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Recent Trends in Qur'anic Scholarship

Tauseef Ahmad Parray

Tauseef Ahmad Parray is presently working as Assistant Professor, Islamic Studies, in Higher Education Department, Jammu & Kashmir. He holds masters, Ph.D., and postdoctorate degrees in Islamic Studies from the University of Kashmir, Srinagar (2006-08), Aligarh Muslim University (2014), and Iqbal International Institute for Research & Dialogue (IRD), International Islamic University, Islamabad (2015), respectively.

'Qur'anic Studies' (*al-Dirasat al-Qur'aniyya*) is a remarkable and noteworthy academic sub-genre in the area of Islamic studies to which Muslims and non-Muslims have contributed extensively. Qur'anic scholarship has seen a rapid and broad-ranging development, especially in the present century, as it is seen as a vibrant and multidimensional scholarly pursuit to which scholars have introduced a multiplicity of approaches. Keeping in view the academic study of the Qur'an in its present scenario, it is not an exaggeration to claim that the Qur'anic studies have emerged as a vibrant field of research globally. The present work will prove valuable and appealing to the students, general readers and the specialists alike. It seeks to explore the relevance of the teachings of the noble Qur'an to the readers of the 21st century.



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438pp Hardback 2023
159 × 242 mm
₹1595.00

What is in the Quran?

Message of the Quran in Simple English
Third Revised & Expanded Edn

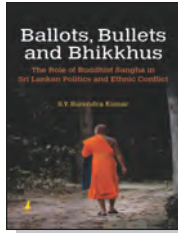
NEW

Abdur Raheem Kidwai

Abdur Raheem Kidwai retired as Professor of English and Director at the UGC Human Resource Development Centre and K.A. Nizami Centre for Quranic Studies, Aligarh Muslim University, Aligarh. He has two Ph.Ds to his credit in English: one from Aligarh Muslim University and the other on Lord Byron's Orientalism from the University of Leicester, UK. He is also the Visiting Fellow at the School of English, University of Leicester, UK.

What is in the Quran? Message of the Quran in Simple English presents the meaning and message of the entire Quran in clear, easy-to-understand English. Apart from the translation of the Quranic text into simple English, it also contains brief explanatory notes for those new to the Quran and Islam, which help in following better the contents of the Quran. This third revised and expanded edition carries more than 400 explanatory notes, including 200 new ones, which elucidate things Quranic. This work introduces to readers the Quranic worldview, particularly, its position on such current issues as gender parity, peaceful coexistence, pluralism, social relationships with family and friends, and reaching out to the underprivileged. This work stands apart from those generally available English translations of the Quran which, being too literal or sectarian, hinder readers from understanding the Quran, the most widely read book in the world. It has all along been the book of guidance and law for billions of people and stands out as a literary masterpiece par excellence in Arabic, which has set the hallmarks of the Arabic language and literature. The extensive subject index in this book will help readers locate easily what the Quran says, as for example, on women, social relations, peaceful coexistence, morals and manners, death and the afterlife, messengers of God, Islamic beliefs and practices, religious duties, charity, forgiveness, and the concept and attributes of God in Islam.

ISBN	Title/Author	Bind	Year	Price
9788130924151	Adi Shakti: The Mother Goddess D. Jagannatha Rao	PB	2015	₹995.00
9789388653978	The Contributions of Abdur Raheem Kidwai to Qur'anic Studies Abdul Kader Choughley (Reprinted)	PB	2020	₹695.00
9788130919874	Essence of Hindu Religion and Philosophy D. Jagannatha Rao (Reprinted)	PB	2017	₹795.00
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9788130905297	Prapanch Kanya: Indian Philosophy in the Second Millennium Ritu Kamal & Gopal Kamal	PB	2008	₹595.00



ISBN 9789387925090
296pp Hardback 2018
153 × 229 mm
₹995.00

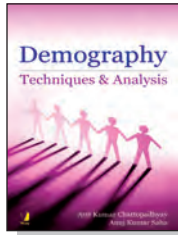
Ballots, Bullets and Bhikkhus

The Role of Buddhist Sangha in Sri Lankan Politics and Ethnic Conflict

S. Y. Surendra Kumar

Dr. S. Y. Surendra Kumar is Assistant Professor at the Department of Political Science, Bangalore University, Bengaluru. He holds M.Phil. and Ph.D. degrees in South Asian Studies, School of International Studies, Jawaharlal Nehru University (JNU), New Delhi. He is a recipient of The Mahbub ul Haq Research Award and has published widely both nationally and internationally on issues related to Sri Lankan politics, ethnic conflict and foreign policy.

The book makes an attempt to analyse the Buddhist Sangha's role in Sri Lankan politics and ethnic conflict. The Sangha's role and growth before 1983 is also discussed in detail, as it laid the foundation for the Sangha to emerge as a potent force in Sri Lanka's politics and played a vital role in the culmination of the ethnic conflict. In March 2018, the Sri Lankan government imposed the state of emergency and blocked the social media platforms to curb the violence against the Muslims in Kandy district. The society was afflicted with a protracted conflict and the Sangha itself contributed to the emergence of Sinhalese Buddhist nationalism, generating and legitimising intolerance, hatred and violence



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Demography

Techniques & Analysis

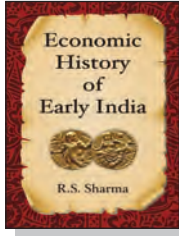
Asis Kumar Chattopadhyay

Asis Kumar Chattopadhyay is a Professor in the Department of Statistics, Calcutta University. He completed his M.Sc. and Ph.D. in Statistics from Calcutta University. He has been serving the Department of Statistics, Calcutta University, for the last 23 years. Here, he is involved in teaching and research. He had served Population Studies Unit, Indian Statistical Institute, for a year.

Anuj Kumar Saha

Professor Anuj Kumar Saha has done M.Sc. in Statistics from Rajshahi University, now Bangladesh, M.P.S. (Master of Population Studies) and Ph.D. in Population Studies from International Institute for Population Sciences (IIPS), Deonar, Mumbai, India. He served Indian Statistical Institute (ISI), Kolkata for many years.

The book covers most of the recent and advanced techniques for estimating demographic parameters for populations with limited and defective data. Direct and indirect estimation techniques to analyse data and estimates are compared, accompanied by illustrative figures. Consisting of nine chapters, the book starts with the introduction of demography with some fundamental concepts of rates and ratios, concept of stable population, demographic transition, analysis of age distribution by various polynomials along with some usual indices, estimation of mortality parameters and its adjustment by smoothing techniques to get the best possible estimates, and generating life tables based on two independent sets of survival probabilities by Brass Two Parameter Logit Life Tables System, reproductivity, estimation of fertility by Brass-Gompertz Relational Fertility Model, estimation of nuptiality parameters along with an alternative approach different from the recommended one, population projection, migration, and social and occupational mobility that has dealt with some stochastic approaches which will help the readers to understand the necessity for modelling events relating to life under a stochastic set-up as the Markov and semi-Markov models can readily explain many life situations properly.



