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Principles and Practice Of Management 1. Management: An Overview2. Management Thought3. Social Responsibilities of Business4. Planning5. Decision-Making6. Organising 7. Direction and Leadership8. Control 9. Case Studies. Business Policy and Strategic Management Management and Organisational Behaviour The book is endowed with latest information and developments on management functions like planning, organizing, leading, controlling and organisational behaviuoral concepts like perception, personality, motivation, leading and communication in multiple modes like up-dated text, Boxes, Figures, Tables, Exhibits and Cases. **PERSONNEL AND HUMAN RESOURCE MANAGEMENT. Essentials of Human Resource Management and Industrial Relations Text, Cases and Games Introduction to International Business CHAPTER 1: International Business: Nature, Theories and Competitive Advantages CHAPTER 2: Modes of Entering International Business CHAPTER 3: Globalisation CHAPTER 4: Multinational Corporations CHAPTER 5: International Markets Intelligence CHAPTER 6: Foreign Trade Procedures CHAPTER 7: Export Promotion Skill Development. BUSINESS POLICY AND STRATEGIC MANAGEMENT. Management Theory and Practice : Text & Cases Chapter - 1 Nature and Functions of Management Chapter - 2 Development of Management Thought Chapter - 3 Social Responsibilities of Business Chapter - 4 Business Ethics and Value-Based Management Chapter - 5 The Planning Process Chapter - 6 Objectives of Business Chapter - 7 The Strategic Management Process Chapter - 8 Decision Making Chapter - 9 Organisation Theory Chapter - 10 Organisational Structure Chapter - 11 Delegation, Decentralization and Span of Management Chapter - 12 Organisational Culture and Effectiveness Chapter - 13 Change Management and Organisational Development Chapter - 14 Human Resource Management: Organisational Context Chapter - 15 Human Resource Development Chapter - 16 Performance Appraisal and Development Chapter - 17 Employee Training Chapter - 18**

Directing (Morale, Committees and Coordinating) Chapter - 19 Motivation: Concepts and Theories Chapter - 20 Communication Chapter - 21 Leadership Chapter - 22 Foundations of Group Behaviour Chapter - 23 Controlling Chapter - 24 Operations Management Chapter - 25 Recent Trends and Paradigm Shifts Chapter - 26 Methods of Case Analysis Index.

Extremophiles From Biology to Biotechnology CRC Press Highly recommended by CHOICE, Oct 2018 Extremophiles are nature's ultimate survivors, thriving in environments ranging from the frozen Antarctic to abyssal hot hydrothermal vents. Their lifeforms span bacteria to fishes, and are categorized as halophiles from hypersaline environments, acidophiles from acidic waters, psychrophiles from cold habitats, and thermophiles from warm waters. **Extremophiles: From Biology to Biotechnology** comprehensively covers the basic biology, physiology, habitats, secondary metabolites for bioprospecting, and biotechnology of these extreme survivors. The chapters focus on the novel genetic and biochemical traits that lend these organisms to biotechnological applications. Couples studies of marine extremophile biology/genomics and extremophile culture for biotechnological applications with the latest advances in bio-prospecting and bio-product development Includes practical experiments that a laboratory can use to replicate extreme habitats for research purposes Presents latest advances in extremophile genomics to give the reader a better understanding of the regulatory mechanisms of extremophiles Offers insights into the production of commercially important extremozymes, carotenoids, bioactive compounds and secondary metabolites of medicinal value. This unique guide serves as a resource for biotechnologists who wish to explore extremophiles for their commercial potential, as well as a valuable reference for teaching undergraduate, graduate and postgraduate students.

International Business Environment International Human Resource Management Excel Books India In today s era of International business, International Human Resource Management (IHRM) is emerging as a crucial factor since organizations are run by people. What is interesting in this phenomenon is, not only that there are differences in people across the countries, but even within a country or regions within it. This complex socio-cultural and psychological fabric coupled with historical, geographic, economic and political factors, creates certain boundary conditions and makes IHRM a very complex process. The intention of this book is to portray the various factors that are connected with managing Human Resources in International Business. Since the two are inseparable, any organization aspiring to participate as a player in international business must develop the knowledge, skills and acumen to perceive the subtle nuances that govern the rules of game. IHRM as a discipline cuts across all other business operations in the international context and plays a vital role in the success or failure of a business venture since, businesses are essentially driven by people. In the light of the above, this book has sought to address some of the issues that relate to IHRM, which need to be

logically understood by any keen observer of international business, today. The approach of this book has been to detail IHRM both, in terms of a function, as well as a process and the factors or key elements that are attached to them. To make this book reader-friendly, chapter highlights have been added at the beginning of each chapter to facilitate the reader to identify the broader areas that may be learnt from a particular chapter. Each chapter also contains detailed references and key terms. Conceptual questions, multiple choices, web-based exercises are some of the additional features of the book. Relevant diagrammatic representation, relevant case study and list of web references have been also added in this book.

