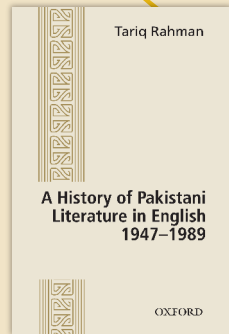
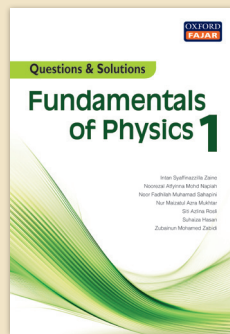
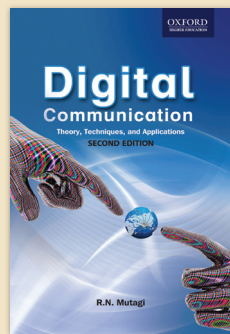
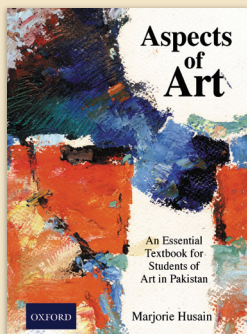
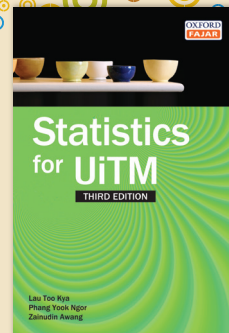
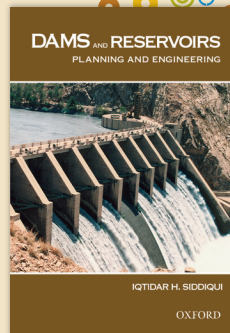
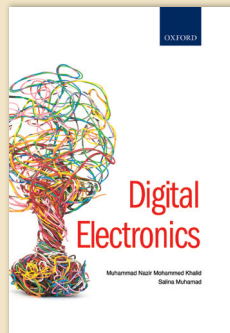
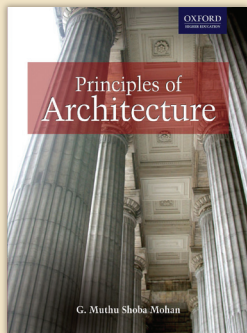


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Contact:
Nathan Beaton



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THE HISTORICAL QUARTERS OF KARACHI

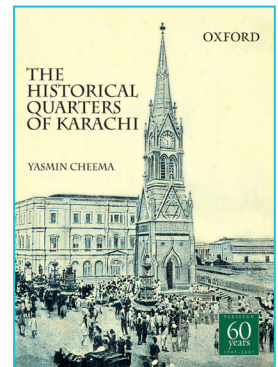
Yasmin Cheema

This book addresses a much neglected area of study—the protection and conservation of the historic architecture and architectural monuments in Karachi. The book presents a meticulously developed research methodology and has a valuable resource of original information. It is a significant contribution to the field of urban area conservation, with particular reference to Karachi. The book is intended for students of conservation and for those interested in initiating a process for the preservation of Karachi's historic tangible and intangible cultural assets.

Yasmin Cheema is Distinguished Professor of Architecture Research, Beaconhouse National University, Lahore, Pakistan.

2008, ISBN: 978-0-19-597976-3

(Oxford University Press Pakistan)



MAKING LAHORE MODERN

CONSTRUCTING AND IMAGINING A COLONIAL CITY

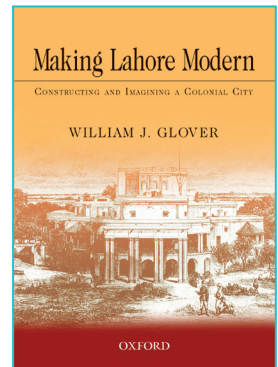
William J. Glover

Fifty years after the British annexed the Punjab and made Lahore its provincial capital, the city was transformed. British and Indian officials had designed a modern, architecturally distinct city center adjacent to the old walled city, administered under new methods of urban governance. In this book, the author investigates the traditions that shaped colonial Lahore. In particular, he focuses on the conviction that both British and Indian actors who implemented urbanization came to share: that the material fabric of the city could lead to social and moral improvement.

William J. Glover is currently Associate Professor of Architecture as well as Associate Director of the International Institute at the University of Michigan, USA.

2011, ISBN: 978-0-19-906225-6

(Oxford University Press Pakistan)



OF BRICK AND MYTH

THE GENESIS OF ISLAMIC ARCHITECTURE IN THE INDUS VALLEY

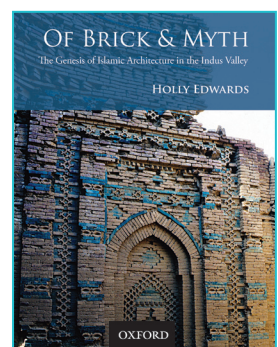
Holly Edwards

This book traces the genesis of commemorative architecture in the Indus Valley from the eighth to the fourteenth centuries. Culminating in the justly famed tomb of Rukn-al-Din Rukn-i-Alam in Multan, this distinctive and localized tradition partakes of deeply-rooted craft traditions, even as it reflects vernacular forms of spirituality which continue today. What distinguishes this study from others is its format—historical chapters are supplemented with a catalogue of individual monuments, thus providing the reader with multiple ways to engage with an important building tradition.

Holly Edwards is an historian of Islamic art and visual culture, specializing in Central and South Asia. She is currently Senior Lecturer at Williams College, Williamstown, Massachusetts, USA.

Forthcoming, ISBN: 978-0-19-597898-8

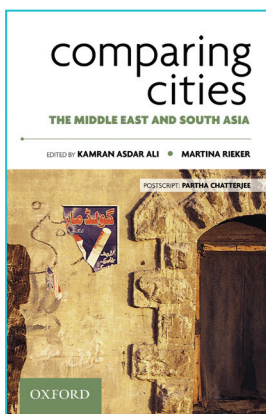
(Oxford University Press Pakistan)



COMPARING CITIES

THE MIDDLE EAST AND SOUTH ASIA

Edited by Kamran Asdar Ali and Martina Rieker



The book contains a set of essays which seeks to highlight the changing social dynamics in Middle Eastern and South Asian cities. The papers rethink the gendered dimension of public spaces and investigate the relationship between the popular and the political in these regions. They also take into account how larger structural changes in South Asia and the Middle East have impacted the practices and experiences of people.

Kamran Asdar Ali is Associate Professor of Anthropology, Middle East Studies and Asian Studies at the University of Texas, Austin, USA.

Martina Rieker is Director of the Institute for Gender and Women's Studies at the American University in Cairo.

CONTRIBUTORS: Paromita Vohra, Salim Tamari, Kamran Asdar Ali, Janaki Nair, Zeynep Gambetti, Ravi Sundaram, Iffikhar Dadi, Mona Fawaz, Awadhendra Sharan, Mary Hancock, Yasmeen Arif, and Partha Chatterjee

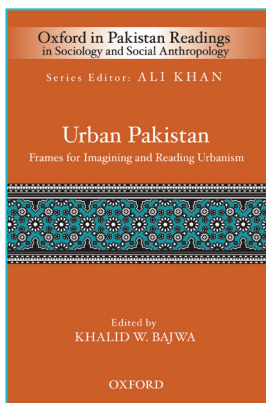
2009, ISBN: 978-0-19-547498-5
(Oxford University Press Pakistan)

URBAN PAKISTAN

FRAMES FOR IMAGINING AND READING URBANISM

Edited by Khalid W. Bajwa

Series Editor: Ali Khan



Urban Pakistan epitomizes the occasion for a baffling search for a golden position on urbanism in what is regarded as enigmatic development in the cities, small or big, of Pakistan. The book provides an essential resource for the fields of urban studies, sociology, anthropology, history, analysis, design, planning, management, and policy. It synthesizes, by drawing together, important but dispersed writings and the associated bibliographies and identifying gaps that are patched by new works.

Khalid W. Bajwa is Professor, Department of Architecture and Design, COMSATS Institute of Information Technology, Lahore.

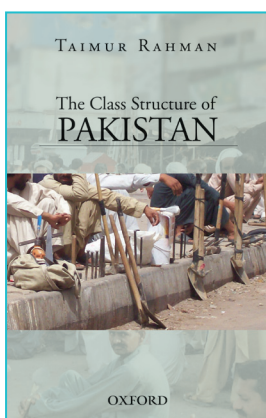
Ali Khan is Assistant Professor at the Lahore University of Management Sciences (LUMS).

CONTRIBUTORS: Mohammad A. Qadeer, P.G.S.M. Smets Faruqi, Lubna Hasan, Ahmed Zaib Khan Mahsud, Hermann Kreutzmann, William J. Glover, Martin Sökefeld, Kamran Asdar Ali, Khalid Nadvi, Richard McGill Murphy, Anis ur Rahman, Bushra Anis, Sarah Ansari, S. Akbar Zaidi, Jan van der Linden, and Arif Hasan

(Oxford in Pakistan Readings in Sociology and Social Anthropology)
2013, ISBN: 978-0-19-906337-6
(Oxford University Press Pakistan)

THE CLASS STRUCTURE OF PAKISTAN

Taimur Rahman



This book is an important work, since in recent times class analyses have been largely neglected in works on South Asia, particularly on Pakistan. This study therefore fills a gap in our knowledge. Sketching the history of the region that is now Pakistan, it analyzes the class structure from the time of the Mughal Empire, through the distortions of the colonial era and the transition to capitalism, to the class structure of contemporary Pakistan. The author concludes that the class structure of Pakistan is characterized by Asiatic capitalism, with the non-agricultural sector of the economy dominated by petty commodity production and small-scale capitalism.

Dr Taimur Rahman teaches Political Science at the Lahore University of Management Sciences (LUMS).

2012, ISBN: 978-0-19-940012-6
(Oxford University Press Pakistan)



ASPECTS OF ART

AN ESSENTIAL TEXTBOOK FOR STUDENTS OF ART IN PAKISTAN

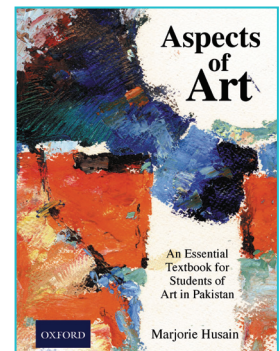
Marjorie Husain

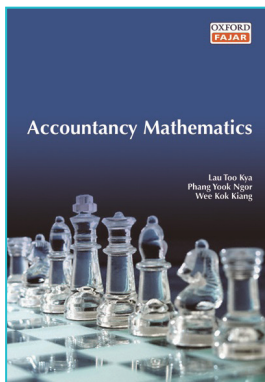
This book is a study guide for art students. It comprehensively covers both the theory and practice of the fundamentals of art. The students are guided in the disciplines of Drawing, Painting, Sculpture, Print-making, and Photography. It also includes a concise history of western art, and art in the Indo-Pak subcontinent. A glossary of basic art terminology is also provided at the end of the book.

Marjorie Husain is a well-known art critic and a regular contributor to the *Dawn* newspaper and *She* magazine.

2000, ISBN: 978-0-19-579365-9

(Oxford University Press Pakistan)



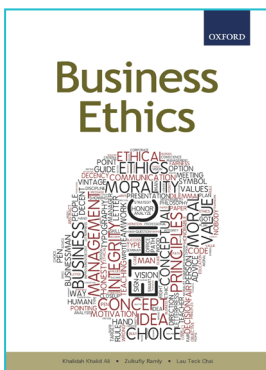


ACCOUNTANCY MATHEMATICS

Lau Too Kya, Phang Yook Ngor, and Wee Kok Kiang

This book is specially written for students who are pursuing diploma in accountancy and other professional courses like finance, business studies, business administration and commerce. Business practitioners may also find this book useful. Additional questions and examples to each chapter have been incorporated to enhance understanding of the concepts discussed.

2009, ISBN: 978-9-83-450881-4
(Oxford Fajar)

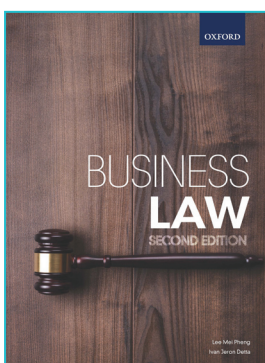


BUSINESS ETHICS

Khalidah Khalid Ali, Zulkufly Ramly, and Lau Teck Chai

This is a timely book which discusses in depth business ethics from a local perspective. It is targeted at undergraduate students pursuing business and accountancy courses at local institutions of higher learning. The book opens with discussions on the key concepts and theories of business ethics, followed by important topics on business ethics such as corporate governance, corporate social responsibility and sustainability. To help students relate what they have learnt to the real world, topics are punctuated with authentic cases for review. The uncommonly discussed topic of consumer ethics and ethics from Islamic perspectives are also covered to set this book apart from its competition.

2014, ISBN: 978-9-83-471271-6
(Oxford Fajar)



BUSINESS LAW

SECOND EDITION

Lee Mei Pheng and Ivan Jeron Delta

This is a textbook for Business and Banking undergraduates. It is aimed at equipping students with essential legal knowledge. The legal principles affecting and shaping businesses and industries in Malaysia are presented in an accessible manner. The text is written in line with the syllabuses of Business Law courses at local institutions of higher learning, and comprises recent cases to keep it current and relevant. Each chapter ends with a question and answer section to assess students' understanding of the topics.

Apart from business and law students, this book can also serve as an essential tool for bankers, financiers, legal practitioners, entrepreneurs and other professionals.

2014, ISBN: 978-9-83-471272-3
(Oxford Fajar)

BUSINESS MANAGEMENT

A MALAYSIAN PERSPECTIVE

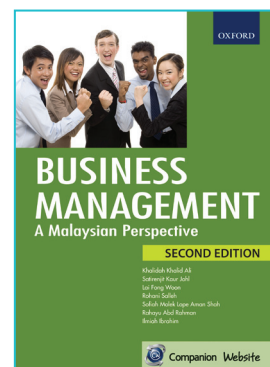
SECOND EDITION

Khalidah Khalid Ali, Satirenjit Kaur Johl, Lai Fong Woon, Rohani Salleh, Sofiah Molek Lope Aman, Rahayu Abdul Rahman, and Ilmiah Ibrahim

This is a comprehensive textbook for undergraduate, diploma and foundation level students who are taking a paper in Business Management. The text is written in a systematic manner, while incorporating tables, figures and local examples to enhance the students' understanding of how to manage business in today's competitive global environment. Each chapter ends with a summary, glossary, review and discussion of the topics, case study, and references and suggested reading.

2012, ISBN: 978-9-67-657156-4

(Oxford Fajar)



BUSINESS MATHEMATICS

SECOND EDITION

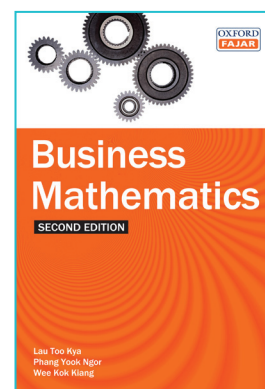
Lau Too Kya, Phang Yook Ngor, and Wee Kok Kiang

This book is written especially for first and second years' students who are pursuing diploma and degree courses in business studies, banking, investment analysis, public administration, tourism management, culinary art, and office management. This book is also suitable for students following the off-campus courses and distance learning programmes. Students who are pursuing professional courses like finance, business administration, commerce, and accountancy may also find this book relevant and useful.

Several topics such as Personal Income Taxation, Promissory Notes, and Bank Discount have been fully updated to ensure students don't miss out on the changes that had been introduced in those areas. Additional questions have also been added to all the quick check exercises and focus on exam of each chapter. Lastly, additional examples to each chapter have been incorporated in this updated edition to enhance better understanding of the concepts discussed.

2012, ISBN: 978-9-67-657161-8

(Oxford Fajar)



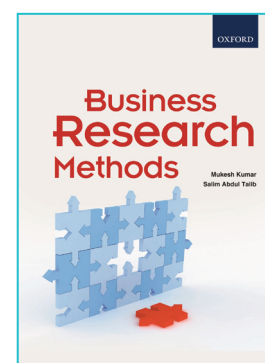
BUSINESS RESEARCH METHODS

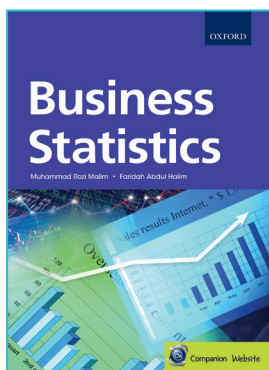
Mukesh Kumar, Salim Abdul Talib, and T Ramayah

This textbook is designed for students pursuing undergraduate programmes in all business disciplines and MBAs. Its student-friendly design contains numerous examples illustrating real-world research in management, finance, accounting, and other business areas.

2012, ISBN: 978-9-83-470747-7

(Oxford Fajar)



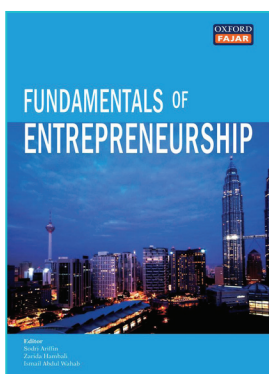


BUSINESS STATISTICS

Muhammad Rozi Malim and Faridah Abdul Halim

This book provides basic knowledge in statistical techniques and its application to business. Most of the chapters are classified into two parts, the text and the syntaxes of SPSS and excel. It provides a conceptual understanding of basic statistical techniques with concepts illustrated by a small hypothetical or actual data set and graphs.

2011, ISBN: 978-9-83-450964-4
(Oxford Fajar)

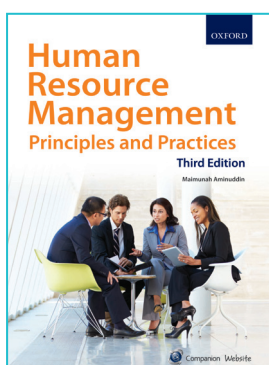


FUNDAMENTALS OF ENTREPRENEURSHIP

Edited by Sodri Ariffin, Ismail Ab Wahab, and Zarida Hambali

Fundamentals of Entrepreneurship was the culmination of an effort by the Ministry of Higher Education (MOHE) to improve the subject of 'Asas Pembudayaan Keusahawanan' which is one of the required entrepreneurship modules in universities. The chapters are written to fulfill the needs of Malaysian university students and are orientated to local context to make it more relevant and useful. The book consists of four main parts: i. Foundation of entrepreneurship: Students will learn the theory of entrepreneurship and related issues especially on the development of entrepreneurship in Malaysia. ii. Business planning: Students will learn about creativity and innovation, identification of business opportunities, preparation of business plans and business support system for entrepreneurs in Malaysia. iii. Management of small business: Students will learn about the types of registered business entities, human resources management, marketing management, operations management, financial management, ethics, professionalism and social responsibility. iv. Business practicum: Students will be guided on how to do a business practicum, the recommended practicum report format, business presentation and assessment guidelines.

2012, ISBN: 978-9-83-470545-9
(Oxford Fajar)



HUMAN RESOURCE MANAGEMENT

PRINCIPLES AND PRACTICES
THIRD EDITION

Maimunah Aminuddin

The third edition of *Human Resource Management: Principles and Practices* is a comprehensive textbook for undergraduate and diploma students, including those who intend to specialize in this challenging and dynamic field and who hope to have a career as a human resource management specialist. This textbook is also essential reading for students who need an introductory paper in this area. It covers the range of human resource functions, including recruitment and selection, employee training, performance management of individual employees, systems for compensating and rewarding workers, development of systems to improve productivity in the organization, occupational safety and health, industrial relations and the right of employers to terminate the services of employees.

2014, ISBN: 978-9-83-471192-4
(Oxford Fajar)

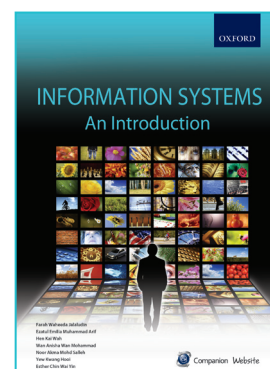


INFORMATION SYSTEMS: AN INTRODUCTION

Farah Waheeda Jalaludin, Ezatul Emilia Muhammad Arif, Hen Kai Wah, Noor Akma, Mohd Salleh, Wan Anisha Wan Mohammad, Esther Chin Wai Yin, and Yew Kwang Hooi

This book caters for the Information Systems (IS) courses of local universities. Spanning 12 chapters, this book presents the fundamental topics of IS in an accessible manner for students. To keep the book current and relevant, recent developments in the field are discussed. Also, a strong local flavor is incorporated into the chapters through local examples and case studies.

2013, ISBN: 978-9-83-471056-9
(Oxford Fajar)



INTERNATIONAL BUSINESS

SECOND EDITION

Fariza Hashim, Abdul Rahim Abu Bakar, and Asmat Nizam Abdul Talib

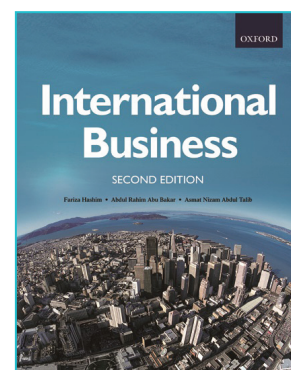
Learning objectives at the start of each chapter gives students an overview of the topics covered.

Illustrative examples and relevant case studies are included to aid students' understanding of the concepts by helping them to relate the concepts and theories to real-life scenarios.

Margin notes and summary highlight the key concepts for a quick revision of the chapters.

Case Questions and Discussion Questions at the end of each chapter test and reinforce students' comprehension and ability to apply the concepts and theories learnt.

2009, ISBN: 978-9-83-450894-4
(Oxford Fajar)

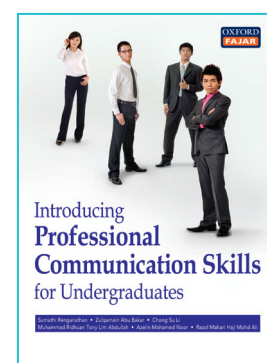


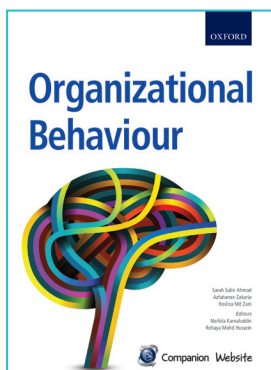
INTRODUCING PROFESSIONAL COMMUNICATION SKILLS FOR UNDERGRADUATES

Sumathi Renganathan, Zulqarnain Abu Bakar, Chong Su Li, Muhammad Ridhuan Tony Lim Abdullah, Azelin Mohamed Noor, and Razol Mahari Mohd Ali

This textbook provides knowledge and skills needed for successful professional communication during internship or at the workplace. The information presented also addresses the many concerns of employers, regarding the poor communication skills of fresh graduates in the English Language. Written in a "conversational" manner by experienced lecturers in the field of Language and Communication, readers are presented with opportunities to critically think about and discuss information, key concepts and issues on the various aspects of professional communication skills.

2011, ISBN: 978-9-83-470359-2
(Oxford Fajar)





ORGANIZATIONAL BEHAVIOUR

Sarah Sabir Ahmad, Rosliza Md Zani, and Azfahane Zakaria

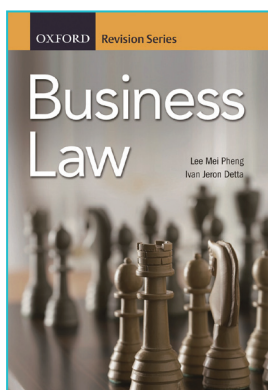
Organizational Behaviour aims to be a valuable resource for all Business Management students, as well as fulfill the dearth of textbooks with local perspectives on the subject.

Written by academics with vast industry-related experience, this textbook is tailored for the syllabi of Malaysian universities. It explores the core theories and concepts of organizational behaviour under the individual, group and organizational levels of analysis.

This textbook includes both case studies and structured questions to provide students with ample opportunities to apply the theories and concepts that they have learned. Additionally, it presents summaries of important concepts at the end of each chapter to enable students to reinforce what they have read.

2013, ISBN: 978-9-83-471054-5

(Oxford Fajar)



BUSINESS LAW

Lee Mei Pheng and Ivan Jeron Delta

The *Oxford Revision Series: Business Law* is an examination preparatory book meant for quick revision of the entire syllabus before the examination. It comprehensively covers the undergraduate syllabus of Business Law recommended by the major universities in Malaysia and provides succinct exposition of the subject and all important topics such as Law of Contract, Law of Sale of Goods, Law of Negotiable Instruments and many more. Practical problems with hint and solutions have been given at the end of each chapter for student's self-assessment.

(Oxford Revision Series)

2010, ISBN: 978-9-83-450969-9

(Oxford Fajar)



HUMAN RESOURCE MANAGEMENT

Maimunah Aminuddin

The *Oxford Review Series: Human Resource Management* is a textbook which covers the undergraduate syllabus of human resource management recommended by major universities in Malaysia. This book provides succinct exposition of the subject in ten chapters, covering the overview of human resource management, recruitment and selection, training, industrial relations, safety and health at work, performance management, and benefits and rewards. Each chapter is presented in the form of summaries and may comprise brief explanations (for important topics) followed by a listing of the key points on that particular topic with suitable tables, flowcharts, boxes, and diagrams to facilitate quick comprehension and revision.

(Oxford Revision Series)

2009, ISBN: 978-9-83-450506-6

(Oxford Fajar)

INVESTMENT MANAGEMENT

Azian Madun and Mohd Nizal Haniff

The *Oxford Revision Series: Investment Management* summarizes the key concepts and practices of investment management which are essential to understanding this important subject. This revision book provides a succinct exposition of all the main topics of investments. It is divided into several chapters covering the workings and supervision of the financial markets as well as the types of financial assets available for investments. Topics such as modern portfolio theory, the capital asset pricing model, the efficient market hypothesis, and the valuation of securities are also included to give readers a balanced and thorough understanding of the key areas in investment.

(Oxford Revision Series)

2012, ISBN: 978-9-83-470370-7

(Oxford Fajar)



MARKETING MANAGEMENT

Yusniza Kamarulzaman and Nor Khalidah Abu

The *Oxford Revision Series: Marketing Management* summarizes the key concepts and practices of marketing which are essential to understanding this important subject. This revision book provides a succinct exposition of all the main topics in marketing, and is divided into four parts, understanding marketing management, analyzing marketing opportunities, developing and managing the marketing mix, and managing current issues in marketing. Chapters covering services management, global marketing, e-marketing, social and ethical strategies have also been included.

(Oxford Revision Series)

2012, ISBN: 978-9-83-470369-1

(Oxford Fajar)



PRINCIPLES OF MARKETING

SECOND EDITION

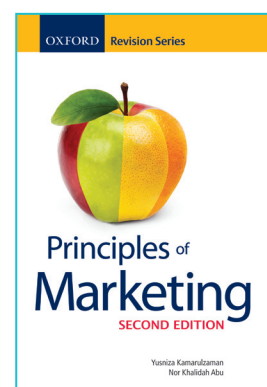
Yusniza Kamarulzaman and Nor Khalidah Abu

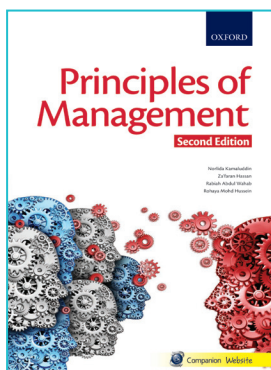
The *Oxford Revision Series: Principles of Marketing* second edition summarizes the key concepts and practices of marketing which are essential to understanding this important subject. This revision book provides a succinct exposition of all the main topics in marketing, covering the overview of marketing, strategic marketing planning, understanding buyer behaviour, researching market opportunities, product, pricing and place. Chapters covering promotion and issues of contemporary marketing are also provided.

(Oxford Revision Series)

2013, ISBN: 978-9-67-659051-0

(Oxford Fajar)





PRINCIPLES OF MANAGEMENT

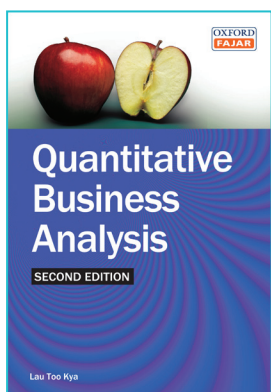
SECOND EDITION

Norlida Kamaluddin, Za'faran Hassan, Rabiah Abdul Wahab, and Rohaya Mohd Hussein

The second edition of *Principles of Management* is a valuable and relevant resource for both undergraduates pursuing courses in business and economics as well as educators of management. Spanning 17 comprehensive chapters which adhere closely to the syllabus recommended by major universities in Malaysia, this revised and updated edition provides students with the fundamentals of management. It is hoped that this textbook will contribute significantly to the education and preparation of tomorrow's managers.

2014, ISBN: 978-9-83-471194-8

(Oxford Fajar)



QUANTITATIVE BUSINESS ANALYSIS

SECOND EDITION

Lau Too Kya

Quantitative Business Analysis is especially written for degree students pursuing programmes in business, management, marketing, investment, financial management, accountancy, computer science, and mathematics in various higher learning institutions.

This book will be able to facilitate the learning process of the subject in an easier manner as it uses simple and clear language. It also provides sufficient exercises based on the examination format and review questions to enable students to evaluate their comprehension on each topic presented.

In the second edition, a new chapter on Queuing Theory has been added to the text to provide students in the computer science and mathematics programme with a basic understanding of the theory and its applications.

2012, ISBN: 978-9-83-470509-1

(Oxford Fajar)



QUALITY MANAGEMENT IN PAKISTAN'S EXPORT-ORIENTED INDUSTRIES

Mahnaz Fatima

This book is a study of nine industrial sub-sectors that include readymade garments, leather garments, surgical instruments, and sports goods, and demonstrates how an industry can maintain its growth path independently of government incentives and protection through increased competitiveness based on quality, cost, and high responsiveness to changing customer needs and external environmental factors. It highlights the importance of quality management through scientific study.

Mahnaz Fatima is Associate Professor at the Institute of Business Administration (IBA), Karachi. She has extensive experience in industry, business, and consulting.

2008, ISBN: 978-0-19-547644-6

(Oxford University Press Pakistan)

STATISTICS

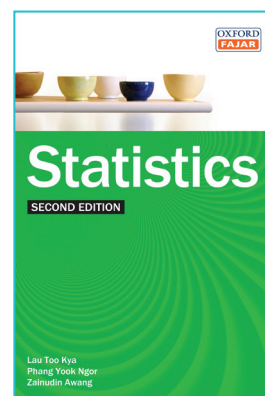
SECOND EDITION

Lau Too Kya, Phang Yook Ngor, and Zainudin Awang

Statistics is a book written for first and second year students who are pursuing diploma courses in business studies, business insurance, banking, marketing, public administration, accountancy, hotel management and tourism, applied science, computer science, quantitative methods, statistics, actuarial science, and engineering in institutes of higher learning. This book is written in a simplified manner and the concepts are easy to grasp and understand. The contents of the book are based on the Basic Statistics and Business Statistics syllabus. This text has nine chapters. In each chapter, the concepts are explained very clearly and appropriate examples, tables, and diagrams are provided. Each chapter is presented with an opening page with real-life applications and related pictures.

2012, ISBN: 978-9-67-657163-2

(Oxford Fajar)



STRATEGIC MANAGEMENT

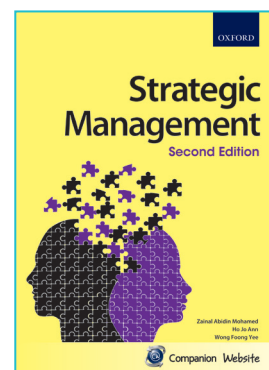
SECOND EDITION

Zainal Abidin Mohamed, Ho Jo Ann, and Wong Foong Yee

The second edition of *Strategic Management* caters for Business Administration and Management undergraduates, as well as postgraduates. The book is designed to be used as a capstone course after the students have been exposed to the various functional areas of management. It is also useful for practitioners and general readers who seek essential knowledge on strategic management. Spanning 12 chapters, the book covers topics such as a brief historical background on strategic planning, the elements of strategic planning, and the strategic planning process of evaluation and formulation that includes various models used by diverse companies. Unlike most other strategic management course books, this book also discusses the action plan as part of the implementation phase, besides the strategic planning system. A new chapter has been added to keep in touch with current developments, especially in the pursuance of competitive advantage. The book presents content in an accessible manner, complemented by localized examples and scenarios. Each chapter ends with a summary and discussion questions, and the book concludes with six real and comprehensive case studies.

2013, ISBN: 978-9-83-471044-6

(Oxford Fajar)



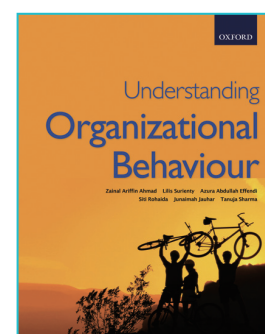
UNDERSTANDING ORGANIZATIONAL BEHAVIOUR

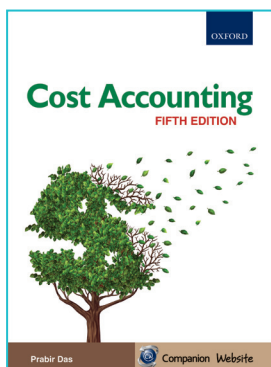
Zainal Ariffin Ahmad, Lilis Surienty Abd Talib, Azura Abdullah Effendi, Junaimah Jauhar, Siti Rohaida Mohamed Zainal, and Tanuja Sharma

Understanding Organizational Behaviour is a textbook for the subject, Organizational Behaviour for undergraduate students pursuing a Bachelor in Business as Accountancy. This book is different from the current books on Organizational Behaviour as the business practices in Asia are highlighted and discussed. This book is also tailored for Malaysian students where the book is written at a simple level to ensure that students are able to grasp the fundamental concepts and theories and are able to understand Organizational Behaviour from an Asian perspective. The book covers three main perspectives which is at an individual level, at a group level and at an organizational level. The book has fifteen chapters beginning with an introduction to organizational behaviour, perception and learning, personality, emotion and stress, attitudes in the workplace and motivation. Under the group level, the chapters covered consists of groups and teams, communicating, decision-making, power, influence and politics as well as leadership. Under the organizational level, the chapters consists of culture and creativity and innovation, structure and organizational design, organizational development and managing change and lastly on human resource practices and international organizational behaviour.

2009, ISBN: 978-9-83-450501-1

(Oxford Fajar)





COST ACCOUNTING

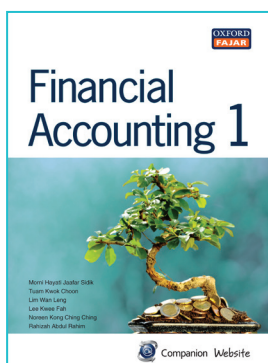
FIFTH EDITION

Prabir Das

Cost Accounting Fifth Edition is an ideal book for undergraduate students of finance and accountancy of business who wish to grasp the fundamentals of cost accounting and it covers both theory and technique. It focuses on the purpose of cost accounting, which is to ascertain costs in order to plan and control. It also covers the concepts and techniques of cost management, as well as its purpose, which is to provide information for strategic decision-making in order to give a competitive advantage to the company and value to the customers. The text covers a significant part of the syllabuses of various local and overseas examinations in cost and management accounting.

2013, ISBN: 978-9-83-470358-5

(Oxford Fajar)



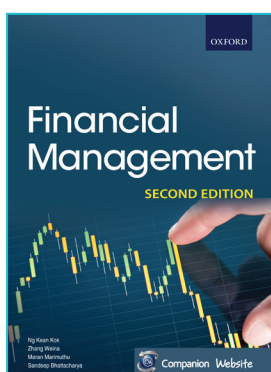
FINANCIAL ACCOUNTING 1

Morni Hayati Jaafar Sidik, Tuam Kwok Choon, Lim Wan Leng, Lee Kwee Fah, Noreen Kong Ching Ching, and Rahizah Abd Rahim

This book is tailored for local courses on the fundamentals of financial accounting. Theories and applications related to the subject are presented in a thorough yet easy-to-understand manner. In addition, students are able to reinforce what they have learnt through review questions and application exercises at the end of each chapter.

2013, ISBN: 978-9-83-470875-7

(Oxford Fajar)



FINANCIAL MANAGEMENT

SECOND EDITION

Ng Kean Kok, Zhang Weina, Maran Marimuthu, and Sandeep Bhattacharya

This book, through the adoption of an open-learning approach, introduces to students the main principles and theories of financial management in a manner that is easy to follow and appreciate.

Knowledge is extended to readers through the well-written text so as to lay a solid foundation of theory and practice in financial management. This is coupled with the use of practical scenarios and examples, links to online videos, case studies, and practice questions. Islamic Finance is also covered to provide readers with basic knowledge on the subject as it continues to expand in the world's financial markets.

Overall, this text is suitable for students who are studying financial management as part of their course in degree programmes such as finance, business, management, economics, computing, engineering, actuarial science, and other areas

2013, ISBN: 978-9-83-470870-2

(Oxford Fajar)



FUNDAMENTALS OF BUSINESS ACCOUNTING

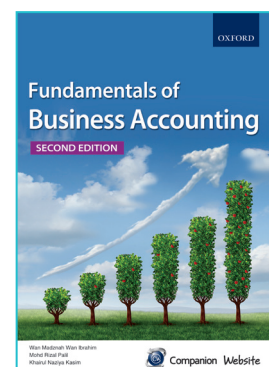
SECOND EDITION

Wan Madznah Wan Ibrahim, Kumar Bijoy, and Khairul Naziya Kasim

This book is catered for undergraduate business students taking the Business Accounting or Introductory Accounting subjects. It covers two branches of accounting—financial accounting and management accounting—in a thorough manner, with emphasis on the Malaysian environment. To enable students to grasp the subject with ease, worked examples featuring step-by-step calculations are given. In addition, students are able to reinforce what they have learnt through ample self-tests and authentic group tasks. To further consolidate students' understanding of the topics, essential terms are presented in a brief and concise manner as margin notes. This new edition comprises five new chapters, revised topics and activities, and online resources for students and lecturers.

2013, ISBN: 978-9-83-471046-0

(Oxford Fajar)



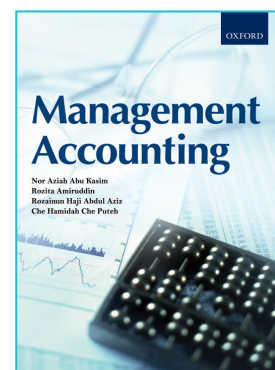
MANAGEMENT ACCOUNTING

Nor Aziah Abu Kasim, Rozita Amiruddin, Rozainun Haji Abdul Aziz, and Che Hamidah Che Puteh

The book has been written for the undergraduate business courses where 'Management Accounting' is one of the subjects. This book consists of 14 chapters with each accounting function discussed in the most lucid and concise manner to help students to improve their basic skills in Management Accounting. The main objective of the book is to assist and enable the readers in understanding the theories of management accounting. The book helps to integrate the knowledge with practice in evaluating accounting decisions.

2011, ISBN: 978-9-83-450960-6

(Oxford Fajar)



MANAGEMENT ACCOUNTING AND FINANCE

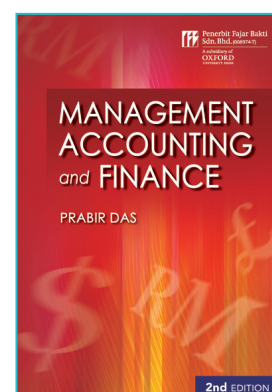
SECOND EDITION

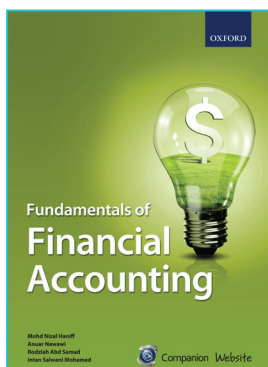
Prabir Das

This book covers a highly complex subject that has taken on a multidisciplinary approach for making complex decisions. It provides information that are currently being used by management to problem solve and implement complex decisions.

2005, ISBN: 978-9-67-658253-9

(Oxford Fajar)





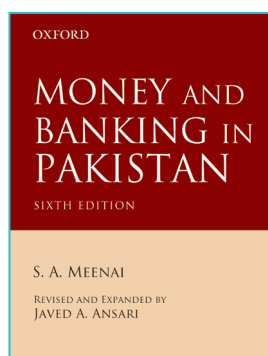
FUNDAMENTALS OF FINANCIAL ACCOUNTING

Mohd Nizal Hanif, Anuar Nawawi, Rodziah Abdul Samad, and Intan Salwani Mohamed

This book is written for introductory courses on Financial Accounting. The book starts off with an introductory chapter on accounting that provides students with some background knowledge on, among others, the development of the accounting field and the various branches of the field. A thorough exposition of accounting frameworks and theories, particularly those related to the local context, are then presented. The subsequent chapters discuss the application of the frameworks and theories for various practical situations. Among the key features of the book are accounting simulations which provide students with a feel of authentic accounting tasks, worked examples explained in a step-by-step manner and ample review questions and exercises which facilitate continuous assessment.

2013, ISBN: 978-9-83-470855-9

(Oxford Fajar)



MONEY AND BANKING IN PAKISTAN

SIXTH EDITION

S. A. Meenai

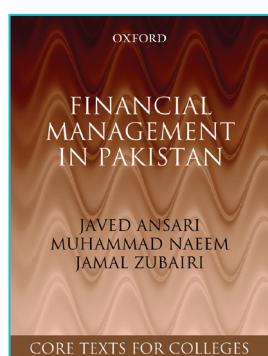
Revised and expanded by Javed A. Ansari

This new edition provides a historical record of the growth and development of banking in Pakistan. It chronicles important events in the field of monetary management and critiques monetary and fiscal policies pursued in Pakistan since Independence. Part One presents the major schools of monetary theory and assesses their policy recommendations in the Pakistani context. Part Two focuses on institutional structure; the impact of the financial sector on economic development; and assesses monetary policy. It also includes a review of several empirical studies on monetary and financial sector development in Pakistan.

Javed A. Ansari is Dean of Karachi Institute of Economics & Technology.