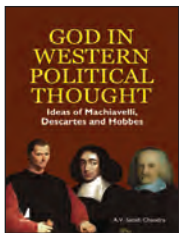
ISBN 9788130910123
192pp Hardback
Reprinted 2020
132 × 216 mm
₹695.00

Economic History of Early India

R. S. Sharma

R. S. Sharma was an eminent historian and scholar. He has taught at Delhi University and the University of Toronto and was a Senior Fellow at the School of Oriental and African Studies, University of London. Dr. Sharma was a University Grants Commission National Fellow and the President of the Indian History Congress.

Economic History of Early India brings together essays written by Dr. R.S. Sharma on the economic history operating in India from the earliest times to c. 1200 AD, and how the same influenced and shaped India's politics and society of the times. Dr. Sharma deals with economic patterns evident during some of the better-known epochs of early India, covering the major dynasties of the subcontinent. The author identifies areas which require further analyses for the scholar, and deals with topics such as the economics of the caste system in Ancient India, and how urbanization first arrived. The book contains eleven chapters which include: material background of the Vedic warfare; seven stages of ancient Indian economy, viz. (i) Harappan, (ii) Rigvedic, (iii) later Vedic, (iv) the period of c. 500–322 BC, (v) Mauryan, (vi) post-Mauryan (200 BC–AD 200) and (vii) Gupta. Also discussed are: modes of production; the north Indian economic life during the Gupta period; economic aspects of the caste system; the early medieval land grants with Rastrakuta examples; problems regarding the peasant protest; usury in early medieval times; different aspects of urbanism in early historic India; and economic trends and prospects in India upto AD 1200.



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God in Western Political Thought

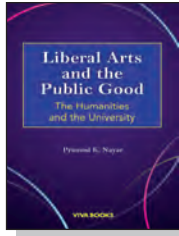
Ideas of Machiavelli, Descartes and Hobbes

NEW

A. V. Satish Chandra

A.V. Satish Chandra, Ph.D., SEFM, is a professor in the Department of Political Science at Osmania University. He did his Ph.D. from Osmania University, Hyderabad, M.Phil from the University of Hyderabad and M.A. from JNU, New Delhi, in political science.

The inspiration for this book is a not-so-well-known essay by the great Alasdair MacIntyre in which he tinkered with the idea that there cannot be any political thought, theory or philosophy which does not take into consideration the idea of God in some sense or the other. No one could be closer to the truth than MacIntyre was. Descartes and Hobbes have been added for another reason. The history of ideas and the history of political thought have been written in the mainstream by emphasizing disjunctions between the ancient and medieval periods of European history. This book is to the point and pithy in its depiction of the role that the concept of God plays in Western political thought. God is often erroneously believed to be absent from the political thought of the post-Renaissance period, which is unfortunately equated with secularism, or the absence of God and religion. The reader of this work will also realize in due course why Descartes and Hobbes also have been chosen.



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Liberal Arts and the Public Good

The Humanities and the University

NEW

Pramod K. Nayar

Pramod K. Nayar holds the UNESCO Chair in Vulnerability Studies at the University of Hyderabad, where he teaches in the Department of English. He is a Fellow of the Royal Historical Society and the English Association, and a member of the Advisory Board of the Sahitya Akademi. His books from Viva include *An Introduction to Cultural Studies* (2008) and *From Text to Theory* (2017). His most recent books include *Nuclear Cultures* (2023), *Life/Writing* (2023), *Alzheimer's Disease Memoirs* (2022), *The Human Rights Graphic Novel* (2021), *Essays in Celebrity Culture* (2021), *Indian Travel Writing in the Age of Empire* (2020), *Ecoprecarity* (2019), besides the edited collections, *From Discovery to the Civilisational Mission: English Writings on India* (6 Volumes, 2022) and *Colonial Education and India 1781-1945* (5 Volumes, 2019). His essays have appeared in journals such as *Modern Fiction Studies*, *Ariel*, *Studies in Travel Writing*, *Prose Studies*, *Celebrity Studies*, *Postcolonial Studies*, *Journal for Early Modern Cultural Studies*, and also in anthologies on posthumanism, celebrity culture, environmental humanities.

The essays in this collection bring to the interested reader concerns that the Humanities as a discipline have addressed for some time now: atrocities and human rights, cultural memory, difference and dissent, climate crisis, the space of the university and the state of the disciplines within, and the transformation of the public university system itself through policies and pressures of different kinds.



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Politics of Identity, Gender and Development

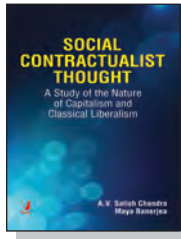
NEW

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This book is a compilation of various papers on the politics of identity, the question of gender, the problems of the LGBTQIA+ community and the politics of development. Do politics of identity and gender and the question of LGBTQIA+ hinder inclusive development and fracture the notion of development? Or do they become the harbingers of inclusive development in a new way and facilitate the development of marginalized sections of society? These are the questions that the book brings out as it debates the merits and demerits of these different arguments. The book enriches the reader by providing different arguments all put together in one volume.

The purpose of bringing out this book is to look at various points of view regarding the politics of identity, gender and development. The book deals with the concept of politics of identity coming up against what was previously the dominant paradigm, which is the politics of development. The book has the best-known academics in the field of political science all contributing their best to one book, which will be a fountain of different and contending ideas.



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Social Contractualist Thought

A Study of the Nature of Capitalism and Classical Liberalism

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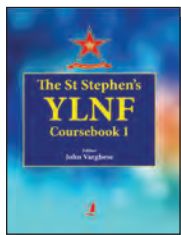
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Maya Banerjee

Maya Banerjee has an M.A. & M. Phil. in Political Science from the University of Hyderabad, and an additional M.A. in Counselling Psychology, with over 30 years' experience of teaching Political Science at the college level. She has been an active researcher for more than three decades. She is also a certified Career Guidance Counselor. Apart from being an academician, she has also been a product training specialist in Google India (Hyderabad) for 5 years before returning to academics.

The Theory of Social Contract is taught as one of the theories about the origin of the State. While this is true, it does not give meaning to the full span of what Social Contractualism accomplished in the Western world. Often, the economic aspects and market dynamics that were espoused by the Social Contractualists tend to be overlooked, thereby presenting a partial and lopsided picture of the true meaning of the Social Contract. The Social Contract has to be linked to the rise of Capitalism in the aftermath of the fading away of feudalism in Europe. Liberalism, especially of the Lockean variety, is intrinsically linked to not just politics but to economics as well. This book explores the deep connections that exist between Capitalism, Liberalism and Individualism, and paints a complete picture of what the Theory of Social Contract is and highlights the contribution of those thinkers who took forward this theory.



