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**BUSINESS MANAGEMENT  
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**ATLANTIC**

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# ATLANTIC PUBLISHING GROUP



PUBLISHERS & DISTRIBUTORS (P) LTD  
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- Established in 1977, renowned for academic, professional and general publishing.
- Modern high-tech offices and distribution warehouses spread over 100,000 sq. ft. Operates with a dedicated team of more than 175 professionals.
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- Manages a global supply chain encompassing over 14 million book titles with the fastest procurement service.
- Offers a vast selection of books in a wide range of subjects, including STEM, Biosciences, Geo-Sciences, Social Sciences, Humanities, Literature, professional, general and trade.
- Maintains a strong presence across India through a network of distributors, bookstores and library vendors.
- Among the top sellers on E-commerce platforms such as Amazon and Flipkart by net sale.
- The Atlantic Library Division serves leading universities, IITs, educational institutions and research organisations.
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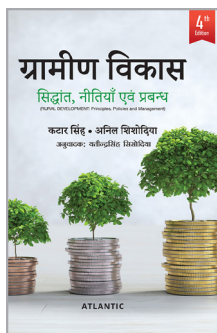
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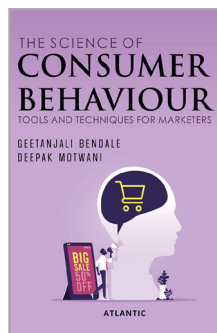
## ग्रामीण विकास

सिद्धांत, नीतियाँ एवं प्रबंध

**कटार सिंह**, सम्माननीय संस्थापक अध्यक्ष, इंडिया नेचुरल रिसोर्स इकोनामिक्स एंड मैनेजमेंट फाउंडेशन (NREM)  
**अनिल शिशोदिया**, 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  
PB | 9788126936847 | **INR 795**



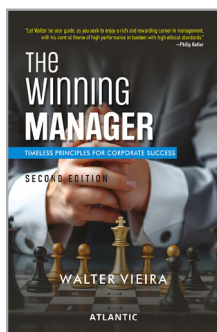
## The Science of Consumer Behaviour

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 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  
PB | 9788126941339 | **INR 995**



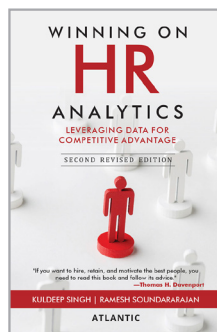
## The Winning Manager

Timeless Principles for Corporate Success

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

This unconventional management book delves beyond traditional topics like planning and organising. Unlike typical guides, it explores overlooked aspects of management rarely discussed. It doesn't follow the sequential approach of traditional models but delves deeper into less explored areas of the managerial landscape.

ATLANTIC | 2025 | 238 pp  
PB | 9788126911912 | **INR 550**



## Winning on HR Analytics

Leveraging Data for Competitive Advantage

**Ramesh Soundararajan**, HR Professional | B.Tech (Electrical), National Institute of Technology (NIT)  
**Kuldeep Singh**, Sr. Director, HR Analytics & Special Projects | Ph.D., XLRI

Companies like Google, Walmart and American Express leverage analytics to predict employee attrition, forecast workforce needs and assess job candidates. This book serves as a practical guide for implementing analytics to enhance competitiveness and strategic decision-making, enabling organisations to proactively address HR challenges and maintain an edge in the market.

ATLANTIC | 2025 | 284 pp  
PB | 9788126941292 | **INR 550**



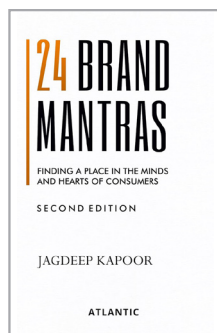
## Manager to CEO

9 Signposts to the Top Job

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

This thought-provoking book offers aspiring professionals comprehensive insights on navigating the corporate world, covering team management, power dynamics and ethical principles. With practical advice and real-life examples, the book emphasises work-life balance, career progression and ethical leadership, providing tools for success at all career stages.

ATLANTIC | 2025 | 222 pp  
PB | 9788126941001 | **INR 595**



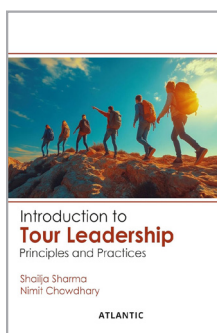
## 24 Brand Mantras

Finding a Place in the Minds and Hearts of Consumers

**Jagdeep Kapoor**, Founder, Chairman, Managing Director, Samsika Marketing Consultants | M.B.A., Jamnalal Bajaj Institute of Management Studies

This handbook is a practice-based guide for marketers. It offers 24 action-oriented strategies for successful brand development, covering key marketing elements. Well-illustrated with examples, it's recommended for brand managers, entrepreneurs, marketing professionals and students, praised by industry leaders for its practicality and relevance.

ATLANTIC | 2025 | 113 pp  
PB | 9788126937011 | **INR 375**



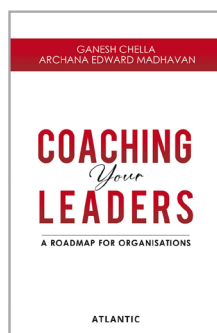
## Introduction to Tour Leadership

Principles and Practices

**Shailja Sharma**, Assistant Professor, IITM | B.B.A. (Management), M.B.A. (Marketing), MTM Degree, Ph.D.  
**Nimit Chowdhary**, Professor and Head, Department of Tourism and Hospitality Management, Jamia Millia Islamia | B.E. (Mechanical), M.B.A., Ph.D.

This is a comprehensive textbook tailored for Tourism and Travel Management students aiming for success in the industry. Written in an accessible style, it offers practical guidance based on academic expertise and industry interactions. The book includes real-world case studies, hands-on exercises and industry insights for effective tour management training.

ATLANTIC | 2025 | 330 pp  
PB | 9788126911882 | **INR 595**



## Coaching Your Leaders

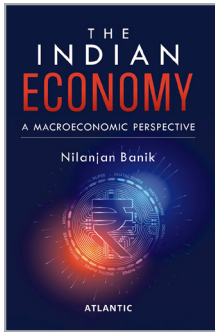
A Roadmap for Organisations

**Ganesh Chella**, Founder, Totus Consulting, Tamil Nadu, India  
**Archana Edward Madhavan**, Program Director of CFI's Advanced Program in Team Coaching | P.G. Diploma (Business Administration), Loyola Institute of Business Administration

A user-friendly manual, this book guides stakeholders in leveraging personal change through coaching. Authentically crafted, it emphasises the effectiveness of coaching in leadership development. Ideal for leaders, HR professionals and organisations seeking to maximise coaching investments, bridging promises to tangible outcomes.

ATLANTIC | 2025 | 157 pp  
PB | 9788126911899 | **INR 375**





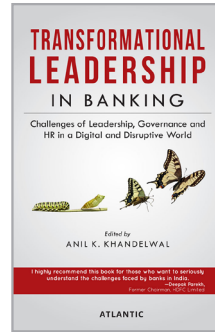
### The Indian Economy

A Macroeconomic Perspective

**Nilanjan Banik**, Professor, Program Director, Mahindra University | M.A. (Economics), Ph.D. (Economics), Utah State University

This book delves into India's macroeconomy using theories and data, discussing recent trends and key policies for growth and stability. It covers demand and supply-side factors, poverty, fiscal and monetary policies, unemployment, inflation, post-liberalisation effects, labour and capital markets, future reforms and trade, with real-world examples.

ATLANTIC | 2025 | 254 pp  
PB | 9788126911127 | INR 595



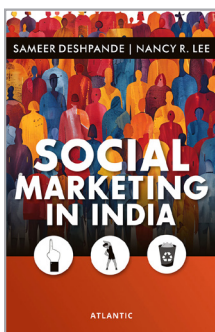
### Transformational Leadership in Banking

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  
PB | 9788126911196 | INR 995



### Social Marketing in India

**Sameer Deshpande**, Associate Professor, Social Marketing, Griffith University, Australia | M.A., Ph.D. (Communication), Wisconsin-Madison University  
**Nancy R. Lee**, President, Social Marketing Services, Washington University | M.B.A., University of Puge, B.Sc., University of Illinois

This informative account, based on Lee and Kotler's book, emphasises the ten-step marketing planning process for social change. It advocates a systematic approach to behavioural change beyond advertising. Through diverse examples, the book serves as a comprehensive guide on social marketing, focusing on its role in policymaking, ethics and psychology.

ATLANTIC | 2025 | 436 pp  
PB | 9788126911110 | INR 695



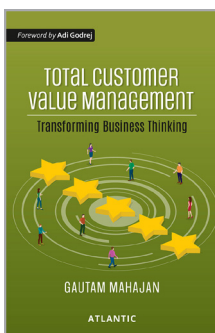
### Global Risk/Global Opportunity

Ten Essential Tools for Tracking Minds, Markets & Money

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

This insightful book equips business leaders with tools to strategise and understand the past. It focuses on how independent-thinking managers can track minds, markets and money using basic economic tools. The book is filled with case studies on risk, crisis and globally-managed Indian companies, presented in an anecdotal style.

ATLANTIC | 2025 | 364 pp  
PB | 9788126939831 | INR 895



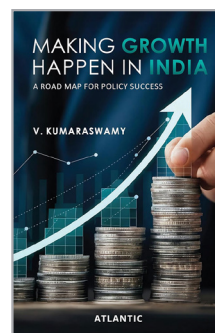
### Total Customer Value Management

Transforming Business Thinking

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

This book explores how employee brand equity enhances corporate brand equity, leading to increased profits and competitive advantages. It outlines Total CVM principles that align the entire company with customers, emphasising employee value, customer strategy and value pricing. Case studies demonstrate Indian companies adopting Total CVM for organisational transformation.

ATLANTIC | 2025 | 346 pp  
PB | 9788126940530 | INR 595



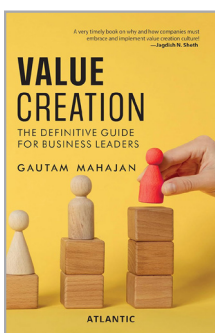
### Making Growth Happen in India

A Road Map for Policy Success

**V. Kumaraswamy**, Writer, Business Line and Business Standard | M.B.A., IIM Ahmedabad

India's economic reform success hinges on aligning programmes with social realities. To surpass the 8-9% growth mark, the nation needs enhanced skills, attitudinal infrastructure, capital productivity, optimal savings and socially beneficial market structures in key sectors. The book proposes unique growth strategies for 12% growth, targeting those interested in shaping India's future.

ATLANTIC | 2025 | 295 pp  
PB | 9788126911257 | INR 595



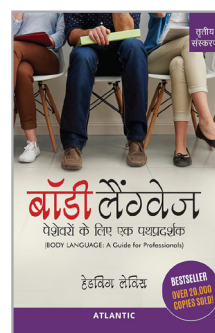
### Value Creation

The Definitive Guide for Business Leaders

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

Business leaders must navigate increasing disruption and demanding customers by fostering a culture of "value creation." This book highlights the importance of creating value for the entire business ecosystem, not just shareholders, to ensure long-term success and greater profitability. It guides CEOs in balancing the interests of customers, employees, investors and the marketplace.

ATLANTIC | 2025 | 334 pp  
PB | 9788126911608 | INR 595



### बॉडी लैंग्वेज

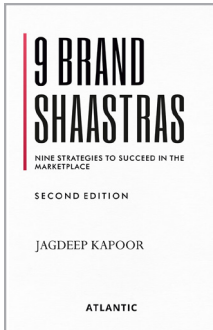
पेशेवरों के लिए एक पथप्रदर्शक

**हेडविग लेविस**, पूर्व प्रोफेसर और प्रिंसिपल, सेंट जेवियर्स कॉलेज द एम.ए., एम.एस. यूनिवर्सिटी

यह पुस्तक बॉडी लैंग्वेज की समझ को नए आयामों के साथ प्रस्तुत करती है। इसमें अमौखिक संवाद के नवीनतम विकास, व्यवहार विश्लेषण, पारंपरिक भारतीय भाव-संगीमाएं और व्यावहारिक सुझाव शामिल हैं। यह संस्करण पेशेवरों के लिए एक समकालीन और व्यापक मार्गदर्शिका के रूप में उपयोगी सिद्ध होता है।

ATLANTIC | 2025 | 250 pp  
PB | 9788126938773 | INR 495





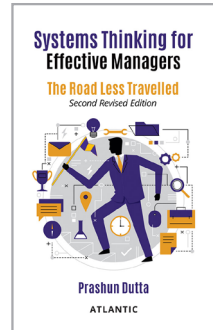
## 9 Brand Shaastras

Nine Strategies to Succeed in the Marketplace

**Jagdeep Kapoor**, Founder, Chairman, Managing Director, Samsika Marketing Consultants | M.B.A. (Marketing), B.Com.

This revised edition of the book emphasises that markets shift, not decline. It outlines nine essential brand strategies for marketers, illustrated with recent examples. The book covers brand-building elements like awareness and growth strategy, offering practical insights for marketing professionals, business students and anyone interested in successful brand building.

ATLANTIC | 2025 | 106 pp  
PB | 9788126937004 | **INR 375**



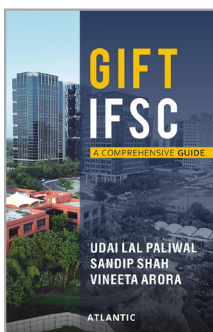
## Systems Thinking for Effective Managers

The Road Less Travelled

**Prashun Dutta**, Former Chief Information Officer (CIO), Reliance Infrastructure and Tata Power | Industrial Engineering, IIM Calcutta

Systems thinking, explored in the second edition, offers a strategic managerial tool to enhance decision-making and organisational efficiency. This approach delves into managing complexity, leadership styles and real-world applications of systems theory in business settings. Emphasising self-organisation and strategic planning, it aims to drive sustainable organisational success.

ATLANTIC | 2025 | 226 pp  
PB | 9788126938810 | **INR 495**



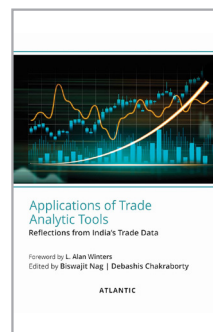
## GIFT IFSC

A Comprehensive Guide

**Uday 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 guide delves into 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 | 2025 | 348 pp  
PB | 9788126911073 | **INR 695**



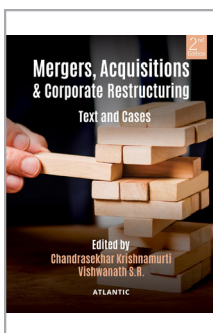
## Applications of Trade Analytic Tools

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 offers a structured approach for identifying export markets and products' competitiveness. Targeting management graduates, researchers, executives, and policy-makers, it covers technical trade analysis methods, emerging trade issues, and India's trade scenarios. It emphasises data analysis, crucial methodologies, NTB identification, and trade facilitation's role in international business.

ATLANTIC | 2025 | 444 pp  
PB | 9788126939626 | **INR 795**



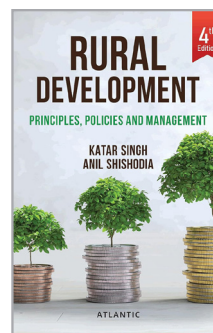
## Mergers, Acquisitions & Corporate Restructuring

Text and Cases

**Chandrasekhar Krishnamurti**, Professor of Finance, School of Commerce, University of Southern Queensland, Australia | Ph.D. (Finance), University of Iowa  
**Vishwanath S. R.**, Professor, Mahindra University | B.E. (Mechanical), Ph.D. (Finance, General), National Law University

This revised edition provides a comprehensive overview of mergers, acquisitions and corporate restructuring, covering topics like valuation, deal structuring and cross-border transactions. Featuring seven brief and six full-length cases, it offers practical learning for students exploring the strategic and financial aspects of corporate change.

ATLANTIC | 2025 | 460 pp  
PB | 9788126937059 | **INR 795**



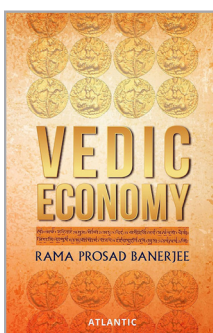
## Rural Development

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 | 2025 | 390 pp  
PB | 9788126936786 | **INR 695**

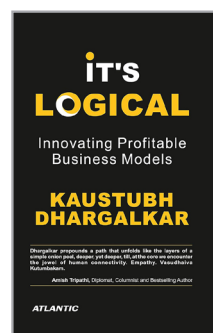


## Vedic Economy

**Rama Prosad Banerjee**, Distinguished Management Professor, Universities in Asia, Europe and America | M.B.A., Ph.D. (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 explores Kautilya's *Arthashastra* and *Mahabharata* for governance and economic insights. It encourages readers to embrace Vedic values for personal and societal transformation, appealing to a broad audience.

ATLANTIC | 2025 | 650 pp  
PB | 9788126936373 | **INR 1195**



## It's Logical

Innovating Profitable Business Models

**Kaustubh Dhargalkar**, Entrepreneur-Turned-Academician, Innovation Evangelist and Startup Mentor | Ph.D. (Corporate Innovation and Design Thinking)

This book debunks the "genius" myth of innovation, advocating a user-centric, logical approach. Through real-life case studies it demonstrates how business model innovation is achievable with focused problem-solving. It highlights both implemented and rejected solutions, showcasing the practical application of innovative thinking.

ATLANTIC | 2025 | 252 pp  
PB | 9788126935932 | **INR 495**

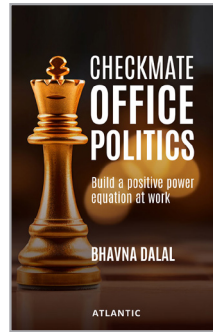


### Little Big Things in Operational Excellence

Debashis Sarkar

This book explores the softer aspects of achieving operational excellence post-COVID, drawing insights from diverse fields. It offers practical strategies for improvement, covering processes, people and culture to drive sustainable, globally relevant business transformation.

ATLANTIC | 2025 | 338 pp  
PB | 9788126940998 | INR 595



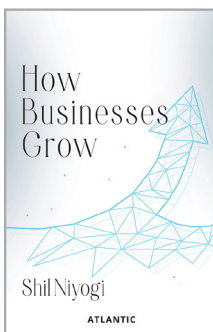
### Checkmate Office Politics

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 | 2024 | 256 pp  
PB | 9788126937851 | INR 595

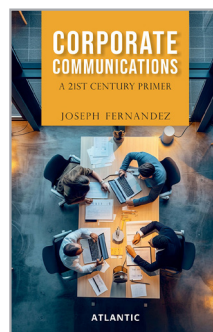


### How Businesses Grow

**Shil Niyogi**, Member, Senior Management Group, Technology Consulting Firm, California, USA

This book explores the common traits of successful business leaders like Jack Welch, Howard Schultz and Ray Kroc. It presents a three-pronged framework focusing on procedural, behavioural and strategic aspects for business success. The book simplifies complex management concepts with real-life examples, making it essential for entrepreneurs.

ATLANTIC | 2024 | 212 pp  
PB | 9788126939947 | INR 495



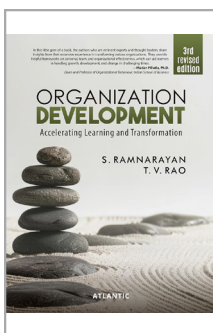
### Corporate Communications

A 21st Century Primer

**Joseph Fernandez**, Author, Communications Leader | Masters (Media Studies), Cardiff University, UK

This book showcases the strategic importance of corporate communications in brand-building. It emphasises using diverse communication tools like advertising and PR, along with traditional and new media, to foster corporate growth. The book features real-life case studies and insights from global communication professionals, making it valuable for both students and professionals.

ATLANTIC | 2024 | 280 pp  
PB | 9788126940615 | INR 695



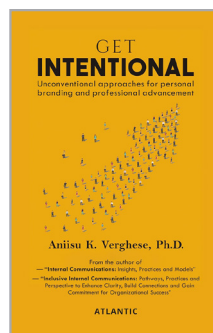
### Organization Development

Accelerating Learning and Transformation

**S. Ramnarayan**, Clinical Professor, Organizational Behaviour, Indian School of Business | Ph.D. (Organizational Behaviour), Case Western Reserve University  
**T.V. Rao**, Chairman, TVRSL; Former Professor, Indian Institute of Management | Ph.D. (Psychology and Organizational Behaviour), Sardar Patel University

This book addresses key OD challenges in the post-pandemic world, exploring topics like shaping OD, changing mindsets, overcoming silo thinking, fostering collaboration, and driving cultural change. It offers insights on enhancing managerial and organisational capabilities to seize new opportunities, drawing from extensive research and practical experience.

ATLANTIC | 2024 | 508 pp  
PB | 9788126940752 | INR 995



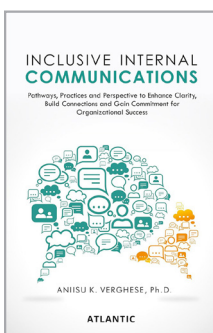
### Get Intentional

Unconventional Approaches for Personal Branding and Professional Advancement

**Anis K. Verghese**, Prosci Certified Change Management Practitioner, Communicator, Author, Speaker, Consultant | Ph.D.

This book offers a four-stage approach for individuals to plan and progress in life, drawing from research and insights from successful personal brands. It introduces a 3C Personal Branding Model and key enablers, along with a 5F Assessment to avoid pitfalls and empower personal branding success through practical wisdom and resources.

ATLANTIC | 2024 | 336 pp  
PB | 9788126940189 | INR 695



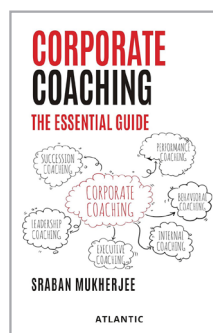
### Inclusive Internal Communications

Pathways, Practices and Perspective to Enhance Clarity, Build Connections and Gain Commitment for Organizational Success

**Anis K. Verghese**, Prosci Certified Change Management Practitioner, Communicator, Author, Speaker, Consultant | Ph.D.

This thought-provoking book discovers valuable resources like the Internal Communications Framework 2.0, interviews with experts, hacks and checklists to enhance organisational communication. Topics include manager communication, employee advocacy and future trends. A must-read for students and professionals aiming to excel in internal communications.

