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KEY=NOTES - MAXIM GREYSON

Strategic Management Concepts and Cases Excel Books India Written in a lucid way, this book traverses the entire panorama of strategic management. **Principles of Management 3.0 Security Analysis and Portfolio Management A Primer Springer Nature** This book is a simple and concise text on the subject of security analysis and portfolio management. It is targeted towards those who do not have prior background in finance, and hence the text veers away from rather complicated formulations and discussions. The course 'Security Analysis and Portfolio Management' is usually taught as an elective for students specialising in financial management, and the authors have an experience of teaching this course for more than two decades. The book contains real empirical evidence and examples in terms of returns, risk and price multiples from the Indian equity markets (over the past two decades) that are a result of the analysis undertaken by the authors themselves. This empirical evidence and analysis help the reader in understanding basic concepts through real data of the Indian stock market. To drive home concepts, each chapter has many illustrations and case-lets citing real-life examples and sections called 'points to ponder' to encourage independent thinking and critical examination. For practice, each chapter has many numericals, questions, and assignments **MANAGERIAL ECONOMICS -- II** This book is an attempt to offer to students of F.Y.B.Com. (Sem. - II) a fundamental tool which will enhance their understanding of Magerial Economics - II. We sincerely thank Shri. Dineshbhai Furia and Shri. Jignesh Furia, the publishers, for the confidence reposed in us and giving us this opportunity to reach out to the students of Commerce. **The Book of R A First Course in Programming and Statistics No Starch Press** The Book of R is a comprehensive, beginner-friendly guide to R, the world's most popular programming language for statistical analysis. Even if you have no programming experience and little more than a grounding in the basics of mathematics, you'll find everything you need to begin using R effectively for statistical analysis. You'll start with the basics, like how to handle data and write simple programs, before moving on to more advanced topics, like producing statistical summaries of your data and performing statistical tests and modeling. You'll even learn how to create impressive data visualizations with R's basic graphics tools and contributed packages, like ggplot2 and ggvis, as well as interactive 3D visualizations using the rgl package. Dozens of hands-on exercises (with downloadable solutions) take you from theory to practice, as you learn: -The fundamentals of programming in R, including how to write data frames, create functions, and use variables, statements, and loops -Statistical concepts like exploratory data analysis, probabilities, hypothesis tests, and regression modeling, and how to execute them in R -How to access R's thousands of functions, libraries, and data sets -How to draw valid and useful conclusions from your data -How to create publication-quality graphics of your results Combining detailed explanations with real-world examples and exercises, this book will provide you with a solid understanding of both statistics and the depth of R's functionality. **Make The Book of R your doorway into the growing world of data analysis. Fundamentals of Digital Communication Cambridge University Press** This is a concise presentation of the concepts underlying the design of digital communication systems, without the detail that can overwhelm students. Many examples, from the basic to the cutting-edge, show how the theory is used in the design of modern systems and the relevance of this theory will motivate students. The theory is supported by practical algorithms so that the student can perform computations and simulations. Leading edge topics in coding and wireless communication make this an ideal text for students taking just one course on the subject. **Fundamentals of Digital Communications** has coverage of turbo and LDPC codes in sufficient detail and clarity to enable hands-on implementation and performance evaluation, as well as 'just enough' information theory to enable computation of performance benchmarks to compare them against. Other unique features include space-time communication and geometric insights into noncoherent communication and equalization. **Strategic Management and Business Policy Entering 21st Century Global Society Quantitative Techniques for Management Excel Books India** This book has been developed with a focus on the need to demystify the subject and make it easy for students to grasp the principles and details involved, and make it easily understandable to beginners exposed to the subject for the first time. An attempt has been made to explain things in a logical progression, in the simplest possible way so that neophytes may quickly grasp the concepts and methodology. A novel approach in the book is the illustrative use of computers with TORA package, as a problem-solving tool. In actual practice, situations arise with large and complex problems that are difficult to solve. At such times, using computers to solve problems gives fast and more accurate results. The chapters are arranged so as to progressively explain the workings of various models in actual practice through step-by-step procedures that so simplify and solve them, that even students from a non-mathematics academic background will grasp them quickly. Linear programming, the most powerful tool for managerial decision-making is covered elaborately, including thorough discussion of various LP methods and LP solutions, Duality in LP problems, sensitivity analysis, etc. Models in the book also use Linear Programming to reach solutions including those relating to transportation and transshipment, assignment, and Game Theory&illustrated with screen-shots of a computer with a TORA package. Readers whether students, business executives, managers, researchers and academicians will find that the insights and knowledge obtained from the book will stand them in good stead in both academic as well as occupational pursuits. **PRODUCTION AND OPERATIONS MANAGEMENT PHI Learning Pvt. Ltd.