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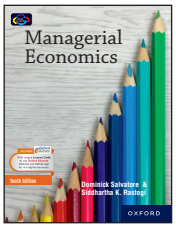
For details, please go to page 30 & 40

Managerial Economics,10e

Principles and Worldwide Applications



9789354978548
680 pages
May 2024
Paperback
Indian Adaptation
Authors: **Salvatore & Rohatgi**
₹ 995

About the book

The book synthesizes economic theory, decision sciences, and business administration to help instructors train students on how managerial decisions are made in the modern, globalized world. Theory is explained clearly and the applications are numerous, real and relevant.

New to this edition

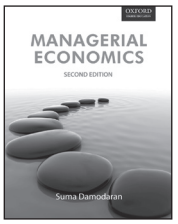
- New chapter on Economics of Information discussing the role of information and evolving understanding (Asymmetry revolution) with examples and case studies.
- New Indian case studies and insights, 2 new numerical problems in every chapter interspersed in the text for easy understanding of concepts.
- All box items have been revised and updated.

ONLINE RESOURCES

For Faculty: IPPT slides, Instructor Manual, Test Bank
For Students: Additional cases, weblinks, MCQs

Contents: PART ONE INTRODUCTION: 1 The Nature and Scope of Managerial Economics; 2 Demand, Supply, and Equilibrium Analysis; 3 Optimization Techniques and New Management Tools; PART TWO DEMAND ANALYSIS: 4 Demand Theory; 5 Demand Estimation; 6 Demand Forecasting; PART THREE PRODUCTION AND COST ANALYSIS: 7 Production Theory and Estimation; 8 Cost Theory and Estimation; PART FOUR MARKET STRUCTURE AND PRICING PRACTICES: 9 Market Structure: Perfect Competition, Monopoly, and Monopolistic Competition; 10 Oligopoly and Firm Architecture; 11 Game Theory and Strategic Behavior; 12 Pricing Practices; PART FIVE REGULATION: 13 Regulation and Fair Competition: The Role of Government in the Economy; 14 Economics of Information; Appendixes; Glossary; Index

Managerial Economics, 2E



9780198061113
608 Pages
July 2010
Paperback
Indian Original
Author: ***Damodaran***
₹ 1470

About the Book:

The second edition of Managerial Economics is a comprehensive textbook specially designed to meet the requirements of management students. Introducing students to the related economics in business decision-making, this text now provides more simplified explanations of the fundamental concepts and principles of managerial economics. In an attempt to better bridge the gap between economic theory and application, the revised edition is now enhanced and supported with several new exhibits, cases, and illustrations.

Key Features:

• Separate chapters dealing exclusively with demand and supply
• Sections dealing with applications of indifference curves, downward sloping industry supply curve, global firms, factors of land and capital, etc.
• Cases on demand and elasticity, cost estimation, analysis and estimation of costs, alternative pricing practices, etc.
• Appendices on functions, differential calculus, and discounting; constrained optimization; and linear programming
• User-friendly features, such as sidebars and definitions, to facilitate easy recall

ONLINE RESOURCES
For Teachers and Students

For Faculty: Hints to Concept Review Questions, Hints to Critical Thinking Exercises, Hints to Project Assignments, Solutions to **Case Studies,** Solutions to Numerical Problems, PowerPoint Presentation & Teaching Notes

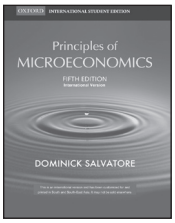
Contents: PART I: The Foundation; 1. Foundations of Managerial Economics; PART II: The Household and the Firm; 2. Demand; 3. Household as a Consumer; 4. Demand Estimation and Forecasting; 5. Firm as a Producer; 6. Analysis of Production: Theory and Estimation; 7. Analysis and Estimation of Costs; 8. Supply; PART III: Price and Output Decisions in Product Markets; 9. The Competitive and Monopoly Model; 10. Monopolistic Competition and Oligopoly; 11. Alternative Pricing Practices; 12. Markets for Factor Inputs; 13. Long-term Investment and Risk Analysis; PART IV: Market Failures; 14. Economics of Information; 15. Externalities and Public Goods; PART V: Macroeconomic Environment; 16. Macroeconomic Aggregates; 17. Fiscal, Monetary, and Exchange Rate Policies; 18. The New Economy; Appendices

About the Author:

Suma Damodaran, *Professor of Economics at XLRI, Jamshedpur*

Prices are subject to change without prior notice

Principles of Microeconomics, International 5E



9780198062301
672 Pages
May 2009
Paperback
Indian Adaptation
Author: **Salvatore**
₹ 995

About the Book:

This fully revised and expanded international version of the fifth edition of Principles of Microeconomics presents all the standard topics of traditional microeconomic theory while offering a modern approach that reflects the many recent developments in the field.

Key Features:

- Offers a balance of traditional microeconomic topics while addressing contemporary issues and concerns
- Introduces an important international dimension to microeconomics, reflecting the strong trend toward globalization in tastes, production, and distribution in today's world
- Presents an "At the Frontier" section in each chapter that highlights the most exciting recent examples of advanced theoretical developments in microeconomics

ONLINE RESOURCES
For Teachers and Students

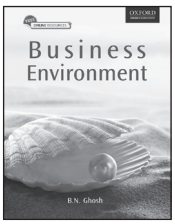
For Faculty: Instructor's Manual

Contents: PART I: Introduction to Microeconomics; 1. Introduction; 2. Basic Demand and Supply Analysis; PART II: Theory of Consumer Behavior and Demand; 3. Consumer Preferences and Choice; 4. Consumer Behavior and Individual Demand; 5. Market Demand and Elasticities; 6. Choice Under Uncertainty; PART III: Production, Costs, and Competitive Markets; 7. Production Theory; 8. Costs of Production; 9. Price and Output Under Perfect Competition; PART IV: Imperfectly Competitive Markets; 10. Price and Output Under Pure Monopoly; 11. Price and Output Under Monopolistic Competition and Oligopoly; 12. Game Theory and Oligopolistic Behavior; 13. Market Structure, Efficiency, and Regulation; PART V: Pricing and Employment of Inputs; 14. Input Price and Employment Under Perfect Competition; 15. Input Price and Employment Under Imperfect Competition; 16. Financial Microeconomics: Interest, Investment, and the Cost of Capital; PART VI: General Equilibrium, Efficiency, and Public Goods; 17. General Equilibrium and Welfare Economics; 18. Externalities, Public Goods, and the Role of Government; 19. The Economics of Information; Appendices; Appendix A: Mathematical Appendix; Appendix B: Answers to Selected Problems; Appendix C: Glossary

About the Author:

Dominick Salvatore, *Professor of Economics and Business, Fordham University, New York*

Business Environment



9780198098621
784 Pages
December 2014
Paperback
Indian Original
Author: **Ghosh**
₹ 1050

About the Book:

Business Environment is a comprehensive textbook specially designed for the students of business management. It takes an application-based approach to explain the concepts of business environment with the help of examples, exhibits, and case studies.

Key Features:

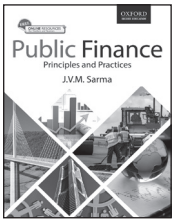
- Provides clarity to the relationship between business and environment through engaging discussions
- Presents and refers to relevant and updated data related to business environment
- Includes numerous sidebars, tables, and figures to facilitate understanding of the subject
- Provides several informative exhibits and cases to help apply concepts in real-life situations

For Faculty: PowerPoint Presentation

Contents: PART I: Business Environment: Concepts and Precepts; 1. Business Environment: An Overview; 2. Sociocultural and Demographic Environment; 3. Political and Legal Environment; 4. Economic and Technological Environment; 5. Natural and Institutional Environment; PART II: Society, Governance, and Business Environment; 6. Corporate Environment and Governance; 7. Ethical Environment in Business; 8. Social Responsibility of Business; 9. Competitive Environment; 10. Market Failure, Government Failure, and Business Environment; 11. Emerging Trends and Contemporary Challenges; PART III: Economic Planning and Development Environment; 12. Role of Government; 13. The Indian Economic System, Development Strategy, and Trends; 14. Public, Private, and Cooperative Sectors: Problems and Reforms; 15. Rural Development, Agricultural Policy, and Balanced Regional Development in India; 16. Industrial Development Strategy and Policy in India; 17. Sustainable Development; PART IV: Macroeconomic Policy Environment; 18. Money Market and Capital Market; 19. The Dynamics of Inflation; 20. Monetary and Credit Policy; 21. Fiscal Policy and the Tax System; 22. Macroeconomic Policy Environment: Issues and Influences; PART V: Labour Market Environment; 23. Trade Unions and Their Roles; 24. Labour Force: Wage and Employment Policy; 25. Labour Welfare and Social Security; 26. Industrial Relations and Labour Market Reforms in India; PART VI: Business Environment and The Rest-of-The-World Sector; 27. Trade Barriers and Strategy: Free Trade vs Protection; 28. Export-Import and the Foreign Trade Policy; 29. International Financial Environment; 30. Exchange Rate Environment; 31. Balance of Payments; PART VII: Business Envoronment in A Borderless World; 32. Globalization and Business; 33. Global Principles and Codes for International Business; 34. New Economic Policy Liberalization in India; 35. Privatization; 36. Multinational Corporations and Technology Transfer; 37. Foreign Direct Investment; PART VIII; Global Environment and Business Strate-

gy; 38. Trading Blocs and International Economic Integration; 39. Country Evaluation and Selection, Risk Assessment, and Methods of Entry to Foreign Markets; 40. World Trade Organization and Its Impact

Public Finance



9780199479610
400 Pages
April 2018
Paperback
Indian Original
Author: **JVM Sarma**
₹ 750

Key Features:

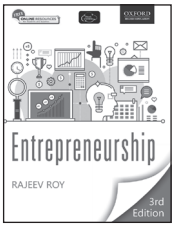
- A comprehensive yet lucid coverage of all aspects of Public Finance courses of Eco programmes
- Focuses on the unique challenges faced by developing coun tries, including India
- A selection of end-chapter exercises and cases to focus on the applying the theory explained in the text

Contents: 1. Introduction and course outline; 2. Role of government in the economy; 3. Theory of public goods; 4. Theories of public interest; 5. Theories of public choice; 6. Public expenditure, growth and structure; 7. Impact of public expenditure; 8. Public expenditure evaluation; 9. Principles of taxation; 10. Tax productivity, tax shifting and tax policy issues; 11. Taxation of Individual income; 12. Taxation of Corporate income; 13. Taxation of income and wealth in India; 14. International double taxation; 15. Taxation of commodities and services – principles and structures; 16. Taxation of commodities and services in India; 17. Value AddedTaxation and Goods and Services Taxation; 18. Transaction Value Tax: An Alternative Tax Regime for India; 19. Nontax revenues; 20. Public debt; 21. Federal finance; 22. Fiscal Federalism in India; 23. Government Budgeting; 24. Role of Fiscal Policy; 25. Monitoring fiscal performance in India

About the Author:

Dr J.V.M. Sarma *has retired from the University of Hyderabad*

Entrepreneurship, 3E



9780190125301
504 pages
December 2020
Paperback
Indian Original
Author: **Roy**
₹ 825

About the book

The book explains concepts based on original research and the author's own experience in setting up and running entrepreneurial ventures. It aims to combine theoretical elements with a practical outlook.

Review

"This book is and deserves to be the recommended text on the subject for management and business schools in India." –Prof. Malcolm Harper, Cranfield University, UK

Key Features

- Starts with the concept of understanding entrepreneurship and throws light on contemporary approaches to it
- Discusses the various issues related to doing business in India and support given to SMEs and entrepreneurs
- Elaborates on the steps involved in composing a pitch deck
- Describes day-to-day operations of an entrepreneurial enterprise, such as human resources, networking, etc.
- Discusses growth and exit strategies

ONLINE RESOURCES

For Faculty: Hints to Critical Thinking Exercises, Solutions to Case Studies; & PowerPoint Presentation

For Faculty & Students: Additional Resources

Contents: 1. Understanding Entrepreneurship; 2. Contemporary Approaches to Entrepreneurship; 3. Family Business; 4. Doing Business in India; 5. Support to SMEs and Entrepreneurs; 6. Design Thinking; 7. Ideation; 8. Intellectual Property; 9. Customer Discovery; 10. New Product Development; 11. Business Models; 12. Buying a Business; 13. Entrepreneurial Finance; 14. Pitch Deck; 15. Human Resource Management; 16. Networking; 17. Operations; 18. Distribution Channels; 19. Integrated Marketing Communication; 20. Pricing; 21. Growth; 22. Exit; 23. The Social Entrepreneur; 24. Social Responsibility; Additional Case Studies

About the author

Rajeev Roy, *is an entrepreneurship educator and start-up mentor. He has been involved with varied entrepreneurship development activities with governments, institutes, incubators, and accelerators across North and South America, and Asia. He was previously associated with IIM Raipur and Xavier Institute of Management, Bhubaneshwar.*

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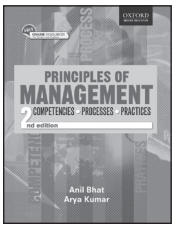
Principles of Management, 2E

Competencies, Processes, and Practices



9780199457588
608 Pages
June 2016
Paperback
Indian Original
Authors: **Bhat & Kumar**
₹ 700

About the Book:

The book discusses managerial functions, such as planning, organizing, leading, and controlling as well as organizational functions, such as finance, marketing, operations management, management information systems, strategy, and human resources in detail.

