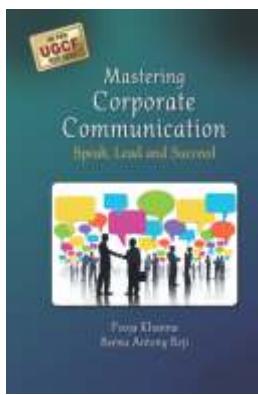




# MANAGEMENT

## TRAINING / HRM / OB / MARKETING



### Mastering Corporate Communication

Speak, Lead and Succeed

Pooja Khanna, Beena Antony Reji

#### About the Book

Mastering Corporate Communication: Speak, Lead & Succeed is your comprehensive guide to excelling in the corporate world through effective communication. This book is designed to provide you with practical tools, strategies, and insights to enhance your communication skills and leadership abilities.

• Essential Communication Principles: Dive into the foundational principles of effective communication, exploring key components like clarity, conciseness, and active listening. • Leadership Strategies: Learn how to lead teams with confidence and efficiency. The book covers delegation, motivation, conflict resolution, and building consensus to help you become a more effective leader. • Negotiation Techniques: Equip yourself with powerful negotiation skills to create win-win solutions, handle conflicts professionally, and foster collaborative relationships in the workplace. • Public Speaking Mastery: Gain confidence in public speaking with tips and techniques for delivering impactful speeches and presentations. Learn how to engage your audience and convey your message with authority. • Continuous Improvement: Embrace a growth mindset and learn how to use feedback for personal and professional development. This book encourages continuous improvement to keep you and your team inspired and motivated. Whether you are a seasoned professional or just starting your career, "Mastering Corporate Communication: Speak, Lead & Succeed" offers valuable insights and practical advice to help you succeed in the corporate world.

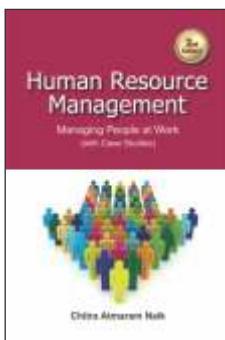
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Sangeeta Malik

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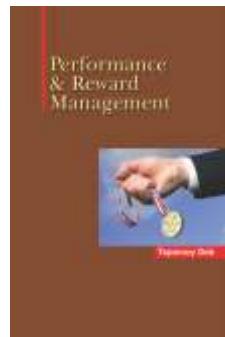
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### Human Resource Management

Managing People At Work  
(with Case Studies)  
2/Ed

Chitra Atmaram Naik



### Performance & Reward Management

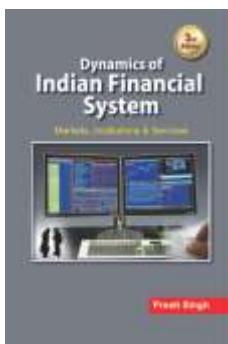
Tapomoy Deb

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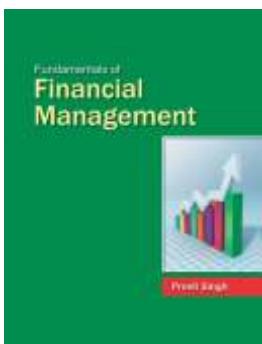
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Markets, Institutions & Services, 3/ed.

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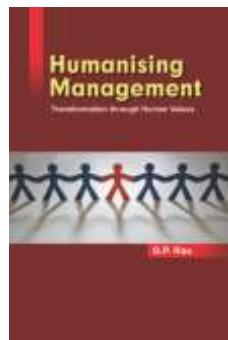
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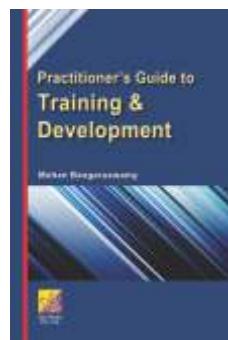
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Transformation through Human Values

G.P. Rao

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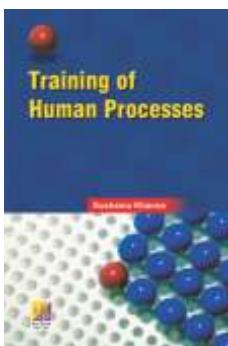


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Mohan Bangaruswamy

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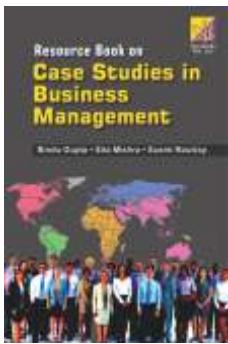


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Sushama Khanna

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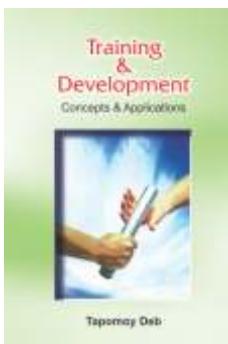