2008, ISBN: 978-0-19-547809-9

(Oxford University Press Pakistan)



FINANCIAL MANAGEMENT IN PAKISTAN

Javed Ansari, Muhammad Naeem, and Jamal Zubairi

This is the first book of its kind on the financial management process in Pakistan. The authors explain financial management theories and practices within the context of the Pakistani legal and institutional environment, focusing on decisions taken by firms and banks in Pakistan. The book targets students of BBA, MBA, M.Com., and M.A. (Economics and Finance). Students enrolled in financial management courses for professional examinations will also find this a useful textbook.

Javed A. Ansari is Dean of Karachi Institute of Economics & Technology.

Muhammad Naeem is Associate Professor of Finance at the Institute of Business Administration, Karachi.

Jamal Zubairi is a banker and a teacher at the College of Business Management (CBM), Karachi.

2005, ISBN: 978-0-19-597916-9

(Oxford University Press Pakistan)



ISLAMIC BANKING AND FINANCE

Zubair Hassan

Islamic Banking and Finance is written to meet the needs of undergraduate students studying business and economics, though parts of it may be useful to guide students further along the learning curve. Apart from students, the book can also be used by professionals to refresh and update their knowledge and understanding on the subject, to help them carry out their responsibilities more efficiently.

In addition, this book provides a comprehensive presentation of topics, including the theoretical foundations, financial instruments, banking operations, risk management, takaful, and issues relating to the law, regulation and governance. It integrates mainstream and Islamic perspectives to provide students with real-world financial structures and examples.

2013, ISBN: 978-9-83-471045-3

(Oxford Fajar)



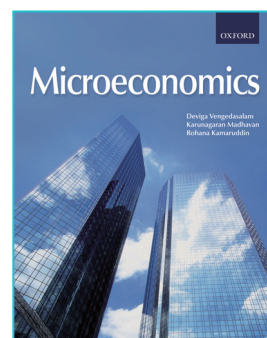
MICROECONOMICS

Deviga Vengedasalam, Karunakaran Madhavan, and Rohana Kamaruddin

Microeconomics is a textbook for undergraduate students who are taking a paper in Microeconomics at an undergraduate level. This book highlights the business practices in Asia and Malaysia. This book is tailored for Malaysian students where the book is written in simple English to ensure that students are able to grasp the fundamental economics concepts and theories as well as understand Economics from an Asian perspective.

2008, ISBN: 978-9-83-450033-7

(Oxford Fajar)



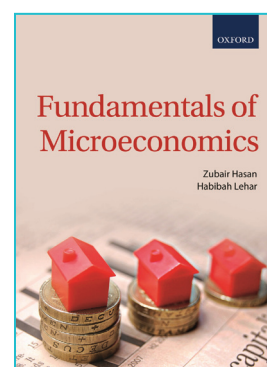
FUNDAMENTALS OF MICROECONOMICS

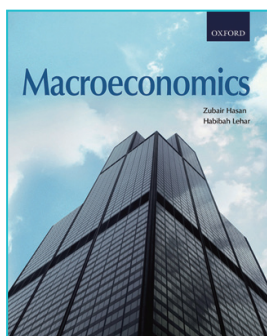
Zubair Hassan and Habibah Lehar

This book is packed with illustrations and diagrams that are altogether functional and relevant to the theories presented. The rich incorporation of local case studies within chapters is aimed to do an effective job of complementing the text particularly for the students of Malaysia and other Asian countries. This book also comes with several additional features such as Concepts for Review, Test Questions, Web Exercises and What Next? for each chapter to ensure readers conclude the chapters with both confidence and excellent clarity.

2011, ISBN: 978-9-83-470189-5

(Oxford Fajar)





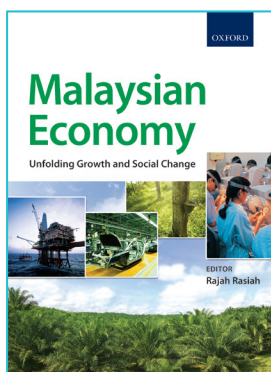
MACROECONOMICS

Zubair Hasan and Habibah Lehar

Macroeconomics is a textbook for students pursuing undergraduate courses in business and economics. This book has a number of pedagogic features, making it a useful tool for studying and understanding macro issues and policies. The contents of this book are spread over eleven chapters. The key features of this book include learning checks in the form of short exercises designed to improve understanding and facilitate recapitulation; margin notes for a quick view of the chapters; summary, glossary and review of key concepts to highlight and review the main concepts; and relevant case studies, test questions and web exercises to test students' understanding in the application of the concepts and theories learnt.

2009, ISBN: 978-9-83-450502-8

(Oxford Fajar)



MALAYSIAN ECONOMY

Rajah Rasiah

Malaysian Economy is textbook for students pursuing undergraduate courses in business, economics, accountancy and finance. This book has a number of pedagogical features that offer the most current and widespread coverage of Malaysian economy. This book is written to meet the increasing demand from undergraduate and graduate students to understand the developments in the Malaysian economy over the last 15 years. It provides a detailed exploration of Malaysia's macroeconomic structure and also the economic issues of concern to policymakers, academics and industry experts that have changed significantly. This book comprises of 11 essential topics that are compiled together to provide an adequate coverage according to the syllabus prescribed by the Ministry of Higher Education. The contents of this is book also includes text that is written in a straightforward and easy manner and comes with sufficient examples to ensure all concepts are clearly comprehended. In addition, discussion questions are provided at the end of the text to assess the students understanding ability by allowing them to apply critical thinking skills to the given problems.

2011, ISBN: 978-9-83-470364-6

(Oxford Fajar)



MALAYSIAN ECONOMY

Habibah Lehar, Yaacob Anas, and Tey Hwei Choo

This textbook is specially tailored for Diploma students pursuing introductory courses on the Malaysian economy at local institutions of higher learning. Spanning eight chapters, this textbook focuses on the fundamentals of the local economy.

Complying with the Malaysian Economy syllabuses of the local higher learning institutions, this textbook discusses main topics, including the history and development of the Malaysian economy, socio-economic issues, the key economic sectors of Malaysia—agricultural, industrial, government and foreign—as well as the population and employment in Malaysia. Additionally, Islamic perspectives have been included throughout the text in line with the local context.

2014, ISBN: 978-9-83-471193-1

(Oxford Fajar)



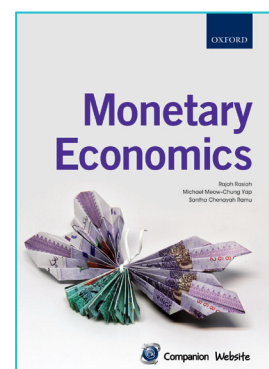
MONETARY ECONOMICS

Rajah Rasiah, Michael Meow-Chung Yap, and Santha Chenayah

Monetary Economics aims to be a valuable resource, catering for Business and Economics undergraduates. Spanning nine comprehensive chapters, this textbook contains many pedagogic features that enable students to understand the fundamentals and concepts. The text uses simple language that is complemented by diagrams to aid the students' grasp of issues related to monetary economics. A chapter summary and review questions are provided after each chapter for students to assess their understanding of the arguments. Additionally, complete answers to the review questions are available online.

2013, ISBN: 978-9-83-471055-2

(Oxford Fajar)



PRINCIPLES OF ECONOMICS

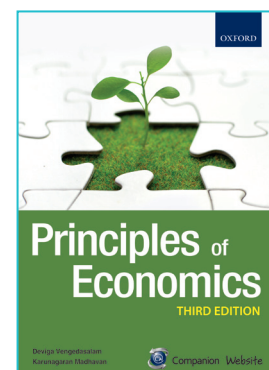
THIRD EDITION

Deviga Vengedasalam and Karunakaran Madhavan

The third edition of *Principles of Economics* provides students with an in-depth understanding of basic microeconomics and macroeconomics concepts. This book is targeted at students pursuing economics courses at local institutions of higher learning. In keeping with the latest developments in the field, this revised edition includes new topics and subtopics, namely the Islamic Economy System, Derived Demand and Composite Demand, Joint Supply; Consumer, Producer Surplus and Economic Efficiency; Factors Affecting Aggregate Demand and Aggregate Supply, Money Market Equilibrium, the LM curve, and factors that shift the LM curve. Additionally, authentic case studies have been provided for critical chapters to enable students to relate and apply what they have learnt to real-world contexts.

2013, ISBN: 978-9-83-470856-6

(Oxford Fajar)



ISSUES IN PAKISTAN'S ECONOMY

SECOND EDITION

REVISED AND EXPANDED

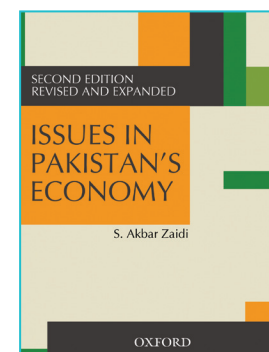
S. Akbar Zaidi

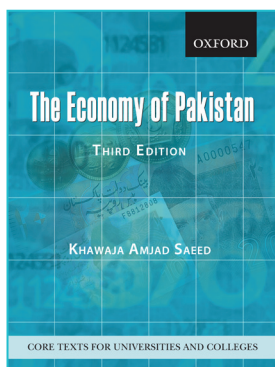
This book is the main text for post-graduate courses on South Asia's development, economic history, and its political economy. The second edition has been expanded, updated, and revised. Three new chapters have been added on poverty in Pakistan; on the political aspect of economic and trade relations between India and Pakistan; and on macroeconomic developments since 1998. There are substantive new additions on globalization; WTO; Pakistan's new local district government system; and a re-evaluation of the political economy of the Pakistani state.

S. Akbar Zaidi is a social scientist who specializes in the field of political economy.

2005, ISBN: 978-0-19-597914-5

(Oxford University Press Pakistan)





THE ECONOMY OF PAKISTAN

THIRD EDITION

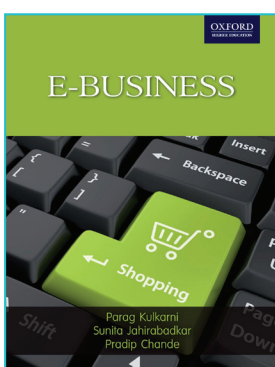
Khawaja Amjad Saeed

This essential textbook details the Pakistan Government's economic framework, planning, and policies; and its strategy in pursuing these policies. The author, using latest information, combines all three subjects in one complete book, presenting the data systematically. This book will be of immense value to students of B.A., B.Com., M.A., M.Com., BBA, MBA, ICAP, and ICMA.

Khawaja Amjad Saeed is presently Principal of Hailey College of Finance and Banking, one of the constituent colleges of the Punjab University.

2013, ISBN: 978-0-19-906887-6

(Oxford University Press Pakistan)



E-BUSINESS

Parag Kulkarni, Pradip Chande, and Sunita Jahirabdkar

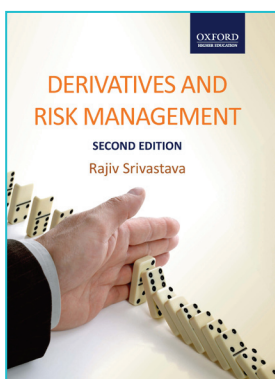
E-Business is a comprehensive textbook designed for students of business management. It integrates e-commerce with the strategic aspects of e-business, with the help of numerous examples, exhibits, figures, and case studies.

The book covers different aspects of e-business including models, strategies, security and reliability, and evaluation and audit. It provides in-depth coverage of important issues related to e-business, such as creation of e-business plans and website development, e-market, back-end systems, online payment systems, business intelligence (BI), and knowledge management (KM). The book also delves into the management and techno-managerial aspects of running an e-business.

With its in-depth coverage of the various aspects of e-business, the book will also serve as a valuable reference for marketing and IT professionals as well as e-business practitioners.

2012, ISBN: 978-0-19-806984-3

(Oxford University Press India)



DERIVATIVES AND RISK MANAGEMENT

Rajiv Srivastava

Derivatives and Risk Management, second edition is a very comprehensive textbook designed to cater to the syllabi requirements of financial management students. The text provides extensive and intensive coverage of all the basic principles of derivatives and risk management. Furthermore, advanced topics such as credit risk, securitization, and credit derivatives are also covered in detail. It also includes corporate finance-related topics such as corporate securities seen as derivatives and real options.

The focus of this particular edition is to provide a better and more organized coverage of the subject. In addition to covering regular subject material, the text covers weather and energy derivatives and accounting for derivatives. A few cases that throw light on the dangerous side of derivatives are also discussed. Other than providing an extensive coverage of the core concepts of the subject, it includes numerous solved examples and graphical illustrations to provide the students with a practical orientation towards derivatives.

2014, ISBN: 978-0-19-808915-5

Oxford University Press India



INFORMATION TECHNOLOGY FOR MANAGEMENT

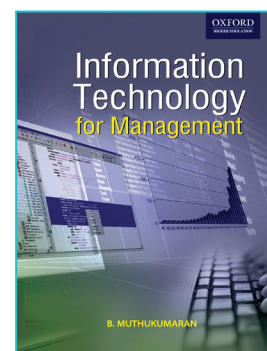
B. Muthukumaran

Information Technology for Management is a comprehensive textbook designed especially for students of business management.

"The book covers the basics of information technology (IT) and its application in a business environment. The concepts are explained with the help of examples, exhibits, figures, and cases. The book is divided into five parts: IT Infrastructure, IT Production Tools, Internet and Network Protocols, IT Management, and IT Applications-Business Systems. Beginning with a detailed introduction to IT in Part I, the book goes on to discuss the various kinds of IT infrastructures. Part II of the book expounds on the various IT production tools such as MS Office, data management, and those related to the Web. The third part discusses network management tools and protocols and global connectivity. Business automation platform, infrastructure management, security management, information management, and audit are discussed in Part IV. The last part of the book discusses the business applications of IT such as e-governance, e-commerce, customer relationship management, supply chain management, knowledge management, management information systems, etc. With its practice-oriented approach, the book would be equally useful to professionals besides students."

B. Muthukumaran is a visiting professor at the Smot School of Business and is also Chief Technology Officer (CTO) at Gemini Communications Ltd, Chennai. A PhD in computer science from the International University of Contemporary Studies, Washington D.C.

2010, ISBN: 978-0-19-806414-5
(Oxford University Press India)



MANAGEMENT INFORMATION SYSTEMS

Mahadeo Jaiswal and Monika Mittal

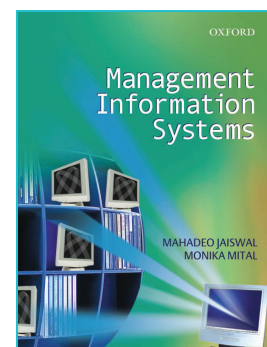
The book provides in-depth coverage of the three components of information systems (IS) in a business organization from an Indian perspective.

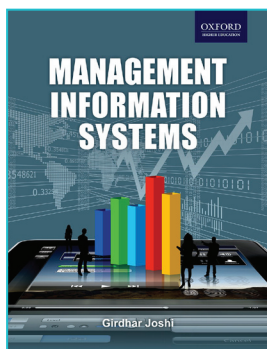
Management Information Systems meets the requirement of MBA students for a comprehensive textbook on the strategic use of information systems (IS) for decision making in organizations. It explores the core concepts of management information systems through managerial applications and supplements them with detailed case studies.

Mahadeo Jaiswal Ph D., is presently Professor of Information Technology Management at Management Development Institute, Gurgaon, and has over a decade of experience in teaching at the postgraduate level, executive development and training programmes. He has published three books and several research papers.

Monika Mittal is a faculty at the Jaipuria Institute of Management Studies, Lucknow, and has seven years teaching experience in information systems. She also conducts online training courses for managers on e-commerce and security issues.

2004, ISBN: 978-0-19-566985-5
(Oxford University Press India)





MANAGEMENT INFORMATION SYSTEMS

Girdhar Joshi

Management Information Systems is a comprehensive textbook designed to meet the needs of postgraduate management students. The book elaborates on how information systems (IS), supported by information technology (IT), help businesses gain competitive advantages and meet corporate objectives.

Divided into five parts, the first part, Concepts and Structure of MIS, discusses the basic concepts of IS, strategic advantages of IT, and corporate decision-making. The second part, IT Infrastructure, covers the various hardware, software, database, and telecommunication components. The third part, IS Applications, throws light on enterprise applications, enterprise systems, and electronic commerce. Special care has been taken to explain decision support systems, knowledge management, and intelligent systems. The fourth part, Development of MIS, underlines IS planning and the development and implementation of IT solutions. The last part, Management and Challenges of MIS, touches upon the societal impact of IT, security aspects, and explains IS in the context of managing global businesses.

With its problem-solving approach and user-friendly presentation, the book will be useful to management students as well as professionals.

2013, ISBN: 978-0-19-808099-2
(Oxford University Press India)

IT STRATEGY FOR BUSINESS

Parag Kulkarni and Pradip Chande

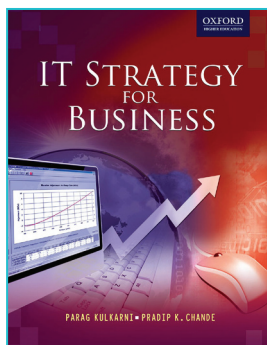
IT Strategy for Business is a comprehensive textbook designed to meet the requirement of MBA students specializing in Information Technology or Systems.

"The book positions IT as a strategic business tool and knowledge catalyst. Based on original research by the authors, it introduces various aspects of IT strategy and business strategy, and stresses upon the strategic use of IT for building competitive advantage. The book explains how a firm can strike a perfect balance between technology and business, and gives a practical insight into IT strategies for all kinds of enterprises, including those that specialize in Information Communication Technologies (ICT) or offer related goods and services. Among the important topics discussed are: IT management, e-strategies, outsourcing and offshoring, knowledge management, and various stages and facets of IT strategy implementation. The book also explicates the role of IT in important emerging areas, such as mergers and acquisitions and IT security. The book would be useful to all those involved in management, strategy development or IT-related activity management. It is also a veritable guide for business leaders and corporate managers to envision and build IT strategies for their respective organizations."

Parag Kulkarni is Chief Scientist at Capsilon, Pune. He has been instrumental in building world class IT companies. He has served in several reputed IT companies such as Siemens, IDeaS, and Reasonedge. He has to his credit more than 50 international publications and two patents pending in US PTO

Pradip K. Chande, PhD, is Group Director, TRUBA Group of Institutes, Bhopal. He has nearly three decades of experience in teaching, research, consultancy, and industry. He has published more than 80 research papers, and is a recipient of several national and international awards.

2008, ISBN: 978-0-19-569447-5
(Oxford University Press India)



OPERATIONS RESEARCH

Pradeep Prabhakar Pai

Operations Research: Principles and Practice is a comprehensive textbook specially designed to meet the needs of business management students. It explains the concepts and managerial applications of operations research lucidly, with the help of graphs, tables, and numerous solved examples.

Comprising 18 chapters, the book provides an in-depth coverage of linear programming problem and its various applications/extensions such as assignment problems, transportation problems, and integer and goal programming. Also, various theories and processes related to inventory management methods, sequencing, and queuing theory have been covered in detail. The book covers important topics such as network analysis tools, Markov chains, and decision theory. It concludes with chapters on investment analysis and non-linear programming. A comprehensive chapter on game theory applications adds further value to the book.

This book would also be useful for students pursuing postgraduate courses in operations research and commerce. Besides, it offers valuable insights into the subject for practitioners to optimize in business situations.

Pradeep Prabhakar Pai is currently Associate Professor at the Chetana's Institute of Management and Research, Mumbai. With degrees in engineering and management, he has over two decades of industrial and consulting experience in marketing and operations functions for various companies.

2012, ISBN: 978-0-19-807547-9

(Oxford University Press India)



PRODUCTION AND OPERATIONS MANAGEMENT

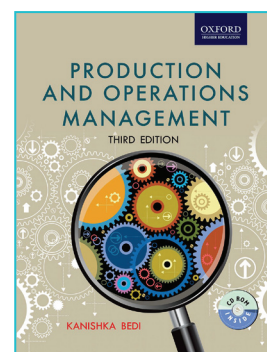
Kanishka Bedi

The third edition of *Production and Operations Management* is a comprehensive textbook specially designed to meet the needs of management students. The text uses an application-based approach to explain the various concepts using extensive industry-based examples, cases, and exercises. The title has been revised to include a new chapter on new product development apart from several new topics, exhibits, and case studies.

The book discusses in detail topics such as facility location planning, facility capacity and layout planning, inventory management, aggregate planning and project management, emerging concepts such as e-procurement and operating resource management, multiple criteria ABC analysis, location planning of foreign facilities, and service quality measurement.

2013, ISBN: 978-0-19-807209-6

(Oxford University Press India)



EXPORT IMPORT MANAGEMENT

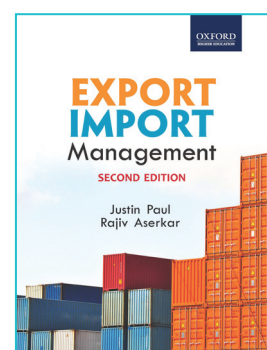
Justin Paul and Rajiv Aserkar

The second edition of *Export Import Management* is a comprehensive textbook designed for management students pursuing a course in international business. The book highlights the growing significance of export-import trade and the need to understand the nuances of export management for competing successfully in the international market.

Beginning with the basics of foreign trade and export-import documentation, it delves deep into topics such as the methods and instruments of payment, export-import strategies, and export marketing. It goes on to discuss the methods of financing exporters, business risk, and customs clearance of import and export cargo pricing, and Incoterms (international commercial terms). The book also explores topics such as risk management and its coverage, containerization and leasing practices, and export incentive schemes.

2013, ISBN: 978-0-19-808940-7

(Oxford University Press India)



LEGAL ASPECTS OF BUSINESS

Daniel Albuquerque

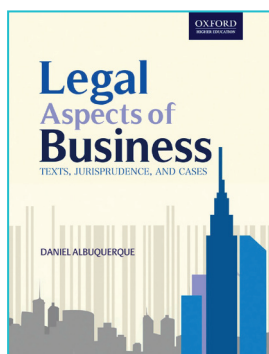
Legal Aspects of Business: Texts, Jurisprudence, and Cases is a comprehensive textbook designed especially for postgraduate students of business management. It presents a complete, all-inclusive jurisprudence and supplements the concepts with numerous cases, exercises, and profiles of legal luminaries.

The book is divided into six parts. Part I introduces the reader to Business Jurisprudence. As the contract law is the foundation for all business laws, Part II, Commercial Jurisprudence, is dedicated to mercantile law and discusses the Indian Contract Act, 1872 and its features at length. The Sale of Goods Act, 1930, the Negotiable Instruments Act, 1881, the Indian Partnership Act, 1932, the Companies Act, 1956, and the Competition Act, 2002 are also covered in depth. Part III, Financial Jurisprudence, covers the laws related to finance and banking at length. Part IV, Labour and Industrial Jurisprudence, covers the laws related to wages, workers' social security, and industrial relations. Part V, Aspects of New Economy and Jurisprudence, throws light on laws related to information and communication, intellectual property rights, and environment protection. Part VI, Judicial and Social Jurisprudence, is devoted to business and criminal liability and basic rights and business.

The book also offers valuable insights to practitioners to arrive at legally sound decisions in various business situations.

2012, ISBN: 978-0-19-807710-7

(Oxford University Press India)



CORPORATE GOVERNANCE

T.N. Satheesh Kumar

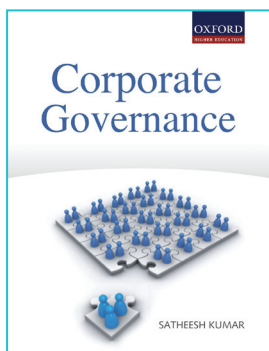
Corporate Governance is a comprehensive textbook designed to meet the requirements of postgraduate management students. It provides an in-depth analysis of the core concepts of the subject and supplements them with relevant examples, exhibits, and case studies.

The book is divided into four parts. Beginning with an introductory chapter that defines corporate governance and a director's role in a company, Part I covers types of corporations, theories, and models of governance. It also examines the events that have led to the current thrust on corporate governance. Part II elaborates on the structure of the board and its development process. It also highlights the issues related to compensation, the performance review of directors as well as the importance of leveraging good governance for competitive advantage. Part III gives a broad view of the governance-related problems associated with the typical ownership patterns and of capital market institutions from the stakeholder perspective. The ground rules for a director to perform responsibilities and duties are also discussed in this part. Part IV, consisting of a single chapter, concludes the book with a discussion on the future of corporate governance. With its comprehensive coverage and approach, and its real-world examples and case studies, this book would also serve as an authoritative guide for professionals.

T.N. Satheesh Kumar an independent consultant and trainer, was formerly faculty at ICFAI Business School (IBS), Kochi. He has more than 30 years' experience, both in the industry and the academia. He has published a number of papers and articles in management journals and national business dailies.

2010, ISBN: 978-0-19-806223-3

(Oxford University Press India)





BUSINESS ETHICS

Daniel Albuquerque

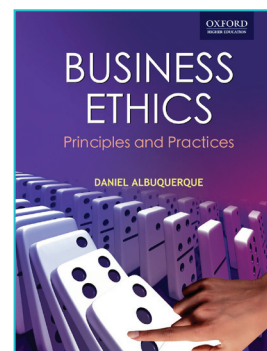
Business Ethics: Principles and Practices provides a deep insight into the crucial role played by ethics in managerial decision making and the impact of such decisions on the world at large.

"Consequently, the book may also be profitably used by management executives and corporate organizations. Starting with a broad classical overview of the meaning and scope of ethics and the development of ethical thought, the book puts forward the applications of ethical standards to business areas such as corporate governance, marketing and brand management, advertising, and finance. The discussion then shifts to a more human level with issues of workplace ethics and consumer rights. Special focus is placed on ethical choices related to the environment, cyber space, and criminal intimidation. Contemporary issues such as the corporate code of ethics, political correctness, and the role played by NGOs in upholding moral values are discussed in detail. Finally, several open-ended issues such as intellectual property rights, human rights, terrorism and animal rights, and their consequences on businesses are examined. The book follows a debate-based approach, wherein views, both for and against, are presented, followed by concept analysis and logical deductions. This approach is well aided with a number of examples, case studies, and end-chapter review questions. This book will also serve as a useful reference for BBA faculty and professionals."

Daniel Albuquerque was formerly advisor to the Chief Minister of Goa. He obtained his doctorate from and also taught at the Julius Maximilian University, Wuerzburg, Germany, and is a member of the Franz Brentano Research Center. He is also a member of the World Ethics Center of the University of Jena, Germany. He is the author of over half a dozen books, several scientific papers, and freelance articles.

2010, ISBN: 978-0-19-569964-7

(Oxford University Press India)



MEDIA ETHICS

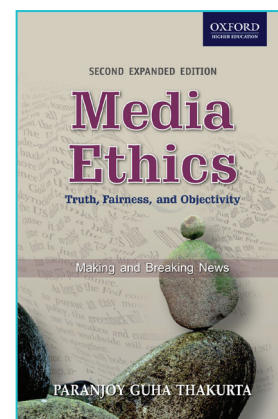
Paranjoy Guha Thakurta

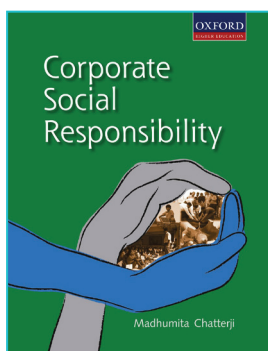
This second expanded edition of *Media Ethics* is aimed at sensitizing aspiring media students to issues faced by working professionals. It offers a theoretical rationale for acting in an ethical manner and provides practical guidelines as well.

Paranjoy Guha Thakurta is an eminent journalist with 30 years' experience and has worked across print, Internet, radio, and television media. He has directed documentary films, produced radio programmes, and is a renowned consultant, speaker, and trainer.

2011, ISBN: 978-0-19-807087-0

(Oxford University Press India)





CORPORATE SOCIAL RESPONSIBILITY

Madhumita Chatterji

Corporate Social Responsibility is a comprehensive textbook designed for postgraduate students of business management. The book explores the core concepts of corporate social responsibility (CSR) and explains them through numerous examples, mini cases, exhibits, and case studies.

Beginning with an introduction to CSR, the book goes on to discuss its evolution and the theories of corporate governance, as also the key concept of stakeholders of business. It explores the role of various institutions, the processes of integrating CSR into the strategic framework of organizations, and sustainability and its challenges. Further, it provides a framework for CSR reporting, an insight into the CSR practices prevalent in India, and a thematic representation of the global scenario. The book concludes by taking a look at the future trends in CSR.

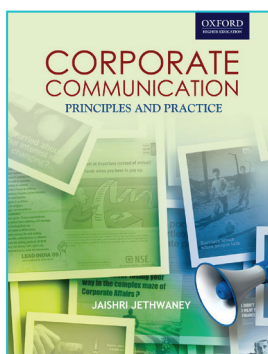
Besides students of management, the book will be useful to professionals to understand that CSR is not philanthropy and that sustainable success in businesses can be achieved by striking a balance between the financial bottom line and the interest of the employees and the community at large.

2011, ISBN: 978-0-19-806983-6
(Oxford University Press India)

CORPORATE COMMUNICATION

Jaishri Jethwani

Corporate Communication: Principles and Practice provides a balanced approach to the subject, it includes several examples and cases to aid conceptual understanding.



"The book begins by introducing the basic concepts of corporate communication and further elaborates on its evolution and tools. The coverage includes corporate reputation management, employee communication, and the means and strategies to enhance relationship with government agencies. The book includes separate chapters on crises communication, corporate communication research, and laws and ethics in corporate communication. It also discusses the significance and types of media, media relations, and brand promotion. The book provides examples on practices being followed in various countries with respect to corporate social responsibility and explores the growth of financial communication in the Indian financial system, investor relations, and financial media. With its practice-based approach and use of examples and cases, the book would also prove to be a useful reference for communication professionals."

Jaishri Jethwani, presently Professor at the Indian Institute of Mass Communication (IIMC) and has more than 34 years of experience in the industry as well as in academia. She has conducted short courses on corporate communication, health communication, and advertising. Dr Jethwani has also worked as a Project Director for UNESCO on the project 'Reporting HIV and AIDS: A Media Tool Kit'. She is the co-author of Advertising Management (OUP).

2010, ISBN: 978-0-19-806365-0
(Oxford University Press India)

BUSINESS COMMUNICATION

Meenakshi Raman and Prakash Singh

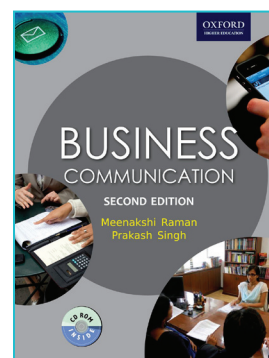
The second edition of *Business Communication* is a comprehensive textbook specially designed to meet the needs of management students. The text material has been restructured to provide a more balanced and exhaustive coverage of the subject and give an in-depth coverage of the core components of business communication.

The book is now divided into four parts comprising 21 chapters. Beginning with an introduction to the principles of business communication in the first part, it goes on to discuss the written aspects in the second part. While the third part concentrates on developing oral skills for business, the fourth part analyses specific communication needs.

Meenakshi Raman is presently Professor and Head, Department of Humanities and Management, at the Birla Institute of Technology and Science (BITS) Pilani, KK Birla Goa Campus.

Prakash Singh is Associate Professor and Area Chairman, Finance and Marketing, Indian Institute of Management.

2012, ISBN: 978-0-19-807705-3
(Oxford University Press India)



BUSINESS COMMUNICATION

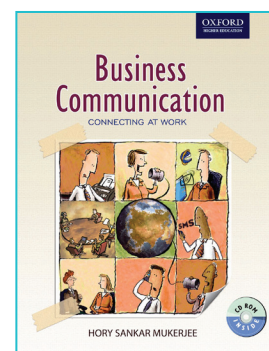
Hory Sankar Mukerjee

Business Communication: Connecting at Work is a comprehensive textbook designed especially for postgraduate students of business management. It takes a practice-oriented approach to explaining the core concepts of business communication, with the help of numerous examples, case studies, and exhibits.

The book is divided into five parts. Part I establishes the relevance of business communication in the modern business context. It also discusses important theories, along with core communication skills such as oral, non-verbal, and listening skills. Part II is dedicated to writing skills. It highlights the importance of planning before writing. It goes on to discuss various kinds of written messages, including official documents such as reports and proposals. Part III describes interpersonal communication skills in detail. This part discusses communication in groups and teams, negotiation and presentation skills, and effective communication through the visual medium. Part IV focuses on business etiquettes and cross-cultural communication. Part V helps the readers to prepare effective résumés and face group discussions and interviews with confidence. It also provides an insight into important technologies relating to business communication.

With its strong theoretical and practical base, the book will also be useful to working professionals.

2012, ISBN: 978-0-19-807347-5
(Oxford University Press India)



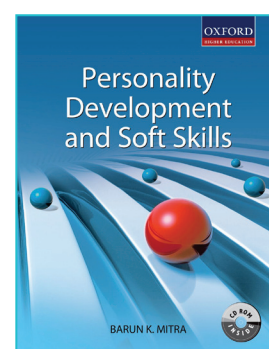
PERSONALITY DEVELOPMENT AND SOFT SKILLS

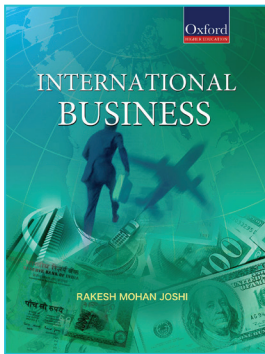
Barun K. Mitra

The book aims to provide crucial insights into various facets of developing one's personality, as well as to improve written, verbal, and non-verbal communication skills. Special attention has been paid to the specific needs of a job aspirant, such as writing of effective CVs, participation in group discussions, tackling job interviews, and to hone one's public speaking and speed-reading skills. The book provides an overview of the growing importance of modern learning mechanisms such as the Language Laboratory.

By providing a rich array of case studies, and carefully developed classroom based exercises and self-assessment tests, the book attempts to provide the reader with hands-on experience to cope with the demands of the world of business.

2011, ISBN: 978-0-19-806621-7
(Oxford University Press India)





INTERNATIONAL BUSINESS

Rakesh Mohan Joshi

International Business brings out the key concepts of international business in a simple and lucid manner, with numerous practical managerial examples, vignettes, diagrams, flowcharts, and illustrations to facilitate and reinforce learning.

"Beginning with an overview of globalization and international business, the book discusses in detail the various theories of international trade, international trade patterns, the institutional framework, the World Trade Organization, and international economic integrations. It goes on to discuss international cultural, political, and legal environments and the policy framework for international trade. It further elucidates country evaluation and selection, the modes of international business expansion, foreign direct investment, and multinational enterprises. Finally, it explicates the key functional areas of international business and concludes with separate chapters on contemporary issues. This book, with its wealth of useful information, managerial focus, and integrated multi-disciplinary approach, would be useful to management students and global managers alike. It will also be valuable for a wide range of courses on international business such as global business environment, international management, global business strategy, export-import management, international trade operations and logistics, export marketing and international economics."

Rakesh Mohan Joshi is the Professor and Chairperson, Management Development Programmes at the Indian Institute of Foreign Trade, New Delhi. He has over two decades of teaching, consultancy, and training experience in international business and marketing. He has authored numerous research papers in leading journals and is the author of *International Business* (OUP).

2009, ISBN: 978-0-19-568909-9

(Oxford University Press India)

MANAGEMENT

Anil Bhat and Arya Kumar

Management-Principles, Processes, and Practices is a comprehensive textbook specially designed to meet the needs of MBA and diploma students of management courses.

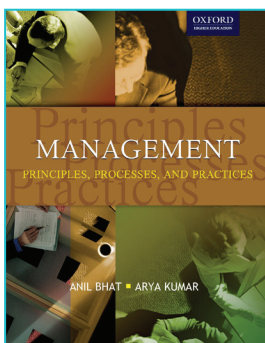
"It discusses both managerial (planning, organizing, leading, and controlling) as well as organizational functions (finance, marketing, operations management, MIS, strategy, and human resources) in detail. The book acquaints the readers with the entire gamut of terms, concepts, and processes of business and organizations. Its coverage includes the varied dimensions and aspects of management-both as a function and as a process. The book is organized into seven sections-management functions and business environment, economic and financial analysis, excelling through people, managerial competencies, creating and delivering customer value, quantitative methods, and operations and technology management. Using an integrated, multi-perspective approach and a jargon-free style, the book would be equally useful to participants of short-term management courses."

Anil Bhat, Professor and Group Leader of Management Group, BITS, Pilani, has two decades of distinguished academic, administrative, and managerial experience. He has specialized in the field of marketing research. He is a member of the Academy of Management, New York. He is a member of the Research Board and faculty advisor of the Center for Entrepreneurial Leadership (CEL) at BITS, Pilani.

Arya Kumar, Chief of the Entrepreneurship Development & IPR Unit, and Group Leader of the Economics and Finance Group, BITS, Pilani, has three decades of diversified experience of serving in educational institutions, research organizations, banks, and financial institutions. He has contributed many research articles in reputed publications.

2008, ISBN: 978-0-19-569445-1

(Oxford University Press India)





STRATEGIC MANAGEMENT

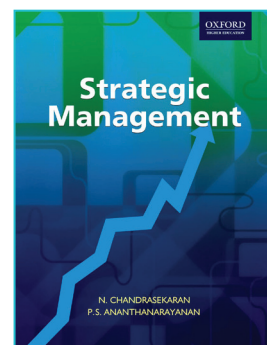
N. Chandrasekaran and P.S. Ananthanarayanan

Strategic Management is a comprehensive textbook designed to meet the requirements of postgraduate management students. Written in a student-friendly style, it includes discussions on concepts and research in the field, and provides a balanced approach to the subject.

The book begins with the introduction of the basic concepts and objectives of strategic management. This is followed by the decision of environmental analysis and forecasting techniques and models. It then goes on to the cover corporate strategies including that of mergers and acquisitions and many more, and their formation and implementation. The book also addresses the corporate social responsibility and corporate governance, and emphasizes the importance of evaluating and controlling the effectiveness of a strategy. The chapter on strategy evaluation discusses total cost management, value chain analysis and total cost in detail. It also deals with the analysis of the business cycles with reference to the impact of costs, and provides the detailed discussion on risk management and its measurement. The book concludes with a chapter on case analysis, which deals with the application of strategic management and provides 14 real-life case studies.

With its varied examples and case studies, the book would serve as a useful guide for students as also professionals.

2011, ISBN: 978-0-19-807079-5
(Oxford University Press India)



MANAGEMENT AND ENTREPRENEURSHIP

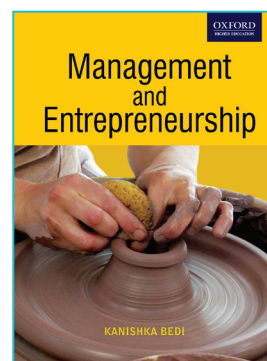
Kanishka Bedi

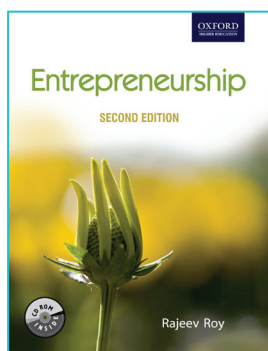
Management and Entrepreneurship provides a complete overview of managerial decision-making responsibilities and the role played by entrepreneurship in developing an organization.

"Starting with the definition of management, the various facets of managerial roles and a broad account of the history of development of management thought, the book provides in-depth discussions on the nature, importance, and purpose of planning. It elaborates further on the importance of organizing and staffing, and directing and controlling. The discussion moves on to introduce the concept of entrepreneurship as a business development tool. Special emphasis is placed on entrepreneurship in the Indian environment with detailed discussions on the development of small-scale industry, the role of institutional support, and the importance of preparation of projects for entrepreneurial ventures. The book lays emphasis on simplified definitions and point-wise presentation of theoretical concepts. By adopting an application-oriented approach, it also provides numerous real-life examples, vivid illustrations, and inspirational case studies which play the dual role of explaining concepts as well as instilling entrepreneurial zeal in students."

Kanishka Bedi Assistant Professor, Universitas 21 Global, Bangalore, has over a decade of teaching experience in quality management and production and operations management. He has been a visiting faculty at the Indian Institute of Management, Lucknow, and is active in research, executive training, and consultancy. He is the author of *Production and Operations Management* (OUP).

2009, ISBN: 978-0-19-806190-8
(Oxford University Press India)





ENTREPRENEURSHIP

Rajeev Roy

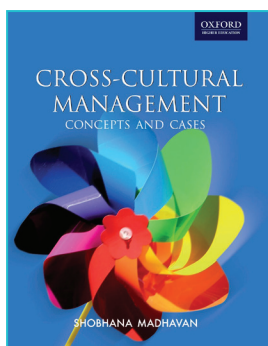
The second edition of *Entrepreneurship* is designed to meet the needs of management students and entrepreneurs.

It aims to familiarize readers with the ground realities of starting and managing their own businesses. The book explains concepts based on original research and the author's own experience in setting up and running entrepreneurial ventures.

The book discusses all aspects of starting a business. It starts with the concept of idea generation, intellectual property, and the various issues related to doing business in India. The section on mobilizing resources elaborates on sources of finance and business plans. The day-to-day operations of an entrepreneurial enterprise, such as marketing, human resources, project management, etc., have been discussed in detail. The book also discusses growth and exit strategies.

Rajeev Roy is Associate Professor, Xavier Institute of Management, Bhubaneswar. An alumnus of Indian Institute of Management (IIM) Ahmedabad and PhD (Marketing) from Utkal University. His entrepreneurial ventures include running a shrimp farm, an ice-cream manufacturing unit, a BPO firm, a microfinance firm, and a consultancy firm.

2011, ISBN: 978-0-19-807263-8
(Oxford University Press India)



CROSS-CULTURAL MANAGEMENT

Shobhana Madhavan

Cross-cultural Management-Concepts and Cases is a comprehensive textbook especially designed for postgraduate degree/diploma students of business management and practising managers to succeed in global markets and multicultural workplaces.

It explains how culture impacts international management in the areas of communication, negotiations, organizational behaviour, and human resource management.

