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BUSINESS AND MANAGEMENT

Business Quiz Book, The: Measure your Quizzitive Index

Sarkar, Debashis

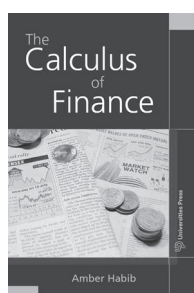
The aim of this book is not to just test the knowledge or ignorance of quizophiles but to acquaint them with things that they may not have known. Each section has quizzes dedicated to specific areas of the business world. At the end of each quiz set you can measure your quizzitive index. This is a unique concept, which measures the reader's quizzing performance levels vis-à-vis the standard. In between the questions, there are 'factoid' boxes which provide information that you may not know but would have liked to know.

2002 ♦ 232 pp. ♦ Paperback
978-81-7371-411-5 ♦ ₹ 250.00

NEW

Calculus of Finance, The

Habib, Amber



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

Prices are subject to change without notice

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. 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 ♦ ₹ 370.00

Coaching for Staff Development

Thomas, Angela M.

- What is coaching?
The ultimate aim of coaching is the effective use of everybody's abilities and potential.
- Why is coaching important?

BUSINESS & MANAGEMENT

The effective manager gets work done largely through others and thus the ability to coach is one of the most important skills of the manager's job. It goes well beyond delegation and involves the short-and-long-term development of staff.

Good coaching brings direct benefits both to the organization and to the individuals involved—better working practice, enhanced teamwork, increased creativity, better communication, less crisis management and enhanced personal satisfaction, amongst other things.

1995 ♦ 112 pp. ♦ Paperback
978-81-7371-221-0 ♦ ₹ 150.00

Collective Bargaining

Patil, B. R.

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 ♦ ₹ 550.00

Compendium of e-Governance Initiatives in India

Gupta, Piyush & Bagga, R. K.

Information and communication 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

Khanna, Sri Ram, et al.

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 ♦ ₹ 200.00

Corporate Environmental Management

Welford, R., et al.

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 ♦ ₹ 425.00

Creative Problem Solver's Toolbox, The

Fobes, R.

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 ♦ ₹ 375.00

Cross-Cultural Management in Work Organisations

French, Ray

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

BUSINESS & MANAGEMENT

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 ♦ ₹ 325.00

Dimensions in Environmental and Ecological Economics

Sahu, Nirmal Chandra & Choudhury, Amita Kumari

Environmental and ecological economics is a transdisciplinary branch of knowledge. It covers the study of the processes of simultaneity involved in the functioning of the economy and environmental/ecological systems, with a view to promote human well being sustainably. It is an applied branch, but its theoretical dimension has been very powerful, as the issues it analyses constantly demand new concepts and insights.

Besides the paradigmatic bases of environmental, ecological and natural resource economics such as neo-classical, institutional and biophysical foundations, the scope of this book covers economic dimensions of and approaches to pollution, environmental and ecosystem management, biodiversity, global warming, energy and resource use, environmental evaluation and sustainable development. The book is planned to serve teachers and students at graduate and postgraduate levels, and also stimulate researchers.

Area of Interest: Environment management

2005 ♦ 612 pp. ♦ Paperback
978-81-7371-463-4 ♦ Print on demand

Disaster Management

Gupta, Harsh K. (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.

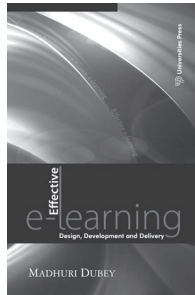
Area of Interest: Environment management

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

NEW

Effective E-learning: Design, Development and Delivery (First Edition)

Dubey, Madhuri



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 ♦ ₹ 525.00

E-Governance: Case Studies

Agarwal, Ashok

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 ♦ ₹ 625.00

Employee Development

Harrison, R.

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

BUSINESS & MANAGEMENT

Employee Reward

Armstrong, M.

This comprehensive text examines the many forces influencing decisions about pay—market forces, economics, corporate culture and strategy, etc. It provides clear guidance on all remuneration issues including job evaluation, grading structures, performance management, profit-related pay, benefits, and reward for particular groups.

Area of Interest: Human resource development

1999 ♦ 432 pp. ♦ Paperback
978-81-7371-262-3 ♦ ₹ 550.00

Global Electronic Commerce: Theory and Case Studies

Westland, J. Christopher & Clark, Theodore H. K.

