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ATLANTIC PUBLISHING GROUP



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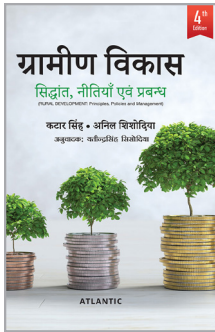
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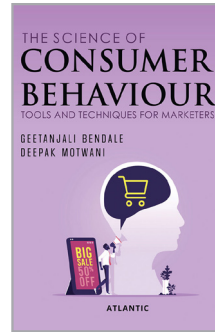
ग्रामीण विकास

सिद्धांत, नीतियाँ एवं प्रबंध

कटार सिंह, सम्माननीय संस्थापक अध्यक्ष, इंडिया नेचुरल रिसोर्स इकोनामिक्स एंड मैनेजमेंट फाउंडेशन (NREM)
अनिल शिरोदिया, सूचनाधर्म सेवाएँ विभाग, कैलगरी पब्लिक लाइब्रेरी, कनाडा

यह पुस्तक भारत में ग्रामीण विकास और प्रबंधन की नीतियों, रणनीतियों और कार्यक्रमों का व्यापक, अद्यतन और विश्लेषणात्मक अध्ययन प्रस्तुत करती है। इसमें नियोजन, निगरानी और मूल्यांकन के कौशल को उभारते हुए, ग्रामीण विकास की अवधारणाओं, नवीन कार्यक्रमों और आंकड़ों को सरल एवं उपयोगी रूप में प्रस्तुत किया गया है।

ATLANTIC | 2025 | 394 pp
HB | 9788126936830 | INR 1195



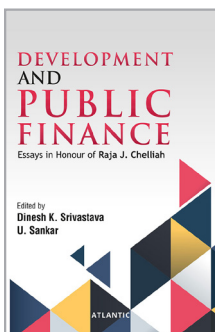
The Science of Consumer Behaviour

Tools and Techniques for Marketers

Geetanjali Bendale, Ph.D. Research Writer, Guide and Author | Ph.D. (Marketing), PGDBM (Marketing), B.E. (Biomedical Engineering)
Deepak Motwani, Marketing and Entrepreneurship Expert | Ph.D., PGDBM

This insightful book delves into consumer cognition, expectations, perceptions, satisfaction and loyalty. It covers models like DISC and consumer neuroscience, offering insights on brand strategy, customer satisfaction and analytics. This guide is crucial for marketers seeking to understand and influence consumer behaviour effectively.

ATLANTIC | 2025 | 664 pp
HB | 9788126941346 | INR 1495



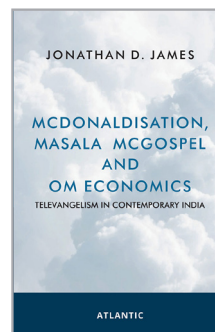
Development and Public Finance

Essays in Honour of Raja J. Chelliah

Dinesh K. Srivastava, Chief Policy Advisor, EY India, Formerly Director, Madras School of Economics | B.A., M.A. (Economics), M.Litt., Ph.D. (Economics), University of St. Andrews
U. Sankar, Honorary Professor, Madras School of Economics, Chennai, India | B.A., M.A. (Economics), Ph.D. (Economics), University of Wisconsin

This insightful book is a collection honouring Dr Raja J. Chelliah, a prominent figure in Indian Public Finance. It features essays by renowned scholars on topics like divestment, fiscal federalism and social policy. The volume also includes personal reflections on Dr Chelliah's legacy as a scholar and economist.

ATLANTIC | 2025 | 358 pp
HB | 9788171561032 | INR 1495



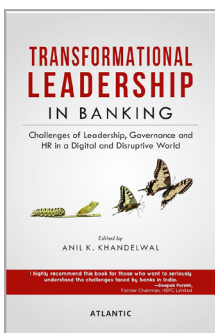
McDonaldisation, Masala McGospel and Om Economics

Televangelism in Contemporary India

Jonathan D. James, Adjunct Lecturer, School of Arts and Humanities, Edith Cowan University, Australia | B.A., M.A., Ph.D., Edith Cowan University

This thought-provoking book explores the impact of modern missionaries using satellite and digital technology in a global religious context. It examines American televangelism in India, highlighting McDonaldisation and Masala McGospel as terms for the standardised global approach and fusion of American and Indian evangelism.

ATLANTIC | 2025 | 260 pp
HB | 9788126938698 | INR 1195



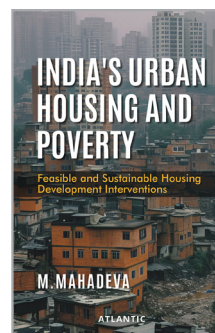
Transformational Leadership in Banking

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 | M.B.A., B.E. (Chemical Engineering), LL.B., Ph.D.

This book addresses challenges faced by the Indian Public Sector Banks despite recent improvements in CRAR, Asset Quality and Profitability. It advocates for structural and governance changes to enhance resilience and future-proofing, emphasising board autonomy, talent development and leadership pipeline building. Expert-authored content offers a roadmap for navigating disruptive banking environments.

ATLANTIC | 2025 | 538 pp
HB | 9788126940004 | INR 1895



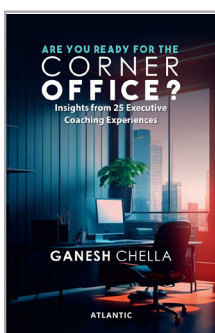
India's Urban Housing and Poverty

Feasible and Sustainable Housing Development Interventions

M. Mahadeva, Professor, Institute of Finance and International Management (IFIM), Bengaluru

This book examines the challenges of housing poverty and basic amenities in urban areas, analysing policies and institutional roles since the 1950s. It offers recommendations for sustainable urban growth, focusing on slum improvement, redevelopment, and equitable housing development.

ATLANTIC | 2025 | 270 pp
HB | 9788126939916 | INR 1295



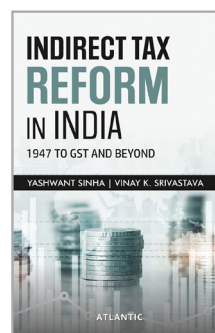
Are You Ready for the Corner Office?

Insights from 25 Executive Coaching Experiences

Ganesh Chella, Ganesh Chella, Founder, Totus Consulting

This book 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.

ATLANTIC | 2025 | 304 pp
HB | 9788126940318 | INR 895



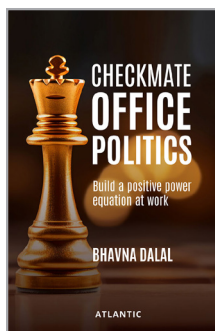
Indirect Tax Reform in India

1947 to GST and Beyond

Yashwant Sinha, National Vice-President, Trinamool Congress, India
Vinay K. Srivastava Associate Professor, Institute of Technology and Science, Ghaziabad

This book traces the evolution of indirect tax reforms in India from 1947 to the GST introduction in 2017, highlighting policy gaps and suggesting solutions to mitigate economic disruption while outlining a roadmap for future prosperity.

ATLANTIC | 2025 | 308 pp
HB | 9788126911103 | INR 1295



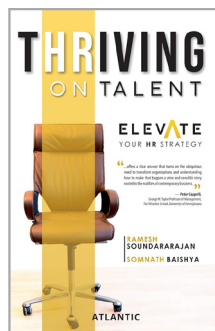
Checkmate Office Politics

Build a Positive Power Equation at Work

Bhavna Dalal, Executive Master Coach, CEO of Talent Power Partners | B.E. (Electronics), Bombay University, Executive M.B.A., IIM Calcutta, Honorary Doctorate in Advanced Studies (Management)

Office politics, often associated with negativity, plays a crucial role in professional success. Understanding people and their motivations is essential for advancement. This book by Bhavna Dalal provides insights and guidance on navigating workplace dynamics ethically, helping individuals progress in their careers without compromising values.

ATLANTIC | 2025 | 256 pp
HB | 9788126937868 | INR 995



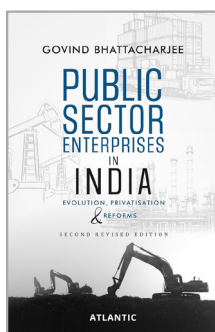
Thriving on Talent

Elevate your HR Strategy

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

This book 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

ATLANTIC | 2025 | 311 pp
HB | 9788126939404 | INR 1295



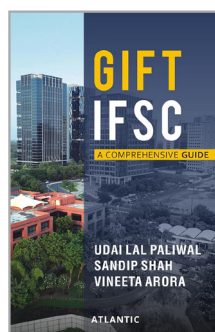
Public Sector Enterprises in India

Evolution, Privatisation & Reforms

Govind Bhattacharjee, Professor, Indian Institute of Public Administration, New Delhi | Ph.D. (Economics), M.C.A., M.B.A. (Financial Management), M.Sc. (Mathematics)

This book analyses the evolution and challenges of India's public sector, focusing on issues like government interference and market struggles. The book argues against sole reliance on privatisation and disinvestment.

ATLANTIC | 2024 | 448 pp
HB | 9788126911059 | INR 1495



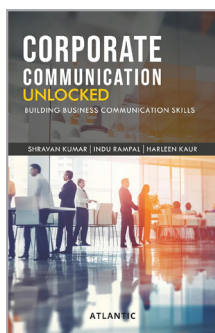
GIFT IFSC

A Comprehensive Guide

Udai Lal Paliwal, Professor, Director & Dean, Institute of Commerce, Nirma University | Ph.D.
Sandip Shah, Head, IFSC Department, Gujarat International Finance Tec-City Co. Ltd | M.B.A. (International Finance)
Vineeta Arora, Assistant Professor, Department of College Education | Ph.D. (Lean Accounting), Gold Medalist M.Com. & B.Com., Mohan Lal Sukhadia University

This book explores India's first International Financial Services Centre at GIFT City, Gandhinagar. It delves into regulations for banks, insurance companies and capital market players. The book offers a detailed understanding of the IFSC's evolving landscape and regulatory framework, with chapter-end questions for deeper learning.

ATLANTIC | 2024 | 348 pp
HB | 9788126911080 | INR 1495



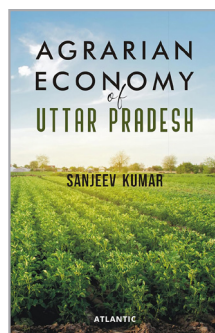
Corporate Communication Unlocked

Building Business Communication Skills

Shrivani Kumar, Professor, Dean, School of Liberal Arts, Dean of Student Welfare, In-Charge of International Affairs, Uttaraanchal University | Ph.D., UP board
Indu Kamal, Prolific author, Professor, Business Communication and English Literature | B.Ed., Diploma in Human Resource Management
Harleen Kaur, Assistant Professor, Department of English, Raj Kumar Goel Institute of Technology | B.E., PGDM, Ph.D. (Marketing), University of Delhi

This book equips learners with enforceable strategies to enhance interpersonal skills, covering nonverbal communication mastery and conflict resolution. It advocates for empathic listening, careful speaking and thoughtful writing to bridge gaps and promote connectivity in personal and professional contexts.

ATLANTIC | 2024 | 218 pp
HB | 9788126940509 | INR 795

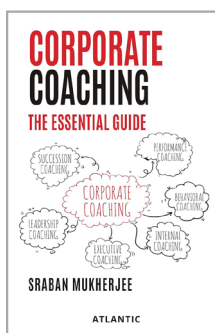


Agrarian Economy of Uttar Pradesh

Sanjeev Kumar, Associate Professor, Department of Economics, Chaudhary Charan Singh University | Ph.D. (Economics), Chaudhary Charan Singh University

Despite its status as the "granary of the nation," Uttar Pradesh's agricultural sector faces socio-economic disparities and regional inequalities. This book delves into issues hindering agricultural growth, proposing policy solutions to boost farmers' income. It analyses agricultural growth, crop diversification, rural infrastructure and farmers' perspectives on risk and insurance.

ATLANTIC | 2024 | 308 pp
HB | 9788126940622 | INR 1295



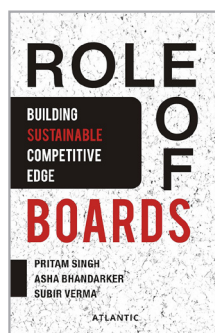
Corporate Coaching

The Essential Guide

Sraban Mukherjee, Corporate Coach, Specializes in the Area of Behavioural Coaching | Ph.D., Indian Institute of Technology

This book emphasises how organisations worldwide invest in employees to boost capabilities and gain competitive edge. It serves as a 'How To' manual for HR and L&D professionals, aiding in understanding corporate coaching intricacies and implementing coaching for organisational development. The book offers methods to measure coaching ROI and effectiveness.

ATLANTIC | 2024 | 270 pp
HB | 9788126937837 | INR 995



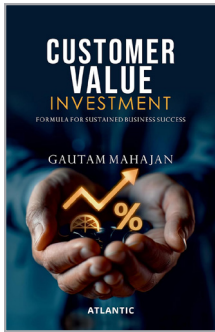
Role of Boards

Building Sustainable Competitive Edge

Pritam Singh, Former Professor and Head, Department of Measurement and Evaluation | M.Ed. (Gold Medallist), Punjab University, Doctorate, Delhi University
Asha Bhandarker, Distinguished Professor, Organizational Behaviour, IMI | Ph.D., Business Administration, Osmania University
Subir Verma, Professor, OB & HR, FORE School of Management, New Delhi | M.A., M.Phil., University of Delhi, Ph.D., IIM Ahmedabad

Indian firms may not be reaching their potential due to ineffective boards. This book serves as a boardroom guide for navigating post-pandemic and tech-disrupted landscapes. It addresses challenges hindering Indian organisations, offering strategic advice and principles for achieving competitive sustainability and excellence. Essential for boards, CEOs and senior management.