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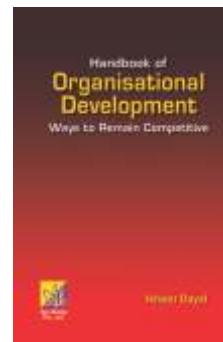
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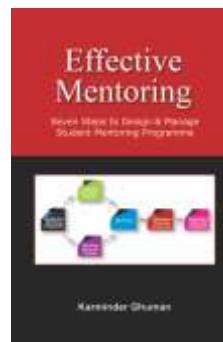
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## Effective Mentoring

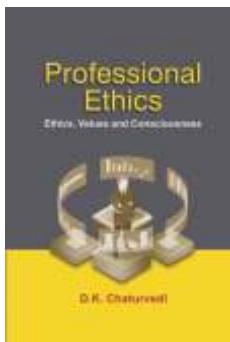
Seven Steps to Design & Manage Student Mentoring Programme

Karminder Ghuman

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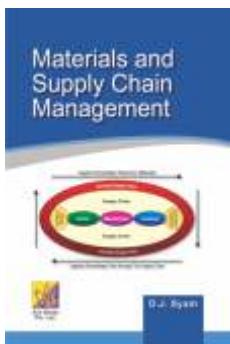
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M. Jamal Mohamed Zubair

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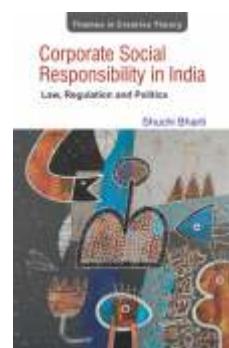
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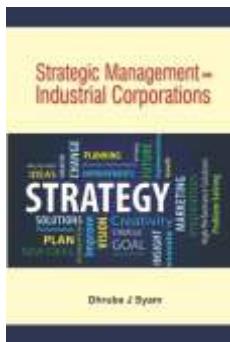


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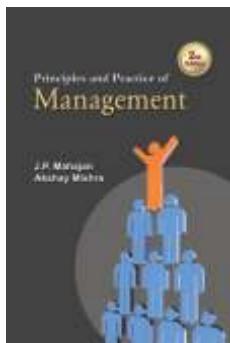
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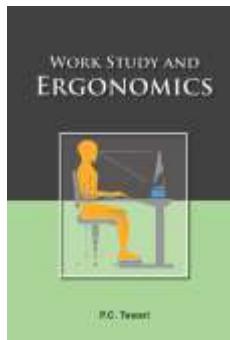
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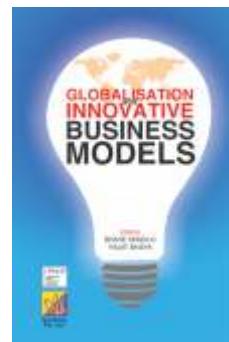
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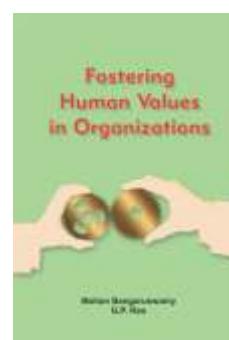


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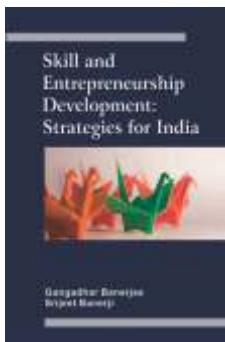


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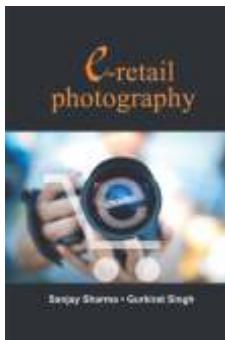


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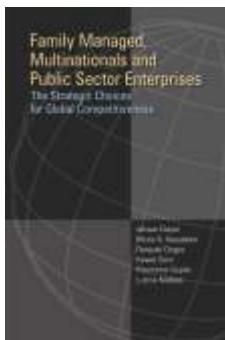


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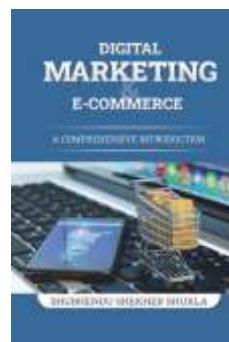
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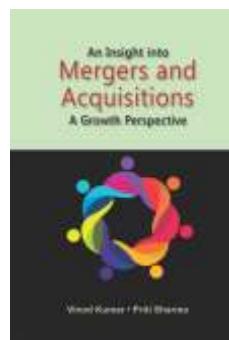
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A Comprehensive Introduction

