



BUSINESS & MANAGEMENT

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!

BUSINESS PLANNING AND MARKET STRATEGY

E.K. Valentin Professor of Marketing and Management in the John B. Goddard School of Business and Economics, Weber State University and **Srinivasan. R. Iyengar** Director and Professor at Jajmalal Bajaj Institute of Management Studies (JBIMS), Department of Management Studies, Mumbai University

This special Indian adaptation contains multiple case studies of Indian companies related to each of the s so that the concepts can be understood in the context of Indian businesses. Using recent examples of successful companies like Zomato, Indigo and OYO, the adaptation ensures that the content remains relatable to Indian business students.

Key features:

- Contains 15 elaborate case studies of Indian companies from various sectors
- Each chapter is introduced using a short case that presents the contents in an Indian context
- Contains new questions to help students understand how to apply business strategy principles in an Indian scenario
- Shows in detail how to create a business plan backed by logic and coherent arguments

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PRINCIPLES AND PRACTICES OF MANAGEMENT AND ORGANIZATIONAL BEHAVIOUR, 2e

Chandrani Singh Director, MCA, Sinhgad Institute of Management, Pune and **Aditi Khatri** Freelance Human Resource Consultant and Soft Skills Trainer, Pune

Divided into two parts, this book first deals with various management trends and functions and goes on to explore the behavioural trends of organizations across domains to analyse the measures taken for improved productivity and sustainability.

Key features:

- Three brand new chapters on change management, power and politics and strategic management
- Thoroughly updated content with new text on organizational environment, culture, planning and much more
- Case-based approach to deal with theoretical and practical aspects of the subject
- All chapters aided by robust pedagogical features to support current teaching learning trends

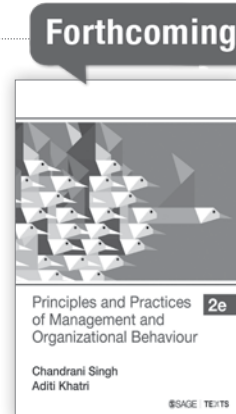
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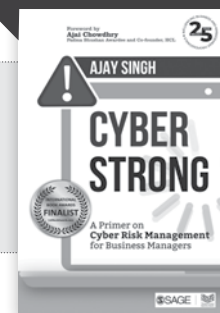
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PRINCIPLES OF MANAGEMENT, 2e

Practicing Ethics, Responsibility, Sustainability

Oliver Laasch *University of Manchester, UK*

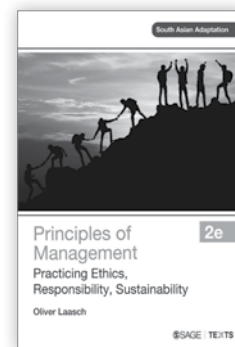
An invaluable textbook for aspiring and practicing managers who want to create a 21st century business that is ethical and sustainable. **Principles of Management: Practicing Ethics, Responsibility, Sustainability** places humanity, positivity and the world instead of profit at the center of its understanding of management principles.

Key Features:

- Updated with the latest developments in professional management
- Exclusive interviews with management pioneers and professionals
- All new case studies including Lego, Patagonia and Greta Thunberg
- Worksheets and exercises that make for an active learning experience

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Praise for The Book • Foreword by Mette Morsing • Preface • Contributors Online Resources for Instructors • Chapter Features Guide • **PART A: Basics** • Management in Context by Oliver Laasch • Management in Practice by Oliver Laasch • **PART B: Dimensions** • Ethical Management by Oliver Laasch • Responsible Management by Oliver Laasch • Sustainable Management by Oliver Laasch • **PART C: Modes of Management** • Organizing by Oliver Laasch and Roger N. Conaway • Following by Oliver Laasch and Alexandra Barrueta • Deciding by Oliver Laasch • Communicating by Oliver Laasch, Roger N. Conaway and Alexandra Barrueta • Globalizing by Oliver Laasch and Roger N. Conaway • Strategizing by Oliver Laasch • Innovating by Oliver Laasch and Barbara Ribeiro • Entrepreneurship by Oliver Laasch, Xuan Ye and Haibo Zhou • **PART D: Management Occupations** • Supply Chain Management by Zhaohui Wu, Oliver Laasch and Rick Edgeman • Operations Management by Rick Edgeman, Oliver Laasch and Zhaohui Wu • Marketing by Oliver Laasch, Dirk C. Moosmayer, Natasha Clennell and Roger N. Conaway • People Management by Roger N. Conaway, Elaine Cohen and Oliver Laasch • Accounting and Controlling by Ulpiana Kocollari, Andrea Girardi and Oliver Laasch • Financial Management by Oliver Laasch and Nick Tolhurst • Case Study Zone • Case Study I: New-World Management at Patagonia by Oliver Laasch • Case Study II: Fairphoning Management by Oliver Laasch • Case Study III: Managing According to the Sages at Good-Ark by Pingping Fu and Qing Qu • Case Study IV: Managing by the Gram at Algramo by Daniel A. Diaz • Case Study V: Greyston's Bakers on a Mission to Scale Open Hiring® by Oliver Laasch, Reut Livne-Tarandach and Michael Pirson • Index



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New!

BUSINESS, ETHICS AND SOCIETY

Key Concepts, Current Debates and Contemporary Innovations

John G. Cullen *Maynooth University, Ireland*

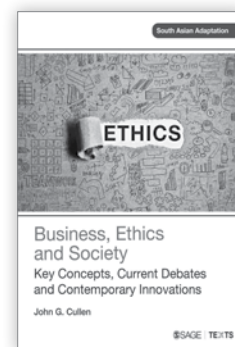
A comprehensive textbook that offers a clear and engaging overview of business ethics and the role of business in society. This textbook provides an invaluable introduction to the field of business ethics while addressing contemporary issues and debates around the impacts of artificial intelligence, social media, the gig economy and populist politics on business and society.

Key Features:

- Provides a holistic understanding of the various concepts of business ethics
- Each chapter begins with essential learning objectives and moves through lively discussions, thought-provoking questions, relevant cases and examples
- Relates theory to the real world through exercises that encourage students to think critically about the subject
- Structured in a reader-friendly manner to engage students, instructors and business professionals

CONTENTS

Preface • Acknowledgements • Online Resources • **PART I. ETHICS** • Why Ethics? • What Does It Mean to Be Ethical? • **PART II. BUSINESS AND SOCIETY** • Business as a Social Good • Business as a Social Evil • **PART III. BUSINESS, ETHICS AND SOCIETY** • Business and Its Relationship with Society • Data, Ethics and Society • **PART IV. SUSTAINABLE BUSINESS** • Sustainable Development and Business • Sustainable Business • **PART V. SUSTAINABLE MANAGEMENT** • Responsible Management Learning • Responsible Organisational Management • **PART VI. INCLUSIVE ORGANISATIONS** • Making Organisations Inclusive • Working and Managing in the Inclusive Organisation • References • Index



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FAMILY BUSINESS MANAGEMENT

Rajiv G Agarwal Professor, S. P. Jain Institute of Management and Research, Mumbai

A textbook that offers a lucid and comprehensive understanding of family-owned business. Family business is the most common business form in the world, ranging from millions of small local businesses to giants such as Reliance. The purpose of this textbook is to build an understanding of and learn how to tackle the challenges faced by family-owned businesses while continuing to significantly contribute to the national economy.

Key Features:

- First-of-its-kind textbook on family business management in India
- Includes cases and examples from multiple industries
- Covers the most important managerial challenges facing family businesses

CONTENTS

Preface • Acknowledgements • Family Business in India • Theories of a Family Firm • Dynamics of Family Businesses: Family Business Interface, Lifecycles of a Family Business • Succession • Working Together: Siblings • Women in Family Businesses • Conflicts in Family Business • Governance • Internationalization of Family Firms • Professionalization and Family Business • The Future of Family Businesses • Index



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2022 • 300 pages • Paperback (978-9-354-79331-8) • ₹595.00

New!

LEGAL ASPECTS OF BUSINESS

Rajdeep Banerjee Visiting Faculty, Maharashtra National Law University Mumbai; Advocate and Legal Consultant
and **Joyeeta Banerjee** Visiting Faculty, Amity University; Advocate and Legal Consultant

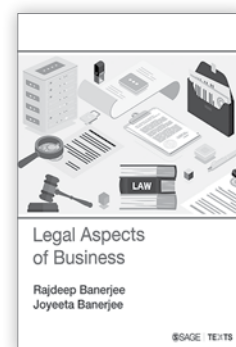
Providing a broad overview of the overlapping worlds of business and law, this textbook is an extensive guide on how different laws impact businesses. Written by practising experts, **Legal Aspects of Business** is an invaluable textbook for readers who want to gain a basic understanding of the intertwined worlds of law and business.

Key Features:

- Summaries and explanations of important Indian and foreign cases
- Contains up-to-date information on amendments and their implications
- Easy-to-follow discussions that do not use legal jargons
- Extensive review exercises to ensure maximum retention

CONTENTS

Preface • Company Law • Contract Law • Partnership Law • Negotiable Instruments Act, 1881 • Consumer Protection Law • Arbitration and Conciliation Act, 1996 • Intellectual Property Rights • Sexual Harassment at Workplace • Information Technology Act, 2000 • Environmental Law • Right to Information • Index



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2022 • 380 pages • Paperback (978-9-354-79317-2) • ₹650.00

GROUP DYNAMICS FOR TEAMS, 5e

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

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

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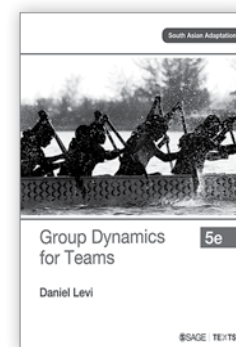
Acknowledgments • Introduction • **PART I:** Characteristics of Teams • Understanding Teams • Defining Team Success • **PART II:** Processes of Teamwork • Team Beginnings • Understanding the Basic Team Processes • Cooperation and Competition • Communication by David Askay • **PART III:** Issues Teams 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

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2020 • 352 pages • Paperback (978-9-353-88539-7) • ₹595.00

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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



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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:

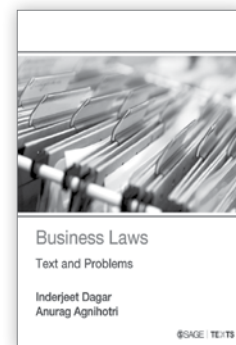
- Relates legal acts and provisions of business to leading examples for practical explanation and easier understanding
- Appendix comprising consolidated explanation of important keywords and concepts for easy access and quick recollection
- Objective-type questions, test questions and practical problems 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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SELLING AND NEGOTIATION SKILLS

A Pragmatic Approach

Prashant Chaudhary Faculty, Indira School of Business Studies PGDM, Pune

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

Key features:

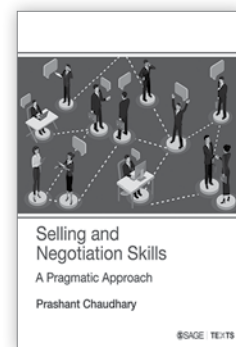
- Complex concepts elaborated through innovative examples, tables and schematic diagrams
- Illustrations from mythology, movie scenes and simulated role plays
- Caselets in each chapter; three major case studies from international affairs, diplomatic dialogues and war-based negotiations

CONTENTS

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



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SALES AND DISTRIBUTION MANAGEMENT, 2e

An Integrative Approach

(Revised Edition)

Pingali Venugopal Professor, Marketing, XLRI, Jamshedpur

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.

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
- Textual content substantiated with appropriate examples and cases for classroom teaching and learning
- Activities and application-based practice questions in each chapter for self-assessment

CONTENTS

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

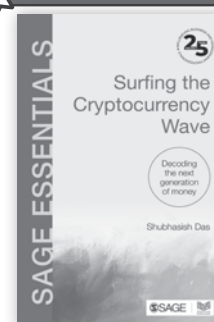
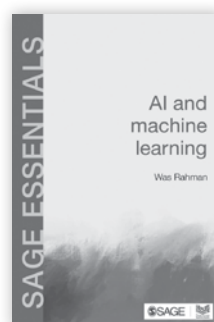


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MARKETING, 5e

An Introduction

Rosalind Masterson, Nichola Phillips *De Montfort University, UK* and David Pickton *Strategic Partnerships*

A comprehensive and foundational text introducing the essential concepts of Marketing. **Marketing: An Introduction** is an easy-to-read and engaging textbook that would help students not only to understand the theoretical principles but also to learn how to apply them in practice.

Key Features:

- Explores digital innovations, social media marketing and online campaigns
- Illustrates the importance of sustainability and ethical practices to contemporary marketing
- Highlights key examples from a major area of employment in marketing, business-to-business (B2B)
- Well-researched, relevant case studies, and activities throughout the book

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Praise from Lecturers • Online Resources • Your Guide to Using This Book • **PART I. THIS IS MARKETING** • Marketing Today • The Marketing Environment • **PART II. MAKING SENSE OF MARKETS** • Buyer Behaviour • Market Segmentation, Targeting and Positioning • Marketing Research • **PART III. THE MARKETING MIX** • Product • Service Products • Promotion (Marketing Communications) • Place • Price • **PART IV. MANAGING MARKETING** • Building Brands: Using the Marketing Mix • Marketing Planning • Glossary • Index



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MARKETING COMMUNICATIONS

Objectives, Strategy, Tactics

John R Rossiter *University of Wollongong, Australia*, Larry Percy *Copenhagen Business School, Denmark* and Lars Bergkvist *Zayed University, Abu Dhabi, UAE*

An exhaustive textbook that combines industry experience with academic expertise to provide students with a practical system of how to create a marketing plan. This book presents the concepts, strategies and models related to supply chains. Using accessible quantitative models, it provides a unified framework for supply chain analytics for products—right from sourcing to manufacturing to delivery to re-manufacturing, which closes the supply chain.

Key Features:

- Contains over 10 case studies of real Indian companies—their supply chain problems and solutions
- Includes sections on system dynamic models, stochastic models and chapters on remanufacturing models and simulation modelling
- Uses Microsoft Excel solver to help students easily grasp the mathematics behind the models and experiment with the problems themselves

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Preface • Acknowledgements • **PART I: Marcoms and Branding** • Marketing Communications and Campaign Planning • Branding and Brand Positioning • **PART II: Marcoms Campaign Objectives** • Campaign Target Audience Selection and Action Objectives • Campaign Communication Objectives • **PART III: Creative Strategy** • Key Benefit Claim and the Creative Idea • Brand Awareness and Brand Attitude (Grid) Tactics • Attention Tactics and Pretesting • **PART IV: Sales Promotion Strategy** • Manufacturer and Retailer Promotions • **PART V: Media Strategy** • Media-Type Selection and the Reach Pattern • Effective Frequency and Strategic Scheduling Rules • **PART VI: Campaign Management** • Setting the Campaign Budget • Campaign Tracking • **PART VII: Other Marcoms** • Corporate Image Advertising, Sponsorships, and PR • Personal Selling and Customer Database Marketing • Social Marketing and Ethics • Topic Index • Company and Brand Index • Main Name Index



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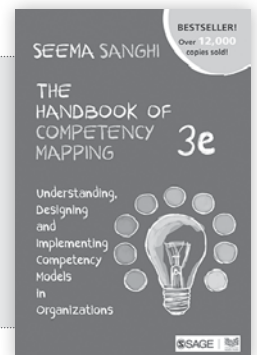
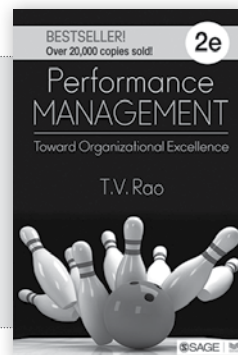
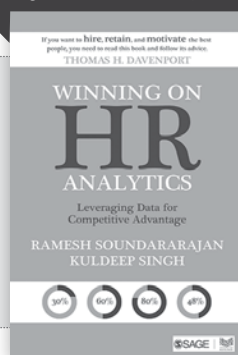
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New!

