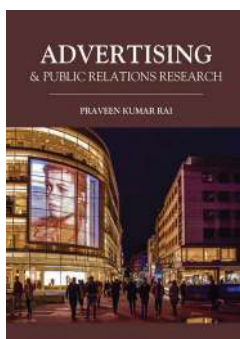


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Advertising & Public Relations Research

Dr. Praveen Kumar Rai

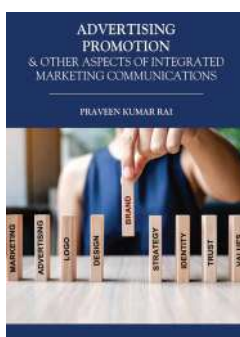
About the Book: This book delves into the research methods and techniques used in the fields of advertising and public relations, focusing on how data can be utilized to design effective campaigns and measure their impact. It covers the essential research processes, including the collection, analysis, and interpretation of data to understand consumer behavior, evaluate advertising effectiveness, and assess public perceptions. The book explores both qualitative and quantitative research methods, such as surveys, focus groups, content analysis, and experimental designs, offering practical tools for gathering insights that inform strategic decision-making. It also addresses ethical considerations and the challenges associated with conducting research in these fields. With a focus on real-world applications, case studies, and industry examples, this book is a valuable resource for students, researchers, and professionals involved in advertising, public relations, and market research. It provides the knowledge needed to leverage research to optimize communication strategies and achieve desired outcomes.

ISBN : 978-93-6967-963-8

Hardback

Price : ₹ 4995.00

Year : 2026



Advertising Promotion & Other Aspects of Integrated Marketing Communications

Dr. Praveen Kumar Rai

About the Book: This book offers a detailed exploration of integrated marketing communications (IMC), emphasizing the critical role of advertising and promotion in building brand awareness and driving business success. It covers the key components of IMC, including advertising, public relations, sales promotion, direct marketing, and digital marketing, and highlights how these elements can work together to create cohesive and effective marketing strategies. The book explores how brands use various communication channels and techniques to engage with their target audiences and deliver consistent messaging across platforms. It also examines the strategic planning behind advertising and promotional campaigns, including budgeting, creative development, and media selection. With real-world examples, case studies, and practical insights, this book provides a comprehensive understanding of how IMC can enhance brand communication. It is an essential resource for students, marketing professionals, and anyone looking to understand the integrated approach to modern marketing communications.

ISBN : 978-93-6967-167-0

Hardback

Price : ₹ 4795.00

Year : 2026



Concept Building Approaches to Advertising & Personal Selling

Dr. Praveen Kumar Rai

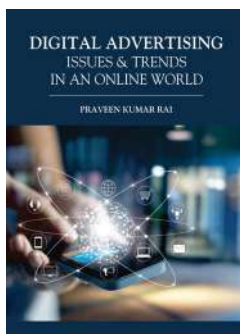
About the Book: This book introduces innovative concept-building approaches to advertising and personal selling, focusing on the strategic development of advertising campaigns and effective sales techniques. It covers the fundamental principles of advertising, including audience segmentation, brand positioning, and message development, as well as the creative process behind designing impactful advertisements. The book also explores personal selling strategies, emphasizing the importance of relationship-building, customer psychology, and effective communication in the sales process. With a focus on concept-driven strategies, the book guides readers on how to create compelling narratives that resonate with consumers and drive business growth. Through case studies and practical insights, it provides a comprehensive understanding of how advertising and personal selling can work together to strengthen a brand's presence in the marketplace. Ideal for marketing students, sales professionals, and advertisers, this book serves as a valuable resource for mastering the art of effective communication in both advertising and personal selling.

ISBN : 978-93-6967-678-1

Hardback

Price : ₹ 4695.00

Year : 2026



Digital Advertising: Issues & Trends in an Online World

Dr. Praveen Kumar Rai

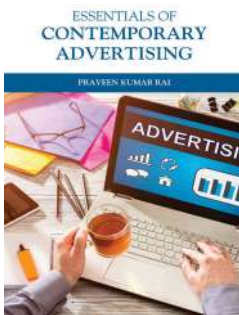
About the Book: This book explores the rapidly evolving field of digital advertising, addressing the key issues, challenges, and trends shaping the online advertising landscape. It covers a wide range of topics, including programmatic advertising, social media marketing, search engine optimization (SEO), influencer marketing, and the use of data analytics to target and engage audiences effectively. The book also examines the ethical and regulatory concerns surrounding digital advertising, such as privacy, data security, and the rise of ad blockers. Through case studies and real-world examples, it provides insights into how businesses can adapt to changing digital platforms and consumer behavior. With an emphasis on innovation and strategic planning, this book serves as a practical guide for marketers, advertisers, and students seeking to understand and navigate the complexities of digital advertising. It offers essential knowledge for staying ahead in the competitive and ever-changing online advertising world.

ISBN : 978-93-6967-911-9

Hardback

Price : ₹ 4895.00

Year : 2026



Essentials of Contemporary Advertising

Dr. Praveen Kumar Rai

About the Book: This book offers a comprehensive introduction to the dynamic world of advertising, focusing on contemporary practices, strategies, and trends in the industry. It covers the key elements of advertising, including consumer behavior, media planning, creative development, and the role of digital and social media platforms in modern advertising campaigns. The book explores the evolution of advertising from traditional media to the digital age, emphasizing how new technologies and tools are transforming the way brands communicate with their audiences. It also addresses ethical issues, advertising regulations, and the importance of targeting diverse consumer segments. Through case studies, real-life examples, and practical insights, this book provides a solid foundation for students and professionals seeking to understand and apply contemporary advertising techniques. It serves as an essential resource for anyone involved in the advertising and marketing industries, offering valuable knowledge on how to design and execute effective, impactful campaigns.

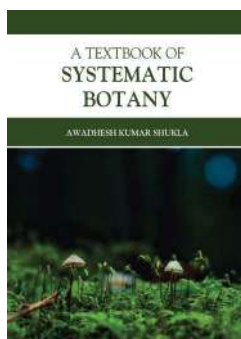
ISBN : 978-93-6967-382-7

Hardback

Price : ₹ 4995.00

Year : 2026





A Textbook of Systematic Botany

Dr. Awdhesh Kumar Shukla

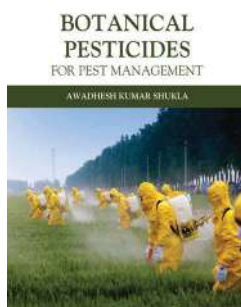
About the Book: This book provides a comprehensive introduction to the field of systematic botany, focusing on the classification, identification, and naming of plants. It covers the principles and methods of plant taxonomy, including the use of morphological, molecular, and phylogenetic techniques to classify plant species and understand their evolutionary relationships. The book discusses the history and development of plant classification systems, from early taxonomical frameworks to modern systems based on genetic data. It also explores the practical applications of plant systematics in conservation, agriculture, and ecology. With clear explanations, diagrams, and examples of plant families, genera, and species, the book offers a detailed overview of plant diversity and its classification. It is an essential resource for students and researchers in botany, ecology, and environmental science, providing the foundational knowledge required to study plant taxonomy and contribute to the scientific understanding of plant life.

ISBN : 978-93-6967-917-1

Hardback

Price : ₹ 4895.00

Year : 2026



Botanical Pesticides for Pest Management

Dr. Awdhesh Kumar Shukla

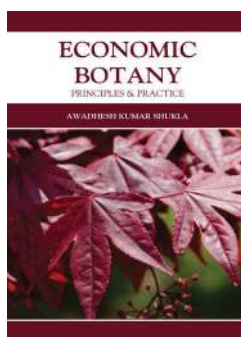
About the Book: This book explores the use of botanical pesticides as an eco-friendly alternative to synthetic chemicals in pest management. It provides an in-depth look at various plant-based substances with pesticidal properties, including neem, pyrethrum, and rotenone, and examines their effectiveness against a range of pests, such as insects, fungi, and weeds. The book covers the mechanisms of action of these botanical pesticides, their formulation, application methods, and the environmental and health benefits of using natural products over conventional chemical pesticides. It also discusses the challenges associated with their use, such as formulation stability and regulatory approval. With a focus on sustainable agriculture and integrated pest management, the book provides valuable insights for researchers, farmers, and pest control professionals looking to adopt more environmentally responsible pest control methods. Ideal for students and professionals in agriculture, environmental science, and plant biology, it serves as a comprehensive resource on the role of botanical pesticides in modern pest management practices.

ISBN : 978-93-6967-950-8

Hardback

Price : ₹ 4995.00

Year : 2026



Economic Botany: Principles & Practice

Dr. Awdhesh Kumar Shukla

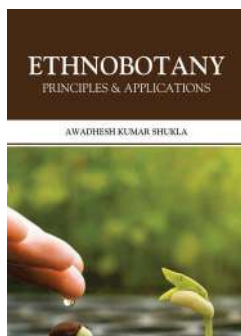
About the Book: This book delves into the study of plants and their uses in human society, focusing on the economic importance of various plant species. It covers the principles of economic botany, exploring how plants are utilized for food, medicine, clothing, and other industrial purposes. The book examines key crops, their cultivation, and their contributions to global economies, along with the role of plants in biotechnology and sustainable development. It also highlights the impact of economic botany on conservation efforts, as well as the potential for discovering new plant-based resources for human use. Through case studies, examples of plant-based industries, and discussions on environmental and ethical issues, the book provides readers with a comprehensive understanding of the significant role plants play in the economy and human well-being. Ideal for students, researchers, and professionals in botany, agriculture, and environmental science, it offers a valuable resource for those interested in the practical applications of plant biology.

ISBN : 978-93-6967-687-3

Hardback

Price : ₹ 4595.00

Year : 2026



Ethnobotany: Principles & Applications

Dr. Awdhesh Kumar Shukla

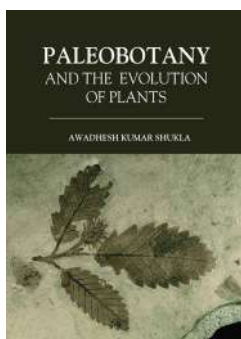
About the Book: This book explores the fascinating field of ethnobotany, which studies the relationship between people and plants, particularly in how different cultures use plants for medicinal, nutritional, and cultural purposes. It covers the principles of ethnobotany, including the methods of documenting and analyzing traditional knowledge about plants, as well as the ethical considerations involved in working with indigenous knowledge. The book delves into the practical applications of ethnobotany, such as plant conservation, the discovery of new medicines, sustainable agriculture, and the preservation of biodiversity. It also examines how ethnobotanical research can contribute to environmental and social sustainability by promoting the integration of traditional knowledge with modern science. Through case studies and examples from around the world, this book provides a comprehensive understanding of the vital role plants play in various societies and how this knowledge can be applied in contemporary contexts.

ISBN : 978-93-6967-274-5

Hardback

Price : ₹ 4695.00

Year : 2026



Paleobotany and the Evolution of Plants

Dr. Awdhesh Kumar Shukla

About the Book: "This book explores the fascinating field of paleobotany, focusing on the history and evolution of plant life on Earth. It delves into the fossil record to examine how ancient plants have evolved over geological time, shaping the development of modern ecosystems. The book covers key topics such as plant fossilization, the rise of vascular plants, the advent of flowering plants, and the environmental and climatic changes that influenced plant evolution. By integrating paleobotanical research with evolutionary theory, it highlights the significant role plants have played in the Earth's ecological and atmospheric history. The text also discusses the techniques used to study plant fossils, including microscopic analysis and isotopic studies. Richly illustrated and supported by case studies, this book serves as a valuable resource for students and researchers in botany, paleontology, and evolutionary biology, providing insights into the deep evolutionary history of plant life."

ISBN : 978-93-6967-915-7

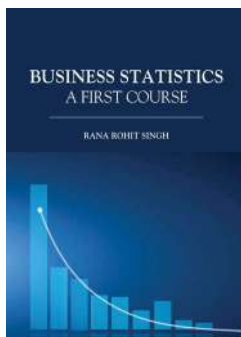
Hardback

Price : ₹ 5195.00

Year : 2026



Business Management



Business Statistics A First Course

Dr. Rana Rohit Singh

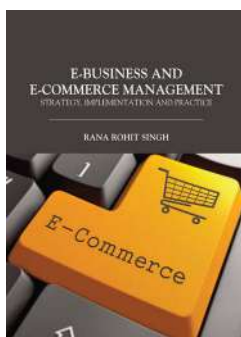
About the Book: This book offers a clear and accessible introduction to the fundamental concepts and techniques of business statistics, designed for students with no prior background in the subject. It covers the essential topics in statistical analysis, including data collection, descriptive statistics, probability, hypothesis testing, regression analysis, and statistical inference. The book emphasizes real-world applications of statistics in business decision-making, demonstrating how data can be used to analyze trends, forecast outcomes, and improve business strategies. With a focus on practical examples, case studies, and step-by-step instructions, it helps students understand how to apply statistical methods to solve business problems. Ideal for undergraduate students in business, economics, and management, this book provides the foundational skills needed to interpret and analyze data effectively, making it an essential resource for anyone looking to gain a solid understanding of business statistics.

ISBN : 978-93-6967-122-9

Hardback

Price : ₹ 4595.00

Year : 2026



E-Business And E-Commerce Management: Strategy, Implementation And Practice

Dr. Rana Rohit Singh

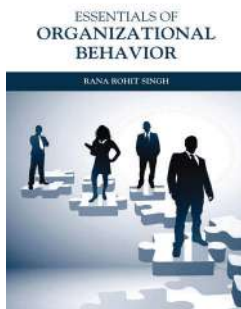
About the Book: This book offers a comprehensive guide to the strategies, practices, and management of e-business and e-commerce in the modern digital economy. It covers essential aspects such as online business models, digital marketing, website design, e-payment systems, and supply chain management. The book explores how companies can implement e-commerce solutions to streamline operations, improve customer service, and gain competitive advantages. It also examines the challenges and risks associated with e-commerce, including cybersecurity, privacy concerns, and legal issues. By integrating case studies and real-world examples, the book demonstrates how successful businesses have implemented e-commerce strategies and managed their digital operations. Designed for students, business managers, and entrepreneurs, this book provides practical insights and tools for managing and growing e-businesses. It serves as an essential resource for understanding the impact of e-commerce on global markets and offers actionable strategies for successful online business management.

ISBN : 978-93-6967-830-3

Hardback

Price : ₹ 4995.00

Year : 2026



Essentials Of Organizational Behavior

Dr. Rana Rohit Singh

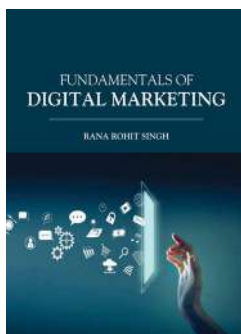
About the Book: This book provides a concise yet comprehensive introduction to the field of organizational behavior, focusing on the key concepts, theories, and applications that influence how individuals and groups behave within organizations. It covers topics such as motivation, leadership, communication, decision-making, teamwork, and conflict resolution, offering insights into how these factors impact organizational performance and employee satisfaction. The book also addresses the importance of organizational culture, ethics, and diversity in shaping workplace dynamics. Through real-world examples, case studies, and practical exercises, it emphasizes how managers and leaders can apply organizational behavior principles to improve productivity, foster collaboration, and create a positive work environment. Ideal for students and professionals, this book serves as an essential resource for understanding the human factors that drive organizational success and the strategies needed to manage and lead in today's rapidly changing business landscape.

ISBN : 978-93-6967-578-4

Hardback

Price : ₹ 4895.00

Year : 2026



Fundamentals Of Digital Marketing

Dr. Rana Rohit Singh

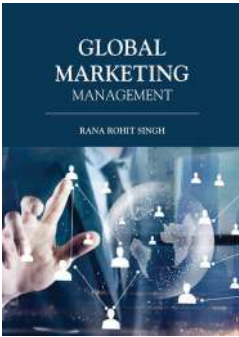
About the Book: This book serves as an essential guide to the core concepts and strategies of digital marketing in today's online-driven world. It covers key topics such as search engine optimization (SEO), pay-per-click (PPC) advertising, social media marketing, email campaigns, content marketing, and web analytics. The book highlights the importance of understanding digital platforms, audience segmentation, and how to craft effective marketing messages to engage customers. It also explores the integration of digital marketing with broader business strategies, emphasizing the role of data-driven decision-making in optimizing marketing efforts. With practical insights, case studies, and tips for building a strong online presence, the book provides a solid foundation for those seeking to develop and execute digital marketing campaigns. Ideal for students, aspiring marketers, and small business owners, it offers the tools necessary to succeed in the ever-evolving digital landscape.

ISBN : 978-93-6967-094-9

Hardback

Price : ₹ 4695.00

Year : 2026



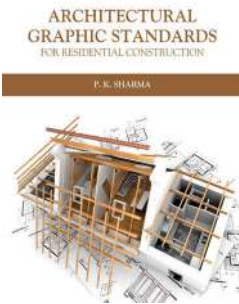
Global Marketing Management

Dr. Rana Rohit Singh

About the Book: This book offers a comprehensive approach to managing marketing strategies in a globalized business environment. It covers key aspects of global marketing, including market entry strategies, cross-cultural marketing, international consumer behavior, and global branding. The book emphasizes the challenges and opportunities companies face when operating across borders, such as navigating diverse legal, economic, and political environments, as well as adapting to cultural differences. It also explores the role of digital marketing and e-commerce in expanding a brand's global presence. Through case studies and practical examples, the book provides insights into how businesses can design and implement effective marketing strategies that resonate with international markets. Aimed at students, marketers, and business professionals, this book serves as a crucial resource for understanding how to manage and execute successful global marketing campaigns in today's interconnected world.

ISBN : 978-93-6967-233-2	Hardback	Price : ₹ 4995.00	Year : 2026
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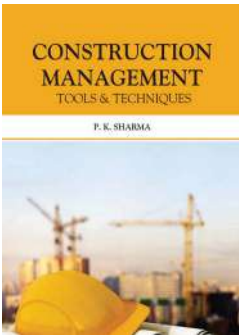


Architectural Graphic Standards for Residential Construction

Er. P. K. Sharma

About the Book: Architectural Graphic Standards for Residential Construction is an essential resource for architects, designers, and builders, offering detailed guidance on the principles and practices of residential design and construction. This comprehensive guide provides precise drawings, specifications, and technical data for every aspect of residential projects, from site planning and structural components to interior finishes and sustainable systems. It covers building codes, material selection, and innovative technologies, ensuring compliance and efficiency in the design process. Topics include framing, roofing, HVAC systems, plumbing, electrical layouts, and energy-efficient construction methods. The book emphasizes clarity and precision, featuring visually rich illustrations and step-by-step instructions that facilitate effective communication among project stakeholders. By integrating traditional design standards with modern building trends, this reference serves as a practical tool for creating functional, aesthetically pleasing, and sustainable residential spaces. Architectural Graphic Standards for Residential Construction is indispensable for professionals committed to excellence in homebuilding.

ISBN : 978-93-6967-861-7	Hardback	Price : ₹ 4995.00	Year : 2026
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Construction Management: Tools & Techniques

Er. P. K. Sharma

About the Book: Construction Management: Tools & Techniques provides a comprehensive guide to the principles and practices of managing construction projects effectively. Covering every stage of the construction lifecycle, the book emphasizes planning, scheduling, resource allocation, cost estimation, and quality assurance. It explores key management tools such as Gantt charts, Critical Path Method (CPM), and Building Information Modeling (BIM) to optimize project workflows and enhance collaboration among stakeholders. Topics include risk assessment, contract management, safety protocols, and sustainability in construction practices. The book also addresses contemporary challenges like integrating advanced technologies, managing diverse teams, and adhering to regulatory standards. Real-world case studies and practical examples illustrate successful project management strategies and common pitfalls to avoid. Designed for students, construction managers, engineers, and project professionals, Construction Management: Tools & Techniques equips readers with the knowledge and skills to deliver projects on time, within budget, and to the highest quality standards.

ISBN : 978-93-6967-562-3	Hardback	Price : ₹ 4695.00	Year : 2026
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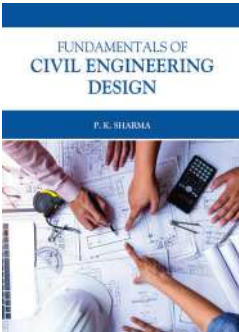


Earthquake Resistant Design & Risk Reduction

Er. P. K. Sharma

About the Book: Earthquake Resistant Design & Risk Reduction offers a comprehensive guide to designing structures that can withstand seismic forces and mitigate earthquake risks. The book begins with an overview of earthquake dynamics, ground motion characteristics, and the principles of seismic hazard analysis. It delves into the design philosophies and techniques for creating earthquake-resistant buildings, bridges, and infrastructure, emphasizing concepts like ductility, base isolation, and energy dissipation. Detailed discussions cover building codes, materials selection, and retrofitting strategies for existing structures. The text also explores risk assessment methodologies, disaster preparedness, and post-earthquake recovery planning. Case studies from seismic events worldwide highlight best practices and lessons learned. Combining theoretical insights with practical applications, this book serves as an essential resource for civil and structural engineers, architects, urban planners, and policymakers aiming to enhance resilience and safety in earthquake-prone regions. Earthquake Resistant Design & Risk Reduction equips professionals to address the challenges of seismic engineering effectively.

ISBN : 978-93-6967-901-0	Hardback	Price : ₹ 5195.00	Year : 2026
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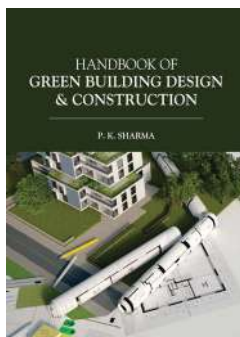


Fundamentals of Civil Engineering Design

Er. P. K. Sharma

About the Book: Fundamentals of Civil Engineering Design provides a comprehensive introduction to the principles, methodologies, and practices essential for designing safe, efficient, and sustainable infrastructure. The book covers key aspects of civil engineering, including structural, geotechnical, transportation, environmental, and water resource engineering. It emphasizes the integration of design principles with practical constraints such as material selection, cost, environmental impact, and safety standards. Topics include load analysis, foundation design, transportation planning, and storm water management, along with modern computational tools and software applications used in the industry. The text also explores contemporary challenges like climate resilience and sustainable design practices. Real-world case studies and problem-solving exercises illustrate the application of theory to practical scenarios. Ideal for students and early-career professionals, Fundamentals of Civil Engineering Design serves as a foundational resource for understanding the multifaceted nature of civil engineering projects and their role in shaping our built environment.