ATLANTIC | 2024 | 298 pp
HB | 9788126911042 | INR 1295



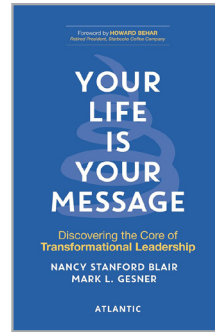
Customer Value Investment

Formula for Sustained Business Success

Gautam Mahajan, President, Inter-Link Services Pvt. Ltd. | M.B.A., Suffolk University, Ph.D., The Illinois Institute of Technology

The book emphasises the importance of Customer Value in driving business success, offering insights on how companies can invest in Customer Value to enhance market share and profitability. It guides businesses on moving from customer management to loyalty, becoming market leaders, improving service quality and understanding competitive strategies for sustained success.

ATLANTIC | 2024 | 206 pp
HB | 9788126938995 | INR 695



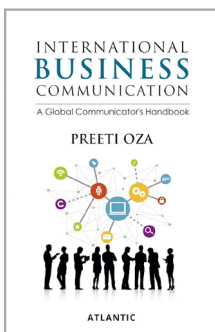
Your Life is Your Message

Discovering the Core of Transformational Leadership

Nancy Stanford Blair, Professor Emerita, Cardinal Stritch University Milwaukee, Wisconsin | Ph.D., University of Illinois
Mark L. Gesner, Executive Director, Hub for Innovation and Community Engaged Learning, Cardinal Stritch University Milwaukee, Wisconsin | B.A., Ed.M., Ph.D., Cardinal Stritch University

This book serves as a guide for transformational leadership, drawing wisdom from over 100 interviews with leaders. It emphasises the importance of listening, learning, valuing people, and challenging mindsets. Encouraging authenticity and stepping out of comfort zones, it inspires readers to embrace their uniqueness and reach their full potential.

ATLANTIC | 2024 | 192 pp
HB | 9788126937806 | INR 795



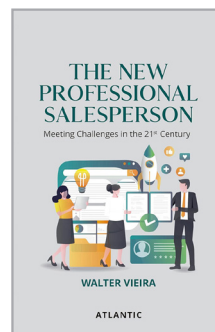
International Business Communication

A Global Communicator's Handbook

Preeti Oza, Faculty member, St. Andrew's College, University of Mumbai; Corporate Trainer, Soft skills Coach, Industry and Academia | Ph.D., M.Phil., M.A.

This book emphasises the vital role of effective communication in global business. It covers overcoming cultural and language barriers, stresses the importance of mastering communication skills and offers strategies for success in diverse cultural settings. The book equips readers for cross-cultural operations and fosters global business collaboration.

ATLANTIC | 2024 | 300 pp
HB | 9788126940226 | INR 1495



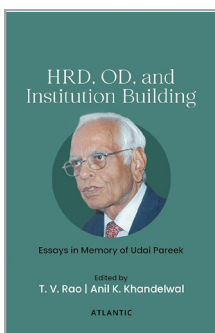
The New Professional Salesperson

Meeting Challenges in the 21st Century

Walter Vieira, President, Marketing Advisory Services Group | B.Sc. Honours (Chemistry), B.Pharm (Pharmacy)

This book by Walter Vieira offers a fresh perspective on evolving sales methods in the 21st century. With a focus on globalisation, technology and loyalty, the book provides practical insights, case studies, and training resources for sales professionals across industries. A valuable read for salespersons, entrepreneurs and trainers.

ATLANTIC | 2024 | 168 pp
HB | 9788126939619 | INR 795



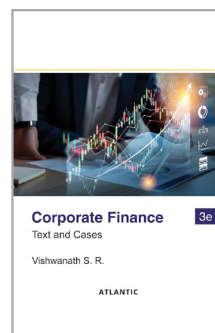
HRD, OD, and Institution Building

Essays in Memory of Uday Pareek

T. V. Rao, Chairman, TVRSL, Bangalore, Former Professor and Board Member, IIM Ahmedabad | Ph.D. (Psychology), Sardar Patel University
Anil K. Khandelwal, Former Chairman and Managing Director, Bank of Baroda and Dena Bank | M.B.A., B.E. (Chemical Engineering), LL.B., Ph.D.

Dr Uday Pareek, known as the "Father of HRD" in India, has influenced organisations and individuals. This book features contributions from industry and academia leaders, highlighting Pareek's impact on HRD, OD and institution building. Valuable insights from their experiences are shared for leaders in various sectors like industry, education and social development.

ATLANTIC | 2024 | 476 pp
HB | 9788126939909 | INR 1495



Corporate Finance

Text and Cases

Vishwanath S. R., Professor, Mahindra University | B.E. (Mechanical), Ph.D. (Finance, General), National Law University

This book delves into how financial decisions impact shareholder value, emphasising value-based management. It provides a comprehensive study on finance's role in business functions, with a focus on emerging markets. The book includes real-life examples, teaching cases, and a companion website for practical learning.

ATLANTIC | 2024 | 732 pp
HB | 9788126939756 | INR 1595



Strategic Brand Management for B2B Markets

A Road Map for Organizational Transformation

Sharad Sarin, Professor, Marketing and Strategic Management, XLRI | PGDBM, IIM Ahmedabad

This book delves into B2B marketing, emphasising the creation of strong B2B brands. The updated second edition addresses globalisation and technology's impact on featured companies like Tata Group, L&T and Infosys. It aims to inspire B2B marketers to harness the untapped potential of branding for competitive growth.

ATLANTIC | 2024 | 326 pp
HB | 9788126937776 | INR 995



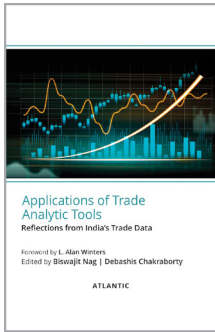
Innovation Management

Strategies, Concepts and Tools for Growth and Profit

Shlomo Maital, Academic Director, Technion Institute of Management (TIM), Tel Aviv, Israel | Ph.D., Princeton University
D.V.R. Seshadri, Visiting Faculty, Indian Institute of Management (IIM) | B.Tech (Mechanical Engineering), IIT, Madras, M.S. (Engineering Sciences), University of California

Successful innovation hinges on disciplined management from idea inception to customer service. This book answers key questions and offers ten essential tools for marketplace success. The book, supported by case studies and exercises, is valuable for business leaders, strategists, management students and practicing managers in the growing innovation discipline.

ATLANTIC | 2024 | 492 pp
HB | 9788126938629 | INR 1895



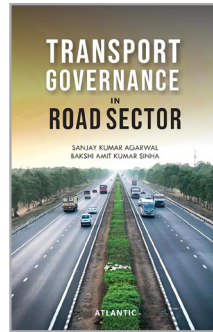
Applications of Trade Analytic Tools

Reflections from India's Trade Data

Biswajit Nag, Faculty of Economics, Indian Institute of Foreign Trade | Ph.D. (Economics), JNU
Debashis Chakraborty, Faculty of Economics, Indian Institute of Foreign Trade | Ph.D. (Economics), JNU

This book is a practical guide for management graduates, researchers, executives and policy-makers. It covers various technical approaches to analysing trade flows, market identification and competitiveness measurement. The book delves into international trade patterns, standard indices and modeling techniques, with a focus on India's trade issues at macro and micro levels.

ATLANTIC | 2024 | 443 pp
 HB | 9788126939633 | INR 1495

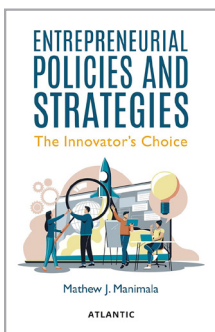


Transport Governance in Road Sector

Sanjay Kumar Agarwal, Accomplished IAS Officer (2002 Batch) | Chartered Accountant (Commerce)
Bakshi Amit Kumar Sinha, Faculty member, Bihar Institute of Public Finance and Policy (BIPFP) | Ph.D. (Economics), Veer Kunwar Singh University

This book explores the transformative potential of road sector governance through a comprehensive growth strategy. It evaluates policy impact on economic prosperity and fiscal sustainability, advocating for institutional changes and streamlined regulations. The book serves as a blueprint for reform, guiding policymakers and practitioners towards a safer, more prosperous future.

ATLANTIC | 2024 | 176 pp
 HB | 9788126939602 | INR 1195



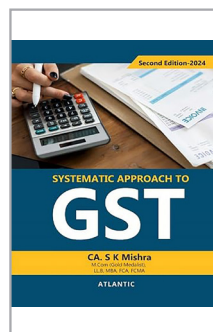
Entrepreneurial Policies and Strategies

The Innovator's Choice

Mathew J. Manimala, Former Director, Xavier Institute of Management and Entrepreneurship (XIME) | M.B.A., M.B.Sc.

Mathew Manimala's innovative study on entrepreneurship delves into the heuristics of innovators, offering a new theoretical perspective on new ventures. By exploring entrepreneurial decision-making and contrasting PI entrepreneurs with 'ordinary' ones, the book sheds light on entrepreneurial behaviours and provides a valuable resource for academics, practitioners and policymakers.

ATLANTIC | 2024 | 348 pp
 HB | 9788126938650 | INR 1495

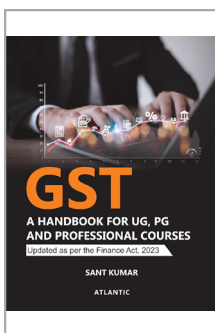


Systematic Approach to GST

CA. S.K. Mishra, Fellow member, The Institute of Chartered Accountants of India | LL.B., M.B.A., M.Com., Sambalpur University

This book provides a detailed breakdown of GST laws with tables and charts for easy reference. Each chapter starts with statutory provisions followed by analysis and examples. It includes section-wise commentary with CGST rules and covers topics like works contract service, job work provisions, and government services. It is in accordance with the updated GST Compensation Cess Rate and laws till December 31, 2023.

ATLANTIC | 2024 | 364 pp
 HB | 9788126939329 | INR 1495



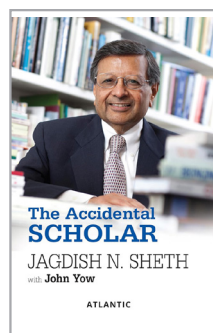
GST

A Handbook for UG, PG and Professional Courses

Sant Kumar, Assistant Professor, Taxation and Economics, Vivekananda Institute of Professional Studies (VIPS) | B.Com., M.Com., M.A., M.Phil., Ph.D. (Economics)

This is a comprehensive textbook focusing on the Goods and Services Tax Act, tailored for students pursuing various degrees and professional programs. It covers key aspects like levy, exemptions, ITC and more with practical examples, solved questions, trivia, illustrations, and revision exercises to enhance understanding and exam preparation.

ATLANTIC | 2024 | 388 pp
 HB | 9788126939282 | INR 1595

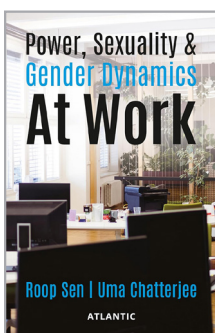


The Accidental Scholar

Jagdish N. Sheth, Professor of Marketing, Emory University, Goizueta Business School | M.B.A., Ph.D., University of Pittsburgh
John Yow, Freelance Writer

This book narrates the author's journey from India to America, where he achieved the American Dream as a scholar and thought-leader in marketing. The book highlights how his cultural roots and American experiences shaped his success, emphasising the importance of helping others fulfill their aspirations.

ATLANTIC | 2024 | 262 pp
 HB | 9788126939343 | INR 995

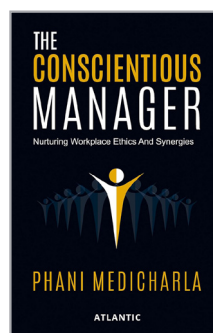


Power, Sexuality & Gender Dynamics At Work

Roop Sen, Founder, Change Mantras | Bachelors (Economics), Maulana Azad College
Uma Chatterjee, Founder, Change Mantras

The book delves into tensions arising from diverse gender and sexual identities within organisations. Despite efforts to promote balance and inclusivity, undisclosed challenges persist. Authors draw from real-life experiences to dissect conflicts and advocate for fostering creativity, compassion and trust among various identities and orientations in the workplace.

ATLANTIC | 2024 | 244 pp
 HB | 9788126937028 | INR 895



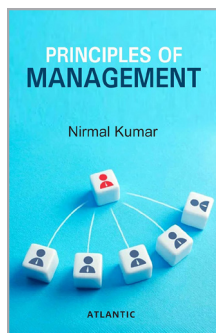
The Conscientious Manager

Nurturing Workplace Ethics and Synergies

Phani Medicharla, Avid Writer (Storyteller and Poet), Relationship manager, TCS

This book emphasises nurturing a motivated team player with strong values and ethics to drive innovation and growth. Through powerful storytelling, the book explores workplace dynamics like diversity, disruptions, accountability, feedback, mentoring and gratitude. Readers gain insights on handling workplace challenges with empathy, respect, commitment and confidence.

