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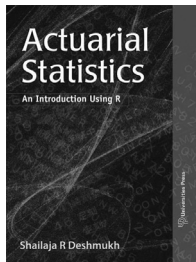
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BUSINESS AND MANAGEMENT

NEW

Actuarial Statistics: An Introduction Using R

Shailaja R Deshmukh



Actuarial science is an interdisciplinary science comprising four subjects—mathematics, statistics, economics and finance. Statistics plays a key role in laying the foundation of actuarial calculations in the presence of uncertainty in the mortality pattern of society and under varying economical conditions. Actuarial calculations mainly involve determination of premium rates and computation of reserves. This book discusses the application of various basic concepts and statistical techniques in the determination of premiums and reserves for a variety of standard insurance and annuity products, under a variety of conditions. Topics dealt with include application of utility theory to establish the feasibility of the insurance business, short-term risk models, distribution theory related to the future life time random variable, construction of aggregate and select life table, important concepts of financial mathematics, annuities certain, terms, endowment and whole life insurance products, monthly, quarterly, semi-annual and annual life annuities.

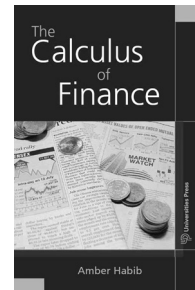
Contents: Preface ❖ Insurance Business
❖ Introductory Statistics ❖ Feasibility of Insurance
Business and Risk Models for Short Term ❖ Future

Lifetime Distribution and Life Tables ❖ Actuarial Present Values of Benefit in Life Insurance Products
❖ Annuities ❖ Premiums ❖ Reserves ❖ Multiple Life Contracts ❖ Answers to Exercises ❖ References
❖ Index

2010 ♦ 472 pp. ♦ Paperback
978-81-7371-690-4 Rs 495.00

Calculus of Finance, The

Amber Habib



This book is broadly about the mathematical aspects of finance. It introduces the reader to the basic concepts and products of modern finance and explores various mathematical models dealing with quantification of risk, which form the backbone of modern financial analysis. The emphasis is not so much on the details of the financial world as the basic principles by which one seeks an understanding of it. No prior knowledge of economics or finance is called for—an exposure to basic calculus and probability is all that is required of the reader. The appendix covers this ground in fair detail and would itself serve as a comprehensive primer of mathematics for finance for a beginner.

The book is peppered with examples that use real-life data to ground the theory covered in the book. The exercises to be worked out are also interspersed in the text—their purpose varies from simple practice in applying formulas to extending the ideas learnt to new situations.

Prices are subject to change without notice

Solutions to all the exercise problems are included as Appendix C, a feature that will be welcomed by both students and faculty.

The book will serve well as an introductory book on applied mathematics in finance, of interest to students of mathematics, finance and financial management. For those starting out as practitioners of mathematical finance, this is an ideal introduction.

Contents: Basic Concepts ❖ Deterministic Cash Flows ❖ Random Cash Flows ❖ Forwards and Futures ❖ Stock Price Models ❖ Options ❖ The Black–Scholes Model ❖ Value at Risk ❖ Appendix A ❖ Appendix B ❖ Appendix C ❖ Bibliography ❖ Index

2011 296 pp. Paperback
978-81-7371-723-9 ♦ ₹ 395.00

Collective Bargaining

B R Patil

This book outlines the concept of collective bargaining as it has developed in many industrial countries. It does not restrict itself to the development and present status of collective bargaining in the industrialised market economies alone, but analyses its development and practice in Indian industries too.

Area of Interest: Management skills

1992 ♦ 564 pp. ♦ Paperback
978-81-7371-688-1 ♦ ₹ 575.00

Compendium of e-Governance Initiatives in India

Piyush Gupta & R K Bagga

Information and communications technologies (ICT) are finding major applications in the government sector today—enabling easy and

transparent flow of information between various government departments; and between the government and the citizens of the country.

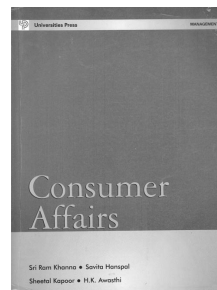
The articles included in this compendium have been collected from project implementers working on different e-governance projects in the country and include implementation of ICT initiatives this year (2006–07). The information was updated on October 1, 2007 to ensure that the latest details on these important projects are available to researchers as well as implementers of e-governance. The book also contains a detailed project assessment methodology based on the result-and-enabler approach adopted for the first time on projects during the current year for the e-Governance Awards. The analytic hierarchy process (AHP) Model which had been used to evaluate projects during the previous years has been further strengthened.