Human Resource Management (text and Cases) The Indian Ocean Tsunami Taylor & Francis The Indian Ocean tsunami of December 2004 is considered to have been one of the worst natural disasters in history, affecting twelve countries, from Indonesia to Somalia. 175,000 people are believed to have lost their lives, almost 50,000 were registered as missing and 1.7 million people were displaced. As well as this horrendous toll on human life

Global Value Chains and the Missing Links Cases from Indian Industry Taylor & Francis Global value chains (GVCs) are fraught with the phenomenon of fragmentation and dispersion of production across the world. India presents a unique example with its high potential in manufacturing capability but low integration in GVCs. This book examines the reasons why India has failed to integrate within GVCs so far and looks at key examples to understand the impediments in this process. The chapters bring together case studies from across the manufacturing industry - labour-intensive (garment, paper and diamond), capital-intensive (automobile and petrochemical), and knowledge-intensive (semiconductor microchip, chemical and pharmaceutical) sectors. Together, they present stories of successful integration of some firms in GVCs as well as the difficulties faced by them. The volume also highlights the importance of GVCs in the context of developing countries in terms of benefits such as income and value generation, knowledge and technology collaborations, and advances in systems and processes. This book will interest scholars and researchers in economics, international trade studies, development economics and business management as well as to practitioners, policymakers, government officials, and those in the corporate sector.

Advances in Agricultural Microbiology Elsevier **Advances in Agricultural Microbiology** is a collection of papers about the progresses in the field of agricultural microbiology. The said papers are contributions of different experts in related fields. The book is divided into three sections. Section A covers topics related to the role of microorganisms in the mobilization of nutrients for plant growth such as the relationship of microbial genetics and biological nitrogen; plant surface microflora and plant nutrition; and developments in grass-bacteria associations. Section B discusses the use of microorganisms in the management of pathogens, pests, and weeds and includes topics such as the microbial control of insect pests; microbial herbicides; and agricultural antibiotics. Section C tackles strategies in

bioconversion such as the production of biogas from agricultural wastes; bioconversion of lignocelluloses into protein-rich food and feed; and ethanol fuel from biomass. The text is recommended for biologists and agriculturists who would like to know more about the importance of microorganisms in the field of agriculture. Agricultural Finance and Management CBS Publishers & Distributors Pvt Limited, India Essentials of Human Resource Management Routledge Essentials of HRM combines a commentary on organizational behaviour with an explanation of human resource management techniques, and also acts as an introduction to industrial relations. It will prove an invaluable aid to those studying for professional qualifications, such as Membership of the Institute of Personnel Management or the Diploma in Management Studies, and for students on general business or social service courses. Equally, the practising manager will find this book a useful and practical guide.

Textbooks of Operative Neurosurgery (2 Vol.) BI Publications Pvt Ltd The first book to be published in this region, it describes the scientific basis of the procedures, as also their indications, scope and limitations. Alternative approaches available for various disease entities are included.

Principles and Practice of Management Sultan Chand & Sons The book in its tenth edition has been thoroughly restructured and revised. All the chapters of the present edition have been re-written not only to incorporate the latest developments in management but also to make presentation of subject-matter more lucid and crisp. Chapter 3 of the previous edition (Managers and Environment) has been named as Management Challenges and Opportunities in the present edition so that proper focus is put on these issues. Thus, the present edition is ideally suited to management students as well as management practitioners, particularly those who have not gone through formal management education.