ISBN : 978-93-6967-784-9	Hardback	Price : ₹ 4595.00	Year : 2026
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Handbook of Green Building Design & Construction

Er. P. K. Sharma

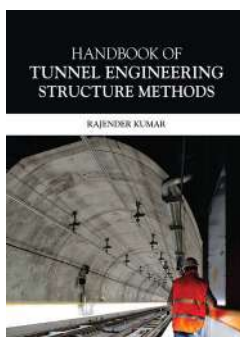
About the Book: Handbook of Green Building Design & Construction is a definitive guide to creating sustainable, energy-efficient, and environmentally responsible buildings. This comprehensive resource explores key principles of green architecture, including site selection, water conservation, energy optimization, and the use of renewable materials. The book delves into modern strategies for achieving high-performance buildings, such as passive design, efficient HVAC systems, and renewable energy integration. It also examines green certifications like LEED, BREEAM, and WELL, providing practical insights into meeting global sustainability standards. Chapters address lifecycle cost analysis, waste reduction, and indoor environmental quality, emphasizing a holistic approach to design and construction. Illustrated with case studies and real-world examples, the text bridges theoretical concepts with practical applications, making it an essential tool for architects, engineers, builders, and policymakers. Handbook of Green Building Design & Construction equips professionals to lead the way in crafting a sustainable future.

ISBN : 978-93-6967-723-8

Hardback

Price : ₹ 4895.00

Year : 2026



Handbook of Tunnel Engineering: Structure Methods

Er. Rajender Kumar

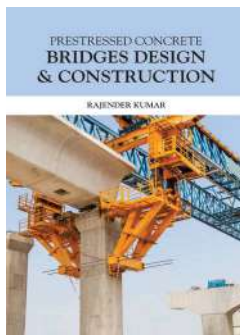
About the Book: Handbook of Tunnel Engineering: Structure & Methods offers a thorough exploration of the design, construction, and maintenance of tunnels for transportation, utilities, and other infrastructure. This book covers fundamental principles of tunnel engineering, including geological and geotechnical considerations, structural analysis, and material selection. It delves into various construction methods, such as cut-and-cover, bored tunneling, and New Austrian Tunneling Method (NATM), along with the use of Tunnel Boring Machines (TBMs). Emphasis is placed on addressing challenges like groundwater control, ventilation, seismic considerations, and safety during construction. The text also explores innovations in tunneling technology and sustainable practices. Illustrated with real-world case studies, it provides practical guidance on project management, cost estimation, and compliance with international standards. Ideal for students, engineers, and professionals, Handbook of Tunnel Engineering: Structure & Methods equips readers with the knowledge and tools to undertake complex tunneling projects successfully.

ISBN : 978-93-6967-019-2

Hardback

Price : ₹ 4695.00

Year : 2026



Prestressed Concrete Bridges Design & Construction

Er. Rajender Kumar

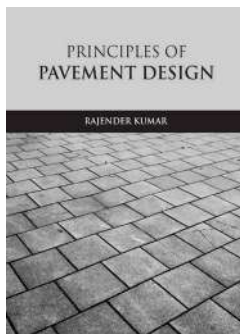
About the Book: Prestressed Concrete Bridges: Design & Construction provides a comprehensive guide to the principles, techniques, and practices involved in designing and building durable and efficient prestressed concrete bridges. The book covers fundamental concepts of prestressing, material properties, and load-bearing behavior, along with detailed methods for the analysis and design of bridge components. Topics include girder design, segmental construction, cable-stayed systems, and innovations in post-tensioning techniques. It also explores challenges such as thermal effects, creep, shrinkage, and fatigue in bridge structures. Emphasis is placed on construction methods, including precast and in-situ techniques, quality control, and maintenance strategies to ensure long-term performance. Real-world examples, design codes, and case studies highlight successful applications and contemporary challenges. This book is an essential resource for civil engineers, bridge designers, and construction professionals, providing the technical knowledge and practical insights necessary to create safe, sustainable, and cost-effective prestressed concrete bridges.

ISBN : 978-93-6967-871-6

Hardback

Price : ₹ 4895.00

Year : 2026



Principles of Pavement Design

Er. Rajender Kumar

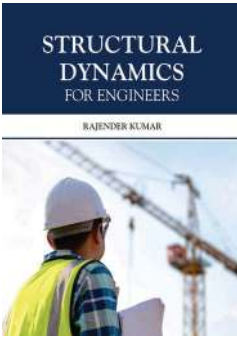
About the Book: Principles of Pavement Design offers a comprehensive guide to the analysis, design, and maintenance of pavements, catering to both flexible and rigid pavement systems. The book begins with an exploration of the fundamental properties of pavement materials, including soil, aggregates, and binders, and their influence on performance. It delves into the principles of load distribution, structural analysis, and the environmental factors affecting pavement life. Topics such as traffic forecasting, pavement thickness design, and material selection are covered in detail, with a focus on sustainable practices and modern technologies. The text also addresses methods for evaluating existing pavements, rehabilitation techniques, and lifecycle cost analysis to ensure durability and cost-effectiveness. Incorporating case studies and real-world scenarios, Principles of Pavement Design bridges theoretical concepts with practical applications, making it an essential resource for students, researchers, and professionals in civil engineering and transportation infrastructure planning.

ISBN : 978-93-6967-934-8

Hardback

Price : ₹ 5195.00

Year : 2026



Structural Dynamics for Engineers

Er. Rajender Kumar

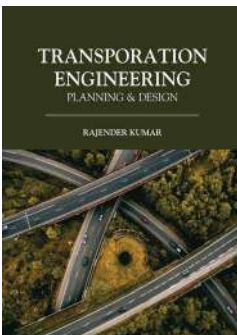
About the Book: Structural Dynamics for Engineers provides an in-depth exploration of the dynamic behavior of structures and their response to various forces, including seismic, wind, and vibrational loads. This book introduces the fundamental principles of structural dynamics, covering topics such as free and forced vibrations, damping, resonance, and the modeling of dynamic systems. It delves into advanced methods of analysis, including modal analysis, finite element modeling, and time-history analysis, equipping engineers with the tools to predict and mitigate structural responses under dynamic conditions. Practical applications include the design and evaluation of buildings, bridges, and other critical infrastructure to ensure safety and resilience. Real-world examples and case studies illustrate the integration of theory with modern engineering practices. Designed for students, researchers, and practicing engineers, Structural Dynamics for Engineers is a valuable resource for understanding and addressing the challenges posed by dynamic forces in structural design and analysis.

ISBN : 978-93-6967-768-9

Hardback

Price : ₹ 4695.00

Year : 2026



Transportation Engineering: Planning & Design

Er. Rajender Kumar

About the Book: Transportation Engineering: Planning & Design provides a detailed exploration of the principles and practices essential for designing efficient, sustainable, and safe transportation systems. This book covers the fundamental aspects of transportation engineering, including traffic analysis, highway design, urban transit planning, and multimodal transportation systems. It delves into advanced topics such as intelligent transportation systems (ITS), environmental impact assessments, and the integration of technology in transportation planning. Emphasis is placed on balancing functionality, sustainability, and societal needs through thoughtful infrastructure design and strategic planning. Case studies and real-world examples illustrate the application of engineering principles to solve contemporary transportation challenges. Practical guidance on regulatory frameworks, safety standards, and emerging trends such as electric and autonomous vehicles further enhances its relevance. Transportation Engineering: Planning & Design is an invaluable resource for students, engineers, and urban planners committed to shaping efficient and sustainable transportation solutions for the future.

ISBN : 978-93-6967-629-3

Hardback

Price : ₹ 4895.00

Year : 2026





Advances In Security And Payment Methods For Mobile Commerce

Dr. Piyush Shrivastava

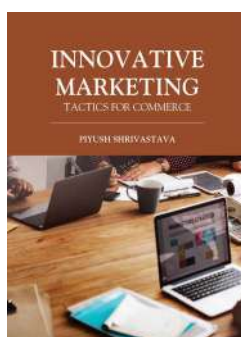
About the Book: This book explores the latest advancements in security protocols and payment methods used in mobile commerce, emphasizing the critical importance of secure transactions in the digital age. It covers various security technologies, including encryption, biometrics, multi-factor authentication, and secure mobile payment systems, highlighting how they safeguard consumer data and prevent fraud. The book also delves into emerging payment methods such as mobile wallets, NFC (Near Field Communication) payments, and cryptocurrency transactions, offering insights into their integration into mobile commerce platforms. Additionally, it examines the regulatory landscape, consumer trust issues, and the challenges mobile commerce businesses face in ensuring secure and seamless payment experiences. Through case studies and practical examples, the book provides a comprehensive understanding of how mobile commerce security and payment innovations are transforming e-commerce and mobile banking. Ideal for students, professionals, and industry practitioners, this book serves as a valuable resource for navigating the evolving world of secure mobile commerce.

ISBN : 978-93-6967-053-6

Hardback

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Year : 2026



Innovative Marketing Tactics For Commerce

Dr. Piyush Shrivastava

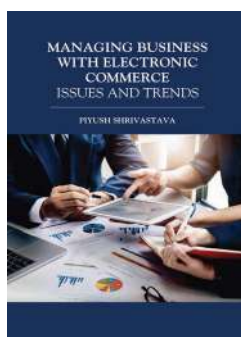
About the Book: This book explores cutting-edge marketing strategies and tactics tailored for the modern commerce landscape. It focuses on innovative approaches to reaching and engaging consumers in an increasingly digital and competitive marketplace. The book covers emerging trends in digital marketing, including social media marketing, content marketing, influencer partnerships, and the use of big data and artificial intelligence to personalize customer experiences. It also addresses traditional marketing tactics, such as direct marketing and branding, with a focus on how they can be integrated into contemporary business practices. The book highlights case studies from successful brands, providing real-world examples of how innovative marketing techniques have driven business growth. Aimed at business professionals, marketers, and students, this book serves as a comprehensive guide to understanding and implementing innovative marketing strategies to meet the evolving demands of commerce in the digital age.

ISBN : 978-93-6967-765-8

Hardback

Price : ₹ 4595.00

Year : 2026



Managing Business With Electronic Commerce: Issues And Trends

Dr. Piyush Shrivastava

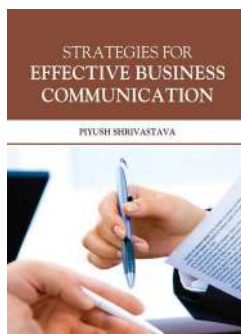
About the Book: This book provides an in-depth exploration of electronic commerce (e-commerce) and its impact on business management in the digital age. It examines key issues such as online business models, digital marketing strategies, e-payment systems, cybersecurity, and the legal and ethical challenges of conducting business online. The book also highlights emerging trends in e-commerce, such as mobile commerce, social media integration, and the use of big data and artificial intelligence to enhance customer experiences and business operations. Through case studies and practical insights, the book demonstrates how businesses can leverage e-commerce to increase efficiency, expand market reach, and stay competitive in a rapidly changing global marketplace. Designed for business students, entrepreneurs, and professionals, this book serves as a comprehensive guide to understanding the complexities of e-commerce and its role in shaping the future of business management.

ISBN : 978-93-6967-185-4

Hardback

Price : ₹ 4795.00

Year : 2026



Strategies For Effective Business Communication

Dr. Piyush Shrivastava

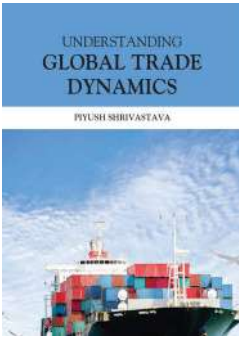
About the Book: This book focuses on the key strategies and skills required for effective business communication in today's dynamic and diverse workplace. It covers a range of communication methods, including verbal, written, and non-verbal communication, emphasizing the importance of clarity, conciseness, and active listening in professional interactions. The book explores communication in various business contexts, such as meetings, presentations, negotiations, and cross-cultural exchanges, offering practical tips and techniques to improve interpersonal communication. It also addresses the role of digital communication tools, social media, and email etiquette in modern business environments. Through case studies, examples, and actionable strategies, this book provides readers with the tools to enhance their communication skills, foster collaboration, and build stronger professional relationships. Ideal for business students, managers, and professionals, it serves as a valuable resource for anyone looking to improve communication within their organization and beyond.

ISBN : 978-93-6967-393-3

Hardback

Price : ₹ 4695.00

Year : 2026



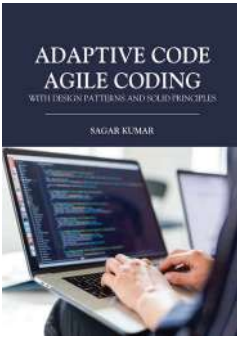
Understanding Global Trade Dynamics

Dr. Piyush Shrivastava

About the Book: This book provides an in-depth analysis of the complex and interconnected world of global trade, focusing on the economic, political, and social factors that shape international markets. It covers key topics such as trade policies, global supply chains, trade agreements, tariffs, and the role of international organizations like the World Trade Organization (WTO). The book also explores the impact of globalization, technological advancements, and emerging economies on global trade patterns. Through case studies and theoretical frameworks, readers gain a deeper understanding of the dynamics that drive global commerce and influence economic growth. Designed for students, business professionals, and policymakers, this book serves as an essential resource for comprehending the complexities of international trade, offering insights into both the opportunities and challenges that arise in an increasingly interconnected global economy.

ISBN : 978-93-6967-334-6	Hardback	Price : ₹ 4895.00	Year : 2026
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Adaptive Code: Agile Coding With Design Patterns And Solid Principles

Sagar Kumar

About the Book: Adaptive Code: Agile Coding with Design Patterns and SOLID Principles is a comprehensive guide to writing flexible, maintainable, and robust software in an agile development environment. This book emphasizes the importance of clean architecture, modular design, and adhering to SOLID principles—Single Responsibility, Open/Closed, Liskov Substitution, Interface Segregation, and Dependency Inversion—to create adaptable codebases. It provides practical insights into implementing design patterns such as Singleton, Factory, and Strategy, ensuring scalability and ease of maintenance. The book also explores techniques for managing dependencies, refactoring, and unit testing, empowering developers to respond effectively to changing requirements and deliver high-quality software. Designed for programmers, software architects, and team leaders, Adaptive Code combines theoretical explanations with real-world examples and hands-on exercises, making it an essential resource for mastering agile coding practices. By fostering adaptability and efficiency, this book helps teams build resilient software systems in dynamic and fast-paced development environments.

ISBN : 978-93-6967-921-8

Hardback

Price : ₹ 4795.00

Year : 2026



Advanced Computer Architectures: A Design Space Approach

Sagar Kumar

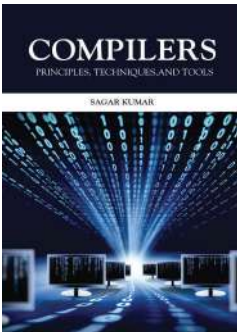
About the Book: Advanced Computer Architectures: A Design Space Approach provides an in-depth exploration of modern computer architecture, focusing on the design principles and trade-offs that shape high-performance computing systems. This book covers critical topics such as parallel processing, pipelining, memory hierarchies, interconnect networks, and instruction-level parallelism. It emphasizes a design space exploration methodology, enabling readers to evaluate and optimize architectural choices for specific applications. Discussions extend to emerging technologies, including multicore processors, GPUs, and energy-efficient architectures, offering insights into cutting-edge developments in the field. With detailed case studies, real-world examples, and hands-on exercises, the book bridges theoretical concepts and practical applications. Designed for advanced students, researchers, and professionals, Advanced Computer Architectures: A Design Space Approach equips readers with the knowledge to design, analyze, and optimize computing systems that meet the demands of modern workloads and technological advancements.

ISBN : 978-93-6967-832-7

Hardback

Price : ₹ 4695.00

Year : 2026



Compilers: Principles, Techniques, And Tools

Sagar Kumar

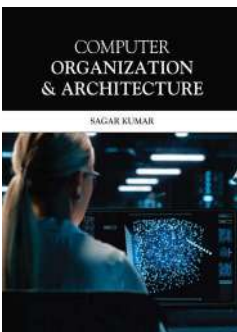
About the Book: Compilers: Principles, Techniques, and Tools provides a definitive guide to the theory and practice of compiler construction, making it an essential resource for students, educators, and professionals in computer science. This book covers the foundational principles of compilers, including lexical analysis, syntax analysis, semantic analysis, optimization, and code generation. It introduces key algorithms and data structures used in the compilation process while offering practical insights into designing and implementing compilers for modern programming languages. Advanced topics such as intermediate code representation, register allocation, and parallelism are also discussed, ensuring a comprehensive understanding of the field. With clear explanations, and real-world examples, the book bridges the gap between theory and application. Compilers: Principles, Techniques, and Tools equips readers with the knowledge to develop efficient, reliable compilers and gain a deeper understanding of programming language design and computer architecture.

ISBN : 978-93-6967-939-3

Hardback

Price : ₹ 4895.00

Year : 2026



Computer Organization & Architecture

Sagar Kumar

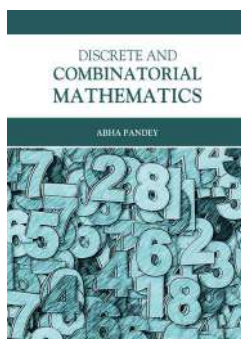
About the Book: Computer Organization & Architectures provides a comprehensive exploration of the fundamental principles and modern advancements in computer system design and operation. This book covers key topics such as processor design, memory hierarchies, input/output systems, and instruction set architectures, offering a detailed understanding of how computers function at both hardware and software levels. It delves into concepts like pipelining, parallel processing, cache management, and advanced architectures, including RISC, CISC, and multi-core systems. Designed for students, educators, and professionals, the book combines theoretical explanations with practical examples and problem-solving exercises to build a strong foundation in computer architecture. It also explores emerging trends in the field, such as quantum computing and energy-efficient designs. Computer Organization & Architectures equips readers with the knowledge and analytical skills needed to design, evaluate, and optimize computer systems, making it an essential resource for anyone pursuing a career in computing or related disciplines.

ISBN : 978-93-6967-309-4

Hardback

Price : ₹ 4995.00

Year : 2026



Discrete And Combinatorial Mathematics

Dr. Abha Pandey

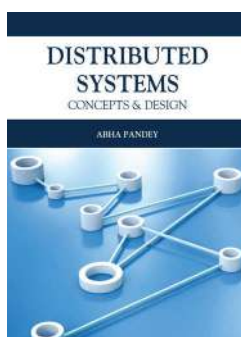
About the Book: This book serves as a comprehensive guide to discrete and combinatorial mathematics, focusing on its fundamental principles and practical applications. It covers essential topics such as set theory, graph theory, combinatorics, logic, algorithms, and mathematical proof techniques. The book emphasizes problem-solving and analytical thinking, showcasing how discrete mathematics is applied in computer science, cryptography, network design, and operations research. With detailed explanations, illustrative examples, and practice problems, it bridges theory and application, making complex concepts accessible to readers. Designed for students, educators, and professionals, this text is an invaluable resource for mastering the tools and methods needed to solve real-world problems and advance in fields that rely on discrete mathematical structures.

ISBN : 978-93-6967-559-3

Hardback

Price : ₹ 4995.00

Year : 2026



Distributed Systems: Concepts & Design

Dr. Abha Pandey

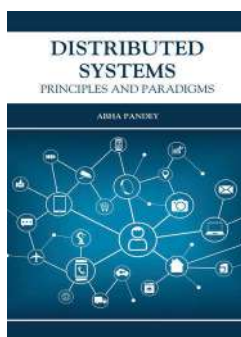
About the Book: This book offers a thorough exploration of the concepts and design principles underlying distributed systems, equipping readers with the knowledge needed to understand, build, and manage them. It delves into fundamental topics such as communication, synchronization, consistency, fault tolerance, and security, emphasizing the trade-offs and challenges of distributed system design. The text also covers advanced architectures like cloud computing, micro services, and distributed databases, illustrating how these systems function in real-world scenarios. With its combination of theoretical insights, practical examples, and case studies, the book provides a balanced approach for both learning and application. Suitable for students, developers, and IT professionals, it serves as a definitive guide to mastering the complexities of distributed computing while fostering an appreciation for its role in powering modern technology.

ISBN : 978-93-6967-199-1

Hardback

Price : ₹ 4995.00

Year : 2026



Distributed Systems: Principles And Paradigms

Dr. Abha Pandey

About the Book: This book provides a foundational understanding of distributed systems, exploring the principles, architectures, and paradigms that underpin their design and functionality. It covers key topics such as communication protocols, synchronization, fault tolerance, replication, and security, offering insights into the challenges of building systems that operate reliably across multiple nodes. The book examines various distributed system paradigms, including client-server, peer-to-peer, and cloud computing, illustrating their real-world applications. Through clear explanations, diagrams, and practical examples, it bridges the gap between theory and practice, helping readers grasp the complexities of distributed computing. Ideal for students, researchers, and professionals, this book serves as a comprehensive guide to understanding and designing efficient, scalable, and resilient distributed systems in today's interconnected world.

ISBN : 978-93-6967-692-7

Hardback

Price : ₹ 4995.00

Year : 2026



Engineering Software Products: An Introduction To Modern Software Engineering

Dr. Abha Pandey

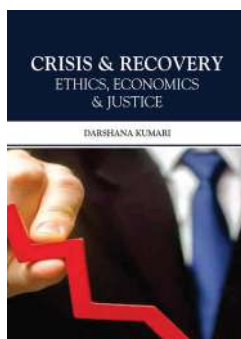
About the Book: This book provides a comprehensive introduction to modern software engineering, focusing on the principles, practices, and tools necessary to design, develop, and maintain high-quality software products. It covers the full software development lifecycle, including requirements analysis, system design, coding, testing, deployment, and maintenance. Emphasizing agile methodologies, DevOps practices, and user-centric design, the book bridges the gap between theory and real-world application. Topics such as software architecture, scalability, security, and project management are explored in depth, equipping readers with the skills to tackle complex engineering challenges. With practical examples, case studies, and exercises, this book is an essential resource for students, professionals, and anyone seeking to build robust, scalable, and innovative software solutions in today's fast-evolving technological landscape.

ISBN : 978-93-6967-016-1

Hardback

Price : ₹ 4995.00

Year : 2026



Crisis & Recovery: Ethics, Economics & Justice

Dr. Darshana Kumari

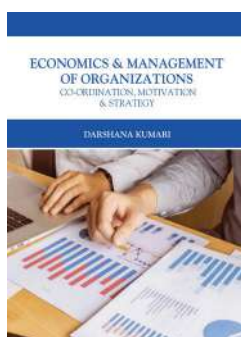
About the Book: Crisis & Recovery: Ethics, Economics & Justice examines the multifaceted challenges of navigating economic crises while upholding principles of ethics and justice. The book delves into the causes and consequences of economic downturns, exploring how systemic inequalities, policy failures, and global interdependencies exacerbate vulnerabilities. It emphasizes the importance of ethical decision-making in crafting recovery strategies that prioritize fairness, inclusivity, and sustainability. Drawing on economic theory, moral philosophy, and real-world case studies, the text provides insights into balancing economic efficiency with social equity during times of upheaval. Topics include financial regulation, redistribution policies, environmental resilience, and the role of global cooperation in fostering recovery. Designed for students, policymakers, and thought leaders, The book offers a comprehensive framework for understanding the intersection of economics, ethics, and justice, empowering readers to contribute to a more equitable and sustainable future in the aftermath of economic crises.