Area of Interest: Management skills

2008 ♦ 433 pp. ♦ Paperback
978-81-7371-610-2 ♦ ₹ 550.00

Consumer Affairs

Sri Ram Khanna, Savita Hanspal, Sheetal Kapoor & H K Awasthi



The consumer movement is a collaborative effort to provide protection to consumers from the unfair dealings of the trade and industry.

Consumer Affairs articulates important reading and reference material for consumers from every layer of society, thereby empowering people – individually and collectively – to exercise their rights and responsibilities consciously.

This book provides comprehensive coverage of consumer concerns which have been recently brought into focus, and which are still evolving. It includes a discussion of:

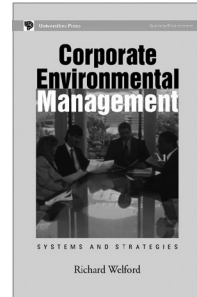
- Consumer rights and responsibilities
- The Consumer Protection Act, 1986
- The three-tier consumer complaint redressal procedure
- Redressal agencies
- Important cases as examples
- Product quality, standardisation and testing
- Advertising and sales promotion: social, ethical and legal aspects
- The Competition Act, 2002 with the latest amendments
- Sustainable development, green marketing and ethical consumerism

With increasing consumerism in a free-trade economy, there is an urgent need to create consumer awareness at the grassroots level, beginning with the student community. The chapters are well-written and the language is simple and easy to comprehend. This book will also prove useful to consumers, especially those dealing with consumer issues in the government, in companies and those pursuing the redressal of consumer complaints.

2007 ♦ 334 pp. ♦ Paperback
978-81-7371-581-5 ♦ ₹ 350.00

Corporate Environmental Management

Richard Welford



This book presents a comprehensive analysis of the role of business in safeguarding the environment. It gives a detailed, critical examination of all the key tools of corporate environmental management, including environmental management systems and standards; environmental policies, guidelines and charters; environmental auditing; life-cycle assessment; the measurement of environmental performance; and environmental reporting. The book emphasises systems-based environmental management, and also considers how such an approach might be integrated within local authorities and small- and medium-sized companies. It then extends the systems approach to cover continuous environmental improvement, building a corporate environmental profile and moving towards sustainability.

Area of Interest: Environment management

1999 ♦ 280 pp. ♦ Paperback
978-81-7371-157-2 ♦ ₹ 475.00

Creative Problem Solver's Toolbox, The

Richard Fobes

This book describes more than sixty-five learnable thinking skills that create innovations or creatively solve problems of any kind. More than two hundred examples illustrate how to

apply these skills to real-life situations. Behind-the-scene stories about well-known innovations such as the typewriter and basketball are included. Examples cover a wide variety of situations including solving business problems, raising children, improving relationships, looking for employment, inventing, and solving global problems.

Area of Interest: Training and counselling

1999 ♦ 352 pp. ♦ Paperback
978-81-7371-159-6 ♦ ₹ 425.00

Cross-Cultural Management in Work Organisations

Ray French

Cross-Cultural Management in Work Organisations is an engaging and accessible text specifically designed to support you, whether you are studying at undergraduate, MBA or other postgraduate level. It provides a comprehensive and topical introduction to cross-cultural social relations at work, and offers an evaluation of existing and emerging frameworks for understanding cross-cultural differences and the ways in which they affect workplace attitudes and behaviour.

Area of Interest: Management skills

2008 ♦ 224 pp. ♦ Paperback
978-81-7371-617-1 ♦ ₹ 350.00

Disaster Management

Harsh K Gupta (Ed.)

This book contains seven chapters, each dealing with one major natural disaster encountered in our country. Each of the authors is an expert in that particular field. The outstanding contribution of this book is that it not only deals with the forecasting and description of the various natural disasters, but also stresses

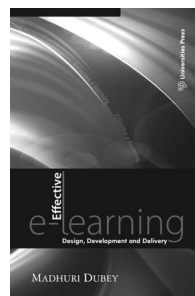
the management aspect, exhaustively detailing the necessary steps that need to be taken to deal with the fallout in the wake of these disasters. The book also describes the advances in remote sensing and the state-of-the-art technology available in India for the monitoring and prediction of these phenomena. It also draws up a comprehensive warning system to be implemented, in order to minimize the extensive losses to life and property that occur year after year.

