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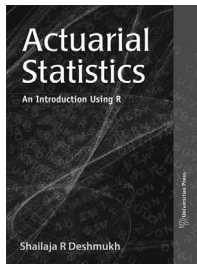
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# BUSINESS AND MANAGEMENT

**NEW**

## **Actuarial Statistics: An Introduction Using R**

*Shailaja R Deshmukh*



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

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

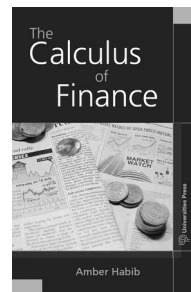
Lifetime Distribution and Life Tables ❖ Actuarial Present Values of Benefit in Life Insurance Products ❖ Annuities ❖ Premiums ❖ Reserves ❖ Multiple Life Contracts ❖ Answers to Exercises ❖ References ❖ Index

**2010 ♦ 472 pp. ♦ Paperback**

**978-81-7371-690-4 Rs 495.00**

## **Calculus of Finance, The**

*Amber Habib*



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

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

Prices are subject to change without notice

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

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

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

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

### Collective Bargaining

*B R Patil*

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

**Area of Interest:** Management skills

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

### Compendium of e-Governance Initiatives in India

*Piyush Gupta & R K Bagga*

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

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

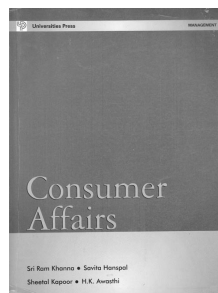
The articles included in this compendium have been collected from project implementers working on different e-governance projects in the country and include implementation of ICT initiatives this year (2006–07). The information was updated on October 1, 2007 to ensure that the latest details on these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

**Area of Interest:** Management skills

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

### Consumer Affairs

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



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

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

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

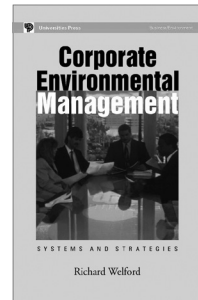
- Consumer rights and responsibilities
- The Consumer Protection Act, 1986
- The three-tier consumer complaint redressal procedure
- Redressal agencies
- Important cases as examples
- Product quality, standardisation and testing
- Advertising and sales promotion: social, ethical and legal aspects
- The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

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

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

## Corporate Environmental Management

*Richard Welford*



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

**Area of Interest:** Environment management

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

## Creative Problem Solver's Toolbox, The

*Richard Fobes*

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

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

**Area of Interest:** Training and counselling

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

### Cross-Cultural Management in Work Organisations

Ray French

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

**Area of Interest:** Management skills

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

### Disaster Management

Harsh K Gupta (Ed.)

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

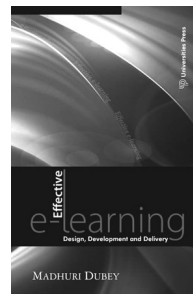
the management aspect, exhaustively detailing the necessary steps that need to be taken to deal with the fallout in the wake of these disasters. The book also describes the advances in remote sensing and the state-of-the-art technology available in India for the monitoring and prediction of these phenomena.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

**Area of Interest:** Environment management

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

### Effective E-learning: Design, Development and Delivery

Madhuri Dubey



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

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

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

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

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

### **E-Governance: Case Studies**

*Ashok Agarwal*

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

**Area of Interest:** Management skills

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

### **Employee Development**

*Rosemary Harrison*

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

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

**Area of Interest:** Human resource development

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

### **Global Electronic Commerce: Theory and Case Studies**

*J Christopher Westland & Theodore H K Clark*

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

**Area of Interest:** Financial management

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

### **Human Resource Management**

*Iain Henderson*

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

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

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

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

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

## FORTHCOMING

### Industrial Psychology

*Dipak Kumar Bhattacharyya*

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

## NEW

### International Finance (Second Edition)

*G Shailaja*



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

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



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

**2011 ♦ 528 pp. ♦ Paperback**

**978-81-7371-747-5 ♦ ₹ 395.00**

### **International Human Resource Management**

(Second Edition)