Key Features:

- Describes several managerial and economic analytical tools such as strengths, weaknesses, opportunities, and threats (SWOT) analysis, financial ratio analysis, forecasting methods, and more
- Provides chapter-end exercises to facilitate experiential learning, information gathering, and analysis
- Includes detailed sections on managerial competencies with separate chapters on motivation, team effectiveness, communication, conflict management, leadership, decision-making, emotional intelligence, stress management, and creativity and entrepreneurship

New to This Edition:

Five new chapters on -

- Management Control Systems
- Security Analysis and Portfolio Management
- Organizational Change and Development
- Online Social Media
- Project Management

For Faculty: PowerPoint Presentation, Multiple Choice Questions

For Students: Flashcard Glossary

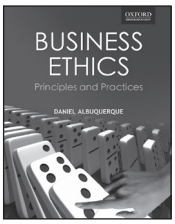
Contents: 1. Essentials of Management; 2. Evolution of Management Theory; 3. Business Environment and Society; 4. Planning—A Tool for Effective Management; 5. Management Control Systems 6. Organizational Structure; 7. Organizational Effectiveness 8. Business—Economic Fundamentals; 9. Principles of Production 10. Markets; 11. National Income Accounting; 12. Goals and Functions of Finance; 13. Financial Statements; 14. Financial Ratio Analysis; 15. Security Analysis and Portfolio Management; 16. Overview of Human Resource; 17. Job Design; 18. Recruitment and Selection; 19. Training and Development; 20. Motivation; 21. Team Effectiveness; 22. Communication; 23. Conflict Management; 24. Dynamics of Leadership; 25. Decision-making; 26. Emotional Intelligence; 27. Stress Management; 28. Creativity and Entrepreneurship; 29. Organizational Change and; 30. Marketing Research; 31. Marketing Planning; 32. Designing Marketing Mix; 33. Customer Relationship Management; 34. Advertising Management; 35. Brand Management; 36. Statistical Inference; 37. Forecasting; 38. Regression Analysis; 39. Index Numbers; 40. Statistical Quality Control; 41. Production and Operations; 42. Supply Chain Management; 43.Kaizen 44. Six Sigma; 45. The Japanese 5S Practice; 46. Total Quality Management; 47. Technology Management; 48. Management Information Systems and IT; 49. International Management; 50. Online Social Media; 51. Project Management

About the Authors:

Anil Bhat *is Professor and Head, Department of Management, BITS, Pilani.*

Arya Kumar *is Director, Lal Bahadur Shastri Institute of Management, New Delhi.*

Business Ethics



9780195699647
616 Pages
March 2010
Paperback
Indian Original
Author: **Albuquerque**
₹ 1100

About the Book:

Business Ethics: Principles and Practices provides a deep insight into the crucial role played by ethics in managerial decision making and the impact of such decisions on the world at large.

Consequently, the book may also be profitably used by management executives and corporate organizations. Starting with a broad classical overview of the meaning and scope of ethics and the development of ethical thought, the book puts forward the applications of ethical standards to business areas such as corporate governance, marketing and brand management, advertising, and finance. The discussion then shifts to a more human level with issues of workplace ethics and consumer rights. Special focus is placed on ethical choices related to the environment, cyber space, and criminal intimidation. Contemporary issues such as the corporate code of ethics, political correctness, and the role played by NGOs in upholding moral values are discussed in detail. Finally, several open-ended issues such as intellectual property rights, human rights, terrorism and animal rights, and their consequences on businesses are examined. The book follows a debate-based approach, wherein views, both for and against, are presented, followed by concept analysis and logical deductions. This approach is well aided with a number of examples, case studies, and endchapter review questions. This book will also serve as a useful reference for BBA faculty and professionals.

Key Features:

- Lays emphasis on ethics as a serious academic discipline rather than just a study of moral codes
- Provides exhaustive coverage of various facets of ethics in the business arena
- Follows a highly detailed pedagogy with several pertinent diagrams, mini cases, case studies with questions, and endchapter review questions

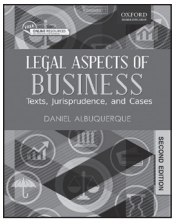
- Offers coverage of technological issues such as cyber ethics and sensitive issues such as gender ethics, human rights, animal rights, and terrorism in the contemporary business and geopolitical perspectives
- Presents an drawn ethical development programme along with an apt Management Mantra at the end of each chapter.
  For Faculty: PowerPoint Presentation March 2010

Contents: PART I: Managers and Morals: Setting Ethical Standards; 1. Ethics: Meaning, Definition, and Scope; 2. Eastern and Western Ethical Thought and Business Practices; 3. Doctrines, Dogmas, and Business Management; 4. Decision Making: Moral Reasoning and Its Application; PART II: Managers and Management Areas: Application of Ethical Standards to Business Disciplines; 5. Manufacturing: Consumer, the Ultimate Stakeholder; 6. In the Marketplace; 7. On the Billboard; 8. Finance and Value; PART III: Managers and Workplaces:Managing People in the Organization; 9. Workers and Morals; 10. The Workplace and the Individual; 11. The Contemporary Worker; 12. On-the-Job Problems; PART IV: Managers and Corporations: Corporate Citizens: Organizations in the World; 13. Corporate Governance; 14. Institutionalization of Ethical Governance for Corporations; 15. Corporate Social Responsibility; 16. Corporations in the Geopolitical World; PART V - Managers and the International Community Challenges of the New Age World; 17. Challenges of Environment; 18. Challenges of Cyber Age; 19. Challenges of Violence; 20. Challenges of Unsolved Problems

About the Author:

Daniel Albuquerque *is currently a visiting professor at various management institutes in India and at the Friedrich Schiller University, Jena, Germany*

Legal Aspects of Business, 2E



9780199463169
744 Pages
October 2015
Paperback
Indian Original
Author: **Albuquerque**
₹ 975

About the Book:

The second edition of Legal Aspects of Business: Texts, Jurisprudence, and Cases is a comprehensive textbook designed especially for postgraduate students of business management. It presents a complete, all inclusive jurisprudence and supplements the concepts with numerous cases, exercises, and profiles of legal luminaries.

Key Features:

- Includes Texts that provide direct acquaintance with legal language
- Contains numerous real and abridged Cases to provide crisp and vivid legal experience of court proceedings
- Provides Manager's Takeaways that highlight key learning points to facilitate legally sound decision making
- Includes a variety of practice-oriented exercises, such as Development of Legal Edge and Going Beyond, and chapter end cases
- Provides inspiring role models in the Legal Luminary section

ONLINE RESOURCES

For Faculty: Chapter-wise PPTs

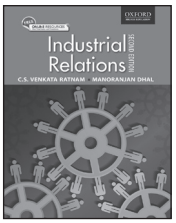
For Students: Manager's Ready Reckoner, Additional Readings (The Companies Act 1956)

Contents: 1. Business Management and Jurisprudence, 2. The Indian Contract Act, 1872, 3. The Nature of the Indian Contract Act, 1872 79, 4. Undertaking by the Indian Contract Act, 1872, 5. The Sale of Goods Act, 1930, 6. The Negotiable Instruments Act, 1881, 7. The Indian Partnership Act, 1932, 8. The Companies Act: Transition from 1956 to 2013, 9. The Companies Act, 2013—the context and constitution of a company, 10. The Companies Act, 2013—The Administration and Management of a Company, 11. The Companies Act, 2013--- The Control and Governance of a Company, 12. The Competition Act, 2002, 13. The Sick Industrial Companies Repeal Act, 2003, and Guidelines on Insolvency, 14: Law of Carriage of Goods, 15. Consumer-related Laws, 16. Economic Laws of Land and Property, 17. Laws of Securities Contract Regulation, 18. Banking Laws, 19. Laws of Insurance 20. Laws of Taxation, 21. The Laws of Foreign Exchange and Prevention of Money Laundering, 22. The Laws of Wages, 23. The Laws of Workers' Social Security, 24. The Laws of Industrial Relations, 25. Laws Related to Information and Communication, 26. Laws Related to Intellectual Property Rights, 27. Laws Related to Environmental Protection, 28. Business and Criminal Liability, 29. Alternative Dispute Resolution, 30. Basic Rights and Business

About the Author:

Daniel Albuquerque *is currently a visiting professor at various management institutes in India and at the Friedrich Schiller University, Jena, Germany*

Industrial Relations, 2E



9780199456550
608 Pages
May 2017
Paperback
Indian Original
Authors: **Venkataratnam & Dhal**
₹ 1050

About the Book:

The second edition of the well-accepted title Industrial Relations continues to provide a comprehensive coverage of the various aspects of industrial relations: conceptual foundations, institutional structure, and policy framework, role of the government, and trade unions.

Key Features:

- A comprehensive title that integrates all aspects of industrial relations
- Includes case studies and exhibits to illustrate the theory discussed in the chapters

New to This Edition:

- Sections on the crisis in industrial relations, emerging dynamics in industrial relations, origin of trade unions and developments during post-recession era, international trade unions, detailed coverage on Employee Compensation Act, 1923, Employees' State Insurance (ESI) Act, 1948, Factories Act, 1948, Kerala Recognition of Trade Union Act, 2010, Indian Labour Conference, minimum wages, and more
- Updated and revised data, and latest amendment to labour laws
- Additional sections on labour laws in the online resource centre

ONLINE RESOURCES

For Faculty: Lecture PPTs; Bonus chapters; New sections on labour laws; Multiple choice questions

For Students: Flashcard glossary; Bonus chapters; New sections on labour laws

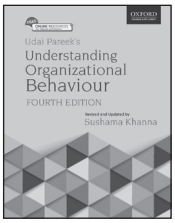
Contents: 1. Economy and the Labour Force in India; 2. Approaches to Industrial Relations; 3. Industrial Relations in a Comparative Framework; 4. Management and Employers' Organizations; 5. Trade Unions—Theoretical Foundations and Legal Framework; 6. Trade Union Structures; 7. Management of Trade Unions in India; 8. Collective Bargaining; 9. Tripartism and Social Dialogue; 10. The Role of Government in Industrial Relations; 11. The Contract of Employment; 12. Public Policy and Wage and Reward Systems; 13. Working Conditions, Safety, Health, and Environment; 14. Dispute Resolution and Industrial Harmony; 15. Labour Administration; 16. Social Security; 17. Issues in Labour Policy and Labour Law Reform; 18. Employee Participation and Labour–Management Cooperation; 19. Grievances and Discipline Handling; 20. Employment Security and Management of Redundancies; 21. Technological Change and Industrial Relations; 22. Management of Industrial Relations; 23. Human Resource Management and Industrial Relations; LABOUR LAWS: Industrial Disputes Act, 1947; Industrial Employment (Standing Orders) Act, 1946; Trade Unions Act, 1926; Payment of Wages Act, 1936; Minimum Wages Act, 1948; Payment of Bonus Act, 1965; Workmen's Compensation Act, 1923; Employees' State Insurance Act, 1948; Employees' Provident Funds and Miscellaneous Provisions Act, 1952; Maternity Benefit Act, 1961; Payment of Gratuity Act, 1972

About the Authors:

C.S. Venkata Ratnam *was the Director, International Management Institute, New Delhi.*

Manoranjan Dhal *is Associate Professor, Organizational Behaviour and Human Resources, at IIM Kozhikode.*

Understanding Organizational Behaviour, 4E



9780199454716
712 Pages
June 2016
Paperback
Indian Original
Authors: **Pareek & Khanna**
₹ 1150

About the Book:

The fourth edition of Understanding Organizational Behaviour is a comprehensive textbook tailored to meet the needs of postgraduate management students. It has been extensively revised to include new topics, examples, and case studies.

The book explores the core concepts and theories of organizational behaviour (OB) through managerial applications. It provides in-depth coverage of the issues and challenges faced by Indian companies in relation to different organizational units: the individual, the role, the team, and the organization. With its exhaustive treatment and practical application of theoretical concepts, this textbook is ideal for both students and professionals.

Key Features:

- An engaging text that discusses the psychology of organizational behaviour as well as its practical implications
- Self-assessment exercises, such as personality profile inventory and coercive and persuasive power bases scale, for personal and professional development
- Numerous examples, chapter-end concept review and critical thinking questions, as well as classroom and field projects

New to This Edition:

- New chapters on dynamics of group behaviour and effective work teams
- New sections on OB model, organizational stress, roles played in a game, conflict process, methods of communication, job characteristics model, and forces responsible for organizational change
- Group exercises in all the chapters for users to understand the application of OB concepts
- New exhibits, illustrations, and case studies

For Faculty: Case Solutions; Hints to Critical Thinking Exercises; Hints to Project Assignments; Multiple Choice Questions; PowerPoint Presentations

Contents: 1. Introduction to Organizational Behaviour, 2. Changing Context, 3. Positive Perspective, 4. Foundations of Individual Behaviour, 5. Personality and Personal Effectiveness, 6. Learning Process, 7. Motivational Process, 8. Managing Work Motivation, 9. Perceptual Process, 10. Attitudes and Values, 11. Attribution Process—Internality and Optimism, 12. Roles and Role Effectiveness, 13. Coping with Frustration, Stress, and Burnout, 14. Decisional Process and Consensus Building, 15. Transactional Analysis and Managerial Interpersonal Styles, 16. Dynamics of Group Behaviour, 17. Effective Work Teams, 18. Conflict Management, 19. Developing Collaboration, 20. Leadership, 21. Organizational Structure, 22.

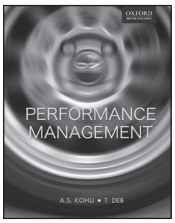
Communication, 23. Power and Politics, 24. Organizational Culture and Climate, 25. Organizational Learning and the Learning Organization, 26. Organizational Change and Development

About the Authors:

Udai Pareek, *Dean OPHR/LABS, EMPI, New Delhi*

Sushama Khanna, *Director (Outreach), OPHR/LABS, EMPI, New Delhi*

Performance Management



9780195693379
528 Pages
June 2008
Paperback
Indian Original
Authors: **Kohli & Deb**
₹ 995

About the Book:

Performance Management is a comprehensive textbook designed to meet the long-felt need of management students for a book on performance appraisal and management. Oriented towards managerial decision making, the book provides a strong theoretical framework while emphasizing the application of concepts through real-life examples, illustrations, caselets, and case studies.