INTERNATIONAL MARKETING, 2e

Daniel W. Baack *University of Denver, USA*, **Barbara Czarnecka** *London South Bank University, UK* and **Donald Baack** *Pittsburg State University, Pittsburg, USA*

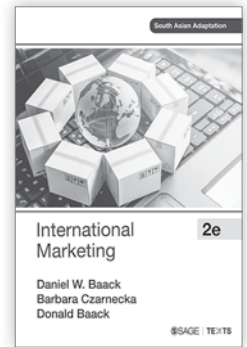
International Marketing discusses the core concepts of marketing in-depth in a global context. In this new edition the authors discuss marketing in a globalised world using an integrated approach, incorporating theory and real-world case studies. The book explores five key factors that impact marketing—culture, language, political/legal systems, economic systems, and technological differences alongside the core concepts of markets, products, pricing, distribution (place), and promotion.

Key Features:

- Brand new chapter on Culture and Cross-Cultural Marketing, including political unrest and the recent return to nationalism and further coverage of developing countries
- New coverage of digital advances and social media marketing
- Updated theory and methods, including Service Dominant Logic (S-DL), Consumer Culture Theory (CCT), and Netnography
- More global focus through new examples and case studies studies

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Preface • Acknowledgements • Online Resources • **PART I** Essentials of International Marketing • Introduction to International Marketing • Culture and Cross-Cultural Marketing • Global Trade and Integration • Country Selection and Entry Strategies • International Marketing Planning, Organization and Control • **PART II** International Markets and Market Research • Markets and Segmentation in an International Context • International Positioning • Market Research in the International Environment • **PART III** International Product Marketing • International Product and Brand Marketing • International Product Standardization and Adaptation • **PART IV** International Pricing and Finance • International Pricing • International Finance and Pricing Implications • **PART V** International Place or Distribution • International Marketing Channel Management • International Distribution: Exporting and Retailing • **PART VI** International Promotion • Globally Integrated Marketing Communications • International Sales Promotions and Public Relations • Notes • Bibliography • Index



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MARKETING IN THE DIGITAL AGE

Dinesh Kumar *Faculty, Jagran Lakecity University, Bhopal*

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.

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 and 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

CONTENTS

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



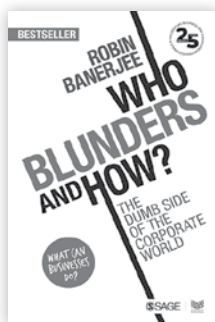
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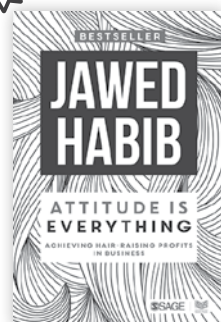
2021 • 388 pages • Paperback (978-9-353-88768-1) • ₹595.00



BESTSELLERS



ISBN: 978-93-532-8579-1



ISBN: 978-93-532-8799-3



ISBN: 978-93-547-9090-4

New!

RURAL MARKETING, 3e

Developing the Non-urban Consumer

(Revised Edition)

Sanal Kumar Velayudhan Adjunct Faculty of Marketing, IIM Nagpur

This revised edition comprehensively covers the fundamental aspects of rural marketing with practical examples and cases. This textbook retains the concept of rural markets and rural marketing and explores the emerging channels such as digitization and ecommerce in rural markets.

Key Features:

- In-depth discussion on critical issues in rural markets such as socio-economic and the technological environment of rural markets
- Comprehensive presentation of concepts—from researching rural markets to future of rural markets in the digital world
- Rich pedagogical features to aid teaching–learning in the classroom—learning objectives, chapter-end summary, case studies, concept review questions, critical thinking questions and much more

CONTENTS

Preface • Rural Marketing: Opportunities and Challenges • Environment and Profile of the Rural Market • Rural Consumer • Researching Rural Markets • SAGA of Rural Market Segmentation: Segmentation, Aggregation and Affordability • Positioning for Value • Product Strategy and Innovation to Create Value • Fragmentation and Intangibility of Rural Service: People and Technology Supported Process Create and Deliver Service • Pricing in Rural Markets: Affordability and Value Creation • Communication Strategy for Rural Markets • Influences Shaping Communication Strategy • Operationalising Communication Strategy • Distribution Strategy and Rural Shops • Traditional Rural Retail Institutions beyond the Village Shop • Access the Rural Consumer: Emerging Channels • Strategies for Rural Markets • Future of Rural Market in a Connected World • Index



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2022 • Paperback (978-9-354-79405-6) • ₹750.00

DIGITAL MARKETING

Strategic Planning and Integration

Annamarie Hanlon Cranfield University, UK

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.

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

Key features:

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

CONTENTS

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



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2020 • Paperback (978-93-5388-540-3) • ₹575.00

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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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SAGE TEXTS

2008 • 596 pages • Paperback (978-07-619-3640-4) • ₹695.00

CONSUMER BEHAVIOUR, 4e

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*

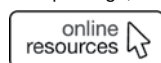
Academically rigorous yet informal in style, this unique textbook focuses on examples of international consumer behaviour in action and provides a wealth of resources to encourage student engagement and understanding. This book strikes a balance between sociological and psychological aspects of consumer behavior and features coverage of social media, digital consumption and up-to-date marketing practice.

Key features:

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

CONTENTS

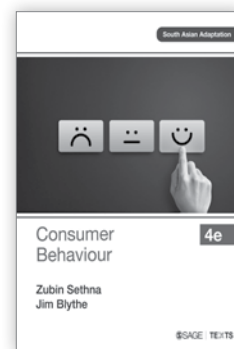
List of Figures • List of Tables • About the authors • Preface to the fourth edition • Using This Book • **PART 1 CONSUMER BEHAVIOUR IN CONTEXT** • Understanding Consumer Behaviour • Decisions, Behaviours and Interactions • Innovation and Digital Technologies • Consumption in B2C vs. B2B Consumer Journeys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



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2020 • Paperback (978-93-5388-536-6) • ₹725.00

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ADVERTISING, BRANDS AND CONSUMER BEHAVIOUR

The Indian Context

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

The book **Advertising, Brands and Consumer Behaviour** through the exploration of 79 well-known Indian brands, explains how consumer behaviour is applied in conjunction with advertising management and brands. The Indian examples from varied product categories will enable students to identify with the conceptual linkages that occur across branding, advertising and consumer behaviour.

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

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) • ₹550.00



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) • ₹595.00



BUSINESS-TO-BUSINESS MARKETING, 3e

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

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

CONTENTS

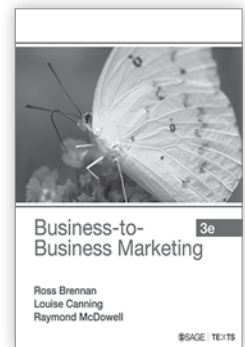
Preface to the Third Edition • Acknowledgements • Guided Tour • **PART I: FUNDAMENTALS OF BUSINESS-TO-BUSINESS MARKETING** • Business-to-Business Markets and Marketing • Buyer Behaviour • Inter-Firm Relationships and Networks • **PART II: BUSINESS-TO-BUSINESS MARKETING ANALYSIS AND STRATEGY** • Responsible 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



SAGE TEXTS

2017 • 408 pages • Paperback (978-93-860-6273-4) • ₹575.00

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SOCIAL MEDIA MARKETING, 3e

Tracy L. Tuten, *Sofia University, USA*, **Michael R. Solomon** *Professor of Marketing, Saint Joseph's University, Philadelphia, USA* and adapted by **Bikramjit Rishi** *Institute of Management Technology (IMT), Ghaziabad, Delhi NCR*

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.

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

CONTENTS

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) • ₹695.00

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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.

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

CONTENTS

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



SAGE TEXTS

2017 • 536 pages • Paperback (978-93-860-6276-5) • ₹595.00



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



SAGE TEXTS

2018 • 864 pages • Paperback (978-93-528-0738-3) • ₹995.00



MARKETING RESEARCH

A Global Outlook

V Kumar Regents' Professor, Georgia State University, Atlanta

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

Key features:

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

ABRIDGED CONTENTS

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



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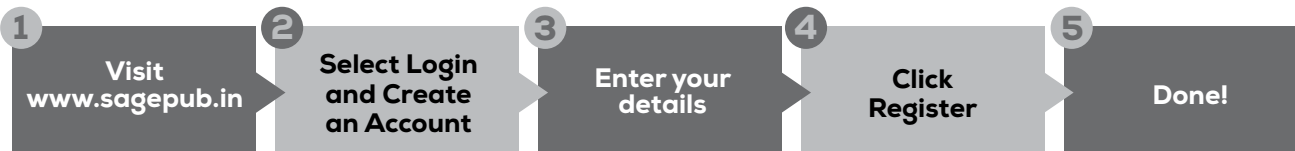
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ENTREPRENEURSHIP

Managing New Ventures

Safal Batra *Faculty, Strategic Management and Entrepreneurship, Indian Institute of Management Kashipur.*

Entrepreneurship: Managing New Ventures captures concepts and insights that would equip aspiring and working entrepreneurs with the necessary expertise required in starting up and running their ventures. The same has been done with a balance of theory and practice, with more than hundred real life examples of start-ups from India, and in the most parsimonious style possible. This book discusses all aspects of starting up – including but not limited to idea generation, market validation, building a team, raising the necessary funds, marketing the product, and reaching out to the end customer.

Key features:

- Step-by-step guidance through the entrepreneurial process
- Closely follows a learning-by-doing approach, with case study analyses and reflective exercises
- Integrates latest examples and research in a reader-friendly layout
- Assumes no prior understanding of the subject

CONTENTS

Foreword • Dedication • Acknowledgement • Preface • About the Author • 1 – Are you an entrepreneur? • 2 – What's your idea • 3 – What's your strategy • 4 – Managing team members • 5 – Raising and Managing finances • 6 – Managing customers • 7 – Managing operations and legalities • 8 – Managing growth • 9 – Managing Self and well-being • 10 – Entrepreneurship ecosystem in India • CASE STUDIES • Annexures • Index



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2022 • 280 pages • Paperback (978-93-547-9201-4) • ₹595 (tent.)



ENTREPRENEURSHIP IN DEVELOPING AND EMERGING ECONOMIES

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

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

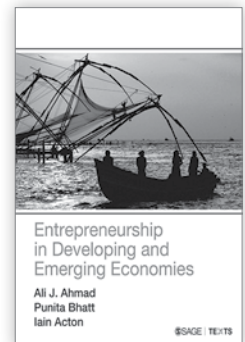
CONTENTS

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) • ₹495.00



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.

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

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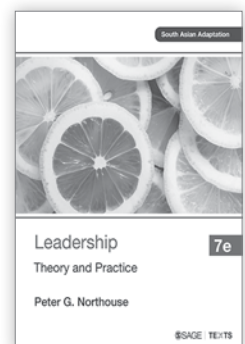
Preface • Acknowledgements • About the Author • About the Contributors • Learning Objectives • Introduction • Trait Approach • Skills Approach • Behavioral Approach • Situational Approach • Path–Goal Theory • Leader–Member Exchange Theory • Transformational Leadership • Authentic Leadership • Servant 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) • ₹725.00

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JOURNALISM, 3e

Principles and Practice

Tony Harcup University of Sheffield, UK

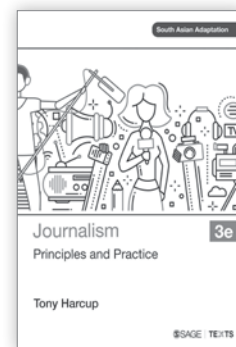
A textbook that explains the basic concepts of journalism using examples and stories from real life. **Journalism: Principles and Practice** is an essential textbook that tells us about the theory and practice of journalism. This edition covers new topics that are relevant to today's social media, the rights and wrongs of journalism, and digital media among others. It helps the reader to develop the necessary skills to become a modern ethical journalist.

Key Features

- Updated with contemporary topics such as social media and new methods of gathering information
- Simple and clear explanations of the basic concepts of journalism
- Relates theory to the real world through exercises that encourage students to think critically
- Contains skills and tips from practicing journalists that help students become industry-ready

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Acknowledgements • Preface to the Third Edition • **PART I: WHAT IS JOURNALISM?** • The Who, What, Where, When, Why and How of Journalism • Constraints, Influences and Ethics • What is News? • Where Does News Come From? • "The Best Obtainable Version of the Truth": Journalists as Objective Reporters? • "Be Curious and Sceptical": Journalists as Investigators • "We Are in the Entertainment Business": Journalists as Entertainers • **PART II: HOW TO DO JOURNALISM** • Interviewing for Journalism • Writing News • Writing Features • Telling It in Sound and Vision • Style or Journalists • **PART III: WHAT NOW FOR JOURNALISM?** • An Ethical Approach to Journalism • Engaging with the Audience and Social Media • The Future Is Unwritten: Challenges Facing the Journalists of Tomorrow • References and Bibliography • Index



SAGE TEXTS

2021 • 320 pages • Paperback (978-9-354-79087-4) • ₹695.00

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BEAT REPORTING AND EDITING

Journalism in the Digital Age

Edited by **Surbhi Dahiya** Professor and Course Director, Department of English Journalism, Indian Institute of Mass Communication (IIMC), New Delhi and **Shambhu Sahu** Assistant Professor, Vivekananda Institute of Professional Studies (GGSIPU), New Delhi

First of its kind book to have extensive coverage of reporting, with a special focus on beat reporting. **Beat Reporting and Editing: Journalism in the Digital Age** offers an extensive and pioneering study of reporting for all the news beats, and news writing and editing.

Key Features:

- First-of-its-kind textbook to include extensive coverage of reporting, with special focus on beat reporting
- Not only limited to print media but also covers broadcast journalism as well as digital media
- Contains chapters by highly experienced journalists who have worked in their specific beats for decades, and academicians teaching the subject in the classroom
- One of the most future-ready textbooks on journalism featuring a whole section on innovations and emerging technologies in journalism

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Forthcoming!

STRATEGIC MEDIA PLANNING AND BUYING

Basant Rathore *Sr VP, Strategy, Brand and Business Development at the Jagran Group*

Strategic Media Planning and Buying explains the complexities of planning in a fast-moving, noncomplex style. The textbook talks about Basic Concepts used in media with examples from the Indian context. It introduces Media Research and details out research concepts, data collection methodologies, and explains the utility and applications of the data.