*Chris Brewster & Paul Sparrow*

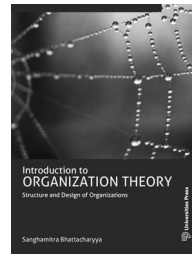
This new and substantially revised second edition of *International Human Resource Management* explores both comparative and international HRM, discussing leading practices and the controversies that surround them. Developed from the authors' extensive experience in the field, it presents a comprehensive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

**2008 ♦ 344 pp. ♦ Paperback**

**978-81-7371-615-7 ♦ ₹ 425.00**

### **Introduction to Organization Theory: Structure and Design of Organizations**

*Sanghamitra Bhattacharyya*



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

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

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

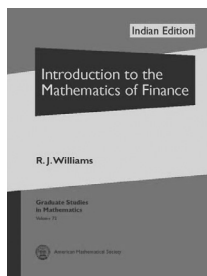
**Contents:** ❖ Understanding Organizations ❖ Organizational Effectiveness ❖ Organization Structure ❖ Organizational Strategy ❖ Organizational Environment ❖ Technology in Organizations ❖ Organizational Culture ❖ Organizational Failure ❖ Managing Organizational Change ❖ References ❖ Index

**2011 ♦ 208 pp. ♦ Paperback**

**978-81-7371-737-6 ♦ ₹ 225.00**

**Introduction to the Mathematics of Finance**

*R J Williams*



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

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

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

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

**Knowledge Engineering and Management: The CommonKADS Methodology**

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

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

**Area of Interest:** Management skills

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

### Knowledge Management: Classic and Contemporary Works

Daryl Morey, Mark Maybury & Bhavani Thuraisingham

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

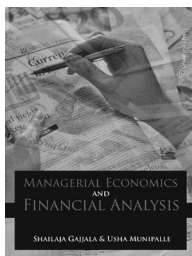
**Area of Interest:** Management skills

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

NEW

### Managerial Economics and Financial Analysis

Shailaja Gajjala & Usha Munipalle



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

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

#### Salient features:

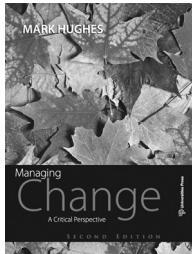
- Central points presented in easy-to-remember bullet form
- Worked out examples progress from simple to complex
- Line drawings included to enhance understanding and for quick reference
- Key terms defined at the end of every chapter
- Comprehensive practice questions and assignments (with answers)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

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

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

**Managing Change: A Critical Perspective**  
(Second Edition)

Mark Hughes



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

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

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

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

**Marketing Research**

Debashis Pati

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

**Area of Interest:** Sales and marketing management

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

**Microeconomic Theory**

RA Shastri

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

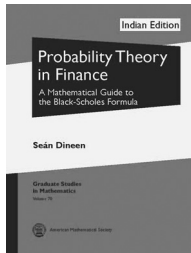
patterns and consequences of their behaviour in isolated markets are analysed with a view to explain price formation and exchange in different market structures. The book covers input markets as well as microeconomic theories of input employment and income distribution. The book begins by introducing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

**Area of Interest:** Financial management

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

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

*Seán Dineen*



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

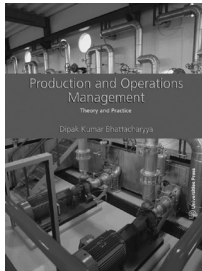
The book skillfully draws the reader toward the art of thinking mathematically and then proceeds to lay the foundations in analysis and probability theory underlying modern financial mathematics. It rigorously reveals the mathematical secrets of topics such as abstract measure theory, conditional expectations,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

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

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

## Production and Operations Management: Theory and Practice

*Dipak Kumar Bhattacharyya*



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

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

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

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

and International Production and Operations Management.

