



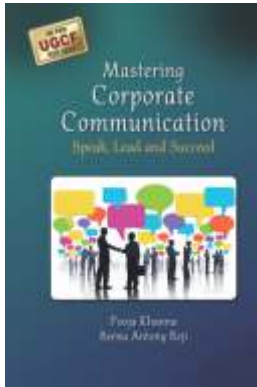
MANAGEMENT

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.

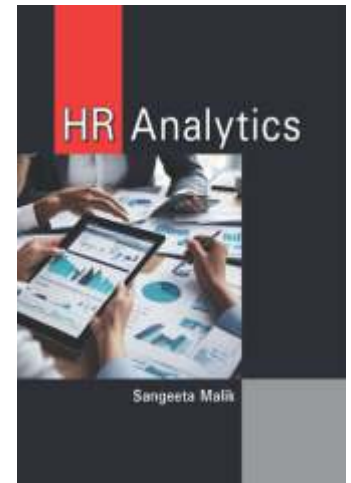
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HR Analytics

Sangeeta Malik

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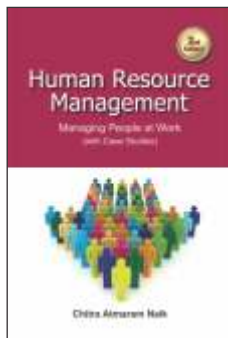
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Human Resource Management

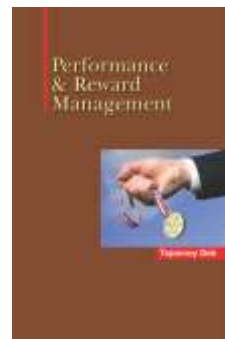
Managing People At Work
(with Case Studies)
2/Ed

Chitra Atmaram Naik



Contents: 1. Human Resource Management 2. Human Resource Planning 3. Recruitment and Selection 4. Job Analysis 5. Training and Employee Development 6. Executive Development 7. Employee Remuneration 8. Performance Appraisal 9. Industrial Relations 10. Industrial Disputes 11. Collective Bargaining 12. Workers Participation in Management 13. Human Resource Development 14. Career Management 15. Career Development 16. Human Resource Policies 17. Quality of Work Life 18. International HRM 19. Industrial Discipline 20. Research Design and Report Writing in Human Resource Management

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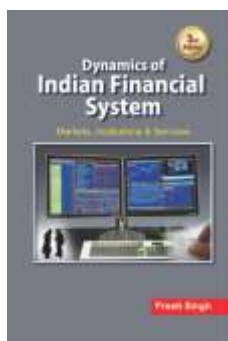


Performance & Reward Management

Tapomoy Deb

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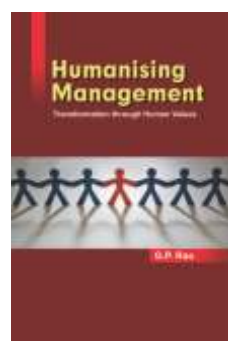
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Dynamics of Indian Financial System

Markets, Institutions & Services, 3/ed.

Preeti Singh



Humanising Management

Transformation through Human Values

G.P. Rao

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Fundamentals of Financial Management

3/Ed

Preeti Singh



Practitioner's Guide to Training & Development

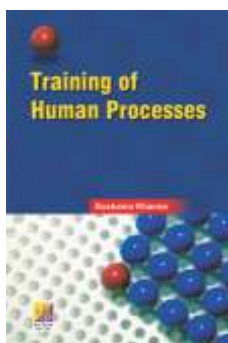
Mohan Bangaruswamy

Contents: Preface, PART I : UNDERSTANDING FINANCIAL MANAGEMENT CONCEPTS 1. Basic Concepts of Financial Management 2. Time Value of Money 3. Valuation of Securities, PART II : FINANCIAL ANALYSIS AND PLANNING 4. Statement of Changes in Financial Position 5. Financial Statements Analysis (Ratio Analysis) 6. Sources of Finance PART III : LONG TERM CAPITAL DECISIONS 7. Capital Budgeting 8. Risk Analysis in Capital Budgeting 9. Cost of Capital PART IV : FINANCIAL DECISIONS 10. Financing Decisions – Operating and Financing Leverage 11. Capital Structure Planning and Value of the Firm PART V : DIVIDEND DECISIONS 12. Dividend Decisions and Valuation of the Firm 13. Dividend Policy PART VI : MANAGEMENT OF CURRENT ASSETS 14. Working Capital Management 15. Cash Management 16. Receivable Management 17. Inventory Management PART VII : FINANCIAL RESTRUCTURING 18. Corporate Restructuring, Mergers / Acquisitions, Appendix, Glossary, Index.