Key features:

- A primer on marketing media brands
- Lays down the theoretical foundation of the principles of media planning and buying in an Indian context
- Discusses long-established media concepts and theories with a contemporary lens
- Integrates latest examples and research in a reader-friendly layout

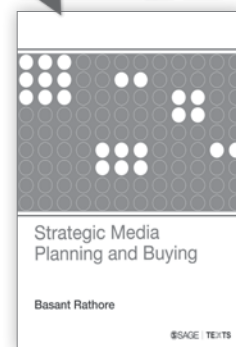
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Foreword • Dedication • Acknowledgement • About the Author • Preface • 1 – Basic Concepts • 2 – Media Research • 3 – Effective Frequency & Effective Reach • 4 – Marketing Strategy & Media • 5 – Media Strategy Planning Decisions – Who is the Target Audience ? • 6 – Media Strategy Planning Decisions – Where? Identifying Geographic Markets and Prioritizing them • 7 – Media Strategy Planning Decisions – When to advertise? • 8 – Dimensions of Media Strategy – How much ? • 9 – Principles of Strategy Planning • 10 – Media Mix Selections • 11– Vehicle Selection I – Traditional Media • 12– Vehicle Selection II – Digital Media • 13– Media Buying • 14– Media Marketing • 15– Advertising Budget Setting • 16– Media Briefing • 17– Organizational Structures in Media • Glossary • Index



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MCQUAIL'S MEDIA AND MASS COMMUNICATION THEORY, 7e

Denis McQuail and Mark Deuze *University of Amsterdam, Netherlands*

An authoritative and comprehensive introduction to the field of mass communication that offers unmatched coverage of research and debates.

This edition of the classic text on the theory of mass communication gives the reader a thorough foundational knowledge of the subject. Students of mass communication can use this book not just as a narrative of mass communication theory but as a gateway into the many different fields of the subject. The book extensively covers contemporary research and debates that interest the reader and encourage them to think clearly and critically about the issues addressed by the authors. Each chapter contains information that will help students to explore the background, relevance and current research in the topic being discussed.

This book will be ideal for the reader or student who is looking for a basic and time-tested text on mass communication theory.

Key Features:

- Boxed case studies on key research publications, familiarizing students with the critical research texts in the field
- An increased focus on conceptualizing 'mass' media, and communication and media theory in an age of big data, algorithmic culture, AI, platform governance, streaming services and mass self-communication
- Inclusion of a diverse and global range of voices, histories and examples from across the field
- Further discussion of the ethics of media and mass communication in all chapters

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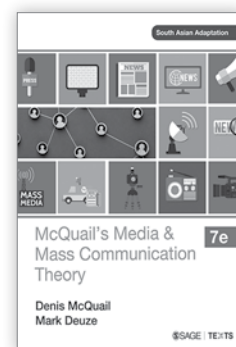
Preface • How to Use this Book • **PART I PRELIMINARIES** • Introduction to the Book • The Rise, Decline and Return of Mass Media • **PART II THEORIES** • Concepts and Models for Mass Communication • Theories of Media and Society • Media, Mass Communication and Culture • New Media Theory • **PART III STRUCTURES** • Media Structure and Performance: Principles and Accountability • Media Economics and Governance • Global Mass Communication • **PART IV ORGANIZATIONS** • The Media Organization: Structures and Influences • The Production of Media Culture • **PART V CONTENT** • Media Content: Issues, Concepts and Methods of Analysis • Media Genres, Formats and Texts • **PART VI AUDIENCES** • Audience Theory and Research Traditions • Audience Formation and Experience • **PART VII EFFECTS** • Processes and Models of Media Effects • A Canon of Media Effects • **PART VIII EPILOGUE** • The Future • Glossary • References • Author Index • Subject Index



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Did you Know?

New!

THE BASICS OF COMMUNICATION, 2e

A Relational Perspective

Steve Duck *Rhetoric Dept University of Iowa* and **David Travis McMahan** *Missouri Western State University*

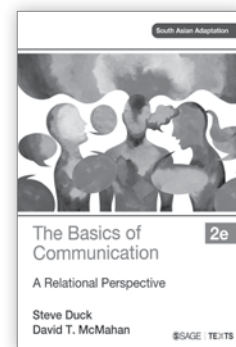
An introductory book on the theory of communication and its application in everyday and professional life. Written in a warm and vibrant style and packed with learning tools, *The Basics of Communication* offers an engaging look at the inseparable connection between relationships and communication. Steve Duck and David T. McMahan combine theory and application to introduce students to fundamental communication concepts. The book also provides practical instructions on communicating interpersonally, in groups, in interviews, and on making effective presentations. The authors encourage students to think critically, to link communication theory to their own experiences, and to improve their communication skills in the process.

Key Features:

- Comprehensive coverage of media and relational technology explores the use of mobile devices and social media in daily communication
- Accessible and engaging language that grabs the attention of students and encourages active participation
- Features and exercises that stimulate students to think critically about the role of communication in their own lives
- Practical examples that present real-life implications of communication theories

CONTENTS

Preface • Acknowledgments • An Overview of Communication • Verbal Communication • Nonverbal Communication • Listening • Identities and Perceptions • Talk and Interpersonal Relationships • Groups and Leaders • Culture and Communication • Technology in Everyday Life • Relational Uses and Understanding of Media • Preparing for a Public Presentation • Developing a Public Presentation • Relating Through Informative Speeches and Persuasive Speeches • Delivering a Public Presentation • Interviewing • Glossary • Photo Credits • Author Index • Subject Index



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BUSINESS AND PROFESSIONAL COMMUNICATION, 4e

KEYS for Workplace Excellence

Kelly M. Quintanilla *Texas A&M University—Corpus Christi* and **Shawn T. Wahl** *Missouri State University, USA*

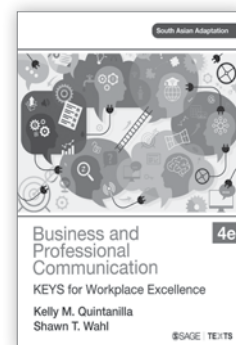
A guide that teaches students the fundamental principles behind effective business and professional communication. This text presents a simple and well-organized system to help students become great communicators in a business or professional environment. The present edition is designed to guide students in understanding the basic concepts and skills required for communication and then aid them to improve those skills to excel in the workplace. The book contains comprehensive chapters not only on regular modes of communication but also on topics like professional writing, leadership and non-verbal communication which are essential skills for the modern work environment. This book will be an essential companion to both the student and an employed professional seeking to improve their communication skills.

Key Features:

- The KEYS framework is a feature that encourages students to apply the concepts taught in this book through exercises in self-reflection
- Practical tips and exercises that help readers excel at communication
- Exhaustive scenarios and examples that show the use of effective communication in all professional situations
- Learning tools like the 'Explore' section and discussion questions that enable students to think critically about issues in business communication

CONTENTS

Preface • Acknowledgements • Introduction for Students • **PART I.** Beginning: Communication Principles • Business and Professional Excellence in the Workplace • Verbal and Nonverbal Communication • Listening • **PART II.** Entering the Workplace • Résumés Interviews, and Negotiation • Getting to Know Your Diverse Workplace • **PART III.** Developing in the Workplace • Interpersonal Communication at Work • Strengthening Teams and Conducting Meetings • **PART IV.** Excelling in the Workplace • Technology in the Workplace • Business and Professional Writing • Leadership and Conflict Management • **PART V.** Presenting in the Workplace • Informing and Persuading • Speech Design • Delivering a Speech with Professional Excellence • **PART VI.** Surviving in the Workplace • Work–Life Balance • Epilogue: Communication Is Work • References • Glossary • Index



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Corporate & Business Communication / Organizational Behaviour & Human Resource Management

CORPORATE COMMUNICATION, 2e

Principles and Practice

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

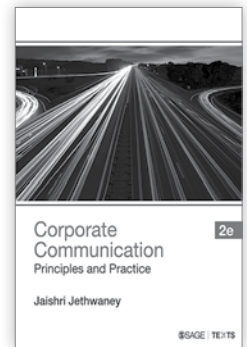
The second revised edition of this book—a well-accepted textbook designed for the students of mass communication, public relations and journalism—offers a fresh perspective into all basic and critical aspects of corporate communication. It incorporates the latest changes in governmental policies and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



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2018 • 460 pages • Paperback (978-93-528-0687-4) • ₹595.00

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



SAGE TEXTS

2017 • 252 pages • Paperback (978-93-864-4619-0) • ₹450.00

CULTURE AND ORGANIZATIONAL BEHAVIOUR

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

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

Key features:

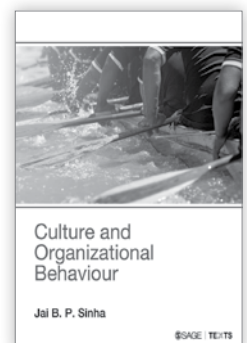
- Contains updated case studies from Indian organizations
- Focuses on current and emerging strategies in organizational structures, leadership, power and politics

CONTENTS

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

SAGE TEXTS

2008 • 448 pages • Paperback (978-81-782-9896-2) • ₹695.00



New!

HUMAN RESOURCE DEVELOPMENT

From Theory into Practice

Eugene Sadler-Smith *University of Surrey, UK*

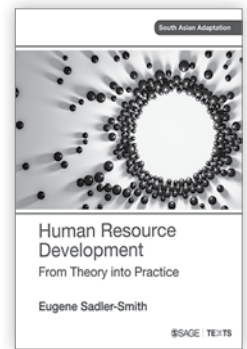
An immersive textbook that offers readers a comprehensive and detailed introduction to HRD that is theory-based, evidence-driven and practically oriented. This textbook combines theoretical rigour and pedagogical innovation to give students and teachers alike an accessible guide to human resource development and its fundamental theories and practices.

Key Features:

- Analytical approach to the subject with a checklist framework in each chapter that presents the contents systematically
- Follows a unique framework based on the distinction between 'micro-HRD', which zooms-in on the fine details, and 'macro-HRD', which zooms-out to look at the bigger picture
- Includes a rich array of research insights, case studies and examples from a wide range of contexts
- Covers cutting-edge topics such as e-learning, 'hybrid learning', neuroscience and learning, 'learning ecosystems', and the 'new learning organization' science of learning

CONTENTS

Preface • Online Resources • **PART I: Micro-HRD** • Setting the Scene for Human Resource Development (HRD) • Inside the 'Black Box' • Learning from and with Others • Experience-based Modalities of Learning • 'Neurolearning' and HRD • Formal and Informal Learning • Maximizing Employees' Potential • **PART II: Macro-HRD** • The Bigger Picture • HRD as a Strategic Partner • The HRD System • Hybrid HRD • Does HRD Cost or Pay? • The Only Sustainable Source of Competitive Advantage • Knowledge and the New Learning Organization • References • Index



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ORGANIZATION DEVELOPMENT, 5e

The Process of Leading Organizational Change

Donald L. Anderson *University of Denver, UK*

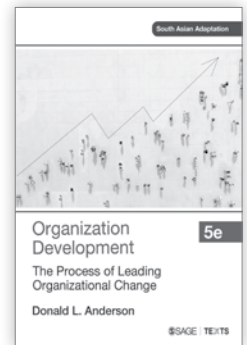
An essential introduction to organizational development, focused on modern practical applications of theories. This new edition of **Organization Development** covers both classical and contemporary techniques of the subject making it an indispensable companion for students as well as practitioners.

Key Features:

- Detailed introduction to foundational theories that lay the groundwork for a thorough understanding of the subject
- Examples of global issues in the field of organization development
- Additional case studies to introduce students to the application of concepts in real-life scenarios.
- A new feature that showcases individual practitioners and researchers to highlight their experiences and the relevance of diverse types of OD

CONTENTS

Preface • Acknowledgments • What Is Organization Development? • History of Organization Development • Core Values and Ethics of Organization Development • Foundations of Organizational Change • The Organization Development Practitioner and the OD Process • Entry and Contracting • Data Gathering • Diagnosis and Feedback • An Introduction to Interventions • Individual Interventions • Team Interventions • Whole Organization and Multiple Organization Interventions • Organization Culture and Design Interventions • Sustaining Change, Evaluating, and Ending an Engagement • Global Issues in Organization Development • The Future of Organization Development • References • Author Index • Subject Index



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Also by the same author

ORGANIZATION DESIGN

Creating Strategic & Agile Organizations

This book discusses the fundamental theoretical roots of organization design while bringing in fresh cutting-edge thinking and new literature reviews that other books only passingly cover. Organizations must be able to adapt and innovate to thrive and maintain their competitive edge in today's rapidly changing, global, and dynamic business environment.

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 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 to provide students with practical opportunities to develop their skills and translate theory into practice

CONTENTS

Preface • Acknowledgements • 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



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New!

ORGANIZATION THEORY

Management and Leadership Analysis

Jesper Blomberg *Faculty, Stockholm School of Economics, Sweden.*

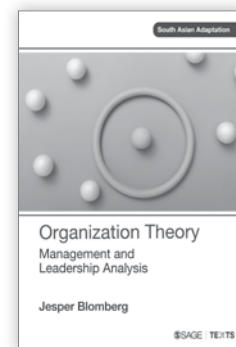
Organization Theory analyses organizations through four theoretical frameworks, offering students a clear structure they can use to understand complex organizational issues. The book develops understanding of the increasing pressures created by heightened competition and processes of globalization, by studying their impact upon organizations with specific reference to the ways in which organization theory can help develop understanding and appropriate action.

Key features:

- Provides a distinctive approach to Organization Theory that encourages thought, critique, and discussion
- Case studies, student activities, and relevant diagrams make complex ideas accessible and engaging
- The book is complemented by a range of online resources including PowerPoint slides, an Instructor's Manual and Test bank

CONTENTS

Extended Contents • List of Figures and Tables • About the Author • Online Resources • 1 An introduction to organization theory, management and leadership analysis • 2 Structures, formalized processes and rational decisions - the basics of the structural framework • 3 An in-depth structural framework - lean, team, leadership and projects • 4 Human resources, relations and competence - the basics of the HR framework • 5 An in-depth HR framework - motivation, learning, teams and leadership • 6 Stakeholders, power, politics and conflict - the basics of the power framework • 7 The power framework in-depth - structures, norms and fair organizations • 8 Organizational culture, values, interpretations and norms - the basics of the symbolic framework • 9 An in-depth symbolic framework - micro, meso and macro • 10 A case study in theory-driven practical analysis • References • Index



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ORGANIZATIONAL BEHAVIOR

Updated Edition

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

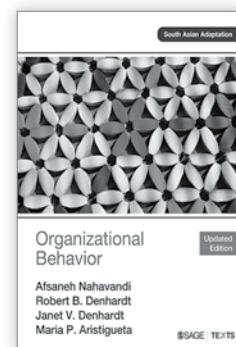
The updated edition of the book discusses all the major topics of organizational behavior and challenges the readers to develop greater personal, interpersonal, and organizational skills, and utilize these strengths competently in the organizational environment. The book adopts a strengths-based and 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'

CONTENTS

Preface • **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



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RECRUITMENT AND SELECTION

Strategies for Workforce Planning & Assessment

Adapted Edition

Carrie A. Picardi *University of Bridgeport, USA*

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.

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

CONTENTS

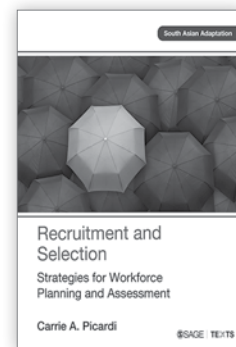
Preface • Acknowledgments • Introduction to Workforce Planning and Assessment • Job Analysis and Design • Job Description and Competency Model Development • Job Evaluation • Recruitment Strategy • Selection and Interview Strategy • Selection: Simulations and Assessment Centers • Selection: Employment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



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TALENT MANAGEMENT

A Contemporary Perspective

Edited by **Mamta Mohapatra** *Professor, International Management Institute New Delhi* and **Swati Dhir** *Faculty, International Management Institute New Delhi*

A must-have textbook for students and budding HR professionals that provides insights on attracting, retaining and motivating talent in organizations for sustained competitive advantage. This book provides the readers with a better understanding of devising talent strategies in an organization in contemporary times.

