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Business Ethics and Corporate Governance (Principles and Practices)

Taylor & Francis

This book presents theories and case studies for corporations in developed nations, including Japan, for designing strategies to maximize opportunities and minimize threats in business expansion into developing nations.

The case studies featured here focus on Asia, including China and India, and use examples of Japanese manufacturers. Five case studies are provided, including Hitachi Construction Machinery and Shiseido in China and Maruti Suzuki in India. These cases facilitate the reader's understanding of the business environments in emerging economies. This volume is especially recommended for business people responsible for international business development, particularly in China and India. In addition, the book serves as a useful resource for students in graduate-level courses in international management.

PRODUCT POLICY AND BRAND

MANAGEMENT Walter de Gruyter GmbH

& Co KG

Here is a book, which embraces the entire population of our country irrespective of their caste religion, sex, and age. Automobiles and its developments had changed our way of life beyond our wildest dreams. It also brought us a number of serious problems like accidents, pollution, congestion etc. In 2017, India lost 4.07 Lakhs Crores. Because of accidents and congestion, pollution was the cause of death of 12.4 Lakh of people. The appalling human misery and economic losses by automobiles demand immediately implementable solutions. Many books have been written about this but; you will find this book is special and unique in many respects. In short ' THIS IS AN ACTION BOOK ' however even small action will have an impact on society now and in future. Its main theme is ' YOU ARE THE ONLY PERSON WHO CAN AND SHOULD ENSURE YOUR OWN SAFETY. ' Definitely, this is not for theoretical knowledge, but practical implementable recipes, which are bound to bring results.

Production & Operations Management Basic Books

A searing indictment of the suspension of democracy In June 1975, a state of Emergency was declared, where civil liberties were suspended and

the press muzzled. In the dark days that followed, Coomi Kapoor, then a young journalist, personally experienced the full fury of the establishment. Meanwhile, Indira Gandhi, her son Sanjay and his coterie unleashed a reign of terror that saw forced sterilizations, brutal evictions in the thousands, and wanton imprisonment of many, including Opposition leaders. This gripping eyewitness account vividly recreates the drama, the horror, as well as the heroism of a few during those nineteen months when democracy was derailed.

Japanese Motor Business Tata

McGraw-Hill Education

If you or any of your family member is suffering from Diabetes, High B.P., High Cholesterol, Obesity or a Heart disease

..... just imagine one morning you wake up to know that you are no more on those drugs and are just as healthy as you were few years

back..... To know this read "Heart Mafia" A glimpse of the eye opening facts in "Heart Mafia" You may not die of the disease but of the treatment. Bypass surgery & Angioplasty is not for patients but for profit. Nobel Prize Winning Science to reverse a Life Style Disease. Is your cardiologist suffering from "Occulostenotic Reflex Syndrome"? Obesity an illness of mind.

With Python in Kivy Framework

Partridge Publishing India

The Japanese motor industry worldwide.

Drive Safe - Be Safe SAGE Publishing India

How did a nation of over 600 million people bow down to the whims and fancies of a Prime Minister's pampered son? In this carefully researched book, Vinod Mehta

makes the first complete appraisal of the Sanjay Gandhi phenomenon and its impact on the national scene. It begins at Anand Bhavan, the Nehru mansion in Allahabad, and Feroze Gandhi's relationship with the Nehrus - particularly Kamala and Indira. This gives the background to an understanding of Sanjay's volatile personality as it developed through his early years and his obsession with cars that led to the establishment of the Maruti factory. Writing in a style that is both compelling and honest, Vinod Mehta sifts the facts from the rumours and gets to the core of Sanjay's dramatic emergence after the declaration of the Emergency. His capturing of the Youth Congress and the excesses of the sterilization campaign (which he thought would ensure his place in history) are brought out in telling detail, as is the use of the media to build the cult of Sanjay. With a new introduction, The Sanjay Story allows readers to look with the benefit of hindsight on the rise and fall of one of independent India's most controversial figures. What emerges from the text is not only an understanding of Sanjay and his times, but an understanding of India's current political scenario.

Vinod Mehta confirms the truth of history writing - that to engage intelligently with the present, you must come to terms with the past, even a past as inglorious and bewildering as the Emergency.

Mobile Applications Development McGraw-Hill
Science Engineering

The book covers the concepts of Python programming language along with mobile application development. Starting from fundamentals, the book continues with the explanation of mobile app development using Kivy framework. All the chapters offer questions and exercises for to better understanding of the subject. At the end of the book some hands-on projects are given to help the readers to improve their programming and project development skills.

Blue Rose Publishers

Never Far Away is a short story and resource for the parent who has a child that doesn't like to separate from them when time for school or work. It has illustrative pictures and content for the parent and child to interact before they go about their day.

