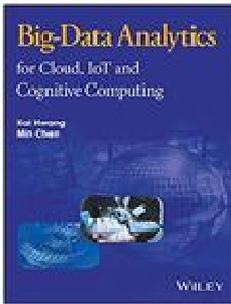


Books



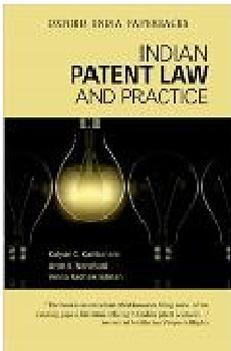
Big-Data Analytics for Cloud, IoT and Cognitive Computing

Kai Hwang and Min Chen

2017 / 432 Pages / Paperback / Rs. 839 (On Amazon India Rs. 674)

ISBN: 978-8126570430 / Wiley

This book blends together big-data theories with emerging technologies on smart clouds over the Internet of Things (IoT). Data analysts and computer scientists must learn how to use clouds and IoT effectively to discover new knowledge, or to make critical decisions intelligently. This book aims to close the gaps between these learning groups, and encourages mutual learning and collaborative work between data scientists and cloud programmers. The world-renowned authors take a technological fusion approach to integrating big-data theories, cloud design principles, IoT sensing, machine learning, data analytics, and Hadoop and Spark programming in a single volume in 3 parts and 8 chapters. Part 1 focuses on data science, the roles of clouds and IoT devices and frameworks for big-data computing. Big data analytics and cognitive machine learning, as well as cloud architecture, IoT and cognitive systems are explored, and mobile cloud-IoT-interaction frameworks are illustrated with concrete system design examples. Part 2 is devoted to the principles of and algorithms for machine learning, data analytics and deep learning in big data applications. Part 3 concentrates on cloud programming software libraries from MapReduce to Hadoop, Spark and TensorFlow and describes business, educational, healthcare and social media applications for those tools. The companion website at <https://www.wiley.com/legacy/wileychi/hwang2/> gives you access to the rich tools and resources available for this text which include: PowerPoint slides and Solutions Manual.



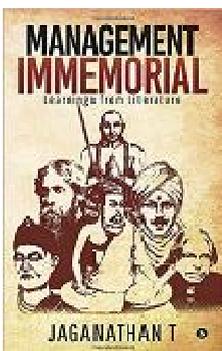
Indian Patent Law and Practice

Kalyan C. Kankanala et al

2012 / 376 Pages / Paperback / Rs. 465 (On Amazon India Rs. 427)

ISBN: 978-0198089605 / Oxford India

This book is a practical and comprehensive reference work on Indian patent law. It covers various facets of Indian patent law ranging from acquiring a patent to enforcing and managing patent portfolios. Each chapter provides insights into theory before elaborating on practical issues. The volume blends technology, management, and law to give an insight into patent concepts. Supplemented by analyses of relevant cases and illustrations, the work delves into patent aspects relating to chemistry, pharmaceuticals, biotechnology, software, electronics, and manufacturing. Discussions on skill-based aspects of patent law such as specification and claim drafting, licence drafting, patent searching, and infringement analysis have also been included in the book. Providing a lucid presentation of complex issues, the volume also analyses comparative jurisdictions from across the world. Patent professionals can use the book to refer to specific issues with ease as it provides an understanding of various aspects of law based on provisions in acts, rules, and decided cases. Business managers may refer to strategic elements and business parameters to enable decision-making at various points in the patent life cycle. It will be a valuable text to students and teachers of law, science, technology, business and management



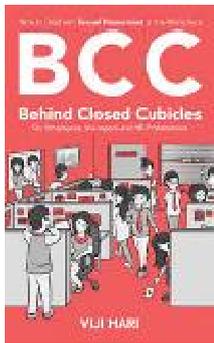
Management Immemorial: Learnings from Literature

T. Jaganathan

2019 / 174 Pages / Paperback / Rs. 250

ISBN: 978-1684660353 / Notion Press

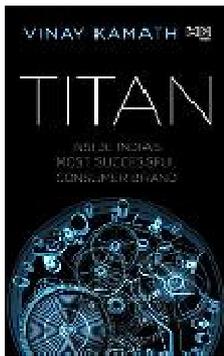
'Management Immemorial' is more than a 'self-help' book in that it is not just a coaching guide for 'growth skills'. Using Indian Literature as reference, the author triggers further introspection. The reader of this book will feel inspired to delve deeper and find new learnings for his or her own development. The ideas have been categorized under 3 sections viz. Aspirational Attitudes, Scintillating Skills and Leadership Traits. 'Management Immemorial' uses amazing references from classical and contemporary literature, anecdotes from epics like Ramayanam, Mahabharatham and elucidations from the holy 'Bhagawad Gita'. References are drawn from classical Indian languages Tamil, Sanskrit and Hindi. The author uses a unique style of expounding contemporary management concepts using impactful references from Literature not normally seen in any other 'self-help' book. The highlights of this book are its simple style, coherent flow, powerful quotes, fascinating stories, enriching experiences, Stimulating references, all related to Best Practice ideas and Valuable Take-aways. Essentially, 'Management Immemorial' is a powerful read for those who want to develop their career and life. Forewords from Prof. L.S.Ganesh (IIT Madras) and H.R. Mohan (ACM, IEEE & CSI), eminent thought leaders add luster to the contents of the book.