ISBN : 978-93-6967-436-7

Hardback

Price : ₹ 4995.00

Year : 2026



Economics & Management of Organizations: Co-Ordination, Motivation & Strategy

Dr. Darshana Kumari

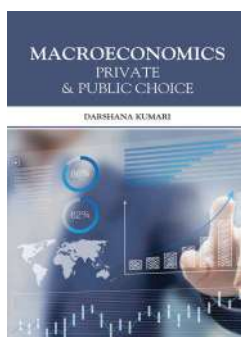
About the Book: Economics & Management of Organizations: Co-ordination, Motivation & Strategy explores the intricate relationship between economic principles and organizational management to achieve efficiency, innovation, and sustainable success. The book delves into key areas such as coordination mechanisms, incentive systems, and strategic decision-making, illustrating how these elements shape organizational performance. It combines insights from economics and management theory to address issues like resource allocation, team dynamics, leadership, and the alignment of individual and corporate goals. With a focus on real-world application, it examines strategies for fostering motivation, minimizing inefficiencies, and navigating challenges in competitive markets. Case studies and practical examples highlight effective organizational practices and the impact of economic thinking on business operations. Designed for students, managers, and professionals, the book provides a comprehensive framework for understanding and managing organizations in a dynamic and interconnected world, bridging theory with actionable strategies for success.

ISBN : 978-93-6967-698-9

Hardback

Price : ₹ 4795.00

Year : 2026



Macroeconomics: Private & Public Choice

Dr. Darshana Kumari

About the Book: Macroeconomics: Private & Public Choice offers an insightful exploration of the forces shaping economies at the national and global levels, focusing on the interplay between private sector decisions and public policy. The book covers fundamental macroeconomic concepts such as GDP, inflation, unemployment, fiscal policy, and monetary policy, providing a clear framework for understanding how these elements influence economic performance. It examines critical topics like economic growth, business cycles, international trade, and the role of government intervention, emphasizing the balance between market efficiency and societal welfare. Through real-world examples and data-driven analysis, the text demonstrates how private decisions and public choices intersect to shape economic outcomes. Designed for students, educators, and policymakers, Macroeconomics: Private and Public Choice emphasizes critical thinking and application, equipping readers with the tools to analyze macroeconomic issues and make informed decisions in a complex and interconnected global economy.

ISBN : 978-93-6967-550-0

Hardback

Price : ₹ 4695.00

Year : 2026



Managerial Economics & Organizational Architecture

Dr. Darshana Kumari

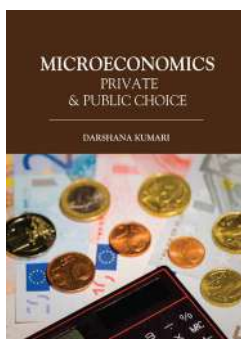
About the Book: Managerial Economics & Organizational Architecture bridges the gap between economic theory and business management, offering a comprehensive guide to decision-making and organizational design. The book explores key concepts in managerial economics, including demand analysis, cost structures, pricing strategies, and market dynamics, providing tools to optimize business performance. Simultaneously, it examines the principles of organizational architecture, focusing on how structure, incentives, and culture align to drive efficiency and innovation within firms. Real-world examples and case studies illustrate the integration of economic analysis with strategic management practices, highlighting how managers can navigate challenges in competitive and dynamic markets. Designed for students, executives, and professionals, the book emphasizes the importance of aligning economic principles with organizational goals to achieve sustainable success. Managerial Economics & Organizational Architecture equips readers with the analytical skills and frameworks needed to design effective organizations and make informed decisions in complex business environments.

ISBN : 978-93-6967-873-0

Hardback

Price : ₹ 4795.00

Year : 2026



Microeconomics: Private & Public Choice

Dr. Darshana Kumari

About the Book: Microeconomics: Private and Public Choice provides a comprehensive exploration of how individual decision-making and market dynamics shape economic outcomes in both private and public sectors. The book delves into core microeconomic principles, including supply and demand, consumer behavior, production costs, and market structures, while addressing real-world issues like government intervention, taxation, and public goods. It highlights the interplay between private incentives and public policies, offering insights into the challenges of balancing efficiency and equity. Through clear explanations, graphical analyses, and practical examples, the book equips readers with a solid foundation to understand and analyze economic behavior and policy decisions. Designed for students, educators, and professionals, Microeconomics: Private & Public Choice emphasizes critical thinking and problem-solving skills, fostering a deeper appreciation for the role of economics in everyday life and its impact on society. This text is an essential resource for understanding the complexities of modern economic systems.

ISBN : 978-93-6967-468-8

Hardback

Price : ₹ 4995.00

Year : 2026





Curriculum Development: Perspectives, Principles And Issues

Dr. Rita

About the Book: Curriculum Development: Perspectives, Principles, and Issues provides a comprehensive exploration of the theories, frameworks, and practices that shape curriculum design in educational settings. This book examines the historical, philosophical, and cultural foundations of curriculum development while addressing contemporary challenges and innovations in the field. It delves into essential principles, such as learner-centered approaches, inclusivity, and alignment with educational standards, offering practical strategies for creating effective and engaging curricula. Key topics include curriculum planning, implementation, assessment, and ongoing evaluation to meet the dynamic needs of diverse learners. The text also discusses critical issues such as globalization, technology integration, and policy impacts on curriculum development. Designed for educators, curriculum designers, and policymakers, the book equips readers with the tools to create meaningful learning experiences that foster critical thinking, creativity, and lifelong learning, ensuring educational relevance in an ever-evolving world.

Year : 2026



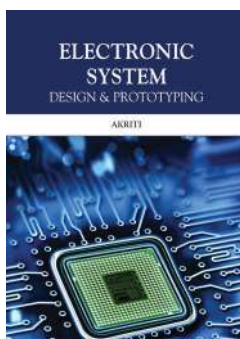
Educational Research: Planning, Conducting, And Evaluating Quantitative And Qualitative Research

Dr. Rita

About the Book: Educational Research: Planning, Conducting, and Evaluating Quantitative and Qualitative Research offers a comprehensive guide to the fundamentals of research methodology in education. The book provides a balanced approach to both quantitative and qualitative methods, equipping readers with the skills to design, conduct, and analyze studies effectively. It covers essential topics such as formulating research questions, selecting appropriate methodologies, collecting and analyzing data, and interpreting findings. Detailed examples and case studies illustrate the application of research techniques in real-world educational settings. Additionally, the text emphasizes ethical considerations and the importance of validity and reliability in research. Designed for students, educators, and professionals, this book serves as a practical resource for understanding and applying research methods to address complex questions and improve educational outcomes. Whether for academic or practical purposes, it fosters critical thinking and informed decision-making in the field of educational research.

Year : 2026





Electronic System Design & Prototyping

Mrs. Akriti

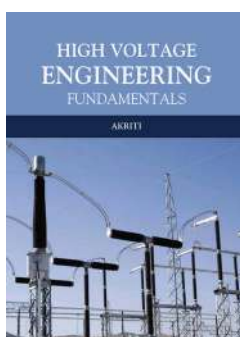
About the Book: Electronic System Design & Prototyping offers a comprehensive exploration of the principles, methodologies, and tools involved in designing and prototyping modern electronic systems. This book covers the entire design lifecycle, from conceptualization and specification to implementation and testing. Key topics include circuit design, PCB layout, system integration, and the use of advanced simulation tools to optimize performance. It also addresses challenges such as signal integrity, power management, and thermal considerations in complex systems. The text emphasizes prototyping techniques, including the use of FPGA, 3D printing, and rapid prototyping platforms, enabling designers to validate and refine their concepts effectively. Practical examples and case studies illustrate the application of these principles in areas such as IoT, robotics, and consumer electronics. Ideal for students, engineers, and professionals, Electronic System Design & Prototyping equips readers with the knowledge and skills to innovate and bring electronic designs from concept to reality.

ISBN : 978-93-6967-513-5

Hardback

Price : ₹ 4995.00

Year : 2026



High Voltage Engineering Fundamentals

Mrs. Akriti

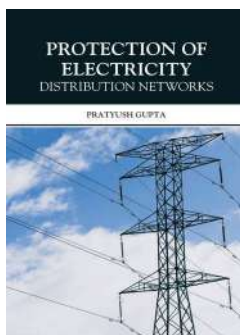
About the Book: High Voltage Engineering Fundamentals provides an in-depth understanding of the principles, design, and applications of high voltage systems, essential for power transmission and industrial applications. The book explores the generation, measurement, and testing of high voltage levels, emphasizing the behavior of materials under high electric fields. Key topics include electrical breakdown in gases, liquids, and solids, insulation design, and partial discharge phenomena. It also covers advanced technologies in high voltage engineering, such as GIS (Gas-Insulated Systems) and HVDC (High Voltage Direct Current) systems, along with safety practices and standards. Practical case studies and experimental techniques are included to bridge theory with real-world applications. Designed for students, engineers, and professionals, High Voltage Engineering Fundamentals equips readers with the foundational knowledge and technical skills to address challenges in designing, operating, and maintaining high voltage systems in modern power and industrial networks.

ISBN : 978-93-6967-220-2

Hardback

Price : ₹ 4795.00

Year : 2026



Protection of Electricity Distribution Networks

Pratyush Gupta

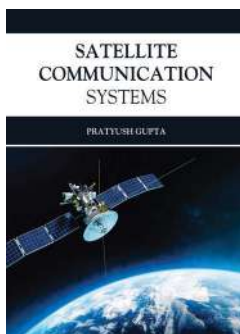
About the Book: Protection of Electricity Distribution Networks provides a comprehensive guide to safeguarding power distribution systems against faults, outages, and operational challenges. This book covers the principles and practices of protective relaying, fault analysis, and system reliability specific to distribution networks. It examines key topics such as overcurrent protection, coordination of protective devices, grounding techniques, and the integration of renewable energy sources. The text also delves into modern technologies, including digital relays, automated monitoring systems, and smart grid applications, highlighting their role in enhancing system resilience. Real-world case studies and practical examples offer insights into addressing common issues like power theft, equipment failure, and voltage instability. Designed for engineers, students, and professionals, Protection of Electricity Distribution Networks equips readers with the tools to ensure safe, efficient, and reliable power delivery, making it an essential resource in the evolving field of electrical power systems.

ISBN : 978-93-6967-891-4

Hardback

Price : ₹ 4695.00

Year : 2026



Satellite Communication Systems

Pratyush Gupta

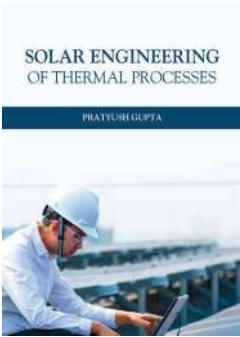
About the Book: Satellite Communication Systems offers a comprehensive exploration of the principles, technologies, and applications that drive global satellite communications. This book provides an in-depth understanding of satellite orbits, signal propagation, and the design and operation of satellite networks. Key topics include transponder technology, link budget analysis, multiple access techniques, and error control methods, with an emphasis on system performance and reliability. It also covers emerging advancements such as high-throughput satellites, satellite-based internet, and integration with terrestrial networks. Practical insights into the deployment of satellite systems for broadcasting, navigation, remote sensing, and military applications are included, along with discussions on regulatory frameworks and spectrum management. With real-world examples and problem-solving exercises, Satellite Communication Systems is a valuable resource for students, engineers, and professionals seeking to master the complexities of satellite technology and its pivotal role in modern communication infrastructure.

ISBN : 978-93-6967-315-5

Hardback

Price : ₹ 4895.00

Year : 2026

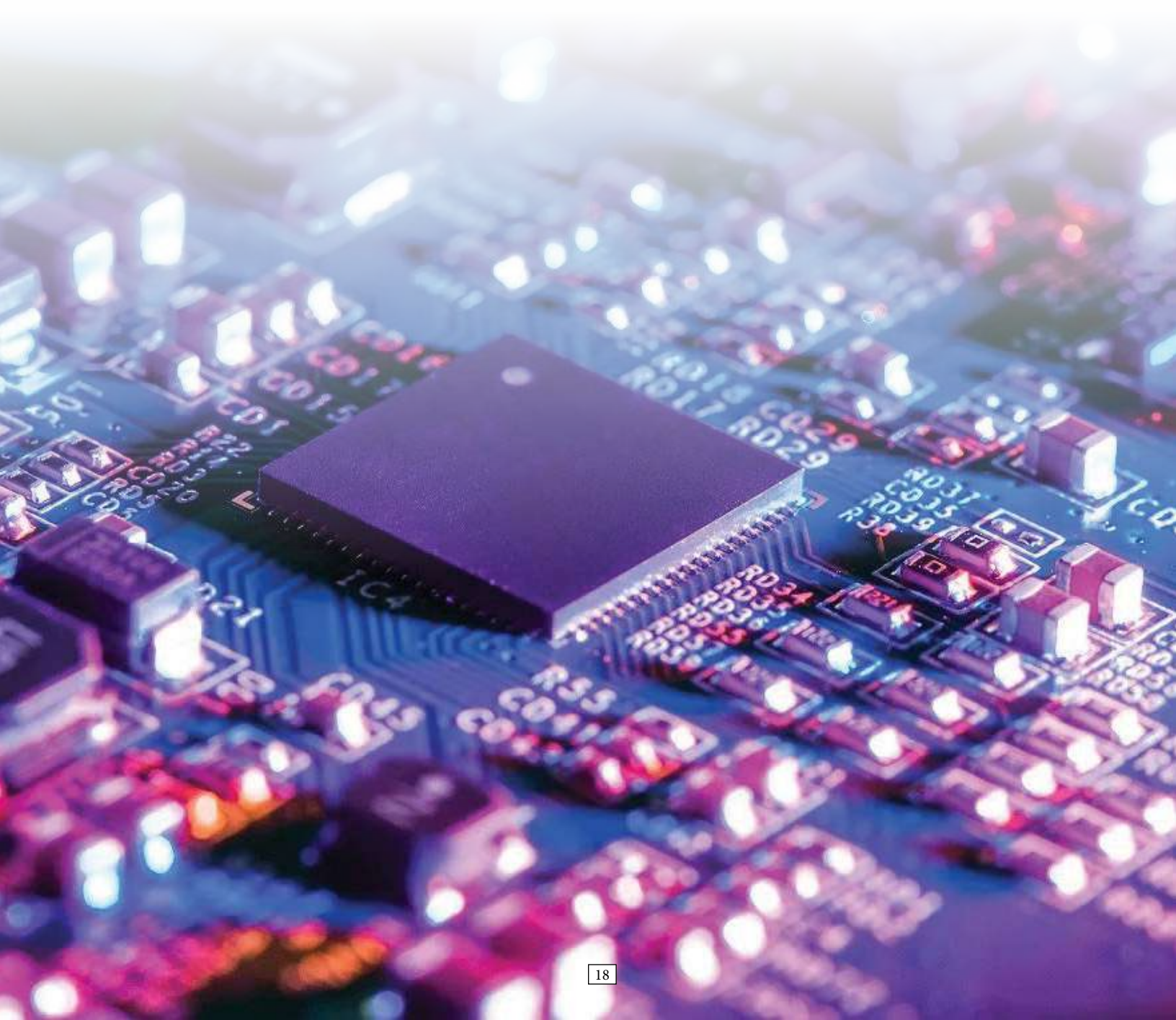


Solar Engineering of Thermal Processes

Pratyush Gupta

About the Book: Solar Engineering of Thermal Processes is a definitive guide to the principles, design, and applications of solar energy systems for thermal processes. This comprehensive resource delves into the fundamentals of solar radiation, energy conversion, and heat transfer, providing a solid foundation for understanding solar thermal technologies. The book covers the design and optimization of solar collectors, thermal storage systems, and integrated solar applications for residential, industrial, and agricultural purposes. It emphasizes sustainability and efficiency, highlighting innovations in solar power for heating, cooling, and electricity generation. With detailed mathematical models, practical design methodologies, and case studies, it bridges the gap between theory and real-world application. Suitable for engineers, researchers, and students, Solar Engineering of Thermal Processes equips readers with the tools to harness solar energy effectively, contributing to renewable energy advancements and sustainable development in a carbon-conscious world.

ISBN : 978-93-6967-582-1	Hardback	Price : ₹ 5195.00	Year : 2026
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Environmental Science



Green Technologies For A Sustainable Future

Dr. Sadanand Naurya

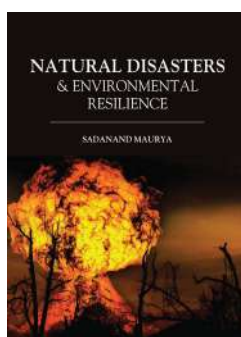
About the Book: Green Technologies for a Sustainable Future explores innovative technologies and practices that promote environmental sustainability and address the challenges of a rapidly changing world. This comprehensive guide covers renewable energy systems, energy-efficient designs, sustainable agriculture, waste management solutions, and advancements in green manufacturing. It highlights the pivotal role of technology in reducing carbon footprints, conserving natural resources, and fostering economic growth without compromising ecological balance. With real-world examples and case studies, the book illustrates successful implementations of green technologies across industries and regions. It also addresses policy frameworks, economic incentives, and the societal shifts needed to accelerate the adoption of sustainable practices. Designed for students, professionals, and sustainability advocates, Green Technologies for a Sustainable Future serves as a vital resource for understanding and implementing solutions that harmonize technological progress with environmental stewardship for a healthier and more sustainable planet.

ISBN : 978-93-6967-322-3

Hardback

Price : ₹ 4895.00

Year : 2026



Natural Disasters & Environmental Resilience

Dr. Sadanand Naurya

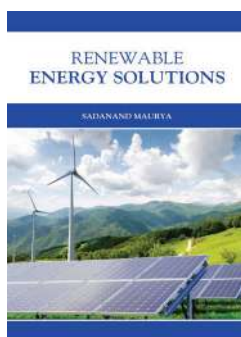
About the Book: Natural Disasters & Environmental Resilience examines the interplay between natural hazards and strategies to build sustainable resilience in vulnerable communities and ecosystems. The book explores the science behind disasters such as earthquakes, hurricanes, floods, wildfires, and climate change, emphasizing their causes, impacts, and global distribution. It delves into the principles of disaster risk reduction, emergency response, and long-term recovery planning while highlighting the role of sustainable practices in mitigating environmental risks. With case studies from around the world, the text showcases innovative approaches to resilience, including community preparedness, resilient infrastructure design, and the integration of environmental conservation into disaster management. By bridging science, policy, and practice, this book offers insights into reducing disaster impacts while fostering ecological balance. Suitable for students, practitioners, and policymakers, Natural Disasters & Environmental Resilience is a critical resource for creating adaptive strategies to safeguard people and the planet.

ISBN : 978-93-6967-810-5

Hardback

Price : ₹ 4695.00

Year : 2026



Renewable Energy Solutions

Dr. Sadanand Naurya

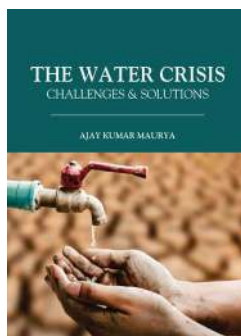
About the Book: Renewable Energy Solutions provides a thorough examination of sustainable energy technologies and their role in addressing global energy challenges. The book explores key renewable energy sources, including solar, wind, hydropower, biomass, and geothermal systems, detailing their principles, technologies, and applications. It highlights the environmental and economic advantages of transitioning to renewables, as well as the challenges associated with integrating these solutions into existing energy systems. Case studies from around the world illustrate innovative projects and best practices in deploying renewable technologies for residential, industrial, and grid-scale applications. The text also addresses emerging trends such as energy storage, smart grids, and hybrid systems that enhance the efficiency and reliability of renewable energy. Designed for students, professionals, and policymakers, Renewable Energy Solutions serves as a comprehensive guide to understanding and implementing sustainable energy practices for a cleaner and more resilient future.

ISBN : 978-93-6967-701-6

Hardback

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Year : 2026



The Water Crisis: Challenges & Solutions

Ajay Kumar Maurya

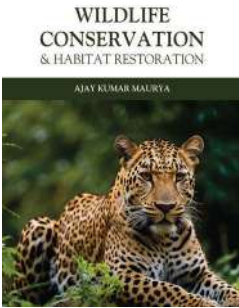
About the Book: This book delves into the global water crisis, highlighting the growing challenges related to water scarcity, contamination, and unequal distribution. It examines the factors driving the crisis, including climate change, population growth, urbanization, and pollution, while discussing their impacts on both human populations and ecosystems. The text also explores innovative solutions for sustainable water management, such as desalination, water recycling, conservation techniques, and the implementation of water-efficient technologies. Through case studies, scientific research, and policy analysis, the book emphasizes the importance of collaboration between governments, communities, and industries to address the crisis. Designed for students, policymakers, and environmentalists, it offers a comprehensive overview of the complex issues surrounding water security and provides practical insights into creating a more water-resilient future for all.