Key Features:

- Combines sound theoretical concepts with real-world organizational experience covers contemporary perspectives as also futuristic possibilities in performance management
- Includes many exhibits, diagrams, illustrations, and cartoons to facilitate easy grasp of the concepts
- Includes case studies that explore the concepts discussed to enable students hone their diagnostic-application skills
- Provides practice-based tools such as performance management proformas, templates, and checklists

ONLINE RESOURCES

For Faculty: Hints to Critical Thinking Exercises, Solutions to Case Studies & PowerPoint Presentation

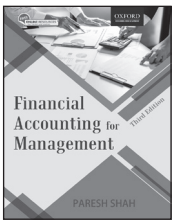
Contents: PART I: Foundations of Performance Management; 1. Human Resource Management; 2. Performance Management; 3. Performance Management System; 4. Performance Counselling; PART II: Performance Management Process; 5. Performance Planning; 6. Performance Managing; 7. Performance Appraisal; 8. Performance Monitoring; PART III: Implementing Performance Management; 9. Performance Management Implementation; 10. Performance Management Linked Reward Systems; PART IV: HR, Ethics, And Performance Management; 11. Role of HR Professionals in Performance Management; 12. Ethics in Performance Management; 13. Epilogue; Appendices; 14. Introduction to Case-study Method; 15. Performance Appraisal Checklist for Managers; 16. Performance Appraisal Forms (Generic); 17. Industry-speci.c Competencies and its Implications on Performance Management; 18. Performance Appraisal Form (BPO Company); 19. Performance Appraisal Form (IT Company—ERP); 20. Performance Appraisal Form (IT Company—Software Development); 21. Performance Appraisal Form (Retail Company); 22. Performance Appraisal Form (Multi-speciality Hospital); 23. Performance Appraisal Form (NGO); 24. References and Select Bibliography

About the Authors:

A.S. Kohli, *Dean at the Faculty of Social Sciences and a faculty at the Centre for Management Studies, Jamia Milia Islamia, Delhi*

Tapomoy Deb, visiting faculty at Jamia Milia Islamia, Delhi and General Manager – HR at Spentex Industries Ltd.

Financial Accounting for Management, 3E



9780199494439
552 pages
May 2019
Paperback
Indian Original
Author: **Shah**
₹ 925

Key Features:

- New chapter on Modern Approach of Accounting
- Full-fledged chapter on Regulatory Framework on Accounting and Reporting
- Discussions on important topics like IFRS norms, Indian Accounting Standards (Ind AS), deferred tax assets and deferred tax liabilities, and GST accounting
- Text on business transactions through plastic cards and net banking
- Topics on contemporary revenue and expense recognition practices in different industries such as banking, IT, media, hospitality, and more

ONLINE RESOURCES

For Faculty: Instructor's Manual; PowerPoint Slides; Solutions to Unsolved Problems

For Students: Multiple Choice Questions

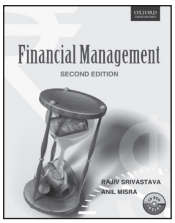
Contents: 1. Introduction to Accounting; 2. Modern Approach of Accounting; 3. Balance Sheet; 4. Income Statement; 5. Objectively Verifiable Evidence; 6. Revenue and Expense Recognition; 7. Analysing Transactions; 8. Non-Current Assets; 9. Current Assets – Cash and Bank; 10. Current Assets – Receivables and Inventory; 11. Capital and Liabilities; 12. Bank Reconciliation; 13. Financial Statements Preparation; 14. Accounting from Incomplete Records; 15. Average Due Date, Account Current and Negotiable Instruments; 16. Analysis and Interpretations of Financial Statements; 17. Cash flow statement; 18. Foreign Exchange Accounting; 19. Regulatory Framework on Accounting and Reporting; 20. Contemporary Accounting

About the author

Paresh Shah *is visiting professor at several reputed institutions. He has vast industry and academic experience and is active in consultancy and training.*

Prices are subject to change without prior notice

Financial Management, 2E



9780198072072
848 Pages
September 2011
Paperback
Indian Original
Authors: **Srivastava & Misra**
₹ 1500

About the Book:

The second edition of Financial Management is a comprehensive textbook specially designed to meet the requirements of management students specializing in finance. It deals with the core concepts of finance with an emphasis on specialized sub-areas, such as working capital, capital markets, investment decisions, international finance, derivatives, mergers and acquisitions, and risk management.

Key Features:

- Focuses on managerial applications through case studies of well-known Indian companies
- Carries a number of side-boxes that highlight the crux of key concepts discussed in each section
- Includes examples, exhibits, and illustrations interspersed in the text
- Contains review questions, practical assignments, numerical problems, and practice problems with each chapter

New to This Edition:

- New sections on corporate debt restructuring and regulation of working capital finance
- Revised content related to corporate governance, economic value added, venture capital and private equity, long-term and short-term sources of funds
- Improved explanations of existing topics

ONLINE RESOURCES

For Faculty: Solutions to Case Studies, Solutions to Numerical Problems & PowerPoint Presentation

For Students: MCQs

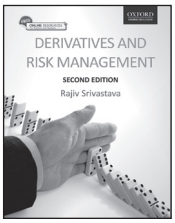
Contents: 1. Financial Management: An Overview; 2. Comparative and Historical Analysis; 3. CVP and Breakeven Analysis; 4. Time Value of Money; 5. Risk and Return; 6. Valuation and Management of Bonds; 7. Shares and Their Valuation; 8. Portfolio Theory; 9. Asset Pricing Models; 10. Valuation and Corporate Governance; 11. Capital Budgeting-I; 12. Capital Budgeting-II; 13. Cost of Capital; 14. Real Options; 15. Mergers and Acquisitions; 16. Capital Structure–Theory; 17. Designing Capital Structure; 18. Leasing and Hire Purchase; 19. Dividend Decision; 20. Sources of Finance; 21. Working Capital Management: An Introduction; 22. Inventory Management; 23. Receivables Management; 24. Cash Management; 25. Foreign Exchange—Rates and Markets; 26. Determining Foreign Exchange Rates; 27. Managing Foreign Exchange Exposure; 28. Risk Management, Forwards & Future; 29. Options; 30. Interest Rate and Currency Swaps

About the Authors:

Rajiv Srivastava, *Professor, Indian Institute of Foreign Trade, New Delhi*

Anil Misra, *Associate Professor, Accounting & Finance, Management Development Institute (MDI), Gurugram*

Derivatives and Risk Management, 2E



9780198089155
696 Pages
April 2014
Paperback
Indian Original
Author: **Srivastava**
₹ 1100

About the Book:

Derivatives and Risk Management, 2e is a very comprehensive textbook designed to cater to the syllabi requirements of financial management students. The text provides extensive and intensive coverage of all the basic principles of derivatives and risk management. Furthermore, advanced topics such as credit risk, securitization, and credit derivatives are also covered in detail. It also includes corporate finance-related topics such as corporate securities seen as derivatives and real options.

Key Features:

- Explores new issues in derivatives such as volatility and value at risk, credit risk, and also relatively complex products such as option on bonds, options on swaps—swaptions, etc.
- Provides examples and boxed exhibits for illustrating the key applications of derivatives and risk management
- Includes case studies on derivatives used by various organizations that led to disasters
- Four new chapters on corporate securities and derivatives, real options, volatility and value at risk, and derivatives disasters
- New sections on topics such as futures contract on T-bills in India; Monte Carlo simulation; exotic options such as gap options, pay-later option, lookback option, and so on; credit riskrelated topics such as recovery rates, default rates, credit value at risk, and valuation of CDS including Merton model
- New feature called Derivatives in Practice to acquaint students with real-life situations
- Five real-life cases on derivatives that led to disasters along with lessons learnt from these incidents.

ONLINE RESOURCES

For Faculty: PowerPoint Presentation, & Solutions to Unsolved Problems

For Students: MCQs

Contents: 1. Introduction; 2. Forwards and Futures; 3. Commodity Futures; 4. Stock and Index Futures; 5. Currency Forwards and Futures; 6. Interest Rate and Forwards; 7. Interest Rate Futures; 8. Swaps, Interest Rate, and Currency; 9. Options—Basics; 10. Option Pricing—Basics; 11. Option Pricing—Binomial Model; 12. Option Pricing—Black-Scholes Model; 13. Option Greeks—The Sensitivities; 14. Volatility and Value at Risk; 15. Hedging with Options; 16. Options Trading Strategies; 17. Exotic Options; 18.

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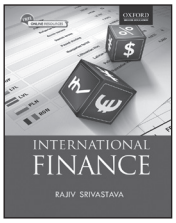
OXFORD UNIVERSITY PRESS

Interest Rate Options; 19. Options on Futures and Swaps; 20. Credit Risk, Securitization, and Credit Derivatives; 21. Corporate Securities and Derivatives; 22. Real Options; 23. Weather and Energy Derivatives; 24. Accounting for Derivatives; 25. Derivatives Disasters

About the Author:

Rajiv Srivastava, Professor, Indian Institute of Foreign Trade, New Delhi

International Finance



9780199453597
756 Pages
December 2014
Paperback
Indian Original
Author: **Srivastava**
₹ 1050

About the Book:

International Finance is a comprehensive textbook designed to meet the requirements of postgraduate management students specializing in finance. It deals with the dynamics of the global financial system, international monetary systems, balance of payments, exchange rates, foreign direct investment, and their relation to international trade.

Key Features:

- Includes latest environment and regulatory changes in the Indian economy and financial markets for international operations
- Discusses in detail the implications of international activities on accounting and taxation in India
- Includes exhibits in every chapter to illustrate substantive practical applications of concepts and techniques of international finance

ONLINE RESOURCES

For Faculty: Instructor's Manual, & PowerPoint Presentation
For Students: Additional Reading Material

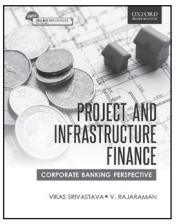
Contents: PART I: International Economic Environment; 1. Introduction to International Finance; 2. Balance of Payment; 3. International Monetary Systems; 4. Exchange Rate Systems; PART II: Foreign Exchange Markets And Equilibrium; 5. Foreign Exchange Rates and Markets; 6. International Parity Conditions; 7. Exchange Rate, Economic and Monetary Policies; PART III: Foreign Exchange Derivatives; 8. Currency Forwards and Futures; 9. Currency Options; 10. Currency and Interest Rate Swaps; 11. Interest Rate Risk and Hedging; PART IV: Foreign Exchange Risk Management; 12. Measurement and Management of Transaction Exposure; 13. Measurement and Management of Translation and Economic Exposure; 14. Political and Country Risk; PART V: International Financial Markets and Controls; 15. International Debt Markets; 16. International Equity Investment; 17. Foreign Direct Investment; 18. Managing Capital Flows; PART VI: Multinational Financial Management; 19. Capital Asset Pricing Model—Local and Global; 20. Cost of Capital and Capital Structure for Multinational Firms; 21. International Capital Budgeting; 22. Financing Foreign Trade; 23. Taxation and Transfer Pricing in India; 24. Accounting for International Operations

About the Author:

Rajiv Srivastava, *Professor, Indian Institute of Foreign Trade, New Delhi*

Project and Infrastructure Finance

Corporate Banking Perspective



9780199465002
384 Pages
June 2017
Paperback
Indian Original
Authors: **Srivastava & Rajaraman**
₹ 895

About the Book:

Project Finance is a detailed textbook designed for management students specializing in Finance. It aims to provide an in-depth discussion on the various elements and risks involved in project finance applicable to Indian markets and banks. The book will take the students step by step through the structuring, appraisal, documentation, risk management, follow up and arrangement of project finance bank loans.

Key Features:

- Discusses various components and complexities of project finance with numerous India examples and exhibits
- Includes concept checks and exhibits in chapters for readers to gain an insight into the basic concepts and applications of project finance
- Provides case studies/ case situations with discussion questions based on them to build on the managerial skills of readers while managing various financial situations
- Includes RBI Guidelines regarding debt restructuring, management of distress assets and other related aspects

ONLINE RESOURCES

For Faculty: PowerPoint Presentation; Instructors Manual

Contents: 1. Introduction to Project and Infrastructure Finance; 2. Project Finance and PPP markets; 3. Structuring the Project; 4. Valuing the Project and Project Cash Flows; 5. Due Diligence; 6. Project Appraisal and Preparation of Appraisal Note; 7. Appraisal for Working Capital Loan; 8. Managing Project Risks; 9. Loan Syndication; 10. Credit Risk Management in Project Finance; 11. Monitoring and Follow Up of Project Loans; 12. Focus on Sectors Application of Project Finance

About the Authors:

Vikas Srivastava, *Associate Professor at IIM Lucknow*
V. Rajaraman, Consultant

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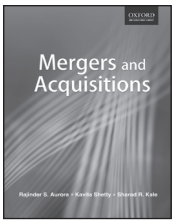
Mergers and Acquisitions



9780198064510
400 Pages
July 2011
Paperback
Indian Original
Authors: **Aurora, Shetty & Kale**
₹ 745

About the Book:

Mergers and Acquisitions is a comprehensive textbook designed for students of postgraduate management programmes. It explores the core concepts of mergers and acquisitions (M&As) and the challenges encountered in implementing them.

Key Features:

- Discusses numerous types of takeover strategies and over 30 takeover defences
- Includes solved examples for better understanding of accounting issues
- Provides comprehensive case studies, including those from an Indian perspective, at the end of the book that cover all major issues discussed

ONLINE RESOURCES

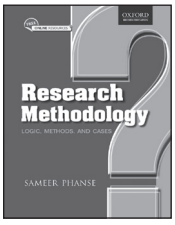
For Faculty: PowerPoint Presentation & Solutions Manual

Contents: 1. Corporate Restructuring; 2. Takeovers; 3. Mergers and Acquisitions; 4. Due Diligence; 5. Legal Issues in Mergers and Acquisitions; 6. Valuation and Accounting Issues; 7. Post-Merger Issues; 8. Cross-Border Acquisitions; 9. Alternatives to Mergers and Acquisitions; Case Studies & Appendices

About the Authors:

Rajinder S. Aurora, *Senior Lead—Academics at Future Innoversity, Mumbai and a management consultant, visiting faculty, and corporate trainer*
Kavita Shetty, *Management Consultant. She was Associate Dean—Academics with Centum U, Mumbai*
Late Sharad R. Kale, Former Management Consultant and Director, CKP Cooperative Bank Ltd, Mumbai

Research Methodology



9780199453788
760 Pages
February 2016
Paperback
Indian Original
Author: **Phanse**
₹ 760

About the Book:

Research Methodology—Logic, Methods, and Cases shares valuable, rarely accessible methodological insights, capable of turning seekers into mature researchers.