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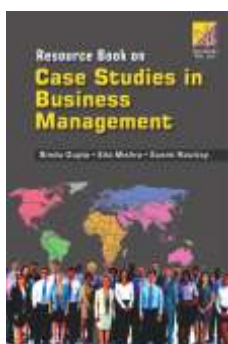


Training of Human Processes

Sushama Khanna

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Tapomoy Deb

Contents: 1. Preface, List of Figures • Overview of Training and Development • Methods of Training and Development • Learning and Training • Identification of Training and Development Needs • Designing and Conducting Training and Development Programme • Evaluation of Training and Development Programme • Audio-Visual Training and Teaching Aids • Non-Formal Methods of Development • Case Study, Review and Discussion Questions, Bibliography, Subject Index, Author Index

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Vijay Kumar Khurana
Anil K Saini

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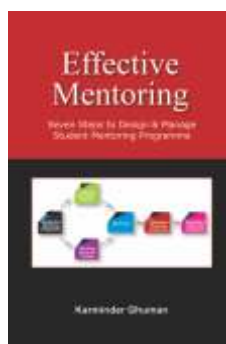


Handbook of Organisational Development Ways to Remain Competitive

Ishwar Dayal

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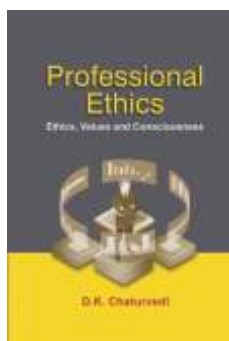
Effective Mentoring Seven Steps to Design & Manage Student Mentoring Programme

Karminder Ghuman

About the Book: This research-informed and practitioner-approved book is essentially a how-to manual on structured, formal and facilitated student mentoring programme at an educational institution. It has been designed and developed for the practitioners to:

- Guide and handhold the institutions to design, implement and assess their mentoring programme through a step-by-step approach.
- Codify the tenets and principles of mentoring into a simple to comprehend and easy to implement mentoring programme.

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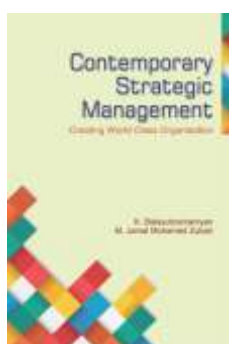
Professional Ethics

Ethics, Values and Consciousness

D.K. Chaturvedi

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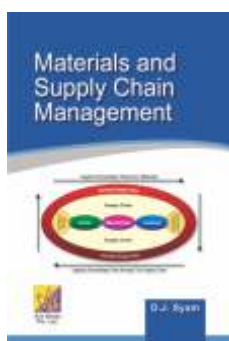
Contemporary Strategic Management

Creating World Class Organisation

K Balasubramaniyan
M. Jamal Mohamed Zubair

Contents: 1. 21st Century Velocity Organization 2. Ingredients of Successful Business 3. Evolution of Strategic Management 4. Globalization and "Win The World" Strategy for India 5. Strategic Planning Process 6. Organization's Philosophy 7. Organization's Vision and the Vision Setting Process 8. Missions and Objective Setting Process 9. External Analysis of the Firm 10. Internal Analysis of Firm 11. Competitive Analysis 12. Global Business Environment/Evolution of MNC's 13. Emergence of American MNC's and European MNC's 14. Emergence of Japanese MNC's

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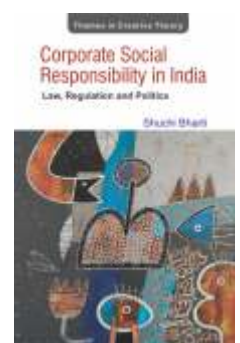
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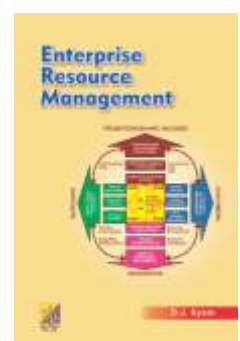
Corporate Social Responsibility in India

