



BUSINESS & MANAGEMENT

2020-2021

Dear Instructor,

Welcome to our 2020-2021 **Management catalogue**, featuring our recent and bestselling titles, specially developed to support students, lecturers/instructors and researchers at every stage of their academic career. Our featured imprints highlighted in this catalogue are:

- **SAGE Texts**— Pedagogically rich content, written by leading academicians and experts, available at affordable prices. These textbooks have been suggested as core readings for several courses in various esteemed colleges and universities. Each of the textbooks is accompanied by additional web-resources for use by students and instructors.
- **SAGE South Asia**— SAGE originals brought to South Asian students and scholars at a fraction of their original cost.
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HOT OFF THE PRESS



BUSINESS ANALYTICS

Text and Cases

Tanushri Banerjee Associate Professor of Information Systems, Business School, Pandit Deendayal Petroleum University, Gandhinagar and **Arindam Banerjee** Professor of Marketing, IIM Ahmedabad

This textbook is a comprehensive, step-by-step learning guide to each aspect of business analytics and its role and significance in real-life business decision-making. **Business Analytics: Text and Cases** deals with the end-to-end journey from planning the approach to a data-enriched decision-problem, to communicating the results derived from analytics models to clients. Using cases from all aspects of a business venture (finance, marketing, human resource and operations), the book helps students to develop the skill to evaluate a business case scenario, understand the business problems, identify the data sources and data availability, logically think through problem-solving, use analytics techniques and application software to solve the problem and be able to interpret the results.

Key features:

- Case studies of three degrees of difficulty level to enhance better understanding of the concepts
- Application of software tools such as Microsoft Excel, R, SPSS, RapidMiner and Tableau to assist learning in building models and communicating results using analytics, data mining and data visualization
- End of book Appendix consisting of step-by-step solved comprehensive case studies that discuss the concepts of all the chapters
- Special emphasis on the need to develop skill for interpreting the outcome from the statistical results and presenting it in a form easily understood by the end user/client

CONTENTS

Foreword by **Dr Suresh Divakar** • Preface • Acknowledgements • About the Authors • Introduction to Business Analytics • Data Analytics for Business • Data Exploration in Business Analytics • Mapping Chart for Analytics Outcomes • Technology Infrastructure for Business Analytics • Analytical Methods for Parametric and Non-parametric Data • Analytical Methods for Complex Data • Data Mining Methods in Business Analytics • Interpreting the Statistical Outcomes • Documenting the Processes • Building the Storyboard of Outcomes • Appendices • Index



SAGE TEXTS
2019 • 352 pages • Paperback (978-93-532-8710-8) • ₹595.00

New!

BUSINESS LAWS

Text and Problems

Inderjeet Dagar Principal, College of Vocational Studies, University of Delhi and **Anurag Agnihotri** Faculty, College of Vocational Studies, University of Delhi

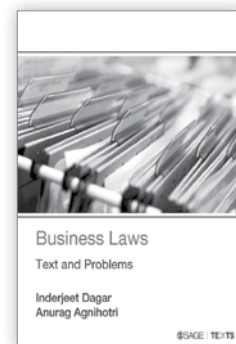
Written exclusively to serve as a companion for courses on business law, the book spans 27 chapters, providing concise and lucid explanation of the Indian Contract Act, 1872; Negotiable Instruments Act, 1881; Sale of Goods Act, 1930; Limited Liability Partnership Act, 2008 and Information Technology Act, 2000. To make the topics relatable and showcase the practical applications of these acts, each chapter is laced with examples from different sectors.

Key features:

- Relates legal acts and provisions of business to leading examples for practical explanation and easier understanding
- Appendix comprising consolidated explanation of important keywords and concepts for easy access and quick recollection
- Objective-type questions, test questions and practical problems with hints for practice and self-evaluation
- Previous years' examination question papers of business laws for students to have a clear idea of the question pattern in examinations
- Rich companion website including PPTs for classroom use, case studies, practice questions and teaching notes

CONTENTS

Preface • Acknowledgements • About the Authors • About the Book • **Unit I:** The Indian Contract Act, 1872 • Introduction of Contract and Kinds of Contract • Offer and Acceptance • Consideration • Capacity of Parties to Contract • Free Consent • Legality of Objects • Performance of Contracts • Discharge of Contract • Breach of Contract and Its Remedies • Void Agreements • Quasi Contract and Contingent Contract • **Unit II:** The Indian Contract Act, 1872: Special Contract • Contract of Indemnity and Guarantee • Contract of Bailment • Contract of Agency • **Unit III:** The Sale of Goods Act, 1930 • Contract of Sale • Conditions and Warranties • Transfer of Ownership in Goods • Performance of Contract of Sale and Unpaid Seller • **Unit IV:** The Limited Liability Partnership Act, 2008 • Introduction to LLP and Its Incorporation • Functioning of LLP: Partners, Their Relations, Accounts, Audit and Taxation • Winding Up and Dissolution of LLP • **Unit V:** The Information Technology Act, 2000 • Introduction to IT Act, Digital Signature and Certifying Authorities • Offences, Penalties and Cyber Appellate Tribunal • **Unit VI:** Negotiable Instruments Act, 1881 • Introduction to Negotiable Instruments Act • Parties to Negotiable Instrument • Endorsement and Crossing of Cheque • Customer-Banker Relationship and Dishonour of Negotiable Instrument • Appendix • Index



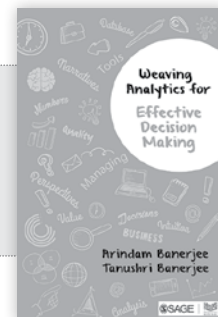
SAGE TEXTS
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ISBN: 978-93-528-0826-7 ISBN: 978-93-864-4676-3

SELLING AND NEGOTIATION SKILLS

A Pragmatic Approach

Prashant Chaudhary Faculty, *Sinhgad Institute of Management and Computer Application (affiliated to University of Pune), Pune*

An indispensable companion to every student and professional who hopes to master the art of negotiation and selling. The book's practical and highly effective framework aims to help the readers harness the much-needed selling and negotiation skills to their advantage.

Key features:

- Complex concepts elaborated through innovative examples, tables and schematic diagrams
- Illustrations from mythology, movie scenes and simulated role plays
- Caselets in each chapter; three major case studies from international affairs, diplomatic dialogues and war-based negotiations

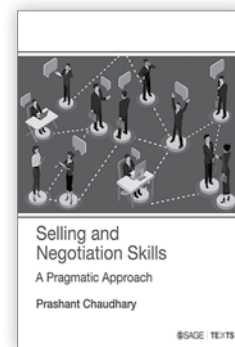
CONTENTS

Preface • Acknowledgements • Selling: Fundamentals and Modern Practices • Selling Process: Journey towards Closing the Deal • Fundamental Concepts, Types and Conceptual Instruments of Negotiation • Styles, Strategies and Tactics of Negotiation • Negotiation Process • Dealing with 'Difficult' People and Situations • Case Study: Negotiated Resolution of Doklam Standoff • Bibliography • Index



SAGE TEXTS

2019 • 300 pages • Paperback (978-93-532-8212-7) • ₹395.00



PRINCIPLES AND PRACTICES OF MANAGEMENT AND ORGANIZATIONAL BEHAVIOUR

Chandrani Singh Joint Director- MCA and Placement Head, *Sinhgad Institutes of Business Administration and Research, Pune* and **Aditi Khatri** Freelance Human Resource Consultant and Soft Skills Trainer, Pune

This book provides a comprehensive insight into the traditional and contemporary approaches of organizational behaviour and their impact on organizational performance in the global era. The meticulously planned chapters offer broad-based explanation of the topics integrated with multiple case studies and examples. The book consists of two broad parts. The first deals with management trends and functions ranging from the traditional era to the contemporary world. The second part explores the behavioural trends of organizations across domains to analyse the measures taken for improved productivity and sustainability.

Key features:

- Case-based approach to deal with theoretical and practical aspects of the subject
- Coverage of course requirements in its entirety in crisp and lucid manner
- Innovative 'Chapter at a Glance' feature at the end of each chapter to provide concise content repository for students

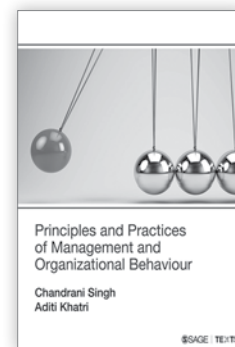
CONTENTS

Preface • Acknowledgements • Introduction to Management • Evolution of Management Thought • Planning • Organization • Staffing, Training, and Development • Directing and Controlling • Decision-Making • Organizational Behaviour • Understanding and Managing Individual Behaviour • Group and Group Dynamics • Team and Teamwork • Leadership • Motivation • Conflict Management • Organizational Development, Culture, and Change • Stress Management • Bibliography • Index



SAGE TEXTS

2016 • 456 pages • Paperback (978-93-515-0895-3) • ₹550.00



NEGOTIATION

Closing Deals, Settling Disputes, and Making Team Decisions

David S Hames

Negotiation provides students with a comprehensive understanding of the fundamental components of the negotiation process and the challenges that face negotiators. It contains text material on current theory and research, readings from diverse perspectives, cases that demonstrate how negotiation has been effectively or ineffectively applied in practice, role-playing exercises etc.

Key features:

- Includes Negotiation in Action vignettes in each chapter, bringing the content to life through vivid illustrations
- Provides two readings per chapter, with critical-thinking questions and self-assessment questionnaires

CONTENTS

Preface • **I: THE FUNDAMENTALS** • The Nature of Negotiation: What it is and Why it Matters • Preparation: Building the Foundation for Negotiating • Distributive Bargaining: A Strategy for Claiming Value • Integrative Bargaining: A Strategy for Creating Value • Closing Deals: Persuading the Other Party to Say Yes • **II: SPECIAL CHALLENGES** • Communication: The Heart of All Negotiations • Decision Making: Are We Truly Rational Beings? • Power & influence: Changing others' attitudes and behaviors • Ethics: Right and Wrong Do Exist when you Negotiate • Multiparty Negotiations: Managing the Additional Complexity • Individual Differences • International Negotiations • Difficult Negotiations • Third-Party Intervention: Recourse When Negotiations Sputter or Fail? • Appendix • Glossary • Index

SAGE SOUTH ASIA

2012 • 520 pages • Paperback (978-81-321-0895-5) • ₹795.00

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LEADERSHIP, 7e

Theory and Practice

Peter G. Northouse *Professor Emeritus of Communication, School of Communication, Western Michigan University, Michigan*

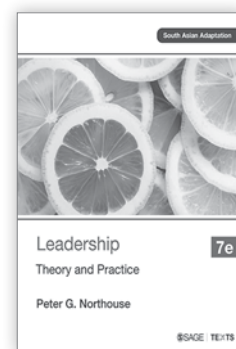
Direct and logical in approach, **Leadership: Theory and Practice** is written with the objective of bridging the gap between the often-simplistic popular approaches to leadership and the more abstract theoretical approaches. Adopted by more than 1,000 colleges and universities worldwide, this textbook owes its success to the unique way in which it combines an academically robust account of the major theories and models of leadership with an accessible style and practical exercises that help students apply what they learn.

Key features:

- The chapters contain a discussion of the strengths and criticisms of the approach under consideration, and assists the reader in determining the relative merits of each approach
- Each chapter includes an application section that discusses the practical aspects of the approach and how it could be used in contemporary organizational settings
- Three case studies with discussion questions are provided in each chapter to illustrate common leadership issues and dilemmas
- Each chapter has a questionnaire to help readers apply the approach to his or her own leadership style or setting

CONTENTS

Preface • Acknowledgements • About the Author • About the Contributors • Learning Objectives • Introduction • Trait Approach • Skills Approach • Behavioral Approach • Situational Approach • Path-Goal Theory • Leader-Member Exchange Theory • Transformational Leadership • Authentic Leadership • Servant Leadership • Adaptive Leadership • Psychodynamic Approach • Leadership Ethics • Team Leadership • Gender and Leadership • Culture and Leadership • Index



SAGE TEXTS

2020 • 396 pages • Paperback (978-93-532-8734-4) • ₹675.00

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ENTREPRENEURSHIP IN DEVELOPING AND EMERGING ECONOMIES

Ali J Ahmad *Senior Teaching Fellow, University of Warwick*, **Punita Bhatt** *Senior Lecturer, De Montfort University* and **Iain Acton** *Partner, Disruptive Lemonade*

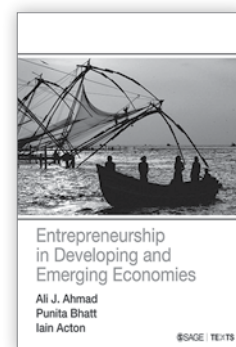
Entrepreneurship in Developing and Emerging Economies breaks away from these two predominant trends to effectively deal with the subject from the perspective of developing economies, and makes the subject approachable and accessible to not only students of business and management courses but also those from other areas of specialization.

Key features:

- Closely follows a learning-by-doing approach, with case study analyses and reflective exercises
- Chapters carefully designed to build familiarity, with photographs, illustrations and tables to aid readability and retention
- Valuable resources for instructors including multimedia content, relevant preparatory materials, learning outcomes, assignments, examination questions and associated marking criteria, among others

CONTENTS

Foreword by **Monder Ram** • Preface • **SECTION A: THE PRACTICES OF ENTREPRENEURSHIP** • An Introduction to Enterprise and Entrepreneurship • Practicing Creativity • Understanding and Doing Innovation • Making Entrepreneurial Decisions with Effectual Thinking • **SECTION B: ENTERPRISE DESIGN** • Customer Research • Applying Jobs-to-be-Done for Framing Problems • Designing New Value Propositions • Testing Value Propositions with Lean Start-up • **SECTION C: START-UP ENTERPRISE MANAGEMENT** • Pitching to Potential Investors • Sales and Sales Management • Entrepreneurial Finance • Ethics and Professional Practice • Implementation and Operations Management • References • Photo Credits • Index



SAGE TEXTS

2019 • 336 pages • Paperback (978-93-532-8533-3) • ₹450.00

INTERNATIONAL MARKETING MANAGEMENT

Text and Cases

U C Mathur *Integrated Academy of Management and Technology, Ghaziabad*

Given the need for Indian managers to be fully aware of the issues related to International Marketing, this has emerged as a major study area over the last few years. It constitutes an integral part of the syllabi in most reputed business schools. This book attempts to make learning the nuances of the subject easy from the students' viewpoint.

CONTENTS

Preface • International Marketing: An Introduction • Market Potential of Countries • International Organisations • International Trading • International Competitive Advantage and Buyer's Profile • International Environment for Business, Customer, Competition and Controls • International Pricing • International Business-to-Business Marketing • International Marketing of Services • International Strategic Marketing • International Stakeholders • International Brands • International Marketing Concepts • Market Competitive Forces Worldwide • Advertising and Promotion in International Markets • International Public Relations • International Marketing Research • Distribution of Goods Worldwide • International Markets for the Twenty-first Century, Imports and Exports • International Management for Marketing Personnel • International Marketing Audit • International Collaborations, Controls and Global Manufacturing • Understanding Case Studies • Index



SAGE TEXTS

2008 • 596 pages • Paperback (978-07-619-3640-4) • ₹675.00

DIGITAL MARKETING

Strategic Planning and Integration

Annmarie Hanlon *Senior Lecturer in Digital Marketing at the University of Derby*

Covering all aspects of digital marketing planning, and the latest digital marketing models, the book aims to provide a roadmap for a digital marketing journey. The book has been structured to map the development of a digital marketing plan and concludes with a ready-made digital marketing plan template to download and adapt. In addition to this, the content is supported by case examples from real-world organizations, and a number of pedagogical features throughout the chapters.

