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[Managerial Economics-2nd](#) May 24 2022

[Marketing In India, Cases And Readings -](#) Apr 23 2022 This book provides a comprehensive overview of the current marketing environment in India. It examines the changing dynamics of marketing management against the backdrop of globalization and liberalization, analysing how both marketers and consumers are adapting to radical changes. Insightful perspectives on key issues including market segmentation, brand strategy, product planning, advertising, pricing and distribution strategies as well as challenges of rural marketing are given. This Fourth Edition boasts of incisive coverage of all contemporary concepts and formats of marketing, including retailing, Internet marketing and telemarketing. It is further enriched by varied case studies that are drawn from the Indian experience and will go a long way to inculcate skills of analysis, logical thinking and decision making in students. Valuable not only to students and teachers of marketing management, the book is a must-have for practising managers who want to stay abreast with the latest developments in their field.

[Information India 1997-98 And 1998-99 : Global View](#) Feb 21 2022

[Strategic Management](#) Apr 30 2020 Written in a lucid way, this book traverses the entire panorama of strategic management.

[Brand Management](#) Jun 13 2021 Brands are wealth generators of the 21st century. With this in mind 'Brand Management' focuses on the key decision areas of competition and brand, concept of brand, brand equity, brand over time and branding strategies. The theoretical constructs are illustrated using case studies.

[Modern Microeconomics: Theory and Applications, 19th Edition](#) Jan 08 2021 The nineteenth edition of Modern Microeconomics continues to provide a detailed understanding of the foundations of microeconomics. While it provides a solid foundation for economic analysis, it also lucidly explains the mathematical derivations of various microeconomic concepts. This textbook would be extremely useful for the students of economics.

[Managing Innovation And New Product Development: Concepts And Cases](#) Mar 30 2020 Innovation is the key to success in any business, and is the only way to surpass competition. An innovative concept can lead to the development of a new product. This comprehensive book explains how an innovative idea or a concept, if executed properly, can create the best product in the market. The book presents a framework for a new product development, laying emphasis on generic concepts and processes, which are useful and profitable for small and large organizations including the multinationals. The book highlights the innovation theories that are helping service sector companies to prosper and excel in their fields. It also provides a mathematical formula for students to calculate sales-estimation of first-time-sales of a new product. The Ten Case Studies on real-life products from the Indian market enrich the text and enable students to fully understand innovative techniques that help increase the potential and market value of an established product.

[Microeconomic Theory And Applications \(Part I\)](#) Jun 20 2019 The concept of Microeconomics revolves around the behaviour of market. The answers of questions such as, how prices are determined and what leads to change in the prices so determined provide the subject matter of microeconomics. This book is an effort to bring together all the related topics in a careful manner. The book provides an extensive approach towards the concepts of demand and supply, product pricing, elasticity of demand and supply, marginal utility, etc. The book is divided into twelve chapters. It has been developed keeping in view the requirements of graduate level students, as the book covers the syllabus of microeconomics, as prescribed for the BCom (Hons) I year course of the University of Delhi. The book is written with the objective to supplement the classroom teaching. It has been written in a manner as if lectures are being delivered. Given at the end of each chapter are the University examination questions, with solutions to the numerical questions at the end of the book. The book would prove to be equally useful for all microeconomics courses at the graduation level across all the universities in India.

[Strategic Management](#) May 12 2021 Designed to facilitate understanding and retention of the material presented, each chapter contains the following pedagogical features:u Opening Case: Each chapter begins with an opening case highlighting strategies and actions followed by Indian companies while trying to exploit the opportunities present in a competitive environment.u Real World Examples: Each chapter contains a number of real- world examples illustrating how a particular firm has exploited the gaps present in the environment, using its own resources to best advantage. u Terminology: Key ideas and terms that are vital to understanding strategic management have been highlighted throughout the book and explained at the end in a summarised formu References: Each chapter is also supported by carefully selected references for the benefit of readers who might be interested in exploring the topic(s) further.u Personality Profiles: Personality sketches of leading corporate heroes have also been provided at appropriate places, illustrating the manner in which they fought against heavy odds and emerged as winners in the end.u Review and Discussion Questions : Following the terminology, review and discussion questions offer an opportunity to focus on each of the key ideas illustrated at the beginning of each chapter and stimulate clear thinking.u Research Inputs: The book provides a comprehensive coverage of a vast, growing subject well-supported by a wealth of research data collected from multifarious sources.u Concluding Case: Each chapter contains a thoroughly researched and widely-acclaimed case, picked up from Business Today, relevant to the topic in question.u Student Oriented Text: The subject matter has been presented in a simple and lucid manner, keeping the unique requirements of students in mind.