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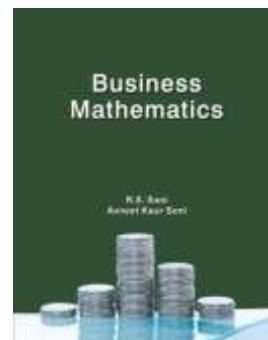


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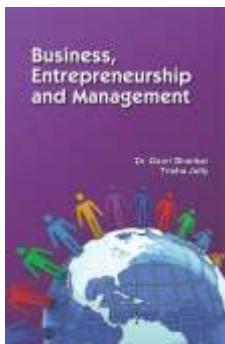


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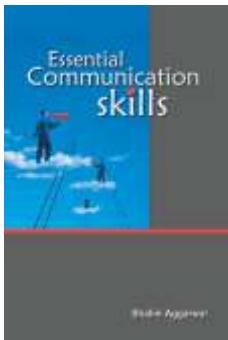


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**Contents:** 1. Understanding Ownership Structure 2. Setting up of A Small Business Enterprise 3. Understanding Entrepreneurship 4. Major Problems of SSIs 5. Market and Society 6. Management 7. Managing Finances and Human Resources of an Organisation

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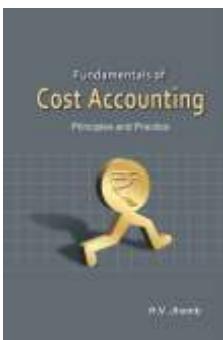


## Essential Communication Skills

Shalini Aggarwal

**Contents:** Preface, Acknowledgement, 1. Basics of Communication 2. Types of Communication 3. Barriers to Effective Communication 4. Listening Skills 5. Group Communication/ Meetings 6. Presentation Skills 7. Business Etiquette 8. Business Ethics 9. Impact of IT on Communication 10. Writing Effective Business Messages 11. Types of Business Messages 12. Business Reports 13. Business Proposals 14. Resumes and Application Letters 15. Interview 16. Case-Study Analysis, Index.

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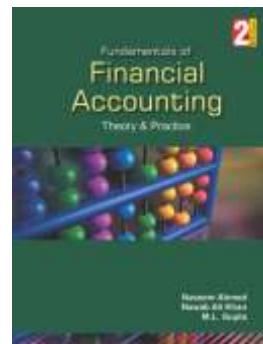
## Fundamentals of Cost Accounting Principles and Practice

H.V. Jhamb

### About the Book

The book focuses on all aspects of cost accounting useful to managers in their normal functioning of Cost Control and Profit Planning. It provides a comprehensive coverage to suit the requirements of Undergraduate and Postgraduate courses such as B.Com, B.Com (Hons.), M.Com and Professional courses such as BBA, CA, ICWA, MBA, MIB, MHROD and even the managers.

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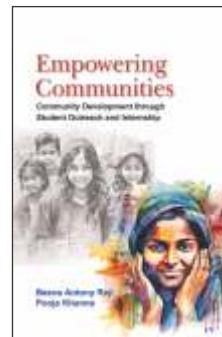


## Fundamentals of Financial Accounting Theory & Practice 2/Ed

Naseem Ahmed  
Nawab Ali Khan  
M.L. Gupta

**Contents:** Preface, Unit-I, Chapter 1. Introduction, Chapter 2. Generally Accepted Accounting Principles (GAAPs) and Accounting Standards, Chapter 3. Recording Business Transactions, Chapter 4. Subsidiary Books, Chapter 5. Errors and Its Rectification, Unit-II, Chapter 6. Final Accounts (Financial Statements) of Trading and Manufacturing Organisations, Chapter 7. Final Accounts of Non-Profit Making Organisations, Chapter 8. Single Entry System (Accounting from Incomplete Records), Unit-III, Chapter 9. Depreciation Accounting, Unit-IV, Chapter 10. Accounting for Consignment, Chapter 11. Joint Venture Accounts, Unit-V, Chapter 12. Accounting for the Hire Purchase System, Unit-VI, Chapter 13. Branch Accounting, Unit-VII, Chapter 14. Accounting for the Partnership Firm I-Admission, Chapter 15. Accounting for the Partnership-II Retirement/Death, Chapter 16. Accounting for the Dissolution of Partnership Firms, Unit-VIII, Chapter 17. Bank Reconciliation Statement, Chapter 18. Bills of Exchange