Area of Interest: Environment management

2003 ♦ 188 pp. ♦ Paperback
978-81-7371-456-6 ♦ ₹ 470.00

Effective E-learning: Design, Development and Delivery

Madhuri Dubey



Effective E-learning deals with the fundamentals of content design, development and delivery. Universities across India can use it as a textbook for their e-learning programmes. Content designers and developers in the corporate, academic, vocational and government domains can use it to develop e-learning course material.

Real-life examples and hypothetical scenarios have been included. Illustrations, worksheets, exercises, check lists, questionnaires and a glossary make this a useful tool for the learner.

Contents: Section I: E-learning—the big picture—
ICT and E-learning ♦ An Overview of E-learning

❖ E-learning in India ❖ **Section II:** Holistic approach to design, development and delivery—Theoretical background ❖ **Section III:** Getting Started with E-learning—The Framework ❖ Analysis ❖ Design ❖ Development ❖ Delivery ❖ Evaluation ❖ Looking ahead ❖ Glossary ❖ Appendix 1: Learner analysis ❖ Appendix 2: Subject matter expert (SME) ❖ Appendix 3: Content analysis ❖ Appendix 4: E-learning evaluation ❖ Bibliography ❖ Index

2011 ♦ 300 pp. ♦ Paperback
978-81-7371-728-4 ♦ ₹ 550.00

E-Governance: Case Studies

Ashok Agarwal

Today, information and communications technologies are being used by governments to deliver services to citizens at convenient geographical locations. The objective is to make the services more transparent, improve their reach and reduce response time as well as cost. While some of these e-governance projects have been successful, there have been issues with the implementation and sustenance of many other projects. This compilation of e-governance project reports will help in sharing valuable information on successful models, evaluation of models and potential implementation issues that need to be addressed in large e-governance projects.

Area of Interest: Management skills

2007 ♦ 452 pp. ♦ Paperback
978-81-7371-596-9 ♦ ₹ 675.00

Employee Development

Rosemary Harrison

Developing people must be a dynamic and strategic business-led function which drives the competitive capability of the organisation towards long-term innovation, growth and profitability.

Rosemary Harrison examines vocational education and training as well as the occupational and professional standards that form the background to employee development activity.

Area of Interest: Human resource development

2000 ♦ 488 pp. ♦ Paperback
978-81-7371-263-0 ♦ ₹ 550.00

Global Electronic Commerce: Theory and Case Studies

J Christopher Westland & Theodore H K Clark

Electronic commerce has spurred far-reaching changes in business, on multiple fronts, using many technologies. This book provides a deep, practical understanding of these technologies and their use in e-commerce. Unlike other books on e-commerce, it does not concentrate solely on the Internet. Instead, it suggests that the Internet is only a bridge technology, attractive because of its low cost and global reach, but unattractive because of its slow speed and poor user interface.

Area of Interest: Financial management

2001 ♦ 608 pp. ♦ Paperback
978-81-7371-394-1 ♦ ₹ 695.00

Human Resource Management

Iain Henderson

Human Resource Management is designed for the managers of tomorrow who are increasingly required to undertake aspects of HRM as part of their day-to-day duties. It is an ideal text for MBA students taking a first HRM course or module and masters students on general business and management programmes.

Comprehensive but extremely accessible, this textbook draws on the latest academic research and provides students with everything they need

to know about HR theory and practice. Using case studies and practical examples, it places HR firmly in a managerial context giving students the real-world perspective needed to succeed in people management.

In this innovative book, Henderson demonstrates an understanding of busy MBA students' needs and time limitations, avoiding too much emphasis on historical detail and providing plenty of support material, including tutor and student websites.

2009 ♦ 268 pp. ♦ Paperback
978-81-7371-650-8 ♦ ₹ 425.00

FORTHCOMING

Industrial Psychology

Dipak Kumar Bhattacharyya

The modern workplace is very different not only in terms of changes in technology but also in the diversity in social, educational and behavioural aspects of the employees. Knowledge of industrial psychology is essential to managers to be able to develop a positive framework of practices to keep employees motivated and boost productivity—the mantra for survival in this era of tough competition. That is why various universities have included it as an important subject for engineering courses. This textbook has been written strictly according to the syllabus for engineering of the GBTU. Dr Bhattacharyya is a well-known author in management circles and this book covers the subject in his distinctive style of making the concepts easily understood by the students.