ATLANTIC | 2024 | 256 pp  
PB | 9788126940202 | INR 695



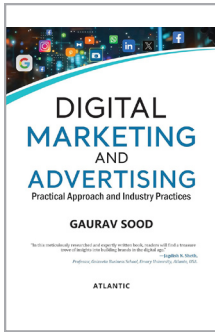
### Corporate Coaching

The Essential Guide

**Sraban Mukherjee**, Corporate Coach, Specializes in 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  
PB | 9788126937820 | INR 595



## Digital Marketing and Advertising

Practical Approach and Industry Practices

**Gaurav Sood**, Founder and Chief Evangelist, HYPE Brand Consultancy, Professor, Amity School of Business, Amity University | M.B.A. (Marketing), Ph.D. (Management), Amity University Noida

This is a comprehensive guide covering industry insights, tools, and trends. It equips students, professionals, and entrepreneurs with skills to create impactful marketing strategies. The textbook includes case studies, SEO nuances, analytics, e-commerce strategies, and insights into the digital marketing landscape.

ATLANTIC | 2024 | 316 pp  
PB | 9788126940233 | INR 795

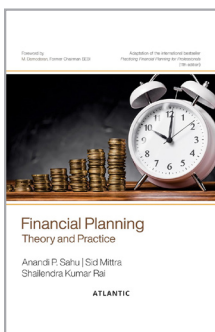


## The Impatient Manager

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

The book challenges the traditional career trajectory, urging managers to accelerate their path to success. It highlights the shift from patience to ambition, with the Impatient Manager aiming for the CEO's seat within a decade. While offering a fast track to corporate success, it also emphasises the importance of avoiding career pitfalls.

ATLANTIC | 2024 | 196 pp  
PB | 9788126939848 | INR 495



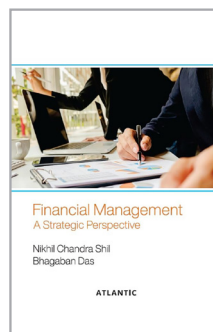
## Financial Planning

Theory and Practice

**Anandi P. Sahu**, Professor and Chair of Economics, School of Business Administration, Oakland University | M.A., Ph.D. (Economics), Washington University  
**Sid Mitra**, Former Emeritus Professor, Finance, Oakland University | CFP, Ph.D.  
**Shailendra Kumar Rai**, Former Faculty, Finance, Management Development Institute | Ph.D., Banaras Hindu University

This Indian adaptation of Practising Financial Planning for Professionals is a comprehensive resource for financial planning students in India. Authored by experienced professionals, it covers a wide range of topics including insurance, investment, tax and retirement planning. The text includes examples, cases, quizzes and up-to-date Indian-specific essentials.

ATLANTIC | 2024 | 428 pp  
PB | 9788126940356 | INR 695



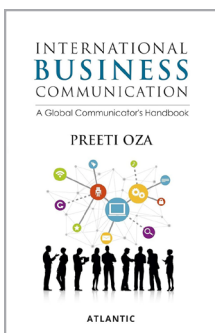
## Financial Management

A Strategic Perspective

**Nikhil Chandra Shil**, Professor, Accounting, Department of Business Administration, East West University | B.B.A., M.B.A., Ph.D., University of Dhaka  
**Bhagaban Das**, Former Professor and Head, P.G. Department of Business Management, Fakir Mohan University | M.Com., Utkal University

This book delves into financial management through real-life corporate strategies, emphasising the importance of strategic financial management in today's globalised world. It covers a wide array of concepts and issues related to an organisation's strategic objectives, with real-life cases, extensive coverage of corporate expansion, mathematical problems and a companion website for further resources.

ATLANTIC | 2024 | 750 pp  
PB | 9788126938797 | INR 995



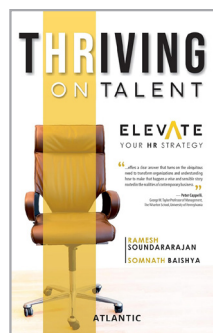
## International Business Communication

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  
PB | 9788126940219 | INR 695



## Thriving on Talent

Elevate Your HR Strategy

**Ramesh Soundararajan**, HR Professional | B.Tech (Electrical), National Institute of Technology (NIT)  
**Somnath Baishya**, Chief People Officer, Tesco Global Business Solutions & Tesco India | Human Resources, XLRI Jamshedpur, B.Tech, IIT

HR leaders must move beyond buzzwords to align their strategies dynamically with business goals. This thought-provoking book offers insights on capacity, capability, performance and transformation to help HR professionals thrive at the table. Praise from industry experts highlights the book's practical and jargon-free approach.

ATLANTIC | 2024 | 312 pp  
PB | 9788126939411 | INR 695

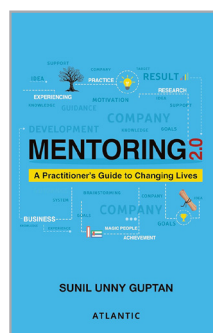


## A Modern Playbook of Digital Transformation

**Amitabh Mishra**, Global Digital Technology, Executive, Chief Technology Officer, Leading Pharmaceutical | Master's (Computer Science), Texas A&M University  
**Ashish Ranjan**, Digital Transformation Leader, Chief Digital Officer, Manufacturing Organization | Doctorate, Indian Institute of Technology

Join Dillon, Head of Digital at a top footwear manufacturer, on a journey of personal and professional transformation in this book. Discover the key to great leadership through a detailed digital transformation plan with tools, lessons, and industry best practices. An engaging read that tackles the 'how' of execution.

ATLANTIC | 2024 | 306 pp  
PB | 9788126938940 | INR 695



## Mentoring 2.0

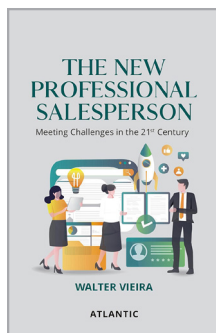
A Practitioner's Guide to Changing Lives

**Sunil Unny Guptan**, Director, Emotions Toolbox Pvt. Ltd.; Visiting Professor, IIM Ahmedabad and ISB | B.Sc. (Hons.), M.C.J., B.C.J., Ph.D., Osmania University

This book serves as a comprehensive guide to the mentoring process, covering key aspects and potential pitfalls. It explores e-mentoring, evaluation and implementing mentoring programs in organisations. Real-life cases and examples are provided, making it a valuable resource for executives, managers, educators and individuals seeking mentorship.

ATLANTIC | 2024 | 250 pp  
PB | 9788126939060 | INR 595





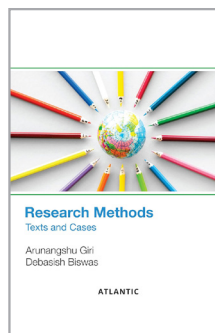
## The New Professional Salesperson

Meeting Challenges in the 21<sup>st</sup> 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  
PB | 9788126938599 | INR 495



## Research Methods

Texts and Cases

**Arunangshu Giri**, Faculty, School of Management and Social Science, Haldia Institute of Technology | Ph.D. (Marketing), Indian Institute of Technology  
**Debasish Biswas**, Faculty, Department of Business Administration, Vidyasagar University | M.Phil., Ph.D., P.G. Dipoma (Financial Management, Entrepreneurship, Marketing Management)

This essential book guides social science students in identifying research problems, conducting effective inquiries, and reporting systematically. It introduces diverse research approaches, emphasising SPSS and AMOS with numerical examples. Through step-by-step demonstrations and examples from anthropology to political science, it equips young researchers with a wide range of valuable techniques.

ATLANTIC | 2024 | 400 pp  
PB | 9788126939084 | INR 695



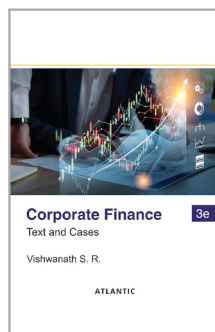
## Strategic Brand Management for B2B Markets

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  
PB | 9788126937769 | INR 545



## 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  
PB | 9788126939763 | INR 895

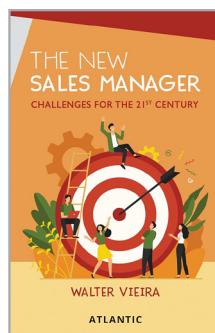


## Branding in a Competitive Marketplace

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

This fascinating book delves into essential brand management concepts with real-life examples from Indian brands like Mortein and Godrej. The book offers strategic insights for brand marketers, emphasising the importance of differentiation and consumer engagement in today's competitive business environment.

ATLANTIC | 2024 | 261 pp  
PB | 9788126936359 | INR 595



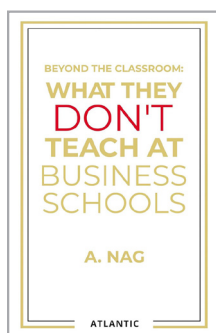
## The New Sales Manager

Challenges for the 21<sup>st</sup> Century

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

The second edition of this book offers practical advice and a solid sales management foundation for young and senior managers. It covers key areas like communication, technology, networking, time management, recruitment, morale, appraisal and governance. It includes real-life examples and has been updated to reflect current business trends.

ATLANTIC | 2024 | 204 pp  
PB | 9788126937707 | INR 495



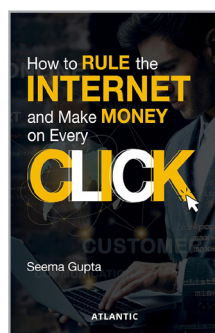
## Beyond the Classroom

What They Don't Teach at Business Schools

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

This influential handbook delves into decision making, informal management, climbing the corporate ladder, successful management traits and excellence. Tailored for final-year students, MBA pass-outs, working managers and business professionals, it offers essential insights and condensed lessons for navigating the business world effectively.

ATLANTIC | 2024 | 422 pp  
PB | 9788126938391 | INR 595

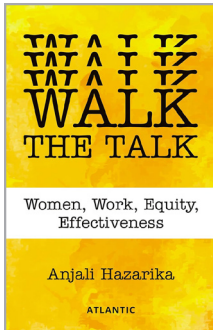


## How to Rule the Internet and Make Money on Every Click

**Seema Gupta**, Dean, Galgotias School of Business

Discover the secrets of digital entrepreneurship and making money from home in this book. Learn about affiliate marketing, influencer marketing and more to achieve financial freedom online. Gain insight into the what, why and how of these new-age activities, guiding you towards becoming a successful digital entrepreneur.

ATLANTIC | 2024 | 246 pp  
PB | 9788126938841 | INR 550



## Walk the Talk

Women, Work, Equity, Effectiveness

**Anjali Hazarika**, Chairperson and Managing Director  
Biocon, Bengaluru | Doctorate (Management),  
Postgraduate (Psychology and Social Sciences)

Recognising the importance of women in leadership for global economic growth, this book addresses the lack of female representation. It emphasises the need to empower women and break stereotypes through collective efforts of employers, governments, NGOs and individuals to ensure workplace equity and effectiveness.

ATLANTIC | 2024 | 352 pp  
PB | 9788126938933 | **INR 795**



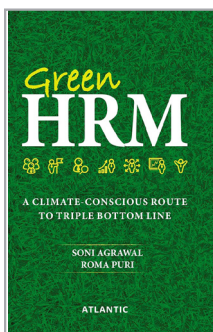
## Innovation Management

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, 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  
PB | 9788126938612 | **INR 995**



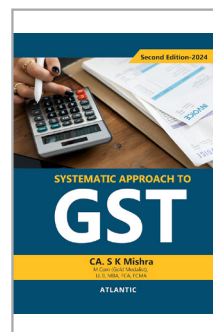
## Green HRM

A Climate-Conscious Route to Triple Bottom Line

**Soni Agrawal**, Associate Professor (HR & OB), International  
Management Institute, Kolkata | Ph.D., IIT Kharagpur  
**Roma Puri**, Associate Professor (OB & HRM),  
International Management Institute, Kolkata |  
Ph.D., Fellowship Programme, IIM Calcutta

HR's strategic role in organisations can drive profits and promote sustainability. This book explores Green HRM and its impact on triple bottom line goals. It emphasises the importance of HR in aligning organisational factors with profit goals to integrate sustainability into strategy, showcasing employees as change agents.

ATLANTIC | 2024 | 266 pp  
PB | 9788126938872 | **INR 595**

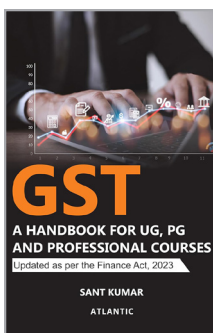


## Systematic Approach to GST

**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 explanation of GST laws with tables and charts for easy reference. Each chapter starts with statutory provisions, followed by analysis and examples. It offers 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  
PB | 9788126939336 | **INR 695**



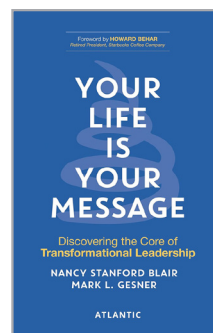
## GST

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  
PB | 9788126939275 | **INR 795**



## 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 roadmap for transformational leadership, drawing on insights 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  
PB | 9788126937790 | **INR 495**



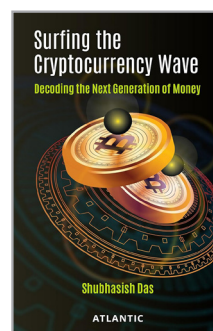
## Talent Management

A Contemporary Perspective

**Mamta Mohapatra**, Dean, Executive Education and  
International Relations, Professor, Organizational Behaviour,  
HR, IMI New Delhi | FDP, Ph.D., Utkal University  
**Swati Dhir**, Associate Professor, OBHRM Area, IMI New Delhi |  
B.Tech (Textile technology), Uttar Pradesh Textile Technology  
Institute, Dr A. P. J. Abdul Kalam Technical University

This book is an essential textbook for HR students and professionals, offering insights on attracting, retaining and motivating talent for competitive advantage. It covers talent strategies, acquisition, development, motivation and retention, with real-life cases and a modern approach to adapt to evolving issues for enhanced performance.

ATLANTIC | 2024 | 332 pp  
PB | 9788126937929 | **INR 595**



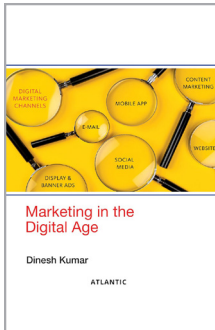
## Surfing the Cryptocurrency Wave

Decoding the Next Generation of Money

**Shubhashish Das**, Finance Professional and a Blockchain  
Expert | Cost and Management Accountant, ICAI

Explore the value of money through banknotes, credit cards, and cryptocurrencies in this book. Learn how cryptocurrencies challenge traditional financial systems and benefit consumers, investors, and sellers alike. Riding the cryptocurrency wave is essential in today's economy, offering opportunities for all to navigate this evolving landscape.

ATLANTIC | 2024 | 230 pp  
PB | 9788126938896 | **INR 495**

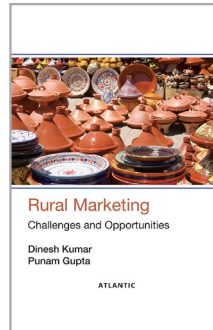


### Marketing in the Digital Age

**Dinesh Kumar**, Faculty, Jagran Lakecity University | B.A., M.B.A., Punjab University

This book emphasises integrating marketing and digital expertise for a comprehensive understanding. This textbook offers a fresh perspective on core marketing areas like segmentation, product development and pricing. It encourages critical thinking, provides numerous case studies, and includes rich pedagogical features for effective classroom learning.

ATLANTIC | 2024 | 384 pp  
PB | 9788126938377 | **INR 695**



### Rural Marketing

Challenges and Opportunities

**Dinesh Kumar**, Faculty, Jagran Lakecity University | B.A., M.B.A., Punjab University  
**Punam Gupta**, Associate Professor, Dev Samaj College | B.A. Hons (English), M.A. (English), Ph.D.

This book delves into transforming traditional marketing theories in India's vast rural market, catering to the middle-income group. It focuses on marketing strategies, empowering BoP markets and real-life case studies. The textbook, aligned with rural management curricula, offers rich pedagogy, references to recent research, and insights on the future of rural marketing.

ATLANTIC | 2024 | 538 pp  
PB | 9788126938339 | **INR 595**



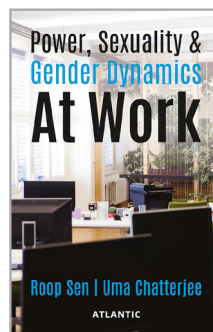
### Strategic Brilliance

From Concept to Reality

**Chetan Walia**, Business Strategist, Advisor, Facilitator, Fortune 500 Companies | Ph.D. (Business and Management), University of Bradford

This book explores the distinction between excellence and brilliance, guiding readers on a journey to develop a mindset for exceptional performance. The book challenges traditional ideas of success, equipping business leaders and entrepreneurs with a strategic blueprint to achieve brilliance in their endeavors.

ATLANTIC | 2024 | 262 pp  
PB | 9788126937172 | **INR 595**

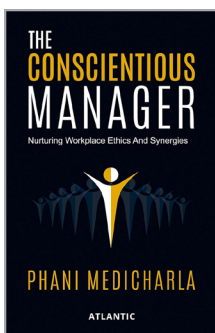


### Power, Sexuality & Gender Dynamics At Work

**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  
PB | 9788126937035 | **INR 595**



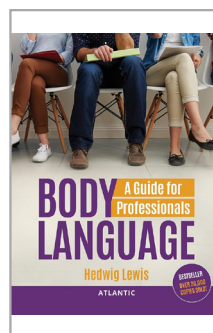
### The Conscientious Manager

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  
PB | 9788126938001 | **INR 595**



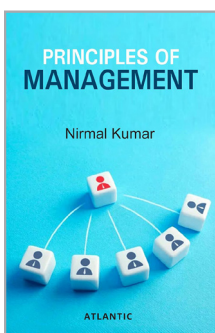
### Body Language

A Guide for Professionals

**Hedwig Lewis**, Former Professor and Principal, St. Xavier's College | M.A., M.S. University

In today's world, mastering body language is crucial for executives, entertainers and more. The updated edition delves into non-verbal communication's latest trends, human behavior observations, Indian gestures and a new section on "Body Language in Sleep". Practical tips, tests and insights make it a must-have for decoding human interaction effectively.

ATLANTIC | 2024 | 258 pp  
PB | 9788126938611 | **INR 595**



### Principles of Management

**Nirmal Kumar**, HR Planning, Staffing, Training and Development, Performance Appraisal, Organisational 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  
PB | 9788126937639 | **INR 395**



### Fintech Future

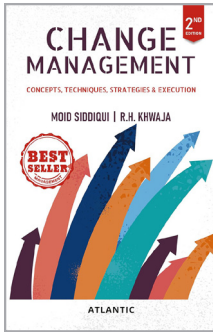
The Digital DNA of Finance

**Sanjay Phadke**, Fintech Specialist and Head Global Platforms and Alliances, Vayana Network | M.B.A., Jamnalal Bajaj Institute of Management Studies

Technology giants like PayPal, Amazon and Uber handle our finances, while emerging tech like AI and blockchain reshapes the future of finance. This book explores this evolution from traditional banking to AI-driven systems, aiming to improve the world. Sanjay's book delves into finance's journey to a tech-infused future.

ATLANTIC | 2024 | 224 pp  
PB | 9788126937103 | **INR 495**





## 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  
PB | 9788126936328 | **INR 595**

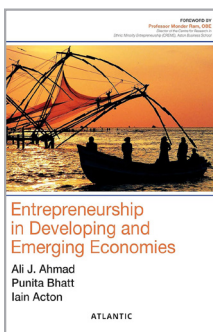


## Troll Proof Branding in the Age of Doppelgangers

**Gaurav Sood**, Founder and Chief Evangelist, HYPE Brand Consultancy, Professor, Amity School of Business, Amity University | M.B.A. (Marketing), Ph.D. (Management), Amity University Noida

In the era of consumerism, fake news, hacktivism, and internet trolls threaten brands. A brand's image can quickly be tarnished by its doppelganger. This book explores brand alter egos created by consumers and offers strategies to combat them. Embracing emotional branding and cultural strategies can shield brands from online attacks.

ATLANTIC | 2024 | 270 pp  
PB | 9788126935994 | **INR 550**

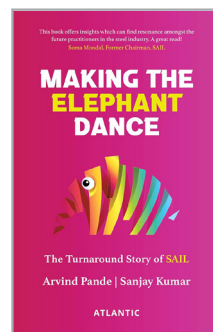


## Entrepreneurship in Developing and Emerging Economies

**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 programmes

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 | 285 pp  
PB | 9788126936007 | **INR 495**



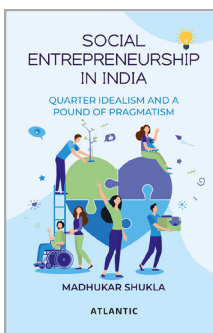
## Making the Elephant Dance

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  
PB | 9788126936748 | **INR 495**



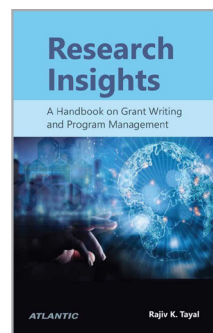
## Social Entrepreneurship in India

Quarter Idealism and a Pound of Pragmatism

**Madhukar Shukla**, Retired Chairperson, Fr Arrupe Centre for Ecology and Sustainability, XLRI Jamshedpur, XLRI Delhi-NCR | Master's Degree (Psychology), Lucknow University, Ph.D. (IIT), Kanpur

Social entrepreneurs blend pragmatism and idealism, strategically solving social issues for under-served markets. Distinguished by entrepreneurial mindset, social sensitivity and compassion, they stand out from other change agents in their commitment to creating positive impact for marginalised communities.

ATLANTIC | 2024 | 278 pp  
PB | 9788126937745 | **INR 575**



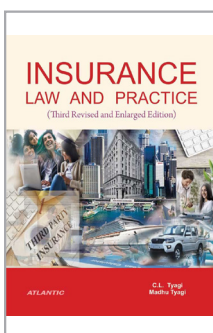
## Research Insights

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 on the author's three-decade experience. It stresses enhancing research quality and innovation in managing programs to meet individual and national goals. Divided into two parts, it covers grant writing, defense, and implementation, as well as research program management aspects like peer review and striving for excellence.

ATLANTIC | 2024 | 198 pp  
PB | 9788126935451 | **INR 295**



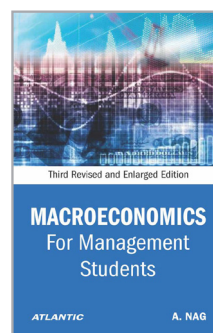
## Insurance Law and Practice

**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 | 2024 | 398 pp  
PB | 9788126933624 | **INR 595**



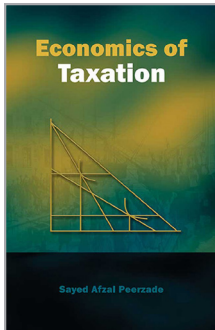
## Macroeconomics

For Management Students

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

This book aims to introduce Management students to the macroeconomic framework influencing business decisions. It fills a gap in Macroeconomics literature catering to Management students. Suitable for BBA and MBA students, it serves as an introductory textbook. A "Glossary" at the end aids in understanding key terms.