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## Empowering Communities

Community Development through  
Student outreach and Internship

Beena Antony Reji  
Pooja Khanna

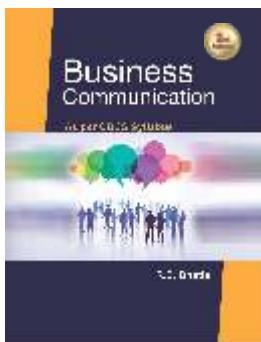
### About the Book

- Community Development through Student Outreach and Internship" is a comprehensive guide designed to facilitate meaningful community engagement through student outreach and internship programs.
- It emphasizes the belief that every individual, regardless of background or expertise, has the potential to contribute significantly to community development.
- The book provides a roadmap for those who aspire to create positive change, offering an understanding, practical tools, techniques, personal reflections, and ethical considerations to guide their journey.
- Through diverse voices and experiences, it covers foundational concepts of community organization and practical strategies for effective outreach programs.
- Ultimately, "Community Development through Student Outreach and Internship" serves as a tribute to the dedication of community workers, volunteers, and students. Inviting readers to join a journey of discovery, challenge, and transformation towards empowering communities and transforming lives.

### Key Takeaways

- "Community Development through Student Outreach and Internship" offers a comprehensive exploration of community outreach, from defining the concept of community to practical guidance on designing outreach programs across various domains.

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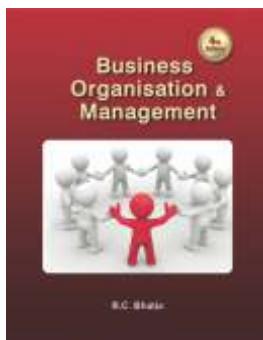


**Business  
Communication**  
As per CBCS Syllabus  
2/Ed.

R. C. Bhatia

**Contents:** PART I : BASICS OF COMMUNICATION 1. Communication: Its Meaning, Importance, and Process 2. Objectives of Communication 3. Means/Media and Types of Communication 4. Verbal Communication: Written 5. Non-Verbal Communication 6. Formal vs. Informal Channels of Communication 7. Types of Communication 8. The Cs of Good Communication 9. Barriers to Communication 10. Modern Technology 11. Groups: Their Importance and Characteristics 12. Techniques of Group Decision Making 13. Tips for Clear Writing 14. Intrapersonal Communication 15. Interpersonal Communication 16. Self-Development and Communication 17. Communication Models 18. Interview 19. SWOT Analysis 20. Reports 21. Speeches and Presentation 22. Documentation, Bibliography and Methodology PART II : BUSINESS CORRESPONDENCE 23. Definition, Meaning and Importance of Business Correspondence 24. Essential Features of Business Letter 25. Parts of a Business Letter and their Layout 26. Letters Written in Purchase Transaction 27. Enquiry Letter 28. Quotation Letter 29. Order Letter 30. Letter of Acceptance of Order (Confirmation of Order) and Refusal of Order 31. Follow up Letter and Cancellation of Order Letter 32. Compliance Letter 33. Complaints, Claims and Adjustment Letters 34. Collection Letter (Dunning Letters) 35. Letter of Introduction and Testimonial 36. Letter of Offer 37. Circular Letters 38. Sales Letter (Trade Circular or Sales Promotion Letter) 39. Agency Letters 40. Telegrams and Confirmations 41. Drafting the Advertisements PART III : BANKING CORRESPONDENCE 42. Banking Correspondence 43. Letters Written by Customer to Bank 44. Letters Written by Bank to Customer 45. Credit, Financial or Status Enquiries PART IV : OFFICIAL CORRESPONDENCE 46. Types of Official Correspondence 47. Notice, Agenda and Minutes of Various Official Meetings 48. Correspondence of a Company Secretary 49. Insurance Correspondence PART V : GRAMMAR 50. Words 51. Words Classes 52. Words Groups 53. Punctuation & Capitalization 54. Reading Comprehension 55. Speaking & Listening 56. Common Errors, Index.

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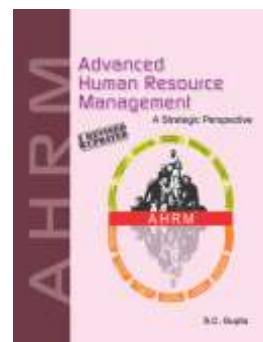


**Business  
Organisation &  
Management**  
4/Ed.

R. C. Bhatia

**Contents:** 1. Nature and Scope of Business 2. Business System and Contemporary Business Environment 3. Forms of Business Organisation |4. An Entrepreneurial Process 5. Basic Considerations in Setting up a Business Enterprise 6. Emerging Trends in Business PO, Service Sector and E-commerce 7. The Process of Management 8. Organising 9. Dynamics of Group Behaviour 10. Leadership 11. Motivation 12. Controlling, 13. Marketing Management 14. Financial Management 15. Human Resource Management 16. Change Management.