[PRODUCT MANAGEMENT](#) Aug 15 2021 In today's competitive milieu, the product promotion function, along with continuous product innovation and speed of execution, is very important as a critical parameter for a company's success. Product Management involves designing customized products to fit the exact needs of individual customers. This comprehensive book focuses on the critical issues of product management that enable better product performance in the marketplace. It deals with many new products that straddle across Indian and global markets to give a broad and clear perspective of the current competitive marketing scenario. The text covers such topics as competitive product development and product life cycle strategies, innovation, branding, pricing, segmentation, targeting, positioning, CRM, modern product management tools, and various other issues. Key Features : Provides a clear understanding of managing the product category, and product life cycle. Focuses on the present Indian marketing scenario. Illustrations and websites are provided to acquaint the readers with the latest product information. Gives 20 Case Studies that cover all the critical aspects of product management. Provides Assignments at the end of each chapter to lend a practical touch to the subject. Intended primarily as a text for the postgraduate students of Management, the book will also prove to be a useful learning tool for the students of Marketing and Commerce.

Besides, the strategies discussed in the book can be good takeaways for practising managers, and for those interested in learning about Product Management.

[Modern Microeconomics](#) Dec 07 2020 The nineteenth edition of Modern Microeconomics continues to provide a detailed understanding of the foundations of microeconomics. While it provides a solid foundation for economic analysis, it also lucidly explains the mathematical derivations of various microeconomic concepts. This textbook would be extremely useful for the students of economics.

[India News](#) Nov 06 2020

[Indian Innovation, Not Jugaad - 100 Ideas that Transformed India](#) Aug 03 2020 Dinesh C. Sharma is a New Delhi-based award-winning journalist and author with over thirty-five years' of professional experience. He has written extensively on science and technology, climate change, health, environment and innovation for national and international media, including The Lancet and Wired. He has been Science Editor at Mail Today, and Managing Editor at India Science Wire and is currently the Jawaharlal Nehru Fellow (2020-2021). His book The Outsourcer: The Story of India's IT Revolution was awarded the Computer History Museum Book Prize in 2016. He has also been a visiting faculty at the Jawaharlal Nehru University, New Delhi and Ateneo de Manila University, Manila. Dinesh Sharma tweets at @dineshsharma

[A Complete Book on Data Interpretation & Data Analysis \(eBook\)](#) Feb 27 2020 -2000+ Questions Based on Latest Pattern with detailed Solutions -Covers all the types of DI such as Table| Pie | Bar | Line | Caselet |Radar -Includes Arithmetic Based & Missing DI asked in IBPS/SBI Mains Examinations -Includes Previous year questions asked in SBI Po mains 2018, IBPS PO mains 2018 and other exams. -Essential for both Prelims and Mains exams A Complete Book on Data Interpretation and Analysis eBook' is an effort to assist all the government job aspirants with a comprehensive, reliable and satisfactory source of offline practice materials to improve their proficiency in Quantitative Aptitude. This ebook is a unique approach towards fulfilling the needs of our dedicated aspirants who wish to clear any obstacle with ease. We should never be confined by the limits of our brain and this eBook which is thoroughly revised and covers every crucial aspect of all the Banking and Insurance examinations assures you that it will help you in transcending your limits. The ebook comprises more than 300 DIs which include 2000+ Questions covering all the patterns and topics that the IBPS, SBI and other banking exams have been surprising us with for last few years. The ebook is elegantly divided into different chapters namely Table, Bar Graph, Line Graph, Pie Graph, Mixed Graph, Arithmetic and Caselets. Each chapter is further categorized into four parts – Solved Examples, Previous years' exercises, Level 1 exercise (Basic to Moderate) and Level 2 exercise (Advance). There are new methods and approach to solving the latest pattern questions within a short time limit. Detailed solutions are provided to every question for better CONCEPTUAL learning. In the second edition, we have includes more than 500 Questions based on latest pattern and questions asked in recent exams like SBI PO 2018, IBPS PO 2018, RRB PO 2018 and other exams. The questions are duly framed and prepared by our best faculties in this field. While preparing, all the necessities including minute details have been taken care of. The questions are preferably selected based on their quality, inculcating different levels and types that are being asked in the banking and insurance examinations. The ebook will be extremely helpful in preparing for all the Banking and Insurance examinations like IBPS PO, SBI PO, BANK OF BARODA PO, SYNDICATE BANK PO, RBI ASSISTANT, OICL, UIIC, etc.

