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Entrepreneurship

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Times of India Illustrated Weekly

TESOL and the Cult of Speed in the Age of Neoliberal Mobility

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Goa, Kovalam Pocket Travel Guide

Cost and Management Accounting: Fundamentals and its Applications

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Entrepreneurship With Practical Class XII by Dr. S. K. Singh, Sanjay Gupta

India Today

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CASSIDY VILLARREAL

Economic and Political Weekly

Springer Science & Business Media

Unit I-Entrepreneurial Opportunities and

Enterprise Creation 1. Sensing and

Identification of Entrepreneurial

Opportunities, 2. Environment Scanning, 3.

Market Assessment, 4. Identification of

Entrepreneurial Opportunities and

Feasibility Study, 5. Selection of an

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Unit II-Enterprise Planning and Resourcing

7. Business Planning, 8. Concept of Project and Planning, 9. Formulation of Project Report and Project Appraisal, 10. Resource Assessment : Financial and Non-Financial, 11. Fixed and Working Capital Requirements, 12. Fund Flow Statement, 13. Accounting Ratios, 14. Break-Even Analysis, 15. Venture Capital : Sources and Means of Funds, 16. Selection of Technology, Unit III-Enterprise Management 17. Fundamentals of Management, 18. Production Management and Quality Control, 19 . Marketing Management, 20. Financial Management and Sources of Business Finance, 21.

Determination of Cost and Profit, 22. Possibilities and Strategies for Growth and Development in Business, 23. Entrepreneurial Discipline and Social Responsibility, Practical 24. Project Work, 25. Examples of Project Work, 26. Project Planning, 27. Case Study, 28. Project Analysis, 29. Project Report, Sample Project Report I-III Value Based Questions (VBQ) Model Paper] I & II Latest Model Paper
How to Move Minds and Influence People
Educreation Publishing
The book is born out of Namita Thapar's experiences of running the pharma

company Emcure, being on several boards, investing in start-ups and mentoring many budding women leaders in corporate India. The book expounds on the concepts of the age-old aggressor leader role - the shark - and the more empathetic style of leadership which is represented by the dolphin. A lot of her talks are centered around balancing the shark and the dolphin within you. The book is divided into fifteen chapters, which focus on perfecting your pitch, planning your investment, role of mentors and networking among other subjects. She has also added interviews with pioneers like Sanjeev Bikhchandani to add value to the entrepreneurship lessons.

PRODUCT MANAGEMENT Technical Publications

This magazine is a specialist motoring magazine, we have always catered to the enthusiast in you and brought an unadulterated view of the world of motoring. Sharp, sassy, clean, wittier and edgier than ever before. Drive it home today!

Aesthetics: Quantification and Deconstruction SBPD Publications
Rural Marketing: Text And Cases,

2/EPearson Education India
Automobile Industry in India
Educreation Publishing
Indian Business Case Studies Volume IV
Excel Books India

India is one of the emerging markets that pose a unique set of challenges to marketers. The importance of the context and the usefulness of concepts in the Indian context is the core proposition of the book. The diversity of a mix of factors such as cultural aspects, lifestyles, demographics and unbranded offerings make consumer behaviour a fascinating study. This book focuses on the behavioural principles of marketing and its application to branding in the Indian context. * Consumer behaviour concepts associated with branding * A combination of recent and traditional examples reflecting the application of behavioural concepts * Touch of reality boxes to indicate context-based examples * Caselets and cases drawn from real-life situations * Research findings associated with the Indian context * Topical issues in consumer behaviour like cultural aspects, digital marketing and experiential branding

Motoring World Oxford University Press

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

Two-wheeler Industry in India Delhi Press
Magazines

Covers various trends in supply chain and logistics management, transportation, just in time delivery, warehousing, distribution, inter modal shipment systems, logistics services, purchasing and advanced technologies such as RFID. This book includes one page profiles of transportation, supply chain and logistics industry firms.

Entrepreneurship with Practical Class 11 - [Bihar Board] Bluworlds Guides

The eBooks is authored by proficient Teachers and Professors. The Text of the eBooks is simple and lucid. The contents of the book have been organised carefully and to the point.

Entrepreneurship SBPD Publications
This book addresses a perennial challenge for product planners and designers alike:

how to objectively specify and quantify the aesthetics of products. It provides automotive product planners with a framework for the grammar of aesthetics and a tool for quantifying the aesthetics of an intended product. Further, it equips styling designers with a tool for connecting engineering and aesthetics. Given the author's extensive experience in motorcycle design, the motorcycle has been chosen as the frame of reference for automobiles. Specifically in the field of automobile design, where engineering and aesthetics go hand in hand, it also becomes important to clearly and objectively define the relationship between engineering design and aesthetics. Accordingly, this book (1) clearly establishes the objective parameters of aesthetics, (2) puts forward a method for quantifying aesthetics, (3) identifies the engineering design parameters affecting aesthetics, and (4) determines the relationship between parameters of aesthetics and engineering design. As such, it offers a useful guide not only for design professionals, but also for students and researchers of design.

