

BUSINESS & MANAGEMENT

2021-2022

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- **SAGE Response**— Practice-based business books which are reader-friendly and include a wealth of examples and cases.

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FORTHCOMING



Digital Transformation Strategies Theory and Practice

Srinivas R Pingali - *Professor of Practice, Business Policy and Strategy, Indian Institute of Management, Udaipur*

Shankar Prakash - *Faculty, Indian Institute of Management – Udaipur*

Jyothi R Korem - *Managing Director in Technology Strategy and Advisory practice, Accenture*

Format	ISBN	Publish Date	Price	Pages
Paperback		Sept-2021	595	360

About the Book

Digital transformation refers to strategy-led technology-driven business model disruption to create differential value in an organization. It encompasses strategy changes, business model innovation, product and process innovation, and organisational innovation, all wrapped in a layer of newer technologies.

This new textbook offers a unique combination of theory, practical applications, and case studies on digital transformation strategies. It helps define digital strategies, transformation and digitalization and contrasts this with digitation and automation. The book also provides a comprehensive digital strategy framework and describes each of its elements through numerous examples and exhibits. It offers useful insights into industry specific cases, suggests detailed templates for digital implementation, describes the risks of digitalization and potential mitigation strategies.

Key Features:

- Covers all key aspects of digital transformation required to build career in consulting and implementation of digital strategy in business
- Assumes no prior understanding of strategy, product development or process innovation
- Cases and examples from multiple industrial sectors to aid understanding of real-life practices and implementation of digital transformation
- Structured in a reader-friendly manner to engage students, instructors, and junior and mid-level executives

Table of Content

List of Exhibits || About The Authors || Acknowledgments || Preface || Introduction To Digital Strategies || Strategic Management || Process And Product Innovation || Business Model Innovation || Leadership And People || Digital Technologies-1 || Digital Technologies -2 || Composite Technologies || Platform Strategies || Digital Use Cases || Digital Supply Chains || Digital Marketing || Implementing Digital Technologies || Case Studies



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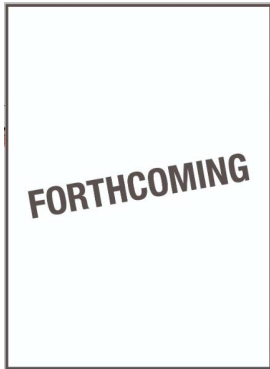
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FORTHCOMING



Organization Design

Creating Strategic and Agile Organizations

[Donald L. Anderson](#) - *University of Denver*

Format	ISBN	Publish Date	Price	Pages
Paperback		May-2021		

About the Book

Organizations must be able to adapt and innovate to thrive and maintain their competitive edge in today's rapidly changing, global, dynamic business environment. **Organization Design: Creating Strategic & Agile Organizations** prepares students to make smart strategic decisions when designing and redesigning organizations. Structured around Galbraith's Star Model™, the text explores five facets of organization design: strategy, structure, processes, people, and rewards. This book reminds students of the fundamental theoretical roots while bringing in fresh cutting-edge thinking and new literature reviews that other books only passingly cover. The author blends contemporary and classic theory and research and condenses them into practical applications and best practices. Cases, exercises, and a simulation activity provide multiple opportunities for students to practice making design decisions.

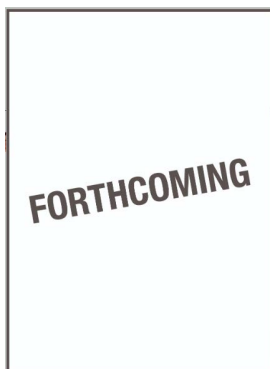
Key Features:

- Extensive coverage of the importance of strategy and agility in organization design to prepare students to tackle design challenges in the modern workplace.
- A unique chapter on Reorganizing, Managing Change, and Transitions to explore the unique challenges of changing an existing design and best practices for managing change.
- An innovative organization design simulation activity to put students in the role of a design practitioner.
- Real-world case studies and exercises provide students with practical opportunities to develop their skills and translate theory into practice.

Table of Content

Preface || Acknowledgments || About the Author || Introduction to Organization Design || Key Concepts and the Organization Design Process || Strategy || Structure || Processes and Lateral Capability || People || Rewards || Reorganizing, Managing Change, and Transitions || Agility || Future Directions of Organization Design || Appendix || References || Index

FORTHCOMING



Talent Management

A Contemporary Perspective

Mamta Mohapatra- *Dean, Executive Education and International Relations and Professor of OBHR at International Management Institute (IMI), New Delhi*

Swati Dhir- *Faculty, OBHR area, International Management Institute (IMI), New Delhi*

Format	ISBN	Publish Date	Price	Pages
Paperback		July-2021	575	376

About the Book

A must-have textbook for students and budding HR professionals providing insights on attracting, retaining and motivating talent in organizations for sustained competitive advantage.

This book provides the readers with a better understanding of strategizing for talent in any organization in the contemporary times. From acquiring appropriate talent to pipeline development for talent, motivating them in challenging times and retaining them – all the aspects of talent management have been covered in this resourceful collaboration.

Talent Management: A Contemporary Perspective provides a modern approach to the traditional concepts and shows how companies can adapt to evolving issues and bring more agility to the overall system to maximize their performances. The real-life cases contained therein provide better understanding of the decision-making process of firms offering invaluable teaching-learning opportunity.

Key Features:

- An unique assortment of various dimensions of Talent Management contributed by eminent experts and academicians in the field.
- Enriched with real-life case studies, industry insights and strong theoretical framework
- Comes with plethora of robust and engaging pedagogical features to enrich classroom teaching-learning process
- Acts as a practical tool and guide for students of management as well as employers, recruiters, academicians

Table of Content

Foreword || Preface || Acknowledgements || About the Editors and Contributors || Talent Acquisition and Assessment || Introduction to Talent Management by Mamta Mohapatra and Swati Dhir || Talent Acquisition by Amitabh Deo Kodwani || Talent Assessment Tools by Premalatha Packirisamy and Srinath Jagannathan || Talent Deployment and Performance Management || Talent Onboarding by Mousumi Padhi || Managing the performance and potential of key talent by Amit Dhiman || Module 3: Motivating and Developing the Talent || Developing Competencies by Premjeet Furtado || Career Management by Nishant Singh, Umesh Bamel and Peter Stokes || Talent Management Pipeline Development by Jyotsna Bhatnagar || Coaching and Mentoring by Sunny Agrawal || Managing rewards for the key talent by Anupama Sharma || Module 4: Recent Trends in Talent Management || Employee Engagement by Swati Dhir and Archana Shukla || Recent Trends and Best Practices in Talent Management by Suparna Pal || Ethics in Talent Management by Vasanthi Srinivasan || Global Talent Management by Tanusree Chakraborty Case studies

NEW ARRIVALS



Recruitment and Selection

Strategies for Workforce Planning & Assessment

Carrie A. Picardi - *University of Bridgeport, USA*

Format	ISBN	Publish Date	Price	Pages
Paperback	9789353885434	09/15/2020	Rs. 495.00	280

Subject Area

Human Resource Management || Recruitment || Occupational/Industrial Psychology

About the Book

Unpacks the best practices for designing, implementing, and evaluating strategies for hiring the right people in any organization. A clear and comprehensive textbook on how HR strategies and practices of job analysis and design, recruitment, and selection should be aligned to effectively conduct planning and assessment activities. This textbook unpacks the best practices for designing, implementing, and evaluating strategies for hiring the right people in any organization. Using a proven job analysis framework, the author uses her academic and industry experience to teach students how to assess candidates in an accurate, legal, and ethical manner. This book bridges theory and concept with practice in a clear and relevant approach. It will benefit students aspiring to successfully manage workforce needs and activities in various professional settings.

Key Features:

- Blends foundational and conceptual information with hands-on application features
- Develops skills that transfer learning to the work environment
- Special emphasis on the importance of job analysis and its role in the staffing process
- Incorporates case-analysis, extensive glossary, and ancillary resources for instructors

Table of Content

Preface || Acknowledgments || Introduction to Workforce Planning and Assessment || Job Analysis and Design || Job Description and Competency Model Development || Job Evaluation || Recruitment Strategy || Selection and Interview Strategy || Selection: Simulations and Assessment Centers || Selection: Employment Testing || Making the Hire—Final Assessment of Candidate—Job Fit || Appendix || Glossary || References || Index

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NEW ARRIVALS



Group Dynamics for Teams

Daniel Levi - California Polytechnic State University, San Luis Obispo, USA

Format	ISBN	Publish Date	Price	Pages
Paperback	9789353885397	08/21/2020	Rs. 550.00	352

Subject Area

Business & Management || Psychology

About the Book

The fifth edition of this well-known textbook incorporates the latest research and explains the basic psychological concepts of group dynamics, focusing on their application with teams in the workplace. Grounded in psychology research and with a practical focus on organizational behavior issues, this engaging book helps readers to understand and more effectively participate in teams. **Group Dynamics for Teams** integrates research and theories of group dynamics in order to apply this information to the ways in which teams operate in organizations. Each chapter is aided by application sections with techniques, advice for leading virtual teams, case studies, surveys and activities designed to develop teamwork skills.