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 ♦ ₹ 675.00

Human Resource Planning (Second Edition)

Bramham, J.

Written for both students and practitioners, this book shows how the concepts of human resource planning, management and development have

transformed almost every aspect of traditional personnel management. Approaches based on fairness and flexibility, creativity and commitment, the author argues, can help mobilize the talents of every employee and provide the cutting edge all businesses need. This book is intended for Diplomas in Personnel Management, MBAs and Masters Degrees in HRM. It is revised and updated to include discussion of the learning organization, and the latest thinking on benchmarking, quality, empowerment and reward.

Area of Interest: Human resource development

2000 ♦ 224 pp. ♦ Paperback
978-81-7371-261-6 ♦ ₹ 225.00

Human Resource Management

Henderson, Iain

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 ♦ ₹ 375.00

FORTHCOMING

International Finance (Second Edition)*Shailaja, G.*

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.

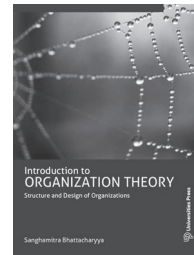
International Human Resource Management (Second Edition)*Brewster, Chris & Sparrow, Paul*

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 ♦ ₹ 395.00

www.universitiespress.com

NEW

**Introduction to Organization Theory:
Structure and Design of Organizations***Bhattacharyya, Sanghamitra*

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: Chapter 1: Understanding Organizations—Organizational Insight; What is an Organization?; Definitions; Organization Theory: A Historical Perspective; Different Forms of Organizational Reality; Why do Organizations Exist?; Viewing Organizations from an Open systems Perspective; Viewing Organizations from a Life cycle Perspective;

BUSINESS & MANAGEMENT

Chapter Summary; Review Questions; Project Assignment; Case Illustration: Helping Hands; Critical enquiry ❖ Chapter 2: Organizational Effectiveness—Organizational Insight; What is Organizational Effectiveness?; Approaches for Measuring Organizational Effectiveness; Chapter Summary; Review Questions; Project Assignment; Case Illustration: A Study in Effectiveness—IIT, Madras; Critical enquiry ❖ Chapter 3: Organization Structure—Organizational Insight; What is Organization Structure?; Dimensions of Organization Structure; Organizational Configurations: Types of Organizational Structures; Chapter Summary; Review Questions; Project Assignment; Case Illustration: Synergy in Design; Critical enquiry ❖ Chapter 4: Organizational Strategy—Organizational Insight; The Strategy Imperative; What is Strategy?; Levels of Strategy; Strategic Dimensions; The Strategy–Structure Relationship; The Size Imperative; The industry–strategy–structure relationship; Chapter summary; Review questions; Project Assignment; Case illustration: CMC Limited; Critical enquiry ❖ Chapter 5: Organizational Environment—Organizational Insight; What is environment?; Sources of environmental uncertainty; Structural responses to environmental uncertainty; Environment–Structure relationship; Organizational Strategies for Managing Environmental Uncertainties: Resource Dependence Theory; Chapter Summary; Review Questions; Project Assignment; Case Illustration: Environmental Challenges for HRSL; Critical enquiry ❖ Chapter 6: Technology in Organizations—Organizational Insight; What is technology?; Technology–Structure Studies; Technology–Structure Relationship; Social network technology, knowledge management and organization design; Chapter Summary; Review Questions; Project Assignment; Case Illustration: Bharti-Airtel; Critical enquiry ❖ Chapter 7: Organizational Culture—Organizational Insight; Defining Organizational Culture; Functions of Organizational Culture; Types of Organizational Cultures; Strength of Organizational Culture; Creating, Transmitting and Sustaining Organizational Culture; Situational Factors affecting Management of Organizational Culture; Culture’s Effect on Structure; Chapter Summary; Review Questions; Project Assignment; Case Illustration:

Cultural Transformation at Fortis-Malar Hospital; Critical enquiry ❖ Chapter 8: Organizational Failure—Organizational Insight; What is Organizational Failure or Decline?; Organizational Ecology; Why do Organizations Fail?; Patterns of Organizational Failures; Implications for Managers; Chapter Summary; Review Questions; Project Assignment; Case Illustration: Peugeot leaves India; Critical enquiry ❖ Chapter 9: Managing Organizational Change—Organizational Insight; Why do Organizations need to Change?; The Changing Paradigm of Organizational Design; Creating Organizational Readiness for Change: Role of Power, Politics and Conflict Management; Change Leadership; Approaches to Change Management; Creating a Learning Organization; Chapter Summary; Review Questions; Project Assignment; Case Illustration: Downsizing in a manufacturing organization; Critical enquiry ❖ References ❖ Index

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

Knowledge Engineering and Management: The CommonKADS Methodology

Schreiber, Guus, et al.