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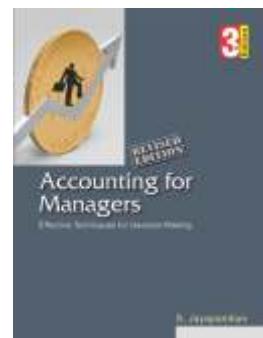


**Advanced Human  
Resource Management**  
A Strategic Perspective  
(Revised & Updated)

S.C. Gupta

**Contents:** Part I: STRATEGIC HRM 1. Evolution of SHRM 2. Corporate and HR Strategy Relationship and Implementation 3. Human Resource Audit and Balance Scorecard 4. Investment Perspective HR Decision Making 5. Labour Markets and Labour Flexibility 6. Changing Workplace and Managing Diversity 7. Organisation and National Culture; Part II: INTEGRATED HR PROCESSES 8. Human Resources Planning 9. Strategic Resourcing, Retaining and Outsourcing 10. Performance Management System 11. Strategic Compensation Management 12. Strategic Approach to Training and Development 13. Employee Relations and Management of Change Part III: CURRENT ISSUES IN HRM 14. Organisational Restructuring and Empowerment 15. Human Resource Processes in Multinationals 16. International Mergers and Acquisitions HR Perspective 17. e-HRM 18. HRM and Quality, Index.

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**Accounting for  
Managers**  
Effective Techniques  
for Decision Making  
3/Ed Revised Ed.

S. Jayapandian

**Contents:** Preface, Chapter 1. Concept of Accounting, Chapter 2. Accounting for Managers, Chapter 3. Financial Accounting, Chapter 4. Understanding Financial Statements, Chapter 5. Financial Statement Analysis, Chapter 6. Sources and Uses of Funds, Chapter 7. Cost and Cost Accounting, Chapter 8. Job Costing, Chapter 9. Process Costing, Chapter 10. Marginal Costing, Chapter 11. Cost, Volume, Profit Analysis, Chapter 12. Standard Costing, Chapter 13. Budgetary Control, Chapter 14. Capital Budgeting, Chapter 15. Inflation Accounting, Chapter 16. On Intangible Assets, Chapter 17. Revenue Recognition, Appendix, Index.

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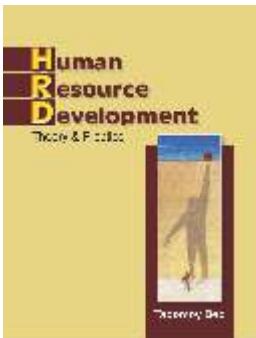


## Human Resource Management

**J.P. Mahajan**

**Contents:** Unit I: Nature of Business and Form of Business 1. Business, Industry and Commerce 2. Introduction to Forms of Business Organisation 3. Sole Proprietorship 4. Partnership 5. Joint Stock Company 6. Factory Organisation Unit II: Nature of Organisation of Human Resource Management 7. Nature, Scope and Functions of HRM 8. Role and Challenges of HRM 9. Human Resource Development 10. Job Analysis Unit III: Recruitment and Selection 11. Human Resource Planning 12. Recruitment 13. Selection and Placement.

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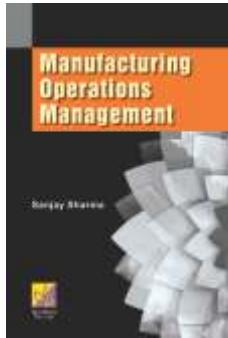


## Human Resource Development Theory & Practices

**Tapomoy Deb**

**Contents:** 1. Fundamentals of Marketing Analytics 2. Pricing Analytics 3. Sales Forecasting 4. Segmentation and Targeting 5. Customer Analytics 6. Digital Marketing and Social Media Analytics

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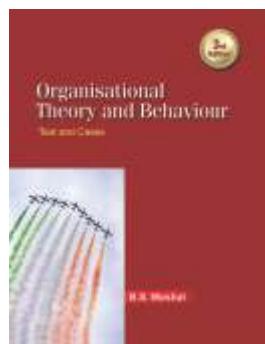


## Manufacturing Operations Management

**Sanjay Sharma**

**Contents:** 1. Introduction 2. Facilities Planning 3. Demand Forecasting 4. Production Planning and Control 5. Work Study 6. Inventory Management 7. Inspection and Quality Control 8. Project Management 9. Financial Management, Exercises, Bibliography

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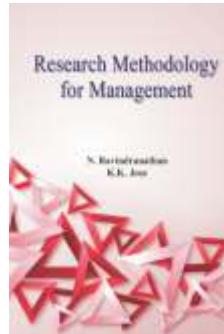


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3/Ed.**B.S. Moshal**

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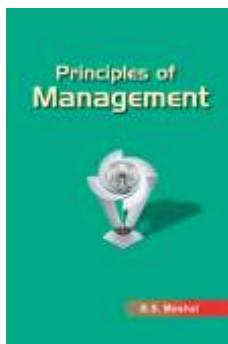