ATLANTIC | 2024 | 472 pp  
PB | 9788126930173 | **INR 495**

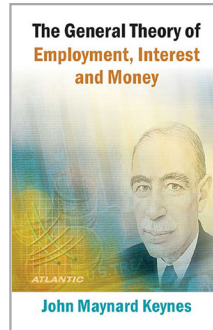


### Economics of Taxation

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

This book is a comprehensive guide for students and professionals, exploring taxation's crucial role in Public Finance. It covers key concepts in a non-mathematical manner, aiding understanding for both private and public sector employees. The book delves into taxation's historical significance and its impact on society.

ATLANTIC | 2024 | 214 pp  
PB | 9788126914692 | INR 495

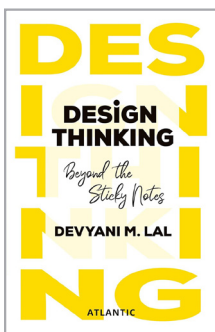


### The General Theory of Employment, Interest and Money

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  
PB | 9788126906581 | INR 450



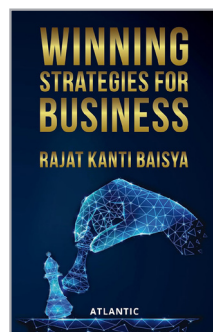
### Design Thinking

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  
PB | 9788126939855 | INR 695

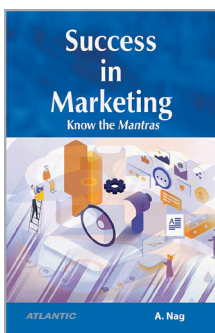


### Winning Strategies for Business

Rajat Kanti Baisya, Chairman and Managing  
Director, Strategic Consulting Group Pvt. Ltd. |  
B.Tech, M.Tech, Ph.D. (Jadavpur University)

This book is a vital strategic management guide, addressing the impact of Industry 4.0, societal changes and the pandemic on business models. Emphasising innovation, the book highlights the importance of continuous productivity improvement, cost control and product innovation for competitive advantage.

ATLANTIC | 2023 | 282 pp  
PB | 9788126936236 | INR 595



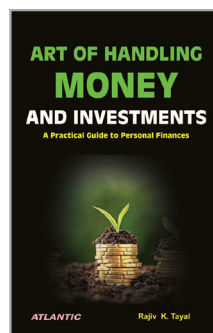
### Success in Marketing

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  
PB | 9788126935857 | INR 795



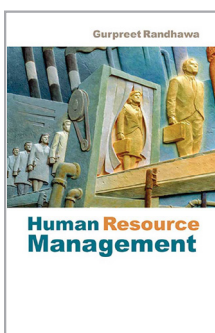
### Art of Handling Money and Investments

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  
PB | 9788126934072 | INR 550

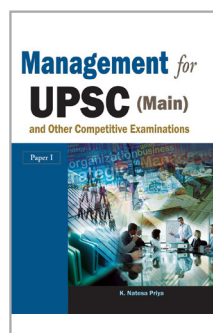


### Human Resource Management

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  
PB | 9788126908615 | INR 495

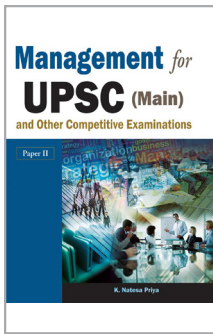


### Management for UPSC (Main) and Other Competitive Examinations (Paper I)

K. Natesa Priya, Former Member, Editorial Team,  
Atlantic Publishers and Distributors Pvt. Ltd. |  
Master's, Journalism and Mass Communication  
(MJMC), M.B.A., Guru Nanak Dev University

The Civil Services Main Examination evaluates academic talent and ability to articulate knowledge effectively. Candidates study Management concepts and its application in government and business decision-making, covering six branches including HR, Operations, and Marketing Management. The comprehensive book aligns with the UPSC syllabus, benefiting exam takers and professionals seeking Management insights.

ATLANTIC | 2023 | 472 pp  
PB | 9788126920518 | INR 595

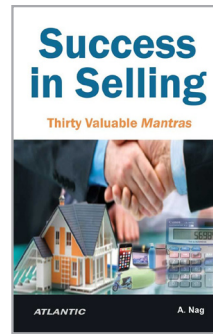


### Management for UPSC (Main) and Other Competitive Examinations (Paper II)

**K. Natesa Priya**, Former Member, Editorial Team, Atlantic Publishers and Distributors Pvt. Ltd. | Master's, Journalism and Mass Communication (MJMC), M.B.A., Guru Nanak Dev University

The Civil Services Main Examination assesses candidates' intellectual traits and understanding depth. The Management syllabus for Paper II covers six branches like HR, Operations, and Marketing Management. The book aligns with the syllabus, making it beneficial for Civil Services exam preparation and other competitive exams. It simplifies Management concepts for easy comprehension.

ATLANTIC | 2023 | 442 pp  
PB | 9788126920532 | **INR 595**



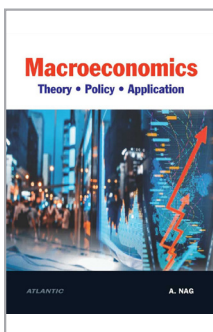
### Success in Selling

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  
PB | 9788126934614 | **INR 395**



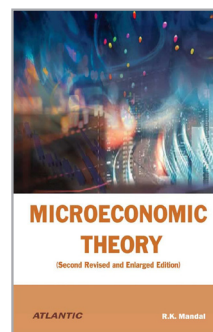
### Macroeconomics

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  
PB | 9788126934249 | **INR 695**

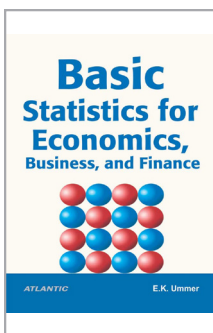


### Microeconomic Theory

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

Thoroughly revised edition 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  
PB | 9788126933853 | **INR 495**

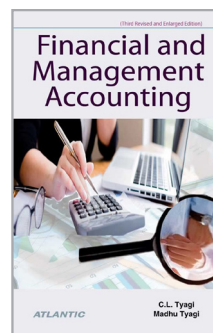


### Basic Statistics for Economics, Business, and Finance

**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  
PB | 9788126933815 | **INR 895**

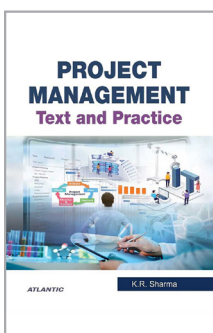


### Financial and Management Accounting

**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 | 578 pp  
PB | 9788126933556 | **INR 695**



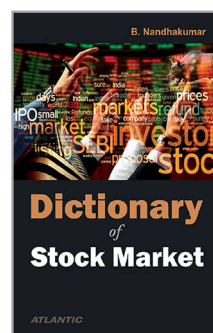
### Project Management

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  
PB | 9788126932924 | **INR 575**



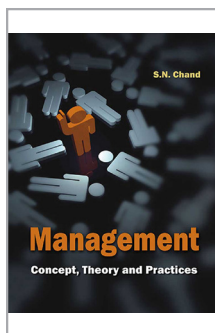
### Dictionary of Stock Market

**B. Nandhakumar**, Faculty, Hindustan College of Arts and Science, Department of Management Studies

The stock market is where stocks are bought and sold, reflecting a country's economic health. Bull markets signal economic growth, while bear markets indicate decline. Other markets like FOREX and Futures offer investment opportunities. This is a comprehensive guide for traders, investors, and students.

ATLANTIC | 2022 | 294 pp  
PB | 9788126920044 | **INR 395**





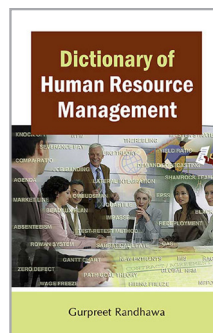
## Management

Concept, Theory and Practices

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

Management involves directing and controlling a group towards goals through functions like planning, organising, and leading. 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  
PB | 9788126910625 | **INR 695**

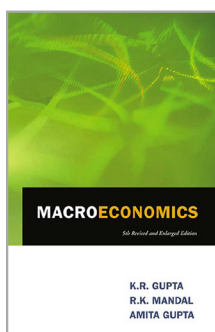


## Dictionary of Human Resource Management

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

The HRM department supports line managers by attracting, retaining, and developing top talent for competitive advantage. This cutting-edge HRM dictionary covers key concepts, terms, and US acts, catering to management students, researchers, and MBA professionals. It offers practical guidance for HR professionals and proves beneficial for all organisational staff.

ATLANTIC | 2022 | 160 pp  
PB | 9788126912575 | **INR 495**

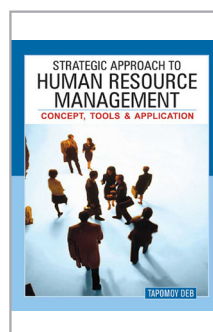


## Macroeconomics

**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 key topics in economics such as National Income, Employment, Savings, Investment, Monetary and Fiscal Policies, Business Cycles, Stabilisation, and Growth Models. It includes figures, tables, and equations for clarity, catering to undergraduate and postgraduate students and teachers.

ATLANTIC | 2022 | 710 pp  
PB | 9788126909643 | **INR 695**



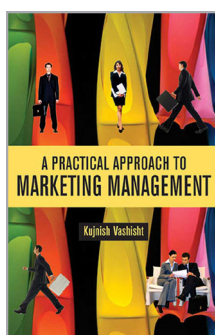
## Strategic Approach to Human Resource Management

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  
PB | 9788126906284 | **INR 895**

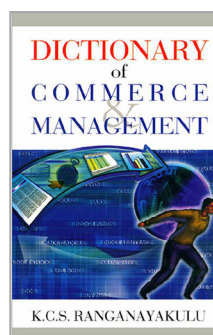


## A Practical Approach to Marketing Management

**Kujnish Vashisht**, Business Consultant | M.B.A. (Marketing), University Business School, Panjab University

This book delves into core marketing concepts such as market segmentation, branding, and pricing. The book emphasises practical application, with Indian examples and case studies. It targets ambitious students and professionals, offering insights into consumer behaviour, competition levels, and social responsibility in marketing.

ATLANTIC | 2022 | 408 pp  
PB | 9788126905805 | **INR 550**

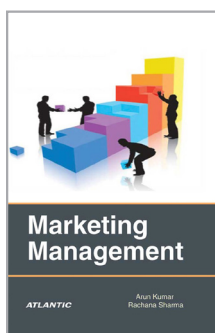


## Dictionary of Commerce & Management

**K.C.S. Ranganayakulu**, Hon. Director, PG. Department of Business Administration at VRS & YRN College | M.B.A., Ph.D., Andhra University

This meticulously compiled dictionary covers essential words, terms, and concepts in commerce, management, and professional institutions. Written in a clear and concise style, it serves students, exam candidates, and professionals as a valuable reference source. General readers seeking insight into commercial terminology will also benefit from this comprehensive resource.

ATLANTIC | 2022 | 280 pp  
PB | 9788126903696 | **INR 495**

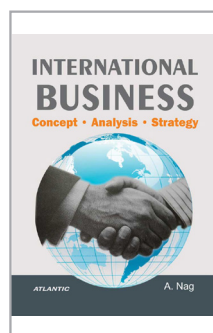


## Marketing Management

**Rachana Sharma**, Psychologist | M.A., Ph.D.  
**Arun Kumar**, Reader, Department of Physics, Ranchi College, Ranchi University | B.Com. (Hons.), LL.B., F.C.A. AMIMA, M.A., Ph.D., M.Sc.

This book comprehensively covers topics such as Modern Concepts of Marketing, Marketing Planning, Product Cycle, Pricing Strategies, Buyer Behaviour, and International Marketing. It includes data from latest publications, simple language, Indian examples, and exam questions. Ideal for students and teachers, it aligns with the syllabi of Indian Universities and Management Institutions.

ATLANTIC | 2021 | 692 pp  
PB | 9788126933280 | **INR 695**



## 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 and non-trading modes, including direct export, strategic alliances, and mergers. It analyses four key approaches to international business and includes real-life strategy cases in each chapter. Illustrative tables, figures and photographs enhance the text's explanations.

ATLANTIC | 2021 | 746 pp  
PB | 9788126932719 | **INR 795**

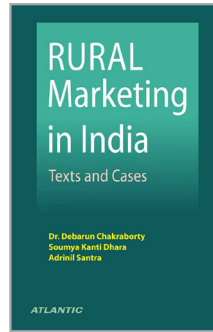


### Quick Reference to GST Provisions

**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 | 2021 | 816 pp  
PB | 9788126932702 | **INR 995**



### Rural Marketing in India

Texts and Cases

**Adrinil Santra**, Faculty, Department of Management and Social Science, Haldia Institute of Technology | B.E. (Bangalore University), M.B.A. (BPTU)  
**Dr. Debarun Chakraborty**, Assistant Professor, Department of Management and Social Science, Haldia Institute of Technology | B.E. (Chemical), MBA (Marketing), Ph.D. (Field-Marketing), UGC-NET (Management)  
**Soumya Kanti Dhara**, Assistant Professor, Haldia Institute of Technology | M.B.A. (System Management and Marketing Management)

This book caters to graduate and postgraduate management students in India and abroad. It covers all topics in rural marketing with Indian examples, addressing university syllabi. Written in simple language, it includes important questions and brief case examples for student and academic understanding.

ATLANTIC | 2021 | 348 pp  
PB | 9788126928576 | **INR 450**



### Economics of India

How to Fool all People for all Times

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

This book offers diverse perspectives on Indian economy through 37 chapters grouped under 11 headings. It challenges common views with data and theory, covering government policies, fiscal issues, monetary policy, inflation, and more. Suitable for economics students, competitive exam takers, policy makers, and business professionals.

ATLANTIC | 2021 | 312 pp  
PB | 9788126923823 | **INR 295**

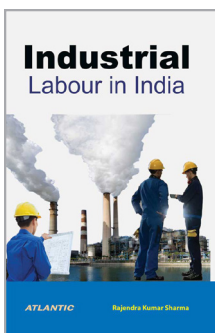


### Office Organisation and Management

**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  
PB | 9788171568840 | **INR 495**

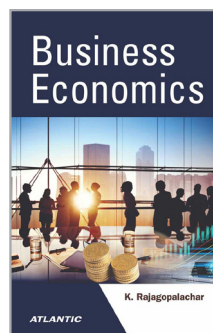


### Industrial Labour in India

**Rajendra Kumar Sharma**, Research Fellow, Panjab University | M.A., M.Phil., Ph.D., UGC

This book is a comprehensive textbook for Sociology and Economics students, covering topics like Labour Problems, Personnel Management and Social Security. It includes authentic material, simple language, Indian examples and exercises. It delves into industrial history, labour laws, welfare, trade unions and global comparisons.

ATLANTIC | 2021 | 480 pp  
PB | 9788171567041 | **INR 495**

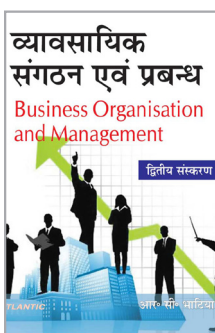


### Business Economics

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

This book, tailored for Indian university students and professionals, presents a comprehensive coverage of topics like "Demand Forecasting" and "International Financial Institutions". With a focus on simplicity and clarity, the book aims to equip readers with a solid understanding of managerial economics concepts through practical illustrations and clear definitions.

ATLANTIC | 2020 | 266 pp  
PB | 9788126931002 | **INR 495**

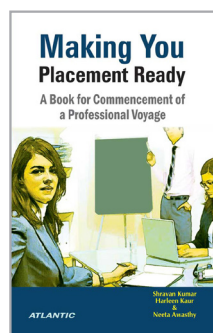


### व्यावसायिक संगठन एवं प्रबन्ध

**आर.सी. भाटिया**, पूर्व एसोसिएट प्रोफेसर, वाणिज्य विभाग, प्याम लाल कॉलेज द 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 छात्रछात्रों द्वारा पढ़ना अति आवश्यक है।

ATLANTIC | 2020 | 328 pp  
PB | 9788126931163 | **INR 495**



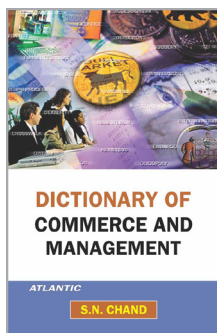
### Making You Placement Ready

A Book for Commencement of a Professional Voyage

**Neeta Awasthy**, Alumna, Harcourt Butler Technological University | M.Tech, Ph.D., Uttar Pradesh Technical University  
**Shruvan Kumar**, Professor, Dean, School of Liberal Arts, Dean of Student Welfare, In-Charge of International Affairs, Uttaranchal University | Ph.D., UP board  
**Harleen Kaur**, Assistant Professor, Department of English, Raj Kumar Goel Institute of Technology | B.E., PGDM, Ph.D. (Marketing), University of Delhi

Soft skills are crucial for personal growth, as thoughts lead to words, words to actions, and so on. This book guides readers in shaping their destiny through character, habits, actions, and words. With 6 chapters and practical content, it aims to nurture curiosity and practical skills through surveys and conversations.

ATLANTIC | 2020 | 258 pp  
PB | 9788126923748 | **INR 375**

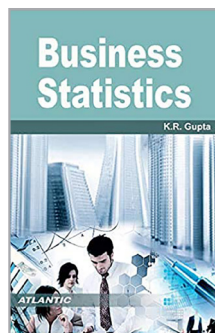


### Dictionary of Commerce and Management

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

This comprehensive dictionary lists business terms, abbreviations, and acronyms in a jargon-free style, covering Management, Human Resources, Marketing, Finance, and more. Entries are alphabetically arranged with detailed meanings and relevant information. Aimed at students, teachers, executives, and professionals, it serves as a valuable reference for anyone in commerce and management.

ATLANTIC | 2020 | 402 pp  
PB | 9788126906277 | INR 495

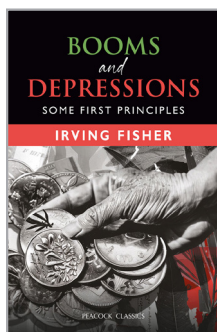


### Business Statistics (2 Vols. Set)

**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  
PB | 9788126924608 | INR 1090

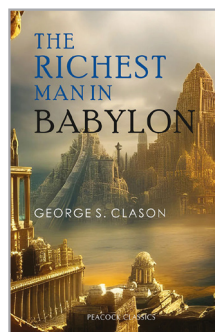


### Booms and Depressions

Some First Principles  
**Irving Fisher**

This eye-opening book analyses economic cycles, emphasising the causes and effects of financial booms and busts. Fisher explores speculation, debt and monetary policy's roles, using historical examples and his theory. His debt-deflation theory remains influential, providing insights into unsustainable growth and financial instability's lasting impacts.

PEACOCK | 2025 | 232 pp  
PB | 9788124806449 | INR 375

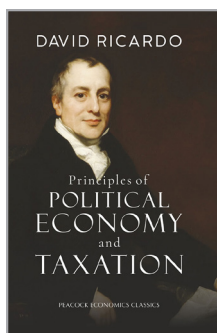


### The Richest Man in Babylon

**George S. Clason**

This book, a financial classic set in ancient Babylon, imparts timeless wisdom on wealth-building through parables. Arkad, a prosperous citizen, shares secrets of sound financial principles. Published in 1926, the book emphasises saving, investing and living within one's means, promoting discipline and wise decision-making for financial success.

PEACOCK | 2025 | 138 pp  
PB | 9788124806210 | INR 150

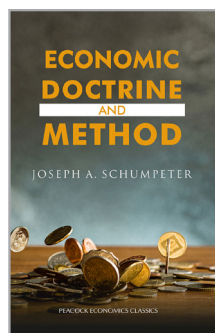


### Principles of Political Economy and Taxation

**David Ricardo**, Former Member, British Parliament

This seminal 1817 text by Ricardo asserts the inverse relationship between labour value and profits. Delving into economic principles and taxation, it offers a comprehensive analysis of societal wealth and resource allocation, exploring concepts like comparative advantage and taxation's impact on economic dynamics with analytical rigor.

PEACOCK | 2025 | 392 pp  
PB | 9788124805534 | INR 495

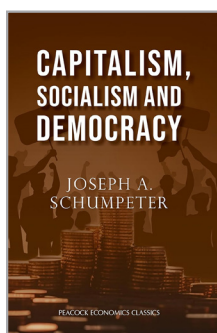


### Economic Doctrine and Method

**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 | 2024 | 196 pp  
PB | 9788124805787 | INR 375

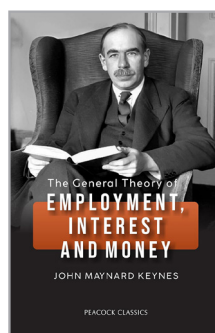


### Capitalism, Socialism and Democracy

**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  
PB | 9788124805657 | INR 595



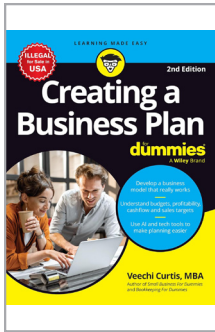
### The General Theory of Employment, Interest and Money

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

This book offers foundational insights into modern economics, examining employment, interest, and government intervention in economic cycles. Keynes' influential work remains essential for understanding macroeconomic policy, especially during downturns, and is ideal for readers seeking a deeper grasp of national economic dynamics.

PEACOCK | 2024 | 354 pp  
PB | 9788124805527 | INR 350



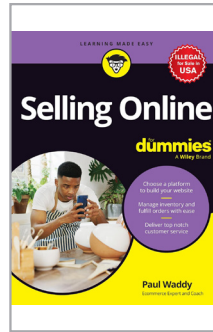


## Creating a Business Plan for Dummies

Veechi Curtis, Qualified Accountant and Consultant | M.B.A.

This textbook is a comprehensive guide for new businesses or strategy revamps. It helps determine the feasibility of business ideas through a step-by-step approach. The book aids in identifying strategic advantages, outperforming competitors and realising ideas with modern tools like AI, making planning manageable and effective.