Key Features:

- A 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 a 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 and academicians

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Foreword by **Bhupen Srivasatava** • Preface • Acknowledgements • **MODULE I** Talent Acquisition and Assessment • Introduction to Talent Management Mamta Mohapatra and Swati Dhir • Talent Acquisition Amitabh Deo Kodwani • Talent Assessment Tools Premalatha Packirisamy and Srinath Jagannathan • **MODULE II** Talent Deployment and Performance Management • Talent Onboarding Mousumi Padhi • Managing the Performance of Key Talent Amit Dhiman • **MODULE III** Motivating and Developing Talent • Developing Competencies Premjeet Furtado • Career Management Nishant Singh, Umesh Bamel and Peter Stokes • Talent Management: Pipeline Development Jyotsna Bhatnagar • Coaching and Mentoring Sunny Agrawal • Managing Rewards for the Key Talent Anupama Sharma • **MODULE IV** Recent Trends in Talent Management • Employee Engagement Swati Dhir and Archana Shukla • Recent Trends and Best Practices in Talent Management Suparna Pal • Ethics in Talent Management Vasanthi Srinivasan • Global Talent Management Tanusree Chakraborty • Cases • Case 1. Tech Mahindra: Failure in Promoting Inclusivity at Workplace • Case 2. The Balancing Act: Prioritizing the Internal and External Talent Acquisition at RKN Projects • Case 3. Talent Mismanagement at Daikin Air Conditioning Pvt. Ltd. India • Case 4. Engaging the Restless and Reckless Gen Z: A Case Study of E-commerce Start-up Zappfresh • Case 5. Managing Talent During Mergers: A Case Study of Vodafone and Idea • Case 6. Understanding the Talent Management Challenges during Relocation at Oilsix Limited • Case 7. Does Diversity Lead to a Constructive Compromise?—A Case Study at DOT Technological Services • Case 8. Culture at JTG • Case 9. Talent Management Fizzled Out at DTKL? • Index



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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*

Cases in Organizational Behaviour presents 120 cases from the new-gen workplace that provide the readers insights into 'the good, the bad and the ugly' facets of the corporate lives of new-gen professionals.

Key features:

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

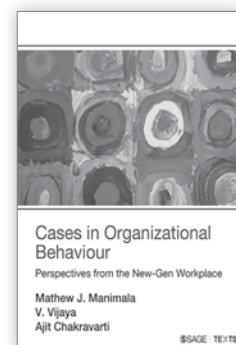
CONTENTS

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

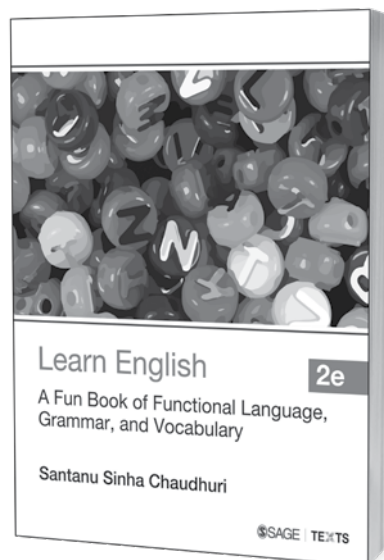


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Key features:

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About the Author:

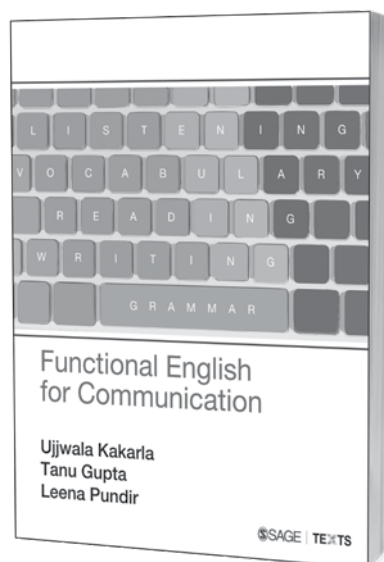
Santanu Sinha Chaudhuri, taught at the British Council Teaching Centre (Kolkata). He is a freelance English teacher and corporate trainer specializing in business communication and training IELTS examinees.



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About the Authors:

Ujjwala Kakarla, Faculty, English, Department of Humanities & Sciences, School of Engineering, Guru Nanak Institutions Technical Campus (Autonomous), Hyderabad

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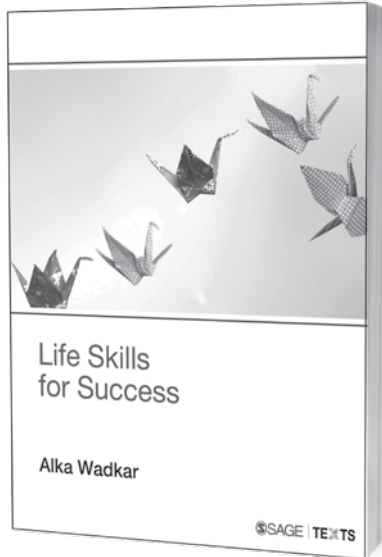


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About the Author:

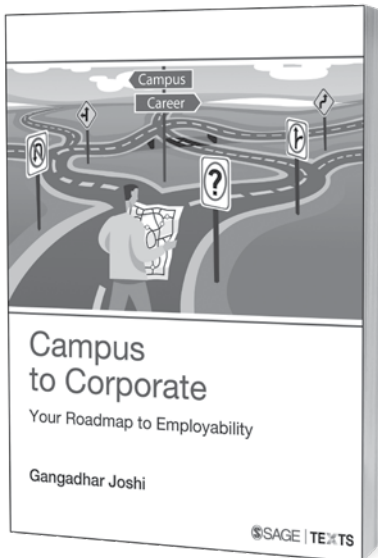
Alka Wadkar, Former Faculty Member, Department of Psychology, University of Pune



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A fresh perspective on transitioning from a relaxed campus life to a professional corporate environment.



The exciting and challenging phase of transition from campus to corporate life has been presented with utmost care to help individuals become reflective, observant and introspective professionals.

—**Ashok K Pundir**, Dean, National Institute of Industrial Engineering (NITIE), Mumbai

In this outstanding book, the author sheds new light on transforming knowledge into skills and discusses authoritatively about ways to enhance employability.

—**Jiten Sandu**, Chief Operating Officer, TalentMAT

Key Features:

- Pragmatic and practice-oriented approach
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- Information on professional certification and membership of professional associations

About the Author:

Gangadhar Joshi, Former Director, Symbiosis Institute of Operations Management (SIOM), Nasik



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GLOBAL TALENT MANAGEMENT

An Integrated Approach

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

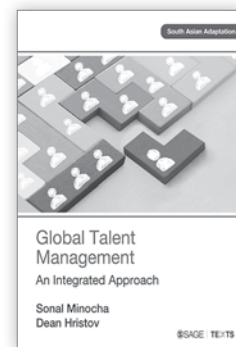
A holistic overview of key global talent management perspectives, which determine the inter-linked nature of individuals as global talent, organisations as hubs for global talent and policies across sectors and industries. This textbook discusses the current organisational approaches to the attraction, development and retention of global talent, and encourages critical reflection of how global talent management is affected by policy, society and the economy.

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*

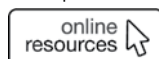
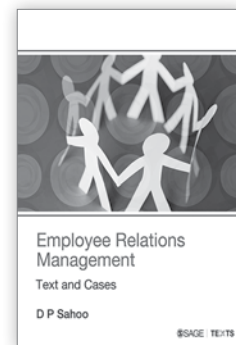
Employee Relations Management discusses and details the theoretical and practical aspects of the labour market and management of industrial relations (IRs) in India and covers the legislative and managerial framework required to manage IR-related issues.

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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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*

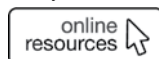
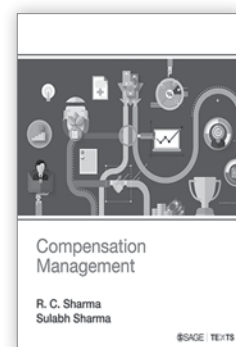
Compensation Management presents a comprehensive account of the intricacies related to compensation and reward management in Indian organizations—a vital strategic feature of HR management. The book covers fundamental concepts of the subject along with the approaches, tools, techniques and allied issues. 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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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

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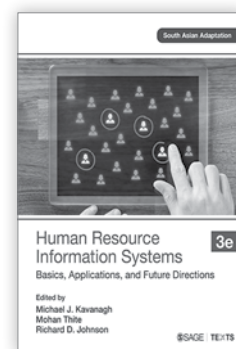
Preface • About the Editors • About the Contributors • **PART I: INTRODUCTION TO HUMAN RESOURCE INFORMATION SYSTEMS (HRIS): A SYSTEMS PERSPECTIVE** • Evolution of Human Resource Management and Human Resource Information Systems: The Role of Information Technology **Michael J. Kavanagh** and **Richard 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 System **Romuald A. Stone** and **Richard D. Johnson** • **PART III: HUMAN RESOURCE INFORMATION SYSTEMS APPLICATIONS** • HR Administration and Human Resource Information Systems **Linda C. Isenhour** • Talent Management **Kevin M. Johns** and **Michael J. Kavanagh** • Recruitment and Selection in an Internet Context **Kimberly M. Lukaszewski**, **David N. Dickter**, **Brian D. Lyons**, and **Jerard F. Kehoe** • Training and Development: Issues and Human Resource Information Systems Applications **Ralf Burbach** • Performance Management, Compensation, Benefits, Payroll, and the Human Resource Information System **Charles H. Fay** and **Renato E. Nardoni** • Human Resource Information Systems and International Human Resource Management **Michael J. Kavanagh** and **John W. Michel** • **PART IV: SPECIAL TOPICS IN HUMAN RESOURCE INFORMATION SYSTEMS** • HRIS Privacy and Security **Humayun Zafar** and **Dianna L. Stone** • The Future of Human Resource Information Systems: Emerging Trends in HRM and IT **Richard D. Johnson** and **Michael J. Kavanagh** • Appendix • Additional Resources • Internet Resources • Additional Readings • Glossary • Index



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CHANGE MANAGEMENT AND ORGANIZATIONAL DEVELOPMENT

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

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

Key features:

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

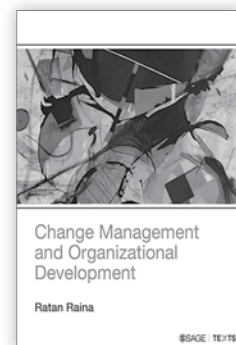
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An International Perspective

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

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

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

Key features:

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

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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

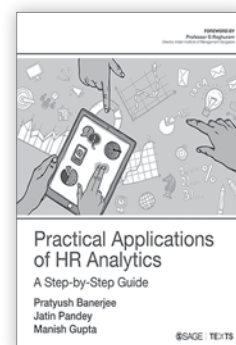
Practical Applications of HR Analytics equips readers with the required techniques to effectively identify and utilize the vast amount of available data in making better informed business decisions. The book provides chapter opening vignettes, industry examples and real-world case studies on application 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
- Supplementary exercises and soft copy of datasets provided on Google Drive Link to facilitate hands-on training

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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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INTERNATIONAL HUMAN RESOURCE MANAGEMENT

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

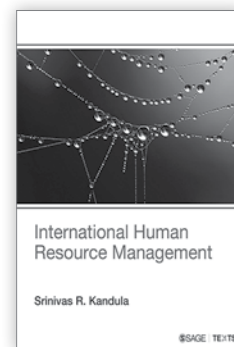
This text aims to help students gain insights into the practicalities of global human resource management. By helping find answers to the complex multifaceted questions about **International Human Resource Management (IHRM)**, the book builds a strong base and works as a comprehensive guide for all management 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 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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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*

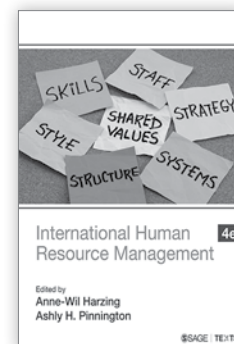
The fourth edition by the international team of experts retains the critical edge, academic rigour and breadth of coverage, which have established this book as the most authoritative text in the market.

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

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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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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

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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

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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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TRAINING AND DEVELOPMENT

Theories and Applications

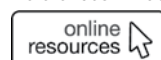
This book provides readers with a suitable backdrop to understand the complexities of training and development theories. It aims at making the concepts relevant and easier to understand and put them to practice in real-life situations. It has been developed after a thorough study of the syllabuses of 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

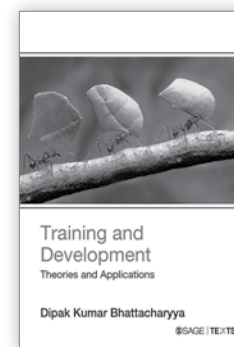
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Preface • About the Author • Human Resource Management and Training and Development • Training and Development and Human Resource Development • Learning and Training • Personality Development through Training • Competency-based Training and Development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



SAGE TEXTS

2015 • 348 pages • Paperback (978-93-515-0140-4) • ₹475.00



HUMAN RESOURCE MANAGEMENT

Theory and Practice

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

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 starting from the fundamental concepts and issues related to acquiring of human resource to training, development, compensation and reward, employee relations, international HRM, technological changes, working environment, HR records, audit and research and more.

Key features:

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

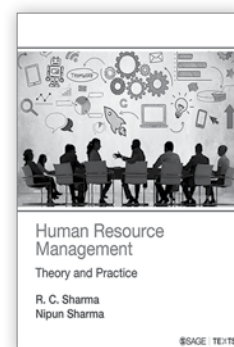
CONTENTS

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



SAGE TEXTS

2018 • 740 pages • Paperback (978-93-528-0495-5) • ₹725.00



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

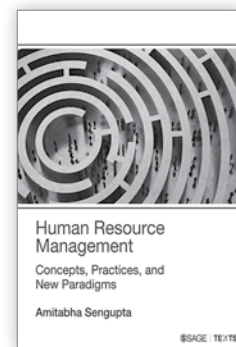
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Preface • **SECTION I: OLD HR–NEW HR** • Human Resource Management Introduction • Human Resources Business Partner • **SECTION II: PLAN AND ACQUIRE** • Human Resources Planning • Recruitment and Selection • **SECTION III: DEVELOPMENT AND GROWTH** •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



SAGE TEXTS

2018 • 504 pages • Paperback (978-93-528-0511-2) • ₹595.00



INDUSTRIAL RELATIONS AND LABOUR LAWS FOR MANAGERS

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

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

Key features:

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

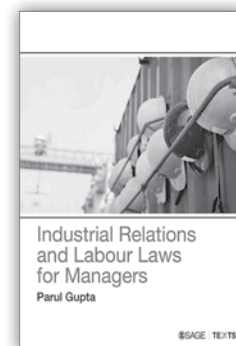
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2019 • 512 pages • Paperback (978-93-532-8183-0) • ₹595.00

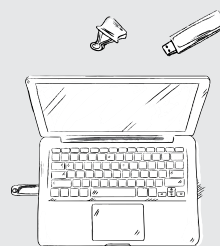
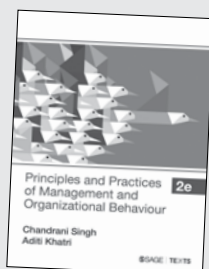
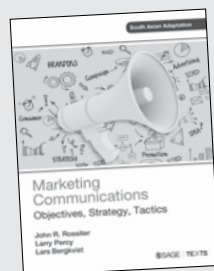


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PROJECT MANAGEMENT

A Value Creation Approach

Stewart R. Clegg *University of Technology Sydney, Australia*, **Torgeir Skyttermoen** *Oslo Business School, Oslo Metropolitan University, Norway* and **Anne Live Vaagaasar** *BI Norwegian Business School, Norway*

Project Management: A Value Creation Approach guides its readers through the entire life cycle of a project, from conception to completion. It draws on the latest research and practices to provide a contemporary understanding of the subject that encourages readers to take an active learning journey through the field.