** This widely adopted and well-established book, now in its Third Edition, provides the students of management and engineering with the latest techniques in production and operations management, considered so vital for maximizing productivity and profitability in business. What distinguishes the text is a comprehensive coverage of topics such as contract laws, capacity requirement planning, vendor evaluation including AHP method, quality function deployment, and enterprise resource planning. The new topics, which are of current interest, along with the characteristic features and easy-to-read style, would enhance the value of this text. The book is primarily intended as a text for postgraduate students of management, undergraduate students of mechanical engineering and undergraduate students of industrial, and production engineering courses. This profusely illustrated and well-organized text with its fine blend of theory and applications would also be useful for the practicing professionals. **NEW TO THIS EDITION :** Objective Type Questions at the end of each chapter Additional example problems in Chapters 5 and 17 XYZ, VED, FSN, and SDE analyses Process planning case study in Chapter 2 Case Study Questions in Chapters 2, 3, 4, 5, 6, 7, 9, 10, 11, 13, 14, and 15 Heuristic to minimise total tardiness in single machine scheduling **KEY FEATURES :** Focuses on productivity related concepts and techniques Provides solved examples at suitable places Includes sufficient tables and diagrams to illustrate the concepts Updates the reader with many efficient and modern algorithms Contains Answers to selected questions and Objective type questions **Customer Relationship Management The Foundation of Contemporary Marketing Strategy Taylor & Francis** This book balances the behavioral and database aspects of customer relationship management, providing students with a comprehensive introduction to an often overlooked, but important aspect of marketing strategy. Baran and Galka deliver a book that helps students understand how an enhanced customer relationship strategy can differentiate an organization in a highly competitive marketplace. This edition has several new features: Updates that take into account the latest research and changes in organizational dynamics, business-to-business relationships, social media, database management, and technology advances that impact CRM New material on big data and the use of mobile technology An overhaul of the social networking chapter, reflecting the true state of this dynamic aspect of customer relationship management today A broader discussion of the relationship between CRM and the marketing function, as well as its implications for the organization as a whole Cutting edge examples and images to keep readers engaged and interested A complete typology of marketing strategies to be used in the CRM strategy cycle: acquisition, retention, and win-back of customers With chapter summaries, key terms, questions, exercises, and cases, this book will truly appeal to upper-level students of customer relationship management. **Online resources, including PowerPoint slides, an instructor's manual, and test bank, provide instructors with everything they need for a comprehensive course in customer relationship management. Essentials of Management Tata McGraw-Hill Education Commonwealth Universities Yearbook Principles of Marketing An introduction to marketing concepts, strategies and practices with a balance of depth of coverage and ease of learning. Principles of Marketing keeps pace with a rapidly changing field, focussing on the ways brands create and capture consumer value. Practical content and linkage are at the heart of this edition. Real local and international examples bring ideas to life and new feature 'linking the concepts' helps students test and consolidate understanding as they go. The latest edition enhances understanding with a unique learning design including revised, integrative concept maps at the start of each chapter, end-of-chapter features summarising ideas and themes, a mix of mini and major case studies to illuminate concepts, and critical thinking exercises for applying skills. Healthcare Operations Management "This book aims to help healthcare management students and working professionals find ways to improve the delivery of healthcare, even with its complex web of patients, providers, reimbursement systems, physician relations, workforce challenges, and intensive government regulation. Taking an integrated approach, the book puts the tools and techniques of operations improvement in the context of healthcare so that readers learn how to increase the effectiveness and efficiency of tomorrow's healthcare system." -- back of the book **ACCA F4 Corporate and Business Law (Global) BPP Learning Media BPP Learning Media** is an ACCA Approved Content Provider. Our partnership