This book is suitable for digital and e-marketing courses on marketing and advertising degrees as well as professional courses for anyone interested in gaining a holistic understanding of digital marketing.

Key features:

- Smartphone sixty seconds features in every chapter, to evaluate influencers in relation to the topic covered
- Digital tool boxes introduce professional tools
- Ethical insights provide a reflective and challenging look at social issues and the negative sides to marketing

CONTENTS

List of Figures • List of Tables • About the Author • Acknowledgements • Preface • Online Resources • **Part 1** Digital Marketing Essentials • The Digital Marketing Landscape • The Digital Consumer • **Part 2** Digital Marketing Tools • The Digital Marketing Toolbox • Content Marketing • Online Communities • Mobile Marketing • Augmented, Virtual and Mixed Reality • **Part 3** Digital Marketing Strategy and Planning • Audit Frameworks • Strategy and Objectives • Building the Digital Marketing Plan • Social Media Management • Managing Resources • Digital Marketing Metrics, Analytics and Reporting • Integrating, Improving and Transforming Digital Marketing • References • Index

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CONSUMER BEHAVIOUR

Zubin Sethna *Principal Lecturer (Associate Professor) in Entrepreneurial Marketing at Regent's University London* and **Jim Blythe** *Visiting Professor of Marketing at University of Plymouth, UK*

Academically rigorous yet informal in style, this unique textbook focuses on examples of international consumer behaviour in action and provides a wealth of resources to encourage student engagement and understanding. This book strikes a balance between sociological and psychological aspects of consumer behavior and features coverage of social media, digital consumption and up-to-date marketing practice. A must have companion for students studying consumer behavior, international consumer behaviour and buyer behavior, this book will also strike a chord with practicing managers and marketing executives.

Key features:

- Contemporary cases and global examples of consumer behaviour in industries including fashion, travel and technology
- Pedagogical feature exploring the experiential role of brands in consumers' lives today titled 'Brand Experiences'
- Exclusive chapter on sustainable consumption for this era of climate change and sustainability challenges
- Online resources featuring a range of tools and resources for instructors and students, including PPT slides, Instructor manual, selected video links, suggestions for further reading, and much more

CONTENTS

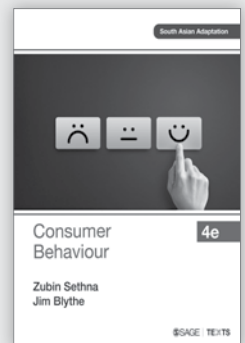
List of Figures • List of Tables • About the authors • Preface to the fourth edition • Using This Book • **PART 1** CONSUMER BEHAVIOUR IN CONTEXT • Understanding Consumer Behaviour • Decisions, Behaviours and Interactions • Innovation and Digital Technologies • Consumption in B2C vs. B2B Consumer Journeys through the World of Technology • **PART 2** CONSUMERS AS INDIVIDUALS (THE PSYCHOLOGICAL ISSUES) • Drive, Motivation and Hedonism • The Self and Personality • Perception • Learning and Knowledge • Attitude Formation and Change • **PART 3** CONSUMERS AS SOCIAL ACTORS (THE SOCIOLOGICAL ISSUES) • Reference Groups • Age, Gender and Familial Roles • Culture and Social Mobility • Ethical Consumption • Sustainable Consumption • Index

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ADVERTISING, BRANDS AND CONSUMER BEHAVIOUR

The Indian Context

S Ramesh Kumar *Professor of Marketing, IIMB Chair of Excellence (2016–2019), Indian Institute of Management, Bangalore* and **Anup Krishnamurthy** *Assistant Professor of Marketing, St. Joseph's Institute of Management, Bangalore*

The book **Advertising, Brands and Consumer Behaviour** through the exploration of 79 well-known Indian brands, explains how consumer behaviour is applied in conjunction with advertising management and brands. The Indian examples from varied product categories will enable students to identify with the conceptual linkages that occur across branding, advertising and consumer behaviour. The USP of the book is that it adds value and practical insights to the fundamentals dealt with in the various textbooks on the subject.

Key features:

- Focuses on building a strong conceptual perspective that triggers critical thinking in a given context
- Provides real-life examples of brands (creating theory–practice linkages)
- Covers several well-known Indian brands across product categories
- Includes online resources explaining the use of the book for instructors of consumer behaviour courses and related subjects

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Preface • Acknowledgements • About the Authors • Introduction • 5Star • Aashirvaad Atta • Ariel • Ayush Facewash • Ayush Toothpaste • Bigbasket • Boost • Bournvita • BRU • Cadbury Dairy Milk • Cadbury Hot Chocolate • Cinthol • Cinthol Original • Clinic Plus • Closeup • Coca-Cola (in the Indian Context) • Colgate Strong Teeth • Colgate Vedshakti • Comfort • Complian • Dettol • Disprin • Dove • Dove Shampoo • Fair & Lovely • Goodknight • Goodknight Green Shakti • Google Chrome • Hamam • Hero Pleasure • Himalaya • Honda • Horlicks • Iodex • ITC Soaps • Kumbh Mela • Levista • Lifebuoy • Lipton • Liril • Lux • Maggi • Moov • Nescafé • Nescafé Sunrise • NutriChoice • O'cean one8 • Onida • Oral-B • Oreo • Parachute • Parle-G • Patanjali • PediaSure • Peter England • Pond's Dream Talc • Pond's Facewash • Quaker Oats • Raga • Rin • Royal Enfield • Saffola Oats • Santoor • Santro • Sensodyne • Start a Little Good • Sundrop Oil • Sunfeast Farmlite • Sunsilk • Surf • Surf Excel • Surf Excel Bar • Thums Up • Titan • Tropicana • Vanish • Vim • Volini • Women's Horlicks and Women's Bournvita • Yippee • Index



SAGE TEXTS

2020 • 264 pages • Paperback (978-93-538-8392-8) • ₹475.00

BUSINESS-TO-BUSINESS MARKETING, 3e

Ross Brennan *Professor of Industrial Marketing, Hertfordshire Business School, University of Hertfordshire*, **Louise E Canning** *Associate Professor of Marketing, Kedge Business School* and **Raymond McDowell** *Associate Dean of Resources and Planning, Bristol Business School, University of the West of England*

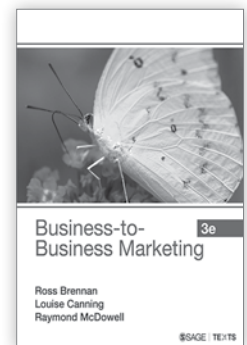
This book combines multiple approaches to B2B marketing theory with up-to-date international examples, thereby making the text valuable for faculty and students worldwide.

Key features:

- Detailed coverage of digital marketing and social media in relation to B2B
- Discussion on issues relating to sustainability and corporate social responsibility
- More visual features and an update of the 'B2B Snapshots'
- New international examples and case studies including Zara, eBay, DHL, LinkedIn and the horsemeat scandal

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Preface to the Third Edition • Acknowledgements • Guided Tour • **PART I: FUNDAMENTALS OF BUSINESS-TO-BUSINESS MARKETING** • Business-to-Business Markets and Marketing • Buyer Behaviour • Inter-Firm Relationships and Networks • **PART II: BUSINESS-TO-BUSINESS MARKETING ANALYSIS AND STRATEGY** • Responsible Business-to-Business Strategy • Researching Business-to-Business Markets • Business Market Segmentation • **PART III: COMMUNICATING AND INTERACTING WITH CUSTOMERS** • Market Communication • Relationship Communication • Relationship Portfolios and Key Account Management • **PART IV: MANAGING MARKETING PROCESSES** • Managing Product Offerings • Routes to Market • Price-setting in Business-to-Business Markets • Glossary • References • Index



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2017 • 408 pages • Paperback (978-93-860-6273-4) • ₹550.00

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RETAIL MARKETING IN THE MODERN AGE

Prashant Chaudhary *Faculty, Sinhgad Institute of Management and Computer Application (affiliated to University of Pune), Pune*

This text delves deep into contemporary retail marketing concepts and strategies that are instrumental in creating and building successful retail brands across the globe. Drawing from his professional experience in retail industry, the author discusses the factors influencing the patronage behavior of customers in a lucid and accessible language.

Key features:

- Up-to-date coverage of new formats of retailing such as omni-channel retailing
- Focus on social media marketing and social media analytics

CONTENTS

Preface • Acknowledgements • Fundamentals of Retailing • Retail Formats and Classification of Retailers • E-Retailing • Business Environment for E-Retailing • Positioning and Promotion: Pragmatism with Romanticism • Merchandise Management and Private Label Brands • Retail Pricing: Strategies and Techniques • Managing People: HRM in Retailing • Physical Environment and Pervasive Creativity: Bringing the Retail Store Alive • Location Strategy • The Pyramid of Performance • Patronage Loyalty and Customer Relationship Management • Public Relations and Strategic CSR • Store Management • Mall Management • Bibliography • Index



SAGE TEXTS

2016 • 456 pages • Paperback (978-93-515-0869-4) • ₹550.00

SOCIAL MEDIA MARKETING, 3e

Tracy L. Tuten, *University of Michigan*, Michael R. Solomon *Professor of Marketing, Saint Joseph's University, Philadelphia, USA* and adapted by **Bikramjit Rishi**

Social Media Marketing blends essential theory with practical application and covers core skills such as strategic planning for social media applications, incorporating these platforms into the brand's marketing communications, and harnessing social media data to yield consumer insights. This textbook outlines the "four zones" of social media—community, publishing, entertainment, and commerce—which marketers can use as a part of the strategic planning processes to achieve their core objectives.

The new edition has been extensively updated and expanded to include a new chapter on tactical planning and execution, and covers the latest research within social media marketing.

Key features:

- Comprehensive, strategic, well-organized, and result-oriented coverage of social media
- Integrates latest examples and research data from India and the rest of the world in a reader-friendly layout
- New case studies on Indian brands—Patanjali, Saffola, Durex, and Uber (India)
- Robust companion website offering additional case studies, instructor resources, test bank, and suggested video links

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List of Figures and Tables • Table of Case Studies • About the Authors and Adapter • Preface • Preface to the Indian Edition • Acknowledgments • Online Resources • **PART I** Foundations of Social Media Marketing • The Social Media Environment • Social Consumers • Network Structure and Group Influences in Social Media • **PART II** Social Media Marketing Strategy and Planning • Social Media Marketing Strategy • Tactical Planning and Execution • **PART III** The Four Zones of Social Media • Social Community • Social Publishing • Social Entertainment • Social Commerce • **PART IV** Social Media Data Management and Measurement • Social Media Analytics • Social Media Metrics • **PART V** Social Media Marketing in Practice • Case Zone—10 Case Studies • Sample Social Media Marketing Plan • Index



SAGE TEXTS

2020 • 476 pages • Paperback (978-93-538-8348-5) • ₹650.00

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RURAL MARKETING

Challenges and Opportunities

Dinesh Kumar *former Associate Professor (Marketing), Birla Institute of Management Technology (BIMTECH), Greater Noida* and Punam Gupta *Associate Professor, Dev Samaj College for Women, Chandigarh*

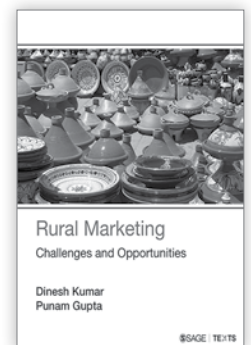
This textbook discusses how the application of traditional marketing theories transforms when the 'fourth sector', or the emergence of social business, comes into play. Drawing from latest research, **Rural Marketing** closely analyses two crucial components of the rural market—marketing to rural areas and empowering the 'bottom-of-pyramid' (BoP) markets to create successful business ventures. This book will prove to be an extremely useful resource in understanding the uniqueness, dynamics and challenges of marketing in rural areas.

Key features:

- Rich pedagogy including opening and closing case studies, mini case studies, engaging chapter-end exercises
- Inclusion of references to recent research data, important journal articles and videos for classroom teaching
- Comprehensive overview of the future of rural marketing through BoP approach, social enterprises and use of big data

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Foreword by **Payson E. Johnston** • Preface • Acknowledgements • **PART I** THE RURAL MARKET • Introduction to Rural Marketing • The Rural Market • The Rural Consumer • **PART II** STRATEGIES FOR RURAL MARKETING • Rural Marketing Strategy • Marketing Approach and Rural Research • Distribution Channels for Rural Areas • Pricing and Marketing Communication in Rural Markets • **PART III** MARKETING FOR RURAL AREAS • Agribusiness • Marketing of Agricultural Produce • Internet and Communication Technology in Rural Marketing • Management of Sales Force in Rural Marketing • Future of Rural Marketing • Index



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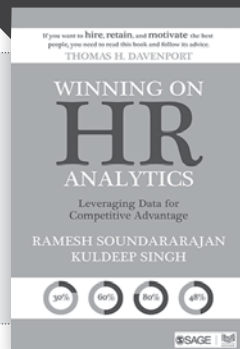
2017 • 536 pages • Paperback (978-93-860-6276-5) • ₹575.00



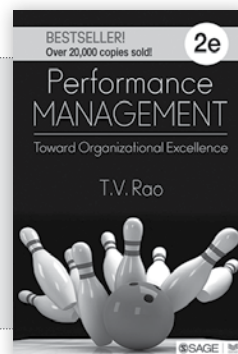
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Practice-based titles in Human Resource Management

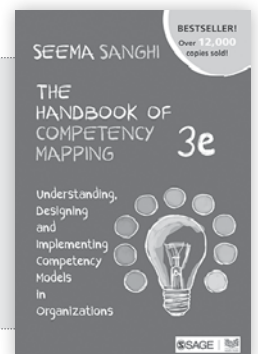
3rd prize in the DMA-NTPC Management Book Awards, 2018



ISBN: 978-93-860-4241-5



ISBN: 978-93-515-0730-7



ISBN: 978-93-859-8515-7

MARKETING MANAGEMENT, 6e

Indian Context • Global Perspective

Ramaswamy and Namakumari both at Marketing and HRD Associates, Consultancy firm, Cochin

It is time to address the elephant in the room: Is the existing literature on marketing management contextually sufficient for Indian students? How about THE book on marketing management—for Indian marketing students by Indian marketing scholars? Staying relevant to contemporary times, the sixth edition of the transformational textbook comes with an even mightier foundation with its practical, research-based content. Why this particular text? Because it is not just another 'adaptation of a foreign book' or a textbook on marketing 'with few Indian examples.' It has remained, since its first edition (published 35 years ago), the unparalleled text that presents an India-centric approach to the discipline of marketing.