BCC: Behind Closed Cubicles
Viji Hari
2016 / 158 Pages / Paperback / Rs. 200
ISBN: 978-1946204608 / Notion Press

This book BCC is a collection of 18 short, real life stories of Sexual harassment at across the Indian Workplace. BCC, demonstrates, through a collection of short stories, how apparently harmless statements and actions have impacted people at the workplace. The short stories are based on real life sexual harassment incidents from across the Indian corporate world. Stories that include both genders, and range from freshers to CXOs, and across different industries. BCC attempts to give tips and share best practices to Employees, Managers, HR, Committee members, Employers, etc., so the reader is better equipped to deal with different forms of incidents. This book will also help students

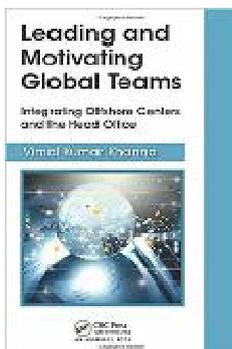
to understand the context of Sexual Harassment before they start their career.



TITAN: Inside India's Most Successful Consumer Brand
Vinay Kamath
2018 / 224 Pages / Hardcover / Rs. 599 (On Amazon India Rs. 335)
ISBN: 978-9350099780/ Hachette India

When Titan Company Limited launched its quartz watches some 30 years ago, the founders' a merry bunch of Tata employees who started out simply wanting to do something different could not have foreseen just how completely they would capture the imagination of Indian consumers in the post-liberalization era of the 1990s. The brand they created at first against tremendous odds and restrictive norms injected freshness into the market and in retail spaces through its cutting-edge marketing strategy and empathetic advertising. Not only did the new watchmakers on the block transform watches from being utilitarian objects to fashion statements, but it also systematically

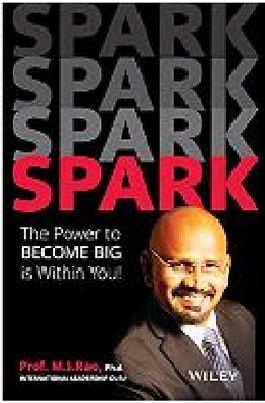
ventured into areas untapped by corporate entities with its brands Titan, Tanishq, Titan Eyeplus, Skinn and Taneira, and established itself as a winner across multiple verticals. Titan: Inside India's Most Successful Consumer Brand takes readers from boardrooms to back rooms to reveal how a quintessential Indian brand from the house of the Tatas, not known till then for its success in the consumer goods market, reached such remarkable heights. It is a tale of innovation and fortitude, of thinking outside the box and staying the course, of obsession with detail and the courage to acknowledge failure. A story that will inspire every reader, here is the inside account of what continues to make Titan tick. The book authored by Vinay, a seasoned business reporter, correspondent and editor captures what lies at the heart of the company and the brand Titan – a best known home-grown brand, it's people and its tremendous success in consumer business makes it rewarding for readers.



Leading and Motivating Global Teams: Integrating Offshore Centers and the Head Office
Vimal Kumar Khanna
2017 / 186 Pages / Hardcover / Rs. 995 (UK Original Price UKP 63.99)
ISBN: 978-1498784740/ Auerbach Publications, CRC Press

This book provides techniques for offshore center managers and head office managers to motivate and manage globally distributed teams, which are spread across the offshore center and the head office, and thereby achieve higher productivity. Readers learn how to integrate the offshore center with the head office to make the offshore team an extension of the head office. While integrating teams with the head office, offshore center managers can still retain independence and authority to meet team aspirations. The book provides insight into devising new organizational structures to balance the authority and responsibilities of offshore center and head office managers. Head office

managers responsible for managing globally distributed projects learn how to achieve a higher success rate on their projects and be better rewarded for their efforts in offshoring. Head office managers also learn techniques to make more significant contributions in their expatriate assignments to the offshore center. This book with numerous case studies guides both the offshore center managers and the head office managers to fully realize the potential of the offshore center, which can result in higher revenues and profitability. It will serve as a valuable reference to managers of all levels ranging from first level project managers to senior and executive managers. The TOC of the book include: Introduction; Be "Truly Global" in Outlook and Character; Authority and Freedom to Offshore Center Management; Integrate Offshore Center with Head Office but Retain Local Work Culture; Career Growth for Offshore Center Employees to Global Top Positions; Fair Representation of Offshore Center Management in Global Committees; Look Beyond Offshoring Only Peripheral Projects; Avoid Over-Insistence on the Cost-Reduction Purpose of the Offshore Center; Unified Awards across the Offshore Center and the Head Office; Roles and Responsibilities of the Offshore; Being an Expatriate Manager from the Head Office to the Offshore Center; and Using the Offshore Center to Make Strategic Contributions to the Company. The author, Vimal Kumar Khanna has over 31 years of industry experience and has won multiple international honors for his contributions to the management and technology domains and is a Honorary Editor of IEEE Communications.