NEW

International Finance (Second Edition)

G Shailaja



The second edition of International Finance is a textbook for students of management courses and a useful reference for practicing managers. In this revised edition of the textbook, all the chapters have been revamped and updated. The approach has been to blend theory with the practical aspects of financial decision-making involving global transactions. New chapters on global strategic alliances (including cross-border mergers and acquisitions and corporate governance in a global environment), international taxation, international project management, and international currency crises have been added. Again, as with the first edition, the discussion has been with an Indian perspective. The salient features of the book are numerous worked out examples and illustrations, self-assessment exercises, interesting case studies and latest policy changes in the Indian context.

Contents: ♦ Introduction to International Finance ♦ Financial Markets ♦ Foreign Exchange Market ♦ Foreign Exchange Quotes ♦ Currency Derivatives ♦ Eurocurrency Market ♦ Sources of Finance ♦ International Financing Agencies ♦ Theories of Exchange Rates ♦ Currency Convertibility ♦ Evolution of the International Financial System ♦ Balance of Payments ♦ Types of Foreign

Exchange Exposure ❖ Hedging Currency Risk ❖ Capital Budgeting for Overseas Investment ❖ Cross-border Mergers and Acquisitions ❖ International Portfolio Investment ❖ Documentation in International Trade ❖ Financing of International Trade ❖ International Accounting ❖ Transfer Pricing ❖ Multinational Tax Planning ❖ International Banking ❖ Multinational Corporations and Corporate Governance ❖ Financial Crises

2011 ♦ 528 pp. ♦ Paperback
978-81-7371-747-5 ♦ ₹ 395.00

International Human Resource Management

(Second Edition)

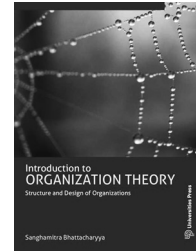
Chris Brewster & Paul Sparrow

This new and substantially revised second edition of *International Human Resource Management* explores both comparative and international HRM, discussing leading practices and the controversies that surround them. Developed from the authors' extensive experience in the field, it presents a comprehensive treatment of the subject from a truly global perspective, including material from the Pacific Rim, China and India. Chapters are grounded in academic research and include case studies, activities and a range of other features to test and reinforce students' understanding.

2008 ♦ 344 pp. ♦ Paperback
978-81-7371-615-7 ♦ ₹ 425.00

Introduction to Organization Theory: Structure and Design of Organizations

Sanghamitra Bhattacharyya



Introduction to Organization Theory is a textbook for students and scholars of business management, aspiring to be practicing managers in the corporate world. It introduces them to the concept of organization theory, structure and design.

The focus is on the structure and design of organizations, the theories underlying the design of structures, the effectiveness of organizational design in ensuring organizational survival and growth, and the management of organizational restructuring and change to prevent corporate decline and failure.

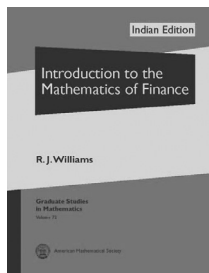
Most standard textbooks on organizational theory currently in use are by foreign authors, and cite predominantly US or European examples. To address this lacuna, at least two Indian case studies have been discussed in each chapter and numerous examples of Indian organizations and their experiences have been included to explain concepts and theories.

Contents: ❖ Understanding Organizations
❖ Organizational Effectiveness ❖ Organization Structure ❖ Organizational Strategy ❖ Organizational Environment ❖ Technology in Organizations
❖ Organizational Culture ❖ Organizational Failure ❖ Managing Organizational Change ❖ References
❖ Index

2011 ♦ 208 pp. ♦ Paperback
978-81-7371-737-6 ♦ ₹ 225.00

Introduction to the Mathematics of Finance

R J Williams



The modern subject of mathematical finance has undergone considerable development, both in theory and practice, since the seminal work of Black and Scholes appeared a third of a century ago. This book is intended as an introduction to some elements of the theory that will enable students and researchers to go on to read more advanced texts and research papers.

The book begins with the development of the basic ideas of hedging and pricing of European and American derivatives in the discrete (i.e., discrete time and discrete state) setting of binomial tree models. Then a general discrete finite market model is introduced, and the fundamental theorems of asset pricing are proved in this setting. Tools from probability such as conditional expectation, filtration, (super) martingale, equivalent martingale measure, and martingale representation are all used first in this simple discrete framework. This provides a bridge to the continuous (time and state) setting, which requires the additional concepts of Brownian motion and stochastic calculus. The simplest model in the continuous setting is the famous Black-Scholes model, for which pricing and hedging of European and American derivatives are developed. The book concludes with a description of the fundamental theorems for a continuous market model that generalizes the simple Black-Scholes model in several directions.