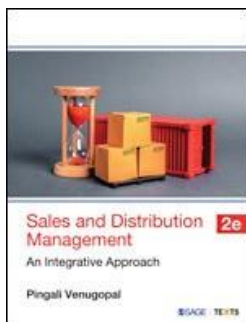
Key Features:

- Provides a framework for teaching about teams and improving how teams function
- Appendix material offering practical advice on techniques and activities to help improve the team's performance
- Special pedagogical features like leading virtual teams, team leader's challenge, psychological surveys, and teamwork activities
- Robust companion website containing discussion questions, class activities, text bank, PowerPoint slides, and multimedia links for classroom teaching

Table of Content

Acknowledgments || Introduction || PART I: Characteristics of Teams || Understanding Teams || Defining Team Success || PART II: Processes of Teamwork || Team Beginnings || Understanding the Basic Team Processes || Cooperation and Competition || Communication by David Askay || PART III: Issues Teams Face || Managing Conflict || Power and Social Influence || Decision Making || Leadership || Problem Solving || Creativity || Diversity || PART IV: Organizational Context of Teams || Team, Organizational, and International Culture || Virtual Teamwork || Evaluating and Rewarding Teams || Team Building and Team Training || Appendix : Guide to Student Team Projects || References || Index

NEW ARRIVALS



Sales and Distribution Management

An Integrative Approach

Pingali Venugopal - *Professor of Marketing and Coordinator of the Centre for Global Management and Responsible Leadership, XLRI, Jamshedpur*

Format	ISBN	Publish Date	Price	Pages
Paperback	9789353884864	10/19/2020	Rs. 695.00	416

Subject Area

Sales Management

About the Book

With a focus on integrating marketing and selling, this textbook provides a long-term orientation to sales and distribution management. The book covers key components of the subject with a practical perspective into the role of marketing, B2B selling, retail environment, channel decisions and management, sales force management and supply chain management. **Sales and Distribution Management** will guide readers to build frameworks for planning and implementing decisions of sales and distribution, which are synchronized to short-term and long-term selling orientation and are aligned with marketing decisions. The second edition of this bestselling title will be of immense value to students of management and professionals in the field.

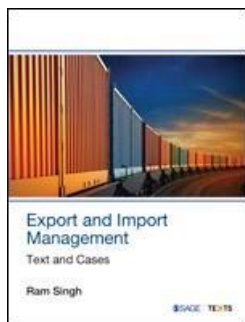
Key Features:

- Focus on the core distinction between selling and marketing roles, and how to synchronize selling efforts with marketing goals
- Detailed description of the process of selling for B2B consumables and how companies can promote quality in B2B markets
- Activities and application-based practice questions in each chapter for self-assessment

Table of Content

Preface || Preface to the First Edition || Acknowledgements || Setting the Context || Marketing and Selling: The Conflict? || SECTION I. Marketing and Selling || Role of Marketing. Building Loyalty: Consumer Behaviour View || Selling During Different Stages of Consumer Behaviour || Integrating Pull and Push || B2B Selling for Consumables || Operationalization of the Selling Function || SECTION II. Shopping Environment || Economic Development and Shopping Environment || Retail Environment in India || SECTION III. Channel Decisions: Distribution Network of a Mobile Company || Channel Design || Channel || Member Selection || Monitoring and Developing the Channel Members: The Missing Link || Channel Evaluation || Internet as an Alternate Channel || Channel Conflict: Consolidated Channel Management Cases || SECTION IV. Sales Management Decisions || Sales Force Recruitment/ Socialization || Dyadic Sale: Selling Style and Service Orientation || Territory Design || Sales Force Targets || Sales Force Automation || SECTION V. Motivating Channel Partners and Salespeople || Channel Commitment || Sales Force Motivation || SECTION VI Supply Chain Management: SABMiller Revamps Supply Chain Management || Supply Chain Management || Inventory Management at Retail Level || Sustainable Distribution || Appendix || Augmenting the Marketing Product in Line with Marketing Process || Urban Orientation of Rural Consumers: Implication for Consumer Goods Distribution || E-Waste: Disposal Behaviour of ICT Products by Indian Households || References || Index

NEW ARRIVALS



Export and Import Management

Text and Cases

Ram Singh - *Professor, Indian Institute of Foreign Trade (IIFT), New Delhi*

Format	ISBN	Publish Date	Price	Pages
Paperback	9789353884833	11/20/2020	Rs. 725.00	640

Subject Area

International Finance || International Business & Management || International Economics

About the Book

Comprehensively encapsulates the vital elements of Exim functions and helps understand the Exim operations in the current global trading regime. This book provides an insight on how to effectively manage the export import process, covering important functions of procedural formalities, documentation, custom clearance, regulatory compliance with various authorities involved, and safe and systematic realization of payments from abroad. **Export and Import Management: Text and Cases** will help readers to understand and analyse the risks involved, such as transport risks and credit and exchange rate fluctuation risks, at various stages of trade operations.

Conceptualized and mapped to meet the curriculum requirements of all prominent universities in India, this book supplements the core theoretical foundations with demonstrative caselets, discussion questions, critical thinking questions, figures, tables and up-to-date coverage of Exim regulations. Besides being a staple read for students of Exim courses, it will be a useful companion for practising managers in the field.

Key Features:

- In-depth coverage of all elements of Exim operations
- Coverage of up-to-date Exim rules, regulations and business practices
- Over 40 industry-oriented caselets from India and the rest of the world to aid classroom teaching
- Detailed references to best trade practices and models

Table of Content

Preface || Acknowledgements || Understanding Export--Import Operations || International Trading Environment || Direction and Composition of India's Foreign Trade || E- commerce and Trade Information for Exports || Legal Formalities for Getting Started in Foreign Trade || Product Selection and Adaptation for International Markets || Regulation of Foreign Trade in India || Understanding Incoterms 2020 || International Sales Contract || Processing of an Export Order || Export--Import Documentation || Pre-shipment Export Credit Scheme || Post-shipment Export || Finance Scheme || Methods of Payments || Credit Insurance Policies and ECGC || Duty Drawback Claim Procedure || Export Promotion Measure || Quality Control and Pre-shipment Inspection in Exports || Dedicated Export Enclaves || Special Economic Zones in India || Legal Framework of Customs Law || Index

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Basic Computational Techniques For Data Analysis

An Exploration in MS-Excel

D. Narayana - *Honorary Professor, Gulati Institute of Finance and Taxation, Chavadi Mukku, Thiruvananthapuram*

Sharad Ranjan - *Faculty, Department of Economics, Zakir Husain Delhi College Evening, University of Delhi*

Nupur Tyagi - *Faculty, Department of Commerce, Gargi College, University of Delhi*

Format	ISBN	Publish Date	Price	Pages
Paperback	9789353886202	12/18/2020	Rs. 575.00	284

Subject Area

Quantitative Techniques for Business & Management Research || Quantitative/Statistical Research

About the Book

This book will help readers acquire knowledge and equip them in handling various statistical and financial computations using MS Excel. The book is designed to equip students to navigate through MS Excel spreadsheets to compute various statistical and financial measures for use in data analysis. **Basic Computational Techniques for Data Analysis** illustrates the concepts used in economic and financial decision-making in business as well as in day-to-day life, thus enhancing a deeper understanding of the concepts from both theoretical and practical perspectives. After going through the textbook, readers will be able to ascertain the inbuilt capabilities in MS Excel and comprehend basic computations in statistics and finance. This book is essential as a supportive companion for students of economics, commerce, management and social science subjects in general.

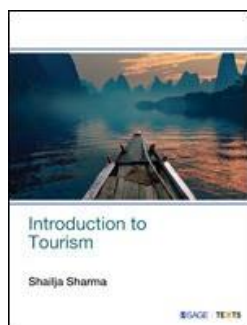
Key Features:

- Provides an in-depth and clear understanding of various data analysis techniques
- Systemic and stepwise explanation of financial and statistical concepts using MS Excel functions
- Prior knowledge of statistics, finance and MS-Excel functions not required to understand the concepts
- Simplistic clarification of topics such as Future Value of Money, Loan Amortization and Investment Decision Criteria

Table of Content

About the Book || Acknowledgments || Getting Started with Microsoft Excel || Basic Arithmetic Operations in Excel || Data: Input into Excel and Sources || Visualization of Data Using Graphs in Excel || Measures of Central Tendency || Measures of Dispersion || Compounding: Future Value of Money || Investment Decision Criteria: NPV and IRR || Loan Amortization || Correlation Coefficient || Regression Analysis || Hypothesis Testing in Regression Analysis || Index

NEW ARRIVALS



Introduction to Tourism

Shailja Sharma - Faculty, Indian Institute of Tourism and Travel Management (IITTM), Noida

Format	ISBN	Publish Date	Price	Pages
Paperback	9789353885106	01/27/2021	Rs. 650.00	528

Subject Area

Hospitality, Travel & Tourism Management || Tourism Studies

About the Book

Using situational case studies, vignettes on world-class destinations and wide-ranging examples, this book aims to create awareness and understanding on the functioning of the tourism industry. A stepping stone for everyone aspiring to make a career in the tourism and hospitality industry, this textbook builds a strong groundwork of basic concepts and explains theories and their applications in real-life situations. Using situational case studies, vignettes on world-class destinations and wide-ranging examples, **Introduction to Tourism** aims to create awareness and understanding among the readers on the functioning of the tourism industry. It offers insights into how countries devise their tourism marketing strategies and how to deal with situations while working with tourists and travellers.

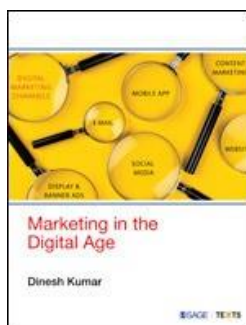
Key Features:

- Special focus on emerging trends and situations in the tourism sector, including the effect of COVID-19 on the industry and its functioning
- Comprehensive coverage of the five A's of tourism industry citing latest examples and new evolving patterns
- Each section aided by case studies with well-defined learning outcomes and discussion questions for classroom teaching

Table of Content

Preface || Acknowledgements || About the Book || SECTION A The Building Blocks of Tourism || What is Tourism? || Motivations for Travelling || Types of Tourism || Niche Tourism Products || Components of Tourism Industry || Tourism Resources to Tourism Products || Types of Tourism Markets || The New-age Traveller || Positive Impacts of Tourism || Negative Impacts of Tourism || Case Studies || SECTION B Lifeline of Tourism Business || Attractions || Accessibility: Part I || Accessibility: Part II || Accommodation || Alternative Forms of Accommodation || Amenities || Activities at a Destination || Case Studies || SECTION C The Trending Holidaying || Planning a Vacation || Travel Stages || Travel Formalities || Travel Stress || Pre-departure Checklist for Travellers || Case Studies || SECTION D The Experience Facilitators || The Touch Points of Tourism Industry || Travel Intermediaries || The Tour Leader || The Tour Guide || The Cab Driver || Role of Government in Promoting Tourism || Case Studies || SECTION E Challenges and Opportunities in Tourism Industry || Handling Emergency Situations || Obstacles and Threats to Tourism || Emerging Trends in Tourism || Career Opportunities in Travel and Tourism || Over Tourism || Travel Green: Practice Responsible Travel || Case Studies || Index

NEW ARRIVALS



Marketing in the Digital Age

Dinesh Kumar - Faculty, Jagran Lakecity University, Bhopal

Format	ISBN	Publish Date	Price	Pages
Paperback	9789353887681	06/01/2021	Rs. 595.00	388

Subject Area

Marketing || Electronic Marketing

About the Book

A comprehensive and engaging textbook on use and application of digital tools in marketing in a rapidly changing world. This textbook describes how digital methods can enhance marketing experience by going beyond cliched metrics of likes and shares in marketing strategies.