Pharmaceutical Marketing Strategy and Cases CRC Press Reflecting the fascinating and dramatic changes in pharmacy, pharmaceutical education, and the pharmaceutical industry in recent years, this authoritative volume focuses on the practice of marketing both prescription and nonprescription medications. In a dozen comprehensive chapters, author Mickey Smith highlights the economic social, and

Pharmaceutical Marketing Jones & Bartlett Publishers Pharmaceutical Marketing will provide students and new industry professionals with a thorough overview of the general principles of marketing including marketing as a process, marketing effectiveness in the pharmaceutical environment, and coverage of marketing brand and generic drugs with special emphasis on direct-to-consumer advertising and the impact of social media and technology. Two unique chapters of the text are Chapter 10 Social Media, which addresses exactly what Social Media is, how it is currently being used within the industry, and how it should be used from the manufacturer's perspective; and Chapter The New 4 P's of Pharmaceutical Marketing takes a unique look at how the Internet and mobile technology has shaped the pharmaceutical industry and shifted the promotion paradigm to these current "P's" - Predictive modeling/analysis,

Personalization, Peer-to-peer networking and Participation. Pharmaceutical Marketing examines the current pharmaceutical marketing environment from both an academic and practical perspective with a focus on providing practical applications of all material discussed according to the perspectives of various market segments including industry, community, and institutional pharmacy, as well as the practicing pharmacist. Key Features • “Case in Points” - Multiple examples per chapter illustrate key concepts with a real-life or hypothetical example • Discussion Questions - 10 questions per chapter to facilitate active learning and student participation • Unique Chapters - Social Media and The New 4 P’s of Pharmaceutical Marketing * Each new text includes an access code for the Student Companion Website. Electronic and eBook formats do not include access to the Companion Website. **Cloud Security Techniques and Applications** Walter de Gruyter GmbH & Co KG This book presents research on the state-of-the-art methods and applications. Security and privacy related issues of cloud are addressed with best practices and approaches for secure cloud computing, such as cloud ontology, blockchain, recommender systems, optimization strategies, data security, intelligent algorithms, defense mechanisms for mitigating DDoS attacks, potential communication algorithms in cloud based IoT, secure cloud solutions. **Human Resource Management (Text and Cases). HUMAN RESOURCE MANAGEMENT: FUNCTIONS AND ROLE HUMAN RESOURCE PLANNING, RECRUITMENT, SELECTION AND PLACEMENT TRAINING AND INDUCTION PERFORMANCE APPRAISAL AND COMPENSATION PROMOTION AND TRANSFER WORK ENVIRONMENT, MORALE, GRIEVANCES AND RECORDS CHAPTER 7 HUMAN RESOURCE DEVELOPMENT SKILL DEVELOPMENT.** **Agile Manufacturing The 21st Century Competitive Strategy** Elsevier Science Limited Agile manufacturing is defined as the capability of surviving and prospering in a competitive environment of continuous and unpredictable change by reacting quickly and effectively to changing markets, driven by customer-designed products and services. Critical to successfully accomplishing AM are a few enabling technologies such as the standard for the exchange of products (STEP), concurrent engineering, virtual manufacturing, component-based hierarchical shop floor control system, information and communication infrastructure, etc. The scope of the book is to present the undergraduate and graduate students, senior managers and researchers in manufacturing systems design and management, industrial engineering and information technology with the conceptual and theoretical basis for the design and implementation of AMS. Also, the book focuses on broad policy directives and plans of agile manufacturing that guide the monitoring and evaluating the manufacturing strategies and their performance. A problem solving approach is taken throughout the book, emphasizing the context of agile manufacturing and the complexities to be addressed. **Who Moved My Interest Rate Leading the Reserve Bank Through Five Turbulent Years** Penguin UK An insider's view of the Reserve Bank of India Duvvuri Subbarao's term as the governor of the Reserve Bank

of India from 2008 to 2013 was an unusually turbulent period. The global financial crisis erupted; India was in the throes of a decade-high, stubborn inflation rate, followed by a sharp depreciation of the rupee. This was also a time when questions about the breadth of the RBI's mandate, autonomy and accountability became subjects of debate in financial circles and in the media at large. **Who Moved My Interest Rate** is an authoritative account of the dilemmas and quandaries he confronted while leading the Reserve Bank through these extraordinary economic and political challenges.