The book answers questions like: Why did the retail giant Wal-Mart beat a retreat from Germany and South Korea? Why did Disneyland struggle for years to make a profit in its theme park in France? How did LG and Samsung emerge as market leaders in India? Cultural adaptation is the major factor that contributed to these successes or failures. And this book will be a useful tool in developing the key competence that individual managers and organizations require to understand and manage cultural differences and similarities. It will also help students to learn behavioural skills and enable them to function better in a multicultural environment.

Beginning with the dimensions of culture, the book describes the influence of culture on different management functions. It moves on to highlight the significance of cross-cultural management in today's corporate India, with reference to Indian companies involved in international business and MNCs operating in India. The book also covers the nonverbal aspects of cross-cultural communication in detail and presents a comprehensive discussion on cross-cultural marketing.

2011, ISBN: 978-0-19-806629-3
(Oxford University Press India)

QUALITY MANAGEMENT

Kanishka Bedi

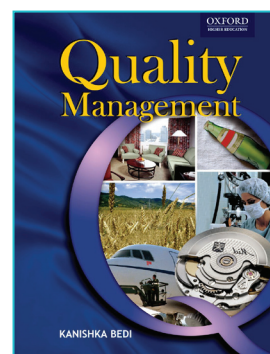
Quality Management is a comprehensive textbook specially designed to meet the needs of management students.

"*Quality Management* is a comprehensive textbook specially designed to meet the needs of management students. The book explains the core concepts of quality management through practical applications and supplements them with numerous solved examples, caselets, and detailed case studies. Beginning with an overview of quality management, the book discusses in detail quality function deployment, acceptance sampling, statistical process control, and quality standards. It goes on to discuss software quality management, total quality management, Six Sigma, and experimental design and the Taguchi method. Finally, it discusses service quality management, cost of quality, and quality management strategies for Indian industry. Users will find this book highly useful for its coverage of the key concepts of quality management explained through caselets, tables, and diagrams."

Kanishka Bedi Assistant Professor, Universitas 21 Global, Bangalore, has over a decade of teaching experience in quality management and production and operations management. He has been a visiting faculty at the Indian Institute of Management, Lucknow, and is active in research, executive training, and consultancy. He is the author of *Production and Operations Management* (OUP).

2006, ISBN: 978-0-19-567795-9

(Oxford University Press India)



ORGANIZATIONAL BEHAVIOUR

Dipak Kumar Bhattacharyya

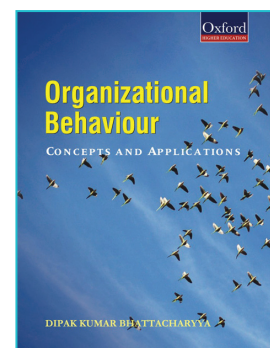
Organizational Behaviour is a comprehensive textbook designed to meet the requirements of graduate and postgraduate management students.

"Developed to help students appreciate and manage the complexities and challenges of human behaviour in modern-day organizations, the book covers the core concepts and emphasizes on managerial applications. The book introduces the concept and evolution of organizational behaviour and goes on to delve into various organizational processes and systems. It explores individual behaviour and its effect, with topics such as attitudes, personality, and emotional intelligence in the organizational context. The concept of groups in organizations has been highlighted, apart from issues such as conflict, stress, power and politics, job design, and employee motivation and productivity. Key concepts such as leadership, communication, and ethics in organizations are discussed extensively. The text also deliberates on the influence of globalization on organizational behaviour and culture and the use of organizational development tools for effective organizational transformation and change."

Dipak Kumar Bhattacharyya, Director, Camellia School of Business Management, Kolkata, has over two decades of experience in teaching at the postgraduate level. He has served as Dean, Indian Institute of Social Welfare and Business Management, Kolkata. He has also been active in training and consultancy. He has authored many books and has contributed articles and papers in journals.

2009, ISBN: 978-0-19-569594-6

(Oxford University Press India)



UNDERSTANDING ORGANIZATIONAL BEHAVIOUR

Sushama Khanna and Udai Pareek

The third edition of *Understanding Organizational Behaviour* is a comprehensive textbook specially designed to meet the needs of management students. The book has been extensively revised to include new topics, examples, and real-life illustrations.

The book explores the core concepts of organizational behaviour (OB) and explains them with the help of numerous examples and case studies. It provides in-depth coverage of the issues and challenges faced by Indian organizations in the areas of traditional culture and modern management. This edition continues the accepted process approach to understand OB. It emphasizes on the role of personality and leadership styles, emotional intelligence, and the roles and functions of the individual, the team, and the organization. Various essential concepts, such as societal culture and organizations, managing work motivation, preventing and managing conflicts in organizations, which form the core of interventions at organizational level, have been dealt with in detail.

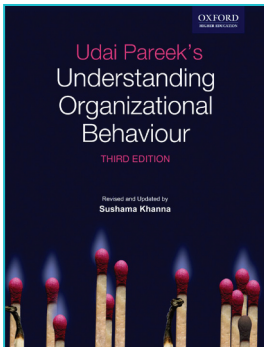
Besides students, practising managers will also find this book highly useful for its application of theoretical concepts explained through numerous examples and case studies.

Udai Pareek was the Chairman of UPHR-LABS at EMPI Business School, New Delhi, and Distinguished Visiting Professor at the Indian Institute of Health Management Research, Jaipur, India. He was also the L&T Professor of Organizational Behaviour, Indian Institute of Management, Ahmedabad.

Sushama Khanna is the Dean and Director (Outreach), UPHR-LABS at EMPI Business School, New Delhi. She has over fifteen years of experience in teaching, training, and research in various areas of organizational behaviour.

2011, ISBN: 978-0-19-807073-3

(Oxford University Press India)



ORGANIZATIONAL CHANGE AND DEVELOPMENT

Dipak Kumar Bhattacharyya

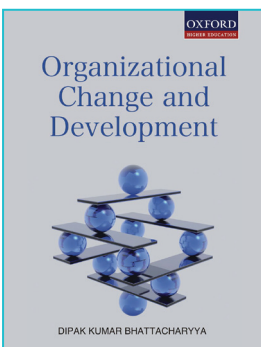
Organizational Change and Development is aimed at postgraduate students specializing in human resources (HR) and strategy.

Providing a strong conceptual foundation of the subject, the book takes the readers through all the processes and stages of change, as seen and experienced worldwide. It also explains the strategies and the related implementation aspects of various concepts. It provides a detailed coverage of the economic, psychological, political, and sociological perspectives of organizational development (OD). In addition, it provides guidelines for change management. Divided into five parts, the first part of the book gives an overview of organizational processes and organizational change. The second part discusses in detail the management of organizational change, while the third focuses on the nature of OD. The last two parts discuss OD interventions and strategies and contemporary issues in OD.

The book includes separate chapters covering contemporary issues such as diversity management and knowledge management and provides inputs for further research. With its wide coverage, the book will be equally useful to industry practitioners and change management consultants besides students.

2011, ISBN: 978-0-19-806646-0

(Oxford University Press India)





LEADERSHIP AND TEAM BUILDING

Uday Kumar Haldar

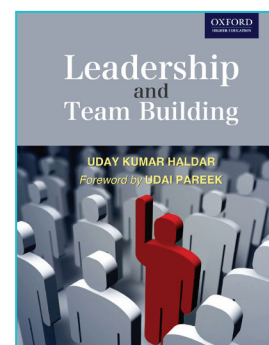
Leadership and Team Building is written in an accessible, student-friendly style, the book explains the application of theoretical concepts through numerous illustrative examples, flowcharts, diagrams, and case studies.

"The two major themes of the book—leadership and team building—are covered in twelve well-integrated chapters. Each chapter opens and closes with an organization-specific case study to help readers focus on the topic and broaden their understanding of business practices. Beginning with a conceptual background on leadership and perspectives on effective leadership behaviour, the book moves on to the theories of effective leadership and contemporary leadership styles. The concepts of motivation, satisfaction, and performance are also addressed in detail. This is followed by discussions on leadership behaviour and development. Team building is discussed in chapters on essentials of building and managing teams and team effectiveness. Various research findings, training programmes, and team-building activities and outcomes are also covered. The book aptly ends with appendices on followership and the biographies of various successful international and national leaders."

Uday Kumar Haldar presently Assistant Professor, Indian Institute of Social Welfare and Business Management, Kolkata, was formerly Director, Ordnance Factories Institute of Learning, Ishapore. He has conducted more than 300 courses on general management, HRD, HRM, and various modules of quality management systems including nearly 30 courses on Internal Quality Audit (ISO 9001).

2010, ISBN: 978-0-19-806257-8

(Oxford University Press India)



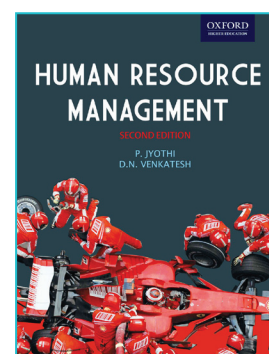
HUMAN RESOURCE MANAGEMENT

P. Jyothi and D.N. Venkatesh

The second edition of *Human Resource Management*, designed to cater to the syllabi requirements of management students, is now interspersed with additions that make the title even more exhaustive. The text also covers related areas of human resource management (HRM), such as leadership and HR accounting and audit. With its comprehensive coverage of all the basic aspects of HRM, this new edition would also be useful for working professionals.

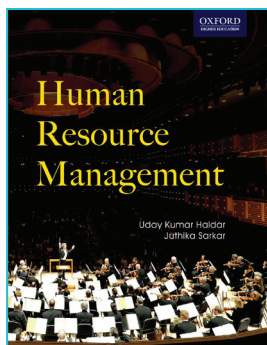
2012, ISBN: 978-0-19-807411-3

(Oxford University Press India)



HUMAN RESOURCE MANAGEMENT

Juthika Sarkar and Uday Kumar Haldar



Human Resource Management (HRM) is a comprehensive textbook designed for the students of business management. It provides an in-depth coverage of the theoretical and practical aspects of managing human resources supported by numerous industrial examples, exhibits, and illustrations.

The book is divided into four parts. Part I, Inception, outlines the concept of HRM and provides an understanding of talent management and competency framework. Part II, HR Systems, covers the various HR functions such as manpower planning, recruitment, performance management system, development system, multi-source feedback, compensation management, and employee development. Part III, Contemporary Issues in HRM, elaborates on the current issues influencing human resources such as globalization, technology, HRD audit, corporate social responsibility, and ethics. The HR strategies being used in various sectors are also covered. Following this, Part IV, Research in HRM, provides a chapter on contemporary research findings on various issues in HRM. The book concludes with appendices on stress management, organizational climate and role stress, and leadership styles in organizations.

Comprehensive in its coverage of topics and with a lucid approach, the book also provides various examples and case studies, which serve as a valuable guide for professionals.

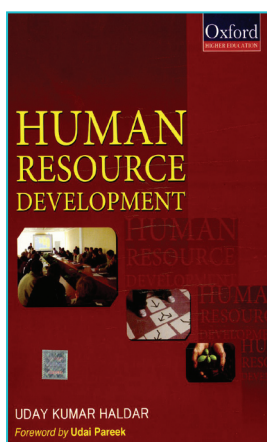
Juthika Sarkar is an HR practitioner with more than 15 years of industry experience, including a decade in Siemens.

Uday Kumar Haldar is the Principal of Swami Vivekananda Institute of Management and Computer Science, Kolkata.

2012, ISBN: 978-0-19-807668-1
(Oxford University Press India)

HUMAN RESOURCE DEVELOPMENT

Uday Kumar Haldar



Human Resource Development is a comprehensive textbook designed to meet the requirements of postgraduate management students specializing in HR, as also students of Master of Human Resource Management (MHRM).

Written in a student-friendly style, the book covers concepts and research in the field, with special focus on application. HRD theories and their applicability are elucidated with a large number of examples, illustrations, formats, and exhibits to help students grasp the concepts. The book has also been specifically designed to enhance student learning. Opening and closing case studies in each chapter serve to emphasize the relevance of the content and reinforce the concepts learnt. The chapters are divided into three parts: Part 1 explains the HRD framework through discussions on organization, performance and its determinants, competence and competency mapping, and the concept of HRD as an effective technique to augment human and organizational growth. Part 2 on training systems covers pre-training work, designing curriculum, pedagogy and andragogy, and the principles of learning, evaluating training, and post-training work for making training effective. Part 3 on development initiatives focuses on developing commitment and motivation, collaboration, and the multi-source assessment or 360-degree feedback system. It closes with a chapter on research in HRD, approaches to HRD research, and the statistical packages used for HRD research. Owing to its comprehensive coverage and approach, HR managers and consultants too will find the book a handy reference, as it would aid them to effectively employ HRD programmes for better organizational performance.

Uday Kumar Haldar is the Principal of Swami Vivekananda Institute of Management and Computer Science, Kolkata.

2009, ISBN: 978-0-19-569871-8
(Oxford University Press India)

HUMAN RESOURCE RESEARCH METHODS

Dipak Kumar Bhattacharyya

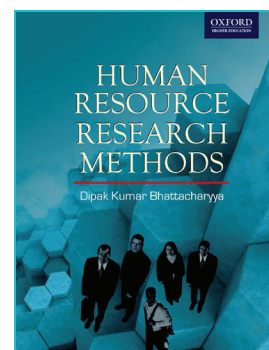
Human Resource Research Methods is a comprehensive textbook specially designed to meet the needs of management students specializing in HR.

It addresses the research aspect of HR and explains its various concepts, supplementing them with illustrations, cases, and exercises. The book provides in-depth coverage of the concepts, tools, and techniques of HR research-its theoretical foundations, qualitative and quantitative aspects, performance metrics-and the use of factor analysis and Six Sigma in HR. Among other topics discussed are questionnaire design, training and development research, and organizational culture and development. Users will find this book highly useful for its coverage of the key aspects of HRRM explained through examples, cases, tables, and diagrams.

Dipak Kumar Bhattacharyya, Director, Camellia School of Business Management, Kolkata, has over two decades of experience in teaching at the postgraduate level. He has served as Dean, Indian Institute of Social Welfare and Business Management, Kolkata. He has also been active in training and consultancy. He has authored many books and has contributed articles and papers in journals.

2007, ISBN: 978-0-19-568910-5

(Oxford University Press India)



STRATEGIC HUMAN RESOURCE MANAGEMENT

Tanuja Agarwala

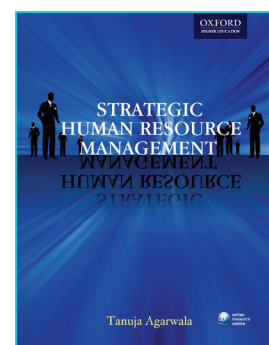
Strategic Human Resource Management provides an in-depth theoretical treatment of the focal areas of the subject-strategic role of human resources in organizational performance, human resource environment in organizations, human resource evaluation, measurement of employee performance, mentoring, and career management.

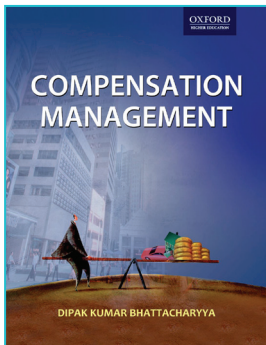
"Among the important topics discussed are: human resources as strategic assets; management of human resources from an investment perspective; integration of human resource strategy and business strategy; human resource planning, training and development; and strategic management of performance, rewards, careers, work-life balance, mentoring, and diversity in human resources. Management students will find this book highly useful for its coverage of the fundamental concepts of strategic human resource management explained through case studies, examples, figures, and tables. Human resource managers will also find the book relevant to decision-making and establishing business strategy-HR strategy linkage."

Tanuja Agarwala is a Reader in the Faculty of Management Studies, University of Delhi. She has been teaching for over 17 years. A doctorate in management and a postgraduate in psychology. She has presented papers in various international conferences and published research papers in journals. She is the recipient of several awards for excellence in teaching and research.

2007, ISBN: 978-0-19-568359-2

(Oxford University Press India)





COMPENSATION MANAGEMENT

Dipak Kumar Bhattacharyya

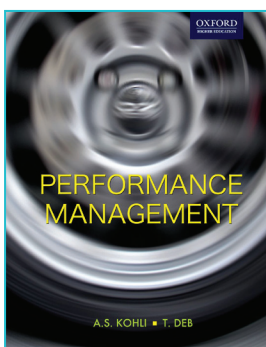
Compensation Management is written in a student-friendly style, it focuses on the strategic importance of compensation and its effective management to achieve organizational goals and objectives.

"It is a comprehensive textbook designed to meet the requirements of management students specializing in HR. The theory is reinforced with corporate examples, exhibits, and illustrations to develop the managerial acumen of students. The book begins with an introduction to the concept of compensation management and goes on to discuss the labour market and its impact on compensation, as well as economic theories and their implications on compensation management. Job design, performance-linked compensation, team-based compensation, executive compensation, non-monetary employee benefits, alternative employee benefits programme, motivation and compensation design, issues pertaining to sales compensation, legal and taxation issues in compensation management, and the process of wage fixation through collective bargaining are the major topics discussed in the book. It ends with an elaborate coverage of international compensation management practices. The book aims at preparing students and professionals to master the knowledge and skill sets required to effectively manage compensation with creativity, innovation, and a strategic focus. It will also be useful to HR professionals practising compensation management."

Dipak Kumar Bhattacharyya, Director, Camellia School of Business Management, Kolkata, has over two decades of experience in teaching at the postgraduate level. He has served as Dean, Indian Institute of Social Welfare and Business Management, Kolkata. He has also been active in training and consultancy. He has authored many books and has contributed articles and papers in journals.

2009, ISBN: 978-0-19-569837-4

(Oxford University Press India)



PERFORMANCE MANAGEMENT

A.S. Kohli and Tapomoy Deb

Performance Management is a comprehensive textbook designed to meet the long-felt need of management students for a book on performance appraisal and management. Oriented towards managerial decision making, the book provides a strong theoretical framework while emphasizing the application of concepts through real-life examples, illustrations, caselets, and case studies.

Beginning with the essential concepts and framework for understanding human resource management, the book goes on to discuss performance management in the organizational context. It deals with the performance management process, including topics such as performance planning, managing, appraisal, and monitoring. The book elucidates the challenges involved, and the strategies to be adopted to meet them, in building high performance teams. Further, it elaborates on the concept of reward management and the role of HR professionals in implementing performance management. Common ethical pitfalls have been highlighted as a caution. The book also looks at performance management in multinational corporations, focusing on cross-cultural issues in the global context. Owing to its balanced approach to the subject, the book would benefit MBA students, especially those specializing in human resource management, as also serve as a useful reference for HR professionals.

A. S. Kohli is Dean at the Faculty of Social Sciences and a faculty at the Centre for Management Studies, Jamia Millia Islamia, Delhi. He has 36 years of teaching experience and has also headed a large number of research projects. He has 15 years of experience in leading Indian corporate houses. He has published numerous research papers in reputed management and HR journals and has authored four books.

2008, ISBN: 978-0-19-569337-9

(Oxford University Press India)



PROJECT MANAGEMENT AND APPRAISAL

Sitangshu Khatua

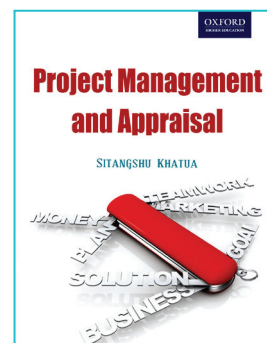
Project Management and Appraisal is a comprehensive textbook specially designed to meet the requirements of postgraduate management students specializing in finance and operations. It aims to familiarize the readers with the core concepts of project management including its planning, execution, control, and appraisal.

Written from a managerial perspective, the book is divided into four parts. Part I, Introduction to Project Management, gives an overview of project management, along with discussions on the phases, network diagrams, project scheduling, and the Microsoft Project software. Part II, Project Appraisal, elucidates the various appraisal methods in project scanning and ion, including technical, social, and financial appraisal. It also discusses the risk analysis models and includes a chapter on project appraisal in the international context. Part III, Project Planning, Execution, and Control, covers project life-cycle planning, and the reasons for cost and time over-run. This part also explores the execution, including budgeting and scheduling, and the importance of control and audit of a project. Part IV, Project Management-The Future, covers e-projects and discusses the prospects of project management.

Owing to its application-based approach, the book will be valuable for students as also a useful reference for professionals.

2011, ISBN: 978-0-19-806690-3

(Oxford University Press India)



INDUSTRIAL RELATIONS

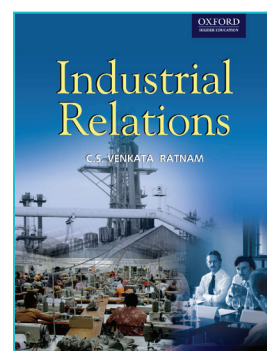
C.S. Venkata Ratnam

Industrial Relations provides an in-depth coverage of the four key components of industrial relations: the conceptual foundations, the institutional structure and policy framework, the role of government, and industrial relations in unionized organizations.

C.S. Venkata Ratnam PhD, Director, International Management Institute, New Delhi, has served as a consultant to the International Labour Organization (ILO), Geneva, and the Asian Productivity Organization, Tokyo. He has authored over twenty books and more than a hundred research papers.

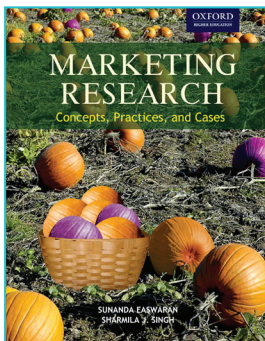
2006, ISBN: 978-0-19-567108-7

(Oxford University Press India)



MARKETING RESEARCH

Sharmila J. Singh and Sunanda Easwaran



Marketing Research is a comprehensive textbook specially designed to meet the needs of management students. It combines the quantitative and qualitative aspects of marketing research, and addresses its utility for both the researcher and the end-user.

"The text provides in-depth coverage of the key elements of the subject: its theoretical foundations, techniques of planning and design, research methodology for the implementation of quantitative and qualitative techniques, presentation and interpretation of findings through reports, and the use of marketing research techniques for developing and evaluating marketing strategies. Among the other important topics discussed are the role of research in marketing, planning for market research, types of research and sources of data, design of questionnaires and interview guides, interview techniques, methods of sampling, implementing qualitative and quantitative research, data editing and tabulation, data analysis, and computer-based techniques of data analysis. Users would find this book highly useful for its coverage of the fundamental concepts of marketing research and its relevance to business decision-making explained through classroom-tested case studies, caselets, tables, flow charts, and diagrams."

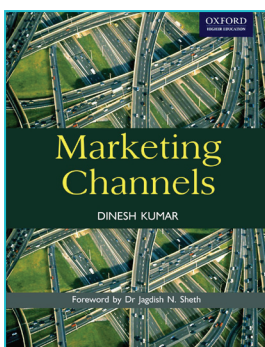
Sharmila J. Singh National Qualitative Head and Director, Mode Modellers Private Limited, Mumbai, has over 12 years of professional experience in the area of marketing research. She has carried out research in advertising, brand communication, finance, and pharmaceuticals.

Sunanda Easwaran Dean, ICFAI Business School, Mumbai, has over two decades of experience in teaching marketing research at the postgraduate level. She has more than 15 years of professional experience in marketing research in areas such as pharmaceuticals, healthcare, banking, and rural marketing, and is active in consultancy and training.

2006, ISBN: 978-0-19-567696-9
(Oxford University Press India)

MARKETING CHANNELS

Dinesh Kumar



Marketing Channels is a comprehensive, textbook designed especially designed for students of postgraduate management programmes specializing in marketing. The book delves into the core concepts and theories of the distribution aspect of marketing and explains them through numerous examples, images, figures, and cases.

The book is divided into five parts. Part I begins with an overview of sales and distribution in India and goes on to discuss the various formats and environment of channels. Part II acquaints the students with the various components related to the design of distribution channels. Part III explores the management of marketing channels, which involves understanding the logistics and integration as well as managing members and their conflicts. Performance evaluation and information systems constitute Part IV of the book. The concluding part, Part V, is devoted to modern distribution channels, which include rural distribution, distribution in the digital age, and international marketing channels.

Besides students, the book will also be useful to practitioners in the field of logistics and distribution.

Dinesh Kumar is Professor of Marketing, Gian Jyoti Institute of Management, Mohali. His experience in the academia spans more than 16 years. His industry experience of 15 years includes stints at Mastermind Consultants as Director, US Embassy as Business Manager, and Centre for Science and Environment as Associate Director.

2012, ISBN: 978-0-19-807709-1
(Oxford University Press India)

INTERNATIONAL MARKETING

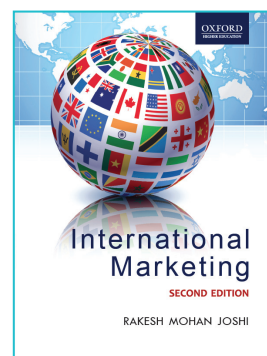
Rakesh Mohan Joshi

International Marketing, Second Edition is an exhaustive textbook designed to cater to the syllabi requirements of management students. Written in a student-friendly style, the book takes a detailed look at the domain of international marketing. This would give readers keen insights into overseas markets. The text provides comprehensive coverage of all the basic aspects of international marketing. Coupled with ample coverage of topics and a wide variety of examples, exhibits, and illustrations, the book goes on to develop managerial acumen in students.

Beginning with an overview of international marketing concepts, the book discusses in detail the identification of emerging marketing opportunities, the environment, decision-making processes, and entry mode strategies of international marketing. It further elaborates on advance topics such as product strategy, brand building, pricing decisions, and communication decisions. These are followed by a detailed discussion on various topics of export-import management.

2014, ISBN: 978-0-19-807702-2

(Oxford University Press India)



INDUSTRIAL MARKETING

P. K. Ghosh

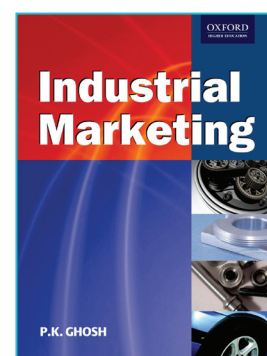
Industrial Marketing is a comprehensive textbook specially designed to meet the needs of management students.

"The book explains core concepts of industrial marketing through practical applications and supplements them with numerous managerial examples, caselets, and detailed case studies. It provides in-depth coverage of the three key components of industrial marketing management: organizational buying and buyer behaviour, strategy formulation in industrial markets, and product, channel, and price planning for industrial goods and services. Beginning with an overview of industrial marketing, the book discusses in detail integrated business development, industrial market segmentation, and pricing and distribution of industrial products and services. It goes on to discuss the role of personal selling in industrial marketing, customer satisfaction, and industrial marketing research. Finally, it discusses standard and fabricated industrial products and capital equipment and services."

P. K. Ghosh Ph.D, Professor Emeritus, Indian Institute of Social Welfare and Business Management (IISW&BM) Kolkata, has over two decades of management consultancy experience with various leading business organizations. An alumnus of the Indian Institute of Management (IIM) Ahmedabad, he is also a visiting faculty at various business schools including IIM Bangalore and IIM Lucknow.

2005, ISBN: 978-0-19-567794-2

(Oxford University Press India)



SERVICES

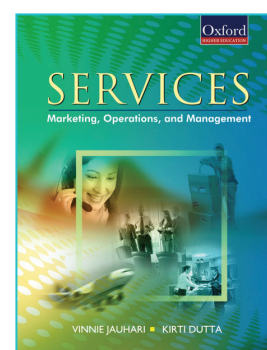
Kirti Dutta and Vinnie Jauhari

Services: Marketing, Operations, and Management explores the core concepts of the service industry and uses numerous examples, exhibits, flowcharts, formats, and illustrations to explain them.

"The book begins with an introduction to the service industry, the service product, and the importance of market research in the service industry and goes on to discuss segmentation, targeting, and positioning in competitive markets. It also discusses important service concepts, such as customer perception of service, customer expectations, and physical evidence. The book goes on to discuss the management of service operations and processes, evaluation of customer feedback and service recovery, management of distribution channels in the service industry, employee management, pricing strategies, and promotion mix. Key contemporary issues such as the impact of technology, managing quality and excellence, ethics in service marketing, and strategies for business growth are explored in detail. An overview of the emerging service sectors is also provided. Management students will find this book highly useful for its explanation of the key concepts through industry-related examples. The book will also be useful to professionals in the service industry due to its practice-oriented approach."

2009, ISBN: 978-0-19-568908-2

(Oxford University Press India)





SERVICES MARKETING

Govind Apte

This is a comprehensive textbook designed to meet the requirements of MBA students in Indian business schools. It deals with the marketing of services as a separate discipline as distinct from conventional business marketing. It presents its core concepts, and elucidates them through managerial applications. The book provides in-depth coverage of themes unique to the understanding of the subject. Among important topics discussed are: the elements of the marketing mix (people and the physical evidence of a service), the gap between expected and perceived service, customers role in service delivery, special pricing methods for services, strategies in managing marketing efforts, services marketing mix, approaches to services pricing, services delivery and measuring of service quality, market research for services, and the impact of service tax on marketing. It pays special attention to issues and challenges faced by Indian companies in the areas of expanded services marketing mix, the central role of perception, qualitative understanding of consumer behaviour and its applications in services marketing, and maintenance of service quality. Readers will find this book extremely useful for its numerous illustrative examples, as well as the applications of theoretical concepts explained through several caselets, illustrations, and flowcharts.

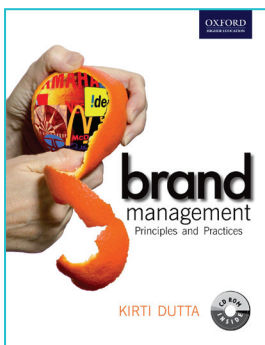
Govind Apte is an alumnus of the Indian Institute of Management, Ahmedabad, with twenty-three years of industry experience. He has several years of teaching experience at the Symbiosis Institute of Management Studies, Pune. His experience in executive training covers various service sectors, such as banking and finance, telecom, hospitality, airlines, and healthcare.

2004, ISBN: 978-0-19-566758-5
(Oxford University Press India)

BRAND MANAGEMENT

PRINCIPLES AND PRACTICES

Kirti Dutta



Brand Management-Principles and Practices is a comprehensive textbook designed for students of postgraduate management programmes specializing in marketing. It explores the core concepts of branding and illustrates them through numerous examples, exhibits, figures, images, case studies, and videos.

The book is divided into five sections. The first section gives an introduction to branding, creating a brand, and understanding how organizational culture helps in successful brand management. The second and third sections discuss brand equity, ways of researching and measuring it, and the importance of understanding consumers and markets. The fourth section explains branding strategies, e-branding, and marketing communications. The last section explores brand architecture, brands over time, and boundary less brands. Students will find this book useful for its illustrative coverage of the key concepts. The practical applications would also be very useful to practitioners.

Kirti Dutta is Assistant Professor, Bhartiya Vidya Bhavan's Usha and Laxmi Mittal Institute of Management, New Delhi. She is currently working on many national and international projects in the domain of marketing. She has published more than 25 papers in national and international journals.

2012, ISBN: 978-0-19-806986-7
(Oxford University Press India)

RETAIL MANAGEMENT

Nidhi Varma Srivastava, Rajnish Tuli, and Chetan Bajaj

The second edition of *Retail Management* is a comprehensive textbook, which has been extensively updated with new chapters and case studies.

Specially designed to meet the requirements of management students specializing in marketing, it presents the key concepts of retail management through examples and cases. Users will find this textbook highly useful for its application of theoretical concepts explained through illustrative examples, relevant cases, clear illustrations, and excellent use of descriptive photographs.

Nidhi Varma Srivastava is the Marketing Science Director at Millward Brown, India. Prior to this, she was responsible for Learning Outcomes Assessment at Howard Community College, Maryland. She has 10 years of experience in academia, research, and consulting. A fellow of MDI, Gurgaon, Nidhi has published and presented internationally on CRM in the retail sector and branding.

Rajnish Tuli is the Marketing Science Director at Millward Brown, South East Asia, Singapore. He has also worked with MART and McKinsey in research and analytics. He has more than 7 years of experience in marketing research and consulting. An alumnus of MDI, Gurgaon, he has published and presented internationally in the areas of rural marketing, branding, and retail management.

Chetan Bajaj is the Director of Sona School of Management, Salem, Tamil Nadu. A fellow of the Indian Institute of Management Bangalore, he has over 30 years of experience in academia, industry, and consulting, which includes key positions at PricewaterhouseCoopers and Apollo Tyres. Earlier, he was Professor, MDI, Gurgaon, and then Director, ISB&M and Jain Group of Institutions, Bengaluru.

2010, ISBN: 978-0-19-806115-1
(Oxford University Press India)



MANAGING RETAILING

Dwarika Prasad Uniyal and Piyush Kumar Sinha

The second edition of *Managing Retailing* is a comprehensive textbook designed to meet the needs of postgraduate management students. Based on original research, it provides an in-depth coverage of retailing theory and explains the key concepts of retailing through numerous illustrations, examples, exhibits, tables, figures, and case studies.

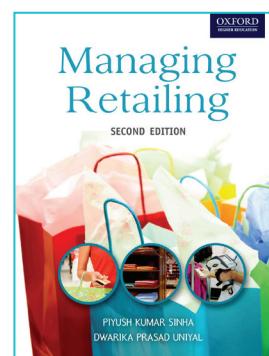
Beginning with a historical overview of retailing and a discussion on the theories of retail evolution, the book discusses the opportunities and challenges faced by retailers in India and other developing countries in Asia, as well as the current scenario of the retail industry in other continents. It goes on to discuss shoppers and the phenomenon of shopping, retail store formats, store location, category management, and supply chain management. Finally, it discusses retail buying, store layout and design, retail marketing, point of purchase communication, pricing strategies and policies, store loyalty, the shop as a social construct, and technology in retailing.

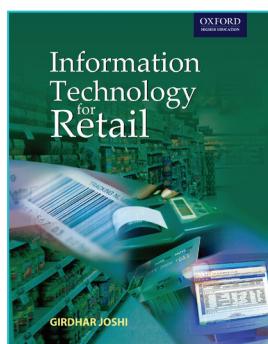
With its comprehensive coverage and approach, and real-life case studies, this book would also be useful for professionals in managing day-to-day retail operations.

Dwarika Prasad Uniyal is currently Associate Professor and Executive Director, Centre for New Consumer Trend Studies, Jindal Global Business School, O.P. Jindal Global University.

Piyush Kumar Sinha Professor, Marketing, and Chairperson, Centre for Retailing, Indian Institute of Management Ahmedabad (IIMA), has over 30 years of academic and industry experience.

2012, ISBN: 978-0-19-807594-3
(Oxford University Press India)





INFORMATION TECHNOLOGY FOR RETAIL

Girdhar Joshi

Information Technology for Retail is a comprehensive book for students pursuing postgraduate and undergraduate courses in retail management.

"The book elaborates on the functions and sub-functions of retailing and how information technology (IT) and information systems (IS) facilitate retail operations. The concepts have been explained with the help of a sufficient number of examples, caselets, tables, and figures. The book provides an in-depth coverage of technology concepts, products, and solutions being currently applied to contemporary retail business. It covers automatic identification and data-capture systems, modern electronic payment methods, specialized electronic point-of-sales hardware and software, mobile devices based point-of-sales transaction systems, and retail-specific enterprise solutions. The exhaustive coverage facilitates the understanding of the applications of IT in retail to gain competitive advantage. With its problem-solving approach and user-friendly presentation, the book will also be useful for managers involved in decision-making and implementing solutions for retail businesses."

Girdhar Joshi is visiting faculty at Indian Retail School, New Delhi, and the Pearl Academy of Fashion, New Delhi. He has 25 years of work experience, of which 19 years have been in the field of IT consulting and solution implementation. He has headed various IT organizations providing technology and support to retail companies.

2008, ISBN: 978-0-19-569796-4
(Oxford University Press India)

SALES MANAGEMENT

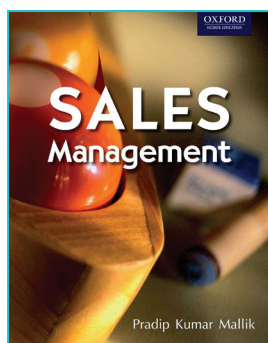
Pradip Kumar Mallik

Sales Management is a comprehensive textbook specially designed to meet the requirements of management students specializing in marketing. It explains the theoretical and practical aspects of sales management through numerous industry examples, case studies, exhibits, and illustrations.

The book is divided into five parts. The first part, Personal Selling, begins with an overview of the key concepts of personal selling with various approaches and strategies, and goes on to discuss the personal selling process in detail. The second part, Organization of Sales Force Functions, focuses on managing the sales force and elucidates on sales organization and territory. The third part, Managing the Sales Team, defines the roles and responsibilities of salespeople and includes chapters devoted to sales force recruitment, selection, training, motivation, compensation, and performance. The fourth part, Financial Aspects of Sales, examines the need of sales budgeting, forecasting, and cost analysis. The concluding part, Strategy and Modern Approaches, discusses the various sales strategies along with the effects of globalization and the modern approaches to effective selling.

Owing to its comprehensive coverage, the book will be equally useful to professionals besides students.

2011, ISBN: 978-0-19-807202-7
(Oxford University Press India)



SALES AND DISTRIBUTION MANAGEMENT

Sunil Sahadev and Tapan K. Panda

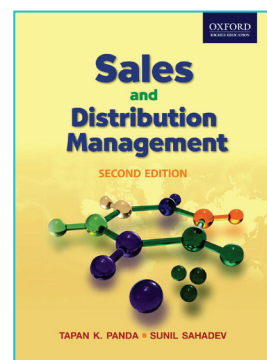
The second edition of *Sales and Distribution Management* is a comprehensive textbook, which has been updated and enlarged with new chapters. Specially designed to meet the requirements of management students specializing in sales and marketing, it gives a balanced presentation of the concepts of sales and distribution through examples and cases.

Readers will find this textbook highly useful for its application of theoretical concepts explained through illustrative corporate examples and cases.

Tapan K. Panda presently Director at Kotler-Srinivasan Center for Excellence in Marketing & Director-PGPM, Great Lakes Institute of Management Studies, Chennai. He has more than fourteen years of teaching experience. He is active in research and consultancy and has authored a number of books, as well as, numerous papers published in international journals.

Sunil Sahadev, Assistant Professor in Marketing, Indian Institute of Management, Kozhikode, has eight years of teaching experience in distribution channel management at the postgraduate level. A post-doctoral fellow from the Asian Institute of Technology (AIT), Bangkok. He is active in research and consulting and has authored numerous papers published in international journals.

2011, ISBN: 978-0-19-807704-6
(Oxford University Press India)



SUPPLY CHAIN MANAGEMENT

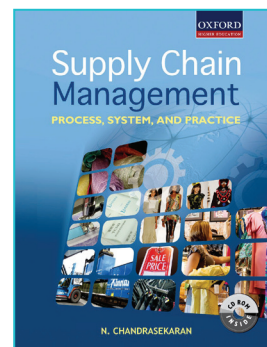
N. Chandrasekaran

Supply Chain Management: Process, System, and Practice is a comprehensive textbook designed specially to meet the requirements of management students.

"It aims to familiarize the reader with the fundamentals of the supply chain process and the approaches to achieving excellence in this field. Beginning with an overview of the key concepts, the book goes on to discuss the structure and decision hierarchy of supply chain management. It describes the supply chain flow and introduces the different aspects of the global supply chain. The subsequent chapters elucidate supply chain models and information technology applications in supply chain. The book concludes with a discussion on supply chain organizational issues and the approaches to assessment and excellence. Readers will find this book valuable for its in-depth coverage, numerous examples, illustrations, flow charts, and data tables."

N. Chandrasekaran presently the Vice President (Corporate Affairs) at TAKE Solutions Limited, is also the Director at the Centre of Logistics and Supply Chain Management, Loyola Institute of Business Administration, Chennai. He has a Doctorate in Economics and Financial Management from the University of Madras, and has more than 25 years of corporate experience in areas relating to supply chain management, corporate planning, and strategic management.

2010, ISBN: 978-0-19-806302-5
(Oxford University Press India)



SUPPLY CHAIN MANAGEMENT

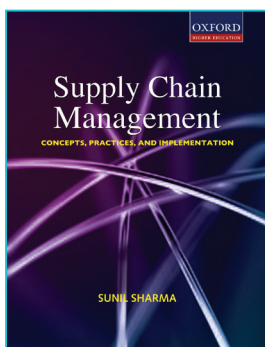
Sunil Sharma

Supply Chain Management: Concepts, Practices, and Implementation is a comprehensive textbook on the strategic, practical, and managerial perspectives of supply chain. Designed for the students of business management, it explains the concepts through exhibits, flow charts, diagrams, and case studies.

Divided into nine chapters, the book begins by introducing supply chain management (SCM), its evolution, and planning framework. It includes important concepts, such as customer order management and bullwhip effect, as also covers different kinds of SCM software, which include those from SAP, QAD, and SSA. The linkage between customer relationship management (CRM) and SCM has also been well expounded. There is a detailed discussion on the best practices in SCM, such as hub and spoke and radio frequency identification. The book also includes separate chapters on procurement and outsourcing comprising topics, such as vendor rating and development, e-procurement, and purchasing, issues, challenges, and opportunities in SCM, world-class practices, and implementation and performance benchmarking.

With its in-depth coverage of the key SCM concepts, the book will be equally useful for researchers and practising professionals.

2010, ISBN: 978-0-19-568913-6
(Oxford University Press India)



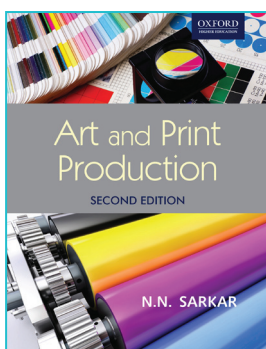
ART AND PRINT PRODUCTION

N.N Sarkar

The second edition of *Art and Print Production* has been specially designed to meet the needs of undergraduate and postgraduate degree/diploma students of various mass communication, printing, and design courses. The text focuses on print communication and is holistic and exhaustive in its approach and treatment.