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 ♦ ₹ 595.00

Knowledge Management: Classic and Contemporary Works

Daryl, Morey; Maybury, Mark & Thuraisingham, Bhavani

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.

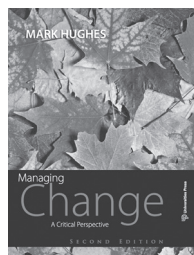
Area of Interest: Management skills

2001 ♦ 456 pp. ♦ Paperback
978-81-7371-390-3 ♦ ₹ 475.00

NEW

Managing Change: A Critical Perspective (Second Edition)

Hughes, Mark



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—1. The Managing Change; Conundrums; 2. Organisational Change Classifications; 3. History and Organisational Change; 4. The Role of Paradigms and Perspectives ♦ Part Two: External and Internal Change Context—5. Why Organisations Change; 6. Organisational Design and Change; 7. Strategic Level Change; 8. Group and Team Level Change; 9. Individual Level Change ♦ Part Three: Managing Change—10. The Leadership of Change; 11. Change Communications; 12. Resistance to Change; 13. Cultural Change; 14. Organisational Learning ♦ Part Four: Developments in Managing Change—15. Power, Politics and Organisational Change; 16. Ethics and Managing Change; 17. Change Agents and Agency; 18. HRM and Managing Change; 19. Technological Change ♦ Part Five: Conclusions—20. Evaluating Managing Change; Appendix—The Organisational Change Field Guide

2011 ♦ 392 pp. ♦ Paperback
978-81-7371-745-1 ♦ ₹ 375.00

Marketing Research

Pati, Debashis

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

BUSINESS & MANAGEMENT

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 ♦ ₹ 595.00

Microeconomic Theory

Shastri, R. A.

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 ♦ ₹ 230.00

People Management

Thomson, R.

This book talks of the essential tools and guidance required for managing and getting the best out of individuals and teams. Each chapter is self-standing and covers a particular topic related to managing people. This book is very useful to managers, entrepreneurs and professionals.

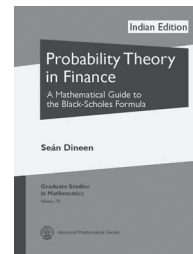
Area of Interest: Human resource development

1999 ♦ 240 pp. ♦ Paperback
978-81-7371-231-9 ♦ ₹ 325.00

NEW

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

Dineen, Seán



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

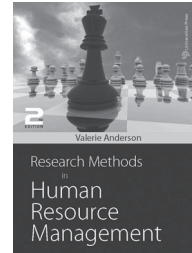
placing mathematical developments in context. The book skillfully draws the reader toward the art of thinking mathematically and then proceeds to lay the foundations in analysis and probability theory underlying modern financial mathematics. It rigorously reveals the mathematical secrets of topics such 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

Research Methods in Human Resource Management (Second Edition)

Anderson, Valerie



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 ♦ ₹ 400.00

Revenue Management: Hard-core Tactics for Profit-making and Market Domination

Cross, R.

In this eye-opening book, Robert Cross reminds us that cost-cutting is not enough to reduce costs, and shows how a powerful strategy—revenue management—can help any business dramatically improve its bottom line. Emphasising the importance of building market share through micromarketing, Cross explains how to identify ‘lost’ revenue opportunities, use marketing intelligence to sell the right product to the right consumer at the right time for the right price, and increase profits without increasing production or promotion expenses. It is a strategy that is poised to explode across all industries, and Robert Cross’ book should be read by all managers who are aiming to achieve lasting growth and success in their chosen markets.