E-books in Academic Libraries Elsevier Written from the perspective of a librarian, this book offers a comprehensive overview of the impact of e-books on academic libraries. The author discusses advantages to both researchers and librarians and provides current examples of innovative uses of e-books in academic contexts. This book reviews the current situation in e-book publishing, and describes problems in managing e-books in libraries caused by the variety of purchase models and varying formats available, and the lack of standardisation. It discusses solutions for providing access and maintaining bibliographic control, looks at various initiatives to publicise and promote e-books, and compares e-book usage surveys to track changes in user preferences and behaviour over the last decade. E-books have already had a huge impact on academic libraries, and major advances in technology will bring further changes. There is a need for collaboration between libraries and publishers. The book concludes with reflections on the future of e-books in academic libraries.

Describes how e-books have changed library services and how they have enabled academic libraries to align with the e-learning initiatives of their universities Discusses problems with e-book collection development and management and lists examples of solutions Examines trends in user behaviour and acceptance of e-books

Managing a Modern Hospital SAGE Publications India The revised and updated second edition of **Managing a Modern Hospital** contains a judiciously compiled collection of writings on modern hospital management. The book is a fitting response to the compelling need for incorporating professionalism and better resource management in hospital administration to ensure quality and cost-effectiveness in health care in India. Health care has become one of the fastest growing sectors in India over the past decade. This book contains two new chapters, **Customer Relationship Management**, and **Computer-aided Diagnosis**, which highlight recent developments in the field in the last seven years. It spans a wide range of issues in modern hospital management, including:

- Waste management
- Financial management
- Maintaining medical records
- Medical audits
- Managing human resources
- Quality certification

A repository of valuable insight and information on setting up and running a modern-day hospital efficiently and as an economically viable business, the book can serve as basic text and supplementary reading for courses in hospital management. It will also be of interest to hospital administrators in government and private health care institutions, directors of nursing homes, medical practitioners

involved with hospital administration as well as entrepreneurs in the health care business, consultants and researchers. **Minerals and Coal Process Calculations** CRC Press The aim of process calculations is to evaluate the performance of minerals and coal processing operations in terms of efficiency of the operation, grade of the final products and recovery of the required constituents. To meet these requirements, in-depth detailed calculations are illustrated in this book. This book is designed to cover all the process calculations. The method and/or steps in process calculations have been described by taking numerical examples. Process calculations illustrated in a simple and self explanatory manner based on two basic material balance equations will allow the reader to understand the contents thoroughly. Inclusion of elaborate process calculations in every chapter is the highlight of this book. This book is unique and devoted entirely to the process calculations with sufficient explanation of the nature of the calculations. This book will prove useful to all: from student to teacher, operator to engineer, researcher to designer, and process personnel to plant auditors concerned with minerals and coal processing. **Microorganisms in Environmental Management** Microbes and Environment Springer Science & Business Media Microbes and their biosynthetic capabilities have been invaluable in finding solutions for several intractable problems mankind has encountered in maintaining the quality of the environment. They have, for example, been used to positive effect in human and animal health, genetic engineering, environmental protection, and municipal and industrial waste treatment. Microorganisms have enabled feasible and cost-effective responses which would have been impossible via straightforward chemical or physical engineering methods. Microbial technologies have of late been applied to a range of environmental problems, with considerable success. This survey of recent scientific progress in usefully applying microbes to both environmental management and biotechnology is informed by acknowledgement of the polluting effects on the world around us of soil erosion, the unwanted migration of sediments, chemical fertilizers and pesticides, and the improper treatment of human and animal wastes. These harmful phenomena have resulted in serious environmental and social problems around the world, problems which require us to look for solutions elsewhere than in established physical and chemical technologies. Often the answer lies in hybrid applications in which microbial methods are combined with physical and chemical ones. When we remember that these highly effective microorganisms, cultured for a variety of applications, are but a tiny fraction of those to be found in the world around us, we realize the vastness of the untapped and beneficial potential of microorganisms. At present, comprehending the diversity of hitherto uncultured microbes involves the application of metagenomics, with several novel microbial species having been discovered using culture-independent approaches. Edited by recognized leaders in the field, this penetrating assessment of our progress to date in deploying microorganisms to the advantage of

environmental management and biotechnology will be widely welcomed.

