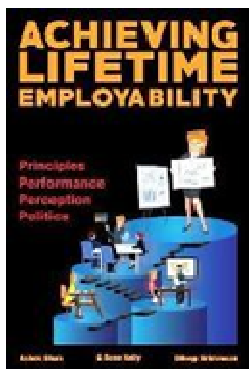


Books



Achieving Lifetime Employability
by Dileep Srinivasan , Ashok Shah and G Ross Kelly
2019 / 274 Pages / Paperback / Rs. 1347 (On Amazon India)
ISBN: 978-1642376661 / Gatekeeper Press

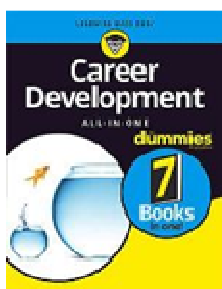
Achieving Lifetime Employability is a comprehensive and detailed book in the marketplace today on how to achieve and sustain career growth in this new millennium. The authors have risen to a new level to conduct a detailed examination of just what it takes to survive, thrive, and remain viable and employable in the 21st century workplace. What are the skills, attributes and attitudes required to maintain your relevance and employability in an ever changing marketplace fuelled by innovation, technology and global competition? If you are looking to: Continually be employable; Achieve accelerated growth in the workplace; Navigate the organizational complexities of your workplace; Cultivate your leadership skills; or Hone your entrepreneurial skills, then it is the book for you. According to the authors, the framework for lifetime employability is based on Four Ps: Principles that guide their actions and

behaviours; Performance that reliable and congruent with those principles; Perception, how you project yourself and are perceived others; and Politics, how you navigate the political machinations of your organisations. The elements of these four Ps are examined in terms quotients such as Intelligent Quotient, Emotional Quotient, Learning Quotient, Execution Quotient, Networking Quotient, Industry Quotient, Digital Quotient, Style/Social Quotient, Political Quotient and Marketing Quotient (your brand). The more you master these quotients, the more you are valued and the more you are in demand as an employee, as a leader and an agent of change. According to the authors, while these quotients are the linchpins of lifetime employability and career success, the others such as your health, your career choices and your willingness to accept guidance or advice are equally important. It is a relevant, practical, powerful and a must to read book for anyone wishing to build a remarkable career.



Technical Communication
by Wiley Editorial
2019 / 496 Pages / Paperback / Rs. 355 (On Amazon India)
ISBN: 978-8126579891/ Wiley India

Language and Communication skills are recognised as important foundation in the teaching of the modern engineer. In this competitive world, English language skills and word knowledge can help one flourish in all fields by effective interaction and accurate communication. It is indispensable for students to become confident in their communication skills. Technical communication is a unique and well-structured book that contains best-in-class pedagogy, intending to provide effective communication skills to students in various technical fields. Keeping in mind students belonging to various technical fields, this book has been customised to facilitate students in imbibing them in effective communication skills. This is a ready reckoner which will assist students in their professional fields as well as day-to-day lives by properly instilling in them the understanding, structure, and usage of the language skills. The book covers the matter in 12 chapters broadly under four parts namely: Grammar at a Glance; Developing Writing Ability; Reading and Listening; and Verbal and Non-Verbal Communication. The 12 chapters include: Fundamentals of Grammar; Vocabulary Building; Grammar for Effective Speaking and Writing; Basic Writing Skills; Identifying Common Errors in Writing; Technical Writing Skills; Creative Writing Skills; The e-English; Improving Reading Skills; Listening Skills; Process of Communication and Effective Speaking; and Soft Skills. Additionally, Practice Questions and Useful Resources are included in this book. It is a valuable book for both students and working engineers.



Career Development All-in-One For Dummies
2017 / 680 Pages / Paperback / Rs. 377 (On Amazon India)
ISBN: 978-8126568796/ Wiley India

Combined from seven of the best For Dummies books on career development topics, this book is an one-stop guide to taking control of your career and improving your professional life. Perfect on its own or as part of a formal development program, it gives you everything you need to advance your career. All-n-one volume covers the following topics: Mindfulness; Project Management; Leadership; Time Management; Businesses Writing; Presentations; and Negotiation.