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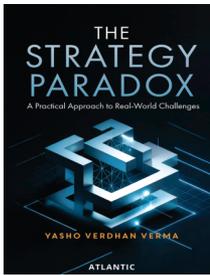
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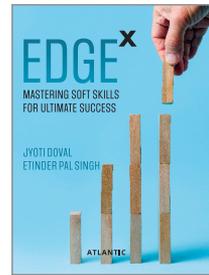
The Strategy Paradox

A Practical Approach to Real-World Challenges

Yasho Verdhan Verma, Director, Rinac India Ltd., Navneet FutureTech Ltd., FORE School of Management and Association of Independent Directors of India

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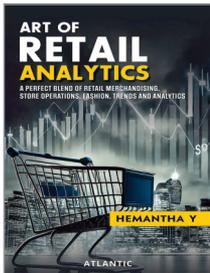
Edge^x

Mastering Soft Skills for Ultimate Success

Jyoti Doval, Co-founder, Planet Excellence, India
Etinder Pal Singh, Professor, EDII, Ahmedabad, India

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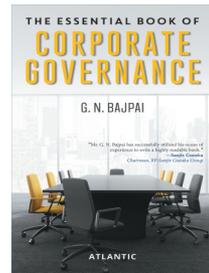


Art of Retail Analytics

Hemantha Y, Associate Professor, Marketing and Branding, Dayananda Sagar College of Engineering, Bangalore, India

Art of Retail Analytics explores data-driven fashion retail, showing how technology, design, and analytics reshape merchandising, store operations, and consumer behavior, with practical case studies—including Gucci's digital shift—for students, professionals, and entrepreneurs navigating modern retail.

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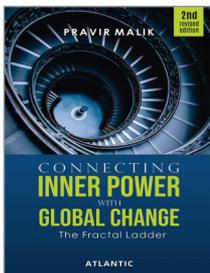


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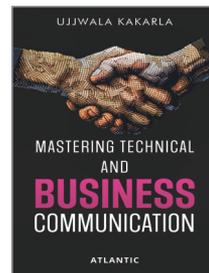
Connecting Inner Power with Global Change

The Fractal Ladder

Dr Pravir Malik, Founder and Chief Technologist, QIQuantum

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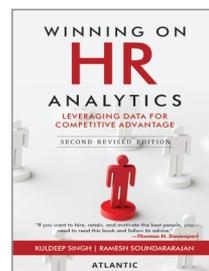


Little BIG Things in Operational Excellence

Debashis Sarkar, Managing Partner, Proliferator Advisory & Consulting

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Winning on HR Analytics

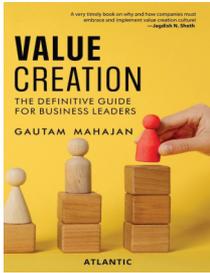
Leveraging Data for Competitive Advantage (2nd Rev. Ed.)

Ramesh Soundararajan, Consultant and Trainer in People Analytics and Strategic HR, Culstran Consulting LLP

Dr Kuldeep Singh, Sr. Director, HR Analytics & Special Projects, Capgemini, Bangalore, India

The second revised edition of *Winning on HR Analytics* shows how to use analytics to predict employee turnover, forecast workforce demand and assess resumes, helping businesses maintain a competitive edge, as demonstrated by companies like Google and Walmart.

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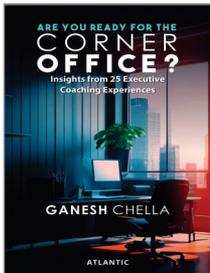
Value Creation

The Definitive Guide for Business Leaders

Gautam Mahajan, President, Customer Value Foundation

Value Creation emphasises the importance of creating value for the entire business ecosystem, not just shareholders, to ensure long-term success. It guides CEOs in building a "value creation" culture that balances the interests of customers, employees, investors and the marketplace, leading to greater profitability and sustainability.

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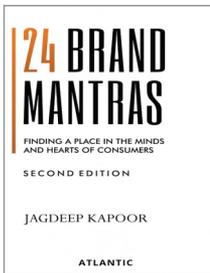
Are You Ready for The Corner Office?

Insights from 25 Executive Coaching Experiences

Ganesh Chella, Founder, Totus Consulting

Are You Ready for The Corner Office? shares 25 inspiring stories of senior leaders' journeys to success, viewed through the lens of their Executive Coaches, offering insights on leadership, career growth and personal development.

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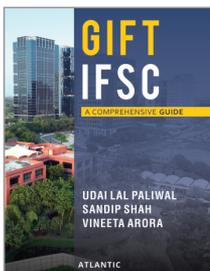
24 Brand Mantras

Finding a Place in the Minds and Hearts of Consumers

Jagdeep Kapoor, Founder, Chairman, Managing Director, Samsika Marketing Consultants, Visiting Professor, Marketing Management and Brand Management, JBIMS and SP Jain School of Global Management

24 Brand Mantras offers 24 actionable strategies for building and rejuvenating brands with a consumer-focused approach, covering key marketing elements. Essential for brand managers, marketers and students, it provides practical insights and real-world examples.

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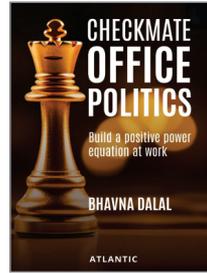
GIFT IFSC

A Comprehensive Guide

Udai Lal Paliwal, Professor, Director & Dean, Institute of Commerce, Nirma University, Ahmedabad, India
Sandip Shah, Head of IFSC Department, Gujarat International Finance-Tec City Co. Ltd.
Vineeta Arora, Assistant Professor, Department of College Education, Rajasthan, India

GIFT IFSC is the first book on India's maiden International Financial Services Centre offering a detailed overview of the IFSC at GIFT CITY, Gandhinagar. It provides an in-depth look at the regulations and guidelines that shape the conducive environment for banks, insurance companies, capital market intermediaries and other similar players to offer a wide range of financial products and services.

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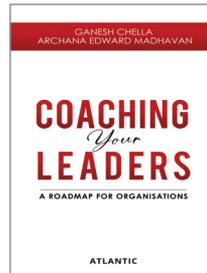
Checkmate Office Politics

Build a Positive Power Equation at Work

Bhavna Dalal, Executive Master Coach, TEDx speaker, writer and founder of Talent Power Partners

Checkmate Office Politics confronts workplace dynamics head-on, shedding light on the underlying factors that influence it. The author extends an invitation to grasp the workings of organisational politics, offering practical guidance to navigate these intricacies effectively and advance your career without compromising your values.

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Coaching Your Leaders

A Roadmap for Organisations

Ganesh Chella, Founder, Totus Consulting
Archana Edward Madhavan, Program Director, CFI

Coaching Your Leaders bridges the gap between coaching promises and tangible results. This essential guide helps leaders, HR professionals, entrepreneurs and organisations maximise their coaching investments for effective leader development and organisational growth.

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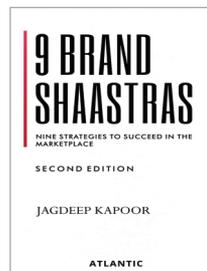
Global Risk/ Global Opportunity

Ten Essential Tools for Tracking Minds, Markets & Money

Shlomo Maital, Academic Director, Technion Institute of Management (TIM), Tel Aviv, Israel
D.V.R. Seshadri, Visiting Faculty, Indian Institute of Management (IIM), Bangalore, India

Global Risk/Global Opportunity offers business leaders tools to navigate future strategies by analysing minds, markets and money. Using case studies of global crises and Indian companies, it explores the dynamics of the unstable global economic system.

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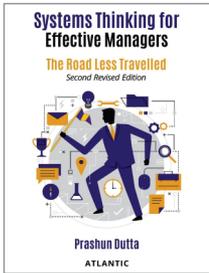
9 Brand Shastras

Nine Strategies to Succeed in the Marketplace

Jagdeep Kapoor, Founder, Chairman, Managing Director, Samsika Marketing Consultants, Visiting Professor, Marketing Management and Brand Management, JBIMS and SP Jain School of Global Management

In *9 Brand Shastras*, Jagdeep Kapoor emphasises that markets shift, not decline and outlines nine key strategies for brand success. This practical guide covers brand awareness, growth and market share expansion, offering valuable insights for marketers, students and aspiring brand builders.

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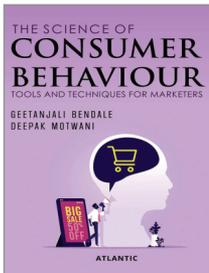
Systems Thinking for Effective Managers

The Road Less Travelled

Prashun Dutta, Former Chief Information Officer (CIO), Reliance Infrastructure and Tata Power

Systems Thinking for Effective Managers is the perfect antidote to the stagnation that characterises managerial theories and practices. Conventional management, constrained by a sanitised worldview, is no longer able to deliver as it did in the past. This second edition further explores the impact of systems thinking and presents an innovative approach and methodology for addressing systemic issues.

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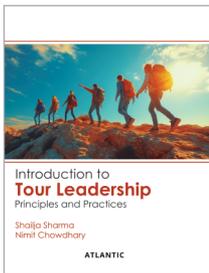
The Science of Consumer Behaviour

Tools and Techniques for Marketers

Geetanjali Bendale, Ph.D., Jaipur National University
Deepak Motwani, Mentor, IIMA Ventures, IIT Ropar

The Science of Consumer Behaviour explores key factors influencing consumer actions, offering tools like DISC, neuroscience and loyalty models to help marketers enhance strategy, satisfaction and retention.

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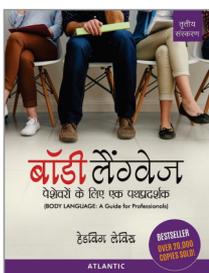
Introduction to Tour Leadership

Principles and Practices

Dr Shailja Sharma, Assistant Professor, IITM, Noida, India
Prof. Nimit Chowdhary, Professor and Head, Department of Tourism and Hospitality Management, Jamia Millia Islamia, India

Introduction to Tour Leadership offers comprehensive guidance on managing a touring group, covering the tour manager's role, pre-tour preparations, conducting successful tours, commentary techniques and professional wisdom, with real-world case studies for training.

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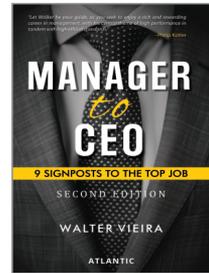
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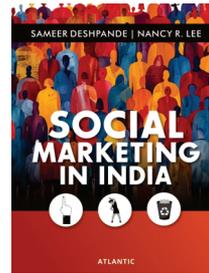
Manager to CEO

9 Signposts to the Top Job

Walter Vieira, President, Marketing Advisory Services Group, Mumbai, India

Manager to CEO offers a 9-signpost guide to help you chart your path to success.

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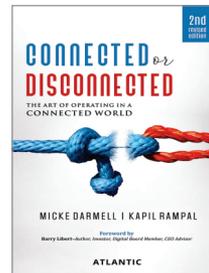
Social Marketing in India

Sameer Deshpande, Associate Professor, Social Marketing, Griffith University, Australia

Nancy R. Lee, President, Social Marketing Services, Seattle, Washington

Social Marketing in India adapts Kotler and Lee's framework to promote behavioral change through a systematic, ten-step marketing process. It offers a comprehensive resource on social marketing, focusing on Indian contexts, policymaking, marketing ethics and behavioral psychology.

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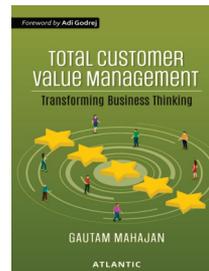
Connected or Disconnected

The Art of Operating in a Connected World

Micke Darmell, Founder, Gr8 Meetings, Consulting Firm
Kapil Rampal, Managing Director, Ivory Education Private Limited

Connected or Disconnected explores the impact of a constantly connected world on both personal and professional lives, addressing its challenges and possibilities. It offers valuable insights for communicators, entrepreneurs, professionals and students on creating meaningful human connections in a balanced digital age.

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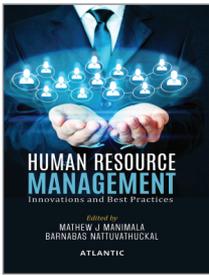
Total Customer Value Management

Transforming Business Thinking

Gautam Mahajan, President, Customer Value Foundation

Total Customer Value Management explains how aligning a company around customer value and enhancing employee brand equity can drive profits and competitive advantage. It explores strategies like Value Pricing, HRD and Continuous Customer Improvement, supported by case studies from Indian companies.

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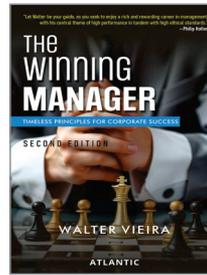
Human Resource Management

Innovations and Best Practices

Mathew J Manimala, Professor, Organizational Behaviour, Indian Institute of Management, Bangalore, India
Barnabas Nattuvathuckal, Professor, School of Business Management, SVKM's NMIMS University, Mumbai, India

Human Resource Management explores global HR trends, offering insights on leadership, AI, employee well-being and post-pandemic strategies across industries.

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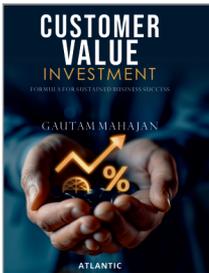
The Winning Manager

Timeless Principles for Corporate Success

Walter Vieira, President, Marketing Advisory Services Group, Mumbai, India

The Winning Manager offers a unique approach to management, diving beneath the skin to explore issues often overlooked in traditional management discussions, rather than following a standard, sequential framework.

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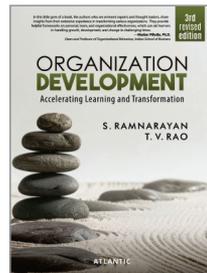
Customer Value Investment

Formula for Sustained Business Success

Gautam Mahajan, President, Customer Value Foundation

Using the unique Customer-in-Centre concept, *Customer Value Investment* explains how investing in Customer Value can increase the market share and profitability of a company. It shows companies how they can be driven by customers and their needs, and how sustained business success can be achieved through Customer Value Investment.

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Organization Development

Accelerating Learning and Transformation

S. Ramnarayan, Clinical Professor of Organizational Behaviour at the Indian School of Business, Hyderabad, India
T. V. Rao, Chairman, TVRLS and Professor, Indian Institute of Management, Ahmedabad, India

S. Ramnarayan and T.V. Rao explore key Organization Development (OD) challenges today, including post-pandemic evolution, mindset shifts, collaboration, cultural change and building capabilities to seize emerging opportunities.

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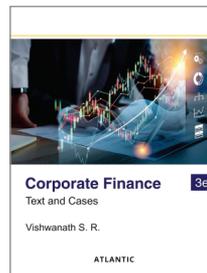


Branding in a Competitive Marketplace

Rajat K. Baisya, Professor & Dean of Dept of Management Education, IIT Delhi

Branding in a Competitive Marketplace discusses core issues in brand management—the concept of brand, its value and its strategic management and has numerous real-life examples from brands like Mortein, Kingfisher, Godrej, Canon, Ujala and Nirula's to illustrate its points.

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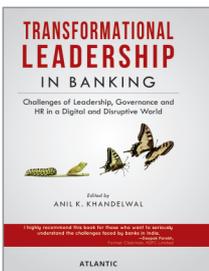
Corporate Finance

Text and Cases

Vishwanath S. R., Professor, Mahindra University's School of Management, Hyderabad, India

Corporate Finance offers a rigorous understanding of the role of finance in supporting other functional areas of a business, how and why firms arrive at particular financial decisions and the impact of these decisions on the shareholders.

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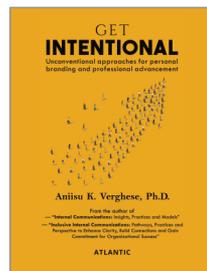
Transformational Leadership in Banking

Challenges of Leadership, Governance and HR in a Digital and Disruptive World

Anil K. Khandelwal, Former Chairman and Managing Director, Bank of Baroda and Dena Bank

Transformational Leadership in Banking advocates for a governance overhaul, focusing on board autonomy, CEO tenure, talent development and leadership pipelines. It provides expert insights, case studies and a roadmap for navigating banking leadership challenges.

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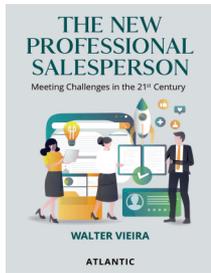
Get Intentional

Unconventional Approaches for Personal Branding and Professional Advancement

Anisu K. Verghese, Prosci® Certified Change Management Practitioner

Get Intentional presents an easy-to-use framework to help students, entrepreneurs, homemakers and professionals plan, present and progress in their lives while gaining clarity, being committed and staying consistent.

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The New Professional Salesperson

Meeting Challenges in the 21st Century

Walter Vieira, President, Marketing Advisory Services Group, Mumbai, India

The New Professional Salesperson addresses evolving sales methods in a globalised, tech-driven 21st century. It offers practical insights, case studies and self-improvement tools for sales professionals.

ATLANTIC | 2024 | 168 pp
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How to Rule the Internet and Make Money on Every Click

Seema Gupta, Dean, Galgotias School of Business, Consultant, Trainer, Blogger and Speaker

How to Rule the Internet and Make Money on Every Click directs readers to a gateway of financial freedom in the digital world and tells them not only the WHAT but also the WHY and HOW of new-age activities such as affiliate marketing and influencer marketing.

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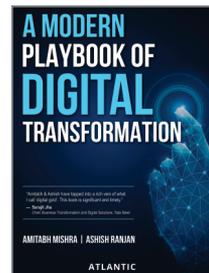
The New Sales Manager

Challenges for the 21st Century

Walter Vieira, President, Marketing Advisory Services Group, Mumbai, India

The New Sales Manager provides practical advice and a sound foundation in sales management to young managers. It is also an interesting, quick revision for senior sales managers who want to revisit the theory of sales management, in a painless and perhaps, entertaining way.

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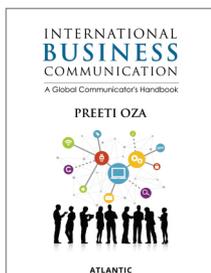


A Modern Playbook of Digital Transformation

Amitabh Mishra, Chief Technology Officer, Leading Pharmaceutical Company
Ashish Ranjan, Chief Digital Officer, Leading Manufacturing Organization

A Modern Playbook of Digital Transformation guides through Dillon's transformative journey as Head of Digital in a global footwear manufacturer, exploring personal and professional challenges and offering a step-by-step digital transformation plan with industry insights.

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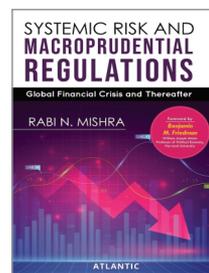
International Business Communication

A Global Communicator's Handbook

Preeti Oza, Faculty, St. Andrew's College, University of Mumbai, India

International Business Communication equips readers with essential skills for navigating cultural and linguistic challenges in international business, fostering cross-cultural communication strategies and aiming to advance global success.

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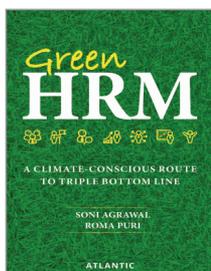
Systemic Risk and Macroprudential Regulations

Global Financial Crisis and Thereafter

Rabi N. Mishra, Director of College of Supervisors (CoS) and Former Executive Director (Supervision & SupTech), Reserve Bank of India, Mumbai, India

Systemic Risk and Macroprudential Regulations analyses the causes and impacts of the 2007–2008 Global Financial Crisis, proposing regulatory reforms focused on macroprudential regulations. Emphasising 'systemic risk', it offers solutions for safer global financial systems through crisis management, stress-testing, and cross-country regulatory development.

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Green HRM

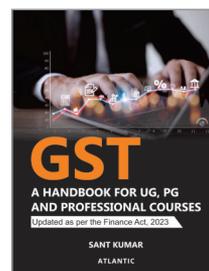
A Climate Conscious Route to Triple Bottom Line

Soni Agrawal, Associate Professor, International Management Institute, Kolkata, India

Roma Puri, Associate Professor, International Management Institute, Kolkata, India

Green HRM explores the intersection of organisational factors like vision, leadership, culture and employees' pro-environmental attitude, showcasing success stories and demonstrating how these elements align with profit goals for a triple bottom line.

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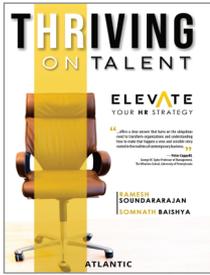
GST

A Handbook for UG, PG and Professional Courses

Sant Kumar, Assistant Professor, Taxation and Economics, Vivekananda Institute of Professional Studies (VIPS)

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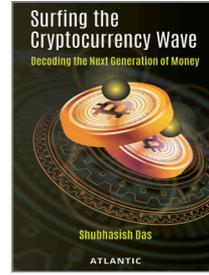
Thriving on Talent

Elevate Your HR Strategy

Ramesh Soundararajan, Partner, Culstran Consulting
Somnath Baishya, Chief People Officer, Tesco Global Business Solutions & Tesco India

Thriving on Talent guides HR leaders in aligning their strategies with business goals by focusing on capacity, capability, performance and transformation, ensuring active participation and success at the executive level.

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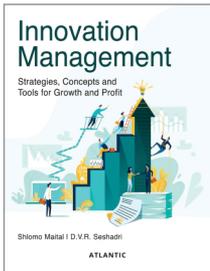
Surfing the Cryptocurrency Wave

Decoding the Next Generation of Money

Shubhashish Das, ICAI, CIFPA and EURODEA

Surfing the Cryptocurrency Wave is for everyone, whether you are a consumer, investor, producer, seller or anywhere in between, to understand the tsunami of cryptocurrency that has taken the world by storm where only a tiny percentage is surfing its wave and reaping the benefits.

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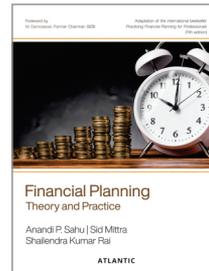
Innovation Management

Strategies, Concepts and Tools for Growth and Profit

Shlomo Maital, Senior Research Fellow, Samuel Neaman Institute for Advanced Studies, Technion
D.V.R. Seshadri, Clinical Full Professor of Business, Indian School of Business, Hyderabad, India

Innovation Management offers practical tools and case studies to guide the innovation process from idea inception to market success, essential for business leaders, strategists and managers in this rapidly growing field.

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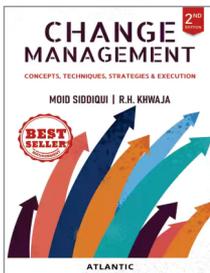
Financial Planning

Theory and Practice

Anandi P. Sahu, Professor and Chair of Economics, School of Business Administration, Oakland University, Michigan
Sid Mitra, Former Emeritus Professor of Finance, Oakland University, Michigan
Shalendra Kumar Rai, Former Faculty of Finance, Management Development Institute, Gurgaon, India

Financial Planning is a comprehensive guide to the subject, specifically tailored for students. It covers key topics such as insurance, investment strategies, tax planning and retirement planning, enriched with practical examples and case studies to provide a deeper understanding of the subject.

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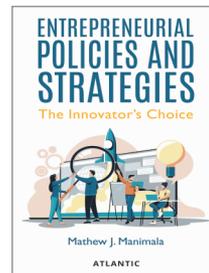
Change Management

Concepts, Techniques, Strategies & Execution

Moid Siddiqui, former Managing Director, Intellects Biz, Hyderabad, India
R. H. Khwaja, Secretary, Ministry of Mines and Ministry of Tourism, Government of India

Change Management is a compelling treatise that shows that if change is managed without understanding its genetics and dynamics, the chances are quite bright for the company to be "changed and perished."

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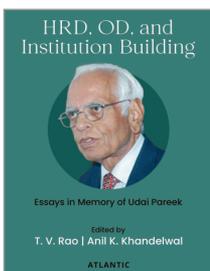
Entrepreneurial Policies and Strategies

The Innovator's Choice

Mathew J. Manimala, Former Director, Xavier Institute of Management and Entrepreneurship (XIME), Bangalore, India

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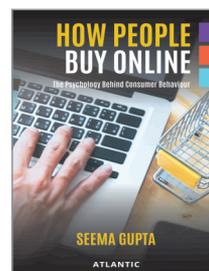
HRD, OD, and Institution Building

Essays in Memory of Udai Pareek

T.V. Rao, Chairman, TVRLS and Professor, Indian Institute of Management, Ahmedabad, India
Anil K. Khandelwal, Former Chairman and Managing Director, Bank of Baroda and Dena Bank

Dr Udai Pareek, revered as India's "Father of HRD," influenced many with his ideas. *HRD, OD, and Institution Building* features experts building on his contributions to HRD, OD and Institution Building in India.

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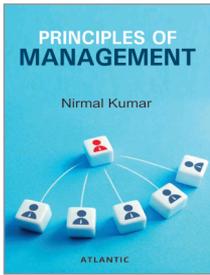
How People Buy Online

The Psychology Behind Consumer Behaviour

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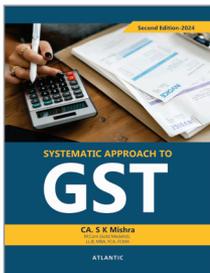
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Texts and Cases

Arunangshu Giri, Faculty, Haldia Institute of Technology,
West Bengal, India
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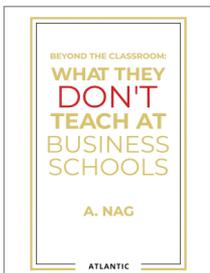
Talent Management

A Contemporary Perspective

Mamta Mohapatra, Executive Education and International
Relations, IMI New Delhi, India
Swati Dhir, IMI New Delhi, India

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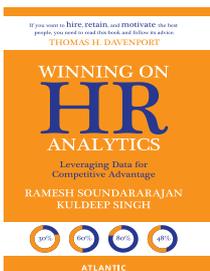


Troll Proof Branding in the Age of Doppelgangers

Gaurav Sood, Founder and Chief Evangelist, HYPE Brand
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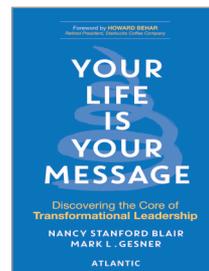
Winning on HR Analytics

Leveraging Data for Competitive Advantage

Ramesh Soundararajan, Consultant and Trainer in People
Analytics and Strategic HR, Culstran Consulting LLP
Kuldeep Singh, Sr. Director - HR Analytics & Special Projects,
Capgemini, Bangalore, India

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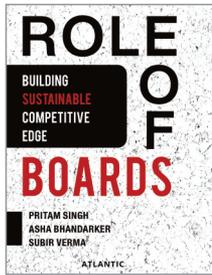
Your Life is Your Message

Discovering the Core of Transformational
Leadership

Nancy Stanford Blair, Professor Emerita, Cardinal Stritch
University, Wisconsin, USA
Mark L. Gesner, Executive Director, Hub for Innovation
and Community Engaged Learning, Wisconsin, USA

Your Life is Your Message is a guide to discover your own path towards transformational leadership. It has pragmatism, humour and wisdom intertwined with lessons learned from over 100 interviews with leaders—all aligned to help you realise the vision to which you aspire.