Beginning with the concept of 'art', the book discusses all technical issues arising in any pre-printing or post-printing situation and encompasses all the issues arising in layout planning, designing, and graphic technology as a whole. This book helps identify print- and design-related problems, analyses the same, and suggests solutions that can be adapted to the local needs, tastes, and perceptions.

2013, ISBN: 978-0-19-808556-0
(Oxford University Press India)



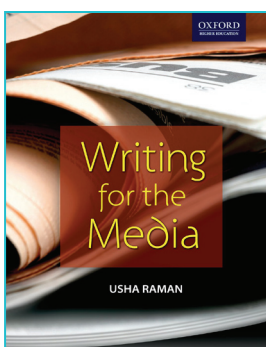
WRITING FOR THE MEDIA

Usha Raman

Writing for the Media provides guidelines for writing news and features for newspapers and magazines, and writing for the Web. Readers are introduced to the dynamics of news production for print: from editorial decision making to reporting, editing, and layout. Broadly, the writing process is divided into four stages: conception, collection of information, construction of stories, and correction or editing. In addition, the various genres of newspaper/magazine writing are dealt with in detail: basic news stories, features of various kinds, profiles, investigative and research-based stories, and special interest stories. The approach in each of these cases is to study the 'anatomy' of a published story and follow it through from inception to publication, using first-hand reports from the writers. The book covers the basics of various areas of media such as reporting, editing, newspaper management, layout of stories, etc. in a comprehensive manner with Indian examples. With its practice-based approach and lucid style of presentation, the book would be equally useful for working media professionals.

Usha Raman Ph D, is guest faculty in the Department of Communication, Sarojini Naidu School of Performing Arts, Fine Arts and Communication, University of Hyderabad. Besides being a freelance editor and writer, she is also Associate Director at L.V. Prasad Eye Institute, Hyderabad, and editorial consultant with the International Agency for the Prevention of Blindness. She completed her Ph D in Mass Communication in 1996 from the University of Georgia and has over 14 years of teaching experience in India and the USA.

2009, ISBN: 978-0-19-569938-8
(Oxford University Press India)



PUBLIC RELATIONS

Iqbal Sachdeva

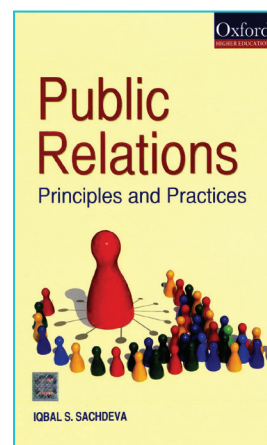
Public Relations: Principles and Practices is a comprehensive textbook designed for students of mass communication, corporate communications, and public relations (PR). The core concepts of PR have been explained through numerous examples, exhibits, tables, and illustrations.

"Divided into five parts, the first part of the book on Fundamentals and Emergence gives an overview of PR and acquaints the readers with the emergence of the field. The second part on Process and Practice discusses in detail the PR window for developing a PR programme, which includes scanning the environment, creating a communication plan/strategy, implementing the plan, and measuring its impact. The third part on Skills focusses on key communication and negotiation skills, which are essential for PR professionals. The fourth part on Applications goes on to discuss PR relations with several publics like customers, dealers, vendors, employees, investors, and media. The final part on Support Service elaborates on the role and structure of PR agencies. Students of media studies and those aspiring to be public relations professionals will find this book highly useful for its in-depth coverage of the key PR concepts. The book will also serve as a handy tool for practicing professionals."

Iqbal S. Sachdeva, former secretary of Public Relations Society of India, is a communication and media specialist and has worked in various fields like communications, public relations, advertising, sales training, and marketing. He has three decades of industry experience with Goodyear and is presently a guest faculty at various business and media institutes.

2009, ISBN: 978-0-19-569918-0

(Oxford University Press India)



ADVERTISING MANAGEMENT

Jaishri Jethwani and Shruti Jain

The second edition of *Advertising Management* is a comprehensive textbook tailored to meet the syllabi requirements of management students, mass media, and stand-alone courses on advertising. Interspersed with examples, exhibits, and real-life cases, the book provides an in-depth coverage of the key components, namely advertising and promotions, media strategy and planning, and agency relationships.

The book includes topics such as consumer behaviour and advertising research, advertising agencies, creative strategy and development, structure and management, and advertising classification. Further, topics of current relevance such as digital advertising, advertising laws and ethics, and advertising in rural and global contexts in India have also been included. With dedicated chapters on sales promotion and direct marketing, the book lays emphasis on all major channels of marketing communication.

2012, ISBN: 978-0-19-807412-0

(Oxford University Press India)



INNOVATION MANAGEMENT

Sudhanshu Bhushan and Vinnie Jauhari

Innovation Management is a comprehensive textbook designed to meet the needs of postgraduate management students. The book aims to capture the essence of innovation in the dynamic business environment.

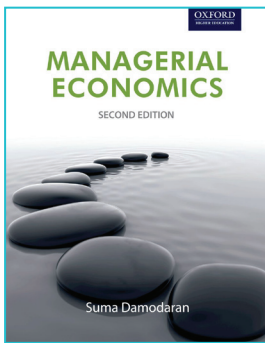
The foundation of all successful companies has been the practice of innovation. This book is universal in its approach and integrates both macro and micro perspectives of innovation, especially from the context of emerging economies. It provides a unique treatment of continuity and change as a dynamic process of evolution in managing innovation. It also deploys a multidisciplinary approach combining knowledge and experience of the authors in the domains of knowledge management, technology management, strategy, and entrepreneurship.

Besides students, the book will also be a useful tool for practitioners, consultants, entrepreneurs, and policy makers.

2014, ISBN: 978-0-19-808098-5

(Oxford University Press India)





MANAGERIAL ECONOMICS

Suma Damodaran

The second edition of *Managerial Economics* is a comprehensive textbook specially designed to meet the requirements of management students. Introducing students to the related economics in business decision-making, this text now provides more simplified explanations of the fundamental concepts and principles of managerial economics. In an attempt to better bridge the gap between economic theory and application, the revised edition is now enhanced and supported with several new exhibits, cases, and illustrations. "Beginning with an overview of managerial economics, the book discusses in detail the key concepts such as demand analysis, demand estimation and forecasting techniques, the firm as a producer, the production function, and production costs. It goes on to discuss market conditions, such as perfect competition, monopoly, monopolistic competition, and oligopoly, special pricing practices, markets for factor inputs, long-term investments and risk analysis, and externalities and public goods. Finally, it discusses macroeconomic aggregates and provides insights into fiscal and monetary policies.

Addressing the challenges faced by business organizations, the text explores emerging issues in managerial economics, such as the economics of information and the new economy."

Suma Damodaran Ph D, Professor in Economics, XLRI, Jamshedpur, and has over two decades of experience in teaching managerial economics at the postgraduate level. Formerly a faculty at the Indian Institute of Management Kozhikode, she is active in research and consultancy and has authored numerous papers published in international journals.

2010, ISBN: 978-0-19-806111-3

(Oxford University Press India)

MANAGEMENT ACCOUNTING

Paresh Shah

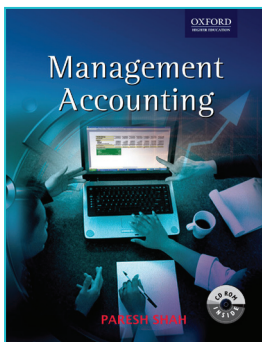
Management Accounting is a comprehensive textbook specially designed to meet the needs of management students. It explores core concepts of management accounting through managerial applications and supplements them through numerous solved problems and case studies.

"Divided into five parts, the first part on Cost and Management Accounting gives an overview of management accounting and acquaints the readers with the basic principles of cost accounting, costing, cost accountancy, and its differentiation with financial accounting. The second part covers Elements of Cost, which emphasizes the recognition of compilation of material costs for products, different material control procedures and techniques, labour cost compilation, recognition and booking. It also focuses upon the importance and treatment of indirect expenses of the business. The part on Determination of Cost is devoted to determining and compiling the cost by service and manufacturing activities. It is followed by the part on Planning, Controlling, and Decision-Making, which discusses the analytical tools of financial accounting, cost accounting, and management accounting. Finally, the section on Management Applications imparts an understanding of the management accounting tools and techniques used by managers in the present business environment. Students and business managers will find this book highly useful for its in-depth coverage of the key concepts of management accounting and also as a guide to make informed and systematic business decisions."

Paresh Shah is Visiting Professor at several reputed institutions such as the GH Patel Post Graduate Institute of Business Management, IIPM, and Wigan and Leigh College, Ahmedabad. He has also served as Assistant Professor, Institute of Management, Nirma University, Ahmedabad. He is the author of Basic Financial Accounting for Management (OUP).

2008, ISBN: 978-0-19-569525-0

(Oxford University Press India)



ACCOUNTING FOR MANAGEMENT

S. Ramanathan

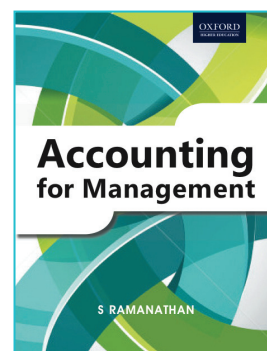
Accounting for Management is a comprehensive textbook specially designed for postgraduate students of business management. It follows a practice-oriented approach to explain the core concepts of accounting, with the help of numerous illustrations and solved examples.

The book is divided into five parts and provides a comprehensive coverage of financial accounting, cost accounting, and management accounting. Part I on basic financial accounting discusses accounting concepts, accounting books and entries, and corporate reporting. Part II on financial management covers financial statement analysis, fund flow and cash flow analysis, working capital management, and capital budgeting. Part III on cost analysis and product costing includes introduction to cost accounting, material cost control, overhead cost allocation, activity-based costing, etc. Part IV on management accounting and decision-making enumerates the cost-volume-profit relationship, decision-making, and pricing. The book concludes with Part V on planning, control, and performance measurement that discusses standard costing, budgetary control, responsibility accounting, among other topics.

The book will also be useful for business and accounting professionals for its optimal mix of theory and practice.

2014, ISBN: 978-0-19-809331-2

(Oxford University Press India)



MANAGEMENT ACCOUNTING

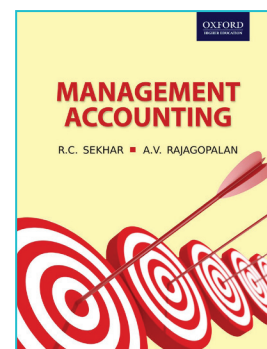
R. C. Sekhar and A. V. Rajagopalan

Management Accounting is a comprehensive textbook specially designed to meet the needs of management students. It explores the core concepts of management accounting through managerial applications and supplements them with numerous solved examples and detailed case studies.

The book provides in-depth coverage of the four key components of management accounting from an Indian perspective, namely management accounting fundamentals, tools for management accounting, management accounting in decision-making, and management control systems. Among the important topics discussed are financial accounting and financial statement analysis, cost-profit-volume analysis, activity-based costing, costing in inventory valuation, costing for pricing, responsibility accounting and budgeting, job and process costing, balanced scorecard and strategic costing, and ethics in managerial accounting.

2012, ISBN: 978-0-19-568360-8

(Oxford University Press India)



FINANCIAL ACCOUNTING FOR MANAGEMENT

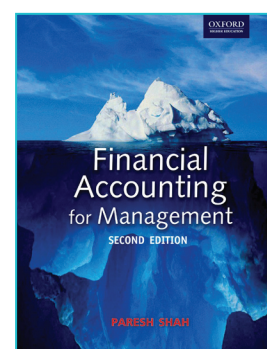
Paresh Shah

The second edition of *Financial Accounting for Management* is a comprehensive textbook designed to meet the syllabi requirements of management students. The text has been restructured to include several new topics, examples, cases, exercises, and one new chapter.

The book discusses all major accounting topics such as the basics of financial accounting, balance sheet, income statement, accounting for business transactions, inventory valuation, bank reconciliation, preparation of financial statements, interpretation of financial statements, and cash flow statements. Other important areas such as the legal framework for accounting, company accounts, foreign exchange accounting, and the latest issues in accounting including the International Financial Reporting Standards (IFRS) have also been discussed.

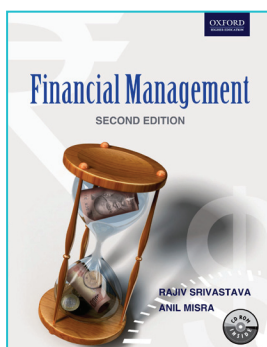
2012, ISBN: 978-0-19-807703-9

(Oxford University Press India)



FINANCIAL MANAGEMENT

Rajiv Srivastava and Anil Misra



The second edition of *Financial Management* is a comprehensive textbook specially designed to meet the requirements of management students specializing in finance. It deals with the core concepts of finance with an emphasis on specialized sub-areas, such as working capital, capital markets, investment decisions, international finance, derivatives, mergers and acquisitions, and risk management.

Apart from providing a basic understanding of the concepts in finance, the book covers extensively the newer financial instruments, such as futures, options, and swaps. With its detailed coverage of foreign exchange markets and related concepts, it will enhance the readers' understanding of a rapidly globalizing world.

Each chapter starts with an introductory case to sensitize the readers with the theme of the chapter and closes with case studies of well-known Indian companies to exemplify the concepts and issues discussed in the chapter. To facilitate the understanding of complex concepts in finance, the text in each chapter is interspersed with suitable examples, exhibits, and illustrations. The authors have tried to present the technical concepts of finance in a simple and succinct manner, yet keeping the inherent technicalities intact.

Users will find this book highly useful for its application of theoretical concepts explained through illustrative examples, relevant cases, and numerical problems.

Rajiv Srivastava MBA (International Finance), University of Pittsburgh, USA and MBA (Finance), University of Delhi, is presently Professor (Finance) at the Indian Institute of Foreign Trade, New Delhi. He has worked with several other large corporations in senior positions and has a wide experience spanning more than three decades. He is the author of *Derivatives and Risk Management* (OUP).

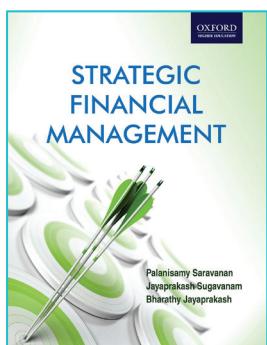
Anil Misra Ph D, is currently Associate Professor (Accounting & Finance) at Management Development Institute (MDI), Gurgaon. He has been actively conducting Executive Development Programmes for corporates. He has to his credit several research papers published in national and international journals. He has also published a book on working capital management.

2011, ISBN: 978-0-19-807207-2

Oxford University Press India

STRATEGIC FINANCIAL MANAGEMENT

Palanisamy Saravanan, Jayaprakash Sugavanam, and Bharathy Jayaprakash



Strategic Financial Management is a comprehensive textbook designed to meet the requirements of postgraduate management students specializing in finance. It aims to familiarize readers with the theoretical and practical aspects of managing finance in an organization to maximize its value through examples and exhibits.

The book begins with an introduction to strategic financial management, its scope, and how it is used by managers across organizations. Following this, it explores the importance of financial planning and analysis and also the role of a chief financial officer (CFO) in any organization. Further, the role of short-term funds and capital budgeting in strategic decision making is explored. The book also discusses corporate restructuring and its forms such as spin-offs, divestiture, joint ventures, and mergers and acquisitions. Financial engineering and usage of balanced score cards to solve financial problems have also been covered in the book.

With the inclusion of relevant case studies and critical thinking exercises, which provide application-oriented questions, the book will be useful for students and aspiring professionals.

2014, ISBN: 978-0-19-809518-7

(Oxford University Press India)

MERGERS AND ACQUISITIONS

Kavita Shetty, Rajinder S. Aurora, and Sharad R. Kale

Mergers and Acquisitions is a comprehensive textbook designed for students of postgraduate management programmes. It explores the core concepts of mergers and acquisitions (M&As) and the challenges encountered in implementing them. Beginning with the conceptual framework of corporate restructuring, the book goes on to discuss takeovers and M&As, the concept and process of due diligence, and legal issues in M&As. The key issues relating to valuation and accounting are then explained. The book also discusses post-merger issues, the human aspect of M&As, and cross-border acquisitions. It concludes by exploring alternatives to M&As that include corporate divestments and strategic alliances.

Students will find this book useful for its coverage of the key concepts of M&As, explained through solved numerical problems, examples, case studies, and exhibits.

2011, ISBN: 978-0-19-806451-0

(Oxford University Press India)



DERIVATIVES AND RISK MANAGEMENT

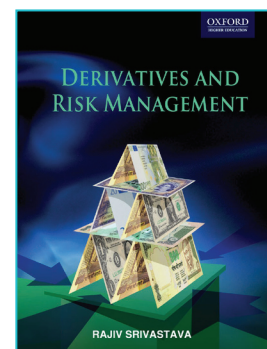
Rajiv Srivastava

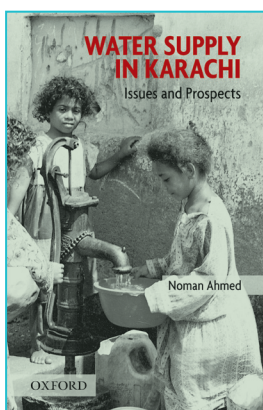
Derivatives and Risk Management is a comprehensive textbook designed for management students specializing in finance. Besides providing extensive coverage of the core concepts of the subject, it includes numerous solved examples and worked-out Excel sheets to provide students with a practical orientation towards financial derivatives. Beginning with an introduction to derivatives and risk management, the book goes on to discuss the basics of futures, forwards, and commodity futures. This is followed by a discussion on stock and index futures as well as currency forwards and futures. It pays special attention to important areas such as interest rates of futures and forwards and valuation of swaps. The book also explores the fundamentals of options, option pricing, and applications and sensitivities of options. Other derivatives and accounting for derivatives are also discussed. With its practice-oriented approach, the book would also be useful to professionals in the industry.

Rajiv Srivastava MBA (International Finance), the University of Pittsburgh, USA and MBA (Finance), the University of Delhi, is presently Professor (Finance) at the Indian Institute of Foreign Trade, New Delhi. He has a wide experience spanning more than three decades. He has also had a long association of 14 years with the State Bank of India. He is the co-author of Financial Management (OUP).

2010, ISBN: 978-0-19-806434-3

(Oxford University Press India)





WATER SUPPLY IN KARACHI

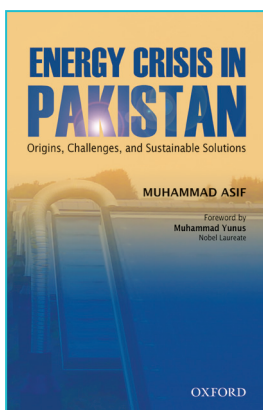
ISSUES AND PROSPECTS

Noman Ahmed

Water supply services in cities in the developing world have been under pressure due to rising demand and shrinking supply capabilities. Karachi experiences this syndrome and consumers face the consequences of a faltering water supply. People have resorted to various kinds of alternative arrangements and, though these ensure at least a basic type of supply, at best they are quasi-legal. This book studies how common people acquire water and arrange for water supplies for domestic uses in Karachi.

Noman Ahmed is Professor and Chairman, Department of Architecture and Planning, NED University, Karachi.

2008, ISBN: 978-0-19-547496-1
(Oxford University Press Pakistan)



ENERGY CRISIS IN PAKISTAN

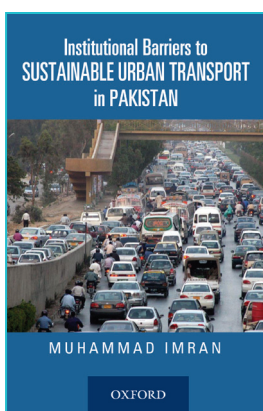
ORIGINS, CHALLENGES, AND SUSTAINABLE SOLUTIONS

Muhammad Asif

The book primarily aims to educate various stakeholders of society on the subject of energy in a wider context of the energy crisis facing Pakistan. In this backdrop, it examines the role of the policy and decision-making circles, energy departments, industry, and academia. Having discussed the structure and implications of the crisis, it presents policy guidelines and provides a set of robust solutions to achieve energy prosperity in the country.

Muhammad Asif is a chartered engineer and is currently a lecturer at the Glasgow Caledonian University.

2011, ISBN: 978-0-19-547876-1
(Oxford University Press Pakistan)



INSTITUTIONAL BARRIERS TO SUSTAINABLE URBAN TRANSPORT IN PAKISTAN

Muhammad Imran

This book considers the history of Pakistan's urban transport, and demonstrates that ideas transferred from the developed world have resulted in a policy mismatch with local needs for mobility, safety, and sustainability. This book has identified institutions, techniques, and discourse fields in path dependence as barriers to sustainable urban transport in Pakistan, and suggests building the policy capacity of local institutions for institutional change in Pakistani cities.

Muhammad Imran is a lecturer in the Resource and Environmental Planning Programme at Massey University, New Zealand.

2010, ISBN: 978-0-19-547666-8
(Oxford University Press Pakistan)

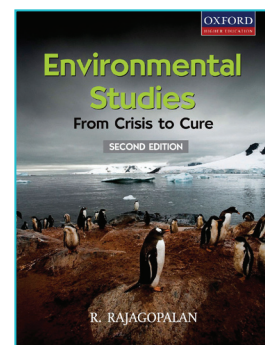


ENVIRONMENTAL STUDIES

R. Rajagopalan

Environmental Studies is designed to meet the UGC guidelines for a compulsory course on Environmental Studies for undergraduate students of all disciplines. Assuming very little background in mathematics or science, it gives a balanced presentation of the major issues and concerns related to the environment. The book discusses the major environmental problems we face today: runaway growth, imperiled ecosystems, disappearing forests, endangered species, dwindling natural resources, dangerous toxic wastes, green laws, and other such issues. It illustrates various problems, solutions, successes, and failures using more than 100 real-life case studies from India and elsewhere. Written in a student-friendly manner, the text is enriched with a large number of illustrations.

2011, ISBN: 978-0-19-807208-9
(Oxford University Press India)



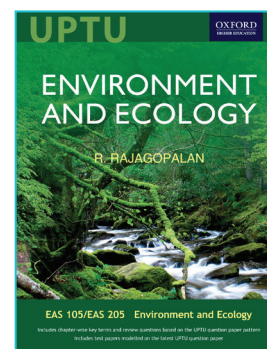
ENVIRONMENT & ECOLOGY

R. Rajagopalan

Environment and Ecology fully meets the requirement of the Uttar Pradesh Technical University (UPTU) syllabus for a compulsory course on environment and ecology. It assumes minimal background in mathematics and science. The book aims to create increased sensitivity among students towards environmental issues. It also aims to develop in them an appreciation of the seriousness of the environmental crisis at the local and global levels. The text discusses the major environmental problems we face today: overexploitation of natural resources, degraded land, disappearing forests, endangered species, escalating pollution, growing population, dangerous toxins, global warming, and extreme weather, among others. The book illustrates various problems, solutions, successes, and failures with about 30 environment-related stories and real-life cases both in the Indian and global contexts. Written in a student-friendly manner, the text is enriched with a number of photographs and illustrations.

R. Rajagopalan is closely involved in environmental education and is a member of the Governing Board of the international Ocean Institute, Malta. He has also published a book titled *Environmental Studies: From Crisis to Cure* (OUP) for college students. He holds a PhD in Industrial and Management Engineering from IIT Kanpur and has over thirty-one years of teaching experience.

2009, ISBN: 978-0-19-806113-7
(Oxford University Press India)



EDUCATION IN PAKISTAN

LEARNING FROM RESEARCH PARTNERSHIPS

Edited by Ayesha Bashiruddin, Zubeda Bana, and Arbab Khan Afridi

Pakistan and Norway entered into an agreement in 2005 to start a multi-sector Institutions Co-operation Programme. This publication gives a full account of the joint research studies focusing on teaching, learning, teacher education, education leadership and management, assessment practices, and whole school improvement initiative.

Ayesha Bashiruddin is an Assistant Professor at the AKU-IED.

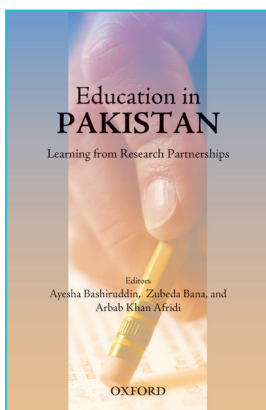
Zubeda Bana is an Assistant Professor at the AKU-IED.

Arbab Khan Afridi is an associate professor and current director of the Institute of Education and Research, University of Peshawar.

CONTRIBUTORS: Muhammad Memon, Sadrudin Pardhan, Ayesha Bashiruddin, Nadeem Khan, Haleema Younus, Uzma Dyan, Rana Hussain, Javed Sikander Rana, Kausar Waqar, Nazneen Shah, Takbir Ali, Zubeda Bana, Rozina Sewani, Izaz Ali, Iffat Ara, Dilshad Ashraf, Mohammad Nauman, Kulsoom Jaffer, Mohammad Asif Khan, Rakshinda Meher, Nelofer Halai, Arshad Ali, Mir Afzal Tajik

2012, ISBN: 978-0-19-906320-8

(Oxford University Press Pakistan)



PERILS, PITFALLS AND REFLEXIVITY IN QUALITATIVE RESEARCH IN EDUCATION

Edited by Fauzia Shamim and Rashida Qureshi

This collection of critical reflections on conducting qualitative research provides a unique insight into the experiences of researchers working in countries in the South. The book explores how 'Western' theoretical concepts and research approaches developed in the North can be adapted to respond to the developing country communities.

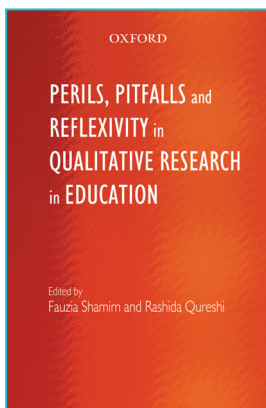
Fauzia Shamim is Professor of Applied Linguistics and Chairperson of the Department of English, University of Karachi.

Rashida Qureshi is Director, Arts and Sciences, National Institute of Health and Social Sciences, Islamabad.

CONTRIBUTORS: Fauzia Shamim, Rashida Qureshi, Adrian Holliday, Almina Pardhan, Saiqa Imtiaz Asif, Dilshad Ashraf, Jane F.A. Rarieya, Mehri Honarbin-Holliday, Ángeles Clemente, Michael Higgins

2010, ISBN: 978-0-19-547948-5

(Oxford University Press Pakistan)



ISLAM AND EDUCATION

CONFLICT AND CONFORMITY IN PAKISTAN'S MADRASSAHS

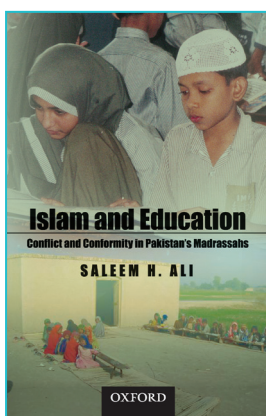
Saleem H. Ali

This book aims to provide an empirically-grounded analysis of madrassahs in Pakistan, thereby informing the larger discussion of the role of Islamic education in conflict causality. The book looks at Islamic education as an integrated social movement. The purpose of this study is to prevent the escalation of existing regional conflicts as well as the perceived conflict between Islam and the West, while providing guidance to policy-makers regarding their attempts to reform educational institutions.

Saleem H. Ali is Associate Professor of Environmental Planning and Asian Studies at the University of Vermont, USA.

2009, ISBN: 978-0-19-547672-9

(Oxford University Press Pakistan)





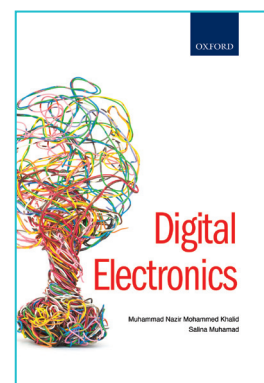
DIGITAL ELECTRONICS

Salina Muhamad and Muhammad Nazir Mohammed Khalid

Digital Electronics is specially written for students in local institutions of higher learning pursuing engineering disciplines, such as electronics, electrical engineering, mechatronics, telecommunications and computer science. Designed in line with the relevant syllabus of the Ministry of Higher Education, this book presents the basic theories of digital circuits and its application towards digital systems in an easy-to-understand and straightforward manner.

2013, ISBN: 978-9-83-470861-0

(Oxford Fajar)



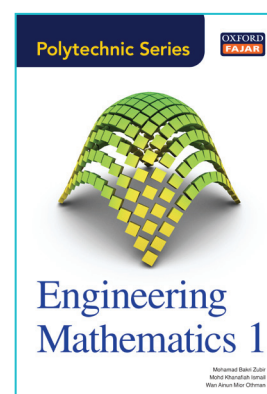
ENGINEERING MATHEMATICS 1

Mohd Khanafiah Ismail, Mohamad Bakri Zubir, and Wan Ainun Mior Othman

This book presents the basic theories of engineering mathematics and its application in the simplest way for easier understanding. The text is interspersed with illustrations, solved examples as well as exercises and review questions for all topics in the chapters. This book also comes with a model examination paper which will help students to gear up for the final examination.

2013, ISBN: 978-9-83-470874-0

(Oxford Fajar)



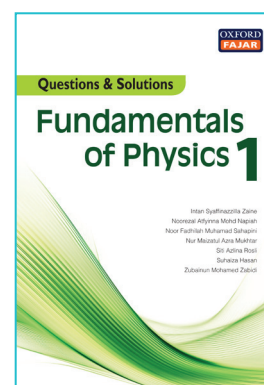
Q&S FUNDAMENTALS OF PHYSICS 1A

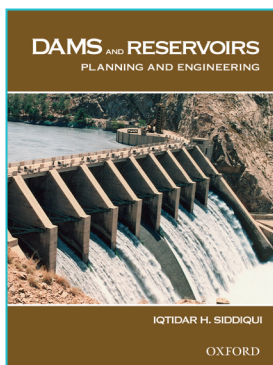
Intan Syaffirazzilla Zaine

These books are aimed at helping students to acquire the skills and techniques needed to tackle Physics questions. It is suitable for introductory Physics courses at local higher education institutions. Apart from brief notes for every chapter, this book offers fully worked solutions for exercises on the fundamental topics of Physics. Students are also provided with the model examination questions of UiTM to help them familiarize themselves with the examination format. Each chapter ends with exercises for students to attempt on their own.

2014, ISBN: 978-9-83-471202-0

(Oxford Fajar)





DAMS AND RESERVOIRS

PLANNING AND ENGINEERING

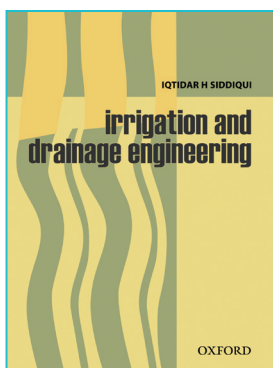
Iqtidar H. Siddiqui

The planning and design of a dam project is a multi-disciplinary exercise. This book discusses, the various phases in the planning and construction of dams. These include surveys and investigations; hydraulic model studies; river diversion and construction; instrumentation and monitoring; and watershed management. The author also discusses the different types of dams according to their classification by functions, construction materials, structural design, and hydraulic design. This book will serve as a key reference for practising engineers and consultants, as well as teachers and students of engineering.

Iqtidar H. Siddiqui is a former Regional Advisor on Water Resources to the United Nations Economic and Social Commission for Asia and Pacific (UNESCAP) and a former Director General, International Water Logging and Salinity Research Institute (IWASRI).

2009, ISBN: 978-0-19-547585-2

(Oxford University Press Pakistan)



IRRIGATION AND DRAINAGE ENGINEERING

Iqtidar H. Siddiqui

This book covers the syllabus of Drainage Engineering taught at engineering universities and technical institutions in Pakistan. It is intended for students working for a civil engineering degree and for newly qualified engineers entering the profession. The book is divided into six sections: Irrigation Engineering, Surface Irrigation System, Ground Water Irrigation System, Farm Irrigation, Drainage Engineering, and other irrigation systems. The book is well-illustrated and includes solved problems and questions at the end of each chapter.

Iqtidar H. Siddiqui is a former Regional Advisor on Water Resources to the United Nations Economic and Social Commission for Asia and Pacific (UNESCAP) and a former Director General, International Water Logging and Salinity Research Institute (IWASRI).

2007, ISBN: 978-0-19-547356-8

(Oxford University Press Pakistan)



8051 MICROCONTROLLERS

Satish Shah

8051 Microcontrollers: MCS 51 Family and Its Variants is designed as a comprehensive textbook for undergraduate students of engineering.

It provides a detailed exposure to product development using the 8-bit microcontroller MCS 51 and its variants. Starting from the fundamentals such as introduction to the architecture of the microcontroller chip, instruction set, and commonly used I/O and interfacing concepts; the text provides a large number of assembly language programming examples for proper understanding. A wide range of design applications are provided to introduce most of the concepts required for digital system design with microcontrollers. The most popular 8-bit microcontrollers used for designing intelligent digital instruments as well as controllers for a set of varied applications have been clearly explained and illustrated.

Satish Shah is currently Professor, Electrical Engineering Department, Faculty of Technology, MS University of Baroda. His primary areas of interest are design of controllers with programmable devices such as microprocessors, microcontrollers, and digital signal processing. He was awarded The Sir Thomas Ward Memorial Prize and a gold medal for the year 2008 by Institution of Engineers (India).

2010, ISBN: 978-0-19-806357-5

(Oxford University Press India)



COMMUNICATION SKILLS

Pushp Lata and Sanjay Kumar

Communication Skills is a textbook designed for undergraduate students of engineering for a two-semester course in technical English to develop their linguistic and communicative competence. The aim of the book is to help students acquire the ability to speak and write English effectively in real-life situations.

Divided into six parts, the first two parts of the book focus on the nuances of English language covering aspects such as basic and applied grammar, phonetics, and vocabulary development. The subsequent four parts focus exclusively on each of the four language skills, namely listening, speaking, reading, and writing. There are separate chapters on reading comprehension, effective listening, common errors, Indianisms, non-verbal communication, public speaking, professional presentations, group discussions (GDs), job interviews, business letters and reports, résumé preparation, essay writing, and email writing.

Owing to its in-depth coverage, the book will serve as a useful reference for corporate professionals besides students.

Pushp Lata is currently Head, Department of Languages, BITS, Pilani. With a PGDTE from CIEFL, Hyderabad, and PhD from the University of Rajasthan, she has to her credit a number of research articles and three books besides designing, introduction, and teaching of the course 'Effective Public Speaking' at BITS, Pilani.

Sanjay Kumar is currently Associate Professor of English at JK Lakshmi Pat University (JKLU), Jaipur. He has academic career spanning over 18 years. He also has to his credit numerous research articles, poems, short stories, and five other books. He has supervised research at Mphil and PhD level and has conducted several workshops in communication skills, personality development, and related areas.

2011, ISBN: 978-0-19-806932-4

(Oxford University Press India)



DATA WAREHOUSING

Reema Thareja

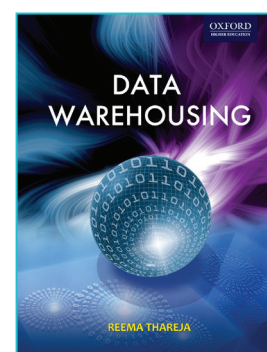
Data Warehousing provides a thorough understanding of the fundamentals of data warehousing and imparts a sound knowledge-base to users for the creation and management of a data warehouse.

"Written in a student-friendly manner, the book introduces the various features and architecture of a data warehouse followed by a detailed study of its business requirements and dimensional modelling. It goes on to discuss the components of a data warehouse and leads up to the core area of the subject by providing a thorough understanding of the building and maintenance of a data warehouse. Delving deeper into the subject, the book furnishes a detailed discussion on planning and project management, testing and growth. It provides a broad overview of data mining and its relationship with OLAP and data warehousing technologies, finally concluding with a discussion on data warehouse solutions and the latest trends in this field."

Reema Thareja is an IT faculty at the Institute of Information and Technology and Management, Guru Gobind Singh Indraprastha University, New Delhi. She specializes in programming languages, operating systems, database management systems, multimedia, and web technologies.

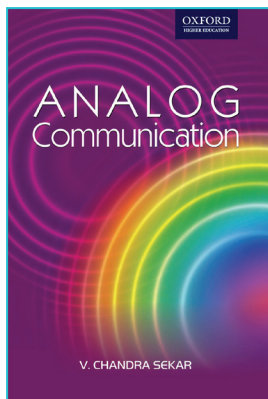
2009, ISBN: 978-0-19-569961-6

(Oxford University Press India)



ANALOG COMMUNICATION

V. Chandra Sekar



Analog Communication provides an exhaustive coverage of the fundamental concepts and recent developments in communication theory.

"The book follows a bottom-up approach by building up the basic concepts of conventional modulation systems in the initial chapters and describing the latest trend in communication towards the end. After introducing the concepts of communication theory, it discusses amplitude modulation, angle modulation, and pulse modulation. It further covers the concept of time division multiplexing (TDM), frequency division multiplexing (FDM), and delta and adaptive delta modulation. The book also provides a chapter on digital communication, which briefly covers the concept of frequency shift keying (FSK), pulse shift keying (PSK), quadrature amplitude modulation (QAM), etc. A separate chapter on noise highlights the different types of noise encountered in communication systems and their effects on various types of modulation. Written in a lucid manner, the book includes a large number of circuit diagrams, worked-out examples, and MATLAB examples, thereby enabling the users to have a sound grasp of the concepts presented and their applications."

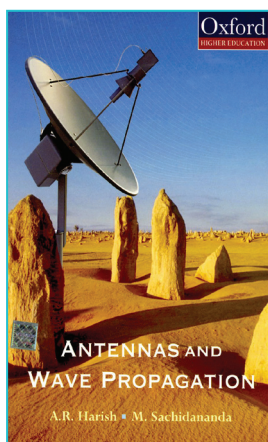
V. Chandra Sekar is currently working as Professor and Head, Department of Electronics and Communication Engineering, SASTRA University, Kumbakonam, Tamil Nadu. He has over 39 years of experience in the industry and academia. He has also presented several technical papers in various seminars.

2010, ISBN: 978-0-19-806185-4

(Oxford University Press India)

ANTENNAS AND WAVE PROPAGATION

M. Sachidananda and A.R. Harish



Antennas and Wave Propagation is designed to serve as a textbook for undergraduate students of electrical, electronics, and communications engineering. It provides a thorough understanding of the fundamental concepts of the subject.

"The book introduces the reader to the fundamentals of antennas and wave propagation with a lucid explanation of the basic concepts and theorems. It includes exhaustive coverage of basic antennas, such as dipoles, loops, and slots, which provides a clear comprehension of the principles of radiation and techniques of analysis. Detailed explanations of special antenna types as also simplified design procedures for some of the popular antennas are included. The book contains a separate chapter on antenna measurements, which introduces the practical aspects of antenna characterization. Apart from the ground and sky wave propagation characteristics, the book also discusses propagation models for urban and rural environments, which are used in the design of mobile phone networks. Written in an easy-to-understand manner, the book includes several illustrative examples. A large number of exercise problems with varying difficulty levels are included to reinforce theoretical concepts. A minimal use of mathematical physics and emphasis on conceptual understanding make it an ideal text for undergraduate students."

M. Sachidananda is currently a professor at IIT Kanpur. He has over twenty years of teaching experience and has guided a large number of students in their theses. He has a large number of publications to his credit and has also presented several papers in international and national conferences.

A.R. Harish obtained his PhD in electrical engineering from the Indian Institute of Technology Kanpur. Currently employed as Assistant Professor at IIT Kanpur, he has been actively involved in teaching and research. He has several research papers in reputed journals to his credit. His research interests include antenna analysis, measurements, microwave circuits, and computational electromagnetics.

2007, ISBN: 978-0-19-568666-1

(Oxford University Press India)



ENGINEERING PHYSICS

D.K. Bhattacharya and A. Bhaskaran

Engineering Physics is designed as a textbook for the first year undergraduate engineering students of a two-semester course in engineering physics.

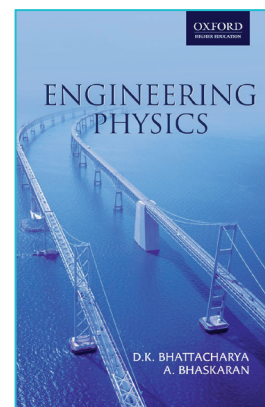
"Beginning with a discussion on ultrasonics, lasers and fibre optics, the book goes on to discuss quantum and crystal physics, and conducting, semiconducting and superconducting materials. It also discusses magnetic, dielectric, and modern engineering materials. Each chapter is pedagogically strong with learning objectives, solved examples, recapitulation, review questions, and numerical problems. Chapters also include short-answer questions with answers from previous years' university question papers."

D.K. Bhattacharya currently heads the Electro-ceramic Group at the Solid State Physics Laboratory, New Delhi. A PhD from the University of Delhi, he has over two decades of experience as a practising semiconductor scientist including a long association with the MEMS Division, Solid State Physics Laboratory, New Delhi. He has several research papers to his credit.

A. Bhaskaran is currently Professor, Department of Applied Physics, Sri Venkateswara College of Engineering, Sriperumbudur. A Ph D from Anna University, Chennai, he has more than two decades of teaching and research experience in the fields of physics, materials science, and environmental science. He has published a number of research articles in various national and international journals.

2010, ISBN: 978-0-19-806542-5

(Oxford University Press India)



ENGINEERING THERMODYNAMICS

Parthasarathi Chattopadhyay

This revised edition of *Engineering Thermodynamics* is designed as a textbook for undergraduate students of mechanical engineering. It provides an in-depth coverage of the fundamental principles of thermodynamics. While providing the mathematical representation, it lays emphasis on the physical aspects of the subject.

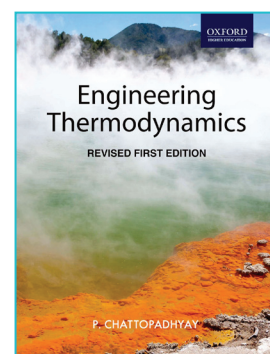
Starting with the basic concepts, the book gradually discusses important topics such as entropy, thermodynamic availability, properties of steam, real and ideal gas, power cycles and chemical equilibrium in increasing order of complexity.