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

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

## FORTHCOMING

### Research Methodology

*Ratan Khasnabis & Suvasis Saha*

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

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

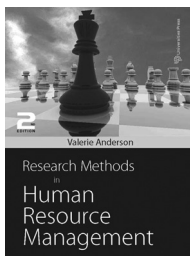
design and the means to overcome these problems. Data, its sources, methods employed to obtain data, experimental techniques employed, types of errors that may creep in, how to measure, check and control errors are all addressed. Once the data is collected, methods to analyse the data, present them as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

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### **Research Methods in Human Resource Management**

(Second Edition)

*Valerie Anderson*



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

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

existing knowledge ❖ Approaches to gathering data in HR research ❖ Finding and using documentary and organisational evidence ❖ Collecting and recording qualitative data ❖ Analysing qualitative data ❖ Collecting and recording quantitative data ❖ Analysing quantitative data and formulating conclusions ❖ Communicating your research ❖ Final reflections

**2011 ♦ 385 pp. ♦ Paperback**  
**978-81-7371-733-8 ♦ ₹ 450.00**

### **Revolution in Project Management**

*A Sivathanu Pillai*

Most projects have many stakeholders with different aspirations from the project—the customer demands quality, the investor wants fair return on investments, the project manager wants timely completion of the project. All of these sometimes conflicting objectives have to be satisfied at the same time. With the proper management and control mechanism, a holistic view of how a project is running can be obtained and its likely performance in future determined. This is to avoid a drain of resources in projects which are no longer viable, or to continue such projects which show promise of completion. *Revolution in Project Management* reviews the steps in organising and managing projects, from how to build a realistic schedule to how to measure both success and failure. India's successful Integrated Guided Missile Development Programme (IGMDP) is provided as a case study.

**Area of Interest:** Management skills

**2009 ♦ 252 pp. ♦ Paperback**  
**978-81-7371-683-6 ♦ ₹ 375.00**

### **Tourism Management: The Socio-economic and Ecological Perspective**

*Tapan K Panda, Sitikantha Mishra & Bivraj Bhusan Parida*

This book a compilation of articles by leading experts in the field, is an organized presentation of perspectives on tourism management in India. The chapters are written keeping in view the sensitivity needed for planning the growth of the tourism industry in India, given the complexity of the issues involved. This book—with its well-researched and documented chapters and its coverage of contemporary environmental issues—will be useful to tourism students, the hotel industry, the Ministry of Tourism, State Governments and planners.

**Area of Interest:** Environment management

**2003 ♦ 200 pp. ♦ Paperback**  
**978-81-7371-464-1 ♦ ₹ 250.00**

### **MANAGEMENT SHAPERS**

Shape up to management challenges and hone your management skills with Management Shapers. Instant access to hot tips and top techniques from the experts will help you manage with confidence.

### **Appraisal Discussion, The**

*Terry Gillen*

This book shows you how to make appraisal a productive and motivating experience for all levels of performers—and help your own credibility in the process! Practical advice is given on: assessing performance fairly and accurately; using feedback, including constructive criticism and targeted praise, to improve performance; handling 'difficult' appraisees; encouraging and supporting reluctant appraisees; setting, and gaining commitment to, worthwhile objectives;

avoiding common appraiser problems from inadvertent bias to 'appraisal speak'; identifying ways to develop appraisees so they add value to the organisation.