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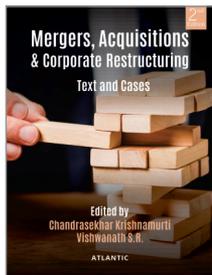
Role of Boards

Building Sustainable Competitive Edge

Pritam Singh, former Director of IIM Lucknow, MDI Gurgaon and IMI Delhi, India
Asha Bhandarker, Distinguished Professor of Organizational Behaviour, IMI Delhi, India
Subir Verma, Professor of OB & HR, FORE School of Management, New Delhi, India

Role of Boards is the new boardroom bible in the emerging post-pandemic and technologically disruptive world. It explores the issues and challenges that confront Indian organisations and afflict their boards in architecting a sustainable competitive edge.

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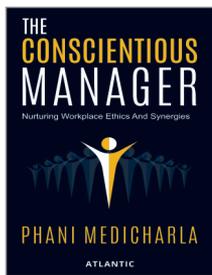
Mergers, Acquisitions & Corporate Restructuring

Text and Cases

Chandrasekhar Krishnamurti, Professor of Finance, School of Commerce, University of Southern Queensland, Australia
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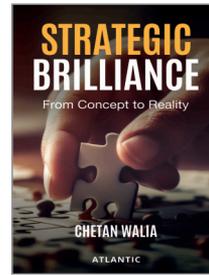
Financial Management

A Strategic Perspective

Nikhil Chandra Shil, Professor of Accounting, Department of Business Administration, East West University, Dhaka, Bangladesh
Bhagaban Das, Former Professor and Head, PG Department of Business Management, Fakir Mohan University, Balasore, Odisha, India

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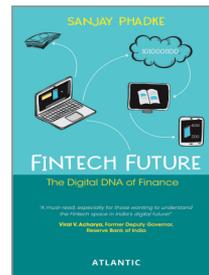
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From Concept to Reality

Chetan Walia, Business Strategist, Advisor, Facilitator, Fortune 500 Companies

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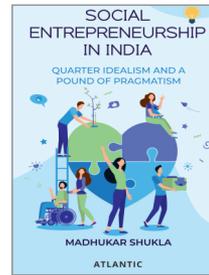
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The Digital DNA of Finance

Sanjay Phadke, EVP and Head, Global Platforms, Alliances and FI Business, Vayana Network

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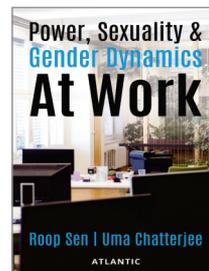
Social Entrepreneurship in India

Quarter Idealism and a Pound of Pragmatism

Madhukar Shukla, Professor of Strategic Management and Organisational Behaviour and Chairperson, Fr. Aruppe Centre for Ecology and Sustainability, XLRI Jamshedpur and XLRI Delhi, India

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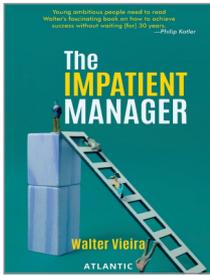


Power, Sexuality & Gender Dynamics at Work

Roop Sen, Founder, Change Mantras
Uma Chatterjee, Founder, Change Mantras

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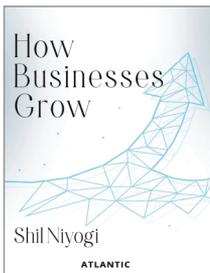


The Impatient Manager

Walter Vieira, President, Marketing Advisory Services Group, Mumbai, India

Patience is no longer a virtue, It's a by-product! Start at the bottom of the pyramid and work your way to the top in 20 or 30 years? NOT ANYMORE. The impatient manager wants the CEO's cabin in less than 10 years and, in most cases, to move beyond the corner office and launch a start-up. *The Impatient Manager* puts the Impatient Manager on the fast lane to corporate success and at the same time provides caution signs to prevent career crashes.

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Shil Niyogi, Member of the Senior Management Group at a Technology Consulting Firm in California, USA

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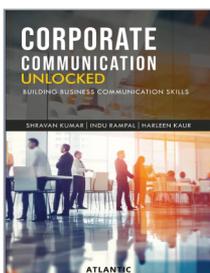
Rural Marketing

Challenges and Opportunities

Dinesh Kumar, Faculty, Jagran Lakecity University, Bhopal, India
Punam Gupta, Associate Professor, Dev Samaj College for Women, Chandigarh, India

Rural Marketing closely analyses two crucial components of the rural market—marketing to rural areas and empowering the 'bottom-of-pyramid' (BoP) markets to create successful business ventures.

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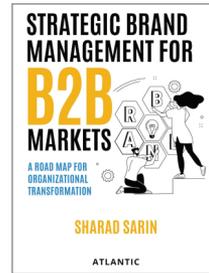
Corporate Communication Unlocked

Building Business Communication Skills

Shravan Kumar, Professor and Dean of the School of Liberal Arts, Dean of Student Welfare and In-Charge of International Affairs at Uttaranchal University, Dehradun, India
Indu Rampal, Prolific author and professor, Business Communication and English Literature
Harleen Kaur, Assistant Professor (Senior Grade) at Jaypee Institute of Information Technology

Corporate Communication Unlocked offers crisp, enforceable approaches to hone interpersonal dynamics from mastering nonverbal cues to traversing conflicts with poise. This book empowers learners to communicate efficiently in any situation.

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A Road Map for Organizational Transformation

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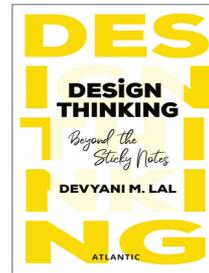
Corporate Coaching

The Essential Guide

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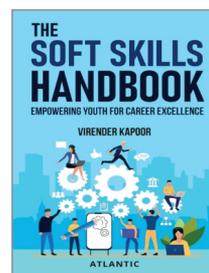
Design Thinking

Beyond the Sticky Notes

Devyani M. Lal, User Researcher and Design Research Practitioner, San Francisco, California

Design Thinking Notes showcases how design practitioners in India such as BYJU'S, Microsoft, Zoom, Rovio Entertainment, Google and Palantir Technologies have been breaking traditional notions of design practice in the domains of consumer technology and education.

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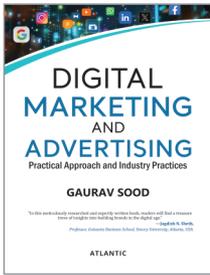
The Soft Skills Handbook

Empowering Youth for Career Excellence

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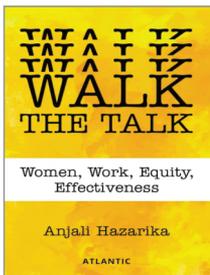


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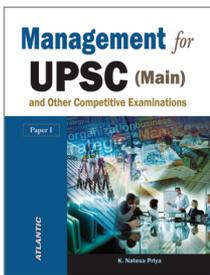


Walk the Talk

Women, Work, Equity, Effectiveness
Anjali Hazarika, Co-Founder and President, Forum for Women Public Sector, New Delhi, India

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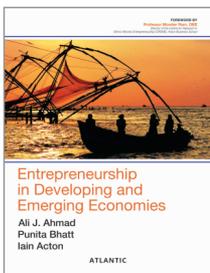


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Paper I
K. Natesa Priya, Guru Nanak Dev University, Amritsar, India

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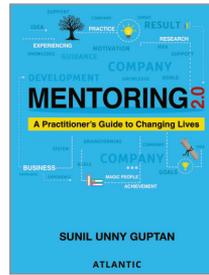


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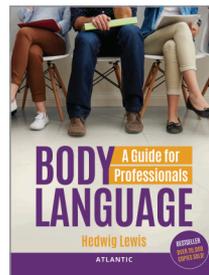


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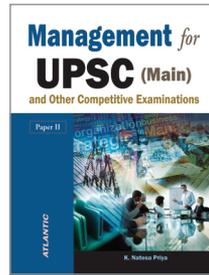


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A Guide for Professionals
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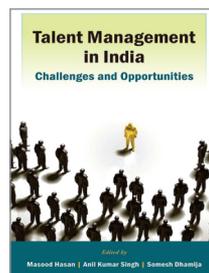


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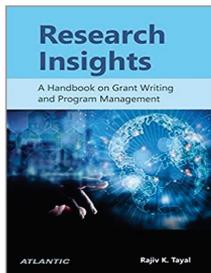


Talent Management in India

Challenges and Opportunities
Masood Hasan, Director, Institute of Business Management, GLA, Mathura, India
Anil Kumar Singh, Reader, Strategic Management, GLA Group of Institutions
Somesh Dhamija, Dean, Legal Studies, GLA University

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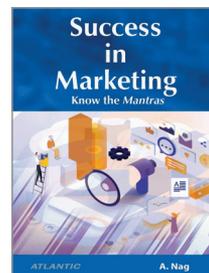
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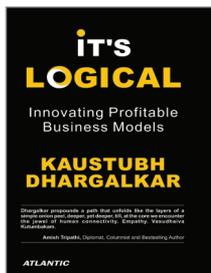
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A. Nag, Senior Management Positions, MMTC, Hindalco Industries, Nihon Ispat

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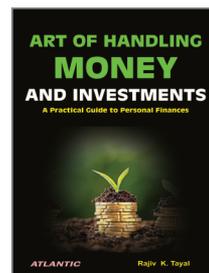
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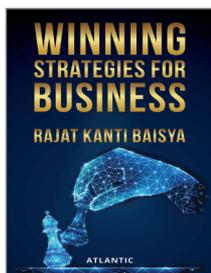
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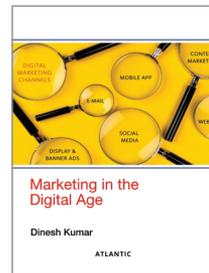


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Rajat Kanti Baisya, Chairman and Managing Director, Strategic Consulting Group Pvt. Ltd.

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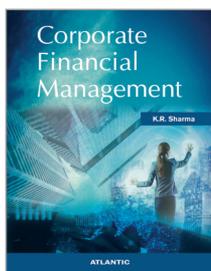


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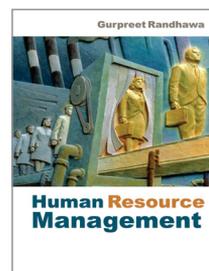


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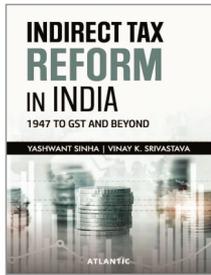


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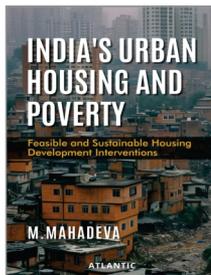
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Vinay K. Srivastava, Associate Professor, Institute of Technology and Science, Ghaziabad

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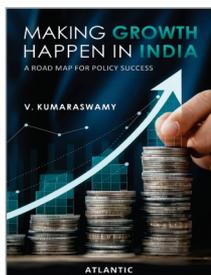
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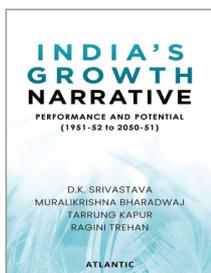
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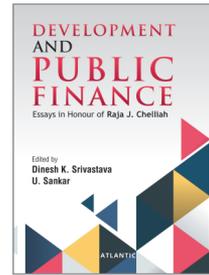
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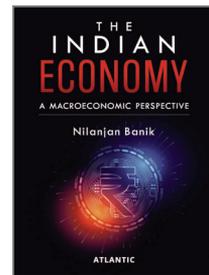
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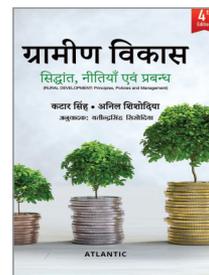
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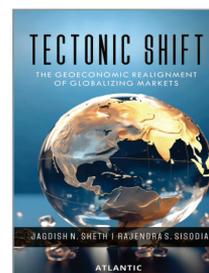
सिद्धांत, नीतियाँ एवं प्रबंध

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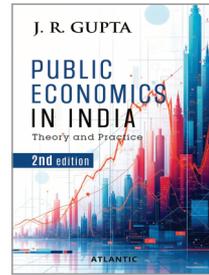
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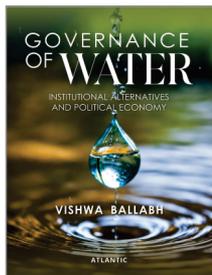
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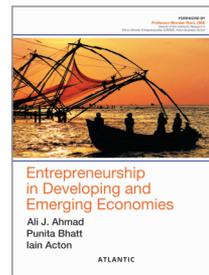
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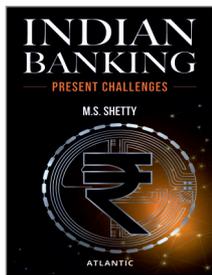


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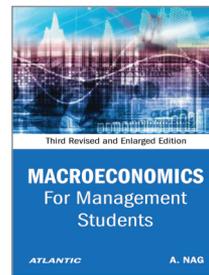
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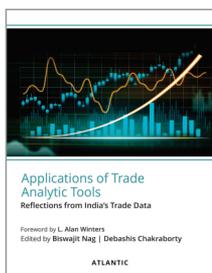
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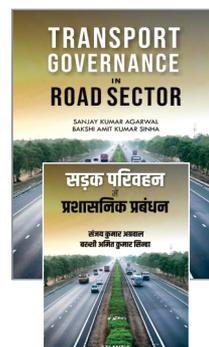
Applications of Trade Analytic Tools

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Biswajit Nag, Faculty of Economics, IIFT, New Delhi, India
Debashis Chakraborty, Faculty of Economics, IIFT, Kolkata, India

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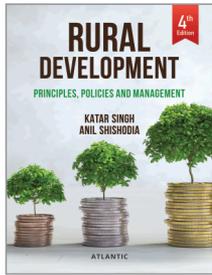


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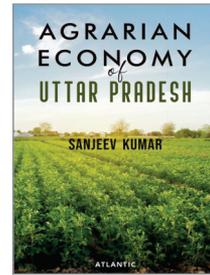
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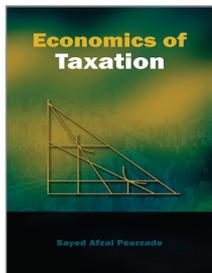


Agrarian Economy of Uttar Pradesh

Sanjeev Kumar, Associate Professor of Economics at Chaudhary Charan Singh University, Meerut, Uttar Pradesh, India

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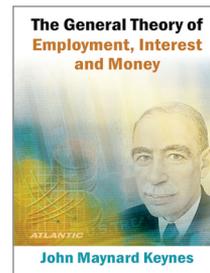


Economics of Taxation

Sayed Afzal Peerzade, Head of the Department of Economics, Karnataka State Women's University, Bijapur, India

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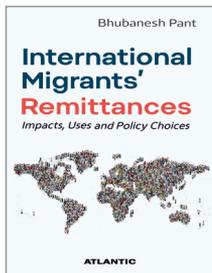


The General Theory of Employment, Interest and Money

John Maynard Keynes, Cambridge, England

The General Theory of Employment, Interest and Money is a highly influential work that shaped economic theory. It is essential for a basic understanding of economics and helpful for students, researchers, teachers and general readers interested in understanding national economies.

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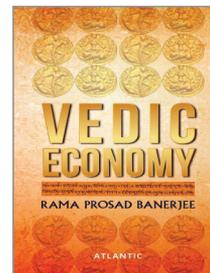
International Migrants' Remittances

Impacts, Uses and Policy Choices

Bhubanesh Pant, Former Executive Director, Nepal Rastra Bank (Central Bank of Nepal)

International Migrants' Remittances analyses current issues of remittances in the developing world and examines the impacts of remittances on economic growth, poverty and inequality, government revenue, and education and health, among others.

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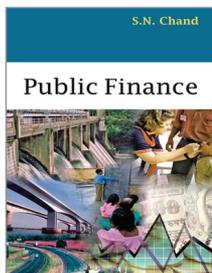


Vedic Economy

Rama Prosad Banerjee, Chairman and Director, EILM, Kolkata, India

Vedic Economy offers a profound exploration of the economic challenges that have plagued human civilisation, including poverty, inequality, scarcity of resources and even impoverished mindsets and draws upon the timeless values of ancient India.

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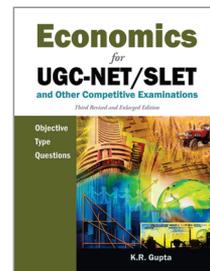


Public Finance

S. N. Chand, Former Professor, S.R.M. Institute of Management and Technology, Modinagar, India

Public Finance is a comprehensive two-volume book that covers theory, revenue, debt and expenditure with a Keynesian approach. It is intended for undergraduates, graduates, and postgraduates studying Economics, as well as MBA and Mcom students, and is also beneficial for candidates preparing for competitive exams.

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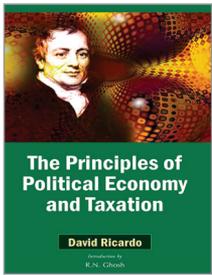
Economics for UGC-NET/SLET and Other Competitive Examinations

Objective Type Questions

K.R. Gupta, University of Jammu and Kurukshetra University, India

Economics for UGC-NET/SLET and Other Competitive Examinations has been designed for students appearing for these exams in the subject of economics and is the result of extensive research on the subject, interaction with experts in economics, and referring to various authentic sources, including websites and journals.

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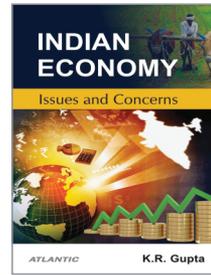


The Principles of Political Economy and Taxation

David Ricardo, British Parliament
R. N. Ghosh, Senior Honorary Research fellow, University of Western Australia, Australia

This reprint of David Ricardo's influential work, *The Principles of Political Economy and Taxation* (1817), outlines key economic theories, such as the Theory of Rent and Comparative Advantage. The comprehensive introduction enhances its value for students, teachers and economists.

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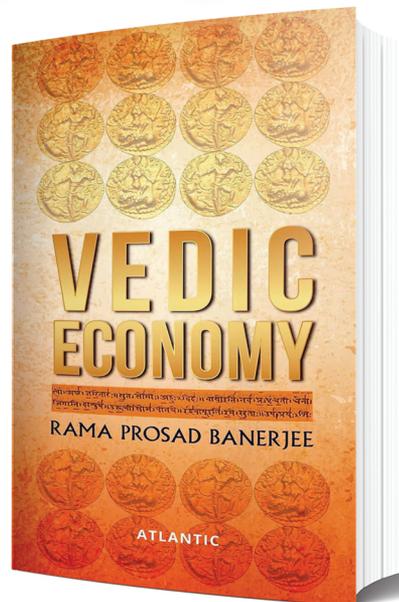
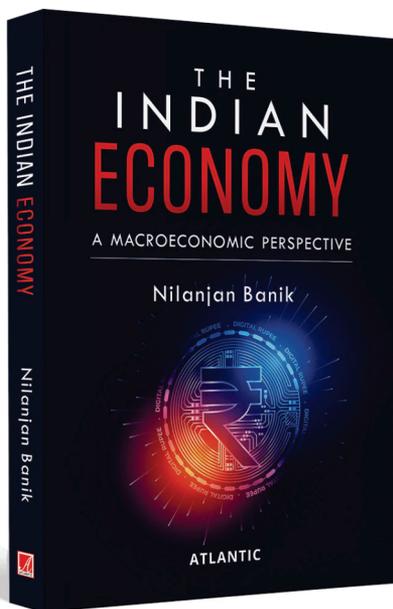
Indian Economy

Issues and Concerns

K.R. Gupta, University of Jammu and Kurukshetra University, India

Indian Economy provides an in-depth analysis of India's economy, discussing its history, economic reforms, key sectors, public finances and recent changes. It includes comprehensive data and insights, making it a valuable resource for students, researchers, economists and policymakers.

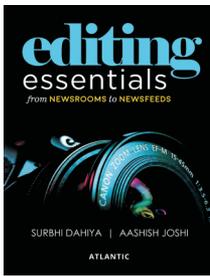
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Editing Essentials

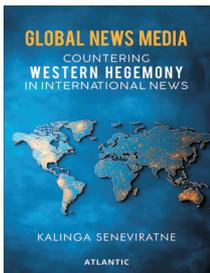
From Newsrooms to Newsfeeds

Dr. Surbhi Dahiya, Professor and HOD, Media Business Studies, Indian Institute of Mass Communication (IIMC), Delhi

Aashish Joshi, Distinguished Journalist and Media Analyst; Director, Production and Head of Community Radio, Makhnall Chaturvedi National University of Journalism and Communication, Bhopal

Editing Essentials is a comprehensive guide to ethical and skilled editing across print, photo, audio, video, digital and academic platforms. Featuring 58 chapters by Indian media experts, it emphasises accuracy, integrity and empathy in journalism amidst today's fast-paced, misinformation-prone media landscape

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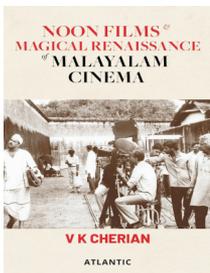
Global News Media

Countering Western Hegemony in International News

Kalinga Seneviratne, Research Fellow, Shinawatra International University, Thailand

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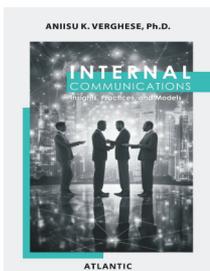


Noon Films & Magical Renaissance of Malayalam Cinema

V K Cheria, Former Film Society Activist, Digital Consultant, Writer and Filmmaker

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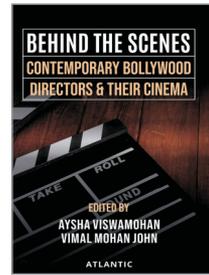
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Anisu K. Verghese, a Prosci Certified Change Management Practitioner

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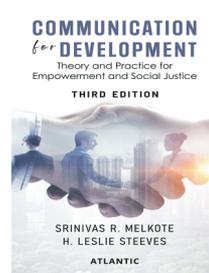
Behind the Scenes

Contemporary Bollywood Directors & their Cinema

Aysha Viswamohan, Professor, Department of Humanities and Social Sciences, Indian Institute of Technology (IIT), Madras, India
Vimal Mohan John, Assistant Professor, Department of English, St. Berchmans College, Kottayam, Kerala, India

Behind the Scenes explores the directors of New Age Bollywood Cinema, analysing their unique styles and themes while addressing gender, urban culture and social inequality. It bridges the gap between commercial and art-house filmmaking through critical analysis.

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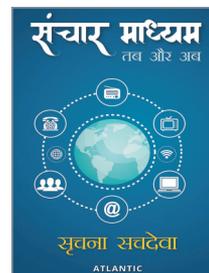
Communication for Development

Theory and Practice for Empowerment and Social Justice

Srinivas R. Melkote, Emeritus Professor, School of Media and Communication, Bowling Green State University, USA
H. Leslie Steeves, Professor and Senior Associate Dean, Academic Affairs, School of Journalism and Communication, University of Oregon, USA

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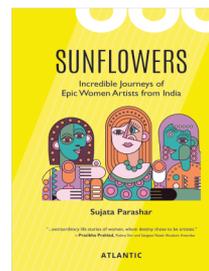
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तब और अब

डॉ. सूचना सचदेवा, प्राध्यापक, धर्मानंद उनियाल राजकीय महाविद्यालय, नरेंद्रनगर, उत्तराखंड

यह पुस्तक संचार माध्यमों के विकास, उनके प्रभाव और न्यू मीडिया के उभरते आयामों पर विस्तृत चर्चा करती है, साथ ही समाज पर उनके प्रभाव और भविष्य की संभावनाओं का अन्वेषण करती है।

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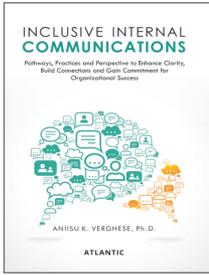
Sunflowers

Incredible Journeys of Epic Women Artists from India

Sujata Parashar, Vice President, WICCI's Arts Leadership Council, Delhi, India

Sunflowers unveils unfiltered and untold success stories or thirteen remarkable women artists belonging to diverse fields. Each artist blossoms amid adversities, demonstrating art as a rewarding career. The book urges readers to view artists as creative nurtures of society.

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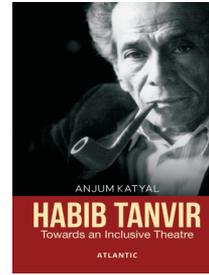


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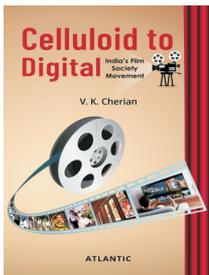


Habib Tanvir

Towards an Inclusive Theatre
Anjum Katyal, Former Chief Editor, Seagull Books, India

Habib Tanvir explores various important aspects of Tanvir's theatre philosophy and practice as he experimented with both content and form.

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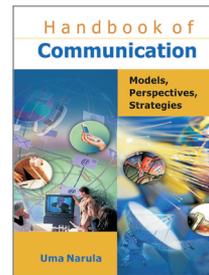
Celluloid to Digital

India's Film Society Movement

V K Cherian, Former Film Society Activist and Consultant, Writer and Filmmaker

The Film Society Movement in India revolutionised its cinema landscape, shifting from foreign dominance to global recognition. *Celluloid to Digital* explores its future amidst OTT platforms.