[Plunkett's Automobile Industry Almanac 2008](#) Aug 23 2019 The automobile industry is evolving rapidly on a worldwide basis. Manufacturers are merging, component design and manufacture are now frequently outsourced instead of being created in-house, brands are changing and the giant auto makers are expanding deeper into providing financial services to car buyers. The skyrocketing price of gas spurs developments in hybrid technology and clean diesel, as manufacturers look for ways to improve fuel efficiency. Meanwhile, all of the biggest, most successful firms have become totally global in nature. Plunkett's Automobile Industry Almanac will be your complete guide to this immense, fascinating industry. On the car dealership side, giant, nationwide holding companies have acquired the best dealers in major markets. Even the used car business is being taken over by national chains. E-commerce is having profound effects on the car industry. Consumers use the Internet to become better informed before making a purchase. Online sites like Autobytel steer millions of car buyers toward specific dealers while the same sites deliver competing bids for cars, insurance and financing in a manner that lowers costs and improves satisfaction among consumers. Meanwhile, auto makers are using the latest in e-commerce methods to manage their supply chains and replenish their inventories. This exciting new book (which includes a database on CD-ROM) is a complete reference tool for everything you need to know about the car, truck and specialty vehicles business, including: Automotive industry trends and market research; Mergers, acquisitions, globalization; Automobile manufacturers; Truck makers; Makers of specialty vehicles such as RVs; Automobile loans, insurance and other financial services; Dealerships; Components manufacturers; Retail auto parts stores; E-commerce ; and much, much more. You'll find a complete overview, industry analysis and market research report in one superb, value-priced package. This book also includes statistical tables, an automobile industry glossary, industry contacts and thorough indexes. The corporate profile section of the book includes our proprietary, in-depth profiles of the 400 leading companies in all facets of the automobile industry. Purchasers may also receive a free copy of the company profiles database on CD-ROM.

[Consumer Behaviour](#) Oct 29 2022

[Confessions of A Traveloholic](#) Nov 25 2019 "Confessions of a traveloholic" is a compilation of thirteen travelogues within the frame of a travel book. The author's aim of publishing this book is to share his experiences with like-minded people and fellow travelers. The author has personally experienced when planning his own trips that going through travel experiences of others have assisted him to make his own trip much better & easier. The book makes an interesting and eclectic read, written in a manner that any reader would be able to relate to these travelogues, being of varied nature. The travel experiences of the author are of regions/places both within as well as outside India. He shares important information about the destination along with practical tips for a hassle-free trip to these locations. So go ahead and 'Live these Trips' through the author's eyes. From bachelor trips to trips with family; from challenging bike rides to backpacking trips with a baby; from trekking expeditions to exploring exotic foreign locales - it's all present in these Confessions!