Contents: Preface ❖ Chapter 1. Financial Markets and Derivatives ❖ Chapter 2. Binomial Model ❖ Chapter 3. Finite Market Model ❖ Chapter 4. Black-Scholes Model ❖ Chapter 5. Multi-dimensional Black-Scholes Model ❖ Appendix A. Conditional Expectation and Lp-Spaces ❖ Appendix B. Discrete Time Stochastic Processes ❖ Appendix C. Continuous Time Stochastic Processes ❖ Appendix D. Brownian Motion and Stochastic Integration ❖ Bibliography ❖ Index

2011 ♦ 160 pp. ♦ Paperback
978-0-8218-6882-9 ♦ ₹ 465.00

Knowledge Engineering and Management: The CommonKADS Methodology

Guus Schreiber, Hans Akkermans, Anjo Anjewierden, Robert de Hoog, Nigel Shadbolt, Walter Van de Velde & Bob Wielinga

Knowledge engineering deals with the development of information systems in which knowledge and reasoning play pivotal roles. A newly-developed field at the intersection of computer science and management, it deals with knowledge as a key resource in modern organisations. The book covers in an integrated fashion, the complete route from corporate knowledge management, through knowledge analysis and engineering, to the design and implementation of knowledge-intensive information systems.

Area of Interest: Management skills

2001 ♦ 472 pp. ♦ Paperback
978-81-7371-392-7 ♦ ₹ 650.00

Knowledge Management: Classic and Contemporary Works

Daryl Morey, Mark Maybury &
Bhavani Thuraisingham

This book provides an introduction to the field of knowledge management. Taking a learning-centric rather than an information-centric approach, it emphasises the continuous acquisition and application of knowledge. The book is organised into three sections—strategy, process and metrics—each opening with a classic work from a leader in the field and contains unpublished works that further develop the foundational concepts and strategies.

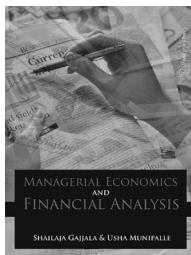
Area of Interest: Management skills

2001 ♦ 456 pp. ♦ Paperback
978-81-7371-390-3 ♦ ₹ 550.00

NEW

Managerial Economics and Financial Analysis

Shailaja Gajjala & Usha Munipalle



Economics is the simple logic we apply for making decisions every day, be they purchases or investments. However, any concept or theory can be made complicated by the use of unnecessary jargon. *Managerial Economics and Financial Analysis* aims to cut through this barrier and present information in a logical and straightforward manner.

www.universitiespress.com

This book covers three important areas in the field of Finance: *Managerial Economics*, *Financial Accounting* and *Financial Management*. Designed to meet the undergraduate course requirements of engineering students, this book aims to present the main concepts and theories in a simple and lucid style. It includes many worked out examples and problems and provides interesting snippets of information relating to the current scenario in India.

Salient features:

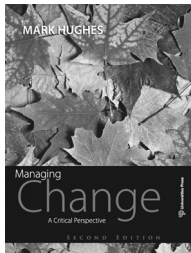
- Central points presented in easy-to-remember bullet form
- Worked out examples progress from simple to complex
- Line drawings included to enhance understanding and for quick reference
- Key terms defined at the end of every chapter
- Comprehensive practice questions and assignments (with answers) provided for every chapter
- Neat, clutter-free layout to improve readability

Contents: Introduction to Managerial Economics ❖ Demand Analysis ❖ Demand Elasticity ❖ Demand Forecasting ❖ Production Analysis ❖ Cost Analysis ❖ Introduction to Markets and Managerial Theories of the Firm ❖ Pricing Policies and Practices ❖ Types of Business Organizations ❖ Financial Accounting ❖ Accounting Concepts and Recording of Transactions ❖ Ledger and Trial Balance ❖ Final Accounts ❖ Ratio Analysis ❖ Funds Flow Statement ❖ Capital Budgeting ❖ Sources of Finance ❖ Appendix I ❖ Appendix II ❖ Answer Key ❖ Index

2012 ♦ 376 pp. ♦ Paperback
978-81-7371-774-1 ♦ ₹ 275.00

Managing Change: A Critical Perspective
(Second Edition)

Mark Hughes



This textbook is designed to cater to HR and business degree programmes at both undergraduate and postgraduate level. The book explores how and why change occurs, and how this process can be managed effectively. It offers a critical perspective, challenging the main assumptions in this area and ensuring that the complexity of the subject is understood. It includes chapters on Perspectives, Power and Politics, Ethics, Agents and Agency, HRM and Evaluation, and contains an appendix featuring 20 popular change management techniques.