Pichai The Future of Google Hachette India An incisive look into the world's most innovative tech company and the man chosen to lead it. On 10 August 2015, an unassuming product expert who learnt his ropes at IIT Kharagpur was declared the next CEO of tech giant Google. Sundar Pichai's appointment was hardly an unexpected one. Pichai is a man known as much for his veritable Midas touch with every product he has developed or led for Google ? Chrome, Chrome OS and Android, to name just a few ? as for his superlative people skills and open-minded approach to innovation. Yet, the company's decision to restructure its product lines and appoint Pichai as the head of a leaner, more focused Google, has raised inevitable questions: ? What does Pichai's role augur for the future of the tech giant? ? Will Google consolidate its position for existing products or will they focus on creating new ones? ? And will Pichai transform the organization that Schmidt, Page and Brin created and led, or confirm the belief of a minority of naysayers that he is not yet ready for this daunting role?

Pichai: The Future of Google provides answers to these questions while throwing light on Sundar Pichai's childhood and education; his entry into the tech world and quick rise up the ranks in Google; and his key contributions as a leader and tech-guru to Google's most successful properties. Timely and insightful, this book offers a rare glimpse into the fascinating ecosystem of a path-breaking company and shows us what it takes to be a dynamic leader in the 21st century.

Pharmaceutical Marketing in India For Today and Tomorrow Bsp Books Pvt. Limited Twenty-five years ago, **Pharmaceutical Marketing in India: Concepts, Cases, Strategy** was the first-ever sectoral marketing book in the Asia Pacific Region. Today, twenty-five years later, **Pharmaceutical Marketing in India for Today and Tomorrow** continues to be the most comprehensive sectoral marketing book in pharmaceuticals in the Asia Pacific Region. The new 25th Anniversary Edition of the book is an updated version of the original text with significant new content. The seventy plus cases in the book show how some of the highly successful practitioners of Pharma marketing in India have positioned their products, launched and promoted their brands and defended their therapeutic segments. The experiential insights these cases provide are immensely useful for both the practitioners as well as the students of pharmaceutical marketing in India. What is new in this all-new 25th Anniversary edition? The book presents an introduction to all aspects of changes and initiatives that are happening in the first world markets and whatever baby steps that are being taken by Indian drug majors and their MNC counterparts in India. To name a few - Changing detailing practices such as e-Detailing, iPad detailing or tablet detailing, digital marketing strategies, social media strategies for the pharmaceutical industry, multichannel marketing, closed-loop marketing among others. The new ways of engaging and building meaningful relationships with physicians in today's declining physician access scenario are medical sales liaisons (MSL), key opinion leader (KOL) management and key account

management (KAM). This latest edition includes these. The primary purpose of this edition is to make it not only relevant for today but also for tomorrow. In other words, to make it as future-proof as is possible. 100 Great Business Ideas From leading companies around the world Marshall Cavendish International Asia Pte Ltd Are you looking for a great idea or some inspiration to start a new venture or to help you grow your existing business? This book contains 100 great business ideas, extracted from the world's best companies. Ideas provide the fuel for individuals and companies to create value and success. Indeed the power of ideas can even exceed the power of money. One simple idea can be the catalyst to move markets, inspire colleagues and employees, and capture the hearts and imaginations of customers. This book can be that very catalyst. Each idea is succinctly described and is followed by advice on how such an idea can be applied to the reader's own business situation. A simple but potentially powerful book for anyone seeking new inspiration and that killer application. Encyclopedia of Soil Science CRC Press New and Improved Global Edition: Three-Volume Set A ready reference addressing a multitude of soil and soil management concerns, the highly anticipated and widely expanded third edition of Encyclopedia of Soil Science now spans three volumes and covers ground on a global scale. A definitive guide designed for both coursework and self-study, this latest version describes every branch of soil science and delves into trans-disciplinary issues that focus on inter-connectivity or the nexus approach. For Soil Scientists, Crop Scientists, Plant Scientists and More A host of contributors from around the world weigh in on underlying themes relevant to natural and agricultural ecosystems. Factoring in a rapidly changing climate and a vastly growing population, they sound off on topics that include soil degradation, climate change, soil carbon sequestration, food and nutritional security, hidden hunger, water quality, non-point source pollution, micronutrients, and elemental transformations. New in the Third Edition: Contains over 600 entries Offers global geographical and thematic coverage Entries peer reviewed by subject experts Addresses current issues of global significance Encyclopedia of Soil Science, Third Edition: Three Volume Set expertly explains the science of soil and describes the material in terms that are easily accessible to researchers, students, academicians, policy makers, and laymen alike. Also Available Online This Taylor & Francis encyclopedia is also available through online subscription, offering a variety of extra benefits for researchers, students, and librarians, including: Citation tracking and alerts Active reference linking Saved searches and marked lists HTML and PDF format options Contact Taylor and Francis for more information or to inquire about subscription options and print/online combination packages. US: (Tel) 1.888.318.2367; (E-mail) e-reference@taylorandfrancis.com International: (Tel) +44 (0) 20 7017 6062; (E-mail) online.sales@tandf.co.uk Affiliate Program Management An Hour a Day John Wiley & Sons Affiliate marketing is hot; here's how to get your program going Nearly every retailer in the Internet