- Addresses 'marketing' for what it is—Equip students of marketing with concepts and theories applicable to the Indian business environment
- Taps every transition and change—The uniqueness of the text flows from its aforementioned vision
- Engaging and comprehensive—The text re-visits the basic as well as contemporary concepts of marketing and contains a fine blend of mini cases on the experiences of companies, both Indian and global
- For the love of studying marketing—With its lucid readability, exciting presentation and innovative design, the book comes with a brand new feature: Marketing Insight, through which more than 250 exhibits explain why high-performing Indian and global companies keep on excelling

CONTENTS

Foreword to the First Edition • Preface • **PART ONE: MARKETING IN INDIAN ENVIRONMENT** • Understanding Marketing as a Value-delivering Task • Studying Marketing Environment • Contemporary Indian Marketing Environment • **PART TWO: DEVELOPING MARKETING STRATEGY AND PLANS** • Strategic Planning at Corporate Level and Marketing Planning at Business Level • Formulating Marketing Strategy • Analysing Industry and Competition • Differentiating and Positioning the Market Offering • **PART THREE: ANALYSING CONSUMERS AND SELECTING MARKETS** • Consumer Behaviour and Buying-decision Process • The Indian Consumer • Segmentation and Targeting for Maximising Customer Value • **PART FOUR: CREATING CUSTOMER VALUE: MANAGING THE PRODUCT** • Product Management: The Fundamentals • Managing Brands and Building Brand Equity • Introducing New Products and Innovations • Marketing of Services • **PART FIVE: DELIVERING CUSTOMER VALUE: MANAGING DISTRIBUTION** • Managing Distribution Logistics • Designing and Managing Marketing Channels • Retailing: Perspective of the Retailer • Retail Chain • Direct Marketing and Digital Marketing • **PART SIX: COMMUNICATING CUSTOMER VALUE: INTEGRATED MARKETING COMMUNICATIONS** • Managing Mass Communications: Advertising, Sales Promotion and Digital Communications • Managing Personal Communications: Personal Selling and Sales • Customer Relations Management • **PART SEVEN: CAPTURING CUSTOMER VALUE** • Pricing • **PART EIGHT: SUPPORTING AND CONTROLLING THE MARKETING EFFORT** • MIS and Marketing Research • Demand Forecasting and Marketing Control • **PART NINE: A SPECIAL FIELD IN INDIAN MARKETING** • Rural Marketing in India: Potential, Challenges and Strategies • Notes • Bibliography • Subject Index



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MARKETING RESEARCH

A Global Outlook

V Kumar Regents' Professor, Georgia State University, Atlanta

This book is a comprehensive text that tracks the dynamic world of global marketing and undertakes a systematic approach in discussing the steps involved in the process of conducting marketing research. It discusses recent developments in the scope and extent of the subject and examines advances in quantitative and qualitative research techniques from a global perspective.

Key features:

- Overview of marketing research processes highlighting major challenges to understand the entire process
- Focus on the important phases of marketing research
- Numerous country-specific examples and cases from the global perspective
- Chapter-end review exercises and case-based questions for critical and in-depth understanding

ABRIDGED CONTENTS

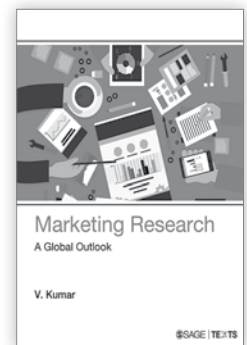
PREFACE • INTRODUCTION TO MARKETING RESEARCH FOR THE EMERGING & DEVELOPED MARKETS • DESIGNING AND ADMINISTERING THE RESEARCH PROCESS • DATA ANALYSIS AND REPORTING THE RESULTS • MARKETING RESEARCH APPROACHES ACROSS THE GLOBAL MARKETS • FUTURE DIRECTIONS IN GLOBAL MARKETING RESEARCH • CASE STUDIES



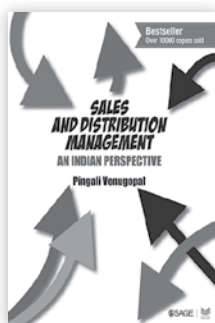
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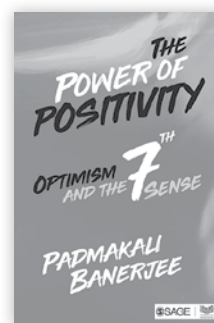
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ISBN: 978-93-515-0138-1



ISBN: 978-93-528-0701-7

CORPORATE COMMUNICATION, 2e

Principles and Practice

Jaishri Jethwaney *Visiting Professor, Media and Communications, Institute for Studies in Industrial Development (ISID), New Delhi*

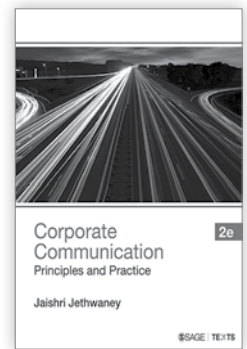
The second revised edition of this book—a well-accepted textbook designed for the students of mass communication, public relations and journalism—offers a fresh perspective into all basic and critical aspects of corporate communication. It incorporates the latest changes in governmental policies and industry trends in the country to aid students relate to the contemporary environment and become industry-ready.

Highlights of the Second Edition:

- Incorporates the changes brought about by Companies Act 2013 (CSR practices), tax reforms by Government of India (GST in place of multiple indirect tax structure) and others
- Includes citations from Encyclopedia on Corporate Reputation for global perspectives on issues
- New global and Indian case studies with points for discussion and analytical inputs

CONTENTS

Preface • Acknowledgements • Understanding Corporate Communication • Media: Dynamics and Strategies • Corporate Reputation Management • Employee Communication • Managing Government Relations • Writing for Media and Media Relations • Corporate Communication in Brand Promotion • Corporate Social Responsibility • Financial communication • Crises Communication • Corporate Communication Research • Laws and Ethics in Corporate Communication • Index



SAGE TEXTS

2018 • 460 pages • Paperback (978-93-528-0687-4) • ₹525.00

CORPORATE COMMUNICATION THROUGH SOCIAL MEDIA

Strategies for Managing Reputation

Asha Kaul *Professor, Communication Area, Indian Institute of Management, Ahmedabad* and **Vidhi Chaudhri** *Assistant Professor, Media and Communication, Erasmus School of History, Culture and Communication (ESHCC), Erasmus University, Rotterdam*

Corporate Communication through Social Media provides a comprehensive look at social-mediated developments in corporate and organizational communication and examines the consequent implications for reputation management. It takes a grounded approach in bringing together perspectives from communication and management and from scholarship and practice.

Key features:

- Blend of theory and practice of social-mediated communication and implications for reputation management
- Link with professional practice in “Voices from the Field” feature
- Discussion questions and activities to encourage critical reflection and informed application

ABRIDGED CONTENTS

PREFACE • PROLOGUE • THE NEW ANTHEM FOR OPEN SOURCE BRANDING: PARADOX OF GAINING RESONANCE AND CEDING CONTROL • ON - DEMAND MARKETING: SOCIAL SELLING, CUSTOMER ENGAGEMENT AND ADVOCACY • SOCIAL MEDIA @ WORK: EMPLOYEES AS REPUTATION AGENTS • INFLUENCE OF SOCIAL MEDIA ON CRISIS COMMUNICATION • UNDER THE MICROSCOPE: CORPORATE RESPONSIBILITY IN A SOCIAL-MEDIATED ERA • MEASURING THE \$ SPEND ON SOCIAL MEDIA • EPILOGUE • INDEX



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2017 • 252 pages • Paperback (978-93-864-4619-0) • ₹375.00

BUSINESS AND PROFESSIONAL COMMUNICATION

KEYS for Workplace Excellence

Kelly M Quintanilla *Texas AandM University—Corpus Christi* and **Shawn T Wahl** *Missouri State University*

This text presents an exciting new approach to teaching the core concepts and techniques of business and professional communication, and is organized by the sequence of experiences readers will face as they transition from student to professional, and from interviewee to team member to leader.

Key features:

- Thought-provoking opening narratives provide context and content for each chapter
- To help prepare students for the business world, realistic What Went Wrong? scenarios are embedded into every chapter

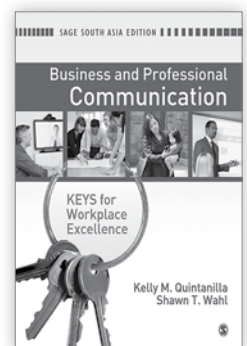
CONTENTS

Preface • Business and Professional Excellence in the Workplace • **I: ENTERING THE WORKPLACE** • Landing the Job • Getting to Know Your Diverse Workplace • **II: DEVELOPING IN THE WORKPLACE** • Building Relationships Through Interpersonal Communication • Strengthening Connections With Team Communication • **III: EXCELLING IN THE WORKPLACE** • Communicating Excellence With Technology • Writing With Professional Excellence • Leading With Professional Excellence • **IV: PRESENTING IN THE WORKPLACE** • Informing and Persuading With Professional Excellence • Designing a Speech with Professional Excellence • Delivering a Speech With Professional Excellence • **V: SURVIVING IN THE WORKPLACE** • Balancing Work and Life Through Communication • Epilogue • References • Index

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2011 • 376 pages • Paperback (978-81-321-0624-1) • ₹795.00

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GLOBAL TALENT MANAGEMENT

An Integrated Approach

Sonal Minocha *Nexford University, Washington DC* and **Dean Hristov** *Bournemouth University, UK*

A holistic overview of key global talent management perspectives, which determine the inter-linked nature of individuals as global talent, organisations as hubs for global talent and policies across sectors and industries. This textbook discusses the current organisational approaches to the attraction, development and retention of global talent, and encourages critical reflection of how global talent management is affected by policy, society and the economy. The authors draw on interdisciplinary fields, practical insights from global employers and wide-ranging case studies to help students grasp the complexities of this evolving field.

Key features:

- International, cross-disciplinary and cross-industry approach through the use of contemporary cases
- Insights for students on how to confidently navigate through a range of cultural, generational and technological disruptions
- Content closely considers current agendas such as the global talent mismatch, demographic disruptions and the role of global talent in shaping cities, regions, economies and societies

CONTENTS

Preface • About the Authors • **PART 1: Individuals as Global Talent** • Developing Mindsets, Heartsets and Skillsets • Job Seekers and Job Creators • Understanding the Cross-Cultural and Multi-Generational Workforce • Thriving in the 4IR: Workplace Automation and Artificial Intelligence • **PART 2: Organisations as Hubs for Global Talent** • Organisational Foundations for Global Talent • Attraction, Development and Retention of Global Talent • Performance, Productivity and Analytics in Global Talent Management • **PART 3: Global Talent Policy Perspectives** • Demographic Disruptions (Re)shaping the Global Talent Landscape • Economic Competitiveness and the Role of Global Talent • The Role of Global Talent in Shaping Cities, Regions and Economies • The Global Talent Mismatch and the Role of Education • Index



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2020 • 296 pages • Paperback (978-93-532-8932-4) • ₹595.00

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EMPLOYEE RELATIONS MANAGEMENT

Text and Cases

D. P. Sahoo *Faculty of HR and OB, Institute of Management Technology, Ghaziabad*

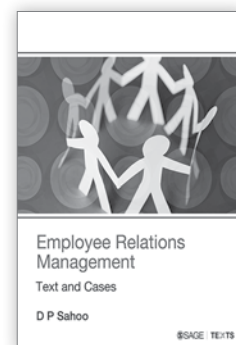
Employee Relations Management discusses and details the theoretical and practical aspects of the labour market and management of industrial relations (IRs) in India and covers the legislative and managerial framework required to manage IR-related issues. The book introduces real-life cases from various Indian industries that highlight the major concerns facing Indian business organizations. These case studies are carefully designed to act as simulation exercises to showcase the context, the problems and their critical analyses.

Key features:

- Content designed to impart critical understanding of the present industrial situation
- Focused, case-based approach to enable readers to link real-life cases with concepts and theories
- Strategic aspects of employee relations management justified with instances and examples from the industries
- Contains 21 industrial contexts for classroom discussion and 38 real-life cases for classroom teaching

CONTENTS

Foreword • Preface • Acknowledgement • About the Author • **PART 1: Concept and the IR Framework, Evaluation and the Present Trend** • Industrial Relations, Concept and Theories • Emerging Trend of Industrial Relations in India • **PART 2: Emerging Shifts in Industrial Relations in Organization** • Industrial Relations: The New Perspective • **PART 3: Growth and Development of Trade Unions in India, Their Structure and Positions** • Trade Unions: Theory and the Growth of Trade Unions in India • Trade Union Structure and Management • **PART 4: Administrative Aspects of Industrial Relations** • Collective Bargaining • Industrial Disputes and Grievance Redressal Mechanism • The Indian Labour Market • Managing Discipline in Industries and Disciplinary Procedure • Workers' Participation in Management • **PART 5: Industrial Relations in Emerging Industries and Impacts of International Bodies on Industrial and Employee Relations in India** • Industrial Relations in IT and ITES Organizations • International Labour Organization • Index



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2020 • 496 pages • Paperback (978-93-532-8707-8) • ₹750.00

CULTURE AND ORGANIZATIONAL BEHAVIOUR

Jai B. P. Sinha *ASSERT Institute of Management Studies, Patna, Bihar, India*

A textbook for management studies that highlights the effect of the confluence of Western and Indian cultural influences. It adheres to the syllabi of the organizational behaviour courses followed in most major universities and management institutes.

Key features:

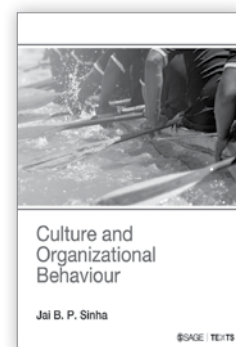
- Contains updated case studies from Indian organizations
- Focuses on current and emerging strategies in organizational structures, leadership, power and politics

CONTENTS

Preface • **I: THE BACKDROP** • Organizational Behaviour • Indian Cultural Context • The Indian Milieu • **II: INDIVIDUALS** • Self and Personality • Well-Being: The Ultimate Goal of Life • **III: GROUPS** • Individuals and Group Dynamics • Working for Self and Others • Teamwork • Power and Politics • Effective Leadership • Theories of Leadership • **IV: ORGANIZATIONS** • Organizational Culture • Knowledge Organization • Organizational Change and Development • References • Index

SAGE TEXTS

2008 • 448 pages • Paperback (978-81-782-9896-2) • ₹650.00



COMPENSATION MANAGEMENT

R. C. Sharma *Professor Emeritus, Founder Vice-Chancellor, Amity University Manesar, Gurgaon and*
Sulabh Sharma *Head of Scooter Model Line, (R&D) Centre of Innovation and Technology, Hero MotoCorp Limited*

Compensation Management presents a comprehensive account of the intricacies related to compensation and reward management in Indian organizations—a vital strategic feature of HR management. The book covers fundamental concepts of the subject along with the approaches, tools, techniques and allied issues. This book would be helpful to students of human resource management, business economics, public administration, social work and other allied fields.

Key features:

- Covers the role of art and science of compensation management in raising the competitive edge of organizations
- Focuses on recent policy developments, contemporary industry-wide changes and probable strategies for issues discussed
- Key pedagogical features, including contemporary case studies and activities

CONTENTS

Preface • Acknowledgements • About the Book • About the Authors • Conceptual Framework • Compensation Management • Divergent Systems and Institutions for Wage • Determination in Practice in Indian Organizations • Contingent Pay: Pay for Performance, Competence, Skill—I • Contingent Pay: Pay for Performance, Competence, Skill—II • Administering and Controlling Salary Costs and Salary Review • Designing and Operating Fringe Benefits and Services, and Internal Audit of Compensation and Benefits • Designing and Operating Non-financial Benefits (Intrinsic and Relational Rewards) • Compensation and Reward Management Policy, Processes, Procedures and Some Other Issues • International Remuneration • Index



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2019 • 346 pages • Paperback (978-93-532-8628-6) • ₹595.00

HUMAN RESOURCE INFORMATION SYSTEMS, 3e

Basics, Applications, and Future Directions

Edited by **Michael J. Kavanagh** *University at Albany, State University of New York* **Mohan Thite** *Griffith University, Australia* and **Richard D. Johnson** *University at Albany, State University of New York*

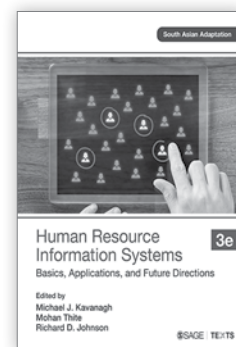
This cross-disciplinary textbook provides a thorough introduction to the field of HRIS, a combination of two major management fields—human resources and information systems— that impact the competitive advantage of companies. Unlike other HRIS textbooks that overwhelm students with technical information and jargon, this revised 3rd edition offers a balanced approach in dealing with HR and IT/IS issues by drawing from experts in both areas. It contains dedicated chapters on the Systems Development Life Cycle and the needs analysis of HRIS to encourage critical thinking and assessment. The new chapter on HRIS Privacy and Security aims to help students learn more about the importance of securing an employee's privacy.