Marketing in the Digital Age takes the view that the path to the future must integrate both marketing and digital knowhow and exemplifies how digital marketing is more than just spreading the message using digital tools. This path-breaking textbook is for students who wish to understand marketing in a rapidly changing environment. It offers a fresh approach towards all the core areas of marketing, including segmentation, product development, promotion, pricing, going to the market and relationship building.

Key Features

- Offers conceptual clarity and refreshing treatment of digital tools in marketing
- Encourages the readers to adopt a critical approach to standard aspects of marketing and traditional notions of the use of the digital in businesses
- Includes chapters that come with a plethora of exhibits and case studies from India and abroad
- Contains rich pedagogical features to aid teaching--learning in the classroom--learning objectives, chapter-end summary, key terms, concept review and critical thinking questions, ideas for projects and group assignments, and much more

Table of Content

Foreword by June Dennis || Preface || Acknowledgements || About the Author || Traditional and Digital Marketing || Creating Digital Value || Customer Relationship Management and Digital Tools || Online Consumer Behaviour || Online Consumer Behaviour || Social Media and Marketing || Brand Building in the Digital Age || Digital Marketing Strategy || Digital Marketing Tools and Technologies || Trends in Digital Marketing || Index

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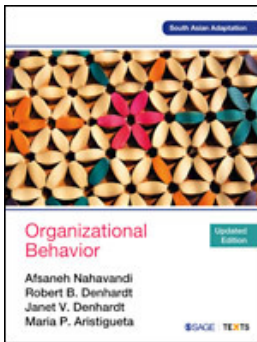
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NEW ARRIVALS



Organizational Behavior

Afsaneh Nahavandi - *Professor and Chair, University of San Diego*

Robert B. Denhardt - *Professor, University of Southern California*

Janet V. Denhardt - *Chester A. Newland Professor, University of Southern California*

Maria P. Aristigueta - *Charles P. Messick Professor, University of Delaware*

Format	ISBN	Publish Date	Price	Pages
Paperback	9789353884802	07/27/2020	Rs. 695.00	552

Sales rights restricted to South Asia only

Subject Area

Organizational Behavior || Business & Management

About the Book

The updated edition of the book discusses all the major topics of organizational behavior and 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
- Encourages self-learning through Cases, Critical Thinking Questions, Self-Assessment Features
- 'Global Perspective' feature in each chapter to illustrate nuances of managing human behaviour in a globally integrated society
- Chapter-end 'Applications for Managers' section provides additional practical tips demonstrating how concepts are to be implemented in the real-life situations
- The updated edition includes chapters on 'Fostering Creativity and Innovation' and 'Communicating Effectively with Others'

Table of Content

Preface | About the Authors | PART I INTRODUCTION | Introduction to Organizational Behavior: History, Trends, and Ethics | PART 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 | PART III GROUP AND TEAM PROCESSES | Decision Making | Working in Groups and Teams | Managing Conflict and Negotiation | Leadership: Classic to Contemporary | PART IV ORGANIZATIONAL CONTEXT | Organizational Power and Politics | Organizational Strategy and Structure | Organizational Culture and Change | Fostering Creativity and Innovation | Communicating Effectively with Others | Photo Credits | Index

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

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

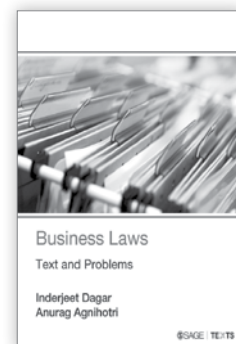
Written exclusively to serve as a companion for courses on business law, the book spans 27 chapters, providing concise and lucid explanation of the Indian Contract Act, 1872; Negotiable Instruments Act, 1881; Sale of Goods Act, 1930; Limited Liability Partnership Act, 2008 and Information Technology 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



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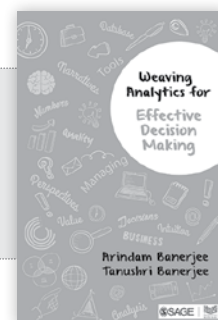
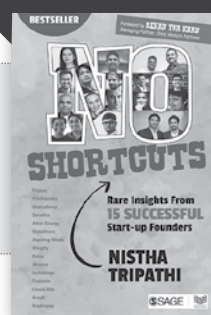
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SELLING AND NEGOTIATION SKILLS

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
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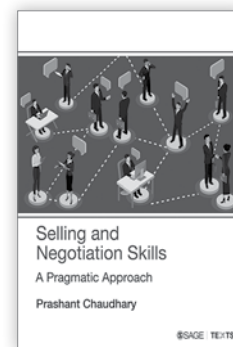
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Preface • Acknowledgements • Selling: Fundamentals and Modern Practices • Selling Process: Journey towards Closing the Deal • Fundamental Concepts, Types and Conceptual Instruments of Negotiation • Styles, Strategies and Tactics of Negotiation • Negotiation 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

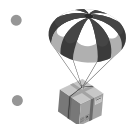
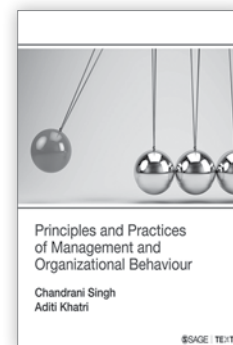
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2016 • 456 pages • Paperback (978-93-515-0895-3) • ₹550.00

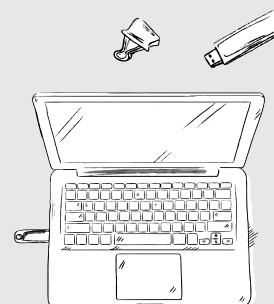
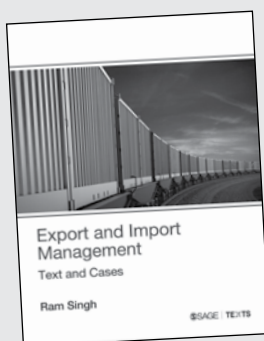


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LEADERSHIP, 7e

Theory and Practice

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

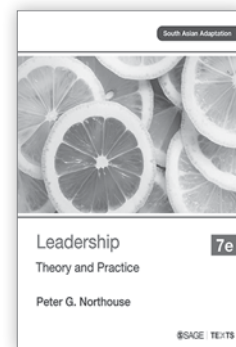
Direct and logical in approach, **Leadership: Theory and Practice** is written with the objective of bridging the gap between the often-simplistic popular approaches to leadership and the more abstract theoretical approaches. Adopted by more than 1,000 colleges and universities worldwide, this textbook 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



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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*

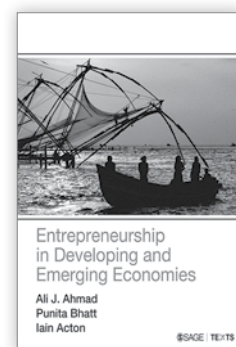
Entrepreneurship in Developing and Emerging Economies breaks away from these two predominant trends to effectively deal with the subject from the perspective of developing economies, and makes the subject approachable and accessible to not only students of business and management courses but also those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



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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

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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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2021 • Paperback (978-93-5388-540-3) • ₹550.00

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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

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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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

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

CONTENTS

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

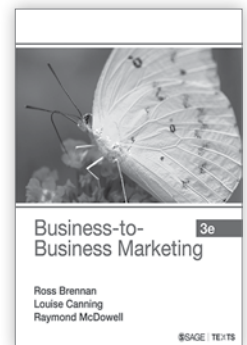
This book combines multiple approaches to B2B marketing theory with up-to-date international examples, thereby making the text valuable for faculty and students worldwide.

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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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

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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Marketing

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

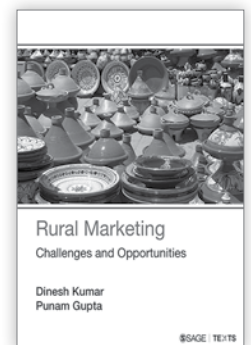
This textbook discusses how the application of traditional marketing theories transforms when the 'fourth sector', or the emergence of social business, comes into play. Drawing from latest research, **Rural Marketing** closely analyses two crucial components of the rural market—marketing to rural areas 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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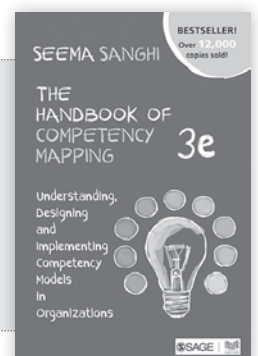
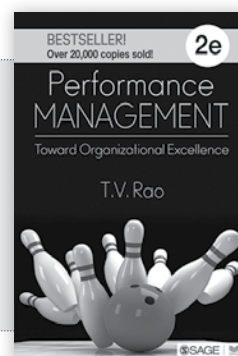
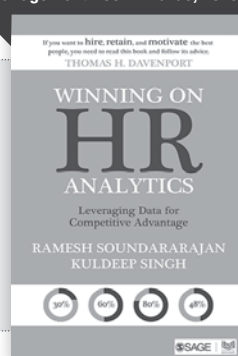
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MARKETING MANAGEMENT, 6e

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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CORPORATE COMMUNICATION, 2e

