



SULTAN CHAND & SONS

# Catalogue

## 2019

Management

Economics

Mathematical Sciences

Physics

Chemistry



# SULTAN CHAND & SONS

## Shri Sultan Chandji, Founder (20/12/1896 – 01/02/1975)

Shri Sultan Chand ji, founder of M/s S. Chand & Company (1917) and M/s Sultan Chand & Sons (1950), was pioneer in the field of publication of school and college level text-books by Indian teachers and scholars. He inherited the spirit of nationalism and lofty ideals from his noble father, Master Amir Chandji (born in 1869), a dedicated teacher, a social reformer, a great patriot and revolutionary, who was awarded death sentence in 1915 for his involvement in the Hardinge Bomb Case.

Shri Sultan Chand ji was a great visionary. He realized the need of education both for winning political freedom and for socio-economic development of the country. Due to his commitment for the country, dedicated his entire life to provide high quality text-books by Indian teachers for the promotion of quality-education to Indian students at easily affordable prices.

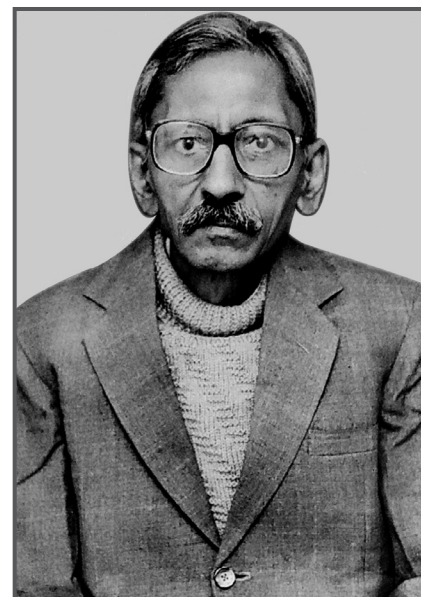
Nearly sixty years of his untiring efforts, with total dedication and commitment, he was able to gather around him a galaxy of distinguished teachers and authors from all over the country as a team. As a result he formed M/s Sultan Chand & Sons what it is today, a name that evokes trust, reliability and commitment both amongst teachers and students alike. A true *Karmayogi* in practice, he leaves behind him a rich legacy of noble ideas which the Indian publishing industry can be proud of and his successors have solemnly pledged to carry forward the same with dedication and service to the academic world.



## Shri Subhash Chand Aggarwal, A Visionary (01/11/1939 – 17/06/2017)

Like his illustrious father Shri Subhash Chand Aggarwal, M.Com, CS, ICWA, dedicated his entire life for the cause of education. He started his teaching career in the Department of Commerce, Ramjas College, Delhi University. He experienced the difficulties which the students and teachers experience in smooth wayfaring in their academic curriculum. He understood that besides the lectures in the class there is the need for good textbooks as the support system for the students. He therefore decided to help his father Shri Sultan Chand ji in bringing out books having more value and less price so that each and every student can excel in their studies.

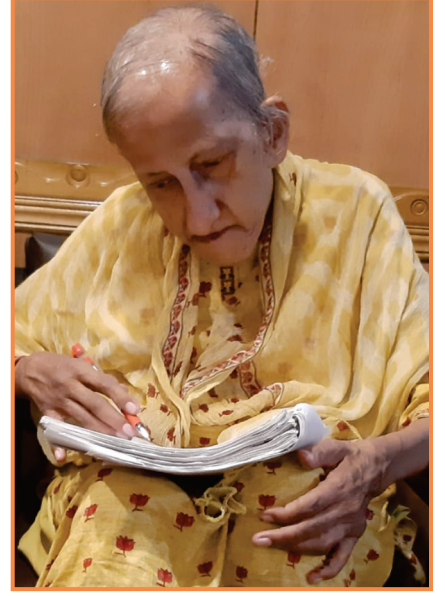
He was a visionary who imbibed the spirit of nationalism from his grandfather and father alike. He chose a life of austere celibacy over the marital bliss to serve the society with firm commitment. He set up several trusts, prominent being Shri Sultan Chand Trust, Sultan Chand Dropadi Devi Education Foundation and Dr Usha Aggarwal Trust, to award scholarships to meritorious students. He also created Endowment Funds in more than 200 colleges across the country and used the income to provide financial support to students. In addition, free books were given to students/institutions under the "Book bank Scheme".



### Dr (Miss) Usha Aggarwal, The Guiding Force

Equally supportive to the cause of his father's dream project Sultan Chand & Sons, is Dr. Miss Usha Aggarwal, younger sister of Shri Subhash Chand Aggarwal, who is currently working hard to carry on the legacy of his father's and brother's mission and vision. Ushaji is well educated and was awarded a Ph.D for her research on "Philosophic Dramas in Sanskrit "which has been published in English. She has a flair for writing and has published more than 20 books in Sanskrit, Hindi, Literature, etc. She is actively engaged in Social Service and serves needy students by way of free books and scholarship through their respective institutions. She taught in various Government Senior Secondary School for 40 years and retired as Principal. Thereafter, she has committed herself in the project of her father.

After the demise of her brother, she is now a strong guiding force for the organization and relentlessly working hard towards realizing the dreams and mission of her predecessors.



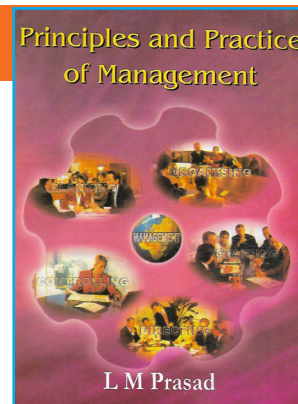
*Education is not just about going to school and getting a degree.  
It's about widening your knowledge and absorbing the truth about life.*

*Education is the most powerful weapon  
which you can use to change the world*

## Principles and Practice of Management

Dr. L.M. Prasad

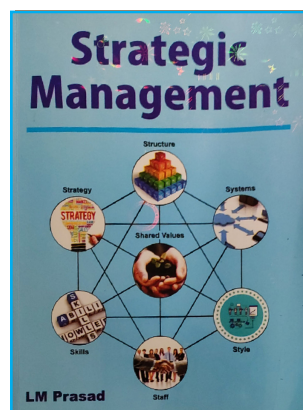
The book in its ninth edition has been thoroughly restructured and revised. All chapters of the present edition have been rewritten not only to incorporate the latest developments in management but also to make presentation of subject matter more lucid and crisp. Some chapters of the previous edition have been merged with other related chapters to put the focus properly. This has resulted in reduced number of chapters inspite of adding new chapter dealing with management practices of prominent countries and business leaders. Thus, the present edition is ideally suited with MBA/PGDM, M.Com students as well as management practitioners, particularly those who have not gone through formal management education.



### Contents

**Part I Framework of Management:** 1. Introduction to Management 2. Development of Management Thought 3. Managers and Environment 4. Social Responsibility and Ethics. **Part II Planning:** 5. Fundamentals of Planning 6. Organizational Plans 7. Decision Making. **Part III: Organising:** 8. Fundamentals of Organising 9. Power and Authority 10. Conflict and Coordination, Organisational Change. **Part IV Staffing:** 11. Fundamentals of Staffing 12. Employee Development and Performance Appraisal. **Part V Directing:** 13. Fundamentals of Directing 14. Motivation 15. Leadership 16. Communication. **Part VI Controlling:** 17. Fundamentals of Controlling, Control Techniques. **Part VII Management Practices:** 18. Management Practices of Prominent Countries and Business Leaders. **Appendices:** ♦ Learning Through Cases ♦ Method of Scoring & Score Interpretation of Awareness Developer.

Ninth Edition 2015, Reprint 2019 | Size 24×18 cm | Pp. xvi + 536 | ISBN 978-93-5161-050-2 (TC-209); | ₹ 495.00



## Strategic Management

Dr. L.M. Prasad

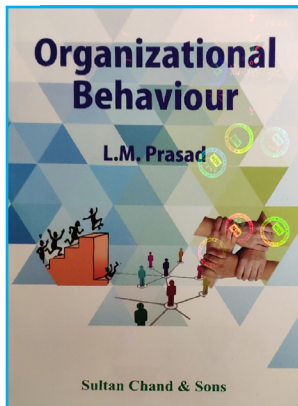
The book in the present edition has been thoroughly revised and restructured. All the chapters have been re-written not only to incorporate new developments in Strategic Management but also to make the subject –matter more lucid and crisp. Thus, the present edition is vastly improved both in terms of contents and presentation.

### Contents

**Part I: Conceptual Framework of Strategic Management:** 1. Introduction to Strategic Management 2. Strategic Management Process **Part II: Strategic Intent and Strategy Formulation:** 3. Strategic Intent 4. Environmental Analysis 5. Organizational Analysis 6. Corporate Strategies: Stability, Expansion, Retrenchment 7. Corporate Strategies: Internationalization and Digitalization 8. Business Strategies 9. Choice of Strategy **Part III: Strategy Implementation:** 10. Activating Strategy 11. Structural Implementation 12. Behavioural Implementation 13. Functional Implementation **Part IV: Strategic Control:** 14. Strategic Control **Part V: Cases** Cases ♦ Glossary ♦ Name Index ♦ Organization Index ♦ Subject Index

Seventh Edition 2018 | Size 24×18 cm. | Pp. xiv + 506 | ISBN 978-93-561-129-5 (TC-1147); | ₹ 370.00





## Organizational Behaviour

Dr. L.M. Prasad

The book in its fifth edition has been thoroughly revised and restructured incorporating the latest concepts and practices in Organizational Behaviour. Practices in Organizational Behaviour in Indian context have been discussed in two forms: discussion of findings of Indian research studies on different aspects of Organizational Behaviour and discussion of practices in Organizational Behaviour adopted by prominent Indian companies and business leaders. Thus, the present edition is ideally suited to MBA/PGDM, M.Com. and other relevant courses. The main features of the present edition are as follows:

- ◆ Most comprehensive coverage with latest developments.
- ◆ Subject-matter presented in simple and lucid style with suitable tables, figures, and exhibits.
- ◆ Proper blend of theory and practice of Organizational Behaviour.
- ◆ Awareness developer at the end of each chapter to enable a reader to assess his/her behavioural pattern.
- ◆ Live cases for classroom discussion along with a note on learning through cases to sharpen diagnostic and analytical skills of the participants.

### Contents

**Part I–Conceptual Framework for Organizational Behaviour:** Nature of Organizational Behaviour, Foundation of Organizational Behaviour. **Part II–Individual Dimensions of Organizational Behaviour:** Nature of Human Behaviour, Personality, Perception, Learning, Attitudes and Values, Emotional Intelligence, Motivation, Motivational Applications, Individual Decision Making. **Part III–Group Dimensions of Organizational Behaviour:** Interpersonal Behaviour, Group Dynamics, Work Teams, Power and Politics, Leadership, Communication, Conflict Management. **Part IV–Structural and Cultural Dimensions of Organizational Behaviour:** Design of Organization Structure, Forms of Organization Structure, Work Design and Work Stress, Organisational Culture. **Part V–Organizational Effectiveness and Change :** Organizational Effectiveness, Organisational Change, Organisation Development. **Appendices:** Learning through Cases ♦ Method of Scoring & Score Interpretation of Awareness Developers.

Fifth Revised Edition & Reprint 2019 | Size 24×18 cm. | Pp. xvi + 740 | ISBN 978-81-8054-841-3 (TC-211) | ₹ 500.00

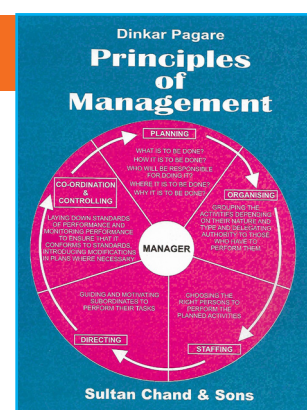
## Principles of Management

Dinkar Pagare

The present edition tries to focus on all aspects of Management

### Contents

Introductory ♦ Evolution of Management Thought and Practice ♦ School of Management ♦ Scientific Management ♦ Fayol's Theory of Management ♦ Hawthorne Experiment ♦ Nature and Importance of Planning ♦ Process of Planning ♦ Decision Making ♦ Methods of Planning ♦ Nature and Importance of Organization ♦ Organization Theory ♦ Types of Organization ♦ Assignment of Responsibility and Delegation of Authority ♦ Informal Groups within Formal Organization ♦ Role of Communication in Management ♦ Methods of Communication ♦ Nature and Functions of Personnel Management ♦ Personnel Planning ♦ Recruitment ♦ Selection ♦ Types and Techniques of Training ♦ Motivations ♦ Job, Design, Job Analysis and Job Evaluation ♦ Personnel Compensation and Methods of Wage Payment ♦ Directing Function of Management ♦ Directing Function – Leadership ♦ Nature and Process of Control ♦ Control Devices ♦ Coordination ♦ Business Objectives and Social Responsibilities



Sixth Revised Edition 2018 | Size 24×18 cm. | Pp. ix + 412 | ISBN 978-93-5161-120-2 (TC-199) ₹ 250.00

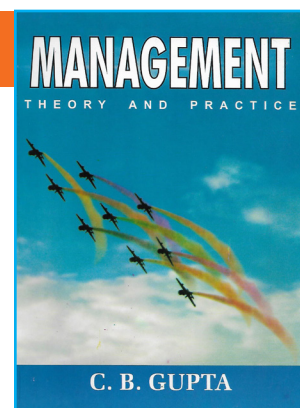
## Management – Theory and Practice

Dr. C.B. Gupta

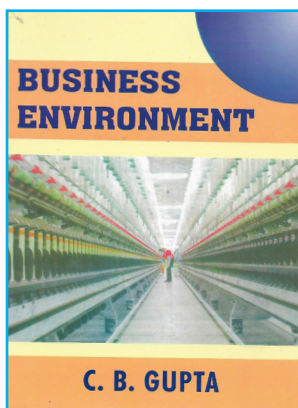
This book has been designed as a text-book for the students of courses like B.Com., M.Com., A.I.M.A. M.B.A., P.G. Diploma in Management.

### Contents

**Part I – Introduction of Management:** 1. Concept and Nature and Scope of Management 2. Management Process–Functions and Principles 3. Coordination–The Essence of Managing 4. Evolution of Management Thought 5. Modern Management Gurus 6. Management and Environment. **Part II – Planning and Decision-making:** 1. Nature, Process and Types of Planning 2. Forecasting. 3. Management by Objectives 4. Decision-making 5. Strategic Management Process 6. Problem Solving. **Part III – Organising:** 1. Nature and Principles of Organisation 2. Departmentation 3. Span of Management 4. Authority and Responsibility 5. Delegation and Decentralisation 6. Forms of Organisation Structure 7. Line and Staff Relations 8. Theories of Organisation 9. Management of Change 10. Organisation Development 11. Organisation Charts and Manuals 12. Organisational Climate and Culture 13. Organisational Conflicts 14. Organisational Politics. **Part IV – Staffing:** 1. Nature and Scope of Staffing 2. Selection, Training and Development 3. Human Resources–Appraisal and Accounting ♦ Knowledge Management ♦ Learning Organisation. **Part V – Directing:** 1. Nature and Scope of Directing 2. Motivation and Morale 3. Communication 4. Leadership 5. Supervision 6. Team Building 7. Crisis Management 8. Corporate Governance. **Part VI – Controlling:** 1. Nature and Process of Controlling 2. Techniques of Control. **Part VII – Management and Society:** 1. Management of Public Undertakings 2. Social Responsibilities of Business 3. Business Ethics 4. Japanese Management 5. International Management 6. Excellence in Management 7. Management of Time 8. Management of Family Business 9. Management of Non-profit Organisation 10. Management in Future 11. Modern Management Techniques 12. The Entrepreneurship Development ♦ Some Syllabi on Management ♦ Appendices–Learning through Cases ♦ Method of Scoring & Score Interpretation of Awareness Developers.



20th Revised and Enlarged Edition 2018, Reprint 2019 | size 24 × 18 cm. | Pp. xxxii + 888 | ISBN 978-93-5161-093-9 (TC-158) | ₹ 570.00



## Business Environment

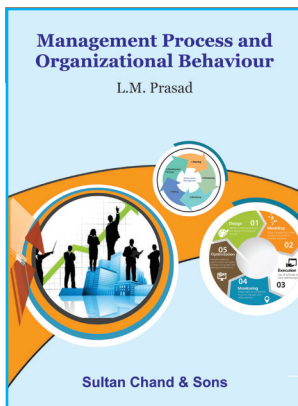
Dr. C.B. Gupta

This book has been especially designed and written for B.Com., BBA, B.B.M., M.Com., M.B.A., P.G.D.B.M. courses of all universities in the country.

### Contents

**Unit I: An Overview of Business Environment** — Introduction to Business Environment ♦ Environmental Analysis ♦ Managing Diversity ♦ Nature and Scope of Business. **Unit II: Political and Legal Environment** — The Constitutional Environment ♦ Functions and Role of the State ♦ Legal Environment. **Unit III: Social and Cultural Environment** — Demographic Environment ♦ Culture and Business ♦ Business and Society ♦ Social Responsibilities of Business ♦ Business Ethics and Values ♦ Corporate Governance. **Unit IV: Economic Environment** — Economic Systems ♦ Economic Planning ♦ Economic Parameters ♦ Economic Policies. **Unit V: Financial Environment** — Indian Financial System ♦ Reserve Bank of India ♦ Commercial Banking ♦ Financial Institutions ♦ Stock Exchange and SEBI. **Unit VI: Natural and Technological Environment** — Natural Environment ♦ Technological Environment. **Unit VII: Global / International Environment** — Globalisation ♦ Foreign Direct Investment ♦ Multinational Corporations ♦ India WTO and Trading Blocks. **Unit VIII: Industrial and Labour Environment** — Public Enterprises & Privatisation ♦ Small Scale & Cottage Industries ♦ Industrial Sickness ♦ Industrial Labour in India. **Appendix:** Some Syllabi on Business Environment ♦ Objective Type Questions.