Law, Regulations and Politics

Shuchi Bharti

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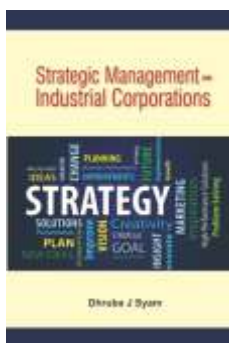


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D.J. Syam

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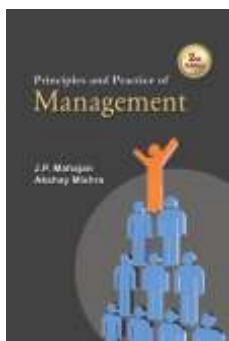


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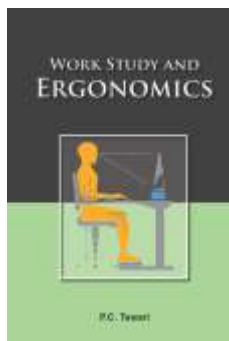
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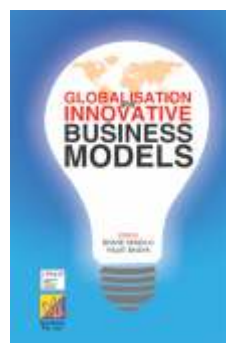


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Sangeeta Malik

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Editors:
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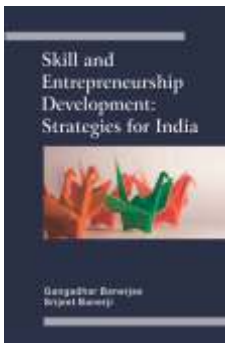


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Mohan Bangaruswamy
G.P. Rao

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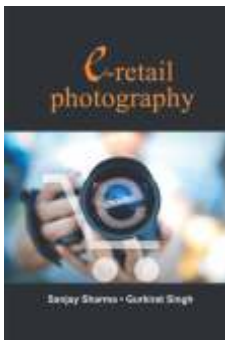


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Gangadhar Banerjee
Srijeet Banerji

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e-retail Photography

Sanjay Sharma
Gurkirat Singh

Contents: 1. Introduction 2. What is Electronic Retailing (also called E-retailing or E-tailing) 3. Significance of Product Imaging in E-retail 4. Photography Formats 5. Image Quality Standard for E-retail 6. Photography Lighting and Image Post Production 7. Automated Photography Solutions 8. Compact Photography/Imaging Solutions 9. Photography as a Profession 10. Setting up a Photography Studio

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Family Managed Multinationals and Public Sector Enterprises

The Strategic Choices for Global Competitiveness

Ishwar Dayal, Mirza S. Saiyadain
Deepak Dogra, Kewal Soni
Poornima Gupta, Lubna Nafees

Contents: The Newer Demands on Organisations • The Nature of the Study and the Sample • The Management Style in Family Businesses • Managing Styles of Multinationals • The Management Styles in Public Sector Enterprises • Job Satisfaction and Organisational Culture • Preparing for New Challenges • Survey of Literature

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Digital Marketing & E-commerce

A Comprehensive Introduction

Shubhendu Shekhar Shukla

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A Growth Perspective

Vinod Kumar
Priti Sharma

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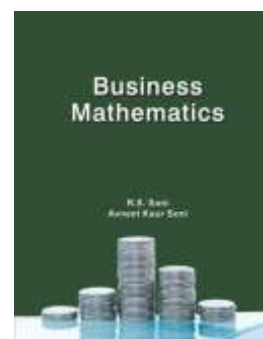


Skills Profile Analysis For Management Training

A.P. Saxena

Contents: 1. Managerial Skill Requirements – A Systematic Analysis, 2. Tools and Process of Skills Profile Analysis, 3. A Real-time Analysis of

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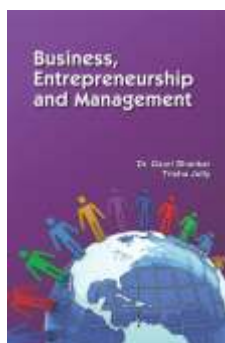


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R.S. Soni
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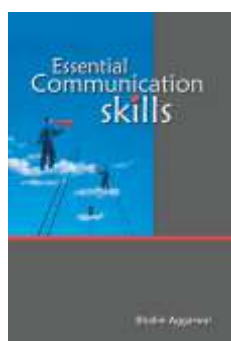


Business, Entrepreneurship and Management

Dr. Gauri Shankar
Trisha Jolly

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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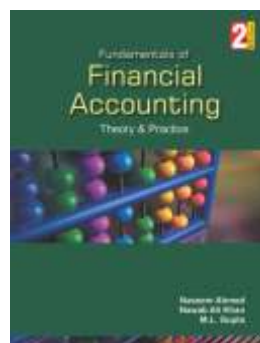
Fundamentals of Cost Accounting Principles and Practice

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, MHRD and even the managers.