**Areas of Interest:** Human resource development, Management skills

**2000 ♦ 96 pp. ♦ Paperback**  
**978-81-7371-320-0 ♦ ₹ 175.00**

### **Asking Questions**

*Ian Mackay*

Asking Questions, will help you ask the 'right' questions, using the correct form to elicit a useful response. All managers need to hone their questioning skills, whether interviewing, appraising or simply exchanging ideas. This book offers guidance and helpful advice on:

- using various forms of open question – including probing, simple interrogative, opinion-seeking, hypothetical, extension and precision, etc
- encouraging and drawing out speakers through supportive statements and interjections
- establishing specific facts through closed or 'direct' approaches
- avoiding counter-productive questions
- using questions in a training context

**1980 ♦ 82 pp. ♦ Paperback**  
**978-81-7371-304-0 ♦ ₹ 175.00**

### **Assertiveness**

*Terry Gillen*

Assertiveness will help you feel naturally confident, enjoy the respect of others and easily establish productive working relationships, even with 'awkward' people. It covers: understanding why you behave as you do and, when that behaviour is counter-productive,



knowing what to do about it; understanding other people better; keeping your emotions under control; preventing others bullying, flattering or manipulating you against your will; acquiring easy-to-learn techniques that you can use immediately; developing your personal assertiveness strategy.

**Area of Interest:** Management skills

2000 ♦ 96 pp. ♦ Paperback  
978-81-7371-303-3 ♦ ₹ 175.00

### Body Language at Work

*Adrian Furnham*

This book will transform your ability to interpret critical gestures and tell-tale expressions (in yourself as well as others). But Adrian Furnham—eminent professor of psychology, writer and broadcaster—waves no magician’s wand; he dispels the exaggerated claims and common misconceptions surrounding body talk to reveal the true significance of this fascinating yet powerful form of communication. He covers: how we betray attitudes, emotions and personality in non-verbal ways; what body language can and can’t communicate; the nature and meaning of signals—eye gaze, facial expression, gesture, posture, touch; what our clothes, jewellery and even choice of deodorant say about us; how far we can expose the artful dodger, the office phoney and the interview fake.

**Areas of Interest:** Human resource development, Management skills

2000 ♦ 96 pp. ♦ Paperback  
978-81-7371-318-7 ♦ ₹ 175.00

### Conquer Your Stress

*Cary L Cooper & Stephen Palmer*

In this work, two of the UK’s most influential experts in stress management make clear how it is frequently our misconceptions and wrong thinking that raise our stress levels. Conquering stress, they maintain, is no different from acquiring any other management skill—it just needs understanding and practice. With the help of self-assessment questionnaires and easy-to-follow activities, this perceptive book will enable you to: assess your own level and the stress-inducing ideas you hold; differentiate between negative signs of stress and positive ones of pressure; reconsider your behaviour and health—with invaluable tips on time management, exercise, nutrition and relaxation methods; balance home and work priorities to become an effective ‘life manager’.

**Area of Interest:** Management skills

2000 ♦ 96 pp. ♦ Paperback  
978-81-7371-332-3 ♦ ₹ 175.00

### Customer Care

*Frances Bee & Roland Bee*

The book will help you understand why caring for your customers is so important; how you can improve the service you offer and, ultimately, contribute to achieving organisational excellence. Clear, practical guidance is given on how to: focus on your customers and the services you provide—both internal and external; identify your real customer needs and how best to meet them; find out what customers actually think of your service or product; improve communication with your customers—face-to-face, on the telephone or in writing; turn customer complaints into

opportunities to impress; monitor, evaluate and continuously improve your customer care.

**Areas of Interest:** Management skills, Sales and marketing management

**2000 ♦ 96 pp. ♦ Paperback**  
**978-81-7371-315-6 ♦ ₹ 175.00**

### **Decision Making and Problem Solving**

*John Adair*

This book explains the key principles for developing your thinking skills and applying them creatively and productively to every challenge. Acknowledged as an international authority on management thinking, Adair combines practical exercises with straightforward guidance on: understanding the way your mind works; adopting a structured approach to reach the best decision; assessing risk and generating successful options for action; using brainstorming and lateral thinking to increase your creativity; creating a personal strategy to become a more effective practical thinker.