10th Revised Edition 2017, Reprint 2019 | Size 24 × 18 cm. | Pp. xx + 556 | ISBN 978-93-5161-103-5 (TC-1047) | ₹ 500.00



## Management Process and Organizational Behaviour

**Dr. L. M. Prasad**

The book in the present edition has been thoroughly revised and restructured. All the chapters have been re-written not only to incorporate new developments in Organizational Behaviour but also to make the subject –matter more lucid and crisp. Thus, the present edition is vastly improved both in terms of contents and presentation.

### Contents

#### Part I: Management Process

- ◆ Introduction to Management
- ◆ Planning
- ◆ Organizing
- ◆ Staffing
- ◆ Motivating and Leading
- ◆ Controlling

#### Part II: Organizational Behaviour

- ◆ Introduction to Organizational Behaviour
- ◆ Individual Behaviour
- ◆ Group Behaviour
- ◆ Team Development
- ◆ Appendix
- ◆ Glossary

Sixth Revised Edition: 2019 | Size 24×18 cm. | Pp. xii + 212 | ISBN 978-93-5161-150-9 (TC-984) | ₹ 150.00

## Business Management

**Dr. C.B. Gupta**

This book has been especially designed and written as the standard Textbook for B.Com., B.B.A., B.B.M., B.A. and other similar undergraduate courses.

### Contents

**Unit I: Introduction** — 1. Nature and Scope of Management 2. Management Process, Functions and Principles 3. Evolution of Management Thought 4. Social Responsibility and Ethics.

**Unit II: Planning and Decision-making** — 1. Nature and Process of Planning 2. Methods and Types of Plans 3. Forecasting and Decision-making. 4. Management Information System.

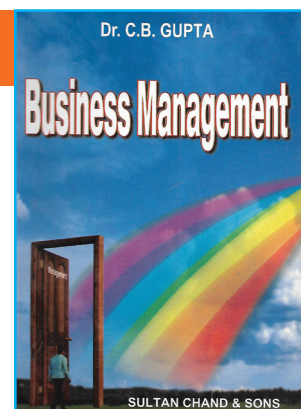
**Unit III: Organising (Pp. 120)** — 1. Nature and Process of Organising 2. Theories of Organisation 3. Departmentation 4. Span of Management 5. Authority and Responsibility 6. Delegation and Decentralisation 7. Types of Organisation Structure 8. Groups in Organisation 9. Organisation Charts and Manuals.

**Unit IV: Staffing (Pp. 60)** — 1. Nature and Scope of Staffing 2. Recruitment, Selection and Training 3. Performance Appraisal and Promotion 4. Job Analysis and Job Evaluation.

**Unit V: Directing** — 1. Nature and Scope of Directing 2. Supervision 3. Motivation and Morale 4. Leadership 5. Communication.

**Unit VI: Control and Coordination** — 1. Nature and Process of Controlling 2. Techniques of Managerial Control 3. Coordination. The Essence of Management 4. Techniques of Management.

- ◆ Case Studies ◆ Select Bibliography ◆ Some Syllabi on Management ◆ Some Question Papers.

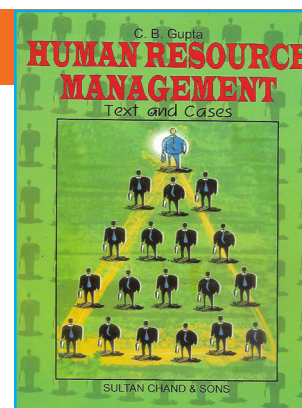


14th Revised Edition 2019 | Size 24×16 cm. | Pp. xx + 558 | ISBN 978-93-5161-114-1 (TC-159) | ₹ 475.00

## Human Resource Management – Text & Cases

Dr. C.B. Gupta

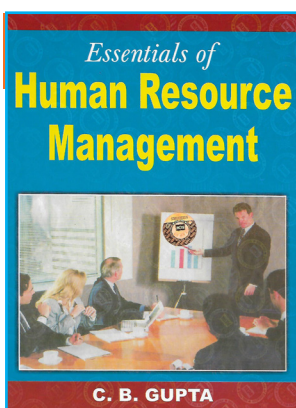
**Nineteenth Edition contains the following New Topics:** ♦ Strategic HRM ♦ Systems Approach to HRM ♦ Competency Mapping ♦ Human Engineering ♦ Work-life Balance ♦ Out Placement ♦ Stay Interviews ♦ Moonlighting ♦ Six Sigma ♦ Autonomous Work Groups ♦ HR Score Card ♦ HR Value Chain ♦ Stress and Burnout ♦ Business Process Re-engineering ♦ Quality of Work Life ♦ Benchmarking ♦ Human Capital ♦ Mentoring ♦ 360 Degree Appraisal ♦ Exit Policy ♦ Sexual harassment ♦ Workforce Diversity ♦ Downsizing and VRS ♦ HRM in Knowledge Industry ♦ International HRM ♦ E-Learning ♦ TQM and Kaizen ♦ Strategies to attract talent ♦ Employee Retention ♦ HRM as Competitive Advantage ♦ Potential Appraisal ♦ Pay Band Compensation Systems ♦ Role Specific and Competency Based Training.



### Contents

**Part I – Introduction to HRM:** ♦ Nature and Scope of HRM ♦ Organising the HRF ♦ Strategic HRM ♦ Human Resource Policies. **Part II – Acquiring Human Resources:** ♦ Human Resource Planning, Job Analysis & Job Design ♦ Recruitment and Selection, Placement, Induction and Socialisation. **Part III – Developing Human Resources** ♦ Employee Training ♦ Executive Development ♦ Career Planning and Development ♦ Human Resource Development ♦ Employee Empowerment. **Part IV – Managing Performance & Compensation:** ♦ Performance Appraisal ♦ Job Evaluation, Wage and Salary Administration ♦ Incentive Compensation. **Part V – Maintaining & Retaining Human Resources:** ♦ Job changes ♦ Transfers, Promotions and Separations ♦ Absenteeism and Labour Turnover ♦ Employee Health & Safety. Employee Welfare ♦ Social Security ♦ Work Environment ♦ Discipline and Grievance. **Part VI – Integrating Human Resources:** ♦ Industrial Relations and Industrial Disputes ♦ Trade Unions ♦ Collective Bargaining ♦ Workers' Participation in Management ♦ Morale ♦ Job Satisfaction ♦ Human Relations ♦ Quality of Working Life ♦ Management of Stress and Burnout. **Part VII – Human Resource Control:** ♦ Human Resources Records, Research and Audit ♦ Human Resource Accounting and Information System. **Part VIII – Emerging Horizons in HRM:** ♦ Human Resource Management in Virtual Organisation ♦ International HRM ♦ HRM in a Changing Environment. **Appendix :** ♦ Some Syllabi on HRM ♦ Bibliography ♦ Index.

19th Revised Edition 2019 | Size 24 × 18 cm. | Pp. xxiv + 856 | ISBN 978-93-5161-123-3 (TC-163) | ₹ 605.00



## Essentials of Human Resource Management

Dr. C.B. Gupta

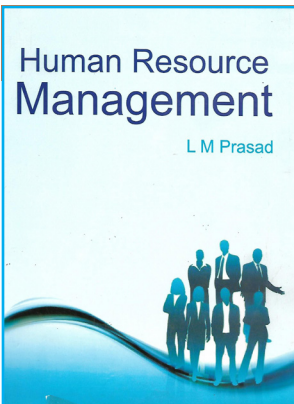
This book has been especially designed in Systematic arrangement and analytical presentation of the subject matter and Contemporary approach, Comprehensive arrangement of topics, Insights from Indian Industry in the form of boxes, Provides an indepth understanding of the subject.

### Contents

Introduction ♦ Procurement ♦ Training and Development ♦ Performance Management System ♦ Compensation Management ♦ Emerging Horizons in HRM ♦ Cases.

6th Revised Edition 2018 | Size 24 × 18 cm. | Pp. xii + 432 | ISBN 978-93-5161-125-7 (TC-1150) | ₹ 140.00





## Human Resource Management

**Dr. L.M. Prasad**

The present text is the most authentic presentation of contemporary concepts and practices in Human Resource Management. An attempt has been made to incorporate the latest developments in the field. Many examples have been presented to show human resource management practices adopted by leading Indian companies. The book ideally fulfills the requirements of MBA/PGDM/M.Com and other relevant PG degrees/diplomas for Human Resource Management course. Besides, personnel managers whose organisations are graduating from traditional personnel management practices to modern human resource management practices, will also find this book worthwhile.

### Contents

- Part I—Framework for Human Resource Management :** Introduction to Human Resource Management ♦ Human Resource Management Environment ♦ Strategic Human Resource Management ♦ Human Resource Information System ♦ Research, Accounting and Audit.
- Part II—Acquiring Human Resources:** Human Resource Planning ♦ Job Design and Job Analysis ♦ Recruitment ♦ Selection ♦ Induction and Placement.
- Part III—Human Resources Development:** Human Resource Development System ♦ Career Planning and Development ♦ Training and Development.
- Part IV—Managing Performance and Compensation:** Performance Management ♦ Compensation Management ♦ Incentives and Benefits.
- Part V—Motivating and Maintaining Human Resources:** Motivating Environment ♦ Safety and Health Management ♦ Human Resource Mobility.
- Part VI: Managing Industrial Relations:** Dynamics of Industrial Relations ♦ Discipline and Grievance Management ♦ Management of Industrial Disputes.
- Part VII—Human Resource Management for Global Business:** International Human Resource Management
- Appendix:** Learning Through Cases

Fourth Edition 2017, Reprint 2019 | Size 24×18 cm. | Pp. xvi + 588 | ISBN 978-93-5161-111-0 (TC-858) | ₹ 485.00

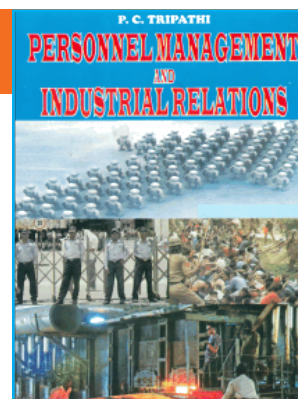
## Personnel Management & Industrial Relations

**Dr. P.C. Tripathi**

A Comprehensive and cogent presentation of the subject in the light of the practices prevailing in our country.

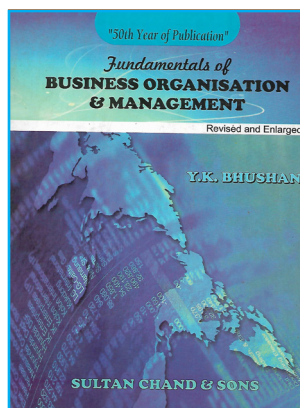
### Contents

- ♦ Introduction ♦ Future Personnel Manager ♦ Planning the Personnel Function ♦ Organising the Personnel Function ♦ Leadership ♦ Motivation ♦ Job Satisfaction and Morale ♦ Employee Communication ♦ Control and Audit ♦ Procurement of Personnel ♦ Performance Appraisal ♦ Training and Development ♦ Career Planning Promotion ♦ Change, Absenteeism & Turnover ♦ Employee Compensation ♦ Labour Welfare and Social Security ♦ Grievance ♦ Employee Discipline ♦ Trade Unions ♦ Collective Bargaining ♦ Industrial Relations and Industrial Disputes in India ♦ Worker Participation in Management ♦ Records and Research ♦ Test Yourself (Objective Type Questions)



21st Revised Edition and Reprint 2017 | Size 24 × 18 cm. | Pp. xx + 512 | ISBN 978-81-8054-844-4 (TC-234) | ₹ 285.0





## Fundamentals of Business Organisation and Management

**Professor Y.K. Bhushan**

The book is written in a simple language. Illustrative diagrams are given to clarify abstruse aspects. The book covers fully the B. Com. (Pass and Hons.) syllabi of Business Organisation and Management of all Indian Universities.

### Contents

**Part One – Business System:** Nature of Business ♦ Evolution of Business ♦ Launching a Business Enterprise.

**Part Two – Ownership of Business Firms:** ♦ Sole Proprietorship and Partnership ♦ Joint Stock Company ♦ Limited Liability Partnership ♦ Co-operative Organisation ♦ Ownership Organisation Decision.

**Part Three – Company Management:** ♦ Organs of Company Management ♦ Company Meetings and Resolutions ♦ Company Office – Its Organisation and Management. ♦ Corporate Governance.

**Part Four – Principles of Management:** ♦ Nature of Management ♦ Development of Management Thought ♦ Functions of Management ♦ Managerial Planning ♦ Organising ♦ Staffing and Directing ♦ Controlling ♦ Scientific Management.

**Part Five – Production Function of Management:** ♦ Plant Location ♦ Production Planning and Control ♦ Work Improvement and Work Measurement ♦ Materials Management ♦ The Economies of Size.

**Part Six – Human Resource (Personnel) Function of Management** ♦ Personnel Selection and Development ♦ Employee Remuneration ♦ Industrial Relations ♦ Productivity and Labour Welfare ♦ Industrial Psychology.

**Part Seven – Marketing Function of Management** ♦ Marketing Functions ♦ Pricing Policies ♦ Channels of Distribution ♦ Salesmanship and Advertising ♦ Insurance & Transport ♦ Organised Commodity Markets ♦ International Marketing.

**Part Eight – Financial Function of Management** ♦ Financial Planning ♦ Methods of Planning ♦ Institutional Financing of Industry ♦ Securities Market.

**Part Nine – Business and its Environment** ♦ Social Responsibilities of Business and Public Relations ♦ Rationalisation and Automation (Business Firm, Industry and Technological Change) ♦ Business Combinations and Monopoly ♦ Government and Business ♦ Public Enterprise ♦ Public Utilities.

20th Revised Enlarged Edition 2016, Reprint 2018 | size 22 × 14 cm. | Pp. xvi + 1004 | ISBN 978-93-5161-061-8 (TC-131) | ₹ 550.00

## Entrepreneurship & Small Business Management

**Dr. C.B. Gupta**

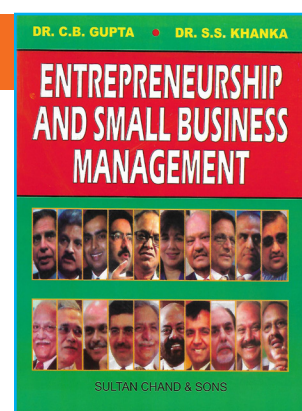
**Dr. S.S. Khanka**

Lucid, simple and conversational language ♦ Concise description of the subject ♦ Chapter outline to give a Bird's Eye-view of the topics covered in each chapter ♦ Step-wise development of each topic to facilitate learning ♦ Logical and sequential arrangement of different topics ♦ Diagrams and table to illustrate the text ♦ Questions Culled from University Examinations.

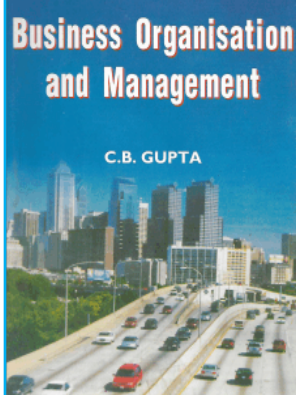
### Contents

**Part I: Entrepreneurship**—Entrepreneur and Entrepreneurship ♦ Entrepreneurship Development in India ♦ Entrepreneurial Motivation. Nature and Scope of Business.

**Part II: Small Business Management**—Small Business—An Introductory Framework ♦ Establishing Small Enterprise ♦ Forms of Ownership ♦ Financing Small Business ♦ Lease Financing and Hire Purchase ♦ Working Capital Management ♦ Purchasing and Inventory Management ♦ Production and Operations Management ♦ Issues in Small Business Marketing ♦ Small Entrepreneur in International Business ♦ Profit Planning and Budgeting ♦ Accounting for Small Business ♦ Growth Strategies for Small Business ♦ Office Organisation for Small Business ♦ Sickness in Small Scale Industries ♦ Institutional Assistance to Small Scale Industries ♦ Policy Support to Small Scale Industries ♦ Legal Framework for Small Business ♦ Management Process in Small Business ♦ Rural Entrepreneurship ♦ Family Business ♦ Syllabi ♦ Bibliography.



7th Revised Edition 2017 | Size 24 × 18 cm. | Pp. xii + 402 | ISBN 978-93-5161-094-6 (TC-176) | ₹ 320.00



## Business Organisation and Management

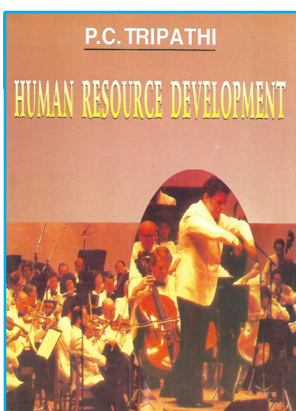
**Dr. C.B. Gupta**

CSR under the Companies Act 2013; One Person Company (OPC); Causes of Small Business Failure; Insurance vs. LLP; Difference between Fixed Capital and Working Capital; Importance of Marketing.