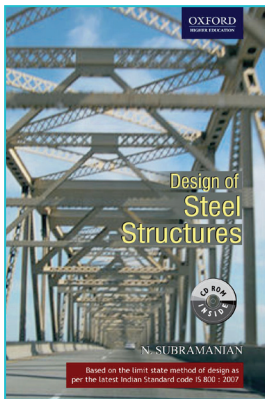
A lucid exposition of the fundamental concepts of thermodynamics in the book along with numerous worked-out examples and well-labelled detailed illustrations are sure to instill in the beginners a holistic understanding of the subject.

P. Chattopadhyay currently a senior faculty member in the Department of Mechanical Engineering, Techno India College of Technology, Kolkata, has over 25 years of teaching experience. Prior to his current responsibility, he worked as Senior Engineer (Process) at HFCL. He has authored several textbooks. He has also contributed several technical papers and seminar articles in various journals.

2011, ISBN: 978-0-19-807887-6

(Oxford University Press India)





DESIGN OF STEEL STRUCTURES

N. Subramanian

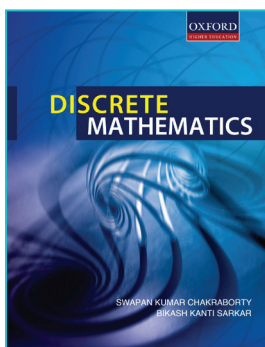
Design of Steel Structures is designed to meet the requirements of undergraduate students of civil and structural engineering. This book will also prove useful for postgraduate students and serve as an invaluable reference for practising engineers unfamiliar with the limit states design of steel structures.

This book provides an extensive coverage of the design of steel structures in accordance with the latest code of practice for general construction in steel (IS 800 : 2007). The text is based on the modern limit states approach to design and covers areas such as the properties of steel, types of steel structures, important areas of structural steel technology, bolted connections, welded connection, design of trusses, design of plate girders, and design of beam-columns. Each chapter features solved examples, review questions, and practice problems as well as ample illustrations that supplement the text.

Chapters on advanced topics such as protection of steel structures against corrosion and fire, fatigue-resistant design, and design for torsion have been included in a CD that accompanies the book. The CD also includes an exhaustive list of references as well as appendices on important information about properties of steel and soils and some computer programs for design that add value to the rich contents of book.

N. Subramanian is the Chief Executive of Computer Design Consultants, Chennai. A Ph D from IIT Madras. He has served as a consultant to several leading organizations in India and has designed several multi-storey concrete buildings, steel towers, industrial buildings, steel space frames, and structures using cold-formed steel sections. He has authored several books and technical papers.

2008, ISBN: 978-0-19-567681-5
(Oxford University Press India)



DISCRETE MATHEMATICS

S.K. Chakraborty and B.K. Sarkar

Discrete Mathematics is designed as a textbook for undergraduate engineering students of computer science and postgraduate students of computer applications.

The book seeks to introduce students to the mathematical concepts needed to develop logical reasoning, abstract thinking, and problem solving-important prerequisites for the study of computer science.

The book provides an exhaustive coverage of various concepts of discrete mathematics. Beginning with a detailed analysis of modern mathematical concepts such as sets, relations and functions, and matrices, the book delves into core concepts of discrete mathematics like combinatorics, mathematical logic and truth tables, groups, order relation and lattices, Boolean algebra, trees, and graphs. Special emphasis is also laid on certain advanced topics like complexity and formal languages and automata. Algorithms and programs have been used wherever required to illustrate the applications.

Written in a lucid style, the book helps students apply the mathematical tools to computer-related concepts.

2010, ISBN: 978-0-19-806543-2
(Oxford University Press India)



FORMAL LANGUAGES AND AUTOMATA THEORY

Chander Kumar Nagpal

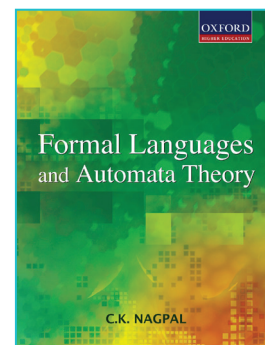
Formal Languages and Automata Theory is designed to serve as a textbook for undergraduate and postgraduate students of engineering (computer science and information technology) and computer applications.

The book provides extensive coverage of essential topics such as computability, formal languages, models of computation/automation, complexity theory, NP completeness, and decidability.

Beginning with the basic aspects of automata theory and its relevance to computer science, the book goes on to discuss the concepts of formalism and computability and discrete mathematical structures. A discussion of important topics such as regular sets and grammar, context-free languages, and various types of automata such as deterministic finite automata, nondeterministic finite automata, pushdown automata, linear-bound automata is provided. Special emphasis is laid on the design and applications of Turing machines. The book also provides an in-depth discussion on the topic of decidability and its association with recursive and recursively enumerable languages. Explicit coverage has been given to time complexity aspect of computability and its manifestation in the form of P and NP classes.

2011, ISBN: 978-0-19-807106-8

(Oxford University Press India)



INTELLIGENT SYSTEMS AND CONTROL

Indrani Kar and Laxmidhar Behera

Intelligent Systems and Control: Principles and Applications covers the fundamentals of neural networks, fuzzy logic, and nonlinear control so that the readers can easily follow intelligent control techniques.

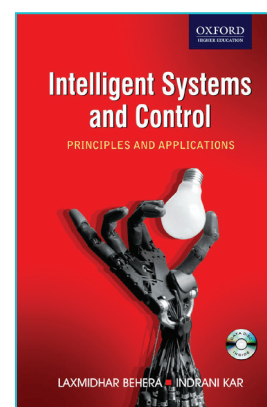
"Design principles for fuzzy and neural control schemes have been enumerated in an easy-to-understand manner. Stability analysis of control systems has been provided with rigour. The intelligent control systems have been simulated for benchmark nonlinear systems across disciplines such as electrical, electromechanical, and process control systems. Details of real-time experiments for the cart-pole inverted pendulum system and seven degrees of freedom (DOF) robot manipulator using intelligent control schemes have been included in the book to illustrate efficacy of these advanced control schemes. A chapter on quantum neural network and its application has been included to illustrate the importance of the emerging research in quantum computational intelligence in control. With its comprehensive coverage, this book can also be used as a reference for courses such as artificial neural networks and fuzzy logic, artificial intelligence, instrumentation and control, and advanced control systems. Practising engineers in the R&D sector will also be greatly benefited from this book."

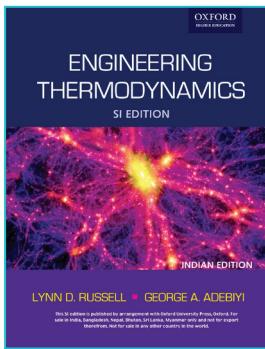
Indrani Kar is currently Assistant Professor at IIT Guwahati. She obtained her BTech degree from the Haldia Institute of Technology and MTech from IIT Kharagpur. She holds a PhD from IIT Kanpur. She worked as Senior Project Engineer at IIT Kanpur before joining the present assignment. She has published a number of research papers in the area of intelligent control.

Laxmidhar Behera is currently Associate Professor, Department of Electrical Engineering, IIT Kanpur. He pursued his post-doctoral studies in the German National Research Center for Information Technology. He has also worked as visiting researcher/ professor in FHG, Germany, and ETH, Zurich, Switzerland. He has published more than 120 papers in refereed journals and presented in conferences.

2009, ISBN: 978-0-19-806315-5

(Oxford University Press India)





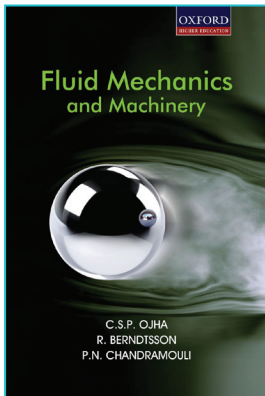
ENGINEERING THERMODYNAMICS

Lynn D. Russell

Engineering Thermodynamics is an adapted SI version to cater to the needs of engineering students Indian universities for an undergraduate course in thermodynamics. The book provides an exhaustive coverage of the fundamentals of thermodynamics as also separate Chapters on applications common to engineering.

Lynn D. Russell, The University of Alabama in Huntsville and **George A. Adebisi**, Mississippi State University

2007, ISBN: 978-0-19-568905-1
(Oxford University Press India)



FLUID MECHANICS AND MACHINERY

P.N. Chandramouli, R. Berndtsson, and C.S.P. Ojha

Fluid Mechanics and Machinery is designed to serve as a textbook for undergraduate and postgraduate students of mechanical and civil engineering. It will also be useful for students of electrical, aerospace, chemical, and production engineering. The book provides an exhaustive coverage of the essential concepts of the mechanics of fluids, both static as well as dynamic. In addition, it provides an overview of the design and operation of various hydraulic machines such as pumps and turbines.

Beginning with an overview of the properties of fluids, the book gives a detailed discussion on topics such as fluid pressure and its measurement, principles of buoyancy and flotation, and fluid statics, kinematics, and dynamics. It then moves on to discuss dimensional analysis and flow of fluids through orifices, mouthpieces, and pipes, and over notches and weirs. More advanced topics such as vortex flow, impact of jets, and flow of compressible fluids have been dealt with in separate chapters. A thorough overview of the design and operation of various fluid machines such as pumps and turbines is provided to acquaint the readers with the practical applications of fluid forces. Given the practical nature of the subject, a large number of solved examples have been provided to help the students grasp the fundamentals and apply them to real-life situations.

P.N. Chandramouli is Professor, Civil Engineering Department, The National Institute of Engineering, Mysore. A Ph D from IIT Roorkee, he has over 24 years of teaching experience in the area of fluid mechanics.

R. Berndtsson is an internationally renowned expert in the field of hydrology and holds a permanent position as Professor in Water Resources Engineering at the Institute of Technology, Lund University, Sweden.

C.S.P. Ojha has been teaching at the Civil Engineering Department, Indian Institute of Technology Roorkee, for over 25 years. He holds a Ph D in civil engineering from the Imperial College of Science, Technology and Medicine, London.

2010, ISBN: 978-0-19-569963-0
(Oxford University Press India)



MACHINE DRAWING

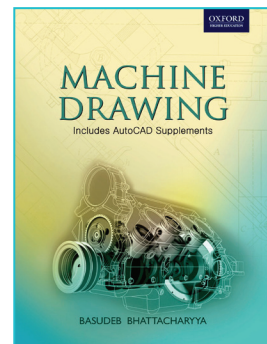
Basudeb Bhattacharyya

Machine Drawing is designed as a textbook for undergraduate students of mechanical engineering for a course on machine drawing. While providing a holistic treatment of the subject, the book aims to help students learn the art of drafting precise and accurate drawings of machine parts. It provides a visual appeal to the subject by explaining all the concepts of machine drawing extensively through illustrations and requisite theory. The book begins with the fundamental topics such as simple geometric constructions, orthographic and isometric projections, and moves on to the drawing of different machine elements, assembly drawing of machine parts, limits, tolerance, and fits, and surface roughness and finish. A chapter on AutoCAD 2009 has been included to familiarize students with computer-aided drafting. In the subsequent chapters, along with hand drawings, drawings using AutoCAD software are also explained.

The book covers a gamut of topics such as fastening arrangements that include welded, riveted, and threaded joints along with a variety of threads and the bolt-nut assembly and their drawing methods. It also discusses shaft and pipe joining arrangements and shaft attachments. Different types of valves and the belt-pulley assembly are covered along with a variety of bearings, gears, and worm wheels. Part and assembly drawings in relation to parts of the internal combustion engine (ICE) and steam power plant are also presented. It further presents detailed drawings of some common machine tools besides some miscellaneous equipment such as crane hook, surface roughness measuring stand, screw jack, knife switch, centrifugal pump, relief valve, belt drive, worm reduction gear box, and bevel gear junction box.

Basudeb Bhattacharyya is currently Associate Professor, Department of Aerospace Engineering and Applied Mechanics, Bengal Engineering and Science University. He obtained his Ph D in Structural Engineering from Bengal Engineering College, Kolkata. He has over 16 years of teaching experience and has published several research papers in national and international journals.

2011, ISBN: 978-0-19-807077-1
(Oxford University Press India)



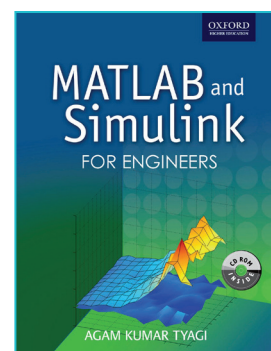
MATLAB AND SIMULINK

Agam Kumar Tyagi

MATLAB is a high-performance technical computing language with an incredibly rich variety of functions and enormous programming capabilities, and Simulink is a software package for modeling, simulating, and analysing dynamic systems. Both MATLAB and Simulink are integrated and one can simulate, analyse, or revise the models in either environment. MATLAB and Simulink for Engineers captures the beauty of this software and will serve as self-study material for students of electrical, computer, and mechanical engineering who would be required to use this software for varied courses. Based on the latest version of MATLAB (2010a), the book begins with an introduction to MATLAB programming describing the MATLAB toolbar and Simulink toolboxes. It goes on to discuss various MATLAB operators, functions, and graphics in detail. Analog and digital communication techniques are covered in depth. Applications of Simulink and MATLAB in electrical engineering, electrical machines and power system projects, simulation of rectifiers, inverters, choppers, and cycloconverters are presented in detail. Applications in computer science, communication, and mechanical engineering are also discussed. It also includes a chapter on recent developments in this area covering topics such as the matrix converter, modulation techniques, and PWM rectifiers.

The book provides numerous MATLAB programs, tested and run for various projects in different disciplines of engineering. The programs with their outputs, through various screenshots of the MATLAB windows, will help readers familiarise themselves with the software.

2011, ISBN: 978-0-19-807244-7
(Oxford University Press India)



INTRODUCTION TO MECHATRONICS

K.K. Appukuttan

Introduction to Mechatronics is designed to serve as a text for undergraduate and postgraduate students of mechanical, electronics, and electrical engineering disciplines.

"It covers the fundamental principles of mechatronics and their applications. Beginning with an introduction to the subject, the book discusses at length the mechanical, electronics/electrical and computer engineering aspects of mechatronics. It lucidly explains topics such as control systems, actuators, servomotors, sensors, numerical control machines, and intelligent systems. The inclusion of a few emerging sub-fields of mechatronics such as autotronics, bionics, and avionics, makes the book useful for practising mechatronics engineers."

Dr Appuu Kuttan K.K. is currently Professor, Department of Mechanical Engineering, National Institute of Technology Karnataka (NITK), Surathkal. A Ph D from the Indian Institute of Technology Madras, he has more than two decades of teaching experience. He has to his credit many research papers published in national and international journals and presented at conferences.

2007, ISBN: 978-0-19-568781-1
(Oxford University Press India)



LINEAR CIRCUITS

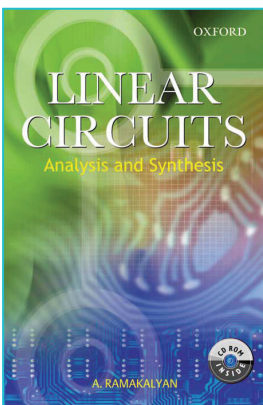
A. Ramakalyan

Linear Circuits is designed to serve as a textbook for a core course in electrical circuit theory/network theory. *Linear Circuits* is designed to serve as an introductory course in circuit analysis and synthesis. The book provides in-depth coverage of the various topics while maintaining the right balance between theory and problem-solving techniques.

"The book begins with simple networks and introduces the reader to the analysis of resistive circuits energized by dc sources. The analysis of complex circuits is discussed first using phasors and then using Laplace transformation. Basic circuit concepts are reinforced and exemplified by relating them to everyday phenomena. The book also covers the synthesis of passive networks. This is followed by a brief discussion on operational amplifiers, Fourier analysis, and general linear systems. It introduces SPICE as a data structure and uses it in the analysis of circuits. Written in an easy-to-understand and student-friendly manner, the book includes several illustrative examples. Thought-provoking exercises are interspersed throughout the text to emphasize the fundamental concepts as well as to help the students develop problem-solving skills. The book also includes numerous chapter-end problems."

A. Ramakalyan is currently a faculty in the Instrumentation Department at the National Institute of Technology, Tiruchirappalli. A Ph D in control theory from the Indian Institute of Technology Delhi. He has about 25 research papers and articles to his credit. He was recipient of DST's grant under the Young Scientists Scheme for the year 2001-02.

2004, ISBN: 978-0-19-567001-1
(Oxford University Press India)





POWER ELECTRONICS

V.R. Moorthi

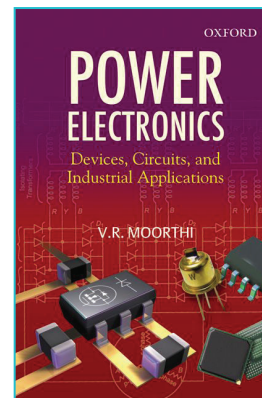
The book emphasizes the fundamental concepts with in-depth treatment of topics. Supplemented by a large number of worked examples. Written in a clear and lucid style, the book encourages self-study and motivates the student towards independent problem solving.

It provides an exhaustive coverage of various power electronic devices, with emphasis on the thyristor. The characteristics of modern power semiconductor devices such as the power transistor, MOSFET, and IGBT are also discussed. Also covered in detail are controlled rectifiers, ac and dc drives, and cycloconverters, brushless dc motors, microprocessor control of industrial equipment, and field oriented control of ac motors.

V.R. Moorthi a Ph D in Electrical Engineering from the Indian Institute of Technology, Kanpur, has over 25 years of teaching experience both at the undergraduate and graduate levels and over 10 years of industry experience.

2005, ISBN: 978-0-19-567092-9

(Oxford University Press India)



POWER SYSTEM ANALYSIS

M. S. Sukhija and T.K. Nagsarkar

Power System Analysis is specifically designed to serve as a basic text for undergraduate students of electrical engineering. It provides a thorough understanding of the basic principles and techniques of power system analysis as well as their application to real-world problems.

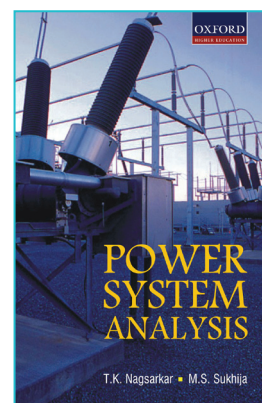
Beginning with the basic concepts, the book gives an exhaustive coverage of transmission line parameters, simulation of power system elements, steady-state performance and travelling waves on transmission lines, symmetrical and unsymmetrical fault analyses, power flow studies, power system control, and stability analysis. It includes chapters on advanced topics such as contingency analysis and state estimation and also provides an introduction to HVDC and FACTS. The book extensively illustrates the use of MATLAB in the analysis of power systems. Owing to its lucid style and presentation of advanced topics, the book will be useful to postgraduate students as also to practising engineers.

M. S. Sukhija a Ph D from Punjab Engineering College, Chandigarh, has several years of experience of teaching and is the founder principal of Guru Nanak Dev Engineering College, Bidar, Karnataka. He has served the power cable industry for nearly 10 years and has handled many projects in the field of education. He has also undertaken several international projects as an international Educational Consultant.

T.K. Nagsarkar obtained his BE from Visvesaraya Regional College of Engineering, Nagpur, M Tech from IIT Kharagpur, and PhD from Panjab University, Chandigarh. He has over three decades of experience in teaching, research, and consultancy in Punjab Engineering College, Chandigarh. He is a Fellow of Institution of Engineers (India), and a Senior Member of IEEE (USA).

2007, ISBN: 978-0-19-568451-3

(Oxford University Press India)



MOBILE COMPUTING

Raj Kamal



The second edition of *Mobile Computing* is a comprehensive text with updated coverage of recent trends and advancements in the fast-moving field of computing in mobile environment. Designed to serve as a textbook for the students of CSE, IT, ECE, and those pursuing MCA, it offers an insight into the fundamental principles behind different access technologies as well as their service and application aspects. The second edition of *Mobile Computing* is a comprehensive text with updated coverage of recent trends and advancements in the fast-moving field of computing in mobile environment. Designed to serve as a textbook for the students of CSE, IT, ECE, and those pursuing MCA, it offers an insight into the fundamental principles behind different access technologies as well as their service and application aspects. The first few chapters give a balanced presentation of the concepts of mobile computing and mobile communication, including 2G, 2.5G, 3G, 3G+, and 4G communication systems, mobile satellite communication networks, mobile IP, mobile TCP and digital audio-video broadcasting, and mobile TV. The subsequent chapters provide a systematic explanation of mobile computing as a discipline in itself. The book provides an in-depth coverage of mobile systems and devices, mobile operating systems used for application development, mobile databases, client-server computing agents, application servers, security protocols, mobile Internet, and ad-hoc and sensor networks.

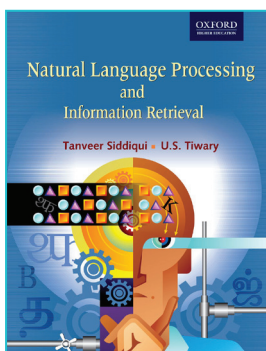
Raj Kamal is currently Senior Professor, School of Computer Science and Information Technology, Devi Ahilya University, Indore. A PhD from the Indian Institute of Technology Delhi and post-doctoral research fellow of Uppsala University, Sweden, he has over four decades of experience in teaching and research. A prolific writer, he has authored over ten textbooks and published over 100 research papers in journals.

2011, ISBN: 978-0-19-806891-4

(Oxford University Press India)

NATURAL LANGUAGE PROCESSING & INFORMATION RETRIEVAL

U.S. Tiwary and Tanveer Siddiqui



Natural Language Processing and Information Retrieval is a textbook designed to meet the requirements of engineering students pursuing undergraduate and postgraduate programs in computer science and information technology. By integrating the two rapidly developing and popular research fields of language processing and information retrieval, this book not only provides an extensive coverage of various concepts and widely used techniques in these areas but also attempts to bridge the gap between theory and practice. The text includes topics such as language modeling, lexical analysis, computational modeling, grammar and parsing, and semantic as well as knowledge-based analysis. The statistical and semantic approaches are explained with examples from Hindi, English, Urdu, Tamil and Telegu. Besides presenting traditional applications of machine translation and natural language generation, the book discusses recent trends and practices of information retrieval, text summarization, and information extraction in sufficient detail. Written in easy-to-understand and student-friendly style, the textbook also provides ample practical applications based on hands-on research experience wherever appropriate and would also serve as a useful reference for professionals and researchers working on language-related projects.

U. S. Tiwary is Professor at the International Institute of Information Technology, Allahabad. A PhD in electronics from Banaras Hindu University, he has over 20 years of experience in teaching and research. He has published several research papers.

Tanveer Siddiqui, is Assistant Professor at the International Institute of Information Technology, Allahabad. A PhD in computer science, she has over eight years of teaching experience.

2008, ISBN: 978-0-19-569232-7

(Oxford University Press India)



PROGRAMMING IN C

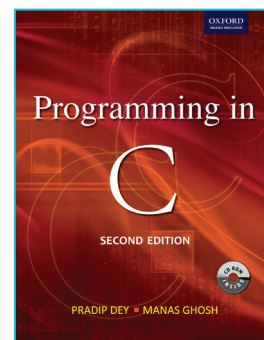
Manas Ghosh and Pradip Dey

The second edition of *Programming in C* is designed to serve as an introductory text for students of engineering, computer applications, and computer science. It provides a thorough understanding of the fundamentals of C and its applications. Beginning with the basic concepts of programming, the book gives an exhaustive coverage of arrays, strings, functions, pointers, and data structures. Separate chapters on linked lists and stacks, queues, and trees, with their implementation in C, have been provided to simplify the learning of complex concepts. Some advanced features of C such as memory models, command-line arguments, and bitwise operators have also been included. Case studies demonstrating the use of C in solving mathematical as well as real-life problems have also been presented. This edition also highlights C99 features wherever relevant in the text. Students will find this book an excellent companion for self-study owing to its easy-to-understand approach with plenty of programs complete with source codes, sample outputs, and test cases.

Pradip Dey currently a faculty member at the RCC Institute of Information Technology, Kolkata, has over 15 years of teaching experience and about 24 years of industry experience. Manas Ghosh also a faculty member at the RCC Institute of Information Technology, Kolkata, has over 13 years' experience of teaching and development in information technology.

2011, ISBN: 978-0-19-806528-9

Oxford University Press India



PROGRAMMING WITH ANSI C++

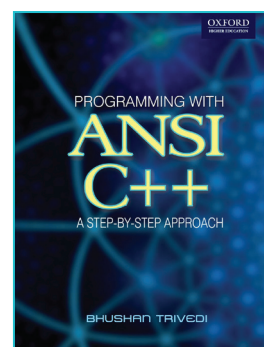
Bhushan Trivedi

Designed to serve as a textbook for B.Tech students, *Programming with ANSI C++: A Step-by-step Approach* provides an in-depth coverage of elementary as well as advanced topics of the programming language. The book explains the philosophy behind the creation of the language and its various features and covers both elementary as well as advanced C++. The book starts with an overview of C++ and object-oriented programming concepts such as classes and objects, inheritance, and polymorphism. It then discusses concepts such as functions, constructors, destructors, overloading, standard template library, and templates. An in-depth discussion of topics such as exception handling, RTTI, file handling, and namespaces has been presented with suitable examples. The text is well supported by numerous program listings and exercises in each chapter.

Bhushan Trivedi currently Professor at GLS Institute of Computer Technology, Ahmedabad, has about 20 years of experience in teaching postgraduate students of computer applications. Having also held the prestigious position of the Director of Gujarat Vidyapith, he has been involved in formulating as also revising syllabi for various courses offered in MCA.

2010, ISBN: 978-0-19-806308-7

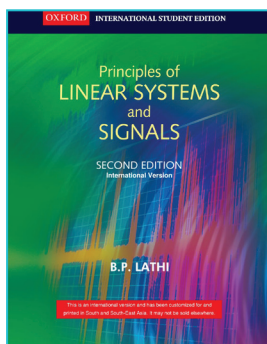
(Oxford University Press India)



PRINCIPLES OF LINEAR SYSTEMS AND SIGNALS

INTERNATIONAL VERSION

B.P. Lathi



The international version of the second edition of *Principles of Linear Systems and Signals* presents a clear, comprehensive introduction to signals and linear systems. The book emphasizes physical appreciation of concepts through heuristic reasoning, metaphors, analogies, and creative explanations. Such an approach is different from a purely deductive technique that uses mere mathematical manipulation of symbols and ignores the physical meaning behind various derivations. This deprives a student of the enjoyable experience of logical uncovering of the subject matter. Here the author uses mathematics not so much to prove axiomatic theory as to support and enhance physical and intuitive understanding. Wherever possible, theoretical results are interpreted heuristically and are enhanced by carefully chosen examples and analogies. The organization of the text allows for a great deal of flexibility in teaching continuous-time and discrete-time concepts. The natural order of the chapters in the book integrates the two; however, the book can also be tailored to teach these concepts sequentially. Its thorough content, practical approach, and structural adaptability make the international version of *Principles of Linear Systems and Signals*, Second Edition, ideal for undergraduate courses in linear systems or signals and systems. New Topics Fourier applications to communication systems Bode Plots Bandpass systems Convergence of an infinite series Group and phase delay Impulse invariance method of designing analog systems using digital filters.

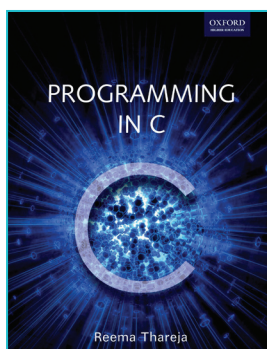
B.P. Lathi is Professor Emeritus of Electrical Engineering at California State University, Sacramento. He holds a B.S. degree from the University of Poona, India, an M.S.E.E. from the University of Illinois, and a Ph.D.E.E. from Stanford University. He is the author of *Principles of Linear Systems and Signals* and *Modern Digital and Analog Communications Systems*.

2009, ISBN: 978-0-19-806227-1

(Oxford University Press India)

PROGRAMMING IN C

Reema Thareja



Programming in C is designed to serve as a textbook for the undergraduate students of engineering, computer applications, and computer science for a basic course on C programming. Comprehensive in its coverage, the book focuses on the fundamentals to build a strong foundation of how to write effective C programs. The book starts with an introduction to C programming and then delves into an in-depth analysis of various constructs of C. The key topics include loops and decision-control statements, functions, arrays, strings, pointers, structures and unions, file management, and pre-processor directives. It deals separately with the fundamental concepts of various data structures such as linked lists, stacks and queues, trees, and graphs. The book provides numerous case studies linked to the concepts explained in the text. It also contains useful appendices including the ASCII chart, user-defined header files, introduction to the concept of sorting, pointer declarations, bit-fields and data structures, a list of C library functions, volatile and restrict type qualifiers, K&R C, introduction to algorithms, graphics and mouse programming. With its highly detailed pedagogy entailing examples, figures, algorithms, programming tips, keywords, and exercises, the book will serve as an ideal resource for students to master and fine-tune the art of writing efficient C programs.

2011, ISBN: 978-0-19-807004-7

(Oxford University Press India)



SEMICONDUCTOR PHYSICS AND DEVICES

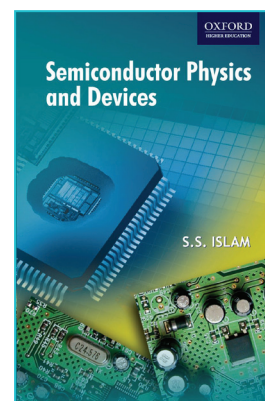
S.S. Islam

Semiconductor Physics and Devices provides an introduction to the physics of semiconductor materials and devices. Beginning with the basic physics, the first part of the book gives a comprehensive coverage of semiconductor fundamentals and discusses the recent developments in the field. The second part covers in detail the characteristics, operation, and limitations of solid-state electronic devices such as junction diodes, BJTs, and state-of-the-art FETs such as MESFETs, HEMTs, and MOSFETs. The book ends with a discussion on optoelectronic, microwave, and power electronic devices. Written in a lucid style, this student-friendly book is intended for undergraduate students of engineering. It would also suit the requirements of undergraduate and postgraduate students of science and electronics. With the inclusion of some new topics covering recent advances in the field, the book would be a useful reference for practising engineers and scientists.

S.S. Islam is currently Head, Department of Applied Sciences & Humanities, and Coordinator of the M Sc electronics programme, Jamia Millia Islamia (Central University), New Delhi. A Ph D in material science from the University of Paris, France, he has over 17 years of teaching and research experience. He has contributed several research papers to international journals and has guided many Ph D scholars.

2005, ISBN: 978-0-19-567729-4

(Oxford University Press India)



SIGNALS AND SYSTEMS

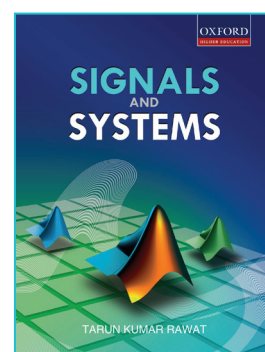
Tarun Kumar Rawat

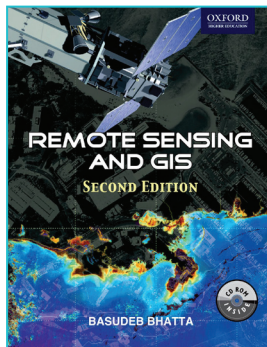
Signals and Systems is a comprehensive textbook designed for undergraduate students of engineering for a course on signals and systems. Each topic is explained lucidly by introducing the concepts first through abstract mathematical reasoning and illustrations, and then through solved examples. The book provides a simultaneous coverage of continuous-time and discrete-time signals and systems. Beginning with classifying signals, the book sequentially covers important topics such as convolution and correlation of signals, continuous-time Fourier series, discrete-time Fourier series, continuous-time Fourier transform, sampling, Hilbert transform, Laplace transform, and z-transform. A chapter on MATLAB programs presenting the applicability of the software to problems of signals and systems has also been included at the end of the book.

Tarun Kumar Rawat is a faculty in the Department of Electronics and Communication Engineering, Netaji Subhas Institute of Technology (NSIT), Delhi. He has completed his M Tech and PhD from the University of Delhi in the area of signal processing. He has published several papers in various international journals of repute and is a member of IETE and a life member of ISTE.

2010, ISBN: 978-0-19-806679-8

(Oxford University Press India)





REMOTE SENSING AND GIS

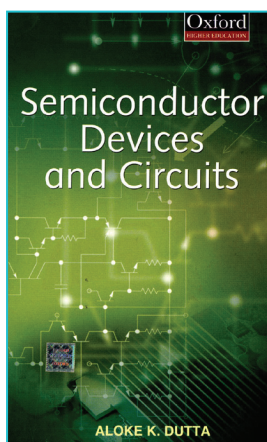
Basudeb Bhatta

The second edition of *Remote Sensing and GIS* is a comprehensive revision based on user feedback. Beginning with the history and basic concepts of remote sensing and GIS, the book gives an exhaustive coverage of optical, thermal and microwave remote sensing, global navigation satellite systems (such as GPS), digital photogrammetry, visual image analysis, digital image processing, spatial and attribute data model, geospatial analysis, and planning, implementation and management of GIS. It also presents the modern trends of remote sensing and GIS with an illustrated discussion on its numerous applications. The appendices provide the prerequisites required for understanding remote sensing and GIS technology. This revised edition will meet the requirements of undergraduate courses in civil engineering, geoinformatics/geomatics engineering, geotechnical engineering, survey engineering, and environmental engineering. It will equally meet the requirements of undergraduate courses in geological science, environmental science, earth sciences, geography, geophysics, earth resources management, environmental management, and disaster management.

Basudeb Bhatta is currently the Course Coordinator of Computer Aided Design Centre, Jadavpur University, Kolkata. He has more than 15 years of industrial, teaching, and research experience in remote sensing, GNSS, and GIS.

2011, ISBN: 978-0-19-807239-3

(Oxford University Press India)



SEMICONDUCTOR DEVICES AND CIRCUITS

Alok K Dutta

The book gives in detail the basic concepts and theories of both semiconductor and device physics and analog electronic circuits. *Semiconductor Devices and Circuits* is divided into two parts. Part I Semiconductor Devices provides an exhaustive coverage of all important topics such as crystal structures, fabrication technology, basic semiconductor physics, excess carriers and transport processes, junction diodes, bipolar junction transistors, MOS capacitors, and field-effect transistors (both JFETs and MOSFETs). Part II Analog Circuits deals with topics such as biasing, amplifiers, output stages, frequency response, feedback, stability, compensation, operational amplifiers, and oscillators. Written in a lucid and student-friendly style, each chapter starts with the fundamental concepts and gradually dwells on more advanced concepts with the help of detailed explanations and illustrations. Numerous solved examples in each chapter expose the students to the problem solving techniques, and the practice problems at the end of each chapter challenge readers to test their understanding of the concepts.

Alok K Dutta is currently Professor, Department of Electrical Engineering, Indian Institute of Technology, Kanpur. He obtained his BE in Electrical Engineering (Gold Medalist) from Jadavpur University, Kolkata, and MS and PhD from Louisiana State University. Prof. Dutta has about 18 years of teaching experience and has published several research papers in international journals.

2008, ISBN: 978-0-19-567687-7

(Oxford University Press India)



VLSI DESIGN

Debaprasad Das

VLSI Design is a comprehensive textbook designed for undergraduate students of engineering. It seeks to provide a thorough understanding of the fundamental concepts and design of VLSI systems.

The book begins with an introduction to VLSI systems and basic concepts of MOS transistors. It then proceeds to describe the various concepts of VLSI, such as the structure and operation of MOS transistors, standard cell library design and its characterization, analog and digital CMOS logic design, and BiCMOS technology and circuits. Hardware description languages such as VHDL and Verilog are covered before providing an exhaustive step-wise discussion on the various stages involved in designing a VLSI chip (which includes logic synthesis, timing analysis, floorplanning, placement and routing, verification, and testing). The book also contains separate chapters on FPGA architecture and VLSI process technology.

Written in a lucid manner and supported by numerous exercises in the form of MCQs and review questions provided at the end of each chapter, the book would be useful to engineering students of electrical, electronics, and electronics and communication, both at the undergraduate and postgraduate level.

2011, ISBN: 978-0-19-806766-5

(Oxford University Press India)



WEB TECHNOLOGIES

Uttam K. Roy

Web Technologies is a textbook specially designed for undergraduate and postgraduate students of Computer Science, Information Technology, and Computer Applications (BE/BTech/BCA/MCA). The book provides a comprehensive coverage of the complete range of topics taught in this course. The text is supported by numerous illustrations, examples, program codes, and screenshots.

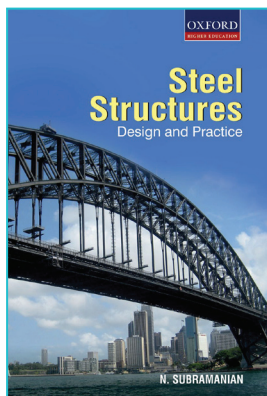
Divided into four parts, the book first introduces the basic concepts such as HTTP, Java Network Programming, HTML, and Cascading Style Sheets (CSS). The second part focuses on XML and related concepts such as Namespaces, DTD, Schema, XPath, XQuery, and XML Transformation. The third part deals with client-side web technologies such as JavaScript, Applets, AJAX. The primary server-side web technologies such as CGI, Servlets, and JSP are covered in the last part.

With its lucid presentation and inclusion of numerous real-world examples and codes, the book will be equally useful for web professionals.

2010, ISBN: 978-0-19-806622-4

(Oxford University Press India)





STEEL STRUCTURES

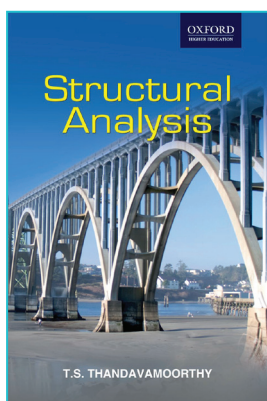
N. Subramanian

Steel Structures: Design and Practice serve as an invaluable textbook for students and reference for practising engineers, who are unfamiliar with the limit state design of steel structures. A perfect blend of theory and practice, the book provides an extensive coverage of the design of steel structures in accordance with the latest code of practice for general construction in steel (IS 800 : 2007). The book is based on the modern limit state approach to design and covers topics such as properties of steel, types of steel structures, loadings and load combinations, design considerations, design of tension and compression members, beams, plate and gantry girders, beam columns, and trusses. Bolted and welded connections are also covered with ample examples. The last chapter is devoted to the design of industrial buildings which demonstrates the application of the concepts learnt in the earlier chapters.

N. Subramanian is the Chief Executive of Computer Design Consultants, Chennai. A Ph D from IIT Madras. He has served as a consultant to several leading organizations in India and has designed several multi-storey concrete buildings, steel towers, industrial buildings, steel space frames, and structures using cold-formed steel sections. He has authored several books and technical papers.

2010, ISBN: 978-0-19-806881-5

(Oxford University Press India)



STRUCTURAL ANALYSIS

T.S. Thandavamoorthy

Structural Analysis is designed as a textbook for undergraduate students of civil engineering for a two-semester course. The book provides a balanced coverage of concepts, basic definitions, and analytical techniques in the field of structural analysis. Beginning with the basic topics such as loads and forms of structures, analysis and deflection of simple beams, and strain energy theorems, the book discusses specific analysis methods for statically indeterminate structures, such as slope deflection, moment distribution, and Kani's methods. It also discusses certain advanced topics such as finite element method, plastic analysis of structures, and beams on elastic foundation.

The book contains a large number of worked-out examples and problems, which will encourage independent problem solving among the readers. Undergraduate students of engineering as well as practising professionals would find this book extremely useful due to its exhaustive coverage of analysis techniques.

T.S. Thandavamoorthy is presently Professor, Civil Engineering, Adhiparasakthi Engineering College, Anna University. A Ph D from Anna University and previously Dean of MGR University, Chennai, he has more than 35 years of experience both in industry and R&D. He has been featured in (2009) and honoured as the UNESCO Ocean Expert (1998-2010).

2011, ISBN: 978-0-19-806918-8

(Oxford University Press India)



ARTIFICIAL INTELLIGENCE & INTELLIGENT SYSTEMS

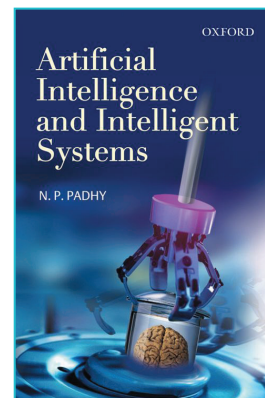
N.P. Padhy

Artificial Intelligence and Intelligent Systems provides a comprehensive coverage of the fundamental concepts and techniques in artificial intelligence. The book discusses current trends in AI and its application to various fields. Intelligent systems such as expert systems, fuzzy systems, artificial neural networks, genetic algorithms, and swarm intelligent systems are discussed in detail with examples to facilitate in-depth understanding of AI. The text emphasizes the solution of real-world problems using the latest AI techniques. Since the ultimate goal of AI is the construction of programs to solve problems, an entire chapter has been devoted to the programming languages used in AI problem solving. Written in a clear and lucid style, this student-friendly book has been specially designed for undergraduate engineering students. With its application oriented approach and inclusion of recent topics, the book would also be useful to postgraduate students and researchers in this field.

N.P. Padhy is currently a faculty member in the Department of Electrical Engineering, IIT Roorkee. He has been involved in developing the course content for several courses related to artificial intelligence. He has contributed over 100 research papers and a reviewer of several international journals. He has been awarded the BOYSCAST postdoctoral fellowship to carry out research in the area of machine intelligence.