Key features:

- Organized into four main parts with an emphasis on students learning all of the aspects of developing, implementing, and using HRIS
- Offers editorial introductions to each section that provides a helpful framework, introduce the links between chapters, and highlight the key learning objectives for each chapter
- Links HR concepts to technology and demonstrates how HR professionals can apply these practices to their day-to-day functions
- Includes an organizational system template, offering a holistic picture of different HRIS to show how these systems, used in conjunction, can contribute to a firm's success

CONTENTS

Preface • About the Editors • About the Contributors • **PART I: INTRODUCTION TO HUMAN RESOURCE INFORMATION SYSTEMS (HRIS): A SYSTEMS PERSPECTIVE** • Evolution of Human Resource Management and Human Resource Information Systems: The Role of Information Technology **Michael J. Kavanagh** and **Richard D. Johnson** • Database Concepts and Applications in Human Resource Information Systems **Janet H. Marler** and **Barry D. Floyd** • Systems Considerations in the Design of a Human Resource Information System: Planning for Implementation **Michael D. Bedell** and **Michael L. Canniff** • The Systems Development Life Cycle and HRIS Needs Analysis **Lisa M. Plantamura** and **Richard D. Johnson** • System Design and Acquisition **Richard D. Johnson** and **James H. Dulebohn** • Project Management and Human Resource Management Advice for Human Resource Information Systems Implementation **Michael J. Kavanagh** • **PART II: HRIS EFFECTIVENESS MEASURES AND HRM ADVICE FOR HRIS IMPLEMENTATION** • HR Metrics and Workforce Analytics **Kevin D. Carlson** and **Michael J. Kavanagh** • Cost Justifying HRIS Investments **Kevin D. Carlson** and **Michael J. Kavanagh** • Change Management: Implementation, Integration, and Maintenance of the Human Resource Information Systems Applications **Ralf Burbach** • Performance Management, Compensation, Benefits, Payroll, and the Human Resource Information System **Charles H. Fay** and **Renato E. Nardoni** • Human Resource Information Systems and International Human Resource Management **Michael J. Kavanagh** and **John W. Michel** • **PART IV: SPECIAL TOPICS IN HUMAN RESOURCE INFORMATION SYSTEMS** • HRIS Privacy and Security **Humayun Zafar** and **Dianna L. Stone** • The Future of Human Resource Information Systems: Emerging Trends in HRM and IT **Richard D. Johnson** and **Michael J. Kavanagh** • Appendix • Additional Resources • Internet Resources • Additional Readings • Glossary • Index



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CHANGE MANAGEMENT AND ORGANIZATIONAL DEVELOPMENT

Ratan Raina *Former Director General, Dev Bhoomi Group of Institutions, Dehradun*

An engaging, jargon-free and practical text, this text offers a comprehensive account of the theory, practice and research related to change management and organizational development. Drawing upon and integrating current theories and practices, the book provides a pragmatic insight into all aspects of organizational change and development. Focussing especially on issues related to India, the author evaluates the key concerns underlying the dynamics of change and implements a framework to maximize value-based development in any organization.

Key features:

- Includes subjects affecting growth of an organization such as Mergers and Acquisitions, Quality Management, Performance Management and Organizational Health Survey
- All complex topics and concepts have been supplemented with abundance of figures, tables, industry examples and flow charts to ensure clarity and better understanding
- Covers recent literature and future trends in change management and organization development

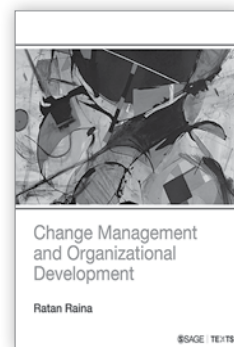
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PREFACE • ACKNOWLEDGEMENT • PART I : OVERVIEW OF ORGANIZATIONAL CHANGE • PART II: OVERVIEW AND PROCESS OF ORGANIZATIONAL DEVELOPMENT • PART III: HUMAN PROCESS INTERVENTION • PART IV: HUMAN RESOURCE MANAGEMENT INTERVENTION • PART V: TECHNOSTRUCTURE INTERVENTION • PART VI: STRATEGIC INTERVENTION • PART VII: RECENT TRENDS IN ORGANIZATIONAL DEVELOPMENT • PART VIII: CASE STUDIES • INDEX



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ORGANIZATION DEVELOPMENT, 2e

The Process of Leading Organizational Change

Donald L Anderson *University of Denver*

Organization Development is a comprehensive text on individual, team, and organizational change that covers all classic and contemporary organization development (OD) techniques. In-depth case studies that follow major content chapters allow students to immediately apply what they have learned. In today's challenging environment of increased globalization, rapidly changing technologies, economic pressures, and expectations in the contemporary workforce, this book is an essential tool.

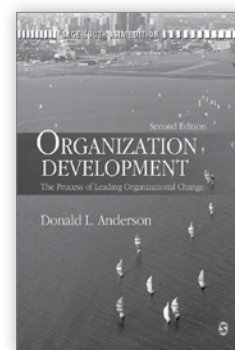
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ORGANIZATIONAL CHANGE, 2e

An Action-Oriented Toolkit

Tupper F Cawsey, Gene Deszca both at *Wilfrid Laurier University* and **Cynthia Ingols** *Simmons College*

With the growing influence of the external environment on internal operations, organizations need to be able to adapt and change. Managers at all levels must diagnose organizational issues, develop a compelling vision, engage others in this collective journey, and bring change to fruition. This book helps leaders, managers, and students do just that.

Key features:

- Takes a pragmatic, action-oriented approach: Frameworks are given to help readers understand, plan, implement, and evaluate change
- Emphasizes the measurement of change
- Demonstrates principles and applications: Engaging, real-world examples, 'Toolkit' exercises, and cases

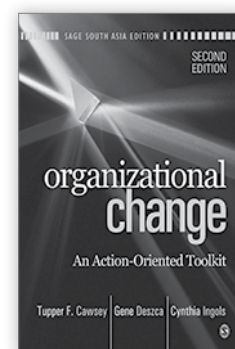
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Preface • Changing Organizations in Our Complex World • Change Frameworks for Organizational Diagnosis "HOW" to Change • Change Frameworks for Organizational Diagnosis "WHAT" to Change? • Building and Energizing the Need for Change • Navigating Change Through Formal Structures and Systems • Navigating the Informal Organization: Power and Culture • Managing Recipients of Change and Influencing Internal Stakeholders • Becoming a Master Change Agent • Action Planning and Implementation • Measuring Change - Designing Effective Control Systems • Summary Thoughts on Organization Change • Case Study • Index

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2011 • 512 pages • Paperback (978-81-321-0873-3) • ₹895.00

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STRATEGIC HUMAN RESOURCE MANAGEMENT

An International Perspective

Edited by **Gary Rees** Head, *Organisation Studies and Human Resource Management, Portsmouth Business School, University of Portsmouth* and **Paul E. Smith** Head, *HR Subject Group and Principal Lecturer in HRM, Hertfordshire Business School, University of Hertfordshire*

The value and use of human resources is paramount to the continuing success of any organization. This textbook aims at providing a cogent and coherent explanation of human resource management from a strategic perspective.

The approach adopted by the book is one of building students' confidence in various complex terminologies and models. It explores the current theoretical models, perspectives and researches, and their application through practical examples across three industrial sectors. It includes a series of reflective activities to help students deliberate on a range of relevant and topical HR issues.

Key features:

- Numerous practical examples and case studies in each chapter to make the rigorous theoretical and academic underpinnings alive
- Cases and examples from across the globe and chapters on culture and globalization to reflect the global nature of the contemporary workplace
- Content contributed by leading names in the field of HRM
- Excellent range of learning features including an end of book glossary to help quickly understand new and complex terminologies

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PRACTICAL APPLICATIONS OF HR ANALYTICS

A Step-by-Step Guide

Pratyush Banerjee Faculty, *Department of Management, Birla Institute of Technology and Science (BITS) Pilani*, **Jatin Pandey** Faculty, *Organizational Behaviour and Human Resource Management Area, Indian Institute of Management Indore (IIMI)* and **Manish Gupta** Faculty, *Department of Human Resource, ICFAI Business School (IBS), Hyderabad*

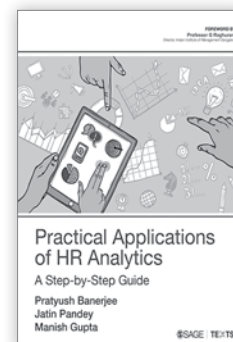
Practical Applications of HR Analytics equips readers with the required techniques to effectively identify and utilize the vast amount of available data in making better informed business decisions. The book provides chapter opening vignettes, industry examples and real-world case studies on application of HR analytics.

Key features:

- Practical understanding of a range of open-source statistical GUI software
- Focus on both descriptive and predictive analytics in HR
- Chapter opening vignettes, industry examples and real-world case studies on application of HR analytics in organizations
- Supplementary exercises and soft copy of datasets provided on Google Drive Link to facilitate hands-on training

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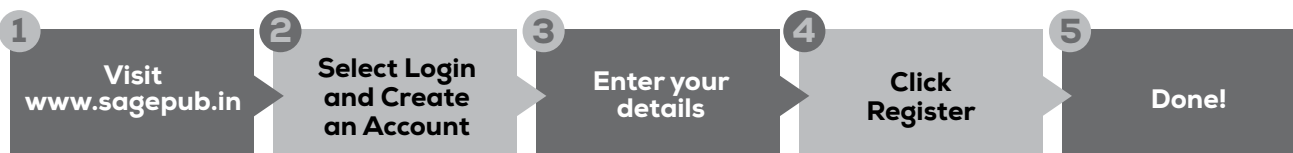
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INTERNATIONAL HUMAN RESOURCE MANAGEMENT

Srinivas R Kandula *Chief Executive Officer, Capgemini Technology Services India Ltd*

This text aims to help students gain insights into the practicalities of global human resource management. By helping find answers to the complex multifaceted questions about **International Human Resource Management (IHRM)**, the book builds a strong base and works as a comprehensive guide for all management students. It offers a concise overview of labour codes, laws and employment regulations currently in operation in 18 countries across four continents.

Key features:

- Covers the entire cycle of IHRM: Procurement, Development, Compensation, Maintenance and Integration
- Explores what, why and how human resource practices are managed in corporate organizations in a global setting
- Seamlessly integrates IHRM practices with industrial relations and labour matters
- Includes more than 20 case studies from across the world covering multiple industries

CONTENTS

Preface • International Human Resource Management: An Introduction • International Staffing Management • International Training Management • International Compensation Management • Industrial Relations: Labour Codes, Laws and Regulation Management North America • Industrial Relations: Labour Codes, Laws and Regulation Management Europe • Industrial Relations: Labour Codes, Laws and Regulation Management Asia and Australia • International Performance Management • International Culture Management • Author Index • Subject Index



SAGE TEXTS

2018 • 392 pages • Paperback (978-93-528-0681-2) • ₹550.00

INTERNATIONAL HUMAN RESOURCE MANAGEMENT, 4e

Edited by **Anne-Wil Harzing** *Middlesex University London* and **Ashly H Pinnington** *Dean Faculty of Business, The British University in Dubai, United Arab Emirates*

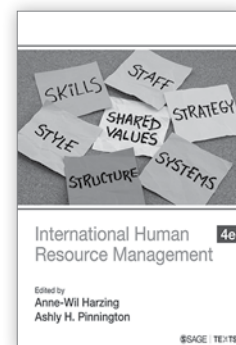
The fourth edition by the international team of experts retains the critical edge, academic rigour and breadth of coverage, which have established this book as the most authoritative text in the market.

Key features:

- Reduced number of chapters provide greater depth to the understanding of the subject
- Expanded coverage of topics like Equality and Diversity, Corporate Social Responsibility and Sustainability
- New “Stop and Reflect feature” provides an opportunity to test your understanding at regular intervals

CONTENTS

Introduction • **PART I: CULTURAL, COMPARATIVE AND ORGANIZATIONAL PERSPECTIVES ON IHRM** • Culture and Cross-Cultural Management **Laurence Romani** • Comparative Human Resource Management **Chris Brewster** and **Wolfgang Mayrhofer** • The Transfer of Employment Practices across Borders in Multinational Companies **Tony Edwards** • Approaches to International Human Resource Management **Chris Rowley**, **Jean Qi Wei** and **Malcolm Warner** • **PART II: INTERNATIONAL ASSIGNMENTS AND EMPLOYMENT PRACTICES** • International Assignments **B. Sebastian Reiche** and **Anne-Wil Harzing** • Multinational Companies and the Host Country Environment **Damian Grimshaw**, **Jill Rubery** and **Phil Almond** • Regulation and Change in Global Employment Relations **Miguel Martinez Lucio** and **Robert Mackenzie** • Human Resource Management in Cross-Border Mergers and Acquisitions **Vladimir Pucik**, **Ingmar Bjorkman**, **Paul Evans** and **Gunter K. Stahl** • **PART III: IHRM POLICIES AND PRACTICES** • Managing Knowledge in Multinational Firms **Ingmar Bjorkman**, **Paul Evans**, **Vladimir Pucik** and **Dana Minbaeva** • Training and Development: Developing Global Leaders and Expatriates **Ashly H. Pinnington**, **Yaw A. Debrah** and **Christopher J. Rees** • Global and Local Resourcing **Chris Rowley**, **Alan Nankervis** and **Malcolm Warner** • Global Performance Management **Arup Varma** and **Pawan S. Budhwar** • Total Rewards in the International Context **K. Galen Kroeck** and **Mary Ann Von Glinow** • Equal Opportunity and Diversity Management in the Global Context **Fang Lee Cooke** • Corporate Social Responsibility and Sustainability through Ethical HRM **Fang Lee Cooke**



SAGE TEXTS

2017 • 568 pages • Paperback (978-93-860-6289-5) • ₹650.00

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CREATING EFFECTIVE TEAMS, 4e

A Guide for Members and Leaders

Susan A Wheelan *GDQ Associates, Inc*

This book is a practical guide for building and sustaining top-performing teams. Based on the author's many years of consulting experience with teams in the public and private sectors, the Fourth Edition describes why teams are important, how they function, and what makes them productive. The author covers in depth the four stages of a team—forming, storming, norming, and performing—clearly illustrating the developmental nature of teams.

Key features:

- This book examines why teams are important, how they function, and what makes them productive
- Checklists and self-evaluations provide even more information on the reader's personal leader or team member style
- Research references provide readers with the theory and research background for the practical

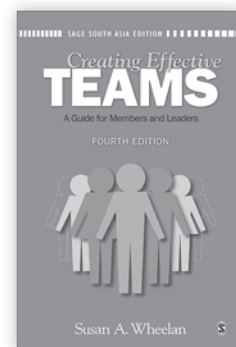
CONTENTS

Why Groups? • From Groups to Teams: The Stages of Group Development • Navigating Stage 1 • Surviving Stage 2 • Reorganizing at Stage 3 • Sustaining High Performance • How Do High Performance Teams Function? • Effective Team Members • Effective Team Leadership • Effective Organizational Support for Teams • Bibliography • Index

SAGE SOUTH ASIA

2012 • 160 pages • Paperback (978-81-321-1086-6) • ₹525.00

Sales rights restricted to South Asia only!