Product Strategy and Corporate Success Tata McGraw-Hill Education

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

Never Far Away Monu Gupta

This book takes a pedagogical approach that is participative and interactive, involving the case study method of learning. Chapters start with an Indian case study of a well known company. This is used as a capstone case for the chapter. The student will find this an easy learning experience as data and additional information for these enterprises is readily available. The selection of such cases makes classroom learning truly suited to the Indian business environment. The value driven approach to Operations Management is used in structuring the text into three modules. The first module discusses the infrastructure function of Operations Management. Infrastructure function is

considered to be product, process, capacity and location. Module Two describes the structure of the operations function. This includes quality and other product transformation processes. Module Three focuses on the organization, people and processes i.e. the job, the work, and the workplace. In addition, most of the mathematical techniques have been separated into supplements attached to the relevant chapters. Software solutions for the techniques have been explained in the text. Every mathematical technique is exemplified with a number of solved problems. Unlike many Production and Operations Management texts, this book covers E-commerce, Industrial Safety, Maintenance, Environmental Management (Green Productivity) and new technological trends in the discipline. These sections should add to the significance of exploring how firms can gain competitive advantage and promote sustainable development at the same time. The last section of the book comprises of a selection of cases from The Indian Institute of Management at Ahmedabad. The cases encompass the entire spectrum of Indian Industry the private and the public sectors, professional and family managed business organizations, service and manufacturing industries, single industry and conglomerates. The cases relate to Operations Strategy, Supply Chain Management, Capacity Planning, New Products, Manufacturing Technologies, etc. The Case Studies are of world class. Prof. Tirupati, one of the authors of the case studies, according to Management Science, has penned one of the top 100 management articles in the 50 years. The book is comprehensive, lucid and easy to read and understand. It should be of great value both to students and faculty.

Adventures in Revati Valley Vikas Publishing House

The bestselling citizen's guide to economics Basic Economics is a citizen's guide to economics, written for those who want to understand how the economy works but have no interest in jargon or equations. Bestselling economist Thomas Sowell explains the general principles underlying different economic systems: capitalist, socialist, feudal, and so on. In readable language, he shows how to critique economic policies in terms of the incentives they create, rather than the goals they proclaim. With clear explanations of the entire field, from rent control and the rise and fall of businesses to the international balance of payments, this is the first book for anyone who wishes to understand how the economy functions. This fifth edition includes a new chapter explaining the reasons for large differences of wealth and income between nations. Drawing on lively examples from around the world and from centuries of history, Sowell explains basic economic principles for the general public in plain English.

Navigating the Numbers Excel Books India

This book presents select proceedings of the International Conference on Future Learning Aspects of Mechanical Engineering (FLAME 2018). The book discusses interdisciplinary areas such

as automobile engineering, mechatronics, applied and structural mechanics, bio-mechanics, biomedical instrumentation, ergonomics, biodynamic modeling, nuclear engineering, agriculture engineering, and farm machineries. The contents of the book will benefit both researchers and professionals.

India Today South Asia Books

An epic triple treat—stories from a civil servant, corporate captain and businessman Jagdish Khattar has had an astonishingly diverse career, a trained lawyer who became an IAS officer. He was an agent of change in Uttar Pradesh through his roles as district magistrate, and head of the cement and transport corporations. He also helmed India's Tea Board in London and played a key role in the steel ministry. Elevated to the post of MD with Maruti Udyog, a firm that was on the verge of a steep decline, Khattar braved labour unions, foreign competition, and politicians as he led Maruti to a very successful IPO. Finally, at the age of sixty-five, Khattar turned entrepreneur with Carnation, India's first multi-brand car sales and servicing network. Driven spreads across a sweeping national canvas from

drought-hit villages to the Shakespearean intrigues of politicians and bureaucrats. Written with flair and liberally peppered with frank anecdotes, it is filled with lessons about leadership, friendships, jugaad-style innovation, resilience, and values.

Internal Combustion Engine Fundamentals Harper Collins

Do you have the eyes, the ears, and the hands to be a Nanovator? You're about to find out. In India, entire families?too poor to afford a car?crowd onto a single motor scooter every day to brave the tangled traffic lurching through the streets. One evening Tata Motor's venerable chairman Ratan Tata witnessed something on those rain-soaked streets that both horrified him and birthed a dream: an overloaded scooter lost traction in a busy intersection and sent several members of the family tumbling across the pavement. In that moment Nanovation took root in Tata's imagination. The very idea was supposed to be impossible. A safe and appealing family car for the price of a motor scooter? The experts dismissed it. But Ratan Tata was undeterred. When budget constraints, design restrictions, the rising costs of materials, and political agitation threatened to derail the project, Team Nano pressed