Spark: The Power to Become Big is Within You

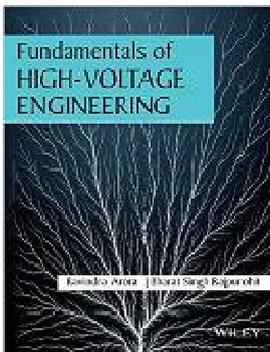
M.S. Rao

2019 /168 Pages / Paperback / Rs.299 (On Amazon India Rs. 280)

ISBN: 978-8126578153/ Wiley

This book contains inspiring examples of extraordinary achievers. It develops success-mindset. It unlocks your hidden potential. It cultivates mindfulness and ensures a work-life balance. It offers tools and techniques to ignite your spark. It unleashes the leader in you. It draws a blueprint to provide meaning to your life. The author distils leadership insights that help good leaders become better. The 21 principles, practices and habits that prepares one for “Success with a mind-set” and ignites your spark and unleash the leader in you include: Acquire self-awareness; Discover your biological clock; Be an early riser; Exercise every day; Acquire internal locus of control; Visualize effectively; Equip with affirmations; Use your internal dialogue effectively; Strengthen your subconscious mind; Journal regularly; Read avidly;

Improve your memory; Improve your concentration; Practice yoga daily; Practice meditation; Cultivate mindfulness; Acquire emotional intelligence; Practice for 21 days; Take feedback; Be persistent; and Learn, unlearn and relearn. The author wants everyone to treat these 21 tools as 21 bricks of your brand; Cement these bricks to build an everlasting leadership brand by practicing regularly to fast-track your career and provide meaning to your life. This book is a recommended read for everyone wanting to excel as extraordinary achievers.



Fundamentals of High - Voltage Engineering

Ravindra Arora & Bharat Singh Rajpurohit

2019 /408 Pages / Paperback / Rs.499 (On Amazon India Rs. 484)

ISBN: 978-8126579747 / Wiley

This book has a novel approach in describing the fundamental concept of field-dependent behavior of dielectrics when subjected to different types of high voltages. The contents begin with a systematic classification of electric fields and the techniques of field estimation. In-depth coverage of performance/behaviour of gaseous, solid and liquid dielectrics has been made in the book. The basics of high voltage laboratory techniques, non-destructive testing, measurement of high test voltages and dielectric properties are also covered in detail in this book. The chapters of the book include: Introduction to High-Voltage Engineering; Electric Field Intensity, Stress

Control, and Types of Breakdown in Dielectrics; Transient Overvoltages and Insulation Coordination in High-Voltage Networks; Field-Dependent Electric Strength and Breakdown in Gaseous Dielectrics and Vacuum; Lightning, a Breakdown Phenomenon in Atmospheric Air, Its Effects and Protection; Solid- and Liquid-Insulating Materials, Their Classification, Properties, and Breakdown; Generation of High Test Voltages; Measurement of High Test Voltages; Non-Destructive Testing and Quality Control of Electrical Equipment; and High-Voltage Test Laboratory Design and Curriculum Experiments. The text of the book is written in simple explanatory manner for both the UG & PG students with number of solved numerical examples, multiple choice questions as a part of learning exercise. The laboratory experiments included in the book is an added feature for the exposure to industrial practice.



Social Media & Mobile Marketing

Puneet Singh Bhatia

2019 / 296 Pages / Paperback / Rs.499

ISBN: 9788126578078 / Wiley

Social media and Mobile marketing exemplify two extreme pivots of any human behaviour. While the first marketing form (social media) establishes the desire of an individual to connect to the largest (like-minded) human audience possible, the second form (mobile marketing) reflects that person and rsquo;s inner-most need to view the world through a most personalized and private lens. Social Media and Mobile Marketing (SMMM)and is a 2-in-1 volume that aims to establish key concepts and underlying frameworks for the two most important and emerging digital marketing application areas: social media and mobile marketing. The first part of the

textbook develops the basics of social media marketing outlining key social media actors and actions. SMMM establishes an easy to follow SOCIAL Media Marketing Framework to showcase the six key stages of social media platform implementations. The second part of the book outlines the evolution of mobile marketing and how marketers can establish and extend influence from web to mobile platform through a structured MOBILE Media Marketing Framework. The text is presented in four parts namely: Part I Understanding Social Media Marketing; Part II Executing Social Media Marketing; Part III Social Media Marketing: The Road Ahead; Part IV Understanding Mobile Marketing; Part V Executing Mobile Marketing; Part VI Mobile Marketing: The Road Ahead; and Part VII Social Media and Mobile Marketing Careers.