ISBN : 978-93-6967-563-0

Hardback

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Year : 2026

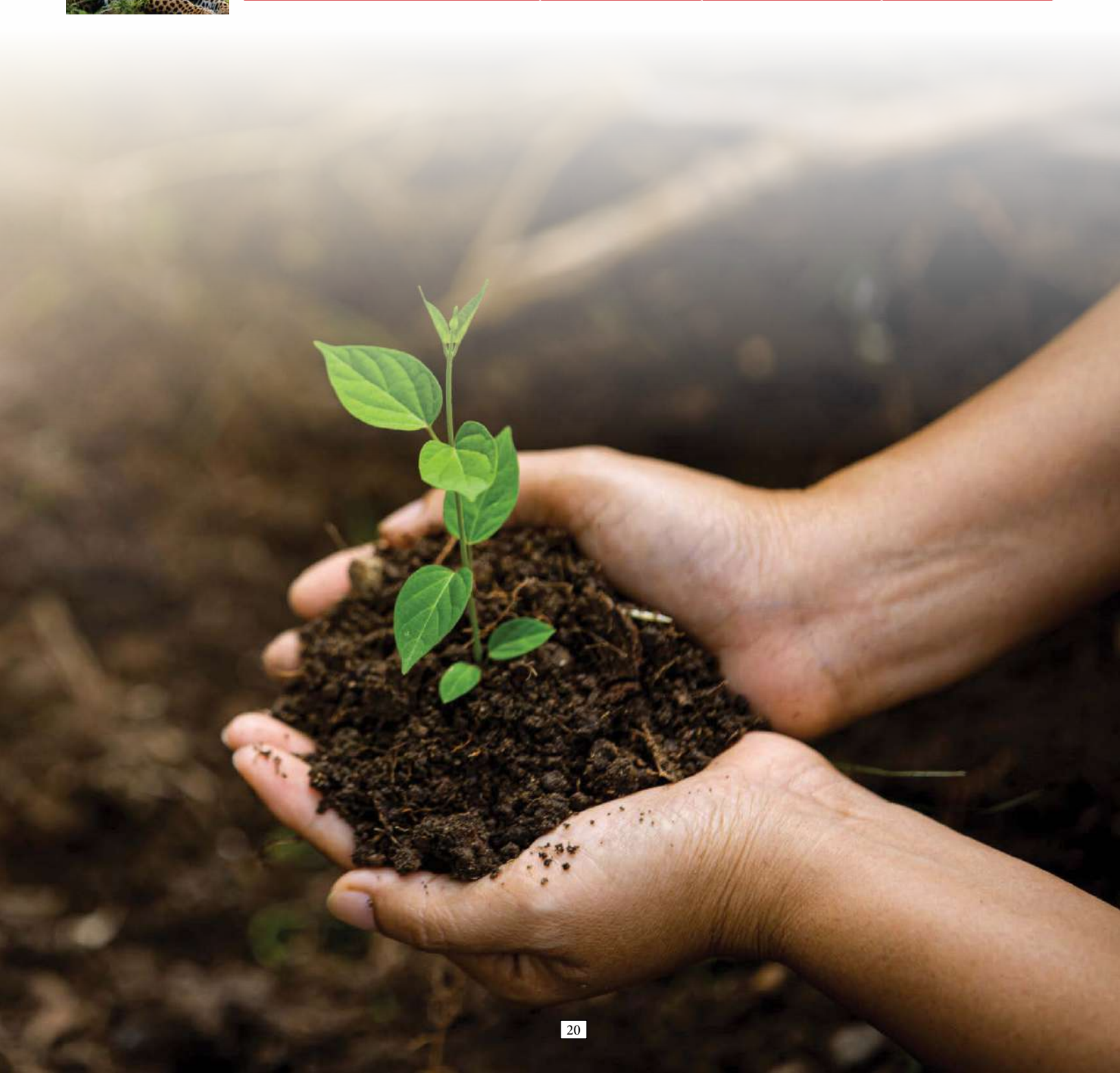


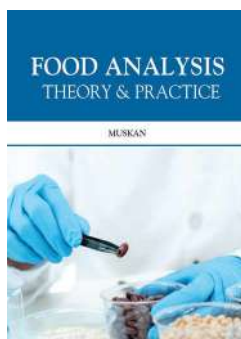
Wildlife Conservation & Habitat Restoration

Ajay Kumar Maurya

About the Book: "This book explores the critical issues surrounding wildlife conservation and habitat restoration, focusing on the strategies and methodologies necessary to preserve biodiversity and rehabilitate ecosystems. It addresses the impact of human activity on natural habitats, the threats posed by climate change, pollution, and deforestation, and the role of conservation efforts in mitigating these effects. The book covers practical restoration techniques, including reforestation, wetland restoration, and the creation of wildlife corridors, while also discussing the importance of sustainable practices and community involvement. By combining scientific research, case studies, and real-world examples, it provides readers with a comprehensive understanding of how to protect endangered species and restore damaged ecosystems. Ideal for environmentalists, students, and conservation professionals, this text serves as a guide to effective conservation strategies and the promotion of long-term ecological health."

ISBN : 978-93-6967-534-0	Hardback	Price : ₹ 4995.00	Year : 2026
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Food Analysis: Theory & Practice

Mushkaan

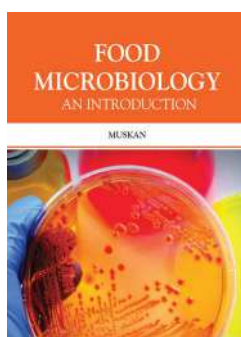
About the Book: Food Analysis: Theory & Practice provides a comprehensive guide to the principles and methods used in analyzing the composition, quality, and safety of food. This book explores the theoretical foundations of food analysis, covering topics such as proximate analysis, spectroscopy, chromatography, and microbiological testing. It also delves into the detection of contaminants, food additives, and nutritional components, emphasizing the importance of accuracy and reliability in analytical methods. Practical applications are illustrated with case studies, highlighting challenges and solutions in the industry. The text addresses regulatory requirements, standard operating procedures, and innovations in analytical technologies, including rapid and automated techniques. Designed for students, researchers, and professionals in food science and quality control, Food Analysis: Theory & Practice bridges the gap between laboratory practices and real-world applications, equipping readers with the knowledge and skills necessary to ensure food quality, authenticity, and compliance with industry standards.

ISBN : 978-93-6967-662-0

Hardback

Price : ₹ 4995.00

Year : 2026



Food Microbiology: An Introduction

Mushkaan

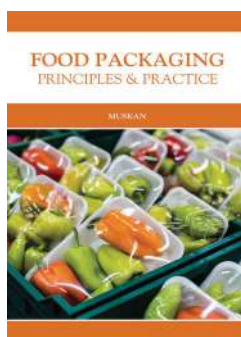
About the Book: Food Microbiology: An Introduction offers a comprehensive exploration of the microorganisms that influence food safety, quality, and production. This book delves into the roles of bacteria, fungi, yeasts, and viruses in food ecosystems, examining their beneficial applications and potential hazards. Key topics include microbial growth, spoilage mechanisms, foodborne pathogens, and the principles of fermentation and probiotic development. The text emphasizes modern techniques in detecting, controlling, and mitigating microbial contamination to ensure food safety, including HACCP and other regulatory frameworks. It also explores innovations such as microbial biotechnology and the role of micro biomes in enhancing food quality and nutrition. Rich with practical examples, case studies, and problem-solving exercises, Food Microbiology: An Introduction bridges the gap between theoretical knowledge and real-world application. This resource is ideal for students, researchers, and professionals in food science, microbiology, and public health committed to understanding and managing the microbiological aspects of food systems.

ISBN : 978-93-6967-057-4

Hardback

Price : ₹ 4895.00

Year : 2026



Food Packaging: Principles & Practice

Mushkaan

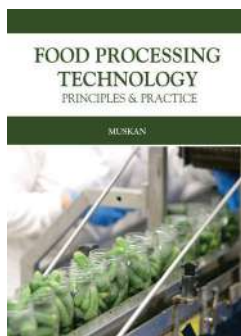
About the Book: Food Packaging: Principles & Practice provides a detailed exploration of the science, technology, and applications behind modern food packaging. This book examines the critical role of packaging in preserving food quality, extending shelf life, and ensuring safety throughout the supply chain. Topics include the properties and selection of packaging materials such as plastics, glass, metal, and paper, along with advancements in biodegradable and sustainable packaging solutions. It delves into packaging design, barrier properties, and innovative techniques like active and intelligent packaging, vacuum sealing, and modified atmosphere packaging. The text also addresses regulatory standards, labeling requirements, and the environmental impact of packaging materials. Illustrated with real-world examples and case studies, the book bridges the gap between theory and industry practices. Food Packaging: Principles & Practice is an essential resource for students, researchers, and professionals in food science, packaging technology, and related industries seeking to develop effective and sustainable packaging solutions.

ISBN : 978-93-6967-462-6

Hardback

Price : ₹ 4695.00

Year : 2026



Food Processing Technology: Principles & Practice

Mushkaan

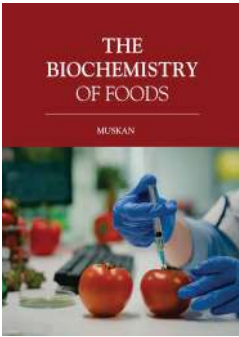
About the Book: Food Processing Technology: Principles & Practice offers a comprehensive overview of the fundamental principles and modern practices that drive the food processing industry. This book explores the science behind food preservation, transformation, and packaging, focusing on techniques such as thermal processing, freezing, drying, and fermentation. It examines the role of food additives, enzymes, and innovative technologies like high-pressure processing and irradiation in maintaining quality and extending shelf life. Emphasizing safety and sustainability, the text addresses topics such as HACCP, waste management, and the environmental impact of processing methods. Richly illustrated with diagrams and case studies, the book bridges theoretical concepts with real-world applications in sectors ranging from dairy and meat to fruits and cereals. Food Processing Technology: Principles & Practice serves as an essential resource for students, researchers, and industry professionals aiming to optimize food quality, safety, and production efficiency in a competitive global market.

ISBN : 978-93-6967-700-9

Hardback

Price : ₹ 5195.00

Year : 2026



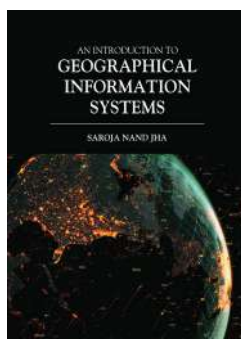
The Biochemistry of Foods

Mushkaan

About the Book: The Biochemistry of Foods provides a detailed exploration of the chemical and biological processes that define the composition, functionality, and transformation of food. This book delves into the fundamental building blocks of food—proteins, carbohydrates, lipids, vitamins, and minerals—highlighting their roles in nutrition, metabolism, and sensory attributes. It examines enzymatic and non-enzymatic reactions, food spoilage, preservation techniques, and the biochemical principles underlying food processing and storage. Special emphasis is placed on the impact of biochemical changes on food quality, safety, and nutritional value. The text also covers emerging topics such as functional foods, bioactive compounds, and biotechnology applications in food production. Designed for students, researchers, and professionals in food science, nutrition, and biochemistry, The Biochemistry of Foods bridges the gap between science and practical applications, offering insights into the molecular mechanisms that shape the food we consume and its impact on health.

ISBN : 978-93-6967-418-3	Hardback	Price : ₹ 4995.00	Year : 2026
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An Introduction to Geographical Information Systems

Dr. Saroja Nand Jha

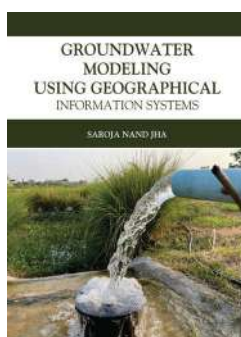
About the Book: An Introduction to Geographical Information Systems provides a foundational understanding of GIS technology and its applications across various fields. This comprehensive guide explains key concepts such as spatial data types, coordinate systems, and data analysis, along with the tools and techniques used to create, manage, and interpret geographic information. It covers essential topics like map design, geospatial databases, remote sensing integration, and spatial modeling, offering a practical framework for beginners and professionals alike. Through real-world examples and hands-on exercises, the book demonstrates how GIS is used in urban planning, environmental management, transportation, and disaster response. Designed for students, researchers, and practitioners, this book balances theoretical insights with practical applications, making it an ideal starting point for anyone looking to explore the potential of GIS technology. empowers readers to harness geospatial data for informed decision-making and innovative problem-solving.

ISBN : 978-93-6967-978-2

Hardback

Price : ₹ 4995.00

Year : 2026



Groundwater Modeling Using Geographical Information Systems

Dr. Saroja Nand Jha

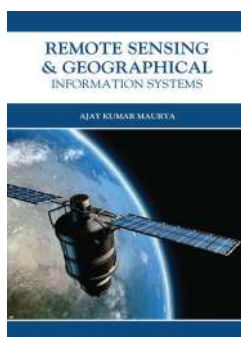
About the Book: Groundwater Modeling Using Geographical Information Systems explores the integration of GIS technology with groundwater modeling to address critical water resource challenges. This book provides a comprehensive guide to applying GIS tools for analyzing, simulating, and managing groundwater systems. It covers key topics such as hydrogeological data collection, spatial analysis, groundwater flow modeling, and contamination risk assessment. Practical examples and case studies demonstrate how GIS enhances accuracy, visualization, and decision-making in groundwater management. Designed for environmental scientists, hydrologists, and GIS professionals, the book bridges the gap between theoretical concepts and real-world applications. It also delves into advanced topics like climate change impacts, aquifer recharge studies, and sustainable water resource planning. By combining geospatial technology with hydrological science, Groundwater Modeling Using Geographical Information Systems equips readers with the knowledge and tools to address pressing groundwater issues and contribute to effective water management strategies.

ISBN : 978-93-6967-744-3

Hardback

Price : ₹ 4995.00

Year : 2026



Remote Sensing & Geographical Information Systems

Ajay Kumar Maurya

About the Book: This book explores the integration of remote sensing and geographic information systems (GIS), two essential tools in modern spatial data analysis. It covers the basics of remote sensing, including sensor technologies, image acquisition, and processing techniques, alongside the principles and functions of GIS, such as spatial data analysis, mapping, and visualization. The book emphasizes the powerful synergy between these two technologies, demonstrating how remote sensing data can be integrated into GIS platforms to study and manage natural resources, monitor environmental changes, and plan urban development. By providing real-world applications in fields like agriculture, forestry, disaster management, and land-use planning, it shows how these tools can help address complex challenges. With case studies, practical examples, and exercises, this book serves as a comprehensive guide for students, researchers, and professionals seeking to apply remote sensing and GIS in spatial analysis and decision-making processes.

ISBN : 978-93-6967-981-2

Hardback

Price : ₹ 4995.00

Year : 2026



Remote Sensing & Image Interpretation

Ajay Kumar Maurya

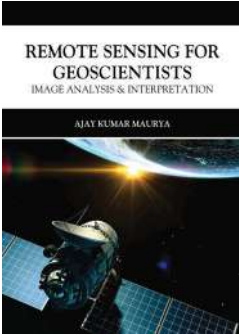
About the Book: This book introduces the principles and methods of remote sensing and image interpretation, focusing on how satellite and airborne imagery can be used to study and understand the Earth's surface. It covers the fundamental concepts of remote sensing, including the electromagnetic spectrum, sensor technologies, and image acquisition techniques, along with methods for processing and analyzing images. The book emphasizes the importance of interpreting images to extract useful information for a wide range of applications, such as environmental monitoring, land-use planning, disaster management, and agricultural monitoring. It explores various image enhancement, classification, and analysis techniques to support accurate interpretation and decision-making. Through practical examples, case studies, and hands-on exercises, this book provides a comprehensive approach to remote sensing and image interpretation, making it an invaluable resource for geoscientists, environmental scientists, urban planners, and students in remote sensing and GIS fields.

ISBN : 978-93-6967-045-1

Hardback

Price : ₹ 4895.00

Year : 2026

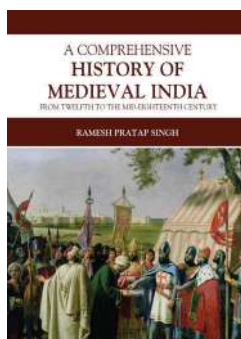


Remote Sensing for Geoscientists: Image Analysis & Interpretation
Ajay Kumar Maurya

About the Book: This book provides a thorough introduction to remote sensing techniques, focusing on the analysis and interpretation of satellite and airborne imagery in geosciences. It covers the principles of remote sensing, including the electromagnetic spectrum, sensor technologies, and image processing methods, as well as how these tools are applied in earth observation. The book delves into practical applications such as mapping land use, monitoring environmental changes, studying natural hazards, and exploring mineral resources. Emphasizing the integration of remote sensing data with geographic information systems (GIS), it guides readers through the processes of data acquisition, image enhancement, classification, and interpretation. With case studies, real-world examples, and practical exercises, this book serves as a valuable resource for geoscientists, environmental researchers, and students seeking to use remote sensing for geological studies, environmental monitoring, and resource management. It provides the necessary skills for analyzing complex spatial data to better understand Earth's dynamic processes.

ISBN : 978-93-6967-080-2	Hardback	Price : ₹ 5195.00	Year : 2026
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A Comprehensive History Of Medieval India: From Twelfth To The Mid-Eighteenth Century

Dr. Ramesh Pratap Singh

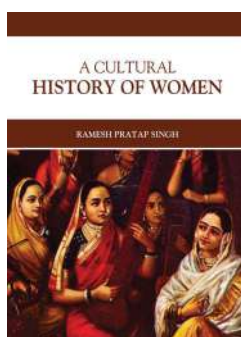
About the Book: The book "A Comprehensive History of Medieval India: From Twelfth to the Mid-Eighteenth Century" explores the rich and complex history of medieval India, spanning a period of over six centuries. This book delves into the political, social, economic, and cultural transformations that occurred during this era. It highlights the rise and fall of dynasties, such as the Delhi Sultanate, Vijayanagara Empire, and the Mughal Empire, and examines their governance, administration, and contributions to Indian society. The book also addresses the impact of regional powers, the interaction between different religions, and the evolution of art, architecture, and literature during medieval times. By presenting a balanced and well-researched narrative, it provides valuable insights into the challenges and achievements of medieval India, reflecting the diversity and resilience of its people. This work serves as an essential resource for students, scholars, and history enthusiasts seeking a deeper understanding of India's medieval past.

ISBN : 978-93-6967-291-2

Hardback

Price : ₹ 4995.00

Year : 2026



A Cultural History Of Women

Dr. Ramesh Pratap Singh

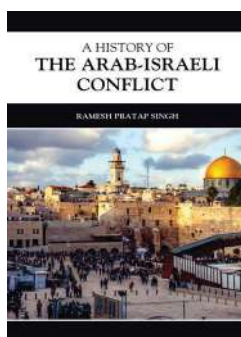
About the Book: This book explores the role of women throughout history, focusing on how cultural, social, and political contexts have shaped their lives and contributions. It examines the diverse experiences of women across different time periods and societies, including ancient civilizations, the Middle Ages, the Renaissance, and modern times. The book highlights women's roles in family, religion, labor, education, and politics, showing how cultural norms and gender expectations have influenced their rights and opportunities. It also explores the feminist movements that have fought for women's rights and gender equality, providing a global perspective on women's struggles and achievements. Through a combination of historical analysis and cultural exploration, the book sheds light on the multifaceted identities of women and their evolving status in societies across the world. This work is an essential resource for students, scholars, and anyone interested in understanding the cultural history of women and their contributions to shaping the world.

ISBN : 978-93-6967-945-4

Hardback

Price : ₹ 4595.00

Year : 2026



A History Of The Arab-Israeli Conflict

Dr. Ramesh Pratap Singh

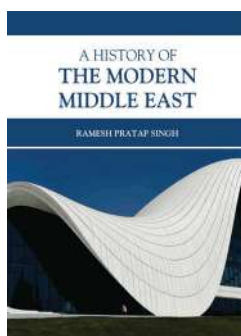
About the Book: This book provides an in-depth analysis of the longstanding Arab-Israeli conflict, tracing its roots from the early 20th century to the present. It explores the historical and political factors that have fueled tensions between Jewish and Arab populations in the Middle East, including the rise of Zionism, British colonialism, and the impact of World War I and II. The book delves into key events such as the establishment of the State of Israel, the wars of 1948, 1956, 1967, and 1973, the Oslo Accords, and the continuing struggles for peace. It examines the roles of major regional and global powers, the impact of religion and nationalism, and the efforts toward diplomacy and negotiation. By providing a balanced perspective, the book offers a comprehensive understanding of the complex dynamics at play in the Arab-Israeli conflict. Ideal for students, historians, and policymakers, it serves as a vital resource for understanding this critical issue in modern Middle Eastern history.

ISBN : 978-93-6967-599-9

Hardback

Price : ₹ 4995.00

Year : 2026



A History Of The Modern Middle East

Dr. Ramesh Pratap Singh

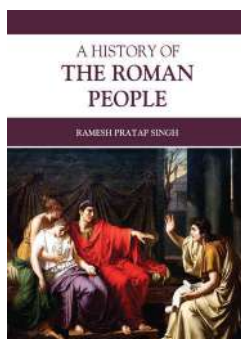
About the Book: This book offers a comprehensive examination of the modern history of the Middle East, focusing on the political, social, and economic transformations that have shaped the region from the 19th century to the present. It explores the decline of the Ottoman Empire, the impact of European colonialism, and the rise of nationalism, alongside the formation of modern states in the Middle East. The book examines key historical events analyzing their causes and consequences. It also addresses the role of religion, oil, and foreign intervention in shaping the region's modern political dynamics. With a focus on both historical events and their contemporary relevance, this book provides valuable insights into the complexities of the Middle East today. It is an essential resource for students, researchers, and anyone interested in understanding the political and cultural landscape of the modern Middle East.

ISBN : 978-93-6967-450-3

Hardback

Price : ₹ 4895.00

Year : 2026



A History Of The Roman People

Dr. Ramesh Pratap Singh

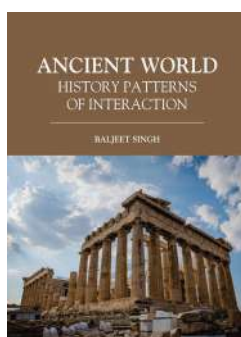
About the Book: This book provides a detailed narrative of the rise, expansion, and fall of ancient Rome, tracing its history from the founding of the city to the eventual decline of the Roman Empire. It covers the political, social, economic, and military aspects of Roman history, exploring the key events, figures, and institutions that shaped Rome's development. The book examines the evolution of Roman society, from its early days as a monarchy to its transformation into a republic and, later, an empire. It delves into the achievements and challenges of the Roman military, the influence of Roman law and governance, and the cultural and religious practices that defined Roman life. Through a blend of historical analysis and narrative storytelling, this book offers a comprehensive understanding of Rome's profound influence on Western civilization. Ideal for students of history, classics, and ancient studies, it serves as a valuable resource for anyone interested in the Roman world.

ISBN : 978-93-6967-328-5

Hardback

Price : ₹ 4695.00

Year : 2026



Ancient World History: Patterns Of Interaction

Dr. Baljeet Singh

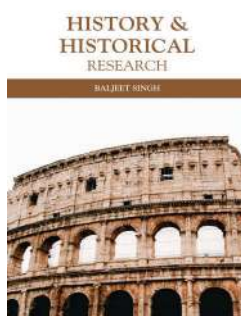
About the Book: This book delves into the intricate web of interactions that shaped ancient world history, exploring how societies influenced and transformed one another through trade, conquest, migration, and cultural exchange. It examines key civilizations across continents, from Mesopotamia and Egypt to the Indus Valley and Mesoamerica, highlighting their contributions to governance, science, art, and religion. The book emphasizes recurring patterns of human behavior, such as the rise and fall of empires and the diffusion of ideas and technologies. With an engaging narrative and rich analysis, it provides readers with a deeper understanding of the interconnectedness of ancient civilizations and their enduring impact on the modern world. This resource is ideal for students, educators, and history enthusiasts seeking a comprehensive yet accessible exploration of the ancient past.

ISBN : 978-93-6967-391-9

Hardback

Price : ₹ 4995.00

Year : 2026



History & Historical Research

Dr. Baljeet Singh

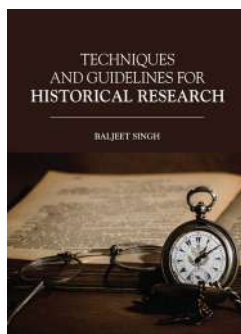
About the Book: This book serves as a foundational guide to understanding history and the methods used to study it. The book explores the nature of historical inquiry, emphasizing the importance of evidence, context, and interpretation in constructing narratives about the past. Covering key topics such as source evaluation, historiographical approaches, and the ethical dimensions of research, the book equips readers with tools to critically analyze historical events and trends. Through practical examples and case studies, it bridges theory and application, making it an invaluable resource for students, educators, and researchers. With its clear and engaging approach, the book inspires a deeper appreciation of history as both a discipline and a lens through which to understand the complexities of human development.