2005, ISBN: 978-0-19-567154-4

(Oxford University Press India)



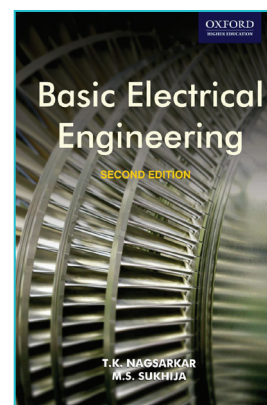
BASIC ELECTRICAL ENGINEERING

M.S. Sukhija and T.K. Nagsarkar

Continuing on the lines of the well-received first edition, this revision of *Basic Electrical Engineering* provides a lucid exposition of the principles of electrical engineering for both electrical as well as non-electrical undergraduate students of engineering. Students pursuing diploma courses as well as those appearing for AMIE examinations would find this book extremely useful. Beginning with the fundamental concepts of electricity and electrical elements, the book provides an exhaustive coverage of network theory and analysis, magnetic circuits and energy conversion, alternating and direct current machines, basic analogue instruments, and ends with a brief introduction to power systems.

2011, ISBN: 978-0-19-806890-7

(Oxford University Press India)



BASIC ELECTRICAL ENGINEERING

BIJU PATNAIK UNIVERSITY OF TECHNOLOGY (BPUT)

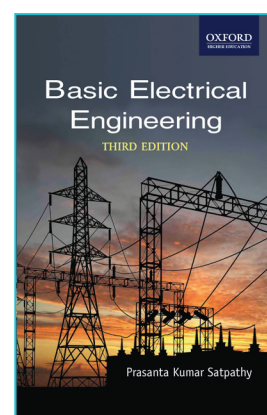
Prasanta Kumar Satpathy

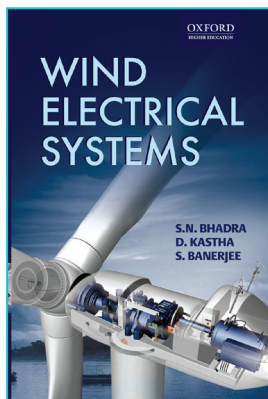
The third edition of *Basic Electrical Engineering* is specially designed to cater to the needs of undergraduate students of Biju Patnaik University of Technology (BPUT). Beginning with the fundamental principles underlying the study of DC networks, the book comprehensively discusses topics such as magnetic circuits, single-phase and three-phase AC circuits, transformers, DC motors, and induction motors. Measuring instruments and power systems are also covered in sufficient detail. Each chapter begins with the learning objectives of the chapter, dwells on the important concepts in detail, and provides a brief summary at the end for a quick review.

Prasanta Kumar Satpathy is currently Head of Department, Department of Electrical Engineering, College of Engineering and Technology, Bhubaneswar. A PhD in Power Systems from IIT Kharagpur, Dr. Satpathy obtained his M.Tech in Power Systems from IIT Delhi. He has 17 years of experience of teaching and research in the field of electrical engineering and has published numerous papers in national and international journals of repute.

2011, ISBN: 978-0-19-807509-7

(Oxford University Press India)





WIND ELECTRICAL SYSTEMS

S. Banerjee, S. N. Bhadra, and D. Kastha

Wind Electrical Systems is the first Indian textbook specifically covering issues concerning wind energy conversion. With its comprehensive treatment of topics, this book will benefit students as well as practising engineers working on wind energy. The book introduces the basics of wind energy and then discusses the conversion of wind energy into electrical energy, wind energy integration with the local grid, stand-alone generation and consumption, variable-speed wind generators, and hybrid power systems. The book assumes no prior knowledge in the field and therefore would also be suitable for readers with a non-electrical-engineering background.

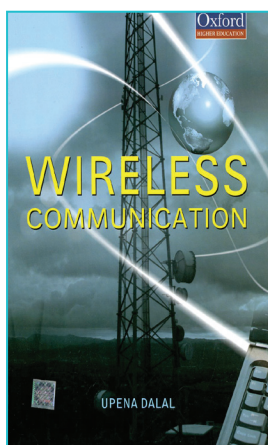
S. Banerjee has been teaching energy engineering at IIT Kharagpur for over 20 years. A senior member of the Institute of Electrical and Electronics Engineers (IEEE), he has a large number of publications to his credit. He has received the Shanti Swarup Bhatnager Award for his research on non-linear dynamics.

S.N. Bhadra is currently Professor of Electrical Engineering at the College of Engineering and Management, Kolaghat, West Bengal. He has over 38 years of teaching at the Indian Institute of Technology (IIT) Kharagpur. His areas of interest include modelling and simulation of electrical machines, application of power electronics to electrical drives, and wind power generators.

D. Kastha a Ph D from the University of Tennessee at Knoxville, USA, has been teaching at IIT Kharagpur for over ten years. His area of specialization is power electronics.

2005, ISBN: 978-0-19-567093-6

(Oxford University Press India)



WIRELESS COMMUNICATION

Upena Dalal

Wireless Communication provides an exhaustive coverage of the basic topics and the latest developments in the field of wireless communication. Beginning with an overview of the current scenario in the study of wireless systems, the book gradually discusses the fundamental concepts of wireless communication, DSP, digital communication, and information theory in the earlier chapters. It goes on to discuss wireless channel and modulation schemes with multiple access scenarios in the intermediate chapters and advanced wireless systems at the end. Each block of wireless link has been dealt with in sufficient detail, including source coding and channel coding methods, radio wave propagation over wireless channels, and single-carrier and multicarrier modulation techniques. Advanced topics, such as turbo coding, spread spectrum communication, OFDM, MIMO, and software radio, make the book complete in all respects. All the chapters start with the simpler topics and gradually build up the advanced concepts through detailed explanations and illustrations. The chapters have a rich pedagogy consisting of over 400 self-explanatory figures and numerous end-chapter exercises and will help students revise the concepts through visualization and practice. Owing to its comprehensive coverage of all the relevant topics including the upcoming areas of wireless communication, the book will also be useful for the postgraduate students and practising engineers in the field.

Upena Dalal is currently a faculty member in Sardar Vallabhbhai National Institute of Technology, Surat. A gold medalist in ME and a member of professional bodies like IE, IETE, ISTE, IEEE, and IJERIA, she has 17 years of teaching experience. She is also a recipient of the fifth IETE N.V. Gadadhar award and the Laxminarayan Kalla award from D.D. University, Nadiad.

2009, ISBN: 978-0-19-806066-6

(Oxford University Press India)



ANALYSIS OF STRUCTURES

STRENGTH AND BEHAVIOUR

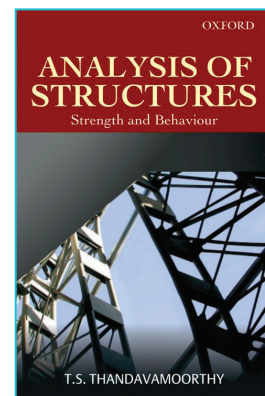
T.S. Thandavamoorthy

Designed for an introductory course, *Analysis of Structures: Strength and Behaviour* adopts a modern and practical approach to structural analysis. The book provides a balanced coverage of concepts, basic definitions, and analytical techniques in the field of structural analysis. Beginning with fundamental topics such as loads and stresses, the book exhaustively covers beams, columns, and thin-walled sections. Advanced topics such as fatigue and fracture, vibration of structures, wind engineering, and blast and earthquake response of structures are given special treatment. Important current topics such as offshore structures, safety auditing of structures, construction-induced vibration, and experimental stress analysis would equip students with the cutting edge technology in this field. A large number of worked-out examples and problems have been provided in the text to encourage the reader towards independent problem solving.

T.S. Thandavamoorthy holds a BE in civil engineering from Madras University, an M.Sc. (Engg) (Hons) in structural engineering from Madurai University, and a Ph D from Anna University. He has been actively involved in the curriculum development of Anna University. He has taught students as well as practicing engineers. He has more than 36 years of experience in both industry and R & D

2005, ISBN: 978-0-19-567003-5

(Oxford University Press India)



NUMERICAL METHODS

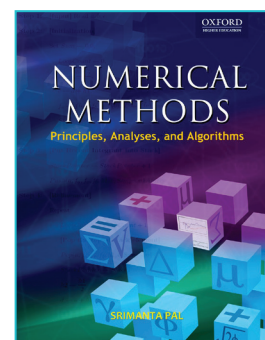
Srimanta Pal

Numerical Methods: Principles, Analyses, and Algorithms is a textbook designed to cater to the requirements of undergraduate students of various engineering streams: electronics and communication, computer science, mechanical, civil, and electrical engineering. It provides a thorough understanding of the basic principles and techniques of numerical methods, and their application to real-world problems. With an objective to provide a firm understanding of the basic concepts of numerical methods, the book presents introductory chapters on number systems, binary arithmetic, and programming tools and techniques for different programming languages such as C, C++, BASIC, and FORTRAN. The book contains an exhaustive coverage of topics such as numerical solutions of linear and non-linear equations, eigenvalues and eigenvectors, linear least squares problem with interpolation and extrapolation, numerical differentiation and integration, ordinary and partial differential equations including initial-value problem, boundary-value problem, and parabolic, hyperbolic and elliptic partial differential equations. Written in a lucid style and student-friendly manner, the book includes a large number of solved examples and numerous end-chapter exercises. The book will also be useful for postgraduate students as well as practising numerical analysts, statisticians, and engineers.

Srimanta Pal is currently Associate Professor, Indian Statistical Institute (ISI), Calcutta. A Phd from IIT Kharagpur, He has a teaching experience of close to two decades in prestigious institutions such as JU and IIMC (Indian Institute of Management Calcutta). He has co-authored books on neural information and computer programming problems. He has contributed several research papers in leading journals.

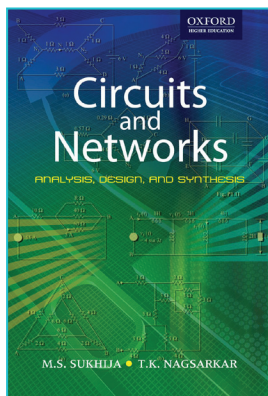
2009, ISBN: 978-0-19-569375-1

(Oxford University Press India)



CIRCUITS & NETWORKS

M.S. Sukhija and T.K. Nagsarkar



Circuits and Networks: Analysis, Design, and Synthesis is specially prepared to provide an in-depth knowledge of electrical circuit analysis, design, and synthesis, the book provides a comprehensive coverage of each topic with equal emphasis on theory and practice. Beginning with the basic concepts of electrical circuits, the book includes chapters on nodal and mesh analyses, signals and waveforms, reactive circuits, network theorems, graph theory, Laplace transforms, network functions, two-port networks, filters, and attenuators. Written in a logical style, the book provides the applications of various tools and techniques for analysis and synthesis of circuits through typical solved examples, numerous figures, and a large number of objective and numerical problems for practice.

M. S. Sukhija a Ph D from Punjab Engineering College, Chandigarh, has several years of experience of teaching and is the founder principal of Guru Nanak Dev Engineering College, Bidar, Karnataka. He has served the power cable industry for nearly 10 years and has handled many projects in the field of education. He has also undertaken several international projects as an international Educational Consultant.

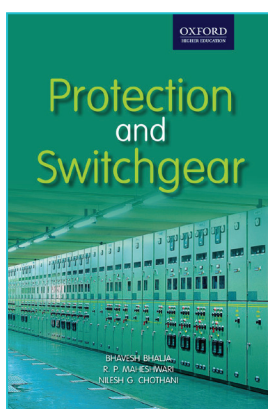
T.K. Nagsarkar obtained his BE from Visvesaraya Regional College of Engineering, Nagpur, M Tech from IIT Kharagpur, and PhD from Panjab University, Chandigarh. He has over three decades of experience in teaching, research, and consultancy in Punjab Engineering College, Chandigarh. He is a Fellow of Institution of Engineers (India), and a Senior Member of IEEE (USA).

2010, ISBN: 978-0-19-806187-8

(Oxford University Press India)

PROTECTION AND SWITCHGEAR

Nilesh Chothani, R.P. Maheshwari, and Bhavesh Bhalja



Protection and Switchgear is designed as a textbook for undergraduate students of electrical and electronics engineering. The book aims at introducing students to the various abnormal operating conditions in power systems, and the apparatus, system protection schemes, and the phenomena of current interruption, to study various switchgears. The book describes in detail the protection principles of each element of the power system network. The details of relay design and relay settings have also been covered. Further, the book contains a wide coverage of digital/numerical relaying schemes. Besides the relays, the book covers detailed theories of the circuit breaking phenomenon, and the construction and working of switchgears. The book is pedagogically rich with detailed relay and circuit diagrams, numerous solved examples, review questions, multiple choice questions, and numerical exercises in each chapter. At the end of the book, an additional chapter on recent developments in protective relays covers the application of artificial intelligence techniques in protective relays and discusses the concept of synchronized phasor measurements and wide area protection, along with other important topics.

Nilesh Chothani is currently Assistant Professor, Department of Electrical Engineering, A.D. Patel Institute of Technology, New Vidyanagar, Gujarat. His areas of interest are digital protection, system modelling and simulation, and artificial intelligence techniques.

R.P. Maheshwari is currently Professor, Department of Electrical Engineering, IIT Roorkee. A Ph.D from IIT Roorkee, he has over 15 years of teaching experience. He is a life member of the Institution of Engineers (India) and the Institution of Electronics, Telecommunication Engineers (India), and Electrical and Electronics Engineers (USA). He has contributed papers to several national and international journals.

Bhavesh Bhalja is currently Professor and Head, Department of Electrical Engineering, A.D. Patel Institute of Technology, New Vidyanagar, Gujarat. A Ph D from IIT Roorkee, he has close to a decade of teaching experience. He has published numerous papers in national and international journals. He is also the recipient of the Young Engineers Award (2009), awarded by the Institution of Engineers (India).

2011, ISBN: 978-0-19-807550-9

(Oxford University Press India)



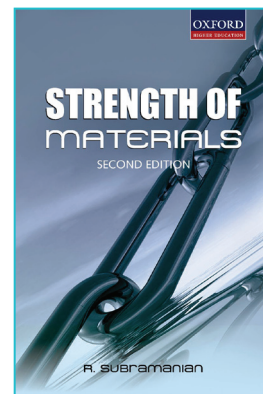
STRENGTH OF MATERIALS

R. Subramanian

The second edition of *Strength of Materials* is a comprehensive textbook specially designed to meet the requirements of undergraduate students of civil engineering and also mechanical engineering. The text discusses the fundamental concepts and principles underlying the analysis and design of structures. Each of the chapters is thoroughly revised to provide for more streamlined coverage of content. With its improved explanation of concepts and a large number of review questions and exercise problems to supplement the text, this student-friendly book would be useful not only for engineering students, but also for students of diploma courses as well as those appearing for the AMIE (Associate Member of the Institution of Engineers) examination.

R. Subramanian was formerly Professor and Head of the Civil Engineering Department, National Institute of Technical Teachers Training and Research, Chandigarh. He holds a bachelor's degree in civil engineering from Kerala University and a master's degree in structural engineering from the University of Roorkee (now IIT Roorkee). He has over 35 years of teaching experience.

2010, ISBN: 978-0-19-806110-6
(Oxford University Press India)



DATA MINING

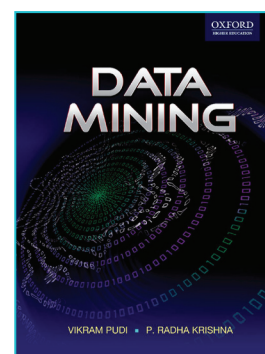
P. Radha Krishna and Vikram Pudi

Data Mining imparts a clear understanding of the algorithms and techniques that can be used to structure large databases and then extract interesting patterns from them. Written in a reader-friendly manner, the book begins with an introduction to the main analytical techniques used in data mining practices, providing a brief history along with a discussion of related fields such as statistics, pattern recognition, and artificial intelligence. The subsequent chapters are devoted to a thorough coverage of data mining concepts and techniques that include association analysis, classification techniques, clustering, and mining complex data objects. Detailed algorithms are presented with the necessary explanations, pseudo-codes, and analysis to ease their efficient implementation. Extending the discussion further, the book furnishes an overview of data warehousing, with an emphasis on its underlying architecture and query processing, followed by a few case studies to illustrate the practical aspects of the subject. The book concludes with a ten-point vision of the future of data mining. Supplemented with a number of simple illustrative examples and numerous exercises for each technique discussed, the text is ideal for classroom learning.

P. Radha Krishna, a Ph D from Osmania University, Hyderabad, is currently working as Principal Researcher at SET Labs, Infosys Technologies Limited, Hyderabad. In a career spanning over fifteen years, he has also been associated with various IT advisory committees. He has authored four books and has more than fifty refereed publications.

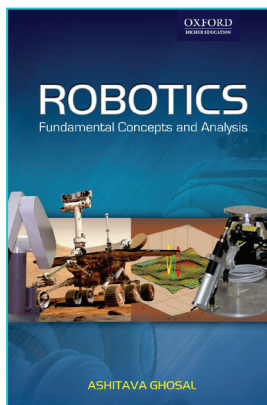
Vikram Pudi, a Ph D in computer science from the Indian Institute of Science, Bangalore, is currently a faculty member at the International Institute of Information Technology, Hyderabad. Dr Pudi has published research papers in many conference proceedings and in a wide variety of journals. He has also served the IT industry.

2009, ISBN: 978-0-19-568628-9
(Oxford University Press India)



ROBOTICS

Ashitava Ghosal



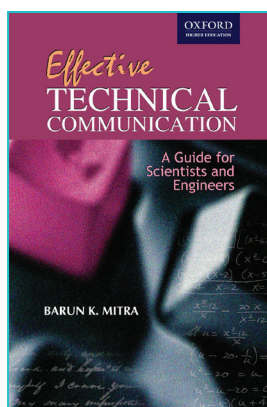
Robotics: Fundamental Concepts and Analysis introduces the science and engineering of robotics and provides in-depth coverage of mechanical manipulation. The book is designed to fully meet the requirements of undergraduate students of mechanical engineering for a course in robotics. With the inclusion of some key advanced topics, the book also serves as an introductory text for postgraduate students specializing in robotics. The book introduces the science and engineering of robotics and provides in-depth coverage of mechanical manipulation. It emphasizes the fundamental mathematical concepts and analytical tools required for a topic, develops the relevant theory and algorithms, and then illustrates the theory with the help of worked-out examples. The book presents all key areas of kinematics, dynamics, and control of manipulators in a single text and treats the kinematics and dynamics of serial and parallel manipulators in a unified way. Newer robotic architectures such as parallel manipulators, flexible manipulators, and mobile robots have also been discussed at length. The book also uses computational software such as MATLAB and MAPLE for problem solving. Written in a comprehensive and concise manner, the text is student friendly and includes several examples and exercise problems.

Ashitava Ghosal obtained his Ph D from Stanford University, California, USA. Currently Professor at the Indian Institute of Science Bangalore, he has been actively involved in teaching and research both in India and abroad. He has conducted several sponsored research projects funded by the Department of Science & Technology and Indian Space Research Organization. He has published several research papers in journals.

2006, ISBN: 978-0-19-567391-3
(Oxford University Press India)

EFFECTIVE TECHNICAL COMMUNICATION

Barun K. Mitra



Effective Technical Communication is designed to serve as a practical guide and useful resource for scientists, engineers, and researchers. It addresses the need of practitioners engaged in the exchange of technical information to effectively share their ideas with, and make an impact on, their peers. The book provides guidelines, technical conventions, and graphical and visual aids for communicating effectively. It discusses the use of scientific vocabulary and various forms of writing, starting from simple forms such as paragraph and précis writing to more advanced forms such as scientific and engineering reports and papers. Written in an easy-to-understand style, the text is supported with numerous illustrative examples. The correct use of language, the dos and don'ts of communication, and the effective use of speech communication have also been discussed in detail.

Barun K. Mitra PhD, formerly Professor of English, Indian Institute of Technology Kharagpur, has imparted technical communication skills to generations of students during his long teaching career spanning three decades. He has also worked as the Director and Vice President, South Asia Hanks Foundation, Kolkata, where he worked on a language project with scientists and engineers.

2006, ISBN: 978-0-19-568291-5
(Oxford University Press India)



CONCRETE TECHNOLOGY

A.R. Santhakumar

Concrete Technology provides a comprehensive coverage of the theoretical and practical aspects of the subject and includes the latest developments in the field of concrete construction. It incorporates the latest Indian Standard specifications and codes regulating concrete construction. The book introduces the properties of concrete and its constituent materials and discusses the role of various admixtures in modifying these properties to suit specific requirements. Topics such as ready mixed concrete, reinforcement detailing, disaster-resistant construction, and concrete machinery have been treated exhaustively. Also discussed in detail are special concretes such as high-performance concrete, polymer concrete, and fibre-reinforced concrete in addition to the durability, maintenance, and quality control of concrete structures. An entire chapter has been devoted to concrete structures in special environmental conditions. The book concludes with a discussion on the future trends in concrete technology. A number of illustrative examples supplement text to aid easy understanding of the concepts discussed. The content of the book should serve the needs of both students and professionals.

A.R. Santhakumar Currently an emeritus professor at the Indian Institute of Technology Madras and former Dean and Chairman of Anna University. He has designed a number of projects for major public sector organizations. He has also received the ACCE Nagadi Award. He has contributed several research papers to national and international journals.

2006, ISBN: 978-0-19-567153-7
(Oxford University Press India)



CONSTRUCTION TECHNOLOGY

Subhajit Saraswati and Subir K. Sarkar

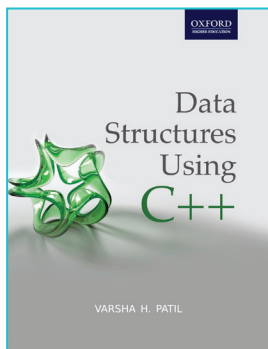
Construction Technology is designed to serve as a textbook for undergraduate and postgraduate students of construction engineering, civil engineering, and mining engineering. It provides a comprehensive coverage of all aspects of construction activities, starting from the initial survey to the completion of a project. The book presents a detailed explanation of various topics, such as earthmoving, dredging, rock blasting, concrete technology, welding technology, steel fabrication/erection, construction of roads/highways/bridges, transportation, handling, storage, finishing work, quality control, and safety. The lucid treatment of the subject along with the illustrative graphics of the book will facilitate easy understanding. The book blends the fundamental concepts and advanced topics of construction in a well-balanced manner, which makes it a useful reference to practicing engineers as well as project management consultants.

Subhajit Saraswati is currently Reader, Department of Construction Engineering, Jadavpur University as well as Coordinator, Centre for Quality Construction, Jadavpur University. Prof. Saraswati, former Head of the Department, Construction Engineering, Jadavpur University, Kolkata, is an M Tech from IIT Kharagpur. He has contributed several technical papers to national/international journals.

Subir K Sarkar was a visiting faculty at Jadavpur University in the Construction Engineering Department. Prof. Sarkar was associated with project implementation, both in India and abroad, for about 40 years as a Senior Executive of Development Consultants Private Limited, Kolkata. He has contributed several technical papers to reputed national journals.

2008, ISBN: 978-0-19-569483-3
(Oxford University Press India)



DATA STRUCTURES USING C++**Varsha H. Patil**

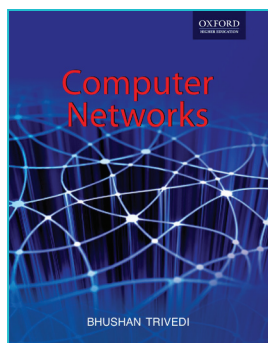
Data Structures Using C++ is designed to serve as a textbook for undergraduate engineering students of computer science and information technology as well as postgraduate students of computer applications. The book aims to provide a comprehensive coverage of all the topics related to data structures. The book begins with a discussion on the fundamentals of data structures and algorithms, and moves on to the concepts of linear data structures, stacks, recursion, queues, and searching and sorting. All the elements of data structures, such as linked lists, trees, graphs, hashing, heaps, and indexing, are covered in separate chapters in detail. The chapter on files explains file management and organization using C++ and the chapter on the standard template library provides detailed coverage of entities such as containers and iterators.

Written in a simple manner with strong pedagogy including numerous multiple choice and review questions, the book also provides programming problems at the end of every chapter.

Varsha H. Patil is Professor, Vice Principal and Head at Matoshri College of Engineering & Research Centre, Nashik. She has more than 20 years of teaching experience and several research papers, published in national and international journals, to her credit. She is a member of the University of Pune and a life member of various professional bodies such as ISTE, CSI, IE(I), and IETE.

2012, ISBN: 978-0-19-806623-1

(Oxford University Press India)

COMPUTER NETWORKS**Bhushan Trivedi**

Computer Networks is designed to serve as a textbook for undergraduate students of computer science engineering as well as those pursuing MCA and IT. Following the tried-and-tested layered approach, it gives equal weight to all the network layers and their protocols. Written in a lucid language, the book first acquaints the reader with the fundamentals of networks and presents an overview of data communications before plunging into the depths of networks to unearth their underlying concepts. Exhaustive in its coverage, the book explains the concepts of OSI model, TCP/IP, UDP, fiber optic communication, IEEE 802 wireless standard, various network protocols, and other advanced concepts in great detail. Besides, it has a dedicated chapter on cryptography and network security. With a well-balanced mix of theory and practice, the book features plenty of logical analogies and provides a rich combination of examples and exercises to help students assimilate the theory.

2011, ISBN: 978-0-19-806677-4

(Oxford University Press India)



PROCESS CONTROL

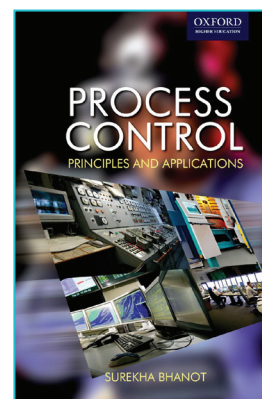
Surekha Bhanot

Process Control-Principles and Applications is specifically designed to serve as a basic text for undergraduate and postgraduate students of instrumentation engineering. It provides a thorough understanding of the basic principles and techniques used in analysis and design of process control. Beginning with the basic concepts of process dynamics and mathematical modelling, the book gives an exhaustive coverage of theory of controllers, types of controllers, control valves, complex control systems, multiloop interactions, and computer-based control. It includes advanced topics such as PLC, distributed control, and SCADA. It also covers AI techniques such as expert systems, neural networks, and fuzzy logic. Owing to its lucid style and presentation of advanced topics, the book will be equally useful to practising engineers, besides undergraduate and postgraduate students.

Surekha Bhanot is currently Professor, Instrumentation Group, BITS, Pilani. An M. Phil. in Instrumentation from BITS, Pilani and a PhD from IIT Roorkee, she has 27 years of teaching experience. She has published many technical papers in journals and conferences. She is a Life member of the Indian Science Congress Association, the Indian Society for Technical Education, and the Instrument Society of India.

2008, ISBN: 978-0-19-569334-8

(Oxford University Press India)



PROCESS PLANT SIMULATION

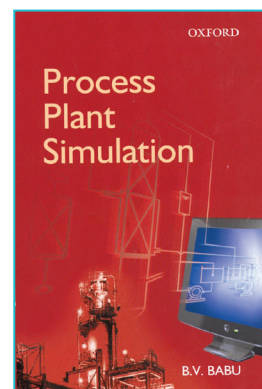
B.V. Babu

The text adopts a generalized approach to modelling various engineering systems so that the underlying principles can be applied to any new system in engineering, science, or other applied discipline. This volume brings together all related topics on process plant simulation, a course that is offered in many institutions both in India and abroad for undergraduate as well as postgraduate students of chemical engineering. The book adopts a generalized approach to modelling various engineering systems in such a way that the underlying principles can be applied to any new system in engineering, science, and other applied disciplines. It includes concepts on modelling, optimization, decomposition of networks, modular and equation-solving approaches, data regression, convergence promotion, etc. Students pursuing courses on process modelling and simulation as well as those involving optimization techniques and mathematical methods in chemical engineering and computer-aided design (CAD) will find the book useful. It would also serve as an up-to-date reference for researchers, professionals, and consultants.

B. V. Babu is presently the Assistant Dean, Professor and Head in Birla Institute of Technology and Science, Pilani. A Ph D in heat transfer from the Indian Institute of Technology, Bombay, he has over 18 years of experience in teaching, research, consultancy, and administration. He has designed a number of user-friendly software packages and has several research publications to his credit.

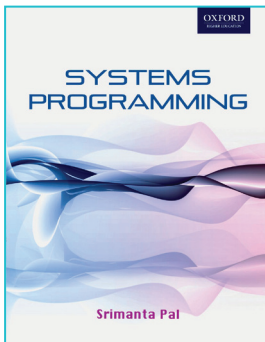
2004, ISBN: 978-0-19-566805-6

(Oxford University Press India)



SYSTEMS PROGRAMMING

Srimanta Pal



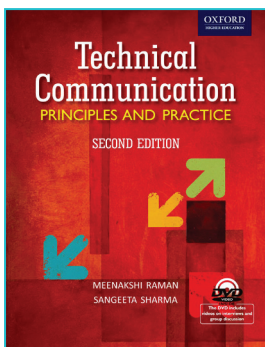
The book is divided into five parts. The first part of the book deals with the background of systems programming and provides an overview of systems software. It then delves into machine structures and library structures. The second part deals with low-level translators, describing in detail topics such as machine and mnemonic languages, assembly languages, macro language, macro programming, assemblers, linkers, loaders and object code translators. The third and fourth parts of the book throw light on compilers and operating systems respectively. The last part discusses different system development tools. Components such as editors and debuggers are discussed in detail this part along with a separate chapter on system administration. Owing to its comprehensive coverage, the book will also serve as a ready reference for practicing software engineers, besides students. Systems Programming is a textbook designed for the undergraduate students of information technology and computer science engineering. Comprehensive in its coverage, the book aims to provide an understanding of the design of assemblers, loaders, linkers, and macroprocessors. The book is divided into five parts. The first part of the book deals with the background of systems programming and provides an overview of systems software. It then delves into machine structures and library structures. The second part deals with low-level translators, describing in detail topics such as machine and mnemonic languages, assembly languages, macro language, macro programming, assemblers, linkers, loaders and object code translators. The third and fourth parts of the book throw light on compilers and operating systems respectively. The last part discusses different system development tools. Components such as editors and debuggers are discussed in detail this part along with a separate chapter on system administration. Owing to its comprehensive coverage, the book will also serve as a ready reference for practicing software engineers, besides students.

2011, ISBN: 978-0-19-807088-7

(Oxford University Press India)

TECHNICAL COMMUNICATION

Meenakshi Raman and Sangeeta Sharma



The second edition of *Technical Communication* is an all-inclusive textbook aimed at undergraduate students of engineering. It conforms to the syllabi of major institutes teaching courses such as communication skills, technical English, soft skills, and professional communication. Adopting a functional and practical approach, the book presents an exhaustive treatment of the basics of technical communication, both oral and written. Divided into five parts, the text comprehensively covers listening, speaking, reading, and writing techniques as well as contemporary communication media. In addition to offering plenty of practical tips and attractive technical document samples, the book provides tremendous support for soft skills laboratory sessions through an accompanying DVD. In this second edition, all the existing chapters have been revised and updated with more recent examples of almost all forms of technical communication. The contents have been reorganized based on user feedback to enhance the effectiveness of the four communication skills (LSRW). The book contains ten new chapters on various topics such as phonetics, vocabulary, and English grammar. Additionally, supplements to the text have been provided in the Students' Resource website. With its up-to-date coverage and practical orientation, the book can also be used as a reference for corporate training programmes, in addition to benefitting students.

2011, ISBN: 978-0-19-806529-6

(Oxford University Press India)



ENGINEERING MECHANICS

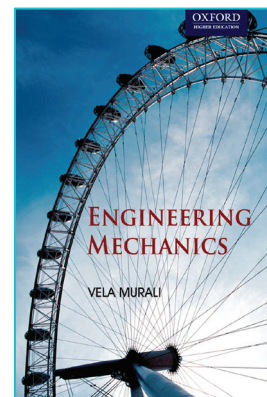
Vela Murali

Engineering Mechanics is a textbook specifically designed for a one-semester interdisciplinary course offered at the university level for undergraduate engineering programmes in India. The book addresses both statics and dynamics, the integral parts of rigid body mechanics. The book starts with a discussion of the basics and then delves into the concepts of equilibrium, properties of surfaces and solids, dynamics, friction, and rigid body mechanics. The book uses a problem-solving approach to the subject and provides rich pedagogical support.

Vela Murali is currently Head and Professor, Incharge, College of Engineering, Guindy, Anna University. He obtained his doctorate from the National University of Singapore. He has around 15 years of experience in teaching. He has done extensive research in many areas of fracture, fatigue, composite materials, and applied mechanics and has published many articles in journals.

2010, ISBN: 978-0-19-806224-0

(Oxford University Press India)



ENGINEERING MECHANICS

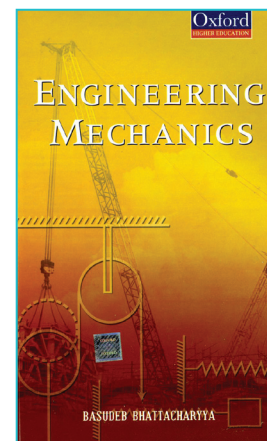
Basudeb Bhattacharyya

Engineering Mechanics is specially designed as a textbook for undergraduate students of engineering. It provides a detailed and holistic treatment of the basic theories and principles of both statics and dynamics. Starting from the fundamental concepts of forces and equilibrium along with the free-body diagram, the book comprehensively covers the various analytical aspects of rigid body mechanics. Within each chapter, the simpler topics and problems precede those that are more complex and advanced. Each chapter starts with the key concepts and gradually builds up on the advanced topics using detailed and easy-to-understand illustrations that aid visualization of the explanation given in the text.

Basudeb Bhattacharyya is currently Associate Professor, Department of Aerospace Engineering and Applied Mechanics, Bengal Engineering and Science University. He obtained his Ph D in Structural Engineering from Bengal Engineering College, Kolkata. He has over 16 years of teaching experience and has published several research papers in national and international journals.

2008, ISBN: 978-0-19-569655-4

(Oxford University Press India)



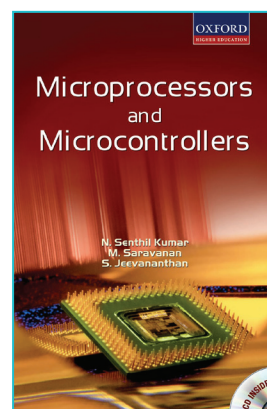
MICROPROCESSORS AND MICROCONTROLLERS

M. Saravanan, N. Senthil Kumar, and S. Jeevananthan

Microprocessors and Microcontrollers is designed as a comprehensive textbook for undergraduate engineering students to lay a strong foundation to the basic principles, functioning, and applications of microprocessors and microcontrollers. Divided into six parts, the book broadly addresses the architecture, programming, and interfacing of 8-bit 8085 microprocessor, followed by 8-bit 8051 microcontroller and 16-bit 8086 microprocessor. It also addresses the 16-bit 8096 microcontroller with its basic features and programming examples. Assembly language codes are interspersed throughout the book to help enhance the students' expertise in programming the processors. Clear and concise in its treatment of topics and supported by learning tools, such as review questions, design-based exercises, and case studies, the book would be useful to engineering students of electrical and electronics, electronics and communication, computer science and information technology as also practising engineers.

2010, ISBN: 978-0-19-806647-7

(Oxford University Press India)



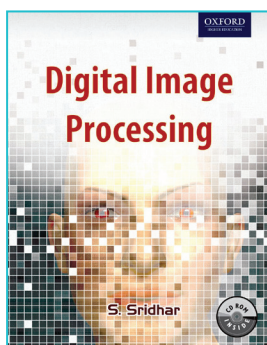
DIGITAL ELECTRONICS**G.K. Kharate**

Digital Electronics is specially designed as a textbook for undergraduate students of electronics, communication, computer science, and electrical and instrumentation engineering for an introductory course on digital electronics or digital system and design. Beginning with the fundamental concepts such as logic families, number systems and codes, Boolean algebra and logic gates, and combinational circuits, the book moves on to cover the applied aspects such as sequential logic, asynchronous sequential circuits, algorithmic state machines, programmable logic devices, converters, and semiconductor memories. Through its lucid presentation, the book seeks to impart a thorough understanding of the basic concepts of digital electronics and its applications.

G. K. Kharate is currently Principal, Matoshri College of Engineering and Research Centre, Nashik. A Ph D from the University of Pune, he has more than 20 years of teaching experience. He is also a fellow member of IETE and a life member of ISTE, the Institution of Engineers (India), and the Computer Society of India. He has also published a number of articles in journals and organized several conferences and workshops in his areas of research.

2010, ISBN: 978-0-19-806183-0**(Oxford University Press India)****DIGITAL IMAGE PROCESSING****S. Sridhar**

Digital Image Processing is a basic textbook designed to cater to the needs of undergraduate engineering students of computer science, information technology, electronics and communication, and electrical engineering. The book aims to provide an understanding of the principles and processing techniques of digital images. Spread over twelve chapters, the book starts with a discussion of image fundamentals, followed by a brief chapter on digital imaging systems. It then broadly addresses core topics of interest such as image transforms, image enhancement, image compression, image segmentation, and colour image processing. It also provides an overview of popular research domains such as biometrics, stenography, image mining, and content-based retrieval systems. The book strikes a perfect balance between theoretical and mathematical exposition, with several numerical examples, review questions, numerical exercises, and MATLAB programs.

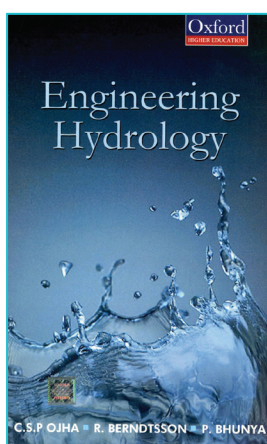
2011, ISBN: 978-0-19-807078-8**(Oxford University Press India)****ENGINEERING HYDROLOGY****P. Bhunya, R. Berndtsson, and C.S.P. Ojha**

Engineering Hydrology is designed as a textbook for undergraduate students of civil engineering. It provides an in-depth coverage of both groundwater and surface water hydrology. Beginning with the basics of water resources and hydrologic cycle, the book contains detailed discussions on simulation and synthetic methods in hydrology, rainfall-runoff analysis, flood frequency analysis, fundamentals of groundwater flow, and well hydraulics. Special emphasis is laid on groundwater budgeting and numerical methods to deal with situations where analytical solutions are not possible. The book has a balanced coverage of conventional techniques of hydrology along with the latest topics, which makes it equally useful to practising engineers.

P Bhunya has over 12 years of experience as a scientist at National Institute of Hydrology, Roorkee. He is a life member of various professional bodies, such as the Institution of Engineers and the Indian Association of Hydrologists.

R Berndtsson is an internationally renowned expert in the field of hydrology and holds a permanent position as Professor in Water Resources Engineering at the Institute of Technology, Lund University, Sweden.

C.S.P Ojha has been teaching at the Civil Engineering Department, Indian Institute of Technology, Roorkee for over 20 years. He holds a PhD in civil engineering from the Imperial College of Science, Technology and Medicine, London.

2008, ISBN: 978-0-19-569461-1**(Oxford University Press India)**



SOFTWARE TESTING

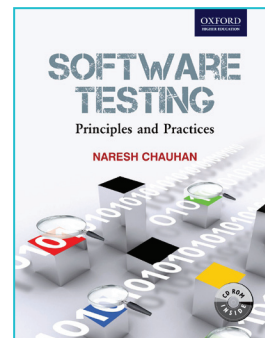
Naresh Chauhan

Software Testing book focuses on software testing as not just being a phase of software development life cycle (SDLC) but a complete process to fulfill the demands of quality software. Beginning with an introduction to software testing terminology and methodology, and verification and validation activities, the book provides an exhaustive coverage on testing techniques including dynamic and static testing, various validation activities, and regression testing. The book then delves into various stages of the testing process life cycle such as test process management, testing metrics, efficient test-suite management, and quality management. Written lucidly with crisp and to-the-point descriptions, the book covers ready-to-use checklists that can be used at the time of verification of a software and extends on to cover a case study on Income Tax Calculator describing all the major software testing techniques and concepts in a practical manner. Thus, making this book a valuable reference for testing professionals as well.

Naresh Chauhan is currently working as Assistant Professor in the Department of Computer Engineering at the YMCA University of Science and Technology, Faridabad. Besides having taught for several years, he has worked as a professional in organizations such as BEL and Motorola. He has also published several research papers in the area of Internet and web technology and software testing.

2010, ISBN: 978-0-19-806184-7

(Oxford University Press India)



HEAT TRANSFER

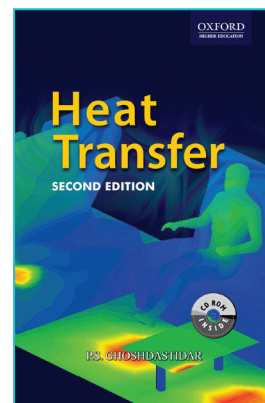
P. S. Ghoshdastidar

The second edition of *Heat Transfer*, with significantly expanded coverage including a new chapter, is a comprehensive textbook aimed at undergraduate students of mechanical, chemical, metallurgical, and aerospace engineering. It will also serve as a useful text to postgraduate students specializing in thermal sciences, and for practicing engineers and researchers. The book provides an exhaustive coverage of two- and three-dimensional heat conduction, forced and free convection, boiling and radiation heat transfer, heat exchangers, mass transfer, and computer methods in heat transfer. The main emphasis is on fundamental concepts and their applications to complex problems.

P.S. Ghoshdastidar is currently Professor, Department of Mechanical Engineering, Indian Institute of Technology Kanpur. A Ph D from the University of South Carolina, he has over 27 years of teaching and research experience. He has published numerous research papers in journals and conference proceedings. He is also a reviewer for many journals and is an elected fellow of World Innovation Foundation, UK.