[Database Management Systems](#) Jan 20 2022 The contents of this second edition have been appropriately enhanced to serve the growing needs of the students pursuing undergraduate engineering courses in Computer Science, Information Technology, as well as postgraduate programmes in Computer Applications (MCA), MSc (IT) and MSc (Computer Science). The book covers the fundamental and theoretical concepts in an elaborate manner using SQL of leading RDBMS—Oracle, MS SQL Server and Sybase. This book is recommended in Guwahati University, Assam. Realizing the importance of RDBMS in all types of architectures and applications, both traditional and modern topics are included for the benefit of IT-savvy readers. A strong understanding of the relational database design is provided in chapters on Entity-Relationship, Relational, Hierarchical and Network Data Models, Normalization, Relational Algebra and Relational Calculus. The architecture of the legacy relational database R system, the hierarchical database IMS of IBM and the network data model DBTG are also given due importance to bring completeness and to show thematic interrelationships among them. Several chapters have been devoted to the latest database features and technologies such as Data Partitioning, Data Mirroring, Replication, High Availability, Security and Auditing. The architecture of Oracle, SQL of Oracle known as PL/SQL, SQL of both Sybase and MS SQL Server known as T-SQL have been covered. KEY FEATURES : Gives wide coverage to topics of network, hierarchical and relational data models of both traditional and generic modern databases. Discusses the concepts and methods of Data Partitioning, Data Mirroring and Replication required to build the centralized architecture of very large databases. Provides several examples, listings, exercises and solutions to selected exercises to stimulate and accelerate the learning process of the readers. Covers the concept of database mirroring and log shipping to demonstrate how to build disaster recovery solution through the use of database technology. Contents: Preface 1. Introduction 2. The Entity-Relationship Model 3. Data Models 4. Storage Structure 5. Relational Data Structure 6. Architecture of System R and Oracle 7. Normalization 8. Structured Query Language 9. T-SQL—Triggers and Dynamic Execution 10. Procedure Language—SQL 11. Cursor Management and Advanced PL/SQL 12. Relational Algebra and Relational Calculus 13. Concurrency Control and Automatic Recovery 14. Distributed Database and Replication 15. High Availability and RAID Technology 16. Security Features Built in RDBMS 17. Queries Optimization 18. Architecture of a Hierarchical DBMS 19. The Architecture of Network based DBTG System 20. Comparison between Different Data Models 21. Performance Improvement and Partitioning 22. Database Mirroring and Log Shipping for Disaster Recovery Bibliography Answers to Selected Exercises Index

[Marketing Management](#) Jun 01 2020 This book is appropriate as a core textbook for Marketing Management in Post Graduate programmes including MBA. The text provides right from the basics in Marketing to Analysis and Application of Strategic Tools in Marketing Management. CORE FEATURESStructure : Six parts with 20 chaptersObjective: Make the readers to understand marketing theory & concepts and prepare them as tomorrow's marketing managers, academicians etc. .Style: Simple and lucid style to understand theory and concepts with live corporate examples.Focus: As core text book to post graduate students-MBA, M Com, M A, M Tech etc.Delighting Features (Value Addition)V Each part underlies a specific objective.v Each chapter starts with a marketing profile of leading corporate house with web address. This enables the reader to understand what is a corporate house, what are their businesses, what are their marketing and operating philosophies,v Summary of each chapter makes the reader to grasp the chapter contents with easy effort.v Each chapter has questions for discussion, preparing the students well for examination.v Each chapter ends with practical exercises for critical analysis and thinking which makes the reader to think critically.v Case Studies lead the reader to improve his/her analytical skills and practical knowledge.

[A Text Book of Automobile Engineering](#) Oct 17 2021

[Economics for B.A. Students Semester I \( As per NEP\) UP, 1/e](#) Oct 05 2020 This textbook has been conceptualized to meet the need of B.A. First Semester students of Economics as per Common Minimum Syllabus prescribed for all Uttar Pradesh State Universities and Colleges under the recommended National Education Policy 2020. Maintaining the traditional approach to the subject, this textbook comprehensively covers first semester paper Principles of Microeconomics. This textbook acquaints the students with the important concepts of microeconomics such as demand, supply & market equilibrium, theory of consumer's behaviour, theory of production & cost, theory of firm & pricing in perfect competition, price & output under monopoly & imperfect competition, theory of distribution and lastly welfare economics & economic efficiency

[Business Studies Class 12 based on NCERT Guidelines 1. Principles & Function Of Management 2. Business Finance And Marketing](#) Oct 25 2019 Business Studies-12 a book contents: 1. Nature and Significant of Management 2. Principles of Management 3. Business Environment 4. Planning 5. Organisation 6. Staffing 7. Directing 8. Controlling 9. Business Finance 10. Financial; Market 11. Marketing 12. Consumer Protection 13. Project Work and Assignment

[Operations Management](#) Apr 11 2021 This book comprises of latest techniques of Operations Management giving due importance to the rudimentary aspects which is very necessary for students, academia and corporate. Further, to link the primary production activities to contemporary facts!! Pertaining to newer production techniques adopted by Major players in the market. Contents presented in this includes circular economy and related contemporary manufacturing practices adopted by Fashion & Apparel companies, Kia motors Ltd., Besides, authors have introduced Research papers pertaining to IoT's and modern technology to realize the benefits of manufacturing and gain insights into the realistic and challenging tasks performed by production manager in routine activities keeping at par with advanced technology . Finally, it helps to explore the history of manufacturing and get to know the advanced technologies incorporated by manufacturers' . At the same time, the new buzzword sustainability is addressed to understand the transformational model which is undergone by global giants and its importance.