DUMMIES | 2025 | 304 pp  
PB | 9789363863224 | INR 795

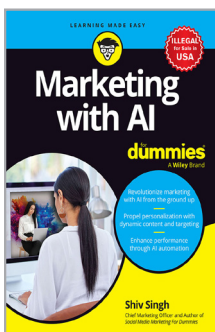


## Selling Online for Dummies

Paul Waddy, Director, Paul Waddy Advisory Pty Ltd | M.B.A., Australian Institute of Business

Online shopping is booming, with e-commerce now a multi-billion-dollar industry. Learn how to start or grow your online business with this comprehensive guide. Claim your share of the market by following the valuable insights provided on how to succeed in the digital marketplace.

DUMMIES | 2025 | 400 pp  
PB | 9789363867987 | INR 895

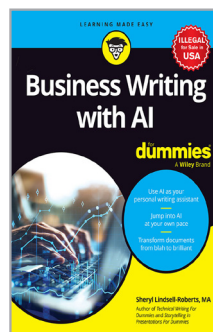


## Marketing with AI for Dummies

Shiv Singh, Chief Executive Officer, Savvy Matters | B.Sc., Babson College, M.Sc., The London School of Economics and Political Science

This informative book introduces the impact of artificial intelligence on marketing, covering AI tools for text, images, audio, video, websites and more. The author shares his insights on AI's influence on marketing strategies, SEO, customer personalisation and creative assets, aiding marketers in navigating AI-driven campaigns effectively.

DUMMIES | 2025 | 400 pp  
PB | 9789363864061 | INR 895

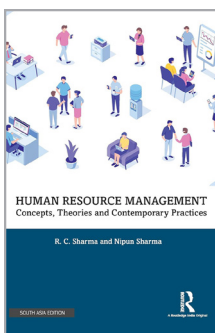


## Business Writing with AI for Dummies

Sheryl Lindsell-Roberts, Principal, Sheryl Lindsell-Roberts & Associates | B.S. (Education), St. Thomas Aquinas College, M.A. (Business and English), Montclair State University

This book is an essential guide for professionals, showcasing AI's role in generating high-quality documents. It covers AI's benefits in overcoming writer's block, drafting, editing and optimising content. Tools like ChatGPT and Grammarly are highlighted for enhancing efficiency in various industries through clear instructions and practical tips.

DUMMIES | 2025 | 384 pp  
PB | 9789363865020 | INR 895



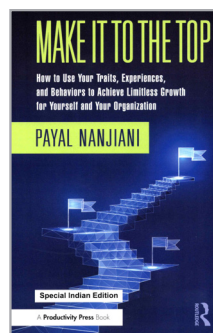
## Human Resource Management

Concepts, Theories and Contemporary Practices

R. C. Sharma  
Nipun Sharma

This textbook introduces key concepts and practices in human resource management (HRM), addressing contemporary challenges such as recruitment, training, compensation, employee relations and technological changes. It provides practical insights and strategies, making it essential for students, professionals and researchers in HRM and related fields.

ROUTLEDGE INDIA | 2025 | 724 pp  
PB | 9781041029496 | INR 1295



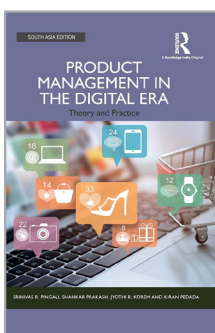
## Make It to The Top

How to Use Your Traits, Experiences and Behaviors to Achieve Limitless Growth for Yourself and Your Organization

Payal Nanjani

Payal Nanjani's book shows how personal traits, experiences and behaviours can drive limitless growth. The book offers strategies for cultivating a growth mindset, enhancing leadership and aligning individual and organisational goals.

ROUTLEDGE INDIA | 2025 | 190 pp  
PB | 9781041023456 | INR 795



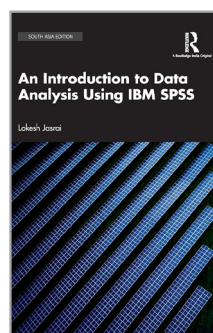
## Product Management in the Digital Era

Theory and Practice

Srinivas R. Pingali, Indian Institute of Management, India  
Shankar Prakash  
Jyothi R. Korem  
Kiran Pedada, Buy Properly Ltd., Canada,  
University of Manitoba, Canada

This textbook delves into the evolving role of product management, exploring the shift from physical to virtual and hybrid products. It outlines the responsibilities of product managers in ideation, development, production, marketing and distribution.

ROUTLEDGE INDIA | 2025 | 268 pp  
PB | 9781041029373 | INR 895



## An Introduction to Data Analysis Using IBM SPSS

Lokesh Jasrai

This textbook offers a practical guide to statistical analysis using SPSS version 22.0, covering topics such as descriptive statistics, regression analysis and non-parametric tests. With step-by-step instructions, illustrations and sample data, it helps readers build software skills and conceptual understanding.

ROUTLEDGE INDIA | 2025 | 384 pp  
PB | 9781041029410 | INR 995



### Modern Macroeconomics

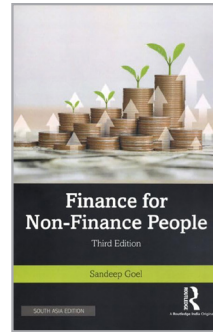
Theory, Application, and Sustainability

Dibyendu Banerjee

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

This textbook provides a clear understanding of macroeconomics, comparing classical and Keynesian theories while exploring topics like national income, employment, and interest rates. It also includes recent developments such as green macroeconomics.

ROUTLEDGE INDIA | 2025 | 554 pp  
PB | 9781041029472 | **INR 1195**

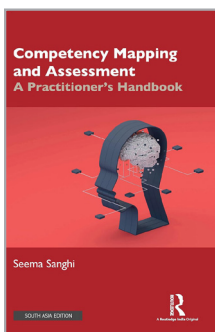


### Finance for Non-Finance People

Sandeep Goel

This book simplifies business finance for non-finance individuals, covering global financial management, accounting and financial analysis. It includes figures, tables and real-world case studies for effective learning. The updated content incorporates international practices, recent trends and current data, ensuring a comprehensive understanding of finance concepts in a visually engaging manner.

ROUTLEDGE INDIA | 2025 | 352 pp  
PB | 9781041020684 | **INR 850**



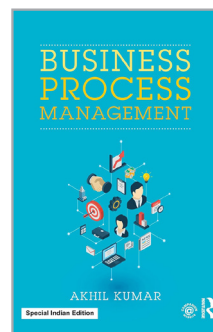
### Competency Mapping and Assessment

A Practitioner's Handbook

Seema Sanghi

This comprehensive book delves into competency mapping and assessment centers, covering generic competencies, HR and leadership models, and experiences from various sectors and countries. It offers detailed guidance on developing competency frameworks, supported by years of research and practical examples. A valuable resource for scholars and professionals in managing competencies within organisations.

ROUTLEDGE INDIA | 2025 | 312 pp  
PB | 9781041020691 | **INR 995**

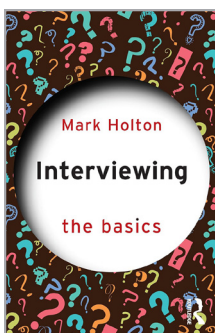


### Business Process Management

Akhil Kumar

This book introduces students to aligning organisational processes with market demands. Kumar highlights the importance of viewing businesses as a collection of interrelated processes, advocating for the breakdown of functional silos.

ROUTLEDGE INDIA | 2025 | 292 pp  
PB | 9781032977737 | **INR 1395**



### Interviewing

The Basics

Mark Holton

This text introduces qualitative interviewing to new scholars through examples of best practices and diverse case studies. It covers key themes like design, implementation and analysis without exhaustive guidance, offering design activities and annotated reading lists for engagement. It includes authors from various backgrounds and regions outside Western Europe/North America.

ROUTLEDGE | 2025 | 214 pp  
PB | 9781032274409 | **INR 1195**



### Marketing Communications

Objectives, Strategy, Tactics

Larry Percy, Professor of Marketing,

Copenhagen Business School

Lars Bergkvist, Professor, Marketing, University of

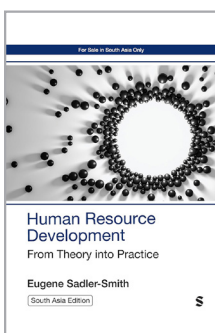
Stavanger | M.Sc. (Business and Economics), Ph.D.

(Marketing), Stockholm School of Economics

John R. Rossiter

This book provides a seven-step approach to creating marketing plans, blending theory with real-world examples from brands like Mercedes and Gillette. The book bridges the gap between academia and practice, offering practical insights for students and management professionals aiming to master marketing communication and branding strategies.

SAGE TEXTS | 2025 | 596 pp  
PB | 9789354792564 | **INR 1095**



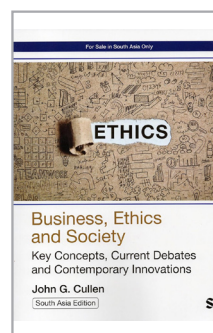
### Human Resource Development

From Theory into Practice

Eugene Sadler-Smith, Professor, Organizational Behaviour, Surrey Business School | Ph.D., University of Birmingham

This textbook offers a theory-based, evidence-driven, and practical introduction to human resource development. It combines theoretical rigour and pedagogical innovation, guiding students on maximising employee potential. The book's unique framework distinguishes between micro and macro aspects of the subject, covering cutting-edge topics like e-learning and neuroscience in learning.

SAGE TEXTS | 2025 | 432 pp  
PB | 9789354794797 | **INR 795**



### Business, Ethics and Society

Key Concepts, Current Debates and

Contemporary Innovations

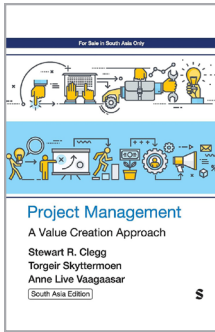
John G. Cullen, Lecturer, Maynooth University School of Business |

B.A. Hons., M.A., Graduate Diploma (Higher Education), Maynooth

University, Ph.D. (Management Learning), Lancaster University

This is a comprehensive textbook exploring business ethics and its societal impact. It covers contemporary topics like AI and social media, featuring case studies from companies like Gillette and Nike. The book emphasises ethical leadership, sustainable practices and inclusion. It is an ideal for students, academicians, and practitioners seeking a holistic understanding.

SAGE TEXTS | 2025 | 304 pp  
PB | 9789354792328 | **INR 650**



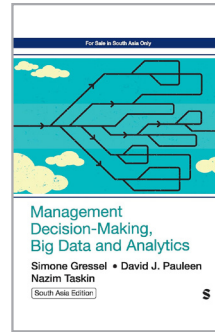
## Project Management

### A Value Creation Approach

**Stewart R. Clegg**, Professor, University of Sydney, School of Project Management | B.Sc. Hons., University of Birmingham, D.Litt., University of Technology Sydney, Ph.D., University of Bradford  
**Torgeir Skytmoen**, Associate Professor, Project Management at Oslo Business School, Oslo Metropolitan University | M.A. (Political Science), University of Oslo  
**Anne Live Vaagaasar**, Associate Professor, Management, BI Norwegian Business School | Master's (Psychology and Educational Science), University of Oslo, Ph.D.

It is a detailed guide that emphasises favouring people over processes, covering project life cycles with a contemporary approach. It includes diverse case studies, current industry trends and interactive features to enhance practical application and critical thinking. Encouraging active learning, this manual fosters value creation for project stakeholders in various fields.

SAGE TEXTS | 2025 | 656 pp  
PB | 9789354790447 | INR 1095

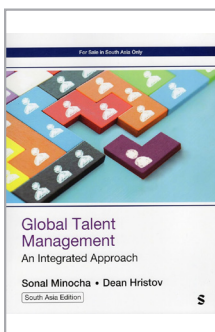


## Management Decision-Making, Big Data and Analytics

**Simone Gressel**, Former Lecturer, The Hague University of Applied Sciences | B.Sc., M.Sc., LL.B. (Global Law), Ph.D. (Management), Massey University  
**David J. Pauleen**, Professor, Technology Management, Massey University | B.A., (Oriental Languages - Chinese), M.A. (International Administration), Ph.D. (Information Management), Victoria University of Wellington  
**Nazim Taskin**, Assistant Professor, Boğaziçi University | Ph.D. (Interdisciplinary Studies), University of British Columbia

This textbook focuses on data analytics for managers, emphasising the human aspect. It aims at bridging the gap between technologists and decision-makers, explaining complex technologies like big data and AI in simple terms. It includes case studies, ethical considerations, and practical applications, making it engaging and relevant for management students.

SAGE TEXTS | 2025 | 304 pp  
PB | 9789354793943 | INR 799



## Global Talent Management

### An Integrated Approach

**Sonal Minocha**, Chief Partnerships Officer and Professor of Management, Nexford University | Doctor of Business Administration, Northumbria University  
**Dean Hristov**, Co-Founder and Director, Yogool! Natural Frozen Yogurt | M.Sc. (International Tourism Management), Ph.D. (Organisational Change, Leadership Networks, Distributed Leadership), Bournemouth University

This textbook explores global talent management, focusing on how individuals, organisations and policies interact across sectors. It highlights strategies for attracting, developing, and retaining talent while encouraging reflection on policy, societal and economic influences. It equips students for a competitive global labour market.

SAGE TEXTS | 2025 | 296 pp  
PB | 9789353289324 | INR 695



## Branding and Disruptive Innovation

### Owning Game-Changing Subcategories

**David Aaker**, Vice Chairman, Prophet and Brand Strategist | M.S. (Statistics), Stanford University, Ph.D., (Business Administration), Stanford University Graduate School of Business  
**Varsha Jain**, AGK Chair Professor (Marketing), Deputy Editor | Ph.D., M.B.A., Advertising and Marketing, St. Raphael's H. S. School

The book explores how disruptive innovation fuels growth through branding, emphasising four strategies: to become the exemplar brand, position new subcategories, scale the customer base, and offer barriers to competitors. Case studies show how these strategies are applied in the digital age, highlighting their effectiveness over traditional brand competition.

WILEY INDIA | 2024 | 256 pp  
PB | 9789357465496 | INR 895



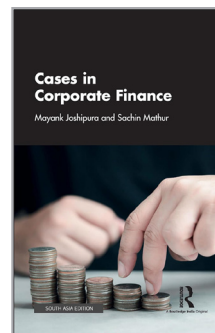
## Service Management and Marketing Principles

### Competing in the Service Economy

**Jay Kandampully**  
**David J. Solnet**

This book delves into the challenges faced by organisations in the service economy, emphasising seamless customer experiences. It covers service management and marketing theories crucial for enterprise success and competitive advantage. The authors analyse management challenges, advising on balancing supply, demand, price and quality, and leveraging technology for operational efficiency and improved customer service.

ROUTLEDGE INDIA | 2024 | 234 pp  
PB | 9781032909080 | INR 995

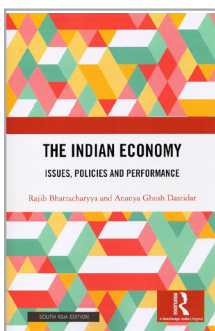


## Cases in Corporate Finance

**Mayank Joshipura**  
**Sachin Mathur**

This book features 60 industry-relevant case studies set in the Indian context, covering diverse sectors and firm life cycle stages. The book offers insights into essential corporate finance areas like risk management, capital budgeting and business valuation. Decision-focused cases allow for in-depth analysis of financial decisions and risk-return trade-offs.

ROUTLEDGE INDIA | 2024 | 443 pp  
PB | 9781032889252 | INR 1295



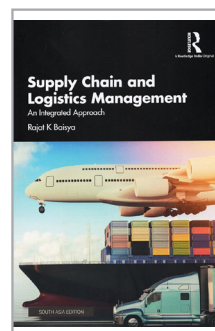
## The Indian Economy

### Issues, Policies and Performance

**Rajib Bhattacharyya**  
**Ananya Ghosh Dastidar**

This book offers a detailed analysis of India's economic transition from independence to the present, including the COVID-19 period. It covers planning objectives, achievements, failures, the 1980s crisis, economic reforms, regional development patterns, distribution policies, poverty, inequality, unemployment and reform measures in sectors like banking, taxation and trade.

ROUTLEDGE INDIA | 2024 | 301 pp  
PB | 9781032887999 | INR 995



## Supply Chain and Logistics Management

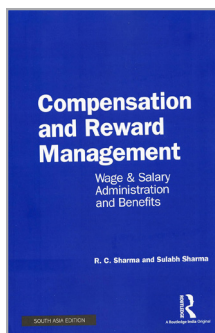
### An Integrated Approach

**Rajat K. Baisya**

The textbook covers supply chain management comprehensively, addressing key activities and issues in logistics as an integrated discipline. It reviews end-to-end supply chain functions from procurement to customer service, emphasising managing interfaces to enhance customer experience, satisfaction and value delivery in a competitive landscape.

ROUTLEDGE INDIA | 2024 | 354 pp  
PB | 9781032888002 | INR 1195





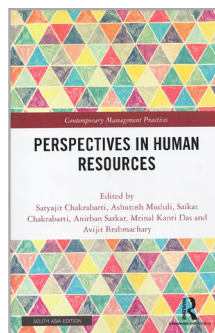
## Compensation and Reward Management

Wage & Salary Administration and Benefits

R.C. Sharma  
Sulabh Sharma

This book delves into compensation and reward management in Indian organisations, exploring theoretical concepts, wage determination practices, salary reviews and international remuneration. It covers designing salary structures, divergent wage determination systems and monitoring salary progression curves. A comprehensive guide for HR professionals navigating the complexities of compensation practices.

ROUTLEDGE INDIA | 2024 | 463 pp  
PB | 9781032888026 | INR 1195



## Perspectives in Human Resources

Satyajit Chakrabarti  
Ashutosh Muduli  
Saikat Chakrabarti  
Anirban Sarkar  
Mrinal Kanti Das  
Avijit Brahmachary

This book offers a practical approach to human resource management (HRM), focusing on human-centred HR strategies for developing sustainable workforces. It explores HR analytics, diversity, inclusion, work-life balance and employee well-being through case studies and empirical data. Ideal for managers, researchers and students in HRM and related fields.

ROUTLEDGE INDIA | 2024 | 164 pp  
PB | 9781032855356 | INR 995



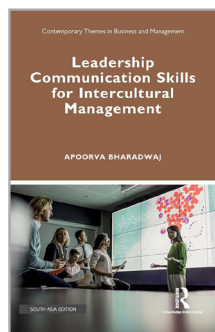
## Rural Marketing

Growing the Non-urban Consumer

Sanal Kumar Velayudhan

This book delves into rural marketing, exploring consumer behaviour in changing economies. It covers critical issues, socio-cultural nuances and economic environments with case studies. Unique concepts, buying behaviour, pricing and brand positioning are analysed. The future of rural markets, digitisation and e-commerce trends are discussed, providing marketing tools for professionals in small markets.

ROUTLEDGE INDIA | 2024 | 236 pp  
PB | 9781032855370 | INR 895

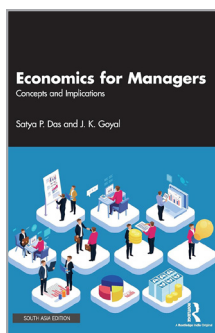


## Leadership Communication Skills for Intercultural Management

Apoorva Bharadwaj

This book delves into intercultural business communication, emphasising the significance of diverse management skills for effective global interactions. It covers key competencies like negotiations, leadership and corporate etiquette in international commerce. The text explores intercultural management theories, non-verbal communication and strategies for navigating multicultural teams and challenging communication scenarios.

ROUTLEDGE INDIA | 2024 | 254 pp  
PB | 9781032861517 | INR 995



## Economics for Managers

Concepts and Implications

Satya P. Das  
J.K. Goyal

This book enhances decision-making skills for managers and entrepreneurs by applying microeconomics concepts with global industry examples. It emphasises fundamental theories and real-world applications through case studies and exercises. Accessible to readers with no economics background, it benefits students, researchers, teachers and aspiring business leaders.

ROUTLEDGE INDIA | 2024 | 482 pp  
PB | 9781032861890 | INR 1095

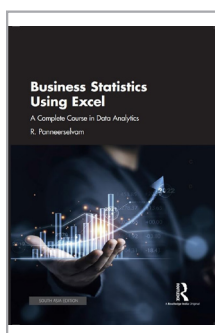


## Principles and Practices of Management and Organizational Behavior

Chandrani Singh  
Aditi Khatri

This book delves into efficient management practices, covering traditional and contemporary organisational behaviour approaches and their impact on performance. It includes case studies with modern management models, offering insights from planning to decision-making. Divided into two parts, it discusses management trends and functions, as well as behavioural trends for enhanced productivity and sustainability.

ROUTLEDGE INDIA | 2024 | 646 pp  
PB | 9781032861708 | INR 1495



## Business Statistics Using Excel

A Complete Course in Data Analytics

R. Panneerselvam

This book offers a practical guide on using Excel for statistical analysis in business decision-making. It demonstrates how to apply statistical tools to analyse business data effectively. The volume provides a comprehensive introduction to statistics in solving business problems and implementing data analytics for decision-making in various global business scenarios.

ROUTLEDGE INDIA | 2024 | 694 pp  
PB | 9781032843407 | INR 995



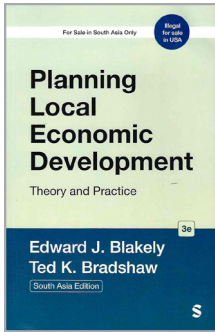
## Performance Management

Path to Growth and Excellence

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

This book advocates shifting focus to performance management, emphasising planning, analysis and development. It promotes a future-driven approach, year-round practice and shared responsibility. It discusses structuring and implementing performance management systems, integrating modern feedback methods, and suggests rating-less appraisals for continuous improvement in individual and organisational performance.

ROUTLEDGE INDIA | 2024 | 357 pp  
PB | 9781032813387 | INR 995



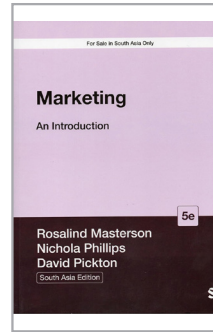
## Planning Local Economic Development

### Theory and Practice

**Edward J. Blakely**, Professor, Urban Policy, United States Study Centre, University of Sydney | LL.M. (Dispute Resolution and Litigation), Northwestern University  
**Ted K. Bradshaw**, Professor, Community Studies and Development, Department of Human and Community Development | Bachelor's (Sociology), California State University, Doctorate (Sociology), UC Berkeley

The Third Edition of this textbook delves into theories of local economic development, planning processes, analytical techniques and high-technology strategies. Intended for future practitioners, it addresses community dilemmas and reflects economic events of the 1990s, policies of the Clinton and Bush administrations and post-9/11 impacts.