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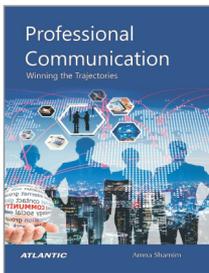
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Models, Perspectives, Strategies

Uma Narula, Director, Communication Networks (CNET), New Delhi, India

Handbook of Communication explores communication from seven perspectives, providing an integrated scenario for the evolving field. It addresses diverse communication areas, from development to information technology, offering insights from the authors' extensive research.

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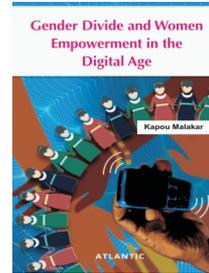
Professional Communication

Winning the Trajectories

Anna Shamim, Assistant Professor, College of Science and Arts, University of Bisha, Al-Namas, Kingdom of Saudi Arabia

Professional Communication is an ideal resource for students, covering fundamental concepts, processes and applications. It discusses communication theories, organisational communication, and the four communication skills with practical insights for effective communication.

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Gender Divide and Women Empowerment in the Digital Age

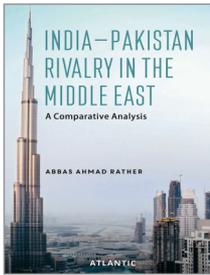
Kapou Malakar, Assistant Professor, Tezpur University, Assam, India

Gender Divide and Women Empowerment in the Digital Age explores the topic with context to India, emphasising universal access to ICT. It investigates digital literacy and empowerment, with a focus on Assam, Uttar Pradesh and Tamil Nadu.

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“Journalism is printing what someone else does not want printed: everything else in public relations.”

—GEORGE ORWELL

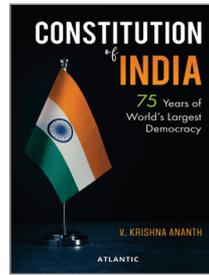


India-Pakistan Rivalry in the Middle East
A Comparative Analysis

Abbas Ahmad Rather, Professor, Political Science,
Jammu and Kashmir, India

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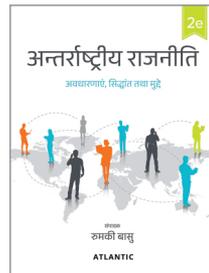
Leading Ladies

The New Wave of Female Politicians in India

Venu Agrahari Dhingra, Lawyer, Activist, and Writer

Leading Ladies highlights the inspiring journeys of women reshaping India's political landscape. From homemakers to professionals, these leaders challenge gender norms and redefine power and resilience. Through their stories of struggle and success, the book offers a compelling portrait of women driving political change, making it essential reading for those interested in politics, gender and modern Indian society.

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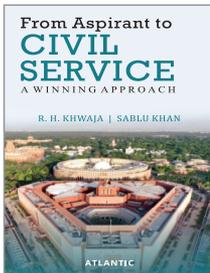
अंतर्राष्ट्रीय राजनीति

अवधारणाएँ, सिद्धांत तथा मुद्दे
(द्वितीय संस्करण)

रमेश बासु, प्रमुख, लोक नीति एवं प्रशासन केंद्र,
सामाजिक विज्ञान संस्थान, नई दिल्ली

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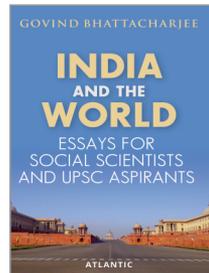
A Winning Approach

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Mines and Tourism

Sablu Khan, Associate Supervisor, Victoria University, Melbourne

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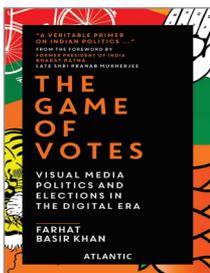
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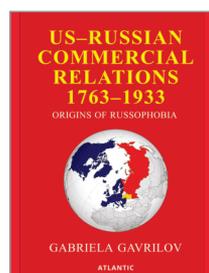
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Visual Media Politics and Elections in the Digital Era

Farhat Basir Khan, Professor, Centre for Media & Mass
Communication Studies, Jamia Hamdard, New Delhi

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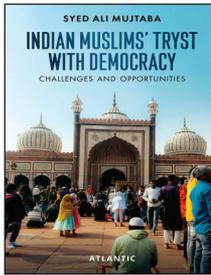
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Gabriela Gavrillov, Author

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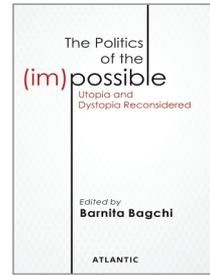
Indian Muslims' Tryst with Democracy

Challenges and Opportunities

Syed Ali Mujtaba, Academic, Author, Journalist and Documentary Filmmaker

Indian Muslims' Tryst with Democracy explores the community's marginalisation in modern India and advocates for empowerment through education, political participation, and proactive, democratic engagement.

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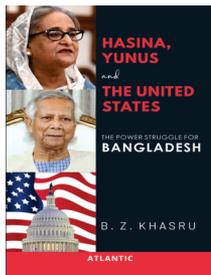
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Utopia and Dystopia Reconsidered

Barnita Bagchi, Chair and Professor of World Literatures, University of Amsterdam, Netherlands

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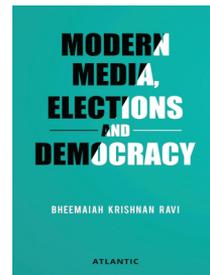
Hasina, Yunus and The United States

The Power Struggle for Bangladesh

B.Z. Khasru, Former Managing Editor, The Business Line

In *Hasina, Yunus and The United States*, B. Z. Khasru explores the political rivalry between Prime Minister Sheikh Hasina and Nobel laureate Muhammad Yunus. Drawing on secret US cables and research, Khasru reveals the shifting alliances, military influence and the dramatic struggle for power in Bangladesh.

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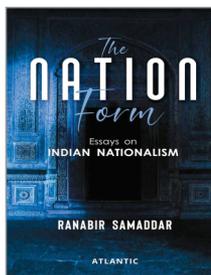


Modern Media, Elections and Democracy

Bheemaiiah Krishnan Ravi, Senior Professor, Department of Communication, Bangalore University and Vice-Chancellor, Koppal University, State Public University of Government, Karnataka, India

Modern Media, Elections and Democracy examines the role of media in shaping public opinion during elections, analysing its power, constraints and legal protections. It explores how media influences politics and expands political pluralism through case studies, legal provisions and international standards.

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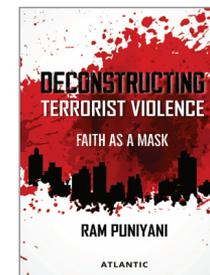
The Nation Form

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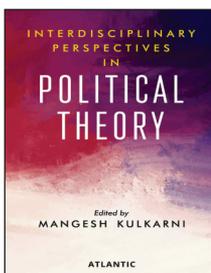
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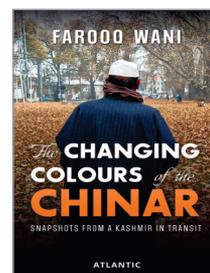


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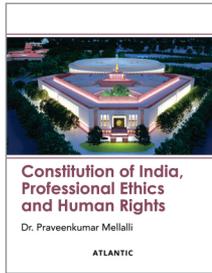
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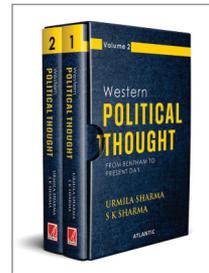


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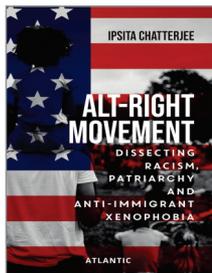
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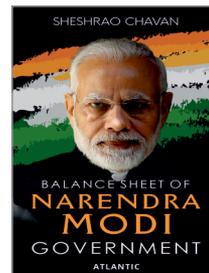
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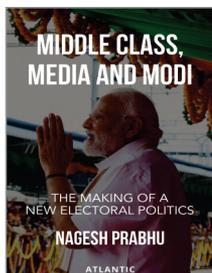


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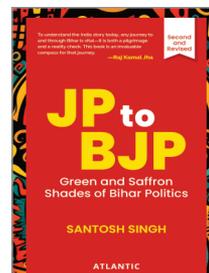
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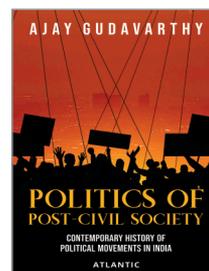
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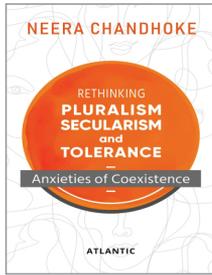
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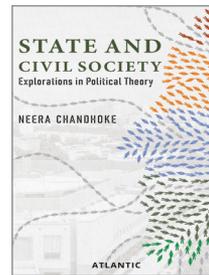
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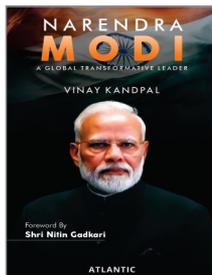
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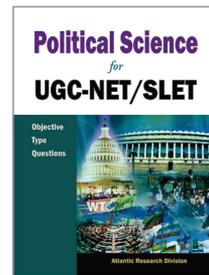
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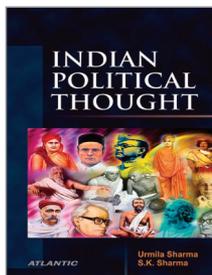
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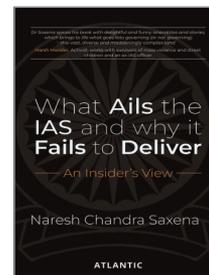
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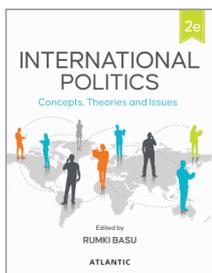
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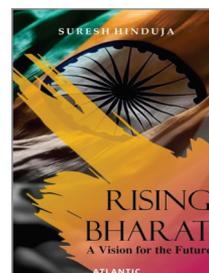
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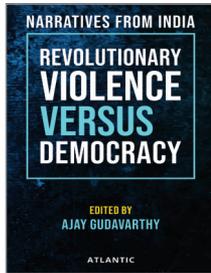
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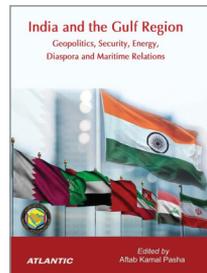
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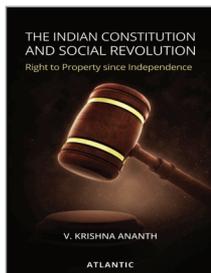
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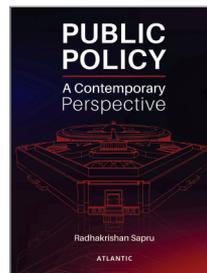
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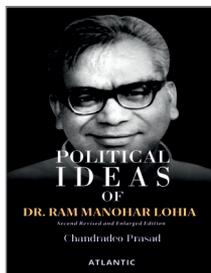
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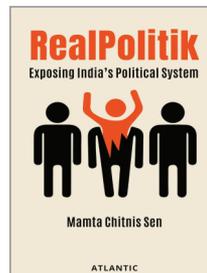


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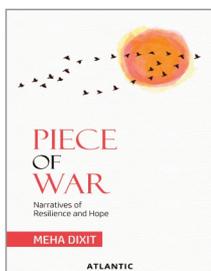
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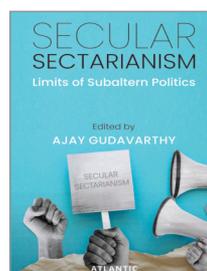
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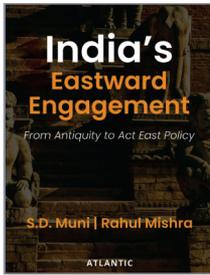
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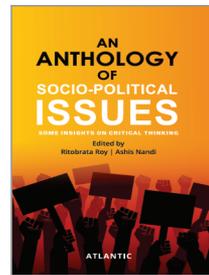
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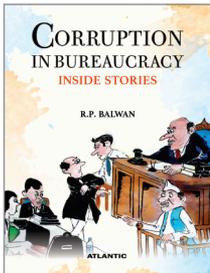
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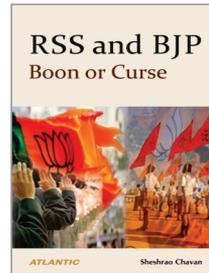
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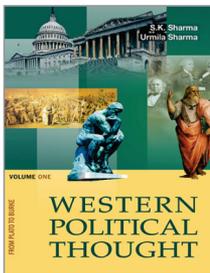
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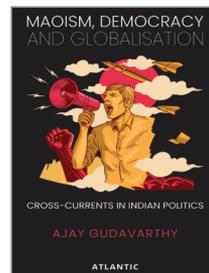


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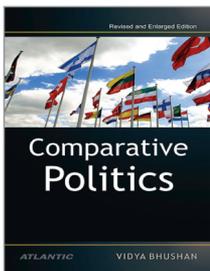
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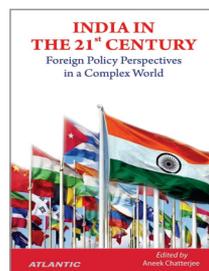


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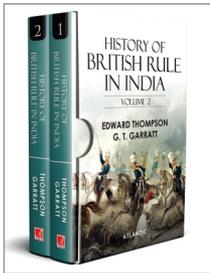
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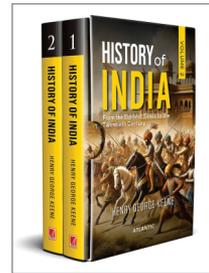
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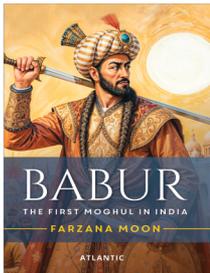
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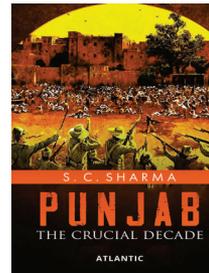
Babur

The First Moghul in India

Farzana Moon, Teacher and a Bibliophile

Babur blends history and fiction to portray Babur a warrior, poet and dreamer, whose passion and legacy shaped the Moghul Empire.

ATLANTIC | 2025 | 520 pp | HB | 9788126937387 | INR 1195.00



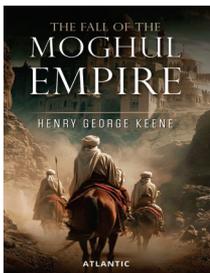
Punjab

The Crucial Decade

S. C. Sharma, Author

Punjab explores Punjab's transformation from 1910–1920, highlighting wartime pressures, revolutionary movements and communal tensions that led to the Jallianwala Bagh massacre and 1919 reforms.

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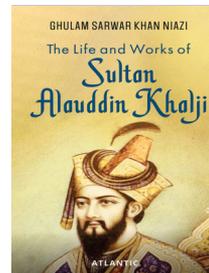


The Fall of the Moghul Empire

Henry George Keene, English historian and Civil Servant

The Fall of the Moghul Empire by Henry George Keene offers a detailed, engaging account of the empire's decline, exploring internal conflicts, socio-economic shifts, and British colonial pressures.

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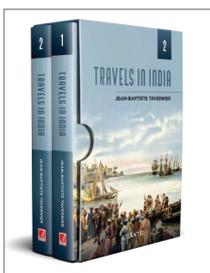


The Life and Works of Sultan Alauddin Khalji

Ghulam Sarwar Khan Niazi, Renowned Historian, Scholar and Author

The Life and Works of Sultan Alauddin Khalji offers a scholarly re-evaluation of Sultan Ala-ud-Din Khalji's rule, highlighting his administrative brilliance and cultural contributions, challenging conventional narratives through authentic historical sources.

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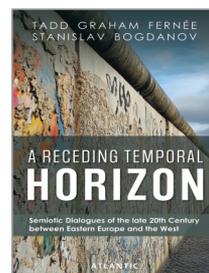
Travels in India

2 Volumes

Jean-Baptiste Tavernier, Prominent French Merchant and Traveler

Travels in India (Vol. 1 & 2) by Jean-Baptiste Tavernier provides a rare 17th-century European perspective on Asia, detailing trade, markets and courts, enriched by expert translations and annotations.

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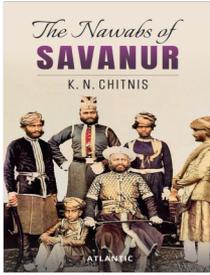
A Receding Temporal Horizon

Semiotic Dialogues of the late 20th Century between Eastern Europe and the West

Tadd Graham Fernée, Guest Lecturer, New Bulgarian University, Sofia, Bulgaria
Stanislav Bogdanov, Chief Assistant Professor, School of eLearning, Vocational and Continuing Education, New Bulgarian University (NBU), Sofia, Bulgaria

A Receding Temporal Horizon analyses Eastern European societies and thinkers, challenging Western assumptions and exploring the intersection of semiotics, structuralism and poststructuralism in shaping 20th-century cultural and historical narratives.

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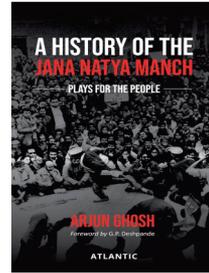


The Nawabs of Savanur

K. N. Chitnis, former Professor and Head, Department of History, Savitribai Phule Pune University, India

The Nawabs of Savanur explores the political, socio-economic, and religious history of North Karnataka under the Nawabs, highlighting their tolerance, advancements, and transformative reign from 1672 to 1948.

ATLANTIC | 2025 | 291 pp | HB | 9788126911790 |
INR 995.00



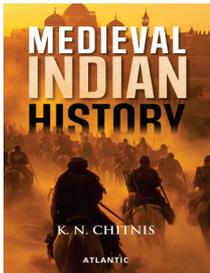
A History of The Jana Natya Manch

Plays for the People

Arjun Ghosh, Professor, Department of Humanities and Social Sciences, Indian Institute of Technology Delhi, India

A History of The Jana Natya Manch chronicles the growth of the radical theater group Janam, active since 1973, exploring its evolution, methods and interactions with mass organisations. The book offers a critical perspective on Janam's history and its unique approach to theater in India.

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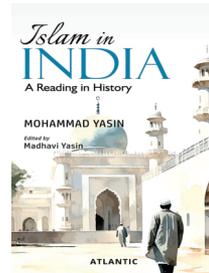


Medieval Indian History

K. N. Chitnis, Former Professor and Head, Department of History, Savitribai Phule Pune University, Pune, India

Medieval Indian History explores key trends in medieval Indian thought and institutions, balancing coverage of North and South India, including Mughal and Vijayanagara kingship. It highlights the synthesis of Muslim and Hindu ideas and examines systems like the Mansabdari and the Maratha Confederacy, offering critical insights for scholars and general readers.

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INR 695.00



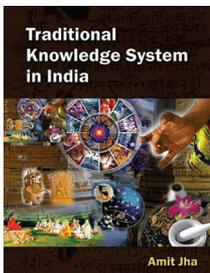
Islam in India

A Reading in History

Mohammad Yasin, Distinguished Scholar

Islam in India presents insightful essays on key figures, movements, and cultural developments in Medieval and Modern India, offering fresh perspectives on Islam's rich historical legacy.

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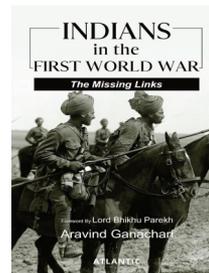


Traditional Knowledge System in India

Amit Jha, Senior Reader, Sri Aurobindo College, New Delhi, India

Traditional Knowledge System in India has been organised around two interrelated themes: the diverse cultural contexts of scientific discovery and invention in ancient and medieval Indian history and a revision of the conventional Euro-centric view of science and its origins.

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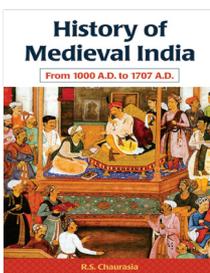
Indians in the First World War

The Missing Links

Arvind Ganachari, Former Professor and Head, Department of History, University of Mumbai, India

Indians in the First World War offers a comprehensive account of Indian involvement in the First World War, and the subsequent, societal shifts and political ramifications, shedding new light on historical events. It is an essential reading for understanding India's global role in World War I.

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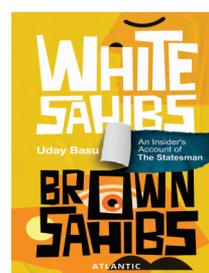
History of Medieval India

From 1000 A.D. to 1707 A.D.

Radhey Shyam Chaurasia, Retd. Principal and HOD, Department of History and Political Science, Rajdhani College, University of Delhi, India

History of Medieval India explores the Medieval period in Indian history, often seen as a dark era, highlights progresses in art and literature and religions like Sikhism, Bhakti and Sufism and other socio-cultural aspects.

ATLANTIC | 2024 | 344 pp
PB | 9788126916047 | INR 550.00
HB | 9788126901234 | INR 1095.00



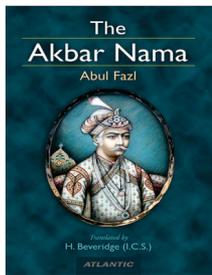
White Sahibs, Brown Sahibs

An Insider's Account of The Statesman

Uday Basu, The Statesman, International Association of Religion Journalists (IARJ)

White Sahibs, Brown Sahibs gives an insider's view of The Statesman's groundbreaking investigative journalism since 1875. The book delves into revealing stories, like the Bengal famine of 1943, showcasing fearless reporting that has captivated Indian audiences from the start.

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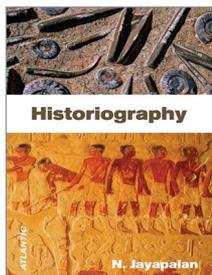


The Akbar Nama

Abul-Fazl, Indian Writer, Historian and Politician

Covering Akbar's reign from 1542 A.D. to 1605 A.D., *The Akbar Nama* in three volumes, translated by H. Beveridge, offers introductions, explanatory notes and indexes to the original text. They were first published by the Royal Asiatic Society of Bengal, Calcutta, between 1902 and 1939.

ATLANTIC | 2024 | HB
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SET | 2720 pp | 9788171560493 | INR 4985.00

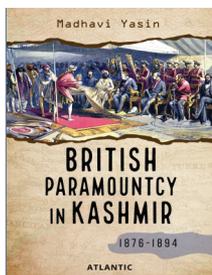


Historiography

N. Jayapalan, Government Arts College, Karur, India

Historiography deals with all aspects of the subject. In this book the chapterisation is clearly made to indicate the meaning, scope and value of history in an exemplary manner. In the middle of the book Ancient, Medieval and Modern Historiography have been discussed in a detailed, chronological order.

ATLANTIC | 2024 | 144 pp | HB | 9788171568383 | INR 595.00



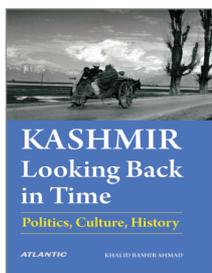
British Paramountcy in Kashmir

1876-1894

Madhavi Yasin, Post Graduate Department of History, University of Jammu and Kashmir, Srinagar, India

British Paramountcy in Kashmir offers a historical account of British strategies to maintain control over the region from 1876 to 1894, highlighting their manoeuvre in princely states, including engineered successions and political intrigues.

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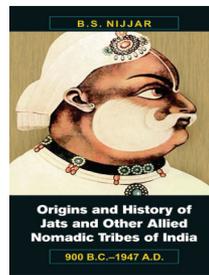
Kashmir

Looking Back in Time (Politics, Culture, History)

Khalid Bashir Ahmad, Former Kashmir Administrative Service Officer

Kashmir explores Kashmir's tumultuous 20th century, focusing on Sheikh Mohammad Abdullah's evolving politics. It offers insights into social and cultural changes, backed by meticulous research and diverse sources.

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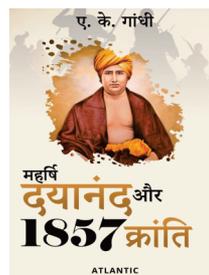
Origins and History of Jats and Other Allied Nomadic Tribes of India

900 B. C.–1947 A. D.

B. S. Nijjar, Retd. Director, Panjab State Archives and Archaeology, Patiala, India

Origins and History of Jats and Other Allied Nomadic Tribes of India brings forth various facets of the history of Jats, Rajputs, Ahirs, Gujjars, Baloches and Pathans as the descendants of foreign nomadic tribes, such as Scythians, Ahiras, Huns, Yueh-Ches, Kushans and Turks, respectively.

ATLANTIC | 2024 | 394 pp | HB | 9788126909087 | INR 1295.00

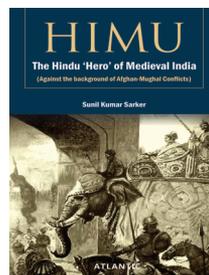


महर्षि दयानंद और 1857 क्रांति

ए. के. गांधी, सुविख्यात इतिहासकार, लेखक व अनुवादक

महर्षि दयानंद और 1857 क्रांति में उस एक रहस्यमयी साधु के गुप्त जीवन के रहस्य उजागर होते हैं, जिसे हिन्दू फकीर कहा जाता था, जिसने अंग्रेजों के खिलाफ बिना शस्त्र उठाए प्रथम स्वतंत्रता संग्राम का सूत्रपात किया, जिसकी प्रेरणा से हजारों लोगों ने अपने प्राणों की आहुति दी और हमारे देश को नई दिशा मिली।

ATLANTIC | 2024 | 200 pp
PB | 9788126939534 | INR 395.00
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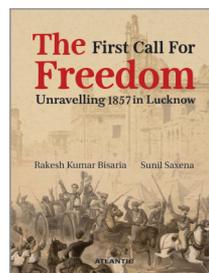
Himu

The Hindu 'Hero' of Medieval India

Sunil Kumar Sarker, Retd. Reader, Raiganj University, India

Himu offers a comprehensive exploration of Hemchandra Vikramaditya, who rose from humble beginnings as a tradesman in Rewari and delves into Himu's pivotal role in uniting the Afghans and preventing Mughal domination over Northern India.

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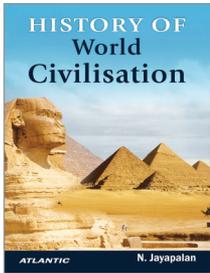
The First Call for Freedom

Unravelling 1857 in Lucknow

Rakesh Kumar Bisaria, History Scholar
Sunil Saxena, Author

The First Call for Freedom is a unique effort in bringing to the fore stories of indomitable courage and initiation of freedom struggle in the then United Provinces. It captures the historical turn of events, Indian discontent of British politics and administration, and continued atrocities of colonialism.

