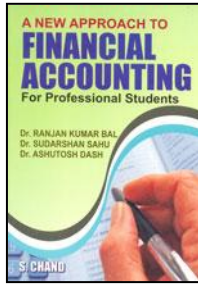


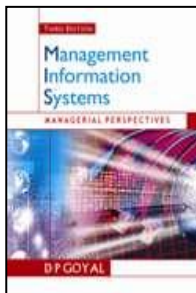
Books During 2010

A New Approach Financial Accounting for Professional Student / Ranjan Kumar Bal; Sudarshan Sahu and Ashutosh Dash. 2010. Delhi: S Chand. (ISBN: 81-219-3248-3)



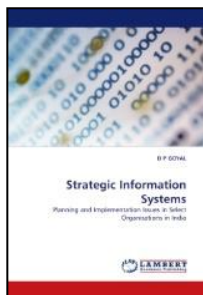
This book A New Approach to Financial Accounting has been specially designed to make your first accounting experience meaningful and interesting. It has been divided into 15 chapter discussing language of business, accounting and its foundation and principles; double entry system and accounting equation; journal and its subdivision; cash book and bank reconciliation; financial statements and their analysis, annual reports; accounting for shares and debentures.

Management Information Systems - 3rd ed / D P Goyal. 2010. Delhi: Macmillan Publishers India Pvt Ltd. (ISBN: 9780230330641)



To compete and emerge successful in a global competitive environment demands an effective and efficient Management Information System (MIS). Indian organizations are in fact increasing their IT investment at the rate of 35 per cent annually. Responding to this need, the book explains the concepts, strategies and issues involved in developing and managing information systems. The book attempts to balance the two disciplines of management and computer science to understand the applications of MIS. This book is divided into five parts; each part leading onto the next smoothly. Focusing on conceptual framework the book leads to basic structure of Information System, business applications, its development, and management of IS resources. The entire subject has been presented in a simple and easy-to-understand manner. Thus no prior knowledge of computers is essential to follow this book. The clarity in presenting concepts and their applications is the focus of this book. The text is supplemented with real-life case studies and those from simulated environments. Certain pedagogic tools like Learning Objectives, Summaries, Teamwork and Projects are engaged to make the text reader-friendly.

Strategic Information Systems: Planning and Implementation Issues in Select Organisations in India. D P Goyal. 2010. Lambert Academic Publishing. (ISBN: 978-3-8433-5538)



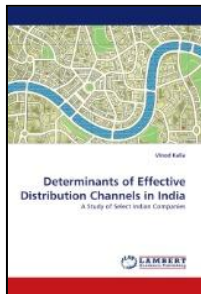
Today, business operations and information systems are so tightly integrated with each other that it would be almost impossible to improve business processes unless corresponding information systems effectively supported the change. Realizing the importance, ability and need of information systems, this book covers the planning, implementation and control aspects of Information Systems in the selected public enterprises in India and brings out many insights. The findings and conclusions thereof would provide a framework for initiating actions for further research and for policy decisions in the area of Information Systems.

Software Development Models: Developers' and Users' Perspective / Arvind Kalia; D P Goyal and P K Bansal. 2010. LAP Lambert Academic Publishing. (ISBN: 978-3-8433-5723-4)



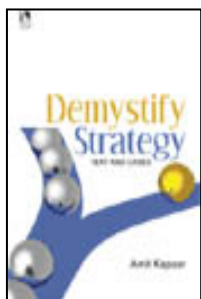
In this era of Information and Communication Technology, Information System plays a vital role and act as back bone for the success of any organization. The successful development of any Information System depends on the selection and application of an appropriate Software Development Model. This book covers a study of various Software Development Models and the different phases of Software Development Life Cycle from the perspective of both Developers' and Users' working in selected organizations in Indian Electronics industry. The book would be useful for the researchers as well as practitioners working in Information System.

Determinants of Effective Distribution Channels in India: A Study of Select Indian Companies / Vinod Kalia. 2010. Lambert Academic Publishing. (ISBN: 978-3-8443-2028-2)



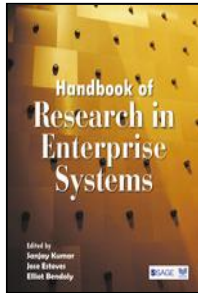
Indian Distribution System in the fast growing Indian economy poses huge challenges to any marketer due to its widely scattered market with over 7,000 cities, 630,000 villages and 13 million outlets. This book analyses the issues and challenges faced by a marketer with regard to the complexities of distribution channels in India. With the help of six case studies done on three packaged consumer goods companies, two consumer durables companies, and one consumer services industry, it analyses the major issues and challenges faced by these large companies. The book attempts to provide deep insights to sales and marketing professionals regarding the factors that are at play in designing and structuring effective distribution channels and managing them efficiently in the Indian context.