ATLANTIC | 2024 | 288 pp
 HB | 9788126938018 | INR 995



Principles of Management

Nirmal Kumar, HR Planning, Staffing, Training and Development, Performance Appraisal, Organizational Structure and Communication | B.Sc. Engineering (RIT), Industrial Engineering (NITIE), P.G. Diploma in Personnel Management (NIPM), LL.B. from Ranchi University

This book offers a comprehensive exploration of management concepts, including strategy, decision-making, authority, and communication. With case studies and review questions, it guides readers through the evolution of management thought and the ethical considerations shaping modern business practices.

ATLANTIC | 2024 | 340 pp
HB | 9788126937622 | **INR 1495**



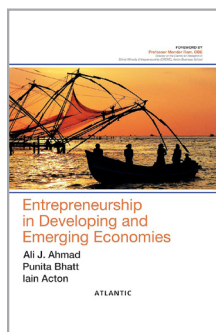
Change Management

Concepts, Techniques, Strategies & Execution

Moid Siddiqui, Former Managing Director, Intellects Biz, Former Senior Professor, Management Institute - Centre for Organization Development (COD) | Post-Graduate in Sociology, Political Science and Social Work & Business Management
R.H. Khwaja, Former Secretary, Government of India, Ministry of Mines and Ministry of Tourism

This book emphasises the importance of handling change with care and expertise to avoid the risk of perishing despite efforts to adapt. The revised second edition includes updated chapters and new additions, reflecting the evolving landscape of change dynamics and management strategies.

ATLANTIC | 2024 | 288 pp
HB | 9788126936311 | **INR 895**

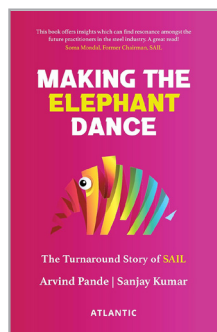


Entrepreneurship in Developing and Emerging Economies

Ali J. Ahmad, Senior Teaching Fellow, University of Warwick, UK | M.Sc. (Information Systems), Ph.D. Entrepreneurship, Dublin City University
Punita Bhatt, Research fellow, Aston University's Centre for Research, Ethnic Minority Entrepreneurship | Ph.D. (Oxford Brookes University), M.A. (Economics), M.B.A. (Finance)
Iain Acton, Co-founder, Partner, Disruptive Lemonade, Provides coaching and training

This book challenges the conventional view of enterprise education by focusing on EDEs. It offers accessible content without prerequisites, featuring 50+ real-world cases. The book emphasises practical learning, guiding students through entrepreneurial phases. It includes resources for instructors and promotes a hands-on approach.

ATLANTIC | 2024 | 282 pp
HB | 9788126935987 | **INR 995**



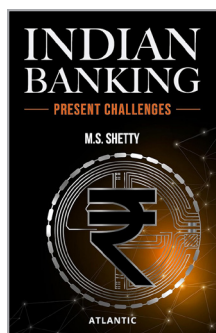
Making the Elephant Dance

The Turnaround Story of SAIL

Arvind Pande, Former Chairman & CEO, SAIL | M.A. (Economics), Cambridge University UK
Sanjay Kumar, Former Chief General Manager, SAIL | M.B.A., University of Delhi

In times of uncertainty, leadership plays a crucial role in turning business challenges into opportunities for transformation. This book chronicles how the steel giant, SAIL, overcame existential threats through internal strategies and decisive actions, ultimately achieving remarkable organisational change and emerging victorious.

ATLANTIC | 2024 | 346 pp
HB | 9788126936755 | **INR 895**



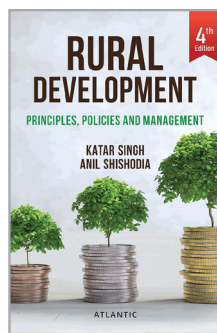
Indian Banking

Present Challenges

M.S. Shetty, Retired General Manager, Nationalized Bank, Oriental Bank of Commerce | B.Sc., MGM College, Udupi

This book delves into key issues in the banking sector, covering bank structures, global influences, RBI functions, interest rate mechanisms, demonetisation's effects, Urban and Rural Cooperative Banks' roles and the deposit insurance system in India. It provides insights on banking operations and the impact of various economic factors.

ATLANTIC | 2024 | 374 pp
HB | 9788126936175 | **INR 1495**



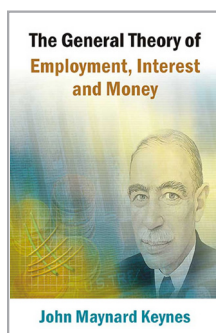
Rural Development

Principles, Policies and Management

Katar Singh, Chairman, India Natural Resource Economics and Management | Ph.D., Agricultural Economics, University of Illinois
Anil Shishodia, Professor, Information and Reference Services, Calgary Public Library, Canada

This extensively revised textbook on rural development in India covers policies, strategies and programs. It emphasises human resources' role in development and equips students with planning and evaluation skills. New sections include methodologies for estimating poverty, NMSA, NLM, social welfare programs and updated data on employment and poverty.

ATLANTIC | 2024 | 390 pp
HB | 9788126936779 | **INR 1195**

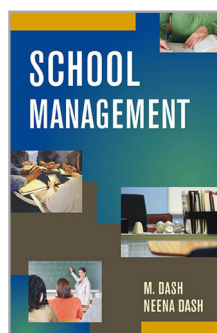


The General Theory of Employment, Interest and Money

John Maynard Keynes, English Economist and Philosopher | B.A. (Mathematics)

This seminal work by Keynes explores the dynamics of employment, interest and money within an economy. Arguing against classical economic theories, it introduces concepts like aggregate demand and government intervention to manage economic cycles. Its groundbreaking insights laid the foundation for modern macroeconomics and economic policy.

ATLANTIC | 2024 | 352 pp
HB | 9788126905911 | **INR 995**

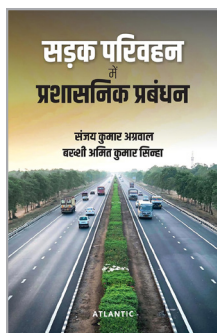


School Management

M. Dash, Deputy Director | M.A. (Psychology), M.Ed., D.P.T.T. Edinburgh
Neena Dash, Lecturer, Department of Education, Krishna Educational Centre | M.A. (Edn.), M.Phil. (Dist.) (Medalist), NET (UGC) Qualified

School management involves coordinating internal aspects like admissions and resource management, and external aspects like community relations. This book, tailored for BED students in Indian universities, delves into management concepts, decision-making, infrastructure and relationships with education boards. It emphasises the human element's crucial role in effective management.

ATLANTIC | 2024 | 184 pp
HB | 9788126909063 | **INR 695**

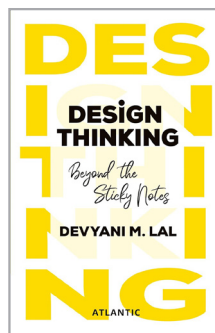


सड़क परिवहन में प्रशासनिक प्रबंधन

संजय कुमार अग्रवाल, 2002 बैच के एक प्रख्यात IAS अधिकारी डॉ. बरेश्वरी अमित कुमार सिन्हा, बिहार लोक वित्त एवम् नीति संस्थान (बी.आई.पी. एफ.पी.) के संकाय सदस्य

प्रस्तुत पुस्तक सड़क परिवहन में प्रशासनिक प्रबंधन, पथ परिवहन विकास के व्यापक दृष्टिकोण को प्रस्तुत करती है। इसमें बताया गया है कि कैसे ये बहुआयामी रणनीति आर्थिक विस्तार को बढ़ावा देती है, राजस्व में वृद्धि करती है, उत्सर्जन को कम करती है, सड़क सुरक्षा को बढ़ाती है और परिवहन सेवाओं को अनुकूलित करती है। इस पुस्तक में सूक्ष्म से व्यापक स्तर तक नीतिगत प्रभाव का सावधानीपूर्वक मूल्यांकन किया गया है।

ATLANTIC | 2024 | 214 pp
HB | 9788126939817 | INR 1195



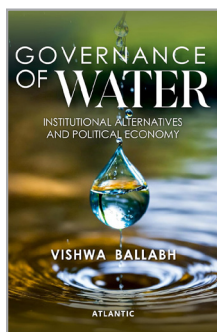
Design Thinking

Beyond the Sticky Notes

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

This book 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.

ATLANTIC | 2024 | 262 pp
HB | 9788126939862 | INR 995



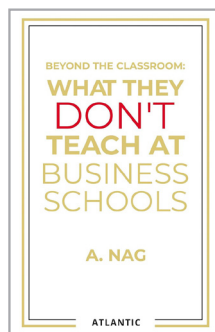
Governance of Water

Institutional Alternatives and Political Economy

Vishwa Ballabh, Vishwa Ballabh, Professor of Economics, Xavier Labour Relations Institute (XLRI), Jamshedpur

Governance of Water argues for reforming India's water governance by prioritising policy reorientation and restructuring institutions beyond state-village dynamics, analysed across economic, democratic, and policy perspectives by eminent scholars.

ATLANTIC | 2024 | 398 pp
HB | 9788126940196 | INR 1495



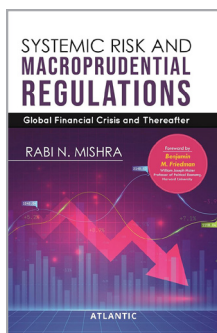
Beyond the Classroom

What They Don'T Teach At Business Schools

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

This book discovers the invaluable lessons that extend beyond the confines of traditional business education, exploring the workings and distinctive thoughts that shape everyday business life.

ATLANTIC | 2024 | 422 pp
HB | 9788126938384 | INR 1495



Systemic Risk and Macroprudential Regulation

Global Financial Crisis and Thereafter

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

This book 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.

ATLANTIC | 2024 | 502 pp
HB | 9788126938803 | INR 1695

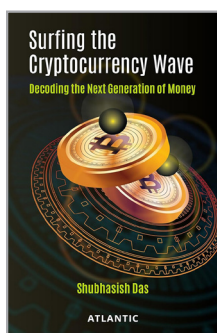


How to Rule the Internet and Make Money on Every Click

Seema Gupta, Dean, Galgotias School of Business, consultant, trainer, blogger and speaker

This book 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.

ATLANTIC | 2024 | 246 pp
HB | 9788126938858 | INR 895



Surfing the Cryptocurrency Wave

Decoding the Next Generation of Money

Shubhasish Das, ICAI, CIFPA & EURODEA

This book 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 storms, where only a tiny percentage is surfing its wave and reaping the benefits.

ATLANTIC | 2024 | 230 pp
HB | 9788126935963 | INR 795

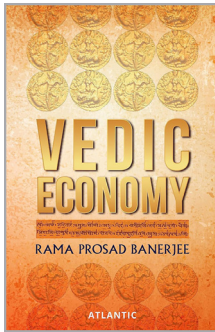


Branding in a Competitive Marketplace

Rajat K. Baisya, Senior Professor in Marketing, Strategic Management, International Business, Project Management, Department of Management Studies, IIT Delhi

This book 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.

ATLANTIC | 2024 | 262 pp
HB | 9788126936342 | INR 995

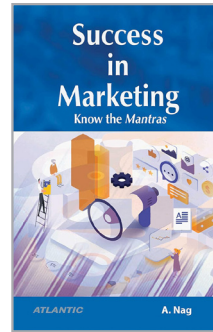


Vedic Economy

Rama Prosad Banerjee, Distinguished Management Professor, Universities in Asia, Europe and America | M.B.A. and Ph.D. in Management, University of Calcutta

This book delves into global economic challenges like poverty, inequality and resource scarcity exacerbated by recent events. Drawing from ancient Indian wisdom, it references Kautilya's *Arthashastra* and *Mahabharatha* for governance and economic insights. It encourages readers to embrace Vedic values for personal and societal transformation, appealing to a broad audience.

ATLANTIC | 2023 | 650 pp
HB | 9788126938179 | INR 1495



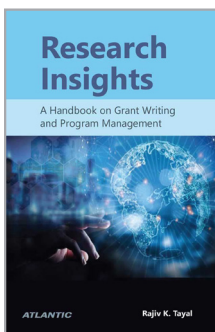
Success in Marketing

Know the Mantras

A. Nag, Former Visiting Faculty, BITS Pilani, XLRI, IIFT, and IIT Delhi | Ph.D. (Economics), Jadavpur University

Marketing management books for MBA and PGDM students typically lack practical real-world guidance. This new book offers thirty success mantras for aspiring marketing professionals. Described as a 'Workbook,' 'Tool-book,' or 'Guidebook,' it aims to provide essential strategies for success in marketing through practical lessons and expert advice.

ATLANTIC | 2023 | 336 pp
HB | 9788126935840 | INR 1295



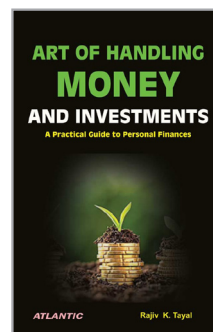
Research Insights

A Handbook on Grant Writing and Program Management

Rajiv K. Tayal, Advisor, Department of Science & Technology (DST), Government of India | B.E., M.E., Ph.D., Diploma in Project Management

The book delves into grant writing and R&D program management, drawing from the author's three decades of experience. It stresses the importance of enhancing research quality and proposals, advocating for innovation and diligence in program management. Divided into two parts, it covers grant writing, defense, implementation, and research program management aspects.