with ACCA means that our Study Texts, Practice & Revision Kits and iPass (for CBE papers only) are subject to a thorough ACCA examining team review. Our suite of study tools will provide you with all the accurate and up-to-date material you need for exam success. **Working Capital Management S. Chand Publishing Working Capital Management: An Overview 2. A Valuation Framework 3. Working Capital Policies 4. Cash Management Systems: Collection Systems 5. Cash Management Systems: Cash Concentration Systems 6. Cash Management Systems: Disbursement Systems 7. Forecasting Cash Flows 8. Corporate Liquidity And Financial Flexibility 9. Cash Management Optimisation Models 10. Receivables Management: Trade Credit 11. Receivables Management: Credit Granting Decisions 12. Monitoring Accounts Receivables 13. Payables Management And Instruments Of Short-Term Financing 14. Inventory Management 15. Programming Working Capital Management 16. Integrating Working Capital And Capital Investment Processes 17. Monetary System 18. Money Market In India 19. Banking System In India 20. Working Capital Control And****

Banking Policy 27. Managing Short-Term International Financial Transactions Appendices Index Compensation and Reward Management Excel Books India Introduction to Shipping Customer Relationship Management Getting it Right! Prentice Hall Professional An ETHS graduate of 1962 provides a blueprint for customer relationship management in business and technical organizations. ACCOUNTING FOR MANAGERS PHI Learning Pvt. Ltd. Decision-making is a pivotal function of any manager. A knowledge of Accounting, insofar as it affects decision-making, is very important for a manager. And very often, students find Accounting as one of the 'tough' subjects to handle. This book strives to make Accounting intelligible and easily comprehensible to students. The text gives a comprehensive coverage of the three branches of Accounting - Financial Accounting, Management Accounting, and Cost Accounting. It focuses on the various methods and techniques followed in the Management Reporting System. The text deals, in detail, with various accounting transaction procedures, methods of costing, ratio analysis, budgeting, forecasting, accounting errors, funds flow and cash flow statements, trial balance and balance sheet, and so on. It equips the students with the knowledge in the preparation, analysis, evaluation, and interpretation of financial statements, which will enrich their managerial competence and decision-making skills. KEY FEATURES □ Emphasises the various accounting and decision-making techniques. □ Provides a number of problems and their solutions, besides giving notes, working notes, and exercises, to help the students understand the concepts better. This book is intended as a text for the postgraduate students of Management (MBA/MIB), financial courses (MFC), and undergraduate and postgraduate students of Commerce and those pursuing MCA. In addition, the book will be very useful to practising managers who wish to develop effective and result-oriented decision-making skills. Computer Applications In Business - SBPD Publications SBPD Publications 1. Word Processing, 2. Preparing Presentations, 3. Spreadsheet and its Business Applications, 4. Creating Business Appendix Making Sense of Wine Tasting Board and Bench Publishing Corporate Finance Theory and Practice SAGE Publishing India This—revised and enhanced—book examines the role of finance in supporting other functional areas while fostering an understanding of how financial decisions can create value. Corporate Finance covers areas related to estimating divisional cost of capital; executing a financing strategy; establishing debt and dividend policies consistent with the company's strategy and environment; choosing between dividends and stock repurchases; managing high growth and managing working capital. Its new topics include: - Corporate Financial Flexibility (Real options) - New Financial Instruments - Project Finance - Acquisitions and Control - Performance Measurement and Incentive Compensation The goal of this book is to provide a thorough understanding of how and why firms make their financial decisions the way they do and their impact on shareholder value. The central theme of the book is Value Based Management, which assumes that maximizing shareholder value is the governing objective of a firm. Each chapter of this new edition has detailed and real-life cases to help students easily understand and grasp concepts. The author has also provided the case-map of the Harvard Business School to make this book more user-friendly in classrooms. The inclusion of several new topics/cases, extensive pedagogical tools and a finance-for-non-finance approach make this book ideal for MBA/CA/CFA/ICWA students and executive education programs. Financial Management South Asia Books TOTAL QUALITY MANAGEMENT TEXT AND CASES PHI Learning Pvt. Ltd. Providing accessible coverage of the basics and practical aspects of total quality management, this book is intended for students of management and engineering. The text adopts a realistic approach to the teaching of the subject with the principal focus on the philosophy of total quality management and its role in today's world of fierce business competition. Discusses the mechanism of quality control, quality assurance and different types of quality control tools and their usage. Features the Japanese management philosophy, quality awards and standards. Presents the differences between total quality management and business process re-engineering and approaches to integrate