Key Features:

- Includes case studies that discuss a wide variety of projects across different industries
- Reflects the current trends in project management
- The 'In Practice' feature tests the reader's ability to apply theories to practical situations by using short case studies
- Encourages readers to creatively approach problems in project management through the 'What would you do?' feature

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Acknowledgements • Preface: Using This Book • A Guide to Project Management • Praise for Project • Find Us Online! • Mapping Projects: An Introduction • Valuing Projects • Defining Projects • Managing Projects • Executing Projects • Organizing Projects • Leading Projects • Teaming in Projects • Managing Uncertainty in Projects • Collaborating with Stakeholders in Projects • Learning and Innovation in Projects • Complexifying Projects • Ending Projects • References • Index



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2022 • 656 pages • Paperback (978-9-354-79044-7) • ₹895.00

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INTEGRATED SUPPLY CHAIN AND LOGISTICS MANAGEMENT

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

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

Key features:

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

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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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2020 • 368 pages • Paperback (978-93-532-8665-1) • ₹695.00

New!

SUPPLY CHAIN ANALYTICS

Strategies, Models and Solutions

Rabindranath Bhattacharya *Faculty, Vinod Gupta School of Management, Indian Institute of Technology Kharagpur* and **Anindita M. Bhattacharyya** *Faculty, Department of Mathematics, Amity University, Kolkata*

An easy-to-read textbook that will help students to understand and appreciate the concepts and decision-making processes of supply chain management through analytics. This book presents the concepts, strategies and models related to supply chains.

Key Features:

- Contains over 10 case studies of real Indian companies—their supply chain problems and solutions
- Includes sections on system dynamic models, stochastic models and chapters on remanufacturing models and simulation modelling
- Uses Microsoft Excel solver to help students easily grasp the mathematics behind the models and experiment with the problems themselves

CONTENTS

Foreword by Gautam Sinha • Preface • Acknowledgements • Understanding Supply Chain • Inventory Models • Sourcing Decisions • Production Planning Decisions • Production Control Decisions • Data mining and Aggregation Model • Transportation and Network Planning Models • Location and Network Design Models • Simulation and Stochastic Models • Re-manufacturing Models – Way Forward • Epilogue • Index



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New!

MANAGEMENT DECISION-MAKING, BIG DATA AND ANALYTICS

Simone Gressel *The Hague University of Applied Sciences, Netherlands.*, **David J. Pauleen** and **Nazim Taskin** both at *Massey University, New Zealand*

This engaging textbook approaches data analytics from a managerial perspective and explores how managers can use data to take better decisions.

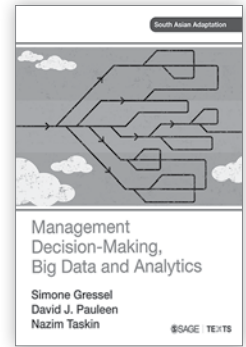
Management Decision-Making, Big Data and Analytics is set apart by the fact that it places the human element of data analytics at its centre. While discussing sophisticated technology, it never forgets the people who will ultimately use these tools in business. This book addresses the cultural gap that often exists between information technologists and managers who must take decisions using new technology.

Key Features:

- Features case studies, examples and a 'critical incidents' section that relates theories to real business situations
- Discusses managing the ethics, security, privacy and legal aspects of data-driven decision-making
- Explores emerging technologies and how they are applicable to managerial decision-making

CONTENTS

Foreword • Online Resources • Professional Mindsets • Introduction to Big Data • Introduction to (Advanced) Analytics • Management Decision-Making • Analytics in Management Decision-Making • Types of Managerial Decision-Makers • Organizational Readiness for Data-Driven Decision-Making • Integrating Contextual Factors in Management Decision-Making • Managing the Ethics, Security, Privacy and Legal Aspects of Data-Driven Decision-Making • Managing Emerging Technologies and Decision-Making • Glossary of Technical Terms • References • Further Reading • Index



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SAGE TEXTS

2022 • 304 pages • Paperback (978-9-354-79394-3) • ₹695.00

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MANAGEMENT INFORMATION SYSTEMS

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

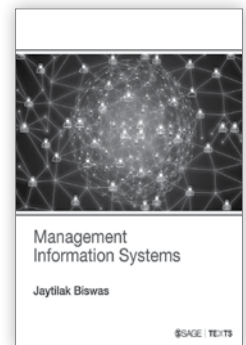
This book cogently deals with variety of topics such as decision support, expert systems, database management systems, systems analysis and design, data mining and warehousing, computer-based information systems, Big Data analytics, cloud computing and Internet of things. The illustrative examples and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

Key features:

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

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



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

TOTAL QUALITY MANAGEMENT

Concepts, Strategy and Implementation for Operational Excellence

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

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

Key features:

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

CONTENTS

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



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STRATEGIC CORPORATE SOCIAL RESPONSIBILITY, 4e

Sustainable Value Creation

David Chandler *University of Colorado Denver Business School*

A comprehensive manual for CSR in the international context but with globally applicable principles.

This new 4th edition of Strategic Corporate Social Responsibility introduces students to the subject keeping the idea of value creation and the strategic role of CSR firmly at its centre. It addresses the various issues and theoretical aspects of CSR and treats them as integral to the function of an enterprise in the modern world.

Key Features:

- Detailed coverage of theoretical background to help students understand the context behind the topics discussed
- In-depth discussion of various fundamental concepts in CSR which introduces students to the principal issues in the implementation of CSR
- Real-world case studies and debates to introduce students to realistic scenarios and innovative solutions
- Chapters on sustainability and contemporary issues in CSR to make the book increasingly relevant in the rapidly changing modern business climate

CONTENTS

Glossary • Preface: Why CSR Matters • Plan of the Book • Acknowledgements • **PART I** Corporate Social Responsibility • What Is CSR? • The Driving Forces of CSR • Corporate Rights and Responsibilities • **PART I** Case Study: Religion • Next Steps • **PART II** A Stakeholder Perspective • Stakeholder Theory • Corporate Stakeholder Responsibility • Who Owns the Corporation? • **PART II** Case Study: Impact Investing • Next Steps • **PART III**: An Economic Perspective • The Pursuit of Profit • Incentives and Compliance • Accountability • **PART III** Case Study: Financial Crisis • Next Steps • **PART IV** A Strategic Perspective • Strategy + CSR • CSR as a Strategic Filter • Strategic CSR • **PART IV** Case Study: Supply Chain • Next Steps • **PART V**: A Sustainable Perspective • Sustainability • Implementing CSR • Sustainable Value Creation • **PART VI** Case Study: Employees • Endnotes • Company Index • Subject Index



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New!

STRATEGIC MANAGEMENT, 9e

Richard Lynch *Middlesex University, UK*

A time-tested book that not only explores the basic concepts of strategic management but also links them with new thinking and technologies. **Strategic Management** is a combination of well-established concepts coupled with new ideas and challenges. The book argues that both the rational approach and the creative approach to strategic management are essential to enable students and practising managers to develop effective strategies.

Key Features:

- Over 50 case studies explaining the various concepts of strategic management from companies such as Pepsico and Unilever
- Uses a two-model structure including the rational approach and the creative approach that provides a holistic view of the subject
- Contains extensive coverage of international strategy issues and includes examples from the USA and Europe as well as China, India and Africa
- Explores new topics such as the new thinking in strategic knowledge, entrepreneurship and globalisation, plus the continuing issues linked to sustainability and green strategy

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DIGITAL TRANSFORMATION STRATEGIES

Theory and Practice

Srinivas R. Pingali, *Professor of Practice, School of Management, Mahindra University, Hyderabad* **Shankar Prakash** *Professor of Practice, Indian Institute of Management, Udaipur* and **Jyothi R. Korem** *Former Managing Director, Technology Strategy and Advisory practice, Accenture*

This textbook offers a unique combination of theory, practical applications and case studies on digital transformation strategies. **Digital transformation** is the process of changing conventional business models enabled by digital technologies.

Key Features:

- Covers all the key aspects of digital transformation required to build a career in consulting and implementation of digital strategy in business
- 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
- Assumes no prior understanding of strategy, product development or process innovation

CONTENTS

Preface • Acknowledgements • Introduction to Digital Strategies • Strategic Management • Process and Product Innovation • Business Model Innovation • Leadership and People • Digital Technologies I • Digital Technologies II • Composite Technologies • Platform Strategies • Digital Use Cases • Digital Supply Chains • Digital Marketing • Implementing Digital Technologies • Case Study Dhanashree Agro: Transforming a "Farmer First" model • Index



SAGE TEXTS

2021 • 332 pages • Paperback (978-9-391-37033-6) • ₹595.00

STRATEGY, 3e

Theory and Practice

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

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

Key features:

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

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ACCOUNTING AND FINANCE FOR NON-FINANCE MANAGERS

Jai Kumar Batra *Secretary, The Institute of Chartered Accountants of India, New Delhi*

This book introduces the basic concepts of accounting and finance in an easy-to-understand manner. It comprehensively covers the fundamental concepts of financial accounting, cost accounting, management accounting and financial management. It also introduces international accounting standards covering US GAPP and IFRS.

Key features:

- Text and theory supported by numerous examples, diagrams, activities, solved illustrations, practice modules, unsolved exercises, case studies and suggestions for project work
- Cases and examples extracted from newspapers, annual reports and financial reports of real-time companies to help practical understanding

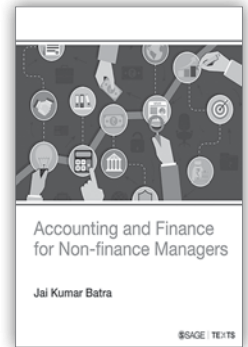
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MERGERS, ACQUISITIONS, AND CORPORATE RESTRUCTURING, 2e

Text and Cases

Edited by **Chandrasekhar Krishnamurti** *Professor of Finance, School of Commerce, University of Southern Queensland, Australia* and **Vishwanath S R** *Professor of Finance, School of Management and Entrepreneurship, Shiv Nadar University, India*

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:

- When does it make sense to acquire or restructure a firm's operations?
- How much value will the acquisition or restructuring create?
- What are some of the post-merger integration issues that managers face?
- How does the structure of the deal affect the value creation potential?

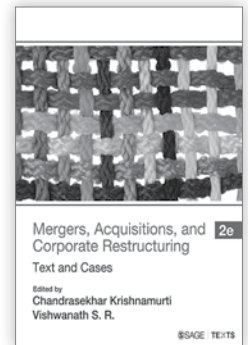
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SAGE TEXTS

2018 • 468 pages • Paperback (978-93-528-0349-1) • ₹625.00



FINANCIAL SERVICES IN INDIA

Concept and Application

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

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

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2010 • 360 pages • Paperback (978-81-321-0507-7) • ₹695.00



CASES IN FINANCIAL MANAGEMENT

Mayank Joshipura Professor, Finance, School of Business Management, NMIMS, Mumbai and **Sachin Mathur** Faculty, Finance, School of Business Management, NMIMS, Mumbai

This book includes contemporary and industry-relevant cases of financial management in the Indian context. Case discussion has emerged as a powerful tool to aid understanding of concepts, theories and frameworks and their application to solve real-life business problems.

Key Features:

- Contains 60 cases that cover the nuances of financial management across spectrum of industries
- Provides case analysis spreadsheets and other instructor resources to help implement case-based teaching-learning process
- Relates cases to familiar theoretical structures to facilitate easy comprehension
- Contextual presentation of data to aid retention and easy understanding

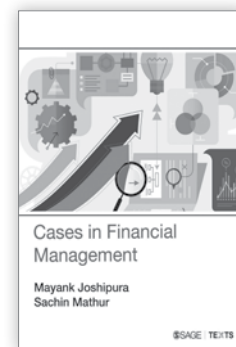
CONTENTS

Preface • Acknowledgements • **MODULE I:** Financial Planning and Working Capital Management • Monark Building Materials • Amber Enterprises: Working Capital Assessment for Seasonal Business • ValueBuy Retail • Ashok Leyland: Managing Liquidity through the Cycles • Shoppers Stop: The COVID-Halt • Cash Budgeting at Parishkar Cleantech • Spark Electricals: Reviewing FMEG Business Credit Policy • Break-even Analysis of Sri Krishna Restaurant • Ikon Paints: Long-term Financial Plan • Dinesh Organics • Tata International • **MODULE II:** Capital Budgeting Decisions • Ranjit's Delivery Vans • Moody Singh's Food Truck • DBS Auto's Electric Two-wheelers: Cash Flow Projections • Evaluating investment choices for 'The Oriental' Restaurant • BreathFresh: Evaluating Launch of Ayurvedic Toothpaste • AMEX: Evaluating New Business Opportunity • Safewheels: Evaluating Investment in Electric Vehicles Fleet • PVR Cinema: Should It Take OTT Plunge? • Neogene Tyres: Capital Budgeting under Uncertainty • Ashian Biotech (A): The AntiCov Vaccine Project • **MODULE III:** Risk and Return, and Cost of Capital • InvestmentWaves: Assessing Client's Life Insurance Requirement • InvestmentWaves: Assessing Life Insurance Corporation's New Jeevan Shanti • WealthFrog: Risk-Return Trade-off of Individual Assets vs Portfolio of Assets • Kirtan's Dilemma: How to Use Risk-Return Analysis to Build a Superior Portfolio? • BlueStar AMC: Assessing Impact of New Valuation Norms on Debt Funds • Apex Frozen Foods: The Cost of Capital • Huarache India Ltd: The Cost of Capital • Balaji Wafers Pvt. Ltd: The Cost of Capital • ITC Ltd: The Divisional Cost of Capital • DBS Auto's Electric Two Wheelers: The Cost of Capital • Bhagyodya Stampings Pvt. Ltd: Hedge or Not to Hedge? • Great Eastern Shipping: Risk Management • **MODULE IV:** Capital Structure and Dividend Decisions • The Hotel Industry's Leverage at Play • Avenue Supermarkets' Capital Structure • Reliance Industries Ltd: Capital Structure Decision • Yes Bank: The AT1 Bonds Saga • InvestmentWaves: Evaluating Cash Dividend vs Homemade Dividend • Dividend Payout at Mahindra & Mahindra • Investor Payouts at Wipro • **MODULE V:** Business Valuation • The Valuation of KrissKross Hotels • Kotak Mahindra Bank Ltd: Challenges in Valuation of Financial Services Firm • Ashian Biotech (B): Acquisition of Myanti Biopharma • Valuation of 212 Degrees Fahrenheit • PVR's Acquisition for SPI Cinema: An Expensive Southern Excursion? • Reliance Industries Ltd (A): Valuation of Reliance Industries Ltd's O2C Business • Reliance Industries Ltd (B): Valuation of Jio Platforms • Reliance Industries Ltd (C): Valuation of Reliance Retail • Swift Communications: Valuing Synergy Gains in an Acquisition • ITC Ltd: EVA Analysis of FMCG and Hotel Divisions • Venu's ESOP Choices (A): ESOPs of a Listed Company • Venu's ESOP Choices (B): ESOPs of a Start-up • **MODULE VI:** Long-term Financing • Rossari Biotech: An IPO in the Indian Stock Market • Reliance Industries Ltd: The Tale of India's Largest Rights Issue • Bharti Airtel's FCCB • BPL Ltd: In Search of Innovative Financing Option • Financing Joyzz Nutrixx • Nirma's Acquisition of Lafarge India • Financing Decision at BlackGold Petroleum Company Ltd: Corporate Finance vs Project Finance • PowerGrid InvIT: What Is in It for the Issuer and Investors? • Index



SAGE TEXTS

2022 • 428 pages • Paperback (978-9-354-79324-0) • ₹650.00



CORPORATE FINANCE, 3e

Text and Cases

Vishwanath S R Professor, School of Management and Entrepreneurship, Shiv Nadar University, Uttar Pradesh

This book examines financial decision-making by firms and discusses how these decisions can create value for the shareholders. Woven around the theme of value-based management, **Corporate Finance** offers a rigorous understanding of the role of finance in supporting other functional areas of a business, how and why firms arrive at particular financial decisions and the impact of these decisions on the shareholders.