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The St Stephen's YLNF Coursebook 1

John Varghese

John Varghese is the thirteenth Principal of St Stephen's College, Delhi. By education he is a teacher and by training a media person having worked as a radio broadcaster and voice trainer for several years. Born in Chennai, Professor Varghese has taught in India and abroad. Before taking charge as Principal, he was with the English and Foreign Languages University (formerly CIEFL), Hyderabad, where he worked in the Department of Media and Communication (formerly Radio and Television). His areas of specialization are Victorian literature, psychoanalysis, English language teaching, and media and communication. He has contributed to over a hundred voice-overs in English and has written articles across the areas of his specialization.

The YLNF (Young Leaders, Neighbourhood-First Fellowship) coursebook is the first in a series offered by the St Stephen's Centre for Advanced Learning. The coursebook will be a point of departure for further discussions and related academic exercises for participants on the Fellowship Programme and for anyone interested in engaging with the realities of applied public policy, international relations, diplomacy and finance. The contributors to this volume are seasoned professionals who bring to bear their knowledge and experience in their respective fields.

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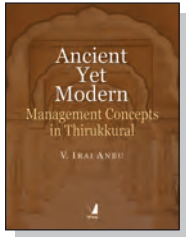
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Ancient Yet Modern

Management Concepts in Thirukkural

V. Irai Anbu

Dr. Venkatachalam Irai Anbu is an IAS officer, writer, columnist, educator and motivator. He has written over 40 books in both Tamil and English so far, which include a short story collection, collection of creative parables, a long poetry, poetry collections and collection of articles for various journals and magazines. He has written hundreds of articles in English and published in leading newspapers, viz., *The Hindu*, *Indian Express* under the title 'Random Thoughts' and 'Thirukural Today'. He has the following degrees: B.Sc. (Agriculture), M.A. (English), M.A. (Labor Management), M.Sc. (Psychology), M.B.A., Hindi (Praveen), Ph.D. (Business Administration) and Ph.D. in Comparative Literature (parallels in the works of Thiruvalluvar and Shakespeare).

Ancient Yet Modern – an epithet that epitomizes the range and depth of the timeless Tamil Classic Thirukkural, some 2000 years old. Its universalism and profound psychological and philosophical insights make it vibrantly relevant to this day. This book situates the management concepts in Thirukkural in the context of today's conceptual modules. Striking similarities emerge. This work is marked by depth of scholarship, rigorous analysis and sensitive insights.

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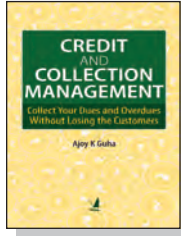
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Business Excellence through Process Management

Manik Kher

Dr. Manik Kher holds a doctorate Industrial Sociology and is a full time researcher under the UGC Research Scientists Scheme. She has been continuously diversifying into new areas of research concerning industry and technology. They comprise *Coping with Technological Change* (1997), *Technology Assimilation in Joint Ventures* (2001), *Technology Spin-Off and Commercialization* (a study of Dual-use Technologies from our national laboratories of Defence, Atomic Energy and ISRO (2007), *The Culture of Emotional Ownership* (2010), *Training Tool-kit* (2012) etc. Prior to joining the UGC Scheme Ms Kher worked with The Times Research Foundation which published her books on HR and labour law. Ms Kher has presented a number of papers in international conferences and has written in *The Economic Times* for many years. Her papers are published in an international journal. All her writing is based on first-hand grassroots data collected personally from industries nation-wide.

This book provides a window to the current practices of process management and business excellence in industry. It presents some of the best and current practices of process management and provides good learning for engineering and management students aspiring to enter industry of any kind and working professionals seeking knowledge upgradation. Most importantly, the book conveys the message that quality is not for a customer alone; it is also for providing self accomplishment in work. With concrete examples from Indian industries, this book shows how quality and business excellence can be achieved by improving every nuance of a work process. Economic liberalization has ended the era of the sellers' market giving way to the buyers' market. The need for survival in market competition made manufacturers quality conscious. Quality, however, was only one of the factors for surviving competition. This book analyses process management of some of the best Indian products, such as the Electronic Voting Machine, Amul butter and Tata Sponge iron. It shows how process management leads to business excellence and helps inculcate good practices in improving quality of products and processes.



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Credit and Collection Management

Collect Your Dues and Overdues Without Losing the Customers

Ajoy K Guha

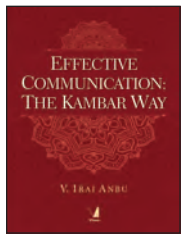
Ajoy K Guha is a double graduate from Bombay University in Accounting and Business Management. He has also done postgraduate diplomas in Internal Auditing, Business Management and Trading (London), International Import Export Management (London), MBA Finance (London), and Diploma in Computer Science. Until recently, he served as Executive Director (Business Development) with Renoir Consulting, UK, and now, as an independent management consultant, has also served various industries for 40 years. Ajoy Guha is a regular lecturer at Bombay Management Association and Ahmedabad Management Association.

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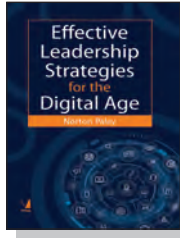
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Effective Communication: The Kambar Way

V. Irai Anbu

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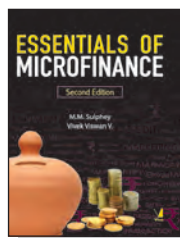
Effective Leadership Strategies for the Digital Age

Norton Paley

Norton Paley has brought his world-class experience and unique approach to business strategy to some of the global community's most respected organizations: American Express, IBM, McDonnell-Douglas, Dow Chemical, Cargill, Chevron, Ralston-Purina, Johnson & Johnson, Hoechst and numerous mid-sized firms. His ten published books include: *The Marketing Strategy Desktop Guide*, *How to Develop a Strategic Marketing Plan*, *Manage to Win*, and *Mastering the Rules of Competitive Strategy*. Paley's books have been translated into Chinese, Russian, Portuguese, and Turkish. Paley developed three computer-based interactive training systems: The Marketing Learning Systems; Segmentation, Targeting & Positioning; and The Marketing Planning System.

This book consists of guidelines and techniques to assist managers in transitioning into leaders. With increasing numbers of organizations shifting to the digital age, the traditional role of the manager is severely threatened with obsolescence. Although the downsizing of the mid-level ranks has been ongoing for decades, there is now a forced urgency powered by the pressures of data-driven technologies to capture new markets, improve revenues, counter competitive interferences, as well as to reinvent the organization. The book includes a *Leader's Toolkit*, which provides an interactive system to make empowerment work for you. In turn, your digital-age employees will form the backbone of strategy teams to deal with the challenges of disruption.

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Essentials of Microfinance, 2nd Edn

M. M. Sulphey

Dr M.M. Sulphey is Professor, College of Business Administration, Prince Sattam Bin Abdulaziz University, Kingdom of Saudi Arabia. He has two decades of experience in the industry and over seven years of teaching experience. A postgraduate in Commerce and Human Resource Management from the University of Kerala and Psychology from Madras University, he also has an LLB from the University of Kerala. Further, he has a PG diploma in Personnel Management from the National Institute of Personnel Management (NIPM), Kolkata. He has a Ph.D. in Organisational Behaviour from the University of Kerala. He is also an associate member of the Insurance Institute of India, Mumbai, as well as a member of the National Executive Committee and the Indian Society for Training and Development (ISTD), New Delhi. He is an approved Research Guide of Bharathiar University, Coimbatore; and Anna University, Chennai. He has published a number of articles in national and international journals. He has also presented papers on management-related subjects in a number of national international seminars. He is the author of five books.