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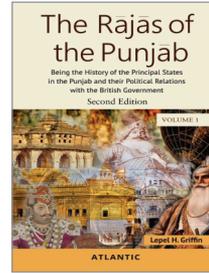


History of World Civilisation

N. Jayapalan, Government Arts College, Karur, India

History of World Civilisation covers the various phases of its development detailing the events chronologically. It provides an introduction to the origin and growth of civilisations, differentiating between culture and civilisation. The last chapter discusses contemporary civilisations, making it suitable for students and general readers.

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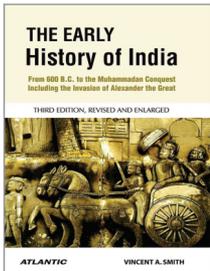
The Rajas of the Punjab

(Vol. 1 and Vol. 2)

Lepel H. Griffin, Malden's Preparatory School, Brighton

First published in 1870, *The Rajas of the Punjab* highlights the history of the princely chiefs of multiple small states located in the composite Punjab and their political relations under the British colonial rule.

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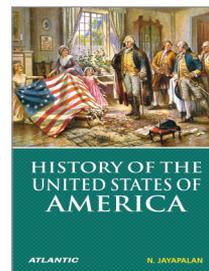
The Early History of India

From 600 B.C. to the Muhammadan Conquest Including the Invasion of Alexander the Great

Vincent A. Smith, Irish Indologist and Art Historian

The Early History of India covers the period from 600 B.C. to the Muhammadan conquest, including Alexander the Great's invasion. The book presents a connected narrative of ancient India's history, focusing on the dominant dynasties of Northern India, while offering a concise account of the Southern kingdoms and medieval kingdoms up to the 14th century. Based on authentic evidence, it aims to relate historical facts impartially and discuss key issues with a judicial spirit.

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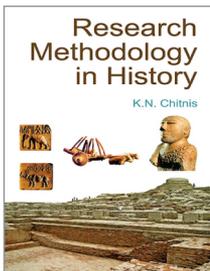


History of the United States of America

N. Jayapalan, Government Arts College, Karur, India

History of the United States of America deals with all aspects of the country's history in detail, covering the relevant events in chronological order.

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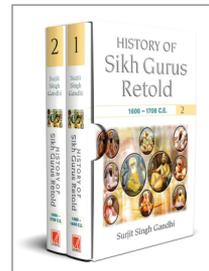


Research Methodology in History

K.N. Chitnis, Former Professor and HOD, Department of History, Savitribai Phule Pune University, Pune, India

Research Methodology in History emphasises the importance of correct research practices in historical writing, balancing objectivity and subjectivity. It covers heuristic processes, analytical operations, synthesis and interpretation, providing essential guidance for scholars and teachers.

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History of Sikh Gurus Retold

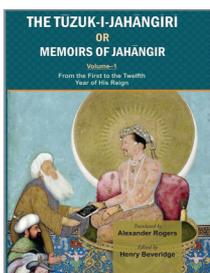
1469–1606 C.E. (VOL. 1)

1606–1708 C.E. (VOL. 2)

Surjit Singh Gandhi, Secretary, Akal Degree College for Women, Sangrur, India

History of Sikh Gurus Retold explores the origin and development of the religion through the ideas and actions of Guru Nanak and his nine successors and its relevance to the challenges of the present day.

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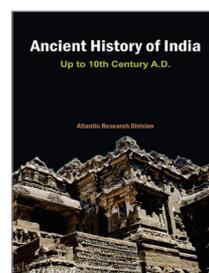


The Tuzuk-i-Jahangiri or Memoirs of Jahangir

Henry Beveridge, English Historian and Translator

Tuzuk-i-Jahangiri or Memoirs of Jahangir gives a lively picture of India in the early decades of the seventeenth century and is a valuable supplement to the Akbar-nama and other such writings of the time.

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SET | 816 pp | 9788171561315 | INR 2090.00



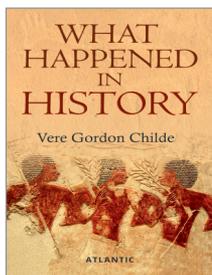
Ancient History of India

Up to 10th Century A. D.

Atlantic Research Division

Ancient History of India provides a comprehensive overview of ancient Indian history, covering topics from the Stone Age to 10th century A.D. It caters to university syllabi and serves as a resource for competitive exams.

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HB | 9788126917495 | INR 550.00

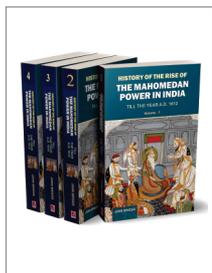


What Happened in History

Vere Gordon Childe, Australian Archaeologist and Historian

What Happened in History divides human history into four distinct stages or “revolutions”, namely the agricultural, urban, industrial and scientific, wherein each is marked by a fundamental change in the human-environment interaction.

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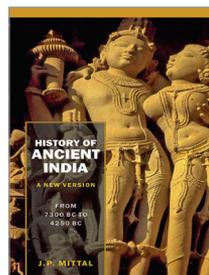


History of the Rise of the Mahomedan Power in India

Mahomed Kasim Ferishta, Persian historian
John Briggs, Translator

History of the Rise of the Mahomedan Power in India gives a true account of the sovereigns of Delhi and of the Bahmuny kings of the Deccan. Ferishta also wrote in detail the histories of all the other Mohammedan princes who held independent sway in India during the 17th century.

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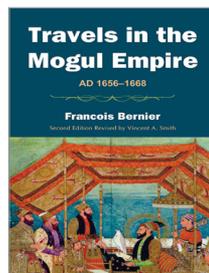
History of Ancient India

Vol. 1—From 7300 BC to 4250 BC
Vol. 2—From 4250 BC to 637 AD

J.P. Mittal, Retd. Joint Director, Indian Defence Estate Services

History of Ancient India, challenges the presumptions about Indian history, incorporating recent discoveries and excavations. Providing an analytical and chronological account, it dispels myths, covers Vedic to Kaliyuga and includes maps and photographs.

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SET | 744 pp | 9788126906178 | **INR 2990.00**



Travels in the Mogul Empire

A.D. 1656–1668

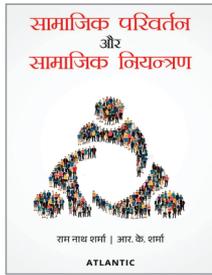
Francois Bernier, French Physician and Traveler

Travels in the Mogul Empire by François Bernier offers an insightful account of Mughal India, from royal intrigues to everyday life. With unrestricted access across the empire, Bernier's vivid observations provide a rich historical narrative that remains captivating and authoritative today, having inspired John Dryden's Aurang-zebe since its first publication in 1671.

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**“You have to know the past to
understand the present.”**

—CARL SAGAN

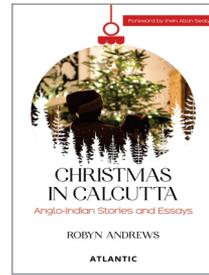


सामाजिक परिवर्तन और सामाजिक नियन्त्रण

डॉ. रामनाथ शर्मा, निदेशक, श्री अरविंदो अनुसंधान संस्थान, नई दिल्ली
डॉ. राजेन्द्र कुमार शर्मा, पूर्व प्रोफेसर, एक्स.ए.एस. कॉलेज, मेरठ

यह पुस्तक सामाजिक परिवर्तन और सामाजिक नियन्त्रण की अवधारणाओं को सरल भाषा में समझाती है, भारतीय उदाहरणों सहित बी.ए. समाजशास्त्र पाठ्यक्रम का संपूर्ण, प्रामाणिक और विश्लेषणात्मक विवरण प्रस्तुत करती है तथा विद्यार्थियों-शिक्षकों हेतु उपयोगी संदर्भ ग्रन्थ है।

ATLANTIC | 2026 | 287 pp | PB | 9788126943005 |
INR 495.00



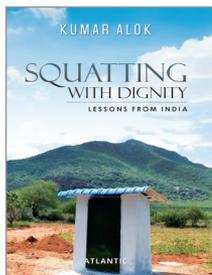
Christmas in Calcutta

Anglo-Indian Stories and Essays

Robyn Andrews, Associate Professor, Social Anthropology, Massey University, New Zealand

Christmas in Calcutta explores the Anglo-Indian community through life stories, essays and memoirs, focusing on their identity, faith, education and community care. It challenges stereotypes and offers a nuanced perspective on their lives.

ATLANTIC | 2025 | 268 pp | HB | 9788126939893 |
INR 1295.00



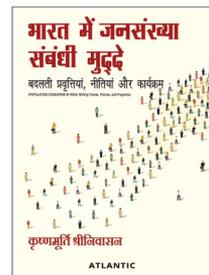
Squatting with Dignity

Lessons from India

Kumar Alok, Professor of Practice, Department of Economic Sciences, IIT Kanpur, India

Squatting with Dignity analyses the successes and challenges of India's rural sanitation movement, focusing on the last decade, and offers insights for future sanitation initiatives globally. It examines historical context, policy evolution and key lessons from the Total Sanitation Campaign.

ATLANTIC | 2025 | 406 pp | HB | 9788126911929 |
INR 1195.00



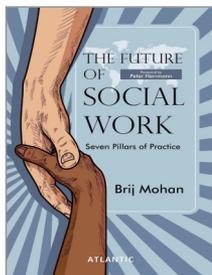
भारत में जनसंख्या संबंधी मुद्दे

बदलती प्रवृत्तियाँ, नीतियाँ और कार्यक्रम

कृष्णमूर्ति श्रीनिवासन, मानद आचार्य, इंस्टिट्यूट फॉर सोशल एंड इकोनॉमिक चेंज, बंगलुरु

यह पुस्तक भारत में जनसंख्या संबंधी मुद्दों, नीतियों और कार्यक्रमों का विश्लेषण करती है, साथ ही परिवार नियोजन कार्यक्रम के सफल अनुभवों और नीतिगत सिफारिशों पर प्रकाश डालती है।

ATLANTIC | 2025 | 328 pp | HB | 9788126939077 |
INR 995.00



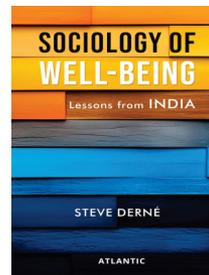
The Future of Social Work

Seven Pillars of Practice

Brij Mohan, Dean Emeritus, School of Social Work, Louisiana State University, USA

The digital revolution and social media have reshaped "social" and "work", necessitating a radical transformation in social work. The author argues that altruism is unattainable in its current form and proposes seven new algorithms to reshape social work education. *The Future of Social Work* calls for innovation to prevent alienation, avarice and anger in a tech-driven world.

ATLANTIC | 2025 | 180 pp | HB | 9788126939824 |
INR 895.00



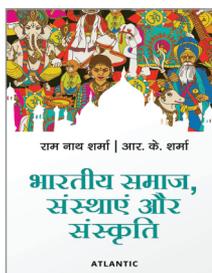
Sociology of Well-being

Lessons from India

Steve Dorné, Professor of Sociology, State University of New York (SUNY), Geneseo

Sociology of Well-being explores well-being through in-depth interviews with Indians, revealing its transient nature and the interconnections between health, wealth and pleasure. It highlights variations by gender, class, age and individual choice, while drawing insights from Indian religious traditions on life satisfaction.

ATLANTIC | 2025 | 342 pp | HB | 9788126936991 |
INR 1495.00



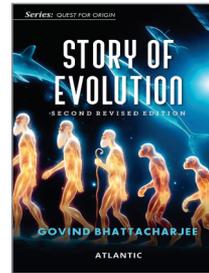
भारतीय समाज, संस्थाएँ और संस्कृति

राम नाथ शर्मा, एम. ए., डी. फिल., डी. लिट.

राजेंद्र कुमार शर्मा, एम. ए., एम. फिल., पी-एच. डी.

यह पुस्तक भारतीय समाज की संरचना, जाति, विवाह, परिवार, स्त्री की भूमिका और सामाजिक परिवर्तन पर समग्र दृष्टिकोण देती है, परंपरा और आधुनिकता के बीच सेतु बनाती है।

ATLANTIC | 2025 | 430 pp | HB | 9788126941544 |
INR 995.00

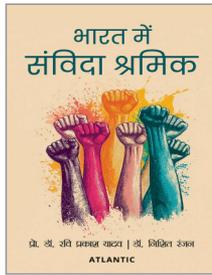


Story of Evolution

Govind Bhattacharjee, Professor of Practice, Arun Jaitley National Institute of Financial Management

Story of Evolution, the second in Govind Bhattacharjee's Quest for Origin series, traces life's journey on Earth, culminating in the emergence of Homo sapiens.

ATLANTIC | 2025 | 273 pp | HB | 9788126941421 |
INR 595.00



भारत में संविदा श्रमिक

प्रो. (डॉ) रवि प्रकाश यादव, प्रोफेसर, तिलका मांझी विश्वविद्यालय, बिहार
डॉ. निशित रंजन, एम.ए., एल.एल.बी., पी-एच.डी. तिलका मांझी विश्वविद्यालय, बिहार
21वीं सदी में रोजगार संकट गंभीर समस्या बन गई है, खासकर संविदा श्रमिकों के लिए, जिनकी नौकरी असुरक्षित और अस्थायी होती है। यह पुस्तक संविदा श्रमिकों की समस्याओं, दशा और सुरक्षा पर चर्चा करती है, और विद्यार्थियों, शोधार्थियों, और मजदूर संगठनों के लिए महत्वपूर्ण संसाधन हो सकती है।

ATLANTIC | 2025 | 235 pp | HB | 9788126911332 |
INR 1195.00



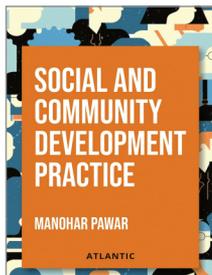
COVID-19 and the New Generation

Effects on Todds and Teens in India and Worldwide

Gwendolyn Chabrier, New York University, the University of Rouen and the Sorbonne

In *COVID-19 and the New Generation*, the author outlines, with depth and subtlety, a merciless and truthful portrait of all the often-unspoken realities, highlighting the fractures created by COVID in the complex international social fabric.

ATLANTIC | 2024 | 220 pp | PB | 9788126940424 |
INR 995.00

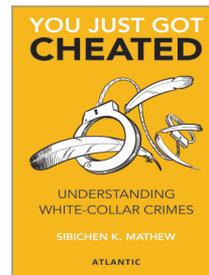


Social and Community Development Practice

Manohar Pawar, Professor, School of Social Work and Arts, Charles Stuart University (NSW, Australia)

Social and Community Development Practice advocates for integrating a social development approach into community practices at local and global levels. It emphasises the need for social policy education, indigenous ethical standards, and reorganisation within the social work profession to combat poverty and inequality effectively.

ATLANTIC | 2024 | 316 pp | HB | 9788126939886 |
INR 1195.00



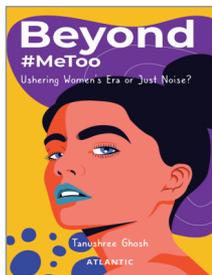
You Just Got Cheated

Understanding White-Collar Crimes

Sibichen K. Mathew, Commissioner of Income Tax, Indian Revenue Service (IRS)

You Just Got Cheated attempts to analyse various types of white collar crimes, drawing examples from across the world, and concludes with an analysis of whistle blowers and the related challenges and safeguards.

ATLANTIC | 2024 | 394 pp | PB | 9788126936892 |
INR 795.00



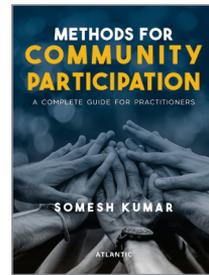
Beyond #MeToo

Ushering Women's Era or Just Noise?

Tanushree Ghosh, Founder and Director, Her Rights Inc.

Beyond #MeToo brings together accounts and analyses from around the world, exploring the movement against the broader backdrop of feminism and gender.

ATLANTIC | 2024 | 304 pp
PB | 9788126936267 | INR 595.00
HB | 9788126936250 | INR 995.00



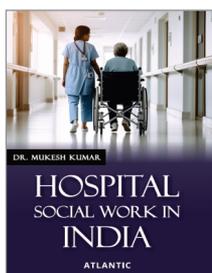
Methods for Community Participation

A Complete Guide for Practitioners

Somesh Kumar, Chief Secretary of Telangana

Methods for Community Participation offers a deeply practical and comprehensive guide to the concepts, practices and methodologies of participatory development. It focuses on the critical question of how to make participation a reality, this manual draws on extensive fieldwork in India, China and Nigeria.

ATLANTIC | 2024 | 336 pp | HB | 9788126911233 |
INR 895.00

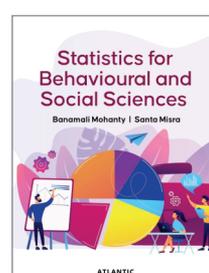


Hospital Social Work in India

Dr. Mukesh Kumar, Senior Medical Social Welfare Officer, All India Institute of Medical Sciences, New Delhi, India

Hospital Social Work in India critically explains the role of hospital social workers, providing recommendations and suggestions that can effectively contribute to the review and strengthening of social work practice in medical settings.

ATLANTIC | 2024 | 122 pp | HB | 9788126939428 |
INR 795.00



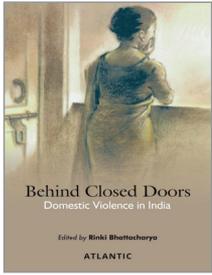
Statistics for Behavioural and Social Sciences

Banamali Mohanty, Former Professor of Psychology, Sri Sri University, Cuttack, Odisha, India

Santa Misra, Former Professor of Psychology, Utkal University, Vani Vihar, Bhubaneswar, Odisha, India

Statistics for Behavioural and Social Sciences offers an integrated approach to the study of statistics, placing due emphasis on theory, application and computational procedures. It deals with the fundamental ideas of experimental designs and the basics of test construction, including item and factor analysis, reliability and validity of tests, standardisation and norms in a manner that is accessible to students from non-mathematical background.

ATLANTIC | 2024 | 1014 pp
PB | 9788126938827 | INR 995.00
HB | 9788126938834 | INR 1695.00



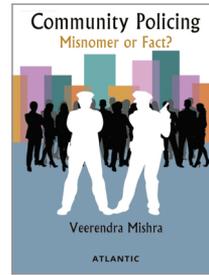
Behind Closed Doors

Domestic Violence in India

Rinki Bhattacharya, Director, Bimal Roy Memorial and Film Society, Mumbai, India

Behind Closed Doors puts together the life stories of seventeen women from diverse cultural, class, educational and religious backgrounds in India who were victims of domestic violence and is a tribute to the courage of women who decided to break their silence.

ATLANTIC | 2024 | 234 pp
PB | 9788126940042 | INR 495.00
HB | 9788126940035 | INR 895.00



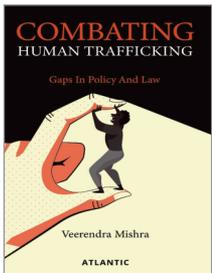
Community Policing

Misnomer or Fact?

Veerendra Mishra, Indian Police Service (IPS) Officer, Founder of RACE Lab, India

Community Policing analyses the conceptual variances and factors that impede smooth collaboration between the police and the public. The book discusses the underlying philosophy, governing schools of thought, and the strengths and weaknesses of community policing.

ATLANTIC | 2024 | 242 pp | HB | 9788126937882 | INR 995.00



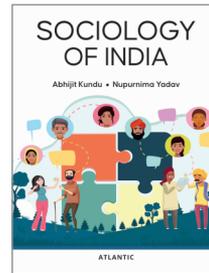
Combating Human Trafficking

Gaps in Policy and Law

Veerendra Mishra, Indian Police Service (IPS) Officer, Founder of RACE Lab, India

Combating Human Trafficking aims to initiate fresh discussion on human trafficking, and offers recommendations to curb organised international crime and presents a new perspective of identifying assimilative interaction between social and criminal justice systems.

ATLANTIC | 2024 | 502 pp | HB | 9788126937684 | INR 1195.00



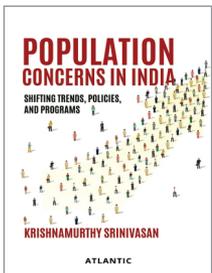
Sociology of India

Abhijit Kundu, Associate Professor, Department of Sociology, Sri Venkateswara College, University of Delhi, India

Nupurnima Yadav, Assistant Professor, Department of Sociology, Sri Venkateswara College, University of Delhi, India

Sociology of India traces the evolution and development of sociology as a field of study in India and enumerates its key sociological aspects, helping develop a lucid yet critical understanding of a multifaceted society.

ATLANTIC | 2024 | 364 pp
PB | 9788126936298 | INR 550.00
HB | 9788126936281 | INR 995.00



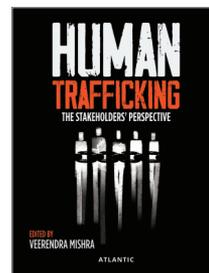
Population Concerns in India

Shifting Trends, Policies, and Programs

Krishnamurthy Srinivasan, Honorary Professor, Institute for Social and Economic Change, Bengaluru, India

Population Concerns in India analyses how the country has handled the major concern for any country's polity and development, the issue of population, in the seven decades post-Independence.

ATLANTIC | 2024 | 310 pp | HB | 9788126938766 | INR 1295.00



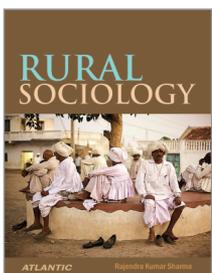
Human Trafficking

The Stakeholders' Perspective

Veerendra Mishra, Indian Police Service (IPS) Officer, Founder of RACE Lab, India

Human Trafficking is a manual for future action based on experience, provides a comprehensive introduction to human trafficking.

ATLANTIC | 2024 | 420 pp | HB | 9788126937943 | INR 1495.00

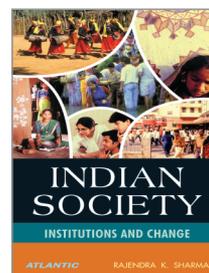


Rural Sociology

Rajendra Kumar Sharma, Lecturer, NREC College, Chaudhary Charan Singh University, Meerut, India

Rural Sociology, designed for MA Sociology students, employs an analytical style, user-friendly language and integral approaches, emerging as an ideal study resource with exam-oriented questions for students, trainees, agriculturists and social workers.

ATLANTIC | 2023 | 306 pp
PB | 9788171566723 | INR 595.00
HB | 9788171566716 | INR 995.00



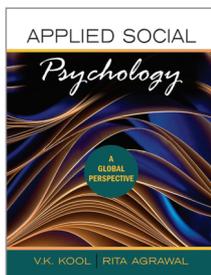
Indian Society

Institutions and Change

Rajendra Kumar Sharma, Lecturer, NREC College, Chaudhary Charan Singh University, Meerut, India

Indian Society covers topics regarding Indian society, discussing its characteristics, contemporaneity, relationship with culture and social institutions, as well as, the social changes in India.

ATLANTIC | 2023 | 384 pp
PB | 9788171566662 | INR 695.00
HB | 9788171566655 | INR 1095.00



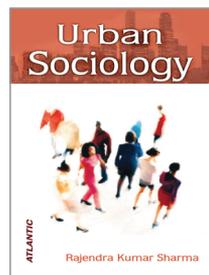
Applied Social Psychology

A Global Perspective

V. K. Kool, Professor, SUNY Institute of Technology, New York, USA
Rita Agrawal, Former Reader and Head, Department of Psychology, Guru Nanak Dev University, Amritsar, India

Applied Social Psychology delves into applied social psychology from Western and non-Western viewpoints, covering diverse topics like technology, religion and aggression. It is an ideal resource for students, researchers and professionals.

ATLANTIC | 2023 | 446 pp | PB | 9788126906901 |
INR 695.00

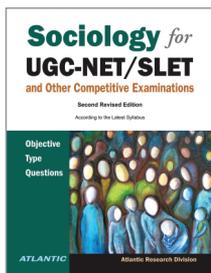


Urban Sociology

Rajendra Kumar Sharma, Lecturer, NREC College, Chaudhary Charan Singh University, Meerut, India

Urban Sociology covers syllabi of various universities teaching urban sociology. It has an analytical method of presentation and holistic outlook, coupled with a language free from technical jargon and statistical data, over the Indian urban scene.

ATLANTIC | 2023 | 386 pp
PB | 9788171566709 | INR 595.00
HB | 9788171566693 | INR 1295.00



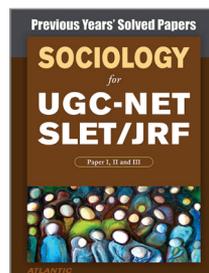
Sociology for UGC-NET/SLET and Other Competitive Examinations

Objective Type Questions

Atlantic Research Division

Sociology for UGC-NET/SLET and Other Competitive Examinations is a comprehensive resource covering a wide range of objective-type questions. It is also valuable for aspirants preparing for exams like IAS, IPS, IFS and PCS.

ATLANTIC | 2023 | 580 pp | PB | 9788126928170 |
INR 695.00



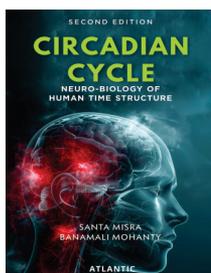
Sociology for UGC-NET SLET/JRF (Paper I, II and III)

Atlantic Research Division

Sociology for UGC-NET SLET/JRF comprises solved papers from previous years for sociology, covering all three papers. It aids students in self-assessment, gauging their competence and revising essential questions from the entire syllabus.

ATLANTIC | 2023 | 348 pp | PB | 9788126919925 |
INR 550.00

MEDICAL, NURSING AND HEALTH SCIENCES | 2025



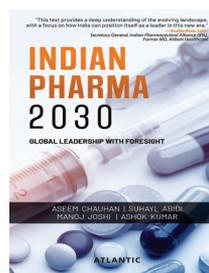
Circadian Cycle

Neuro-Biology of Human Time Structure

Banamali Mohanty, Professor-Emeritus, Srusti Academy of Management, Bhubaneswar, Odisha
Prof. Santa Misra, Retired Principal, Sri Sathya Sai College for Women, Bhubaneswar, Odisha

Circadian Cycle introduces how biological rhythms shape sleep, health and behaviour. It simplifies neurobiological processes and offers practical well-being insights.