**Area of Interest:** Management skills

**2000 ♦ 96 pp. ♦ Paperback**  
**978-81-7371-307-1 ♦ ₹ 175.00**

### **Disciplinary Interview, The**

*Alan Fowler*

This book will ensure you adopt the correct procedures, conduct productive interviews and manage the outcome with confidence. It offers step-by-step guidance on the whole process, including: understanding the legal implications; presenting the management case; probing the employee's case; diffusing conflict through skilful listening and questioning; distinguishing between conduct and competence; weighing up the alternatives—dismissing or dropping the

case; disciplining and improving performance through counselling and training.

**Areas of Interest:** Human resource development, Management skills

**2000 ♦ 96 pp. ♦ Paperback**  
**978-81-7371-310-1 ♦ ₹ 175.00**

### **Effective Learning**

*Alan Mumford*

This book focusses on how we learn. It gives invaluable insights into how you can develop your portfolio of skills and knowledge by managing and improving your ability to learn—positively and systematically. Practical exercises and clear guidance are given on: recognising the importance of 'achieved' learning; understanding the learning process—the learning cycle and learning styles preferences; taking the best advantage of learning opportunities; creating and implementing a personal development plan; encouraging and managing a learning culture.

**Area of Interest:** Management skills

**2000 ♦ 96 pp. ♦ Paperback**  
**978-81-7371-319-4 ♦ ₹ 175.00**

### **Getting A Better Job**

*John Courtis*

Armed with this book, you can be confident that a persuasive application and polished interview will secure success. An indispensable companion for all job seekers with its lively tips and practical help on: finding your unique selling point; writing a compelling CV and covering letter; researching your targets and building up useful contacts; ensuring an interview (even if there's no vacancy); taking discreet advantage of the interviewer to present yourself in the best

possible light!; following up to make sure you clinch the job.

**Area of Interest:** Management skills

2000 ♦ 84 pp. ♦ Paperback  
978-81-7371-321-7 ♦ ₹ 175.00

### Introducing NLP

*Sue Knight*

The book shows how the management phenomenon of the decade can work for you. Neuro linguistic programming provides easily learned techniques and strategies to develop your credibility and enhance your communication and interpersonal skills. Leading exponent Sue Knight explains simply and clearly how you can: build rapport by picking up on voice, speech and body-language signals; learn how others perceive the world so you can present ideas in ways they will accept; turn negative experiences into positive opportunities; put into practice valuable concepts such as modelling, reframing and pacing; clarify your goals, articulate them and maximise your ability to achieve them.

**Areas of Interest:** Human resource development, Management skills

2000 ♦ 96 pp. ♦ Paperback  
978-81-7371-314-9 ♦ ₹ 175.00

### Leadership Skills

*John Adair*

*Leadership Skills* will give you confidence and guide and inspire you on your journey from being an effective manager to becoming a leader of excellence. Adair offers stimulating insights on: recognising and developing your leadership qualities; acquiring the personal authority to give positive direction and the flexibility to embrace change; acting on the key interacting needs—to

achieve your task, build your team and develop its members; transforming the core leadership functions such as planning, communicating and motivating into practical skills you can master.

**Area of Interest:** Management skills

2000 ♦ 96 pp. ♦ Paperback  
978-81-7371-302-6 ♦ ₹ 175.00

### Learning for Earning

*Eric Parsloe & Caroline Allen*

This book is certainly about increasing your market rate, but it is also about earning the freedom to make choices about the type of work you do. Today, lifelong learning isn't merely a catch phrase but a must if you want to keep ahead—and if you don't take charge of your own learning, frankly, no one else will. This book provides the inspiration and practical help to show you how to: find out about yourself—your skills, your relationships and what you really want out of work—through simple self-assessment activities; discover how you learn best and ways to accelerate your learning; balance 'learning time' with other pressures; remember what you've learnt and find the support to keep up good learning habits; apply the rule of simplicity to ensure you set achievable goals with lasting effect.