Demystify Strategy: Text And Cases / Amit Kapoor. 2010 New Delhi: Vikas Publishing House. (ISBN: 9788125939085)



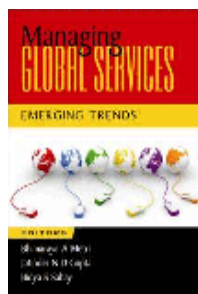
Some fight and lose while others fight but win. The difference is small but the impact is huge. Only winners witness the difference and the rest remain in blissful oblivion. For the first time, this book, Demystify Strategy: Text and Cases, brings strategy into the purview of Indian understanding. No book that talks only of alien companies and foreign lifestyles has been able to capture the Indian market. The Indian consumer and markets are distinct and this book brings this distinctness to life with varied examples and a unique process, breaking down strategy into anatomical basics. Strategy is much more than a plan or a set of stipulated actions; it is a thought that runs behind the operations of the company; a philosophy that gives form to the purpose of the company's existence. Strategy is like a long-term guide that determines the course of the company towards something far more potent than success—sustainability. The tone of the book and the easy presentation style along with illustrative examples make the once-dreaded mysteries of strategy appear small and undaunting. Strategy, after this, would be truly demystified.

Handbook of Research in Enterprise Systems / Sanjay Kumar; Jose Esteves and Elliot Bendoly. 2010. Sage Publications. (ISBN: 9788132105091)



This handbook is a repository of state-of-the-art knowledge about enterprise resource planning (ERP) systems and applications. It presents cutting edge articles on ERP systems by leading researchers in the field from around the world. The articles discuss frontier areas of research in the field of ERP. They cover a wide range of topics concerned with ERP systems including their technology-related issues, their architecture, and their implementation. The book also presents case studies and practical examples in its final section to further clarify the concepts.

Managing Global Services / Bhimaraya A Metri; , Jatinder N D Gupta and Bidya . 2010. New Delhi; Excel Books. (ISBN: 9788174469229)



Service providers are realising the fact that offering products or services alone is no longer enough, and competitive survival and growth lies in providing more than average benefits to their stakeholders. This book comprehensively encompasses the emerging issues of managing businesses, in general, and services, in particular. It offers a plethora of models and methodologies based on sound management science theories and global practices which are useful for making service business profitable yet stakeholder-centric. Cases and applications in the book deal with specific illustrations of managing service quality, revenue management, supply chain, managing IT-enabled services and value addition from open source technologies in increasing the efficiency and performance of businesses. Policy and decision-makers will find the global best practices and methodologies discussed in the book useful for effective governance and management.

The Constitutive Role of Organizational Communication- Building Effective Organizations through Organizational Communication published / Raina Reeta. 2010. Lambert Academic Publishing. (ISBN: 978-3-8383-9144-1)



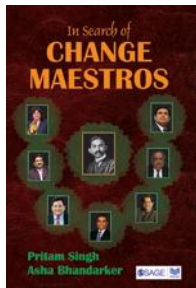
Effective communication is important for the survival of an organization in this era of information revolution, accelerating change and highly competitive global economy. Effective communication helps us in building and promoting harmonious working relationships which are essential for effective group functioning. It leads to coordination and integration of the activities of individuals as a work team and encourages positive attitudes required for motivation, cooperation and other important organizational processes. Communication is seen as an important determinant to the organizational effectiveness. Effective communication assumes more importance in the Indian context as India is become an epicenter of world business today. To survive and grow in such a hyper competitive environment, Indian firms need to re-look at significance and the nature of communication, find ways to organize communication function so that it can support the overall mission of the firm. This book therefore provides an insight into the perceived effectiveness of organizational communication in relation to organizational effectiveness from the Indian managerial perspective.

Customer Relationship Management: Tool and Applications / 2010. Sarika Sharma and D P Goyal. 2010. Lambert Academic Publishing.



Technological improvements are responsible for majority of innovations in banking over past few decades. It started with introduction of personal computers and came a long way with computerized banking, Internet banking, ATMs, and CRM as the latest buzz. Customer Relationship Management Systems are adopted by the banks in order to achieve the success in the business and also business strategies can be formulated based on the predictions given by the intelligent data mining tools. CRM systems are implemented by banks to gain competitive edge over their competitors. Also, business strategies can be formulated based on the predictions given by the intelligent data mining tools. The book intends to present the CRM implementation with data mining, methods of implementation, success factors for the same and impact of data quality on data mining and CRM. A case study of Indian banks is also presented.