COMPETENCY-BASED HUMAN RESOURCE MANAGEMENT

Anindya Basu Roy Director, Prime on Line Private Limited, Kolkata and **Sumati Ray** Professor, Indian Institute of Social Welfare and Business Management (IISWBM), Kolkata

This textbook presents a practice-oriented approach for building organizational competency at workplace. Useful for students and practitioners of HRM, this book adequately balances theory and illustrations to elucidate the application of analytics in competency modelling.

Key features:

- Emphasis on how to design and roll out competency-based HRM applications
- Includes case studies and real-life examples
- Includes crucial post-implementation phase of a competency mapping project

CONTENTS

Preface • Acknowledgements • **PART 1: ABOUT COMPETENCY, MAPPING AND MODELLING** • Introduction to the Concept of Competency • History of the Competency Movement • Developing a Competency Model • **PART 2: ABOUT COMPETENCY ASSESSMENT** • Principal Approaches to Assessing Competencies • Designing an Instrument for Competency Assessment • **PART 3: HRM APPLICATIONS USING COMPETENCY** • Competency-Based Recruitment and Selection • Competency-Based Training and Development • Competency-Based Performance Management • Competency-Based Career and Succession Planning • Role of HR Department in Setting Up a Competency-Based HRM System • Index



SAGE TEXTS

2019 • 268 pages • Paperback (978-93-532-8297-4) • ₹375.00



HR ANALYTICS

Understanding Theories and Applications

Dipak Kumar Bhattacharyya Professor, School of Human Resource Management, Xavier Institute of Management, Bhubaneswar

The introduction of analytics has induced a shift in the traditional HR function from human resource management (HRM) to human capital management (HCM). **HR Analytics** reflects on this crucial role of analytics and predictive modelling in human resource settings within modern-day organizations. It offers interesting insights into the use of analytics to aid strategic decision making.

Key features:

- Discusses the major advances and application of big data in HR decision making
- Chapter opening cases, industry insights and case-lets throughout the book to give real-life perspectives
- Engaging exercises and assignments for students

CONTENTS

Preface • Acknowledgements • Human Resource Management Function over the Years • HR Decision Making and HR Analytics • Introduction to HR Analytics • HR Business Process and HR Analytics • Forecasting and Measuring HR Value Propositions with HR Analytics • HR Analytics and Data • HR Analytics and Predictive Modelling • HR Analytics for Future • Glossary • Index



SAGE TEXTS

2017 • 256 pages • Paperback (978-93-860-6271-0) • ₹450.00



Also by the same Author

TRAINING AND DEVELOPMENT

Theories and Applications

This book provides readers with a suitable backdrop to understand the complexities of training and development theories. It aims at making the concepts relevant and easier to understand and put them to practice in real-life situations. It has been developed after a thorough study of the syllabuses of major universities and management institutes in India, with adequate inputs from various professional bodies specializing in training and development.

Key features:

- Balanced discussions on theories and applications with examples from the corporate world in India and abroad
- Opening vignette in each chapter, case-lets and chapter-end comprehensive case study
- Rich chapter-end features including general and critical review questions and 'Special Activity for Practitioners', a practice-based assignment

CONTENTS

Preface • About the Author • Human Resource Management and Training and Development • Training and Development and Human Resource Development • Learning and Training • Personality Development through Training • Competency-based Training and Development • Training Needs Analysis • Training Policy, Plans and Resources • Designing Training Programmes • Training Methodology • E-training or E-learning Methods of Training • Training Evaluation • Training for Career Planning and Development • Training for Organizational Development • International Training and Development • Glossary • References • Index



SAGE TEXTS

2015 • 348 pages • Paperback (978-93-515-0140-4) • ₹450.00



HUMAN RESOURCE MANAGEMENT

Theory and Practice

R C Sharma *Founder Vice Chancellor, Amity University Haryana* and **Nipun Sharma** *Executive Vice-President and Business Head – UP East, Vodafone Mobile Services Ltd*

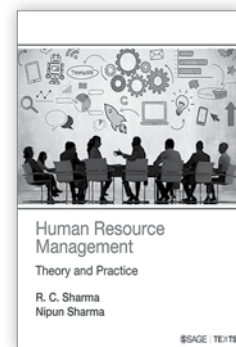
This textbook provides conceptual clarity of Human Resource Management (HRM) and helps understand the current problems in this domain that require pragmatic research and realistic solutions. The book is a fine blend of concepts, theories, tools, techniques and contemporary practices in HRM. The book covers all the essential topics of HRM.

Key features:

- Throws light on the recent developments and suggests management strategies for the issues concerned
- Embellished with rich pedagogical features and relevant case studies to enhance conceptual understanding
- Additional chapters on technological changes, HR records, audit and research in the companion website

CONTENTS

Preface • Acknowledgements • **PART I – INTRODUCTION** • HUMAN RESOURCE MANAGEMENT IN RETROSPECT AND PROSPECT • Importance, Nature, Scope, Objectives, Principles, Functions of HRM and HR Policy • **PART II – ACQUIRING HUMAN RESOURCE** • Human Resource Planning (HRP) • Job Analysis and Design • Recruitment, Selection, Placement, Induction • Socialisation • **PART III – TRAINING AND DEVELOPING HUMAN RESOURCES** • Training • Executive Development and Training, Managing Careers, Promotions and Transfers • **PART IV – COMPENSATION AND REWARD MANAGEMENT** • Performance Appraisal and Potential Appraisal • Wage and Salary Administration and Employee Compensation • Divergent Systems and Institutions for Wage Fixation • Fringe Benefits and Services • **PART V – INTEGRATING, MAINTAINING AND RETAINING HUMAN RESOURCES** • Employee Motivation • Job Satisfaction, Employee Morale and Communication • Supervision and Leadership • Managing Employee Discipline and Handling Grievances • **PART VI – EMPLOYEE RELATIONS AND PERSONNEL RECORDS, AUDIT AND RESEARCH** • Human Relations and Industrial Relations • Collective Bargaining and Workers' Participation in Management • Trade Unions • International Human Resource Management • Technological Changes, Industrial Accidents and safety, Industrial Health and Hygiene and Working Environment and Fatigue (on Companion Website) • HR Records, Reports, Audit and Research (on Companion Website) • Index



SAGE TEXTS

2018 • 740 pages • Paperback (978-93-528-0495-5) • ₹695.00

HUMAN RESOURCE MANAGEMENT

Concepts, Practices, and New Paradigms

Amitabha Sengupta *K J Somaiya Institute of Management Studies and Research, Mumbai*

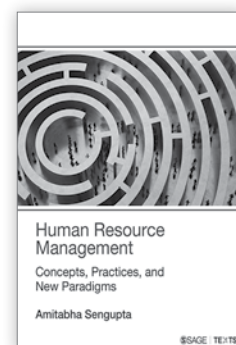
This book aims to expose students to the emerging paradigms of HRM while retaining focus on the core practices of acquisition, retention, management and development of talent, rewards and compensation, and compliance of workplace laws and regulations.

Key features:

- System orientation: viewing HRM practices as part of the business system and their correlation with business outcomes
- Experiential perspective: extensive use of cases and exhibits drawn from private and public workplaces
- Robust pedagogy: over 40 case studies with discussion points, and over 20 exhibits on new HR initiatives

CONTENTS

Preface • **SECTION I: OLD HR–NEW HR** • Human Resource Management Introduction • Human Resources Business Partner • **SECTION II: PLAN AND ACQUIRE** • Human Resources Planning • Recruitment and Selection • **SECTION III: DEVELOPMENT AND GROWTH** • Learning, Training, and Development • Competency Management • **SECTION IV: ENGAGE AND PERFORM** • Employee Engagement • Performance Management and Appraisal • **SECTION V: REWARD AND COMPENSATE** • Compensation and Benefits • Compensation for Special Groups • **SECTION VI: DECENT WORKPLACE: COMPLIANCE AND DIALOGUES** • Industrial Relations • Workplace Legislations, Regulations, and Debates on Labour Law Reforms • **SECTION VII: TRANSFORMATION OF WORK AND WORK RELATIONSHIPS** • HR Information System, HR Metrics, and HR Analytics • Employment Relations • **SECTION VIII: HR BLUE OCEAN** • Human Resources Management in Small and Medium Enterprises • Human Resources Management in the Service Sector • **SECTION IX: INNOVATE AND TRANSFORM** • Organization Transformation and the HR Leadership • Human Resources Management Innovations • Index



SAGE TEXTS

2018 • 504 pages • Paperback (978-93-528-0511-2) • ₹575.00

THE COACHING MANAGER, 2e

Developing Top Talent in Business

James M Hunt *University of Arizona* and **Joseph R Weintraub** *Babson College*

The Coaching Manager presents a developmental coaching methodology that managers can use to guide employees to achieve higher levels of skill, experience greater engagement with organizations, and promote personal development.

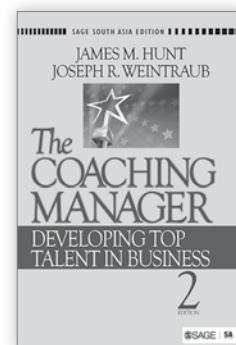
CONTENTS

Preface • Introduction: The Coaching Manager • An Overview of Developmental Coaching • Defining Success as a Coaching Manager • Creating a Coaching-Friendly Context • The Development of a Coaching Manager and the “Coaching Mind-set” • The “Coachable” Learner • Stopping the Action and Starting a Coaching Dialogue • The Coaching Mirror • Providing Balanced and Helpful Feedback • What Does It All Mean? Collaboratively Interpreting Learning Needs • Goal Setting and Follow-Up: Making Change Happen • Coaching and Career Development • Developmental Coaching and Performance Problems • Using Coaching to Leverage the Investment in the Classroom • Epilogue: The Coaching Manager • Appendix • References • Index

SAGE SOUTH ASIA

2010 • 328 pages • Paperback (978-81-321-0569-5) • ₹995.00

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INDUSTRIAL RELATIONS AND LABOUR LAWS FOR MANAGERS

Parul Gupta Faculty of Law, Management Development Institute (MDI), Gurgaon

A lucid and exemplary introduction to Indian labour laws and a thorough discussion on the legislations dealing with industrial relations and labour issues. This book focuses on the application of labour laws to and within businesses, and deals with legal postulations from the perspective of a manager.

Key features:

- Comprehensive coverage of labour and industrial relations laws along with contemporary developments
- Each act supported by carefully curated cases to exemplify the practical facets and their implications
- Each case followed by judgement and explanation unveiling the application of the legal concept
- Each chapter aided by objective and descriptive exercises and case-based questions

CONTENTS

Preface • Acknowledgements • Fundamental Aspects of Industrial Relations • Evolution of Labour Legislation in India • The Factories Act, 1948 • Contract Labour (Regulation and Abolition) Act, 1970 • The Child and Adolescent Labour (Prohibition and Regulation) Act, 1986 • The Employees' Compensation Act, 1923 • The Employees' State Insurance Act, 1948 • The Employees' Provident Funds and Miscellaneous Provisions Act, 1952 • The Payment of Gratuity Act 1972 • The Maternity Benefit Act, 1961 • The Payment of Wages Act, 1936 • The Minimum Wages Act, 1948 • The Industrial Disputes Act, 1947 • The Industrial Employment (Standing Orders) Act, 1946 • The Trade Unions Act, 1926 • The Payment of Bonus Act, 1965 • The Apprentices Act, 1961 • The Employment Exchanges (Compulsory Notification of Vacancies) Act, 1959 • Index



SAGE TEXTS

2019 • 512 pages • Paperback (978-93-532-8183-0) • ₹550.00



ORGANIZATIONAL BEHAVIOR

Afsaneh Nahavandi University of San Diego, **Robert B Denhardt, Janet V Denhardt** both at University of Southern California and **Maria P Aristigueta** University of Delaware

This book challenges the readers to develop greater personal, interpersonal, and organizational skills, and utilize these strengths competently in the organizational environment. The book adopts a strengths-based and action-oriented approach while integrating important concepts such as leadership, creativity, and innovation and their role in the global society.

Key features:

- Focus on understanding and applying concepts to real world scenarios through creative and innovative thinking
- Emphasis on building inner-strength, positive outlook, and improved self-awareness with 'global perspective' feature
- Encourages self-learning through Cases, Critical Thinking Questions, Self-Assessment Features

CONTENTS

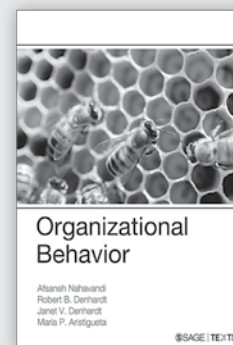
Preface • About the Authors • I: INTRODUCTION • Introduction to Organizational Behavior: History, Trends, and Ethics • II: INDIVIDUAL BEHAVIOR AND CHARACTERISTICS • Culture and Diversity: Developing a Cultural Mindset • Self-Awareness, Personality, Emotions, and Values • Perception and Attribution • Motivation and Engagement • Managing Stress • III: GROUP AND TEAM PROCESSES • Decision Making • Working in Groups and Teams • Managing Conflict and Negotiation • Leadership: Classic to Contemporary • IV: ORGANIZATIONAL CONTEXT • Organizational Power and Politics • Organizational Strategy and Structure • Organizational Culture and Change • Photo Credits • Index



SAGE TEXTS

2015 • 560 pages • Paperback (978-93-515-0185-5) • ₹625.00

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CASES IN ORGANIZATIONAL BEHAVIOUR

Perspectives from the New-Gen Workplace

Mathew J Manimala Former Professor and Chairperson, OB-HRM Area, Indian Institute of Management (IIM) Bangalore, **V Vijaya** Faculty, Indian Institute of Management Tiruchirappalli and **Ajit Chakravarti** Chairman and Founder Director, Mindware Management Services Pvt Ltd

With the development of new-gen organizations and the emergence of new-gen professionals, there is a need to document the behavioural issues and concerns of these workplaces. **Cases in Organizational Behaviour** presents 120 cases from the new-gen workplace that provide the readers insights into 'the good, the bad and the ugly' facets of the corporate lives of new-gen professionals.

Key features:

- 120 cases, classified under 10 major sub-themes of organizational behaviour (OB)
- Ideal for educating and training students aspiring to be part of new-gen organizations

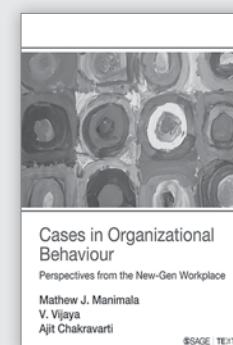
CONTENTS

Foreword by **Pradip N. Khandwalla** • Preface • Acknowledgements • **PART I: ORGANIZATIONAL BEHAVIOUR: CONCEPTS, METHODS AND THE IMPORTANCE OF CASE-BASED TEACHING AND LEARNING** • **PART II: ABSTRACTS, CASES AND QUESTIONS** • Theme I: Personality • Theme II: Perception and Communication • Theme III: Attitudes and Values • Theme IV: Leadership • Theme V: Power and Politics • Theme VI: Jobs and Roles • Theme VII: Conflict and Collaboration • Theme VIII: Group and Team Dynamics • Theme IX: Culture and Diversity • Theme X: Managing Change • Subject Index



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INTEGRATED SUPPLY CHAIN AND LOGISTICS MANAGEMENT

Rajat K. Baisya Professor and Head (Retd.), Department of Management Studies, Indian Institute of Technology Delhi

Integrated Supply Chain and Logistics Management imparts knowledge of designing effective development and management of the supply chain network, which is an invaluable source of sustainable, competitive advantage in today's turbulent global marketplace. The book contains short practical cases to explain the decision-making process with respect to manufacturing decisions and inventory management, both of which are critical for supply chain performance.