### Contents

**Section I:** Introduction (Pp. 62): Nature and Scope of Business ♦ Business Systems and Its Environment ♦ Objectives of Business ♦ Social Responsibilities of Business. **Section II:** Organising a Business (Pp. 106): Promotion—Legal and Procedural Aspects (Launching a Business Enterprise) ♦ Location-Selection of Region and Site ♦ Forms of Ownership Organisation-I (Proprietorship and Partnership) ♦ Forms of Ownership Organisation-II (Company and Cooperative) ♦ Choice of Suitable Form of Business Organisation. **Section III:** Marketing of Products (Pp. 140): Nature and Functions of Marketing ♦ Channels of Distribution (Home Trade) ♦ Exports and Imports (Foreign Trade) ♦ Advertising, Salesmanship and Sales Promotion ♦ Business Risks ♦ Elements of Insurance. **Section IV:** Financing the Business (Pp. 88): Financial Planning (Capitalisation and Capital Structure) ♦ Sources of Corporate Finance ♦ Special Financial Institutions ♦ Stock Exchange and SEBI. **Section V:** Business Horizons (Pp. 52): Public Enterprises and Public Utilities ♦ Small Business in India. **Section VI:** Principles of Management (Pp. 230): Bibliography, Index. (Pp. 18).

17th Edition 2019 | Size 24 × 18 cm. | Pp. xxiv + 696 | ISBN 978-93-5161-113-4 (TC-169) | ₹ 400.00



## Human Resource Development

**Dr. P.C. Tripathi**

This book describes in detail the theory and practice of Hrd/HRM. The book is specially designed to serve as a textbook for this paper at the post-graduate level in various Indian Universities.

### Contents

Introduction ♦ Planning and Organising the HRD System ♦ HRD in Indian Industry ♦ Individual Behaviour ♦ Group Behaviour ♦ Acquisition of Human Resource ♦ Performance Appraisal ♦ Promotion, Potential Appraisal and Career Planning ♦ Training and Development ♦ Motivation ♦ Leadership & Supervision ♦ Employee Compensation ♦ Employee Welfare and Social Security ♦ Employee Communication ♦ Help, Cooperation, Competition and Conflict ♦ Grievance and Discipline ♦ Quality of Work Life (QWL) ♦ Organisational Climate or Culture (OC) ♦ Organisational Change ♦ Organisation Development (OD) ♦ Organisational Effectiveness.

Seventh Revised Edition 2013 and Reprint 2015 | Size 24×18 cm. | Pp. xx + 532 | ISBN 978-81-8054-885-7 (TC-233) | ₹ 400.00

## Management Principles and Practice

**Dr. C.B. Gupta**

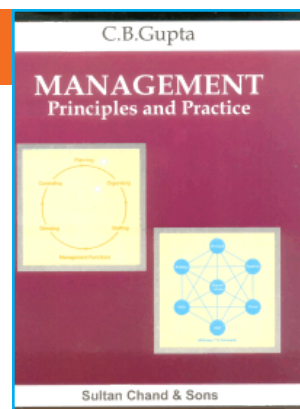
The present text is designed to be a standard text book for students of BBA, B.Com., BBM, BBS etc. it is in response to the demand for a text dealing with the essentials of management. In addition to providing a conceptual framework, the book lays threadbare the fundamentals of management and presents managerial concepts and techniques in a simple but concise manner. The vast area of knowledge on the subject has been distilled and organised into four units.

### Contents

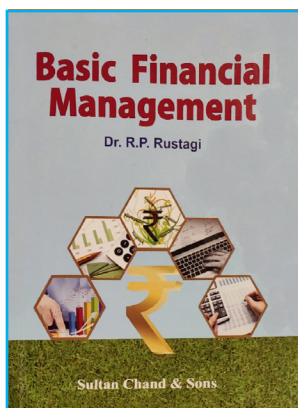
**Unit – I:** Nature and Scope of management ♦ Evolution of management Thought ♦ Business Ethics and Social Responsibility. **Unit – II:** Planning ♦ Forecasting ♦ Decision making ♦ Organising.

**Unit – III:** Staffing ♦ Directing ♦ Motivation and Morale ♦ Quality of Work Life.

**Unit – IV:** Leadership ♦ Communication ♦ Controlling ♦ Total quality management ♦ Organisational Change ♦ Organisation Development. **Appendix:** Cases in Management.



3rd Revised & Enlarged Edition 2015, Reprint 2016 | Size 24 × 18 cm. | Pp. xvi + 438 | ISBN 978-81-8054-888-8 (TC-1172) | ₹ 350.00



## Basic Financial Management

**Dr. R.P. Rustagi**

'Basic Financial Management' has been designed as a first book on the fundamental concepts of financial management. It aims to fulfill the requirements of the students of undergraduate courses. Subject matter has been provided in a lucid, simple and non-mathematical way.

### Contents

**Part One:** ♦ Financial Management – An Introduction ♦ Time Value of Money

**Part Two:** Capital Budgeting – An Introduction ♦ Capital Budgeting – Techniques of Evaluation

**Part Three:** Cost of Capital ♦ Leverage Analysis ♦ EBIT – EPS Analysis ♦ Leverage, Cost of Capital and Value of the Firm ♦ Factors of Capital Structure

**Part Four:** Dividend Decision and Valuation of the Firm ♦ Dividend Policy : Determinants and Constraints

**Part Five:** Introduction to Working Capital ♦ Working Capital : Estimation and Calculations ♦ Management of Cash ♦ Receivables Management ♦ Inventory Management ♦ Appendices

9th Edition 2019 | Size 24 × 18 cm. | Pp. xvi + 416 | ISBN 978-93-5161-116-5 (TC-1151) | ₹ 290.00

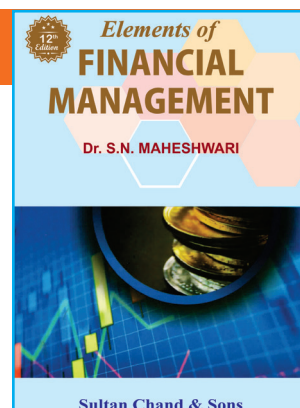
## Elements of Financial Management

**Dr. S. N. Maheshwari**

This book written in a simple and straight style. The text is accompanied with 147 illustrations, Test questions and 149 Practical Problems with short answers.

### Contents

Financial Management—Meaning and Scope ♦ Concepts in Valuation ♦ Valuation of Securities, Risk and Return ♦ Financial Planning—Meaning and Scope ♦ Structure ♦ Sources of Finance ♦ Leverages ♦ Basics of Capital Budgeting ♦ Risk Analysis in Capital Budgeting ♦ Dividend Policy ♦ Cost of Capital ♦ Basics of Working Capital Management ♦ Management of Cash ♦ Management of Accounts Receivable & Payable ♦ Management of Inventory ♦ Appendices.



Twelfth Revised and Enlarged Edition 2019 | Size 24 × 17 cm. | Pp. xvi + 548 | ISBN 978-93-5161-008-3 (TC-181) | ₹ 350.00



## Investment Management — Theory and Practice

**Dr. R.P. Rustagi**

Investment Management focuses on the investment analysis in the context of Indian Financial System. The book has been designed as a first book on Investment Management. It can be well adopted for some postgraduate courses as well.

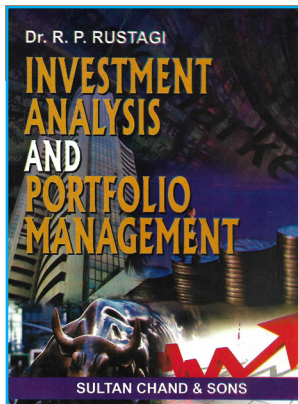
### Contents

**Part I – Investment Environment:** ♦ Understanding Investment ♦ Financial Markets, Participants and Instruments **Part II – Risk-Return Relationship and Portfolio Management:** ♦ Risk and Return ♦ Portfolio Selection and Management **Part III – Securities Analysis and Valuation:** ♦ Fixed

Income Securities : Yield and Valuation ♦ Equity Shares : Fundamental and Technical Analysis ♦ Valuation of Equity Shares **Part IV – Mutual Funds and Financial Derivatives:** ♦ Mutual Funds ♦ Financial Derivatives **Part V – Indian Capital Market:** ♦ Indian Capital Market : Structure and Emerging Trends ♦ Investors' Protection, Unfair Trade Practices and Insider Trading **Appendices** ♦ Appendix – I ♦ Appendix – II ♦ Question Papers of 'Fundamentals of Investment' ♦ Appendix – III **Glossary** ♦ Appendix – IV ♦ Present Value of a Future Amount i.e.,  $PVF(r, n)$  ♦ Present Value of an Annuity, i.e.,  $PVAF(r, n)$

10th Edition 2018, Reprint 2019 | Size 24 × 18 cm. | Pp. xx + 412 | ISBN 978-93-5161-127-1 & 978-93-5161-041-1 (TC-1058) | ₹ 395.00





## Investment Analysis & Portfolio Management

**Dr. R.P. Rustagi**

The book has been prepared to meet the requirements of students taking M.Com., MBA, PGDBM, CFA, and other Post-graduate Courses in Finance. The scope of investment decision making is widening as new concepts and financial products are appearing on horizon. The book attempts to comprehend the development taking place in the area of Investment Analysis. It aims to present the intricate and complex tools and techniques of Investment Management in simplified way. Numerical examples and illustrations have been used extensively to explain the application of different concepts. The book is equally useful for Investment Researchers, Investment Practitioners & all types of Investors.

### Contents

- Part I:** Investment Environment ♦ Understanding Investment ♦ Financial Markets, Participants and Instruments.
- Part II:** Indian Capital Market ♦ Securities Market in India: Structure and Trading ♦ Mutual Funds.
- Part III:** Fixed Interest Securities ♦ Bond Fundamentals ♦ Bond Valuation and Management.
- Part IV:** Equity Shares: Analysis and Valuation ♦ Fundamental Analysis: E-I-C Approach ♦ Technical Analysis and Market Efficiency ♦ Valuation of Equity Shares.
- Part V:** Risk-Return Relationship and Portfolio Management ♦ Risk-Return Analysis in Investment ♦ Portfolio Theory: Portfolio Selection and Management ♦ Capital Assets Pricing Model, Arbitrage Pricing Theory and Portfolio Evaluation.
- Part VI:** Derivatives and Risk Management ♦ Financial Derivatives : Forwards and Futures ♦ Options : Strategies and Valuation ♦ Swaps and Credit Derivatives.
- Part VII:** Changing Structure of Indian Capital Market ♦ Indian Capital Market : Emerging Trends ♦ Investors' Protection, Unfair Trade Practices and Insider Trading
- Part VIII:** Miscellaneous Topics ♦ Structured Debt, Securitization and Assets –Backed Securities Investment in Real Assets. Appendices ♦ Glossary ♦ Bibliography ♦ Compounded Value Tables, Present Value Tables and, Standard Area Table ♦ Index

4th Edition 2012, Reprint 2019 | Size 24 × 18 cm. | Pp. xxxvi + 844 | ISBN 978-81-8054-881-9 (TC-1116) | ₹ 575.00

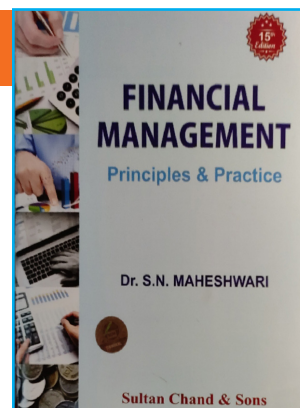
## Financial Management –Principles and Practice

**Dr. S.N. Maheshwari**

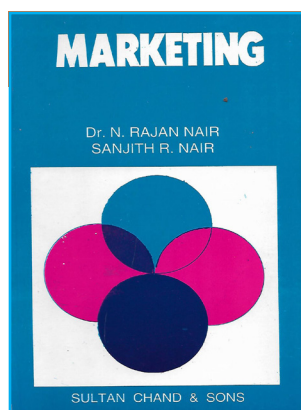
The book covers all the more comprehensively the course content requirements of the students preparing for M.Com, MBA, CA, CS, CMA and other Professional Examinations.

### Contents

- Section A – Foundations of Finance:** Financial Management—Meaning & Scope ♦ Concepts in Valuation ♦ Valuation of Securities ♦ Risk and Return ♦ Regulatory Framework.
- Section B – Financial Analysis:** Financial Statements—Analysis and Interpretation ♦ Ratio Analysis ♦ Funds Flow Analysis ♦ Cash Flow Analysis.
- Section C – Cost Analysis and Control:** Basic Cost Concepts ♦ Marginal Costing and Profit Planning ♦ Decisions Involving Alternative Choices ♦ Budgetary Control.
- Section D – Funds Management:** Financial Planning: Meaning and Scope ♦ Capital Structure ♦ Sources of Finance ♦ Project Management ♦ Basics of Capital Budgeting ♦ Risk Analysis in Capital Budgeting ♦ Working Capital Management ♦ Working Capital Control and Banking Policy ♦ Cost of Capital ♦ Leverages ♦ Dividends, Bonus and Rights.
- Section E – Miscellaneous:** Valuation of Goodwill and Shares ♦ Tax Implications and Financial Planning ♦ Industrial Sickness ♦ Lease Financing ♦ Investment Portfolio Management ♦ Industrial Sickness ♦ Social Cost Benefit Analysis ♦ International Financial Management ♦ Issue and Listing of Securities ♦ Financial Management in Public Sector Enterprises ♦ Inflation & Financial Management.
- Section F – Advanced Solved Problems.**
- Section G – Advanced Unsolved Problems.**



15th Revised and Enlarged Edition 2019 | Size 24 × 18 cm. | Pp. xxi + 1520 | ISBN 978-93-5161-003-8 (TC-178) | ₹ 750.00



## Marketing

**Dr. N. Rajan Nair & Sanjith R. Nair**

- ◆ Each chapter is a module with a central theme and has been developed logically from basics to advanced concepts.
- ◆ Summary is given at the end of each chapter.

### Contents

#### Part I: Marketing – A Macro Approach

Markets: Meaning and Classification ◆ Evolution of Marketing Concept ◆ Marketing–Macro and Micro ◆ Features of Modern Marketing ◆ Approaches to Study of Marketing ◆ Marketing Environment ◆ Functions of Exchange and Physical Distribution ◆ Facilitating Functions.

#### Part II: Marketing – A Micro Approach

Marketing Management & Planning Process ◆ Marketing Organisation ◆ Marketing Research and MIS ◆ Consumer Behaviour ◆ Product Mix ◆ Price Mix ◆ Sales Promotion and Advertising ◆ Personal Selling ◆ Physical Distribution Mix.

#### Part III: Marketing – Specialties

Marketing of Industrial Products ◆ Marketing of Consumer Products ◆ Marketing of Services ◆ Marketing of Agricultural Products ◆ Rural Marketing ◆ Bibliography.

Seventh Revised Edition 2010, Reprint 2019 | Size 22 × 14 cm. | Pp. viii + 472 | ISBN 978-81-8054-577-1 (TC-185) | ₹ 295.00

## Marketing Mangement — Text and Cases

**Dr. C.B. Gupta**

**Dr. N. Rajan Nair**

Lucid, concise and simple language ◆ Real life illustrations from Indian industry. ◆ Liberal use of tables and diagrams to illustrate the text. ◆ Learning Objectives to give a bird's eye-view of the topics covered in each chapter. ◆ Summary at the end of every chapter for quick revision. ◆ Case Study at the end of each chapter. ◆ Test Questions culled from examinations of various Universities and Business Schools. ◆ Select Bibliography for further study.

### Contents

**Introduction:** ◆ Nature, Scope and Importance of Marketing ◆ Modern Marketing Concept ◆ Marketing Environment and Marketing System ◆ Consumer or Buyer Behaviour ◆ Market Segmentation and Marketing Mix ◆ Marketing Research and Marketing Information System.

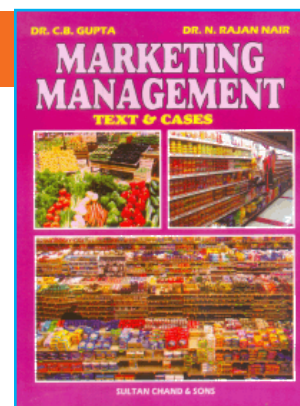
**Product Mix:** ◆ Product Planning and Product Mix ◆ New Product Development.

**Pricing :** ◆ Price Mix.

**Distribution:** ◆ Channels of Distribution ◆ Physical Distribution of Goods.

**Promotion:** ◆ Promotion Mix ◆ Advertising ◆ Personal Selling ◆ Sales Promotion. Publicity and Public Relations.

**Marketing and Society:** ◆ Consumer Protection in India ◆ Marketing of Services ◆ Rural Marketing ◆ Strategic Marketing Recent Issues and Developments in Marketing.



19th Thoroughly Revised Edition 2018 and Reprint 2019 | Size 24 × 18 cm. | Pp. xvi + 588 | ISBN 978-93-5161-121-9 (TC-187) | ₹ 400.00



## Modern Advertising

C.B. Gupta

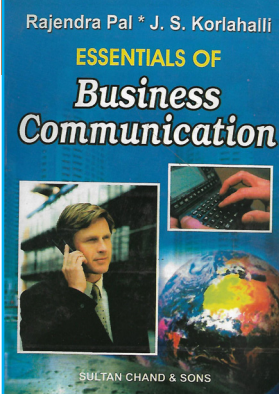
This book has been especially designed and written for B.Com. (Hons) and B.Com Courses of Delhi University. Some of the distinctive features of the book are as follows:

- ◆ Learning objectives to indicate at a glance the topics covered in each chapter.
- ◆ Tables and diagrams to illustrate the text.
- ◆ Examples from India's corporate sector.
- ◆ Summary at the end of each chapter for quick revision before the examination.
- ◆ Simple language and lucid style.