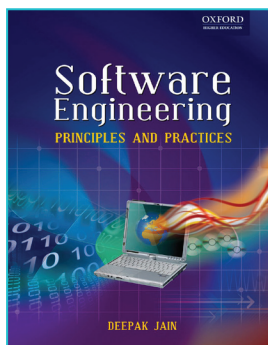
2012, ISBN: 978-0-19-807997-2

(Oxford University Press India)



SOFTWARE ENGINEERING

Deepak Jain



Software Engineering: Principles and Practices is designed as a textbook for students of undergraduate and postgraduate degree courses in computer engineering, computer science, information technology, and computer applications. It seeks to provide the reader with a holistic overview of the fundamental principles of software engineering thereby enabling them to acquire the skill-sets and confidence that is required to tackle this increasingly complicated field. Beginning with an introduction to the concepts of software engineering, the book provides a phase-wise approach to the various components of the software process life cycle. It provides a detailed description of the latest development process models and the basics of software requirements. The text explores various principles of system modeling, planning, measurement, design and implementation, and testing and delivery of software. Special attention is given to the maintenance of product quality and the ethical retirement of software. The book provides a focused and to-the-point approach to the presentation of the concepts of software engineering, which both the students and teachers will find instructive and easy to understand. Provision of pertinent case studies facilitates understanding of the practical nature of software engineering.

Deepak Jain is currently working with HCL Technologies Limited, Noida as Senior Executive, Engineering and R & D Services. A PhD in Information Systems and an M.Tech in Computer Science & Engineering. He has worked with various software development organizations, technical research organizations, academic institutes and Indian Government intelligence projects.

2008, ISBN: 978-0-19-569484-0

(Oxford University Press India)

SOFTWARE ENGINEERING

Subhajit Datta



Software Engineering: Concepts and Applications bridges the critical gap between software engineering as taught in the classroom, and as practised in the real world. Primarily designed as a book for students of software engineering, it offers key insights for succeeding as professional software engineers. In its five logical parts, the book covers important topics related to understanding the realm of software engineering, planning and managing software development, making software, testing, maintaining, and modifying software systems, and the latest trends of software development. Each of the 23 chapters starts with a motivation to engage the readers' interest and ends with thought-provoking exercises to test their understanding. Many of the chapters have case studies for highlighting the application of significant ideas in real-world scenarios. Additionally, a whole chapter is devoted to an extended case study for illustrating the development of a software system, from conception to code. The book's easy and absorbing narrative draws upon the author's varied experience in professional software engineering: as a software engineer, researcher, author, and teacher. *Software Engineering: Concepts and Applications* inspires the readers to join the exciting and challenging journey of professional software development.

Subhajit Datta is currently engaged in software engineering research at a leading corporate research laboratory. He has more than 10 years of experience in software design, development, and research at front-line organizations. A PhD in computer science from the Florida State University (FSU). He is certified in RUP and object-oriented analysis and design with the Unified Modelling Language (UML).

2010, ISBN: 978-0-19-569656-1

(Oxford University Press India)



FIBER OPTICS AND OPTOELECTRONICS

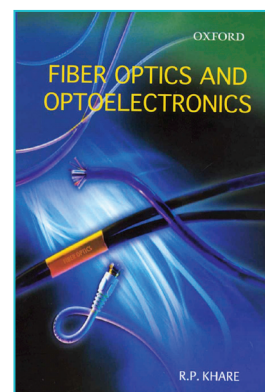
R.P. Khare

Developed as an introductory course, this up-to-date text discusses the major building blocks of present-day fiber-optic systems and presents their use in communications and sensing. Starting with easy-to-understand ray propagation in optical fibers, the book progresses towards the more complex topics of wave propagation in planar and cylindrical waveguides. Special emphasis has been given to the treatment of single-mode fibers the backbone of present-day optical communication systems. It also offers a detailed treatment of the theory behind optoelectronic sources (LEDs and injection laser diodes), detectors, modulators, and optical amplifiers. Contemporary in terms of technology, it presents topics such as erbium-doped fiber amplifiers (EDFAs) and wavelength-division multiplexing (WDM) along with dense WDM. Building upon these fundamental principles, the book introduces the reader to system design considerations for analog and digital fiber-optic communications. Emphasis has also been given to fiber-optic sensors and laser-based systems along with their industrial and other applications. This student-friendly text would be very useful to undergraduate students pursuing instrumentation, electronics, and communication engineering. It would also prove to be a good text for postgraduate students of physics.

R.P. Khare is presently Associate Professor, Instrumentation Division, in BITS, Pilani. He has several years of teaching experience in the area of Fiber Optics and Optoelectronics. He has developed course material for Optoelectronics that is currently in use in BITS, Pilani. He is also involved in curriculum development and has developed course content for courses like Analytical Instrumentation.

2004, ISBN: 978-0-19-566930-5

(Oxford University Press India)



FLOW THROUGH OPEN CHANNELS

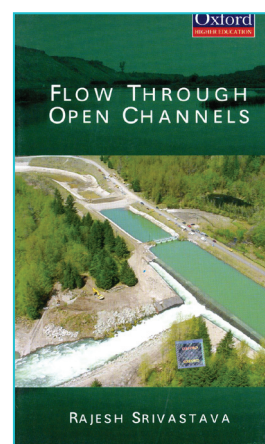
Rajesh Srivastava

Flow through Open Channels is designed to serve as a textbook for undergraduate students of civil engineering. With its lucid treatment of complicated topics, it aims to impart a clear understanding of the concepts of open channel hydraulics. Beginning with an introductory chapter that classifies the flow into various categories, the text goes on to describe in detail uniform flow, gradually varied flow, and rapidly varied flow. It then provides a comprehensive coverage of channel transitions, spatially varied flow, and unsteady flow. A brief description of important topics such as flow in mobile bed channels and pollutants transport in open channels is also included in the text.

Rajesh Srivastava is currently Associate Professor, Indian Institute of Technology (IIT) Kanpur. Earlier, he served as a research scientist at Soil, Water and Environmental Science Department, University of Arizona, USA. A gold medalist from IIT Roorkee and a PhD from the University of Arizona. He was awarded for the best paper by the GM Nawathe award and by APD Conference of the International Association of Hydraulic Engineering and Research.

2007, ISBN: 978-0-19-569038-5

(Oxford University Press India)



MICROPROCESSORS AND INTERFACING

M. Saravanan, N. Senthil Kumar, S.K. Shah, and S. Jeevananthan,



Microprocessors and Interfacing is a textbook designed for engineering courses covering a study of various microprocessors, microcontrollers, their interfacing, programming, and applications. The book, in 20 chapters, provides a brief overview of the 8085 processor, followed by a detailed discussion of the 8086 architecture, programming, and interfacing concepts. The book also provides a brief introduction to the 8088 processor, bringing out its architectural difference with the 8086 processor. Subsequently, the book discusses the 8-bit 8051 and 16-bit 8096 microcontrollers, and advanced processors such as 80186, 80286, 80386, 80486, Pentium, and embedded controllers such as RISC, CISC, SUNSPARC, and ARM. The last chapter focuses on hybrid programming techniques to provide an understanding of the efficient combination of assembly language with C/C++. Providing a balance between theory and practice, the book is interspersed with complete ALP codes, review questions, programming, and design-based exercises.

N. Senthil Kumar is Professor, Department of Electrical and Electronics Engineering, Mepco Schlenk Engineering College, Sivakasi, Tamil Nadu. He has more than 20 years of active teaching and research experience.

M. Saravanan is Professor, Thiagarajar College of Engineering, Madurai, Tamil Nadu. He has more than 15 years of teaching and research experience. **S. Jeevananthan** is Assistant Professor, Department of Electrical and Electronics Engineering, Pondicherry Engineering College, Puducherry. He has a decade of experience in teaching undergraduates and postgraduates.

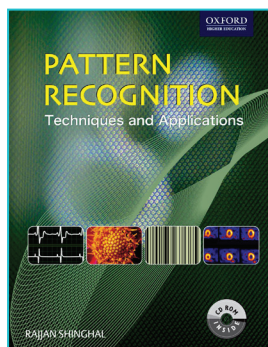
S.K. Shah is Professor, Department of Electrical Engineering, The Maharaja Sayajirao University of Baroda, Vadodara. He has over 30 years of teaching and research experience.

2012, ISBN: 978-0-19-807906-4

(Oxford University Press India)

PATTERN RECOGNITION

Rajjan Shinghal



The book begins by introducing the concept of inductive learning and provides an exhaustive coverage of the procedures for Pattern Recognition. *Pattern Recognition: Techniques and Applications* would serve as a textbook for undergraduate and master's engineering students for the course on Pattern Recognition. It would also be a useful reference for practicing engineers in industrial and research organizations that apply pattern recognition techniques in diverse areas such as optical character recognition, speech recognition, etc. The book begins by introducing the concept of inductive learning and provides an exhaustive coverage of the procedures for Pattern Recognition. Other relevant topics such as feature selection and clustering are also dealt with. The last chapter compares the results of classifying a given problem by each procedure, and proposes research on finding their underlying commonality, if any. The book is well supported by both programming and non-programming exercises at the end of each chapter. The appendices describe syntactic pattern recognition as well as two projects for students: one on medical prognostication and the other on optical character recognition. The lucid treatment in the book encourages self-study and instills working knowledge of pattern recognition in a student.

Rajjan Shinghal retired as Professor of computer science from Concordia University, Montreal. A PhD in computer science from McGill University, Montreal, he has over 30 years of experience in teaching and research. He has published research papers in many conference proceedings and in a wide variety of journals such as *Expert Systems*, *Pattern Recognition*, and the various *IEEE Transactions*.

2005, ISBN: 978-0-19-567685-3

(Oxford University Press India)



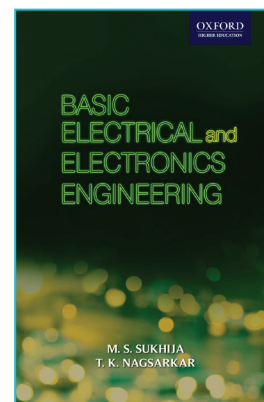
BASIC ELECTRICAL AND ELECTRONICS ENGINEERING

M. S. Sukhija and T.K. Nagsarkar

Basic Electrical and Electronics Engineering has been written primarily for the first year undergraduate students of engineering to help them understand the basic principles of electrical and electronics engineering. The first part of the book discusses the scope of electrical engineering and gives a detailed coverage on network theorems, magnetic circuits, transformer principles, alternating quantities, synchronous machines, induction motors, basic analogue instruments, and power systems. The second part of the book deals with the concepts of electronics engineering and provides an in-depth understanding of semiconductors and diodes, transistors, oscillators, and amplifiers. Additionally, the book explains the principles of transducers, telecommunication and information technology, digital systems, and control systems in separate chapters.

2012, ISBN: 978-0-19-808180-7

(Oxford University Press India)



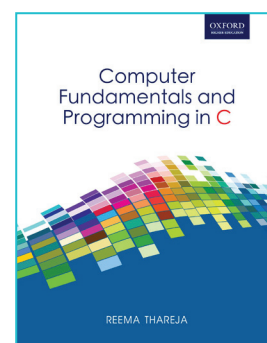
COMPUTER FUNDAMENTALS AND PROGRAMMING IN C

Reema Thareja

Computer Fundamentals and Programming in C is designed to serve as a textbook for the undergraduate students of engineering, computer science, computer applications, and information technology. The book provides a thorough overview of all the fundamental concepts related to computer science and programming. Beginning with an introduction to computers, the book offers a detailed account of various topics covered in computer fundamentals ranging from the evolution and characteristics of computers, description of latest software technologies, and the Internet, to the basics of C programming along with an introduction of important data structures. Written in lucid language, the book provides several pedagogical features including numerous case studies, plenty of well-labelled illustrations, key terms, and end-chapter exercises. Text is interspersed with notes that provide additional but relevant information and programming tips that will help students avoid common programming errors. In addition, numerous screenshots that aid students to visualize the concepts and several example codes to apply the concepts learned in real-life scenario are included.

2012, ISBN: 978-0-19-807888-3

(Oxford University Press India)



COMMUNICATION SYSTEMS

V. Chandra Sekar

Communication Systems is a textbook designed specifically for students of computer science, information technology, and electrical engineering disciplines. It provides a balance between theory and the related applications with the help of figures, solved problems, numerical exercises, and review questions. The book starts with a detailed discussion on the basic principles of analog communication and the essential concepts of digital communication. The subsequent chapters elaborate upon the various types of transmission media such as transmission lines, waveguides, microwave, optical, satellite, television, and radar, followed by a discussion on data communication and its equipment. The last chapter is devoted to 'spread spectrum modulation'-a recent technique which enables the transmission of information through multiple frequencies, ensuring greater security.

V. Chandra Sekar is Head, SASTRA University, Srinivasa Ramanujan Centre, Kumbakonam, Tamil Nadu. In a career spanning over four decades, he has served as an academician as well as undertaken various R&D projects in reputed organizations, such as the TIFR, Bombay and ECIL, Hyderabad. He has also presented several research papers in various seminars and is the author of Analog Communication.

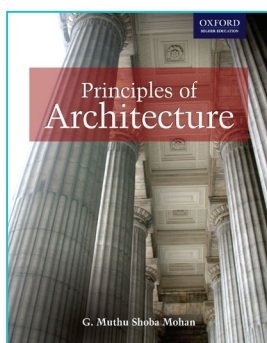
2012, ISBN: 978-0-19-807805-0

(Oxford University Press India)



PRINCIPLES OF ARCHITECTURE

G. Muthu Shoba Mohan



Principles of Architecture aims at sensitizing students of civil engineering and architecture to the relationship between architecture and engineering. Designed to meet the requirements of an introductory course in architecture, the book provides the basic knowledge of architecture as a design process, which results in functionally efficient, economically viable, and aesthetically appealing buildings. Starting with simple definitions, descriptions of basic elements, and principles of design, the book covers the core topics in architecture such as aesthetic qualities in buildings, aesthetic relationships, and aesthetic impact in detail. It also discusses safety regulations, layout regulations, and building rules. Enriched with numerous architectural examples from history, the book also presents the works and ideas of some famous architects from India and abroad.

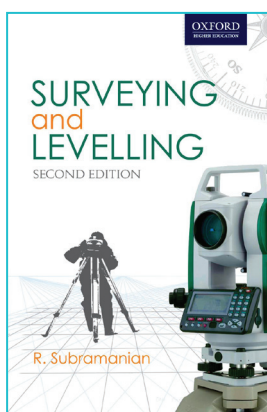
G. Muthu Shoba Mohan is a postgraduate from the School of Architecture and Planning, Anna University, Chennai. She has around eight years of experience as a practising architect and has also taught courses in architecture to undergraduate students for several years, and is currently pursuing her Ph D in architectural acoustic environment.

2006, ISBN: 978-0-19-568272-4

(Oxford University Press India)

SURVEYING AND LEVELLING

R. Subramanian



The second edition of *Surveying and Levelling* is a comprehensive textbook that covers all aspects of the subject that are generally dealt with in two successive semesters in most universities. The book includes discussion on the most modern techniques in surveying. The book is a well-balanced mix of basic and advanced surveying techniques. It elaborates upon chain surveying, compass surveying, plane tabling, theodolite surveying using conventional instruments, curve surveying, tacheometry, trigonometrical levelling, triangulation, photogrammetry, hydrographic surveying, and astronomical surveying. It also discusses the calculation of areas and volumes using survey data and the working of instruments such as automatic levels, digital instruments, electronic theodolites, and total stations. The book would be useful not only for engineering students, but also for diploma students and those who appear for the AMIE examination.

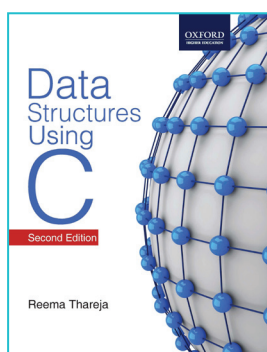
R. Subramanian was formerly Professor and Head of the Civil Engineering Department, National Institute of Technical Teachers Training and Research, Chandigarh. He holds a bachelor's degree in civil engineering from Kerala University and a master's degree in structural engineering from the University of Roorkee (now IIT Roorkee). He has over 35 years of teaching experience.

2012, ISBN: 978-0-19-808542-3

(Oxford University Press India)

DATA STRUCTURES USING C

Reema Thareja



This second edition of *Data Structures Using C* is designed to serve as a textbook for undergraduate engineering students of computer science as well as postgraduate students of computer applications. It provides a comprehensive coverage of the concepts of data structures and their implementation using C language. Beginning with an overview of the concepts of C programming the book provides an introduction to different data structures and methods to analyse the complexity of different algorithms. It goes on to connect these concepts and apply them to the study of various data structures such as arrays, strings, linked lists, stacks, queues, trees, heaps, and graphs. In addition, the book includes detailed description of searching and sorting techniques and hashing, and an exclusive chapter on the attributes and organization of files.

2014, ISBN: 978-0-19-809930-7

(Oxford University Press India)



BASIC ELECTRICAL AND ELECTRONICS ENGINEERING

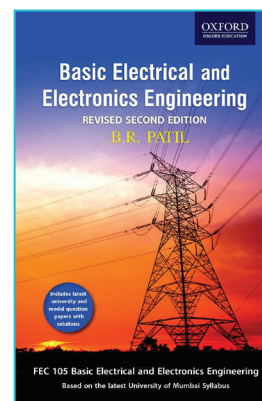
REVISED SECOND EDITION (UNIVERSITY OF MUMBAI)

B.R. Patil

The revised second edition of *Basic Electrical and Electronics Engineering* is specially designed for the first year engineering students of the University of Mumbai. Beginning with the basics of electricity, the book provides an exhaustive coverage of topics such as dc and ac circuits, three-phase circuits, single-phase transformers, and semiconductor devices. The subject matter in each chapter is developed systematically from the basic principles and is supplemented with several solved examples. In addition, there are appendices at the end of the book, which would prove useful in understanding the fundamental concepts of electricity, capacitor, magnetic circuit, electromagnetism, and electromagnetic induction.

2013, ISBN: 978-0-19-809634-4

(Oxford University Press India)



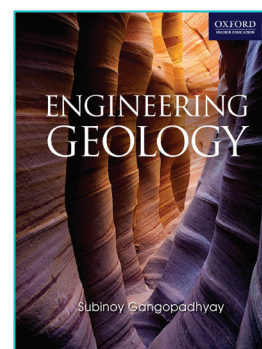
ENGINEERING GEOLOGY

Subinoy Gangopadhyay

Engineering Geology is designed as a textbook for the undergraduate and postgraduate students of engineering geology, applied geology, mining, and civil engineering. It will also serve as a reference text for civil engineers and professional geologists. The book begins with a discussion on basic geological aspects related to rocks and minerals, geological structures, soil formation and classification, underground water, aerial photo study and remote sensing, and geophysical and drilling exploration. This is followed by important engineering geology topics such as soil and rock mechanics, methods of site investigation for civil engineering projects with detailed coverage on dams, reservoirs, tunnels, powerhouses, bridges, canals, power channels, and flumes. Some of the other important topics that are discussed in the book include the search for construction materials, treatment of geological defects, assessment and mitigation of natural hazards, and evaluation of karstic limestone terrains for reservoir projects.

2012, ISBN: 978-0-19-808635-2

(Oxford University Press India)



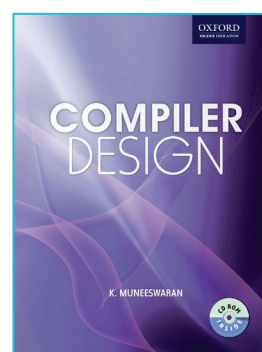
COMPILER DESIGN

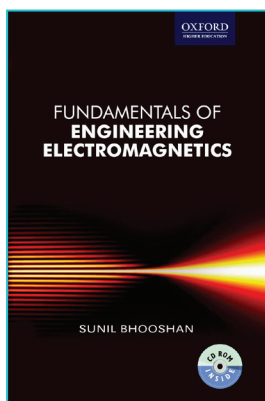
K. Muneeswaran

Compiler Design is designed as a textbook for undergraduate and postgraduate students of engineering (computer science and information technology) and computer applications. It seeks to provide a thorough understanding of the design and implementation aspects of a compiler. DESIGNCOMPILER The book commences with an overview of system software and briefly describes the evolution, design, and implementation of compilers. Detailed explanation of the various phases involved in the design of a compiler, such as lexical analysis, syntax analysis, run-time storage organization, intermediate code generation, code optimization, and final code generation, is provided in various chapters of the book. The last chapter describes in brief all the frequently used compiler writing tools, with examples and program codes.

2012, ISBN: 978-0-19-806664-4

(Oxford University Press India)

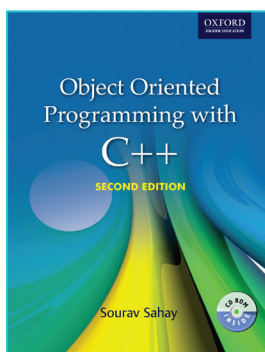


FUNDAMENTALS OF ENGINEERING ELECTROMAGNETICS**Sunil Bhooshan**

Fundamentals of Engineering Electromagnetics is designed for undergraduate engineering courses in electromagnetics. The book aims to provide students of electrical engineering and electronics and communication engineering with an understanding of the fundamentals of electromagnetic fields and their applications. The book begins with the basics of mathematics in Part I such as scalars and vectors, coordinate systems, and vector calculus. Part II discusses electrostatics covering topics such as electric field, electrostatic energy and potential, Laplace's and Poisson's equations. Part III focusses on magnetostatics detailing steady magnetic fields, magnetic forces, inductance, and magnetisation. Part IV deals with time-varying fields and radiation and propagation. In this section, antennas and radio wave propagation have covered in detail. The appendices at the end of the book equip the students with all the important tables and information they would require for this course.

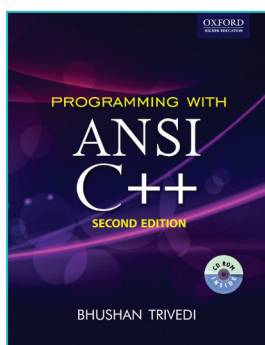
Sunil Bhooshan is currently Professor and Head, Department of Electronics and Communication Engineering, Jaypee University of Information Technology (JUIT), Warknaghat. He graduated from IIT Delhi and obtained his MS and Ph D degrees from the University of Illinois, Urbana-Champaign.

2012, ISBN: 978-0-19-807794-7
(Oxford University Press India)

OBJECT ORIENTED PROGRAMMING WITH C++**Sourav Sahay**

Designed to serve as a textbook for students pursuing undergraduate engineering courses in information technology or computer science, this second edition of *Object-Oriented Programming with C++* imparts a clear understanding of objects and the methods of modelling them in the object-oriented programming system (OOPS). The book would also be suitable for undergraduate as well as postgraduate students of computer applications. The book begins with an explanation of the procedure-oriented programming system, the role played by structures in this system, and the reasons that led to the creation of OOPS. It then provides a systematic discussion of features such as classes, objects, dynamic memory management, constructors, destructors, inheritance, dynamic polymorphism, and operator overloading. The concepts of stream handling, templates (including the Standard Template Library), and exception handling have been covered in detail to provide more control and convenience to programmers.

2012, ISBN: 978-0-19-806530-2
(Oxford University Press India)

PROGRAMMING WITH ANSI C++**Bhushan Trivedi**

The second edition of *Programming with ANSI C++* is thoroughly updated, while preserving the essence of the first edition. It provides a fine balance between theory and practice and an in-depth coverage of both elementary as well as advanced topics. Starting with an introduction to the object-oriented paradigm and an overview of C++, it gradually moves on to analyse in detail, important concepts such as classes, objects, functions, constructors and destructors, operator overloading, inheritance, polymorphism, and exception handling. Besides, there are dedicated chapters on templates, run-time type information (RTTI) and casting operators, streams, files, namespaces, string objects, and Standard Template Library (STL).

2012, ISBN: 978-0-19-808396-2
(Oxford University Press India)



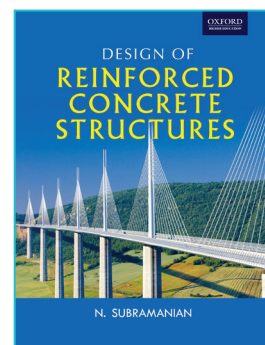
DESIGN OF REINFORCED CONCRETE STRUCTURES

N. Subramanian

Design of Reinforced Concrete Structures is designed to meet the requirements of undergraduate students of civil and structural engineering. This book will also be an invaluable reference to postgraduate students and practising engineers and researchers. This book provides an extensive coverage of the design of reinforced concrete structures in accordance with the current Indian codes of practice (IS 456:2000 and IS 13920:1993). As some of the Indian code provisions are outdated, the American code (ACI 318:2011) provisions are used wherever necessary. In addition, discussion on earthquake-resistant design and detailing is provided, as about 60 per cent of India falls under moderate to severe earthquake zones. The text is based on the modern limit states design and covers topics such as the properties of concrete, structural forms, and loadings. Besides, discussion on the behaviour of various structural elements such as compression and tension members, beams, slabs, foundations, walls, and joints and design and detailing for flexure, shear, torsion, bond, tension, compression, uniaxial and biaxial bending and interaction of these forces make it an invaluable guide for students and designers. The book also provides appendices on strut-and-tie-method, properties of soils, design aids, and practical tips and thumb rules that add value to the rich content of book. For interested readers, more than 1300 references and numerous web links are provided in the chapters for further study and research.

2013, ISBN: 978-0-19-808694-9

(Oxford University Press India)



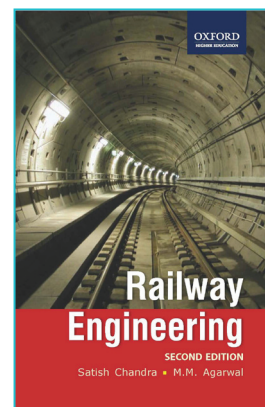
RAILWAY ENGINEERING

M.M. Agarwal and Satish Chandra

The second edition of *Railway Engineering* provides an exhaustive coverage of all aspects of railways, at a level suitable for undergraduate students of civil engineering. With a balanced amalgamation of fundamental concepts and modern technological developments, this revised edition will prove equally beneficial for students of polytechnics as well as those preparing for the AMIE examination. It can also be useful as a ready reference for railway professionals. Absorbing the latest developments on Indian Railways, the book presents various modernization plans covering tracks, locomotives, and rolling stock. To make the coverage comprehensive, it incorporates important statistical data and examples. Supplemented with a number of illustrations and examples, the text aids easy understanding of the design methods discussed.

2013, ISBN: 978-0-19-808353-5

(Oxford University Press India)



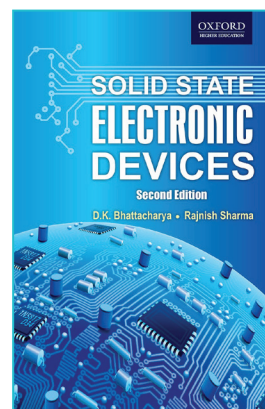
SOLID STATE ELECTRONIC DEVICES

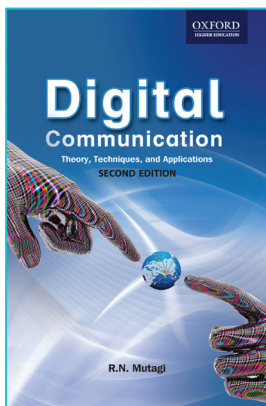
D.K. Bhattacharya and Rajnish Sharma

The second edition of *Solid State Electronic Devices* serves as a textbook for an introductory course on solid state electronic devices. It provides a comprehensive coverage of the fundamental concepts of the subject that will be useful to undergraduate and polytechnic students as well as practising engineers. The book begins with basic solid state topics such as electron dynamics, growth and crystal properties of semiconductors, energy bands, and excess carriers in semiconductors, and then moves on to the study of p-n junctions, bipolar junction transistors, and field-effect transistors. This is followed by an analysis of special devices such as opto-electronic devices, power devices, and microwave devices. Finally, the text covers integrated circuits, micro-electromechanical systems, rectifiers, and power supplies.

2014, ISBN: 978-0-19-808457-0

(Oxford University Press India)





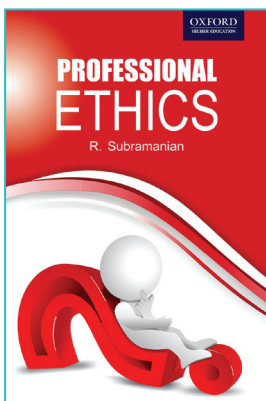
DIGITAL COMMUNICATION

R.N. Mutagi

Digital Communication: Theory, Techniques, and Applications is designed for undergraduate students of engineering for a course on digital communication. The second edition of this book treats spread spectrum communication techniques as an exclusive chapter. The book starts from the basics of signals and systems and builds the preliminary concepts through the chapters on probability and random processes, and information theory. It then goes on to describe core concepts such as digital coding, multiplexing and multiple access, modulation techniques, demodulation, error control coding, and spread spectrum communication. The last chapter illustrates the concepts learnt in the earlier chapters through applications in optical, satellite, and wireless communication domains.

2013, ISBN: 978-0-19-808722-9

(Oxford University Press India)



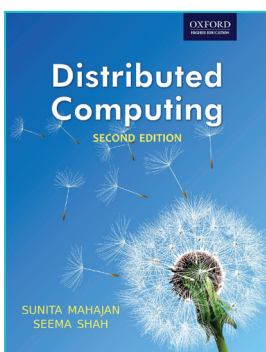
PROFESSIONAL ETHICS

R. Subramanian

Professional Ethics is a textbook designed for budding engineers, managers, and other professionals. It will aid them in understanding concepts that will enable them to effectively resolve the ethical issues they will face in their professional lives. Starting with basic terminologies and ethical views of many thinkers from India and abroad, the book discusses the basic tenets of professionalism and professionalism, moral development theories and ethical theories, ethics in engineering, engineers' responsibility for safety, and responsibilities and rights of individuals and professionals. Global ethical issues including corporate social responsibility, media, war, and research are also considered. Intellectual property rights, ethics audit, and development and detailing of ethical codes from professional engineering bodies are discussed in this book. In addition to these, a chapter is devoted to a discussion on human values and attitudes, which form the basis of ethical decisions and actions.

2013, ISBN: 978-0-19-808634-5

(Oxford University Press India)



DISTRIBUTED COMPUTING

Seema Shah and Sunita Mahajan

The second edition of *Distributed Computing* is specially designed for students of computer science engineering, information technology, and computer applications. It provides a clear understanding of the computing aspects of distributed systems. The book covers the basic concepts and techniques developed in this area over the past three decades, such as the fundamentals of distributed computing, inter-process communication, synchronization, distributed system management, distributed shared memory, distributed file system, and naming. Towards the end of the book, emerging trends in high performance computing such as grid computing, Service-Oriented Architecture (SOA), and cloud computing are discussed. The book will help students and professional developers alike to understand the concepts and applications of distributed computing.

2013, ISBN: 978-0-19-809348-0

(Oxford University Press India)



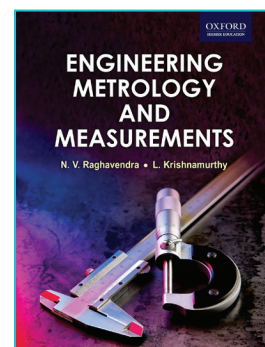
ENGINEERING METROLOGY AND MEASUREMENTS

N.V. Raghavendra and L. Krishnamurthy

Engineering Metrology and Measurements is a textbook designed for students of mechanical engineering and allied disciplines to help them understand the various shop floor measurement techniques and the basics of mechanical measurements. Beginning with a conventional introduction to the principles and standards of measurement, the book takes the reader through important topics of metrology such as limits, fits and tolerances, linear measurements, angular measurements, comparators, optical measurements, inspection, and quality control. The last few chapters discuss the measurement concepts of simple physical parameters, such as force, torque, strain, temperature, and pressure, before introducing the contemporary topic of nanometrology in the last chapter. Adopting an illustrative approach to explain the concepts, the book presents solved numerical problems, practice problems, review questions, and multiple choice questions.

2013, ISBN: 978-0-19-808549-2

(Oxford University Press India)



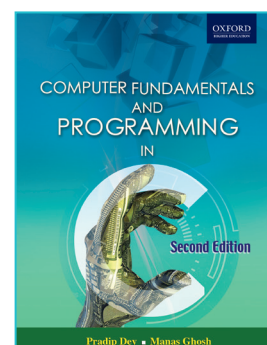
COMPUTER FUNDAMENTALS AND PROGRAMMING IN C

Manas Ghosh and Pradip Dey

Computer Fundamentals and Programming in C, second edition is designed to serve as a textbook for students of engineering (BE/BTech), computer applications (BCA/MCA), and computer science (BSc) for an introductory core course on computers and programming in C. It provides a thorough understanding of the subject and its applications. The book begins with an introduction to the basic features of a digital computer, number systems and binary arithmetic, Boolean algebra and logic gates, software, operating systems, and the Internet. A major part of the book provides a detailed coverage of programming in C. It discusses the primary functions of compilers, linkers, and loaders, and provides an exhaustive coverage of concepts such as data types, control statements, arrays, strings, functions, pointers, structures, file systems, and command-line arguments. This edition also highlights C99 features wherever relevant in the text.

2013, ISBN: 978-0-19-808456-3

(Oxford University Press India)



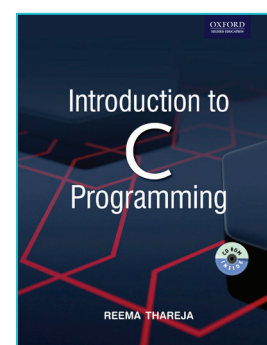
INTRODUCTION TO C PROGRAMMING

Reema Thareja

Introduction to C Programming is designed to serve as a textbook for students of engineering, computer applications, and computer science for a basic course on C programming. The aim of the book is to enable students to write effective C programs. The book starts with an introduction to programming in general followed by a detailed introduction to C programming. It then delves into a complete analysis of various constructs of C such as decision control and looping statements, functions, arrays, strings, pointers, structure and union, file management, and preprocessor directives. It also provides a separate chapter on linked list detailing the various kinds of linked lists and how they are used to allocate memory dynamically. A highly detailed pedagogical approach is followed throughout the book, which includes plenty of examples, figures, programming tips, keywords, and end-chapter exercises which make this book an ideal resource for students to master and fine-tune the art of writing C programs.

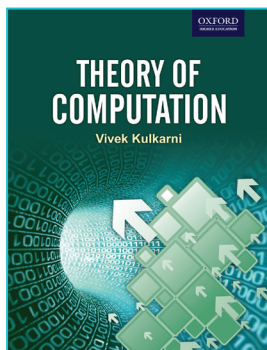
2012, ISBN: 978-0-19-808639-0

(Oxford University Press India)



THEORY OF COMPUTATION

Vivek Kulkarni



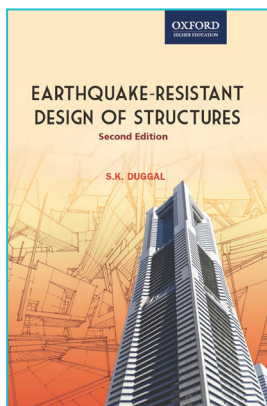
Theory of Computation is designed to serve as a textbook for undergraduate students of computer science and engineering, computer applications, and information technology. It provides a comprehensive coverage of all the essential concepts of the subject. The book begins with basic concepts such as symbols, alphabets, sets, relations, graphs, strings, and languages. It then delves into the important topics, including separate chapters on finite state machine, regular expressions, grammars, pushdown stack, Turing machine, parsing techniques, Post machine, undecidability, and complexity of problems. The chapter on production systems describes a computational model, called Markov and labelled Markov algorithms, which is different from the Turing model. A comprehensive coverage of topics combined with a highly detailed pedagogy covering plenty of solved examples, figures, notes, flow charts, and chapter-end exercises makes this text a complete package for students.

2013, ISBN: 978-0-19-808458-7

(Oxford University Press India)

EARTHQUAKE-RESISTANT DESIGN OF STRUCTURES

S.K Duggal



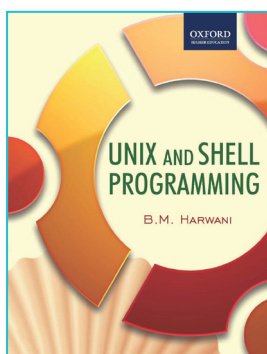
This text is designed for undergraduate students of civil engineering. It explains the different sources of damage that can be triggered by an earthquake as well as the earthquake-resistant design concepts. The book would also be useful for postgraduate students of civil engineering, practising engineers, and architects. Beginning with an introduction to earthquakes and ground motion, the book provides a detailed coverage of structures and soil in terms of their seismic response. The need for placing emphasis on conceptual design is reinforced by enumerating factors that cause damage and by offering guidelines for efficient seismic-resistant design, with special attention to timber, masonry, concrete, and steel buildings.

2013, ISBN: 978-0-19-808352-8

(Oxford University Press India)

UNIX AND SHELL PROGRAMMING

B. M. Harwani



Unix and Shell Programming is a textbook that has been specially designed for undergraduate and postgraduate students of engineering, computer science, information technology, and computer applications. The book seeks to provide a strong foundation on the working of the Unix operating system and its features. The book begins with a description of an operating system and explores the features that have made Unix the most suitable operating system of its time. This is followed by an overview of file management and commonly used commands in Unix. It then covers file systems and compression techniques, processes and signals, vi editor, system calls, and AWK scripting. The book provides a detailed description of different types of editors and shell programming including Bourne, C, and interactive Korn shell. The last few chapters are dedicated to debugging and system development, language development, text-formatting tools, interprocess communication, and system administration. The large number of examples and complete program scripts in the book will aid students in grasping the key concepts effectively.

2013, ISBN: 978-0-19-808216-3

(Oxford University Press India)



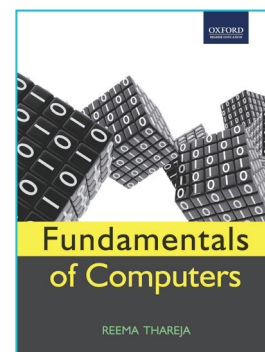
FUNDAMENTALS OF COMPUTERS

Reema Thareja

Fundamentals of Computers has been specifically designed for those who want to learn the basic concepts of computers. It is an ideal text for self-learning basic computer concepts such as organization, architecture, input and output devices, primary and secondary memory, as well as advanced topics including operating systems, computer networks, and databases. The book also provides step-by-step procedures to learn different applications such as MS Word, MS PowerPoint, and MS Excel. The book will be useful for students pursuing professional courses such as B Tech, BBA, BCA, and MCA as well as for those enrolled in elementary courses in information technology and computer sciences. It is also a valuable reference for diploma courses and courses taught at the polytechnic level.

2014, ISBN: 978-0-19-945272-9

(Oxford University Press India)



NUMERICAL METHODS

FOR ENGINEERING AND SCIENCE

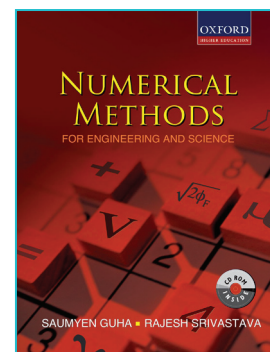
Saumyen Guha and Rajesh Srivastava

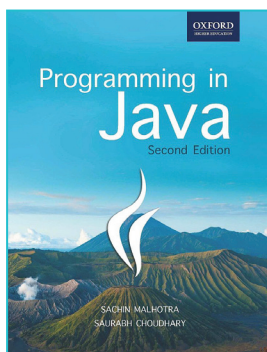
Designed as a textbook for undergraduate and postgraduate students of engineering and science, *Numerical Methods: For Engineering and Science* is an attempt to explain the concepts and principles in such a way that the methods can be applied to any discipline. The book begins with an introduction to the concept of numerical method as an approximation for solving a mathematical problem and the various kinds of errors and conditions associated with such a method. Subsequently, the book provides detailed explanations of numerical methods for linear system of equations, single as well as multiple non-linear equations, approximation of functions, numerical derivatives and integrals, single and multiple ordinary differential equations, boundary value problems, and partial differential equations. The last chapter introduces some advanced topics such as approximation using rational functions, finite element methods, and multi-grid methods, for the students interested in numerical computations. The ingenious use of a popular comic character to introduce various mathematical problems is integrated throughout the book to highlight applications of different numerical methods.

Saumyen Guha a Ph D from Princeton University, USA, is currently an Associate Professor at the Department of Civil Engineering, Indian Institute of Technology Kanpur. He did his B E in civil engineering from the Bengal Engineering College, Shibpur, and an M Tech in environmental engineering from the Indian Institute of Technology Kanpur. **Rajesh Srivastava** is currently a Professor at the Department of Civil Engineering, Indian Institute of Technology Kanpur.

2010, ISBN: 978-0-19-569348-5

(Oxford University Press India)





PROGRAMMING IN JAVA

Sachin Malhotra and Saurabh Choudhary

Programming in Java, second edition is primarily designed for the students of computer science, information technology, and computer applications. Thoroughly updated for Java Standard Edition 7 (Java SE 7), this revised edition provides greater topical coverage and more programming examples in every chapter. Starting with the basics of object-oriented concepts, it gradually moves on to discuss all the essentials of Java. The topics covered include interfaces, packages, enumeration, exception handling, assertions, multithreading, generics, applets, event handling, AWT, and swing. In addition, the last chapter provides a glimpse of JDBC, servlets, JSP, Java beans, and EJB.

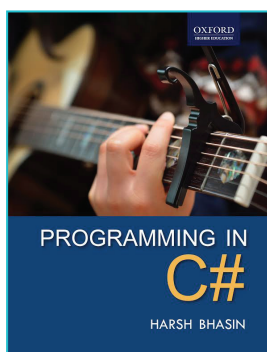
2013, ISBN: 978-0-19-809485-2
(Oxford University Press India)

PROGRAMMING IN C#

Harsh Bhasin

Programming in C# is a textbook designed for the undergraduate and postgraduate students of computer science engineering, information technology, and computer applications. It helps the students to understand the fundamentals and applications of C# programming using .NET Framework. The book will also serve as a useful reference for researchers and practising programmers who intend to pursue a career in C# programming. Broadly divided into three parts, the first part of the book serves as an introduction to the .NET Framework and C# and procedural programming, followed by the second part discussing object-oriented programming concepts, and the third part focusing on component object model (COM) and advanced topics. Part one, beginning with an introduction to the .NET Framework and C#, goes on to discuss data types and operators, conditional statements, loops, collections, strings, arrays, structure and enumerations providing a thorough coverage of procedural programming concepts. The second part, object-oriented programming, starts with the fundamentals of classes and objects, inheritance, interfaces and then discusses topics such as operator overloading, error and exception handling, generics, and threads. The third part deals with topics related to COM, namely, Windows Form and controls, menus and common dialogs, and also advanced topics such as data connectivity, ASP.NET, networking, deployment, and Windows Presentation Foundation (WPF) and Windows Communication Foundation (WCF). Each chapter includes a variety of end-chapter exercises in the form of MCQs with answers, review questions, and programming exercises to help readers test their knowledge.