ISBN : 978-93-6967-630-9

Hardback

Price : ₹ 4795.00

Year : 2026



Techniques And Guidelines For Historical Research

Dr. Baljeet Singh

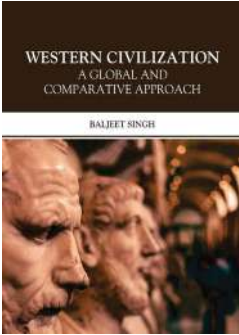
About the Book: Techniques and Guidelines for Historical Research is a comprehensive guide designed to assist researchers, students, and enthusiasts in navigating the complexities of historical inquiry. This book covers a wide array of methods, from identifying research topics and gathering primary and secondary sources to analyzing and interpreting historical data. It emphasizes critical thinking, the evaluation of evidence, and the importance of context in understanding historical events. The book also explores modern tools and techniques, including digital archives, databases, and collaborative research platforms, which have revolutionized the field of historical studies. Practical guidelines for organizing research, maintaining accuracy, and presenting findings effectively are detailed to help readers produce compelling and credible work. Whether you are a beginner or an experienced historian, this book provides invaluable insights and practical steps to enhance the rigor and clarity of your historical research, bridging the gap between traditional practices and contemporary advancements.

ISBN : 978-93-6967-992-8

Hardback

Price : ₹ 4695.00

Year : 2026

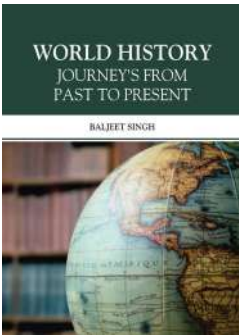


Western Civilization: A Global And Comparative Approach

Dr. Baljeet Singh

About the Book: This book examines the evolution of Western civilization through a global and comparative lens, showcasing the dynamic interplay between Western societies and other world cultures. It highlights significant political, economic, and cultural developments while emphasizing the interconnectedness of global history. From ancient empires to modern democracies, the text delves into how trade, exploration, religion, and technology shaped Western civilization and influenced the wider world. By blending regional perspectives with global narratives, this book offers a fresh and inclusive understanding of history, making it an essential resource for students, educators, and history enthusiasts.

ISBN : 978-93-6967-982-9	Hardback	Price : ₹ 4895.00	Year : 2026
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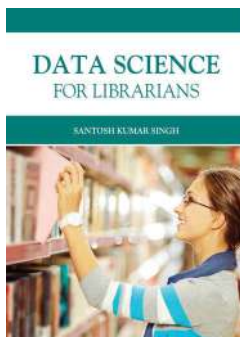
World History: Journey'S From Past To Present

Dr. Baljeet Singh

About the Book: World History: Journeys from Past to Present offers a sweeping exploration of human history, tracing the evolution of societies, cultures, and civilizations from ancient times to the modern era. This engaging narrative connects key historical events, movements, and figures across continents, providing a comprehensive understanding of the interconnectedness of global developments. The book examines the rise and fall of empires, revolutions, technological advancements, and cultural exchanges that have shaped our world. It also highlights pivotal themes such as trade, migration, conflict, and the quest for power and identity. With a balance of chronological storytelling and thematic insights, this text fosters a deeper appreciation of the diversity and complexity of human experiences. Designed for students, educators, and history enthusiasts, World History: Journeys from Past to Present serves as an accessible and thought-provoking guide to understanding how the past informs the present and shapes the future.

ISBN : 978-93-6967-256-1	Hardback	Price : ₹ 4995.00	Year : 2026
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Data Science For Librarians

Santosh Kumar Singh

About the Book: Data Science for Librarians explores the integration of data science into librarianship, offering practical insights for leveraging data to enhance library services and decision-making. This book introduces key concepts such as data collection, cleaning, analysis, and visualization, alongside tools like Python, R, and SQL tailored for library applications. It examines real-world uses, including optimizing catalog systems, managing research data, improving user engagement, and supporting digital scholarship. Through case studies and actionable strategies, it highlights how data-driven approaches can address challenges in the digital age, empowering librarians to innovate and adapt. Designed for students, professionals, and library leaders, Data Science for Librarians emphasizes the growing importance of data literacy in fostering informed decisions and advancing library services. This book equips librarians to navigate the intersection of technology and information science, ensuring libraries remain essential hubs of knowledge in an increasingly data-centric world.

ISBN : 978-93-6967-330-8

Hardback

Price : ₹ 4995.00

Year : 2026



Digital Libraries: Concepts & Technologies

Santosh Kumar Singh

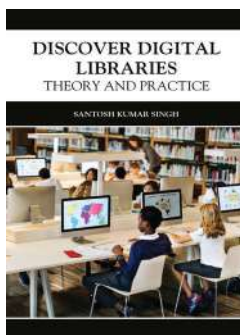
About the Book: Digital Libraries: Concepts & Technologies provides a thorough exploration of the principles, frameworks, and technologies that drive the development and management of digital libraries. The book delves into core concepts such as digital preservation, metadata standards, information retrieval systems, and interoperability, offering a solid theoretical foundation. It also highlights practical applications by addressing topics like designing user-friendly interfaces, managing digital assets, and ensuring accessibility and security. Emphasizing the role of emerging technologies, it covers artificial intelligence, block chain, and big data in enhancing the functionality and scalability of digital libraries. With real-world case studies and actionable strategies, this book is an invaluable resource for students, librarians, and information professionals. Digital Libraries: Concepts & Technologies equips readers with the knowledge and tools to build and sustain digital repositories that support education, research, and cultural preservation while meeting the evolving demands of a knowledge-driven society.

ISBN : 978-93-6967-640-8

Hardback

Price : ₹ 4995.00

Year : 2026



Discover Digital Libraries: Theory And Practice

Santosh Kumar Singh

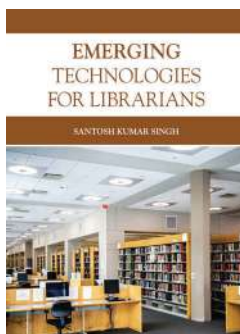
About the Book: Discover Digital Libraries: Theories and Practice offers a comprehensive guide to the concepts, technologies, and strategies behind the creation and management of digital libraries. This book explores foundational theories, including the principles of digital preservation, metadata standards, and information retrieval, while emphasizing their practical applications in building and maintaining digital collections. It covers essential topics such as user-centered design, accessibility, open access initiatives, and the integration of emerging technologies like AI and big data. Through case studies and real-world examples, the book demonstrates how digital libraries serve as vital resources for education, research, and cultural preservation in the digital age. Designed for students, librarians, and information professionals, the book provides actionable insights into managing digital assets, enhancing discoverability, and fostering equitable access to knowledge. This resource equips readers with the tools to navigate the challenges and opportunities of the rapidly evolving landscape of digital libraries.

ISBN : 978-93-6967-123-6

Hardback

Price : ₹ 4995.00

Year : 2026



Emerging Technologies For Librarians

Santosh Kumar Singh

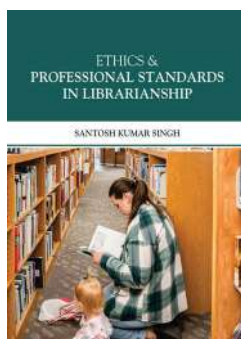
About the Book: Emerging Technologies for Librarians explores the transformative impact of cutting-edge technologies on library services, operations, and user engagement. This book provides a comprehensive overview of innovations such as artificial intelligence, machine learning, virtual and augmented reality, block chain, and the Internet of Things, examining how they can be harnessed to enhance library systems and experiences. It delves into practical applications, from automating workflows and improving cataloging systems to creating immersive learning environments and optimizing digital collections. With real-world examples and actionable strategies, the book equips librarians to adapt to the rapidly evolving technological landscape while addressing challenges like data privacy, accessibility, and digital literacy. Designed for library professionals, students, and leaders, Emerging Technologies for Librarians highlights the potential of technology to redefine the role of libraries in a knowledge-driven society, fostering innovation and ensuring libraries remain essential hubs of learning, collaboration, and community development.

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Hardback

Price : ₹ 4995.00

Year : 2026



Ethics & Professional Standards In Librarianship

Santosh Kumar Singh

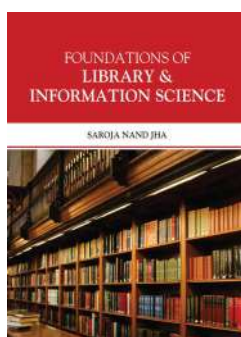
About the Book: Ethics & Professional Standards in Librarianship provides a comprehensive exploration of the ethical principles and professional standards that underpin the practice of modern librarianship. It examines critical issues such as intellectual freedom, equitable access, privacy, and confidentiality, highlighting the librarian's role as a steward of information and advocate for social responsibility. The book addresses challenges like censorship, digital ethics, and emerging dilemmas in an era of rapid technological change. Through practical examples, case studies, and discussions on global perspectives, it equips readers with tools to navigate complex professional scenarios while maintaining integrity and public trust. Designed for students, practitioners, and library leaders, the book fosters a deep understanding of the ethical and professional values central to the field. Ethics & Professional Standards in Librarianship serves as a vital resource for those committed to upholding the highest standards in serving diverse communities and advancing the mission of libraries worldwide.

ISBN : 978-93-6967-512-8

Hardback

Price : ₹ 4795.00

Year : 2026



Foundations Of Library & Information Science

Dr. Saroja Nand Jha

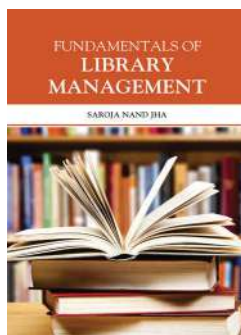
About the Book: Foundations of Library & Information Science provides an essential introduction to the principles, practices, and evolving roles of libraries and information centers in society. This book covers foundational topics such as the history and philosophy of librarianship, the organization and retrieval of information, and the role of technology in modern library services. It explores key concepts like information literacy, cataloging, classification, and the management of digital and print collections, emphasizing the importance of equitable access to information. Designed for students, educators, and professionals, the book combines theoretical insights with practical applications, offering real-world examples to illustrate how libraries meet the changing needs of diverse communities. By addressing contemporary challenges like digital transformation, open access, and ethical information use, the book equips readers with the knowledge and skills to navigate and contribute to the dynamic field of library and information science.

ISBN : 978-93-6967-463-3

Hardback

Price : ₹ 4695.00

Year : 2026



Fundamentals Of Library Management

Dr. Saroja Nand Jha

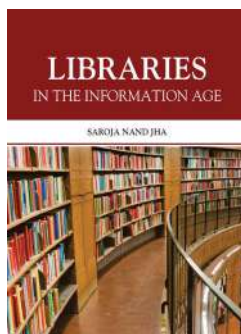
About the Book: Fundamentals of Library Management provides a comprehensive overview of the principles and practices essential for effectively running a modern library. This book covers key areas such as strategic planning, resource allocation, collection development, staff management, and user services, offering practical guidance for library professionals at all levels. It emphasizes the importance of leadership, communication, and adaptability in addressing the challenges posed by evolving technologies and diverse user needs. With real-world examples and actionable strategies, the book explores topics like budgeting, policy-making, performance evaluation, and fostering community engagement. Designed for library science students, new managers, and seasoned professionals seeking to enhance their skills, Fundamentals of Library Management equips readers with the tools to create dynamic, user-centered libraries that balance tradition with innovation. This essential guide empowers librarians to navigate change, optimize operations, and maintain the library's role as a vital resource in education and society.

ISBN : 978-93-6967-433-6

Hardback

Price : ₹ 4895.00

Year : 2026



Libraries In The Information Age

Dr. Saroja Nand Jha

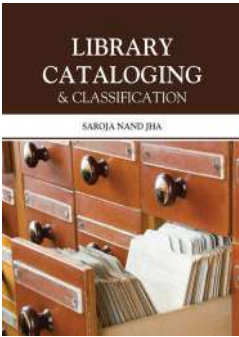
About the Book: Libraries in the Information Age explores the evolving role of libraries in a world dominated by rapid technological advancements and the digital transformation of information. This book examines how libraries adapt to meet the demands of a knowledge-based society, balancing traditional roles with the integration of emerging technologies like artificial intelligence, digital archives, and cloud-based systems. It covers key topics such as information literacy, open access, digital preservation, and the role of librarians as facilitators of learning and innovation. With practical insights and case studies, the book highlights strategies for libraries to remain relevant and impactful, fostering equitable access to information and bridging the digital divide. Designed for library professionals, students, and educators, Libraries in the Information Age offers a forward-thinking perspective on how libraries can thrive as hubs of knowledge, collaboration, and community engagement in an increasingly digital world.

ISBN : 978-93-6967-798-6

Hardback

Price : ₹ 4995.00

Year : 2026

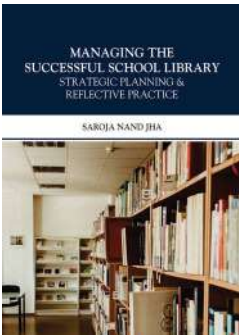


Library Cataloging & Classification

Dr. Saroja Nand Jha

About the Book: Library Cataloging & Classification is a comprehensive guide to organizing and managing information effectively in libraries. This book explores the foundational principles and practical techniques of cataloging and classification, providing a clear understanding of systems like Dewey Decimal Classification (DDC) and Library of Congress Classification (LCC). It covers the essentials of metadata, subject headings, and MARC standards, equipping readers with the skills to create accessible and user-friendly library catalogs. Emphasizing both traditional methods and digital innovations, the book addresses the evolving challenges of managing diverse formats, including e-resources and multimedia. With real-world examples and step-by-step instructions, it is an invaluable resource for students of library science, practicing librarians, and information professionals. By fostering efficient organization and seamless retrieval of information, the book empowers libraries to enhance user experiences and remain vital in a rapidly changing information landscape.

ISBN : 978-93-6967-105-2	Hardback	Price : ₹ 4995.00	Year : 2026
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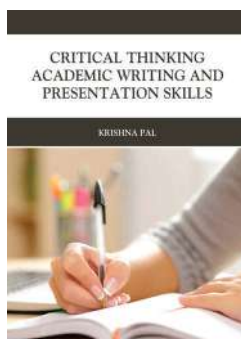
Managing The Successful School Library: Strategic Planning & Reflective Practice

Dr. Saroja Nand Jha

About the Book: Managing the Successful School Library: Strategic Planning & Reflective Practice is an essential guide for library professionals aiming to create dynamic, student-centered learning environments. This book combines strategic planning principles with reflective practices to help librarians effectively manage resources, curate diverse collections, and foster collaboration within the school community. It covers key topics such as budgeting, technology integration, program evaluation, and advocacy, offering practical tools and real-world examples for navigating the challenges of modern library management. By emphasizing the importance of adaptability and continuous improvement, the book empowers librarians to align their goals with educational priorities and evolving student needs. Whether you're a seasoned professional or a new library manager, this resource provides actionable strategies to maximize impact, encourage lifelong learning, and position the library as a cornerstone of academic success and innovation in schools.

ISBN : 978-93-6967-110-6	Hardback	Price : ₹ 4995.00	Year : 2026
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Critical Thinking, Academic Writing And Presentation Skills: Mg University Edition

Krishna Pal

About the Book: Critical Thinking, Academic Writing, and Presentation Skills: is a comprehensive guide designed to help students develop essential academic skills for success in higher education. The book focuses on three key areas: critical thinking, academic writing, and effective presentation techniques. It provides readers with strategies to analyze, evaluate, and construct well-reasoned arguments, fostering the development of independent and reflective thinking. In terms of academic writing, the book offers practical advice on structuring essays, conducting research, and adhering to academic standards, ensuring clarity, coherence, and proper citation. Additionally, it covers presentation skills, guiding students on how to organize and deliver impactful presentations with confidence, using both verbal and non-verbal communication techniques. The book is tailored specifically to meet the needs of students within this academic context, with exercises and examples to enhance learning. This book is an invaluable resource for anyone looking to excel in academic writing, thinking, and presentations.

ISBN : 978-93-6967-364-3

Hardback

Price : ₹ 4995.00

Year : 2026



Digital Language Learning And Teaching

Krishna Pal

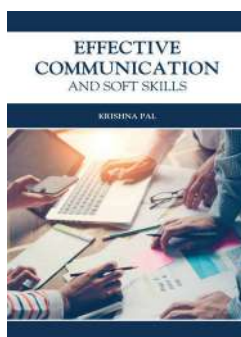
About the Book: Digital Language Learning and Teaching explores the integration of technology in the field of language acquisition and pedagogy. The book examines how digital tools, platforms, and resources can enhance language learning, making it more interactive, engaging, and accessible. It covers a range of digital mediums, including language learning apps, online courses, virtual classrooms, and social media, analyzing their effectiveness in supporting language learners. The book also addresses the challenges and opportunities presented by digital environments, such as issues related to learner autonomy, motivation, and the digital divide. Additionally, it delves into the role of artificial intelligence, gamification, and multimedia content in creating dynamic and personalized learning experiences. With practical examples and case studies, Digital Language Learning and Teaching provides insights for language educators, students, and researchers on how to effectively incorporate digital resources into language instruction, ensuring a modern and comprehensive approach to language teaching.

ISBN : 978-93-6967-849-5

Hardback

Price : ₹ 4895.00

Year : 2026



Effective Communication And Soft Skills

Krishna Pal

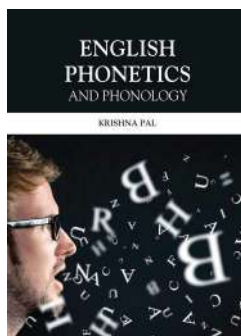
About the Book: Effective Communication and Soft Skills provides a comprehensive exploration of the essential interpersonal skills required for success in both personal and professional life. The book focuses on the importance of effective communication, covering verbal and non-verbal aspects, active listening, and the ability to tailor messages to different audiences. It emphasizes the significance of soft skills—such as emotional intelligence, teamwork, leadership, time management, and conflict resolution—in fostering positive relationships and enhancing career prospects. The book also highlights the role of body language, tone of voice, and empathy in building rapport and understanding. Through practical examples, exercises, and case studies, readers are encouraged to develop their communication abilities and refine their soft skills to navigate complex social and workplace situations. Aimed at students, professionals, and anyone looking to improve their interpersonal interactions, this book serves as an essential guide to mastering the skills that are crucial for success in today's interconnected world.

ISBN : 978-93-6967-890-7

Hardback

Price : ₹ 4695.00

Year : 2026



English Phonetics And Phonology

Krishna Pal

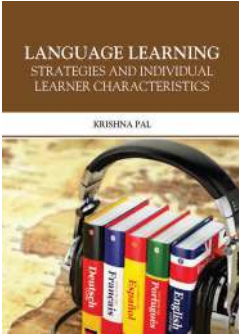
About the Book: English Phonetics and Phonology is a comprehensive guide that introduces readers to the sounds of the English language, offering a clear distinction between the fields of phonetics and phonology. The book covers the physical aspects of speech sounds, such as their articulation and acoustic properties, as well as the abstract, cognitive structures that govern their use in language. It delves into the study of phonemes, allophones, and the various phonological processes that occur in English, such as assimilation, elision, and linking. Additionally, it explores regional and social variations in pronunciation, offering insights into how accents and dialects influence English phonology. The book is rich with examples, exercises, and diagrams to help readers grasp the complex nature of English sounds. It is an essential resource for students of linguistics, language teachers, and anyone interested in the intricacies of English pronunciation and sound patterns.

ISBN : 978-93-6967-421-3

Hardback

Price : ₹ 4995.00

Year : 2026



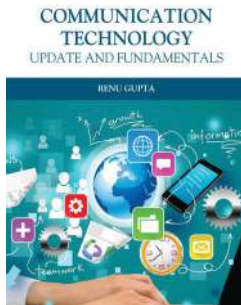
Language Learning Strategies And Individual Learner Characteristics
Krishna Pal

About the Book: Language Learning Strategies and Individual Learner Characteristics explores how personal traits and learning strategies impact the process of acquiring a new language. The book emphasizes the significant role that individual differences—such as age, motivation, cognitive style, personality, and learning preferences—play in determining the effectiveness of language learning. It examines a range of language learning strategies, both cognitive (e.g., memorization, reasoning) and metacognitive (e.g., planning, monitoring), and how they align with learners' characteristics. By analyzing these factors, the book offers insights into how teachers can tailor their methods to suit the diverse needs of learners, helping to maximize success. The text highlights the importance of fostering learner autonomy and self-regulation, encouraging students to become more aware of their own learning styles and preferences. With a combination of theory, research, and practical suggestions, this book is a valuable resource for educators, researchers, and students aiming to understand and optimize language learning.

ISBN : 978-93-6967-621-7	Hardback	Price : ₹ 4995.00	Year : 2026
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Mass Media & Communication



Communication Technology Update And Fundamentals

Renu Gupta

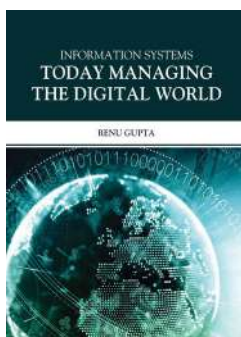
About the Book: This book provides an essential overview of the evolving field of communication technology, covering both the fundamental principles and the latest advancements shaping the industry. It explores the key technologies that drive modern communication systems, including telecommunications, wireless networks, the Internet, and multimedia communications. The book offers in-depth coverage of traditional communication methods, such as radio and television broadcasting, while also addressing newer developments like 5G, satellite communication, and internet-based services. It emphasizes the importance of understanding the technical, economic, and social aspects of communication technologies and their impact on society. With updates on the latest trends, innovations, and emerging technologies, this book provides readers with a solid foundation in communication theory while keeping them informed of the cutting-edge developments in the field. Ideal for students, professionals, and anyone interested in the technological aspects of communication, it serves as a valuable resource for navigating this rapidly changing industry.

ISBN : 978-93-6967-979-9

Hardback

Price : ₹ 4995.00

Year : 2026



Information Systems Today: Managing The Digital World

Renu Gupta

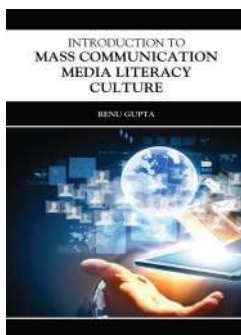
About the Book: This book provides a comprehensive overview of information systems and their crucial role in managing the digital world. It explores how businesses and organizations use technology to enhance operations, decision-making, and competitive advantage. The book covers key topics such as data management, enterprise systems, cyber security, cloud computing, and the Internet of Things (IoT), highlighting the impact of digital transformation on industries. It also delves into emerging technologies like artificial intelligence, block chain, and big data analytics, offering insights into their application in various sectors. With real-world examples, case studies, and a focus on the evolving role of information systems in a globalized economy, this book equips students, professionals, and business leaders with the knowledge needed to navigate the complexities of the digital landscape. It serves as a valuable resource for understanding how information systems are fundamental to modern organizational success and innovation.