SAGE SOUTH ASIA | 2024 | 416 pp  
PB | 9788178292908 | **INR 650**



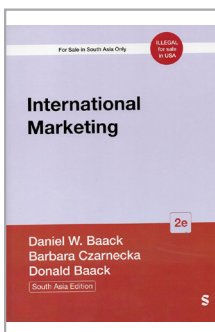
## Marketing

### An Introduction

**Rosalind Masterson**, De Montfort University, Leicester, UK | Degree (English and American Literature), M.B.A.  
**Nichola Phillips**, Associate Professor, Marketing, De Montfort University | B.A. Hons (Experimental Psychology), M.A. Oxon (Experimental Psychology), University of Oxford  
**David Pickton**, Associate Director, Strategic Partnerships | Master's (Marketing Management), Lancaster University

This is a foundational textbook that simplifies key marketing concepts, emphasising practical application. It covers digital innovations, social media marketing and sustainability. Suitable for beginners and those seeking a deeper understanding, the book includes relevant case studies and activities, making it a valuable resource for students.

SAGE SOUTH ASIA | 2024 | 568 pp  
PB | 9789354794629 | **INR 995**

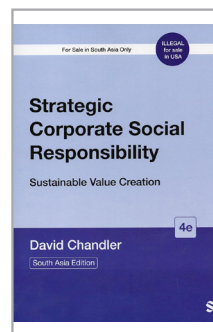


## International Marketing

**Daniel W. Baack**, Assistant Professor of Marketing, University of Denver | B.A. & B.S. (Psychology and English), Ph.D. (Marketing and International Business), Saint Louis University  
**Barbara Czarnecka**, Associate Professor, London South Bank University | M.Sc., Ph.D. (Cross-Cultural Advertising), Middlesex University  
**Donald Baack**, Professor, Management, Pittsburg State University | Ph.D., University of Nebraska

The new edition of this book delves into marketing concepts in a globalised context, emphasising culture, language, political/legal systems, economic systems and technological differences. It includes real-world case studies, contemporary marketing issues and a new chapter on Culture and Cross-Cultural Marketing. Updated theory, methods and global examples make it a valuable resource for students and professionals.

SAGE SOUTH ASIA | 2024 | 636 pp  
PB | 9789354793899 | **INR 995**



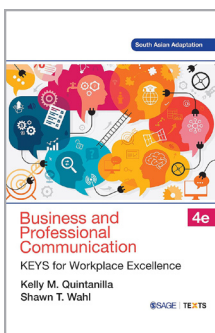
## Strategic Corporate Social Responsibility

### Sustainable Value Creation

**David Chandler**, Professor, International Relations, University of Westminster

The 4th edition of this book emphasises CSR's strategic importance in shaping a company's values and market impact. It covers theoretical foundations, key concepts, real-world case studies and sustainability issues. Encouraging diverse perspectives, the book equips students with a holistic understanding of CSR in the global business landscape.

SAGE SOUTH ASIA | 2024 | 496 pp  
PB | 9789354791253 | **INR 995**



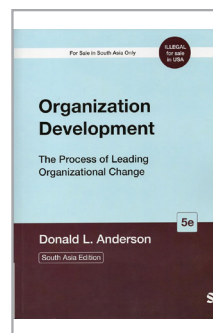
## Business and Professional Communication

### KEYS for Workplace Excellence

**Kelly M. Quintanilla**, Dean, College of Liberal Arts, Texas A&M University | Ph.D. (Communication), Pennsylvania State University  
**Shawn T. Wahl**, Founding Dean & Professor, Communication, Missouri State University | Bachelor's (Communication and English), Master's (Communication Studies), Ph.D. (Communication), University of Nebraska-Lincoln

This guide equips students with essential business communication skills through a well-organised system. It covers basic concepts, professional writing, leadership and non-verbal communication. Features include the KEYS framework for self-reflection, practical tips, scenarios and learning tools. Ideal for students and professionals aiming to enhance their communication abilities.

SAGE SOUTH ASIA | 2024 | 544 pp  
PB | 9789354791871 | **INR 995**



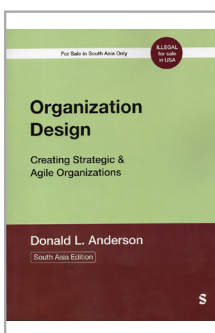
## Organization Development

The Process of Leading Organizational Change

**Donald L. Anderson**, Faculty, Organization Development, University of Denver | B.A. (Sociology), M.A. (Rhetoric and Communication), Ph.D. (Communication), University of Colorado

The new edition of this book offers a comprehensive exploration of classical and modern techniques, providing students and practitioners with essential tools for success in today's challenging economy. It covers foundational theories, global issues, case studies and features individual practitioners, emphasising practical applications and ethical considerations in organisational development.

SAGE SOUTH ASIA | 2024 | 516 pp  
PB | 9789354791680 | **INR 995**



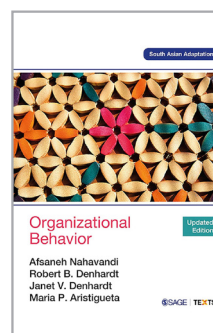
## Organization Design

Creating Strategic & Agile Organizations

**Donald L. Anderson**, Faculty, Organization Development, University of Denver | B.A. (Sociology), M.A. (Rhetoric and Communication), Ph.D. (Communication), University of Colorado

This book delves into organisation design's theoretical foundations and contemporary insights, emphasising adaptability and innovation for organisational success in today's dynamic business landscape. By applying Galbraith's Star Model, students learn about strategy, structure, processes, people and rewards. Practical exercises and case studies enhance understanding and application of key concepts.

SAGE SOUTH ASIA | 2024 | 344 pp  
PB | 9789391138578 | **INR 799**



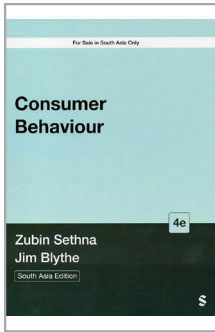
## Organizational Behavior

**Afsaneh Nahavandi**, Professor and Chair, University of San Diego | B.A. (Psychology and French), University of Denver, M.A. and Ph.D. (Social Psychology), University of Utah  
**Robert B. Denhardt**, Professor, Public Administration, Price School of Public Policy, University of Southern California | B.A. (Political Science and History), Ph.D. (Political Science and Government), University of Kentucky  
**Janet V. Denhardt**, Professor, Public Administration, Price School, University of Southern California | Ph.D., University of Southern California  
**Maria P. Aristigueta**

The updated edition of this book on organisational behaviour is beneficial for MBA, PGDBM students and executive program attendees. It emphasises personal, interpersonal and organisational skill development, integrating leadership, creativity and innovative concepts. Readers are challenged to apply these skills in real-world scenarios, with a global perspective and practical tips included.

SAGE SOUTH ASIA | 2024 | 548 pp  
PB | 9789353884802 | **INR 850**





## Consumer Behaviour

**Zubin Sethna**, Associate Professor, Entrepreneurial Marketing, Regent's University London | M.Sc. (Marketing), University of Glamorgan, Ph.D. (Entrepreneurial Marketing), University of Stirling  
**Jim Blythe**, Professor, Marketing, Westminster University

This textbook offers a blend of sociology and psychology to explore international consumer behaviour, with a focus on real-world examples and resources for student engagement. It covers social media, digital consumption and modern marketing, appealing to students, managers and executives. Features include global case studies, a chapter on sustainable consumption and online resources.

SAGE SOUTH ASIA | 2024 | 520 pp  
 PB | 9789353885366 | **INR 895**



## Recruitment and Selection

Strategies for Workforce Planning and Assessment

**Carrie A. Picardi**, Visiting Assistant Professor, Psychology, Lawrence University | B.A. (Psychology), M.A. (Industrial/Organizational Psychology), Ph.D. (Applied Organizational Psychology), Hofstra University

This comprehensive textbook outlines best practices for aligning HR strategies with job analysis, recruitment and selection processes to hire the right people. It emphasises accurate, legal and ethical candidate assessment using a proven framework. The book bridges theory with practice, benefiting students preparing to manage workforce needs in professional settings.

SAGE SOUTH ASIA | 2024 | 280 pp  
 PB | 9789353885434 | **INR 625**



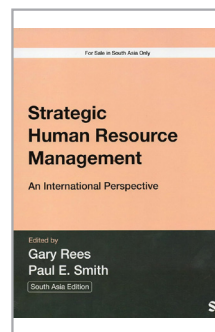
## Leadership

Theory and Practice

**Peter G. Northouse**, Professor, School of Communication, Western Michigan University | Master's and Bachelor's, Michigan State University, Doctorate (Speech Communication), University of Denver, Ph.D.

The 7th edition of this textbook delves into major leadership theories and their practical applications in organisations. Widely used in academic settings, it offers a balanced view of theories, including strengths and criticisms, and provides case studies and exercises for students to apply concepts to real-world scenarios.

SAGE SOUTH ASIA | 2024 | 396 pp  
 PB | 9789353287344 | **INR 850**



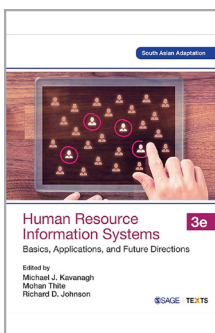
## Strategic Human Resource Management

An International Perspective

**Gary Rees**, Head, Organisational Studies & HRM, Portsmouth Business School | B.Sc. Hons. (Behavioural Sciences), University of Wales, M.B.A. (Business), Cass Business School  
**Paul E. Smith**

This textbook focuses on enhancing students' confidence in complex HR terminologies and models. It emphasises the crucial role of human resources in organisational success. Through practical examples and global case studies, it delves into theoretical models and perspectives in HR management. With contributions from by experts, it offers a comprehensive understanding of HRM concepts.

SAGE SOUTH ASIA | 2024 | 508 pp  
 PB | 9789353286231 | **INR 895**



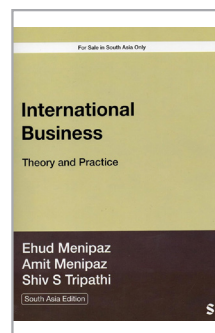
## Human Resource Information Systems

Basics, Applications, and Future Directions

**Michael J. Kavanagh**, Professor, Management, State University of New York | M.S., Ph.D. (Industrial/Organizational Psychology), Iowa State University  
**Mohan Thite**, Associate Professor, Griffith University | B.A. (Economics), M.A. (PM & IR), HRM, M.A. (Economics), LL.B. (Law), Ph.D. (HRM), Swinburne University of Technology  
**Richard D. Johnson**, Associate Professor, Washington State University | B.S. (Business), M.B.A. (Information Systems), Ph.D. (Business), University of Maryland

Revised 3rd edition textbook offers practical guidance on integrating HR and information systems to enhance company competitiveness. Emphasising problem-solving, it covers systems development, needs analysis, privacy and security. Organised into four parts, it links HR concepts to technology and provides a holistic view of HRIS implementation for student learning.

SAGE SOUTH ASIA | 2024 | 654 pp  
 PB | 9789353287528 | **INR 995**



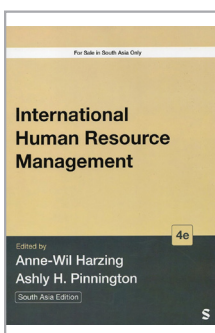
## International Business

Theory and Practice

**Ehud Menipaz**, Chairman, The Ira Centre for Business, Ben Gurion University | B.Sc. Engineering, M.Sc. Engineering, M.B.A., Ph.D.  
**Amit Menipaz**, Former Vice President, Structured Data, ebay | B.Sc. Eng. (Industrial Engineering), University of Toronto, M.B.A., INSEAD  
**Shiv S. Tripathi**, Assistant Professor, Strategic Management, Management Development Institute | B.Sc. (Physics, Mathematics), M.B.A. (Major - Marketing, Minor - Finance), Ph.D. (Product and Service Innovations), Indian Institute of Technology, Kharagpur

This book offers a comprehensive examination of global business dynamics, covering cultural intelligence, strategic alliances and corporate governance. This Indian edition caters to South Asian students, addressing challenges faced by multinational enterprises. Updated content includes IFRS, GST and models on international business strategy, enhancing understanding of global markets.

SAGE SOUTH ASIA | 2024 | 600 pp  
 PB | 9789386446114 | **INR 795**

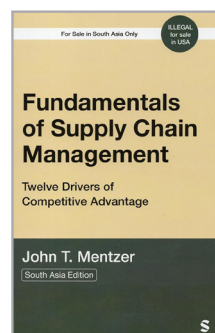


## International Human Resource Management

**Anne-Wil Harzing**, Professor, International Management, Middlesex University  
**Ashly H. Pinnington**, Associate, Nottingham University Business School | B.A. Hons (Philosophy), M.Sc. (Intelligent Knowledge Based Systems), Ph.D. (Management), Brunel University

The 4th edition of this acclaimed textbook, authored by a team of experts, offers a comprehensive exploration of core topics, contemporary debates and emerging issues. With a streamlined structure and expanded coverage on key areas like Equality and Diversity, it remains a vital resource for students.

SAGE SOUTH ASIA | 2024 | 568 pp  
 PB | 9789386062895 | **INR 799**



## Fundamentals of Supply Chain Management

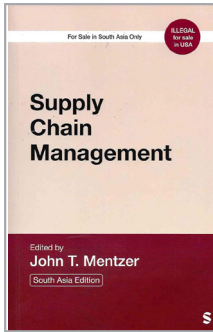
Twelve Drivers of Competitive Advantage

**John T. Mentzer**, Professor, Department of Mental Health and Mental Retardation, University of Tennessee | M.B.A., Ph.D., Michigan State University

This book offers a comprehensive guide on strategy and supply chains. Mentzer presents twelve drivers of competitive advantage based on extensive research and interviews. The book covers the roles of various business functions in supply chain management, with real-world examples to aid students and managers.

SAGE SOUTH ASIA | 2024 | 304 pp  
 PB | 9788178294575 | **INR 995**



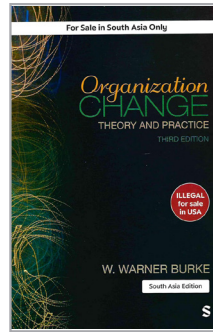


## Supply Chain Management

**John T. Mentzer**, Professor, Department of Mental Health and Mental Retardation, University of Tennessee | M.B.A., Ph.D., Michigan State University

This book presents a comprehensive model of supply chain management based on real-world interviews with top executives and extensive research. Contributors, all supply chain experts, define SCM, highlight key factors, discuss its impact on business strategy and performance, offer practical guidelines for managing supply chains, and address the role of traditional business functions.

SAGE SOUTH ASIA | 2024 | 524 pp  
PB | 9788178298429 | **INR 895**



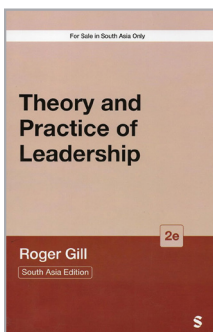
## Organization Change

Theory and Practice

**W. Warner Burke**, Professor, Columbia University | Ph.D., University of Texas Austin

This best-selling text explores organisation change grounded in human behaviour knowledge. Various models and cases diagnose change issues, integrating theory and research for insight. The book covers open-system theory, chaos theory and evolutionary/revolutionary change. New additions focus on organisational culture change, positive change and a revolutionary case study.

SAGE SOUTH ASIA | 2024 | 384 pp  
PB | 9788132110149 | **INR 795**

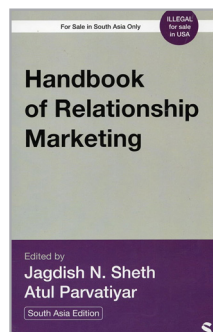


## Theory and Practice of Leadership

**Roger Gill**, Visiting Professor, Leadership Studies, Durham University | B.A., M.A. (Psychology and Philosophy), B.Phil. (Occupational Psychology), Ph.D., University of Bradford

The 2nd edition of this book explores leadership in various contexts with essential theories, new integrative models, examples and a companion website. Suitable for undergraduate and postgraduate students, management consultants and managers, this text covers topics like vision, values, strategy, empowerment, engagement and multiple intelligences of leadership.

SAGE SOUTH ASIA | 2024 | 552 pp  
PB | 9788132110859 | **INR 895**

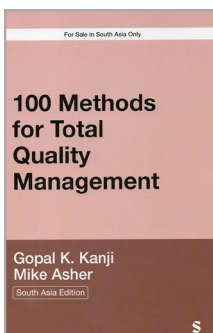


## Handbook of Relationship Marketing

**Jagdish N. Sheth**, Professor of Marketing, Emory University, Goizueta Business School | Ph.D.  
**Atul Parvatiyar**, Professor at Rawls College of Business TTU | B.A. (Economics), M.B.M., Ph.D. (Business Management), BHU

Relationship marketing is now considered essential in business, with a focus on collaboration. Edited by Jagdish N. Sheth and Atul Parvatiyar, this book features diverse perspectives and global insights, establishing itself as a foundational work in the field. It covers a wide range of topics, offering various theoretical approaches.

SAGE SOUTH ASIA | 2024 | 670 pp  
PB | 9788178291048 | **INR 1595**

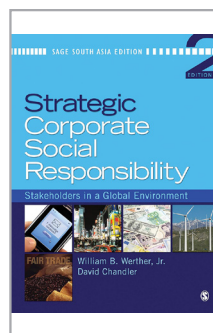


## 100 Methods for Total Quality Management

**Gopal K. Kanji**, Professor, Applied Statistics, Sheffield Hallam University | Bachelor's (Mathematics), Master's (Statistics), Patna University  
**Mike Asher**, Independent Consultant

This book offers a comprehensive guide to 100 methods for implementing Total Quality Management (TQM), covering qualitative and quantitative techniques from brainstorming to the Deming Wheel. It emphasises a broad interpretation of TQM, providing concise outlines, examples and classifications to aid problem-solving and decision-making in organisations.

SAGE SOUTH ASIA | 2024 | 244 pp  
PB | 9788170365716 | **INR 895**



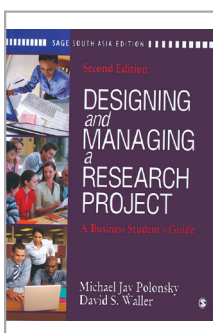
## Strategic Corporate Social Responsibility

Stakeholders in a Global Environment

**William B. Werther Jr.**, Professor, Management, University of Miami's School of Business Administration | B.S.B.A. (High Honors), University of Florida, M.A., Ph.D.  
**David Chandler**, Professor, International Relations, University of Westminster

This text blends theory and practical application to support courses on corporate social responsibility (CSR), corporate strategy and public policy. It covers CSR definitions, its relation to corporate strategy, and twenty four detailed case studies on various firms. The stakeholder perspective is emphasised, along with resources for instructors.

SAGE SOUTH ASIA | 2024 | 446 pp  
PB | 9788132105725 | **INR 850**



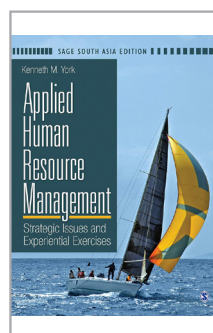
## Designing and Managing a Research Project

A Business Student's Guide

**Michael Jay Polonsky**, Professor and Chair, Department of Marketing, Deakin University | Ph.D., Australian Catholic University  
**David S. Waller**, Senior Lecturer, Marketing, University of Technology | B.A. (Economics/History), M.Com. (Marketing), Ph.D. (Marketing), University of Newcastle Australia

This research guide assists business students in conducting successful research projects, covering topics such as choosing a topic, working with supervisors, managing group dynamics and ethical considerations. Divided into sections, it includes guidance on planning the project, conducting a literature review and presenting results.

SAGE SOUTH ASIA | 2024 | 296 pp  
PB | 9788132105770 | **INR 695**



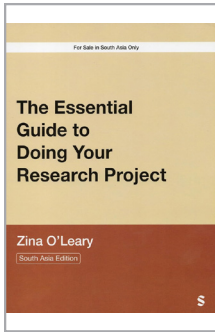
## Applied Human Resource Management

Strategic Issues and Experiential Exercises

**Kenneth M. York**, Professor, Oakland University | Ph.D. (Industrial/Organizational Psychology), Bowling Green State University

This book equips business students with hands-on learning experiences to develop essential skills for managing diverse people in various settings. Each chapter covers ten HR challenges, offering interactive learning opportunities like Strategic Issues in HRM Exercises, Applications, Experiential Exercises and Creative Exercises.

SAGE SOUTH ASIA | 2024 | 432 pp  
PB | 9788132106258 | **INR 895**

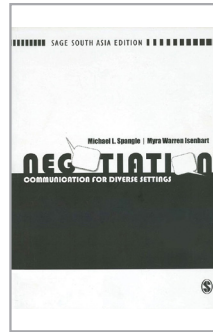


### The Essential Guide to Doing Your Research Project

Zina O'Leary, Senior Fellow and Adjunct Professor, Joseph R. Biden Jr. School of Public Policy, University of Delaware | Ph.D.

This book equips students with the knowledge and skills to navigate every stage of their research project, from inception to completion. This engaging text, based on a popular predecessor, offers practical tools, addresses key questions and provides real-life examples to guide students towards successful project outcomes.

SAGE SOUTH ASIA | 2024 | 320 pp  
PB | 9788132106463 | INR 950



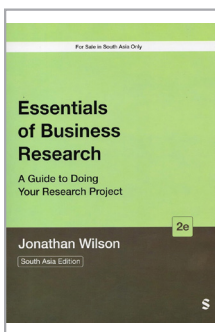
### Negotiation

Communication for Diverse Settings

Michael L. Spangle, Communications Professor, Regis University Denver | Ph.D. (Speech Communication), University of Denver, M.S. (Education), Kearney State College, M.Div., Luther Theological Seminary.  
Myra Warren Isenhardt, Principal, Organizational Communication, University of Denver | M.A. (Human Communication), Ph.D. (Organizational Communication, General), University of Denver

This book offers a comprehensive view of negotiation across various contexts. It includes real-world examples, practitioner interviews and discussions on ethical dilemmas. It covers interpersonal, workplace, consumer, community and international negotiations, emphasising the importance of communication and cultural understanding in successful negotiation.

SAGE SOUTH ASIA | 2024 | 460 pp  
PB | 9788178298894 | INR 995



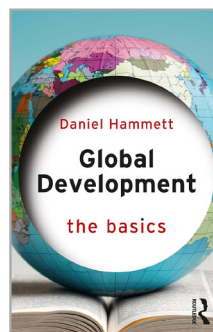
### Essentials of Business Research

A Guide to Doing Your Research Project

Jonathan Wilson, Associate Professor, Marketing and Business Research, Norwich Business School, University of East Anglia | B.A. Hons, PGCE, M.A., M.Sc., Diploma (Management), FCIM, M.Phil., Ph.D.