Contents: **Part One:** Introduction—The Managing Change; Conundrums; Organisational Change Classifications; History and Organisational Change; The Role of Paradigms and Perspectives ❖ **Part Two:** External and Internal Change Context—Why Organisations Change; Organisational Design and Change; Strategic Level Change; Group and Team Level Change; Individual Level Change ❖ **Part Three:** Managing Change—The Leadership of Change; Change Communications; Resistance to Change; Cultural Change; Organisational Learning ❖ **Part Four:** Developments in Managing Change—Power, Politics and Organisational Change; Ethics and Managing Change; Change Agents and Agency; HRM and Managing Change; Technological Change ❖ **Part**

Five: Conclusions—Evaluating Managing Change; Appendix—The Organisational Change Field Guide

2011 ♦ 392 pp. ♦ Paperback
978-81-7371-745-1 ♦ ₹ 395.00

Marketing Research

Debashis Pati

Marketing and sales is all about 'logical' decision making and implementation. And marketing research is the aid to analyse, know, evaluate, and decide. It is an essential link between the marketer and the marketplace, and a basic part of any marketing and sales process. Marketing and sales without marketing research is 'gut feeling' and this is best avoided in order to succeed. This book attempts to blend marketing research into marketing and sales. The author wishes to create an ideal perspective for market research among marketers, advertisers, sales professionals, consultants and, above all, market researchers. It is a necessary textbook for all management students, a handy reference for marketing managers, a useful guide for professionals in market research and advertising agencies, and an essential tool for management trainers.

Area of Interest: Sales and marketing management

2002 ♦ 720 pp. ♦ Paperback
978-81-7371-415-3 ♦ ₹ 625.00

Microeconomic Theory

RA Shastri

Microeconomics is concerned with individual behaviour and its relationship with price formation and exchange in markets. This book studies the behaviour of rational agents such as consumers and producers—sellers or firms. The

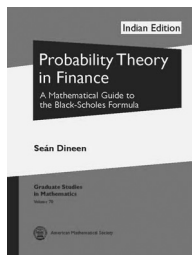
patterns and consequences of their behaviour in isolated markets are analysed with a view to explain price formation and exchange in different market structures. The book covers input markets as well as microeconomic theories of input employment and income distribution. The book begins by introducing the different definitions of economics and the method of economics to the reader, going on to investigate the logic of microeconomic theory in detail.

Area of Interest: Financial management

1999 ♦ 328 pp. ♦ Paperback
978-81-7371-140-4 ♦ ₹ 295.00

**Probability Theory in Finance:
A Mathematical Guide to the
Black-Scholes Formula**

Seán Dineen



The use of the Black-Scholes model and formula is pervasive in financial markets. There are very few undergraduate textbooks available on the subject and, until now, almost none written by mathematicians. Based on a course given by the author, the goal of this book is to introduce advanced undergraduates and beginning graduate students studying the mathematics of finance to the Black-Scholes formula. The author uses a first-principles approach, developing only the minimum background necessary to justify mathematical concepts and placing mathematical developments in context.

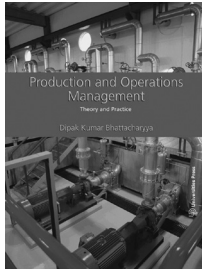
The book skillfully draws the reader toward the art of thinking mathematically and then proceeds to lay the foundations in analysis and probability theory underlying modern financial mathematics. It rigorously reveals the mathematical secrets of topics such as abstract measure theory, conditional expectations, martingales, Wiener processes, the Itô calculus, and other ingredients of the Black-Scholes formula. In explaining these topics, the author uses examples drawn from the universe of finance. The book also contains many exercises, some included to clarify simple points of exposition, others to introduce new ideas and techniques, and a few containing relatively deep mathematical results. With the modest prerequisite of a first course in calculus, the book is suitable for undergraduates and graduate students in mathematics, finance, and economics and can be read, using appropriate selections, at a number of levels.