ATLANTIC | 2023 | 198 pp
HB | 9788126935444 | INR 695



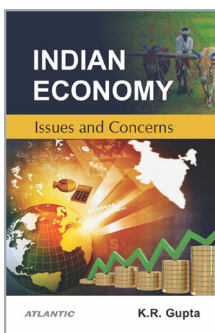
Art of Handling Money and Investments

A Practical Guide to Personal Finances

Rajiv K. Tayal, Advisor, Department of Science & Technology (DST), Government of India | B.E., M.E., Ph.D., Diploma in Project Management

This book emphasises understanding money's essence, advocating for prudent handling without obsession. It promotes wealth creation for financial security leading to freedom. Control over finances is key to freedom from money. Simple, insightful ideas challenge conventional wisdom, offering practical advice for common investors and professionals.

ATLANTIC | 2023 | 330 pp
HB | 9788126934065 | INR 895



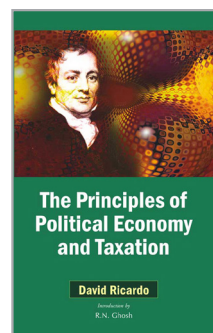
Indian Economy

Issues and Concerns

K.R. Gupta, Professor, International Economics, University of Jammu and Kurukshetra University

India's economy ranks sixth globally in nominal GDP and third in purchasing power parity, poised to be a top two economy by mid-century. Described as a "bright spot" by the IMF, this book delves into various sectors, reforms, demography, agriculture, industry, public finances, and policymaking implications.

ATLANTIC | 2023 | 376 pp
HB | 9788126927838 | INR 895

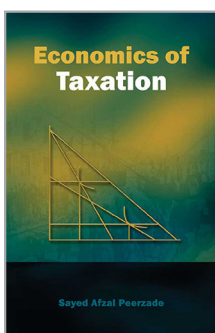


The Principles of Political Economy and Taxation

David Ricardo, Former Member, British Parliament
R.N. Ghosh, Senior Honorary Research Fellow, University of Western Australia, Perth, Australia | M.A., Ph.D.

David Ricardo's 1817 book remains a cornerstone in economic theory. It explores the distribution of national product among social classes, effects of economic progress, and taxation impacts. Ricardo's theories on rent, comparative advantage and diminishing returns are foundational in modern economics.

ATLANTIC | 2023 | 392 pp
HB | 9788126913657 | INR 1095

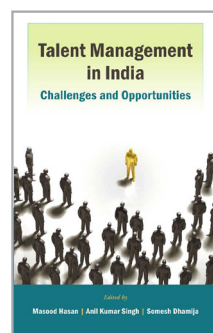


Economics of Taxation

Sayed Afzal Peerzade, Head, Department of Economics, Karnataka State Women's University | M.A., Ph.D. (Economics)

This book is a comprehensive book on taxation, covering lectures for economics and public administration students. Taxation is a crucial aspect in Public Finance due to its certainty in an uncertain world. The book delves into taxation issues, offering a non-mathematical approach with useful visuals for students and professionals in both sectors.

ATLANTIC | 2023 | 214 pp
HB | 9788126914685 | INR 895



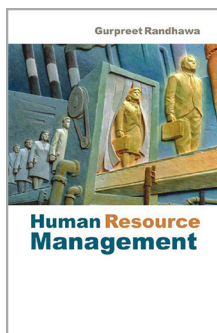
Talent Management in India

Challenges and Opportunities

Masood Hasan, Director, GLA, Institute of Business Management, UP Technical University
Anil Kumar Singh, Reader, Strategic Management, GLA Group of Institutions | Ph.D.
Somesh Dhamija, Renowned Academician, Human Resource Management Expert | Ph.D.

Talent management is crucial for business success, involving integrating new and retaining current employees. India offers ample talent due to educational expansion, but proper training and placement are key. Talented individuals boost organisational performance and influence work culture. This book covers talent practices, challenges and retention strategies.

ATLANTIC | 2023 | 436 pp
HB | 9788126912650 | INR 1095

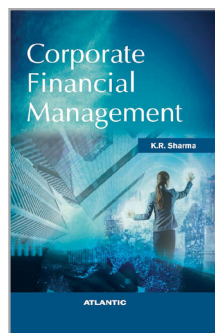


Human Resource Management

Gurpreet Randhawa, Lecturer, Department of Business Management, Guru Nanak Dev University | B.Tech, M.B.A., PGDCA, Ph.D. (Management)

This book offers a comprehensive guide to human resource management, tailored for postgraduate studies like MBA/MCom/PGDM. It covers various HRM topics including planning, recruitment, training, performance appraisal, compensation, industrial relations and global HRM. With learning objectives, examples, key terms, questions and HR dictionary, it promises an rewarding experience.

ATLANTIC | 2023 | 424 pp
HB | 9788126908608 | **INR 1195**

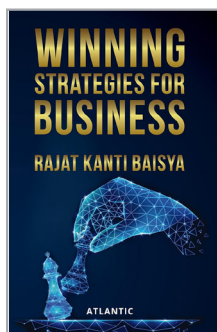


Corporate Financial Management

K.R. Sharma, Indian Journal of Accounting

Through lucid language and illustrative cases, this book exposes learners as well as practitioners to a range of concepts, theories, policies and applications of financial management in the corporate environment.

ATLANTIC | 2023 | 612 pp
HB | 9788126936052 | **INR 1795**

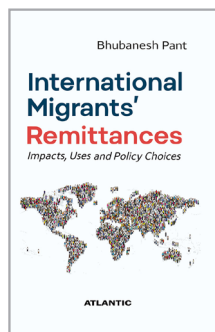


Winning Strategies for Business

Rajat Kanti Baisya, Strategic Consulting Group Pvt. Ltd.

This book brings together all the business tools that managers need for surviving business challenges and succeeding in the dynamic economic environment of today, and provides a holistic and contemporary lesson on strategic management.

ATLANTIC | 2023 | 282 pp
HB | 9788126936229 | **INR 995**



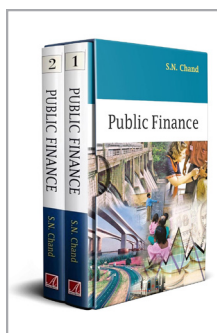
International Migrants' Remittances

Impacts, Uses and Policy Choices

Bhuvanesh Pant, Onda Thana Mahavidyalaya, Bankura, West Bengal

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

ATLANTIC | 2023 | 174 pp
HB | 9788126936649 | **INR 795**

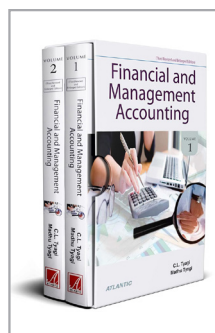


Public Finance (2 Vols. Set)

S.N. Chand, Research Scholar, Economics | Law, P.G. Diploma (Business Management), Meerut University

Public Finance, older than Economics, has evolved with Keynesian influence. This comprehensive 2-volume book covers theories, revenue, debt, and expenditure, reflecting changes in the field. It caters to students at all levels, from undergraduates to postgraduates, as well as professionals and researchers, offering a valuable reference.

ATLANTIC | 2023 | 616 pp
HB | 9788126908837 | **INR 1990**



Financial and Management Accounting (2 Vols. Set)

C.L. Tyagi, Director, SRM Institute of Management and Technology | M.Com., LL.B., Ph.D.
Madhu Tyagi, Reader, Commerce School of Management Studies, Indira Gandhi National Open University | M.Com., Ph.D.

This book caters to BCom, MCom, MBA, MCA, and PGDBM students, covering accounting and management accounting. Updated topics include operations research, human resource accounting, and accounting for changing price levels. It emphasises a wide scope of management accounting with a logical flow of ideas and real-life examples and is useful for CA, ICWA and ICSI students.

ATLANTIC | 2022 | 584 pp
HB | 9788126933549 | **INR 1990**

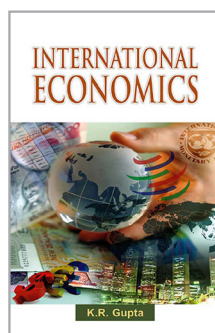


Indian Economy (3 Vols. Set)

J.R. Gupta, University of Jammu and Kurukshetra University
K.R. Gupta, Prof., International Economics, University of Jammu and Kurukshetra University

After independence, India's economy faced challenges due to British exploitation. Planning efforts began in 1938 with the National Planning Committee, leading to the establishment of the Planning Commission in 1950. Economic growth strategies shifted in the 1990s towards privatisation and liberalisation, resulting in high GDP growth but persistent inequalities and urban-centric development.

ATLANTIC | 2022 | 1344 pp
HB | 9788126909278 | **INR 3385**

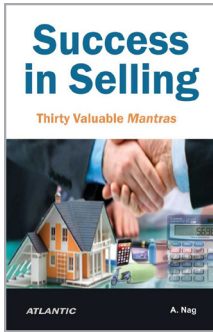


International Economics (2 Vols. Set)

K.R. Gupta, Professor, International Economics, University of Jammu and Kurukshetra University

The sixth edition is updated with five new chapters, covering topics like theories of foreign trade, optimum tariff, and World Trade Organisation. It offers a comprehensive overview of economic theories, models and international organisations, using a clear and intuitive approach suitable for students and exam candidates.

ATLANTIC | 2022 | 1104 pp
HB | 9788126913275 | **INR 2990**



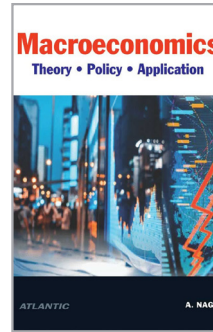
Success in Selling

Thirty Valuable Mantras

A. Nag, Former Visiting Faculty, BITS Pilani, XLRI, IIFT, and IIT Delhi | Ph.D. (Economics), Jadavpur University

The book offers practical sales guidance beyond typical textbooks for MBA and PGDM students. It presents thirty success mantras for becoming a top sales performer, emphasising real-world applications. It serves as a workbook, tool-book, or guidebook for those seeking to excel in selling.

ATLANTIC | 2022 | 212 pp
HB | 9788126934607 | INR 795



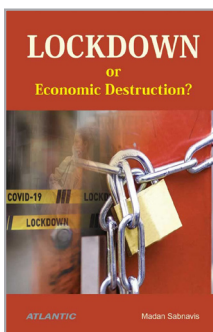
Macroeconomics

Theory, Policy, Application

A. Nag, Former Visiting Faculty, BITS Pilani, XLRI, IIFT, and IIT Delhi | Ph.D. (Economics), Jadavpur University

This textbook for BA (Hons) in Economics and BCom (Hons) follows UGC syllabus, and is suitable for BA (Pass), BCom (Pass) and MBA programs. Special features include detailed analysis of macroeconomic ratios, fiscal policy and Indian economy examples. It includes lucid chapters and macroeconomic database to enhance student understanding.

ATLANTIC | 2022 | 424 pp
HB | 9788126934232 | INR 1495

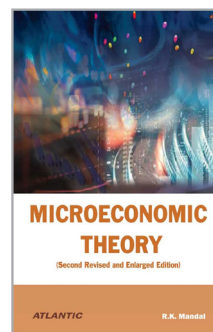


Lockdown or Economic Destruction?

Madan Sabnavis, Corporate Economist | Postgraduate (Economics), Delhi School of Economics

The book critically examines India's nationwide lockdown, analysing its impact on the economy and society. It delves into the rationale behind the lockdown in a country heavily reliant on government aid. The text also explores economic disruptions, remote work trends and the uncertainty of future waves of the pandemic.

ATLANTIC | 2022 | 222 pp
HB | 9788126934096 | INR 595

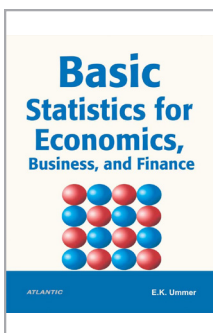


Microeconomic Theory

R.K. Mandal, Principal, Jamini Mazumder Memorial College | M.A., M.Phil., Ph.D., Post-Doc

Thoroughly revised with new chapters, this textbook presents advanced microeconomic concepts diagrammatically and mathematically. Essential for managerial decisions and public policy, it covers fundamental topics comprehensively. Suitable for undergraduates and graduates worldwide, it includes model questions and references for self-assessment. Ideal for economics students and those preparing for competitive exams.

ATLANTIC | 2022 | 432 pp
HB | 9788126933846 | INR 1495

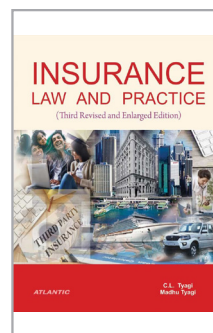


Basic Statistics for Economics, Business, and Finance

E.K. Ummer, Principal, MES College | B.A., M.A., M.Phil. (Applied Economics), Ph.D. (Economics), University of London, UK

This book addresses undergraduate students' fear of statistics in economics, business, and finance, offering a comprehensive guide from basic concepts to advanced topics like regression analysis. It emphasises the importance of statistical techniques in their careers and provides supplementary materials on the website for further study.

ATLANTIC | 2022 | 716 pp
HB | 9788126933808 | INR 1895

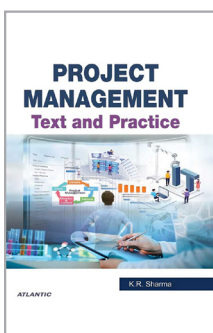


Insurance Law and Practice

C.L. Tyagi, Director, SRM Institute of Management and Technology | M.Com., LL.B., Ph.D.
Madhu Tyagi, Reader, Commerce School of Management Studies, Indira Gandhi National Open University | M.Com., Ph.D.