### Contents

**Unit I: Introduction:** Marketing Communications ◆ Introduction to Advertising ◆ Advertising Objectives ◆ Setting the Budget  
**Unit II: Media Decisions:** Marketing Communications ◆ Introduction to Advertising ◆ Advertising Objectives ◆ Setting the Budget ◆ Types of Advertising Media ◆ Media Planning and Scheduling  
**Unit III: Message Development:** Advertising Copy ◆ Advertising Appeal  
**Unit IV: Measuring Advertising Effectiveness:** Measuring Advertising Effectiveness  
**Unit V: Organizational Arrangements:** Advertising Agency ◆ Social, Ethical and Legal Aspects of Advertising in India ◆ Recent Developments and Issues in Advertising

First Edition 2018, Reprint 2019 | Size 24 × 18 cm. | Pp. xvi + 216 | ISBN 978-93-5161-130-1 (TC-1235) | ₹ 200.00



## Essentials of Business Communication

Rajendra Pal & J.S. Korlahalli

Whatever course you are pursuing, whether you are an MBA or a BBA student, whether you are appearing at the B.Com. examination of some university, or whether you are enrolled with a professional body like ICSI, your ultimate success in your examination, or in your life later, will depend upon your communication skills. Intelligence, integrity, energy are all important – they are indispensable qualities – but they will always remain subservient to interpersonal skills – your ability to relate with others, to communicate with others. This is what Essentials of Business Communication aims at teaching you. So, we are not merely giving you a book, we are giving you a friend, who will ever remain with you – to smoothen the journey of your life.

### Contents

◆ I. Essentials of Communication ◆ II. English for Effective Business Communication ◆ III. Business Correspondence  
 ◆ IV. Employment Related Communication ◆ V. Inter Departmental Communication ◆ VI. Other Forms of Written Communication  
 ◆ VII. Precis Writing ◆ VIII. Electronic Communication ◆ IX. Intercultural Communications ◆ X. Oral and other Forms of Communication ◆ XI. Essay Writing

13th Revised and Enlarged Edition 2011, Reprint 2019 | Size 24 × 18 cm. | Pp. xxiv + 843 | ISBN 978-81-8054-729-4 (TC-212) | ₹ 440.00

## Essentials of Marketing Management

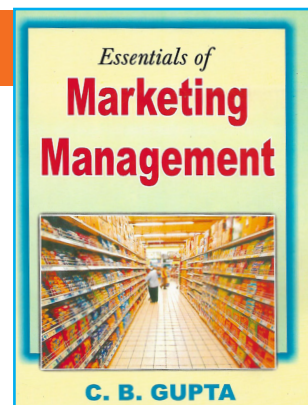
Dr. C.B. Gupta

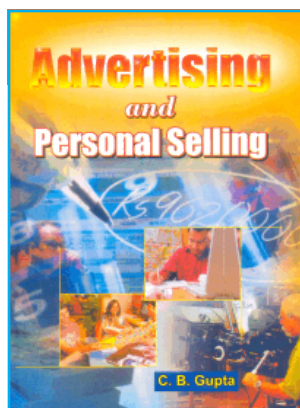
Comprehensive coverage of various topics. ◆ Systematic arrangement and analytical presentation. ◆ Contains several topics of contemporary interest e.g. Relationship Marketing, Social Marketing, Rural Marketing, Marketing of Services, Consumer protection, Strategic Marketing, Online Marketing, and so on. ◆ Lucid and Simple language. ◆ Emphasis on conceptual clarity. ◆ Precise and clear exposition of the text.

### Contents

◆ Introduction to Marketing ◆ Marketing Environment and Consumer Behaviour ◆ Market Segmentation and Product Positioning ◆ Product Decisions ◆ Pricing Decisions ◆ Distribution Decisions ◆ Promotion Decisions ◆ Development and Issues in Marketing ◆ Appendix.

7th Revised Edition 2017 | Size 24 × 18 cm. | Pp. xvi + 248 | ISBN 978-93-5161-108-0 (TC-1149) | ₹ 210.00





## Advertising and Personal Selling

**Dr. C.B. Gupta**

Comprehensive coverage of all the prescribed topics; Systematic arrangement and analytical presentation; Lucid and simple language; Focus on conceptual clarity; Precise and clear exposition of the text; Chapter outline in the beginning of every chapter to provide a bird's eye view of the contents; Extensive use of tables and diagrams to illustrate the text; Summary at the end of every chapter for quick recapitulation; Test Questions at the end of every chapter for self-examination.

### Contents

#### Section A:

- ◆ Advertising–Introduction to Advertising
- ◆ Media Decisions
- ◆ Message Development
- ◆ Measuring Advertising Effectiveness
- ◆ Advertising Agency
- ◆ Ethical and Legal Aspects of Advertising.

#### Section B:

- ◆ Personal Selling–Introduction to Personal Selling
- ◆ Process of Effective Selling
- ◆ Sales Planning and Control
- ◆ Management of Sales Force
- ◆ Appendix.

9th Revised Edition 2017 | Size 24 × 18 cm. | Pp. xx + 348 | ISBN 978-93-5161-091-5 (TC-1133) | ₹ 295.00

## BASIC BUSINESS COMMUNICATION

**Dr. C.B. Gupta**

Full coverage of the prescribed syllabus ◆ Lucid, simple and conversational language ◆ Tables and diagrams to illustrate the text ◆ Summary at the end of every chapter for quick revision ◆ Chapter Outline at the beginning of every chapter to indicate at a glance the topics covered in the chapter ◆ Test Questions at the end of every chapter for self-examination ◆ Model Test Papers for self-examination ◆ Question Papers of B.Com. (Hons.) Examinations.

### Contents

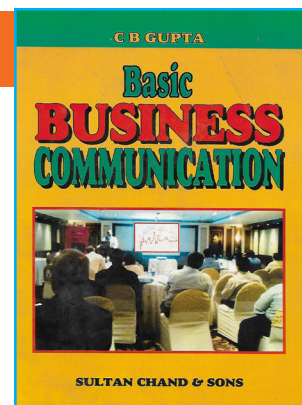
**Part I – Introduction to Business Communication:** Nature, Process and Importance of Communication ◆ Formal and Informal Channels of Communication ◆ Dimensions or Directions of Communication ◆ Media and Types of Communication (Oral and Written Communication) ◆ Non-verbal Communication ◆ Barriers to Communication ◆ Guidelines for Effective Communication.

**Part II – Effective Writing:** Guidelines for Clear Writing ◆ References, Bibliographical and Research Tools.

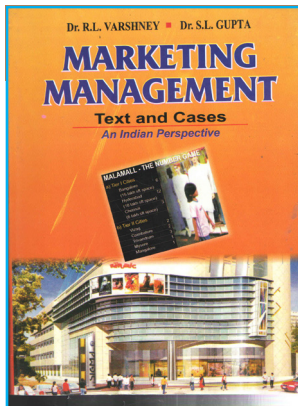
**Part III – Report Writing:** Writing a Project Report ◆ Writing Reports on Field Work/Visits to Industries, Business Concerns/Business Negotiations ◆ Summarising Annual Reports of Companies.

**Part IV – Minutes and E-correspondence:** Writing Notifications, Agenda, Minutes of Meeting and Press Release ◆ Business Correspondence and Electronic Mail.

**Part V – Spoken English and Presentation:** Spoken English for Business Communication ◆ Making Oral Presentations ◆ Bibliography ◆ Model Test Papers ◆ Examination Question Papers.



10th Thoroughly Revised and Enlarged Edition 2016 | Size 24 × 16 cm. | Pp. xvi + 312 | ISBN 978-93-5161-062-5 (TC-1220) | ₹ 300.00



## Marketing Management—Text & Cases: An Indian Perspective

**Dr. R.L. Varshney and Dr. S.L. Gupta**

Written in a lucid style, the book has more than a thousand Indian examples at appropriate places. It also contains a number of cases and live situations.

In the New Edition, the text has undergone exhaustive revision and substantial value addition, through 51 well structured chapters arranged in 10 units. It covers more than 150 applications-oriented exercises, 80 case studies and 1000 examples to reflect the latest developments. In this edition, we have not only revised and updated all the earlier chapters but also added 25 chapters.

The content of the book makes it equally useful for both basic and advanced courses in Marketing Management. It is indispensable for students of MBA, M.Com, MBE, BBA, BBS, B.Com, PGDBM, PGDMM and Practising Marketing Manager. It is a valuable reference source for Marketing Organisations.

### Contents

**Unit 1:** Understanding the Marketing Concepts ♦ **Unit 2:** Developing Marketing Strategy & Selecting Target Markets – ♦ **Unit 3:** Understanding Consumer & Consumer Behaviour ♦ **Unit 4:** Understanding the Product Concepts – ♦ **Unit 5:** Pricing Decisions ♦ **Unit 6:** Distribution Management Decisions ♦ **Unit 7:** Advertising & Sales Promotion Decisions ♦ **Unit 8:** Managing Sales Force ♦ **Unit 9:** Managing Marketing of Services ♦ **Unit 10:** Understanding the New Marketing Concepts ♦ Appendices ♦ Subject Index.

Third Revised Edition 2015, Reprint 2016 | Size 24 × 18 cm. | Pp. xxviii + 1192 | ISBN 978-81-8054-589-4 (TC-822) | ₹ 550.00

## International Marketing Management—An Indian Perspective

**Dr. R.L. Varshney**

**B. Bhattacharya**

The book deals with Why, When, What, Where and How of export marketing. ♦ The most significant new feature of this addition of Part V – International Marketing in Action. In this part more than 40 examples across the world which when used in conjunction with theories, will show to the students how international marketing is actively carried out.

### Contents

**Part I – International Trading Environment:** Framework of International Marketing ♦ Basis of International Trade ♦ Recent Trends in World Trade ♦ Foreign Trade and Economic Growth ♦ Balance of Payments and Instruments of Trade Policy ♦ International Economic Institutions ♦ Regional Economic Groupings.

**Part II – India's Foreign Trade:** Trends in India's Foreign Trade ♦ Institutional Infrastructure for Export Promotion in India ♦ India's Trade Policy ♦ Export Assistance.

**Part III – International Marketing:** Identifying Foreign Markets ♦ Product Planning for Export ♦ Pricing for Exports ♦ Market Entry and Overseas Distribution System ♦ Distribution Logistics for Exports ♦ Promoting Products Internationally ♦ Overseas Market Research ♦ Marketing Plan for Exports ♦ Decision-making Framework for Export Operation ♦ New Techniques in International Marketing ♦ Terms of Payments and Export Finance ♦ Management of Risks in International Marketing ♦ Project and Consultancy Exports ♦ Global Marketing of Services ♦ Multinationals : Their Role in International Marketing ♦ State Trading in India ♦ Legal Dimensions of International Marketing ♦ Export Documents and Procedure ♦ Outward FDI from India and Indian multinationals.

**Part IV – Issues Relating to Globalization:** Major Drivers, Status, and Implications of Globalization ♦ Globalization and Indian Economy ♦ Global Financial Meltdown and Indian Economy.

**Part V – International Marketing in Action:** Modules ♦ Motivation and Internationalisation Process ♦ Politics in International Marketing ♦ Cross-Cultural Issues in International Marketing ♦ Investing Abroad, Mergers and Acquisitions ♦ Outsourcing, Off-shoring and Global Sourcing.

**Appendices:** Cases ♦ Selected Sources of Information ♦ Suggested Readings ♦ Review Questions ♦ Foreign Trade Policy 2009-14

25th Edition 2015 | Size 24 × 16 cm. | Pp. xvi + 805 | ISBN 978-93-5161-017-5 (TC-247) | ₹ 595.00

**INTERNATIONAL  
MARKETING  
MANAGEMENT**

R. L. Varshney  
B. Bhattacharya

SULTAN CHAND & SONS

## Managerial Economics

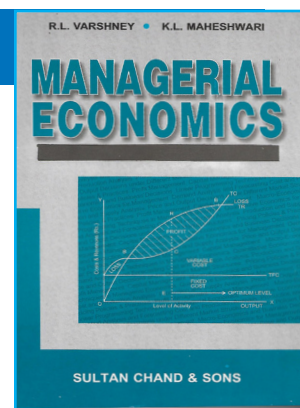
Dr. R.L. Varshney

Dr. K.L. Maheshwari

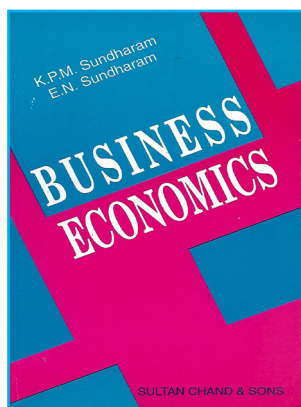
A concerted effort has been made to impart empirical content or practice-orientation to the various concepts of Pure Economics. The book contains many decision-making situations in the form of illustrations.

### Contents

**Part I** Introduction **Part II** Demand Analysis and Forecasting **Part III** Cost Analysis **Part IV** Production and Supply Analysis **Part V** Price and Output Decisions under Different Market Structures **Part VI** Pricing Policies and Practices **Part VII** Profit Management **Part VIII** Capital Management **Part IX** Macro Economics and Business Decisions **Part X** Linear Programming for Economic Analysis **Part XI** Operations Research Techniques in Managerial Economics **Part XII** Quantitative Economics for Management **Part XIII** Managerial Economics in the context of Globalisation **Part XIV** Government & Business Indian Perspective **Part XV** Case Methodology cases with Work-outs and Caselets with Answers **Part XVI** Economic Environment of Business Decision-Making **Part XVII** Further Topics on Monopoly and Oligopoly **Part XVIII** Economic Theories of Consumer Behaviour **Annexures** ♦ Numericals ♦ Appendices: Questions, Problems and Cases ♦ Examination Question Papers.



22nd Enlarged Edition 2014, Reprint 2019 | Size 24 × 16 cm. | Pp. xxiv + 984 | ISBN 978-81-8054-914-4 (TC-454) | ₹ 550.00



## Business Economics

K.P.M. Sundharam

E.N. Sundharam

This book is specially written to meet the B.Com. syllabus in a simple but comprehensive manner. The treatment is analytical and helps the student to understand the theory and principles of economic analysis.

### Contents

Definition, Nature and Scope of Economics ♦ The Economic System ♦ Objectives of a Business Firm.

Theory of Demand ♦ Utility Analysis of Demand ♦ The Indifference Curve Analysis of Demand ♦ Elasticity of Demand ♦ Elasticity of Demand and Average and Marginal Revenues ♦ Applications of Utility and Indifference Approaches ♦ Demand Forecasting.

Factors of Production and Specialisation ♦ Laws of returns ♦ Elements of Linear Programming ♦ Law of Supply and Supply Schedules.

Cost Analysis ♦ Cost and Revenue and Break-even point ♦ Cost Control and Cost Reduction ♦ Market Classification ♦ Pricing under Perfect Competition ♦ Pricing Under Monopoly ♦ Control and Regulation of

Monopoly ♦ Natural Monopolies: Public Utilities ♦ Pricing Under Duopoly and Oligopoly ♦ Pricing Under Monopolistic Competition.

Monopsony and Bilateral Monopoly ♦ Interdependent Prices ♦ Pricing Policies and Practices ♦ Price Fixation and Price Control by Government.

Theory of Distribution ♦ Rent and Quasi-Rent ♦ Wages ♦ Interest ♦ Profit ♦ National Income and Economic Welfare.

Trade Cycles ♦ International Trade ♦ Public Finance ♦ Question Papers.

Fourth Revised Edition and Reprint 2017 | Size 22 × 14 cm. | Pp. xii + 764 | ISBN 978-81-8054-822-2 (TC-438) | ₹ 175.00



30TH EDITION I.C. DHINGRA

## THE INDIAN ECONOMY

Environment and Policy



Sultan Chand & Sons

# The Indian Economy: Environment and Policy

Dr. I.C. Dhingra

The subject matter in the book has undergone total methodical churning (in Hindi called Manthan). Nectar has been retained for use by our ever-increasing readership extending over last four decades. ♦ This nectar provides the platform for discussion and debate on various issues confronting the Indian Economy as it emerges world leader. ♦ With the termination of centralized planning and disbanding of the Planning Commission many earlier contentious issues have been laid to rest. Instead new issues have flourished arising out of the wave of new Policies and Programmes launched and implemented by the governments, both at centre and states. ♦ Institutional and structural transformation is on cards. Each of the developments, at all fronts have been fine combed in an effort to

present a simplified view of the emerging structure of the Indian Economy.

## Contents

**Section I:** Issues in Economic Policy (3 Chap.) ♦ **Section II:** Resource Profile of the Economy (4 Chap.) ♦ **Section III:** Development Planning in India (4 Chap.) ♦ **Section IV:** The Agricultural Sector (6 Chap.) ♦ **Section V:** Industry and Trade (6 Chap.) ♦ **Section VI:** Banking and Finance (5 Chap.) ♦ **Appendix:** Some useful briefs ♦ **Bibliography** ♦ **Index.**

30th Revised Edition 2019 | Size 24 × 18.5 cm. | Pp. xxii + 862 | ISBN 978-93-5161-133-2 (TC-379) | ₹ 680.00

## Concise Indian Economy

Dr. I.C. Dhingra

The book is addressed to the students studying in undergraduate courses in economics at GGSIP UNIVERSITY, Delhi, and similar other UG courses in economics at other state and private universities.

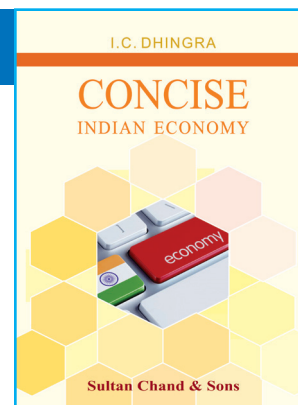
The present book is unique in many ways. Some of these as identified by a group of students who were approached for a pre-publication sampling test could be summarised as follows:

The overall presentation of the book reflects the use of state of art technology in layout and overall formatting. This develops a sense of seriousness and authenticity about the richness of subject matter both among the author and the publisher.

As a student juggles through the pages of contents a spirit of confidence envelopes her or him. His sense of expectations and anticipations keeps rising. The book does not disappoint the reader .