Vivek Viswan V.

Author is presently working as a trade finance officer in Bank of Montreal, Toronto, Canada. He earlier worked in Bank of Baroda and the South Indian Bank Ltd. Mr Vivek has more than twelve years of experience on various aspects of banking. He has extensive experience in dealing with trade finance, foreign exchange management, microfinance and ethics.

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Foreign Exchange Management and International Finance, 2nd Edn

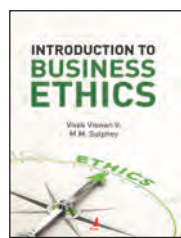
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M. M. Sulphey

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Foreign exchange management has undergone numerous changes over the past years. The factors affecting international finance and trade finance are more complex and have disrupted the old conventional models. This edition features the evolving patterns and model of its business to the readers in a lucid manner. It also features the recent balance of payment scenario along with the central bank interventions. The recent rupee movement, initiatives of the government and alternative to LIBOR are also included in this edition. Moreover, recent facts are also updated wherever needed.



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Introduction to Business Ethics

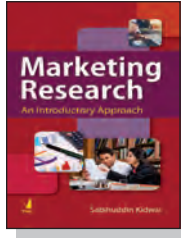
Vivek Viswan V.

The author is presently working as a trade finance officer in Bank of Montreal, Toronto, Canada. He earlier worked in Bank of Baroda and the South Indian Bank Ltd. Mr Vivek has more than twelve years of experience on various aspects of banking. He has extensive experience in dealing with trade finance, foreign exchange management, microfinance and ethics.

M. M. Sulphey

Dr M.M. Sulphey is Professor, College of Business Administration, Prince Sattam Bin Abdulaziz University, Kingdom of Saudi Arabia. He has two decades of experience in the industry and over seven years of teaching experience. A postgraduate in Commerce and Human Resource Management from the University of Kerala and Psychology from Madras University, he also has an LLB from the University of Kerala. Further, he has a PG diploma in Personnel Management from the National Institute of Personnel Management (NIPM), Kolkata. He has a Ph.D. in Organisational Behaviour from the University of Kerala. He is also an associate member of the Insurance Institute of India, Mumbai, as well as a member of the National Executive Committee and the Indian Society for Training and Development (ISTD), New Delhi. He is an approved Research Guide of Bharathiar University, Coimbatore; and Anna University, Chennai.

This book is a comprehensive analysis of the theories and practices of ethics, with a special focus on business ethics. In the initial chapters, different aspects of value formation including its interrelationship with ethics are discussed. The book throws light on the various determinants of ethics, ethical theories, including ethical climate, ethical culture and ethical dilemma. The recent developments in ethics such as virtual teams, whistleblowers, intellectual property rights, social audits, workplace spirituality, etc. are also explained.



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Marketing Research

An Introductory Approach

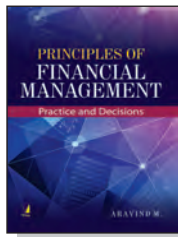
Sabihuddin Kidwai

Sabihuddin Kidwai did his M.A. and Ph.D. in Economics from Aligarh Muslim University (AMU). He was a lecturer in the Department of Economics, AMU and senior lecturer at the Women's College, AMU. He also worked as an associate professor in the Business Studies Department, Salalah College of Technology, Oman. Dr. Kidwai has over 35 years of experience in teaching graduate and postgraduate students.

For those who want to refresh their knowledge and skills through simple and easy-to-understand theory, or for those individuals or organisations who want to embark upon the marketing research introductory journey, this book is invaluable. A clear explanation of fundamental aspects with excellent examples and well-documented theory make *Marketing Research: An Introductory Approach* a must read.

This book is to the point and illustrates the concepts of market and marketing research in a clear and concise manner. The information is sourced from author's own notes and a number of other different sources, which will help the students to get the holistic information in one place. Statistical data have been used with graphical illustrations for easier understanding.

Contents: Introduction to Marketing Research • Types and Sources of Research Data • Methods of Marketing Research • Sampling and Sampling Design • Analysis and Interpretation of Data and Research Report



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Principles of Financial Management

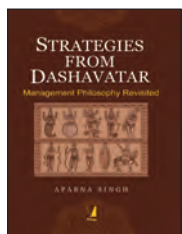
Practice and Decisions

Aravind M.

Dr. Aravind M. is Assistant Professor in the finance department at the TKM Institute of Management, Kerala. He has more than a decade of experience in academia and industry. He holds MBA and Ph.D. degrees to his credit and also cleared UGC NET in Management. He has published more than twenty research articles in journals of national and international repute and presented research papers in seminars and conferences. He is also serving as an external expert in the editorial board of three national journals and one international journal.

This is an era in which all organizational activities are directed for maximizing the wealth of their shareholders. In the wealth maximization process, the role of finance manager seems to be inevitable. This book, thematically addressing to the strategic and routine decisions in finance, can greatly support the managers and aspirants to enhance their knowledge in the subject. The basic idea behind this book is to develop an interest in readers on the subject of finance and to enhance their decision-making skills.

Contents: Finance: Fundamentals • Financial Markets, Instruments and Regulators • Time Value of Money • Capital Budgeting • Risk Analysis in Capital Budgeting • Leverages • Cost of Capital • Capital Structure: Theories • Dividend Policies • Dividend Theories • Working Capital Management • Cash Management • Receivables Management • Inventory Management • Working Capital Financing



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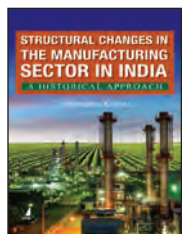
Strategies from Dashavatar

Management Philosophy Revisited

Aparna Singh

Aparna Singh (Ph.D., MBA) is Assistant Professor (Visiting) at the Department of Journalism and Mass Communication (DJMC), Banaras Hindu University (BHU), Varanasi and Assistant Professor (Adjunct) in the Institute of Management Studies (IMS), Mahatma Gandhi Kashi Vidyapith (MGKVP), Varanasi. She is executive trained in Strategy from Harvard Business School, HBX, Harvard University, Boston, USA and in Psychology from ICE, University of Cambridge, UK. She is a certified Digital Marketer from Google.

This book is based on the philosophical investigation of a popular Sanskrit scripture *Śrīmad Bhāgavata Mahāpurāṇa*. It secures the interlinkages between Spirituality and Management, by focusing on connections between the management philosophies vis-à-vis theological philosophies. The core idea was to revisit the Strategic Management principles, theories, and concepts in the light of ancient Indian scriptures which are replete with managerial lessons and classical wisdom. This book will be useful to the general readers as well as aspiring professionals by orienting various strategies from Vishnu Dashavatar and allowing them in their real-life application derived from those legends. It is completely based on empirical research findings and hence is a valuable academic contribution to the management discipline too. This book is a self-help manual for all the people who are or wish to be in the strategic profiles of any organization. This book helps us revisit and rebuild the foundations of management philosophy and strategic management principles and theories.