Principles and Practice

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

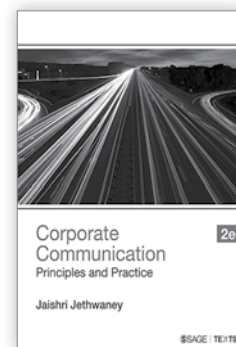
The second revised edition of this book—a well-accepted textbook designed for the students of mass communication, public relations and journalism—offers a fresh perspective into all basic and critical aspects of corporate communication. It incorporates the latest changes in governmental policies and 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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Organizational Behaviour & Human Resource Management

GLOBAL TALENT MANAGEMENT

An Integrated Approach

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

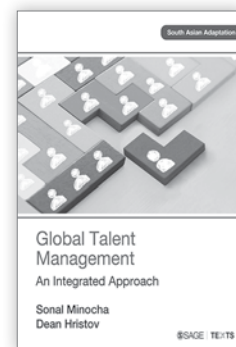
A holistic overview of key global talent management perspectives, which determine the inter-linked nature of individuals as global talent, organisations as hubs for global talent and policies across sectors and industries. This textbook discusses the current organisational approaches to the attraction, 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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EMPLOYEE RELATIONS MANAGEMENT

Text and Cases

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

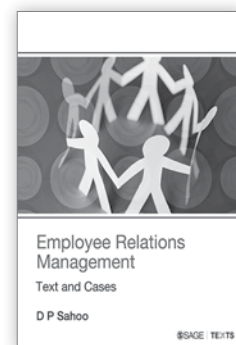
Employee Relations Management discusses and details the theoretical and practical aspects of the labour market and management of industrial relations (IRs) in India and covers the legislative and managerial framework required to manage IR-related issues. The book introduces real-life cases from various 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 Prospective • **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:

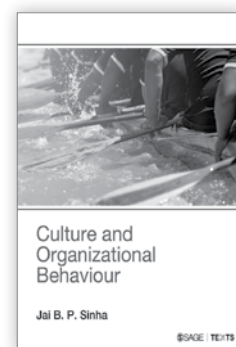
- Contains updated case studies from Indian organizations
- Focuses on current and emerging strategies in organizational structures, leadership, power and politics

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

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



Organizational Behaviour & Human Resource Management

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*

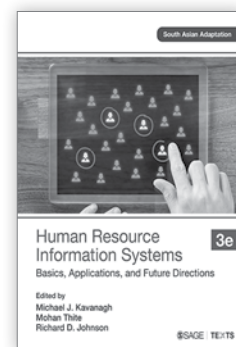
This cross-disciplinary textbook provides a thorough introduction to the field of HRIS, a combination of two major management fields—human resources and information systems— that impact the competitive advantage of companies. Unlike other HRIS textbooks that overwhelm students with technical information 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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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.

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

CONTENTS

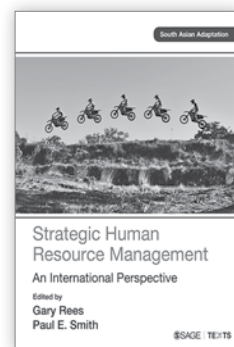
About the Contributors • Preface • Companion Website • Guided Tour • **PART 1 THE ORGANIZATION, THE ORGANIZATIONAL CONTEXT AND STRATEGY** • An Introduction to the Organization, its Environment and Human Resource Management **Gary Rees** and **Paul E. Smith** • Strategic Approaches **Paola Pisano**, **Alison Rieple** and **Marco Pironti** • Strategic Human Resource Management **Geoffrey Wood** and **Zsuzsanna Kispál-Vitai** • HRM: The Added Value Debate **Charles Leatherbarrow** • **PART 2 THE FUNCTIONAL ASPECTS OF HR** • Recruitment and Selection **Stephen Taylor** • Flexible Working **Sue Hutchinson** • Reward Strategy and Managing Performance **Geoff White** • Managing the Employment Relationship **Maira Calveley**, **David Allsop** and **Natalia Rocha Lawton** • Equality and Diversity in the Workplace **John Neugebauer** • Developing Employees and Managers **Jim Stewart** • **PART 3 SHRM AND THE 'BIGGER PICTURE'** • Organizational Culture **Crystal Zhang** and **Paul Iles** • Managing in a Global Context **Paul Iles** and **Kate E. Rowlands** • The Future of HR **Linda Holbeche** • Names Index • Subject Index



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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

CONTENTS

Foreword by **G. Raghuram** • Preface • Acknowledgements • Chapter Outline • **MODULE 1: INTRODUCTION TO HR ANALYTICS** • Evolution of Business Analytics • Rise of HR Analytics • Applications of HR Metrics • **MODULE 2: DESCRIPTIVE ANALYTICS IN HR** • Creating HR Dashboards Using Microsoft Excel • Slicing and Dicing of HR Data: Pivot Table Applications • Applications of Tableau in HR Data Visualization • **MODULE 3: PREDICTIVE ANALYTICS IN HR** • HR Analytics Applications of Correlation and Linear Regression • HR Analytics Applications of Comparison of Means and ANOVA • HR Analytics Application of Logistic Regression • **MODULE 4: MACHINE LEARNING AND HR ANALYTICS** • HR Analytics Applications of Neural Networks • HR Analytics Applications of CART and Ensemble Techniques • HR Analytics Applications of Factor Analysis and Cluster Analysis • Glossary • Index



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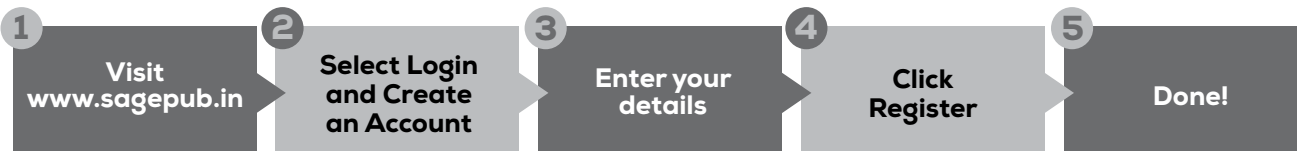
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INTERNATIONAL HUMAN RESOURCE MANAGEMENT

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



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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*

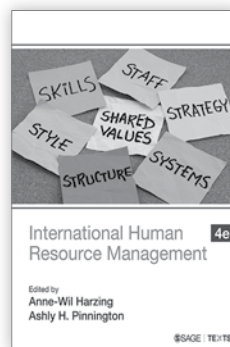
The fourth edition by the international team of experts retains the critical edge, academic rigour and breadth of coverage, which have established this book as the most authoritative text in the market.

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**



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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.

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

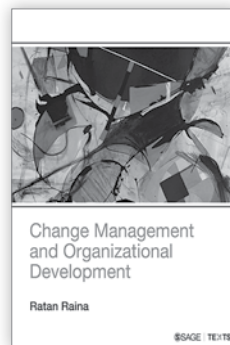
ABRIDGED CONTENTS

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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Organizational Behaviour & Human Resource Management

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*

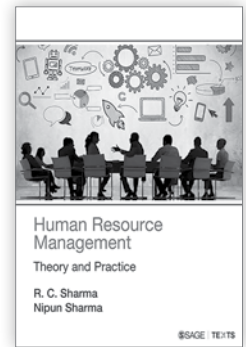
This textbook provides conceptual clarity of Human Resource Management (HRM) and helps understand the current problems in this domain that require pragmatic research and realistic solutions. The book is a fine blend of concepts, theories, tools, techniques and contemporary practices in HRM. The book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



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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*

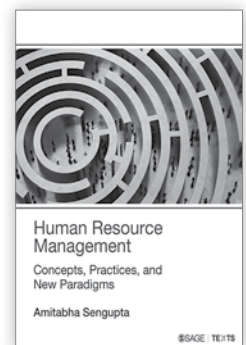
This book aims to expose students to the emerging paradigms of HRM while retaining focus on the core practices of acquisition, retention, management and development of talent, rewards and compensation, and compliance of workplace laws and regulations.

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



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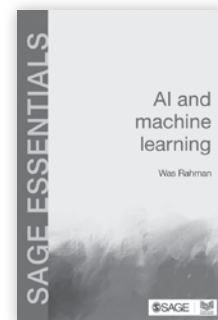
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COMPETENCY-BASED HUMAN RESOURCE MANAGEMENT

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



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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



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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



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INDUSTRIAL RELATIONS AND LABOUR LAWS FOR MANAGERS

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

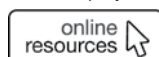
A lucid and exemplary introduction to Indian labour laws and a thorough discussion on the legislations dealing with industrial relations and labour issues. This book focuses on the application of labour laws to and within businesses, and deals with legal postulations from the perspective of a manager.

Key features:

- Comprehensive coverage of labour and industrial relations laws along with contemporary developments
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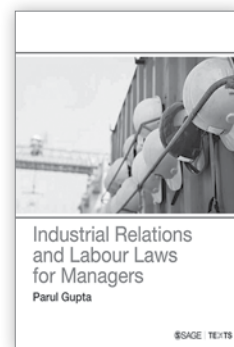
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Preface • Acknowledgements • Fundamental Aspects of Industrial Relations • Evolution of Labour Legislation in India • The Factories Act, 1948 • Contract Labour (Regulation and Abolition) Act, 1970 • The Child and Adolescent Labour (Prohibition and 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



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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

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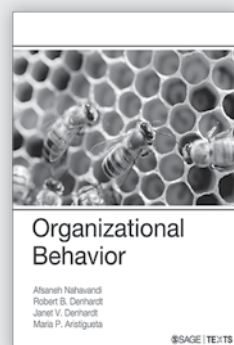
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CASES IN ORGANIZATIONAL BEHAVIOUR

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

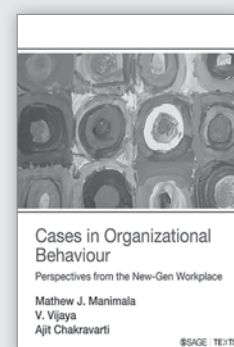
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Foreword by **Pradip N. Khandwalla** • Preface • Acknowledgements • **PART I: ORGANIZATIONAL BEHAVIOUR: CONCEPTS, METHODS AND THE IMPORTANCE OF CASE-BASED TEACHING AND LEARNING** • **PART II: ABSTRACTS, CASES AND QUESTIONS** • Theme I: Personality • 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

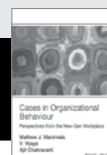


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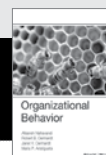
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Integrated Supply Chain and Logistics Management imparts knowledge of designing effective development and management of the supply chain network, which is an invaluable source of sustainable, competitive advantage in today's turbulent global marketplace. 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

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List of Appendices • List of Figures • List 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



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Concepts, Strategy and Implementation for Operational Excellence

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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



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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.
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- Covers the latest developments in Big Data analytics adopting Hadoop and its ecosystems and NoSQL databases with real-life examples.