A lot of research has gone into selection of subject matter. A good textbook does not leave the burden of irrelevant and unnecessary reading material on him. And similarly it should ensure the student that nothing that is required is left out.

- ♦ The book has more than 1,400 highlighted items to facilitate quick revision.
- ♦ The book is well illustrated by nearly 57 tables & 127 figures.
- ♦ The book contain 106 very short questions, 80 short questions & 62 questions.
- ♦ Every topic discussed in the book passes the test of reasoning and logic.



## Brief Content

♦ Introduction to Working of an Economy ♦ Economic Growth and Development ♦ National Income: Trends and Composition ♦ Inequalities in Income Distribution ♦ Era of Five Year Plans in India (1951-2017) ♦ Emerging New Era of the Indian Economy ♦ Population in India ♦ Human Resource Development ♦ Problem of Unemployment ♦ Poverty in India ♦ Inflation in India ♦ Industrial Development in India ♦ Industrial Policy and New Economic Policy (Liberalisation, Privatisation and Globalisation) ♦ Large Scale Industries in India ♦ Small Scale Industries in India ♦ Regional Disparities in India ♦ Parallel Economy in India ♦ India's Foreign Trade ♦ Indian Financial System ♦ Union Budget 2019-20 and Current-Indian Economy ♦ Question Papers ♦ Index

First Edition 2019 | Size 24 × 17 cm. | Pp. xx + 476 | ISBN 978- 98-5161-145-5 (TC-1236) | ₹ 250.00



## Indian Economy

Dr. I.C. Dhingra

As India moves rapidly in its journey towards inclusive and sustained development we got confronted with new issues, challenges and of course opportunities. We as a nation responded to these changes by making desired changes and modifications in our strategy and models of growth. From this perspective three different stages as follows can be marked out. Stage one gets marked out as a period of centralized planning and covered the period 1951-1991. The second period, 1991 to 2014, can be labelled as the period of liberalized planning. The final and the third stage began in 2014 and has attempted to prepare a holistic strategy to bring out a structural and institutional transformation of the economy. We have presented the different aspects of economic activity through these different stages of growth.



### The distinguishing features of the book are as follows.

- ◆ Short sentences and simple language make the subject-matter in each topic both interesting and easily understandable.
- ◆ Questions as per the pattern of the university question paper, have been added at the end of each chapter. Also suitable hints for solution have been provided along with.
- ◆ Beginning mid-2014 the Indian Economy has entered a new era of sustainable, inclusive and rapid (or SIR) growth. The SIR growth is designed to give practical shape to new economic thinking which can be aptly described as modi economics. We have analysed this phenomenon in details. New thoughts, directions, policies, etc. are emerging fast. Our analysis would help readers to keep a track of and make an intelligent appraisal of unfolding events.

### Contents

- I: **Growth and Development:** Economic Growth and Development.
- II: **National Income:** National Income—Trends and Structural Changes
- III: **Major Problems of Indian Economy:** Poverty in India ◆ Inequalities in Income Distribution ◆ Problem of Unemployment ◆ Population in India.
- IV: **India's Planned Economy:** Era of Five Year Plans in India ◆ Emerging New Era of the Indian Economy.
- V: **Infrastructure for Development:** Physical Infrastructure in India ◆ Social Infrastructure in India.
- VI: **Indian Agriculture:** Agricultural Development in India ◆ Land Reforms and Rural Development ◆ Sources of Farm Credit and Marketing of Agricultural Produce ◆ Food Policy and Public Distribution System in India.
- VII: **Industrial Sector in India:** Industrial Development in India ◆ Industrial Policy and New Economic Policy (Liberalisation, Privatisation and Globalisation) ◆ Small-Scale Industries in India.
- VIII: **Foreign Trade:** India's Foreign Trade.
- IX: **Public Finance:** Fiscal System and Policy in India ◆ Indian Macro-economics Today ◆ Economy of Tamil Nadu.

Thoroughly Revised Edition 2019 | Size 24 × 18 cm. | Pp. xvi + 866 | ISBN 81-7014-214-8 (TC-1165) | ₹ 260.00

K.P.M. Sundharam  
E.M. Sundharam

## ECONOMIC ANALYSIS

SULTAN CHAND & SONS

## Economic Analysis

K.P.M. Sundharam

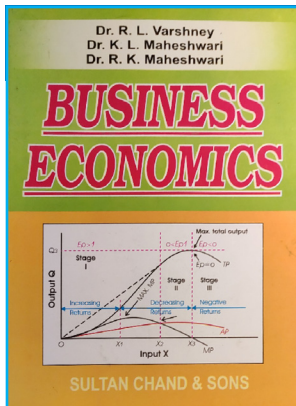
E.N. Sundharam

There are still many courses which require students to have a comprehensive knowledge of Economic Analysis. This book has been specially prepared to meet the requirements of B.Com. and other similar courses of all Universities.

### Contents

**Part I:** Price Theory; ◆ **Part II:** Theory of Money and Banking; ◆ **Part III:** The Theory of Income and Employment; ◆ **Part IV:** International Trade and Foreign Exchange; ◆ **Part V:** Economic Development and Planning; ◆ **Part VI:** Public Finance.

Fifth Revised Edition | Size 24 × 16 cm. | Pp. xvi + 866 | ISBN 81-7014-214-8 (TC-432) | ₹ 160.00



# Business Economics

Dr. R.L. Varshney

Dr. K.L. Maheshwari

Dr. R.K. Maheshwari

## Contents

### Section I : Introduction to Business Economics and Fundamental Concepts

Nature, Scope and Importance of Business Economics ♦ Fundamental Concepts in Business Economics.

### Section II : Economic Theories of Consumer Behaviour

Utility Theory ♦ Indifference Curve Analysis ♦ Income and Substitution Effect.

### Section III : Demand Analysis

Theory of Demand : Demand Determinants ♦ Demand Elasticities—Concepts and Measurement.

### Section IV : Demand Forecasting

Demand Forecasting—General Considerations ♦ Demand Forecasting – Survey Methods ♦ Demand Forecasting – Statistical Methods.

### Section V : Theory of Production

Production and Factors of Production ♦ Production Functions ♦ Economics and Diseconomies of Scale.

### Section VI : Cost Analysis

Cost Concepts ♦ Short-run and Long-run Cost Curves – Traditional and Modern Approaches.

### Section VII : Price-Output Decisions

Market Structure ♦ Perfect competition and Price Output Decisions ♦ Monopoly and Price-Output Decisions ♦ Price Discrimination ♦ Monopolistic Competition and Price-Output Decisions ♦ Oligopoly and Price-Output Decisions ♦ Oligopoly – Classical Models ♦ Collusive Oligopoly – Cartels ♦ Price Leadership.

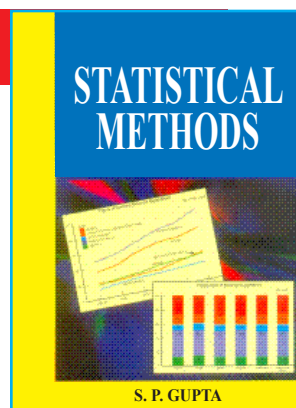
### Appendices

1st Edition 2009 | Size 24 × 18 cm. | Pp. xx + 540 | ISBN-978-81-8054-738-6 (TC-1169) | ₹ 200.00

*Books give new views of life, and teach us how to live; they  
 soothe the grieved, the stubborn they chastise, fools they  
 admonish, and confirm the wise; their aid they yield to all.*

## Statistical Methods

Dr. S.P. Gupta



### Special Features

The book has been written in a very simple and lucid style. The text material is self-explanatory and even the students of correspondence courses can follow it without much stress and strain

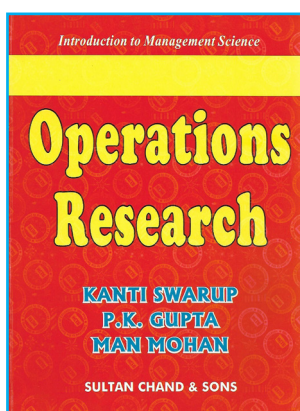
- ◆ The treatment is non-mathematical in character and the readers can easily understand the text material without much taxing their brains
- ◆ Besides good theory the book contains a large number of solved illustrations (to be exact, 1,500). These illustrations have been very carefully selected mainly from the latest examination question papers of various Universities all over India and neighbouring countries
- ◆ This book is primarily meant to cater to the needs of undergraduate and postgraduate students of commerce and economics.

### Contents

**Volume – I:** Statistics – What & Why ♦ Organising a Statistical Survey ♦ Collection of Data ♦ Sampling & Sample Design, Classification and Tabulation of Data ♦ Diagrammatic and Graphic Presentation ♦ Measures of Central Value ♦ Measures of Dispersion ♦ Skewness, Moments and Kurtosis ♦ Correlation Analysis ♦ Regression Analysis ♦ Association of Attributes ♦ Index Numbers ♦ Analysis of Time Series ♦ Interpolation and Extrapolation ♦ Vital Statistics ♦ Statistical Fallacies

**Volume – II:** Probability and Expected Value ♦ Theoretical Distribution ♦ Statistical Inference – Text of Hypotheses ♦  $\chi^2$  and Goodness of Fit ♦ *F*-Test and Analysis of Variance ♦ Experimental Designs ♦ Statistical Quality Control ♦ Business Forecasting ♦ Partial and Multiple Correlation ♦ Statistical Decision Theory ♦ Non-Parametric Tests ♦ Revision Exercises Volume I and Volume II ♦ Appendix.

46th Revised Edition 2017, Reprint 2019 | size 24 × 16 cm. | Pp. xxiv + 1440 | ISBN 978-93-5161-112-7 (TC-506) | ₹ 595.00



## Introduction to Management Science Operations Research

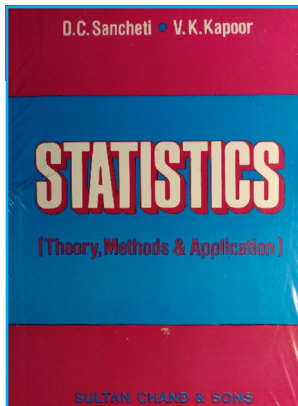
Dr. Kanti Swarup, Dr. P. K. Gupta, Dr. Man Mohan

The book covers the latest syllabi in Operations Research / Management Science of Various Universities, Engineering Institutes, Management Institutions and Professional bodies.

### Contents

◆ Prerequisite ♦ Operations Research – An Overview ♦ Linear Programming Problem – Mathematical Formulation ♦ Linear Programming Problem – Graphical Solution and Extension ♦ Linear Programming Problem – Simplex Method ♦ Duality in Linear Programming ♦ Post-optimal Analysis ♦ Integer Programming ♦ Goal Programming ♦ Linear Programming Problem – Advanced Techniques ♦ Transportation Problem ♦ Assignment Problem ♦ Sequencing Problem ♦ Dynamic Programming ♦ Probability ♦ Markov Analysis ♦ Decision Analysis ♦ Games and Strategies ♦ Replacement Problem and System Reliability ♦ Inventory Control – I, Inventory Control – II ♦ Queueing Theory ♦ Simulation ♦ Investment Analysis and Break-even Analysis ♦ Network Routing Problems ♦ Network Scheduling by PERT/CPM ♦ Resource Analysis in Network Scheduling ♦ Non-Linear Programming ♦ Non-Linear Programming – Methods ♦ Geometric Programming ♦ Informing Theory ♦ Forecasting ♦ Learning Curve Theory ♦ Some Cases in O.R. ♦ Appendices ♦ Index.

19th Edition 2017, Reprint 2019 | Size 24 × 18 cm. | Pp. xx + 1080 | ISBN 978-93-5161-101-1 (TC-525) | ₹ 625.00



## Statistics

Dr. D.C. Sancheti

V.K. Kapoor

The subject matter has been presented in a rigorous manner and in simple and effective language, so as to make the exposition clear and lucid even beginner. A conscientious effort has been made all through to keep the treatment simple, lucid and non-mathematical ♦ The theoretical description of each sub-section has been followed by simple illustrations. Complex problems have been solved thereafter

### Contents

- ♦ Meaning and Scope
- ♦ Statistical Survey
- ♦ Classification and Tabulation
- ♦ Diagrammatic and Graphic Representation
- ♦ Measures of Averages
- ♦ Measures of Dispersion
- ♦ Skewness, Moments and Kurtosis
- ♦ Correlation Analysis
- ♦ Index Numbers
- ♦ Analysis of Time Series
- ♦ Association of Attributes
- ♦ Interpolation
- ♦ Probability and Expected Value
- ♦ Statistical Decision Theory
- ♦ Theoretical Distribution
- ♦ Sampling and Designing of a Sample Survey
- ♦ Test of Survey
- ♦ Test of Hypothesis
- ♦ Chi-Square Test
- ♦ F-Test and Analysis of Variance
- ♦ Statistical Quality Control
- ♦ Multiple and Partial Correlation Regression
- ♦ Vital Statistics
- ♦ Linear Programming.

Seventh Revised Edition 2010, Reprint 2019 | Size 22 × 14 cm. | Pp. xii + 1456 | ISBN 978-81-8054-612-9 (TC-555) | ₹ 525.00

## Problems in Operations Research

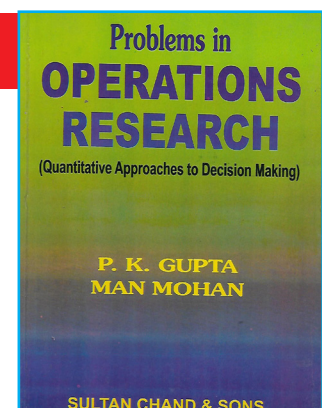
Dr. P.K. Gupta

Dr. Man Mohan

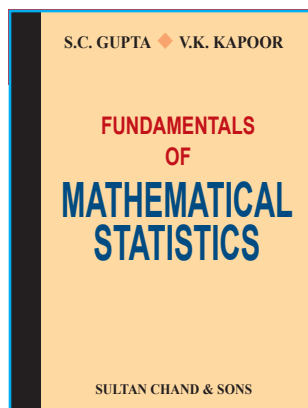
The book covers the latest syllabi in Operations Research / Management Science of Various Universities, Engineering Institutes, Management Institutions and Professional bodies.

### Contents

Operations Research – An Overview ♦ Linear Programming Model-Formulation ♦ Linear Programming Problem – Graphical Solution ♦ Linear Programming – Standard Form & Basic Solution ♦ Simplex Method ♦ Degeneracy in Linear Programming ♦ Duality in Linear Programming ♦ Dual Simplex Method ♦ Revised Simplex Method ♦ Bounded Variable Problem ♦ Integer Programming ♦ Post-Optimal Analysis ♦ Parametric Linear Programming Problems ♦ Transportation and Transshipment Problems ♦ Assignment Problem ♦ Sequencing Problem ♦ Dynamic Programming ♦ Decision Analysis ♦ Game Theory ♦ Markov Analysis ♦ Queuing Problems ♦ Inventory Problems ♦ Replacement Problems ♦ Non-Linear Programming ♦ Quadratic Programming ♦ Network Scheduling by PERT/CPM ♦ Resource Analysis in Network Scheduling ♦ Simulation ♦ Investment Analysis and Break-even Analysis ♦ Business Forecasting ♦ Network Routing Problems ♦ Learning Curve Theory ♦ Information Theory ♦ Appendix : Statistical and Other Tables.



14th Edition 2014 | Size 24 × 16 cm. | Pp. viii + 936 | ISBN 978-93-5161-007-6 (TC-495) | ₹ 550.00



## Fundamentals of Mathematical Statistics

S.C. Gupta

V.K. Kapoor

Comprehensive coverage of topics on Statistics; Systematic arrangement and analytical presentation of the subject matter; Large number of illustrative solved examples; Requires no previous knowledge of the subject;

### Contents

Introduction (Meaning & Scope) ♦ Descriptive Measures ♦ Probability-I ♦ Probability-II ♦ Random Variables & Distribution Function ♦ Mathematical Expectation ♦ Generating Functions and Law of Large Numbers ♦ Special Discrete Probability Distributions ♦ Special Continuous Probability Distributions ♦ Correlation ♦ Linear and Curvilinear Regression ♦ Additional Topics on Correlation and Regression ♦ Theory of Attributes ♦ Large Sample Theory ♦ Exact Sampling Distributions-I (Chi-square Distribution) ♦ Exact Sampling Distributions-II (t) F and Z Distributions) ♦ Statistical Inference-I (Theory of Estimation) ♦ Statistical Inference-II (Testing of Hypothesis) ♦ Finite Difference and Numerical Analysis ♦ Some Additional Topics ♦ Appendix: Hints & Answers to selected assorted review problems.

Eleventh Revised Edition 2002, Reprint 2019 | Size 22 × 16 cm. | Pp. xii + 1166 | ISBN 978-81-8054-528-3 (TC-499) | ₹ 590.00

## Elements of Mathematical Statistics

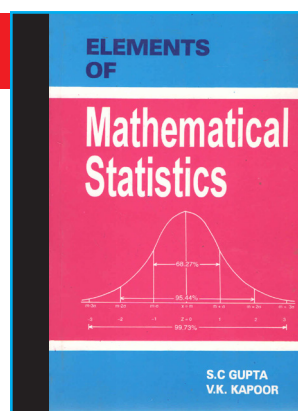
S.C. Gupta

V.K. Kapoor

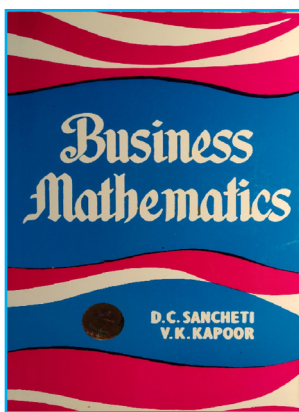
Prepared specially for B.A. & B.Sc. students, studying Statistics as subsidiary or ancillary subject.