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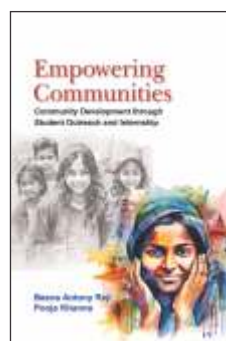


Fundamentals of Financial Accounting Theory & Practice 2/Ed

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

9788119662142 • 976 (Hb) • 2024 • ₹ 2495.00



Empowering Communities Community Development through Student outreach and Internship

Beena Antony Reji
Pooja Khanna

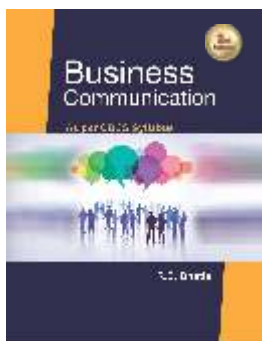
About the Book

- 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

- Comprehensive coverage: 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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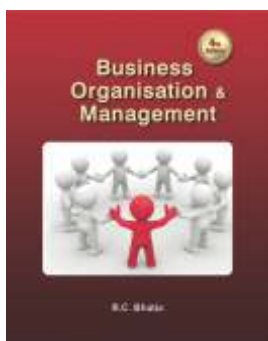
Business Communication

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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4/Ed.

R. C. Bhatia

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Advanced Human Resource Management

A Strategic Perspective
(Revised & Updated)

S.C. Gupta

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Accounting for Managers

Effective Techniques
for Decision Making
3/Ed Revised Ed.

S. Jayapandian

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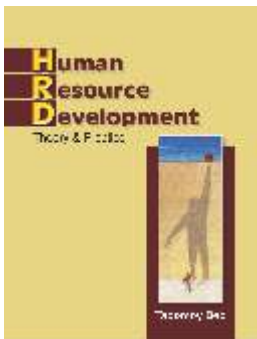


Human Resource Management

J.P. Mahajan

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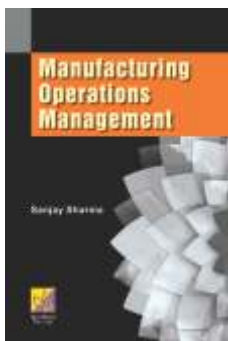


Human Resource Development Theory & Practices

Tapomoy Deb

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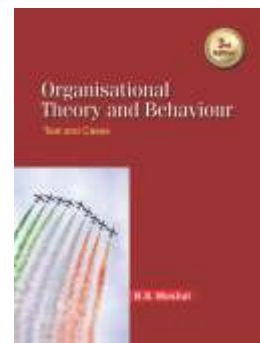


Manufacturing Operations Management

Sanjay Sharma

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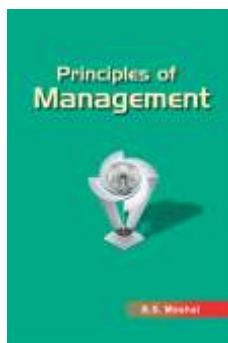


Research Methodology For Management

N Ravindranathan
K.K. Jose

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Principles of Management

B. S. Moshal

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Social Media and Web Analytics

A Comprehensive Guide

Shubhendu Shekhar Shukla

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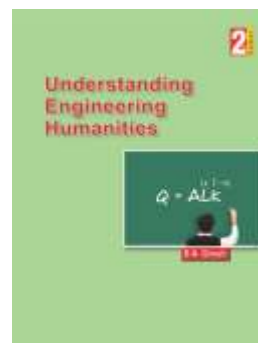


Corporate Governance

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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B.N. Ghosh

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97881197531248 • 272 (Hb) • 2024 • ₹ 995.00