Key features:

- Case studies designed to derive key insights into sustainability issues in the supply chain function and their role in enhancing value delivery
- Discusses the challenges and complexities of setting up distribution channels and functions in the Indian market
- Dedicated content on value chain analysis of the global supply chain and key challenges for global logistics operators

CONTENTS

List of Appendices • List of Figures • List of Tables • List of Abbreviations • Foreword by **Bojan Rosi** • Preface • About the Author • Acknowledgements • Understanding the Supply Chain: The Core Concepts • Evolution of Integrated Supply Chain and Logistics Management • Demand Estimation in a Supply Chain • Warehousing and Distribution Management: Complexity and Challenges • Managing Inventory for Satisfying Customer Demand • Transportation • Total Logistics Cost Management for Competitive Advantage • Global Logistics Value Chain Management • Supply Chain Performance • Management • Index



SAGE TEXTS

2020 • 368 pages • Paperback (978-93-532-8665-1) • ₹650.00



TOTAL QUALITY MANAGEMENT

Concepts, Strategy and Implementation for Operational Excellence

Sunil Sharma Professor, Faculty of Management Studies, University of Delhi

This text elaborates upon the interface of total quality (TQ) with a wide spectrum of activities such as designing, purchasing, manufacturing, process control, systems installation and maintenance, and service delivery. It broadly covers the core concepts, tools, techniques and cross-functional linkages of TQM with other operational domains.

Key features:

- Detailed coverage of the management of planning, designing and improving quality in products and services
- Industry insights to TQM practices and implementation spread throughout the chapters in the form of snapshots
- Dedicated chapters on the Six Sigma approach to quality and toolkit for TQM

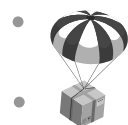
CONTENTS

Foreword • Preface • Acknowledgements • TQM: Evolution, Models and Frameworks • TQM and Design • TQM and Organisation • TQM and Purchasing and Supply Management • Statistical Process Control • The Six Sigma Approach • TQM and Advanced Manufacturing Technology and Systems • TQM and the Customer • Toolkit for TQM • Quality Management Systems (QMS) • Concurrent Implementation of QMS, EMS and OHSAS: Integrated Management Systems • Index



SAGE TEXTS

2018 • 484 pages • Paperback (978-93-515-0281-4) • ₹525.00



Steal A Deal

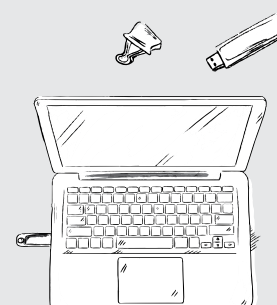
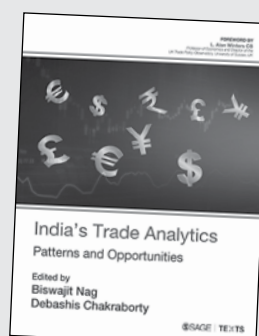
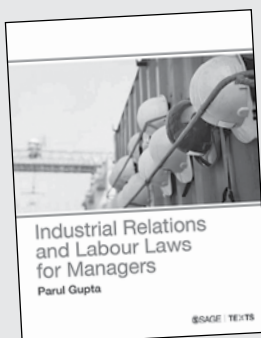
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MANAGEMENT INFORMATION SYSTEMS

Jaytilak Biswas Faculty, Institute of Business Management National Council of Education Bengal, affiliated to Jadavpur University, Kolkata

This book cogently deals with variety of topics such as decision support, expert systems, database management systems, systems analysis and design, data mining and warehousing, computer-based information systems, Big Data analytics, cloud computing and Internet of things. The illustrative examples and case studies presented in the book are contextually relevant for Indian students and the approach will appeal to readers from different backgrounds.

Key features:

- Twelve specially curated case studies from real-life organizations and numerous illustrative examples.
- Chapter-end exercises to test the reader's understanding of the topics and application skills.
- Covers the latest developments in Big Data analytics adopting Hadoop and its ecosystems and NoSQL databases with real-life examples.

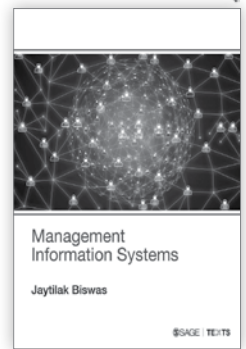
CONTENTS

Foreword • Preface • About the Author • Concept and Role of Management Information System • Information Needs and Structure of MIS • Decision-making • Decision Support Systems (DSS) • Executive Information Systems • Information System for Planning • Information System for Control • System Analysis • System Design and Development • Database and Database Management Systems • Computer-based Management Information Systems • Computer Networking and Communication Technology • Big Data Analytics and Cloud Computing • Business Process Reengineering • Information Systems for Managerial Decisions: The Future • Index



SAGE TEXTS

2020 • 648 pages • Paperback (978-93-538-8341-6) • ₹795.00



STRATEGY, 3e

Theory and Practice

Stewart R Clegg, University of Technology Sydney, Australia, **Jochen Schweitzer** University of Technology Sydney, Australia, **Andrea Whittle** Newcastle University Business School, UK and **Christos Pitelis** Brunel Business School, UK

This textbook provides a fresh perspective on organizational strategy through a discursive and interactive approach. The third edition of this well-accepted textbook features key theoretic tenets and emphasizes the practices of strategy. It encourages the reader to be open to a wider set of ideas and to adopt a cooler attitude towards the affordances of the digital world.

Key features:

- Coherent and engaging overview of the established classics of strategy
- Innovative approach to contemporary issues such as power and politics, ethics, branding, globalization
- Critical perspective that encourages readers to reflect on the strategy process and strategic decision-making
- Learning features, including a wealth of international case studies and accompanying discussion questions
- Robust companion website offering instructors' manual, teaching slides, test bank, full-text journal articles, videos and web links

CONTENTS

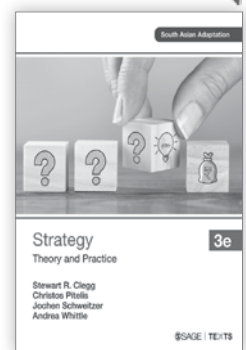
Features of the Book • Acknowledgements • About the Authors • Strategy: Theory and Practice—An Introduction • Strategy, Competitive Forces and Positioning • Strategy, Resources and Capabilities • Strategy and Innovation • Strategy: Make or Buy? • Strategy and Alliances • Strategy: Going Global • Strategy and Corporate Governance • Strategy Processes • Strategy Practice • Strategy and Organizational Politics • Strategy and Strategic Change • Strategy Reconsidered • Glossary • References • Index



SAGE TEXTS

2020 • 624 pages • Paperback: (978-93-538-8344-7) • ₹695.00

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STRATEGIC CORPORATE SOCIAL RESPONSIBILITY, 2e

Stakeholders in a Global Environment

William B Werther, Jr University of Miami and **David Chandler** University of Colorado Denver Business School

Blending theory with practical application, this comprehensive text supports courses at the intersection of corporate social responsibility (CSR), corporate strategy, and public policy. Part I provides an overview of the field, defining CSR and placing it in the context of wider corporate strategy. Part II contains chapters on CSR issues related to the organization, the economy, and society, and provides detailed case studies on a variety of well-known firms.

Key features:

- Part II presents 24 in-depth and topical CSR issues and cases, including cases related to the financial crises of 2008
- An expanded set of questions for Discussion and Review and Online Resources supplements

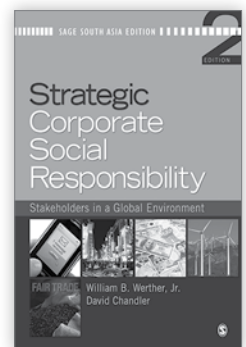
CONTENTS

Glossary of Terms • Foreword to the Second Edition Mallen Baker • Preface • Plan of the Book • **PART I STRATEGIC CORPORATE SOCIAL RESPONSIBILITY** • What Is CSR? • Corporate Strategy: A Stakeholder Perspective • How Much Does CSR Matter? • The Strategic Context of CSR • Implementation: The Integration of CSR Into Strategy and Culture • **PART II CSR: ISSUES AND CASE STUDIES** • Organizational Issues and Case Studies • Economic Issues and Case Studies • Societal Issues and Case Studies • Index

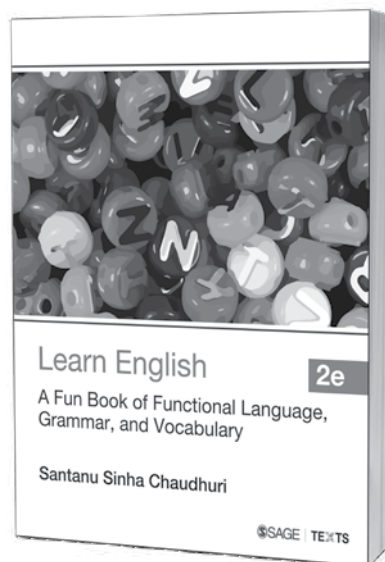
SAGE SOUTH ASIA

2010 • 448 pages • Paperback (978-81-321-0572-5) • ₹795.00

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Enhance your communication skills for professional success



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Learn English, 2e

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If you wish to improve your English but don't know where to begin, try reading this book. *Learn English* is a complete package that presents the fundamentals of the English language in an enjoyable, reader-friendly style.

From basic sentences to complex grammatical forms, from essential English words to modern business vocabulary, and from common errors to elements of style, this book covers them all! As you work through the book, you will find answers to your questions in easy-to-understand, informal language.

Key features:

- This textbook can be used either by self-learners or in a classroom
- The book is based on modern concepts of second language acquisition
- Deals with linguistic challenges and cultural aspects from a South Asian perspective

About the Author:

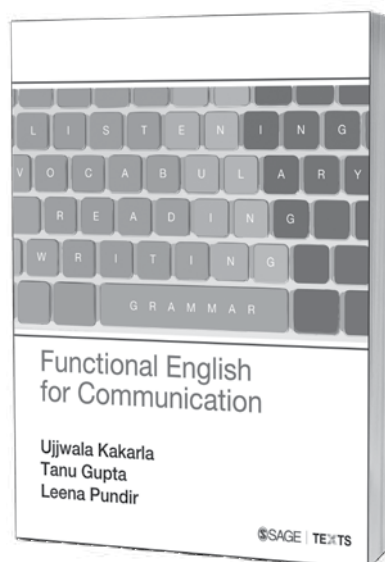
Santanu Sinha Chaudhuri, taught at the British Council Teaching Centre (Kolkata). He is a freelance English teacher and corporate trainer specializing in business communication and training IELTS examinees.



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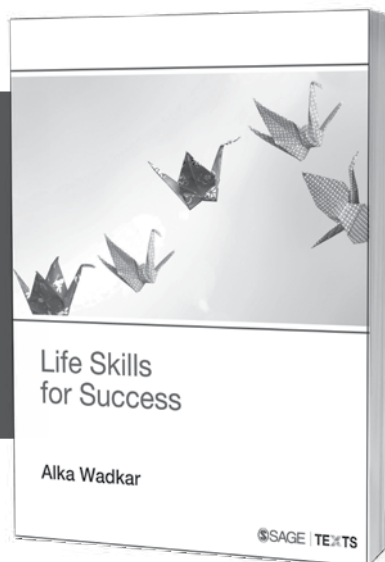
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Alka Wadkar, Former Faculty Member, Department of Psychology, University of Pune

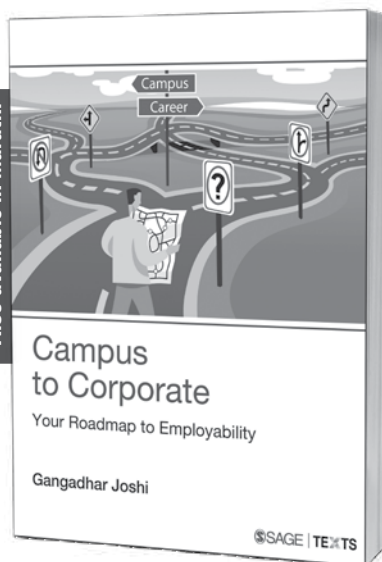


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This revised edition of the well-known text provides a comprehensive overview of the entire spectrum of activities in merger transactions, acquisitions, and corporate restructuring process. incorporates seven brief cases and six full-length teaching cases that instructors can use for classroom discussion and for in-depth understanding of the issues at hand. It comprises of insightful modules on search for acquisitions, value drivers and target valuation, accounting and tax factors, and the restructuring of equity and debt contracts. The book will help the readers answer crucial questions such as:

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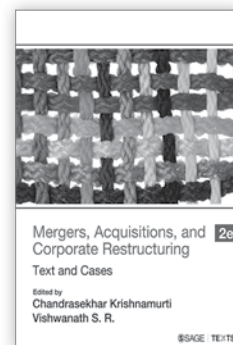
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Concept and Application

Rajesh Kothari *Dean, Faculty of Management Studies, University of Rajasthan, Jaipur*

Financial Services in India: Concept and Application covers emerging areas of financial services in India—an integral part of the syllabus in all leading business schools. It contains features like latest trends, contemporary information and updated data on financial services that are not easily available. The book advances essential concepts of the financial system and the regulatory framework while encompassing all the developmental aspects of finance.

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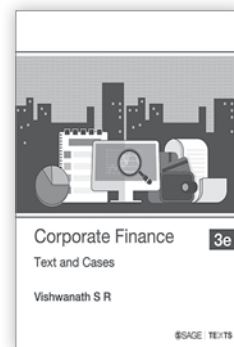
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BEHAVIOURAL FINANCE

Sujata Kapoor Faculty, Jaypee Business School, Jaypee Institute of Information and Technology, Noida and
Jaya Mamta Prosad Faculty, Delhi Metropolitan Education (GGSIPU), Noida

Designed as a core textbook for the students of finance, **Behavioural Finance** discusses theoretical concepts of investment behaviour in the dynamic environment of financial markets. It explains the role and impact of psychological biases and sociological influences underlying the financial behaviour.

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Theory and Practice

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This comprehensive text is the outcome of decades of teaching and practical experience of the authors in the field of financial planning. It is the first Indian adaptation of **Practicing Financial Planning** for Professionals (now in its 11th edition in the United States), which is already a classic textbook.

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Rajesh Kothari *Dean, Faculty of Management Studies, University of Rajasthan, Jaipur*

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Nikhil Chandra Shil *Assistant Professor, Department of Business Administration, East West University, Dhaka and*
Bhagaban Das *Head, PG Department of Business Management, Fakir Mohan University, Balasore, Odisha*

Financial Management discusses the concepts of financial management by using real-life corporate strategies to help understand the decision-making process of modern-day business enterprises. This book stresses upon the importance of applying knowledge and techniques of financial management to the planning, operating and monitoring of financial functions.

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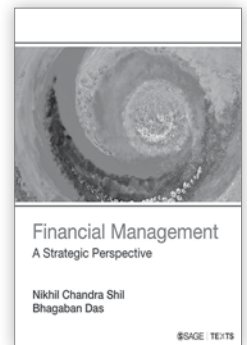
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Patterns and Opportunities

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Designed as a practical guide for management graduates, researchers, corporate executives and policy-makers, this textbook familiarizes the readers with various technical approaches to the analysis of international trade flows, market identification and competitiveness measurement procedures.