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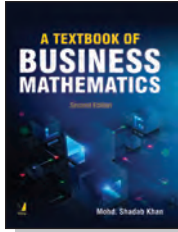
Structural Changes in the Manufacturing Sector in India

A Historical Approach

Sabihuddin Kidwai

Sabihuddin Kidwai did his M.A. and Ph.D. in Economics from Aligarh Muslim University (AMU). He was a lecturer in the Department of Economics, AMU and senior lecturer at the Women's College, AMU. He also worked as an associate professor in the Business Studies Department, Salalah College of Technology, Oman. Dr Kidwai has over 35 years of experience in teaching graduate and postgraduate students.

The main aim of this book is to give basic knowledge about the manufacturing sector in India and its impact on industrial performance of the Indian economy. Emergence of a heavy electrical and machinery industry, steel industry and the relative decline of the textiles and other traditional industries within the manufacturing sector in historical perspective are cases in point. The study is based on the Annual Survey of Industries by the Central Statistics Office and other secondary sources. The book is restricted only to the economic aspects of the structural changes in manufacturing.



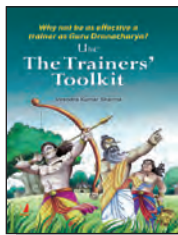
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A Textbook of Business Mathematics, 2nd Edn

Mohd. Shadab Khan

Dr. Mohd. Shadab Khan is presently working as an Associate Professor at the Department of Commerce, Aligarh Muslim University, Aligarh, India. Dr. Khan obtained his M.Phil. and Ph.D. degrees in Mathematics from Aligarh Muslim University, Aligarh. During his research programme of five years he has been engaged in teaching of the undergraduate classes in the Department of Mathematics.

Contents: Basic Preliminaries • Differentiation of Functions • Partial Differentiation • Differentiation and Partial Differentiation (Applications) • Integration • Definite Integrals • Matrices and Determinants • Matrices (Continued) • Linear Programming (Mathematical Formulation & Graphical Method) • Linear Programming (Simplex Algorithm & Duality) • Transportation and Assignment Problems • Financial Mathematics Differential Equations



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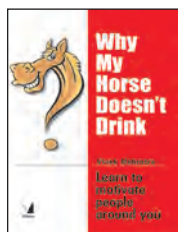
Why not be as effective a trainer as Guru Dronacharya?
Use

The Trainers' Toolkit

Virendra Kumar Sharma

Virendra Kumar Sharma graduated as a mechanical engineer from Punjab Engineering College, Chandigarh, and did his master's in business administration from the Faculty of Management Studies, University of Delhi, Delhi. In his four-decades-plus career he also has experience as a trainer, assessor and researcher in Human Resource Management.

India today needs effective training on a massive scale. A lot of training is going on to equip our unemployed for some vocation or to encash our demographic dividend, and of course in the corporate world and among the civic agencies – the NGOs. However, the issue is as to how much of it is effective in terms of the training sessions leading to results on the field – results in the shape of ability to consistently turn out a quality output and provide near-perfect performance. Another aspect of the results is the investment needed in terms of time taken to acquire that ability, number of accidents that may happen injuring the learner in the process or the extent of wastage of materials. This book is aimed at promoting the effectiveness of training endeavours in whatever field.



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Why My Horse Doesn't Drink

Learn to Motivate People Around You

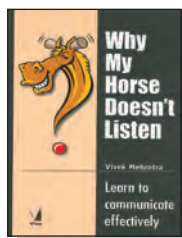
Vivek Mehrotra

Vivek Mehrotra is an accomplished soft-skills trainer. Vivek garnered a vivid experience of twenty-six years in sales, marketing and training in a variety of industries such as Pharmaceutical, Telecom and Retail. Vivek is currently working as the General Manager, Head (Talent Transformation & Development) with Reliance Retail Ltd.

'You can take a horse to the pond but cannot make it drink' is an old proverb. A horse wins race for his master, and helps his master to charge at the opposing army. However, the same horse sometimes kicks back, goes into the wrong direction and of course drinks only when it pleases. The irony is that it is true of human beings as well. If your team member refuses to carry out your instructions willingly, is it a problem or a symptom? After reading this book, you can be sure that refusing to work is a symptom, not the problem. The problem could be lack of interest in the job, stubbornness, excessive fear or refusing the way you are forcing him to work.

VIVA BOOKS

MANAGEMENT



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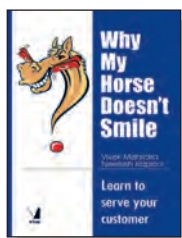
Why My Horse Doesn't Listen

Learn to Communicate Effectively

Vivek Mehrotra

Vivek Mehrotra is an accomplished soft-skills trainer. Vivek garnered a vivid experience of twenty-six years in sales, marketing and training in a variety of industries such as Pharmaceutical, Telecom and Retail. Vivek is currently working as the General Manager, Head (Talent Transformation & Development) with Reliance Retail Ltd.

Do you often pick up an argument or develop misunderstanding with your spouse, seniors or subordinates? Is this a problem or a symptom? After reading the book one can be sure that an argument or a misunderstanding is a symptom, not the problem. The problem could be lack of empathy, feeling of superiority or inferiority or lack of confidence in oneself. This book will help you to get your message across clearly, whether you are communicating with someone in person or making a presentation. It will help you to communicate effectively in all spheres of your life.



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Why My Horse Doesn't Smile

Learn to Serve Your Customer

Vivek Mehrotra

Vivek Mehrotra is an accomplished soft-skills trainer. Vivek garnered a vivid experience of twenty-six years in sales, marketing and training in a variety of industries such as Pharmaceutical, Telecom and BPOs. Neelesh is currently working with Tata Teleservices Ltd as Deputy Manager, Operations – Learning & Development.

Neelesh Kapoor

Neelesh Kapoor has extensive experience of over a decade in sales, customer service, technical support and training with a variety of industries such as Telecom, Retail and BPOs. Neelesh is currently working with Tata Teleservices Ltd as Deputy Manager, Operations – Learning & Development.

The growing importance of customer satisfaction has lead to a great amount of research and discussion in ideas and principles of customer service. Businesses look for new and improved methods of customer service, in order to provide higher levels of customer satisfaction. This book provides effective guidelines and techniques, supported by practical examples for the improvement of customer service.

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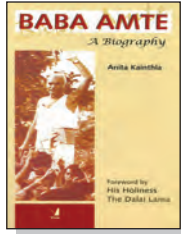
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Baba Amte

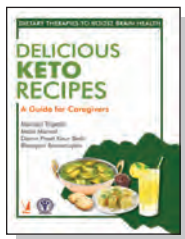
A Biography (Foreword by His Holiness The Dalai Lama)

Anita Kainthla

Anita Kainthla is a postgraduate in English Literature and a qualified freelance journalist and creative writer. In addition to freelancing for various national and international magazines she has a keen interest in poetry. Writer's Workshop published a collection of her poems '*Moksha and Other Poems*' in 2002. She won the third prize in Indo-Asian Literature Poetry.