## Research Methodology For Management

**N Ravindranathan  
K.K. Jose**

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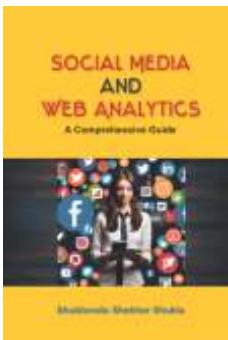


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B. S. Moshal

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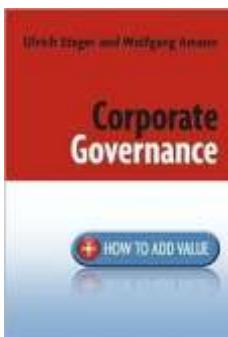
## Social Media and Web Analytics

A Comprehensive Guide

Shubhendu Shekhar Shukla

**Contents:** 1. Social Media and Analytics 2. Network Fundamentals 3. Web Metrics and Analytics 4. Facebook Analytics 5. Qualitative Analysis Terminology, Index

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## Corporate Governance

Ulrich Steger  
Wolfgang Amann

**Contents:** About the Authors Preface Acknowledgments. Part 1: Introduction. 1: Corporate governance - beyond the scandals and buzzwords. 2: International Corporate Governance - similarities across systems. Part 2: Boards' Internal Dynamics. 3: Information demand and supply for changing Board roles. 4: Navigating through typical conflict patterns. 5: Codes of conduct - the value added beyond compliance. 6: Board evaluation. Part 3: Corporate Governance in Specific Contexts.

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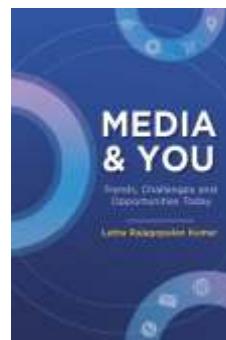


## Understanding Engineering Humanities

B.N. Ghosh

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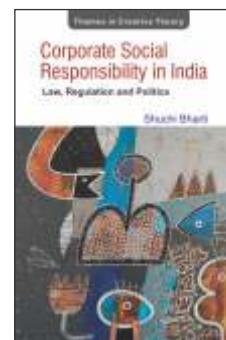
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Latha Rajagopalan Kumar

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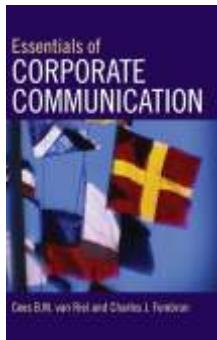
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Shuchi Bharti

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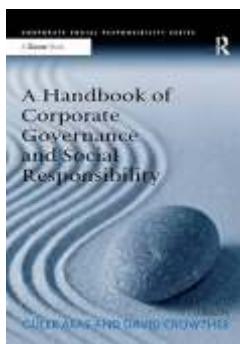


## Essentials of Corporate Communication

Cees B.M. van Riel  
Charles J. Fombrun

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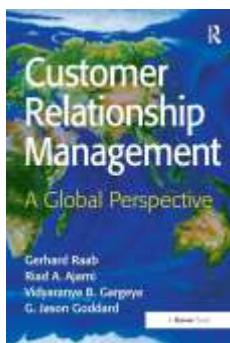


## Handbook Of Corporate Governance and Social Responsibility

GULER ARAS  
DAVID CROWTHER

**Contents:** Part 1 Theoretical Overview Part 2 Applying Corporate Governance Part 3 Applying Corporate Social Responsibility Part 4 Dealing with Stakeholders Part 5 Experience in Practice: case studies Index

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## Customer Relationship Management

Gerhard Raab  
Riad A. Ajami

**Contents:** List of Figures 1 Customer Relationship Management: Global and Local Dimensions 2 Customer Orientation 3 Product Quality 4 Customer Satisfaction 5 Customer Retention 6 Customer Value 7 Company Success: Customer Relationship Management and the Balanced Scorecard 8 Challenges for Global Customer Relationship Management Appendix: Case Studies on Customer Relationship Management Bibliography Index

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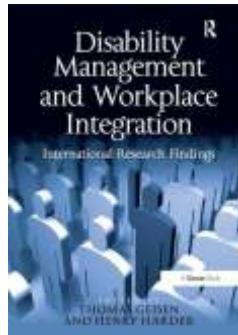