Area of Interest: Financial management

1999 ♦ 288 pp. ♦ Paperback
978-81-7371-232-6 ♦ ₹ 350.00

Revolution in Project Management

Pillai, Sivathanu A.

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 ♦ ₹ 350.00

Successful Branding

Choudhury, P. K.

This book deals with the concept of ‘branding’. Some of the topics dealt within this volume are: brand identity, brand management, brand positioning, the power of brand equity and the protection of a brand in a competitive environment. Branding is a very significant aspect of modern business management and plays an important role in the creation of a new product as well as its successful arrival in the market place.

Area of Interest: Sales and marketing management

2000 ♦ 192 pp. ♦ Hardback
978-81-7371-361-3 ♦ 500.00

Successful Sales Promotion

Choudhury, P., Elliott, R. & Toop, A.

Sales promotion is rapidly being recognised as one of the most dynamic elements of the marketing mix. In the process, it is attracting increasingly higher percentages of marketing budgets—even upto 50% in some cases. A contemporary and relevant book on this aspect of marketing, *Successful Sales Promotion* is a unique compilation of 26 exciting case studies—all Indian—such as Horlicks, Nestle, British Airways, Pepsi, Thums-up, Welcom Group, and Brooke Bond, amongst a host of others. This makes it the only book of its kind that deals essentially with the Indian environment.

Area of Interest: Sales and marketing management

1991 ♦ 139 pp. ♦ Paperback
978-81-250-0782-1 ♦ ₹ 250.00

Tourism Management: The Socio-economic and Ecological Perspective

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

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

Training Needs Analysis and Evaluation

Bee, Frances & Roland

Training needs must be driven from business needs and a corporate strategy developed in response to internal and external stimuli. Once the need has been clearly specified, all the more technical issues fall easily into place. The evaluation process then allows managers to assess whether training has been successful.

Area of Interest: Training and counselling

1999 ♦ 320 pp. ♦ Paperback
978-81-7371-260-9 ♦ ₹ 250.00

Tricky Business Letters: Persuasive Tactics on Paper

Wainright, G.

How often have you wished that you could write a succinct response to a letter from an angry customer or a supplier who can't meet your standards or price? Give yourself the power to become a persuasive, imaginative writer, who can deal with angry customers or complaining staff, or even with the press if they publish a misleading report.

Area of Interest: Sales and marketing management

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BUSINESS & MANAGEMENT

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The EIU–Universities Press Finance and Management Portfolio which is an innovative series of topical, information-rich and incisive business titles is the result of a publishing arrangement between Universities Press and the Economist Intelligence Unit. They are specifically tailored to the needs of international executives and business education worldwide.

Strategic Financial Risk Management

Coopers & Lybrand, & Economist Intelligence Unit, The

Financial risk accompanies virtually every investment made by a multinational corporation. Given today's volatile world markets, astute financial risk management can be the key to comparative financial advantage for any company, if not a critical safety valve. This book serves as a critical guide to identifying and managing the world's increasingly volatile financial risks: currencies, interest-rates and even commodities, equity and energy.

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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

Gillen, T.

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

Mackay, Ian

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

Gillen, T.

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

Furnham, A.

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

Cooper, C. L. & Palmer, S.

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

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Customer Care

Bee, Frances & Roland

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

Adair, J.

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

Fowler, A.

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

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Effective Learning

Mumford, A.

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

Curtis, J.

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.

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Introducing NLP

Knight, S.

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

Adair, J.

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

Parsloe, E. & Allen, C.

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

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Listening Skills

Mackay, I.

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

Forsyth, P.

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

Parsloe, E.

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 for the First Time

Mill, C.

Cherry Mill provides sound advice, useful tips and some easy-to-follow action plans to build your confidence and get you off to a flying start. Based on the insights of 'first-timers' from all walks of business life and her own experience, she covers: navigating your first 100 days—your top priorities and the critical things to get right for long-term success; acting the part—developing the key management skills; making an impact and building credibility with your team and top management; overcoming tricky situations—managing former peers, older or more experienced colleagues and those who seem to be against you; establishing networks to give you support and help.

Area of Interest: Management skills

2000 ♦ 96 pp. ♦ Paperback
978-81-7371-330-9 ♦ ₹ 175.00

Managing Your Time

Maitland, I.

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

Maitland, I.

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

Fowler, A.

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

Leigh, A.