This comprehensive biography of Baba Amte has been written by the author after a close association with the Amte family and the communes of Anandwan. She was fortunate to have stayed and closely interacted with the ailing Baba Amte and his family for long periods, during many of her visits to the ashram. The biography is an attempt to narrate the awesomely motivational story of Baba Amte to the urban youth who are straying westwards for inspiration while icons like Baba Amte have remained obscure to them.

Contents: Vis-à-vis the Man • Women behind the Scenes • From Law to Labour • Through Tai's eyes • Anandwan—How It All Began • Anandwan—From Wasteland to Wonderland • Anandwan—Units and Activities and Foreign Funding • Ashokwan and Somnath • Hemalkasa and Base Camp Nagepalli • The Inside Story—Of His Mentors and Motivations • Knit India Movement and Peace by Peace Missions • The Final Act—The Narmada Beckons • Felicitations • Outlook



ISBN 9789388653954
200pp Paperback 2019
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Delicious Keto Recipes

A Guide for Caregivers (Dietary Therapies to Boost Brain Health)

Manjari Tripathi

Dr Manjari Tripathi is an eminent Neurologist and a senior Professor at AIIMS, New Delhi. She is the secretary general of the Indian Epilepsy Society.

Mala Manral

Mala Manral is working as Dietitian at AIIMS since 1995. She has an M.Sc.(H) with specialization in Food and Nutrition from Lady Irwin College, Delhi University.

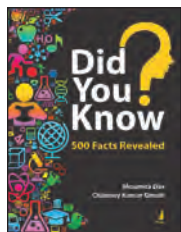
Damn Preet Kaur Bedi

Damn Preet Kaur Bedi is an ACE Vegetarian Keto Diet Expert. She graduated in science and did Master's in English.

Bhargavi Ramanujam

Dr Bhargavi Ramanujam has done her Neurology training at the RML Hospital at New Delhi, and is currently a part of the Center of Excellence for Epilepsy, AIIMS, New Delhi, as a Scientist.

This book on dietary therapies to Boost Brain Health gives practical aspects of making dishes according to Indian recipes. The ingredients suggested in these recipes are common and easily available in market. This book is not only for experienced (trained) dieticians but also for other health professionals including doctors, nurses and anyone in the care of a person with epilepsy, obesity, gluten sensitivity/celiac disease, dementia and many such conditions which benefit from ketogenic/modified Atkins/low glycemic index diet. All the 88 recipes in this book have been prepared, tasted by dieticians and the scientific team involved in the management of these conditions. One of the parents whose child is on diet therapy has contributed by giving recipes of many baked dishes which are acceptable to children.



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Did You Know?

500 Facts Revealed

Moumita Das

Dr. Moumita Das is working as an Assistant Director at NCIDE, IGNOU, India. She did her Ph.D. in Botany from the Central Institute of Medicinal and Aromatic Plants, Lucknow, India. At present, her interest is to identify areas of intervention for devising innovative solutions in the Open and Distance Learning (ODL) system.

Chinmoy Kumar Ghosh

Dr C.K. Ghosh retired from his services at the Indira Gandhi National Open University, New Delhi after serving it for more than 27 years. He had inter alia held the positions of the Directors of Regional Services Division, Student Service Centre and the National Centre for Innovation in Distance Education. He had also taught Physics for close to eight years at the Scottish Church College, Kolkata. He did his Ph.D. as a scholar of Council of Scientific and Industrial Research (CSIR) from the Indian Association for the Cultivation of Science. He had been a member of the Board of Management, Academic Council, other Statutory Bodies of IGNOU and several State Open Universities. He has taken up many important academic assignments, the most conspicuous among them being the Chairperson of the Content Advisory Group of Physics for the one-stop education portal, SAKSHAT, of the Ministry of Human Resource Development.

Which is the only sport played on the moon? • Which is the rock that humans can eat? • In which liquid do pearls melt?

Did You Know? explains the surprising facts about hundreds of everyday phenomena that are too familiar to notice otherwise. This book will amaze the readers with its wide coverage and delight them with the unexpected.



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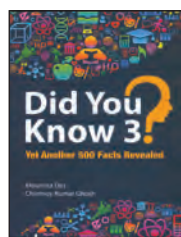
500 More Facts Revealed

Moumita Das

Chinmoy Kumar Ghosh

Which pen detects spelling mistakes? • Which is the most devastating earthquake recorded in history? • Which was the first fruit eaten on the moon? • Which animal fur smells like popcorn? • Which was the first Hindi film to mention the computer? • Who is the oldest man to win 100 m gold at the Olympics?

Did You Know? 2 the second in the series of books with surprising facts, presents hundreds of phenomena that are exciting but generally unnoticed. This book will amaze the readers with its wide coverage and delight them with the unexpected.



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Did You Know? 3

Yet Another 500 Facts Revealed

Moumita Das

Chinmoy Kumar Ghosh

Once it snowed in Sahara • A round table conference does not refer to the shape of the table • Some birds become bilingual when it comes to making communications

Did You Know? 3 explains the surprising facts about hundreds of everyday phenomena that are too familiar to notice otherwise. This book will amaze the readers with its wide coverage and delight them with the unexpected.



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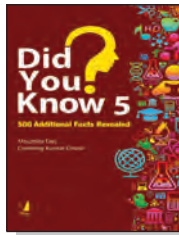
Further 500 Facts Revealed

Moumita Das

Chinmoy Kumar Ghosh

Radha Gobinda Chandra, a Bangladeshi-Indian astronomer recorded more than 49,700 new stars • Bluetooth is named after a Danish King • Chicken odour repels mosquitoes • A waterfall in Hawaii sometimes goes up instead of down.

Did You Know? 4 includes and explains several interesting facts around us that normally go unnoticed but have a bearing on our day-to-day life.



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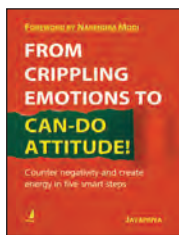
500 Additional Facts Revealed

Moumita Das

Chinmoy Kumar Ghosh

A 700-year-old banyan tree was given a drip to rejuvenate it • You can sell refrigerators to Eskimos • Volkswagen sold more sausages than cars in 2015 • Amazon.com was previously known as Cadabra.com • Russia built a computer that ran on water.

Did You Know? 5, yet another book in the series of *Did You Know?*, is here with lots of amazing and fascinating facts that generally are unrecognized. This book will ignite the curiosity in the minds of readers, investigate the phenomena and inspire them to be creative and innovative.



ISBN 9788130924267
142pp Paperback 2014
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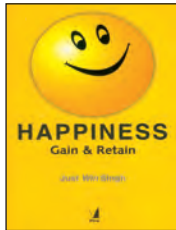
From Crippling Emotions to Can-Do Attitude!