**Corporate Atyaachaar** Jun 25 2022 ABHAY NAGARAJAN did his schooling in Mumbai & Bangalore. He did his graduation from SRCC and followed that up with a Masters degree in finance ( MFC ) from University of Delhi. He worked as a finance advisor for over two years. Besides working or writing, he enjoys reading up on cricket statistics-his first love since class five. This is his first novel.

**From Quality to Virtual Corporation** Mar 10 2021 "This book shares the experiences of the author in implementing the Principles of Quality System in the Manufacturing and the Software Industry. Since more and more sophisticated IT tools are being used to manage the data and the business, Enterprise Resource Planning (ERP) concept is being adopted by many industries, acronyms ERP and SAP are used as though they are synonyms; the present day managers need to have a good grounding not only in the manufacturing technology but also have an understanding of the overview of IT tools that are used in managing the industry... This book will be most useful to the senior graduate and postgraduate students, managers, professionals and engineers engaged in the fields of business administration and management, IT development, Quality Control management and those working in the areas that would directly influence the working of the industry."--P. 4 of cover.

**Business Economics** Sep 04 2020 The book provides conceptual understanding of essential concepts in business life. It details the foundations of business economics with special emphasis on demand analysis and consumer behaviour. It also discusses analysis of production and cost of the firm, market structures and pricing of products, factor pricing and income distribution and concludes with the discussion of capital budgeting. Based on the author's extensive teaching experience, the book champions a collaborative approach to delivering an appropriate textbook that is curriculum relevant.

**Terror on the Divine** Sep 23 2019 Terror on the Divine opens up when archeology students find themselves drawn into unforeseen circumstances in a city threatened by a sacred felonious criminal. As a part of the criminal's game plan in building a vicious empire, frightening incidents take place in the city which threatens the lives of common people. This pushes the protagonists to fight against the criminal, and in every attempt, the system fails to control the mysterious criminal hiding and operating behind the mask. The four friends start chasing clues, using their in-depth knowledge of mythology and mathematics which leads them to the source of all the unforeseen circumstances. Will they be able to stop the threatening plans of the intelligent criminal? Many mysteries keep popping up as secret after secret is revealed.

**Industrial Economics and Management Principles** Sep 28 2022

**Concise General Knowledge Manual** Sep 16 2021 "The Pearson Concise General Knowledge Manual 2011" is accurate, well-researched and examination-oriented. This best seller helps to master the subject of general knowledge for various competitive examinations. The book is based on current trends in general knowledge questions featured in various competitive examinations as well as in examinations conducted by UPSC, SSC, Banking Services, Railway Recruitment Boards, and central and state recruitment bodies. It includes sample practice exercises for each subject area and a comprehensive question bank for practice, in all three media paper-pencil, online and on-mobile (GPRS only) platforms. It boasts of an up-to-date national and international Current Affairs section; the latest updates and downloadable test papers available free on the web companion site."

**Pitch It!** Dec 19 2021 Pitch It! is an innovative and delightful book consisting of enthralling anecdotes linking top cricketing giants and corporate moguls that will act as a catalyst for professionals to soar to top echelons in their respective fields. Peppered with fascinating case studies from an eclectic spectrum of industries ranging from IT, Consumer Goods, Automotive, Aerospace, Banking, Petrochemicals, and Food & Beverages, Pitch It! provides the essential blueprint for creating and sustaining winning organizations. 'Pitch It! is a great compilation of winning strategies... Greatly enjoyed following winning habits through the lenses of two different arenas I love'—K Srinivas, President, Consumer Business, Bharti Airtel Limited 'A great assembly of vignettes of the game and its relevance in business. Loved each chapter...makes you want to go back to it each time. Unputdownable!'—S.V. Nathan, Director, Deloitte Pitch It! has a foreword by Kiran Mazumdar-Shaw and epilogue by former Indian cricketer & coach, Venkatesh Prasad. Dev prasad's debut book KRISHNA: A Journey Through the Lands & Legends of Krishna was longlisted for 2010 Vodafone Crossword Award.