on. This is the story of how, in and a warning not to downsize the face of insurmountable odds, your dreams!"- Gary Kelly, Tata Motors created one of the chairman, president and CEO, greatest innovations in the auto Southwest Airlines "Nanovation industry since Model-T. is for leaders who want to leave a lasting legacy in the world." Nanovation has disrupted an entire industry and changed the game for India forever. Imagine ?Chris Connor, chairman and CEO, what it can do for your Shermin-Williams Company "Read business. Is your company Nanovation and learn what you can do to create an innovative changing the way society culture in your organization." functions? What's your ?Ken Blanchard, co-author One Nanovative idea? It's time to Minute Manager, Full Steam get moving! Warning! Don't read Ahead, and Lead with LUV this book unless you are ready "Nanovation is a must read for to challenge management dogma, any leader." ?Eric Danziger, taken-for-granted assumptions, CEO, Wyndham Hotel Group and outdated systems by asking "Nanovation is for leaders who "what if?" and "why not?" to want to shake it up." ?Bruce some of your industry's toughest Bochy, manager, 2010 World questions. But, if you're ready Champion San Francisco Giants to revolutionize the products "Vibrant and energetic, the you make, the processes you use, passion of the authors reflects and the companies you build, that of the innovators it pull up a seat at the drafting chronicles...A practical guide table with the creators of the for creating a radical culture of innovation." ?N.R. Narayana Nano, the most important car to Murthy, founder-chairman and roll off the assembly line in chief mentor, Infosys Ltd. decades. Discover the thinking Marketing Management, 3rd Edition that bred their ingenuity and Notion Press the leadership that encouraged them to overcome adversity, to This text, by a leading authority take risks despite their fear of in the field, presents a failure, and to innovate beyond fundamental and factual their customer's wildest development of the science and expectations. Endorsements: "If engineering underlying the design of combustion engines and you're interested in stoking the turbines. An extensive fires of innovation and making a illustration program supports the profit while making a difference, Nanovation is a must concepts and theories discussed. read." ?Indra K. Nooyi, chairman *Select Proceedings of FLAME* and CEO, PepsiCo 2018 Excel Books India This book is one of the first deep dive into a company that critical analyses of the transformed an entire industry automobile industry in India. is loaded with hands-on-advice- It studies the sector in

general and the passenger car industry in particular, and provides valuable insights into the operation of Foreign Direct Investment (FDI) companies in a technology-intensive industry under changing economic regimes. The volume underlines the influence of the changing nature of foreign investment, the impact of economic reforms, technology regimes and industrial policy on growth, structural changes and development. It offers a detailed account of the trade performance of manufacturers in India's passenger car industry. It also looks at successful cases to draw policy lessons towards encouraging quality FDI and developing India as a base for world production. A useful addition to industry studies in India, this book with its wide coverage and contemporary analyses will interest scholars and researchers of economics, Indian economy and industrial policy, industrial economics, automobile industry and manufacturing sector, development economics and international economics. It will also appeal to policymakers, practitioners and industrial associations.

The Sanjay Story Springer Nature

This document provides data

on greenhouse gas and international climate policy. It examines them at the global, national, sectoral, and fuel levels and identifies implications of the data for international cooperation on global climate change.

Bold Exposure of the Shameful Truth of India's Celebrated Cardiologists Springer

The book, now in its second edition, continues to elucidate the concepts and topics of Product Policy and Brand Management in concise and clear manner. The book is divided into four parts—Part I on Fundamentals of Product Management throws light on the concepts of product and its management, role of product managers, product life cycle, diffusion models, developing a product manager, and the product planning system and strategies. Part II on New Product Development shows what are the barriers faced while developing a new product, the test marketing stages and its alternatives, launching of the product, future trends of product management and success stories. Part III on Brand Management defines branding, branding decisions, brand equity, brand identity, and brand positioning. Part IV gives an analytical and practical insight on the discussed concepts with the help of Live Case Studies. The book is primarily intended for the students of MBA, MMS, and

ME/MTech (industrial Management). Besides, would also be useful for the professional managers as well. New To This Edition The new edition is packed with 11 new cases on: Tracking of a Product Launch Long-run Market Share Estimation Conversion of a Commodity to a Brand New Product Development Approach to a Food Product Portfolio Matrix Application *Heart Mafia* PHI Learning Pvt. Ltd.

The Crowned Head, a crime thriller mystery story is a fictitious and real incident based, on rapidly increasing gang-war in Uttar Pradesh city. The story framework is concerned with a city in the grip of destructive Revolver Gang with their wickedness for wealthy people. The story furnishes a mirror to all weapons-crimes which sadden almost everyone's life. The conspiracy of the story revolved around the two underprivileged men, Waseer and Abbas and with an ambition to commence their own business so that they can equalize the rich and powerful people. Greed for money leads them to wrong paths of Srikant rana (foremost character) who offered them a deal of transporting an illegal consignment of weapons out of sight of law, which is dispossess by the Revolver

gang from the middle of the way and this cause a massive boost in their wickedness. Later in the wake of the death of Srikant rana the entire story takes a twirl and begins its journey headed towards its epic spot and gained the national attention. Why they are killing people? For wealth or for vengeance? Regards of the same; entire Uttar Pradesh police department brawl for the accurate investigation and later they uncover an unpredicted mysterious relevance with Muzaffarnagar riot 2013 which comes as a breakthrough. The clashes between the Hindu and Muslim communities in Muzzafarnagar district, resulted in at least 62 deaths including 42 Muslims and 20 Hindus and 93 injured. Throughout the mysterious investigation, the police move through many dead-dealing illegal arms trade and uncover many politicians' involvement in it.

Greenhouse Gas Data and International Climate Policy
S. Chand Publishing
(For the Students of MBA, PGDBM, M.COM. And Other Management Courses)