## Women on Corporate Boards and in Top Management

Colette Fagan  
Maria C. Gonzalez Menendez  
Silvia Gomez Anson

**Contents:** - Introduction; M.González Menéndez, C.Fagan and S.Gómez Ansón - Women on Boards in Europe; Past, Present and Future S.Gómez Ansón - The Women on Boards in Europe Project: Aims, Methodology and Implications; M.González Menéndez & L.Martínez González - Gender Quotas for Corporate Boards in Norway – Innovative Gender Equality Policy; M.Teigen - Surge Under Threat – The Rapid Increase in Women on Swedish Boards of Directors; L.Bohman, M.Bygren & C.Edling - Individual Competence and Official Support: Women on Company Boards in Finland; P.Korvajarvi - Women's Representation on the Boards of UK Listed Companies; N.Teadale, C.Fagan & C.Shepherd - Women in Top Management in France: A Time of Change; M.Smith, P.Srinivasan & K.Zhuk - Spain on the Norwegian Pathway: Towards a Gender-Balanced Presence of Women on Corporate Boards ; M.González Menéndez & L.Martínez González - Women's Under-Representation in Top Management Jobs in Slovenia: New and Persisting Barriers for Younger Generations of Women ; A.Mršela, B.Lužar & S.Šmuc - Women in Management – The Hungarian Case; B.Nagy - Conclusions; C.Fagan & M.González Menéndez Bibliography Index

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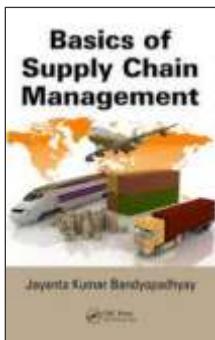


## Disability Management and Workplace Integration

Thomas Geisen  
Henry Harder

**Contents:** List of Figures, List of Tables, List of Contributors, Disability management: an introduction, Henry G. Harder and Thomas Geisen; Part I Theory and Empirical Research in Disability Management Practice: Workplace disability management as an instrument for human resources and organizational development, Thomas Geisen; Using action research to develop effective disability management programs, Christine Randall and Nicholas Buys; The role of workplace social support in disability management, Gregory C. Murphy and Mary A. O'Hare; Changes in managing disability at the workplace in Germany: chances of professionalization?, Dörte Bernhard, Mathilde Niehaus and Britta Marfels; Human rights and duty to accommodate in employment: perspectives from Canada, Daniel Huang, Shannon L. Wagner and Henry G. Harder; How to deal with disability-related diversity: opportunities and pitfalls, Stephan A. Böhm, David J.G. Dwertmann and Mirian K. Baumgärtner. Part II Disability Management in Various Countries: The development of disability management in China, Ignatius Tak Sun Yu, Dan Tang, K.K. Chan, F.K. Ip and Karen Y.L. Lo-Hui; A framework for success: CRS Australia's approach to disability management, Alison Angelton; Disability management: new methodology to support workplace reintegration in Belgium, Marthe Verjans, An Rommel, Elizabeth Tijtgat and Katrien

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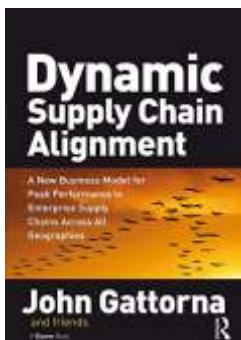


## Basics of Supply Chain Management

Jayanta Kumar Bandyopadhyay

**Contents:** Introduction, Transformation of Demand into Supply: Designing Products to Meet Customer Expectations, Transformation Process Choices for Making Products Conforming to Product Design Specifications and Tolerances, Demand Forecasting and Demand Management, Master Planning, Master Production Scheduling, Material Requirements Planning, Inventory Management, Purchasing Management, Physical Distribution Management, Distribution Inventory Management, Global and Other Issues in SCM

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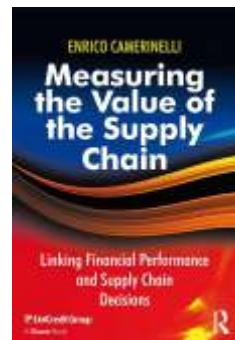


## Dynamic Supply Chain Alignment

John Gattorna

**Contents:** Preface Prelude: Findings of expert panels: shades of things to come - People powering enterprise supply chains - Requisite collaboration in enterprise supply chains - Building relationships that create value - Lean and agile supply chains - The evolution of fully flexible supply chains - Humanitarian supply chains in action - Enhanced civil-military collaboration in humanitarian supply chains - Revisiting and refining Lees triple-A supply chain - Designing supply chain organizations for peak-performance - The supply-side view and reverse logistics - Sales and operations planning - Supply chain integration layer - Supply chain configurations and the impact of different pricing strategies - Performance measurement: shaping supply chain sub-cultures - Using network optimization modeling techniques to resolve supply chain complexity and achieve aligned operations - DHL Taiwan-aligning the express business with customers - Aligning Fonterras global supply chain network - Supply chain alignment - Brazilian style - Supply chain alignment - European style - Corporate social responsibility in enterprise supply chains - Building sustainable supply chains for the future - Managing disruptions in contemporary supply chains - The coming of age of 3rd party logistics providers - Tax-aligned supply chains - The emergence of national logistics cities - Importance of intellectual capital and knowledge in the design and operation of enterprise supply chains - China and India: future giants of supply chain developments in the 21st century - The supply chains of 2030 - Last word Index.