Key Features:

- Comprehension versus Memorization: Knowledge through understanding rather than rote learning
- Methodological Legitimacy: 'Why', not just 'How' of research
- Multiple Methods Discussed: Empirical, Statistical, and Logical
- Cutting Edge: Statistical Computing Resources discussed along with their methodological implications in research including data analytics

ONLINE RESOURCES

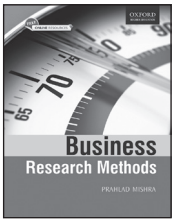
For Faculty: PowerPoint Slides, Instructor's Manual, Additional Critical Thinking Challenges

Contents: 1. Introduction to Research and Research Methodology, 2. Science and Scientific Thinking, 3. The Research Process, 4. Research Design, 5. Formal Logic, Deduction, and Induction, 6. Theories and Hypotheses, 7. Explanation, Prediction, and Laws, 8. Observation, Measurement, and Data, 9. Statistical Sampling, 10. Parametric and Non-parametric Statistics, 11. Hypothesis Testing and Managerial Decision-making, 12. Introduction to Advanced Statistical Concepts and Applications, 13. Data Collection Methods, 14. Reporting the Research, 15. Questionnaire Design, 16. Field Operations

About the Author:

Sameer S. Phanse, *PhD, is a marketing and political consultant with nearly 25 years of consulting experience in research and strategy.*

Business Research Methods



9780198094739
852 Pages
December 2014
Paperback
Indian Original
Author: **Mishra**
₹ 975

About the Book:

Business Research Methods is a comprehensive textbook designed to meet the requirements of post graduate management students. It explores the core concepts of research methods and its practice, especially in business management scenarios through numerous exhibits, solved exercises, and cases.

Key Features:

- Includes a chapter on integration of multivariate techniques for data analysis to explain the usage of different techniques, together and separately, in different business situations.
- Provides stepwise explanation of SPSS and Excel usage by organizations to stimulate students' understanding about the application of these software in real-life scenarios.
- Contains numerous solved and unsolved exercises and exhibits with business applications for better understanding.

- Includes multiple choice, concept review, and critical thinking questions along with project assignments to hone the managerial skills of the readers.

ONLINE RESOURCES

For Faculty: Instructor's Manual, & PowerPoint Presentation

For Students: Extra Questions

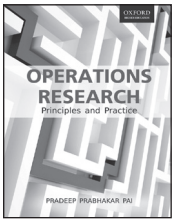
Contents: PART I: Conceptual Background of Research; 1. Introduction to Research, 2. Types of Research; 3. Conceptualization of Variables and Measurements; PART II: Operationalization in Research and Instruments Designing; 4. Probability Distributions; 5. Statistical Inference: Tests of Hypotheses (Parametric and Nonparametric) 6. Research Design; 7. Data Collection—Types, Sources, and Instruments; 8. Sampling and Its Application; PART III: Univariate and Bivariate Techniques for Data Analysis; 9. Tabulation and Diagrammatic Representation; 10. Descriptive Statistics; 11. Bivariate Tools and Their Applications; PART IV: Multivariate Techniques for Data Analysis; 12. Multiple Regression Analysis; 13. Use of Qualitative Variables in Regression (Dummy Variables); 14. Regression with Panel Data; 15. Discriminant Analysis; 16. Exploratory Factor Analysis; 17. Structural Equations Modelling; 18. Cluster Analysis; 19. Multivariate Analysis of Variance; 20. Canonical Correlation; 21. Multidimensional Scaling; 22. Conjoint Analysis, 23. Integration of Multivariate Techniques for Data Analysis; 24. Report Writing and Ethical Perspective in Research

About the Author:

Prahlad Mishra, *Professor, Xavier's Institute of Management, (XIM), Bhubaneshwar*

Operations Research

Principles and Practice



9780198075479
844 Pages
May 2012
Paperback
Indian Original
Author: **Pai**
₹ 1250

About the Book:

Operations Research: Principles and Practice is a comprehensive textbook specially designed to meet the needs of business management students. It explains the concepts and managerial applications of operations research lucidly, with the help of graphs, tables, and numerous solved examples.

Key Features:

- Discusses topics such as sensitivity analysis for a minimization problem, Activity on Node (AON) method of network analysis for a deterministic project, theory and method of oddments to solve game theory problems, transshipment problems, and an introduction to non-linear programming problems
- Equips students with the skills required for making rational business decisions using operations research techniques-models
- Explains the rationale behind every step in manual iteration method
- Provides a special section on avoiding common mistakes while solving operations research problems in each chapter
- Includes application of software (Microsoft Excel Solver) in relevant chapters

ONLINE RESOURCES

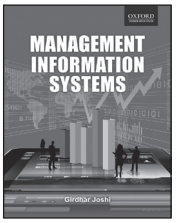
For Faculty: Solutions Manual & PowerPoint Presentation

Contents: 1. Operations Research: An Introduction; 2. Assignment Problem; 3. Transportation Problem; 4. Linear Programming Problem; 5. Extension of Linear Programming Problem; 6. Sequencing Models; 7. Inventory Management; 8. Dynamic Programming; 9. Queuing Theory; 10. Game Theory; 11. Replacement Theory; 12. Network Analysis; 13. Simulation; 14. Markov Chains; 15. Forecasting; 16. Decision Theory; 17. Investment Analysis; 18. Introduction to Non-linear Programming Problems; Appendix: Statistical and Financial Tables

About the Author:

Pradeep Prabhakar Pai, *Associate Professor at NMIMS, Mumbai*

Management Information Systems



9780198080992
524 Pages
July 2013
Paperback
Indian Original
Author: **Joshi**
₹ 899

About the Book:

Management Information Systems is a comprehensive textbook designed to meet the needs of postgraduate management students. The book elaborates on how information systems (IS), supported by information technology (IT), help businesses gain competitive advantages and meet corporate objectives.

Key Features:

- Covers the latest developments in the IT arena and correlates them with problem-solving in the modern business world
- Includes emerging platforms and technologies such as mobile computing and m-commerce to widen the scope of IT in business management
- Includes case studies and business problems from companies such as Archie's, Infosys, Wipro, Amul, ONGC, Maruti Udyog, Videocon, Snapdeal.com, Titan Industries, etc., that illustrate practical situations encountered in the real business world
- Provides project work under the section MIS Development that helps readers understand the use of IT tools for business decision-making

ONLINE RESOURCES
For Teachers and Students

For Faculty: Hints to Concept Review Questions, Hints to Critical Thinking Exercises, PowerPoint Presentation, Teaching Notes, Case Study, & Hints to MIS Development

For Students: MCQs

Contents: PART I: Concepts And Structure of Mis; 1. Concepts of

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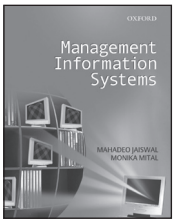
Information Systems; 2. MIS in Business; 3. Strategic Advantage of IT; PART II: Information Technology Infrastructure; 4. Hardware Resources; 5. Software Resources; 6. Data Resources; 7. Networks and Telecommunications; PART III: Information System Applications; 8. E-business Applications; 9. Enterprise Systems; 10. Applications for Service Sector; 11. E-commerce; 12. Decision Support Systems; 13. Knowledge Management and Intelligent Systems; 14. Mobile Computing and M-commerce; PART IV: Development of MIS; 15. Information Systems Planning and Development; 16. Implementing Information Systems; PART V: Management and Challenges of MIS; 17. Information Security Management; 18. Ethical and Societal Challenges of IT; 19. Information Systems Leadership; 20. Managing Global Systems; Index

About the Author:

Girdhar Joshi, *Director & Principal Consultant, BNG Infotech, Mumbai*

Management Information Systems



9780195669855
640 Pages
July 2004
Paperback
Indian Original
Authors: **Jaiswal & Mittal**
₹ 995

About the Book:

The book provides in-depth coverage of the three components of information systems (IS) in a business organization from an Indian perspective.

Key Features:

- Explores emerging issues in international marketing such as the role of information technology and global e-marketing
- Examine the challenges faced by business organizations in international marketing
- Contains classroom-tested cases from international business organizations
- Includes examples and caselets in key areas of international marketing and export promotion
- Provides chapter-end concept review questions, exercises with critical thinking elements, and classroom and field projects

ONLINE RESOURCES
For Teachers and Students

For Faculty: Hints to Concept Review Questions, Hints to Critical Thinking Exercises, Hints to Project Assignments, Solutions to Case Studies, PowerPoint Presentation & Teaching Notes

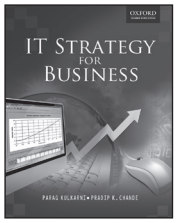
Contents: 1. Core Concepts in Information Systems; 2. Information Systems Infrastructure; 3. Telecommunications and Computer Networks for Business; 4. Database Management; 5. Information Systems for Sales and Marketing; 6. Information Systems for Human Resource, Accounting and Finance; 7. Enterprise Information Systems; 8. Intelligent Information Systems; 9. Information Systems Planning and Development; 10. Information Systems Leadership; 11. Information Security Management; 12. Information Systems for Business Effectiveness; 13. Implementation of Information Systems; 14. Critical Success Factors

About the Authors:

Mahadeo Jaiswal, *IIM Sambalpur*

Monika Mittal, Professor, Great Lakes Institute of Management, Chennai

IT Strategy for Business



9780195694475
432 Pages
September 2008
Paperback
Indian Original
Authors: **Kulkarni & Chande**
₹ 950

About the Book:

IT Strategy for Business is a comprehensive textbook designed to meet the requirement of MBA students specializing in Information Technology or Systems.

Key Features:

- as also in specific scenarios
- Includes tables, flowcharts, and illustrations to complement the text
- Includes quotations, examples, and case studies from global and Indian companies at relevant places to emphasize the significance of positioning IT as a strategic tool
- Provides end-chapter questions that focus on critical thinking, exercises, and project work to enhance conceptual understanding and hone management skills

ONLINE RESOURCES
For Teachers and Students

For Faculty: PowerPoint Presentation

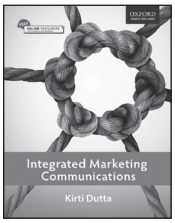
Contents: 1. IT and Strategy; 2. Managing IT; 3. E-Strategy; 4. IT Strategies for IT Companies; 5. IT Strategies for Outsourcing and Offshoring; 6. IT Strategies for Knowledge Management; 7. IT Strategies for Non-IT Companies; 8. IT Strategies in Specific Scenarios; 9. IT Strategy Implementation; 10. Global IT Strategies; 11. IT Strategy for Mergers and Acquisitions; 12. IT Security Strategies; Bibliography

About the Authors:

Parag Kulkarni, *Director and Chief Scientist, Anomaly Solutions Pvt. Ltd., Pune*

Pradip K. Chande, *Former Professor of Information Systems, IIM Indore*

Integrated Marketing Communications



9780199464852
512 Pages
December 2016
Paperback
Indian Original
Author: **Dutta**
₹ 1650

About the Book:

Integrated Marketing Communications is a concise textbook designed to meet the needs of postgraduate management students specializing in marketing. With numerous industry examples, exhibits, and case studies, the book captures all aspects of marketing communications for readers to understand the processes and usage of effective communication.

Key Features:

- Introduces the current trends and best practices and bases them on a sound theoretical background
- Provides various industry insights and IMC practices of Indian and global companies
- Includes exclusive chapters on point of purchase advertising, hiring and motivating sales force, mobile marketing, corporate image management, and brand building
- Highlights emerging issues such as customer service, media management, media buying, event and sponsorship management, and online and mobile advertising

ONLINE RESOURCES

For Faculty: PowerPoint Slides; Instructor's Manual; Additional MCQs; Videos
For Students: Flashcard Glossary

Contents: PART I INTRODUCTION TO IMC; 1. Introduction to IMC; 2. IMC Process; PART II UNDERSTANDING THE ENVIRONMENT; 3. Political and Regulatory Environment; 4. Sociocultural Environment; 5. Understanding the Advertising and Promotion World; 6.Understanding the Consumers; PART III PROMOTION TOOL— ADVERTISING; 7. Advertising Management; 8. Advertising Strategy;9. Advertising Agency; 10. Point of Purchase Advertising; PART IV PROMOTION TOOL—SALES PROMOTION; 11. Sales Promotion Management; 12. Trade-oriented Sales Promotion; 13. Customeroriented Sales Promotion; PART V PROMOTION TOOL—DIRECT MARKETING; 14. Direct Marketing Management; 15. Database Marketing; PART VI PROMOTION TOOL—PERSONAL SELLING; 16. Personal Selling Management; 17. Hiring and Motivating the Sales Force; PART VII PROMOTION TOOL PUBLICITY AND PUBLIC RELATIONS; 18. Public Relations Management; 19. Event and Sponsorship Management; PART VIII NEW MEDIA; 20. Communication via New Media; 21. Mobile Marketing Communication; PART IX MARKETING COMMUNICATION AND STRATEGY; 22. Corporate Image Management and Brand Building; 23. Integrating Global Marketing Communication; 24. Monitoring *and Evaluation; 25. Ethical and Social Perspectives*

About the Author:

Kirti Dutta *is Professor (Marketing) at Ansal University, Gurugram*

Services Marketing, 2E

Text and Cases

9780199456161
604 Pages
May 2017
Paperback
Indian Original
Authors: **Jauhari & Dutta**
₹ 850

About the Book:

The second edition of Services Marketing has been specially designed to meet the requirements of postgraduate students of management. Essential concepts related to services marketing are explained lucidly with the help of Indian and global examples, exhibits, and case studies. The book integrates theory with corporate examples and provides rich insights into the dynamics of the services sector. It also includes Internet-based exercises which will help the students apply theory to business situations.