Brand Management Springer

UNIT - I Entrepreneurship and Human Activities 1. Entrepreneur—Meaning, Concept and Forms, 2. Entrepreneurship—Meaning, Concept and Role of Socio-Economic Environment, 3. Entrepreneurial Development Programmes, 4. Critical Evaluation of Entrepreneurial Development Programmes, 5. Role of Entrepreneur—In Economic Development as an Innovator and in Generation of Employment Opportunities, 6. Role of Entrepreneur—In Balanced Economic Development, 7. Micro, Small and Medium Enterprise/Industries in India, 8. Entrepreneurial Pursuits and Human Activities—Economic and Non-Economic, 9. Innovation and Entrepreneur, UNIT - II Acquiring Entrepreneurial Values and Motivation 1. Business Ethics and Acquiring Entrepreneurial Values, Attitudes and Motivation, 2. Developing Entrepreneurial Motivation—Concept and Process, 3. Business Risk-taking Management, 4. Leadership—Meaning and Importance, 5. Communication—Importance, Barriers and Principles, 6. Planning—Meaning and Importance, 7. Barriers to Entrepreneurship, 8. Help and Support to

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UNIT - I Entrepreneurship and Human Activities 1. Entrepreneur—Meaning, Concept and Forms, 2. Entrepreneurship—Meaning, Concept and Role of Socio-Economic Environment, 3. Entrepreneurial Development Programmes, 4. Critical Evaluation of Entrepreneurial Development Programmes, 5. Role of Entrepreneur—In Economic Development as an Innovator and in Generation of Employment Opportunities, 6. Role of Entrepreneur—In Balanced Economic Development, 7. Micro, Small and Medium Enterprise/Industries in India, 8. Entrepreneurial Pursuits and Human Activities—Economic and Non-Economic, 9. Innovation and Entrepreneur, UNIT - II Acquiring Entrepreneurial Values and

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It has been decades since many business schools outside India adopted the case study methodology for teaching almost all branches of management studies. This trend has been seen in India, too, where top management institutes have implemented the case study-based methodology as an important pedagogical

tool in business education. The major issue in India, however, is a severe shortage of Indian case studies through which business schools can provide industry insights to students. This volume fills that gap. It has twenty Indian cases related to different aspects of business management. The cases cover some of the prominent disciplines of management like marketing, finance, human resource management, strategy management, operations management, accounting, and mergers and acquisitions. These cases best serve the purpose of adoption of 'case methodology' in classroom teaching or online lecture sessions for the faculty and students of business management. *Strategic Management* Delhi Press

TESOL and the Cult of Speed in the Age of Neoliberal Mobility argues that because the nexus between TESOL and the cult of speed in an age of increased neoliberal mobility has not yet been explicitly unpacked, discussed, identified and theorized, the implications of this socio-economic phenomenon for TESOL policies, curricula, pedagogies and practices have been overlooked. Through the presentation of several qualitative case

studies, the book illustrates the social dynamics of speed and its key aspects (i.e., the materiality and the politics of time) in different TESOL contexts, including Saudi Arabia, the USA and Canada. The aim in presenting these diverse case studies was to craft a collection of responses, which, when put together, could offer new insights into the TESOL academic community. The book examines the ways in which the cult of speed has been envisioned, celebrated, negotiated with, enacted and justified by the various actors within the contemporary field of TESOL. It also investigates the new language teaching practices and forms the cult of speed in TESOL has generated and is generating. TESOL and the Cult of Speed in the Age of Neoliberal Mobility will be of interest to TESOL/applied linguistics educators, students, policy makers, administrators, employers and the wider community, and it is hoped will give them ideas about how to deal with today's culture of fast movement in the globalized higher education landscape.

Business World Routledge
Mechanical engineering, as its name

suggests, deals with the mechanics of operation of mechanical systems. This is the branch of engineering which includes design, manufacturing, analysis and maintenance of mechanical systems. It combines engineering physics and mathematics principles with material science to design, analyse, manufacture and maintain mechanical systems. This book covers the field requires an understanding of core areas including thermodynamics, material science, manufacturing, energy conversion systems, power transmission systems and mechanisms. This book includes basic knowledge of various mechanical systems used in day to day life. My hope is that this book, through its careful explanations of concepts, practical examples and figures bridges the gap between knowledge and proper application of that knowledge.