**Life on the Edge** Jul 14 2021 •The •Life On The Edge• revolves around Tamhankar family with the lead characters Ganesh, Ramya and their three daughters (Mrunali, Shruti and Jaya). It goes back to the 80s and then traverses a journey into the 21st century. The backdrop is in chawls set-up in suburban Mumbai. This book goes beyond this typical construed notion about chawls, of filth, loudness, and full-of-people. Instead, it traces upon the edges of life that the people in chawl touch very often and drive the upliftment of themselves, society, and nation at large. This book touches upon the tragic events that occurred in Mumbai; and its unforgettable impact on Tamhankar family. City and its people evolved during this time, to catch-up with the modernity and lay the foundation for the rest of India. This book covers how this evolution unfolds on Tamhankar family. Who is the hero of this book? Ganesh, who anchors his family, the people in the chawl? Or Ramya, who silently performs the leading lady? Or Mrunali and Shruti, who represent the modern women, reflecting high ambitions, clear vision and brave approach. Or Jaya, who overcomes God-given defect, exhibiting humility, kindness and defines her own path. This book provides the answers!

**Research Methods in Business** Aug 27 2022 Conducting research and analysis is becoming an important skill for students of management. It is very important that they understand research methods and business statistics. This book provides the readers with several examples, solved problems and cases to illustrate the concepts.

**Million Cars for Billion People** Jul 26 2022 Can one car transform a nation? The Ford Model T did do so a century ago when it replaced the horse, brought about a revolution in agriculture, became a stimulus to urbanization that eventually changed the landscape of America. Though the Maruti 800, the Tata Indica, the Hyundai Santro and the Maruti Alto, became engines of growth for India, these cars neither drove away the cow nor changed the way Indians travelled. Tata's Nano was expected to change all that and become the ultimate people's car, capturing the imagination of the middle class across nations and cultures. In spite of its petite dimensions, the Nano was meant to stand tall. Yet it did not. What caused it to fail and fall from grace despite being lauded as the 'right product at the right time' and 'the most significant new car since the Ford Model T was introduced 100 years ago'? But is it really all over or is there still hope for India's 'little wonder'? What will the people's cars of tomorrow be like? A Million Cars for a Billion People delves into the questions, concerns and doubts, as well as the many misconceptions and myths, that have gathered momentum over the years about India's automotive history and the industry's mission to create a true 'people's car'. The very first cars that came to India; the early beginnings of the industry; the nascent history of the automobile across nations like Germany, France, US, the UK, Italy, Japan and South Korea, is narrated with authority and charm, from the viewpoint of the quest for the ultimate people's car.

**Case Studies in Marketing** Mar 22 2022 Highly readable and up-to-date, this casebook provides marketing students with the opportunity to gain valuable experience in case analysis through active participation and discussions. This book is a collection of twelve cases drawn from different sectors like FMCG, automobiles, and petroleum.

**50+ Bank PO and Clerk 2016-20 Previous Years' Memory Based E-Papers eBooks (English Medium)** Dec 27 2019 "50+ Bank PO & Clerk 2016-20 Previous Years' Memory Based E-Papers" is the ebook which is motivated by the desire we and others have had to further the evolution in the preparation for banking examinations. It is a collection of all the major memory based E-papers of the various banking exams of the past few years. This eBook is an effort to explore the minutiae of the examinations for the banking sector. This book contains 50 + memory based E-papers from 2016 to 2020 which includes 14 sets of SBI PO/Clerk, 16 sets of IBPS PO/Clerk, 16 sets of RRB PO/Clerk, 8 sets of RBI Grade B/ Assistant Examinations. This eBook is replete with 6000+ questions with 100% solutions which will help the candidate in cracking any competitive exam with ease. Then practicing with previous years' papers can help you to get an idea of the difficulty level and types of questions asked in various Bank PO and Clerk exams. You will also get 500+ previous years' questions of Banking and Static Awareness in this book to help you prepare the General Awareness section which will be definitely there in almost every Bank PO and Clerk recruitment exam.