Key Features:

- Integrates theory with corporate examples and provides rich insights into the dynamics of the services sector
- Discusses the practices of Indian and global companies
- Explains concepts through examples, exhibits, tables, and case studies
- Includes Internet-based exercises which will help students apply the concepts learnt to different business situations

New to This Edition:

- New chapters on managing the services brand and managing demand and supply
- New sections on managing e-service and e-service quality, employee engagement in service industry, creating an empowered employee, and customer feedback and service management orientation
- Updated and revised content as well as new case studies
- Links to important research papers that will introduce students to influential academic contributions in this area

ONLINE RESOURCES

For Faculty: Instructor's Manual; PowerPoint Slides; Multiple Choice Questions
For Students: Flashcard Glossary

Contents: 1. Introduction to Services; 2. The Service Product; 3. Managing the Services Brand; 4. Marketing Research; 5. Understanding Consumer Behaviour; 6. Segmentation, Targeting,

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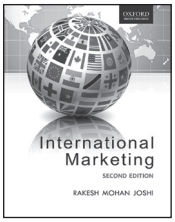
and Positioning for a Services Firm; 7. Customer Perceptions of Service; 8. Customer Expectations; 9. Pricing Strategies for Services; 10. Strategies for Promotion for Service Sector; 11. Managing Distribution Channels in Service Industry; 12. Physical Evidence; 13. Managing People in Service Industry; 14. Managing Service Processes; 15. Managing Demand and Supply; 16. Customer Feedback and Service Recovery; 17. Impact of Technology on Marketing of Services; 18. Managing Quality and Excellence; 19. Ethics in Service Firms; 20. Strategies for Business Growth; 21. Emerging Service Sectors in India

About the Authors:

Vinnie Jauhari, *Director, Education Advocacy, Microsoft Corporation India Pvt. Ltd, Gurugram*

Kirti Dutta, *Professor - (Marketing) at Ansal University, Gurugram*

International Marketing, 2E



9780198077022
780 Pages
June 2014
Paperback
Indian Original
Author: **Joshi**
₹ 1100

About the Book:

International Marketing, Second Edition is an exhaustive textbook designed to cater to the syllabi requirements of management students. Written in a student-friendly style, the book takes a detailed look at the domain of international marketing. This would give readers keen insights into overseas markets. The text provides comprehensive coverage of all the basic aspects of international marketing. Coupled with ample coverage of topics and a wide variety of examples, exhibits, and illustrations, the book goes on to develop managerial acumen in students.

Key Features:

- Provides a thorough understanding of the basic concepts of international marketing
- Includes pedagogical features such as exhibits, chapter-end questions and problems, project assignments, key terms, and a recapitulation of the topics covered

New to This Edition:

- Six new chapters on international political and legal environment, international cultural environment, trade logistics and international shipping, modes of payment and international trade finance, managing risks in international trade, and global e-marketing
- New sections such as international logistics, India's international shipping activities, terms of payments in international transactions, types of credit according to methods of payments, availability of credit, WTO compatibility of India's trade finance and insurance schemes, and India's competitiveness and ICT
- Updated cases on Essel Prepack, BRICS, homologation of motor vehicles in international markets, emerging opportunities in international dairy trade and India, identifying international marketing opportunities in medical services, pricing medicines—profits, patents, and poor customers—IOC's internationalization strategy, and building formidable Indian brands in diamond jewellery.

ONLINE RESOURCES

For Faculty: Instructor's Manual & PowerPoint Slides
For Students: MCQs & Flashcard Glossary

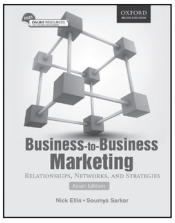
Contents: PART I: Decision to Internationalize; 1. The Concept of International Marketing; PART II: Scanning International Marketing Environment; 2. Scanning the International Economic Environment; 3. World Trade Organization: International Marketing Implications; 4. International Political and Legal Environment; 5. International Cultural Environment; PART III: Market Identification, Evaluation, And Selection; 6. International Marketing Research; 7. Exploring International Trade Opportunities; 8. Identification, Segmentation, and Targeting of International Markets; PART IV: Entry Mode Decisions; 9. Entering International Markets; PART V: Marketing Mix Decisions; 10. Product Strategy for International Markets; 11. Building Brands in International Markets; 12. Pricing Decisions for International Markets; 13. International Distribution; 14. Communication Decisions for International Markets; PART VI: Export-Import Management; 15. Institutional Infrastructure for Export Promotion; 16. Framework of International Trade Policy; 17. Export Procedures and Documentation; 18. Trade Logistics and International Shipping; 19. Modes of Payment and International Trade Finance; 20. Managing Risks in International Trade; PART VII: Contemporary Issues; 21. Global E-marketing; 22. Emerging Issues; Index

About the Author:

Rakesh Mohan Joshi, *Professor (International Business and International Marketing), Indian Institute of Foreign Trade, New Delhi*

Business-To-Business Marketing

Relationships, Networks & Strategies



9780199457083
96 Pages
May 2015
Paperback
Indian Original
Authors: **Ellis & Sarkar**
₹ 780

About the Book:

The Asian edition of Business-to-Business Marketing: Relationships, Networks, and Strategies provides a comprehensive introduction to the important theoretical and managerial issues of B2B marketing. It raises students' awareness of the significance of B2B marketing in modern economies, in both local and global contexts.

Key Features:

- Integrates cases and examples of companies operating in varied markets to provide a culturally diverse text that considers B2B marketing in the global context

- Relates B2B marketing to business-to-consumer marketing
- Addresses important B2B-related topics such as fair trade, retailer power, overseas sourcing, and 'green' marketing to capture students' imagination
- Shows how to optimize the benefit from business networks while managing potential risks from these relationships

ONLINE RESOURCES

For Faculty: PowerPoint Presentations, Additional case studies with questions, Additional seminar exercises, Assignment Suggestions, Examination question, suggestions, Lecture notes, & Summary questions

For Students: Web Links, & Wider Reading

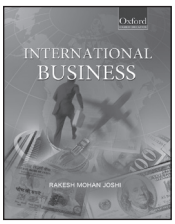
Contents: PART I: The Organizational Marketing Context; 1. The-Significance of B2B Marketing; 2. Organizational Buying Beha iour; PART II: Inter-organizational Relationships and Networks; 3. Interorganizational Relationships; 4. Marketing Channels and Suply Chains; 5. Industrial Networks; PART III: Business Marketing Planning; 6. B2B Marketing Planning and Analysis; 7. B2B Marketing Strategies and Implementation; PART IV: Business Marketing Programmes; 8. Business Products; 9. Business Services; 10. Value and Pricing in B2B Markets; 11. B2B Marketing Communications; 12. Personal Selling and Sales Management; PART V: B2B Marketing in India; 13. The B2B Market in India

About the Authors:

Nick Ellis, Professor, *Marketing Management, Durham University Business School, UK*

Soumya Sarkar, *Assistant Professor, Indian Institute of Management (IIM) Ranchi, India*

International Business



9780195689099
932 Pages
May 2009
Paperback
Indian Original
Author: **Joshi**
₹ 1075

About the Book:

International Business brings out the key concepts of international business in a simple and lucid manner, with numerous practical managerial examples, vignettes, diagrams, flowcharts, and illustrations to facilitate and reinforce learning.

Key Features:

- Elucidates major functional areas of international business such as international marketing, international finance, global operations and supply chain management, global human resource management, and international trade procedures and documentations
- Explores contemporary issues in international business such as e-business, ethics, and corporate social responsibility
- Provides chapter-end summary, key terms, concept review questions, and critical thinking exercises and suggests interesting classroom assignments and field projects
- Contains numerous examples and case studies in the global and Indian context (ONGC, Ranbaxy, FDI in the Indian automobile sector, etc.)
- The Cases are freely available for your teaching when you adopt an Oxford textbook as the main text for your students on Oxford Case Base

ONLINE RESOURCES

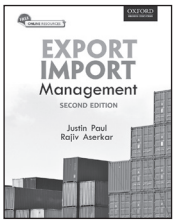
For Faculty: PowerPoint Presentation

Contents: 1. Globalisation and International Business; 2. Theories of International Trade and Investment; 3. International Trade and Balance of Payment; 4. Institutional Framework for International-business; 5. World Trade Organisation; 6. International Economic Integration; 7. International-cultural Environment; 8. International Legal and Political Environment; 9. Policy Framework for International Trade and Investment; 10. Identification, Evaluation and Country Selection; 11. Modes of International Business Expansion; 12. Foreign Direct Investment; 13. Multinational Companies (MNCs); 14. International Marketing; 15. International Finance & Accounting; 16. International Production and Trade Operations; 17. Global Human Resource Management; 18. Organising, Implementing and Control of International Operations; 19. Global e-Business; 20. Ethics and Social Responsibility

About the Author:

Rakesh Mohan Joshi, *Professor (International Business and International Marketing), Indian Institute of Foreign Trade, New Delhi*

Export Import Management, 2E



9780198089407
400 Pages
October 2013
Paperback
Indian Original
Authors: **Paul & Aserkar**
₹ 795

About the Book:

The second edition of Export Import Management is a comprehensive textbook designed for management students pursuing a course in international business. The book highlights the growing significance of export-import trade and the need to understand the nuances of export management for competing successfully in the international market.

Key Features:

- Comprehensive coverage of trade operations, logistics, and

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trade finance
- Analysis of the markets in the Middle East, ASEAN, Australia, New Zealand, China, and Japan
- Export documents at appropriate places to exemplify documentation
- Case studies in most chapters
- Chapter-end questions to test the reader's understanding, as also interesting exercises to put learning into practice
- Test Your Knowledge section as an appendix

ONLINE RESOURCES

For Faculty: PowerPoint Presentation

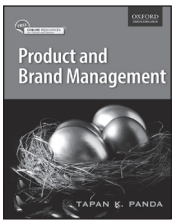
Contents: 1. Foreign Trade — Institutional Framework and Basics; 2. Export—Import Documentation and Steps; 3. Methods and Instruments of Payment and Pricing; 4. Export-Import Strategies and Practices; 5. Export Marketing; 6. Methods of Financing Exporters; 7. Business Risk Management and Coverage; 8. Customs Clearance of Import and Export Cargo; 9. Logistics and Characteristics of Modes of Transportation; 10. Characteristics of Shipping Industry; 11. World Shipping; 12. Containerization and Leasing Practices; 13. Export Procedures and Documents; 14. Information Technology and International Business; 15. Incoterms; 16. Export Incentive Schemes; 17. World Trade Organization; 18. Doing Business with Middle East Countries; 19. Doing Business with ASEAN Countries; 20. Doing Business with Australia and New Zealand; 21. Doing Business with China and Japan

About the Authors:

Justin Paul, *University of Washington, USA.*

Rajiv Aserkar, Professor, Logistics and Supply Chain Management at the S P Jain Centre of Management, Dubai

Product and Brand Management



9780199460496
888 Pages
January-2016
Paperback
Indian Original
Author: **Panda**
₹ 1750

About the Book:

Product and Brand Management is a comprehensive textbook designed to meet the needs of MBA students specializing in marketing. It offers in-depth coverage of various elements, valuation techniques, and emerging applications for managing a product as well as a brand.

Key Features:
- Contains many examples and exhibits of brands such as Hero Motors, Vodafone, Alibaba, SnapDeal, and LG to support the detailed explanation of various models and elements of brand management
- Provides in-depth discussion on co-branding, private labels, and digital branding
- Discusses valuation of brands from the perspective of the cost of the brand, market price, and brand performance audit
- Provides numerous application questions and project assignments to enhance and hone the marketing skills of the readers

ONLINE RESOURCES

For Faculty: Instructor's Manual, PowerPoint Slides, Multipl-echoice

Questions, Additional videos

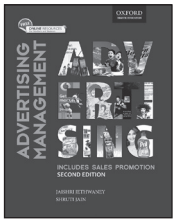
For Students: Flashcard

Contents: PART I: PRODUCT MANAGEMENT, 1. Introduction to Product Management, 2. Management of New Product Development Process, 3. Managing Product Life cycle, PART II: BRANDS AND BRANDING, 4. Introduction to Brand Management, 5. Brand Management Process, 6. Brand Choice Decisions and Models, PART III: ELEMENTS OF BRANDING, 7. Brand Identity, 8. Brand Communication, 9. Brand Positioning, 10. Brand Image and Personality, PART IV: VALUATION OF BRANDS, 11. Brand Valuation, 12. Brand Tracking and Monitoring, PART V: MANAGING BRANDS OVER TIME, 13. Building Brands in Indian Market, 14. Launchingb a New Brand, 15. Revitalizing Brands, PART VI: BRANDING STRATEGIES, 16. Brand Extension Strategies, 17. Brand Portfolio Management, 18. Managing Brands Across Geographical Borders, PART VII: EMERGING BRAND APPLICATIONS, 19. Managing Brand Experience, 20. Digital Branding, 21. Employment Branding, 22. Cobranding

About the Author:

Tapan K. Panda Dean, *O.P. Jindal Global University, Haryana*

Advertising Management, 2E



9780198074120
680 Pages
November 2012
Paperback
Indian Original
Authors: **Jethwaney & Jain**
₹ 1195

About the Book:

The second edition of Advertising Management is a comprehensive textbook tailored to meet the syllabi requirements of management students, mass media, and stand-alone courses on advertising. Interspersed with examples, exhibits, and real-life cases, the book provides an in-depth coverage of the key components, namely advertising and promotions, media strategy and planning, and agency relationships.