Retailers' Top 500 has an affiliate marketing program. Now free affiliate networks, automation software, and pay-for-performance compensation models are making it easy for small businesses to take advantage of this marketing tool. In the popular An Hour a Day format, this guide features a detailed, real-world, task-based approach to developing, launching, and managing a successful affiliate marketing program. It explores market research, determining payment models and reporting guidelines, recruiting affiliates, crafting appropriate communications, and much more. Affiliate marketing programs help boost marketing efforts without incurring excessive costs; this Hour a Day guide provides everything merchants, business owners, and those charged with managing an affiliate program need to know. Offers a modern, real-world, step-by-step guide to researching, launching, managing, and optimizing a successful affiliate marketing program. Covers social media; creating policies; working with feeds, coupons, widgets, and video; creating compelling content; handling partners who are not meeting goals; and much more. **Affiliate Program Management: An Hour a Day** is the do-it-yourself guide to planning and maintaining a successful affiliate program. **The Belt Conveyor A Concise Basic Course** CRC Press This book describes all parts of belt conveyors, their functions and different types presented one after the other with necessary illustrations covering all the basic aspects so that the reader can obtain an overall understanding of their operation and implementation within the field of bulk material handling, mining and mineral processing. Dedicated study of this work will also enable engineers to carry out minor repairs on their own without having to wait for maintenance personnel. This is an introductory preliminary book for beginners in the field of bulk material handling, mining and mineral processing, written in lucid, easy-to-understand language, well-illustrated, and with self-explanatory descriptions that do not compromise in maintaining academic standards while dealing with the subject matter. A salient feature of this book is that all the new terminology used to describe the components and their functions has been included and explained. Much of the content of this book has been tested and evaluated positively by graduate and postgraduate students and professional engineers of several bulk material handling plants during training programs over the last twenty-five years in India. **Investment Psychology Explained Classic Strategies to Beat the Markets** John Wiley & Sons Expert advice in a back-to-basics handbook on how to beat the market-the classic way In **Investment Psychology Explained** Martin J. Pring, one of the most respected independent investment advisors in the world, argues that in the revisionist '90s there are no quick, magical paths to market success. Rather, he emphasizes the timeless values of hard work, patience, and self-discipline-and much more. Drawing on the wisdom of creative investors such as Jesse Livermore, Humphrey Neill, and Barnard Baruch, as well as his own experience, Pring shows how to: * Overcome emotional and psychological impediments that distort decision making * Map out an independent investment plan-and

stick to it * Know when to buck herd opinion-and "go contrarian" * Dispense with the myths and delusions that drag down other investors * Resist the fads and so-called experts whose siren call to success can lead to disaster * Exploit fast-breaking news events that rock the market * Deal skillfully with brokers and money managers * Learn and understand the rules that separate the truly great investors and traders from the rest

Reading Investment Psychology Explained will give you a renewed appreciation of the classic trading principles that, through bull and bear markets, have worked time and again. You'll see, with the help of numerous illustrative examples, what goes into making an effective investor-and how you can work toward achieving that successful profile.

International Human Resource Management Cengage Learning Emea Dowling et al is a rare instance of a textbook that has developed alongside the field - helping to shape what it is today - and remains the market leading IHRM textbook worldwide. The international author team have ensured this edition is even more international than its predecessors, whilst also remaining close to curriculum developments. New edition changes include a streamlined chapter structure and a new chapter on the cultural context of IHRM. The focus on expatriates has been balanced with a stronger global management emphasis throughout. The content also reflects the current economic climate, including greater coverage of turbulence for IHRM and issues of employee separation. There is also expanded coverage of business ethics, outsourcing, emerging markets and small medium enterprises. In addition the new edition includes a wealth of case study material and class discussion material. A fully tailored CourseMate and Instructor's website will also be available to adopters.