Key features:

- All topics summarized with real-life examples and anecdotes
- Twelve full-length teaching cases based on emerging market scenarios to accentuate practical understanding
- Robust companion website with detailed teaching notes, questions for classroom discussion & additional references

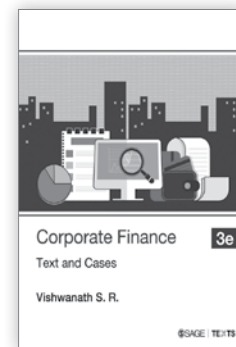
CONTENTS

Preface • Acknowledgements • **BUILDING BLOCKS** • Introduction • Time Value of Money • Risk and Return • Estimation of Cost of Capital • Financial Statements and Firm Value • **CAPITAL INVESTMENTS** • Overview of Capital Budgeting • Free Cash Flow Valuation • Risk Analysis in Capital Investments • A Real Option's Perspective of Capital Budgeting • A Follow-up Note on Capital Budgeting • **MANAGING CURRENT ASSETS** • Working Capital Estimation and Financing • Cash Management • Receivables Management • **THE FINANCING DECISION** • Optimal Capital Structure • An Overview of Financing Choices • Initial Public Offerings • Bank Loans • A Follow-up Note on Financing • Project Financing • The Leasing Decision • **DIVIDEND POLICY** • The Dividend Policy • **FINANCIAL POLICY, COMPETITIVE STRATEGY AND SHAREHOLDER VALUE** • Growth and Shareholder Value • Mergers and Acquisitions • EVA and Divisional Performance Measurement • **TEACHING CASES** • **MODULE 1: RISK AND RETURN** • ICICI Prudential • **MODULE 2: COST OF CAPITAL, CAPITAL BUDGETING AND CAPITAL STRUCTURE** • The Bolivian Tropical Wood Consortium • Hutchison Whampoa and the Shanghai Deep Water Project • Shanghai Disneyland • **MODULE 3: FINANCING YOUNG AND MATURE FIRMS** • Iceland Submarine Cable Project • Air Deccan Initial Public Offering • Wockhardt Limited: Will it rise from the ashes? • **MODULE 4: PROJECT FINANCE** • The Dalian Water Supply Project • AES Corporation: Building a LNG Power Plant in Honduras • **MODULE 5: DIVIDENDS AND STOCK REPURCHASES** • Dividend Policy at SRF Limited: Buyback of Shares • **MODULE 6: ACQUISITIONS AND CORPORATE RESTRUCTURING** • Restructuring at Suzlon Energy Ltd • Lanco Infratech Limited • Index



SAGE TEXTS

2019 • 736 pages • Paperback (978-93-532-8289-9) • ₹825.00



BEHAVIOURAL FINANCE

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

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

Key features:

- Focuses on both past and contemporary research findings to simplify theories and concepts
- Provides psychological insights to investors and practitioners and module-based chapterization

CONTENTS

Preface • Acknowledgements • **PART 1: BEHAVIOURAL FINANCE: FOUNDATIONS AND KEY CONCEPTS** • History of Behavioural Finance • Foundations 1: Traditional Finance Theories • Foundations 2: Behavioural Finance Theories • Neurofinance • **PART 2: BEHAVIOURAL BIASES** • Introduction to Behavioural Biases • Heuristic-Driven Biases Illustrated • Frame-Dependent Biases Illustrated • **PART 3: MARKET FORCES** • Market Inefficiency • Investment Strategies: Meanings and Types • **PART 4: EMOTIONAL AND SOCIAL FORCES** • Emotional Finance • Social Influences and Moods • **PART 5: INSTITUTIONAL INVESTORS' BEHAVIOUR** • Behavioural Biases of Institutional Investors: Theoretical Underpinnings • Demystifying Behavioural Biases of Portfolio Managers, Financial Analysts, Financial Planners and Advisors • **PART 6: PRACTICAL APPLICATIONS OF BEHAVIOURAL FINANCE** • Behavioural Corporate Finance • The Psychology and Mechanism of Financial Planning • **PART 7: THE WAY FORWARD** • Future Direction • Index



SAGE TEXTS

2019 • 408 pages • Paperback (978-93-532-8274-5) • ₹595.00



FINANCIAL PLANNING

Theory and Practice

Sid Mittra Emeritus Professor of Finance, Oakland University, **Shailendra Kumar Rai** Management Development Institute, Gurgaon, **Anandi P Sahu PhD**, Chair of Economics, School of Business Administration, Oakland University, Michigan and **Harry Starn, Jr**, California Lutheran University, California

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

Key features:

- Extensive coverage of topics—from basics of planning process, insurance, investment to tax and retirement planning
- Text interspersed with examples, cases/case-lets, quizzes, and tabular data

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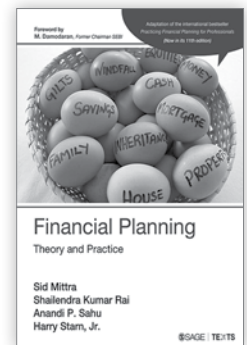
FOREWORD BY M. DAMODARAN • PREFACE TO THE FIRST INDIAN EDITION • I: INTRODUCTION TO FINANCIAL PLANNING AND BASIC TOOLS • II: RISK MANAGEMENT PLANNING • III: CASH MANAGEMENT AND EDUCATIONAL PLANNING • IV: INVESTMENT PLANNING • V: TAX PLANNING • VI: RETIREMENT PLANNING • VII: ESTATE PLANNING • INDEX



SAGE TEXTS

2015 • 444 pages • Paperback (978-93-515-0250-0) • ₹625.00

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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



SAGE TEXTS

2017 • 796 pages • Paperback (978-93-515-0821-2) • ₹750.00



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

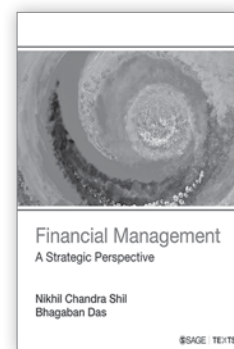
Financial Management discusses the concepts of financial management by using real-life corporate strategies to help understand the decision-making process of modern-day business enterprises. This book stresses upon the importance of applying knowledge and techniques of financial management to the planning,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

ABRIDGED CONTENTS

PREFACE • ACKNOWLEDGEMENTS • PART A: INTRODUCTION • PART B: FINANCIAL MANAGEMENT • PART C: CORPORATE RESTRUCTURING • PART D: STRATEGIC FINANCE • TIME VALUE TABLES • INDEX



SAGE TEXTS

2017 • 832 pages • Paperback (978-93-515-0999-8) • ₹795.00

EXPORT AND IMPORT MANAGEMENT

Text and Cases

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

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.

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

CONTENTS

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



SAGE TEXTS

2020 • 640 pages • Paperback (978-9-353-88483-3) • ₹775.00

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

CONTENTS

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 • Merchanting Trade • Foreign Exchange Markets, Merchant Deals and Interbank Cover Operation: CASH, SPOT and Forward • Bank Guarantees in International Trade • Index



SAGE TEXTS

2017 • 296 pages • Paperback (978-93-864-4617-6) • ₹495.00

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

ABRIDGED CONTENTS

Preface • Introduction: Shifting Paradigms Global Business Environment in the Fourth Industrial Revolution • **PART ONE: TECHNOLOGY AND AI: THE HEART OF THE FOURTH INDUSTRIAL REVOLUTION** • **PART TWO: NEW AGE ECONOMICS: NEW FRONTIERS IN ECONOMIC THOUGHT** • **PART THREE: THE RIGHT AND LEFT OF INTERNATIONAL POLITICS** • **PART FOUR: SOCIETY AND CULTURE: THE CHANGING DYNAMICS** • **PART FIVE: ISSUES AND CHALLENGES OF THE TWENTY-FIRST CENTURY** • References • Index



SAGE TEXTS

2019 • 280 pages • Paperback (978-93-532-8454-1) • ₹425.00



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

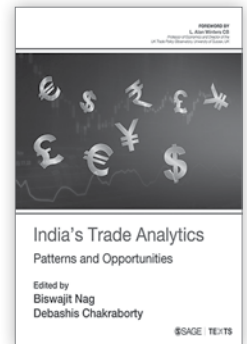
CONTENTS

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



SAGE TEXTS

2019 • 448 pages • Paperback (978-93-532-8275-2) • ₹625.00



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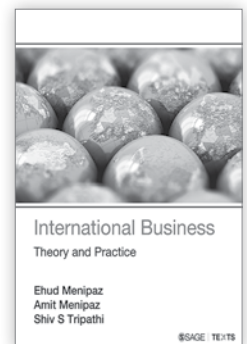
PREFACE • **PART 1: INTRODUCTION TO INTERNATIONAL BUSINESS ENVIRONMENT** • **PART 2: INTERNATIONAL BUSINESS ENVIRONMENT** • **PART 3: INTERNATIONAL TRADE, INVESTMENT, AND REGIONAL INTEGRATION** • **PART 4: INTERNATIONAL BUSINESS STRATEGY** • **PART 5: INTERNATIONAL BUSINESS MANAGEMENT** • INDEX



SAGE TEXTS

2017 • 600 pages • Paperback (978-93-864-4611-4) • ₹675.00

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New!

BUSINESS STATISTICS USING EXCEL

R. Panneerselvam Professor, Department of Management Studies, School of Management, Pondicherry University

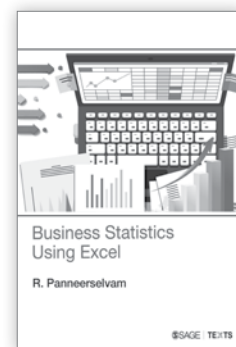
A comprehensive and engaging textbook that presents the fundamentals of statistical analysis using Excel and its application in business. For beginners, both statistics and Excel can be intimidating topics to grasp. This textbook promises to be an easy solution that offers an introduction to the use of Excel in business statistics.

Key Features:

- Contains more than 100 solved examples to explain key statistical problems
- Exhaustive coverage of current syllabi of business statistics of major institutes and universities
- Includes supplementary resources on advance topics such as statistics using R
- Extensive review exercises at the end of each chapter to ensure maximum retention

CONTENTS

Glossary • Preface • Introduction • Introduction to Excel • Count, Frequency and Histogram • Average Functions • Median and Mode • Measures of Variation • Measures of Skewness • Probability Distributions • Sampling Distribution of Mean and Variance • Testing of Hypothesis • Chi-square Test • Nonparametric Test • Correlation and Covariance • Forecasting • Analysis of Variance (ANOVA) • Charts • Linear Programming • Index



SAGE TEXTS

2022 • 724 pages • Paperback (978-9-354-79156-7) • ₹795.00

BASIC COMPUTATIONAL TECHNIQUES FOR DATA ANALYSIS

An Exploration in MS-Excel

D. Narayana Honorary Professor, Gulati Institute of Finance and Taxation, Chavadamukku, Thiruvananthapuram, **Sharad Ranjan** Faculty, Department of Economics, Zakir Husain Delhi College Evening, University of Delhi and **Nupur Tyagi** Faculty, Department of Commerce, Gargi College, University of Delhi

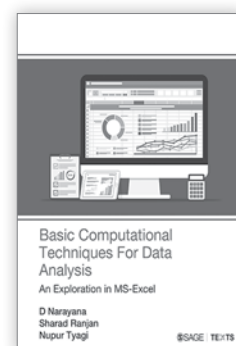
This book will help readers acquire knowledge and equip them in handling various statistical and financial computations using MS Excel. The book is designed to equip students to navigate through MS Excel spreadsheets to compute various statistical and financial measures for use in data analysis.

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

CONTENTS

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



SAGE TEXTS

2021 • 284 pages • Paperback (978-9-353-88620-2) • ₹575.00

DATA ANALYSIS USING SPSS

Lokesh Jasrai Associate Professor (Marketing), Mittal School of Business, Lovely Professional University, Phagwara, 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:

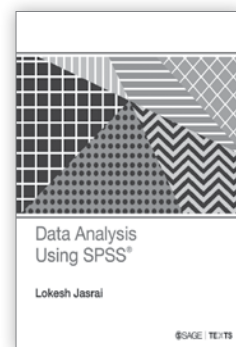
- Main and sub-dialog boxes of SPSS containing commands of specific test techniques incorporated in the text for effective interaction with the software
- Exercises and practice questions to enhance analytical understanding
- Addition chapters on Means Analysis, One-way ANOVA, and Probability and Sampling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

SAGE TEXTS

2020 • 468 pages • Paperback (978-93-538-8328-7) • ₹775.00



DISCOVERING STATISTICS USING IBM SPSS STATISTICS, 4e

Andy Field *University of Sussex, UK*

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.

The 4th edition comes with:

- A balanced blend of theory and practice of statistics
- Updated versions of IBM SPSS Statistics (including version 21)
- SPSS tips and tricks and self-test questions and bootstrapping procedures wherever relevant
- 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



SAGE TEXTS

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 *Associate Professor in Marketing and Business Research, Norwich Business School, University of East Anglia, England*

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

ABRIDGED CONTENTS

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



SAGE TEXTS

2017 • 376 pages • Paperback (978-93-860-6275-8) • ₹595.00

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RESEARCH DESIGN, 4e

Qualitative, Quantitative, and Mixed Methods Approaches

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

The fourth edition of this well-accepted textbook provides a unique comparison of the three approaches to research inquiry in the human and social sciences: qualitative, quantitative, and mixed methods. It begins with preliminary consideration of philosophical assumptions for all three approaches—a review of the literature, an assessment of the use of theory in research approaches, and reflections about the importance of writing and ethics in scholarly inquiry.

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



SAGE TEXTS

2020 • 244 pages • Paperback (978-93-532-8735-1) • ₹595.00

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RESEARCH METHODOLOGY, 4e

A Step-by-Step Guide for Beginners

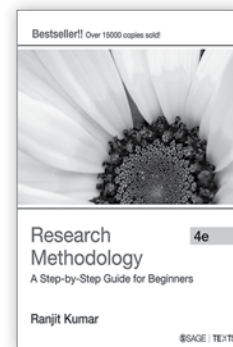
Ranjit Kumar *University of Western Australia, Australia*

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

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

CONTENTS

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



SAGE TEXTS

2014 • 428 pages • Paperback (978-93-515-0133-6) • ₹695.00

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TEXTBOOK OF PARAMETRIC AND NONPARAMETRIC STATISTICS

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

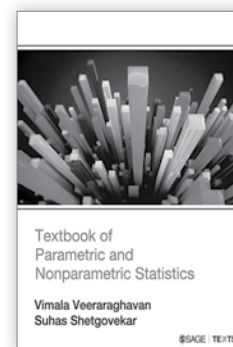
This book comprehensively covers all the methods of parametric and nonparametric statistics such as correlation and regression, analysis of variance, test construction, one-sample test to k-sample tests, etc. The two methods of statistics are presented simultaneously, with indication of their use in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

Key features:

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

CONTENTS

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



SAGE TEXTS

2016 • 424 pages • Paperback (978-93-515-0734-5) • ₹595.00

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*

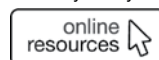
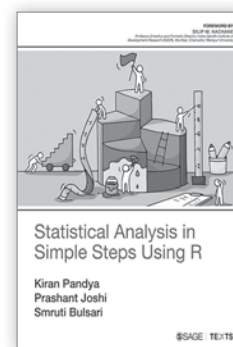
An open and dynamic software for statistical analysis, R has become increasingly popular among students and researchers alike for its powerful language and graphical abilities. This book incorporates a step-by-step approach to the basics of statistical tests, the prerequisites and assumptions, the procedures, outputs and their interpretation all through the lens of R.