Key Features:
- New topics such as measurement of brand equity, positioning platforms, media scheduling, and sales-force sales promotion
- Video exercises and case studies

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OXFORD UNIVERSITY PRESS

ONLINE RESOURCES

For Faculty: PowerPoint Presentation & Solutions Manual
For Faculty & Students: Additional Resources

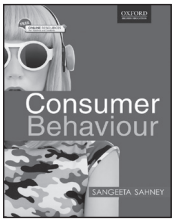
Contents: 1. Introduction to Advertising Management; 2. Advertising in Historical Context; 3. Brand Building and Advertising Management; 4. Advertising Structure and Processes; 5. Strategy and Planning Process in Advertising Campaigns; 6. Consumer Behaviour and Advertising Research; 7. Creative Strategy and Creative Development; 8. Media Strategy and Planning; 9. Digital Advertising; 10. Agency Relationships; 11. Advertising Classification and Current issues; 12. Advertising Laws and Ethics; 13. Introduction to Sales Promotion 14. Tools of Sales Promotion; 15. Direct Marketing; 16. Public Relations; 17. Rural Advertising in India; 18. Globalisation in Indian Advertising

About the Authors:

Jaishri Jethwaney, *Professor, Indian Institute of Mass Communication, New Delhi*

Shruti Jain, *Chief Communications Officer and Global Head- CSR, EXL Service*

Consumer Behaviour



9780199472680
600 Pages
June-2017
Paperback
Indian Original
Author: **Sahney**
₹ 1350

About the Book:

Consumer Behaviour (CB) intended for students of MBA specializing in marketing, undertakes detailed discussions to explain and analyse behaviour of Indian consumers, and strategies used by marketers to deal with them.

Key Features:

- Detailed coverage of consumer decision making process, market segmentation and positioning of products as per consumer choices has been provided
- Chapters include sections on Implication for Marketers that provides an insight/relevance of the topic discussed for young professionals on how to strategize for different situations
- Chapters begin and end with relevant Indian and Asian cases to enhance and hone the marketing skills of the readers
- Chapter-end exercises include numerous critical thinking questions along with self-evaluation quiz for practic

ONLINE RESOURCES

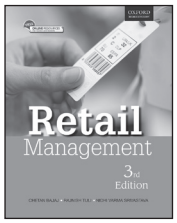
For Faculty: Instructors' Manual; PowerPoint Slides; MCQs
For Students: Additional Reading Material; Flashcard Glossary

Contents: 1. Introduction to The Study of Consumer Behaviour; 2. Market Research and Consumer Behaviour; 3. Market Segmentation and Positioning; 4. The Consumer Decision Making Process; 5. Models of Consumers: Models of Consumer Behaviour; 6. Consumer Needs & Motivation, Emotions and Mood, Consumer Involvement; 7. Consumer Learning and Memory; 8. Personality, Self Concept and Self Image; 9. Consumer Perception, Risk and Imagery; 10. Consumer Attitudes; 11. Consumer Communication; 12. Consumer Groups, Reference Groups and Family; 13. Social Class and Mobility, Lifestyle Analysis; 14. Culture, Sub-culture and Cross Culture; 15. Interpersonal Communication and Opinio Leadership; 16. Diffusion of Innovation

About the Author:

Sangeeta Sahney *is Associate Professor, Vinod Gupta School of Management, Indian Institute of Technology, Kharagpur.*

Retail Management, 3E



9780199467440
456 Pages
August 2016
Paperback
Indian Original
Authors: **Bajaj, Tuli & Srivastava**
₹ 1050

About the Book:

The third edition of Retail Management is specially designed to meet the requirements of the postgraduate students of management. The book provides a lucid explanation of essential concepts related to retail management with the help of Indian and global examples, exhibits, and case studies. The text integrates theory with corporate examples and provides rich insights into the dynamics of the retail sector.

Key Features:

- Contains classroom-tested cases from global as well Indian retail chains and stores
- Includes examples and exhibits in key areas of retail manage ment
- Provides concept-review questions, and classroom and field projects such as group discussions and analytical reporting at the end of each chapter

New to This Edition:

- Includes a new chapter on e-commerce
- Contains extended coverage on use of technology in retail, role of private labels, and coverage of legal and political aspects of the retail business
- Presents revised and updated content throughout
- Provides new case studies, exhibits, and photographs

Prices are subject to change without prior notice

ONLINE RESOURCES

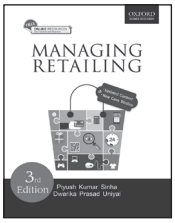
For Faculty: PowerPoint presentations; Instructors' manual
For Students: Flashcard glossary; Appendix A: Socio-economic classification; Appendix B: Careers in retailing

Contents: 1. Retailing: Role, Relevance, and Trends; 2. Retail Organization; 3. Retail in India; 4. Retail Customer; 5. Retail Market Segmentation; 6. Financial Planning for Retail; 7. Retail Location Strategy; 8. Organizational Structure and Human Resource Management in Retail; 9. Supply Chain Management and Information Systems; 10. Retail Product and Brand Management; 11. Merchandise Management; 12. Retail Pricing; 13. Retail Promotion Strategy; 14. Store Operations; 15. Atmospherics and Retail Space Management; 16. Customer Relationship Management in Retaiing; 17. Managing Retail Chains and Franchising; 18. E-commerce

About the Authors:

Chetan Bajaj, *Fellow of IIM Banglore, Formerly at MDI, Gurgaon*
Rajnish Tuli, Milward Brown, South East Asia, Singapore
Nidhi Varma Srivastava, Millward Brown, India

Managing Retailing, 3E



9780199488827
528 Pages
May 2018
Paperback
Indian Original
Authors: **Sinha & Uniyal**
₹ 950

About the Book:

The third edition of Managing Retailing is a comprehensive textbook designed to meet the needs of postgraduate management-students specializing in marketing. Based on original research, it provides an in-depth coverage of retailing theory and explains the key concepts through numerous illustrations, examples, exhibits, tables, figures, and cases.

New to This Edition:

- Extensively revised text and up-to-date data
- New chapter on Online Retailing with an overview of the growing online retail industry
- Real-life cases on Bigbasket.com, Samsung Electronics in India, and Hippo on Twitter
- New sections such as foreign direct investment (FDI), private label brands, third party logistics/warehousing, social media marketing, and new in-store technologies and retailing through mobile

ONLINE RESOURCES

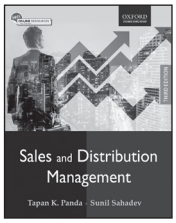
For Faculty: Hints to Concept Review Questions, PowerPoint Presentation & Teaching Notes, MCQs, Additional Readings
For Students: Additional Readings

Contents: 1. The Domain of Retailing; 2. Indian Retail Industry; 3. Retailing in Other Countries; 4. Understanding Shopping and Shoppers; 5. Delivering Value through Retail Formats; 6. Online Retailing; 7. Deciding Location; 8. Category Management; 9. Supply Chain Management; 10. Retail Buying; 11. Store Layout and Design; 12. Retail Marketing Strategy; 13. Point of Purchase Communication; 14. Establishing a Pricing Strategy; 15. Buildingtore Loyalty; 16. Technology in Retailing

About the Authors:

Piyush Kumar Sinha, Professor, Marketing, and Chairperson, Centre for Retailing, Indian Institute of Management Ahmedabad (IIMA) Dwarika Prasad Uniyal, Professor of Management and Director, National Centre for Leadership Development and Co petency

Sales and Distribution Management, 3e



9780199499045
504 pages
July 2019
Paperback
Indian Original
Author: **Panda and Sahadev**
₹ 985

New to this edition

A new chapter on E-commerce and Distribution Channel Management, which covers all aspects of online sales management and distribution channels Classroom-tested case studies such as Ola, Flipkart, Amazon Go, Swiggy, etc. as well as relevant practical insights

ONLINE RESOURCES

For Faculty: PowerPoint Presentation, Hints to Concept Review Questions, Hints to Critical Thinking Exercises, Hints to Project Assignments, Solutions to Case Studies & Teaching Notes
For Students: MCQs

Contents: Module I: Sales Management: 1. Introduction to Sales Management; 2. Selling Skills and Selling Strategies; 3. The Selling Process; 4. Managing Sales Information; 5. Sales Force Automation; 6. Sales Organization; 7. Management of Sales Territory; 8. Management of Sales Quota; 9. Recruitment and Selection of the Sales Force; 10. Training the Sales Force; 11. Sales Force Motivation; 12. Sales Force Compensation & Evaluation; 13. Sales Force Control 272 Module II: Distribution Management: 14. Distribution Channel Management—An Introduction; 15. Designing Customer-oriented Marketing Channels; 16. Customer-oriented Logistics Management; 17. E-commerce and Distribution Channel Management; 18. Channel Information Systems; 19. Managing Channel Member Behaviour; 20. Managing Wholesalers and Franchisees; 21. Retail Management; 22. Managing the International Channels of Distribution

Sales Management

9780198072027
508 Pages
May-2011
Paperback
Indian Original
Author: **Mallik**
₹ 850

About the Book:

Sales Management is a comprehensive textbook specially dsigned to meet the requirements of management students specializing in marketing. It explains the theoretical and practical aspects of sales management through numerous industry examples, case studies, exhibits, and illustrations.

Key Features:

- Provides in-depth coverage and analysis of the approaches to personal selling and the strategies for its implementation
- Explains the key concepts with the help of Indian examples taken from real-life situations
- Discusses in detail the ion process of a sales management team and its relation to other departments
- Provides guidelines for effective sales performance

ONLINE RESOURCES

For Faculty: PowerPoint Presentation, Hints to Concept Review Questions, Hints to Critical Thinking Exercises, Hints to Project Assignments, Solutions to Case Studies & Teaching Notes

Contents: Part I: Personal Selling; 1. Introduction to Personal Selling; 2. Personal Selling—Approaches and Strategies; 3. Personal Selling Process; Part II: Organization of Sales Force Functions; 4. Sales Force Management; 5. Sales Organization ; 6. Sales Territories; Part III: Managing the Sales Team; 7. Salespeople and Sales Managers— Profiles, Roles, and Responsibilities; 8. Sales Force Recruitment; 9. Sales Force Selection; 10. Sales Training; 11. Sales Force Motivation; 12. Directing the Sales Force; 13. Sales Force Compensation; 14. Sales Force Performance; Part IV Financial Aspects of Sales; 15. Sales Budgeting and Forecasting; 16. Sales and Cost Analysis Part V Strategy and Modern Approaches; 17. Sales Strategy; 18. Modern Selling Approaches

About the Author:

Pradip Kumar Mallik, *Professor at the Department of Business Administration, The University of Burdwan*

Digital Marketing

9780199455447
480 Pages
April 2015
Paperback
Indian Original
Author: **Ahuja**
₹ 799

About the Book:

Digital Marketing is designed as a textbook for management students specializing in marketing. The book undertakes a discussion on the various digital media and analyses how the field of marketing can benefit from them.

Key Features:

- Provides comprehensive coverage of the developments and use of Internet as a marketing planning tool
- Presents the ability of the digital world to increase efficiency in established marketing functions
- Provides insights into how organizations can leverage the benefits of social media
- Discusses cutting-edge business strategies such as differentiation, and cost leadership that generate revenue while delivering customer value
- Includes both Indian as well as global case studies of companies such as Vodafone, Ford, Aviva India, Bacardi, Amazon, etc.

ONLINE RESOURCES

For Faculty: PowerPoint Presentation, Question and Answers, & Additional Case Study

For Students: Additional Case Study

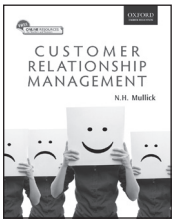
Contents: Section 1: Marketing in the Digital Era; 1. E-marketing; 2. The Online Marketing Mix; 3. The Online Consumer; 4. Customer Relationship Management in a Web 2.0 World; Section 2: Business Drivers in the Virtual World; 5. Social Media; 6. Online Branding; 7. Traffic Building; 8. Web Business Models; 9. E-commerce; Section 3: Online Tools for Marketing; 10. Engagement Marketing through Content Management; 11. Online Campaign Management; 12. Consumer Segmentation, Targeting, and Positioning using Online Tools; 13. Market Influence Analytics in a Digital Ecosystem; Section 4: The Contemporary Digital Revolution; 14. Online Communities and Co-creation; 15. The World of Facebook; 16. The Future of Marketing—Gamification and Apps

About the Author:

Vandana Ahuja, *Professor (Marketing), IILM.*

Prices are subject to change without prior notice

Customer Relationship Management



9780199456758
384 Pages
June 2016
Paperback
Indian Original
Author: **Mullick**
₹ 750

About the Book:

Customer Relationship Management (CRM) is a comprehensivtext-book designed to meet the needs of postgraduate management students specializing in marketing. It explains the concepts and application of CRM through numerous examples, exhibits, and cases.