ISBN : 978-93-6967-584-5

Hardback

Price : ₹ 4995.00

Year : 2026



Introduction To Mass Communication Media Literacy Culture

Renu Gupta

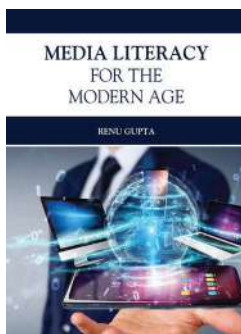
About the Book: This book offers an essential introduction to mass communication, focusing on the relationship between media, culture, and society. It explores the evolution of mass media, from traditional forms like print and broadcast to contemporary digital media, and examines how media influences public perception, cultural norms, and social behaviors. The text emphasizes the importance of media literacy, encouraging readers to critically analyze media content and understand its impact on shaping cultural identities and ideologies. It also addresses the role of media in political communication, advertising, entertainment, and education. Through a blend of theoretical frameworks, real-world examples, and practical applications, the book equips students with the skills to critically engage with media in a rapidly changing, interconnected world. Ideal for students of communication, media studies, and cultural studies, this book provides a comprehensive foundation for understanding the complex role of mass media in modern society.

ISBN : 978-93-6967-209-7

Hardback

Price : ₹ 4995.00

Year : 2026



Media Literacy For The Modern Age

Renu Gupta

About the Book: This book explores the essential skills and concepts of media literacy in today's rapidly evolving digital landscape. It focuses on the ability to critically analyze, evaluate, and create media content across multiple platforms, including social media, news outlets, television, and digital streaming services. The book addresses the challenges posed by misinformation, fake news, and media bias, offering strategies for discerning credible sources and understanding the underlying influences of media production. It also examines the ethical considerations of media consumption and the responsibility of both creators and consumers in shaping the media environment. Through practical tools, real-world examples, and engaging exercises, this book empowers readers to become informed, responsible, and active participants in the media world. Ideal for students, educators, and professionals, it provides a framework for understanding the impact of media on society and personal decision-making in the modern age.

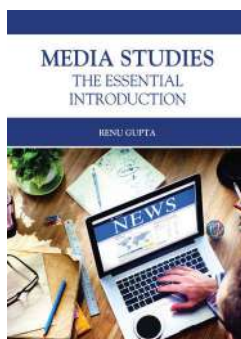
ISBN : 978-93-6967-815-0

Hardback

Price : ₹ 4795.00

Year : 2026

Mass Media & Communication



Media Studies: The Essential Introduction

Renu Gupta

About the Book: This book provides a comprehensive introduction to the field of media studies, offering a broad understanding of how media influences society and culture. It covers the history, theories, and practices of various media forms, including print, broadcast, digital, and social media. The book explores key concepts such as media representation, ideology, audience theory, and the role of media in shaping public opinion, identity, and politics. It also examines the technological, economic, and regulatory factors that influence media production and consumption. With its interdisciplinary approach, the book integrates perspectives from sociology, cultural studies, communication theory, and political economy, making it an essential resource for students and anyone interested in understanding the profound impact of media in the contemporary world. Through critical analysis, case studies, and discussions, the book encourages readers to reflect on the role of media in shaping modern society.

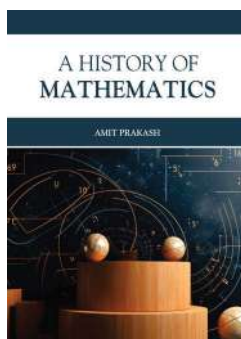
ISBN : 978-93-6967-404-6

Hardback

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Year : 2026





A History Of Mathematics

Dr. Amit Prakash

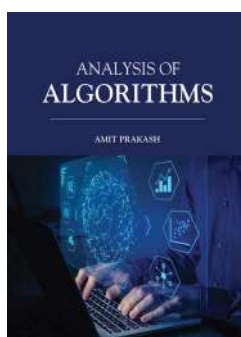
About the Book: A History of Mathematics offers a captivating journey through the evolution of mathematical thought, tracing its origins from ancient civilizations to modern advancements. The book explores the contributions of diverse cultures, including Babylonian, Egyptian, Greek, Indian, Chinese, and Islamic mathematicians, highlighting their influence on the development of algebra, geometry, number theory, and calculus. It examines the lives and works of pivotal figures such as Euclid, Archimedes, Fibonacci, Newton, and Euler, providing context for their groundbreaking discoveries. Emphasizing the interplay between mathematics and society, the text reveals how historical events, cultural exchanges, and technological innovations have shaped mathematical progress. Designed for students, educators, and enthusiasts, A History of Mathematics combines rigorous scholarship with engaging storytelling, making complex ideas accessible and inspiring a deeper appreciation for the discipline. This book is an essential resource for understanding the rich tapestry of mathematics and its profound impact on human civilization.

ISBN : 978-93-6967-807-5

Hardback

Price : ₹ 4895.00

Year : 2026



Analysis Of Algorithms

Dr. Amit Prakash

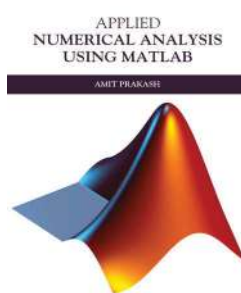
About the Book: Analysis of Algorithms is a comprehensive exploration of the principles and techniques used to evaluate the efficiency and performance of algorithms. This book delves into the mathematical foundations of algorithm analysis, covering topics such as time and space complexity, asymptotic notations, recurrence relations, and probabilistic analysis. It examines fundamental algorithmic paradigms, including divide-and-conquer, dynamic programming, greedy algorithms, and graph traversal methods, providing a deep understanding of their computational implications. With practical examples and problem-solving exercises, the text illustrates how to apply these concepts to real-world scenarios in fields like computer science, data analysis, and artificial intelligence. Emphasizing the importance of optimization and scalability, Analysis of Algorithms equips students, researchers, and professionals with the tools to design and analyze efficient algorithms. This book bridges theoretical insights with practical applications, fostering the skills necessary to address complex computational challenges in an increasingly data-driven world.

ISBN : 978-93-6967-617-0

Hardback

Price : ₹ 4695.00

Year : 2026



Applied Numerical Analysis Using Matlab

Dr. Amit Prakash

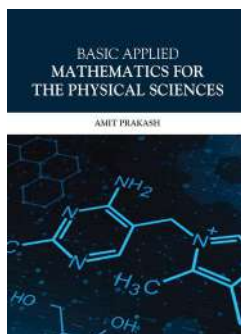
About the Book: Applied Numerical Analysis Using MATLAB provides a comprehensive guide to numerical methods and their practical implementation using MATLAB, a powerful computational tool. The book covers a wide range of topics, including error analysis, solving linear and nonlinear equations, interpolation, numerical differentiation and integration, and solving ordinary and partial differential equations. With a strong focus on application, it bridges the gap between theoretical concepts and real-world problem-solving, offering step-by-step examples and MATLAB code snippets for better understanding. It also explores advanced topics like optimization and eigenvalue problems, equipping readers with skills to tackle complex computational challenges in engineering, physics, and applied sciences. Designed for students, researchers, and professionals, Applied Numerical Analysis Using MATLAB emphasizes the importance of computational accuracy and efficiency. Through hands-on exercises and practical demonstrations, this book empowers readers to confidently apply numerical techniques in diverse scientific and engineering applications.

ISBN : 978-93-6967-536-4

Hardback

Price : ₹ 4995.00

Year : 2026



Basic Applied Mathematics For The Physical Sciences

Dr. Amit Prakash

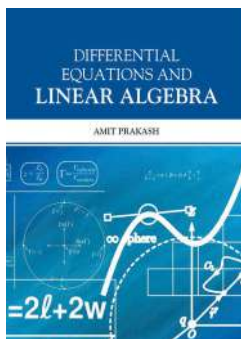
About the Book: Basic Applied Mathematics for the Physical Sciences serves as an essential resource for students and professionals, bridging the gap between mathematical theory and its applications in physics, chemistry, and engineering. The book covers foundational topics such as calculus, differential equations, linear algebra, and vector analysis, emphasizing their practical use in solving real-world problems in the physical sciences. It introduces key mathematical tools, including Fourier analysis, probability, and complex numbers, with clear explanations and illustrative examples. Each concept is supported by step-by-step derivations and problem-solving techniques tailored to scientific contexts, enabling readers to build confidence and proficiency. Designed for beginners and those seeking to strengthen their mathematical skills, this text integrates theory with application, fostering a deeper understanding of the mathematical frameworks underpinning scientific phenomena. Basic Applied Mathematics for the Physical Sciences is an indispensable guide for mastering the mathematical techniques critical to success in the physical sciences.

ISBN : 978-93-6967-860-0

Hardback

Price : ₹ 4995.00

Year : 2026



Differential Equations And Linear Algebra

Dr. Amit Prakash

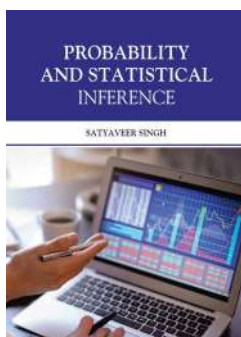
About the Book: Differential Equations and Linear Algebra provides a unified approach to two foundational areas of mathematics, emphasizing their interconnections and practical applications. The book explores the theory, methods, and techniques of solving differential equations, including first-order equations, higher-order linear equations, and systems of differential equations. Simultaneously, it delves into linear algebra topics such as matrix operations, vector spaces, eigenvalues, eigenvectors, and linear transformations, highlighting their relevance in solving differential equations. Through a combination of theoretical explanations, worked examples, and real-world applications, the text demonstrates how these mathematical tools are used in engineering, physics, biology, and economics. Designed for students and educators, Differential Equations and Linear Algebra incorporates visual aids, problem-solving exercises, and computational techniques to enhance understanding and foster analytical thinking. This comprehensive resource equips readers with the skills to apply mathematical concepts to complex problems, bridging the gap between theory and practical application.

ISBN : 978-93-6967-522-7

Hardback

Price : ₹ 4995.00

Year : 2026



Probability And Statistical Inference

Dr. Satyaveer Singh

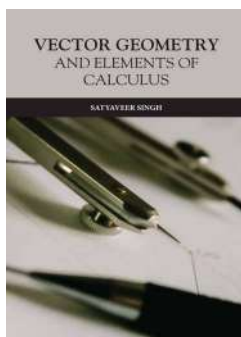
About the Book: Probability and Statistical Inference offers a comprehensive exploration of probability theory and its application to statistical analysis, bridging foundational concepts with advanced methodologies. The book begins with core topics such as probability distributions, random variables, and expected values, establishing the groundwork for statistical inference. It then delves into hypothesis testing, confidence intervals, estimation methods, and regression analysis, illustrating how these tools are used to draw meaningful conclusions from data. With an emphasis on real-world applications, the text integrates examples from diverse fields, including science, business, and social research, to demonstrate the practical relevance of probability and statistics. Each chapter includes exercises and problem sets designed to reinforce understanding and foster critical thinking. Suitable for students, researchers, and practitioners, Probability and Statistical Inference is an essential resource for mastering the principles of data-driven decision-making and analytical reasoning.

ISBN : 978-93-6967-342-1

Hardback

Price : ₹ 4995.00

Year : 2026



Vector Geometry And Elements Of Calculus

Dr. Satyaveer Singh

About the Book: Vector Geometry and Elements of Calculus provides a foundational understanding of vector algebra, geometry, and calculus, seamlessly integrating these mathematical disciplines for practical and theoretical applications. The book begins with the basics of vectors, exploring operations, vector spaces, and their geometric interpretations, before transitioning to more advanced topics like dot and cross products, planes, and vector-valued functions. It also introduces the essential concepts of calculus, including differentiation and integration, with a focus on applications in physics, engineering, and computer science. Real-world examples and problem sets enhance comprehension, allowing readers to visualize complex mathematical relationships and apply them to real-life scenarios. Designed for students and professionals, this book bridges the gap between abstract theory and practical use, making it an invaluable resource for mastering the interconnected fields of vector geometry and calculus.

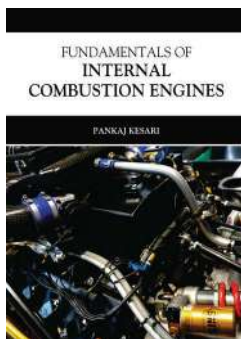
ISBN : 978-93-6967-848-8

Hardback

Price : ₹ 4995.00

Year : 2026

Mechanical Engineering



Fundamentals of Internal Combustion Engines

Pankaj Kesri

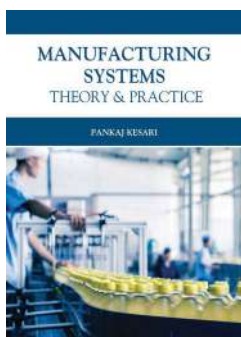
About the Book: Fundamentals of Internal Combustion Engines offers a thorough introduction to the principles, design, and operation of internal combustion (IC) engines, a cornerstone of modern engineering and transportation. This book covers the thermodynamic cycles, combustion processes, and fluid dynamics underlying IC engine performance. Key topics include engine classifications, fuel-air mixture preparation, ignition systems, emissions control, and advancements in fuel technologies. It also delves into modern engine innovations, such as turbocharging, direct fuel injection, and hybrid integration, addressing efficiency and environmental sustainability challenges. Practical insights into engine testing, diagnostics, and maintenance are provided, complemented by illustrative diagrams, real-world applications, and problem-solving exercises. Designed for students, engineers, and professionals in mechanical and automotive fields, Fundamentals of Internal Combustion Engines equips readers with the theoretical understanding and practical knowledge required to analyze and innovate in this vital area of engineering.

ISBN : 978-93-6967-470-1

Hardback

Price : ₹ 5195.00

Year : 2026



Manufacturing Systems: Theory & Practice

Pankaj Kesri

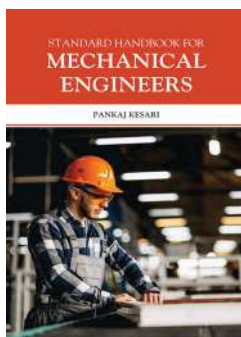
About the Book: Manufacturing Systems: Theory & Practice provides a comprehensive overview of the principles and methodologies that drive efficient and effective manufacturing processes. This book explores the theoretical foundations of manufacturing systems, including system design, production planning, and process optimization. Key topics such as lean manufacturing, just-in-time production, supply chain management, and automation are discussed in detail, along with the role of advanced technologies like robotics, AI, and IoT in modern manufacturing. The text integrates practical examples, case studies, and problem-solving techniques to illustrate the application of these concepts in real-world scenarios. Emphasizing sustainability and adaptability, it also addresses challenges such as resource efficiency, waste reduction, and the transition to Industry 4.0. Designed for students, professionals, and industry practitioners, Manufacturing Systems: Theory & Practice equips readers with the tools to analyze, design, and manage innovative manufacturing systems in today's competitive and dynamic industrial environment.

ISBN : 978-93-6967-740-5

Hardback

Price : ₹ 4995.00

Year : 2026



Standard Handbook for Mechanical Engineers

Pankaj Kesri

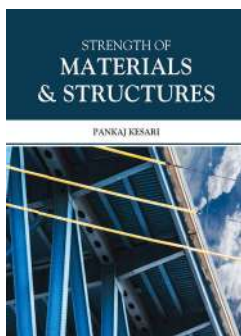
About the Book: Standard Handbook for Mechanical Engineers is an indispensable reference that covers the breadth of mechanical engineering principles, practices, and applications. Designed for professionals, students, and educators, this comprehensive guide provides in-depth coverage of key topics such as thermodynamics, fluid mechanics, machine design, heat transfer, materials science, and manufacturing processes. It includes essential formulas, standards, and data tables, making it a practical tool for solving engineering problems and optimizing system performance. The book also addresses emerging technologies, such as renewable energy systems, advanced materials, and automation, ensuring its relevance in modern engineering contexts. Rich with illustrative diagrams, real-world examples, and problem-solving techniques, it equips readers with both foundational knowledge and advanced insights. Whether for day-to-day reference or in-depth study, Standard Handbook for Mechanical Engineers remains an authoritative and reliable resource in the dynamic field of mechanical engineering.

ISBN : 978-93-6967-218-9

Hardback

Price : ₹ 4895.00

Year : 2026



Strength of Materials & Structures

Pankaj Kesri

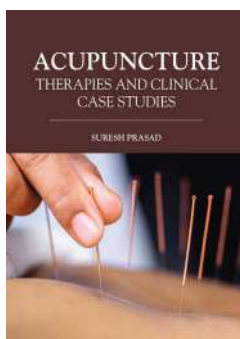
About the Book: Strength of Materials & Structures offers a detailed exploration of the principles underlying the behavior of materials and structures under various loads. The book provides foundational knowledge on stress, strain, and elasticity, delving into the mechanical properties of materials and their applications in structural engineering. Key topics include bending, torsion, shear, deflection, and buckling, with a focus on analyzing and designing beams, columns, and trusses. It integrates advanced concepts such as fatigue, fracture mechanics, and material failure, highlighting their significance in ensuring structural integrity and safety. Practical examples, problem-solving techniques, and real-world applications are included to reinforce theoretical understanding. Ideal for students, engineers, and professionals in mechanical and civil engineering, Strength of Materials & Structures equips readers with the analytical tools and practical knowledge necessary to evaluate and optimize the performance of materials and structures in diverse engineering scenarios.

ISBN : 978-93-6967-130-4

Hardback

Price : ₹ 4695.00

Year : 2026



Acupuncture: Therapies And Clinical Case Studies

Dr. Suresh Prasad

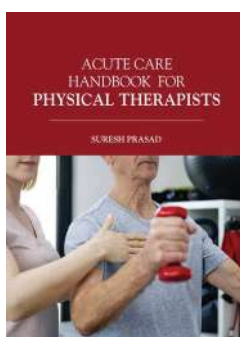
About the Book: Acupuncture: Therapies and Clinical Case Studies offers an in-depth exploration of acupuncture as a therapeutic modality, blending traditional wisdom with modern clinical practices. The book provides a comprehensive overview of acupuncture techniques, meridian theory, and the role of qi in promoting healing and balance. It examines its application in treating a wide range of conditions, including chronic pain, stress, digestive disorders, and musculoskeletal issues. Through detailed case studies, the book illustrates real-world clinical scenarios, showcasing diagnostic approaches, treatment plans, and patient outcomes. It emphasizes evidence-based practices while honoring the holistic principles of traditional Chinese medicine, making it a valuable resource for both novice and experienced practitioners. Acupuncture: Therapies and Clinical Case Studies equips readers with the knowledge and skills to effectively integrate acupuncture into clinical practice, enhancing patient care and outcomes. This book is essential for acupuncturists, healthcare professionals, and students seeking a deeper understanding of this ancient healing art.

ISBN : 978-93-6967-303-2

Hardback

Price : ₹ 4595.00

Year : 2026



Acute Care Handbook For Physical Therapists

Dr. Suresh Prasad

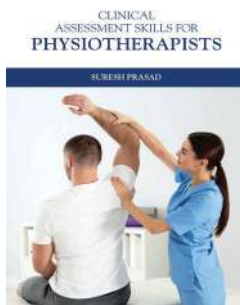
About the Book: Acute Care Handbook for Physical Therapists is an indispensable guide designed to support physical therapists in managing patients in acute care settings. This comprehensive resource covers key aspects of acute care practice, including patient evaluation, treatment planning, and intervention strategies for a wide range of medical and surgical conditions. It emphasizes the critical role of physical therapists in multidisciplinary teams, highlighting evidence-based approaches to mobility enhancement, pain management, respiratory care, and early rehabilitation. The book provides practical tools for assessing vital signs, understanding lab values, and ensuring patient safety in dynamic and often complex acute care environments. With real-world case studies and actionable guidelines, it bridges the gap between theory and practice, fostering confidence and competence in delivering care. Acute Care Handbook for Physical Therapists is an essential resource for students, clinicians, and professionals seeking to excel in this specialized and high-demand area of physical therapy.

ISBN : 978-93-6967-825-9

Hardback

Price : ₹ 4995.00

Year : 2026



Clinical Assessment Skills For Physiotherapists

Dr. Suresh Prasad

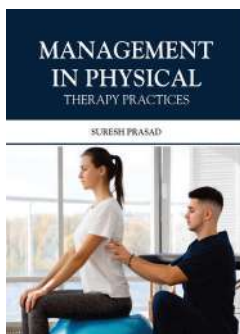
About the Book: Clinical Assessment Skills for Physiotherapists is a comprehensive resource designed to equip physiotherapy students and practitioners with the practical skills necessary for clinical excellence. This book covers essential areas such as patient assessment, treatment planning, therapeutic interventions, and documentation, providing a step-by-step approach to mastering core competencies. It emphasizes evidence-based practices, effective communication, and interdisciplinary collaboration to ensure holistic and patient-centered care. Through case studies, real-world scenarios, and hands-on exercises, readers learn to navigate clinical challenges, make informed decisions, and apply critical thinking skills in diverse healthcare settings. The book also addresses ethical considerations, cultural sensitivity, and the importance of maintaining professional standards. The book serves as a valuable guide for bridging the gap between academic knowledge and real-world practice, helping physiotherapists build confidence and competence in delivering high-quality care across various clinical environments.

ISBN : 978-93-6967-783-2

Hardback

Price : ₹ 4895.00

Year : 2026



Management In Physical Therapy Practices

Dr. Suresh Prasad

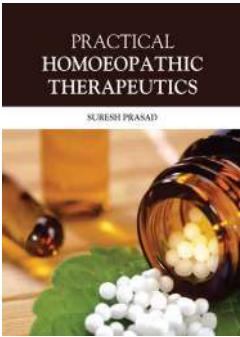
About the Book: Management in Physical Therapy Practices offers an essential guide to effectively leading and managing physical therapy clinics and departments. This book addresses core aspects of healthcare management, including strategic planning, financial oversight, operational efficiency, and staff development, all tailored to the unique needs of physical therapy practices. It explores patient-centered care models, quality assurance, and regulatory compliance, emphasizing how to balance clinical excellence with business acumen. With insights into marketing, team leadership, and technology integration, the book equips practitioners with the tools to navigate the dynamic healthcare environment. Real-world case studies and practical strategies are included to illustrate successful management approaches. Designed for physical therapists, clinic owners, and healthcare administrators, Management in Physical Therapy Practices bridges the gap between clinical expertise and effective practice management, fostering the skills needed to build thriving, patient-focused therapy practices that deliver exceptional care and operational success.

ISBN : 978-93-6967-438-1

Hardback

Price : ₹ 4695.00

Year : 2026



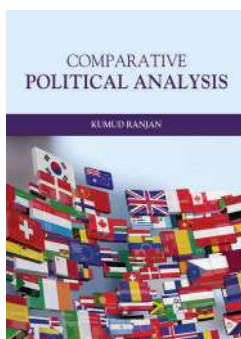
Practical Homoeopathic Therapeutics

Dr. Suresh Prasad

About the Book: Practical Homoeopathic Therapeutics is a comprehensive guide designed to help practitioners and enthusiasts of homeopathy effectively treat various health conditions using proven remedies. The book provides an in-depth exploration of homeopathic principles and the Materia Medica, offering clear and concise descriptions of remedies tailored to specific ailments. It covers a wide range of conditions, including chronic illnesses, acute symptoms, and preventive care, while emphasizing holistic treatment that addresses the root cause of health issues. Through case studies, practical examples, and step-by-step guidance, the book equips readers with the knowledge to apply homeopathic therapeutics confidently and accurately. Designed for both seasoned practitioners and beginners, Practical Homoeopathic Therapeutics combines traditional wisdom with modern insights, making it a valuable resource for achieving effective, safe, and personalized healthcare solutions. This book fosters a deeper understanding of homeopathy, empowering readers to enhance their skills and improve patient outcomes.