**Area of Interest:** Management skills

2000 ♦ 96 pp. ♦ Paperback  
978-81-7371-316-3 ♦ ₹ 175.00

### Listening Skills

*Ian MacKay*

*Listening Skills* describes techniques and activities to improve your ability and makes clear why effective listening is such a crucial management skill—and yet so often overlooked or neglected. Clear explanations will help you: recognise the inhibitors to listening; improve

your physical attention so you are seen to be listening; listen to what is really being said by analysing and evaluating the message; ask the right questions so you understand what is not being said; interpret tone of voice and non-verbal signals.

**Area of Interest:** Management skills

2000 ♦ 80 pp. ♦ Paperback  
978-81-7371-311-8 ♦ ₹ 175.00

### Making Meetings Work

*Patrick Forsyth*

This book will maximise your time (both before and during meetings), clarify your aims, improve your own and others' performance and make the whole process rewarding and productive. The book is full of practical tips and advice on: deciding the who, where and when to meet; drawing up objectives and setting realistic agendas; chairing effectively—encouraging discussion, creativity and sound decision-making; sharpening your skills of observation, listening and questioning to get your points across; dealing with problem participants; handling the follow-up—turning decisions into action.

**Area of Interest:** Management skills

2000 ♦ 96 pp. ♦ Paperback  
978-81-7371-305-7 ♦ ₹ 175.00

### Manager as Coach and Mentor, The

*Eric Parsloe*

The book shows how and why coaching and mentoring are the simplest, most practical and cost-effective ways you can boost the performance of your staff. It includes straightforward advice on: choosing coaching styles and techniques that work; understanding the roles and responsibilities of supportive

mentoring; developing the essential interpersonal skills and attributes; assessing your own competence with simple exercises; following six foolproof rules to ensure success.

**Areas of Interest:** Human resource development, Management skills

2000 ♦ 96 pp. ♦ Paperback  
978-81-7371-323-1 ♦ ₹ 175.00

### Managing Your Time

*Iain Maitland*

This book will help you prioritise your workload and enable you to work better, faster and, above all, more effectively. It includes down-to-earth guidance on: getting it right the first time; delegating successfully; recognising time-wasting activities—and people; organising work practices and making the best use of travel time; handling interruptions and the unwanted telephone call.

**Area of Interest:** Management skills

2000 ♦ 96 pp. ♦ Paperback  
978-81-7371-317-0 ♦ ₹ 175.00

### Motivating People

*Iain Maitland*

*Motivating People* will help you maximise individual and team skills to achieve personal, departmental and, above all, organisational goals. It provides practical insights on: becoming a better leader and co-ordinating winning teams; identifying, setting and communicating achievable targets; empowering others through simple job improvement techniques; encouraging self-development, defining training needs and providing helpful assessment; ensuring pay and workplace conditions make

a positive contribution to satisfaction and commitment.

**Areas of Interest:** Human resource development, Management skills

**2000 ♦ 96 pp. ♦ Paperback**  
**978-81-7371-308-8 ♦ ₹ 175.00**

### **Negotiating, Persuading and Influencing**

*Alan Fowler*

This book will help you develop the critical skills you need to manage your staff effectively, bargain successfully with colleagues or deal tactfully with superiors—thus ensuring that a constructive negotiation process leads to a favourable outcome. Sound advice and practical guidance is given on: recognising and using sources of influence; probing and questioning techniques to discover the other person's viewpoint; adopting collaborative or problem-solving approaches; conceding and compromising to find common ground; resisting manipulative ploys; securing and implementing agreement.

**Area of Interest:** Management skills

**2000 ♦ 96 pp. ♦ Paperback**  
**978-81-7371-312-5 ♦ ₹ 175.00**

### **Persuasive Reports and Proposals**

*Andrew Leigh*

This book will ensure that what you write, gets the results you want. It covers five crucial aspects which spell out PRIDE—what you should feel about your documents if they are to win hearts and minds: Purpose—clarifying your aim and constructing a persuasive argument; Reader—identifying and understanding your audience to anticipate objections and retain attention; Image—creating an appropriate style, tone and appearance while avoiding spoilers (poor

spelling, grammar, literals, etc.) which undermine credibility; Detail—using effective facts, logical links and simple sentences; Enhancers—seeking commitment, building in emotional appeal and editing to perfect your draft.