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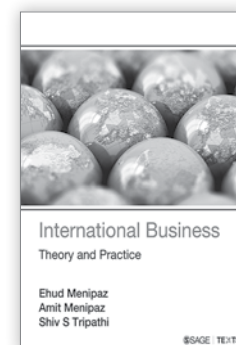
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Lokesh Jasrai Associate Professor and HoD (Marketing), Lovely Professional University, Punjab

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PREFACE • ACKNOWLEDGEMENTS • AN INTRODUCTION TO BUSINESS RESEARCH • DEVELOPING A RESEARCH TOPIC • CONDUCTING A LITERATURE REVIEW • ADDRESSING ETHICAL ISSUES • ESTABLISHING A RESEARCH DESIGN • PRIMARY DATA COLLECTION • USING SECONDARY DATA • SAMPLING • ANALYZING QUANTITATIVE DATA • ANALYZING QUALITATIVE DATA • WRITING UP AND PRESENTING YOUR RESEARCH • GLOSSARY • INDEX

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RESEARCH DESIGN, 4e

Qualitative, Quantitative, and Mixed Methods Approaches

John W. Creswell *Department of Family Medicine, University of Michigan*

The fourth edition of this well-accepted textbook provides a unique comparison of the three approaches to research inquiry in the human and social sciences: qualitative, quantitative, and mixed methods. It begins with preliminary consideration of philosophical assumptions for all three approaches—a review of the literature, an assessment of the use of theory in research approaches, and reflections about the importance of writing and ethics in scholarly inquiry. The book then goes on to address the key elements of the process of research—writing an introduction, stating a purpose for the study, identifying research questions and hypotheses, and advancing methods and procedures for data collection and analysis.

Key features:

- A book-end glossary of terms to provide a working language for understanding research
- Plethora of examples drawn from varied disciplines and from books, journal articles, dissertation proposals, and dissertations
- Dedicated companion website offering a wealth of resources for use by instructors in the classroom as well as students for self-study

CONTENTS

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RESEARCH METHODOLOGY, 4e

A Step-by-Step Guide for Beginners

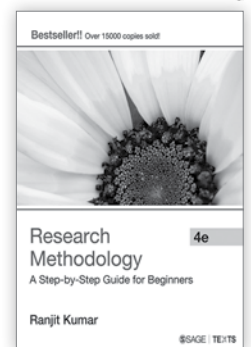
Ranjit Kumar *University of Western Australia, Australia*

Research Methodology: A Step by Step Guide for Beginners has been written specifically for those with no previous experience of research or research methodology. An essential reading for undergraduate and postgraduate students in the social sciences and are interested in research, the book successfully provides helpful techniques and examples. It guides you through your project from beginning to end by offering practical advice on:

- formulating a research question, ethical considerations, choosing a research design, writing a research report
- collecting and analysing qualitative and quantitative data, selecting a sample, carrying out a literature review

CONTENTS

Acknowledgements • Preface • Research: a Way of Thinking • The research process: a quick glance • **STEP I: FORMULATING A RESEARCH PROBLEM** • Reviewing the literature • Formulating a research problem • Identifying variables • Constructing hypotheses • **STEP II: CONCEPTUALISING A RESEARCH DESIGN** • The research design • Selecting a study design • **STEP III: CONSTRUCTING AN INSTRUMENT FOR DATA COLLECTION** • Selecting a method of data collection • Collecting data using attitudinal scales • Establishing the validity and reliability of a research instrument • **STEP IV: SELECTING A SAMPLE** • Selecting a sample • **STEP V: WRITING A RESEARCH PROPOSAL** • Writing a research proposal • **STEP VI: COLLECTING DATA** • Considering ethical issues in data collection • **STEP VII: PROCESSING AND DISPLAYING DATA** • Processing data • Displaying data • **STEP VIII: WRITING A RESEARCH REPORT** • Writing a research report • Glossary • Bibliography • Index



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TEXTBOOK OF PARAMETRIC AND NONPARAMETRIC STATISTICS

Vimala Veeraraghavan *Indira Gandhi National Open University, New Delhi* and Suhas Shetgovekar *Associate Professor, Discipline of Psychology, Indira Gandhi National Open University (IGNOU), New Delhi*

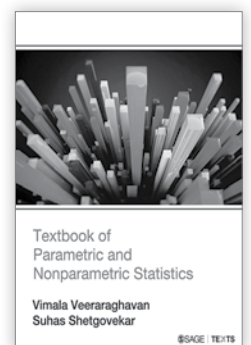
This book comprehensively covers all the methods of parametric and nonparametric statistics such as correlation and regression, analysis of variance, test construction, one-sample test to k-sample tests, etc. The two methods of statistics are presented simultaneously, with indication of their use in data analysis.

Key features:

- Provides: why, when and how to use either of the two methods of statistics
- Exclusive chapter on SPSS and Excel-based statistical analysis of data

CONTENTS

Preface • Acknowledgement • Introduction to Statistics • **SECTION A: PARAMETRIC STATISTICS** • Frequency Distribution • Measures of Central Tendency • Measures of Variability • Correlation, Regression and Prediction • Other Methods of Correlation • Significance of Difference between Means • Analysis of Variance • Normal Distribution • Psychological Test Construction • Reliability, Validity, Standardization and Norms • Factor Analysis • **SECTION B: NON-PARAMETRIC STATISTICS** • One Sample and Two Related Sample Tests • Non-parametric Analysis of Two Independent Samples • Non-parametric Tests for K-related Samples • Non-parametric Tests for K-independent Samples • Measures of Correlation and Associated Tests • Computer Application In Statistics: Statistical Package for Social Sciences (SPSS) • Exercises • Answers To Exercises • Appendix: Statistical Value Tables • Bibliography • Index



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INTRODUCING RESEARCH METHODOLOGY, 2e

A Beginner's Guide to Doing a Research Project

Uwe Flick *Freie Universität Berlin, Germany*

This book leads you from the fundamental characteristics of quantitative and qualitative research to their associated research questions. It helps you to develop the fundamental data collection and analysis skills needed for your first project, and a thorough understanding of the research process as a whole. The book will help you to answer questions such as:

- How do I develop a research question?
- What is literature review and how do I conduct one?
- Is a qualitative, quantitative or mixed methods approach right for my research question?
- How could I collect and analyse data?

CONTENTS

Preface to the Second Edition • **PART I:** Orientation • Why Social Research? • Worldviews in Social Research • Ethical Issues in Social Research • From Research Idea to Research Question • **PART II:** Planning and Design • Reading and Reviewing the Literature • Planning Social Research: Steps in the Research Process • Designing Social Research • Deciding on Your Methods • **PART III:** Working with Data • Collecting Quantitative and Qualitative Data • Analyzing Quantitative and Qualitative Data • E-Research: Doing Social Research Online • Triangulation and Mixed Methods • **PART IV:** Reflection and Writing • What is Good Research? Evaluating Your Research Project • Writing Research and Using Results • Glossary • References • Name Index • Subject Index

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AN INTRODUCTION TO QUALITATIVE RESEARCH, 5e

In the new edition of his bestselling book, Uwe Flick introduces the main theoretical approaches to qualitative research, and provides unmatched coverage of the full range of methods available to qualitative researchers.

Key features:

- Includes a new chapter outlining methodological approaches to qualitative research
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- Integrated with contemporary practical examples that explain all aspects of qualitative research project
- New exercises that help to test your understanding

CONTENTS

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STATISTICAL ANALYSIS IN SIMPLE STEPS USING R

Kiran Pandya *Department of Human Resource Development, Veer Narmad South Gujarat University, Surat,*
Prashant Joshi *Department of Management, Uka Tarsadia University, Bardoli, Surat* and **Smruti Bulsari** *Assistant Professor, Department of Human Resource Development, Veer Narmad South Gujarat University, Surat*

An open and dynamic software for statistical analysis, R has become increasingly popular among students and researchers alike for its powerful language and graphical abilities. This book incorporates a step-by-step approach to the basics of statistical tests, the prerequisites and assumptions, the procedures, outputs and their interpretation all through the lens of R. It is a concise guide to procuring and using R, identifying the types of tests to examine different types of research questions, and the sequential steps for undertaking statistical analysis.

Key features:

- Provides the necessary foundation for exploring the frontiers of data science
- Gives an overview of statistical techniques applicable to both cross-section and time-series data analysis using R
- Applications of statistical techniques covering wide range of subject areas

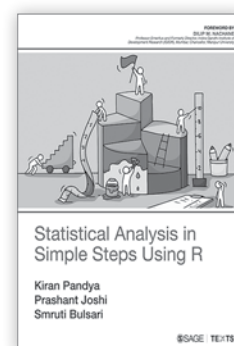
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Foreword by **Dilip M Nachane** • Preface • Acknowledgments • Introduction • Data Management in R • Describing Data Graphically • Descriptive Statistics • Parametric Tests • Analysis of Variance • Two-Way Analysis of Variance • Analysis of Covariance • Correlation Analysis • Linear Regression Analysis • Nonparametric Tests • Principal Components and Factor Analysis • Logistic Regression • Cluster Analysis • Multidimensional Scaling • Introduction to Time Series Analysis • Volatility Analysis • Bibliography • Index



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A BRIDGE TO MATHEMATICS

Shobha Bagai Professor, Cluster Innovation Centre, University of Delhi, **Amber Habib** Professor, Department of Mathematics, Shiv Nadar University and **Geetha Venkataraman** Professor, School of Liberal Studies, Ambedkar, University Delhi

A bridge to the world of mathematics for readers who want to gain a good foundation in basic mathematical skills for research and other activities. This book aims to help students of social sciences, liberal arts, and humanities to develop the ability to analyze and reason mathematically, to model situations and problems, and to be able to infer, present, and communicate their analysis effectively.

Key features:

- Gentle and non-calculus-based treatment of the topics
- Real-life examples and data along with numerous visual aids
- Plethora of solved examples and exercises to develop hands-on experience
- Material on computational tools for data handling, analyses, and presentation

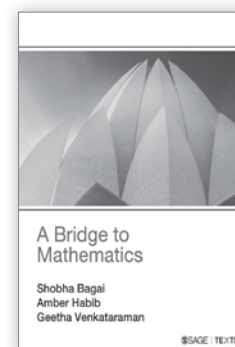
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MICROECONOMICS FOR BUSINESS

Satya P Das Indian Statistical Institute, New Delhi, India

This book breaks away from standard microeconomics textbooks for management students in numerous ways. Some of its relevant and useful features are:

Key features:

- A strong emphasis on concepts, their explanation, understanding and application
- Graphical and logical derivations supplemented by economic intuition in easy-to-understand English
- Numerous real-life examples, largely pertaining to India
- Two unique chapters: Demand for Assets and Game Theory and Economic Applications

CONTENTS

Foreword • Preface • Setting Norms • Introduction • Demand • Supply • Consumer Behaviour • Applications of Consumer Theory • Demand Estimation and Forecasting • Demand for Assets • Types of Firms, Their Goals and Production • Cost of Production and Financing of a Firm • Profit Maximisation, Perfect Competition and the Supply Curve • Demand, Supply and Equilibrium • Optimality of a Competitive Market Structure, Market Failure and Corrective Measures • Game Theory and Economic Applications • Monopoly • Monopolistic Competition and Oligopoly • Factor Markets • Index

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PRINCIPLES OF ECONOMETRICS

An Introduction (Using R)

Neeraj R Hatekar University of Mumbai, India

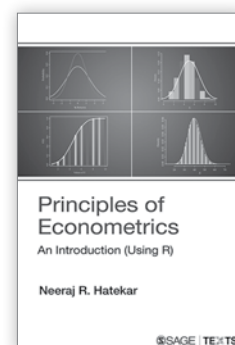
Principles of Econometrics takes the readers step-by-step from introduction to understanding, first introducing the basic statistical tools like concepts of probability, statistical distributions and hypothesis tests, and then going on to explain the two variable linear regression models along with certain additional tools such as the use of dummy variables and various data transformations. The most innovative feature of this textbook is that it familiarizes students with the role of R, which is a flexible and popular programming language. Using R, students will be able to implement a linear regression model and deal with the associated problems with substantial confidence.

CONTENTS

List of Tables • List of Figures • Preface • Acknowledgements • Random Variables • Jointly Distributed Random Variables • Elements of Hypothesis Testing • Point Estimation and the Method of Ordinary Least Squares • Multiple Linear Regression • Heteroskedasticity, Autocorrelation and Issues of Specification • Appendix: An Introduction to R • Sample Questions • Index • About the author

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INTRODUCTION TO URBAN DEVELOPMENT AND PLANNING

B. K. Pattanaik *Professor, School of Extension and Development Studies, Indira Gandhi National Open University (IGNOU), New Delhi*

This new textbook covers the most contemporary topics related to urban development, governance and planning as well as the issues and challenges faced by urban administration. It analyses the various policies and programmes adopted by both high-income and lower-middle income countries to achieve sustainable urbanization, and their application and treatment to help students get a holistic, practical perspective of the issues at hand. **Introduction to Urban Development and Planning** will act as an introductory companion for the students of social sciences, such as economics, sociology, geography and urban studies, and also for the students pursuing architecture and civil engineering.

Key features:

- Easy-to-understand approach to crucial theoretical aspects of urban development, planning and administration
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- Special focus on urban heritage, governance, and safety and security
- Examples and cases from India to help students gain a relatable experience and contextual understanding of the theories

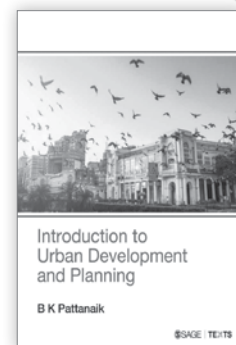
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List of Boxes • List of Exhibits • List of Figures • List of Tables • List of Abbreviations • Preface • About the Author • Urbanization: An Overview • Theories and Approaches of Urban Development and Planning • Urban Planning • Urban Management • Municipal Governance • Municipal Finance • Urban Infrastructure and Waste Management • Urban Poverty, Inequality and Unemployment • Urban Education and Health Care • Urban Heritage • Urban Water Bodies • Urban Open Spaces • Urban Slum, Informal Settlements and Urban Informal Sector • Urban Safety and Security • Sustainable Urbanization and Smart City • Index



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This book aims to provide an overall view of the nature, cause and effects of these challenges, and the plans and programmes of developing countries to address these. It comprehensively covers the key aspects of development in contemporary times—relationship of development with agriculture, industrialization and services, sustainable and inclusive development, issues of marginalization and women empowerment. With case studies and examples taken from countries around the world and by relating issues closely with the Indian scenario, this book caters to student needs across various disciplines.

Key features:

- Treats development as a multi-disciplinary concept, covering both theoretical and practical points of view
- Presents a holistic view of development taking inputs from economics, socio-politics, administration and others

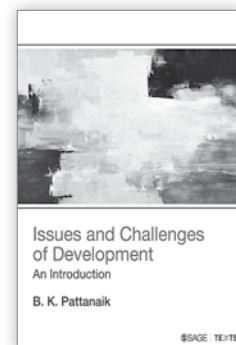
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INTRODUCTION TO DEVELOPMENT STUDIES

This book presents a balanced mix of economic, social, political, cultural and administrative premises of development and analyses its theoretical and practical dimensions. It provides a holistic understanding of development, effectively demonstrating how it differs from economic growth.