Counter Negativity and Create Energy in Five Smart Steps
(Foreword by Narendra Modi)

Jayapriya

Jayapriya is a leading, accredited, award-winning leadership trainer. With high energy, fun, interaction and effectiveness, her programs are much sought after for the positive transformation they cause. With an impressive academic record, Jayapriya won many first prizes in oratory and literary competitions, and also 'The Best Student of the Year' award. Besides Corporate Training, Jayapriya is also associated with Business Schools where she does Organizational Behaviour and Leadership Development Programs for MBA courses.

The book will: help professionals handle workplace dynamics and the intense stress it could bring • help them combat the various harmful emotions they experience on an everyday basis • guide students, especially in postgraduate studies, towards creating confidence and resilience to handle all situations in personal and professional lives • motivate and encourage women managing multiple responsibilities, by giving them a fresh perspective on matters. *From Crippling Emotions to Can-do Attitude* is a book that inspires you to shift from negative to positive emotions, and motivates you to work with hope and cheer.



ISBN 9788130910741
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140 × 216 mm
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ASIN B07BH3TR7Y
Kindle Price: ₹125.00

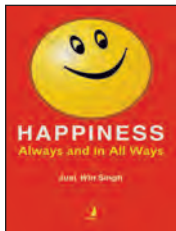
Happiness

Gain & Retain

Just Win Singh

Just Win Singh is a corporate trainer and runs the Institute of Happiness in Vadodara, India. His organization assists people towards a happier life. The 'Be Happy' course designed by him has been a great success in India and abroad. This book is in line with that course.

Happiness is a habit, not some heaven-sent gift, nor a matter of luck, as many people believe. And any habit can be developed with proper action. This book explains some of the easiest ways to develop the 'habit' of being happy. This extensively researched book offers recipes of happiness that have been tested by experience and observation and have proven to increase the level of happiness of every individual who has acted in accordance with them. The simple yet effective Action Plans suggested in this book will tell the readers how they can stay happy, no matter what! It's time to give yourself the life you always wanted to live!



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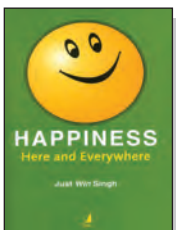
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Happiness

Always and in All Ways

Just Win Singh

The secret to living happily is taking responsibility of your happiness. Unlike what most people believe, happiness is not dependent on things going your way. It is a habit of choosing a happy attitude consciously in every moment of your life. *Happiness – Always and in All Ways* breaks the myth that happiness is dependent on external circumstances. It highlights the root causes of unhappiness and assists you to develop a habit of making a 'happy choice' every time. As you come to understand and effectively practise the action plans suggested in this book, your ability to 'be happy' will become a natural response, enabling you to become more excited every moment of each day.



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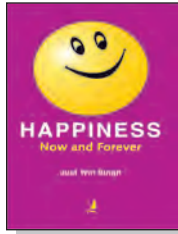
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Happiness

Here and Everywhere

Just Win Singh

Happiness: Here and Everywhere helps to unlearn whatever is not serving you and gets you back to a true state of happiness. It enables you to understand the various factors of unhappiness like depression, stress, lack of purpose, etc. and offers simple and effective action plans to enable you to live happy naturally... as you were designed to do. On your journey of self-discovery and self-mastery, the book will reveal the truth of what really makes your heart sing and what happiness is all about.



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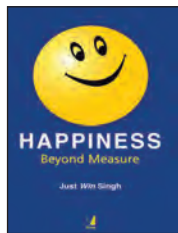
Happiness

Now and Forever

Just Win Singh

Just Win Singh is a corporate trainer and runs the Institute of Happiness in Vadodara, India. His organization assists people towards a happier life. The 'Be Happy' course designed by him has been a great success in India and abroad. This book is in line with that course.

Today, most of us are unhappy because we have become so involved in what we are doing, we have forgotten who is doing. We have literally become Human DOINGS instead of remaining Human BEINGS. It is, therefore, essential that before we become emotionally extinct and total machines, we must save ourselves from getting lost into a mechanical existence, since we were actually designed for delight. *Happiness – Now and Forever* helps you to do just that. It empowers you to remove various self-created obstacles that you may have unintentionally put in your path. It offers simple tips to enable you to align back to a happy life NOW and in every breath of your existence. The actions plans suggested in this book will develop you into a happier being who is the master of his emotions no matter what the external circumstances may be. It is time to find out what is stopping you from becoming happy ... NOW and FOREVER.



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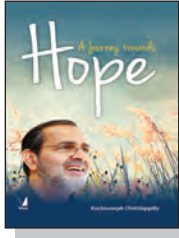
Happiness

Beyond Measure

Just Win Singh

Just Win Singh is a corporate trainer and runs the Institute of Happiness in Vadodara, India. His organization assists people towards a happier life. The 'Be Happy' course designed by him has been a great success in India and abroad. This book is in line with that course.

If you are feeling like you are sleepwalking through life, if you are not getting the results you feel you deserve or if you are simply not as happy as you know you can be, then this book is for you. *Happiness: Beyond Measure* awakens you to how you can shift to a happier life WITHOUT THE NEED FOR ANY OF YOUR EXTERNAL CIRCUMSTANCES TO CHANGE. The simple yet effective tips suggested in this book will enable you to live a bigger, healthier, prosperous, confident and a happier life . . . RIGHT NOW! It will help you develop such 'happy' character traits that people will be drawn like bees to the honey of your presence. All you have to do is to put whatever you understand here into practice consciously and soon you will realize that life wants to shower its treasures freely onto you . . . PROVIDED YOU LET IT.



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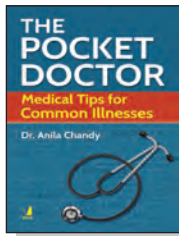
A Journey towards Hope

Kochouseph Chittilappilly

Born into an agricultural family in Kerala, Kochouseph Chittilappilly rose to become one of the most recognized industrialists of the country and is widely respected for his philanthropic and charitable work. He holds a master's degree in Physics and began his career as a supervisor in an electronic company. At the age of 27, he started a modest SSI Unit manufacturing and selling stabilizers with just two workers. Now V-Guard is a listed company with various electrical, electronic and electromechanical products. He also owns a chain of amusement parks named Wonderla, which is also a listed company, and a real estate venture, Veegaland Developers.

A kidney-donor himself to a stranger, Chittilappilly champions organ donation and has founded the charity K. Chittilappilly Foundation. He has received numerous awards and recognitions for his contributions in business and philanthropy. He is also a bestselling author. He is active on Facebook and has a YouTube channel through which he shares his views, thoughts and experiences.

In this candid autobiographical work, industrialist, philanthropist and writer Kochouseph Chittilappilly reflects on the events and experiences that touched him and became the driving force of his thoughts, actions and philosophy of life. *A Journey towards Hope* is organized into two parts. The first part begins with the author's train journey to Thiruvananthapuram in search of a job after college. The chapters that follow paint vivid memories of starting out on his own venture and the experiences and lessons from the journey of life as a businessman and as a human being to becoming the Kochouseph Chittilappilly as society knows and recognizes him today. The second part is a nostalgic recollection of childhood memories, which hold a special place in the author's heart. Though humble and ordinary, these reminiscences will take readers back to their own roots and help find new meaning in life moments neglected as insignificant. The author hopes that his life experiences become a source of light to those seeking to be happy and successful in life.