Contents: Money and markets ❖ Fair games ❖ Set theory ❖ Measurable functions ❖ Probability spaces ❖ Expected values ❖ Continuity and integrability ❖ Conditional expectation ❖ Martingales ❖ The Black-Scholes formula ❖ Stochastic integration ❖ Solutions ❖ Bibliography ❖ Index

2011 ♦ 312 pp. ♦ Paperback
978-0-8218-6881-2 ♦ ₹ 755.00

Production and Operations Management: Theory and Practice

Dipak Kumar Bhattacharyya



Production and Operations Management is a core subject for MBA students; it is, therefore, compulsory reading for them. Given its engineering orientation, students often find it a challenging subject. In this book, practical examples from industry have been used to explain theory, making it interesting and pleasant reading for students.

Each chapter has been carefully crafted, keeping industry requirements in view, thereby enabling students to become up-to-date in the theories and practices of the subject. The book conforms to the syllabus requirements of national and international MBA/PGDBM programmes.

Special Features: ♦ It is written in lucid language
♦ There is limited use of technical jargon ♦ Case studies have been added ♦ Explanation of theory with practices from industry given as examples
♦ Numerical examples have been included
♦ Discussion of contemporary areas have been added
♦ Adequate examples and illustrations have been provided ♦ General and Critical Review Questions have been appended at the end of each chapter.

Emerging areas discussed include: Ethical Issues in Production and Operations, Six Sigma Practices, Production and Operations Management Research,

and International Production and Operations Management.

Contents: ❖ Introduction to Production and Operations Management ❖ Production Planning and Control ❖ New Product Planning and Development ❖ Facilities Planning, Layout and Location Analysis ❖ Scheduling and Sequencing of Production ❖ Work Study and Work Measurement ❖ Network Analysis and Project Management ❖ Maintenance Management ❖ Quality Management Practices ❖ Six Sigma in Production and Operations Management ❖ BPR, TQM, Cross-cultural Aspects and Models of Excellence ❖ Human Resources Management, Strategic Dimensions and POM ❖ Productivity, Incentives and POM ❖ Materials Management and Inventory Control ❖ Supply Chain Management ❖ Ethics, Corporate Social Responsibility and Environment Management in Production and Operations Management ❖ Production and Operations Management Research ❖ International Production and Operations Management

2012 ♦ 616 pp ♦ Paperback
978-81-7371-776-5 ♦ ₹ Price 450.00

FORTHCOMING

Research Methodology

Ratan Khasnabis & Suvasis Saha

The target audience for Research Methodology is students of social sciences at the graduate and postgraduate levels looking for an introduction to the techniques and tools of empirical research. The book does not try to replace statistical textbooks, but seeks to build a bridge between a pure statistical book and market research applications. A student with knowledge of elementary mathematics will find this book easy to comprehend.

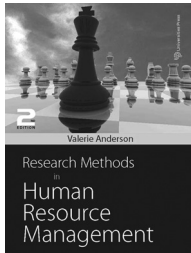
This book addresses empirical research issues with a focus on research design, the problems involved in constructing an appropriate research

design and the means to overcome these problems. Data, its sources, methods employed to obtain data, experimental techniques employed, types of errors that may creep in, how to measure, check and control errors are all addressed. Once the data is collected, methods to analyse the data, present them as a cogent report and the limitations of research are dealt with. A detailed case study illustrates all the concepts explained in the book and the chapter-wise assignments will definitely help the student to understand the basic issues of market research in social sciences.

Research Methods in Human Resource Management

(Second Edition)

Valerie Anderson



This book addresses the needs of HRM and CIPD students writing a management report or dissertation, providing both theoretical frameworks and practical guidance. Providing an accessible guide to the planning and execution of HRM research projects, this text seeks to develop the knowledge and skills of first-time researchers for effective research into HRM issues in organisations.

Contents: The nature of research in HR, and how to use this book ❖ First stages in the HR project ❖ Ethics and HR research ❖ Reviewing and evaluating

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Selection Interview, The

Penny Hackett

This book will ensure you choose better people—more efficiently. It provides step-by-step guidance on techniques and procedures from the initial decision to recruit through to the critical final choice. Helpful advice is included on: drawing up job descriptions, employee specifications and assessment plans; setting up the interview; using different interview strategies and styles; improving your questioning and

BUSINESS & MANAGEMENT

listening skills; evaluating the evidence to reach the best decision.

Area of Interest: Human resource development, Management skills

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Telephone Skills

Patrick Forsyth

Telephone Skills sets out simple principles and techniques to enhance your communication skills and ensure you make a positive impact with every ring! It covers: taking calls—initial impressions, projecting the right personal and corporate image; making calls—deciding what you want to achieve, establishing rapport and getting your message across; using your voice, intonation and language to best effect; listening attentively and knowing when to take the initiative; diffusing anger and winning over difficult callers; exceeding customer expectations and leaving a lasting impression.