MARKET: Dowling et al is a core textbook for "International HRM" modules (IHRM) as taught at intermediate and postgraduate levels on all HRM programmes and the majority of broad-based business programmes. It is also used on some "International Management" modules. This textbook is autopackaged with CourseMate. CourseMate brings course concepts to life with interactive learning, study, and exam preparation tools that support the printed textbook and the textbook-specific website. CourseMate includes an integrated eBook and interactive teaching and learning tools including quizzes, flashcards, videos, and more and an EngagementTracker, a first-of-its-kind tool that monitors student engagement in the course.

Digital Pharma Marketing Playbook: Winning with the New Rules of Engagement Pharmamed Press Digital Pharma Marketing Playbook is a first-of-its-kind-of book. It is the first and only book that presents 101 cases in digital pharma marketing. These cases show how some of the leading pharmaceutical companies across the world have used digital and social media channels. They are also excellent learning opportunities to all pharma marketing and brand managers, and students of pharmaceutical marketing. Digital transformation is sweeping the world around us. Everything these days has become digital. The ever-increasing rate of adoption of wearable devices and the advent of the

internet of things are digitizing more and more of our experience. At the same time, healthcare in general, and the pharmaceutical industry, in particular, have been lagging in adapting to a digital strategy. It is not that the pharma is new to multichannel marketing. The pharmaceutical industry traditionally has been following a multichannel marketing strategy, where most of the channels have been static rather than dynamic. The number of channels has increased significantly due to the internet explosion. Pharma is moving to a multi-stakeholder world, a world in which stakeholders beyond the prescriber are gaining importance. These new influencer groups such as patients, nurses, payers, and regulators are increasingly turning to digital channels for their information needs regarding healthcare. Digital, therefore, plays a vital role in reaching these new audiences. If you want to maximize the impact of your marketing communications, can you afford to ignore the channels that your stakeholders are frequently using? Of course, not. Therefore, the question is not, to digitize or not to digitize, but how soon and how effectively? Why a Digital Pharma Marketing Playbook? Because, a playbook is a one-stop-read or single-source resource for all the essential information that you need on a given sport -- in our case, Digital Pharma Marketing. If you can make work more fun and enjoyable it is play! Moreover, when work becomes play, there are no goals that you cannot score! Modeling and Simulation of Environmental Systems A Computation Approach CRC Press "This book presents an overview of modeling and simulation of environmental systems via diverse research problems and pertinent case studies. It is divided into four parts covering air pollution modeling, sustainable water resources modeling, Internet of Things (IoT) based applications in environmental systems, and future algorithms and conceptual frameworks in environmental systems. Each of the chapter demonstrate how the models, indicators, and ecological processes could be applied directly in the environmental sub-disciplines. It includes range of concepts and case studies focusing on holistic management approach at global level for environmental practitioners. Features: Covers computational approaches as applied to problems of air and water pollution domain. Delivers generic methods of modeling with spatio-temporal analyses using soft computation and programming paradigms. Includes theoretical aspects of environmental processes with their complexity and programmable mathematical approaches. Adopts a realistic approach involving formulas, algorithms, and techniques to establish mathematical models/computations. Provides pathway for real-time implementation of complex modeling problems formulations including case studies. This book is aimed at Researchers, Professionals and Graduate students in Environmental Engineering, Computational Engineering/Computer Science, Modeling/Simulation, Environmental Management, Environmental Modeling and Operations Research"-- Human Resource Management Strategic Analysis Text and Cases I. K. International Pvt Ltd Human Resource Management Strategic Analysis Text and Cases

has been designed to provide the comprehensive knowledge about the subject. The book combines the operational as well as the strategic aspects of HRM. It presents detailed coverage of the principles and concepts of HRM including its strategic aspects. The text provides logical and analytical application of the concepts. The strategic analysis involves integrative approach of HRM with strategic management. Case studies have been given at the end of each chapter to make subject more practical and analytical. Salient Features of the book * Covers all relevant topics of HRM * Integrates operational HRM with strategic management * Inspires managerial actions to successfully deal with the challenges and emerging trends in HRM * Provides holistic view of global HRM * Simple and readers friendly language * Invaluable text For The students of MBA, M.Com., and other post graduate students who are specializing in HRM * Useful guide for HR professionals and executives of corporate section