Key Features:

- Discusses current CRM-related topics such as collaboration using social networks, mobile CRM (m-CRM), integration with ERP, etc.
- Supports text with numerous figures, tables, and exhibits to make presentation of concepts crisp and reader-friendly
- Includes variety of chapter-end exercises including objective type questions, concept review questions, critical thinking ques tions, and project assignments to test the understanding of the subject
- Provides chapter-end case studies to demonstrate challenges involved in CRM in real life situations

ONLINE RESOURCES

For Faculty: PowerPoint Slides, Instructor's Manual, Multiple Choice Questions, Case Studies
For Students: Flashcards, Application of CRM-Software

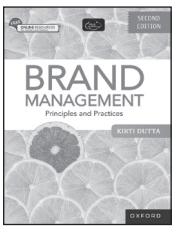
Contents: 1. An Introduction to CRM; 2. CRM Integration in an Organization; 3. Customer Loyalty and Retention; 4. CRM Process; 5. Database Management; 6. Data Analysis and Data Mining; 7. Customer Loyalty and Retention Management; 8. CRM in Marketing Channels; 9. Technological Developments in CRM; 10. CRM Implementation; 11. Applications of CRM; 12. Assessment of CRM

About the Author:

***N. H. Mullick** is Associate Professor of Marketing at Jamia Hamdard, New Delhi.*

Brand Management, 2e

Principles and Practices



9780190124137
488 pages
April 2022
Paperback
Indian Original
Author: **Dutta**
₹ 765

New to this edition

- Includes a new chapter on brand building in the new media and how to manage brand reputation online
- Includes video presentations of brands to help students think beyond the concepts discussed in the chapters to enhance decision making
- Provides rich learning from practices of Indian brands like Santoor, Nykaa, Asian Paints, Cornitos, Tanishq, Emami, ITC, and LIC
- Discusses practices of global and Indian companies such as Bentley, Aditya Birla Group, Kia Motors, Lux, and Amul
- Includes exhibits with marketing insights from industry

ONLINE RESOURCES

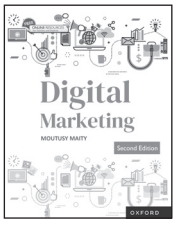
For Faculty: Instructor Manual, PowerPoint Slides, Video PPTs
For Students: Video PPTs

Contents: Part I: Overview of Brand Management: 1. Introduction to Branding; 2. Creating a Brand; 3. Understanding Organizational Culture for Successful Brand Management; Part II: Understanding and Measuring Brand Equity: 4. Brand Equity; 5. Researching for Brand Equity; 6. Measuring Brand Equity; Part III: Understanding Consumers and Markets; 7. Consumer Behaviour and Brand Buying Decisions; 8. Brand Positioning; Part IV: Managing Brands; 9. Branding and the Marketing Programme; 10. E-branding-Branding the Brand Online; 11. Branding and Marketing Communications; 12. Brand Building in the New Media; Part V: Building Resilient Brands; 13. Brand Strategies; 14. Managing Brand Architecture; 15. Brands over Time; 16. Brands in a Borderless World

About the author

***Kirti Dutta,** Associate Dean & Professor, School of Entrepreneurship, Rishihood University, Sonipat*

Digital Marketing, 2e



9789354972478
504 pages
June 2022
Paperback
Indian Original
Author: **Maity**
₹ 775

The second edition of Digital Marketing is designed with the purpose of explaining important

concepts of the subject with Indian and global examples from real life. It also delves into the

opportunities, problems, tactics and strategies associated with incorporating the Internet into the

function of marketing.

New to this Edition

- Updated data and examples throughout the book
- Updated and new analytics-based cases on web analytics, social media analytics and more
- New chapters in the areas of Programmatic advertising,

Affiliate marketing, Online privacy and
- ethical issues, and Legal issues
- Possible impact of Artificial Intelligence on all aspects of digital marketing
- Added activities and chapter-end exercises

ONLINE RESOURCES

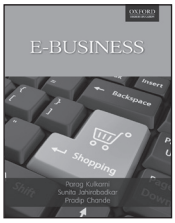
For Faculty: Instructor's Manual, PowerPoint Slides

Contents: 1. Introduction: The Adoption of Internet in India; 2. Search Engine Optimization; 3. Search Advertising; 4. Display Advertising and Programmatic Advertising; 5. Affiliate Marketing; 6. Web Analytics; 7. Consumers Online; 8. Social Media Marketing; 9. Social Media Analytics: Structured Data; 10. Social Media Analytics: Unstructured Data; 11. Mobile Marketing; 12. E-mail Marketing; 13. Internet Marketing Strategy and Content Marketing; 14. Online Privacy and Data Protection: Ethical and Legal Issues; 15. Looking Ahead

About the Author:

Moutusy Maity *is Professor, Department of Marketing, Indian Institute of Management Lucknow (IIM-L). She has also co-authored Marketing Analytics published with OUP*

E-Business



9780198069843
472 Pages
May 2012
Paperback
Indian Original
Authors: **Kulkarni, Jahirabadkar & Chande**
₹ 1475

About the Book:

E-Business is a comprehensive textbook designed for students of business management. It integrates e-commerce with the strategic aspects of e-business, with the help of numerous examples, exhibits, figures, and case studies.

Key Features:

- Includes chapters on KM and BI in e-business, Internet security, Internet payment, and website development
- Discusses contemporary issues and current trends, such as mobile computing, m-commerce, Internet banking, and the IT Act, 2000
- Contains several important case studies on Indian as well as international e-business companies

ONLINE RESOURCES

For Faculty: Hints to Concept Review Questions, Hints to Critical Thinking Exercises, Hints to Project Assignment, PowerPoint Presentation, Teaching Notes & Case Study

Contents: 1. Electronic Business— Understanding New Internet Economy and Business; 2. E-business Models; 3. E-business Competitive and Business Strategy; 4. Value Creation and Business Strategies in E-age; 5. Creating E-business Plan; 6. Design and Development of a Business Website; 7. Building and Launching E-business; 8. E-market; 9. Back-end Systems; 10. E-business Applications; 11. Online Payment Systems; 12. Security and Reliability of E-business; 13. Knowledge Management and Business Intelligence for Strategic E-business; 14. Evaluation and Audit of E-business; 15. Future of E-business; Appendix 1: Internet Banking; Appendix 2: Mobile Computing and Mobile Commerce; Appendix 3: Microsoft FrontPage 2003 Tutorial; Appendix 4: E-business and Information Technology Act, 2000

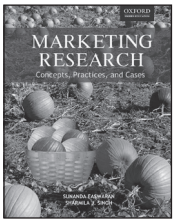
About the Authors:

Parag Kulkarni, *Director and Chief Scientist, Anomaly Solutions Pvt. Ltd., Pune*

Sunita Jahirabadkar, *Professor, Department of Computer Engineering, at the Cummins College of Engineering, Pune*

Pradip Chande, *Former Professor of Information Systems, IIM Indore*

Marketing Research



9780195676969
604 Pages
October 2006
Paperback
Indian Original
Authors: **Easwaran & Singh**
₹ 1200

About the Book:

Marketing Research is a comprehensive textbook specially designed to meet the needs of management students. It combines the quantitative and qualitative aspects of marketing research, and addresses its utility for both the researcher and the end-user.

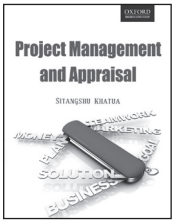
Key Features:

- Addresses both the quantitative and qualitative research aspects of marketing management
- Provides practical guidelines on the relationship between the researcher and the manager, the scope of research, and what the user may expect from research
- Includes step-wise SPSS commands for conducting discriminant analysis, factor analysis, cluster analysis, and multidimensional scaling

ONLINE RESOURCES

For Faculty: Hints to Concept Review Questions, Hints to Critical Thinking Exercises, Hints to Project Assignments, Solutions to Case Studies, PowerPoint Presentation & Teaching Notes

Project Management and Appraisal



9780198066903
608 Pages
April 2011
Paperback
Indian Original
Author: **Khatua**
₹ 990

About the Book:

Project Management and Appraisal is a comprehensive textbook-specially designed to meet the requirements of postgraduatema-nagement students specializing in finance and operations. It aims to familiarize the readers with the core concepts of project man-agement including its planning, execution, control, and appraisal.

Key Features:

- Explains the concept of financial appraisal in project scanning and ion including the fundamentals of capital budgeting decisions comprehensively
- Includes recent examples such the Tata Nano, Delhi Metro, and Nayachar chemical hub projects
- Contains appendices on the regulatory framework in project appraisal, tables on the several discounted and compounded factors for various rate and time periods, and a detailed project report
- Provides critical thinking exercises and project assignments to

enhance and hone the management skills of the readers

ONLINE RESOURCES

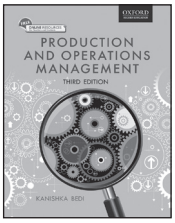
For Faculty: Hints to Critical Thinking Exercises, Hints to Project Assignments, Solutions to Case Studies, Solutions to Numerical Problems, PowerPoint Presentation & Teaching Notes

Contents: PART I: Introduction to Project Management; 1. Project Management—Functions, Attributes, and Processes; 2. Project Management—An Overview; PART II: Project Appraisal; 3. Gen-eration of Project Ideas; 4. Various Appraisal Methods in Project Scanning and Selection; 5. Financial Appraisal in Project Scanning and Selection; 6. Selection of Exact Discount Factor; 7. Risk Analysis Models in Capital Budgeting; 8. Financial Forecasting; 9. Financing Strategies; 10. Real Options; 11. Handling Multiple Projects—Con-straints and Solutions; 12. International Project Appraisal; PART III: Project Planning, Execution, and Control; 13. Project Planning; 14. Project Execution; 15. Project Control and Audit; PART IV: Project Management—The Future; 16. Managing E-Projects; 17. Future of Project Management; Appendix 1. Regulatory Framework in Pro-ject Appraisal; Appendix 2. Several Discounted and Compounded Factors for Various Rates and Time Periods; Appendix 3. Detailed Project Report

About the Author:

Sitangshu Khatua, *Associate Professor, Management Education Centre, Heritage Institute of Technology, Kolkata*

Production and Operations Management, 3E



9780198072096
704 Pages
September 2013
Paperback
Indian Original
Author: **Bedi**
₹ 850

About the Book:

The third edition of Production and Operations Management is a comprehensive textbook specially designed to meet the needs of management students. The text uses an application-based ap-proach to explain the various concepts using extensive industry-based examples, cases, and exercises. The title has been revised to include a new chapter on new product development apart from several new topics, exhibits, and case studies.

Key Features:

- Explores A unique blend of theory and practice, the text pro vides a step-by-step approach to each topic.
- Each chapter is exhaustive, with numerous organizational examples and exhibits.
- The chapters include numerous solved examples, classroom tested cases, and end-chapter problems with critical-thinking elements, interesting activities like group discussions, and outdoor projects.

New to This Edition:

- Chapter on new product development
- New exhibits in all chapters
- Additional case studies
- New sections on facility location decisions and network design in the supply chain, calculating labour and machine require ments to achieve a capacity, earned value management (EVM), managing demand uncertainty, vendor relationship manage ment, and more
- Sidebars for easy recall
- Objective-type questions in all chapters

ONLINE RESOURCES

For Faculty: Hints to Project Assignments, PowerPoint Presentation, Teaching Notes, Case Study, & Hints to Numerical Problems

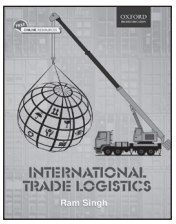
For Student: MCQs, Web links, Flashcard Glossary, & University Question Papers; Additional Resources

Contents: 1. Introduction to Production and Operations Man-agement; 2. Operations Strategies; 3. New Product Development (new chapter); 4. Outsourcing and Offshoring; 5. Facility Location Planning; 6. Facility Capacity and Layout Planning; 7. Project Man-agement; 8. Inventory Management; 9. Materials Requirement Planning, Just-in-time, and Supply Chain Management; 10. Total Productive Maintenance; 11. Aggregate Planning; 12. Work Design; 13. Operations Scheduling; 14. Quality Management; 15. Demand Forecasting; 16. Service

About the Author:

Kanishka Bedi, *Vice President (Executive Campus) and Professor and Discipline Chair—Operations Management, GlobalNxt University*

International Trade Logistics



9780199455454
552 Pages
March 2015
Paperback
Indian Original
Author: **Singh**
₹ 850

About the Book:

International Trade Logistics is designed as a textbook for students of postgraduate management programmes specializing in international business. It will also be useful for students specializing in operations. The book provides extensive coverage of the logistics infrastructure of India's foreign trade system.

Key Features:

- Provides comprehensive coverage of the various facets of international trade logistics (ITL)
- Incorporates the latest data and procedural information in the field of ITL
- Lays special emphasis on ocean transportation
- Provides case studies on various functional aspects of international trade such as third party logistics and role of reverse logistics, as well as sector-specific cases such as the challenges and opportunities for India's liner shipping industry

ONLINE RESOURCES

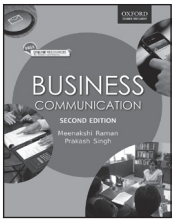
For Faculty: PowerPoint Presentation

Contents: 1. Introduction to International Trade Logistics; 2. Integrated Logistics and Sub-system Elements; 3. Choice of Mode of Transport; 4. Information and Order Processing; 5. Packing and-Packaging; 6. Labelling and Marking in International Logistics; 7. Inventory Management in Trade Logistics; 8. Warehousing; 9. Unitization, Palletization, and Stowing of Cargo; 10. Role of Dry Ports in Trade Logistics; 11. Incorporating Shipping Terms; 12. India's Transport Infrastructure; 13. Air Transport; 14. Ocean Transportation; 15. Containerization in Trade Logistics; 16. Multimodal Transportation; 17. Liner Shipping and Freighting Practices; 18. Tramp Shipping and Chartering Clauses; 19. Freighting Principles and Practices in Trade Logistics; 20. Documentation in Trade Logistics; 21. Risks in International Trade Logistics; 22. Cargo Insurance and Claim Procedure; 23. Understanding and Preventing Maritime Frau; 24. Role of Intermediaries in Trade Logistics

About the Author:

Ram Singh, *Associate Professor, Indian Institute of Foreign Trade, New Delhi*

Business Communication, 2E



9780198077053
672 Pages
August 2012
Paperback
Indian Original
Authors: **Raman & Singh**
₹ 895

About the Book:

The second edition of Business Communication is a comprehensive textbook specially designed to meet the needs of management students. The text material has been restructured to provide a more balanced and exhaustive coverage of the subject and give an in-depth coverage of the core components of business communication.