The book caters to Insurance students, covering life, fire, marine insurances, and more. Topics include Deposit Insurance, Credit Guarantee Act, and new products like 'Corona Kavach'. Aimed at BCom, BBA, MBA students and financial professionals, it delves into creditability theory, backdating, insurance frauds, and latest laws and data.

ATLANTIC | 2022 | 398 pp
HB | 9788126933617 | INR 1495



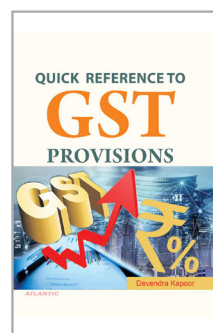
Project Management

Text and Practice

K.R. Sharma

Project management is crucial for achieving objectives through inter-related activities using resources systematically. It is vital for managers in various fields like Management, Engineering and Commerce. This book covers theoretical and practical aspects of project management, including planning, implementation, monitoring and evaluation, with pedagogical support like examples and exercises.

ATLANTIC | 2022 | 528 pp
HB | 9788126932917 | INR 1495

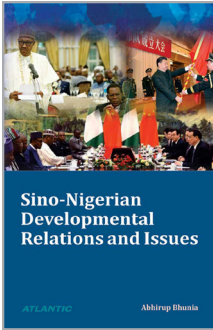


Quick Reference to GST Provisions

Devendra Kapoor, Member, Indirect Taxation Sub-Committee of Bengal Chamber of Commerce | B.Com. (Hons.), PGDBM

This comprehensive book on Goods and Services Tax Acts compiles materials from primary sources like Acts and circulars, incorporating numerous amendments and notifications. It features author comments, over 1300 labels for easy retrieval, brief descriptions for seamless reading and references for quick access to relevant provisions, rules and notifications.

ATLANTIC | 2022 | 816 pp
HB | 9788126932696 | INR 1795

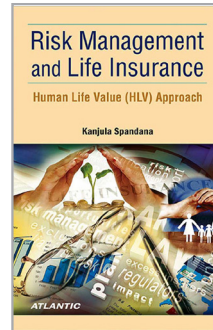


Sino-Nigerian Developmental Relations and Issues

Abhirup Bhunia, Employee, Reputed Consulting Firm | Master's (Global Political Economy), University of Sussex, UK

Despite Nigeria's adoption of neoliberalism, its developmental performance disappoints with rising poverty, inequality and unemployment. The book examines Nigerian underdevelopment amidst increasing Foreign Direct Investment (FDI) and debates the demonisation of Chinese FDI. It aims to find a balance between views on FDI's impact, challenging assumptions about global agency and state-led development prospects in Nigeria.

ATLANTIC | 2022 | 72 pp
HB | 9788126921652 | **INR 495**



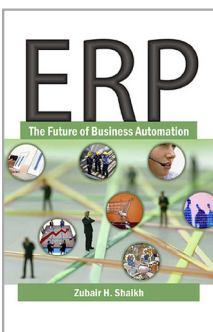
Risk Management and Life Insurance

Human Life Value (HLV) Approach

Kanjula Spandana, Lecturer, SIM University | M.B.A., Ph.D., Sri Krishnadevaraya University

This groundbreaking book delves into the human life value (HLV) approach to life insurance, emphasising economic security and risk management. It highlights life insurance's proactive role in personal finance and economic security, stressing its broader purpose beyond indemnification. The comprehensive work caters to students, teachers and insurance professionals in India.

ATLANTIC | 2022 | 360 pp
HB | 9788126920266 | **INR 995**



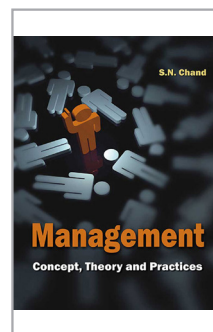
ERP

The Future of Business Automation

Zubair H. Shaikh, Senior Vice President, Nexsoft Infotel Ltd. | M.B.A., Diploma (Computer Programming)

This book on ERP offers insights for professionals and beginners, demystifying technicalities with case studies. It details ERP planning problems, solutions, features and future enhancements, dispelling misunderstandings. Charts, diagrams and case studies enhance understanding. Originating from MRP, ERP integrates various functions, with a vibrant market and future potential.

ATLANTIC | 2022 | 200 pp
HB | 9788126910854 | **INR 695**



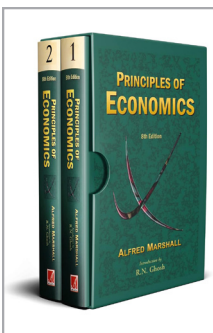
Management

Concept, Theory and Practices

S.N. Chand, Research Scholar, Economics | Law, PG, Diploma (Business Management), Meerut University

Management involves directing and controlling groups towards goals through functions like planning and organising. The book bridges theory and practice, covering management evolution, systems theory and quality improvement. It emphasises understanding theoretical approaches, relevance of concepts to current practices and the dynamic nature of managerial work making it suitable for students, teachers, professionals and managers.

ATLANTIC | 2022 | 444 pp
HB | 9788126910618 | **INR 1200**

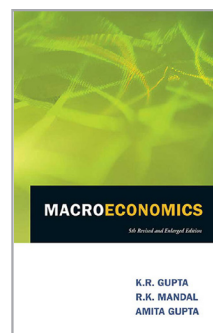


Principles of Economics (2 Vols. Set)

Alfred Marshall, Former Principal, University College, Bristol | Trade Protection, United States
R.N. Ghosh, Senior Honorary Research Fellow, University of Western Australia, Perth, Australia | M.A., Ph.D.

Alfred Marshall, a prominent economist, revolutionised Economics with his book, focusing on microeconomics and the interplay of supply and demand in determining prices. He viewed the economy as an evolving system influenced by technology and preferences. His work remains influential in modern economic analysis and understanding market dynamics.

ATLANTIC | 2022 | 1064 pp
HB | 9788126914067 | **INR 2790**

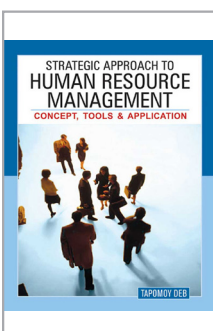


Macroeconomics

R.K. Mandal, Principal, Jamini Mazumder Memorial College | M.A., M.Phil., Ph.D., Post-Doc
K.R. Gupta, Professor International Economics, University of Jammu and Kurukshetra University
Amita Gupta, Postgraduate (Economics)

The fifth edition of the book extensively covers topics such as national income, employment, savings, investment, monetary and fiscal policy, business cycles and more. Featuring figures, tables, and equations for better clarity, this revised edition is designed for Economics students and teachers, aiming to provide a comprehensive and clear understanding.

ATLANTIC | 2022 | 710 pp
HB | 9788126909636 | **INR 1495**



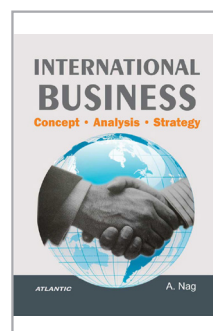
Strategic Approach to Human Resource Management

Concept, Tools & Application

Tapomoy Deb, Senior Vice President - Human Resources, JK Lakshmi Cement, New Delhi | M.Phil. (Management), M.B.A. (HRM), MSW (PM & IR), PGDHRD, DLL and B.Sc. (Hons.) Physics

This book offers a contemporary approach to Human Resource Management, avoiding the conventional style of rediscovering Personnel Management. It includes the latest developments, a unique chapter on Strategic HRM, and review questions for students. The text is designed for both students and HR practitioners, providing a practical understanding of key concepts.

ATLANTIC | 2022 | 412 pp
HB | 9788126905904 | **INR 1595**



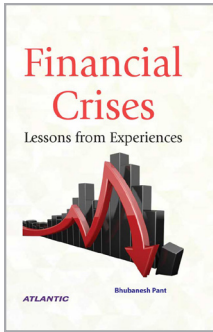
International Business

Concept, Analysis, Strategy

A. Nag, Former Visiting Faculty, BITS Pilani, XLRI, IIFT, and IIT Delhi | Ph.D. (Economics), Jadavpur University

The first book on international business by an Indian author explores trading modes (direct/indirect export, counter trade) and non-trading modes (strategic alliances, joint ventures, mergers, subsidiaries). It delves into four major approaches of international business, includes real-life strategy cases in each chapter and uses tables, figures and photos for enhanced understanding.

ATLANTIC | 2021 | 746 pp
HB | 9788126932610 | **INR 1895**



Financial Crises

Lessons from Experiences

Bhubanesh Pant Onda Thana Mahavidyalaya, Bankura, West Bengal

This book critically reviews major financial crises, including Mexico's 1994 crisis, East Asia's 1997 crisis, and the global financial crisis of 2007. It analyses causes, impacts, policy responses and lessons learned from each crisis. Other crises like the Stock Market Crash of 1929 and the European debt crisis of 2010 are also examined for broader insights.

ATLANTIC | 2021 | 154 pp
HB | 9788126932108 | **INR 495**



Campus Group Discussion with Smart Answers

Third Eye of HR Managers (For Those Preparing for Various Types of Interviews)

Anant Kumar Dass, National Trainer, Educationist, Soft Skills Guru | B.Sc., DCA (Computer Science), P.G. Diploma (Business Management in Finance and HR), IISM

This book targets undergraduate/postgraduate students in India and abroad, focusing on MNC job preparation, college admissions, and Group Discussions. Authored by an experienced educator, it emphasises education, motivation, and team development. The book offers practical tips and examples for clarity, aiming to aid students and teachers.

ATLANTIC | 2021 | 272 pp
HB | 9788126921669 | **INR 595**

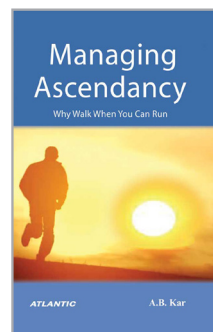


Office Organisation and Management

M.E. Thukaram Rao, Head, Department of Commerce, Sri Sathya Sai Institute of Higher Learning

This book is a comprehensive guide with twenty-one chapters on office systems and procedures. It covers key topics like office functions, delegation of authority, records management and personnel management. Written in an easy-to-understand style, it includes model questions and a bibliography for further reference. Suitable for students and practicing managers.

ATLANTIC | 2021 | 362 pp
HB | 9788171568833 | **INR 995**



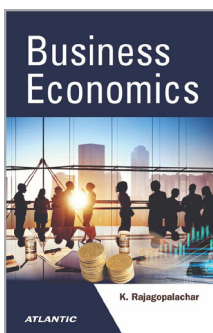
Managing Ascendancy

Why Walk When You Can Run

A.B. Kar, Adjunct Professor, IIT Kharagpur | Mechanical Engineering, Jadavpur University, Post-Graduation, Strathclyde University, Glasgow

This is a motivational book emphasising the journey to success through right steps and a positive mindset. With twenty-seven chapters, it delves into motivational themes, references life stories of eminent individuals, and includes field studies. The focus is on navigating life with a winning spirit.

ATLANTIC | 2020 | 336 pp
HB | 9788126931279 | **INR 795**

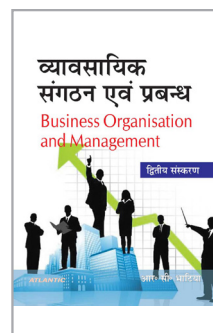


Business Economics

K. Rajagopalachar, Head, Department of Economics, Acharya Pathasala College of Arts and Science

This book covers the syllabi of BCom (First Year) of Indian universities and a part of the syllabi of CA, LLB and ICWA. Divided into two parts, covering topics like "Demand Forecasting", "Profit Planning" and "International Financial Institutions", it emphasises conceptual understanding over mathematics, with numerical and diagrammatic illustrations for easy comprehension.

ATLANTIC | 2020 | 266 pp
HB | 9788126930999 | **INR 795**

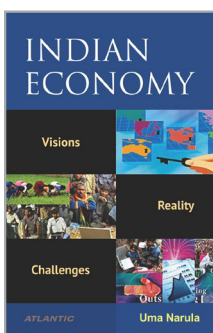


व्यावसायिक संगठन एवं प्रबन्ध

आर. सी. माटिया, पूर्व एसोसिएट प्रोफेसर, वाणिज्य विभाग, स्वाम लाल कॉलेज द्य एम.ए. (अर्थशास्त्र), एम.कॉम., पीएच.डी.

दिल्ली विश्वविद्यालय ने बी.कॉम. में एक नया पाठ्यक्रम लागू किया है जो कि पहले बी.कॉम. (पास) पाठ्यक्रम के नाम से था। नये पाठ्यक्रम में प्रथम पेपर व्यावसायिक संगठन एवं प्रबन्ध है। यह पुस्तक इस नये पाठ्यक्रम के लिए विशेष रूप से तैयार की गयी है। पुस्तक को अति सरल एवं सुबोध भाषा में लिखा गया है। मेरा विश्वास है कि परीक्षा में उत्तम परिणाम प्राप्त करने के लिए इस पुस्तक का अध्यापकों द्वारा पढ़ाना एवं छात्रछात्राओं द्वारा पढ़ना अति आवश्यक है।

ATLANTIC | 2020 | 328 pp
HB | 9788126931156 | **INR 995**



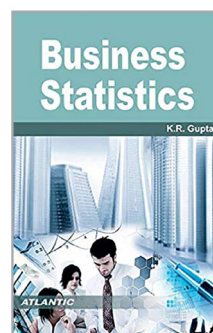
Indian Economy

Visions, Reality, Challenges

Uma Narula, Director, Communication Networks (CNET) | Ph.D. (Communication), University of Massachusetts

India's economic development encapsulates a mix of idealism and selfishness, requiring governance and people to address challenges through tailored economic reforms. This book evokes interest of the readers to these issues, India's aspirations to be the dominant global player and its emerging and surging economies.