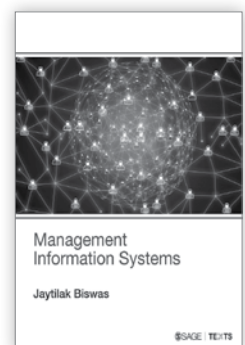
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STRATEGY, 3e

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.

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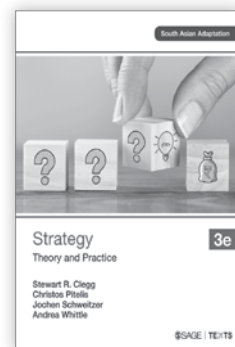
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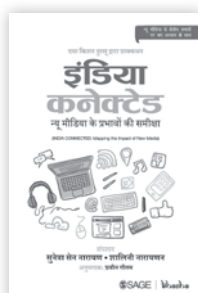
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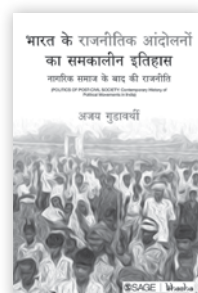
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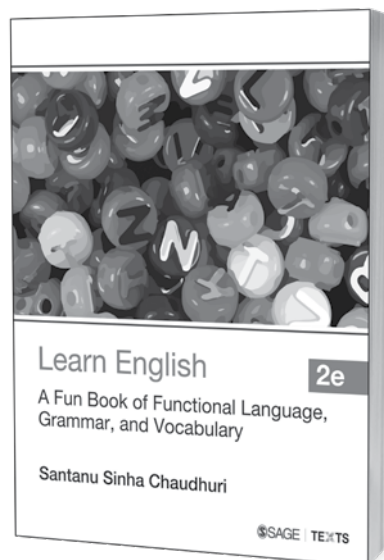
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About the Author:

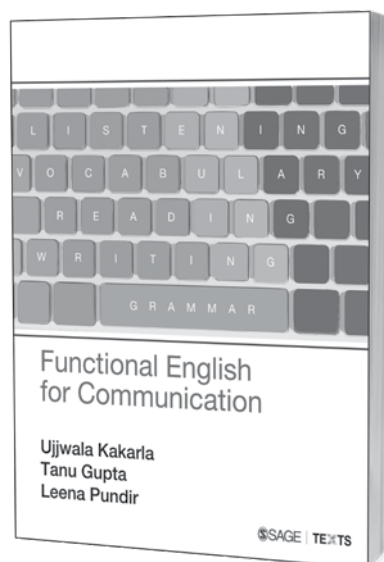
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Tanu Gupta, Faculty, Department of Humanities and Social Sciences, Maharishi Markandeshwar (Deemed to be University), Mullana, Ambala

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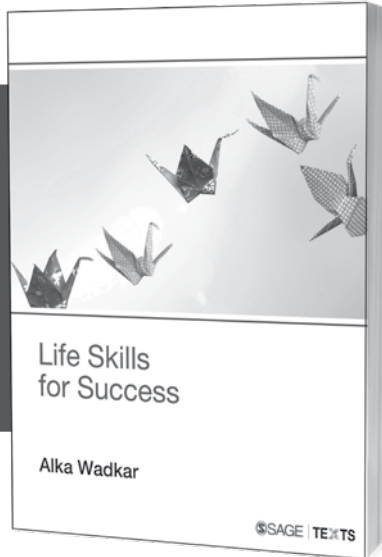
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About the Author:

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

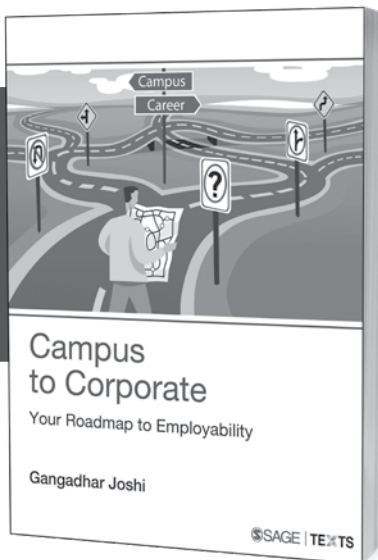


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This revised edition of the well-known text provides a comprehensive overview of the entire spectrum of activities in merger transactions, acquisitions, and corporate restructuring process. incorporates seven brief cases and six full-length teaching 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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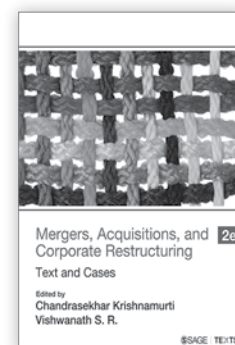
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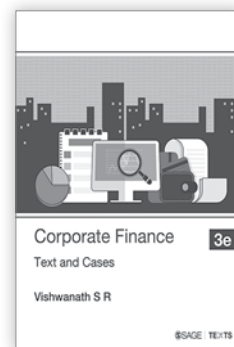
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BEHAVIOURAL FINANCE

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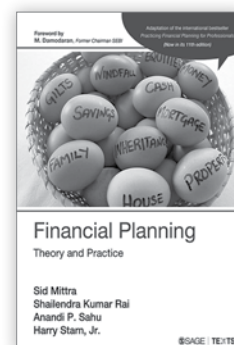
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FINANCIAL MANAGEMENT

A Contemporary Approach

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

Financial Management builds concepts and strengthens understanding by providing relevant illustrations, recent examples, and reference to MS Excel applications where necessary. Written in simple, lucid language, each chapter begins with a crisp introduction to the constituent topics, offers a related background of the corporate environment, and ends with numerous activities for students to practise.

Key features:

- India-specific examples and insights in each chapter
- Step-wise explanations of numerical examples for clearer understanding and practice
- Numerical examples and problems provided in progressive order of complexity

CONTENTS

Preface • Acknowledgments • An Overview of Financial Management • Introduction to Financial Management : A Contemporary Approach • Contemporary Financial Environment • Financial Statement Analysis • Foundation of Financial Management • Concept of Time • Concept of Risk and Return • Concept of Value • Strategic Financial Decision • Capital Structure Decisions • Leverage • Cost of Capital • Capital Budgeting Decision • Estimating Cash Flows • Risk Analysis in Capital Budgeting • Dividend Decisions • Corporate Restructuring • Operating Financial Decisions • An Overview of Working Capital Management • Inventory Management • Receivables Management • Cash Management • Financing Current assets • Long-term Financing • Sources of Long-term Finance • Lease and Hire Purchase • Venture Capital Financing • Contemporary Issues in Financial Management • Foreign Exchange Management : An Introduction • Derivatives • Share Value and Corporate Governance • Glossary • Financial Calculation: Ready Reckoner • Additional Problems and Solutions • Appendix: Time Value Tables • Index



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FINANCIAL MANAGEMENT

A Strategic Perspective

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.

Key features:

- Incorporation of real-life cases providing a critical view of the application of the theories discussed
- Extensive coverage of various forms of corporate expansion through financial restructuring
- Integration of mathematical problems and solutions for understanding the practical aspects of financial decision-making

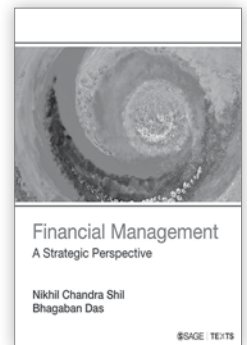
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GLOBAL BUSINESS ENVIRONMENT

Shifting Paradigms in the Fourth Industrial Revolution

Mansi Kapoor *Faculty, Symbiosis Centre for Management Studies, Pune*

Global Business Environment provides a comprehensive account of the Fourth Industrial Revolution. It captures the current shifts in the global environment for business caused mainly by the disruptive nature of rapid technological advancements and the consequences of globalization.

Key features:

- Systematic study of current trends in technology ranging from blockchain to artificial intelligence (AI)
- Insights on modern concepts in economic thinking such as concept of circular economy and behavioural economics
- Latest topics enriching the contextual knowledge in which businesses operate

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Preface • Introduction: Shifting Paradigms Global Business Environment in the Fourth Industrial Revolution • **PART ONE: TECHNOLOGY AND AI: THE HEART OF THE FOURTH INDUSTRIAL REVOLUTION** • Of intelligence: Artificial, Real and Super • Versions of Reality: Augmented Reality, Virtual Reality and Mixed • Block Chain: Perspectives and Implications • Future of Manufacturing: Additive Manufacturing • Buzzing Science of the Brain and the Mind: Neuroscience and Mindfulness • **PART TWO: NEW AGE ECONOMICS: NEW FRONTIERS IN ECONOMIC THOUGHT** • An Introduction to the Circular Economy • An Introduction to Behavioural Economics • Economic Nationalism • The Sharing Economy and the Platform • **PART THREE: THE RIGHT AND LEFT OF INTERNATIONAL POLITICS** • Identity Politics: Issues and Challenges • The Right and Left of the March of Authoritarians and Populists • Democracy: Dead or Alive • Rising China and the Rest of the World • **PART FOUR: SOCIETY AND CULTURE: THE CHANGING DYNAMICS** • The Generations: Millennials and Beyond • Migrants, Walls and Ageing Demographics • Rethinking Capitalism • Current Trends in Culture • Themes in Future of Work • **PART FIVE: ISSUES AND CHALLENGES OF THE TWENTY-FIRST CENTURY** • An Endangered Planet: Endangered Climate Change Agenda • Inequality: The Spark behind Every Revolution • Privacy in the Digital World: Issues and Challenges • Existential Threat: AI and the End Game • Heroic Spirit and Ideals for the Twenty-First Century • References • Index



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International Business and Trade

INDIA'S TRADE ANALYTICS

Patterns and Opportunities

Edited by **Biswajit Nag** *Professor of Economics and* **Debashis Chakraborty** *Associate Professor of Economics, both at Indian Institute of Foreign Trade (IIFT), Kolkata*

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.