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The Pocket Doctor

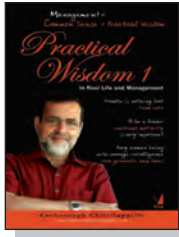
Medical Tips for Common Illnesses

Dr. Anila Chandy

Dr. Anila Chandy is a physician associated with the Apollo group of hospitals and Motherhood Hospital, Chennai, India. A medical graduate from the Christian Medical College, Vellore, and postgraduate in Internal Medicine from the Christian Medical College and Hospital, Ludhiana, she has authored various publications and articles for the medical fraternity.

Written by a practicing physician, this practical guide for everyone helps the readers understand what various symptoms mean and how to deal with them. It contains several typical cases of medical consultations and the approach a physician would follow to deal with each situation. Many patients wish that the doctor explained to them all the various probabilities that could be associated with their symptoms and why the doctor orders the tests he/she does. This book is for those anxious people who have many unanswered questions in their minds regarding their illnesses. It also contains some practical tips such as how to adjust the insulin dose in diabetes.

This work is like a reference medical book that attempts to list out common symptoms and possible diagnosis. It is not exhaustive and does not attempt to be such. On the other hand, it equips the patient with some understanding of common ailments before approaching a hospital. It also gives sound advice on how to eat and live healthy.



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Practical Wisdom 1

In Real Life and Management

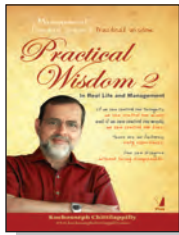
Kochouseph Chittilappilly

Kochouseph Chittilappilly holds a Master's Degree in Physics. He started V-Guard, at the age of 27, which now deals in various electrical, electronic and electro-mechanical products. He was also chosen as the Manorama – Newsmaker of the Year 2011.

In this book, the author Kochouseph Chittilappilly has documented simple truths drawn from his own personal experiences and the experience of his company V-Guard. Simple truths told from experience and wrapped into wisdom drawn from the familiar. Can you re-tell the story of the Hare and the Tortoise and draw lessons on globalization that competent people win if they are only a little more careful in putting their competencies to use, than rotting them? This book also deals with issues like: Delegation, Empowerment, Talent Identification, Forgiveness, Happiness, Inquisitiveness, Emotional Stability, Trust, etc.

"I am sure, many young managers and entrepreneurs will benefit from his incisive insights in the book Practical Wisdom."

— Anil Kapoor, Chairman Emeritus, DRAFTFCB



ISBN 9788130921198
144pp Paperback
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Practical Wisdom 2

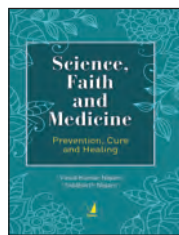
In Real Life and Management

Kochouseph Chittilappilly

Kochouseph Chittilappilly holds a Master's Degree in Physics. He started V-Guard, at the age of 27, which now deals in various electrical, electronic and electro-mechanical products. He was also chosen as the Manorama – Newsmaker of the Year 2011.

"In this book there is no dearth of ideas; which dwells around his urge and convictions for humane, ethical and moral values in life and business. The voluntary donation of one of his kidney to a needy in February 2011 also stands a testimony to this fact..."

— Debashis Chatterjee, Director, IIM Kozhikode



ISBN 9789388653435
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Science, Faith and Medicine

Prevention, Cure and Healing

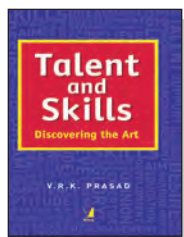
Vinod Kumar Nigam

Dr. V. K. Nigam, MBBS, MS, FICS, FIAGES, is a Senior Consultant General and Laparoscopic Surgeon at Max Hospital in Gurugram, India. He received his training in Laparoscopic Surgery at Ninewells Hospital, Dundee, Scotland, UK.

Siddharth Nigam

Dr. Siddharth Nigam, MBBS, MS (General Surgery) is a Senior Consultant General and Laparoscopic Surgeon at Max Hospital, Gurugram.

This book explains the interdependence of science and spirituality as well as the links between science, faith, health and medicine. Researchers have confirmed that faith and prayer help in improving physical as well as mental health. Scientific studies have shown that hope and positive thoughts change the body's hormonal and biochemical scenario to stimulate healing. This book explains how science, faith and healing are dependent on each other and helps you to derive a greater understanding of it and eventually to lead a better life.



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Talent and Skills

Discovering the Art

V. R. K. Prasad

Col. Dr. V. R. K. Prasad has Master's degrees both in business administration and in environmental sciences, apart from qualifications in electronic engineering. He functioned as an electronics engineer in the Indian Army, and holds postgraduate qualifications in personnel management and industrial relations, and also an M.Phil in labour studies. He received doctoral honours in business management from Osmania University.

Contents: Foreword • Acknowledgements • Introduction • Chapter 1: Understanding Talent: What is it? • Chapter 2: Nurturing and Developing Talent • Chapter 3: Some Case Studies • Chapter 4: Way Forward: Route to the Top • Epilogue • Bibliography

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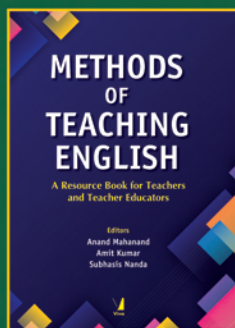
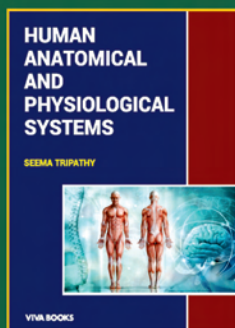
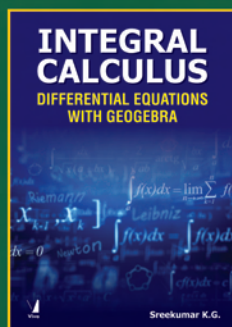
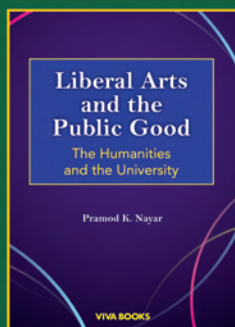
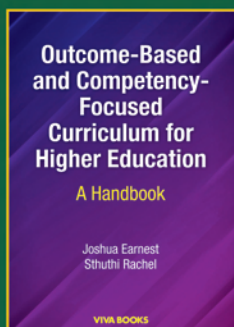
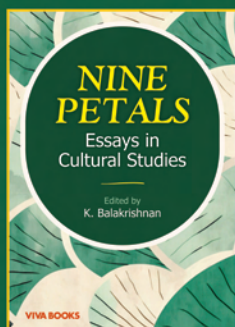
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