ATLANTIC | 2020 | 132 pp
HB | 9788126906826 | **INR 495**

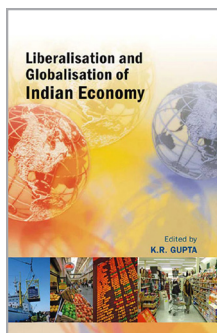


Business Statistics (2 Vols. Set)

K.R. Gupta, Prof., International Economics, University of Jammu and Kurukshetra University

This book is a comprehensive, student-friendly guide tailored for Commerce and Business Management students, even those without a math background. It explains statistical concepts clearly with real-life examples, step-by-step methods, and practical case studies. Covering key topics like probability, forecasting, and quality control, the book follows a concept-example-exercise approach to aid understanding and prepare students for academic and professional exams.

ATLANTIC | 2017 | 974 pp
HB | 9788126924592 | **INR 2790**

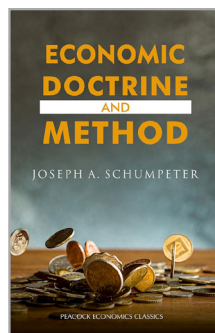


Liberalisation and Globalisation of Indian Economy (7 Vols. Set)

K.R. Gupta, Prof., International Economics, University of Jammu and Kurukshetra University

This book by K.R. Gupta analyses the impact of economic liberalisation and globalisation on India. It examines structural reforms, policy changes and challenges across key sectors, offering insights into the socio-economic implications of these shifts.

ATLANTIC | 2008 | 2450 pp
HB | 9788171569632 | INR 4020

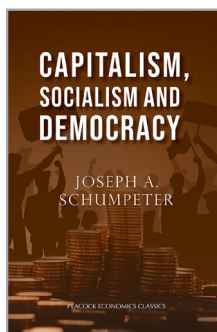


Economic Doctrine and Method

Joseph A. Schumpeter

Originally published in 1914, this book by Joseph A. Schumpeter explores economic theory's core principles and methodological issues. Schumpeter delves into historical narrative, theoretical examination, and critiques various economic schools of thought. He emphasises the irreplaceable nature of missing links in the chain of development and the evolution of economic doctrines.

PEACOCK | 2025 | 196 pp
HB | 9788124805886 | INR 595

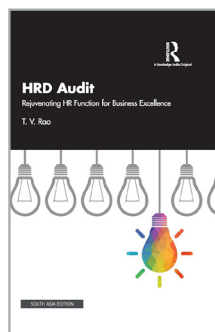


Capitalism, Socialism and Democracy

Joseph A. Schumpeter

This book analyses the interplay between capitalism and socialism, exploring their strengths, weaknesses, and implications for democracy. Schumpeter's pioneering concepts like creative destruction and entrepreneurship remain relevant, offering deep insights into how economic systems influence politics and social progress.

PEACOCK | 2024 | 528 pp
HB | 9788124805749 | INR 795



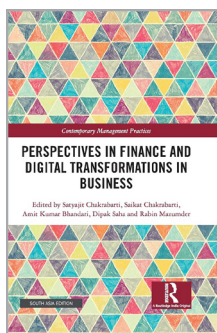
HRD Audit

Rejuvenating HR Function for Business Excellence

T. V. Rao, Chairman, TVRSL, Bangalore, Former Professor and Board Member, IIM Ahmedabad | Ph.D. (Psychology), Sardar Patel University

This book provides a comprehensive framework for evaluating and redesigning HRD functions to enhance business excellence. It examines HRD practices through interviews, observation, and workshops, offering methodologies to align HRD with business goals.

ROUTLEDGE INDIA | 2025 | 342 pp
HB | 9781041034070 | INR 1595

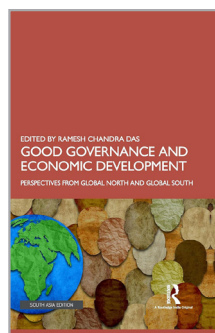


Perspectives in Finance and Digital Transformations in Business

Satyajit Chakrabarti
Saikat Chakrabarti
Amit Kumar Bhandari
Dipak Saha
Rabin Mazumder

This book explores the adoption of digital tools in business in India, focusing on strategy, risk management and organisational effectiveness. It covers the application of new technologies across sectors such as banking, industry and agriculture.

ROUTLEDGE INDIA | 2025 | 308 pp
HB | 9781041034186 | INR 1595



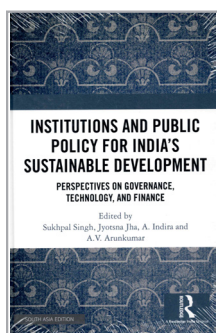
Good Governance and Economic Development

Perspectives from Global North and Global South

Ramesh Chandra Das, Professor and HOD, Department of Economics, Vidyasagar University | B.Sc., M.Sc., M.Phil., Ph.D. (Economics), Calcutta University

This book examines the link between good governance and economic development, analysing its impact on countries like the USA, India, and Nigeria, as well as regional groups like BRICS and ASEAN. It explores key development indicators and offers empirical evidence and strategies for improving governance.

ROUTLEDGE INDIA | 2025 | 318 pp
HB | 9781041027577 | INR 1595



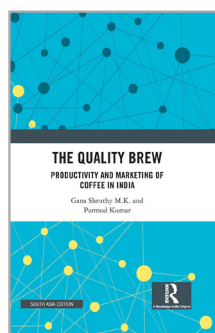
Institutions and Public Policy for India's Sustainable Development

Perspectives on Governance, Technology, and Finance

Sukhpal Singh
Jyotsna Jha
A. Indira
A. V. Arunkumar

This book explores how governance, technology and finance can shape India's sustainable development. The book addresses challenges in policy, institutional weaknesses and sectoral coordination, offering insights on enhancing policy effectiveness and fostering sustainable practices.

ROUTLEDGE INDIA | 2025 | 294 pp
HB | 9781041028314 | INR 1295



The Quality Brew

Productivity and Marketing of Coffee in India

Gana Shruthy M. K.
Parmod Kumar

This book explores the challenges and economic importance of India's coffee sector, focusing on declining productivity, pests, price trends and climate change. It analyses the productivity of Robusta and Arabica varieties.

ROUTLEDGE INDIA | 2025 | 244 pp
HB | 9781041028420 | INR 1295



Development, Transformations and the Human Condition

Essays in Honour of Jayati Ghosh

Sumangala Damodaran

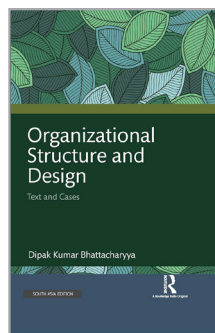
Smita Gupta

Sona Mitra

Dipa Sinha, Independent Researcher, Delhi, India

This book honours Jayati Ghosh's extensive work in development economics, examining capitalism, inequality, gender, trade, human rights and more. Through essays by academics and activists, it explores the socio-economic causes of inequality and oppression.

ROUTLEDGE INDIA | 2025 | 312 pp
HB | 9781041028444 | INR 1595



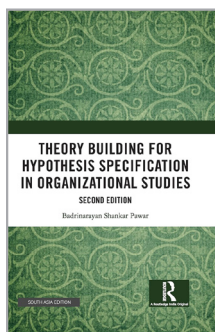
Organizational Structure and Design

Text and Cases

Dipak Kumar Bhattacharyya

This textbook explores key issues in organisational structure and design, addressing strategic and business considerations when framing or designing an organisation. Using industry examples and case studies, it connects organisational structure with culture, change in management, power and strategy.

ROUTLEDGE INDIA | 2025 | 248 pp
HB | 9781041029502 | INR 1295

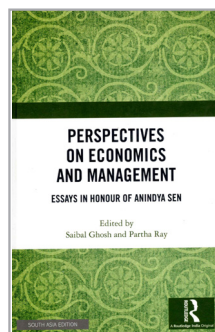


Theory Building for Hypothesis Specification in Organizational Studies

Badrinarayan Shankar Pawar

This book serves as a detailed guide to theory-building for hypothesis specification in academic research within organisational studies. It covers the nature, components and structure of theory, illustrating the process with relevant examples. The revised edition includes an afterword with additional reflections by the author on the discussed themes.

ROUTLEDGE INDIA | 2025 | 124 pp
HB | 9781041006671 | INR 1295



Perspectives on Economics and Management

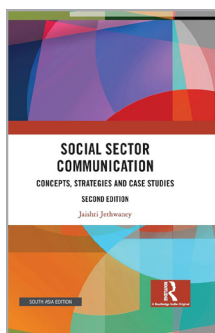
Essays in Honour of Anindya Sen

Saibal Ghosh, Doha, Qatar

Partha Ray

This book delves into the evolving landscape of economics and management, exploring topics like consumption patterns, wealth disparities and business strategies. It highlights the shift towards technology integration in service provision and a holistic approach to organisational development. The volume emphasises the intersection of economics, finance and public policy for addressing contemporary challenges.

ROUTLEDGE INDIA | 2025 | 372 pp
HB | 9781041006848 | INR 1595



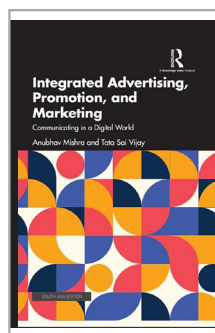
Social Sector Communication

Concepts, Strategies and Case Studies

Jaishri Jethwaney, Senior Advisor, Communication, Ministry of Health and Family Welfare | Ph.D. (Media & Elections), Jawaharlal Nehru University

This book emphasises the importance of communication in the social sector, offering a comprehensive framework for understanding its demands. It covers various communication skills and approaches, including social marketing and media advocacy, with practical guidance on planning campaigns and utilising social media. Case studies and insights on NGO-corporate partnerships are also provided.

ROUTLEDGE INDIA | 2025 | 228 pp
HB | 9781032962771 | INR 1295



Integrated Advertising, Promotion, and Marketing

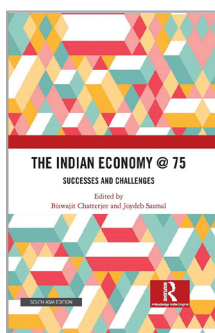
Communicating in a Digital World

Anubhav Mishra

Tata Sai Vijay

This book delves into integrated marketing communication (IMC), covering Indian advertising history, strategic importance and social/cultural factors. It explores key communication forms like advertising, public relations, direct marketing and sales promotion. The text discusses marketing plans, branding, design and media considerations for effective consumer messaging in today's digital world.

ROUTLEDGE INDIA | 2025 | 382 pp
HB | 9781032780962 | INR 1595



The Indian Economy @ 75

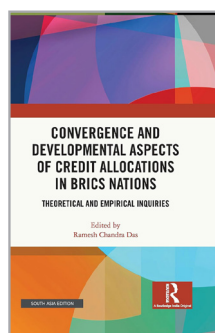
Successes and Challenges

Biswajit Chatterjee

Joydeb Sasmal

This book examines India's economic challenges post-independence, analysing themes like development, agriculture, industry, finance, trade, gender, welfare, energy and environment. It addresses income inequality, unemployment and environmental degradation, proposing policies for socio-economic development. Relevant for scholars in economics, development studies, public policy and policymakers seeking efficient outcomes.

ROUTLEDGE INDIA | 2024 | 523 pp
HB | 9781032932040 | INR 1695



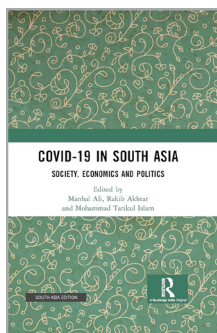
Convergence and Developmental Aspects of Credit Allocations in BRICS Nations

Theoretical and Empirical Inquiries

Ramesh Chandra Das, Professor and HOD, Department of Economics, Vidyasagar University | B.Sc., M.Sc., M.Phil., Ph.D. (Economics), Calcutta University

This book delves into cooperation levels and convergence among BRICS nations, examining their financial and banking systems' development efforts to address inequalities. It scrutinises the impact of commercial bank credit on income and wealth, analyses the New Development Bank's governance, and evaluates India's credit inclusiveness and convergence aspects within the group.

ROUTLEDGE INDIA | 2024 | 398 pp
HB | 9781032904894 | INR 1595



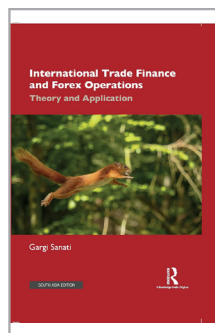
COVID-19 in South Asia

Society, Economics and Politics

Manhal Ali
Rakib Akhtar
Mohammad Tarikul Islam

This book examines COVID-19's impact in South Asia through case studies from India, Bangladesh and Pakistan. It analyses long-term effects on political economy, public health, education and society, providing recommendations for building resilience against future pandemics. The authors suggest shared policy goals, strategies and policy alignment to address broader societal challenges.