This book by Jonathan Wilson provides a clear, practical guide to conducting research in the business field. This book covers key methodologies, data analysis techniques and effective strategies for crafting a solid research project, making it an invaluable resource for students and professionals alike.

SAGE SOUTH ASIA | 2024 | 376 pp  
PB | 9789386062758 | INR 695



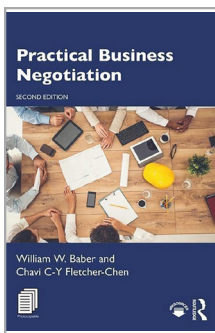
### Global Development

The Basics

Daniel Hammett

This book delves into the complexities of global development, exploring its economic, political and social dimensions. It examines the historical roots of development, power dynamics and the inclusion of diverse voices. The book covers topics like economics, politics, gender and climate change, making it ideal for beginners in the field.

ROUTLEDGE | 2023 | 232 pp  
PB | 9780367726317 | INR 1195

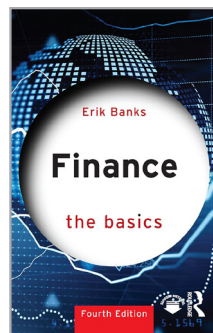


### Practical Business Negotiation

William W. Baber  
Chavi C-Y Fletcher-Chen

The second edition of this book offers concrete examples and practical tools for successful negotiations. It covers the entire negotiation process, from preparation to completion, with key takeaways in each section. Updated with case studies, the book also addresses cross-cultural communication and digital interactions to enhance negotiation skills.

ROUTLEDGE | 2023 | 272 pp  
PB | 9781032610764 | INR 995



### Finance

The Basics

Erik Banks

This book introduces key financial concepts and tools. It covers digital currencies, ESG, SRI investing, and microfinance, with real-world case studies and updated content. The book includes helpful resources for students and instructors, making it an essential guide for anyone studying or working in finance.

ROUTLEDGE | 2023 | 378 pp  
PB | 9781032381602 | INR 1195



### Social Media Marketing

Tracy L. Tuten, Adjunct Professor, Marketing, Champlain College, Vermont | M.B.A., East Carolina University, Ph.D., (Business Administration), Virginia Commonwealth University  
Michael R. Solomon, Professor, Marketing, Saint Joseph's University | B.A. (Psychology), Ph.D. (Social Psychology), University of North Carolina at Chapel Hill  
Adapted by Bikramjit Rishi, Associate Professor, Marketing, Institute of Management Technology | Post Doctorate (Marketing), M.B.A. (Marketing), Ph.D. (Management), Punjabi University

This textbook targets MBA and PGDM students, as well as attendees of Executive and Management Development Programs. It covers strategic planning for social media, integrating platforms into marketing communications, and using social media data for insights. The updated edition includes new chapters on tactical planning, India-specific examples and case studies on global brands like Facebook and Snapchat.

SAGE SOUTH ASIA | 2023 | 448 pp  
PB | 9789353883485 | INR 850



### Digital Marketing

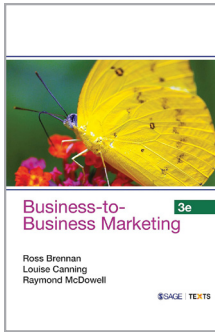
Strategic Planning & Integration

Annmarie Hanlon, Senior Lecturer, Cranfield University | M.B.A., Ph.D.

This comprehensive book on digital marketing offers a practical guide for students and professionals, covering planning, strategy and real-world case examples. It includes tools, templates, ethical insights and critical discussions on social issues. Suitable for digital marketing courses, it aims to provide a holistic understanding of the field.

SAGE SOUTH ASIA | 2023 | 396 pp  
PB | 9789353885403 | INR 695





### Business-to-Business Marketing

**Ross Brennan**, Professor, Industrial Marketing, Hertfordshire Business School, University of Hertfordshire | B.A. (Economics), M.Sc. (Management Science), Ph.D. (Marketing), The University of Manchester  
**Louise Canning**, Associate Professor, Marketing, Kedge Business School | B.A. Hons (French Studies), M.B.A. (International Business), Ph.D. (Marketing), University of the West of England  
**Raymond McDowell**, Associate Dean, Resources and Planning, Bristol Business School, University of the West of England

This European-focused textbook on B2B marketing offers a blend of theory and practice with international examples, suitable for students worldwide. New topics in this edition include digital marketing, sustainability and updated case studies on companies like Zara and eBay. Ideal for university students studying B2B marketing at all levels.

SAGE SOUTH ASIA | 2023 | 408 pp  
PB | 9789386062734 | INR 725

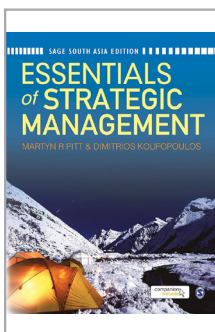


### Developing Research Proposals

**Pam Denicolo**, Professor, Universities of Surrey & Reading | B.A., Ph.D.  
**Lucinda Becker**, Professor, Pedagogy, University of Reading | B.A. (1st Class Honours), M.A. (Distinction), Ph.D. (English Literature), University of Reading

Denicolo and Becker's book provides practical guidance on writing successful research proposals, focusing on literature reviews, research questions, methods and planning. It helps academics and postgraduates understand what reviewers seek, offering advice on structure, timing and financial considerations. A valuable resource for aspiring researchers seeking funding or program admission.

SAGE SOUTH ASIA | 2023 | 152 pp  
PB | 9788132110231 | INR 495

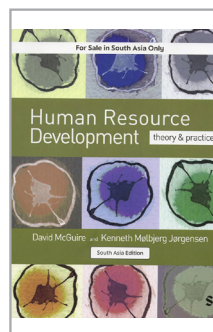


### Essentials of Strategic Management

**Martyn R. Pitt**, Former Senior Lecturer, Strategic Management at Brunel Business School, Brunel University  
**Dimitrios Koufopoulos**, Professor, University of London | FCMI, FIC, CMBE, FRSA, B.Sc., M.B.A., Ph.D. (Strategic Planning Systems), Cardiff University

This textbook on strategic management offers a clear and focused approach, avoiding unnecessary complexity. It covers essential topics with global examples and case studies. Features include worksheets, learning outcomes, exercises and further reading suggestions. Tutors can access a companion website with additional resources. Suitable for both students and educators.

SAGE SOUTH ASIA | 2023 | 472 pp  
PB | 9788132110378 | INR 895

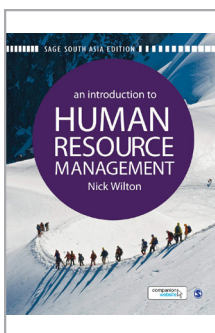


### Human Resource Development

**Kenneth Mølberg Jørgensen**, Professor, Organization Studies, Malmö University | Ph.D.  
**David McGuire**, Senior Lecturer, Human Resource Development, Edinburgh Napier University | Bachelor's (Corporate Law), Master's (Business Studies), Ph.D., University of Limerick

This book offers a comprehensive overview of the multifaceted field, addressing overlooked emerging topics and providing a basis for discussion. It serves as both an introductory text and a platform for advanced study, making it valuable for students and anyone interested in HRD's role in organisational innovation.

SAGE SOUTH ASIA | 2023 | 260 pp  
PB | 9788132107453 | INR 750

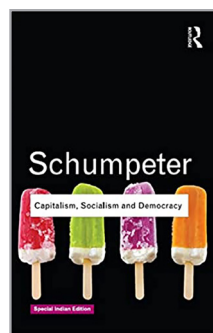


### An Introduction to Human Resource Management

**Nick Wilton**, Associate Dean, Professional Education & Accreditation, Oxford Brookes Business School | B.A. (Hons), M.Phil., Ph.D., SFHEA, MCIPD

This book by Nick Wilton offers a clear overview of HRM principles and practices. It covers topics such as recruitment, performance management, employee development, and contemporary HR issues. This accessible textbook is perfect for students and HR professionals.

SAGE SOUTH ASIA | 2023 | 544 pp  
PB | 9788132108924 | INR 895

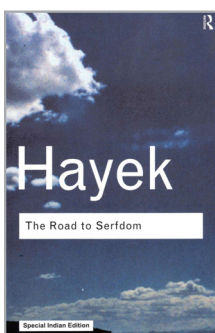


### Capitalism, Socialism and Democracy

Joseph A. Schumpeter

This is a seminal work that critically examines the internal decline of capitalism and opposes centralist socialism. Published in 1943, it continues to intrigue and provoke thought among readers. This Routledge Classics edition features a new introduction by economist Joseph Stiglitz, offering a balanced perspective on key social movements.

ROUTLEDGE CLASSICS | 2022 | 456 pp  
PB | 9781032160801 | INR 995

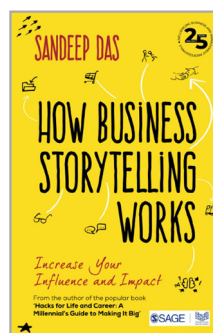


### The Road to Serfdom

Friedrich A. Hayek

This is a classic work of twentieth-century thought. With a narrative against socialist ideals, it argues that they lead to oppression. With insights on economics, fascism, history, and the Holocaust, Hayek's message remains relevant over fifty years later, influencing global politics and culture.

ROUTLEDGE CLASSICS | 2022 | 272 pp  
PB | 9781138301306 | INR 550



### How Business Storytelling Works

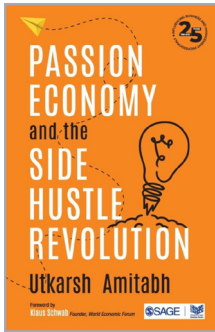
Increase Your Influence and Impact

**Sandeep Das**, Business Storyteller and Global Foresight Lead (Emerging Countries), Mars Wrigley | M.B.A., IIM Bangalore

Business storytelling is the key to success in a world of noise and disruption. Sandeep's book delves into human evolution and movie principles to guide professionals, entrepreneurs, and students on navigating the real world. Filled with workshop insights and pop culture references, it's a must-read for all aspiring individuals.

SAGE RESPONSE | 2022 | 284 pp  
PB | 9789354795435 | INR 550



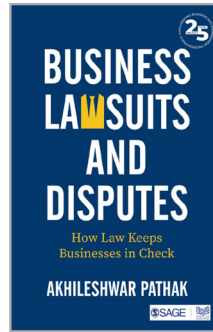


### Passion Economy and the Side Hustle Revolution

**Utkarsh Amitabh**, Founder, Network Capital | B.E. (Mechanical Engineering), M.B.A., M.St. (Moral Philosophy), Ph.D., (Business Administration and Management, General), University of Oxford

This book by Utkarsh Amitabh examines the rise of passion-driven businesses and side hustles in the digital age. Offering practical advice on building, scaling, and sustaining a passion-based venture, the book highlights the potential of new, flexible work opportunities outside traditional career paths.

SAGE RESPONSE | 2022 | 364 pp  
PB | 9789354794964 | INR 595



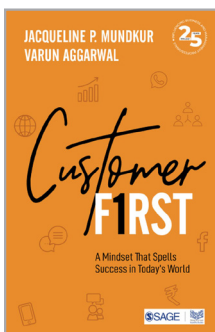
### Business Lawsuits and Disputes

How Law Keeps Businesses in Check

**Akhileshwar Pathak**, Professor, Indian Institute of Management Ahmedabad (IIMA) | B.Sc., (Physics), M.Sc., (Physics), LL.B., Ph.D. (Law), Centre for Law and Society, Department of Law University of Edinburgh

Business and law interact closely as businesses drive societal change, prompting legal responses that regulate and facilitate activities. Apex court judgements shape business law frontiers, impacting ideas and business directions. The book introduces key cases from UK and India, offering insights for academics, students, and business professionals to shape future enterprises.

SAGE RESPONSE | 2022 | 272 pp  
PB | 9789354795442 | INR 595



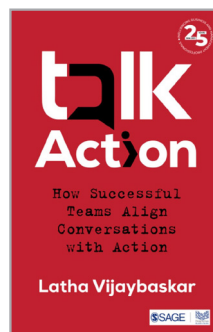
### Customer First

A Mindset That Spells Success in Today's World

**Jacqueline P. Mundkur**, Assistant Professor, School of Business Management, NMIMS University | M.M.S. (Marketing), M.Sc. (Biochemistry), B.Sc. (Life Sciences and Biochemistry), D.B.A, SP Jain Global School of Management  
**Varun Aggarwal**, Co-founder, Aspiring Minds | B.Tech (ECE), M.S. (Electrical Engineering and Computer Science), Massachusetts Institute of Technology

This book explores common customer experience issues faced by various businesses through thirteen relatable stories from India. It sheds light on shortcomings in customer service efforts, even among top global companies, and offers insights on how these challenges were addressed or could have been better managed.

SAGE RESPONSE | 2022 | 280 pp  
PB | 9789354794353 | INR 595



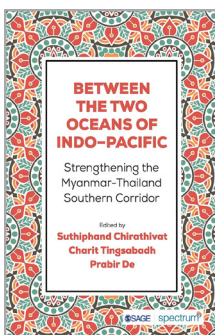
### Talk Action

How Successful Teams Align Conversations with Action

**Latha Vijaybaskar**, Head, Meenakshi Sundararajan Career Development Centre | M.Phil. (Retailing), M.B.A. (Marketing/HR), Ph.D. (Management), Bharathia University

This book offers a framework for productive team engagement by bridging the gap between talk and action. The book dispels myths, helps readers find their "talk comfort zone", and provides a five-part framework for resolving conflicts, influencing career growth, and building high-performing teams through powerful conversations.

SAGE RESPONSE | 2022 | 272 pp  
PB | 9789354795060 | INR 495



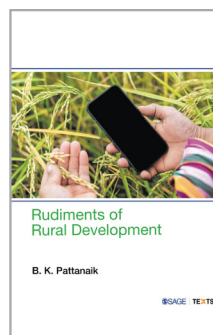
### Between the Two Oceans of Indo-Pacific

Strengthening the Myanmar–Thailand Southern Corridor

**Suthiphand Chirathivat**, Professor (Emeritus), Economics, Chulalongkorn University | Doctorate (Economic Sciences), University of Panthéon-Sorbonne  
**Charit Tingsabhadh**, Assistant Professor, Centre for European Studies, Chulalongkorn University | B.A. (Economics Tripos), M.Soc.Sci. (National Economic Planning), Ph.D. (Built Environment), London University  
**Prabir De**, Professor, ASEAN-India Centre (AIC), Research and Information System for Developing Countries | Ph.D. (Economics), Jadavpur University

This book explores the strategic importance of the Myanmar–Thailand corridor, analysing its role in enhancing regional trade and cooperation. Focusing on infrastructure, economic connectivity, and geopolitical factors, the book provides key insights into strengthening this vital southern corridor within the broader Indo-Pacific framework.

SAGE SPECTRUM | 2022 | 380 pp  
PB | 9789354794018 | INR 895

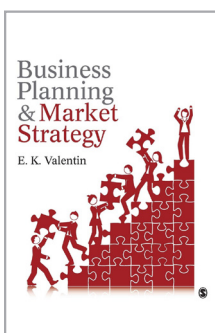


### Rudiments of Rural Development

**B. K. Pattanaik**, Professor, School of Extension and Development Studies, Indira Gandhi National Open University (IGNOU) | Master's (Economics), M.A. (Human Resource Management), Ph.D. (Economics)

This comprehensive guide explores the principles and significance of rural development for national economic progress. It delves into various sectors and actors, portraying rural development as a multidimensional concept. Readers will gain insights into the theoretical framework and practical challenges of formulating policies, making it valuable for students, civil service aspirants, and policymakers.

SAGE TEXTS | 2022 | 504 pp  
PB | 9789354792656 | INR 650

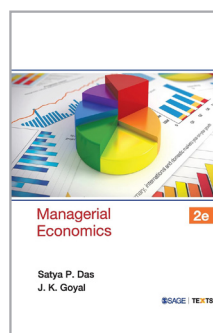


### Business Planning & Market Strategy

**E.K. Valentin**, Eccles Research Fellow and Professor, Marketing and Management, Weber State University | B.S., M.B.A., Ph.D., University of Utah

The book offers practical guidelines for strategic management and marketing concepts, urging critical thinking for informed decision-making. The Indian adaptation includes case studies of local companies like Zomato and Indigo, making the content relevant to Indian business students. The book emphasises creativity and innovation in addressing business planning issues.

SAGE TEXTS | 2022 | 376 pp  
PB | 9789354794834 | INR 750



### Managerial Economics

Satya P. Das

**J. K. Goyal**, Professor, Jagan Institute of Management Studies | Master's (Economics), Ph.D. (Commerce and Business), Delhi School of Economics, University of Delhi.

The second edition equips budding managers with essential microeconomic skills using India-centric examples. Updated to meet changing pedagogical demands, the textbook emphasises fundamental theories and their real-life applications. Featuring well-organised chapters, practical caselets, and a conversational style, it caters to students with varying levels of economic knowledge.

SAGE TEXTS | 2022 | 460 pp  
PB | 9789354791802 | INR 750

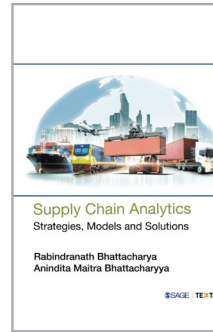


## Rural Marketing

Developing the Non-urban Consumer  
Sanal Kumar Velayudhan

This revised edition of a rural marketing textbook covers fundamental aspects with practical examples and new chapters. It explores emerging channels like digitization and e-commerce, highlighting social and cultural influences on rural consumer behaviour. The book offers in-depth discussions on critical issues, comprehensive concepts, and rich pedagogical features for students and professionals.

SAGE TEXTS | 2022 | 360 pp  
PB | 9789354794056 | INR 750



## Supply Chain Analytics

Strategies, Models and Solutions

**Rabindranath Bhattacharya**, Faculty, Vinod Gupta School of Management, Indian Institute of Technology Kharagpur | B.E. (Mechanical Engineering), M.Eng. (Production of Process Machines), Ph.D. (Logistics, Materials, and Supply Chain Management), Indian Institute of Technology  
**Anindita Maitra Bhattacharyya**, Associate Professor, Department of Mathematics, Amity University | M.Sc., University of Calcutta, Ph.D., Indian Institute of Technology Kharagpur

Easy-to-read textbook on supply chain management analytics, presenting concepts, strategies, and models. Includes quantitative models for sourcing, manufacturing, delivery, and remanufacturing. Features case studies of Indian companies, system dynamic and stochastic models and Excel solver usage. Ideal for management students seeking analytical and quantitative understanding of supply chains.

SAGE TEXTS | 2022 | 508 pp  
PB | 9789354794124 | INR 750

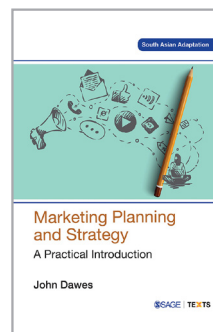


## Strategic Management

**Richard Lynch**, Emeritus Professor, Strategic Management, Middlesex University | UMIST, Leeds University, London Business School

This strategic management textbook combines traditional concepts with new ideas and technologies, emphasising the importance of both rational and creative approaches. It includes over 50 case studies from companies like Pepsico and Unilever, covers international strategy issues, and explores topics such as entrepreneurship, globalisation, sustainability and green strategy.

SAGE TEXTS | 2022 | 1032 pp  
PB | 9789354794728 | INR 995



## Marketing Planning and Strategy

A Practical Introduction

**John Dawes**, Director, Ehrenberg-Bass Institute for Marketing Science, University of South Australia | Bachelor's and Master's (Business), Ph.D. (Marketing), University of South Australia

This book is a comprehensive guide that walks readers through creating effective marketing plans. It includes real-world examples and a case study to simplify complex concepts. The book covers marketing strategy, SWOT analysis, budgeting, and forecasting, enhancing readers' decision-making skills for successful marketing campaigns.

SAGE TEXTS | 2022 | 284 pp  
PB | 9789354794827 | INR 595

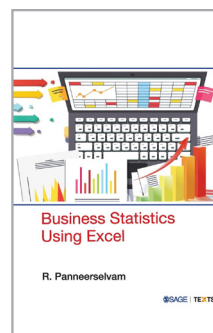


## Advertising & Promotion

**Rungpaka Amy Hackley**, Senior Lecturer, Marketing, Birkbeck College, University of London | B.Sc., University of Birmingham, Ph.D., Royal Holloway, University of London  
**Chris Hackley**, Professor, Marketing, Royal Holloway, University of London | B.A. (Business Studies/Marketing), B.Sc. (Social Science/Psychology), M.Sc., Ph.D. (Marketing), Strathclyde University

This edition explores key concepts through the lens of advertising agencies, offering insights into careers within this field. Drawing from various disciplines including management, marketing, cultural/media studies and sociology, the authors provide a comprehensive and critical perspective on the subject, fostering an interdisciplinary understanding of marketing and advertising as both a social phenomenon and business function.

SAGE TEXTS | 2022 | 396 pp  
PB | 9789354794896 | INR 695

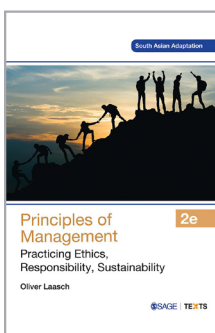


## Business Statistics Using Excel

R. Panneerselvam

This book is a beginner-friendly textbook offering step-by-step guidance on Excel for statistical analysis in business. With over 100 solved examples, it covers key statistical problems, current syllabi, and includes resources on advanced topics like statistics using R. Ideal for students and managers seeking to enhance data analytics skills.

SAGE TEXTS | 2022 | 724 pp  
PB | 9789354791567 | INR 795



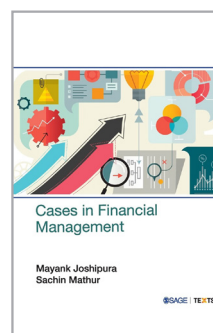
## Principles of Management

Practicing Ethics, Responsibility, Sustainability

**Oliver Laasch**, Chaired Professor, Responsible Management, ESCP Business School | Ph.D.

This is a revised textbook emphasising ethical and sustainable business practices over profit. It includes new chapters on communication, innovation, and leadership, preparing students for the 21st-century workplace with coverage of UN's Sustainable Development Goals. Features interviews, case studies, and interactive exercises.