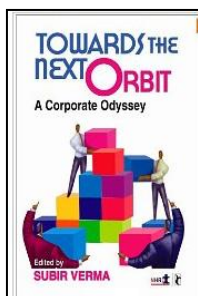
In Search of Change Maestros / P Singh and Asha Bhandarker. 2010. Sage Publications ISBN978-81 – 321-0586-2



In Search of Change Maestros documents the contributions of seven great Indian wealth creators and institution builders who had the vision and fortitude to create world-class Indian corporations. The case studies included in this book are of Kumar Mangalam Birla, M. Damodaran, Sajjan Jindal, K.V. Kamath, Sunil Bharti Mittal, A.M. Naik, and Kiran Mazumdar Shaw. The authors have skillfully synthesized in-depth interviews, questionnaires, and anthropological analysis to afford the reader a glimpse into the intimate world-view of these Change Maestros and to show them what makes these leaders great. This is a first-of-its-kind work that focuses on outstanding Indian corporate icons-their means, methods, and achievements-and in the process, creates an entirely new paradigm for evaluating Change Maestros and change leaders not only in the corporate world, but also in public life all over the world.

Books During 2011

Towards the next Orbit A Corporate Odyssey / Subir Verma. 2011. New Delhi: Response. (ISBN: 978-81-321-0631-9)



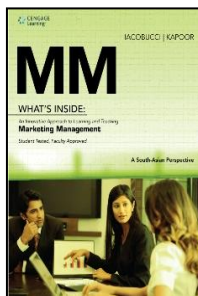
The global meltdown, the concomitant demise of legendary corporate behemoths, and the challenge of competing in a world marked by unprecedented complexities, volatility, discontinuities, and ambiguities, have pushed discussions on survival and excellence to the forefront. Towards the Next Orbit: A Corporate Odyssey brings forth ideas, experiences, studies, insights, and suggestions from renowned theoreticians and practitioners towards changing and succeeding in a new world. The first part of the book comprises rich conceptual papers and research-based empirical papers written primarily by thought leaders from all over the world. The second part comprises dialogs with persons who are well known in the business landscape as "change masters." The chapters discuss cutting-edge ideas in the areas of corporate behavior, positioning, growth, leadership, employee relations, and so on. Together, the articles and interviews will help readers develop perspective, cognitive framework, behavioral repertoire, and portfolio of practices for making the transition from simply functioning to achieving excellence.

Trust Based Adoption of Innovative New Products and NPD Process / Jaydeep Mukherjee. 2011. Lambert Academic publishing. (ISBN 978-3-8443-0682-8)



The objective of the research was to develop a framework of New Product Development Process (NPDP) for commercial organizations, which enhanced the probability of commercial success. The limitations of the existing NPDP frameworks stemmed from the assumption that satisfaction of consumer needs would translate into demand for the product. Similarly, the assumptions of rational choice and information based decision making by consumers, did not hold. The literature in the area of psychology suggested that under condition of risk and uncertainty, the construct of trust became operational and might have applications in improving the rate of commercial success of NPDP frameworks. A trust based innovative new product adoption framework was developed and empirically tested. The results indicated that overall trust in the new product offer did explain the purchase intention of the consumers. The study also indicated that the overall trust was formed by the disposition to trust commercial communication, trust based on direct experiences and vicarious learning. Thus the challenge based NPDP framework was improved by incorporating the measures to build consumer trust.

MM : a South-Asian perspective / Dawn Iacobucci and Avinash Kapoor. 2011. Andover: Cengage Learning. (ISBN: 9788131510162)



MM, Second Edition provides the core concepts and applications of contemporary marketing management. This concise, engaging, and accessible solution accommodates the diverse lifestyles of today's learners by providing a full suite of proven learning tools, including chapter-by-chapter study cards, interactive quizzes, multimedia resources, and more, all in a convenient package at a value-based price. Cengage Learning's Marketing Management CourseMate for MM 2e brings course concepts to life with interactive learning, study and exam preparation tools that support the printed textbook.

Strategic Business Practices of Small Scale Companies: A study of Indian companies / Kanwal Kapil. 2011. Lambert Academic Publishing. (ISBN: 978-3-8443-0185-4)



India operates today in sheer size what is perhaps the largest small industries programme in any developing country. SSI Sector in India creates largest employment opportunities for the Indian populace, next only to Agriculture. The study is divided into seven chapters. The study is primarily based upon analysis of fourteen small- scale companies related to pharmaceutical and telecom sector. We present the findings of the strategies, and business practices of SSIs, through which they are orienting themselves to meet the challenges of external and competitive environment. This book covers The Fundamental Elements of Business Practices, The research design, Value Chain Analysis, The Core Processes, The Critical Success Factors for SSI. Then the author discusses the Role Of Government In Development And Promotion Of SSI, and analyses the Opportunities And Problems Faced By The SSI in India. The study highlights and presents the possible remedies for policy makers so that they can take appropriate measures to strengthen the SSI sector.