**Advanced Economic Theory LPSPE** Feb 09 2021 This authoritative and comprehensive text is an advanced treatise on microeconomics. Featuring simplified mathematical treatment, the book covers a wide spectrum of theories and concepts aimed at effective understanding of advanced economic theory. This revised edition explores further the concept of economic efficiency and the concept of utility and its critique by Prof. Amartya Sen. It further includes an incisive analysis of Hicksian and Slutsky substitution effect. The revision also includes important distinctions and critical analysis of several functions expositing the latest developments in the field.

**Product Strategy and Corporate Success** Nov 18 2021 Product strategy is the key driver of business strategy and corporate success. This book brings out several important aspects of product strategy, drawing upon examples from the Indian automobile industry, which is verily the bellwether of the Indian economy. The automobile industry is not only a strategic industry economically but also an instructive industry intellectually. The industry is the cradle of modern management and is a synthesis of various functional strategies. The growth of the automobile industry or, for that matter, any consumer-facing industry lies in its ability to maintain a continuous pipeline of new and innovative products, substantive in functionality and stylistic in appearance. The automobile industry provides the perfect backdrop for discussing products as the core of the corporate business strategy. The global automobile industry, including the Indian automobile industry, is at an inflection point with portends of an unprecedented transformation. The drivers of this transformation are already seen in terms of connected vehicles, autonomous mobility, electric vehicles and digital technologies. The book, through its eighty chapters, demonstrates the synergistic interplay between technology and business, strategy and execution, innovation and inventiveness, enterprise and regulation, indigenization and globalization, structure and process, resourcing and spend, and leadership and management. This interplay would determine India's ability to become a major player in this transformation. This book will be of interest to industry professionals, policy makers, the academic community and the general public.

**Financial Accounting (For NEHU)** Jul 02 2020 This book presents the subject matter tailor-made for the latest syllabus of North-Eastern Hill University (NEHU) to enable its students to study the course material through a single book without having to refer to multiple sources and comprehend the subject in simple, understandable language. Key Features• Covers the syllabus of NEHU in toto• Designed on the DIYA (Do-It-Yourself-Approach)• Includes pedagogical elements like Review Questions, Practical Problems with Answers, True/False Questions and Illustrations• Includes previous year's question paper

**Production & Operations Management** Jul 22 2019 This book takes a pedagogical approach that is participative and interactive, involving the case study method of learning. Chapters start with an Indian case study of a well known company. This is used as a capstone case for the chapter. The student will find this an easy learning experience as data and additional information for these enterprises is readily available. The selection of such cases makes classroom learning truly suited to the Indian business environment. The value driven approach to Operations Management is used in structuring the text into three modules. The first module discusses the infrastructure function of Operations Management. Infrastructure function is considered to be product, process, capacity and location. Module Two describes the structure of the operations function. This includes quality and other product transformation processes. Module Three focuses on the organization, people and processes i.e. the job, the work, and the workplace. In addition, most of the mathematical techniques have been separated into supplements attached to the relevant chapters. Software solutions for the techniques have been explained in the text. Every mathematical technique is exemplified with a number of solved problems. Unlike many Production and Operations Management texts, this book covers E-commerce, Industrial Safety, Maintenance, Environmental Management (Green Productivity) and new technological trends in the discipline. These sections should add to the significance of exploring how firms can gain competitive advantage and promote sustainable development at the same time. The last section of the book comprises of a selection of cases from The Indian Institute of Management at Ahmedabad. The cases encompass the entire spectrum of Indian Industry the private and the public sectors, professional and family managed business organizations, service and manufacturing industries, single industry and conglomerates. The cases relate to Operations Strategy, Supply Chain Management, Capacity Planning, New Products, Manufacturing Technologies, etc. The Case Studies are of world class. Prof. Tirupati, one of the authors of the case studies, according to Management Science, has penned one of the top 100 management articles in the 50 years. The book is comprehensive, lucid and easy to read and understand. It should be of great value both to students and faculty.

**50+ Bank PO and Clerk 2016-18 Previous Years' Memory Based Papers eBook** Jan 28 2020 This ebook is replete with 5000+ questions with 100% solutions which will help the candidate in cracking any competitive exam with ease. Then practicing with previous years' papers can help you to get an idea of the difficulty level and types of questions asked in various Bank PO and Clerk exams. You will also get 500+ previous years' questions of Banking and Static Awareness in this ebook to help you prepare the General Awareness section which will be definitely there in almost every Bank PO and Clerk recruitment exam.

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