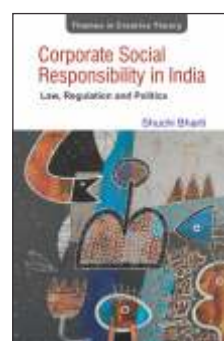
Media and You

Trends, Challenges and Opportunities Today

Latha Rajagopalan Kumar

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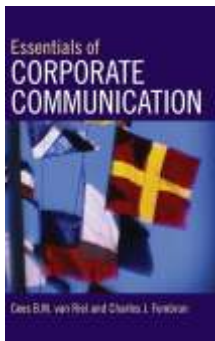
Corporate Social Responsibility in India

Law, Regulations and Politics

Shuchi Bharti

Contents: 1 Introduction 2 Soft Law and Decentred Regulatory Space: The Logic of CSR 3 Corporate Social Responsibility in India: International Arena and Social Development 4 Politics of Corporate Social Responsibility in India 5 Conclusion, References, Bibliography, Index

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Essentials of Corporate Communication

Cees B.M. van Riel
Charles J. Fombrun

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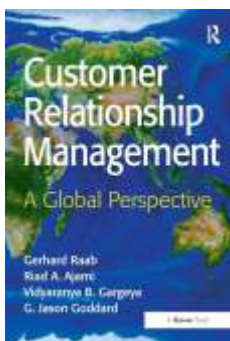


Handbook Of Corporate Governance and Social Responsibility

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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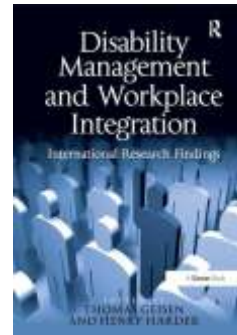


Women on Corporate Boards and in Top Management

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.Korvajärvi - Women's Representation on the Boards of UK Listed Companies; N.Teasdale, 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.Mrčela, B.Lužar & S.Šmuc - Women in Management – The Hungarian Case; B.Nagy - Conclusions; C.Fagan & M.González Menéndez Bibliography Index

9781137498366 • 308 (Hb) • 2015 • ₹ 2495.00



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 Tjitgat and Katrien

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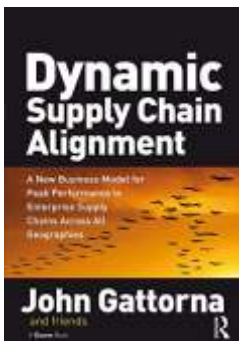


Basics of Supply Chain Management

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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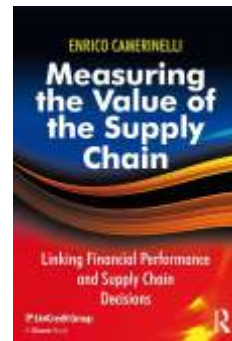


Dynamic Supply Chain Alignment

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.

9788186268353 • 440 (Hb) • 2013 • ₹ 2,995.00

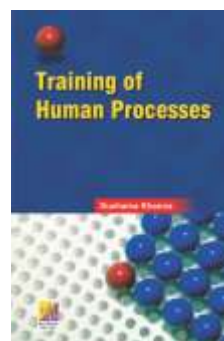


Measuring the Value of the Supply Chain

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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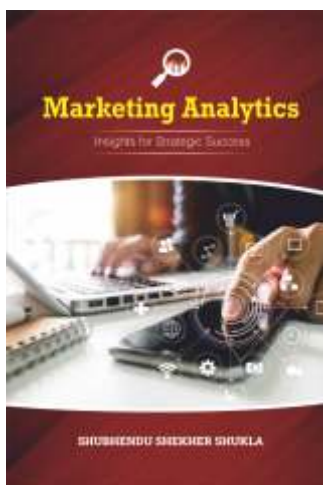
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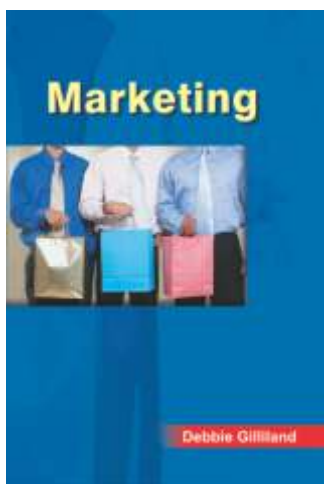
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