Key features:

- Critical analysis of data drawn from important multilateral trade databases and discussion on identifying NBTs
- Application of crucial methodologies like ex post and ex ante analyses, and partial and general equilibrium models

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Foreword L. Alan Winters CB • Preface • Introduction: Trade Analyt Transmitted: ic Tools for Policy-making and Business Decisions Application and Interpretation • **PART A: STRUCTURE AND USE OF TRADE DATA AND INDICES** • India's Trade Pattern and Opportunities with Central Asian Countries: An Application of Select Trade Indices • Emerging Patterns in Intra-industry Trade: An Analysis of India-EU Trade with Select Sectors • **PART B: SECTOR-BASED TRADE OUTCOME ANALYSIS** • Export Competitiveness of India's Leather Exports: Application of Select Indices • A Constant Market Share Analysis of India's Export to ASEAN Countries • Shift Share Analysis • International Production Networks (IPNs) and Global Value Chains (GVCs) between India and Northeast Asia • **PART C: ASSESSMENT OF OPEN ECONOMY INDICATORS** • Balance of Payment Analytics: Application of Select Indices • Exchange Rate Dynamics and Measuring Balance of Payment Implication • **PART D: TRADE IN SERVICES** • Measuring Services Trade: Major Challenges in India and the Way Forward • Services Trade Restrictiveness Index, Methodology and Application: The Indian Context • **PART E: TRADE FACILITATION** • Interpreting Trade Facilitation Indices Towards a Smooth Regional Trade in Asia-Pacific • Assessing Linkages between Trade Costs and Trade Flows: Applications of Gravity Model Prabir de and Durairaj Kumarasamy • **PART F: ANALYSIS AND MODELLING OF TRADE BARRIERS** • Modelling Non-tariff Measures in RTAs • Non-tariff Barriers on Auto-components' Exports: Application of Select Indices • **PART G: PARTIAL AND GENERAL EQUILIBRIUM MODELLING TECHNIQUES** • Implication of Tariff Reduction Through Partial Simulation Using Smart: An Analysis of India's Import of Passenger Vehicles from Japan and Germany • Gravity Model of International Trade: Understanding the Underlying Dynamics • Use of Computable General Equilibrium Model in Trade Research: An Application of GTAP Model on India-ASEAN Trade • Advances in Global CGE Modelling and Trade Policy Formulations: Some Issues • Conclusion: Trade Analytic Tools: For Whose Benefits? • Index



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2019 • 448 pages • Paperback (978-93-532-8275-2) • ₹550.00

FINANCING INTERNATIONAL TRADE

Banking Theories and Applications

Gargi Sanati *Assistant Professor, Department of Money International Banking and Finance, National Institute of Bank Management (NIBM), Pune*

This first-of-its-kind textbook presents an overview of the fundamental nature and regulatory structure of forex transactions operating within the Indian banking system. This textbook discusses different types of forex transactions, the regulatory framework within which they take place and the associated risks and solutions.

Key features:

- Caselets and problem definitions weaved throughout the chapters to aid understanding of forex in different realms
- Discussion on the roles of institutions other than banks and corporate houses such as RBI, FEDAI, ECGC and DGFT in international trade finance

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Foreword by **Shri G Mahalingam** • Preface • Acknowledgements • International Trade Finance and Payment Methods • Regulatory and Institutional Framework • Product Structure under Documentary Credit • Documentary Collection and Documentary Credit: CASELETS under URC 522 and UCP 600 • Documents in International Trade • Trade Terms or International Commercial Terms (INCOTERMS) and its Application • Export Trade and Export Credit or Pre- and Post-shipment Credit • Trade Credit: Buyer's Credit and Suppliers Credit for Import Financing • Merchancing Trade • Foreign Exchange Markets, Merchant Deals and Interbank Cover Operation: CASH, SPOT and Forward • Bank Guarantees in International Trade • Index



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2017 • 296 pages • Paperback (978-93-864-4617-6) • ₹475.00

INTERNATIONAL BUSINESS

Theory and Practice

Ehud Menipaz *Chairman, The Ira Centre for Business, Ben Gurion University, Amit Menipaz Vice President, Structured Data, ebay and Shiv S Tripathi Assistant Professor, Management Development Institute, Gurgaon*

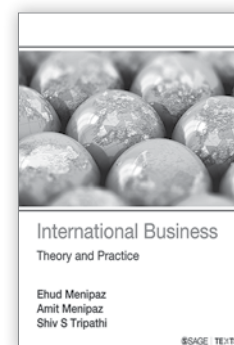
International Business provides a broad overview of the multidimensional aspects of international business by using examples and cases from around the world. It gives a comprehensive coverage and in-depth analysis of the fundamental challenges and emerging trends of international business practices in contemporary times.

Key features:

- Inclusion of concepts of cultural quotient, types of strategic alliances, global value chain, and more
- Introduction of corporate governance practices in international financial reporting and focus on CSR and sustainability

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PREFACE • PART 1: INTRODUCTION TO INTERNATIONAL BUSINESS ENVIRONMENT • PART 2: INTERNATIONAL BUSINESS ENVIRONMENT • PART 3: INTERNATIONAL TRADE, INVESTMENT, AND REGIONAL INTEGRATION • PART 4: INTERNATIONAL BUSINESS STRATEGY • PART 5: INTERNATIONAL BUSINESS MANAGEMENT • INDEX



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DATA ANALYSIS USING SPSS

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

The present book elaborates on the basic understanding and application of statistical tests and data analysis using hypothetical datasets and SPSS version 22.0. It enhances self-learning and develops thorough understanding of the concepts through step-by-step processes for quick comprehension, and screen images, dialog boxes and exhibits for better interaction with the software.

Key features:

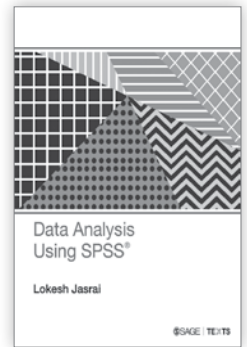
- Main and sub-dialog boxes of SPSS containing commands of specific test techniques incorporated in the text for effective interaction with the software
- Exercises and practice questions to enhance analytical understanding
- Addition chapters on Means Analysis, One-way ANOVA, and Probability and Sampling Distribution

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List of Figures • List of Tables • Preface • Acknowledgements • About the Author • **Part I:** Basics of SPSS Windows • Orientation to SPSS Windows • Creating and Editing Data • **PART II:** Data Visualization and Descriptive Statistics • Displaying Data with Charts and Graphs • Frequency Analysis and Descriptive Statistics • Exploratory Data Analysis • **PART III:** Cross-Tabulation • Data Analysis with Cross-Tabulation • **PART IV:** Univariate Statistical Inferences • Independent Sample t-Test • Paired Sample t-test • One-Sample t-test • **PART V:** Experimental Designs: Analysis of Variance • One-Way Analysis of Variance (ANOVA) • Two-Way ANOVA Factorial Design • **PART VI:** Relationship Measurement and Predictive Analysis • Measures of Association • Simple Linear Regression Analysis • Multiple Linear Regression Analysis • Binary Logistics Regression • **PART VII:** Non-Parametric Tests • Non-Parametric Tests • **PART VIII:** Reliability and Probability Distribution • Reliability Analysis • Means Analysis • One-Way ANOVA Repeated Measures • Probability and Sampling Distribution • Appendix • Index

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2020 • 514 pages • Paperback (978-93-538-8328-7) • ₹750.00



DISCOVERING STATISTICS USING IBM SPSS STATISTICS, 4e

Andy Field Professor of Child Psychopathology, University of Sussex

The only statistics textbook you'll ever need just got even better!

Students and practitioners of social science often look at mathematics and its allies with suspicion. This book attempts at moderating such a feeling in an interactive and humorous way. The time-tested approach and content serve students of undergraduate and postgraduate levels. With the help of real research examples, the book will take students as well as teachers on a wonderful journey covering both basic principles and advanced concepts and applications of statistics.

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- Engaging diagrammatic summary of key steps learnt in each chapter

CONTENTS

Table of Contents • Preface • How to use this book • Acknowledgements • Dedication • Symbols used in this book • Some maths revision • Why is my evil lecturer forcing me to learn statistics? • Everything you never wanted to know about statistics • The IBM SPSS Statistics environment • Exploring data with graphs • The beast of bias • Non-parametric models • Correlation • Regression • Comparing two means • Moderation, mediation and more regression • Comparing several means: ANOVA (GLM 1) • Analysis of covariance, ANCOVA (GLM 2) • Factorial ANOVA (GLM 3) • Repeated-measures designs (GLM 4) • Mixed design ANOVA (GLM 5) • Multivariate analysis of variance (MANOVA) • Exploratory factor analysis • Categorical data • Logistic regression • Multilevel linear models • Epilogue: life after discovering statistics • Glossary • Appendix • References • Index



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2020 • 952 pages • Paperback (978-93-515-0082-7) • ₹995.00

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ESSENTIALS OF BUSINESS RESEARCH, 2e

A Guide to Doing Your Research Project

Jonathan Wilson Principal Lecturer in Marketing, Lord Ashcroft International Business School, Anglia Ruskin University

Written specifically for business students with an interactive approach, this bestselling, jargon-free textbook highlights each stage of the research process, guiding you through actionable steps and explicitly setting out how best to meet a supervisor's expectations. Easy to navigate and full of practical advice, it shows you how to choose a topic and write a proposal, with easy-to-follow tips and detailed screenshots and diagrams.