ATLANTIC | 2026 | 364 pp | HB | 9789372264517 |
INR 995.00



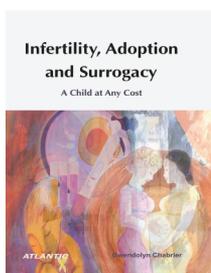
Indian Pharma 2030

Global Leadership With Foresight

Aseem Chauhan, Chancellor, Amity University
Suhayl Abidi, Consultant, Centre for VUCA Studies, Amity University
Manoj Joshi, Professor, Strategy, Innovation & Entrepreneurship
Ashok Kumar, Senior Consultant, Amity University's Centre for VUCA Studies

Indian Pharma 2030 explores India's pharma growth, regulatory evolution, and innovation, outlining strategies for global leadership through generics, biosimilars, CDMOs and international integration.

ATLANTIC | 2025 | 253 pp | HB | 9788126941438 |
INR 895.00



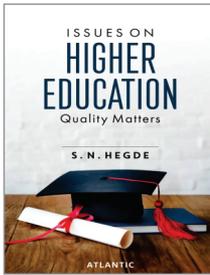
Infertility, Adoption and Surrogacy

A Child at Any Cost

Gwendolyn Chabrier, New York University, the University of Rouen and the Sorbonne.

Through independent research carried out in India and the US by way of South-East Asia, Infertility, Adoption, and Surrogacy ventures behind the scenes of the emotional and financial suffering of surrogates and doctors in surrogacy, the alienation of infertile parents from society and the legal tyrannies in the adoption process.

ATLANTIC | 2023 | 246 pp | HB | 9788126935512 |
INR 895.00



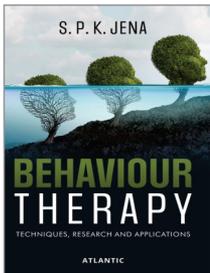
Issues on Higher Education

Quality Matters

S. N. Hegde, Former Vice Chancellor, University of Mysore, Karnataka, India

Issues on Higher Education explores leadership, governance, policy, and quality in Indian higher education, covering NEP 2020, institutional autonomy, faculty excellence, and future-focused strategies for policymakers, educators, and academic administrators.

ATLANTIC | 2026 | 196 pp | HB | 9789372263893 | INR 795.00



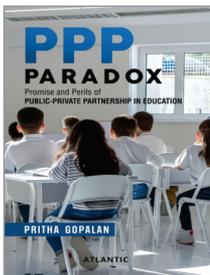
Behaviour Therapy

Techniques, Research and Applications

S. P. K. Jena, Senior Professor, Department of Applied Psychology, University of Delhi, India

Behaviour Therapy explores the application of learning principles to change behaviour, covering emerging trends, techniques and contemporary issues. It serves as a comprehensive reference for mental-health professionals and related disciplines.

ATLANTIC | 2025 | 281 pp | HB | 9788126940929 | INR 595.00



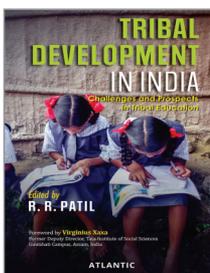
PPP Paradox

Promise and Perils of Public-Private Partnership in Education

Pritha Gopalan, Professor, Department of Humanities and Social Sciences, Indian Institute of Technology, Madras, India

PPP Paradox examines the role of public-private partnerships in education reform, with case studies from Michigan and Chennai. It evaluates their impact on school change, curriculum and instruction in both the USA and India.

ATLANTIC | 2025 | 174 pp | HB | 9788126940592 | INR 995.00



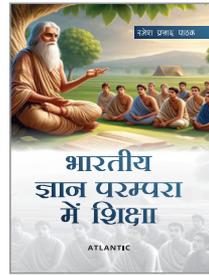
Tribal Development in India

Challenges and Prospects in Tribal Education

R. R. Patil, Professor, Department of Social Work, Faculty of Social Sciences, Jamia Millia Islamia, New Delhi, India

Tribal Development in India critically examines challenges in tribal education, highlighting policy gaps and systemic issues in Ashram schools, while offering insights for effective tribal empowerment.

ATLANTIC | 2025 | 348 pp | HB | 9788126941667 | INR 995.00

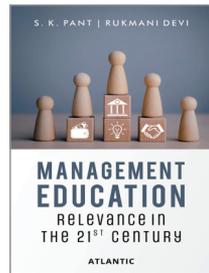


भारतीय ज्ञान परम्परा में शिक्षा

रमेश प्रसाद पाठक, वरिष्ठ आचार्य, श्री लाल बहादुर शास्त्री राष्ट्रीय संस्कृत विश्वविद्यालय, नई दिल्ली

यह पुस्तक भारतीय ज्ञान प्रणाली में शिक्षा की समग्र अवधारणा को प्रस्तुत करती है, जहाँ शिक्षा ज्ञान तक सीमित न होकर धर्म, नैतिकता, जीवन-मूल्य, आत्मविकास और समाजसेवा का माध्यम है, और जीवन की सम्पूर्णता का मार्ग प्रशस्त करती है।

ATLANTIC | 2026 | 148 pp | HB | 9788126941414 | INR 695.00



Management Education

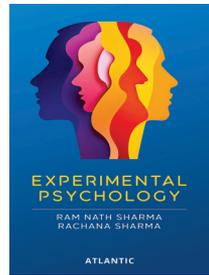
Relevance in the 21st Century

S.K. Pant, Professor of Economics, G. B. Pant Social Science Institute, Allahabad, India

Rukmani Devi, Senior Research Associate, Giri Institute of Development Studies, Lucknow, India

Management Education evaluates the impact of management education in post-liberalised India, examining its relevance, updates and ability to address critical economic issues. It provides insights for scholars and planners to enhance the "professional stream" to meet evolving demands.

ATLANTIC | 2025 | 116 pp | HB | 9788126911004 | INR 695.00



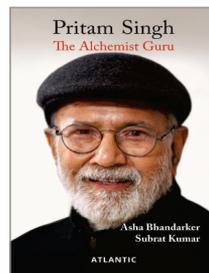
Experimental Psychology

Dr Ram Nath Sharma, Head, Postgraduate Studies and Research, Meerut College

Dr Rachana Sharma, Professor, Department of Education, UK

Experimental Psychology provides a clear, practical introduction to key experimental methods and concepts, covering behaviour, cognition and physiology—ideal for undergraduate psychology students and aligned with academic curricula.

ATLANTIC | 2025 | 348 pp | PB | 9788126941827 | INR 695.00



Pritam Singh

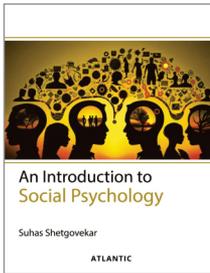
The Alchemist Guru

Asha Bhandarker, Distinguished Professor, Organizational Behavior, IMI, New Delhi, India

Subrat Kumar, CEO, People Labs, Gurgaon, India

Pritam Singh celebrates the life and contributions of Dr Singh, a pioneer in management education, through interviews with industry leaders and academicians. The book highlights his leadership versatility and lasting impact on academia and the corporate sector.

ATLANTIC | 2025 | 275 pp | PB | 9788126911035 | INR 695.00

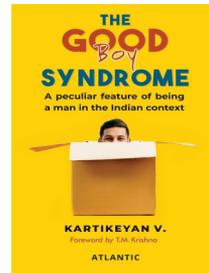


An Introduction to Social Psychology

Suhas Shetgovekar, Director, School of Social Sciences, IGNOU, India

An Introduction to Social Psychology provides a comprehensive overview of key concepts and methods in social psychology, focusing on the self in a social context. It includes learning objectives, exercises, case studies and recent developments for undergraduate and postgraduate students.

ATLANTIC | 2025 | 344 pp | PB | 9788126911097 |
INR 595.00



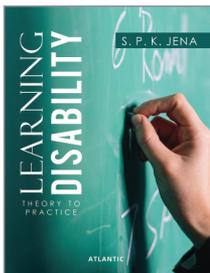
The Good Boy Syndrome

A Peculiar Feature of Being a Man in the Indian Context

Kartikeyan V., Founder & Chief Consultant, Vistas Consulting

The Good Boy Syndrome explores the "Good Boy" syndrome in India, examining its psychological impact on men's relationships, careers and well-being due to societal and familial pressures. It offers strategies for personal growth, self-actualisation and greater societal well-being by uncovering the hidden struggles and potential of Indian men.

ATLANTIC | 2025 | 207 pp | PB | 9788126911592 |
INR 495.00



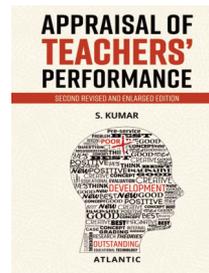
Learning Disability

Theory to Practice

S. P. K. Jena, Senior Professor, Department of Applied Psychology, University of Delhi

Learning Disability offers updated insights on theories and practices for addressing learning disabilities, highlighting the effectiveness of cognitive behavior therapy and computer-assisted instruction through case studies, bridging the gap between research and practical application.

ATLANTIC | 2025 | 291 pp
PB | 9788126911936 | INR 695.00
HB | 9788126911943 | INR 1195.00

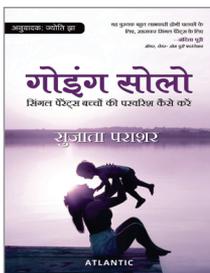


Appraisal of Teachers' Performance

Dr S. Kumar, Professor Emeritus, former Head, Centre of Advanced Study in Education (CASE) and Dean Faculty of Education and Psychology, Maharaja Sayajirao University of Baroda, India

Appraisal of Teachers' Performance provides a comprehensive guide on evaluating teachers in universities and schools, based on extensive research at MSU Baroda. It offers methodologies, tools and practical solutions to enhance educational quality and continuous improvement.

ATLANTIC | 2025 | 452 pp | HB | 9788126940301 |
INR 1495.00



गोइंग सोलो

सिंगल पेरेंट्स बच्चों की परवरिश कैसे करें

सुजाता पराशर, संस्थापक, The Talk-It-Out-Express (TIOE)

यह पुस्तिका 50 सिंगल पेरेंट्स के अनुभवों और सुझावों का संग्रह है, जो सिंगल पेरेंटिंग की चुनौतियों, लाभों और प्रभावी तकनीकों पर प्रकाश डालती है। इसका उद्देश्य सिंगल पेरेंट्स को सशक्त बनाना और उन्हें खुशहाल परिवार निर्माण के लिए मार्गदर्शन प्रदान करना है।

ATLANTIC | 2025 | 119 pp | HB | 9788126941452 |
INR 295.00



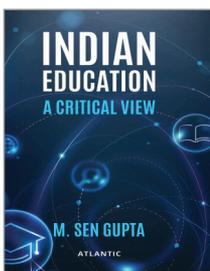
Grief and Disappearance

Psychosocial Interventions

Barbara Preitler, Trauma Therapist and Supervisor for Psychotherapists, Teachers and Social Workers

Grief and Disappearance explores the impact of disappearances on grieving relatives, examining grief, coping strategies and collective trauma. It offers insights into therapeutic interventions and case studies to guide professionals in supporting those affected by loss.

ATLANTIC | 2025 | 240 pp | HB | 9788126939961 |
INR 1295.00



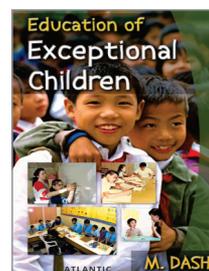
Indian Education

A Critical View

M. Sen Gupta, Director, KIIT College of Education, Gurugram, India

Indian Education is an honest and impartial effort to probe into all aspects of the Indian education system and synthesise them into a holistic treatise that follows experiential, realistic, analytical and futuristic approaches.

ATLANTIC | 2024 | 262 pp | HB | 9788126936601 |
INR 1295.00

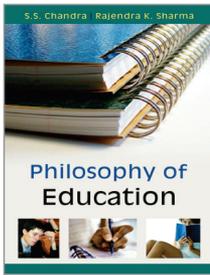


Education of Exceptional Children

M. Dash, SCERT, Orissa, India

Education of Exceptional Children incorporates modern trends and practices in the identification, assessment, placement and education of children with special needs, along with teachers' role in meeting and managing their needs in integrated settings.

ATLANTIC | 2024 | 168 pp | HB | 9788171568703 |
INR 495.00

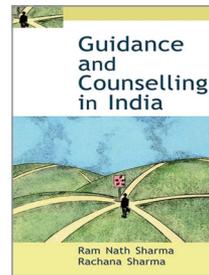


Philosophy of Education

Soti Shivendra Chandra, S.S. Postgraduate College, Shahjahanpur, Rohilkhand University, India
Rajendra Kumar Sharma, Lecturer, NREC College, Chaudhary Charan Singh University, Meerut, India

Philosophy of Education presents the Western 'isms' of philosophy and Indian philosophy of education—beginning from the Vedas to the contemporary philosophies. It elucidates the philosophical issues and draws philosophical implications of every 'isms'.

ATLANTIC | 2024 | 342 pp | PB | 9788171566389 |
INR 495.00

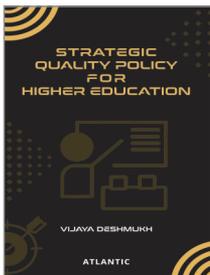


Guidance and Counselling in India

Ram Nath Sharma, HOD, P.G. Studies and Research, Meerut College, India
Rachana Sharma, Department of Education, London, U.K.

Guidance and Counselling in India addresses the evolving socio-economic landscape, exploring the importance of the subject in education. Essential for students, teachers, psychologists and practitioners, it covers vocational development, student counselling and the future of career education.

ATLANTIC | 2024 | 496 pp
PB | 9788126903962 | INR 495.00
HB | 9788126903511 | INR 1250.00

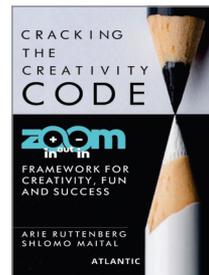


Strategic Quality Policy for Higher Education

Vijaya Deshmukh, Former Director, NIFT, India

Strategic Quality Policy for Higher Education emphasises the importance of quality assurance in higher education, encompassing program design, student orientation, teaching and learning methods, quality assessment, student involvement, mentorship, inclusivity and culture of sustainability.

ATLANTIC | 2024 | 160 pp | HB | 9788126938124 |
INR 995.00



Cracking the Creativity Code

Zoom in/Zoom out/Zoom in Framework for Creativity, Fun and Success

Arie Ruttenberg, Co-founder of Israel's Largest Advertising Agency, McCann Erickson Ltd.

Shlomo Maital, Senior Research Fellow at the Samuel Neaman Institute for Advanced Studies, Technion and Professor (Emeritus) at Technion-Israel Institute of Technology, Haifa, Israel

Cracking the Creativity Code breaks the conventional definition of creativity—a skill that is unorthodox, new or that which cannot be taught. Instead, the authors argue that creativity, like a hero, is largely made and not born. The technique they prescribe is simple; its scope, fantastic!

ATLANTIC | 2024 | 266 pp | PB | 9788126940769 |
INR 595.00

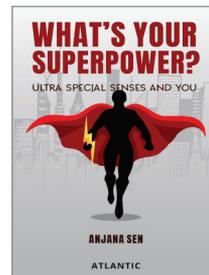


Building Research Universities in India

Pankaj Jalote, Founding Director, Indraprastha Institute of Information Technology Delhi (IIIT-Delhi), Delhi, India

Building Research Universities in India provides a comprehensive and holistic view of a research university and discusses its key dimensions, including education, research, PhD programme, faculty management, governance, financing and third mission.

ATLANTIC | 2024 | 446 pp | HB | 9788126938308 |
INR 1495.00



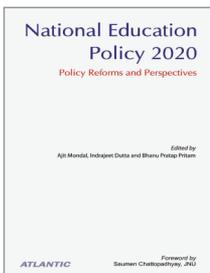
What's Your Superpower?

Ultra Special Senses and You

Anjana Sen, Independent Consultant and Emotional Intelligence Coach, India

What's Your Superpower? reveals how insights from brain research labs can uncover hidden superpowers, enhancing resilience and leadership abilities.

ATLANTIC | 2024 | 232 pp | PB | 9788126939039 |
INR 475.00



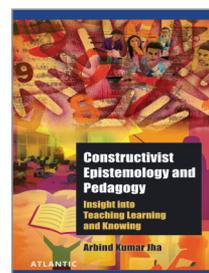
National Education Policy 2020

Policy Reforms and Perspectives

Ajit Mondal, West Bengal State University, Barasat, Kolkata, India
Indrajeet Dutta, Maulana Azad National Urdu University (Central University), Hyderabad, India
Bhanu Pratap Pritam, Maulana Azad National Urdu University (Central University), Hyderabad, India

National Education Policy 2020 unmask the policy reforms and perspectives of the New Education Policy and encompasses a wide range of issues, starting from school education to higher education.

ATLANTIC | 2024 | 452 pp | HB | 9788126935550 |
INR 1195.00



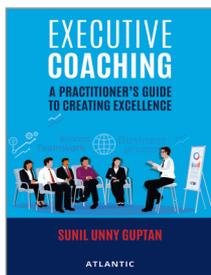
Constructivist Epistemology and Pedagogy

Insight into Teaching Learning and Knowing

Arbind Kumar Jha, Researcher, Department of Education (Central University of Education), University of Delhi, India

Constructivist Epistemology and Pedagogy attempts to explore the substantial philosophical, psychological and sociological underpinnings of Constructivism. It deals with instructional dimensions and the classroom ecology of teaching and learning imbued with Constructivist educational philosophy.

ATLANTIC | 2024 | 488 pp | HB | 9788126910342 |
INR 1495.00



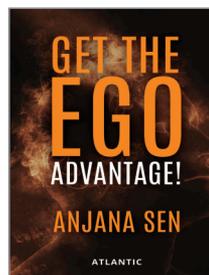
Executive Coaching

A Practitioner's Guide to Creating Excellence

Sunil Unny Guptan, Professor and Independent Consultant, Mentor and Executive Coach to several CEOs and Top Executives

Executive Coaching discusses the process beginning from the initial contact to building relationship and mutual understanding, taking the required precautions and maximising output.

ATLANTIC | 2024 | 176 pp | PB | 9788126937721 |
INR 550.00

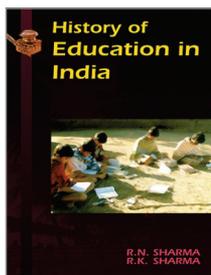


Get the Ego Advantage!

Anjana Sen, Independent Consultant and Emotional Intelligence Coach, India

Get the Ego Advantage! outlines a simple approach that can easily be applied to real-life situations to help us understand the puzzling reactions we come across in other people.

ATLANTIC | 2024 | 150 pp | PB | 9788126937127 |
INR 450.00



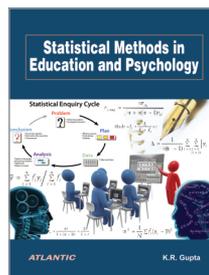
History of Education in India

Ram Nath Sharma, HOD, P.G. Studies and Research, Meerut College, India

Rajendra Kumar Sharma, Lecturer, NREC College, Chaudhary Singh University, Meerut, India

History of Education in India details the time period from the ancient Vedic, Post-Vedic and Buddhist period to the Islamic British period as well as education in India today. It describes in detail the activities and recommendations of various Educational Committees and Commissions.

ATLANTIC | 2023 | 448 pp
PB | 9788171566006 | INR 595.00
HB | 9788171565993 | INR 1195.00

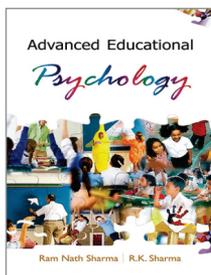


Statistical Methods in Education and Psychology

K. R. Gupta, University of Jammu and Kurukshetra University, India

Statistical Methods in Education and Psychology comprehensively covers the statistical methods and tools used to solve problems in education and psychology. It explains how to handle each tool and clarifies its use and limitations.

ATLANTIC | 2023 | 736 pp
PB | 9788126921492 | INR 895.00
HB | 9788126921485 | INR 1795.00



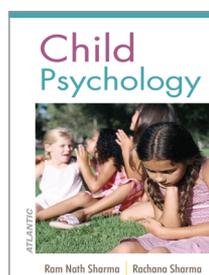
Advanced Educational Psychology

Ram Nath Sharma, HOD, P.G. Studies and Research, Meerut College, India

Rajendra Kumar Sharma, Lecturer, NREC College, Chaudhary Singh University, Meerut, India

Intended primarily to cater to the academic needs of Indian students, *Advanced Educational Psychology* is unique in itself as it is not set in the Western environment and ideally keeps pace with the recent developments in the subject.

ATLANTIC | 2023 | 574 pp | HB | 9788171566068 |
INR 1495.00



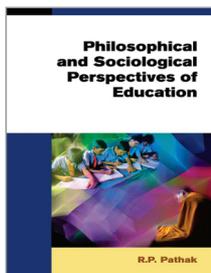
Child Psychology

Ram Nath Sharma, HOD, P.G. Studies and Research, Meerut College, India

Rachana Sharma, Department of Education, London, U.K.

Child Psychology covers stages of development from conception to adolescence, addressing conative, affective, cognitive aspects and behavior. It explores environmental and hereditary impacts, providing a contextual approach, making it an ideal textbook for students and teachers, accessible to general readers.

ATLANTIC | 2023 | 458 pp
PB | 9788126902217 | INR 695.00
HB | 9788126901708 | INR 1495.00

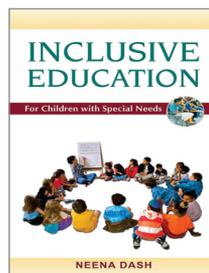


Philosophical and Sociological Perspectives of Education

R. P. Pathak, L. B. S. Vidyapeeth (Deemed University), New Delhi, India

Philosophical and Sociological Perspectives of Education explores topics such as education's aims, philosophies (Idealism, Naturalism, Pragmatism), social aspects and national development. It's a valuable resource for B.Ed. and M.Ed. students and education professionals.

ATLANTIC | 2023 | 160 pp
PB | 9788126907304 | INR 150.00
HB | 9788126907298 | INR 495.00



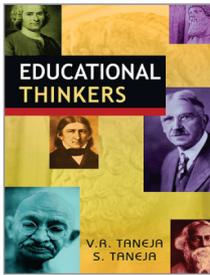
Inclusive Education

For Children with Special Needs

Neena Dash, Senior Lecturer, Department of Education, Lovely Professional University, Punjab, India

Inclusive Education is a complete treatise on inclusive education with particular emphasis on children with special needs, seeking how findings from researches on inclusion can be employed to influence inclusive practices in classrooms in a positive way.

ATLANTIC | 2023 | 136 pp
PB | 9788126916528 | INR 250.00
HB | 9788126906871 | INR 495.00

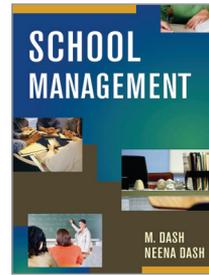


Educational Thinkers

V. R. Taneja, Dean, Faculty of Education, Jammu University, Jammu, India
S. Taneja, Professor, Government College of Education, Chandigarh, India

Educational Thinkers explores educational thoughts and practices of key thinkers, both Western (e.g., Plato, Rousseau, Dewey) and Indian (e.g., Tagore, Gandhi). Written with an experience-centered approach, it serves students of education at various levels.

ATLANTIC | 2023 | 182 pp
PB | 9788126903689 | **INR 375.00**
HB | 9788171561124 | **INR 595.00**

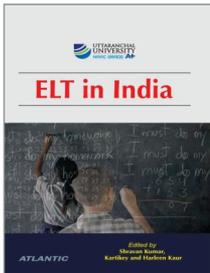


School Management

M. Dash, D.P.T.T. Edinburgh, Scotland
Neena Dash, Senior Lecturer, Department of Education, Lovely Professional University, Punjab, India

Designed according to the new syllabus, *School Management* offers conceptual discussions on participatory and non-participatory management, covering various resources and management approaches, including decision-making.

ATLANTIC | 2023 | 184 pp
PB | 9788126909070 | **INR 295.00**
HB | 9788126909063 | **INR 695.00**

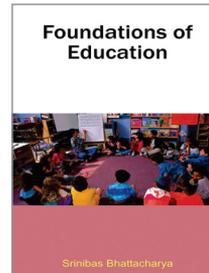


ELT in India

Shravan Kumar, Professor and Dean, School of Liberal Arts (SLA), Uttarakhand University, Dehradun, India
Kartikey, Deputy Registrar (P&G), Assistant Professor, School of Liberal Arts, Uttarakhand University
Harleen Kaur, Assistant Professor, Department of English, Raj Kumar Goel Institute of Technology | B.E., PGDM, Ph.D. (Marketing)

ELT in India is a compilation of research articles/papers related to the fields of ELT, ICT and English Literature. It discusses the methods of English language teaching and literature along with the use of information and communication technology in teaching and learning process.

ATLANTIC | 2023 | 178 pp | HB | 9788126935680 | **INR 695.00**



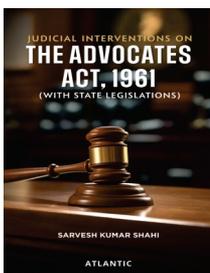
Foundations of Education

Srinibas Bhattacharya, Former member, Advisory Committee of the NCERT, India

Foundations of Education explores the philosophical foundation the subject discussing values, freedom, discipline and democracy. It delves into Indian philosophy and analyses aims, creativity and human factors, benefiting students, teachers and general readers.

ATLANTIC | 2023 | 376 pp
PB | 9788171566525 | **INR 250.00**
HB | 9788171566518 | **INR 1095.00**

LAW AND CRIMINOLOGY | 2025



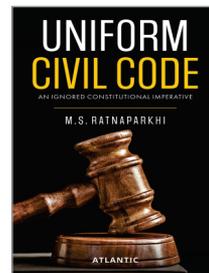
Judicial Interventions on The Advocates Act, 1961

With State Legislations

Sarvesh Kumar Shahi, Professor, School of Law, KIIT Deemed to be University, Bhubaneswar, Odisha, India

Judicial Interventions on the Advocates Act, 1961 analyses key judicial rulings shaping India's legal profession, ethics, and Bar-Bench relations, with a critical review of the Advocates (Amendment) Bill, 2025, for lawyers, scholars, students, and policymakers.