### Contents

♦ Introduction – Meaning and Scope ♦ Frequency Distributions and Measures of Central Tendency ♦ Measures of Dispersion, Skewness and Kurtosis ♦ Theory of Probability ♦ Random Variables – Distribution Functions ♦ Mathematical Expectation, Generation Functions and Law of Large Numbers ♦ Theoretical Discrete Distributions ♦ Theoretical Continuous Distributions ♦ Curve Fitting and Principle of Least Squares ♦ Correlation and Regression ♦ Theory of Attributes ♦ Sampling and Large Sample Tests ♦ Chi-square Distribution ♦ Exact, Sampling Distribution ♦ Theory of Estimation ♦ Testing of Hypothesis ♦ Analysis of Variance ♦ Design of Experiments ♦ Design of Sample Surveys ♦ Tables.



Third Edition and Reprint 2018, 2019 | Size 24 × 16 cm. | Pp. xvi + 504 | ISBN 978-81-8054-700-3 (TC-501) | ₹ 260.00



## Business Mathematics

D.C. Sancheti

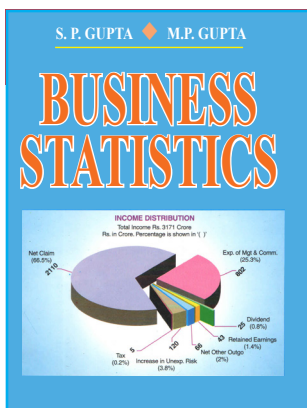
V.K. Kapoor

### Contents

Logical Statements and Truth Tables ♦ Theory of Sets ♦ Boolean Algebra ♦ Real Number Systems ♦ Groups, Ring and Field ♦ Indices and Surds ♦ Logarithms ♦ Equations : Linear, Quadratic, Cubic and Higher Order ♦ Permutations and Combinations ♦ Binomial Theorem ♦ Mathematical Induction, Sequence and Series ♦ Arithmetic and Geometric Progressions ♦ Convergence and Divergence of Series. Circular Functions and Trigonometry ♦ Co-ordinate Geometry ♦ Functions, Limits and Continuity ♦ Differential Calculus ♦ Integral Calculus ♦ Vector Algebra ♦ Matrix Algebra.

Eleventh Edition 2011, Reprint 2019 | Size 22 × 14 cm. | Pp. xviii + 1200 | ISBN 978-81-8054-538-2 (TC-552) | ₹ 595.00





## Business Statistics

Dr. S.P. Gupta

Dr. M.P. Gupta

This text is written with the basic object of introducing students of Business Administration to the statistical concepts that help in decision-making. The book is essentially non-mathematical in character and an attempt has been made to illustrate the application of statistical techniques with the help of business data.

### Contents

#### Business Statistics:

- ◆ What and Why
- ◆ Collection of Data
- ◆ Presentation of Data
- ◆ Measures of Central Tendency
- ◆ Measures of Variation
- ◆ Skewness, Moments and Kurtosis
- ◆ Correlation Analysis
- ◆ Regression Analysis
- ◆ Index Numbers – Concepts and Applications
- ◆ Business Forecasting and Time Series Analysis
- ◆ Probability
- ◆ Probability Distributions
- ◆ Sampling and Sampling Distributions
- ◆ Estimation of Parameters
- ◆ Tests of Hypothesis
- ◆ Small Sampling Theory
- ◆ Chi-Square Test
- ◆ Analysis of Variance
- ◆ Statistical Quality Control
- ◆ Partial and Multiple Correlation and Regression
- ◆ Statistical Decision Theory
- ◆ Appendix: Statistical Tables.

19th Revised Edition 2017, Reprint 2019 | Size 24 × 18 cm. | Pp. xxiv + 800 | ISBN 978-93-5161-106-6 (TC-518) ₹ 490.00

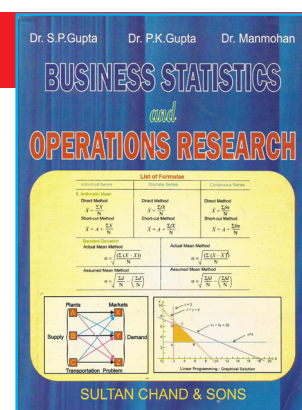
## Business Statistics & Operations Research

Dr. S.P. Gupta, Dr. P.K. Gupta, Dr. Man Mohan

- ◆ The language is simple and the text-material self-explanatory in character.
- ◆ Besides good theory, the book contains a large number of illustrations of varied types.

### Contents

**Part I – Business Statistics:** Introduction of Statistics – Classification & Tabulation ◆ Diagrammatic and Graphic Presentation ◆ Measures of Central Value ◆ Measures of Variation ◆ Skewness, Moments & Kurtosis ◆ Correlation Analysis ◆ Regression Analysis ◆ Index Numbers ◆ Analysis of Time Series ◆ Probability Theory ◆ Small Sampling Theory ◆ Chi-Square Test ◆ Analysis of Variance ◆ Statistical Quality Control ◆ Appendix. **Part II – Operations Research:** Introduction ◆ Linear Programming – Formulation ◆ Graphical Method ◆ Simplex Method ◆ Transportation Problem ◆ Assignment Problem ◆ Decision Theory ◆ Game Theory ◆ Queuing Models ◆ Network Analysis ◆ Appendix I. Statistical Tables.



Fifth Edition Reprint 2011 | Size 24 × 18 cm. | Pp. xii + 980 | ISBN 978-81-8054-864-2 (TC-508) ₹ 435.00

## Operations Research Quantitative Techniques for Management

V.K. Kapoor

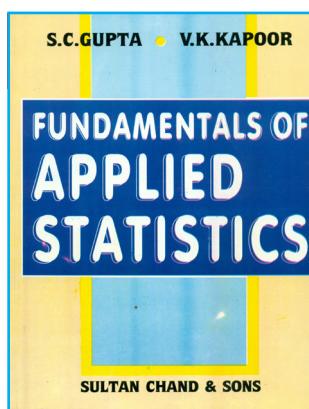
Chapters Synopsis. Brief Description of Entire Chapter ♦ Learning objectives. Each chapter begins with Learning objectives ♦ Main Body. Various concepts and procedures relating to a particular topic have been fully explained in a well-kint manner ♦ Graded solved examples. For a better grasp of the subject matter, numerous example have been provided at appropriate places in each chapter of the book. ♦ Graded Self Practice (Self-assessment) Review Problems (Exercises). In keeping in the view that Quantitative Techniques can be learned only by practice numerous practical questions including those which have appeared in different examinations have been (with hints) in the form of graded exercise sets ♦ Glossary of Key Terms is provided at the end of the chapter ♦ Chapter Summary. An overview of the chapter has been presented in a capsule form in terms of Points to Remember at the end of chapter ♦ Review Questions for Discussion. In ordered to help to readers in Evaluating their level of understanding, each chapter contains self questions ranging from short concept questions to descriptive essay type questions.



### Contents

- ♦ Introduction to Operations Research
- ♦ Linear Programming: Problem Formulation and Solution by Graphic Method
- ♦ Linear Programming: Simplex Method
- ♦ Linear Programming: Duality and Sensitivity Analysis
- ♦ Transportation Problem
- ♦ Assignment Problem
- ♦ Sequencing Problem
- ♦ Replacement Theory
- ♦ Queuing Theory
- ♦ Decision Analysis
- ♦ Theory of Games
- ♦ Inventory Management
- ♦ Project Network Analysis CPM/PERT
- ♦ Simulation
- ♦ Goal Integer and Dynamic Programming
- ♦ Markov Chains.

9th Edition 2014, Reprint 2019 | Size 28 × 22 cm. | Pp. xvi + 632 | Chapters 16 | ISBN 978-93-5161-011-3 (TC-531) | ₹ 525.00



## Fundamentals of Applied Statistics

S.C. Gupta

V.K. Kapoor

Comprehensive coverage of topics on Statistics ♦ Systematic arrangement and analytical presentation of the subject matter ♦ Large number of illustrative solved examples ♦ Requires no previous knowledge of the subject ♦ Difficult concepts have been explained in a simple and easy manner ♦ Provides an in-depth understanding of the subject

### Contents

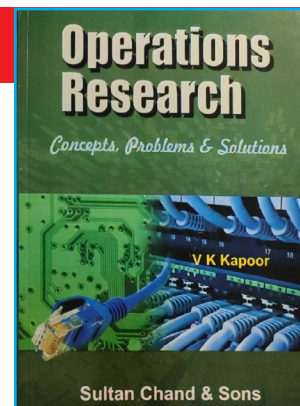
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|-----------------|-----------------------------|-----------------|--|
| ♦ Chapter One   | Statistical Quality Control | ♦ Chapter Six   | Design of Experiments                  |
| ♦ Chapter Two   | Analysis of Time Series     | ♦ Chapter Seven | Design of Sample Surveys               |
| ♦ Chapter Three | Index Numbers               | ♦ Chapter Eight | Statistics in Psychology and Education |
| ♦ Chapter Four  | Demand Analysis             | ♦ Chapter Nine  | Vital Statistics                       |
| ♦ Chapter Five  | Analysis of Variance        |                 |  |

Fourth Thoroughly Revised Edition 2007, Reprint 2019 | Size 24 × 18 cm. | Pp xx + 708 | ISBN 978-81-8054-705-8 (TC-502) | ₹ 595.00

## Operations Research—Concepts, Problems and Solutions

**V.K. Kapoor**

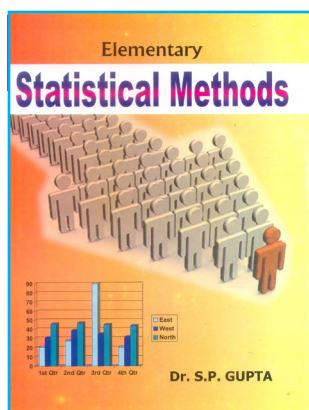
An ideal book for independent study ♦ The book elucidates the Key Concepts and Methods of Operations Research ♦ The book supplements text books on Operations Research and upgrades students knowledge in the subject ♦ No special mathematical knowledge is assumed and the techniques are developed as situation generates Each chapter begins with an introduction highlighting the development, application needs and prospects. In a nut- shell mathematical proofs are carefully avoided ♦ One of the noble features of the manual is that all the major steps in the computational produce of important technique are presented in a step-by-step algorithm format ♦ To enhance the understanding of the subject by the students of various disciplines, a conceptual rather than mathematical approach is adopted. Inf fact, throughout the test, each concept is followed by numerous illustrations from different functional areas of management and latest examination papers ♦ The book is student friendly containing plenty of problems from real life situations, which are included in each chapter to enable the reader to gain further insight and clarity of the application of various Operational Research techniques



### Contents

- |                 |   |                    |                               |
|-----------------|---|--------------------|-------------------------------|
| ♦ Chapter One   | Operations Research : An Overview                   | ♦ Chapter Nine     | Decision Theory               |
| ♦ Chapter Two   | Linear Programming I : Model Formulation            | ♦ Chapter Ten      | Inventory Management          |
| ♦ Chapter Three | Linear Programming II : Graphical Method            | ♦ Chapter Eleven   | Queuing Theory                |
| ♦ Chapter Four  | Linear Programming III : Simplex Method and Duality | ♦ Chapter Twelve   | Network Analysis : CPM & PERT |
| ♦ Chapter Five  | Transportation Problem                              | ♦ Chapter Thirteen | Game Theory                   |
| ♦ Chapter Six   | Assignment Problem                                  | ♦ Chapter Fourteen | Simulation                    |
| ♦ Chapter Seven | Replacement Theory                                  |                    |                               |
| ♦ Chapter Eight | Sequencing Problem                                  |                    |                               |

5th Revised Edition 2011, Reprint 2017 | Size 24 × 18 cm. | Pp. xvi + 640 | ISBN 978-81-8054-854-3 (TC-532) ₹ 475.00



## Elementary Statistical Methods

**Dr. S.P. Gupta**

- ♦ It covers the syllabus completely.
- ♦ It primarily meant for B.Com and B.A. students of various Indian Universities.
- ♦ The language is simple and the Test Material Self-Explanatory
- ♦ There are about 421 solved illustrations of varied types in the book to enable the students to do practice.
- ♦ Unsolved 722 Questions given in the form of 'Try Your Self' at the end of each chapter. This would help the students acquire Proficiency and Develop Confidence that they can handle any type of Problem.

### Contents

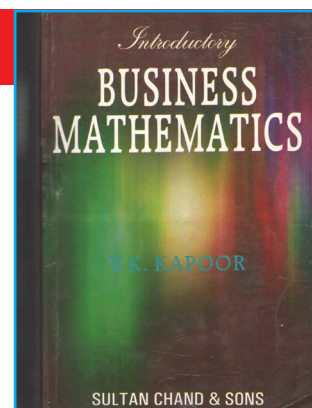
♦ Introduction to Statistics ♦ Classification and Tabulation ♦ Diagrammatic and Graphic Representation ♦ Measures of Central Tendency ♦ Measures of Variation ♦ Skewness, Moments and Kurtosis ♦ Correlation and Analysis ♦ Regression Analysis ♦ Index Numbers ♦ Analysis of Time Series ♦ Probability Theory ♦ Chi-square Test ♦ Analysis of Variance ♦ Statistical Quality Control ♦ Interpolation and Extrapolation ♦ Interpretation of Data ♦ Appendix ♦ Symbol, Abbreviation and Formulae ♦ Statistical Tables.

18th Edition 2009, Reprint 2017 | Size 24 × 18 cm. | Pp. viii + 648 | ISBN 978-81-8054-596-2 (TC-504) | ₹ 550.00

## Introductory Business Mathematics

V.K. Kapoor

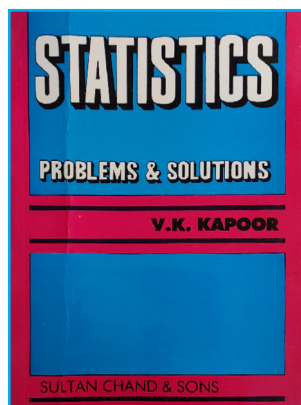
Comprehensive, step-by-step explanation for easier understanding of all the topics. Each chapter contains sufficiently large number of properly graded typical and thought-provoking problems with full-length solutions for all categories of students. ♦ For speedy revision, a set of important results and basic theoretical concepts are given in the beginning of each chapter. ♦ Questions set at the latest university examinations have been incorporated. ♦ Sufficient number of revisional problems are provided at the end of each chapter. ♦ Working rules, aids to memory, short cuts, alternative methods are the special attractions of the book. ♦ An ideal book suited for independent study.



### Contents

- |   |   |
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| <ol style="list-style-type: none"> <li>1. Matrices – I</li> <li>2. Matrices – II Applications</li> <li>3. Functions</li> <li>4. Limit &amp; Continuity</li> <li>5. Differentiation – I Basic Concepts</li> <li>6. Differentiation – II (Applications)</li> <li>7. Partial Differentiation – I Basic Concepts</li> <li>8. Partial Differentiation – II Applications</li> </ol> | <ol style="list-style-type: none"> <li>9. Integration – I Basic Concepts</li> <li>10. Integration – II Applications</li> <li>11. Linear Programming – I Formulation &amp; Graphic Solution Method</li> <li>12. Linear Programming – II Simplex Method</li> <li>13. Linear Programming – III Duality</li> <li>14. Mathematics of Finance – I Compound Interest</li> <li>15. Mathematics of Finance – II Annuities Certain</li> <li>16. The Transportation and Assignment Problems</li> <li>Appendix</li> </ol> |
|---|---|

Eighteenth Edition 2011 | Size 24 × 16 cm. | Pp. xvi + 858 | ISBN 978-81-8054-832-1 (TC-1059) | ₹ 325.00



## Statistics – Problems and Solution

V. K. Kapoor

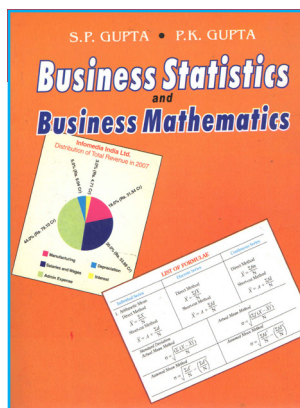
- ♦ The book is designed for C.A. Professional Education—I Course, I.C.W.A. Inter, M. Com., M.A. (Eco.), B.Com., B.A. and M.B.A. students.
- ♦ Each chapter contains sufficiently large number of properly graded typical and thought-provoking problems with full length solutions for all categories of students.
- ♦ Questions set at the various professional and university latest examinations have been incorporated.

### Contents

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| <ul style="list-style-type: none"> <li>♦ Classification and Tabulation</li> <li>♦ Measures of Averages</li> <li>♦ Dispersion, Skewness &amp; Kurtosis</li> <li>♦ Correlation</li> <li>♦ Regression Analysis</li> <li>♦ Index Numbers</li> <li>♦ Time Series Analysis</li> <li>♦ Probability and Expected Values</li> <li>♦ Statistical Decision Theory</li> <li>♦ Theoretical Distributions</li> </ul> | <ul style="list-style-type: none"> <li>♦ Sampling &amp; Test of Significance</li> <li>♦ Chi-Square Test</li> <li>♦ F-Test and Analysis of Variance</li> <li>♦ Association of Attributes</li> <li>♦ Multiple &amp; Partial Correlation.</li> </ul> |
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Seventh Edition 2000, Reprint 2006 | Size 22 × 14 cm. | Pp. xvi + 800 | ISBN 81-7014-686-0 (TC-535) | ₹ 175.00





## Business Statistics and Business Mathematics

S.P. Gupta P.K. Gupta

This main features of this book are:

- ◆ The matter has been presented in a very simple and lucid style and is self-explanatory.
- ◆ There are 270 solved illustrations in the section relating to Business Statistics.
- ◆ There are about 500 solved examples to explain various mathematical techniques.
- ◆ Each mathematical concept is illustrated with solved examples which have been designed to clarify the principles involved.
- ◆ Special care has been taken to develop the topics of Mathematics in an easy to understand form.
- ◆ The basics and solved examples are followed by an exercise for self-practice
- ◆ At the end of each chapter, objective questions and practical problems based on various concepts dealt within the chapter are presented.
- ◆ Unsolved problems are given in the form of exercises followed by their answers.
- ◆ At the end of each chapter a set of multiple-choice problems with answers is given.
- ◆ Solved past university questions are given in the form of Review Illustrations.