them. Describes the various aspects of benchmarking, capability maturity model and customer relationship management. Professional Ethics and Human Values Firewall Media Tancet MCA Sura Books Managerial Control Logistics and Supply Chain Management ePub eBook Pearson UK Effective development and management of a supply chain network is an invaluable source of sustainable advantage in today's turbulent global marketplace, where demand is difficult to predict and supply chains need to be more flexible as a result. This updated 4th edition of the bestselling Logistics and Supply Chain Management is a clear-headed guide to all the key topics in an integrated approach to supply chains, including: • The link between logistics and customer value. • Logistics and the bottom line measuring costs and performance. • Creating a responsive supply chain. • Managing the global pipeline. • Managing supply chain relationships. • Managing risk in the supply chain. • Matching supply and demand. • Creating a sustainable supply chain. • Product design in the supply chain. Performance Basics ASTD Guiding you through human performance improvement (HPI) while delving into major changes in performance analysis, this book will help you get the results you need to generate organizational improvement and ensure you're ready for your foray into performance consulting. -- Reengineering the Corporation Manifesto for Business Revolution, A Zondervan The most successful business book of the last decade, Reengineering the Corporation is the pioneering work on the most important topic in business today: achieving dramatic performance improvements. This book leads readers through the radical redesign of a company's processes, organization, and culture to achieve a quantum leap in performance. Michael Hammer and James Champy have updated and revised their milestone work for the New Economy they helped to create -- promising to help corporations save hundreds of millions of dollars more, raise their customer satisfaction still higher, and grow ever more nimble in the years to come. Acca - F9 Financial Management I-pass Market-based Management Strategies for Growing Customer Value and Profitability Prentice Hall For MBA level Marketing Management and/or Marketing Strategy courses, or a capstone undergraduate marketing course. Strategic, applied, and performance-oriented. While most textbooks in this area stress concepts and theory, Market-Based Management, 4e, incorporates a more strategic and applied approach. External performance metrics of a business are emphasized and actual measurement tools are provided. Its streamlined organization makes it ideal for courses in which outside cases and readings will be assigned. Strategic Brand Management Building, Measuring, and Managing Brand Equity Pearson College Division Incorporating the latest thinking and developments from both academia and industry, this exploration of brands, brand equity and strategic brand management combines a comprehensive theoretical foundation with numerous techniques and practical insights for making better day-to-day and long-term brand decisions. Focused on how-to and why, it provides specific tactical guidelines for planning, building, measuring and managing brand equity. It includes numerous examples on each topic and over 75 Branding Briefs that identify successful and unsuccessful brands. Risk Management and Insurance McGraw-Hill/Irwin For many years, introductory insurance textbooks presented insurance as a subject based in contracts. Slowly, the course has moved toward a consumer orientation, providing students with a broad, descriptive survey of the insurance field, covering topics such as legal aspects, life and health, and property and liability. Over the past 10 years, textbooks began to promote, and to a limited degree, incorporate a stronger business risk management component while maintaining a consumer orientation. Harrington/Niehaus' Risk Management and Insurance 2e is written to take the next step offering the essential aspects of insurance contracts and the insurance industry while providing a substantially more conceptual analysis and attention to business risk management and public policy issues that exists in current texts. Organization Development and Change Early Management Thought Dartmouth Publishing Company This collection of readings examines the writings of individuals who were beginning to put forth some substantive ideas about the management of business enterprises. While the practice of management is ancient, the musings of philosophers and kings never formed a coherent body of thinking. Customer-oriented Planning Introduction to Counseling and Guidance The sixth edition of this well thought of book retains its logical progression of topics, while introducing the latest technologies, concepts, and applications in the counselor's repertoire. As they have in previous editions, the authors present practical examples and discussions of all of the major facets of counseling in a wide variety of counselors' work settings. They include a thorough treatment of techniques of assessment, including an overview of standardized testing and discussion of subjective approaches to appraisal & -- observation, self-reporting, and others. This book introduces future counselors to the technology they will encounter on their first assignments and familiarizes them with the type of equipment and tools to expect. It also includes coverage on the vital topics of program development/management and legal/ethical issues. For professionals in the field of counseling. Principles and Practices of TQM