ATLANTIC | 2026 | 820 pp | HB | 9789372263220 | **INR 1895.00**



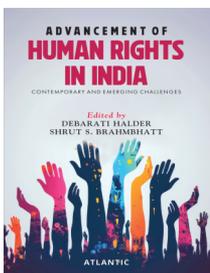
Uniform Civil Code

An Ignored Constitutional Imperative

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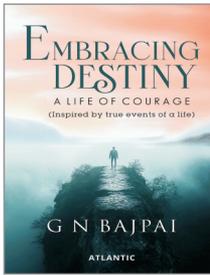
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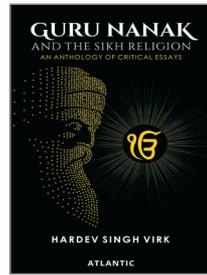
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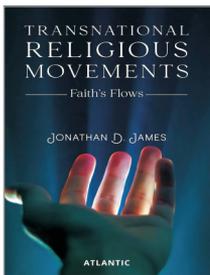
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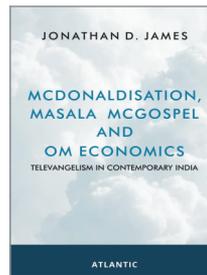
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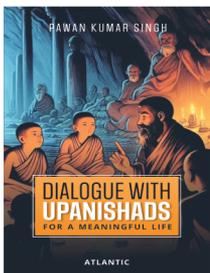
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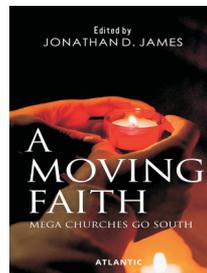
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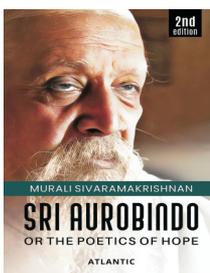
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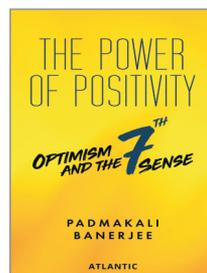


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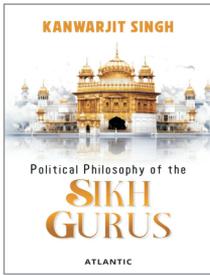
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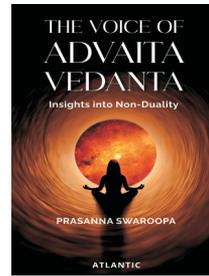


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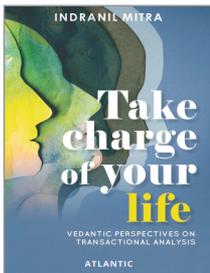
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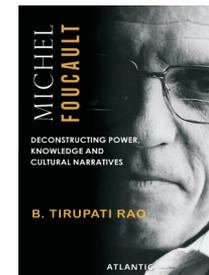
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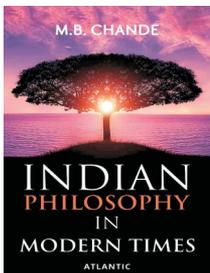
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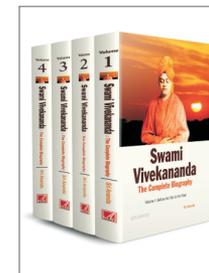


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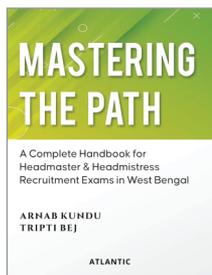
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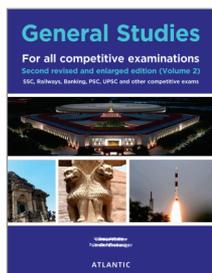
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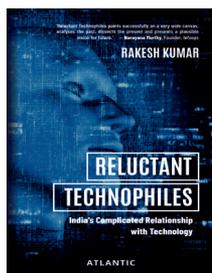
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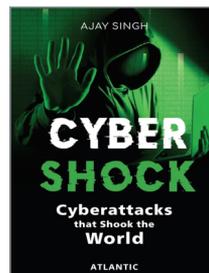


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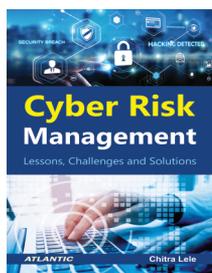
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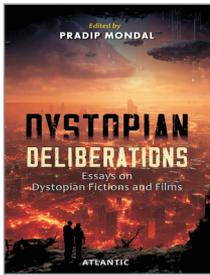


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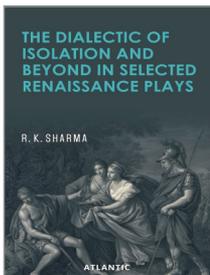
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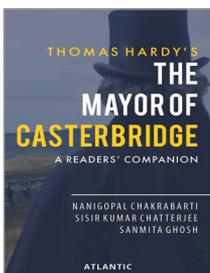
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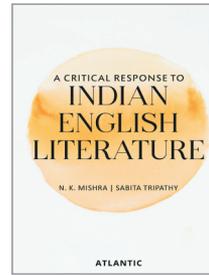
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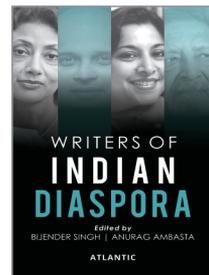
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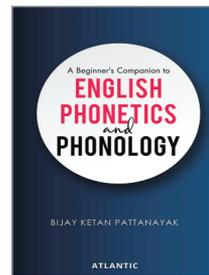
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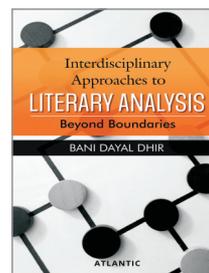


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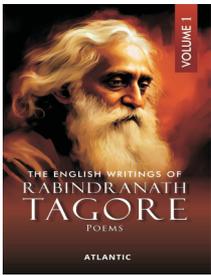
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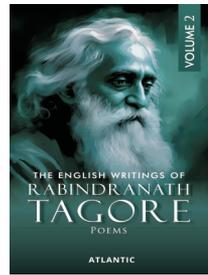
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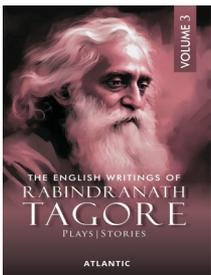
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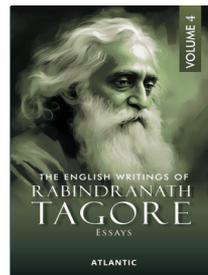
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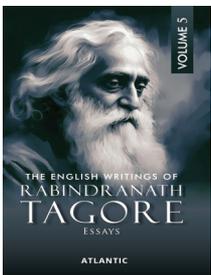
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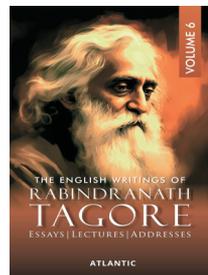
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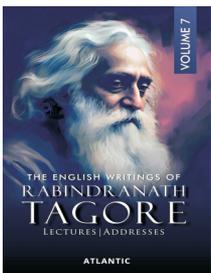
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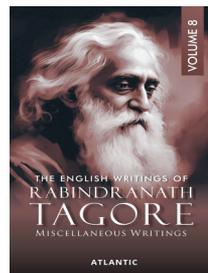
The English Writings of Rabindranath Tagore

Lectures, Addresses (Volume 7)

Mohit K. Ray, Professor and Head, Department of English, Maharaj Singh College, Saharanpur, India

The English Writings of Rabindranath Tagore - Volume 7, offers profound insights into human experience, culture and society, covering themes like international relations, education, social justice and the balance between prosperity and well-being. It includes reflections on marriage, self-sufficiency, women's rights and civilisation, showcasing Tagore's vision for a compassionate, interconnected world.

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The English Writings of Rabindranath Tagore

Miscellaneous Writings (Volume 8)

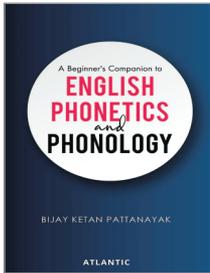
Mohit K. Ray, Professor and Head, Department of English, Maharaj Singh College, Saharanpur, India

The English Writings of Rabindranath Tagore - Volume 8, features Tagore's open letters, speeches and tributes on social, cultural and political issues, including Indian identity, social reform and human rights. It highlights his advocacy for education, culture and international relations, showcasing his belief in the transformative power of literature and art.

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SET (1-8 VOLUMES)

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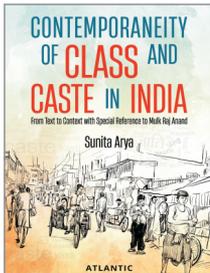


A Beginner's Companion to English Phonetics and Phonology

Bijay Ketan Pattanayak, Lecturer, Rural Institute of Higher Studies, Bhubaneswar, Odisha, India

A Beginner's Companion to English Phonetics and Phonology is an attempt to make the students understand the basics of English phonetics and phonology.

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INR 895.00



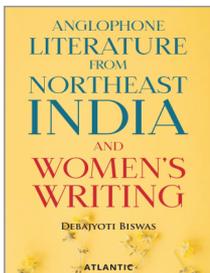
Contemporaneity of Class and Caste in India

From Text to Context with Special Reference to Mulk Raj Anand

Sunita Arya, Assistant Professor, Faculty of English, Vasanta College for Women, Varanasi, BHU, India

Contemporaneity of Class and Caste in India examines social hierarchies through Mulk Raj Anand's works, modern Indian authors, and global protest literature, showcasing literature's role in challenging discrimination and amplifying marginalised voices.

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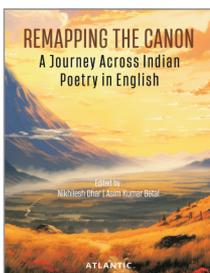


Anglophone Literature from Northeast India and Women's Writing

Debajyoti Biswas, Head of the English Department at Bodoland University, India

Anglophone Literature from Northeast India and Women's Writing explores the region's culture and society through English literature, focusing on women's subjugation by patriarchy and conflict, offering critical socio-political insights.

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Remapping the Canon

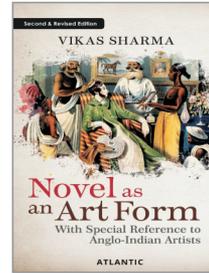
A Journey Across Indian Poetry in English

Nikhilesh Dhar, Assistant Professor of English, Onda Thana Mahavidyalaya, Bankura, India

Asim Kumar Betal, Faculty of English, Onda Thana Mahavidyalaya, Bankura, India

Remapping the Canon offers a comprehensive collection of essays that reevaluate Indian English poetry, focusing on poets, like Temsula Ao and Arun Kolatkar, while exploring themes like postcolonialism, ecocriticism and identity, with an emphasis on Northeast India. It serves as an essential academic resource for students and scholars.

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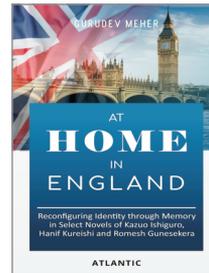
Novel as an Art Form

With Special Reference to Anglo-Indian Artists

Vikas Sharma, Head of the Department of English, CCS University, Meerut, India

Novel as an Art Form reasserts the Anglo-Indian novel as an established genre. This book explores character portrayal, ethics, feminism and narrative style, encouraging Indian readers to become creative artists like R.K. Narayan and Bharati Mukherjee.

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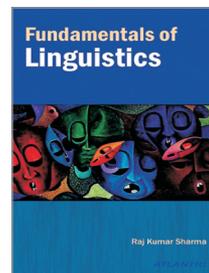
At Home in England

Reconfiguring Identity through Memory in Select Novels of Kazuo Ishiguro, Hanif Kureishi and Romesh Gunasekera

Gurudev Meher, Associate Professor, Ravenshaw University, Cuttack, Odisha, India

At Home in England is an attempt to explore the diverse dimensions of home in England as a specific diasporic point in which the individuals, migrating from different parts of the world, seek to rebuild a lost home, reconfiguring the inner landscape of their mind.

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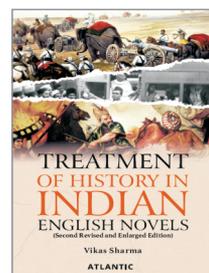


Fundamentals of Linguistics

Raj Kumar Sharma, Ranchi University, Ranchi, India

Fundamentals of Linguistics aims to prepare a dynamic generation of Indian linguists equipped with all the required pieces of linguistic information which may help them capitalise on ever expanding global employment opportunities.

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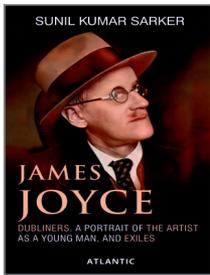


Treatment of History in Indian English Novels

Vikas Sharma, Professor and Head of the Department of English, CCS University, Meerut, India

History and literature are closely related. The partition of the country has attracted the attention of celebrated Indian writers, such as Khushwant Singh, Manohar Malgonkar and Chaman Nahal. *Treatment of History in Indian English Novels* offers a comprehensive account of the historical events furnished in selected works of these novelists, unravelling the intricacies of their storytelling and the profound treatment of history within their novels.

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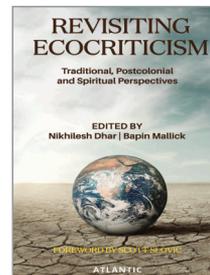
James Joyce

Dubliners, A Portrait of the Artist as a Young Man, and Exiles

Sunil Kumar Sarker, Retired Associate Professor, Raiganj University, India

James Joyce offers a captivating journey into Joyce's masterful storytelling, presenting an in-depth analysis of *Dubliners*, a collection of 15 short stories that vividly captures the essence of Irish life.

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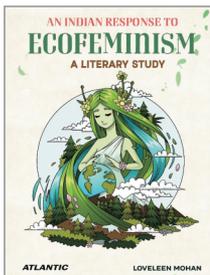


Revisiting Ecocriticism

Traditional, Postcolonial and Spiritual Perspectives
Nikhlesh Dhar, Assistant Professor, Onda Thana Mahavidyalaya Bankura, India
Bapin Mallick, Assistant Professor, B.R. Ambedkar College, Nadia, West Bengal, India

Revisiting Ecocriticism studies the representation of environmental issues in literature and culture and provides a comprehensive introduction to the history of environmental literary studies.

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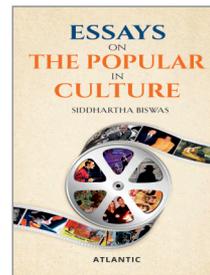
An Indian Response to Ecofeminism

A Literary Study

Loveleen Mohan, Retired professor, MDU Rohtak, Haryana, India

An Indian Response to Ecofeminism aims to trace the trajectory of ecological concerns in India through the study of novels of some major Indian women writers from the 1950s to contemporary times, providing a picture of Indian Ecofeminism in all its dimensions, perspectives and diversity.

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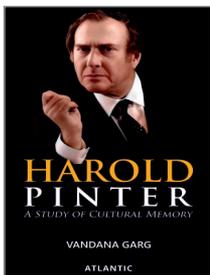


Essays on the Popular in Culture

Siddhartha Biswas, Associate Professor, University of Calcutta, India

Essays on the Popular in Culture delves into the profound impact of popular culture on individuals and society at large. It doesn't just perceive pop culture as a mere source of entertainment but also acknowledges its potential to influence people and enforce ideas from any ideological standpoint.

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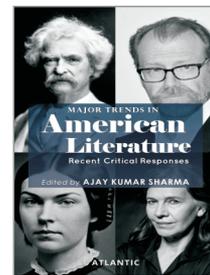
Harold Pinter

A Study of Cultural Memory

Vandana Garg, Assistant Professor, University Institute of Legal Studies, Panjab University, Chandigarh, India

Harold Pinter presents a dramatically altered, ugly trail of Holocaust memories of Jews and specifically reveals how they had been thrown out of mainstream society during the outbreak of World War II.

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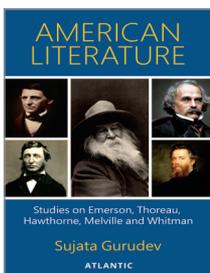
Major Trends in American Literature

Recent Critical Responses

Ajay Kumar Sharma, Professor and Head, Department of English, Maharaj Singh College, Saharanpur, India

Major Trends in American Literature celebrates the rich literary tradition of American writers, featuring renowned literary figures, such as Sylvia Plath, John Steinbeck, Emily Dickinson, Ralph Waldo Emerson, Henry David Thoreau, William Faulkner, T.S. Eliot, Ernest Hemingway, and many more.

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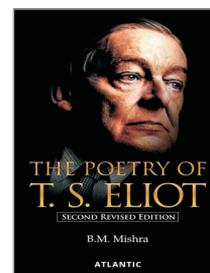
American Literature

Studies on Emerson, Thoreau, Hawthorne, Melville and Whitman

Sujata Gurudev, Campus-in-charge, North-Eastern Hill University, Tura Campus, India

American Literature attempts an in-depth analysis of the literary scenario of nineteenth-century America, focusing on diverse literary talents—from men of letters, like Emerson and Thoreau to novelists like Hawthorne and Melville and the prophetic vision of Whitman.

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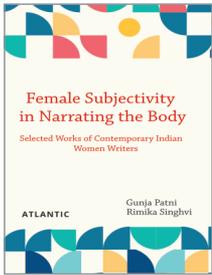


The Poetry of T. S. Eliot

B. M. Mishra, Polyglot, Orator, and Bilingual Writer

The Poetry of T.S. Eliot offers an interpretation of Eliot's poetry in the Indian context, examining its intersections with the viewpoints of Western critics and analyses Eliot's profound verses through an Indian lens while contrasting them against the Christian motifs that permeate his writings.

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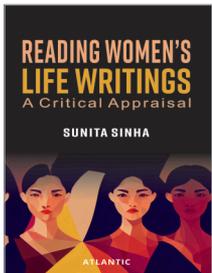
Female Subjectivity in Narrating the Body

Selected Works of Contemporary Indian Women Writers

Gunja Patni, Assistant Professor, JECRC University, Jaipur, India
Rimika Singhvi, Head of Department, IIS, Jaipur, India

Female Subjectivity in Narrating the Body is a comparative study and looks at women's literary works in third-world societies and their relationship to the body, examining contemporary Indian women writers, namely, Anita Nair, Sreemoyee Piu Kundu and Meena Kandasamy.

ATLANTIC | 2024 | 198 pp | HB | 9788126935802 | INR 795.00



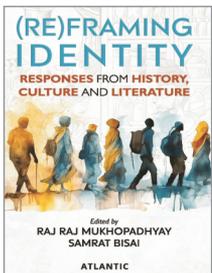
Reading Women's Life Writings

A Critical Appraisal

Sunita Sinha, Principal and HOD, Women's College, Samastipur, Lalit Narayan Mithila University, Bihar, India

Reading Women's Life Writings explores women's life writings from around the world as intricate expressions of selfhood, focusing on the works of notable authors, such as Kamala Das, Baby Haldar, Sara Suleri, Bama, Rassundari Devi, Maxine Hong Kingston and Annie Ernaux.

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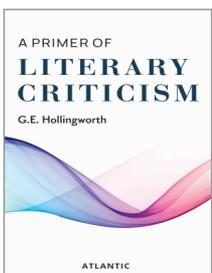
(Re)framing Identity

Responses From History, Culture and Literature

Raj Raj Mukhopadhyay, Faculty, Department of English, Michael Madhusudan Memorial College, India
Samrat Bisai, Faculty, Education, Ramakrishna Mission Brahmananda College of Education, Rahara, Kolkata, India

(Re)framing Identity offers critical essays and research articles focusing on the representation and creation of identity in the subcontinent concerning history, literature, politics, culture studies and other relevant fields.

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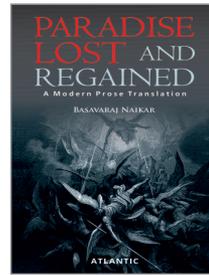


A Primer of Literary Criticism

G. E. Hollingworth, Distinguished Scholar and Teacher

Although ostensibly only a primer meant for beginners, *A Primer of Literary Criticism* offers an excellent practical guideline for the students in understanding and appreciating the real merit of a work.

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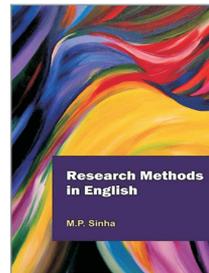
Paradise Lost and Regained

A Modern Prose Translation

Basavaraj Naikar, Emeritus Professor, Karnatak University, Dharwad, India

Paradise Lost and Regained offers a combined picture of both parts of the English epic to help students understand Milton's vision of the Christian myth and doctrine, thus comparable to similar prose translations of world epics like the *Iliad*, the *Odyssey*, the *Ramayana* and the *Mahabharata*.

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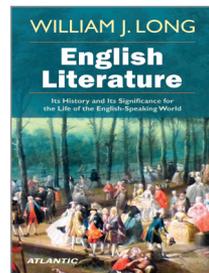


Research Methods in English

M. P. Sinha, Retired Professor and head, Chhatrapati Sahuji Maharaj University, India

Research Methods in English introduces post-graduate students and researchers to the basics and techniques of research methods in English literature and language. It covers both qualitative and quantitative research methodology.

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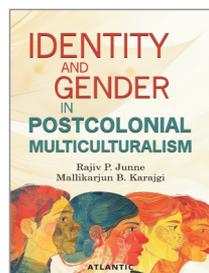
English Literature

Its History and Its significance for the life of the English-Speaking World

William J. Long, American Writer, Naturalist and Minister

English Literature presents the history of the subject from Anglo-Saxon times to the close of the Victorian Era. It aims to create in every student the desire to read the best books in literature, and to know literature itself rather than what has been written about literature.

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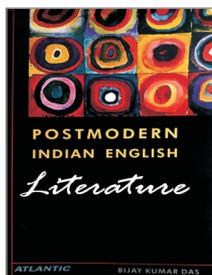
Identity and Gender in Postcolonial Multiculturalism

Rajiv P. Junne, Faculty, SVKM's Institute of Technology, Dhule, Maharashtra, India

Mallikarjun B. Karajgi, Director of NSS, SRTM University, Nanded, Head of the Department of English, Research Guide and Associate Professor, Smt. Sushiladevi Deshmukh Senior College, Latur, India

Identity and Gender in Postcolonial Multiculturalism covers the complexities of identity and gender in contemporary postcolonial British society, which transformed from a homogeneous society into a multicultural landscape, celebrating heterogeneity and hybridity more than ever before.

ATLANTIC | 2024 | 314 pp | HB | 9788126940257 | INR 995.00

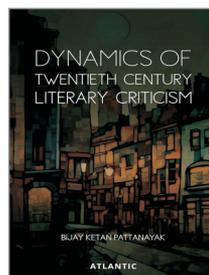


Postmodern Indian English Literature

Bijay Kumar Das, Professor, Burdwan University, Burdwan, India

Postmodernism in Indian English Literature refers to the works of literature produced after 1980. If Raja Rao's *Kanthapura* (1938) marks modernism, Salman Rushdie's *Midnight's Children* (1981) and Nissim Ezekiel's *Latter-Day Psalms* (1982) mark the postmodernist turn in Indian English literature.

ATLANTIC | 2024 | 164 pp
PB | 9788126902590 | INR 295.00
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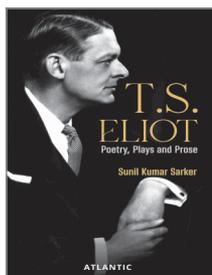


Dynamics of Twentieth Century Literary Criticism

Bijay Ketan Pattanayak, Lecturer, Rural Institute of Higher Studies, Bhograi, India

Dynamics of Twentieth Century Literary Criticism discusses the significance and interplay of different schools of critical thought like Formalism, Marxism, New Criticism, Structuralism, Post-Structuralism, Feminism and Orientalism, tracing the growth and development of the modern literary temper.

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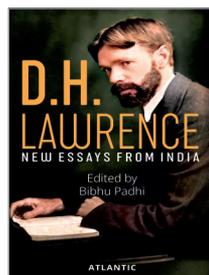
T.S. Eliot

Poetry, Plays and Prose

Sunil Kumar Sarker, Ex Reader, Raiganj University, India

This book introduces T.S. Eliot as man, poet, playwright and critic, fully quoting and explaining "*The Waste Land*" and Four Quartets, while discussing major poems, five plays and nine key essays.

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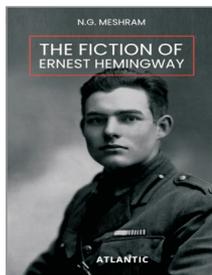
D.H. Lawrence

New Essays from India

Bibhu Padhi, Retired Associate Professor, Dhenkanal College, Orissa, India

D.H. Lawrence is an anthology of thirteen chapters on the works of Lawrence, including his nonfiction writings and paintings. As a comprehensive reference for students of literature, this book ultimately encapsulates the profound influence of D.H. Lawrence.

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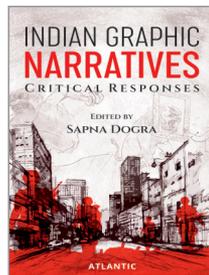


The Fiction of Ernest Hemingway

N. G. Meshram, Principal, Lords Universal College of Law, Mumbai, India

The Fiction of Ernest Hemingway portrays Hemingway as a compassionate artist, revealing his profound empathy and insight into human suffering amidst a harsh society. It highlights his exploration of love and tragedy, making a significant scholarly contribution.

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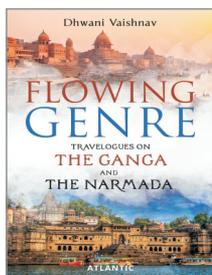
Indian Graphic Narratives

Critical Responses

Sapna Dogra, Deputy Chief Editor, Muse India

Indian Graphic Narratives critically examines various issues and concerns within Indian graphic narratives in contemporary times, including gender and violence, the pedagogical potential of graphic narratives and the use of animals as visual metaphors.