SAGE TEXTS | 2022 | 856 pp  
PB | 9789354790171 | INR 1195

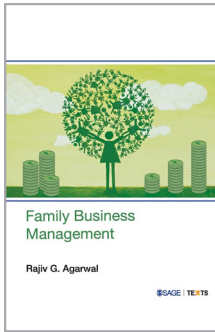


## Cases in Financial Management

**Mayank Joshipura**  
**Sachin Mathur**

This book on financial management in India features 60 industry-relevant cases to enhance students' practical skills. It aids in applying theoretical concepts to real-world business challenges, preparing them for the industry. The book covers various financial decision-making aspects, offers case analysis tools, and relates cases to theoretical frameworks for better understanding.

SAGE TEXTS | 2022 | 428 pp  
PB | 9789354793240 | INR 650

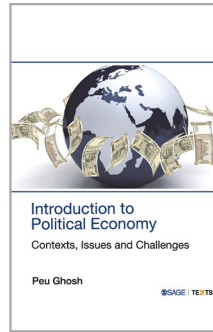


### Family Business Management

**Rajiv G. Agarwal**, Professor, Family Business and Strategy, S. P. Jain Institute of Management and Research | B.Com (Accounting), M.M.S. (Finance and Marketing), Ph.D. (Family Business), Birla Institute of Technology and Science

This textbook provides a thorough exploration of family-owned businesses, emphasising practical approaches to address challenges while contributing significantly to the economy. It focuses on leadership, future positioning, and achieving sustained growth through generations. Tailored for family business courses in Indian colleges, it includes diverse industry cases and managerial challenges.

SAGE TEXTS | 2022 | 300 pp  
PB | 9789354793318 | INR 595



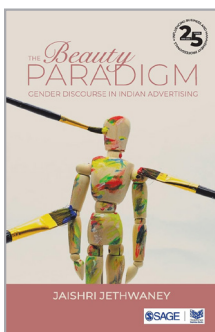
### Introduction to Political Economy

Contexts, Issues and Challenges

**Peou Ghosh**, Associate Professor and Head, Post-Graduate Department of Political Science, Hooghly Mohsin College | M.A., Ph.D. (Political Science & International Relations), Jadavpur University

This engaging textbook explores key issues in contemporary international political economy, emphasising the close link between economics and politics. It uses real-world examples and data-driven analysis to explain complex concepts, making it ideal for undergraduate political science students and civil services aspirants. Features include up-to-date data, clear writing, chapter summaries and review exercises.

SAGE TEXTS | 2022 | 304 pp  
PB | 9789354792311 | INR 550



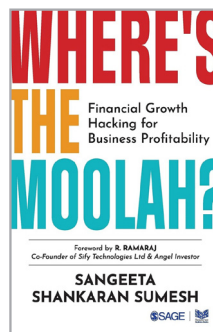
### The Beauty Paradigm

Gender Discourse in Indian Advertising

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

This book explores how Indian ads portray women, analysing societal perspectives and research. It questions if advertising perpetuates misogyny and objectification. Drawing from Erving Goffman's work, the book examines trends in Indian advertising over decades, presenting insights from creative teams and top managements.

SAGE RESPONSE | 2021 | 268 pp  
PB | 9789354791659 | INR 550



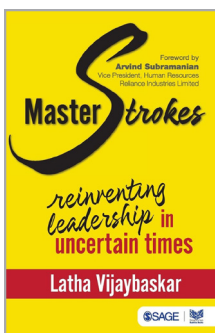
### Where's the Moolah?

Financial Growth Hacking for Business Profitability

**Sangeeta Shankaran Sumesh**, Chartered Accountant and Business coach | B.Com., CMA, CA, The Institute of Chartered Accountants of India

This book offers entrepreneurs actionable advice to uncover financial growth opportunities within their businesses. With practical pointers, real-life examples, and expert insights, this book helps maximise profitability, improve cash flow, and optimise business functions for long-term success.

SAGE RESPONSE | 2021 | 332 pp  
PB | 9789391370534 | INR 595



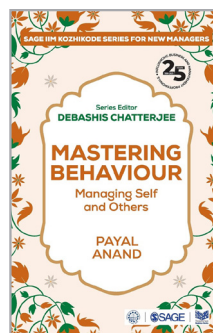
### Masterstrokes

Reinventing Leadership in Uncertain Times

**Latha Vijaybaskar**, Head, Meenakshi Sundararajan Career Development Centre | M.Phil. (Retailing), M.B.A. (Marketing/HR), Ph.D. (Management), Bharathia University

This book explores modern leadership and empowers individuals to become heroes of their own stories, leveraging the potential of their generation. It offers a seven-step STROKES model for personal transformation and positive leadership in uncertain times, addressing challenges in decision-making, changing followership, and innovation in today's economy.

SAGE RESPONSE | 2021 | 248 pp  
PB | 9789353887063 | INR 495



### Mastering Behaviour

Managing Self and Others

**Payal Anand**, Assistant Professor, Organizational Behaviour, Indian Institute of Management Kozhikode | Ph.D. (Organization Behaviour), Indian Institute of Management

This book delves into understanding personal anchors and interpersonal dynamics at work. It emphasises self-awareness and empathy for effective leadership. Drawing from psychology theories, the book offers strategies to navigate challenges like personality conflicts and stress. It also addresses the impact of technology on team collaboration and trust-building in organisations.

SAGE RESPONSE | 2021 | 212 pp  
PB | 9789354791420 | INR 450



### Being an Impact Champion

Enacting Corporate Social Consciousness

**Priya Nair Rajeev**, Associate Professor, Organizational Behaviour and Human Resources, Indian Institute of Management | Ph.D. (Management Studies: Business Ethics, Organizational Behaviour), Indian Institute of Technology  
**Simy Joy**, Academic Visitor, University of East Anglia | B.Com., M.B.A., Ph.D. (Organizational Behaviour), Case Western Reserve University  
Social consciousness, distinct from CSR and PR, recognizes the interconnectedness of economic, social, and natural environments within organisations. Socially conscious managers are crucial for socially conscious organisations. This book guides managers through pathways for initiating socially responsible business innovations, CSR projects and social entrepreneurial ventures, emphasising the importance of understanding social and environmental issues.

SAGE RESPONSE | 2021 | 240 pp  
PB | 9789354791758 | INR 450



### Battle Ready

Crafting Strategy to Beat Competition

**Sai Prakash R. Iyer**, Strategy Advisor and Adjunct Professor, Strategy, Indian Institute of Management | B.Tech (Electrical & Electronics Engg), Ph.D. (Corporate Strategy & Policy), Indian Institute of Management Bangalore

In this book, readers learn to navigate the dynamic business world by spotting rivals, deciphering game plans, and predicting competitor behaviour. The book equips corporate warriors with concepts and tools to improve their competitive edge, making it an essential read for managers and CEOs aiming to win battles.

SAGE RESPONSE | 2021 | 288 pp  
PB | 9789354790812 | INR 495





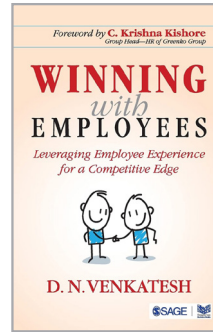
## #YOU

Build Your Personal Brand

**Charu Sabnavis**, Director, Delta Learning | M.A. (Economics), Delhi School of Economics

This book provides practical guidance on creating and promoting a personal brand to gain recognition and opportunities. Focusing on personal style, communication, and confidence, it offers insights into building constructive relationships and networks.

SAGE RESPONSE | 2021 | 308 pp  
PB | 9789391370428 | INR 550



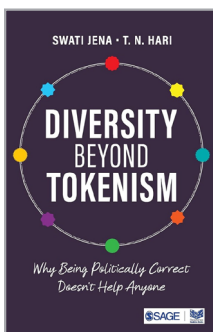
## Winning with Employees

Leveraging Employee Experience for a Competitive Edge

**D. N. Venkatesh**, Professor, Goa Institute of Management | B.Sc. (PCM), M.B.A. (HR), Bachelor's (Law), Ph.D. (Organizational Learning), University of Hyderabad

This book shows how to hire, retain and engage top talent, transforming employee experience (EX) into a catalyst for organisational success. It explores strategies for creating an experience-focused workplace, improving HR practices, managing generational diversity, and fostering a culture where employees thrive.

SAGE RESPONSE | 2021 | 444 pp  
PB | 9789391370565 | INR 695



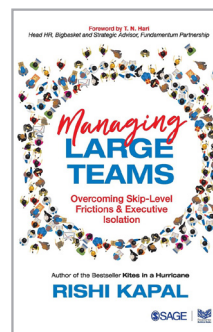
## Diversity Beyond Tokenism

Why Being Politically Correct Doesn't Help Anyone

**Swati Jena**, Founder, WriteFor | M.B.A. (PM&IR), XLRI Jamshedpur  
**T. N. Hari**, Executive Chairman, STEER World | B.Tech (Mechanical Engineering), PGDM, IIM Calcutta

This book reframes diversity as a strategic business decision rather than a politically correct mandate. It challenges common biases and myths, encouraging a deeper, more impactful approach to diversity that drives business growth.

SAGE RESPONSE | 2021 | 308 pp  
PB | 9789391370633 | INR 550



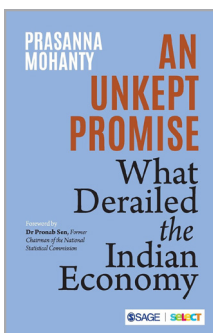
## Managing Large Teams

Overcoming Skip-Level Frictions & Executive Isolation

**Rishi Kapal**, Lecturer, SP Jain School of Global Management | M.B.A. (Marketing Management), PGPM (Marketing), LL.B. (Law), Ph.D. (Organizational Leadership), Symbiosis International University

This book draws on the author's extensive leadership journey, offering insights on handling diverse teams and fostering a culture of trust. With input from Indian and global CXOs, the book addresses challenges like executive isolation and navigating multicultural environments. A valuable resource for current and aspiring leaders.

SAGE RESPONSE | 2021 | 236 pp  
PB | 9789353886721 | INR 450



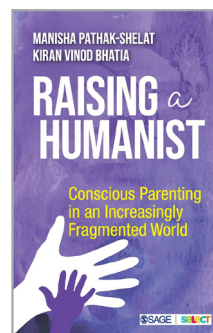
## An Unkept Promise

What Derailed the Indian Economy

**Prasanna Mohanty**, Honorary Professor, School of Economics, University of Hyderabad | M.A. (Economics, Political Economy), Ph.D. (Economics), Boston University

This book analyses pre-pandemic economic decisions and reforms during the COVID-19 crisis, such as new farm laws and privatisation moves. It questions the impact on democratic institutions and warns against neo-liberal economics, advocating for corrective measures to revive the struggling Indian economy.

SAGE SELECT | 2021 | 328 pp  
PB | 9789354791864 | INR 595



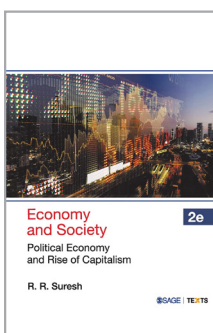
## Raising a Humanist

Conscious Parenting in an Increasingly Fragmented World

**Kiran Vinod Bhatia**  
**Manisha Pathak-Shelat**, Professor and Chair, Centre for Development Management and Communication, MICA | PhD (Mass Communication), University of Wisconsin-Madison, Ph.D. (Education), Maharaja Sayajirao University of Baroda

Communication scholars offer a bold and empowering book emphasising the lost art of conversation in a divided world. Through critical questions, tips and anecdotes, they advocate for nurturing communities using art, technology and media. Aimed at parents and educators, the book inspires impactful change starting at home and in communities.

SAGE SELECT | 2021 | 268 pp  
PB | 9789353887759 | INR 495



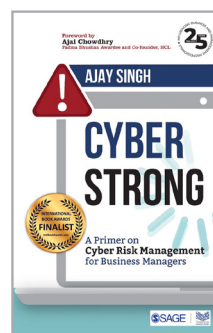
## Economy and Society

Political Economy and Rise of Capitalism

**R. R. Suresh**, Former Faculty, Ramjas College, University of Delhi

The second revised edition of this textbook delves into the emergence, evolution and workings of the capitalist system through key economic principles and theories. It explores the interconnection of economic, social, cultural, political and intellectual aspects. The book aligns with UGC's Political Economy syllabus, offering comprehensive coverage and student-friendly language.

SAGE TEXTS | 2021 | 292 pp  
PB | 9789354791185 | INR 595



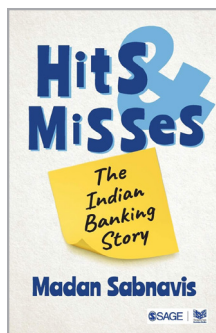
## Cyber Strong

A Primer on Cyber Risk Management for Business Managers

**Ajay Singh**, Former CEO, Fintech Company

This book helps business managers tackle the growing threat of cyber risk. It provides insights into assessing cyber threats, aligning cybersecurity strategies with business goals, and building response systems. It empowers leaders to manage cyber risks effectively and protect their organisations from financial damage.

SAGE RESPONSE | 2020 | 296 pp  
PB | 9789353885489 | INR 595



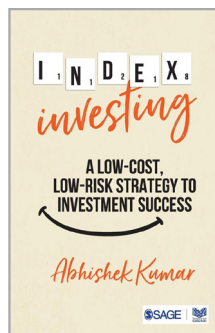
### Hits & Misses

The Indian Banking Story

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

This book analyses banking crisis, focusing on the role of the Government and RBI in its development. The book explores key issues such as NPAs, public sector bank mergers, CEO tenures, and RBI reserves, providing a balanced view of reforms and challenges that have shaped the Indian banking landscape.

SAGE RESPONSE | 2020 | 308 pp  
PB | 9789353886868 | INR 645



### Index Investing

A Low-Cost, Low-Risk Strategy to Investment Success

**Abhishek Kumar**, Complex Securities Analyst, Duff and Phelps, San Francisco | Bachelor's (Electrical and Electronics Eng.), M.B.A., Master's (Financial Eng.), ULCA Anderson School of Management

This book demystifies the equity market by revealing the truth behind misleading information from market players and financial intermediaries. It offers a fresh perspective on investing, guiding you toward making informed decisions and earning your fair share of stock market returns.

SAGE RESPONSE | 2020 | 284 pp  
PB | 9789353883256 | INR 545



### Get Your Next Promotion

**Manbir Kaur**, Executive and Leadership Coach, International Coaching Federation | CCA, ICF, M.B.A. (General Management), B.C.A., M.C.A., Indira Gandhi National Open University

This book reveals universal strengths and skills needed for career advancement through ten stories. It helps one understand challenges that hinder growth and why current efforts may not lead to promotion. Each person must find their path, but missing key abilities may result in failure. The book teaches you the what, why and how of success.

SAGE RESPONSE | 2020 | 280 pp  
PB | 9789353884772 | INR 595

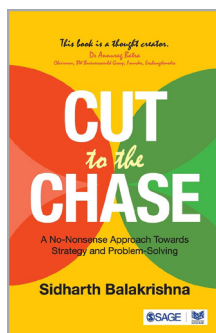


### Venture Capital Investments

**Raj Kumar**  
**Manu Sharma**, Assistant Professor, University Institute of Applied Management Sciences, Panjab University | M.B.A. (Finance), Ph.D. (Finance), Swiss Management Centre University

This book provides a detailed understanding of venture capital, covering investment strategies, deal evaluation, and fund economics. It helps entrepreneurs understand the valuation process and offers aspiring venture capitalists insight into deal structures, fundraising, and firm evaluation.

SAGE RESPONSE | 2020 | 184 pp  
PB | 9789353884154 | INR 475



### Cut to the Chase

A No-Nonsense Approach Towards Strategy and Problem-Solving

**Sidharth Balakrishna**, Former Group Head, Strategy and Innovation, Essel (Zee) Group | Economics Hons., SRCC, M.B.A. (Strategy and Marketing), Indian Institute of Management

This book explores strategies and innovation with practical insights from the author's experiences in leading corporate strategy at major Indian conglomerates. It introduces new management concepts and approaches, illustrated with real-world examples. Emphasising on practical challenges in the Indian context, it guides executives to enhance their effectiveness at work.

SAGE RESPONSE | 2020 | 292 pp  
PB | 9789353882709 | INR 595



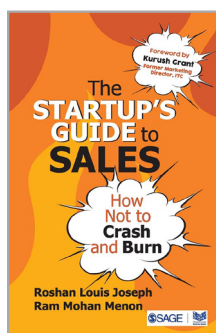
### The Gift of the Gab

The Subtle Art of Communicating

**Hory Sankar Mukerjee**, Principal, Education, Training and Assessment, Infosys Ltd. | M.B.A., Doctorate (Marketing)

This book by Dr Hory Sankar Mukerjee emphasises the crucial role of communication in professional success. It offers strategies to enhance articulation, listening, and message delivery for improved productivity. Dr Mukerjee, an experienced educator and author, stresses the need for continuous self-monitoring and practice to master effective communication skills.

SAGE RESPONSE | 2020 | 216 pp  
PB | 9789353286804 | INR 450



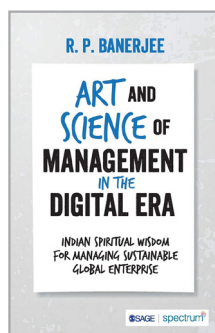
### The Startup's Guide to Sales

How Not to Crash and Burn

**Roshan Louis Joseph**, Managing Partner, B-More Consulting LLP | B.A. Hons. (Economics), SRCC, M.B.A., University of Dayton  
**Ram Mohan Menon**, Management Consultant | Bachelor's (Fisheries Science), PGDM (Marketing), IIM Calcutta

This is a practical book authored by Roshan L. Joseph and Ram Mohan Menon, experts in sales and marketing. It offers real-world advice on navigating sales challenges, drawing from their global experience. This guide provides actionable strategies for success in the turbulent world of start-ups.

SAGE RESPONSE | 2020 | 232 pp  
PB | 9789353289362 | INR 550



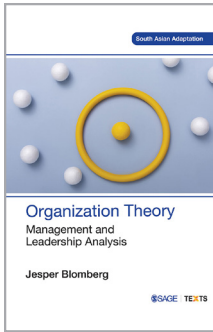
### Art and Science of Management in the Digital Era

Indian Spiritual Wisdom for Managing Sustainable Global Enterprise

**R. P. Banerjee**, Chairman & Director, EILM-Kolkata | Ph.D. (Management), Calcutta University

This book guides emerging and practicing managers, emphasising the diverse roles they must play in a business. It goes beyond the basics of management, offering practical insights into adapting to changing circumstances and mastering the art of effective management in the modern corporate world.

SAGE SPECTRUM | 2020 | 536 pp  
PB | 9789353885076 | INR 1095



## Organization Theory

Management and Leadership Analysis

**Jesper Blomberg**, Associate Professor, Stockholm School of Economics | Ph.D. (Management), Stockholm School of Economics

This book delves into organisations using four key frameworks, aiding students in comprehending complex issues. It addresses competition, globalisation and decision-making processes within organisations. Each framework is explored in basic and advanced chapters, culminating in a case study for practical application. Ideal for organisation theory and management students.

SAGE TEXTS | 2020 | 308 pp  
PB | 9789354792250 | **INR 595**



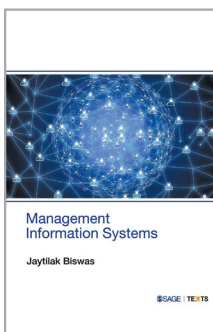
## Advertising, Brands and Consumer Behaviour

The Indian Context

**Anup Krishnamurthy**, Assistant Professor, Marketing, St. Joseph's Institute of Management | ICSE, B.E. (Mechanical Engineering), Ph.D. (Marketing), Indian Institute of Management  
**S. Ramesh Kumar**, Professor, Marketing, Indian Institute of Management | Ph.D., M.B.A., B.E. (Electronics and Communication Engineering), University of Madras

This book explores the dynamic relationship between advertising, brands and consumer behaviour in India. It examines cultural, social, and economic factors that influence consumer decisions and provides insights for brands on effectively engaging with diverse Indian audiences.

SAGE TEXTS | 2020 | 264 pp  
PB | 9789353883928 | **INR 550**



## Management Information Systems

**Jaytilak Biswas**, Director, Institute of Business Management of NCE, Jadavpur University | Bachelor's and Master's (Mechanical Engineering), Jadavpur University, Ph.D. (Industrial Management), Department of the Indian Institute of Science

This book explores advanced information systems techniques for managerial decision-making, covering topics such as big data, and expert systems. With real-life case studies, chapter-end exercises, and a robust companion website, it is a valuable resource for MBA, BBA, BCA, MCA, BE, and B Tech students.

SAGE TEXTS | 2020 | 648 pp  
PB | 9789353883416 | **INR 795**



## Strategy

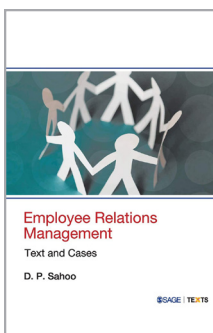
Theory and Practice

**Stewart R. Clegg**, Professor, University of Sydney, School of Project Management | B.Sc. Hons., University of Birmingham, D.Litt., University of Technology Sydney, Ph.D., University of Bradford  
**Christos Pitelis**, Professor, National & Kapodistrian University of Athens | B.A. (Public Administration), M.A. (Economics), Ph.D. (Economics), University of Warwick  
**Jochen Schweitzer**, Associate Professor, University of Technology Sydney (UTS) | B.Eng. (Industrial Engineering), Ph.D. (Strategic Management), University of Technology Sydney

**Andrea Whittle**

The third edition of this textbook offers a fresh perspective on organisational strategy, emphasising key theoretic tenets and critical areas like not-for-profit organisations and decision-making. It covers established classics and contemporary issues, encouraging reflection on strategic decision-making. The book includes international case studies and a companion website with additional resources.

SAGE TEXTS | 2020 | 618 pp  
PB | 9789353883447 | **INR 725**



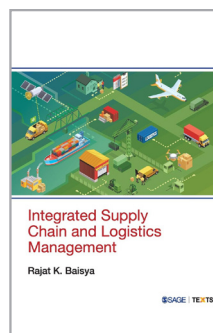
## Employee Relations Management

Text and Cases

**D. P. Sahoo**, Associate Professor, HR and OB, Institute of Management Technology | LL.B., M.A. (Economics), Ph.D. (Organizational Behaviour), University of Burdwan

This textbook delves into contemporary industrial relations issues worldwide, emphasising changing employer-employee dynamics. This work covers theoretical and practical aspects of labour markets and IR management in India, incorporating legislative and managerial frameworks. Real-life case studies from Indian industries offer insights for students to develop solutions and for instructors to evaluate.