ROUTLEDGE INDIA | 2024 | 199 pp
HB | 9781032889375 | INR 1295



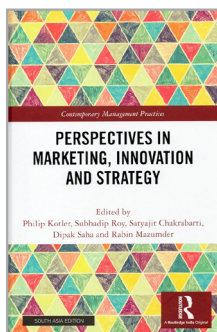
International Trade Finance and Forex Operations

Theory and Application

Gargi Sanati

This book explores the intersection of theory and practice in international finance, focusing on banking theories, operational procedures and methods of payment such as Letters of Credit (LCs) including revolving, back-to-back, transferable and standby LCs. It delves into merchanting trade, buyers' and supplier's credit, bank guarantees and the roles of banks in financing international trade.

ROUTLEDGE INDIA | 2024 | 269 pp
HB | 9781032889481 | INR 1295

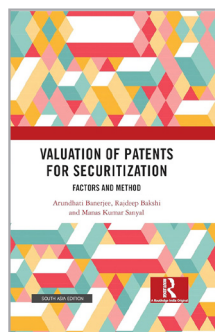


Perspectives in Marketing, Innovation and Strategy

Philip Kotler
Subhadip Roy
Satyajit Chakrabarti
Dipak Saha
Rabin Mazumder

This book equips managers, researchers and students with practical strategies to integrate new marketing tools effectively across various industries. It offers insights into consumer behaviour, industry shifts during COVID-19, and the application of diverse tools in finance, e-commerce, fashion, entertainment and tourism. Emphasising actionable guidance, it focuses on achieving high strategic marketing standards.

ROUTLEDGE INDIA | 2024 | 294 pp
HB | 9781032880303 | INR 1295



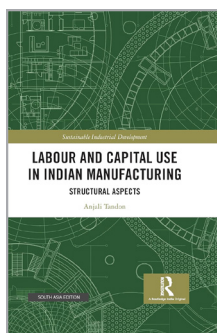
Valuation of Patents for Securitization

Factors and Method

Arundhati Banerjee
Rajdeep Bakshi
Manas Kumar Sanyal

This book delves into the significance of intellectual property rights in boosting market capitalisation. It covers the valuation of patents, legal aspects of patent securitisation, and methods like licensing and financing for utilising patents. Authors explore practical valuation methods and test their reliability across various research fields and companies.

ROUTLEDGE INDIA | 2024 | 182 pp
HB | 9781032880969 | INR 1295



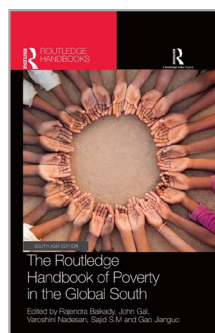
Labour and Capital Use in Indian Manufacturing

Structural Aspects

Anjali Tandon

This book emphasises the importance of aligning structural transformation in Indian manufacturing with existing factor endowments. Through detailed empirical analysis, it distinguishes between organised and unorganised sectors, highlighting their varying responses to labour and capital utilisation. The study underscores the significance of domestic production for job creation and economic growth.

ROUTLEDGE INDIA | 2024 | 196 pp
HB | 9781032881355 | INR 1295



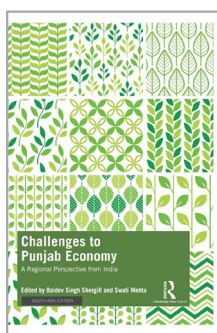
The Routledge Handbook of Poverty in the Global South

Rajendra Baikady, University of Johannesburg, South Africa

John Gal
Varoshini Nadesan
Sajid S.M.
Gao Jianguo

This handbook delves into poverty's impact on the Global South, exploring its concept, causes and social welfare policies for vulnerable groups. Theoretical and empirical chapters provide a comprehensive view of social issues in developing nations. A vital resource for scholars in various disciplines, it unites global experts to address poverty-related concerns.

ROUTLEDGE INDIA | 2024 | 724 pp
HB | 9781032821924 | INR 2495



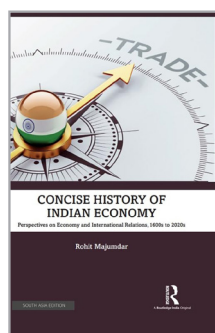
Challenges to Punjab Economy

A Regional Perspective from India

Baldev Singh Shergill
Swati Mehta

This volume delves into economic and societal challenges in Punjab, India, addressing issues like institutional development, resource imbalances and regional research problems. Chapters cover topics such as agrarian structure, public policy, gender trajectories and development paradigms, offering insights into long-term growth and sustainability in a rapidly changing global economy.

ROUTLEDGE INDIA | 2024 | 386 pp
HB | 9781032821962 | INR 1595



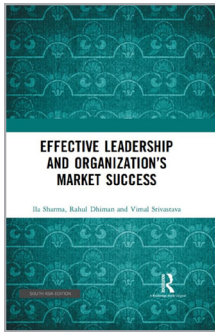
Concise History of Indian Economy

Perspectives on Economy and International Relations, 1600s to 2020s

Rohit Majumdar, Professor (Liberal Arts), Karnavati University, Independent Research Scholar (History and Anthropology) | M.Phil. (Medieval and Renaissance Studies), University of Cambridge

This book delves into India's economic history from 1600 to the present mobile economy. It covers themes like medieval fiscal systems, British Industrial Revolution's impact, nationalist movements, Gandhism, Independence, World Wars, Cold War, liberalisation in the 1990s and current political economy trends, showcasing India's economic evolution and global interactions.

ROUTLEDGE INDIA | 2024 | 252 pp
HB | 9781032826134 | INR 1295



Effective Leadership and Organization's Market Success

Ila Sharma
Rahul Dhiman
Vimal Srivastava

This book delves into strategic leadership's crucial role in enhancing organisational performance and achieving market success. It addresses evolving leadership trends, dispels common myths, and provides principles for leaders to navigate fluctuating markets effectively. It emphasises adaptability and effectiveness to ensure stability and success for businesses and organisations.

ROUTLEDGE INDIA | 2024 | 162 pp
HB | 9781032768847 | INR 1295

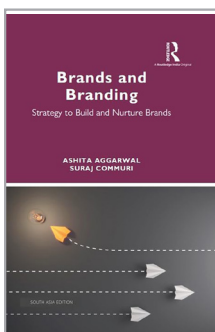


Reimagining Innovation Systems in the Covid and Post-Covid World

Lakhwinder Singh
K.J. Joseph

Countries worldwide are addressing COVID-19 impacts on healthcare, economies and industries. This book explores innovative strategies for social and economic revitalisation, focusing on health and socioeconomic disparities in India, Africa, Brazil, Costa Rica and others. It examines diverse country responses to pandemic shocks and how organisations embraced innovation to combat COVID-19.

ROUTLEDGE INDIA | 2024 | 308 pp
HB | 9781032768885 | INR 1295



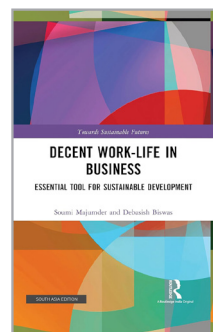
Brands and Branding

Strategy to Build and Nurture Brands

Ashita Aggarwal
Suraj Commuri

This volume explores strategic brand imaging and management, covering launching, growing, leveraging and managing brands globally. It discusses strategic decisions, integrating the 4Ps, using social media and AI, consumer behaviour, research methods, brand architecture, equity and valuation. Ideal for readers, professionals, scholars and students in marketing, advertising and brand management.

ROUTLEDGE INDIA | 2024 | 311 pp
HB | 9781032780870 | INR 1595



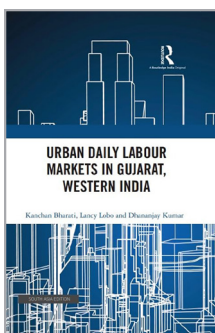
Decent Work-Life in Business

Essential Tool for Sustainable Development

Soumi Majumder
Debasish Biswas, M.Phil., Ph.D., P.G. Dipoma (Financial Management, Entrepreneurship, Marketing Management)

This informative book explores the importance of decent work in business, emphasising fair treatment, security and social protection. The book covers topics such as ILO's agenda, work-life balance, poverty reduction and social dialogue. It is a valuable resource for students, scholars and industry professionals.

ROUTLEDGE INDIA | 2024 | 142 pp
HB | 9781032768786 | INR 1295

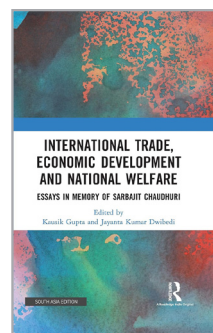


Urban Daily Labour Markets in Gujarat, Western India

Kanchan Bharati, Centre for Culture and Development, Vadodara
Lancy Lobo
Dhananjay Kumar

This book delves into Gujarat's urban daily labour markets, crucial to India's economy. It highlights the struggles of migrant workers facing various marginalisations. Through surveys in three cities, it examines migration causes, living conditions and spending habits. The study aims to inform policy interventions by shedding light on workers' challenges and experiences.

ROUTLEDGE INDIA | 2024 | 274 pp
HB | 9781032767222 | INR 1295



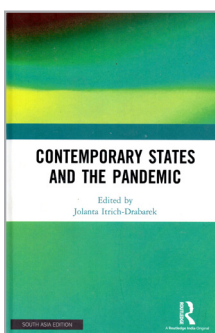
International Trade, Economic Development and National Welfare

Essays in Memory of Sarbajit Chaudhuri

Kausik Gupta
Jayanta Kumar Dwivedi

This book explores contemporary issues in international trade and economic development, covering topics like public goods, crime, wage inequality, environmental regulation and globalisation. Written in honour of Professor Sarbajit Chaudhuri, it also addresses immigration, political resistance and gender wage gaps, aimed at postgraduate students and researchers in economics.

ROUTLEDGE INDIA | 2024 | 264 pp
HB | 9781032646299 | INR 1295

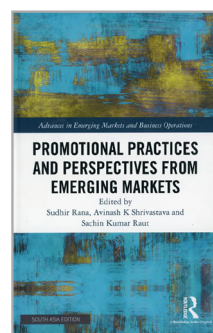


Contemporary States and the Pandemic

Jolanta Itrich-Drabarek

This volume extensively examines the challenges and impacts of the COVID-19 pandemic on EU states, covering ethical, political, economic, medical and social aspects. It delves into short and long-term economic consequences, state responses, security issues and policy actions at global, regional and sub-regional levels, offering valuable insights for scholars and researchers.

ROUTLEDGE INDIA | 2024 | 180 pp
HB | 9781032707389 | INR 1295

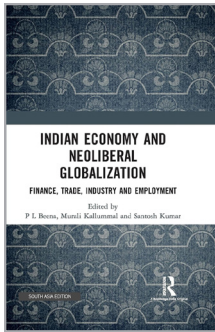


Promotional Practices and Perspectives from Emerging Markets

Sudhir Rana
Avinash K. Shrivastava
Sachin Kumar Raut

This book explores the marketing strategies and challenges faced by businesses in emerging economies. Through case studies and data, the book highlights innovative promotional practices, focusing on how businesses adapt to cultural, economic and technological shifts.

ROUTLEDGE INDIA | 2024 | 274 pp
HB | 9781032669366 | INR 1295



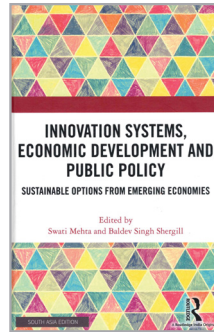
Indian Economy and Neoliberal Globalization

Finance, Trade, Industry and Employment

P. L. Beena
Murali Kallummall
Santosh Kumar

This book examines globalisation and neoliberal economics' impacts on low- and middle-income countries, focusing on industries, investment, trade, finance, credit, employment, gender and development. It honours economist C.P. Chandrasekhar, analysing financial systems, global finance dominance, post-pandemic effects and changing finance, trade and labour models in developing nations, offering reform suggestions.

ROUTLEDGE INDIA | 2024 | 406 pp
HB | 9781032669380 | INR 1595



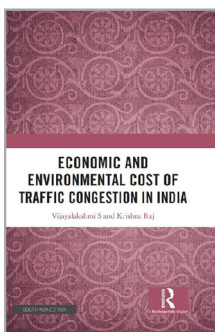
Innovation Systems, Economic Development and Public Policy

Sustainable Options from Emerging Economies

Swati Mehta
Baldev Singh Shergill

The book delves into policy challenges faced by India and other developing nations in building a strong, sustainable industrial economy. It explores innovation's role in industries, education and institutions to enhance productivity and growth. Various aspects of innovation's nature, structure, growth and impact are scrutinised for insights into fostering development.

ROUTLEDGE INDIA | 2024 | 426 pp
HB | 9781032667942 | INR 1595

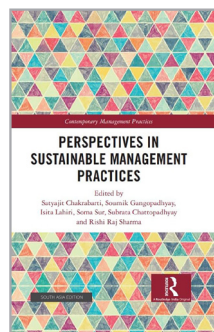


Economic and Environmental Cost of Traffic Congestion in India

Vijayalakshmi S.
Krishna Raj

This book delves into the economic, environmental and health impacts of traffic congestion in urban areas, emphasising its overlooked economic implications. It analyses costs like emissions and fuel wastage, and proposes solutions based on empirical evidence from Bengaluru, highlighting innovative measures to mitigate the tangible and intangible costs of gridlocks.