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Adryan Bell

With this book you can forget offices as grey, dull, predictable spots. Workplaces are becoming dynamic and exciting to reflect the challenge and pace of modern business. The benefits from simple workspace changes can be staggering, but equally it's easy to be fooled by fads and fashions. Adryan Bell, from an internationally

renowned partnership of architects and ergonomists, provides expert guidance.

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Alison Hardingham

This book looks at teamworking from the inside. It will give you valuable insights into how you can make a more positive and effective contribution—as team member or team leader—to ensure your team works together and achieves together. Clear and practical guidelines are given on: understanding the nature and make-up of teams; finding out if your team is on track; overcoming the most common teamworking problems; recognising your own strengths and weaknesses as a team member; giving teams the tools, techniques and organisational support they need.

Area of Interest: Management skills

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Writing Job Descriptions

Alan Fowler

The book guides you systematically through the whole process, ensuring your job descriptions are clear, accurate and make a positive contribution to key management tasks. Practical help is given on: deciding what to include, with full-length examples for simple and more complex jobs; defining essential job constituents; maintaining flexibility while avoiding contractual difficulties; using job descriptions to increase

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Area of Interest: Management skills

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GENERAL INTEREST

Know Your English Vol. 1: Idioms and their stories

S Upendran



Idioms and their Stories is the first of a four volume series, based on the popular column, Know Your English, which has been a regular feature in The Hindu since 1982. Teachers, students, and those who are keen on honing their speaking and writing skills will find the series useful. This volume contains a selection of more than 300 idioms, and each entry gives the meaning of the idiom, provides examples of its use, and wherever possible, traces its origin.

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FOURTH COMING

Know Your English Vol.2: Words frequently confused

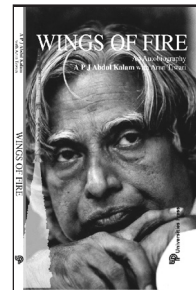
S Upendran

If you have ever wondered about the difference between 'emigrate' and 'immigrate', or when to use 'it's' and 'its', or whether someone is 'your elder colleague', or your 'older colleague', then *Words Frequently Confused*, the second volume in the four volume series, *Know Your English*, is the book you should read to clear your doubts.

Based like the first volume, "*Idioms and their Stories*" on the popular column Know Your English, which has been published in *The Hindu* since 1982, this book deals with words that often confuse speakers and learners of English, whether they are new to the language or have had years of exposure to it.

Wings of Fire: An Autobiography

A P J Abdul Kalam with Arun Tiwari



Avul Pakir Jainulabdeen Abdul Kalam, the son of a little-educated boat-owner in Rameswaram, Tamil Nadu, had an unparalleled career as a defence scientist, culminating in the highest civilian award of India, the Bharat Ratna. As chief of the country's defence research and development programme, Kalam demonstrated

the great potential for dynamism and innovation that existed in seemingly moribund research establishments. This is the story of Kalam's rise from obscurity and his personal and professional struggles, as well as the story of Agni, Prithvi, Akash, Trishul and Nag—missiles that have become household names in India and that have raised the nation to the level of a missile power of international reckoning. This is also the saga of independent India's struggle for technological self-sufficiency and defensive autonomy—a story as much about politics, domestic and international, as it is about science.

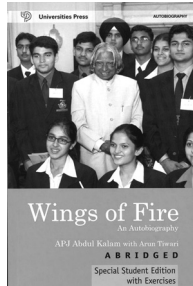
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up to lead India's space research and missile development programmes, and emerged as one of the most important scientist-leaders of our time. Wings of Fire is a powerful story of courage and belief, as much an individual journey as the saga of independent India's search for scientific and technological self-sufficiency. This simplified and abridged version now makes Dr Kalam's inspirational story accessible to all readers. A comprehensive glossary provides help in the understanding of technical terms. This Special Student Edition contains Exercises.

2011 ♦ 144 pp ♦ Paperback
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**Wings of Fire: An Autobiography
(Abridged, Special Student Edition with
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A P J Abdul Kalam with Arun Tiwari



APJ Abdul Kalam's autobiography depicts an extraordinary life: a child born into a little-educated family of boat-owners in Rameswaram—a small pilgrim town in Tamilnadu—who grew

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