SAGE TEXTS | 2020 | 468 pp  
PB | 9789353287078 | **INR 775**



## Integrated Supply Chain and Logistics Management

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

This textbook covers designing and managing supply chain networks for competitive advantage. It includes practical cases on manufacturing decisions, inventory management, warehousing, distribution, transportation and global logistics. Author Rajat K Baisya, a seasoned professor and industry expert, provides valuable insights and extensive experience in the field.

SAGE TEXTS | 2020 | 360 pp  
PB | 9789353286651 | **INR 695**



## Economics of Development

Toward Inclusive Growth

**Syed Nawab Haider Naqvi**, HEC Distinguished National Professor, Federal Urdu University of Arts, Science and Technology | M.A., Yale University, Ph.D. (Economics), Princeton University

The book delves into development and inclusive growth, emphasising the interconnectedness of development, growth, equity, and poverty. It advocates for inclusive growth as the primary goal of development policies, exploring successful and failed strategies in developing economies. The text also covers topics like world capitalism, globalisation's impact on developing nations, and the integration of psychology into economics.

SAGE TEXTS | 2020 | 280 pp  
PB | 9789353282950 | **INR 575**



## Luxury Fashion Marketing and Branding

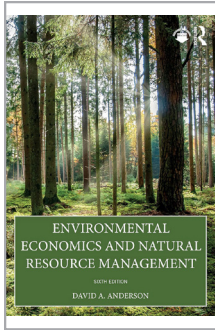
A Strategic Approach

**Alice Dallabona**

This book provides a thorough examination of theories and concepts essential for promoting luxury fashion products. It delves into topics such as retailing, digital marketing, data analytics and consumer behavior. The book tackles challenges in meeting ethical demands and includes real-world examples, case studies and resources for students and professionals.

ROUTLEDGE | 2025 | 194 pp  
PB | 9781032206882 | **GBP 36.99**



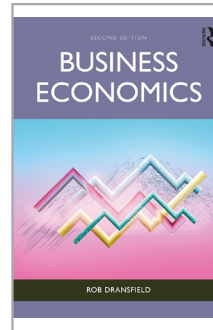


### Environmental Economics and Natural Resource Management

David A. Anderson

This book explores how economic principles apply to environmental and resource management. Topics include market failure, externalities, cost-benefit analysis, and sustainability. Anderson emphasises efficient resource use while addressing real-world environmental challenges.

ROUTLEDGE | 2025 | 478 pp  
PB | 9781032550398 | **GBP 64.99**

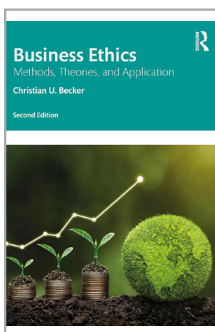


### Business Economics

Rob Dransfield

The second edition of this textbook, offers a general introduction to the discipline for non-specialist students. It covers first-year studies with updated case studies and examples. The book is suitable for introductory-level students, providing activities, review questions and further reading. It is an ideal resource for undergraduate students and lecturers.

ROUTLEDGE | 2025 | 492 pp  
PB | 9781032777139 | **GBP 49.99**

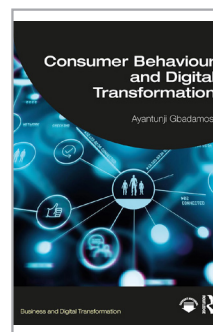


### Business Ethics

Methods, Theories, and Application  
Christian U. Becker

This book offers a systematic approach to understanding business ethics, developing decision-making methods for complex ethical issues. It examines the ethical impact of business on individuals, society and the environment. The updated second edition includes insights into global corporate responsibility.

ROUTLEDGE | 2024 | 230 pp  
PB | 9781032431406 | **GBP 38.99**

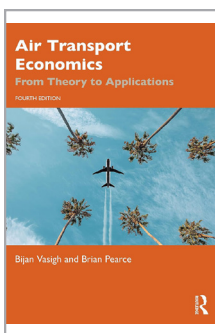


### Consumer Behaviour and Digital Transformation

Ayantunji Gbadamosi

This textbook explores how emerging technologies impact consumer behaviour, offering insights into digital consumption and decision-making. With real-life case studies, key learning objectives and activities, it bridges traditional consumer behaviour theory with the effects of digital transformation.

ROUTLEDGE | 2024 | 371 pp  
PB | 9781032149769 | **GBP 43.99**



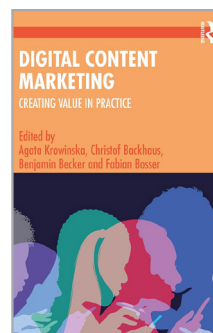
### Air Transport Economics

From Theory to Applications

Bijan Vasigh  
Brian Pearce

This book integrates theory with practical applications, covering the economic aspects of aviation, including COVID-19's impact, climate change, revenue management and the latest computer applications. This book is ideal for students and professionals.

ROUTLEDGE | 2024 | 548 pp  
PB | 9781032482538 | **GBP 66.99**



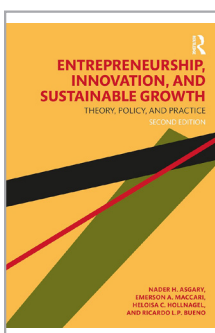
### Digital Content Marketing

Creating Value in Practice

Agata Krowinska  
Christof Backhaus  
Benjamin Becker  
Fabian Bosser

This book offers a comprehensive guide to planning and implementing digital content marketing strategies. With contemporary case studies, expert insights and practical advice on content ideation, management and curation, this textbook is ideal for advanced students and instructors.

ROUTLEDGE | 2024 | 300 pp  
PB | 9781032346793 | **GBP 41.99**



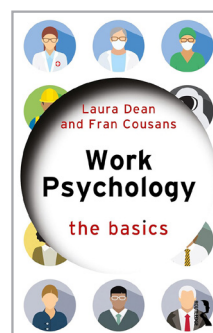
### Entrepreneurship, Innovation, and Sustainable Growth

Theory, Policy, and Practice

Nader H. Asgary  
Emerson A. Maccari  
Heloisa C. Hollnagel  
Ricardo L.P. Bueno

This book provides essential concepts and practical insights into entrepreneurship and innovation. Updated for recent developments, it covers new venture creation, functional strategies and global case studies. The book supports learning with exercises, summaries and resources.

ROUTLEDGE | 2024 | 448 pp  
PB | 9781032522432 | **GBP 51.99**



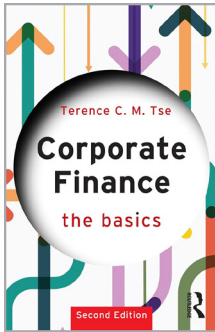
### Work Psychology

The Basics

Laura Dean  
Fran Cousins

This book provides an accessible introduction to the core principles of work psychology, covering topics like psychological assessment, wellbeing, motivation and leadership. Structured around the British Psychological Society's curriculum, it includes practical applications, research insights, and guidance on career pathways.

ROUTLEDGE | 2024 | 194 pp  
PB | 9781138048966 | **GBP 16.99**



## Corporate Finance

The Basics  
Terence C. M. Tse

This book simplifies the essential concepts of corporate finance, focusing on fundamental ideas rather than complex maths. The revised edition incorporates recent developments like the 2008 crisis, COVID-19, inflation and ESG factors. A new chapter on managing growing businesses is included.

ROUTLEDGE | 2024 | 182 pp  
PB | 9781032462189 | **GBP 21.99**

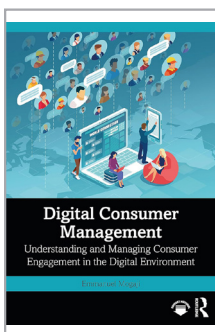


## Strategic Marketing Planning

A Step-by-Step Approach  
Karel Jan Alsem

This updated second edition of the book integrates sustainability and digitalisation into the strategic marketing process. Covering consumer analysis, goal setting, brand positioning and marketing communication, it emphasises customer value and sustainability. International case studies and practical examples make it essential for students and marketing practitioners.

ROUTLEDGE | 2024 | 438 pp  
PB | 9781032463834 | **GBP 47.99**

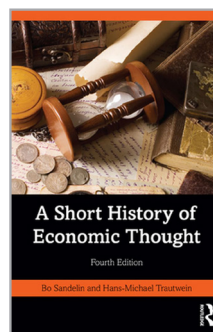


## Digital Consumer Management

Understanding and Managing Consumer Engagement in the Digital Environment  
Emmanuel Mogaji

This book covers consumer behaviour, digital marketing, and platform management in the digital ecosystem. It explores consumer-brand touchpoints, platform development, engagement, regulation and digital consumption's darker side, supported by case studies and reflective activities.

ROUTLEDGE | 2024 | 256 pp  
PB | 9781032486024 | **GBP 39.99**

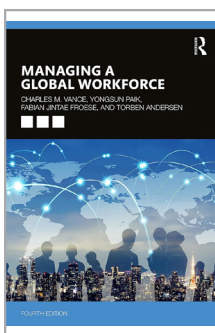


## A Short History of Economic Thought

Bo Sandelin  
Hans-Michael Trautwein

Now in its fourth edition, this book provides a concise overview of the evolution of economic ideas, highlighting key thinkers and schools of thought. The updated edition includes new content on non-Western economic thought and recent scholarship.

ROUTLEDGE | 2024 | 176 pp  
PB | 9781032515380 | **GBP 21.99**

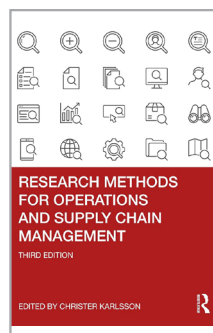


## Managing a Global Workforce

Charles M. Vance  
Yongsun Paik  
Fabian Jintae Froese  
Torben Andersen

This book addresses key HRM issues in today's global marketplace, covering topics like AI, diversity, climate change, and emerging economies. It is essential for students and professionals in international business, human resources and global workforce management.

ROUTLEDGE | 2024 | 432 pp  
PB | 9781032161457 | **GBP 38.99**

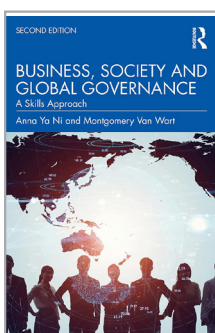


## Research Methods for Operations and Supply Chain Management

Christer Karlsson

The third edition of this book offers essential insights into various research approaches. Updated to reflect the latest OSCM developments, it provides detailed guidance, expanded literature reviews, and contributions from leading experts in the field.

ROUTLEDGE | 2024 | 352 pp  
PB | 9781032324340 | **GBP 61.99**

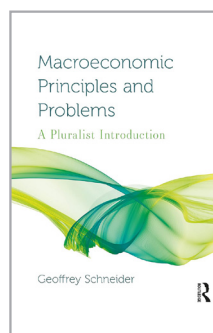


## Business, Society and Global Governance

A Skills Approach  
Anna Ya Ni  
Montgomery Van Wart

This book provides an in-depth look at how businesses interact with global governance and societal issues. Emphasising ethics, sustainability and corporate social responsibility, it equips readers with practical skills to navigate and influence the evolving global business environment.

ROUTLEDGE | 2023 | 504 pp  
PB | 9781032014326 | **GBP 35.99**



## Macroeconomic Principles and Problems

A Pluralist Introduction  
Geoffrey Schneider

This book offers a detailed exploration of macroeconomic topics from both mainstream and heterodox viewpoints. Covering key issues like fiscal policies, economic crises, and sustainability, the textbook provides real-world examples and critical analysis, making it ideal for students seeking a pluralist understanding of macroeconomics.

ROUTLEDGE | 2022 | 440 pp  
PB | 9780367024826 | **GBP 72.99**



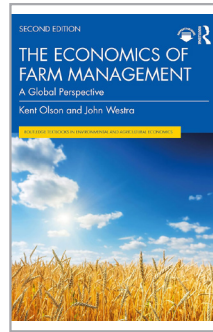
## Sustainable Fashion Management

Mastering Fashion Management

Claudia E. Henninger  
Kirsi Niinimäki  
Marta Blazquez  
Celina Jones

This book explores sustainability in the fashion industry. It covers eco-friendly production, ethical sourcing, waste reduction, and technological innovations. Combining theory and practical case studies, the book provides essential insights for professionals and students seeking to integrate sustainability into fashion management.

ROUTLEDGE | 2022 | 256 pp  
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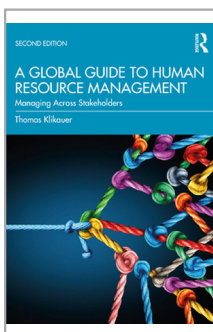
## The Economics of Farm Management

A Global Perspective

Kent Olson  
John Westra

This book explores key economic principles in farm management, focusing on resource allocation, financial decisions, and risk management. The book offers global insights, comparing farm management practices across different regions, making it a valuable resource for students and professionals in the agricultural sector.

ROUTLEDGE | 2022 | 496 pp  
PB | 9781032247946 | **GBP 76.99**



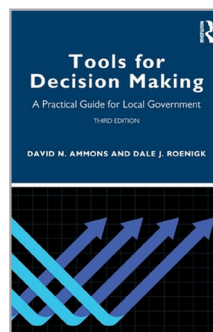
## A Global Guide to Human Resource Management

Managing Across Stakeholders

Thomas Klikauer

This book by Thomas Klikauer offers insights into managing HRM in a global context. The book covers key HR topics, such as talent management, ethics, and diversity, while focusing on aligning organisational goals with stakeholder expectations across different cultural and economic environments.

ROUTLEDGE | 2022 | 304 pp  
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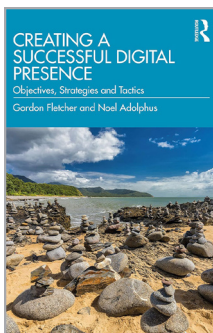
## Tools for Decision Making

A Practical Guide for Local Government

David N. Ammons  
Dale J. Roenigk

This book offers a comprehensive approach to data-driven decision-making in local government. The book provides practical tools and techniques for enhancing policy decisions, improving public services, and promoting accountability, making it an invaluable resource for public sector leaders.

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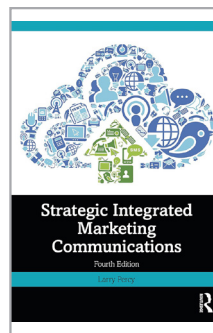
## Creating A Successful Digital Presence

Objective, Strategies and Tactics

Gordon Fletcher  
Noel Adolphus

This book offers actionable strategies for building and enhancing an online brand. Authors Gordon Fletcher and Noel Adolphus provide clear objectives, tactics, and insights on digital marketing, content creation, and social media engagement, helping businesses effectively navigate the digital landscape to drive growth and success.

ROUTLEDGE | 2022 | 232 pp  
PB | 9780367460372 | **GBP 37.99**

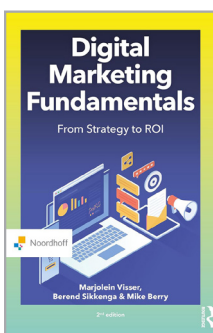


## Strategic Integrated Marketing Communications

Larry Percy, Professor of Marketing,  
Copenhagen Business School

This book is an updated guide on Integrated Marketing Communications (IMC), blending theory with practical application. It covers campaign budgeting, brand architecture, social marketing, and gamification. The book includes updated case studies and a focus on digital media strategy, making it essential for students in marketing.

ROUTLEDGE | 2022 | 328 pp  
PB | 9780367770624 | **GBP 45.99**



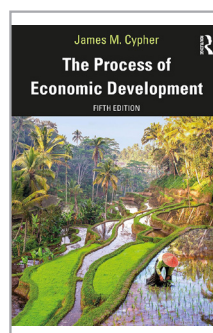
## Digital Marketing Fundamentals

From Strategy to ROI

Marjolein Visser  
Berend Sikkenga  
Mike Berry

This book offers an in-depth look at crafting effective digital marketing strategies. Covering key tactics like SEO, content marketing, and paid advertising, it helps readers optimise campaigns and measure ROI. It provides practical tools to drive business growth through digital marketing.

ROUTLEDGE | 2021 | 656 pp  
PB | 9789001749842 | **GBP 61.99**



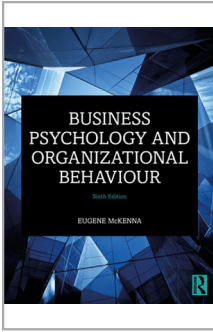
## The Process of Economic Development

James M. Cypher

This book by James M. Cypher provides an updated, comprehensive analysis of development economics. It covers key global issues such as China's growth, India's transformation, and climate change, while examining the role of the state, industrialisation, and transnational corporations.

ROUTLEDGE | 2021 | 768 pp  
PB | 9780367256821 | **GBP 62.99**



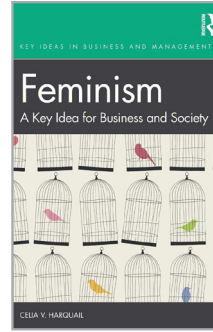


## Business Psychology and Organizational Behaviour

Eugene McKenna

This book by McKenna examines how psychology influences business practices. Covering topics like leadership, motivation, and team dynamics, the book connects psychological theory with organisational performance. It offers practical insights for enhancing workplace efficiency and employee well-being.

ROUTLEDGE | 2020 | 832 pp  
PB | 9781138182646 | **GBP 65.99**



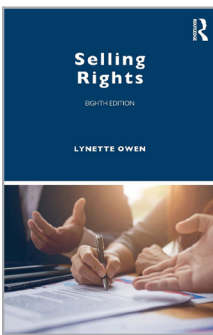
## Feminism

A Key Idea for Business and Society

Celia V. Harquail

This book highlights how feminist thinking can transform business practices by challenging gender inequality and promoting inclusive values. It explores issues like gendered wages, violence in the workplace, and peer-based organisational structures, offering fresh insights.

ROUTLEDGE | 2020 | 224 pp  
PB | 9781138315181 | **GBP 36.99**

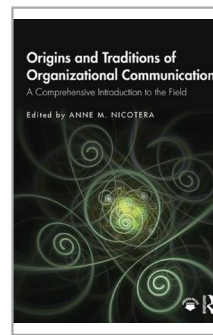


## Selling Rights

Lynette Owen

The eighth edition of this book offers comprehensive updates on rights sales, including new technologies, legal changes, and Open Access. Key topics include audio rights, copyright reforms, licensing, and international conventions. This edition is a must-have for rights professionals and publishing students.

ROUTLEDGE | 2020 | 528 pp  
PB | 9781138489486 | **GBP 52.99**



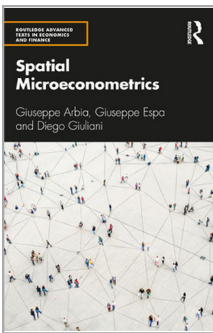
## Origins and Traditions of Organizational Communication

A Comprehensive Introduction to the Field

Anne M. Nicotera

This book offers an in-depth exploration of the field's foundations, assessing its evolution and linking theory to practice. The book reviews key management theories, analysing their impact on contemporary organisational communication. It provides essential knowledge for students and educators in organisational communication.

ROUTLEDGE | 2020 | 456 pp  
PB | 9781138570313 | **GBP 58.99**



## Spatial Microeconometrics

Giuseppe Arbia

Giuseppe Espa

Diego Giuliani

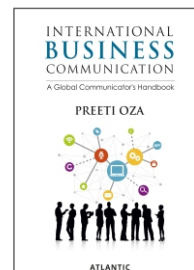
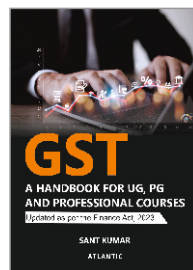
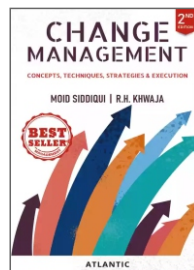
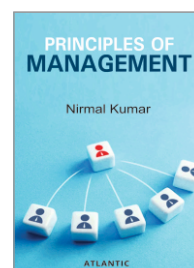
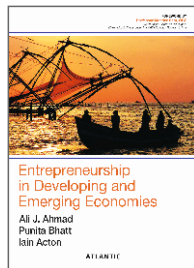
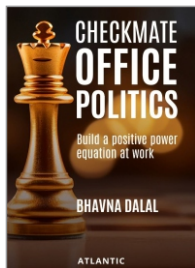
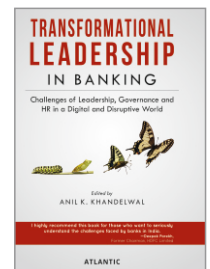
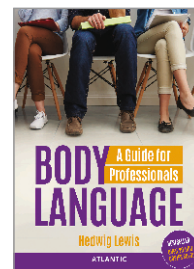
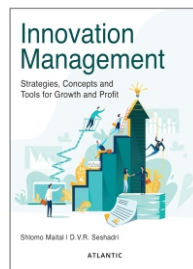
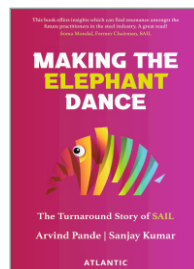
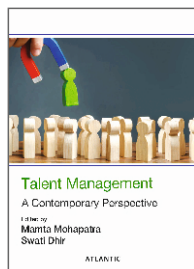
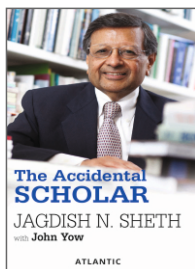
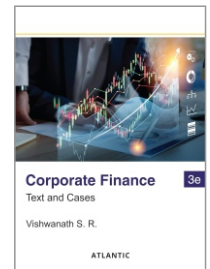
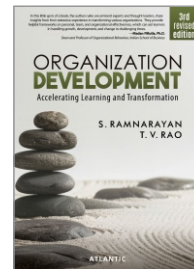
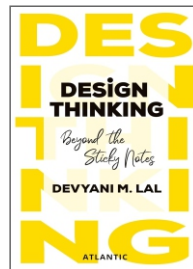
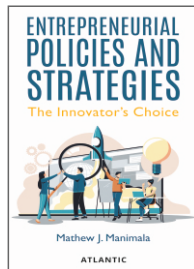
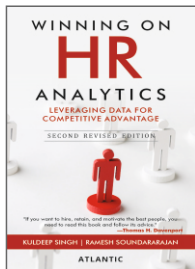
This book introduces spatial statistics and econometrics, focusing on economic agents' locational choices and behaviour. Through real data, it explains the significance of spatial information for statistical inference and model prediction. Featuring R code instructions, the book is ideal for graduate students and researchers.

ROUTLEDGE | 2020 | 224 pp  
PB | 9781138833753 | **GBP 48.99**

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