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HB | 9788126938292 | INR 695.00



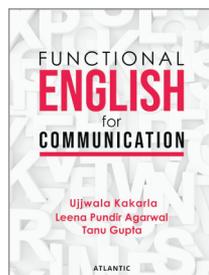
Flowing Genre

Travelogues on the Ganga and the Narmada

Dhvani Vaishnav, Faculty, Shantilal Shah Government Engineering College, Bhavnagar, Gujarat, India

Flowing Genre examines the evolution of travelogues in English and Gujarati literature, exploring themes of river culture, social issues and environmental concerns.

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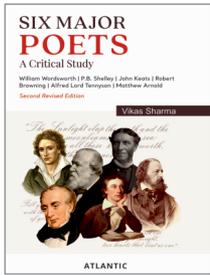


Functional English for Communication

Ujjwala Kakarla, Faculty, Vallurupalli Nageswara Rao Vignana Jyothi Institute of Engineering & Technology, India
Leena Pundir Agarwal, Faculty, Omkarananda Saraswati Government Degree College, Devprayag, India
Tanu Gupta, Professor and Head, Department of English, Chandigarh University, India

Functional English for Communication offers a concise guide to core language skills, enriching English proficiency with practical exercises and academic insights for enhanced communication and employability.

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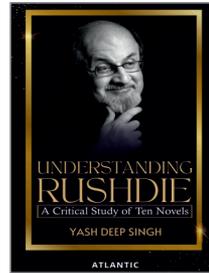
Six Major Poets

A Critical Study

Vikas Sharma, Professor and HOD, C.C.S. University, Meerut, India

Six Major Poets encapsulates diverse views on poetry from different eras and poets. It discusses varying perceptions: poetry's superiority to history and philosophy, its sources in emotions or life's critique, modern complexities and its alignment with music and science.

ATLANTIC | 2024 | 182 pp | HB | 9788126938445 |
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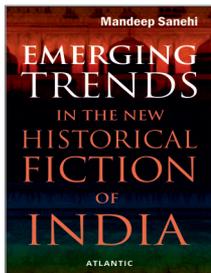
Understanding Rushdie

A Critical Study of Ten Novels

Yash Deep Singh, Associate Professor, Graphic Era Hill University, Dehradun, Uttarakhand, India

Understanding Rushdie has been written with the intention of assisting university students, research scholars and general readers in gaining a better understanding of Rushdie's works of fiction.

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INR 795.00

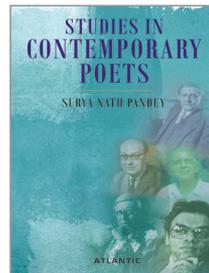


Emerging Trends in the New Historical Fiction of India

Mandeep Sanehi, Assistant Professor, Department of English, Goswami Ganesh Dutta Sanatan Dharma College, Chandigarh, India

Emerging Trends in the New Historical Fiction of India analyses the shifts in ideas, ideologies or counter-ideologies and the methods to handle the structures of the hegemonic ideology of history and historiography by examining key works that exemplify its defining characteristics.

ATLANTIC | 2024 | 246 pp | HB | 9788126937608 |
INR 995.00

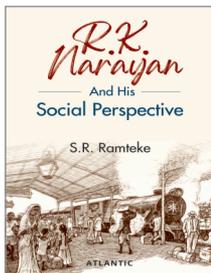


Studies in Contemporary Poets

Surya Nath Pandey, Professor, Banaras Hindu University, India

Studies in Contemporary Poets contains fourteen essays on seven major twentieth-century poets, including T.S. Eliot, W.H. Auden, Stephen Spender, Philip Larkin, Nissim Ezekiel, A.K. Ramanujan and Dom Moraes, representing various aspects of contemporary poetic sensibility.

ATLANTIC | 2024 | 128 pp | HB | 9788126938056 |
INR 495.00

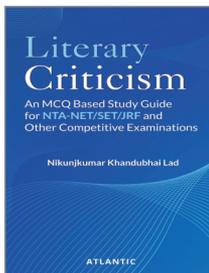


R.K. Narayan and His Social Perspective

S.R. Ramteke, Retired Principal, Dr. Babasaheb Ambedkar College, Maharashtra, India

R. K. Narayan and His Social Perspective deals with the caste-ridden Hindu society which Narayan presents in his novels. The book vividly brings out Narayan's attitude to life, his firm grip on the Hindu ethos of which he was a product and his failure to come out of it.

ATLANTIC | 2024 | 220 pp | HB | 9788126938049 |
INR 595.00



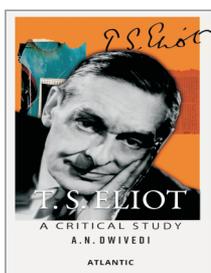
Literary Criticism

An MCQ Based Study Guide for NTA-NET/SET/JRF and Other Competitive Examinations

Nikunj Kumar Khandubhai Lad, Faculty in English, GES Class-II, Government Science College, Pardi, District: Valsad, Gujarat, India

Literary Criticism offers an exhaustive coverage of Literary Criticism as a discipline. Beginning with the Classical Criticism of the Ancient Greeks, it explores the revival of its ideas during the Renaissance, its reinterpretation during the Romantic period and its deconstruction in the Post-modern era.

ATLANTIC | 2024 | 598 pp
PB | 9788126939640 | INR 495.00
HB | 9788126911066 | INR 995.00



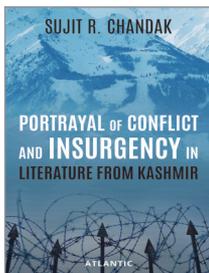
T. S. Eliot

A Critical Study

A. N. Dwivedi, Senior Professor (Retired), University of Allahabad, India

T.S. Eliot is the outcome of the author's continued study and research of Eliot's literary output, demonstrating his valid critical insight and sound judgment and presents a comprehensive view of Eliot and reveals his multi-faceted genius.

ATLANTIC | 2024 | 224 pp | HB | 9788126938223 |
INR 995.00

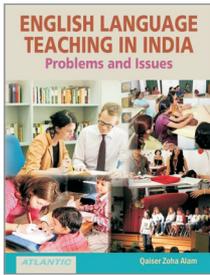


Portrayal of Conflict and Insurgency in Literature from Kashmir

Sujit R. Chandak, Associate Professor, Shri M. D. Shah Mahila College, Mumbai, India

Portrayal of Conflict and Insurgency in Literature from Kashmir studies the turbulent times of the 1990s insurgency and militancy in the Kashmir Valley. It attempts to understand the nature of the insurgency/militancy in Kashmir by analysing select literary texts.

ATLANTIC | 2024 | 170 pp | HB | 9788126935826 |
INR 695.00



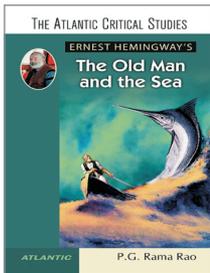
English Language Teaching in India

Problems and Issues

Qaiser Zoha Alam, Professor, Ranchi University, India

English Language Teaching in India introduces some of the major areas that students and teachers of English in India should understand in order to follow a scientific approach. The suggestions made in the studies and the pedagogical implications should be of much help to them.

ATLANTIC | 2024 | 148 pp | HB | 9788171565542 |
INR 695.00

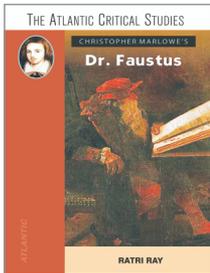


Ernest Hemingway's The Old Man and the Sea

P. G. Rama Rao, Retired Professor, Utkal University, Bhubaneswar, India

Ernest Hemingway's The Old Man and the Sea is a critical study that delves into Ernest Hemingway's modern American classic, *The Old Man and the Sea*, examining it against the backdrop of his aesthetic convictions and literary achievement. Ideal for students, researchers and teachers of English Literature.

ATLANTIC | 2023 | 160 pp | PB | 9788126907106 |
INR 295.00

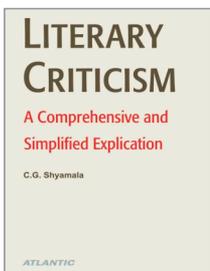


Christopher Marlowe's Dr. Faustus

Ratri Ray, Head of the Department (Retired), Patna University, India

Christopher Marlowe's *Dr. Faustus* is designed for students, offering clear explanations and critical insight, while also engaging serious readers seeking a deeper understanding of the play's themes, structure, and lasting significance.

ATLANTIC | 2023 | 134 pp
PB | 9788126930357 | INR 200.00
HB | 9788126930340 | INR 495.00



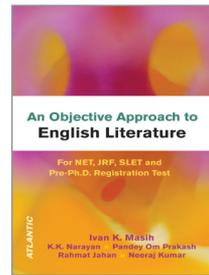
Literary Criticism

A Comprehensive and Simplified Explication

C.G. Shyamala, Assistant Professor, Mercy College, Palakkad, Kerala, India

Literary Criticism delves deep into the subject, exploring diverse concerns across epochs. It elucidates critical essays that reflect the zeitgeist, providing a comprehensive guide on feminisms and connecting literary criticism with observations, critical stances and the influence of text and culture. The reader-friendly approach makes it a valuable resource for academicians and learners.

ATLANTIC | 2023 | 388 pp
PB | 9788126935079 | INR 450.00
HB | 9788126935062 | INR 1195.00



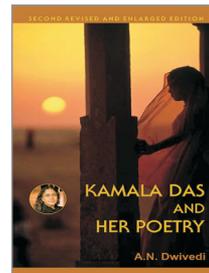
An Objective Approach to English Literature

For NET, JRF, SLET and Pre-Ph.D. Registration Test

Ivan K. Masih, Senior professor, Magadh University, India
K. K. Narayan, Reader
Pandey Om Prakash, Senior Lecturer, Gaya College, India
Rahmat Jahan, Senior Lecturer, G.B.M. College, Gaya, India
Neeraj Kumar, Senior Lecturer, Magadh University, India

An Objective Approach to English Literature is based on the uniform pattern of syllabus for MA in English for Indian Universities prescribed by the UGC. It is comprehensive and covers the entire history of English Literature.

ATLANTIC | 2024 | 598 pp
PB | 9788126907717 | INR 595.00
HB | 9788126906192 | INR 995.00

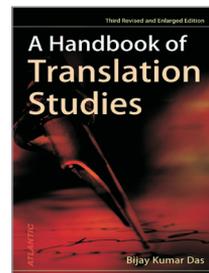


Kamala Das and Her Poetry

A. N. Dwivedi, Professor, University of Allahabad, Allahabad, India

Kamala Das and Her Poetry traces her journey from an uneducated poet to a distinguished Indo-English figure. It combines biography and criticism, providing valuable insights for students and teachers of English literature.

ATLANTIC | 2023 | 156 pp | HB | 9788171568932 |
INR 495.00

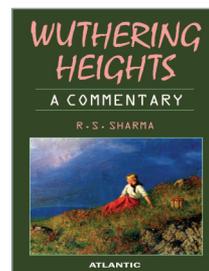


A Handbook of Translation Studies

Bijay Kumar Das, Professor, Burdwan University, Burdwan, India

A Handbook of Translation Studies makes a thorough analysis of translation studies—both in the East and the West. Also the art of translation has been analysed as creative writing, as linguistic bridge-building and as nation building.

ATLANTIC | 2023 | 196 pp | HB | 9788126918058 |
INR 595.00



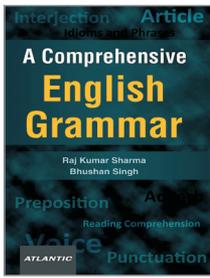
Wuthering Heights

A Commentary

R.S. Sharma, Assistant Professor, Banaras Hindu University, Varanasi, Uttar Pradesh, India

Wuthering Heights delves into the unique aspects of Emily Bronte's novel, exploring themes, characters and form. It discusses the novel's poetic quality, narrative technique and time schemes, providing valuable insights for students, scholars and researchers.

ATLANTIC | 2023 | 96 pp | HB | 9788171564910 |
INR 495.00

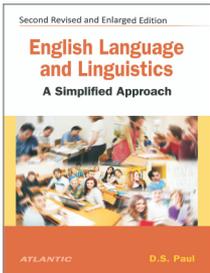


A Comprehensive English Grammar

Raj Kumar Sharma, HOD, English, Simdega College, Jharkhand, India
Bhushan Singh, HOD English Department, Purvottar Railway College, Sonpur (Saran), Bihar, India

A Comprehensive English Grammar covers the entirety of the subject, emphasising its importance in communication and providing detailed explanations of various grammatical aspects. It includes exercises, making it suitable for learners and teachers aiming to enhance language skills.

ATLANTIC | 2023 | 400 pp
PB | 9788126920129 | INR 395.00
HB | 9788126920112 | INR 895.00



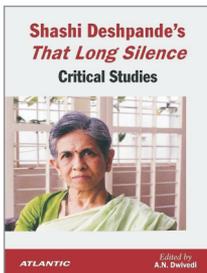
English Language and Linguistics

A Simplified Approach

D. S. Paul, Lecturer, Guru Nanak Dev University, Amritsar, India

English Language and Linguistics explores intriguing aspects of the English language, presenting asymmetries, paradoxes and interesting facts. It covers anomalies, peculiarities and linguistic nuances, enriched with examples from literary masters, helping readers appreciate the complexity and richness of English.

ATLANTIC | 2023 | 384 pp
PB | 9788126926138 | INR 450.00
HB | 9788126926121 | INR 795.00



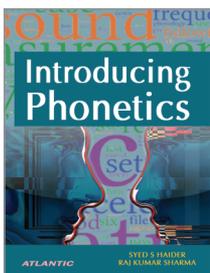
Shashi Deshpande's That Long Silence

Critical Studies

A. N. Dwivedi, Retired Senior Professor, University of Allahabad, Allahabad, India

Shashi Deshpande's that Long Silence critically examines Shashi Deshpande's novel *That Long Silence* through eight essays and appendices, shedding light on various aspects and adding to its proper understanding and appreciation.

ATLANTIC | 2023 | 156 pp | HB | 9788126926879 | INR 495.00

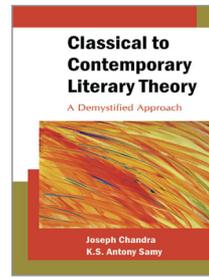


Introducing Phonetics

Syed S. Haider, Retired Professor, Ranchi University, Jharkhand, India
Raj Kumar Sharma, HOD, English Department, Simdega College, India

Introducing Phonetics discusses the primary elements of the subject, the awareness of which really smartens individuals who wish to groom themselves to come up with flying colours in today's highly competitive global environment.

ATLANTIC | 2023 | 164 pp | PB | 9788126921898 | INR 300.00



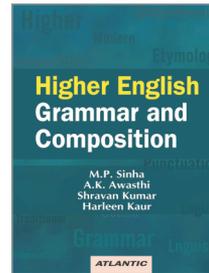
Classical to Contemporary Literary Theory

A Demystified Approach

Joseph Chandra, Dean of Arts, Loyola College, Chennai, India
K. S. Antony Samy, Dean of Students, Loyola College, Chennai, India

Classical to Contemporary Literary Theory aims to simplify the complex subject of literary theory for college students. It provides clear explanations of key concepts and explores various schools of theory chronologically and through critical approaches. The goal is to enhance the understanding of literature and make learning an enjoyable experience.

ATLANTIC | 2023 | 148 pp
PB | 9788126913640 | INR 350.00
HB | 9788126913497 | INR 450.00



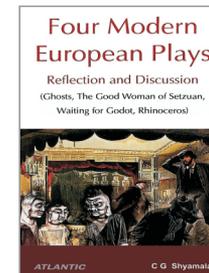
Higher English Grammar and Composition

M. P. Sinha, Retired Professor, HOD English, CSJM University, Kanpur, India
A. K. Awasthi, Former Professor, HOD English, H.S. Gour University, Sagar, Madhya Pradesh, India

Shrawan Kumar, Assistant Professor, Raj Kumar Goel Institute of Technology and Management, Ghaziabad, India
Harleen Kaur, Assistant Professor, Raj Kumar Goel Institute of Technology, Ghaziabad, India

Higher English Grammar and Composition adopts a modern descriptive linguistics approach to English grammar, emphasising practical applications and real-life context. It serves as a valuable resource for students and teachers seeking a comprehensive understanding of the language.

ATLANTIC | 2023 | 322 pp
PB | 9788126927715 | INR 450.00
HB | 9788126927708 | INR 795.00



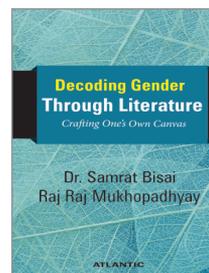
Four Modern European Plays

Reflection and Discussion (Ghosts, The Good Woman of Setzuan, Waiting for Godot, Rhinoceros)

C.G. Shyamala, Assistant Professor and Research Supervisor, Postgraduate Department of English and Research Centre for Comparative Studies, Mercy College, Palakkad, Kerala, India

Four Modern European Plays explores the origin and evolution of drama, discussing categories, stagecraft and dramatists worldwide. It emphasises four modern European playwrights—Henrik Ibsen, Bertolt Brecht, Samuel Beckett and Eugene Ionesco—highlighting their revolutionary contributions to theatre.

ATLANTIC | 2023 | 408 pp | HB | 9788126935307 | INR 1295.00



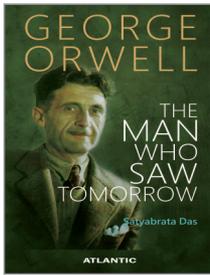
Decoding Gender Through Literature

Crafting One's Own Canvas

Dr. Samrat Bisai, Assistant Professor, Ramakrishna Mission Brahmananda College of Education, Rahara, Kolkata, India
Raj Raj Mukhopadhyay, Assistant Professor and Coordinator, PG Section, Department of English, Michael Madhusudan Memorial College, Kazi Nazrul University, Asansol, India

Decoding Gender Through Literature seeks to address how gender as a phenomenon is conceptualised, and the discourse is (re)constructed through multifarious art forms and carries critical arguments, debates and concepts posed by various scholars from India on the issues of gender sensitisation.

ATLANTIC | 2023 | 224 pp | HB | 9788126936038 | INR 995.00



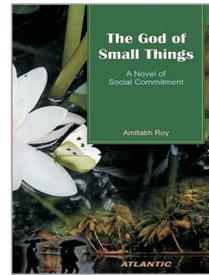
George Orwell

The Man Who Saw Tomorrow

Satyabrata Das, HOD, English, Maharishi College of Natural Law, Bhubaneswar, India

George Orwell is an attempt to focus on the prophetic vision of George Orwell regarding the Spanish Civil War. In the course of discussion, the author treats the whole length of Orwell's writings, both fictional and non-fictional.

ATLANTIC | 2023 | 110 pp | HB | 9788126936731 |
INR 495.00



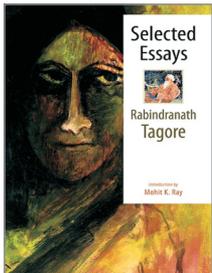
The God of Small Things

A Novel of Social Commitment

Amitabh Roy, Lecturer, Sitalkuchi College, Coochbehar, West Bengal, India

Arundhati Roy's international bestseller, *The God of Small Things*, faces questions about its motives. This book examines it sociologically, addressing concerns of distortion, imitation and the novelist's care for marginalised groups.

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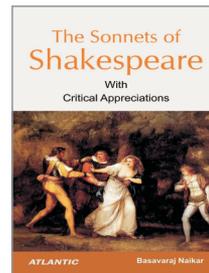
Selected Essays

Rabindranath Tagore, Poet, Novelist, Short Story Writer, Essayist and Dramatist

Dr. Mohit K. Ray, Former Professor of English, Burdwan University, Burdwan, India

The 37 essays included in *Selected Essays* are gleaned from the rich repertoire of Tagore's original English writings which, unfortunately, did not receive the attention they deserved possibly because they were eclipsed by the huge body of his creative and critical writings in Bengali.

ATLANTIC | 2023 | 444 pp
PB | 9788126916665 | INR 495.00
HB | 9788126916658 | INR 1195.00



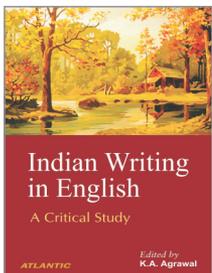
The Sonnets of Shakespeare

With Critical Appreciations

Basavaraj Naikar, Former Professor and Chairman, English Department, Karnatak University, Dharwad, India

The Sonnets of Shakespeare contains all the 154 sonnets of Shakespeare with a critical appreciation of each for the benefit of all the University and College students and teachers of India and the world. This is the first of its kind in the Indian academic realm.

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PB | 9788126935499 | INR 550.00
HB | 9788126935482 | INR 995.00



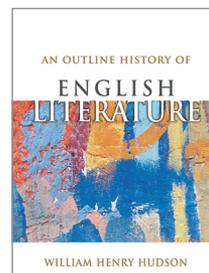
Indian Writing in English

A Critical Study

K.A. Agrawal, Reader, Gurukul Kangri University, Haridwar, India

Indian Writing in English presents a collection of essays and research papers on Indian English Poetry and Fiction. A brief survey of Indian English Religious Poetry and Humanistic Trends in Contemporary Indo-English Fiction has also been included.

ATLANTIC | 2023 | 268 pp | HB | 9788126927210 |
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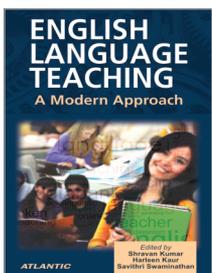


An Outline History of English Literature

William Henry Hudson, Author, Naturalist and Ornithologist

An Outline History of English Literature focuses attention on general literature from the pre-Chaucerian period to the age of Tennyson. It will prove useful to the students and teachers of English literature and the researchers in this field.

ATLANTIC | 2023 | 228 pp
PB | 9788126909872 | INR 395.00
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English Language Teaching

A Modern Approach

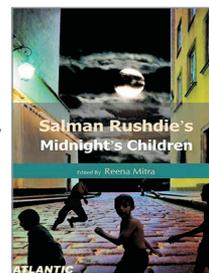
Shrawan Kumar, Assistant Professor, Raj Kumar Goel Institute of Technology, Ghaziabad, Uttar Pradesh, India

Harleen Kaur, Assistant Professor, Krishna Engineering College, Ghaziabad, Uttar Pradesh, India

Savithri Swaminathan, Assistant Professor, Guru Nanak College, Delhi, India

ELT, vital due to English's global role, is explored in this book featuring innovative ideas from the ELTAI conference. *English Language Teaching* presents standards for learning and assessment, benefiting students, teachers and scholars.

ATLANTIC | 2023 | 298 pp | HB | 9788126922796 |
INR 895.00

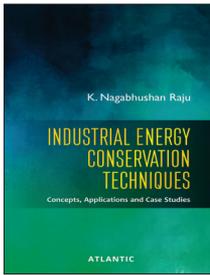


Salman Rushdie's Midnight's Children

Reena Mitra, Senior Reader, Department of English, Christ Church College, Kanpur, India

Salman Rushdie's Midnight's Children, ever since its publication in 1980, has been considered an ingenious piece of literary art and a trendsetter in the field of Indian fiction in English.

ATLANTIC | 2023 | 192 pp
PB | 9788126900381 | INR 350.00
HB | 9788126906888 | INR 595.00



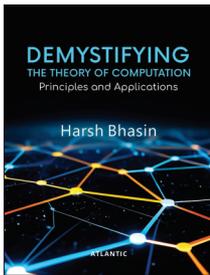
Industrial Energy Conservation Techniques

Concepts, Applications and Case Studies

K. Nagabhushan Raju, Professor, Department of Instrumentation & USIC, Sri Krishnadevaraya University, Anantapur

Industrial Energy Conservation Techniques offers clear concepts and case studies on energy-saving practices in process industries, aiding engineers and professionals in applying effective conservation strategies.

ATLANTIC | 2025 | 368 pp | HB | 9788126941858 |
INR 995.00



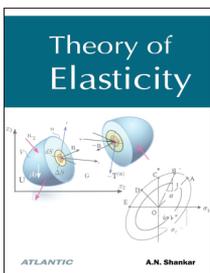
Demystifying the Theory of Computation

Principles and Applications

Harsh Bhasin, Assistant Professor, School of Computer Science and Engineering and Technology, Bennett University

Demystifying the Theory of Computation covers fundamental and advanced topics in computational theory, including automata, languages and complexity. It provides practical examples and explores emerging research in machine learning, making it essential for students and professionals.

ATLANTIC | 2025 | 300 pp | PB | 9788126911479 |
INR 795.00

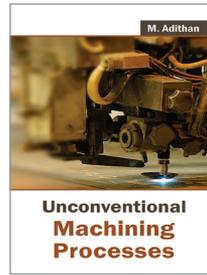


Theory of Elasticity

A.N. Shankar, Ph.D. Scholar, University of Petroleum and Energy Studies, Dehradun, India

Theory of Elasticity caters to the course requirements of Civil, Mechanical and Aerospace Engineering students in Indian universities. It covers stress and strain analysis, their relationship, stress functions and polar coordinates.

ATLANTIC | 2023 | 190 pp
PB | 9788126931538 | INR 275.00
HB | 9788126931521 | INR 695.00

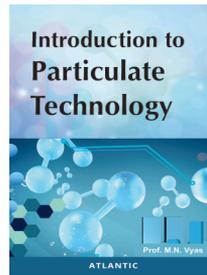


Unconventional Machining Processes

M. Adithan, Professor and Dean, VIT University, Vellore, Tamil Nadu, India

Unconventional Machining Processes provides an in-depth study of processes like EDM, ECM, LBM and more. It covers principles, equipment, metal removal mechanisms, advantages and applications across industries. The book includes real-world examples, comparisons and review questions to aid student learning and understanding of unconventional machining techniques.

ATLANTIC | 2025 | 320 pp
PB | 9788126910458 | INR 450.00
HB | 9788126910441 | INR 975.00

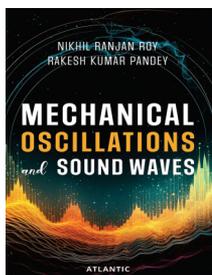


Introduction to Particulate Technology

M. N. Vyas, Consultant and Visiting Professor, Chemical industries and technical institutions, Gujarat, India

Introduction to Particulate Technology provides a foundational understanding of particle technology in chemical engineering, incorporating real-world examples and practical applications. Accessible language and illustrations enhance its usefulness for students and enthusiasts.