ISBN : 978-93-6967-126-7	Hardback	Price : ₹ 4795.00	Year : 2026
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Comparative Political Analysis

Dr. Kumod Ranjan

About the Book: This book offers a thorough exploration of comparative political analysis, focusing on the methods and frameworks used to study political systems, behavior, and institutions across different countries. It examines key political concepts such as power, authority, democracy, and governance, and provides tools for comparing political structures and processes in a systematic manner. The book delves into various approaches to comparative politics, including structural-functionalism, political culture, and institutional analysis, while also addressing contemporary issues like globalization, political economy, and democratization. Through case studies and examples from a variety of political systems, it illustrates how comparative analysis can help us understand political phenomena and trends in diverse contexts. Ideal for students of political science and international relations, this book offers both theoretical insights and practical guidance for conducting comparative political research, making it an essential resource for anyone interested in understanding the dynamics of political systems around the world.

ISBN : 978-93-6967-292-9

Hardback

Price : ₹ 4995.00

Year : 2026



Comparative Politics

Dr. Kumod Ranjan

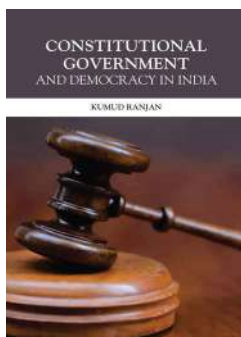
About the Book: "This book provides a comprehensive, up-to-date examination of comparative politics, offering a global perspective on political systems, governance, and policy. The book presents a thorough analysis of how different political systems operate, including democracies, authoritarian regimes, and hybrid systems. It explores the theoretical foundations of comparative politics, examining concepts such as political culture, regime types, political participation, and governance. The book incorporates recent political developments, such as the rise of populism, the impact of globalization, and the challenges to democratic institutions worldwide. Through case studies from a wide range of countries, the book offers comparative insights into how political systems function in practice, highlighting their successes and challenges. Ideal for students and scholars of political science, this book serves as a key resource for understanding global political dynamics and the factors that shape the political landscape in various regions around the world."

ISBN : 978-93-6967-800-6

Hardback

Price : ₹ 4595.00

Year : 2026



Constitutional Government And Democracy In India

Dr. Kumod Ranjan

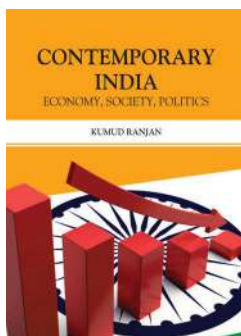
About the Book: This book provides an in-depth exploration of India's constitutional framework and its functioning as the world's largest democracy. It covers the historical context of the Indian Constitution, its key features, and the principles that underpin India's democratic system. The book delves into the structure of government, including the roles of the executive, legislature, judiciary, and the functioning of federalism. It also explores the rights and duties of citizens, the protection of fundamental rights, and the relationship between the Constitution and democratic governance. Through discussions of contemporary issues such as constitutional amendments, electoral reforms, and challenges to democracy, this book offers a detailed analysis of how constitutional principles are applied in practice. Ideal for students of political science and law, as well as general readers interested in understanding the political and legal framework of India, it provides valuable insights into the ongoing evolution of India's democratic institutions.

ISBN : 978-93-6967-838-9

Hardback

Price : ₹ 4895.00

Year : 2026



Contemporary India: Economy, Society, Politics

Dr. Kumod Ranjan

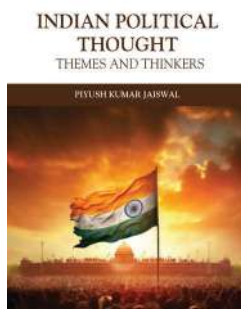
About the Book: This book provides a comprehensive analysis of the complex and multifaceted aspects of modern India, focusing on its economy, society, and politics. It explores the key economic transformations India has undergone, from liberalization and globalization to challenges in poverty reduction, employment, and infrastructure development. The book also delves into India's diverse social fabric, addressing issues such as caste, religion, gender, and regionalism, and how these factors influence social dynamics and policy. Politically, it examines India's democratic system, the functioning of political parties, and the role of institutions in shaping governance. The book incorporates case studies, current issues, and trends that affect India's trajectory in the 21st century. With insights into India's position on the global stage, this book serves as an essential resource for students, policymakers, and anyone interested in understanding the complexities of one of the world's largest and most dynamic nations.

ISBN : 978-93-6967-897-6

Hardback

Price : ₹ 4695.00

Year : 2026



Indian Political Thought: Themes And Thinkers

Dr. Piyush Kumar Jaisawal

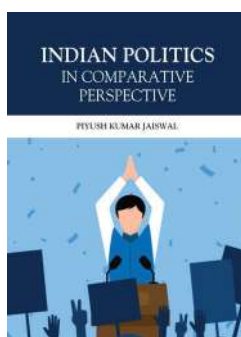
About the Book: This book provides a comprehensive exploration of Indian political thought, tracing its evolution from ancient times to the modern era. It delves into the ideas and contributions of key thinkers such as Kautilya, Raja Ram Mohan Roy, Swami Vivekananda, Mahatma Gandhi, Jawaharlal Nehru, and B.R. Ambedkar, highlighting their views on governance, justice, freedom, and social equality. The book updates discussions on contemporary political thought in India, incorporating new perspectives on issues such as nationalism, secularism, democracy, and the challenges of globalization. The book also explores themes like the role of religion in politics, the concept of dharma, and the tension between tradition and modernity. By analyzing the ideas of these influential figures and themes, it offers readers a deeper understanding of the intellectual foundations of Indian political institutions and the ongoing debates in Indian politics. This book serves as an essential resource for students and scholars of political theory and Indian politics.

ISBN : 978-93-6967-697-2

Hardback

Price : ₹ 4995.00

Year : 2026



Indian Politics in Comparative Perspective

Dr. Piyush Kumar Jaisawal

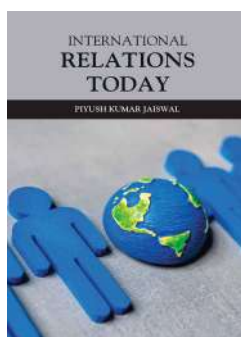
About the Book: This book offers a comparative analysis of Indian politics, examining its political institutions, processes, and policies in the context of other nations. It explores key aspects of India's political system, including its federal structure, party system, electoral processes, and the role of the judiciary. The book compares India's democratic model with that of other countries, considering its unique challenges, such as caste-based politics, regionalism, and religious diversity. It also delves into issues like economic reforms, governance, and policy-making, analyzing how they are influenced by historical, social, and cultural factors. Through comparative case studies and a focus on global political trends, this book provides insights into the functioning of India's democracy and its interactions with the broader international political environment. Ideal for students of political science, international relations, and comparative politics, it offers a deeper understanding of India's political dynamics in a global context.

ISBN : 978-93-6967-730-6

Hardback

Price : ₹ 4595.00

Year : 2026



International Relations Today

Dr. Piyush Kumar Jaisawal

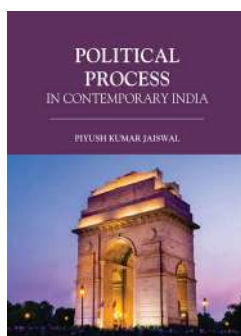
About the Book: This book offers an up-to-date introduction to the field of international relations, covering the key theories, concepts, and issues that shape global politics today. It examines foundational theories such as realism, liberalism, and constructivism, and explores their application to contemporary international conflicts, diplomacy, and cooperation. The text updates discussions on critical topics such as globalization, climate change, terrorism, human rights, and the rise of emerging powers like China and India. The book also addresses the role of international organizations like the United Nations and the World Trade Organization in managing global governance. Through case studies, real-world examples, and analysis of current events, this book provides a comprehensive understanding of the forces shaping international relations in the 21st century. Designed for students, policymakers, and global affairs professionals, this book offers the tools needed to critically analyze international events and the complex interactions between states and non-state actors on the world stage.

ISBN : 978-93-6967-596-8

Hardback

Price : ₹ 4995.00

Year : 2026



Political Process In Contemporary India

Dr. Piyush Kumar Jaisawal

About the Book: This book examines the political processes and institutions that shape contemporary India, offering a detailed analysis of the dynamics of Indian politics. It covers the evolution of India's political system, the role of political parties, electoral processes, and the functioning of the Indian Parliament and judiciary. The book also explores the challenges faced by Indian democracy, including issues of social inequality, regionalism, secularism, and corruption, while addressing the impact of globalization and economic reforms on politics. Through an examination of key political movements, electoral strategies, and policy debates, it provides readers with a comprehensive understanding of how political power is exercised in modern India. Ideal for students of political science and public administration, this book encourages critical analysis of the evolving political landscape and equips readers with the tools to better understand the complexities of India's democratic governance in a rapidly changing world.

ISBN : 978-93-6967-581-4

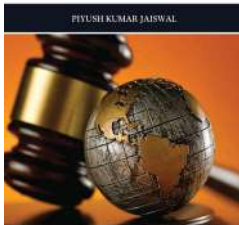
Hardback

Price : ₹ 4895.00

Year : 2026

POLITICAL THEORY
AN INTRODUCTION

PIYUSH KUMAR JAISAWAL



Political Theory: An Introduction

Dr. Piyush Kumar Jaisawal

About the Book: This book offers a comprehensive introduction to political theory, providing readers with a foundational understanding of key political concepts, ideologies, and philosophies that have shaped the modern world. It explores the works of influential political theorists such as Plato, Machiavelli, Hobbes, Locke, Marx, and Foucault, highlighting the evolution of ideas related to justice, power, democracy, and the state. The book incorporates contemporary political challenges and theoretical debates. It also includes new chapters on global politics, human rights, and the role of the individual in society. Designed for students of political science and philosophy, the book encourages critical thinking and provides a solid theoretical framework for analyzing current political issues. Through clear explanations, historical context, and thought-provoking questions, it invites readers to engage with the ideas that continue to shape political discourse and practice.

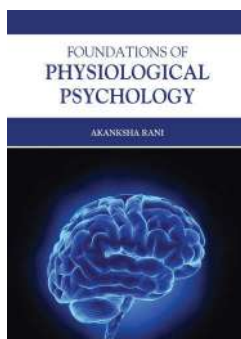
ISBN : 978-93-6967-510-4

Hardback

Price : ₹ 4695.00

Year : 2026





Foundations Of Physiological Psychology

Dr. Akanksha Rani

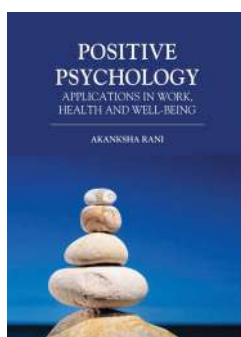
About the Book: Foundations of Physiological Psychology provides an in-depth exploration of the biological basis of behavior, offering readers a comprehensive understanding of the intricate relationship between the brain, nervous system, and psychological processes. The book covers fundamental topics such as neural communication, brain anatomy, sensory systems, motor functions, and the physiological mechanisms underlying emotions, learning, and memory. It also delves into the effects of hormones, genetics, and neuroplasticity on behavior, as well as the physiological impacts of disorders like anxiety, depression, and neurodegenerative diseases. Emphasizing a multidisciplinary approach, it integrates findings from neuroscience, psychology, and biology to present a holistic perspective. Richly illustrated with diagrams and real-world examples, the book is designed for students, educators, and professionals seeking to understand the physiological underpinnings of human behavior. Foundations of Physiological Psychology serves as an essential resource for building knowledge in the dynamic field of behavioral neuroscience.

ISBN : 978-93-6967-299-8

Hardback

Price : ₹ 4995.00

Year : 2026



Positive Psychology: Applications In Work, Health And Well-Being

Dr. Akanksha Rani

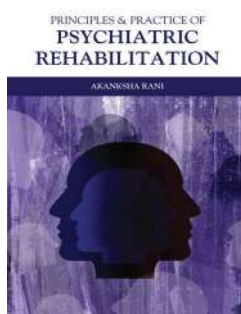
About the Book: Positive Psychology: Applications in Work, Health, and Well-Being explores the transformative power of positive psychology in fostering resilience, productivity, and overall life satisfaction. This book delves into the science of strengths, optimism, mindfulness, and emotional intelligence, examining how these principles can enhance mental and physical health, workplace performance, and personal fulfillment. It highlights evidence-based interventions to cultivate well-being, including gratitude practices, goal-setting techniques, and stress management strategies. The text also addresses the application of positive psychology in organizational settings, emphasizing employee engagement, leadership development, and the creation of supportive work environments. In healthcare, it explores how positive psychology promotes patient recovery, caregiver resilience, and holistic health approaches. Combining theoretical insights with practical tools, the book provides actionable strategies for individuals and professionals to apply This book principles in daily life and practice. This book is an invaluable resource for enhancing well-being across personal, professional, and societal domains.

ISBN : 978-93-6967-883-9

Hardback

Price : ₹ 4995.00

Year : 2026



Principles & Practice Of Psychiatric Rehabilitation

Dr. Akanksha Rani

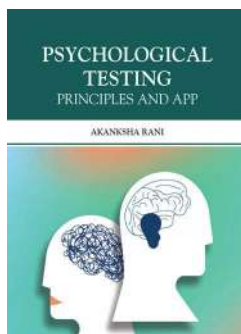
About the Book: Principles & Practice of Psychiatric Rehabilitation provides a comprehensive guide to helping individuals with mental health challenges achieve recovery, independence, and improved quality of life. Rooted in evidence-based practices, the book explores core principles such as person-centered care, empowerment, and community integration. It covers key topics including assessment, goal setting, skills training, and the use of therapeutic interventions to address barriers to recovery. Emphasizing a holistic approach, the text integrates psychosocial, vocational, and educational strategies tailored to individual needs. It also addresses the importance of family involvement, cultural sensitivity, and collaboration across multidisciplinary teams. Case studies and real-world applications illustrate effective practices and highlight the role of resilience and hope in the rehabilitation process. Designed for students, clinicians, and mental health professionals, the book serves as a valuable resource for fostering recovery-oriented care in diverse settings.

ISBN : 978-93-6967-506-7

Hardback

Price : ₹ 4595.00

Year : 2026



Psychological Testing: Principles And App

Dr. Akanksha Rani

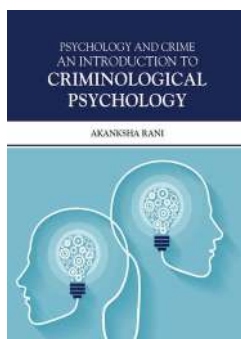
About the Book: Psychological Testing: Principles and Applications provides a comprehensive introduction to the science and practice of psychological assessment. The book explores the fundamental principles underlying test development, administration, scoring, and interpretation, offering readers a clear understanding of reliability, validity, and standardization processes. It covers various types of psychological tests, including intelligence, personality, aptitude, and achievement tests, with a focus on their practical applications in clinical, educational, and organizational settings. Ethical considerations, cultural sensitivity, and the impact of technology on psychological testing are also addressed, ensuring a well-rounded perspective. Through real-world examples and case studies, the book illustrates how psychological tests are used to make informed decisions and improve outcomes in diverse contexts. Designed for students and professionals, Psychological Testing: Principles and Applications equips readers with the knowledge and skills necessary to critically evaluate and effectively use psychological assessments in practice.

ISBN : 978-93-6967-352-0

Hardback

Price : ₹ 4995.00

Year : 2026



Psychology And Crime: An Introduction To Criminological Psychology

Dr. Akanksha Rani

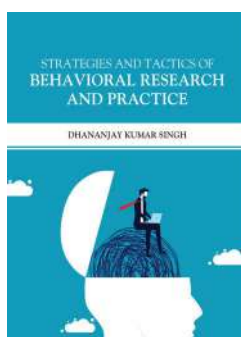
About the Book: Psychology and Crime: An Introduction to Criminological Psychology explores the intersection of psychology and criminal behavior, providing a foundational understanding of how psychological principles explain and address crime. This book examines key topics such as the psychological theories of criminal behavior, offender profiling, the impact of social and environmental factors, and the role of mental health in criminality. It delves into various crime types, including violent crimes, theft, and cybercrimes, analyzing the cognitive, emotional, and behavioral patterns of offenders. The text also covers victimology, rehabilitation strategies, and the use of psychological techniques in criminal investigations and justice systems. Through real-world case studies and research, it highlights practical applications and ethical considerations in criminological psychology. Designed for students, educators, and professionals in psychology, criminology, and law enforcement, Psychology and Crime offers valuable insights into understanding and addressing the complex dynamics of criminal behavior.

ISBN : 978-93-6967-286-8

Hardback

Price : ₹ 4895.00

Year : 2026



Strategies And Tactics Of Behavioral Research And Practice

Dr. Dhananjay Kumar Singh

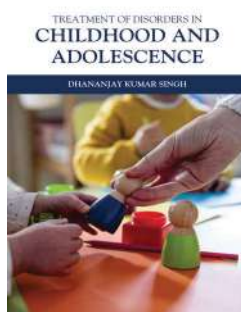
About the Book: Strategies and Tactics of Behavioral Research and Practice serves as a comprehensive guide to understanding, designing, and conducting behavioral research while effectively applying its findings in practice. The book covers foundational principles of behavioral science, including experimental design, data analysis, and ethical considerations. It emphasizes evidence-based strategies and innovative methodologies for studying human and animal behavior, addressing both controlled laboratory settings and real-world applications. Practical tactics for implementing behavior modification techniques in clinical, educational, and organizational contexts are discussed in depth. Through case studies and illustrative examples, the text bridges the gap between theory and practice, highlighting how research can inform effective interventions. Designed for students, researchers, and practitioners, Strategies and Tactics of Behavioral Research and Practice provides actionable insights and tools to address behavioral challenges and foster positive outcomes, making it an indispensable resource in the fields of psychology, education, and applied behavior analysis.

ISBN : 978-93-6967-612-5

Hardback

Price : ₹ 4695.00

Year : 2026



Treatment Of Disorders In Childhood And Adolescence

Dr. Dhananjay Kumar Singh

About the Book: "Treatment of Disorders in Childhood and Adolescence provides a comprehensive overview of evidence-based approaches to addressing psychological, behavioral, and developmental challenges faced by children and adolescents. The book explores a range of disorders, including anxiety, depression, ADHD, autism spectrum disorders, and conduct issues, offering detailed insights into their causes, symptoms, and effective interventions. It highlights therapeutic modalities such as cognitive-behavioral therapy, family therapy, and pharmacological treatments, emphasizing the importance of individualized care and early intervention. The text integrates real-world case studies, practical strategies, and the latest research to guide clinicians, educators, and caregivers in fostering resilience and promoting well-being. With a focus on cultural sensitivity and ethical considerations, Treatment of Disorders in Childhood and Adolescence equips readers with the tools to address complex challenges and support positive developmental outcomes, making it an invaluable resource for professionals working in child and adolescent mental health."

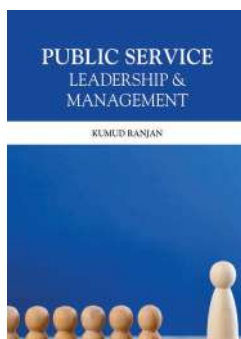
ISBN : 978-93-6967-827-3

Hardback

Price : ₹ 4995.00

Year : 2026

Public Administration



Public Service Leadership & Management

Dr. Kumud Ranjan

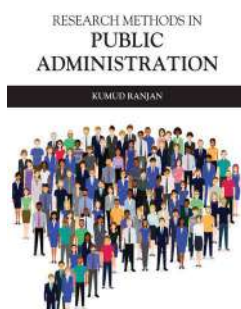
About the Book: This book explores the key principles and practices of leadership and management within the public sector, emphasizing the unique challenges and opportunities faced by public service organizations. It covers essential topics such as organizational behavior, decision-making, policy implementation, and performance management, providing a framework for effective leadership in government and nonprofit organizations. The book also addresses the importance of ethical leadership, transparency, and accountability in building public trust. By examining various leadership styles, strategies for motivating employees, and the role of public managers in navigating complex political and social environments, it offers practical insights into fostering a productive and responsive public service. Through case studies, examples, and actionable strategies, this book equips public service professionals and students with the tools needed to lead effectively, manage resources efficiently, and drive positive change in the public sector.

ISBN : 978-93-6967-537-1

Hardback

Price : ₹ 4595.00

Year : 2026



Research Methods In Public Administration

Dr. Kumud Ranjan

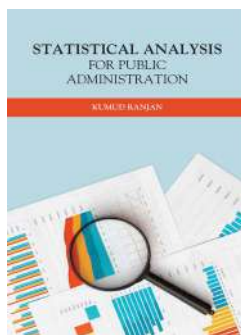
About the Book: This book provides a comprehensive overview of the research methods used in the field of public administration, focusing on how to gather, analyze, and interpret data to inform decision-making and policy development. It covers both qualitative and quantitative research techniques, including surveys, case studies, interviews, and statistical analysis. The book emphasizes the importance of research in addressing public sector challenges, such as improving service delivery, evaluating program effectiveness, and enhancing transparency. It also explores ethical considerations, data validity, and the application of research findings to real-world public administration problems. Through practical examples, case studies, and step-by-step guides, this book equips students, practitioners, and policymakers with the tools to conduct effective research. Ideal for those in public administration, government, and nonprofit sectors, it offers valuable insights into using research to shape policies and improve public service outcomes.

ISBN : 978-93-6967-788-7

Hardback

Price : ₹ 4995.00

Year : 2026



Statistical Analysis For Public Administration

Dr. Kumud Ranjan

About the Book: This book introduces statistical methods and techniques tailored for public administration, equipping students and professionals with the tools to make data-driven decisions in government and public sector organizations. It covers a range of statistical concepts, including data collection, hypothesis testing, regression analysis, and the interpretation of quantitative data. The book emphasizes how these techniques can be applied to public policy, budgeting, program evaluation, and decision-making processes. With a focus on practical applications, it provides real-world examples, case studies, and exercises to help readers understand how statistical analysis can inform public administration. Designed for public administrators, policymakers, and students of public affairs, this book demonstrates how statistical methods can enhance the effectiveness and efficiency of government operations while promoting transparency and accountability in public service.