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

CONTENTS

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



SAGE TEXTS

2018 • 344 pages • Paperback (978-93-528-0710-9) • ₹450.00

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?

CONTENTS

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

SAGE TEXTS

2017 • 320 pages • Paperback (978-93-860-6290-1) • ₹475.00

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Also by the same author

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

CONTENTS

Publisher's Acknowledge • 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



SAGE TEXTS

2017 • 616 pages • Paperback (978-93-860-6274-1) • ₹725.00

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A BRIDGE TO MATHEMATICS

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

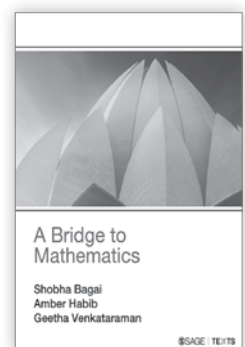
A Bridge to Mathematics aims to help students of social sciences, liberal arts, and humanities to develop the ability to analyze and reason mathematically, to model situations and problems, and to be able to infer, present, and communicate their analysis effectively.

Key features:

- Gentle and non-calculus-based treatment of the topics and 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

CONTENTS

List of Tables • List of Figures • Preface • Acknowledgments • About the Authors • Why to Solve It • Marking Time • Measuring Value • Making the Best Selection • Finding the Path • Learning from Nature • Sets • Describing a Set • A Variety of Sets • Set Operations • Euler Diagrams • Venn Diagrams • Counting with Venn Diagrams • Logic and Reasoning • Statements • Analysing Statements • Negating Simple Statements • Compound Statements: An introduction • Conjunction and Disjunction • Truth Tables • De Morgan's Laws • Conditional or Implicative Statements • Analysis of Arguments • Data Analysis and Modelling • Interacting with Data • Introduction to Spreadsheet Programs • Bar Charts, Histograms, and Pie Charts • Tracking Trends: Line Plots • Finding Relationships: Scatter Plots • Locating the Centre: Mode, Median, and Mean • Measuring Diversity: Range and Deviation • How to Lie with Statistics • Advanced Examples • Probability • Measuring Chance • Probability and Sets • Conditional Probability • Random Variables, Expectation, and Variance • Jointly Distributed Random Variables • Bernoulli and Binomial Random Variables • Sampling • Symmetry • Working Definition of Symmetry • Symmetry of Finite Planar Figures • Symmetry of Strip Patterns • Symmetry of Wallpaper Patterns • Case Study: Humayun's Tomb • Case Study: Abstract Art • Symmetry Around Us • Perspective: Art and Mathematics • Introduction to Perspective • Mathematical Principles: Coordinates and Projections • Linear Perspective • Doing It Yourself • Solutions to Selected Exercises • Index



SAGE TEXTS

2017 • 392 pages • Paperback (978-93-864-4612-1) • ₹550.00

ENVIRONMENTAL STUDIES

Principles and Practices

Abhik Gupta *Pro Vice-Chancellor, Assam University, Silchar, Assam* and **Susmita Gupta** *Professor, Department of Ecology and Environmental Science, Assam University, Silchar, Assam*

A comprehensive textbook discussing and analyzing fundamental concepts of environment and various issues and challenges related to it. Closely following the UGC CBCS guidelines on the Ability Enhancement Compulsory Course (AECC) on Environmental Studies, this textbook offers a comprehensive coverage of the subject in a simple and lucid language.

Key Features:

- Comprehensive coverage of the UGC AECC syllabus guidelines on environmental studies
- Includes ample examples and case studies for theoretical and practical understanding of the topics
- Includes an analysis of major environmental policies and legislations in India and their implications
- Lucid and pithy treatment of topics, devoid of scientific jargons and terminologies

CONTENTS

Preface • Introduction to Environmental Studies • Ecosystems • Natural Resources: Renewable and Non-renewable Resources • Biodiversity: Threats and Conservation • Environmental Pollution • Environmental Policies, Practices and Global Issues • Human Communities and the Environment • Field Work in Environmental Studies • Answers to MCQs • Suggested Readings • Index



SAGE TEXTS

2021 • 344 pages • Paperback (978-9-353-88558-8) • ₹550.00

DISASTER MANAGEMENT IN INDIA

Rajendra Kumar Pandey *Faculty at Chaudhary Charan Singh University, Meerut*

Disaster Management in India critically evaluates the various policies, plans, structures, institutions, processes as well as functionaries that work towards managing disasters in the country. It seeks to provoke its readers to not only revisit the entire discourse of disasters and their management, but also develop a sense of disaster resilience in their lives and effectively deal with any unwarranted natural or manmade eventuality.

Key features:

- Explores disaster management from an interdisciplinary perspective
- Detailed analysis of various theoretical underpinnings necessary to understand the concept of disaster management
- Lucid explanation of ideas with tables, maps, flowcharts, appropriate examples and practice assignments

CONTENTS

List of Boxes • List of Figures • List of Tables • List of Abbreviations • Preface • About the Author • Introduction • **PART A: UNDERSTANDING DISASTERS** • Introduction to Disasters • Natural Disasters • Man-made Disasters • Contextualizing Disasters • **PART B: DISASTER MANAGEMENT: CONCEPT AND CONTEXT** • Conceptualizing Disaster Management • Disaster Management Cycle • Global Thrust for Disaster Management • Evolution of Disaster Management System • **PART C: MANAGEMENT OF DISASTERS IN INDIA** • Disaster Profile of India • Disaster Management Policy • Legal Framework • Disaster Mitigation: Institutional Arrangements • Financial and Federal Dimensions • Good Practices in Disaster Management • **PART D: NEW HORIZONS OF DISASTER MANAGEMENT** • Role of Science and Technology • Voluntary Action and Multilateral Cooperation • Innovations and Challenges in Managing Disasters • Towards a Disaster-Resilient India • Managing a Biological Disaster: The Case of COVID-19 in India • Conclusion • Bibliography • Index



SAGE TEXTS

2020 • 420 pages • Paperback: (9789353883034) • ₹595.00

INTRODUCTION TO SUSTAINABLE DEVELOPMENT

Martin J Ossewaarde *Sustainable Development Educator and Writer*

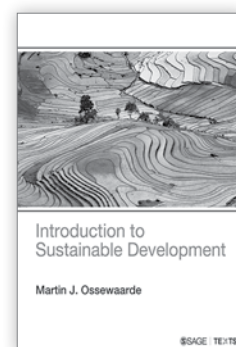
This book presents a critical account of the strengths and weaknesses in the pursuit of sustainability, with special reference to the developing world perspective. It motivates readers to work towards making truly inclusive and environmentally sustainable choices. It also inspires them to be engaged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

Key features:

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

ABRIDGED CONTENTS

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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2018 • 308 pages • Paperback (978-93-528-0646-1) • ₹450.00

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New!

MANAGERIAL ECONOMICS, 2e

(Revised and Updated Edition)

Satya P Das Faculty, Department of Economics, University of South Florida and **J. K. Goyal** Faculty, Jagan Institute of Management Studies, Rohini, Delhi

A textbook that sharpens the core decision-making skills of budding managers by using the concepts, logics and principles of microeconomics with suitable examples from 'India Inc.'. A thorough understanding of economics is an essential requirement for managers across all industries.

Key Features:

- Well-organized chapters and segregated mathematical explanations that can be easily used in the courses with different requirements of complexity
- Incorporates caselets and activities for the practical understanding of the topics discussed
- Simple and engaging conversational style that makes complex topics accessible to beginners with no background in economics

CONTENTS

Foreword • To Our Fellow Teachers and Dear Students: Setting Norms • Introduction • Demand, Supply and Price Determination • Elasticity of Demand and Supply: Measuring Magnitude of Response • Consumer Behaviour • Applications of Consumer Theory • Data Analysis, Estimation and Forecasting • Firm Behaviour: Output, Costs and Revenues • Profit Maximization, Perfect Competition and the Supply Curve • Market Efficiency, Failure and Corrective Measures • Monopoly with an Introduction to Imperfect Markets • Monopolistic Competition and Oligopoly • An Introduction to Portfolio Choice and Asset Markets • Factor Markets • Turning Global • Appendix • Partial Answers to Select Questions • Bibliography • Index



SAGE TEXTS

2022 • 460 pages • Paperback (978-9-354-79180-2) • ₹750.00

MICROECONOMICS FOR BUSINESS

Satya P Das Faculty, Department of Economics, University of South Florida

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

Key features:

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

CONTENTS

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



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2007 • 372 pages • Paperback (978-07-619-3592-6) • ₹650.00

PRINCIPLES OF ECONOMETRICS

An Introduction (Using R)

Neeraj R Hatekar University of Mumbai, India

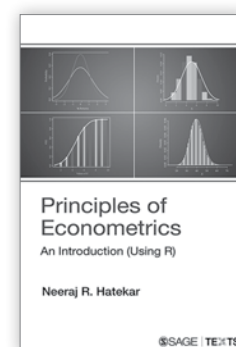
Principles of Econometrics takes the readers step-by-step from introduction to understanding, first introducing the basic statistical tools like concepts of probability, statistical distributions and hypothesis tests, and then going on to explain the two variable linear regression models along with certain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

SAGE TEXTS

2010 • 464 pages • Paperback (978-81-321-0469-8) • ₹695.00



RUDIMENTS OF RURAL DEVELOPMENT

B. K. Pattanaik Professor, School of Extension and Development Studies, (IGNOU), New Delhi

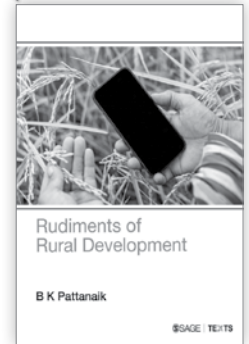
This holistic companion to the principles and scope of rural development illustrates its need and its importance for economic growth and development of nation states. It gives an exhaustive account of the various sectors and actors of rural development and presents it as a multi-dimensional concept by documenting its different components. The book will help its readers understand the theoretical background of how rural development functions as well as guide them on dealing with the many practical problems encountered in the formulation of rural development policies and programs.

Key features:

- Discusses strategies of sustainable rural development along with methodologies for disaster management in rural areas
- Contains a chapter on formulating rural development programmes from proposal to implementation
- Fully updated with discussions on multiple rural development programs launched in India during recent years
- Includes examples, data and cases of rural development programs from across the globe

CONTENTS

Preface • About the Author • 1 Introduction to Rural Development • 2 Theories of Rural Development • 3 Paradigms and Strategic Paths of Rural Development • 4 Rural Development Components • 5 Agriculture and Rural Development • 6 Natural Resources, Disaster Management and Sustainable Rural Development • 7 Rural Industrialization and entrepreneurship • 8 Rural Livelihood and rural to urban migration • 9 Rural Cooperatives and Financial Institutions • 10 Rural infrastructure Development and Waste Management • 11 Rural Poverty and Basic Needs • 12 Rural Social and Economic Development Issues • 13 Education, Health and Women Empowerment • 14 Local Self-government and Other Actors of Rural Development • 15 Planning and Management of Rural Development Programmes • 16 Development Communication and People's Participation • 17 Training for Rural Development • 18 Rural Development Programmes in India



SAGE TEXTS

2022 • 484 pages • Paperback (9789354792656) • ₹650

Also by the same author

INTRODUCTION TO URBAN DEVELOPMENT AND PLANNING

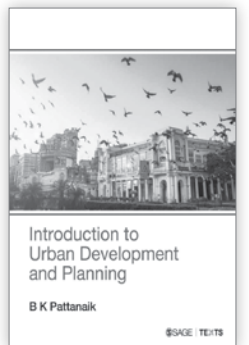
This new textbook covers the most contemporary topics related to urban development, governance and planning as well as the issues and challenges faced by urban administration. It analyses the various policies and programmes adopted by both high-income and lower-middle income countries to achieve sustainable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

Key features:

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

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



SAGE TEXTS

2020 • 440 pages • Paperback: (978-93-538-8322-5) • ₹625.00

Also by the same author

ISSUES AND CHALLENGES OF DEVELOPMENT

An Introduction

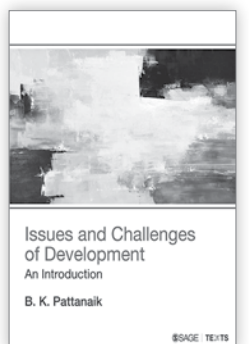
This book aims to provide an overall view of the nature, cause and effects of these challenges, and the plans and programmes of developing countries to address these. It comprehensively covers the key aspects of development in contemporary times—relationship of development with agriculture, industrialization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

Key features:

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

CONTENTS

Preface • Development: An Overview • Basic Needs and Poverty • Education, Health and Human Development • Population and Development • Income Inequality, Unemployment and Inflation • Agriculture Sector and Development • Industry Sector and Development • Service Sector and Development • Infrastructure, Energy, Technology and Development • Rural Development • Urban Development • Globalization and Development Disparities • Environment and Sustainable Development • Marginalization, Women Empowerment and Inclusive Development • Good Governance and Ethical Approach to Development • Glossary • Index



SAGE TEXTS

2017 • 488 pages • Paperback (978-93-860-6218-5) • ₹625.00

INTRODUCTION TO DEVELOPMENT STUDIES

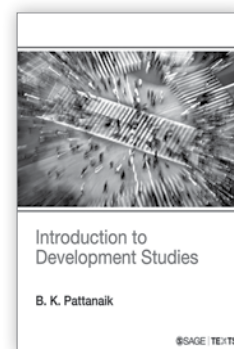
This book presents a balanced mix of economic, social, political, cultural and administrative premises of development and analyses its theoretical and practical dimensions. It provides a holistic understanding of development, effectively demonstrating how it differs from economic growth.