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

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Presentation Skills

Siddons, S.

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

Hackett, P.

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

Forsyth, P.

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

Bell, A.

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

Hardingham, A.

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

Fowler, A.

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

In this series, leading experts address the training cycle, principles, practices and contemporary training issues. For those new to training, the books focus on immediate 'hands-on' needs, providing concise and practical guidance. Together, they offer core reading for trainers and are ideal introductions for line managers with newly-acquired training responsibilities.

Creating a Training and Development Strategy

Mayo, A.

Today, the role of HRD is much more than identifying and meeting training needs. Developing people's capabilities and managing learning are at the heart of making business strategies succeed. This book will enable you to lock into those strategies, make business-orientated choices, and ensure that the contribution of HRD is a vital support to your organisation. This book takes an incisive and practical approach to how HRD professionals can create a strategy and a framework that adds real value to any organisation.

Area of Interest: Training and counselling

1999 ♦ 216 pp. ♦ Paperback
978-81-7371-162-6 ♦ ₹ 295.00

Cultivating Self-Development

Meggison, D. & Whitaker, V.

This book is not just for managers. If organisations are to thrive, all staff need to be engaged in lifelong learning. This book offers comprehensive and pragmatic guidance on self-development, identifying the need, preparing the ground, creating a programme, analysing the current position, formulating agreements

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and plans, establishing organisational initiatives, and evaluating the benefits.

Area of Interest: Training and counselling

1997 ♦ 128 pp. ♦ Paperback
978-81-7371-082-7 ♦ ₹ 250.00

Designing Training

Hardingham, A.

In designing training there is no 'right' solution. Herein lie the problem and also challenges and opportunities for trainers. To provide a successful training solution, organisational training requirements have to be balanced with individual needs. This book analyses the options and provides sound guidelines on how to provide training so as to ensure that the trainer selects the best and designs training that 'works' every time.

Area of Interest: Training and counselling

1997 ♦ 144 pp. ♦ Paperback
978-81-7371-080-3 ♦ ₹ 250.00

Developing Learning Materials

Gough, J.

Today, businesses can draw upon a vast array of learning materials to support their training—from text-based, visual and audio aids to sophisticated technological resources utilising computer-based training and multimedia. To be successful, materials need to be structured, succinctly written and developed in formats designed for the purpose. Inappropriate and badly designed learning materials lead to ineffective training and learner dissatisfaction.

Area of Interest: Training and counselling

1997 ♦ 160 pp. ♦ Paperback
978-81-7371-081-0 ♦ ₹ 250.00

Evaluating Training

Bramley, P.

Training is a costly investment undertaken to serve business goals. This book shows how to build evaluation into every stage of design and delivery. The book describes a range of techniques with practical advice on choosing and implementing appropriate ones.

Area of Interest: Training and counselling

1997 ♦ 160 pp. ♦ Paperback
978-81-7371-079-7 ♦ ₹ 250.00

Facilitation Skills

Bee, Frances & Roland

Traditional directive training and the handling of group sessions can often stifle initiative and spontaneous responses to change. Dynamic organisations now recognise that facilitative approaches tap into reserves of experience and potential, empowering individuals and groups to take responsibility for their own learning and achievements. This practical book looks at the role, skills and processes of group facilitation.

Area of Interest: Training and counselling

1999 ♦ 200 pp. ♦ Paperback
978-81-7371-161-9 ♦ ₹ 250.00

Introduction to Training

Hackett, P.

This book is an invaluable overview of all the activities and functions of training. It also provides useful insights into the skills and competencies needed by everyone involved in training.

Area of Interest: Training and counselling

1997 ♦ 192 pp. ♦ Paperback
978-81-7371-102-2 ♦ ₹ 250.00

Psychology for Trainers

Hardingham, A.

We constantly use psychology in our training—most often spontaneously or intuitively. But a clear and explicit understanding of psychological principles and their application to training can transform our effectiveness and creativity. Psychology alone, the author cautions, cannot provide us with the ingredients for success; but its value as a people-centred approach, open to constant experimentation, modification and new ways of learning, makes it an essential tool in our portfolio of skills.

Area of Interest: Training and counselling

1999 ♦ 184 pp. ♦ Paperback
978-81-7371-156-5 ♦ ₹ 250.00

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