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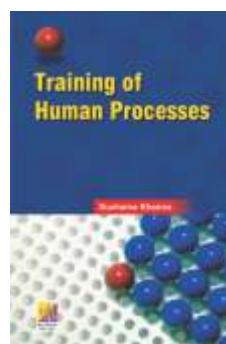


## Measuring the Value of the Supply Chain

Enrico Camerinelli

**Contents:** Introduction; Part 1 Current Thinking on Supply Chain Measurement: Supply chain management today; Supply chain management as a strategic corporate asset; Managing flows of goods, information, and funds – the role of the CFO and Financial Services Providers. Part 2 Metrics and Models: How do companies measure the performance of their supply chains? The SCOR™ model; Mapping operations with finance; A new way to model the value of the supply chain; Closing the gap. Index.

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## Training of Human Processes

Sushma Khanna

**Contents:** Part 1 : INTRODUCTION 1. Training Human Processes through Laboratory Methods 2. Life of a Group 3. Dynamics of Silence in T-Group 4. "Are T-Group Experiences Applicable in Real World?" 5. How to Write a Personal Journal? Part 2 : INDIVIDUAL AND GROUP PROCESSES 6. Significance of Observations in a Group 7. Various Group Processes 8. Group Norms 9. Stages of Group Development 10. Giving and Receiving Feedback 11. Sympathy versus Empathy 12. Thinking versus Feeling Part 3 : THEORIES AND MODELS OF HUMAN PROCESSES 13. Kolb's Learning Cycle 14. Johari Window: A Model of Self Awareness 15. Goleman's Theory of Emotional Intelligence 16. Onion Model to Understand a Person 17. Eric Bern's Theory of Transactional Analysis 18. Erikson's Psychosocial Development Theory 19. Neuro Linguistic Programming, References.

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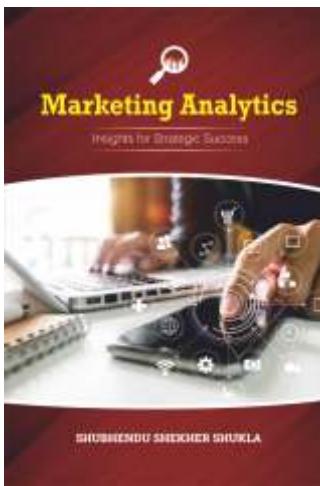
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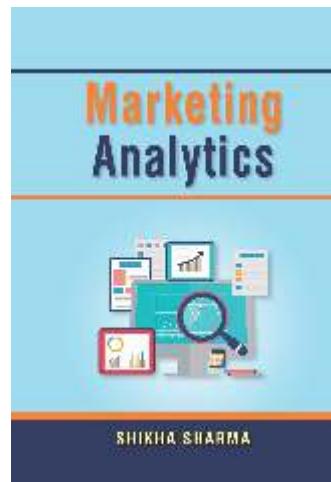
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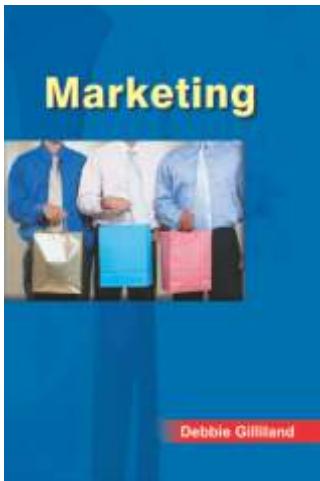
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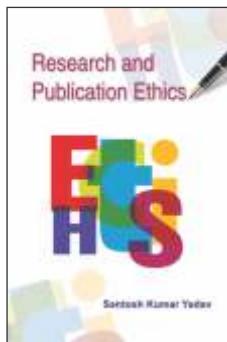
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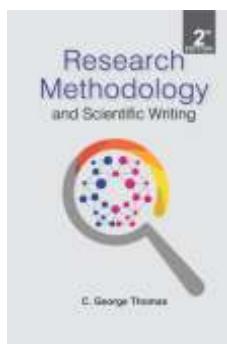
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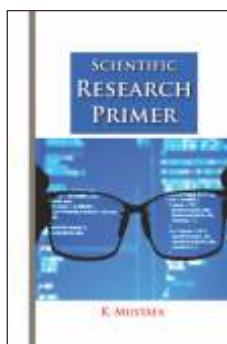
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