Key features:

- Integrated with 'You're the Supervisor' sections—helpful in learning methods to meet research objectives
- Illustrated case studies and examples from different types of international businesses

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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 Methods and Statistics

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

Analytic Contents of Research Techniques • Preface • Acknowledgments • About the Author • Preliminary Considerations • The Selection of a Research Approach • Review of the Literature • The Use of Theory • Writing Strategies and Ethical Consideration • Designing Research • The Introduction • The Purpose Statement • Research Questions and Hypotheses • Quantitative Methods • Qualitative Methods • Mixed Method Procedures • Glossary • Reference • Index



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Bestseller!

RESEARCH METHODOLOGY, 4e

A Step-by-Step Guide for Beginners

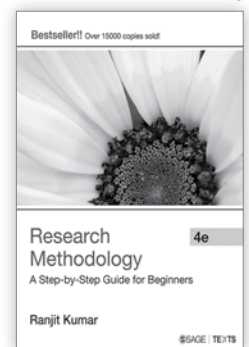
Ranjit Kumar *University of Western Australia, Australia*

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

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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*

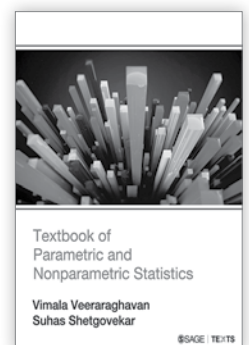
This book comprehensively covers all the methods of parametric and nonparametric statistics such as correlation and regression, analysis of variance, test construction, one-sample test to k-sample tests, etc. The two methods of statistics are presented simultaneously, with indication of their use in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

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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



SAGE TEXTS

2016 • 424 pages • Paperback (978-93-515-0734-5) • ₹575.00

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?

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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
- New introductory sections at the beginning of each of the book's seven parts, which also define key terms
- Integrated with contemporary practical examples that explain all aspects of qualitative research project
- New exercises that help to test your understanding

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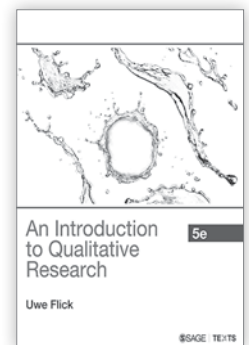
Publisher's Acknowledgement • Preface to the Fifth Edition • **PART ONE: FRAMEWORK** • Guide to this Book • Qualitative Research: Why And How to Do It • Qualitative and Quantitative Research • Approaches to Qualitative Research • Ethics of Qualitative Research • **PART TWO: THEORY IN QUALITATIVE RESEARCH** • Using the Existing Literature • Theories Underlying Qualitative Research • Texts as Data in Qualitative Research • **PART THREE: RESEARCH DESIGN** • Designing Qualitative Research • The Qualitative Research Process • Research Questions • Entering the Field • Sampling • Triangulation • **PART FOUR: VERBAL DATA** • Collecting Verbal Data • Interviews • Focus Groups • Using Narrative Data • **PART FIVE: DATA BEYOND TALK** • Collecting Data Beyond Talk • Observation and Ethnography • Visual Data: Photography, Film & Video • Using Documents as Data • **PART SIX: QUALITATIVE DATA ANALYSIS** • Qualitative Data Analysis • Transcription and Data Management • Grounded Theory Coding • Thematic Coding and Content Analysis • Naturally Occurring Data: Conversation, Discourse, and Hermeneutic Analysis • Using Software in Qualitative Data Analysis • **PART SEVEN: GROUNDING, WRITING AND OUTLOOK** • Quality of Qualitative Research: Criteria and Beyond • Writing Qualitative Research • State of the Art and the Future • Glossary • References • Subject Index



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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

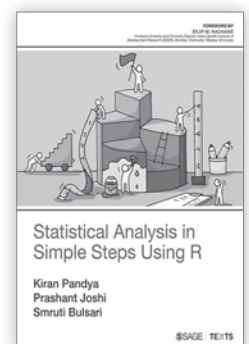
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SAGE TEXTS

2018 • 344 pages • Paperback (978-93-528-0710-9) • ₹400.00



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

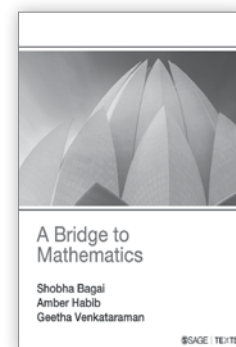
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2017 • 392 pages • Paperback (978-93-864-4612-1) • ₹495.00



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

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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

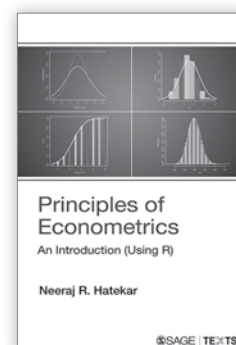
Principles of Econometrics takes the readers step-by-step from introduction to understanding, first introducing the basic statistical tools like concepts of probability, statistical distributions and hypothesis tests, and then going on to explain the two variable linear regression models along with certain 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.

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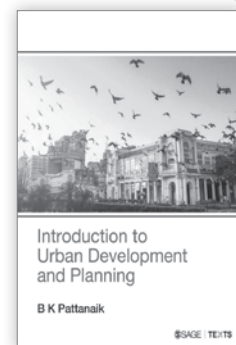
CONTENTS

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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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

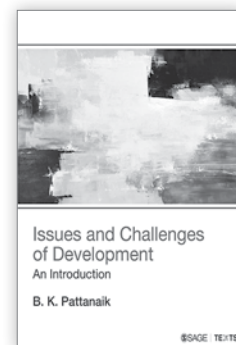
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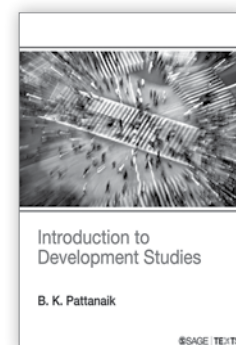
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Preface • Introduction to Development • Classical and Neo-classical Theories of Development • Developmentalist Theory of Development • Heterodox Theories of Development • Dimensions of Development • Market, State and Heterogeneous Actors • Paradigms of Development • Development Administration • Development Governance • Development Planning • Development Management • Development Communication • Glossary • Index



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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.

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- 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

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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

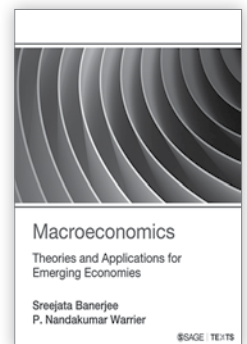
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Pankaj Tandon *Boston University*

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

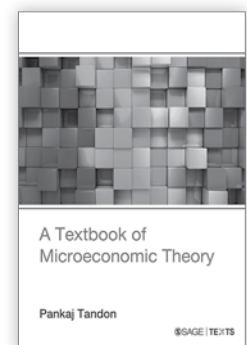
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ECONOMICS OF DEVELOPMENT, 2e

Toward Inclusive Growth

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

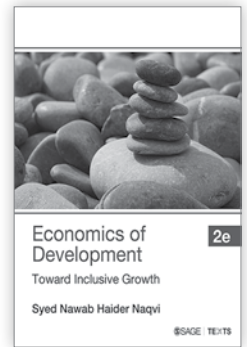
The second, revised and updated, edition of **Economics of Development: Toward Inclusive Growth** continues to focus on the argument that rather than concentrating on growth, income distribution, and poverty reduction separately, the basic objective of development policies should be to achieve inclusive 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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Preface to the Second Edition • Preface to the First Edition • Acknowledgements • **PART I: SPREADING OUT THE WINGS** • Rival Perspectives on Development Policies; Inclusive Growth Since 1950: A Preview • Development Experience • **PART II: ANATOMY OF DEVELOPMENT REVOLUTION** • The Development Revolution Revisited: Was It Real? • The Mainsprings of Development Revolution • Development Revolution: Was It Open or Closed? • Development Revolution and Pursuit of Inclusive Growth • **PART III: THE LIBERALIST UTOPIA** • The Neo-Liberalist Disorder • The Chemistry of Neo-Liberalism • Liberalist Moral-Rights Philosophy and Its Economic Agenda • Liberalism's (Non) Pursuit of Inclusive Growth • **PART IV: ROLLING BACK THE LIBERALIST TIDE** • Theoretical Challenges to Liberalism • The Downside of Privatization • Structural Adjustment Programs Have Not Helped • **PART V: THE HUMAN DEVELOPMENT INITIATIVE** • Human Development Paradigm • The Human Development-Led Strategy • Choice between Human Development-Led Strategy and Growth-Mediated Strategy • The Human Development Paradigm: Some Distinguishing Characteristics • The Moral Basis of Human Development Program • **PART VI: TOWARD INCLUSIVE GROWTH STRATEGY** • Outlines of the Proposed Inclusive Growth Strategy • Basic Relationships between Growth, Equity, and Poverty and Inclusive Growth • The Moral Motivation of the Inclusive Growth Strategy • Behavioral Economics, Welfare State, and Inclusive Growth • Holding Mirror to “Reality” • Bibliography • Index



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Martin J Ossewaarde *Sustainable Development Educator and Writer*

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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*

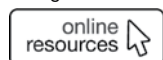
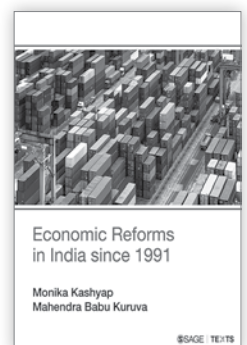
This book provides a compact overview of India's economic reforms in financial, trade and agricultural sectors, and the impact of these policies on India's economy. Major reforms in the agricultural sector, including major schemes, their impact and progress, and future prospects have been discussed at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

Key features:

- Concise, well-rounded coverage of financial, trade and agricultural policy reforms in one volume
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Economics and Development Studies

RURAL DEVELOPMENT, 4e

Principles, Policies, and Management

Katar Singh Former Director, Institute of Rural Management, Anand (IRMA), Gujarat and **Anil Shishodia** Information and References Services, Calgary Public Library

This time-tested textbook on the basic concepts, policy instruments, strategies, policies, programs, and management of rural development provides a comprehensive coverage of the subject. It emphasizes the crucial role of human resources as both a means and an end to development.