ATLANTIC | 2023 | 272 pp | HB | 9788126935888 |
INR 1495.00

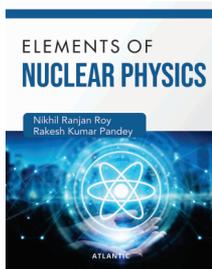


Mechanical Oscillations and Sound Waves

Nikhil Ranjan Roy, Professor and Former Head of Department of Physics, Ranchi University, Jharkhand, India
Rakesh Kumar Pandey, Assistant Professor, Department of Physics, Vinoba Bhave University, Hazaribag, Jharkhand, India

Mechanical Oscillations and Sound Waves introduces oscillatory motion and sound wave principles, aligned with UGC NEP 2020 guidelines. It offers clear theory, math concepts, real-world applications and exercises, designed for undergraduate students to support both guided and independent learning in Indian universities.

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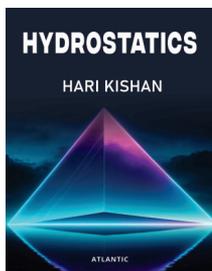


Elements of Nuclear Physics

Nikhil Ranjan Roy, Professor and Former Head of Department of Physics, Ranchi University, Jharkhand, India
Rakesh Kumar Pandey, Assistant Professor, Department of Physics, Vinoba Bhave University, Hazaribag, Jharkhand, India

Elements of Nuclear Physics is written to serve as a comprehensive introduction to the subject, covering the nucleus, its properties, the diverse range of nuclear phenomena and the physics of elementary particles.

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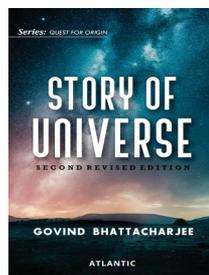


Hydrostatics

Hari Kishan, Senior Reader, Mathematics, Kishori Raman Postgraduate College, Mathura, India

Hydrostatics gives insight into the behaviour of fluids when at rest and how mathematical modelling plays a pivotal role in understanding them. It covers the fundamental properties of fluids, their density and specific gravity, the methods to calculate these important parameters, along with their implications in hydrostatics.

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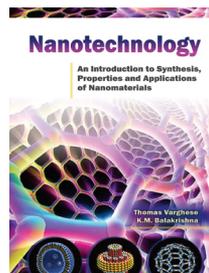


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Govind Bhattacharjee, Professor of Practice, Arun Jaitley National Institute of Financial Management, India

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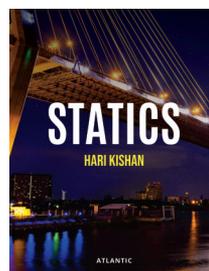
Nanotechnology

An Introduction to Synthesis, Properties and Applications of Nanomaterials

Thomas Varghese, Associate Professor, Department of Physics, Nirmala College, Muvattupuzha, Kerala, India
K. M. Balakrishna, Chairman, Department of Studies in Physics, Mangalore University, Managalagangotri, Karnataka, India

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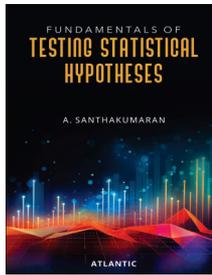
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—ALBERT EINSTEIN

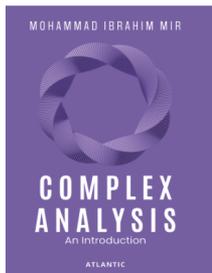


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A. Santhakumaran, Former Reader, Salem Sowdeswari College, Salem, Tamil Nadu

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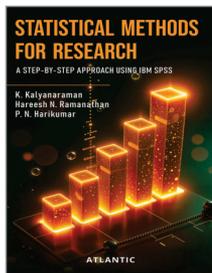
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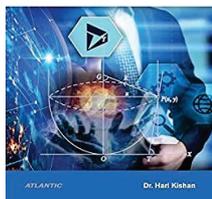
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P. N. Harikumar, Head, Post-Graduate Department of Commerce & Tourism, Catholicate College, Pathanamthitta, Kerala, India

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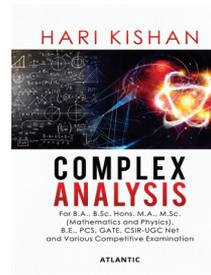


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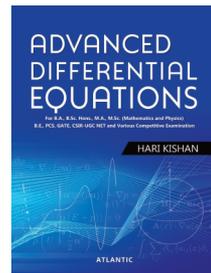
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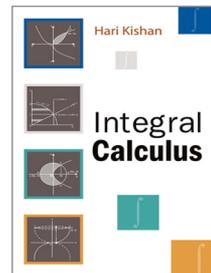
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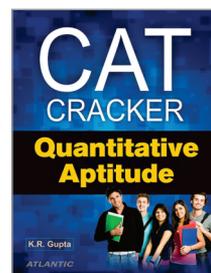


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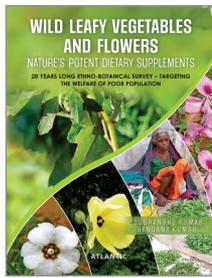
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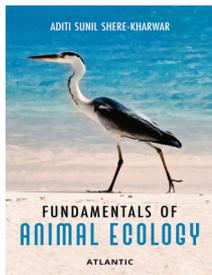
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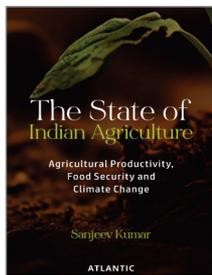


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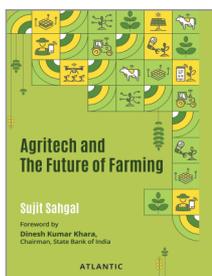
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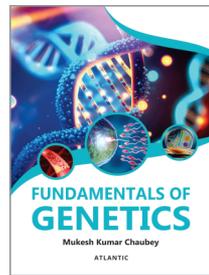


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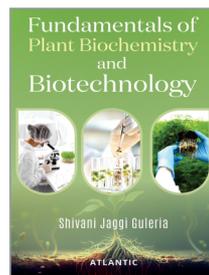


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Mukesh Kumar Chaubey, Assistant Professor, Department of Zoology, National Post Graduate College, Barahalganj, Gorakhpur, Uttar Pradesh, India

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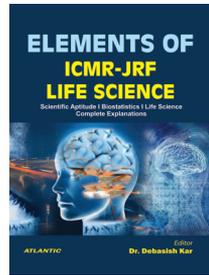


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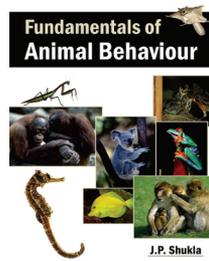


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Dr. Debasish Kar, Assistant Professor, Department of Biotechnology, Ramaiah University of Applied Science, Bengaluru, India

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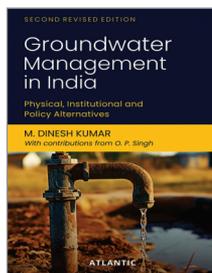


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J. P. Shukla, Reader, P.G. Dept. of Zoology, S. Kisan P.G. College, Basti, Uttar Pradesh, India

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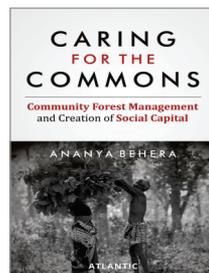
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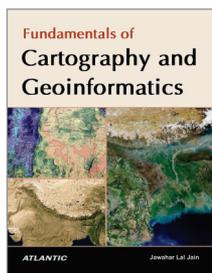
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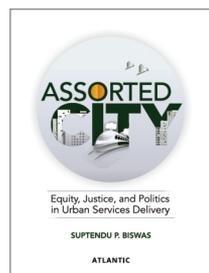


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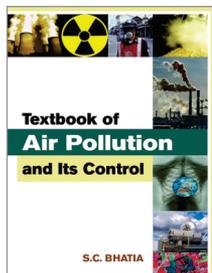
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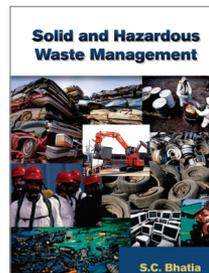


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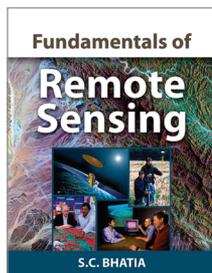


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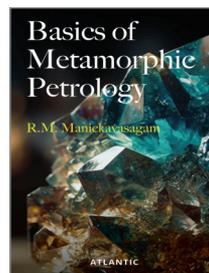


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S. C. Bhatia, BITS, Pilani, India

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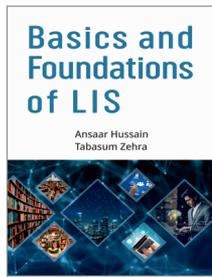


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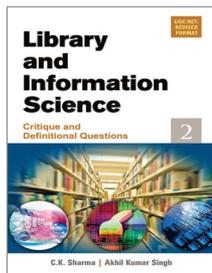


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Tabasum Zehra, Information Science professional

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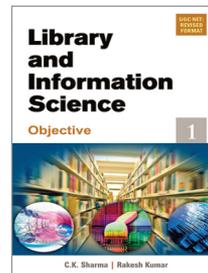
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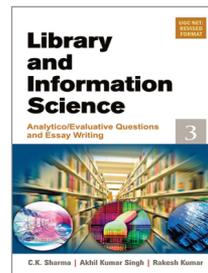
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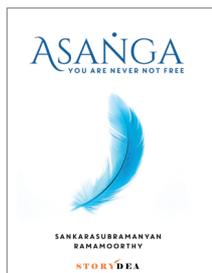
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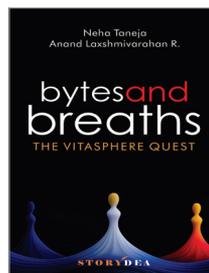
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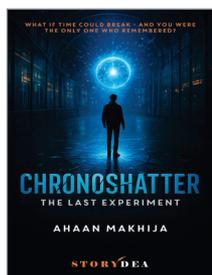
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Neha Taneja, CISO, Hero MotoCorp
Anand Laxshmiarahan R, CISO, Hero MotoCorp

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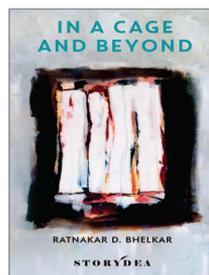
ChronoShatter

The Last Experiment

Ahaan Makhija

ChronoShatter follows Aarav, who discovers a hidden lab and a dormant time-storing machine beneath his school. As time freezes and repeats, he and brilliant coder Zoya uncover a vanished scientist's unfinished experiment that threatens reality. Together, they must choose to restore, destroy or rebuild time itself in this story of invention, loss and understanding the value of every moment.

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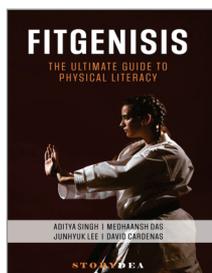


In a Cage and Beyond

Ratnakar D. Bhelkar, Former Professor, Dhanwate National College,
Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur, India

In a Cage and Beyond is a poetry anthology exploring disillusionment, freedom, and truth amid postmodern alienation. It reflects human and cosmic perspectives, post-colonial values, and the man-machine conflict, symbolizing humanity's entrapment by technology and the yearning for liberation.

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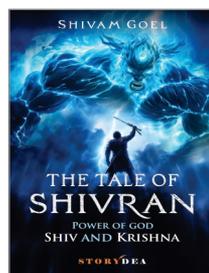
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Aditya Singh, Student and Founder, Fitplex
Medhaansh Das
Junhyuk Lee
David Cardenas

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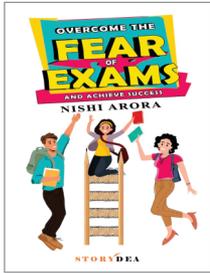
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Shivam Goel, Entrepreneur

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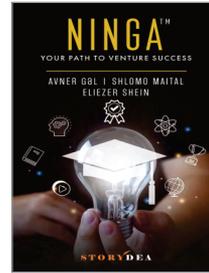


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Nishi Arora, NLP Associate Leader and Life Coach

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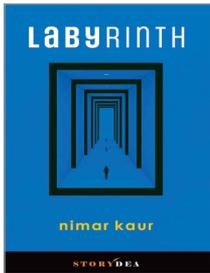
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Your Path to Venture Success

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Shlomo Maital, Professor Emeritus, Technion, Israel
Eliezer Shein, Senior Research Fellow, Samuel Neaman Institute for National Policy Research, Technion, Israel

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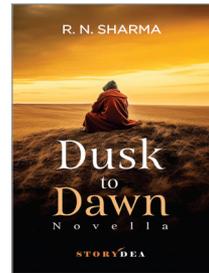


Labyrinth

Nimar Kaur

Labyrinth captures the intensity of adolescence through poetic reflections on love, heartbreak, identity and escape. Its words and illustrations portray the emotional highs and lows of teens who feel deeply and dream boldly.

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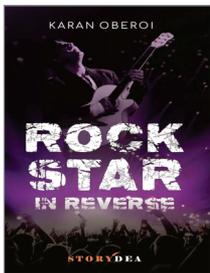
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Novella

R. N. Sharma, Author and Columnist

Dusk to Dawn follows a middle-class family facing personal and societal challenges, from workplace conflicts to a broken marriage over dowry. The book also includes short stories portraying ordinary lives shaped by love, friendship and resilience.

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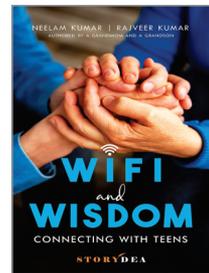


Rockstar in Reverse

Karan Oberoi, Founder Member, A Band of Boys

Rockstar in Reverse follows a fallen boy-band star and a tone-deaf yet ambitious singer whose manipulative pursuits collide, leading to chaos, redemption and unexpected love. Together, they navigate fame, flaws and second chances in a humorous, heartfelt musical journey.

STORYDEA | 2024 | 139 pp | PB | 9788126939305 |
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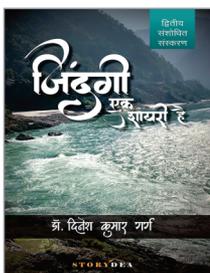
WIFI and Wisdom

Connecting with Teens

Neelam Kumar, TEDx speaker, motivational speaker, Pinkathon Ambassador and Corporate Trainer
Rajveer Kumar, Corporate Finance and Strategy Summer Analyst, Rentify

Wi-Fi and Wisdom follows a Gen Z teen and his Boomer grandmother as they explore three generations' shifts—from nostalgia to the AI age—revealing clashes, connections and changing family dynamics. It examines tradition meeting technology, questioning whether harmony across generations is truly possible.

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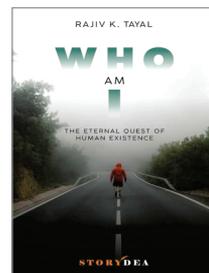


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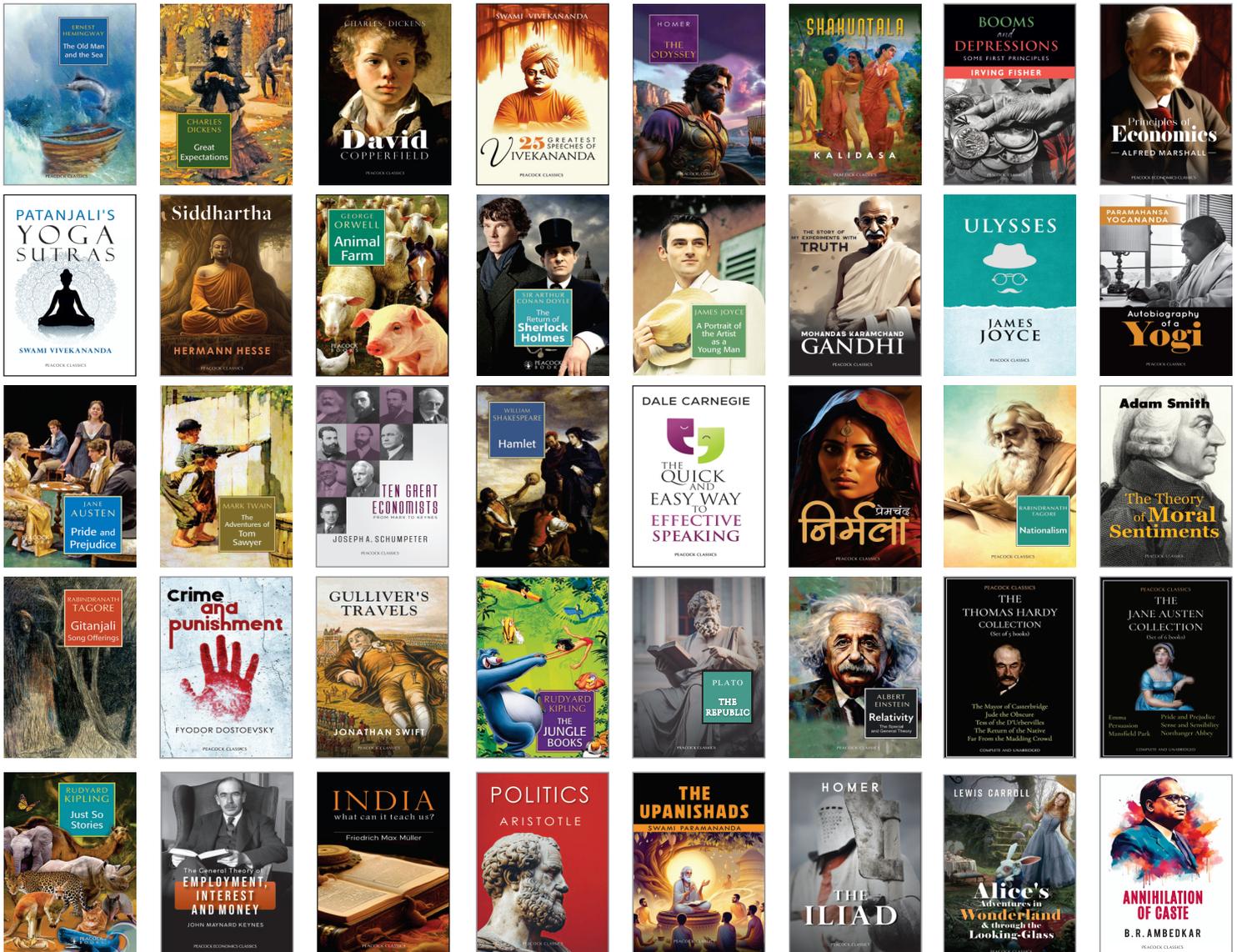
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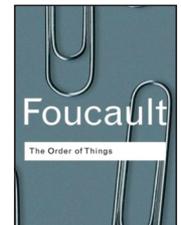
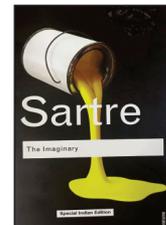
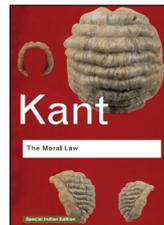
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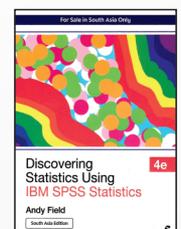
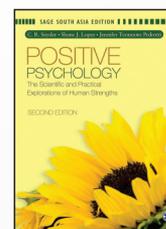
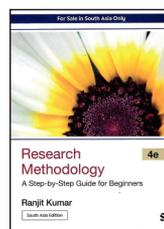
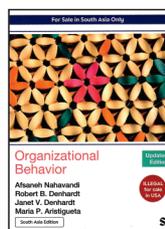
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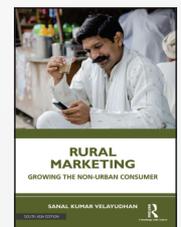
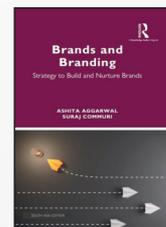
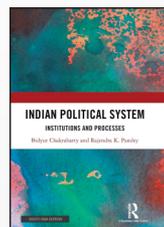
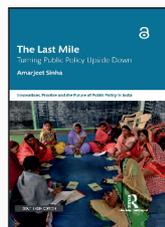
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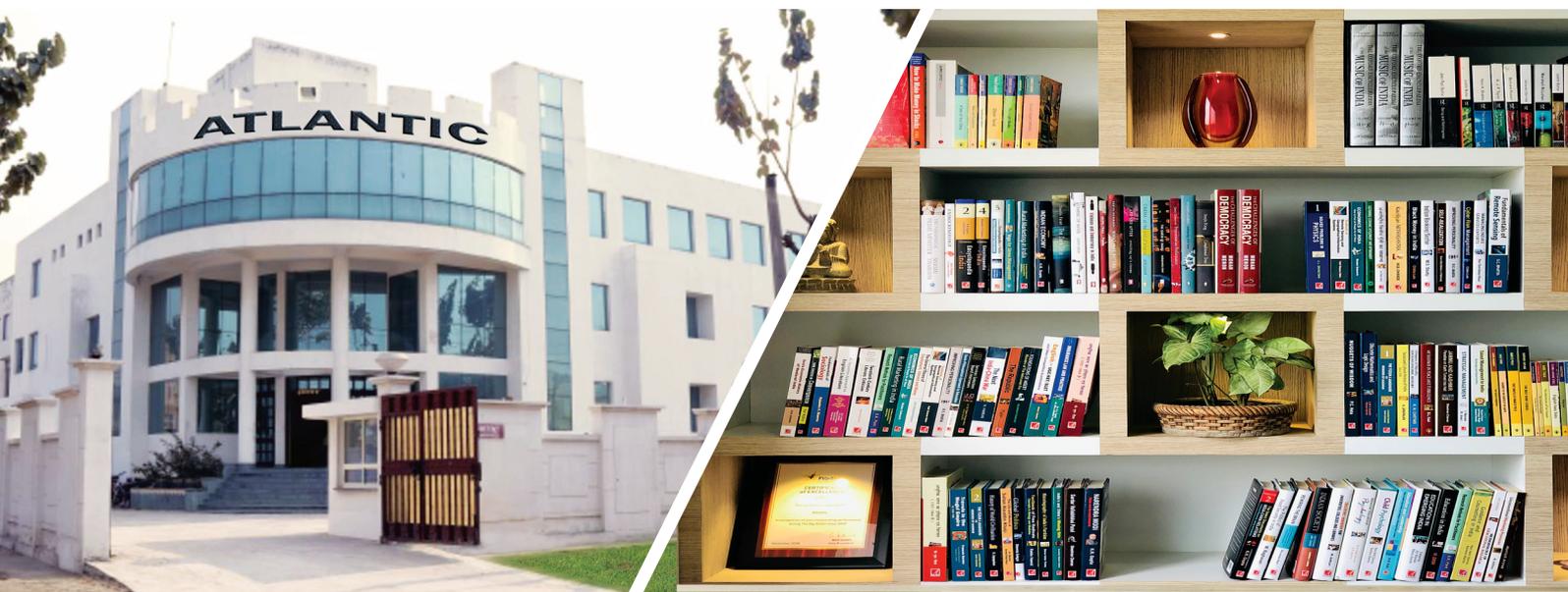
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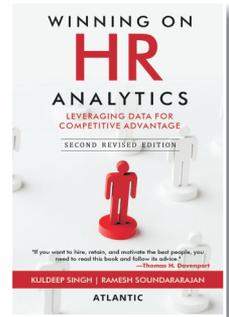
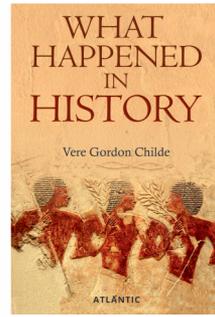
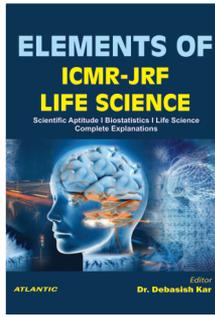
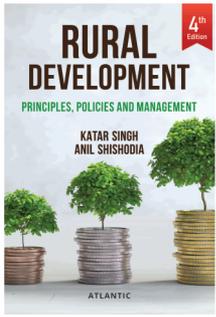
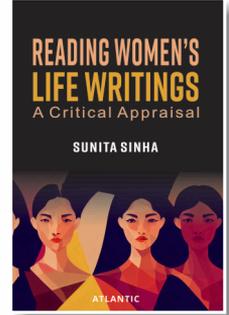
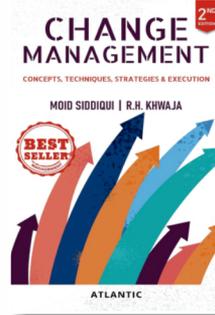
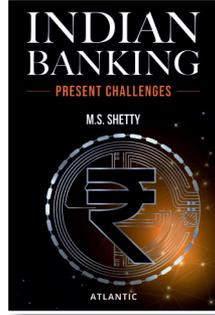
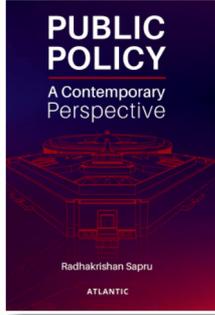
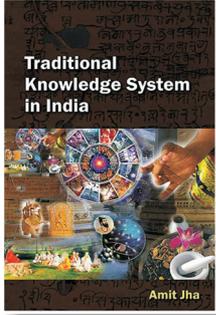
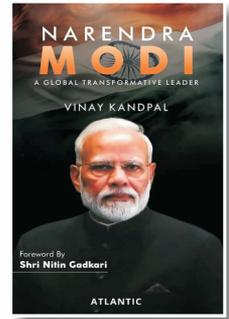
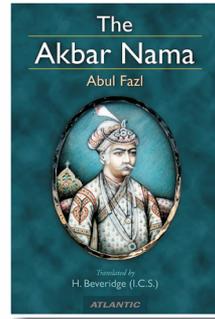
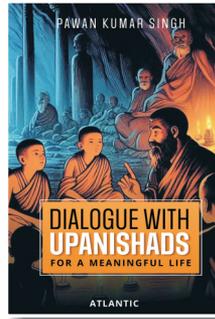
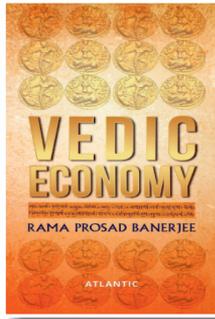
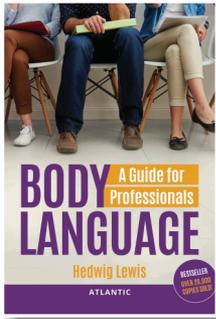
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