### Business Statistics

Introduction to Statistics ◆ Classification and Tabulation ◆ Diagrammatic and Graphic Presentation ◆ Measures of Central Tendency ◆ Measures of Variation ◆ Correlation Analysis ◆ Regression Analysis ◆ Index Numbers ◆ Analysis of Time Series ◆ Interpretation of Data ◆ List of Symbols, Abbreviations and Formulae Statistical Tables ◆ Question Papers.

### Business Mathematics

Matrices and Determinants ◆ Applications of Matrices and Determinants ◆ Functions, Limits and Continuity ◆ Simple Differentiation ◆ Applications of Differentiation ◆ Integration and Its Applications ◆ Mathematics of Finance ◆ Scanner

4th Revised Edition 2016, Reprint 2018 | Size 24 × 18 cm. | Pp. x + 870 | ISBN 978-93-5161-060-1 (TC-1131) | ₹ 650.00

## Introduction to Operations Research

Dr. Kanti Swarup, Dr. P.K. Gupta, Dr. Man Mohan

This book is designed to cater to the needs of B.A., B.Sc., B.Com. students of all Indian Universities; It provides an introduction to various basic O.R. techniques; The language is simple and the text material self-explanatory; All important algorithms have been summarised in a step-by-step manner followed by their Flow Charts.

### Introduction to OPERATIONS RESEARCH

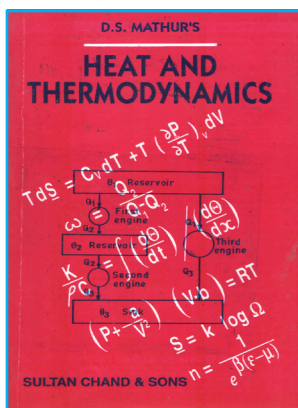
KANTI SWARUP  
P. K. GUPTA  
MAN MOHAN

SULTAN CHAND & SONS

### Contents

Operations Research – An Overview ◆ The Linear Programming Problem ◆ The Simplex Method ◆ Duality in Linear Programming ◆ Integer Programming ◆ The Transportation Problem ◆ The Assignment Problem ◆ Sequencing Problems ◆ Dynamic Programming ◆ Game Theory ◆ Queuing Theory ◆ Inventory Problems ◆ Replacement Problem ◆ Decision Analysis ◆ Markov Analysis ◆ Network Analysis ◆ Simulation ◆ Appendices Statistical Tables ◆ Answers ◆ Index.

5th Revised Edition 2005 | Size 22 × 14 cm. | Pp. xvi + 386 | ISBN 81-8054-351-X (TC-526) | ₹ 80.00



## Heat & Thermodynamics

**D.S. Mathur**

**Revised by Dr. M.N. Bapat**

An extremely successful text book on Heat & Thermodynamics courses is now further improved for greater clarity and precision in its fifth edition. The focus is on making the book a modern under-graduate text. The revised edition incorporates the statistical theory which is intimately related to understanding the behavior of the particles carrying heat. This has been included along with partition function. The application of particles function to explain sum physical phenomena, however may be omitted at first reading.

### Contents:

◆ Heat and Temperature – Thermometry ◆ Thermal Expansion ◆ Calorimetry ◆ Change of State – Kinetic theory of heat ◆ Kinetic Theory of Gases ◆ Continuity of State – Study of Real Gases ◆ Thermodynamics ◆ Entropy ◆ Thermodynamic Relations ◆ Production of Low Temperatures ◆ Transmission of Heat – Conduction ◆ Transference of Heat – Convection ◆ Radiation of Heat ◆ Elements of Statistical Mechanics ◆ Classical and Quantum Statistics ◆ Appendices.

Fifth Revised & Updated Edition 2004, Reprint 2014 | Size 22 × 14 cm. | Pp. xx + 668 | ISBN 978-81-8054-259-9 (TC-577) | ₹ 350.00

## Heat, Thermodynamics & Statistical Physics

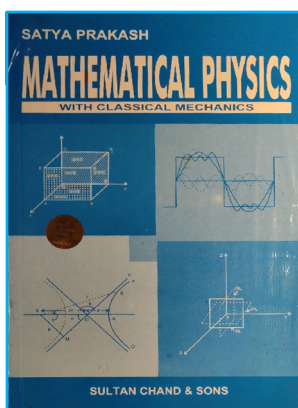
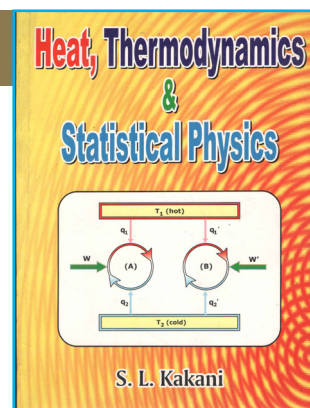
**Dr. S.L. Kakani**

In the present edition good number of new topics on Heat, Statistical Physics along with a large number of typical problems with correction have been added. Good number of new objective & short question-answers have also been added so that student may find it useful for UGC-CSIR, NET-SLET, GATE & other all India entrance examinations. Every care has been taken to cover the latest syllabus proposed by UGC and revised syllabi by various university.

### Contents

◆ Temperature and Thermometry ◆ Ideal Gas, Isothermal and Adiabatic Processes, Specific Heat ◆ Zeroth Law and First Law of Thermodynamics ◆ Second Law of Thermodynamics and Entropy ◆ Maxwell's Thermodynamic Relations and Phase Transition ◆ Liquefaction of Gases and Production of Very Low Temperatures ◆ Thermal Radiations, Quantum Theory of Radiations and Pyrometers ◆ Quantum Theory of Specific Heats ◆ Heat (Thermal) Conduction ◆ Kinetic Theory of Gases and Transport Phenomena ◆ Statistical Physics : Classical Statistics and M.B., F.D. and B.E. Distribution Laws ◆ Quantum Statistics ◆ Energy Equipartition Principle, Partition Functions and Ensembles ◆ Statistical Mechanics of M.B., B.E. and F.D. Systems, Independent and Dependent Particle Systems and Imperfect Gases ◆ Fluctuations and Non-Equilibrium States ◆ Phase Transitions ◆ The Ising Model ◆ Appendices.

Second Edition 2009 | Size 24 × 18 cm. | Pp. xx + 560 | ISBN 978-81-8054-609-9 (TC-571) | ₹ 225.00



## Mathematical Physics (Including Classical Mechanics)

**Satya Prakash**

'Mathematical Physics' is written for Honours, Engineering and Postgraduate classes of all Indian Universities according to the latest syllabi.

### Contents

◆ Vectors (with applications) ◆ Matrices ◆ Tensors ◆ Beta-gamma and Error Functions ◆ Infinite series ◆ Complex Variables ◆ Differential Equations and Special Functions ◆ Fourier Series and Integrals ◆ Partial Differential Equations in Physics ◆ Fourier's and Laplace's Integral Transforms ◆ Dirac Delta Function & Green's Function ◆ Probability, Statistics and Theory of Errors ◆ Group Theory ◆ Numerical Analysis ◆ Classical Mechanics ◆ Special Theory of Relativity ◆ Quantum Mechanics.

6th Revised Edition 2012, Reprint 2019 | Size 24 × 16 cm. | Pp. xxiv + 1576 | ISBN 978-81-8054-928-1 (TC-587) | ₹ 745.00

## Modern Physics

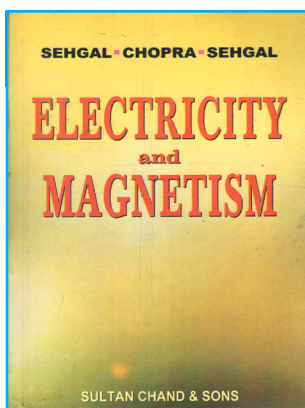
N.K. Sehgal K.L. Chopra, D.L. Sehgal,

The present edition has been thoroughly revised and updated and has been almost completely rewritten. The format and arrangement of different chapters and units has been changed and practically all the diagrams have been redrawn in a clearer and more informative manner. The following are among the main changes introduced in the present edition :

### Contents

Conduction of Electricity through Gases ♦ The Phenomenon of the Discharged Tube – Discovery of Cathode Rays ♦ Motion of Charged Particles in Electric and Magnetic Field ♦ Discovery of Cathode Rays – Determination of their Charge and Mass ♦ Positive Rays and Thomson's Parabola Method ♦ Mass Spectrographs ♦ Initial Studies: Thomson and Rutherford's Model of the Atom ♦ Bohr's Theory of the Hydrogen Atom ♦ Critical Potentials and their Experimental Determination ♦ The Bohr-Sommerfeld Theory ♦ Introductory Ideas; Zeeman Effect and Space Quantization ♦ The 'Spin' of the Electron : Quantum Mechanical Explanation of the Anomalous Zeeman Effect ♦ The Exclusion Principle and the Periodic Table of Elements ♦ The Paschen-Beck Effect, The Stark Effect and the Stern-Gerlach Experiment ♦ Photoelectric Effect ♦ X-Rays & Compton Effect ♦ Raman Effect ♦ De-Broglie Hypothesis ♦ Experimental Support for the De-Broglie Hypothesis and Principle of Complementarity ♦ The Uncertainty Principle ♦ Inadequacy of Classical Mechanics – Need for a New Mechanics ♦ The Schrödinger Equation ♦ Basic Postulates and Formalism of Quantum Mechanics ♦ Problem of 'Free Particle' and 'The Step Barrier Problem' ♦ The 'Barrier Penetration' Problem and the Problem of the Square Wall Potential ♦ Problems of a 'Particle in a Box' and 'A Particle in a one Dimensional Square Well' Potential of Finite Depth ♦ The Harmonic Oscillator ♦ The Problem of the Hydrogen Atom ♦ The Rigid Rotator ♦ The Basic Properties of the Nucleus ♦ Nuclear Energy and Nuclear Forces ♦ Models of the Nucleus ♦ Radioactivity ♦ Radioactive Radiation ♦ Introductory Statistical Physics ♦ Theory of Relativity ♦ General Features of the Electron Tubes ♦ Electron Tubes ♦ Rectifiers and Filters ♦ Amplifiers ♦ Oscillators ♦ Semiconductors ♦ Radio Communication ♦ Practical Electronic Devices ♦ Appendix I ♦ Appendix II

Ninth Revised Edition 2004, Reprint 2013 | Size 24 × 18 cm. | Pp. xxviii + 741 | ISBN 978-81-8054-952-6 (TC-591) | ₹ 350.00



## Electricity & Magnetism

D.L. Sehgal, K.L. Chopra, N.K. Sehgal

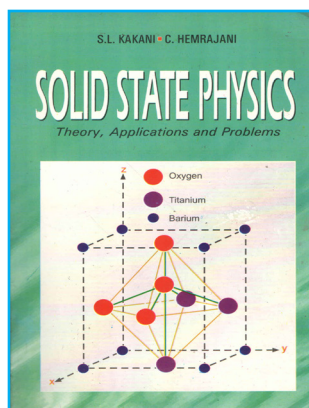
### Special Features

A detailed chapter on Vector Analysis has been added in the beginning of the book. This has been done to reduce the mathematical requirements on the part of the student. ♦ The book has been written in SI units. ♦ Several new topics have been added at appropriate places ♦ The book has a very large number of solved and unsolved numerical problems from different university and competitive examinations. ♦ At the end of each chapter, all kinds of objective type questions have been included. ♦ In the present edition the style of presentation as well as the content have been revised/alterd for quite a few topics to make reader friendly.

### Contents

Vectors ♦ Electrical Units ♦ The Fundamental Principles of Electrostatics ♦ The Electric Field ♦ Electric Potential ♦ Systems of Conductors and Capacitance ♦ Electro-static Energy of Charges ♦ The General Electrostatic Problem ♦ Dielectrics ♦ Electrostatic Instruments ♦ Primary and Secondary Cells ♦ Steady Currents ♦ Magnetic Effects of Currents ♦ Electrical Instruments ♦ Measurement of Resistance and Potential ♦ Heating Effects of Currents ♦ Thermoelectricity ♦ Chemical Effects of Currents ♦ Electromagnetic Induction ♦ Transient Currents ♦ Alternating Currents ♦ Alternating Current Bridges ♦ Network Analysis ♦ Magnetic Properties of Materials ♦ Magnetic Circuits ♦ Maxwell's Equations – Electromagnetic Waves.

Sixth Edition 2004 Reprint 2013 | Size 24 × 16 cm. | Pp. xxiv + 892 | ISBN 978-81-8054-583-2 (TC-590) | ₹ 400.00



## Solid State Physics—Theory, Applications and Problems

Dr. S.L. Kakani

C. Hemrajani

The purpose of this book is to provide a suitable textbook in Solid State Physics for M.Sc. (Physics), B.Sc. (Hons.) and B.E. (Material Science) students. In writing the present text authors' principal concern has been the student. They have taken special care to present the concepts of the mathematical approaches so as to make them more natural and straightforward. The subject-matter has been methodically and systematically arranged.

### Contents

- ◆ Crystal Structure
- ◆ Crystal Diffraction and the Reciprocal Lattice
- ◆ Crystal Binding
- ◆ Elastic Properties of Solids
- ◆ Lattice Vibrations
- ◆ Thermal Properties of Solids
- ◆ Free Electron Theory of Metals
- ◆ Band Theory of Metals
- ◆ Semiconductors & Devices
- ◆ Magnetism & Magnetic Materials
- ◆ Dielectrics and Ferro electronics, Optical Properties of Solids
- ◆ Imperfections in Crystals
- ◆ Magnetic Resonance
- ◆ Superconductivity
- ◆ New Superconductors & High Temperature Superconductivity
- ◆ Application of superconductivity
- ◆ Super fluidity
- ◆ Mössbauer Effect
- ◆ Masers and Lasers
- ◆ Optical Fiber
- ◆ Quantum Statistics
- ◆ Experimental Techniques
- ◆ Group Theory
- ◆ Appendices
- ◆ Suggested Reading
- ◆ Subject Index.

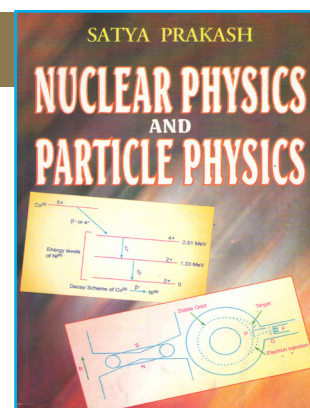
Fourth Revised Edition 2005, Reprint 2014 | Size 24 × 16 cm. | Pp. xx + 1056 | ISBN 81-8054-399-4 (TC-574) | ₹ 500.00

## Nuclear Physics & Particle Physics

Satya Prakash

The present book Nuclear Physics & Particle Physics is for degree, honours and post-graduate of students of all Indian Universities.

- ◆ The subject matter has been divided into twelve chapters. The initial nine chapters are devoted to Nuclear Physics; the net chapter deals with Nuclear Instrumentations. This chapter gives the knowledge to accelerate and detect all types of particles. The last two chapters have been devoted to Elementary Particles and Cosmic Rays
- ◆ The subject matter has been discussed physically and mathematically in a systematic way starting from basic concepts, keeping in mind the actually difficulties of students



### Contents

General Properties of Atomic Nuclei ◆ Two Body Problem and Nuclear Forces ◆ Radioactivity ◆ Alpha – Decay ◆ Beta – Decay ◆ Gamma Transitions ◆ Nuclear Models ◆ Nuclear Reactions ◆ Nuclear Energy ; Nuclear Fission and Fusion ◆ Nuclear Instrumentation ◆ Nuclear Accelerations & Detectors ◆ Elementary Particle Physics ◆ Cosmic Rays.

First Edition 2005, Reprint 2014 | Size 24 × 16 cm. | Pp. xvi + 480 | ISBN 978-81-8054-993-9 (TC-589) | ₹ 400.00

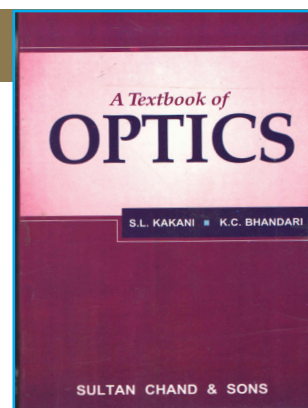


# A Textbook of Optics with Atomic Physics

**Dr. S.L. Kakani**

**K.C. Bhandari**

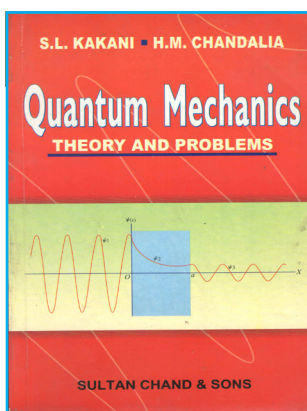
The book has been thoroughly revised and enlarged. Some of the new topics included are: Photometry, Fibre Optics, Optical Instruments, Lasers and Holography, Non-linear Optics, Explanation of Total Internal Reflection, Reflection and Refraction of a Spherical Wavefront at Spherical Surface, Feby Perot Interferometer, Focault's Rotating Mirror Method, Michelson's Method, Pease and Pearson Method, Velocity of Wireless Waves, Microwave Cavity Method, Laws of Refraction at Spherical Surface etc. have been added. Chapters on Electromagnetic Waves, Interference, Velocity of Light, Matter waves and Uncertainty Principle and Wave Mechanics have been thoroughly revised and enlarged. Many new solved problems are included in this edition. The exercises at the end of each chapter have been enlarged and brought up-to-date.