Key features:

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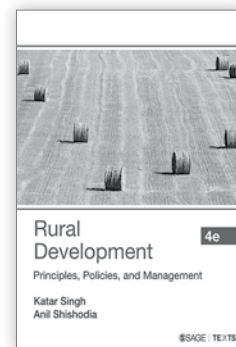
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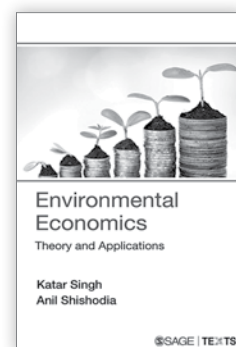
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ECONOMY AND SOCIETY

Evolution of Capitalism

R R Suresh Retd. Reader, Department of Economics, Ramjas College, Delhi University

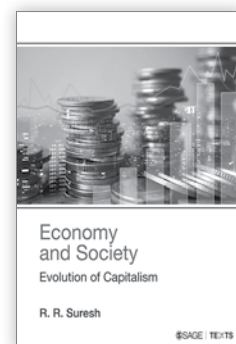
The book explains the emergence, evolution and working of the capitalist system with the help of some of the major principles and theories of economics, both mainstream and heterodox. It interrelates economics and economic life with other aspects of our lives—social, cultural, political, religious and 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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Tourism and Hospitality

TOURISM

Concepts, Issues and Impacts

Dillip Kumar Das *Department of Tourism Management, The University of Burdwan, West Bengal and*
Soumendra Nath Biswas *Indian Institute of Tourism & Travel Management (IITTM), Bhubaneswar, Odisha*

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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CONTENTS

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TOUR LEADERSHIP AND MANAGEMENT

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*

Written in an accessible style and offering clear and pragmatic guidance, this text is the outcome of the authors' academic experience coupled with their interaction with numerous professionals and stakeholders from the tourism and hospitality industry. This unique textbook covers a wide array of tasks, responsibilities and practices of tour leadership using industry-related examples, varied case studies and numerous interactive illustrations.

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AN INTRODUCTION TO THE BUSINESS OF TOURISM

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.

Key features:

- Special emphasis on recent business aspects of tourism from local and global perspectives
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- Each chapter has review questions and activities to support self-assessment
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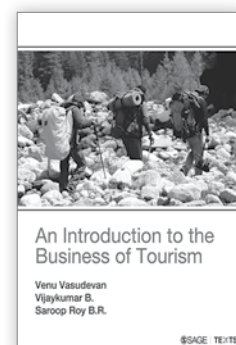
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SHAPING TODAY'S MANAGEMENT THOUGHTS

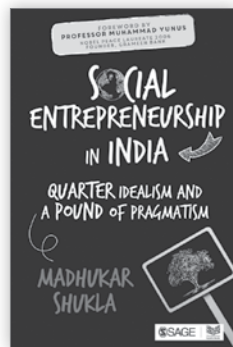
SOCIAL ENTREPRENEURSHIP IN INDIA

Quarter Idealism and a Pound of Pragmatism

Madhukar Shukla *Chairperson, Fr Arrupe Centre for Ecology and Sustainability and Professor (Strategic Management & OB), XLRI Jamshedpur*

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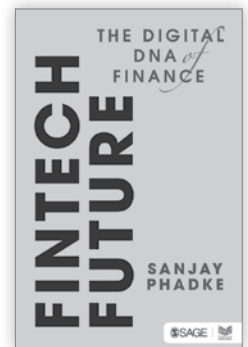
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The Digital DNA of Finance

Sanjay Phadke *Fintech Specialist and Head Global Platforms and Alliances, Vayana Network*

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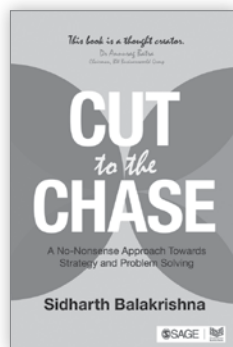
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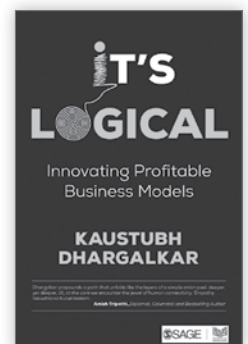
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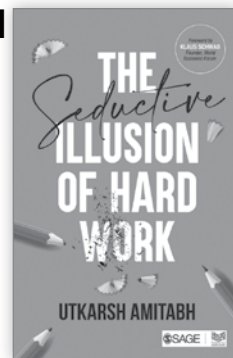
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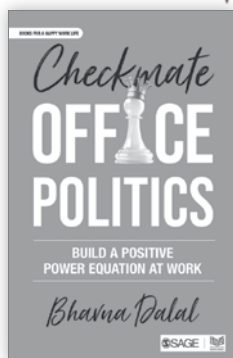


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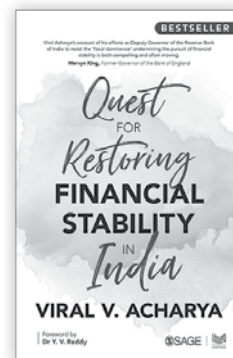
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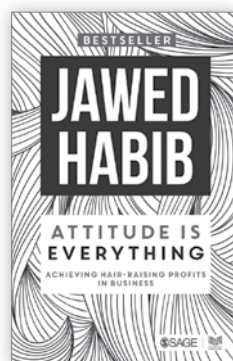
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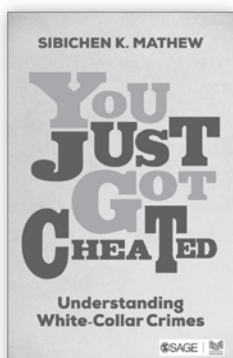
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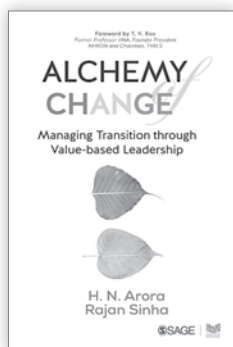
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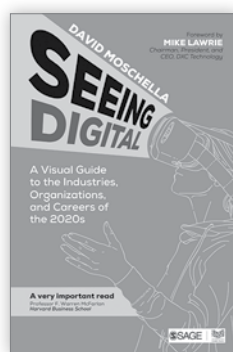
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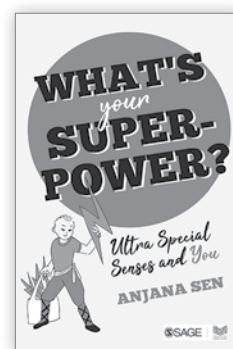
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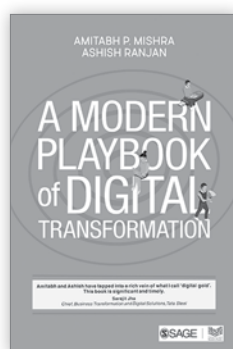


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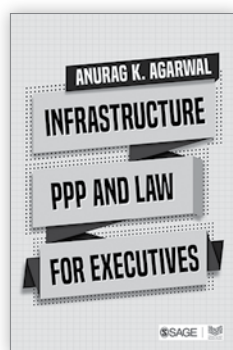


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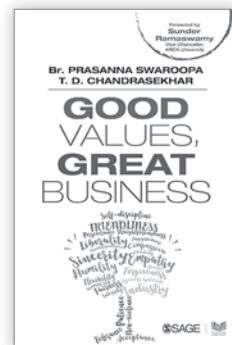


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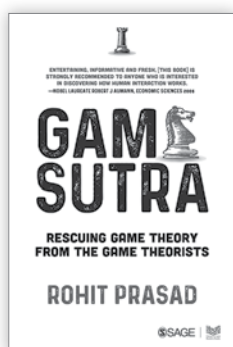
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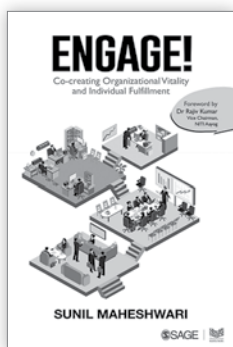
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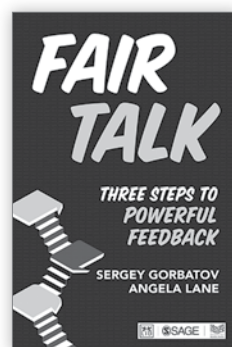
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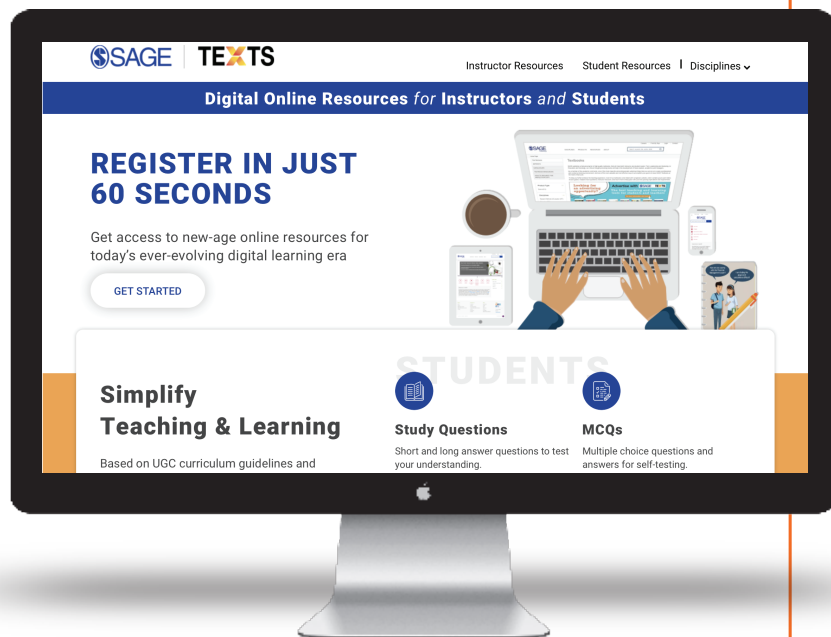
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