Key features:

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

CONTENTS

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



SAGE TEXTS

2016 • 288 pages • Paperback (978-93-515-0820-5) • ₹495.00

MACROECONOMICS

From Short Run to Long Run

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

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

Key features:

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

CONTENTS

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



SAGE TEXTS

2018 • 524 pages • Paperback (978-93-528-0697-3) • ₹650.00

MACROECONOMICS

Theories and Applications for Emerging Economies

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

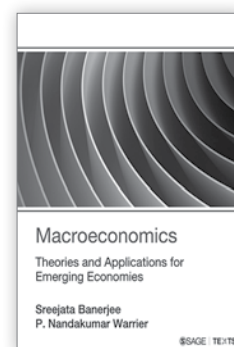
This textbook presents macroeconomic theory and its implications in policy formulation in a unique manner, continuously weaving in scenarios from India and other emerging economies. While the book meticulously guides the reader through the workings of key macroeconomic models, it also discusses at length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

CONTENTS

Foreword • Preface and Acknowledgements • Introduction to Macroeconomics • National Income Accounts: The Toolbox for Macroeconomics • The Basic Keynesian Demand Model and the Hidden Cross • Economic Growth • Introduction to the Financial Sector: Bonds and Interest Rates • Money, Money Supply and the Banking System • The Demand for Money • The IS-LM Model: The Demand Side of the Economy • The IS-LM Model: Fiscal Policy and Compatibility with the Keynesian Model • Monetary Policy, the Policy Mix and Constraints on Policy-making • Consumption and Investment Demand • The Role of the Government and the Government Budget Balance • The Supply Side: A Complete Macroeconomic Model of the Economy • The Budget: Links to Unemployment, Inflation and the Debt Burden • The Open Economy • Capital Mobility • Determination of Exchange Rates in an Open Economy • Business Cycle Theory • The Labour Market as the Kingpin: The Various Schools of Macroeconomic Thought • Disaggregated Multi-sector Models for Industrial Nations and Developing Countries • Index



SAGE TEXTS

2017 • 512 pages • Paperback (978-93-866-0209-1) • ₹650.00

A TEXTBOOK OF MICROECONOMIC THEORY

Pankaj Tandon *Boston University*

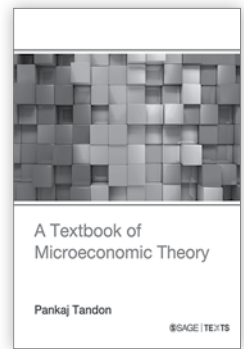
This book offers a discussion of all significant topics including applications and extension of consumer theory; theory of the firm; production, cost and supply; partial and general equilibrium; welfare economics; uncertainty and information; market imperfections as well as a detailed overview of the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

Feature Highlights:

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

CONTENTS

Preface • Introduction to Microeconomic Theory • Theory of Consumer Behavior • Applications of Consumer Theory • Extensions of Consumer Theory • Production, Cost and Supply • Markets in Partial Equilibrium • General Equilibrium and Welfare Economics • Uncertainty and Information • Monopoly and Market Power • The Theory of Games • Market Structures between Competition and Monopoly • Externalities and Public Goods • Answers to Chapter-End Exercises • Index



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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*

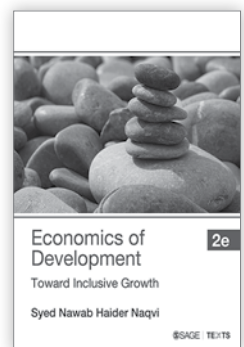
The second, revised and updated, edition of **Economics of Development: Toward Inclusive Growth** continues to focus on the argument that rather than concentrating on growth, income distribution, and poverty reduction separately, the basic objective of development policies should be to achieve inclusive 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

CONTENTS

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



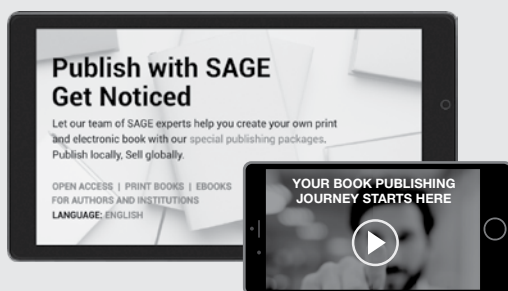
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ECONOMIC REFORMS IN INDIA SINCE 1991

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

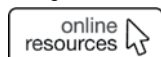
This book provides a compact overview of India's economic reforms in financial, trade and agricultural sectors, and the impact of these policies on India's economy. Major reforms in the agricultural sector, including major schemes, their impact and progress, and future prospects have been discussed at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

Key features:

- Concise, well-rounded coverage of financial, trade and agricultural policy reforms in one volume
- Chapters aided by recent data, illustrations, self-review exercises and so on

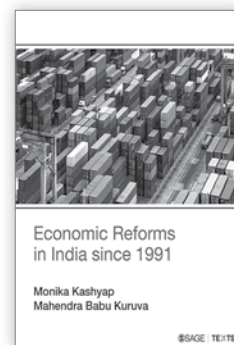
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RURAL DEVELOPMENT, 4e

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, Canada

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:

- Extensive analytical coverage of concepts, policies, and strategies in rural development
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- Complete revision of all original tables and statistical figures along with new data

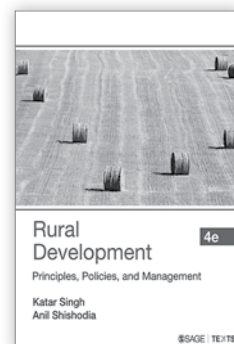
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Environmental Economics: Theory and Applications is a comprehensive treatise on environmental economics with special focus on theories of collective action, environmental policy and management. A balanced blend of theory and practice, this book outlines the basic concepts, theories, tools and techniques of environmental economics, which not only enable the reader to diagnose the root causes of environmental problems and identify practicable solutions, but also facilitate the design of environmental policy and management strategies.

The book combines:

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- Presentation in a simple, easy-to-comprehend language and style
- Illustrations and examples from real life situations
- Special focus on environmental policy and management

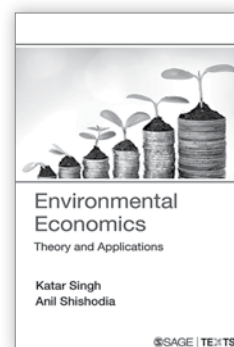
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Political Economy and Rise of Capitalism

R. R. Suresh *Formerly with University of Delhi, India*

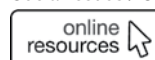
The second revised and updated edition continues to focus on the emergence, evolution and working of the capitalist system with the help of some of the major principles and theories of economics.

Key Features:

- Topical coverage as per the UGC syllabus of Political Economy I and
- Provides a holistic understanding of each topic, covering information on major works on each theme
- A student-friendly approach for a difficult subject in lucid language
- Each chapter aided by insightful pedagogical features such as learning outcomes, key terms and points for classroom discussion

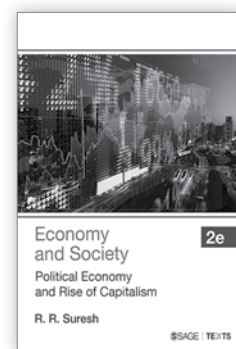
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2021 • 296 pages • Paperback (978-93-5479-118-5) • ₹595.00



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*

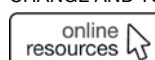
This book offers a fresh perspective of the skill-oriented, knowledge-based and multi-disciplinary arena of the tourism business. It presents a balanced mix of the basic principles and concepts, their application and policy implications as well as the business realities and operational aspects of the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

Key features:

- Special emphasis on recent business aspects of tourism from local and global perspectives
- Over 45 case studies to provide valuable insights into current business trends
- Each chapter has review questions and activities to support self-assessment
- Book-end glossary of major concepts and terminologies

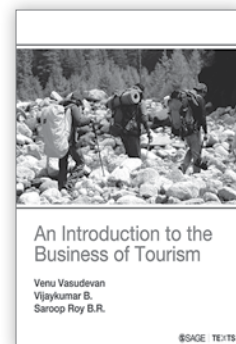
ABRIDGED CONTENTS

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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.

Tourism: Concepts, Issues and Impacts provides insight into various international and national organizations working in the tourism sector, their functions and roles in managing tourism and its related aspects.

Key features:

- Student-friendly, interactive and relatable content
- Covers the entire gamut of basic tourism concepts to help beginners build a strong groundwork of the fundamentals
- Text aided by tables, figures, photographs and boxed examples
- Chapter-end review exercises and project ideas to help students in gaining practical knowledge

CONTENTS

List of Abbreviations • Preface • Acknowledgements • About the Authors Tourism: Conceptual Framework • Historical Development of Tourism • Tourism Motivation • Tourism Demand • Tourism Supply • The Tourism Industry • Travel Formalities • Impact of Tourism • Tourist Transportation • Tourism Organizations • Legal Aspects of Tourism • References • Index



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2019 • 328 pages • Paperback (978-93-532-8587-6) • ₹595.00



INTRODUCTION TO TOURISM

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

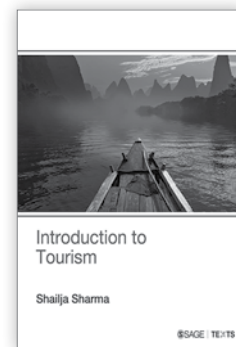
Using situational case studies, vignettes on world-class destinations and wide-ranging examples, this book aims to create awareness and understanding on the functioning of the tourism industry. A stepping stone for everyone aspiring to make a career in the tourism and hospitality industry, this textbook builds a strong groundwork of basic concepts and explains theories and their applications in real-life situations.

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
- Each chapter facilitated with an opening vignette, learning objectives and chapter-end activities for self-assessment as well as group projects

CONTENTS

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



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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.

Key features:

- Collection of several real-time caselets
- Practical orientation with Indian examples, hands-on exercises and industry insights
- Extensive illustrations for an interesting and engaging read

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Preface • Acknowledgements • **SECTION A: JOB OF A TOUR MANAGER** • Being a Tour Manager • What is a Tour Manager's Job? • Skill Sets for a Tour Manager • **SECTION B: PRE-TOUR PREPARATION** • Pre-tour Preparation for a Group • Familiarisation with a Destination • Liaison with Local Suppliers • Pre-tour Documentation • Travel Essentials for a Tour Manager • **SECTION C: ON-TOUR RESPONSIBILITIES OF A TOUR MANAGER** • Receiving Guests at the Airport • Responsibilities at the Hotel • Responsibilities at an Attraction • Responsibilities on the Coach • Responsibilities on Other Modes of Transportation • Other Responsibilities • Closing the Tour • **SECTION D: INSIGHTS INTO GUIDING** • Tour Manager as a Tour Guide • Techniques of Commentary • Practices to be a Successful Tour Guide • **SECTION E: Call of the Profession** • Responsibility Towards other Stakeholders • Handling Questions • Handling Awkward Tourists • Dealing with the Group • Handling Grievances • Making Sense of Cultural Differences • Handling Emergency Situations • Some more Tricky Situations • Index



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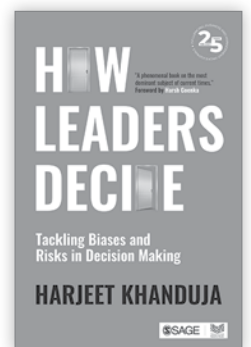
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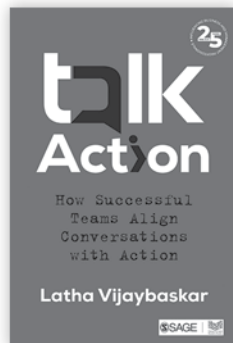
TALK ACTION

How Successful Teams Align Conversations with Action

Latha Vijaybaskar *Career and leadership coach, facilitator and author*

Talk Action provides the conversational framework to create productive, meaningful engagement in teams. This book will help you burst the myths around all talk and no action, find your 'talk comfort zone' looking into the talk kaleidoscope, rewire your talk to end in action and use the five-part framework to resolve conflicts, influence career growth and build high-performing teams.

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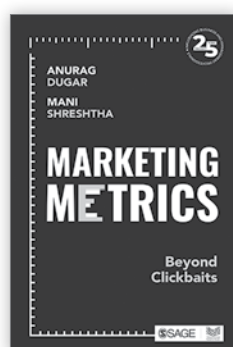
MARKETING METRICS

Beyond Clickbaits

Anurag Dugar *Associate Professor, Goa Institute of Management, Goa*
Mani Shreshtha *Assistant Professor, Haryana School of Business, Guru Jambheshwar University of Science & Technology Hisar, Haryana*

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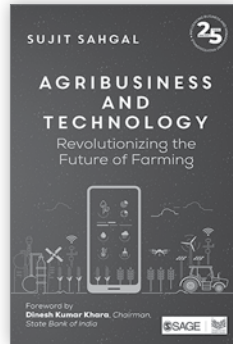
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Jaishri Jethwaney *Senior ICSSR Research Fellow, Former Professor and Program Director (Advertising and Public Relations), Indian Institute of Mass Communication, New Delhi*

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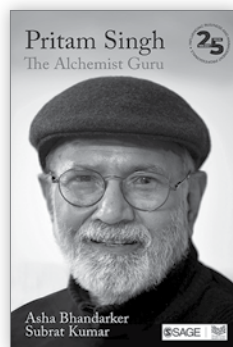
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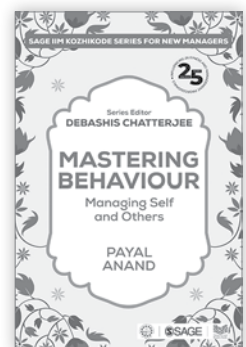
MASTERING BEHAVIOUR

Managing Self and Others

Payal Anand *Assistant Professor of Organizational Behaviour at the Indian Institute of Management Kozhikode*

In an attempt to look at Indian ads across various brand categories with a gender lens based on societal and sociological perspectives, **The Beauty Paradigm: Gender Discourse in Indian Advertising** deconstructs the quintessential Indian woman that the advertising industry depicts across the spectrum.

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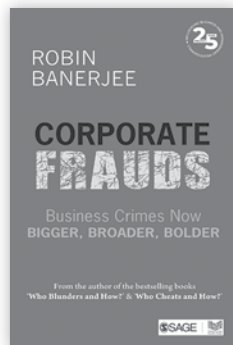
CORPORATE FRAUDS

Business Crimes now Bigger, Broader, Bolder

Robin Banerjee *Managing Director, Caprihans India Ltd*

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The book will enable socially conscious managers to become impact champions through three pathways so that they can successfully initiate and run socially responsible business innovations, CSR projects and social entrepreneurial ventures.

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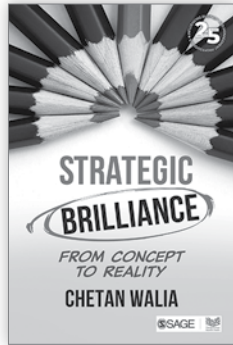
STRATEGIC BRILLIANCE

From Concept to Reality

Chetan Walia CEO of C. School and BeOne Foundation, and Associate Professor for Innovation and Leadership at University of Bradford, UK

Strategic Brilliance: From Concept to Reality is a brilliant work of ideas that enlightens readers on the art of 'brilliance' and exposes the wildly ambitious and dramatized idea of 'think big and the rest will follow' mindset.

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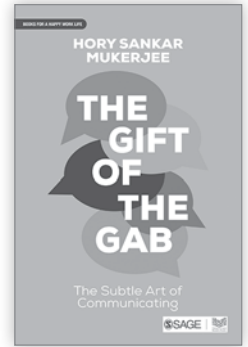
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The Subtle Art of Communicating

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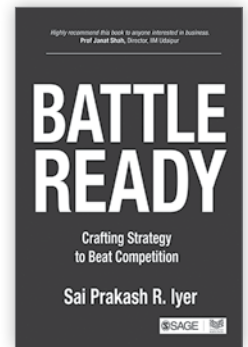
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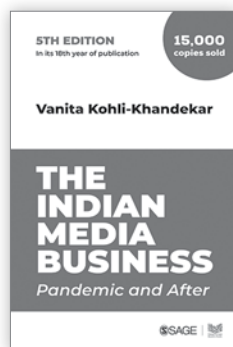
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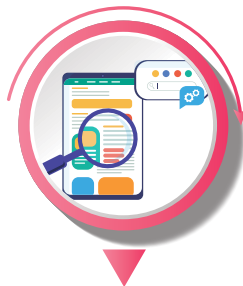
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