## Contents

- ◆ Introduction: Nature of Light
- ◆ Electromagnetic Waves
- ◆ Interference (Division of Wavefront, Division of Amplitude)
- ◆ Lasers and Holography (Quantum Optics)
- ◆ Diffraction
- ◆ Polarisation of Light (Double Refraction, Production and Analysis of Polarised Light, Rotation of Plan of Polarisation)
- ◆ Non-linear Optics
- ◆ Cardinal Points of a System of Coaxial Lenses
- ◆ Dispersion of Light
- ◆ Velocity of Light
- ◆ Fermat's Principle
- ◆ Photometry
- ◆ Fibre Optics
- ◆ Optical Instruments
- ◆ Quantum Nature of Light
- ◆ Matter Waves and Uncertainty Principle
- ◆ Atomic Structure
- ◆ Optical Phenomena
- ◆ Elements of Crystal Structure and X-Rays
- ◆ Special Theory of Relativity
- ◆ Wave Mechanics
- ◆ Suggested Readings.

Second Revised Edition 2002, Reprint 2015 | Size 24 × 16 cm. | Pp. xvi + 564 | ISBN 978-93-5161-040-3 (TC-572) | ₹ 395.00



# Quantum Mechanics (Theory and Problems)

**S.L. Kakani**

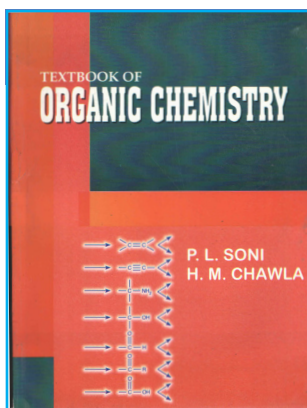
**H.M. Chandalia**

The subject-matter is developed in a natural way and systematically. Attempts have been made to give mathematical and physical basis for various assumptions in Quantum Theory wherever found necessary. Many problems have been solved in full and every step follows from the previous one. The authors have prepared it for M.Sc. (Phy. and Chem.), M. Phil., B.Sc. (Hons.) and Research Students.

## Contents

Inadequacy of Classical Mechanics and the Empirical Foundation of Quantum Theory ◆ Wave Packets ◆ Schödinger Wave Equation and Linear Operators ◆ Coordinate and Momentum Representations and Heisenberg's Uncertainty Relations for a set of Non-commuting Operators ◆ Potential Probs. in One Dimension ◆ Harmonic Oscillator (Vibrational Motion of a Particle) ◆ Potential Problems in Three Dimensions and the Hydrogen Atom ◆ Orbital Angular Momentum & Spin ◆ Identical Particles ◆ Vector Spaces and Matrix Formulation of Quantum Mechanics ◆ Angular Momentum ◆ Invariance Principles and Conservation Laws ◆ Approximate Methods ◆ Semiclassical Theory of Radiations ◆ Quantum Theory of Radiations ◆ Scattering ◆ Relativistic Wave Equation ◆ Elements of Quantum Field Theory ◆ Elementary Particles ◆ Appendices ◆ Suggested Readings ◆ Subject Index.

Fourth Edition 2004, Reprint 2007 | Size 24 × 16 cm. | Pp. xvi + 872 | ISBN 81-8054-215-7 (TC 573) | ₹ 300.00



# Textbook of Organic Chemistry

P.L. Soni

H.M. Chawla

- ◆ 'Explain' the matter rather than presenting the facts in an encyclopaedic manner.
- ◆ Used reaction mechanisms throughout the text.
- ◆ The chapter on Stereo-chemistry has been thoroughly rewritten.
- ◆ Re-written the sections on Stereo-chemistry of cyclic compounds, correlation of different conformers of substituted cyclohexanes.
- ◆ The *E* and *Z* designations, the *R* and *S* nomenclature of stereo-isomers, details of symmetry elements, etc. have been added and expanded.
- ◆ Greatly expanded and rewritten 'Principles of mass spectroscopy, UV, IR and NMR spectroscopy.
- ◆ Included spectroscopic analysis of type of compounds discussed in each chapter throughout the book. These chapters have been rewritten.
- ◆ New sections on Feiser-Woodward and Feiser-Kuhn rules in UV spectroscopy, additional explanations and conclusions of various electronic transitions have been included.
- ◆ The chapter on biochemistry now includes structure and composition of the living cell.
- ◆ The chapters dealing with aromatic chemistry and heterocyclic compounds have been greatly improved over the previous editions.
- ◆ The chemistry of carbohydrates has been rewritten.
- ◆ Conformational isomerism in monosaccharides, disaccharides and polysaccharides has been explained and conversions encountered in carbohydrate chemistry have been provided.
- ◆ The chapter on proteins now includes principles of peptide bond formation and a discussion on primary, secondary, tertiary and quaternary structures of proteins.
- ◆ Newer synthesis have been added in the sections on alkaloids, terpenoids, ureides, purines and pyrimidines and synthesis and natural dyes.
- ◆ Retained resonance structures rather than the more advanced, frontier molecular orbital diagrams.

## Contents

- ◆ **Part I** – General Organic Chemistry.
- ◆ **Part II** – Organic Compounds.
- ◆ **Part III** – Aromatic Compounds.
- ◆ **Part IV** – Special Topics.
- ◆ Question Bank.
- ◆ Index.

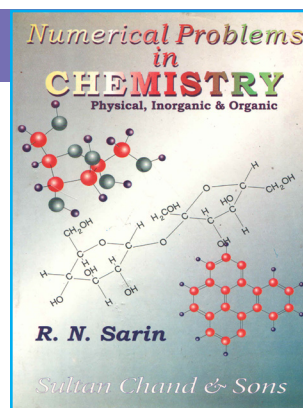
29th Revised Edition 2007, Reprint 2019 | Size 24 × 18 cm. | Pp. xxiv + 1704 | ISBN 978-81-8054-767-6 (TC-632) | ₹ 795.00

*Aim for success, not perfection.  
 Never give up your right to be wrong,  
 because then you will lose the ability to learn new things and move forward with your life. Remember that  
 fear always lurks behind perfectionism*

# Numerical Problems in Chemistry

R.N. Sarin

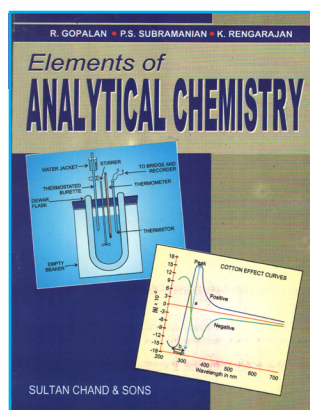
Higher Secondary, Inter, PUC, and B.Sc. I Year and for IIT-JEE and Medical Entrance Exams. The present volume which has been cast in an entirely new set-up has been divided into three sections namely, General and Physical, Inorganic and organic a number of chapters in the past edition have been merged together for being akin to each other. 'Test Your Understanding' containing over 30 examples with many sub-parts and 38 exercises with many sub-parts an answers, several useful appendices, model papers and latest question papers are the new features of the present edition.



## Contents

- A – Physical and General Chemistry:** Measurements, Significant Figures and Uncertainty in Measurement ♦ Percentage Composition, Empirical Molecular Formulae ♦ Laws of Chemical Combination ♦ Gas Laws, Kinetic Theory of Gases and Mole Concept ♦ Molecular Weight of Volatile Substances and Gases ♦ Solutions, Colligative Properties and Molecular Weights of Non-Volatile Substances ♦ Equivalent Weights and Electrochemistry ♦ Problems on Volumetric Analysis ♦ Atomic and Molecular Structures & Nuclear Reactions Electrochemical cells ♦ Thermochemical & Thermodynamical Calculations ♦ Chemical Kinetics and Reversible Reactions and Equilibria ♦ Ionic Equilibria ♦ Solid State
- B – Inorganic Chemistry:** Periodic Classification of Elements ♦ Chemical Bonding ♦ Problems based on Equations ♦ Redox Reactions and Oxidation Numbers ♦ Miscellaneous Reactions and Problems on Analytical Chemistry
- C – Organic Chemistry:** Estimation of Elements and Determination of Formulae of Organic Compounds ♦ Nomenclature, Typical Reactions, Structural Formulae & Conversions in Organic Compounds ♦ Test Your Understanding ♦ Model Papers ♦ Latest Question Papers ♦ Appendix.

28th Edition 2006, Reprint 2019 | Size 24 × 18 cm. | Pp. : xvi + 956 | ISBN 978-81-8054-689-1 (TC-622) | ₹ 450.00



# Elements of Analytical Chemistry

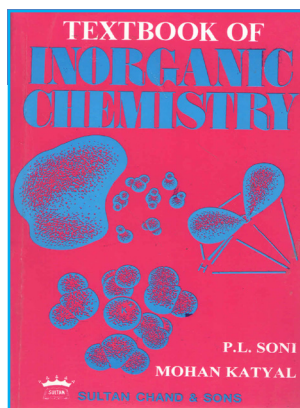
R. Gopalan, P.S. Subramanian, K. Rengarajan

The third edition of this contains additional features to enhance its value for the students. Solved problems have been included in each of the chapters on Spectroscopy. The chapter on Photoelectron Spectroscopy is another edition to the book.

## Contents

Laboratory Hygiene and Safety ♦ Analytical Balance ♦ Laboratory Glassware ♦ Data Analysis ♦ Separation Techniques ♦ Purification Techniques ♦ Principles and Techniques of Semi-micro Methods ♦ Principles of Volumetric Analysis ♦ Principles of Gravimetric Analysis ♦ Analytical Electrochemistry ♦ Thermoanalytical Methods ♦ Dipole Moment ♦ X-Ray Diffraction ♦ Neutron Diffraction ♦ Magnetic Properties ♦ Calorimetric Analysis ♦ Absorption Spectroscopy ♦ Infrared Spectroscopy ♦ Raman Spectroscopy ♦ Photoelectron Spectroscopy ♦ Flame Photometry & Atomic Absorption Spectroscopy ♦ Mass Spectrometry ♦ Applications of Isotopes in Analytical Chemistry ♦ Nuclear Magnetic Resonance Spectroscopy ♦ Electron Spin Resonance Spectroscopy ♦ Experimental Techniques in Reaction Kinetics ♦ Polarimetry ♦ Organic Estimations ♦ Analytical Chemistry in Consumer Protection ♦ Appendix 1 – Questions ♦ Appendix 2 – Physical and Chemical Constants ♦ Appendix 3 – Atomic Weights of Elements ♦ Appendix 4 – Ionisation Constants ♦ Appendix 5 – Formula Weights ♦ Appendix 6 – Oxidation Potentials ♦ Appendix 7 – Solubility Products of Sparingly Soluble Salts ♦ Appendix 8 – References.

Third Edition 2003, Reprint 2019 | Size 24 × 18 cm. | Pp. viii + 412 | ISBN 978-81-8054-765-2 (TC-615) | ₹ 250.00



# Textbook of Inorganic Chemistry

P.L. Soni

Mohan Katyal

Newer topics like Organometallic Compounds, Coordination Behaviour and Analytical Expects (both Qualitative and Quantitative) of Elements, Sulphur-Nitrogen compounds, Cyclophosphenes, etc. have been included.

## Contents

**Part I – Chemical Principles:** Introduction ♦ Structure of Atom (Classical Model) ♦ Structure of Atom (Modern Picture) ♦ Classification of Elements ♦ Nuclear Chemistry ♦ Radioactivity and Nuclear Transformations ♦ Theory of Chemical Bonding – I (Classical Approach) ♦ Theory of Chemical Bonding – II (Modern Approach) ♦ Structure of Solids ♦ Oxidation-Reduction Reactions ♦ Acids, Bases and Non-Aqueous Solvents ♦ Standard Electrode Potentials ♦ Appendix: New Type Question Bank – I.

**Part II – Elements & Their Compounds:** Principles and Processes of Metallurgy ♦ Hydrogen ♦ Water and Hydrogen Peroxide ♦ The Elements of Group IA (i) General Characteristics ♦ The Elements of Group IA (ii) Chemistry of Elements and their Compound ♦ Elements of Group IIA (i) General Characteristics ♦ Elements of Group IIA (ii) Chemistry of Elements and their Compound ♦ The p-Block Elements General Characteristics ♦ Elements of Group IIIA (i) General Characteristics ♦ Elements of Group IIIA (ii) Chemistry of Elements and their Compound ♦ Elements of Group IVA (i) General Characteristics ♦ Elements of Group IVA (ii) Carbon ♦ Elements of Group IVA (iii) Silicon ♦ Elements of Group IVA (iv) Germanium, Tin and Lead ♦ Elements of Group VA (i) General Characteristics ♦ Elements of Group VA (ii) Nitrogen ♦ Elements of Group VA (iii) Phosphorus ♦ Elements of Group VA (iv) Arsenic, Antimony and Bismuth ♦ Elements of Group VIA (i) General Characteristics ♦ Elements of Group VIA (ii) Oxygen ♦ Elements of Group VIA (iii) Sulphur, Sulphides ♦ Elements of Group VIA (iv) Compounds of Sulphur ♦ Elements of Group VIA (v) Selenium, Tellurium and Polonium ♦ Elements of Group VIIA (i) General Characteristics of Halogens ♦ Elements of Group VIIA (ii) The Halogens ♦ Elements of Group VIIA (iii) Halogen Acids ♦ Elements of Group VIIA (iv) Compounds of Halogen ♦ Elements of Group Zero.

**Part III – Transition Elements:** The d-Block Elements – General Characteristics ♦ Coordination Compounds ♦ Elements of Group IIIB – The Scandium Group ♦ Elements of Group IVB – The Titanium Group ♦ Elements of Group VB – The Vanadium Group ♦ Elements of Group VIB – The Chromium Group ♦ Elements of Group VIIB – The Manganese Group ♦ Elements of Group VIII (i) – The Iron Triad ♦ Elements of Group VIII B (ii) – The Platinum Triads ♦ Elements of Group IB – The Copper Group ♦ Elements of Group IIB – The Zinc Group ♦ Inner Transition or f-Block Elements ♦ Analytical Aspects of d-Block Elements ♦ Pollution.

**Appendix – 1:** Typical Questions on Qualitative Analysis,

**2:** Volumetric analysis,

**3:** New Type Question Bank – (ii) Index.

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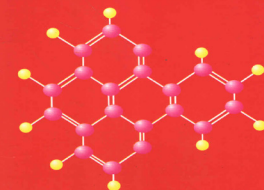
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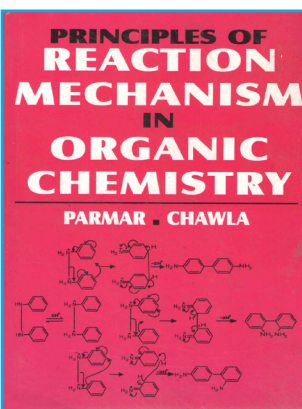


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## Principles of Reaction Mechanism in Organic Chemistry

V.S. Parmar

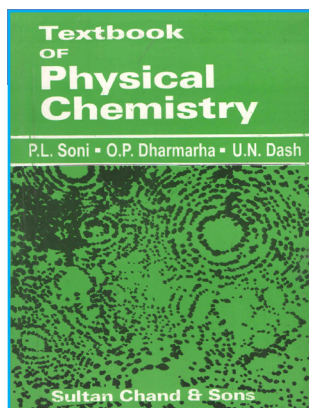
H.M. Chawla

The need for the second edition has given us an opportunity not only to correct the mistakes which inadvertently crept in the earlier edition but also to revise the subject matter in the light of recent advances in the field of Organic Reaction Mechanism which indeed have gone a long way in improving our understanding during such a short span of time. An important contribution to the field has been the development of Woodward-Hoffmann Rules of Orbital Symmetry to explain the so-called 'No Mechanism Reactions'. A new chapter comprising the Introduction to these rules and their role determining the Stereochemical course of Electrocyclic Reactions have been added. Another striking advancement during recent year has been the revision of the structure of Hexaphenylethane. It has proved by ESR and NMR Spectroscopy that in reality like Hexaphenylethane i.e. Ethane Molecule with all the Six Hydrogens replaced by Phenyl Groups is hitherto unknown. This necessitated the re-writing of chapter fourteen.

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- Part I:** Atomic Architecture ◆ Molecular Framework ◆ Shapes of Organic Molecules ◆ Configuration and Conformation : Stereochemistry ◆ Possibility of a Chemical Reaction ◆ Reaction Rates and Energetics ◆ Types of Organic Reactions and Reagents ◆ Scale of Acidity and Related Concepts.
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chapters have been improved by making suitable additions and modifications to facilitate understanding of the subject matter. The solved numerical problems in the relevant chapters have been dealt with in SI units.

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**Unit VIII:** Structure of Molecules – Physical Properties and Chemical Constitution ♦ Spectroscopy ♦ Macromolecules ♦ Irreversible Thermodynamics ♦ Statistical Thermodynamics.

**Appendix:** Conversion Factors and Fundamental Constants ♦ Greek Alphabets ♦ Statistical Tables.

Additional University Examination Questions.

**Subject Index.**

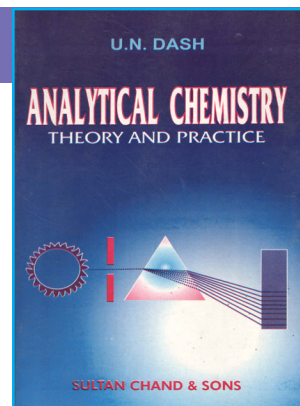
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