Entrepreneurship Class - 11 SBPD Publications

Stories are THE most important way of influencing others. This book helps you get your own story straight, and use it to persuade others round to your way of thinking, for maximum impact in modern business.

Entrepreneurship With Practical Class XII - SBPD Publications Vikas Publishing House
In today's world, 'change' is the only 'constant' factor. In the last few decades, there has been a radical change in how organizations function. To survive in this highly volatile environment, companies need a long-term strategic vision and thinking. In light of this, 'strategic management' has become a significant topic and is taught as the core subject in MBA/PGDM programmes in Indian universities and business schools. This is a book written in the context of the Indian business environment but with a global orientation. It is comprehensive and contemporary in its approach.

Times of India Illustrated Weekly SBPD Publications

In today's competitive milieu, the product promotion function, along with continuous product innovation and speed of execution, is very important as a critical parameter for a company's success. Product Management involves designing customized products to fit the exact needs of individual customers. This comprehensive book focuses on the critical issues of product management that

enable better product performance in the marketplace. It deals with many new products that straddle across Indian and global markets to give a broad and clear perspective of the current competitive marketing scenario. The text covers such topics as competitive product development and product life cycle strategies, innovation, branding, pricing, segmentation, targeting, positioning, CRM, modern product management tools, and various other issues. Key Features : Provides a clear understanding of managing the product category, and product life cycle. Focuses on the present Indian marketing scenario. Illustrations and websites are provided to acquaint the readers with the latest product information. Gives 20 Case Studies that cover all the critical aspects of product management. Provides Assignments at the end of each chapter to lend a practical touch to the subject. Intended primarily as a text for the postgraduate students of Management, the book will also prove to be a useful learning tool for the students of Marketing and Commerce. Besides, the strategies discussed in the book can be good takeaways for practising managers,

and for those interested in learning about Product Management.

TESOL and the Cult of Speed in the Age of Neoliberal Mobility SBPD Publications

Cost and Management Accounting: Fundamentals and its Applications caters to a much needed requirement of a text that is contemporary and at the same time provides a concise approach to cost and management accounting in the Indian context. Every effort is made in this book to expose the students to the relevance of cost concepts in managerial decision-making. Key Features Learning Objectives: These objectives, at the beginning of each chapter, outline the flow of a chapter and serve as points of comprehension and evaluation. Chapter Opening Case: Each chapter opens with an interesting case of a hypothetical company, posing an issue directly related to the concepts covered in the chapter. This should help the student to relate the chapter's theoretical content to an actual business setting. Opening Case Linkages: Each chapter opening case is revisited later in the chapter, after the students have gained an understanding of the concepts and techniques needed to address it. Link to Practice: All chapters

incorporate multiple real-world applications of management accounting concepts. These provide an opportunity for the students to bridge the text material to actual accounting practice. Research Insights: Each chapter discusses current research relevant to the theory and practice of cost and management accounting to assist students develop proper reasoning about the topics under discussion. You are the Decision Maker: Each chapter poses short, thought-provoking questions in order to motivate students to apply the knowledge they have gained. Ethical Dilemma (Real World Cases): The cases talk about importance of business ethics in managerial accounting Coverage of Diverse Industries and Sectors: The book has a balanced mix of manufacturing, service, trading, mature and start-up companies, taken as a background to illustrate the universality of application of cost management tools. Illustration Problems: Two solved review problems accompanied by solutions in each chapter. These problems demonstrate the applicability of major concepts and procedures covered in the chapter. Glossary: Comprehensive

glossary at the end of the book.

Goa Pocket Travel Guide Plunkett Research, Ltd.

From the reviews: "This book offers a coherent treatment, at the graduate textbook level, of the field that has come to be known in the last decade or so as computational geometry. ... The book is well organized and lucidly written; a timely contribution by two founders of the field. It clearly demonstrates that computational geometry in the plane is now a fairly well-understood branch of computer science and mathematics. It also points the way to the solution of the more challenging problems in dimensions higher than two." #Mathematical Reviews#1 "... This remarkable book is a comprehensive and systematic study on research results obtained especially in the last ten years. The very clear presentation concentrates on basic ideas, fundamental combinatorial structures, and crucial algorithmic techniques. The plenty of results is cleverly organized following these guidelines and within the framework of some detailed case studies. A large number of figures and examples also aid the understanding of the material. Therefore, it can be highly

recommended as an early graduate text but it should prove also to be essential to researchers and professionals in applied fields of computer-aided design, computer graphics, and robotics." #Biometrical Journal#2

Goa, Kovalam Pocket Travel Guide

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