ISBN : 978-93-6967-846-4

Hardback

Price : ₹ 4895.00

Year : 2026



Strategic Planning In The Public Sector

Dr. Kumud Ranjan

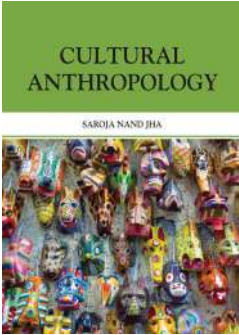
About the Book: This book explores the essential principles and practices of strategic planning in the public sector, focusing on how governmental and non-profit organizations can effectively set long-term goals and achieve them. It delves into the unique challenges faced by public sector entities, including political constraints, budget limitations, and the need for transparency and accountability. The book covers the strategic planning process, from environmental analysis and stakeholder engagement to implementing and evaluating policies. It also examines various models and frameworks used in the public sector, highlighting their application in areas like education, healthcare, urban planning, and environmental management. With practical examples, case studies, and a focus on real-world issues, this book serves as a comprehensive guide for public administrators, policymakers, and students. It emphasizes the importance of aligning strategy with public values to achieve sustainable outcomes for communities.

ISBN : 978-93-6967-070-3

Hardback

Price : ₹ 4695.00

Year : 2026

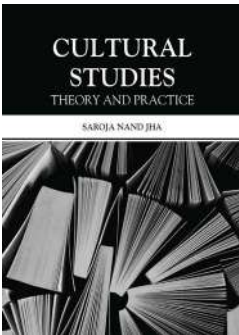


Cultural Anthropology

Dr. Saroja Nand Jha

About the Book: Cultural Anthropology explores the rich diversity of human societies, examining how culture shapes behavior, beliefs, and social structures across the globe. Covering key topics like kinship, religion, language, economics, and political systems, it provides a comprehensive understanding of the ways people organize their lives and adapt to changing environments. Through vivid examples, fieldwork insights, and comparative studies, the book highlights the importance of cultural relativism and the need to appreciate diversity in an interconnected world. It also addresses contemporary issues such as globalization, migration, and cultural preservation, encouraging critical thinking about the challenges and opportunities facing humanity today. Designed for students, educators, and anyone curious about human cultures, this book offers a thought-provoking foundation for understanding the complexities of our shared and varied experiences.

ISBN : 978-93-6967-735-1	Hardback	Price : ₹ 4995.00	Year : 2026
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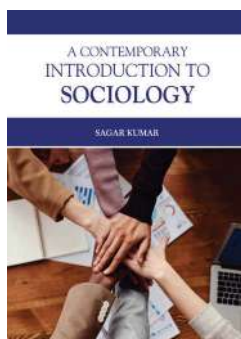
Cultural Studies: Theory And Practice

Dr. Saroja Nand Jha

About the Book: Cultural Studies: Theory and Practice delves into the interdisciplinary field of cultural studies, bridging theory with real-world application. This comprehensive guide unpacks critical frameworks like postmodernism, feminism, and post colonialism while exploring contemporary issues such as identity, power, and media influence. It offers readers insights into the dynamic ways culture shapes and is shaped by societal structures and individual agency. Through engaging examples and case studies, the book highlights how cultural practices intersect with politics, economics, and technology in a globalized world. Designed for both students and practitioners, it provides practical tools for analyzing cultural phenomena and understanding the forces driving societal change. Whether you're studying cultural dynamics or seeking to apply its principles in fields like education, media, or public policy, this book serves as a thought-provoking resource to navigate and critically engage with the complexities of our ever-evolving cultural landscape.

ISBN : 978-93-6967-780-1	Hardback	Price : ₹ 4995.00	Year : 2026
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A Contemporary Introduction To Sociology

Sagar Kumar

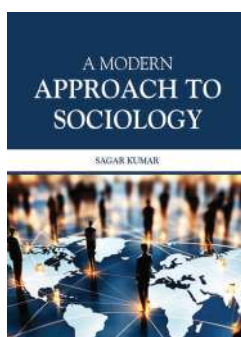
About the Book: A Contemporary Introduction to Sociology offers an engaging and comprehensive guide to understanding the complexities of modern society through the lens of sociological theory and research. This book introduces foundational concepts such as social structures, culture, identity, and institutions, while addressing contemporary issues like globalization, technological advancements, social movements, and inequality. Combining classical theories with modern perspectives, it highlights the relevance of sociology in analyzing and addressing real-world challenges. Designed for students, educators, and general readers, the book integrates case studies, current examples, and practical applications to connect theory to everyday life. It emphasizes critical thinking and encourages readers to explore the interplay between individual actions and larger social forces. A Contemporary Introduction to Sociology equips readers with the knowledge and tools to navigate and interpret the rapidly changing social world, making it an invaluable resource for understanding the dynamics of 21st-century society.

ISBN : 978-93-6967-684-2

Hardback

Price : ₹ 4895.00

Year : 2026



A Modern Approach To Sociology

Sagar Kumar

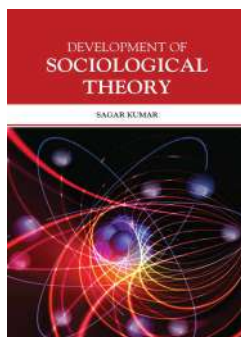
About the Book: A Modern Approach to Sociology provides a fresh perspective on understanding and analyzing society, blending classical theories with contemporary insights to address the complexities of the modern world. The book explores key sociological concepts such as social structures, institutions, culture, and identity, while integrating discussions on current issues like globalization, technology, environmental challenges, and social inequalities. Emphasizing practical applications, it examines how sociological theories and methods can be used to interpret real-world phenomena and inform solutions to pressing societal problems. Designed for students, educators, and professionals, the book combines accessible explanations with case studies and research examples to make the subject engaging and relevant. A Modern Approach to Sociology equips readers with the tools to critically examine the dynamics of social life, fostering a deeper understanding of human interactions and the forces shaping contemporary society. It is an essential resource for navigating today's interconnected and rapidly changing world.

ISBN : 978-93-6967-801-3

Hardback

Price : ₹ 4695.00

Year : 2026



Development Of Sociological Theory

Sagar Kumar

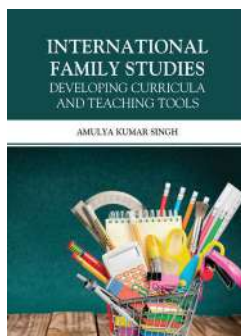
About the Book: Development of Sociological Theory offers a comprehensive exploration of the evolution of sociological thought, tracing its origins and examining the works of key theorists who have shaped the discipline. The book delves into foundational theories from classical sociologists like Durkheim, Weber, and Marx, and transitions to contemporary perspectives such as symbolic interactionism, feminism, and postmodernism. It provides an analytical framework to understand how sociological theories respond to and reflect changes in society, addressing topics like social structure, power, identity, and cultural dynamics. Designed for students, educators, and scholars, the book combines theoretical insights with practical applications, demonstrating the relevance of sociological theory in analyzing modern societal issues. Through clear explanations and critical analysis, Development of Sociological Theory equips readers with a deep understanding of the discipline's intellectual heritage, fostering an appreciation for its role in interpreting and addressing the complexities of human social behavior.

ISBN : 978-93-6967-568-5

Hardback

Price : ₹ 4995.00

Year : 2026



International Family Studies: Developing Curricula And Teaching Tools

Prof. Amulya Kumar Singh

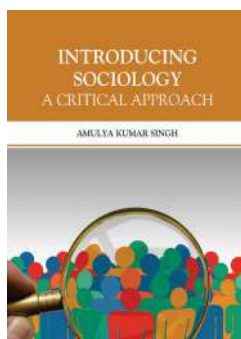
About the Book: This book focuses on the development of curricula and teaching resources for the field of international family studies, providing educators with tools to teach about the diverse family structures, dynamics, and issues across cultures and countries. It examines the role of families in different societies, addressing topics such as family policies, marriage, gender roles, child-rearing practices, and the impact of globalization on family life. The book also highlights the importance of cultural sensitivity and inclusion in designing educational materials and curricula. It offers practical guidance on creating effective learning experiences for students, incorporating case studies, comparative research, and interactive teaching methods. Aimed at educators, curriculum developers, and students of family studies, this book provides a comprehensive framework for teaching the complexities of family life on a global scale and equips educators with the necessary resources to enhance their teaching in this interdisciplinary field.

ISBN : 978-93-6967-320-9

Hardback

Price : ₹ 4895.00

Year : 2026



Introducing Sociology: A Critical Approach

Prof. Amulya Kumar Singh

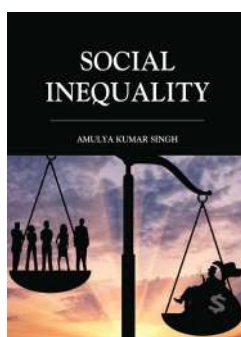
About the Book: This book offers a fresh and critical perspective on sociology, introducing key concepts and theories through an analytical lens that challenges conventional views. It explores the foundational topics in sociology, such as socialization, stratification, culture, deviance, and social institutions, while encouraging readers to question and critically engage with the assumptions underlying traditional sociological explanations. The book also emphasizes the importance of understanding social issues from diverse perspectives, considering factors such as race, gender, class, and globalization. By integrating contemporary case studies and examples, it illustrates how sociological concepts apply to real-world issues and social change. Designed for students and readers new to the field, the book provides a comprehensive introduction to sociology while fostering critical thinking and awareness of social inequalities, power dynamics, and the complexities of human behavior in a globalized world. It serves as an essential resource for those seeking to understand the social forces shaping modern societies.

ISBN : 978-93-6967-935-5

Hardback

Price : ₹ 4995.00

Year : 2026



Social Inequality

Prof. Amulya Kumar Singh

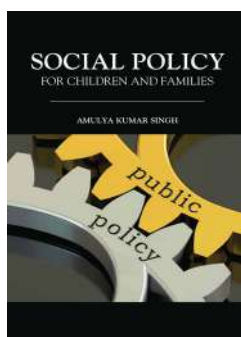
About the Book: This book examines the multifaceted issue of social inequality, exploring its causes, effects, and implications on individuals and societies. It covers key dimensions of inequality, including economic, racial, gender, educational, and healthcare disparities, offering a comprehensive analysis of how these inequalities are perpetuated and institutionalized. The text delves into the role of social structures, policies, and historical legacies in shaping unequal access to resources and opportunities. It also explores global perspectives, examining how social inequality manifests in different cultural and political contexts. By integrating theories, case studies, and data-driven insights, the book encourages readers to critically engage with the social forces that contribute to inequality. Designed for students, sociologists, and policymakers, this book serves as an essential resource for understanding the complexities of social inequality and for exploring potential solutions to promote justice, equity, and social mobility.

ISBN : 978-93-6967-495-4

Hardback

Price : ₹ 4895.00

Year : 2026



Social Policy For Children And Families

Prof. Amulya Kumar Singh

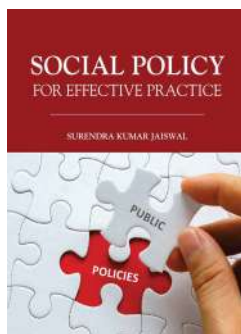
About the Book: This book explores the development and implementation of social policies aimed at supporting children and families, focusing on the role of government, social institutions, and communities in fostering well-being. It examines key issues such as child protection, education, healthcare, poverty alleviation, and family support programs. The text also looks at the impact of social policies on diverse family structures, including single-parent, low-income, and immigrant families. By analyzing policy frameworks, reforms, and global perspectives, the book provides a comprehensive understanding of how social policies shape the lives of children and families. With case studies, policy evaluations, and recommendations for improvement, this book serves as a valuable resource for students, social workers, policymakers, and professionals in child welfare and family services. It aims to inspire critical thinking about how to create inclusive and effective policies that promote the health, safety, and opportunities for all families.

ISBN : 978-93-6967-583-8

Hardback

Price : ₹ 4695.00

Year : 2026



Social Policy For Effective Practice

Dr. Surendra Kumar Jaiswal

About the Book: Social Policy for Effective Practice provides an in-depth exploration of the development, implementation, and impact of social policies on communities and individuals. The book examines the foundations of social policy, including its historical evolution, key theories, and the influence of political, economic, and cultural factors. It emphasizes the importance of evidence-based policymaking and equips readers with tools to critically analyze and advocate for effective policies that promote social justice and equity. Topics include healthcare, education, housing, labor, and welfare policies, with discussions on addressing systemic inequality and enhancing public well-being. Case studies and real-world examples illustrate how social workers, policymakers, and practitioners can bridge the gap between theory and practice. With its focus on practical strategies and ethical considerations, Social Policy for Effective Practice is an essential resource for students, professionals, and advocates committed to creating meaningful change in the social services landscape.

ISBN : 978-93-6967-618-7

Hardback

Price : ₹ 4695.00

Year : 2026



Social Research Methods

Dr. Surendra Kumar Jaiswal

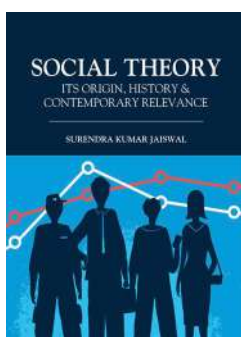
About the Book: Social Research Methods offers a comprehensive introduction to the techniques and principles used in conducting effective and ethical social research. Covering both qualitative and quantitative approaches, the book explores research design, data collection methods, analysis, and interpretation. Topics include surveys, interviews, ethnography, case studies, experiments, and statistical modeling, providing readers with a robust toolkit to investigate social phenomena. The text emphasizes the importance of ethical considerations, critical thinking, and the relevance of research to real-world problems. Detailed examples and case studies demonstrate the application of methods across diverse disciplines, from sociology and anthropology to education and public health. With practical guidance on writing research proposals and reports, as well as navigating challenges in the research process, this book is ideal for students and practitioners seeking to enhance their skills. Social Research Methods equips readers with the knowledge and tools to conduct rigorous, impactful, and innovative social research.

ISBN : 978-93-6967-441-1

Hardback

Price : ₹ 4995.00

Year : 2026



Social Theory: Its Origin, History & Contemporary Relevance

Dr. Surendra Kumar Jaiswal

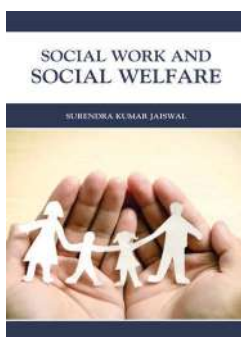
About the Book: Social Theory: Its Origin, History & Contemporary Relevance provides a thorough exploration of the development and evolution of social theory, connecting its historical roots to its significance in understanding modern societies. The book traces the contributions of foundational thinkers, such as Marx, Weber, and Durkheim, while also examining the impact of critical perspectives like feminism, postmodernism, and critical race theory. It unpacks key concepts, including power, inequality, culture, and globalization, offering insights into how these ideas shape social dynamics and institutions. Emphasizing the practical application of theory, it highlights how social theories inform contemporary debates on issues like identity, technology, and environmental challenges. With its blend of historical depth and modern relevance, the text serves as an essential resource for students and scholars in sociology, anthropology, and related disciplines. Social Theory: Its Origin, History & Contemporary Relevance is a valuable guide for understanding and critically engaging with the complexities of today's world.

ISBN : 978-93-6967-428-2

Hardback

Price : ₹ 4595.00

Year : 2026



Social Work And Social Welfare

Dr. Surendra Kumar Jaiswal

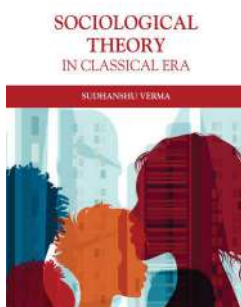
About the Book: Social Work and Social Welfare provides a comprehensive overview of the principles, practices, and challenges of social work in addressing societal issues and promoting well-being. The book explores the foundations of social welfare systems, including their historical development, policy frameworks, and the roles of social workers within these structures. It delves into key areas of practice, such as child welfare, mental health, substance abuse, poverty alleviation, and support for marginalized populations. Emphasizing a strengths-based and client-centered approach, it highlights ethical considerations, cultural competence, and advocacy as central components of effective practice. The text also addresses contemporary challenges, including systemic inequality, community resilience, and the integration of technology in social services. Case studies and real-world scenarios illustrate practical applications, making this book an essential resource for students, practitioners, and policymakers. Social Work and Social Welfare equips readers with the knowledge and tools to make meaningful contributions to individual and community well-being.

ISBN : 978-93-6967-484-8

Hardback

Price : ₹ 4995.00

Year : 2026



Sociological Theory In Classical Era

Dr. Sudhanshu Verma

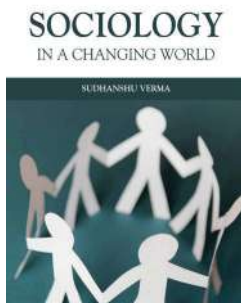
About the Book: Sociological Theory in the Classical Era delves into the foundational ideas and works of the pioneering sociologists who shaped the discipline. This book explores the intellectual contributions of figures such as Karl Marx, Emile Durkheim, Max Weber, and Georg Simmel, examining their theories on society, culture, class, religion, and the economy. It provides a detailed analysis of the historical and social contexts that influenced their perspectives, offering insights into the origins of key sociological concepts like social structure, conflict, and rationalization. By connecting classical theories to modern societal issues, the text demonstrates their enduring relevance in understanding contemporary social dynamics. Through accessible explanations and critical reflections, readers are encouraged to engage with these seminal ideas and their application in today's world. This book is an essential resource for students, scholars, and enthusiasts of sociology and social theory.

ISBN : 978-93-6967-636-1

Hardback

Price : ₹ 4995.00

Year : 2026



Sociology In A Changing World

Dr. Sudhanshu Verma

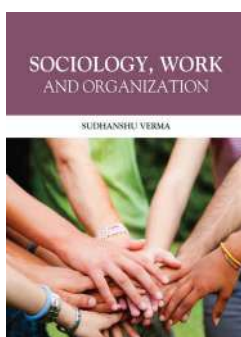
About the Book: Sociology in a Changing World examines how societal shifts, technological advancements, and global interconnectedness shape human behavior, institutions, and cultural norms. This book explores core sociological concepts, such as social structures, inequality, identity, and collective behavior, while addressing contemporary issues like climate change, digital transformation, migration, and the rise of global social movements. It integrates classical theories with modern perspectives to provide a nuanced understanding of how change influences individual lives and societies. Through real-world examples, case studies, and engaging discussions, the text encourages critical thinking about the challenges and opportunities in a rapidly evolving world. Whether analyzing urbanization, education, or the impact of social media, this book equips readers with tools to interpret complex social phenomena. Sociology in a Changing World is an essential resource for students and professionals seeking to understand and navigate the dynamics of today's interconnected and ever-transforming societies.

ISBN : 978-93-6967-875-4

Hardback

Price : ₹ 4995.00

Year : 2026



Sociology, Work And Organization

Dr. Sudhanshu Verma

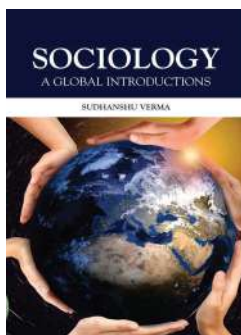
About the Book: Sociology, Work and Organization offers a comprehensive examination of the dynamic relationship between society, work, and organizational structures. The book explores how economic systems, cultural norms, and technological advancements shape the nature of work and influence organizational practices. Key topics include workplace dynamics, power and authority, gender and diversity in employment, labor markets, and the impact of globalization on work. It integrates classical sociological theories with contemporary perspectives, providing insights into organizational behavior, the role of institutions, and the changing nature of work in the digital era. Real-world case studies and examples illustrate the application of sociological concepts to understand workforce challenges and organizational change. With its focus on critical thinking and analytical frameworks, Sociology, Work and Organization serves as an essential resource for students, professionals, and scholars seeking to navigate and contribute to the evolving world of work and organizational development.

ISBN : 978-93-6967-666-8

Hardback

Price : ₹ 4895.00

Year : 2026



Sociology: A Global Introduction

Dr. Sudhanshu Verma

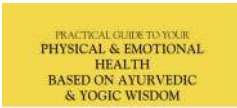
About the Book: Sociology: A Global Introduction provides a comprehensive overview of sociological principles, emphasizing the interconnectedness of societies in an increasingly globalized world. This book examines foundational concepts such as culture, socialization, inequality, and institutions, while incorporating contemporary topics like migration, global conflict, environmental challenges, and digital transformations. By integrating global perspectives, it highlights the diversity of social experiences across cultures and regions, fostering a deeper understanding of worldwide social dynamics. The text features case studies, real-world examples, and critical analyses to demonstrate how sociological theories apply to pressing global issues. With its balance of classical and modern sociological thought, the book encourages readers to think critically about their role in an interconnected society. This book is an invaluable resource for students, educators, and anyone interested in exploring the complexities of human behavior, social change, and global interdependence.

ISBN : 978-93-6967-367-4

Hardback

Price : ₹ 4595.00

Year : 2026



Practical Guide to Your Physical & Emotional Health Based on Ayurvedic & Yogic Wisdom

Dr. Suresh Prasad Singh

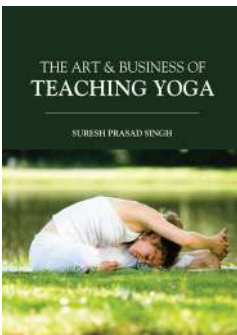
About the Book: Practical Guide to Your Physical & Emotional Health Based on Ayurvedic & Yogic Wisdom offers a holistic approach to well-being by integrating ancient Ayurveda principles and yogic practices. This book provides practical guidance on achieving balance in mind, body, and spirit through personalized lifestyle choices, diet, and routines tailored to your unique constitution (dosha). It explores yoga postures, breathing techniques, and meditation methods to enhance emotional resilience, reduce stress, and promote inner harmony. Drawing on the timeless wisdom of Ayurveda, it addresses common health concerns, emphasizing prevention and natural healing. The book is enriched with actionable tips, self-assessment tools, and easy-to-follow practices, making it accessible for readers at any stage of their wellness journey. Practical Guide to Your Physical & Emotional Health empowers individuals to embrace a balanced and vibrant life, blending the wisdom of two ancient sciences to cultivate lasting health and happiness in today's fast-paced world.

ISBN : 978-93-6967-258-5

Hardback

Price : ₹ 4995.00

Year : 2026



The Art & Business of Teaching Yoga

Dr. Suresh Prasad Singh

About the Book: The Art & Business of Teaching Yoga is a comprehensive guide that bridges the gap between the practice of yoga and the skills needed to build a successful teaching career. This book explores the nuances of crafting meaningful classes, fostering authentic student-teacher connections, and developing a personal teaching style rooted in yogic principles. Simultaneously, it delves into the business side of yoga, covering essential topics such as branding, marketing, creating sustainable income streams, and navigating the professional challenges of the wellness industry. Practical advice, real-world examples, and reflective exercises equip aspiring and seasoned yoga teachers with tools to balance passion with professionalism. Emphasizing ethics, mindfulness, and self-care, the book highlights how to thrive while staying true to the essence of yoga. The book empowers instructors to share their practice confidently and sustainably in a competitive and ever-evolving field.

ISBN : 978-93-6967-856-3

Hardback

Price : ₹ 4995.00

Year : 2026