ROUTLEDGE INDIA | 2023 | 128 pp
HB | 9781032825380 | INR 1295

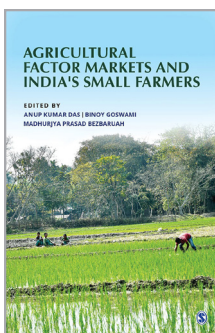


Perspectives in Sustainable Management Practices

Soma Sur
Subrata Chattopadhyay
Rishi Raj Sharma
Satyajit Chakrabarti
Soumik Gangopadhyay
Isita Lahiri

Embracing sustainable practices is crucial for businesses aiming to support societal development. This book delves into current trends, challenges and COVID-19's impact on sustainability. It explores implementing and evaluating sustainable measures in social and commercial realms, showcasing innovative strategies for financial growth, carbon reduction and socio-economic sustainability.

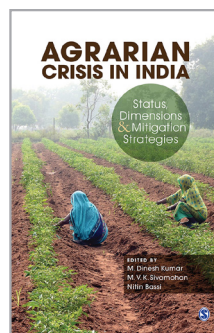
ROUTLEDGE INDIA | 2023 | 236 pp
HB | 9781032826127 | INR 1295



Agricultural Factor Markets and India's Small Farmers

Anup Kumar Das, Assistant Professor, Department of Economics, Rajiv Gandhi University | M.Phil, M.A. (Economics), B.A. (Economics), Ph.D., Gauhati University
Binoy Goswami, Assistant Professor, Faculty of Economics, South Asian University | M.Phil. (Applied Economics), M.A., Ph.D. (General Studies), Gauhati University
Madhuriya Prasad Bezbaruah, Professor, Department of Economics, Gauhati University | M.A. (Economics), Ph.D. (Economics), Gauhati University
Inadequate factor markets hinder small farmers, impacting the agriculture sector. Emerging markets like farm machinery rentals are overlooked. Thin markets for credit, insurance, and marketing also constrain small farms. The book analyses different factor markets to explore their interconnectedness and presents a comprehensive study on the factor market system.

SAGE INDIA | 2022 | 308 pp
HB | 9789354792335 | INR 1195



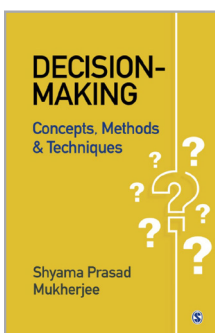
Agrarian Crisis in India

Status, Dimensions & Mitigation Strategies

M. Dinesh Kumar, Member, International Scientific Committee, XVIII World Water Congress | B.Tech (Civil Engineering), M.E. (Water Resources Management), Ph.D., (Water Management in River Basins), Sardar Patel University
M. V. K. Sivamohan, Honorary Advisor and Principal Consultant, IRAP
Nitin Bassi, Senior Programme Lead, Council on Energy, Environment and Water (CEEW) | B.Sc. (Botany/Plant Biology), M.Sc. (Environment Management), M.Phil. (Natural Resource Management), Ph.D. (River Basin Water Accounting), Universidad Complutense de Madrid

This book delves into India's agrarian crisis, exploring factors like land scarcity, water stress, input costs, and environmental changes. It assesses historical contexts, factors impacting agricultural growth rates, livestock's resilience role, risk implications, irrigation support and policy recommendations for enhancing growth in diverse agro-ecologies.

SAGE INDIA | 2022 | 372 pp
HB | 9789354794544 | INR 1395



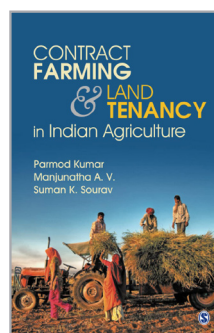
Decision-Making

Concepts, Methods & Techniques

Shyama Prasad Mukherjee, Former Professor, Statistics, University of Calcutta | M.Sc. (Statistics), Ph.D. (Statistics), University of Calcutta

This book offers a comprehensive account of decision-making concepts, methods, and techniques, drawing from various fields like mathematics, computer science, and behavioural economics. It integrates analytics to aid decision-making in diverse situations, from optimisation to social choice. Decision theory is highlighted, emphasising the role of human behaviour in decision-making processes.

SAGE INDIA | 2022 | 424 pp
HB | 9789354791079 | INR 1595

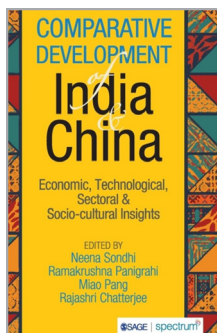


Contract Farming & Land Tenancy in Indian Agriculture

Parmod Kumar Manjunatha A.V.
Suman K. Sourav, Research scholar, University of Kassel | B.Sc. (Agricultural Science), IMRD, Master's (Master Dissertation), Ghent University, Ph.D.

This book examines determinants of contractual/lease relationships in India, showcasing existing arrangements. It advocates for policy support to integrate the poor into the industrial sector, emphasising the benefits of successful agricultural tenancy. The book analyses contract farming within the broader land market context, offering insights for policy formulation.

SAGE INDIA | 2021 | 352 pp
HB | 9789353886264 | INR 1395



Comparative Development of India & China

Economic, Technological, Sectoral & Socio-cultural Insights

Miao Pang, Senior Research Fellow, Sichuan Academy of Social Sciences
Rajashri Chatterjee, Assistant Professor, Naba Ballygunge Mahavidyalaya | M.B.A. (Finance, General), M.Com., Ph.D. (Finance, General), The University of Burdwan
Ramakrushna Panigrahi, Professor, Economics, IMI Bhubaneswar | M.Phil. (Economics), B.A. Hons. (Economics), M.A. (Economics), Ph.D. Institute for Social and Economic Change (ISEC)
Neena Sondhi

This book examines the economic transformation of India and China, focusing on their shift from agriculture to manufacturing and services. The book presents contemporary research on key issues, highlighting opportunities for collaboration and offers diverse insights on shared developmental experiences.

SAGE SPECTRUM | 2021 | 508 pp
HB | 9789353886066 | **INR 1395**



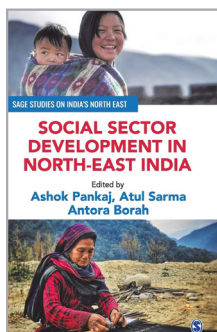
चीन का कायापलट

सफलता की दास्तान और सफलता का फंदा

मनोरंजन महांती, सामाजिक विकास परिषद और दिल्ली विश्वविद्यालय द पीएच.डी., कैलिफोर्निया विश्वविद्यालय

यह पुस्तक 1979 से अब तक चीन में हुए आर्थिक और सामाजिक परिवर्तन की विस्तृत झलक प्रदान करती है। लेखक के तीन दशकों के चीन में किए गए बोध पर आधारित, यह पुस्तक बताती है कि कैसे प्लुधार और खुले दरवाजे की नीति ने चीन को आर्थिक सफलता दिलाई। लेकिन इसी सफलता ने गंभीर सामाजिक और पर्यावरणीय समस्याएं भी पैदा कीं। लेखक इसे सफलता जाला कहते हैं, जिससे चीन आज जूझ रहा है।

SAGE BHASHA | 2020 | 385 pp
HB | 9789353882631 | **INR 1095**



Social Sector Development in North-East India

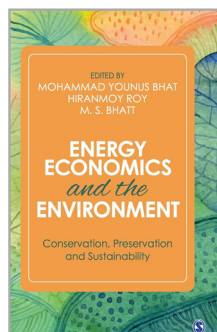
Ashok Pankaj, Professor, Council for Social Development | Ph.D., LL.B.

Atul Sarma, Vice-Chancellor, Rajiv Gandhi University | Ph.D. (Economics)

Antora Borah, Assistant Professor, Omeo Kumar Das Institute of Social Change & Development | B.A. (Sociology), M.A. (Sociology), Ph.D. (Sociology), Delhi School of Economics

This book argues for people-centric development to build human capital, prioritising service sector growth over primary and secondary sectors. It calls for a shift from top-down infrastructure-focused policies to bottom-up social sector development, emphasising the region's ethnic diversities and cultural pluralities.

SAGE INDIA | 2020 | 432 pp
HB | 9789353885328 | **INR 1745**



Energy Economics and the Environment

Conservation, Preservation and Sustainability

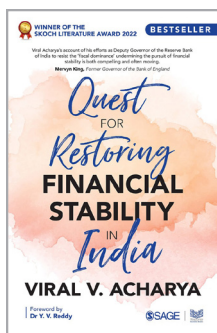
Mohammad Younus Bhat, Assistant Professor, Economics and International Business, University of Petroleum and Energy Studies | B.A. (Economics), M.A. (Economics), Ph.D. (Environmental Economics), Jamia Millia Islamia

Hiranmoy Roy, Associate Professor, HNB Garhwal University | Master's (Economics), Ph.D. (Development Economics and International Development), Assam University

M. S. Bhatt, Former Professor & Head, Department of Economics, Jamia Millia Islamia | M.A. (Economics), Ph.D. (Economics)

This book explores interdisciplinary solutions for environmental sustainability and energy conservation, addressing global climate change impacts on ecosystems and human well-being. The book offers strategies to enhance renewable energy efficiency and biodiversity preservation, emphasising the importance of sustainable practices for national wealth development.

SAGE INDIA | 2020 | 356 pp
HB | 9789353883102 | **INR 1375**

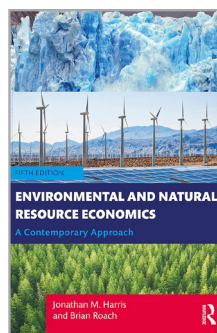


Quest for Restoring Financial Stability in India

Viral V. Acharya, Professor, Economics, Department of Finance, New York University Stern School of Business | B.Tech. (Computer Science and Engineering), Ph.D. (Finance), New York University Stern School of Business

This book offers a detailed roadmap to address India's financial stability challenges. The book outlines solutions for recapitalising public sector banks, improving credit allocation, and fostering efficient capital markets, while addressing fiscal dominance and advocating key reforms for long-term growth.

SAGE RESPONSE | 2020 | 396 pp
HB | 9789353884895 | **INR 795**



Environmental and Natural Resource Economics

A Contemporary Approach

Jonathan M. Harris
Brian Roach

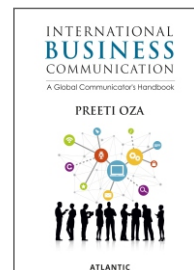
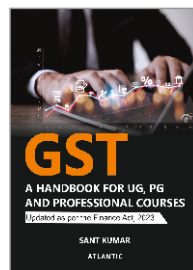
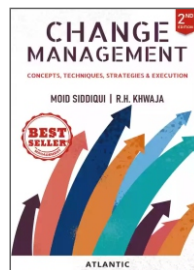
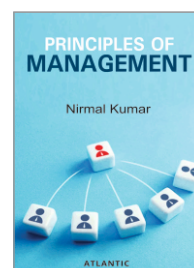
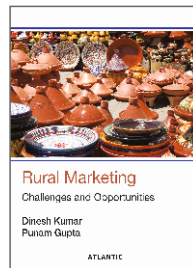
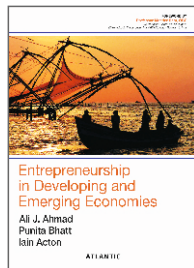
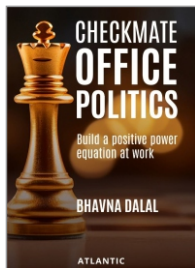
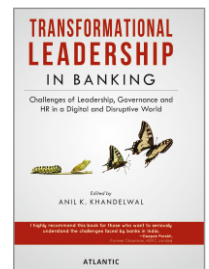
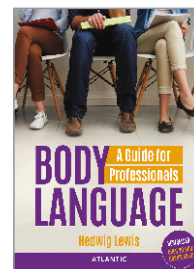
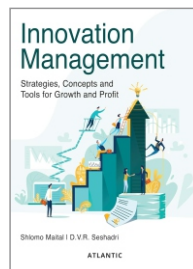
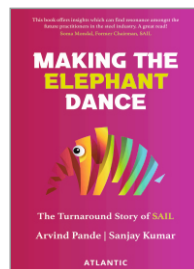
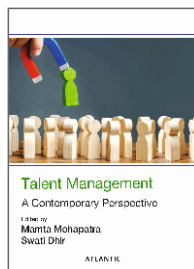
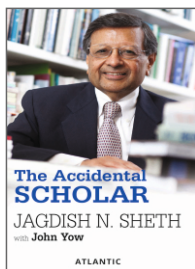
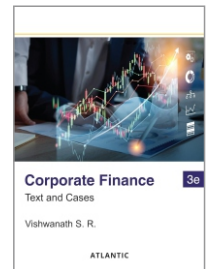
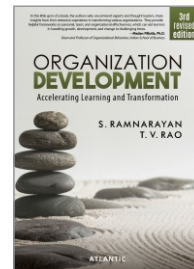
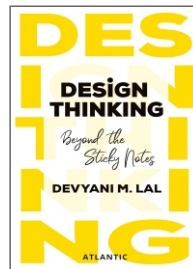
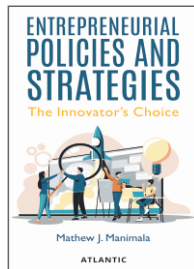
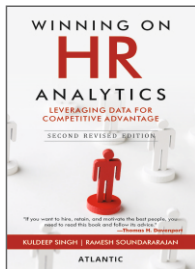
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