New to This Edition:

- Two new chapters on cross-cultural communication and career building and résumé writing
- New sections on interpersonal communication, communication styles, fluency development strategies, types of interviews, video conferencing, teleconferencing, etc.
- New features such as business communication insights and business communication tools
- Sidebars for easy recapitulation
- New appendices on interview questions, impact words, transitions, British and American vocabulary, common usage errors, and commonly misspelt words

ONLINE RESOURCES
For Teachers and Students

For Faculty: Solutions Manual & PowerPoint Presentation
For Students: Flashcard Glossary

Contents: PART I: Understanding Business Communication; 1. Nature and Scope of Communication; 2. Non-verbal Communication; 3. Cross-cultural communication; 4. Technology-enabled Business Communication; PART II: Writing Business Messages and Documents; 5. Business writing; 6. Business Correspondence; 7. Instructions; 8. Business Reports and Proposals; 9. Career building and Resume writing; PART III: Developing Oral Communication Skills for Business; 10. Effective Listening; 11. Business Presentations and Public Speaking; 12. Conversations; 13. Interviews; 14. Meetings and Conferences; 15. Group Discussions and Team Presentations; 16. Team Briefing; PART IV: Understanding Specific Communication Needs; 17. Communication across Functional Areas; 18. Corporate Communication; 19. Persuasive Strategies in Business Communication; 20. Ethics in Business Communication; 21. Business Communication Aids; Appendices; Transitional words and phrases, Action words, Interview questions, Common usage errors, Commonly misspelt words, British and American vocabulary

Prices are subject to change without prior notice

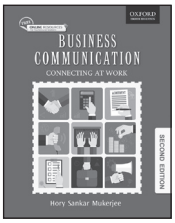
About the Authors:

Meenakshi Raman, *Professor and Head, Department of Humanities & Social Sciences, at the BITS Pilani, Goa campus*

Prakash Singh, *Associate Professor, Indian Institute of Management, Lucknow*

Business Communication, 2E

Connecting at Work



9780199463152
704 Pages
September 2016
Paperback
Indian Original
Author: **Mukerjee**
₹ 950

About the Book:

The second edition of Business Communication is specially designed to meet the requirements of postgraduate students of management. Provide an understanding of communication practices and prepare students for corporate world.

Key Features:

- Provides a crisp theoretical foundation, along with several examples, case studies, tips, and communication strategies.
- Self-assessment exercises, multiple-choice questions, conceptreview questions, and critical thinking questions help students apply their learnings to solve realistic problems
- Communication mantra provided at the end of the chapter challenge the traditional way of thinking and aid in holistic development of students into better communicators.

New to This Edition:

- New Topics: Introduces topics such as impact of technology and social media on communication, social networking and job search, and bring your own device (BYOD).
- New Exhibits: Includes new exhibits such as failed negotiations at Singur and the Dabbawallas of Mumbai.
- Role Plays: Presents a detailed real-life corporate situation in each chapter with an activity based on it that will aid students tackle future business situations.

ONLINE RESOURCES
For Teachers and Students

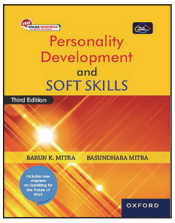
For Faculty: PowerPoint presentations; Instructors' manual; Video exercises; Additional videos; Multiple-choice questions
For Students: Sample correspondences; Crosswords; Flashcard glossary; Articles by communication experts

Contents: Part 1: Communication in Organizations; 1. Introduction to Business Environment & Communication; 2. Basics of Communication; 3. Corporate Communication; 4. Listening Skills; 5. Verbal & Non-verbal Communicatio;n Part 2: Written Communication; 6. Improving Writing Skills; 7. Planning and Execution of Messages; 8. Writing Different Messages; 9. Writing Reports, Proposals, and Business Plans Part 3: Interpersonal Communication; 10. Working & Communicating in Teams; 11. Conversations & Negotiations; 12. Creating and Delivering Good Presentations; 13. Managing Data and Visuals; Part 4: Business Etiquettes & Cross-cultural Communication; 14. Business Etiquettes; 15. Communicating across Cultures Part 5: Career Management and Technology; 16. Career Planning and Résumés; 17. Group Discussion & Interview; 18. Technology in Business Communication

About the Author:

Hory Sankar Mukerjee, *Infosys Limited, Bhubaneswar*

Personality Development and Soft Skills, 3e



9789354978371
296 Pages
March 2024
Paperback
Indian Original
Author: **Mitra & Mitra**
₹ 500

About the Book:

The third edition of Personality Development and Soft Skills aims to serve as a detailed guide to equip readers with all the necessary skills required to be successful in the increasingly competitive professional space. With the help of numerous case studies, classroom-based exercises, and self-assessment tests, the book provides crucial insights on all the core areas associated with soft skills and personality development. Keeping in mind the growing importance of modern learning and working mechanisms, three new chapters on building confidence, upskilling for an online world, and digital literacy have also been included. Written in a compact and lucid manner, this textbook will assist students as well as professionals in enhancing their personality, soft skills, and increasing their confidence, thereby greatly improving their chances of employability in a digital world.

New to This Edition:

- Provides detailed guidance on enhancing soft skills and personality development for career growth.
- Offers valuable inputs on ways to navigate the digital domain.
- Includes inputs on avoiding common mistakes in speaking English.
- Discusses various forms of digital skills.
- Presents several case studies, examples, and illustrations to elucidate the concepts discussed.

ONLINE RESOURCES
For Teachers and Students

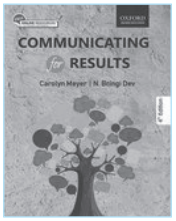
For Faculty: PowerPoint Slides, Test Bank, Personality Tests
For Students: Multimedia Resources, Flashcard Glossary

About the Author:

Barun K. Mitra was formerly Professor of English at Indian Institute of Technology, Kharagpur.

Basundhara Mitra is a creative writing cnsellor in India and USA, author, and poet.

Communicating for Results, 4E



9780199496570
600 Pages
August 2020
Paperback
Indian Original
Authors: **Meyer & Bringi Dev**
₹ 799

About the Book

The textbook offers practical, classroom-tested instruction for students to become effective business writers and speakers. Supplemented with abundant group and individual activities, this invaluable text will help management students at both undergraduate and postgraduate levels to hone their skills and communicate with confidence.

Key Features

- A skills-based approach with easy-to-use models, real-life case studies, examples, and a variety of exercises to enhance writing skills, improve interactivity, and overcome fear of public speaking
- Annotated examples of effective written communication including reports, proposals, e-mail, and business letters
- A wide range of communication approaches based on current trends and practices in areas such as business documentation, digital and social media, persuasive presentations and individual, small group, and collaborative communication
- The emphasis on critical thinking and learning by doing rather than on rigid frameworks
- An easy-to-read, attractive two-colour layout

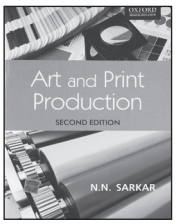
Contents: 1. Issues and Trends in Professional Communication; 2. Getting the Message Across; 3. Getting Started: Planning, Writing, and Revising Business Messages; 4. Business Style: Vocabulary, Sentences, Paragraphs, Concision, and Tone; 5. Written Business Communication, E-Mail, and Letters; 6. Routine and Positive Messages; 7. Negative Messages: Delivering Unfavourable News; 8. Persuasive Messages; 9. Communicating for Employment; 10. Reports and Proposals; 11. Business Presentations; 12. Interpersonal Communication in Organizations; 13. Digital and Social Media Communication

About the Authors

Carolyn Meyer, *School of Professional Communication, Ryerson University. She is also Undergraduate Program Director in the School of Professional Communication and Vice President (Canada) of the Association for Business Communication.*

N. Bringi Dev, *former Professor of Practice and Chairperson, Centre for Management Communication, IIM Bangalore (IIMB). He has over 40 years of hands-on experience in the corporate, entrepreneurship, and academic areas.*

Art and Print Production, 2E



9780198085560
536 Pages
May 2013
Paperback
Indian Original
Author: **Sarkar**
₹ 1000

About the Book:

The second edition of Art and Print Production has been specially designed to meet the needs of undergraduate and postgraduate degree-diploma students of various mass communication, printing, and design courses. The text focuses on print communication and is holistic and exhaustive in its approach and treatment.

Key Features:

- Explores various aspects of designing, providing technical inputs for the same
- Looks at the latest technology and trends in art and print production
- Discusses the Roman script as well as the Devanagari script (an integral part of Indian designs) in a separate chapter on typography
- Includes a chapter on digital prepress
- Encourages self-study, with the concepts discussed in the chapters amply and vividly illustrated with photographs, figures, exhibits, and tables
- Explains various printing techniques and processes through step-by-step photographs captured on camera
- Contains colour plates to depict the visual effect of various types of images

New to This Edition:

- New and highly graphic chapter on outdoor design
- New sections on software tools for designing, handling a print project, and computer to technology
- New colour photographs

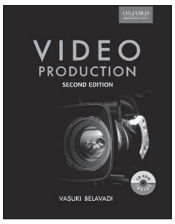
Contents: 1. Art and Print Production: An Overview; 2. Typography; 3. Visual Images; 4. Layout; 5. Principles of Design; 6. Colourin Design; 7. Copy for Printing; 8. Printing Processes; 9. Digital Prepress; 10. Desktop Publishing; 11. Paper and Finishing; 12. Costing and Estimating; 13. Newspaper Makeup; 14. Advertising Design; 15. Identity Design; 16. Periodicals; 17.Poster Design; 18. Packaging Design; 19. Direct Communication; 20. Book Design; 21. Outdoor Design

About the Author:

N. N. Sarkar, *Formerly Associate Professor, Indian Institute of Mass Communication (IIMC), New Delhi*

Prices are subject to change without prior notice

Video Production, 2E



9780198085416
432 Pages
May 2013
Paperback
Indian Original
Author: **Belavadi**
₹ 1300

About the Book:

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- New sections on scriptwriting software, storyboard software, video and audio formats, conversion and compression techniques, virtual studio, video editing software, and various TV sets such as LCD, LED, Plasma, and 3D
- Detailed discussion on popular non-linear editing (NLE) software
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Vasuki Belavadi, *Associate Professor and Faculty Fellow, UNESCO Chair on Community Media, Department of Communication, University of Hyderabad*

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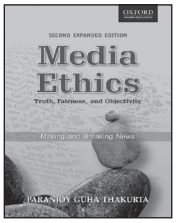

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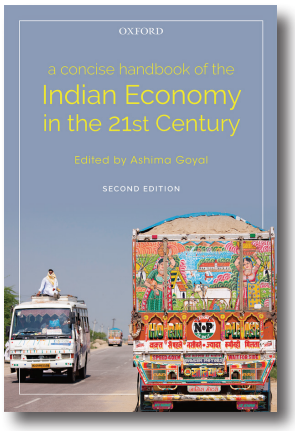

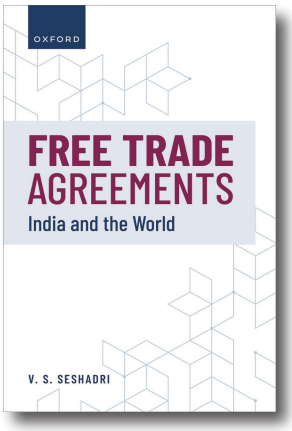

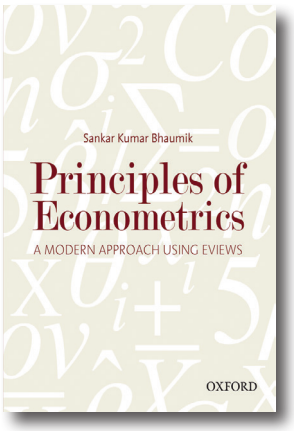

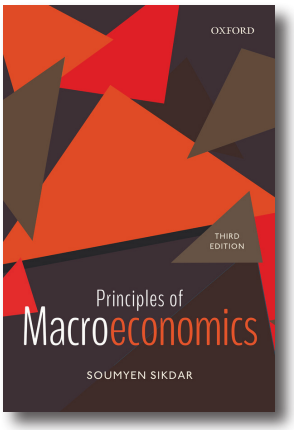

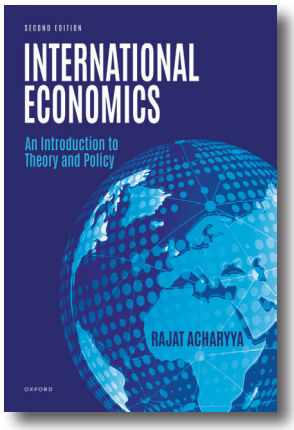

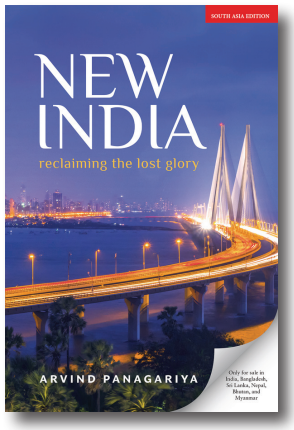

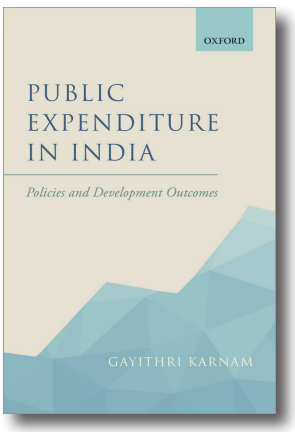

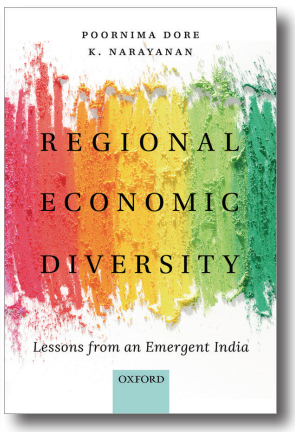

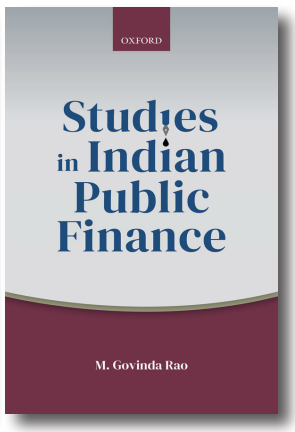

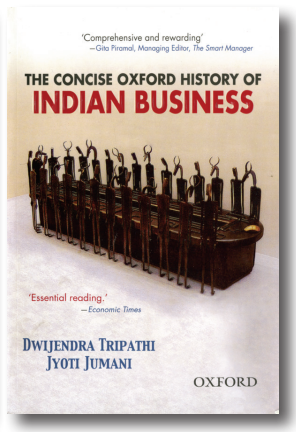

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