Key features:

- Presents an exhaustive treatment of 'development' from theoretical and practical perspectives
- Covers three key aspects of contemporary development—development governance, development administration and development communication

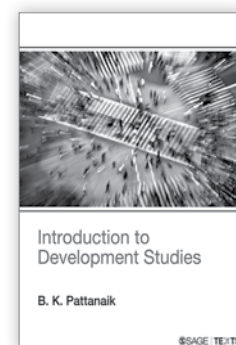
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From Short Run to Long Run

Dibyendu Banerjee *Department of Economics, Serampore College, Hooghly, West Bengal* and
Ramesh Chandra Das *Department of Economics, Katwa College, Burdwan, West Bengal*

This textbook presents a clear explanation of how the incomes of a country, prices of goods and services, level of employment, interest rates and so on are determined and how an economy progresses. The book attempts to re-establish the existing theories behind the determination of macro variables and the growth process of an economy. In the process, it captures the significance of the debate between the classical orthodox theories and Keynesian modernism and its implications.

Key features:

- Provides empirical verification of theories where necessary
- Offers insightful content and critical analysis of environmental factors in the study of macroeconomics
- Chapters aided by mathematical explanations, quantitative problems and their solutions

CONTENTS

Foreword by **Asis Kumar Banerjee** • Preface • Basic Issues of Macroeconomics • National Income and Its Measurement • National Income—Some Related Issues • Simple Keynesian Model without Government (Model I) • Simple Keynesian Model with Government (Model II) • Commodity Market and the IS Curve (Model III) • Introduction of Monetary Sector into the Keynesian System (Model IV) • Interactions of IS–LM Functions—Fiscal and Monetary Policy (Model V) • Aggregate Demand and Supply Analysis • Application of Aggregate Demand, Supply and Phillips Curve • Classical Model • Money and Quantity Theory • Theory of Inflation • Complete Keynesian Model • Consumption Function • Theories of Investment Demand • Demand for Money • Theory of Money Supply • Schools of Thoughts in Macroeconomics • Open Economy Macroeconomics—Concepts and Applications • Accounting of International Linkages—The Balance of Payments • Interactions among Commodity Market, Money Market and External Market • Theories of Economic Growth—Classical and Harrod-Domar • The Neoclassical Growth Model • Theories of Endogenous Growth • Green Macroeconomics • Index



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MACROECONOMICS

Theories and Applications for Emerging Economies

Sreejata Banerjee *Visiting Professor, Madras School of Economics, Chennai* and **P Nandakumar Warrier**
Visiting Professor, School of Business Economics, Södertörn University, Stockholm

This textbook presents macroeconomic theory and its implications in policy formulation in a unique manner, continuously weaving in scenarios from India and other emerging economies. While the book meticulously guides the reader through the workings of key macroeconomic models, it also discusses at length the assumptions that make the models applicable to developing market nations.

Key features:

- Boxed text highlighting experiences of emerging market economies
- Use of charts and tables with current data for better comprehension and illustration of the theories
- Supplemented by relatable examples and case studies based on policies undertaken by the Indian economy

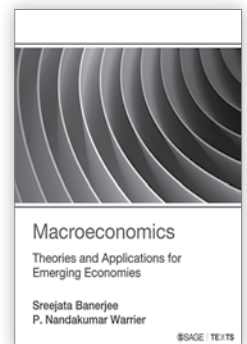
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A TEXTBOOK OF MICROECONOMIC THEORY

Pankaj Tandon *Boston University*

This book offers a discussion of all significant topics including applications and extension of consumer theory; theory of the firm; production, cost and supply; partial and general equilibrium; welfare economics; uncertainty and information; market imperfections as well as a detailed overview of the theory of games. It provides coverage of the basic as well as modern aspects in the subject, supported by India-centric examples, data and case studies.

Feature Highlights:

- Wide coverage of basic and modern aspects of the subject with up-to-date statistics, illustrations and examples
- Rich pedagogical elements

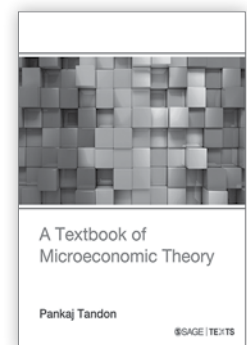
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ECONOMICS OF DEVELOPMENT, 2e

Toward Inclusive Growth

Syed Nawab Haider Naqvi *HEC Distinguished National Professor, Federal Urdu University of Arts, Science and Technology, Islamabad*

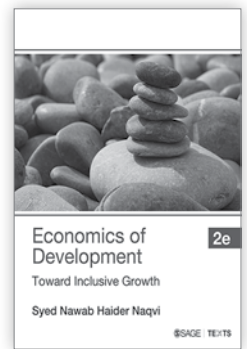
The second, revised and updated, edition of **Economics of Development: Toward Inclusive Growth** continues to focus on the argument that rather than concentrating on growth, income distribution, and poverty reduction separately, the basic objective of development policies should be to achieve inclusive growth. This book looks at the issues of development in comparative light, and investigates and analyzes successful and unsuccessful policies implemented by developing economies.

Key features:

- The change in nature of world capitalism and its implications for growth possibilities of the developing countries
- The enlarged scope of globalization at the cost of the vital interests of the developing countries
- The “behavioral economics revolution” involving introduction of psychology in economics

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*The previous edition of this title is available in Hindi and Marathi.

INTRODUCTION TO SUSTAINABLE DEVELOPMENT

Martin J Ossewaarde *Sustainable Development Educator and Writer*

This book presents a critical account of the strengths and weaknesses in the pursuit of sustainability, with special reference to the developing world perspective. It motivates readers to work towards making truly inclusive and environmentally sustainable choices. It also inspires them to be engaged as ‘change-makers’ for more sustainable types of development in their families, companies and communities.

Key features:

- Critically links sustainable development goals with technology, infrastructure as well as human behaviour
- Applies four worldviews to the theme of every chapter

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FOREWORD • PREFACE • ACKNOWLEDGEMENTS • THE BOOK AT A GLANCE • **PART I THE CASE FOR SUSTAINABLE DEVELOPMENT** • **PART II STAKEHOLDERS AND TOOLS** • **PART III KEY AREAS FOR THE TRANSITION** • INDEX



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ECONOMIC REFORMS IN INDIA SINCE 1991

Monika Kashyap and **Mahendra Babu Kuruva** both at *Faculty, Department of Business Management, Hemvati Nandan Bahuguna Garhwal University (A Central University), Uttarakhand*

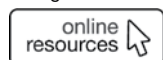
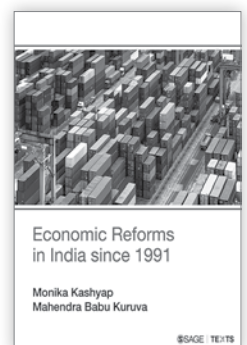
This book provides a compact overview of India's economic reforms in financial, trade and agricultural sectors, and the impact of these policies on India's economy. Major reforms in the agricultural sector, including major schemes, their impact and progress, and future prospects have been discussed at length.

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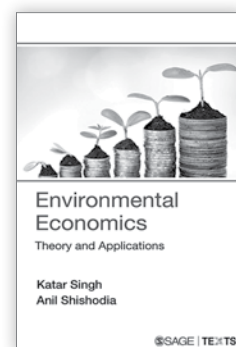
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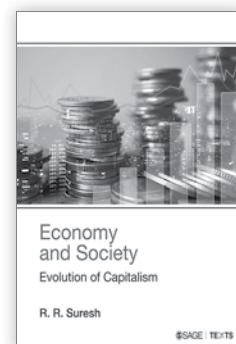
The book explains the emergence, evolution and working of the capitalist system with the help of some of the major principles and theories of economics, both mainstream and heterodox. It interrelates economics and economic life with other aspects of our lives—social, cultural, political, religious and intellectual. It departs from the traditional analysis of the capitalist system in integrating the real sector of the economy with its monetary sector, and carries forward Keynes' analysis. It combines Keynesian and Marxian approaches to the subject and emphasises the dialectical unfolding of life that underlies the interrelation between the economy, state and society. It underlines that the capitalist system is constantly changing, propelled by the tendency towards increasing concentration of ownership and control of the means of production in fewer and fewer hands. The book comes with an Instructor's Manual to aid the teaching of the subject.

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This textbook provides a thorough understanding of the conceptual framework of tourism. It offers a comprehensive overview of the key concepts and terms used in the tourism industry, various agencies involved, tourism-related laws, demand and supply dimensions and the economic, socio-cultural and environmental effects of tourism activities.

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Shailja Sharma *Faculty, Indian Institute of Tourism and Travel Management (IITTM), Noida and* **Nimit Chowdhary** *Faculty, Department of Tourism, Hotel, Hospitality and Heritage Studies, Jamia Millia Islamia, New Delhi*

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Venu Vasudevan *Principal Secretary, Department of Tourism, Government of Kerala, Thiruvananthapuram,*
Vijayakumar B *Former Principal, Kerala Institute of Tourism and Travel Studies and* **Saroop Roy B R** *Assistant Professor, Kerala Institute of Tourism and Travel Studies (KITTS), Thiruvananthapuram*

This book offers a fresh perspective of the skill-oriented, knowledge-based and multi-disciplinary arena of the tourism business. It presents a balanced mix of the basic principles and concepts, their application and policy implications as well as the business realities and operational aspects of the tourism industry.

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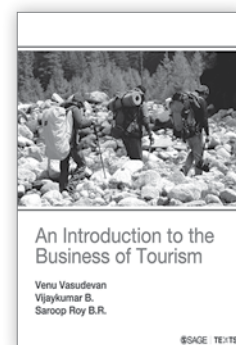
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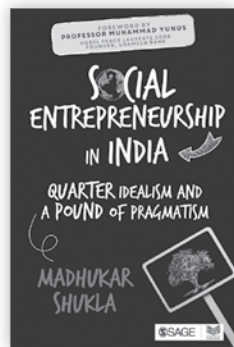
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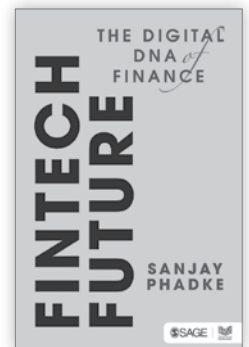
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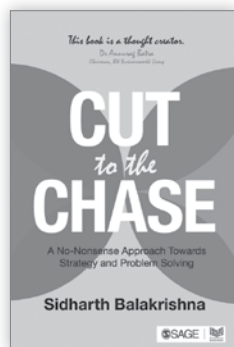
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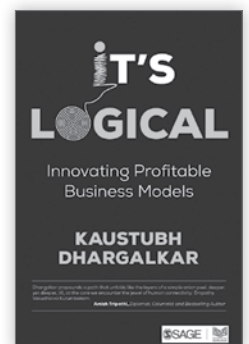
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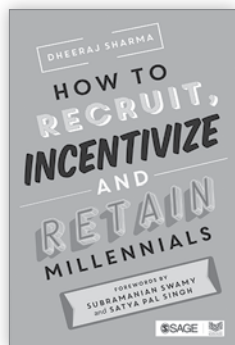


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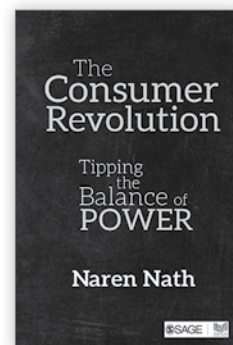
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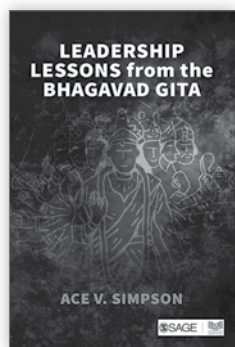


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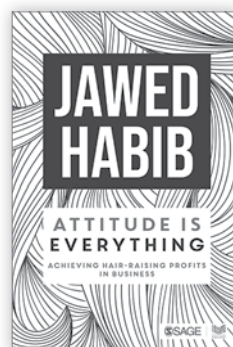
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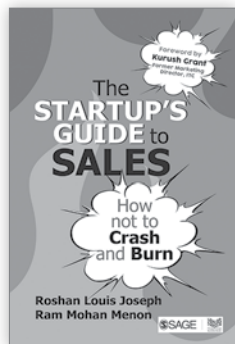
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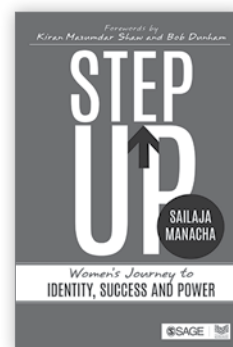
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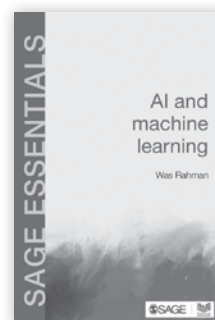
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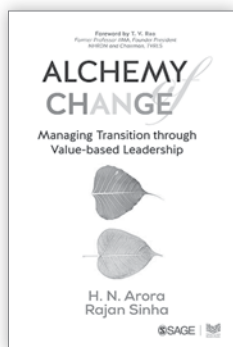
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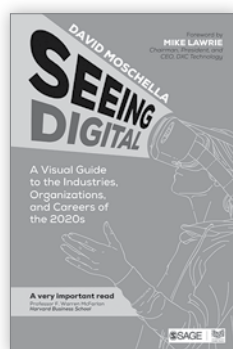
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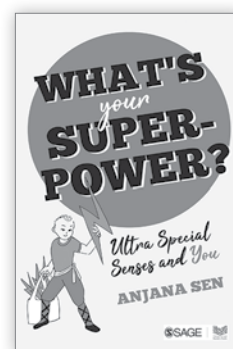
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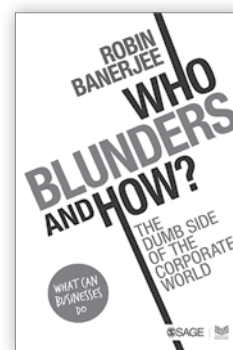
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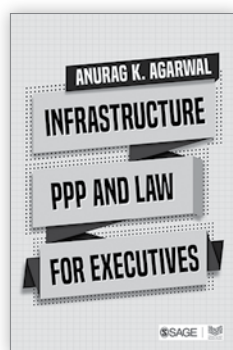


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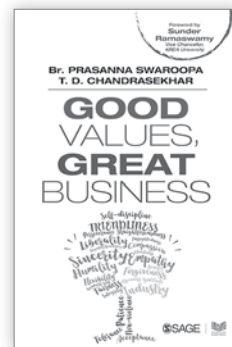


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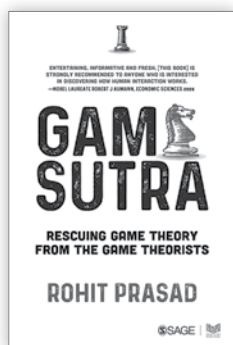
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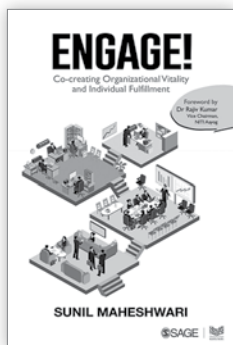
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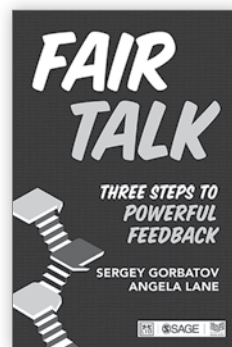
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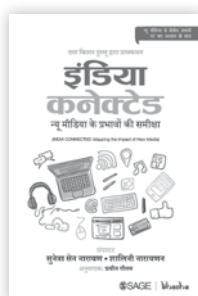
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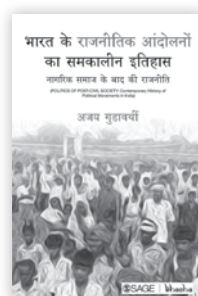
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