**Area of Interest:** Management skills

**2000 ♦ 96 pp. ♦ Paperback**  
**978-81-7371-322-4 ♦ ₹ 175.00**

### **Presentation Skills**

*Suzy Siddons*

*Presentation Skills* helps you prepare a well-targeted script with striking visuals and fine-tune your performance so you can face an audience with total confidence. Invaluable advice is given on: researching your audience to understand their needs; structuring your presentation to establish rapport, maintain interest and end with impact; assembling ideas into a logical, persuasive sequence and transcribing key points onto overheads and prompt cards; rehearsing the delivery, projecting your voice, and controlling nerves; using question time to reinforce your message.

**Area of Interest:** Management skills

**2000 ♦ 80 pp. ♦ Paperback**  
**978-81-7371-309-5 ♦ ₹ 175.00**

### **Selection Interview, The**

*Penny Hackett*

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

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

**Area of Interest:** Human resource development, Management skills

2000 ♦ 96 pp. ♦ Paperback  
978-81-7371-313-2 ♦ ₹ 175.00

### Telephone Skills

*Patrick Forsyth*

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

**Area of Interest:** Management skills

2000 ♦ 96 pp. ♦ Paperback  
978-81-7371-331-6 ♦ ₹ 175.00

### Transforming Your Workplace

*Adryan Bell*

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

renowned partnership of architects and ergonomists, provides expert guidance.

**Area of Interest:** Management skills

2000 ♦ 96 pp. ♦ Paperback  
978-81-7371-333-0 ♦ ₹ 175.00

### Working in Teams

*Alison Hardingham*

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

**Area of Interest:** Management skills

2000 ♦ 80 pp. ♦ Paperback  
978-81-7371-306-4 ♦ ₹ 175.00

### Writing Job Descriptions

*Alan Fowler*

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

the effectiveness of your recruitment, selection, induction and appraisal procedures; tailoring the information to assist in job evaluation.

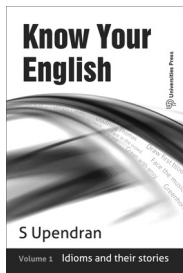
**Area of Interest:** Management skills

2000 ♦ 96 pp. ♦ Paperback  
978-81-7371-334-7 ♦ ₹ 175.00

### GENERAL INTEREST

#### Know Your English Vol. 1: Idioms and their stories

*S Upendran*



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

2011 ♦ 216 pp ♦ Paperback  
978-81-7371-729-1 ♦ ₹ 195.00

### FORTH COMING

#### Know Your English Vol.2: Words frequently confused

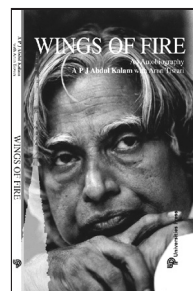
*S Upendran*

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

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

#### Wings of Fire: An Autobiography

*A P J Abdul Kalam with Arun Tiwari*



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

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

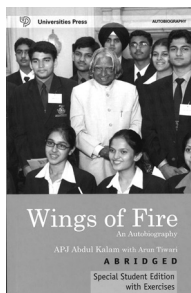
**1999 ♦ 212 pp. ♦ Paperback**  
**978-81-7371-146-6 ♦ ₹ 275.00**

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

**2011 ♦ 144 pp ♦ Paperback**  
**978-81-7371-548-8 ♦ ₹ 150.00**

**Wings of Fire: An Autobiography  
(Abridged, Special Student Edition with  
Exercises)**

*A P J Abdul Kalam with Arun Tiwari*



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



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