2014, ISBN: 978-0-19-809740-2
(Oxford University Press India)

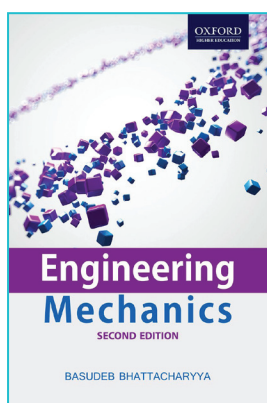


ENGINEERING MECHANICS

Basudeb Bhattacharyya

The second edition of *Engineering Mechanics* is specially designed as a textbook for undergraduate students of engineering. It provides a detailed and holistic treatment of the basic theories and principles of both statics and dynamics. Starting from the fundamental concepts of force and equilibrium along with free body diagrams, this book comprehensively covers the various analytical aspects of rigid body mechanics, including a suitable discourse on simple lifting machines. Within each chapter, the simpler topics and problems precede those that are more complex and advanced. Each chapter starts with the key concepts and gradually builds up on the advanced topics using detailed and easy-to-understand illustrations.

2014, ISBN: 978-0-19-809632-0
(Oxford University Press India)



A QUICK ENGLISH REFERENCE

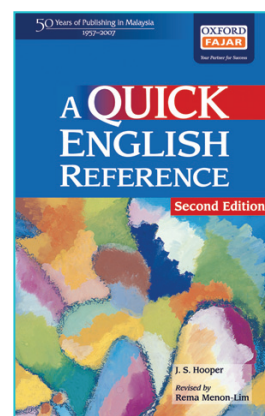
SECOND EDITION

J S Hooper and Rema Menon-Lim

This book is a useful reference for both students and adults who use English in their everyday lives. It is also a good source of reference for teachers who wish to support and supplement language teaching in class. The book has been updated, taking into account the views of users and the ever-changing nature of language.

2007, ISBN: 978-9-83-338336-8

(Oxford Fajar)



COMMON ERRORS IN ENGLISH

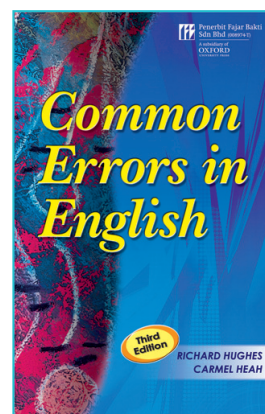
THIRD EDITION

Richard Hughes and Carmel Heah

This book has been developed specially for sixth form, college and university students in Malaysia. It can be used in the classroom or for selfstudy. This book focuses on selected points of grammar and vocabulary which are common errors made by Malaysians.

2006, ISBN: 978-9-67-659643-7

(Oxford Fajar)



ELT METHODOLOGY OF PRINCIPAL AND PRACTICE

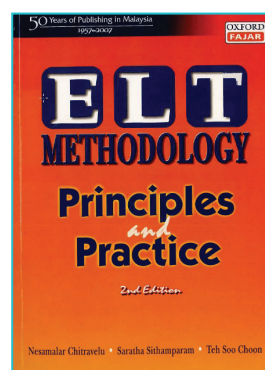
SECOND EDITION

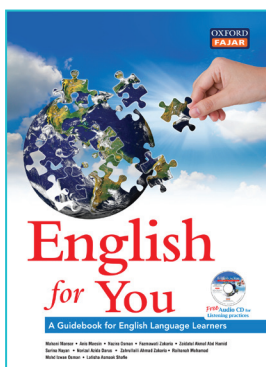
Nesamalar Chitravelu, Saratha Sithamparam, and Teh Soo Choon

This book is specially targeted at teachertrainees who have no teaching experience, teacher-trainers who need a book to complement and/or supplement their own teaching, and experienced teachers who want to play the old game in new ways.

2005, ISBN: 978-9-67-659214-9

(Oxford Fajar)





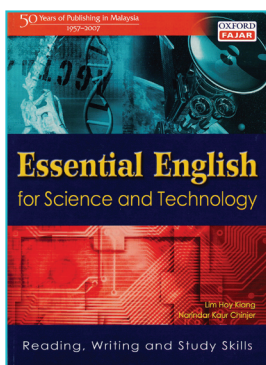
ENGLISH FOR YOU: A GUIDEBOOK FOR ENGLISH LANGUAGE LEARNERS

Mahani Mansor, Anis Maesin, Nazira Osman, Fazmawati Zakaria, Zaidatul Akmal Abd Hamid, Surina Nayan, Norizul Azida Darus, Zahrullaili Ahmad Zakaria, Raihanah Mohamad, Mohd Izwan Osman, and Latisha Asmaak Shafie

This book is designed for beginner and intermediate learners of English. It helps tertiary level students improve their proficiency in the areas of reading, speaking, writing, grammar and listening. The varied topics are presented throughout the book using comprehensive notes and useful practices. An audio CD and CD script are also provided for the listening practices.

2013, ISBN: 978-9-83-470368-4

(Oxford Fajar)



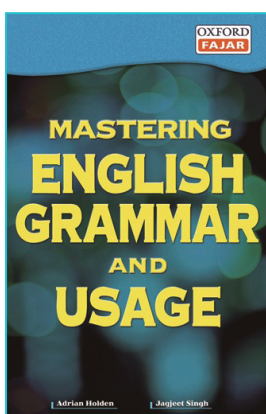
ESSENTIAL ENGLISH FOR SCIENCE AND TECHNOLOGY

Lim Hoy Kiang and Narindar Kaur Chinjer

This book helps students broaden their necessary skills to actively participate in any science course. An accessible, lively and comprehensive resource, it can be used in the classroom and as a reference

2006, ISBN: 978-9-67-659410-5

(Oxford Fajar)



MASTERING ENGLISH GRAMMAR AND USAGE

Adrian Holden and Jagjeet Singh

This book has been specially written for intermediate learners of English in matriculation and Form Six classes, colleges and universities. It is an informative, easy-to-use grammar and practice text which identifies the common errors made by Malaysians and focuses on proper usage.

2006, ISBN: 978-9-67-659644-4

(Oxford Fajar)



TOWARDS BETTER ENGLISH GRAMMAR

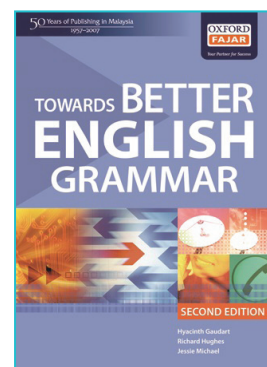
SECOND EDITION

Hycinth Gaudart, Richard Hughes, and Jessie Michael

This is a grammar reference-cum-practice workbook for intermediate level college and university students. The focus of the book is on the main problem areas of grammar within the conventional grammar categories. It may be used as a class text or for self-study.

2007, ISBN: 978-9-83-338337-5

(Oxford Fajar)



A HISTORY OF PAKISTANI LITERATURE IN ENGLISH

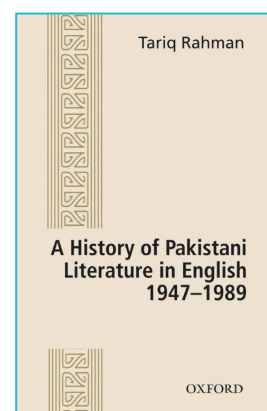
Tariq Rahman

This is the first history of literature written by Pakistanis, including those Indian Muslims who either migrated to Pakistan or whose work is highly relevant to the themes which engaged the writers of the new country in the years before Partition and immediately afterwards. It contains a historical account of the novels, drama, belles lettres and especially of poetry written from the late 1940s till 1990 when the book was first published. It also contains a bibliography of these writings which is important as some of this material is untraceable. Although there has been a lot of significant addition to the genres covered in this history since 1990 and it has also been competently evaluated by literary critics, there is no comparable historical account of Pakistani literature in English from that date till now. This book covers the course of post-colonial literature in Pakistan, and the new course on Pakistani Literature in English that has been added by some universities.

Dr Tariq Rahman is an HEC Distinguished National Professor of Sociolinguistic History and Professor Emeritus at the National Institute of Pakistan Studies, Quaid-i-Azam University, Islamabad. Since June 2007, he is also Director of National Institute of Pakistan Studies (NIPS).

2014, ISBN: 978-0-19-906835-7

(Oxford University Press Pakistan)



50 POEMS

30 SELECTED 20 NEW

Zulfikar Ghose

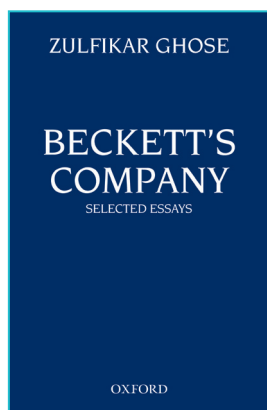
The 30 Selected and the 20 New that comprise *50 Poems* have been chosen to present a concise and representative volume of Zulfikar Ghose's poetry for the general reader interested in Pakistan's premier English-language poet and for scholars specialising in contemporary English poetry and post-colonial literature. An impeccable craftsman and creator of striking images, whose themes touch the core of human experience, Zulfikar Ghose is a poet of lasting significance: *50 Poems* presents his essential work.

Zulfikar Ghose has held the distinguished position of Susan Taylor McDaniel Regents Professor in Creative Writing at the University of Texas at Austin, USA.

2010, ISBN: 978-0-19-547574-6

(Oxford University Press Pakistan)





BECKETT'S COMPANY

SELECTED ESSAYS

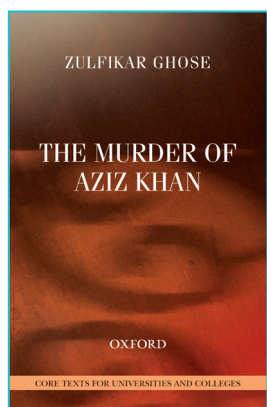
Zulfikar Ghose

Beckett's Company assembles a wide range of Zulfikar Ghose's essays from the personal to the scholarly. The personal memoirs of driving from Bombay to Delhi in 1952, and of 'Going Home' to Pakistan for a visit, will resonate with South Asians living at home and overseas. The selection of literary essays on such familiar subjects as Beckett and Shakespeare, and on the not-so-familiar Thomas Berger and Christopher Middleton, all written in Ghose's inimitable style, will be of interest to scholars and to general readers who enjoy a discussion of ideas in a lucid, perceptive, and witty prose.

Zulfikar Ghose has held the distinguished position of Susan Taylor McDaniel Regents Professor in Creative Writing at the University of Texas at Austin, USA.

2008, ISBN: 978-0-19-547622-4

(Oxford University Press Pakistan)



THE MURDER OF AZIZ KHAN

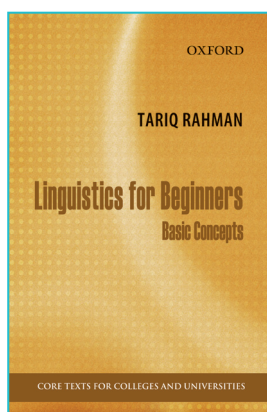
Zulfikar Ghose

First published in 1967, *The Murder of Aziz Khan* has acquired an important place in the history of English language Pakistani literature. It presents a picture of Pakistani society in its earliest years in the persons of Aziz Khan, who represents ancient and traditional values, and the Shah brothers, who are out to exploit the resources and the people of the new country for their personal gain. The story is built around this central conflict. Intricately plotted, the story reveals the emotions of its characters; it exposes the ruthless brutality of the Shah brothers and the effects of moral corruption on them; and finally, in brilliant prose imbued with an astonishing poetic intensity, the book describes the suffering of Aziz Khan with such poignancy that it seems a symbolic vision of a wound in the heart of the new nation.

Zulfikar Ghose has held the distinguished position of Susan Taylor McDaniel Regents Professor in Creative Writing at the University of Texas at Austin, USA.

1967, ISBN: 978-0-19-577988-2

(Oxford University Press Pakistan)



LINGUISTICS FOR BEGINNERS

BASIC CONCEPTS

Tariq Rahman

This is an introductory book on linguistics, and is primarily meant for students who are studying linguistics at bachelors and/or masters level. The author uses simple language to explain the concepts which will help promote self-study. The book focuses on basic concepts in linguistics which will enable the reader to understand more advanced books on the subject. Thus much space has been devoted to phonetics, phonology, morphology, and syntax. Concepts of socio-linguistics, anthropological linguistics, and educational linguistics have been touched upon.

Dr Tariq Rahman is an HEC Distinguished National Professor of Sociolinguistic History and Professor Emeritus at the National Institute of Pakistan Studies, Quaid-i-Azam University, Islamabad. Since June 2007, he is also Director of National Institute of Pakistan Studies (NIPS).

2010, ISBN: 978-0-19-547925-6

(Oxford University Press Pakistan)



POEMS FROM IQBAL

RENDERINGS IN ENGLISH VERSE WITH COMPARATIVE URDU TEXT

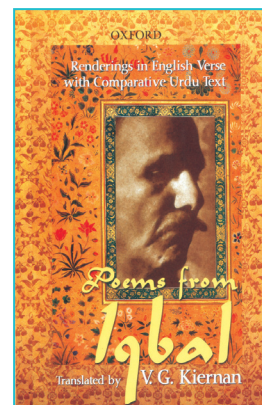
Translated by V. G. Kiernan

Allama Muhammad Iqbal was acknowledged during his lifetime as the most important poet of Muslim India in the twentieth century, both for the quality of his verse and for the influence exercised by his ideas. This volume contains a rendering in English of over a hundred poems chosen from the four collections of Iqbal's poetry written in Urdu, which include religion, satire, and other themes. The English versions are accompanied by the original text.

V. G. Kiernan wrote a number of books and essays on Asian and European history, and on English Literature.

2004, ISBN: 978-0-19-906616-2

(Oxford University Press Pakistan)



THE OXFORD BOOK OF URDU SHORT STORIES

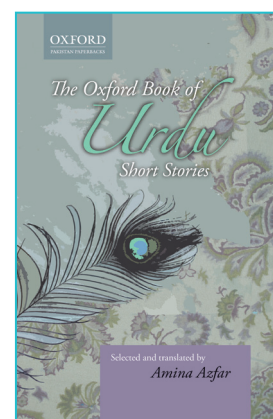
Selected and translated from Urdu by Amina Azfar

This anthology brings together twenty of the most memorable Urdu short stories in a distinctive selection of acclaimed authors who range from the earliest stalwarts to the most renowned contemporary writers of Urdu literature. The stories have been selected for their literary merit as well as their appeal to general readers. At least two of the authors (Zaheer Babar and Hayatullah Ansari) included in this collection have been neglected by other anthologists and translators, although, their work is indisputably of classic stature.

Amina Azfar is a freelance editor, writer, and translator.

2009, ISBN: 978-0-19-906467-0

(Oxford University Press Pakistan)



THE TRUE SUBJECT

SELECTED POEMS OF FAIZ AHMED FAIZ

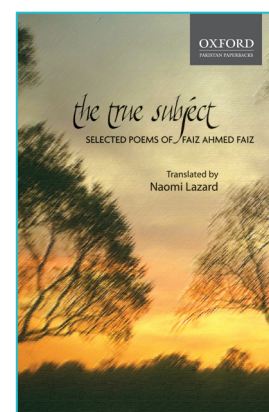
Translated from Urdu by Naomi Lazard

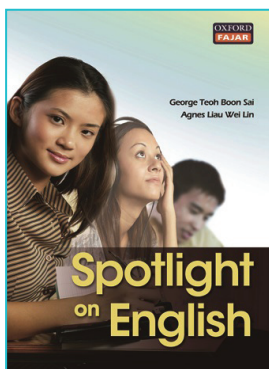
Faiz Ahmed Faiz is considered the most important Urdu poet since Iqbal. His poetry, renowned for its lyric beauty and the warmth of its humanism, is indispensable in the world today. This was the first book of Faiz's translations to appear in the United States. The collaboration for these translations began in 1979, when Faiz and Naomi Lazard met at a writers' conference in Honolulu. Lazard and Faiz developed their particular method of working, which is discussed at length in the introduction 'Translating Faiz' in this book.

Naomi Lazard is an American poet and playwright. She is a former President of the Poetry Society of America and co-founded The Hamptons International Film Festival.

2012, ISBN: 978-0-19-906604-9

(Oxford University Press Pakistan)





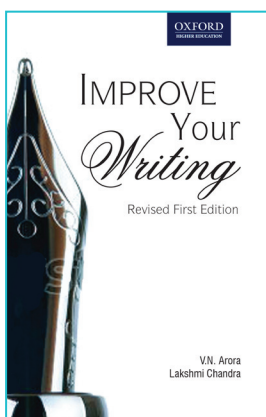
SPOTLIGHT ON ENGLISH

George Teoh Boon Sai and Agnes Liao Wei Lin

This book serves as a textbook for college and university students learning English at intermediate and upper intermediate levels. The book focuses on further developing a student's proficiency in the four language skills - reading, speaking, listening and writing.

2010, ISBN: 978-9-83-470214-4

(Oxford Fajar)



IMPROVE YOUR WRITING

Lakshmi Chandra and V.N. Arora

Improve Your Writing marks a break from the conventional ways of learning and teaching written English. Instead of laying emphasis on the correctness of the language-which it takes for granted it highlights the principles that make a piece of writing effective. It is based on the principles of rhetoric-a much neglected subject these days-which imply that ideas are important but equally important is their organization. The principles of writing effective essays, letters, articles or reports are identified and then illustrated with the help of thought-provoking passages on a variety of subjects. The book may be regarded as a primer on the art of writing. The book has been divided into three chapters: the sentence, the paragraph and the composition. Detailed explanations and graded exercises are provided to enable the learner to master the art of effective writing. It will be of use to students at schools and colleges, to candidates appearing for competitive examination where advanced writing skills are tested, and to professionals who are fastidious about what they write. Teachers of English will find the book not only helpful but also stimulating.

2013, ISBN: 978-0-19-809608-5

(Oxford University Press India)



PAKISTAN: POLITICAL ROOTS AND DEVELOPMENT, 1947–1999

Safdar Mahmood

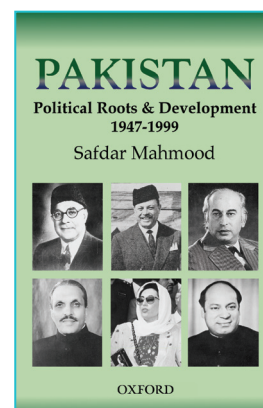
The focus of the book is on Pakistan's troubled political history. It offers useful insights into Pakistan's constitution-making and the characteristic features of various constitutions, and why and how these did not work effectively. It analyses, in detail, the working of the military governments of Ayub Khan, Yahya Khan, and Ziaul Haq, as well as the working of the elected civil governments of the country.

Safdar Mahmood is a member of the Central Superior Services, Government of Pakistan.

(The Millennium Series)

2002, ISBN: 978-0-19-579806-7

(Oxford University Press Pakistan)



PAKISTAN: THE FORMATIVE PHASE, 1857–1948

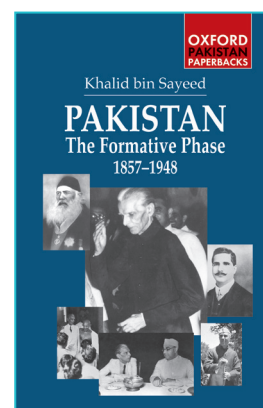
Khalid bin Sayeed

This admirably written book analyzes, in a scholarly and impartial way, a mass of material relating to the creation of Pakistan. Taking 1857 as the starting point, Khalid bin Sayeed relates the diverse factors which periodically heightened or lowered tensions between the Hindus and Muslims of the subcontinent. The book is well-researched and a benefit for all those interested in the history of the subcontinent in the nineteenth century.

Khalid bin Sayeed was Professor of Political Science, Queen's University, Kingston, Canada.

1996, ISBN: 978-0-19-577114-5

(Oxford University Press Pakistan)



A CONCISE HISTORY OF PAKISTAN

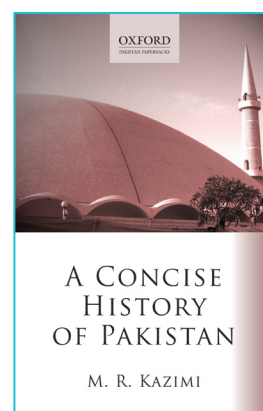
Muhammad Reza Kazimi

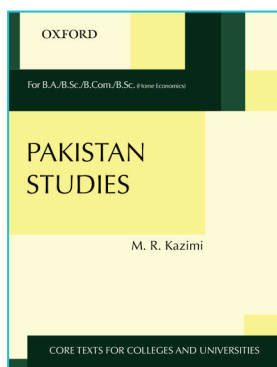
This comprehensive one-volume history of Pakistan covers contemporary crises in the perspective of the subcontinent's ancient and medieval history. It sheds light on how Muslim nationalism emerged and how the community interacted with other communities in the region. The author breaches the confines of political history to depict the intellectual, economic, diplomatic, and cultural history of Pakistan. The book also provides personality profiles of individuals who shaped the course of events over the centuries such as Amir Khusro, Mahatma Gandhi, Pandit Nehru, M. A. Jinnah, and Z. A. Bhutto.

Muhammad Reza Kazimi has taught Pakistan Studies at different colleges for more than thirty years.

2008, ISBN: 978-0-19-906512-7

(Oxford University Press Pakistan)





PAKISTAN STUDIES

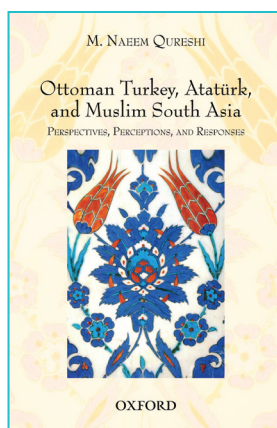
FOR B.A./B.SC./B.COM./B.SC. (HOME ECONOMICS)

Muhammad Reza Kazimi

Pakistan Studies is a compulsory subject for all B.A/B.Sc./B.Com./B.Sc. (Home Economics) students. This essential core textbook is comprehensive and covers the syllabi prescribed by the major public sector universities. It is the first definitive study of Pakistan in all its major aspects. The author provides a complete overview of the historical background and political development of Pakistan; the break-up of 1971; and the nuclearization of Pakistan. The section on Foreign Relations deals with the role of world powers during the wars fought by Pakistan, and Pakistan's relations with the South Asian and Middle Eastern countries. The economy and culture of Pakistan are also covered in great detail.

Muhammad Reza Kazimi has taught Pakistan Studies at different colleges for more than thirty years.

2006, ISBN: 978-0-19-547229-5
(Oxford University Press Pakistan)



OTTOMAN TURKEY, ATATÜRK, AND MUSLIM SOUTH ASIA

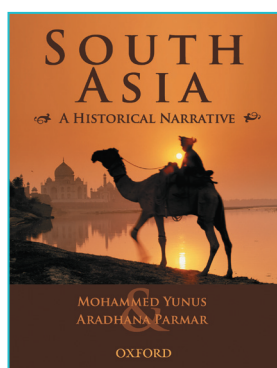
PERSPECTIVES, PERCEPTIONS, AND RESPONSES

M. Naeem Qureshi

This book studies the South Asian perceptions and responses regarding the political events that unfolded in the background of the dismemberment of the Ottoman Empire and the establishment of the Turkish republic by Mustafa Kemal. It begins with an analysis of the literature on nineteenth-century pan-Islam in South Asia and then gradually unfolds its practical expression in the politics of South Asia while interacting with the Turks in the milieu of British and Allied policies. The book also examines the enduring relevance of pan-Islam in the politics of Pakistan and ventures to measure its trajectory in the future.

M. Naeem Qureshi has served as Professor of History at the National Institute of Pakistan Studies, Islamabad.

2014, ISBN: 978-0-19-906634-6
(Oxford University Press Pakistan)



SOUTH ASIA

A HISTORICAL NARRATIVE

Mohammed Yunus and Aradhana Parmar

This essential core textbook authored by two eminent professors of the University of Calgary has been written according to the syllabus prescribed for students preparing for their graduation and CSS examinations. The partition of the Indian subcontinent in 1947 and the creation of Pakistan was one of the most important events of the twentieth century, and its ramifications are in the politics of South Asia. This book offers a balanced and objective view of one of the longest, uninterrupted histories of the world.

Mohammed Yunus teaches Political Science at the University of Calgary, Canada.

Aradhana Parmar teaches at the Faculty of Communication and Culture, University of Calgary, Canada.

2003, ISBN: 978-0-19-579711-4
(Oxford University Press Pakistan)



PAKISTAN'S FOREIGN POLICY 1947–2012

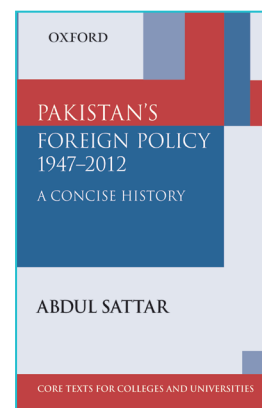
A CONCISE HISTORY

Abdul Sattar

This new edition has been updated to provide an insight into the making, implementation, and consequences of Pakistan's foreign policy from Partition up to 2012. It will facilitate a deeper understanding of the strategic compulsions that have driven decision-making in Pakistan's national security and foreign policy. Written with the express purpose of providing a reference book for students of history, political science, international relations, and Pakistan Studies, the book offers an objective history of policy stances along with the rationale of the decisions made by Pakistani state leaders.

2013, ISBN: 978-0-19-906919-4

(Oxford University Press Pakistan)



A Political History of Pakistan, 1947–2007

V. Y. Belokrenitsky and V. N. Moscalenko

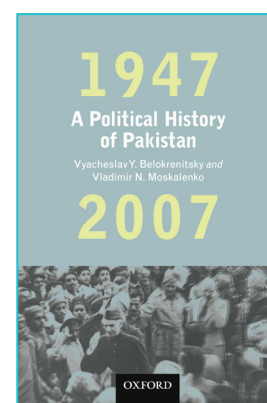
This book contains seven chapters. The first deals with the struggle for the creation of the new state and nation. The second chapter analyses the formative years till the military coup in 1958, while the third reveals in detail the internal and foreign policy of the Ayub Khan administration. In the fourth chapter, the authors single out specific features of Bhutto's interregnum (1971–1977), and in the fifth they deal with the long rule of Ziaul Haq. The sixth chapter is confined to the study of a 'democratic blink' in 1988–1999 and the last chapter details the policies of the regime headed by General Musharraf.

V. Y. Belokrenitsky is currently Deputy Director of the Institute of Oriental Studies, Russian Academy of Sciences, Moscow, Russia, as well as Professor at MGIMO-University of the Ministry of Foreign Affairs, Russian Federation.

V. N. Moscalenko is currently Professor at M. V. Lomonosov Moscow State (National) University as well as Chief Research Associate at the Institute of Oriental Studies, Russian Academy of Sciences, Moscow, Russia.

2013, ISBN: 978-0-19-906380-2

(Oxford University Press Pakistan)



ANCIENT CITIES OF THE INDUS VALLEY CIVILIZATION

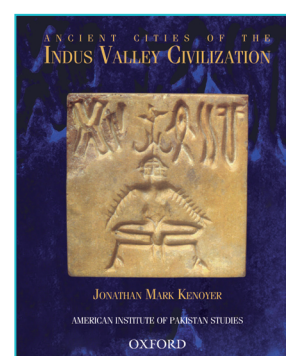
Jonathan Mark Kenoyer

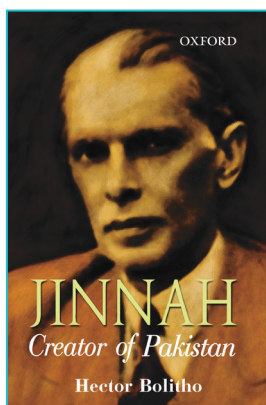
This book is written as an introductory text on the Indus Civilization, along with a catalogue section that illustrates some of the most significant objects recovered during the most recent excavations at Harappa, as well as earlier finds from excavations in the 1920s and 1930s. The abundant maps and line drawings, along with illustrations in colour and black and white, make this an optimal teaching tool for high school and college teachers.

Jonathan Mark Kenoyer is one of the world's leading authorities on the ancient Indus Civilization. He is Professor of Anthropology at the University of Wisconsin, Madison, USA.

1998, ISBN: 978-0-19-577940-0

(Oxford University Press Pakistan)





JINNAH: CREATOR OF PAKISTAN

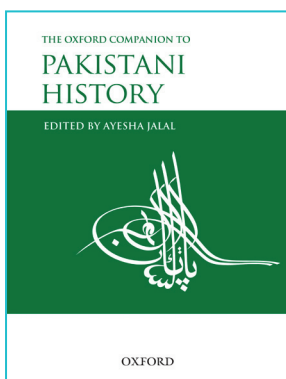
Hector Bolitho

Jinnah: Creator of Pakistan was the official biography of the founder of Pakistan, Quaid-i-Azam Mohammad Ali Jinnah. It proved popular and, from the year of its first publication in 1954, it has been reprinted several times. For a full thirty years, it was the only internationally acknowledged work on Mohammad Ali Jinnah. In this book, Bolitho has collected anecdotes and assessments from a large number of Jinnah's colleagues and acquaintances and has strung them together very skilfully upon a framework of the domestic events of Jinnah's life and of the great political events in which he played so dominant a role.

Henry Hector Bolitho was a reporter, novelist, RAF squadron leader, editor, and lecturer.

2006, ISBN: 978-0-19-547323-0

(Oxford University Press Pakistan)



THE OXFORD COMPANION TO PAKISTANI HISTORY

Edited by Ayesha Jalal

This is the first time that all facets of Pakistani history have been covered in one encyclopaedic volume. A wide range of topics has been discussed: from the pre-Partition colonial period to post-Partition movements, peoples and places, culture, architecture, politics, military, economics, linguistics, archaeology, judiciary, art, theatre, education, foreign relations, government, media, philanthropy, civil society and others. The *Companion* differs from other encyclopaedias in the sense that all entries have been written in an analytical, unbiased style by well-known experts in the related field of the topic.

Dr Ayesha Jalal is Mary Richardson Professor of History at Tufts University, USA, where she teaches at the History Department and the Fletcher School.

2012, ISBN: 978-0-19-547578-4

(Oxford University Press Pakistan)

HOSPITALITY LAW

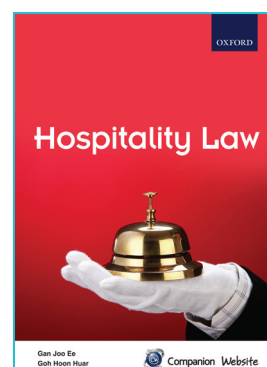
Gan Joo Ee and Goh Hoon Huar

This book is an essential guide to students pursuing Hospitality and Tourism courses at public and private institutions of higher learning. Written in line with the syllabi of these local institutions, this book provides students with straightforward answers to legal problems that commonly arise in the hospitality industry. Spanning 13 chapters, this book addresses the dearth of local reference material on the area. At the same time, it is written in an accessible manner that facilitates pragmatic application at the workplace.

Hospitality Law examines important recent developments, such as the amendments to the Consumer Protection Act 1999 and the enactment of the Trade Description Act 2011, in particular, the new Halal marking and certification system. Implementation of the Minimum Wages Order 2012 and the Minimum Retirement Age Act 2012 are also discussed.

2013, ISBN: 978-9-83-471047-7

(Oxford Fajar)



HUMAN RESOURCE MANAGEMENT IN THE HOSPITALITY INDUSTRY

Maimunah Aminuddin, Rahmat Hashim, and Noradzhar Baba

Human Resource Management for Hospitality focuses on human resource management in the Malaysian tourism and hospitality industry. It is intended for undergraduate students who are studying human resource management (HRM). Other persons who may find the book useful are MBA students who have no prior academic background or related working experience in this area, anyone undertaking a specialized professional diploma in human resource management, as well as human resource executives who have not had the advantage of any academic knowledge of this subject.

2013, ISBN: 978-9-83-471048-4

(Oxford Fajar)



TOURISM

Archana Biwal, Sunetra Roday, and Vandana Joshi

Tourism Operations and Management explores core concepts of tourism and explains them through numerous examples, illustrations, tables, and photographs.

"Beginning with an introduction to the travel and tourism industry, the book goes on to discuss various types of tourism, tourism infrastructure, telecommunications, tourist transport, and Indian and international tourism organizations. The book explains how to set up travel agencies and tour operations and their role in the tourism industry. Key topics, such as tourism product, tourism marketing, customer service skills, economic, environmental, sociocultural, and political impacts of tourism, and planning, managing, and developing a tourist attraction are discussed at length. The emerging trends in tourism, such as GDS, e-ticketing, and web marketing are also explored. Practical operational aspects as those related to travel regulations, airline geography, and itinerary planning are also discussed. With its practice-oriented approach, the book would also be useful to practitioners such as travel agents and tour operators, besides students."

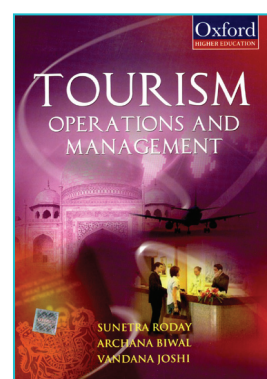
Archana Biwal is a faculty member at MSIHMCT, Pune. She has six years of teaching experience and four years of industry experience in a travel agency.

Sunetra Roday is the Principal of Maharashtra State Institute of Hotel Management & Catering Technology (MSIHMCT), Pune. She has been teaching food science and nutrition for over 30 years.

Vandana Joshi is a faculty member at MSIHMCT, Pune. She has six years of teaching experience and over four years of industry experience. She is a certified guide trainer.

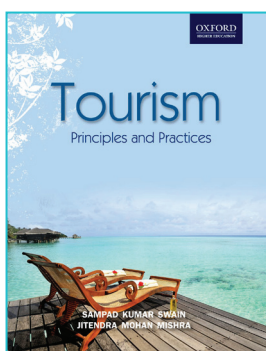
2009, ISBN: 978-0-19-806001-7

(Oxford University Press India)



TOURISM

Jitendra Mohan Mishra and Sampad Kumar Swain



Tourism-Principles and Practices is a comprehensive textbook, designed especially for undergraduate and postgraduate students of travel and tourism studies. It focuses on a wide array of concepts, principles, and practices in tourism and is supplemented with numerous exhibits, examples, illustrations, and cases. Divided into five parts, the book covers every aspect of the tourism trade. The first part is devoted to the concepts, history, motivation, and impacts of tourism. The second part discusses basic tourism services like passenger transport, hospitality, travel agency, tour operations, and the ancillary tourism sector. The third part throws light on the demand and supply components of the tourism business. In the fourth part, the economic and environmental impact of tourism is underlined. The last part is devoted to modern tourism business, with special emphasis on national and international tourism organizations, tourism marketing and research, e-tourism, and contemporary trends and practices.

Besides students, the book will be useful to practitioners like travel agents and tour operators also.

Jitendra Mohan Mishra is Assistant Professor in the Department of Tourism Studies, School of Management, Pondicherry University, Puducherry. He has two years of industrial experience and more than five years of teaching and research experience. Dr Mishra is currently involved in an ecotourism research project.

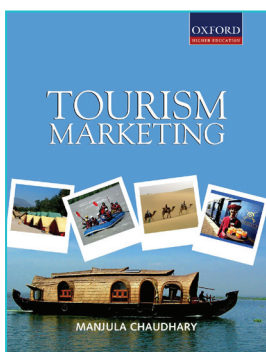
Sampad Kumar Swain is Reader in the Department of Tourism Studies, School of Management, Pondicherry University, Puducherry. He has rich experience in the tourism industry and has a teaching experience of 15 years. He has undergone a faculty development programme in IIM, Indore. Dr Swain is a member of the board of studies of various universities.

2011, ISBN: 978-0-19-807236-2

(Oxford University Press India)

TOURISM MARKETING

Manjula Chaudhary



Tourism Marketing is a comprehensive textbook specially designed for students of tourism and hospitality management. It provides a balanced approach to the subject, covering all the key concepts, and is well supported by examples, illustrations, and cases.

"The book begins by introducing the subject of tourism marketing and its related concepts, bringing forth the challenges associated with this field. The book goes on to elaborate on the environment of tourism marketing, market segmentation, targeting, and positioning. Also discussed are the process of tourism marketing, the competitive marketing strategies, and the dynamics of tourism marketing. Separate chapters on tourism product, distribution, pricing, promotion, and people in tourism detail the strategies of promoting products and the various distribution channels. The book concludes with a discussion on the latest developments in the field, including the impact of technology on tourism marketing. Owing to the inclusion of practical applications, the book would also be useful for practising tourism professionals."

Manjula Chaudhary is Director, Indian Institute of Tourism and Travel Management, Gwalior, an institute under the Ministry of Tourism, Government of India. A PhD in management from Kurukshetra University, she has contributed articles to many national and international publications.

2010, ISBN: 978-0-19-806630-9

(Oxford University Press India)

FOOD SCIENCE AND NUTRITION

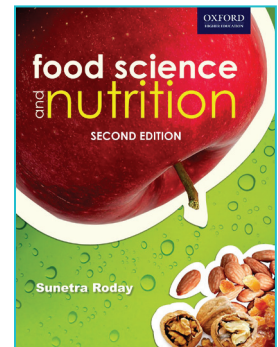
Sunetra Roday

The second edition of *Food Science and Nutrition*, with its expanded coverage of topics, is a comprehensive textbook aimed at students of undergraduate, diploma, or certificate courses in hotel management, hospitality studies, and catering technology.

Divided into two parts—food science and nutrition—the book presents the essential concepts of food science and nutrition in a lucid style. The text begins with the principles of food science, such as carbohydrates, proteins, fruits and vegetables, fats and oils, flavour, browning reactions, food processing, and colloids, before moving on to discuss the various aspects of nutrition such as energy, macronutrients, balanced diet, menu planning and mass food production, modified diets, and new trends in nutrition.

Sunetra Roday is the Principal of Maharashtra State Institute of Hotel Management & Catering Technology, Pune. She has been teaching food science and nutrition for over 30 years. A post-graduate in foods and nutrition from Lady Irwin College, New Delhi, she has also a master's degree in tourism management. She has published books on hygiene and sanitation, cookery, and food preservation.

2012, ISBN: 978-0-19-807886-9
(Oxford University Press India)



INTERNATIONAL CUISINE AND FOOD PRODUCTION MANAGEMENT

Parvinder S. Bali

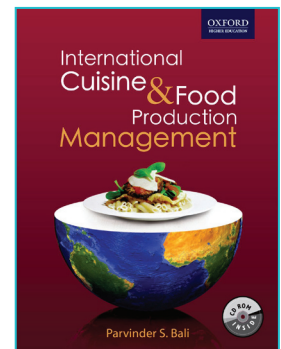
International Cuisine and Food Production Management is a comprehensive textbook specially designed for the final year degree/diploma students of hotel management. The book explores key concepts and illustrates them through numerous figures, photographs, and tables.

Divided into four parts, the first part elaborates Western cuisine (cold section) and covers larder, charcuterie and pâtés, appetizers and garnishes, sandwiches, use of herbs and wines in cooking. The second part throws light on a variety of international cuisines such as Italian, Mediterranean, Mexican, French, British, Scandinavian, German, Chinese, Japanese, and Thai, and also discusses Western plated food and health food. The third part discusses advanced confectionery and includes cakes and pastries, chocolates, desserts, sauces and coulis, and cookies and biscuits. The final part discusses production management and research and new product development.

The book will also serve as a handy tool for chefs with its coverage of topics and the various recipes, besides students.

Parvinder S. Bali is Programme Manager, Culinary Services, at the Oberoi Centre of Learning and Development (OCLD), New Delhi. He is a certified hospitality educator from the American Hotel and Lodging Association (AHLA), a certified professional chef from the Culinary Institute of America, and also a certified chef de cuisine from the American Culinary Federation. He has authored *Food Production Operations* and the prestigious *Gourmand World Cookbook Awards* winner for best professional book from India, *Quantity Food Production Operations* and *Indian Cuisine* (both published by OUP).

2012, ISBN: 978-0-19-807389-5
(Oxford University Press India)



FOOD AND BEVERAGE SERVICE

R. Singaravelvan



Food and Beverage Service is a comprehensive textbook designed to cater to the needs of the students of degree/diploma courses of hotel management and certificate courses of food craft institutes. It covers all aspects of the food and beverage department (F&B), as required by the syllabi of hotel management courses. Divided into six parts, Part I begins with an introduction to the food service industry and includes a discussion on the equipment used, types of service, and the employment opportunities. Part II discusses the essential menu knowledge that all professionals in this field must have, along with the ways to plan the menu well. Part III includes the procedures of service as also the methods for order taking and billing. Part IV discusses alcoholic and non-alcoholic beverages and tobacco, while Part V elucidates the service operations in a cellar and a bar. The last part, Part VI, discusses catering for various functions, supervisory roles, customer relationship management, and food safety.

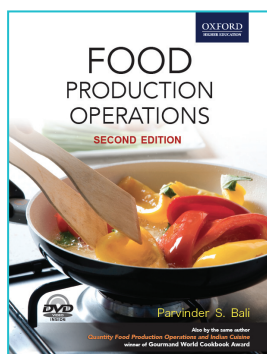
With its up-to-date coverage and practice-oriented approach, the book would also be helpful to professionals for carrying out training programmes in the industry.

2011, ISBN: 978-0-19-806527-2

(Oxford University Press India)

FOOD PRODUCTION OPERATIONS

Parvinder S. Bali



Food Production Operations, second edition is a comprehensive text designed for students of degree and diploma courses in hotel management. The book aims to introduce students to the world of professional cookery. It covers all aspects of food production, including basics of all kitchens, modern kitchen equipment, layout, menu planning, basic cuts, and more. It also includes sections on food safety, new concepts in wine and food pairing, and game and poultry.

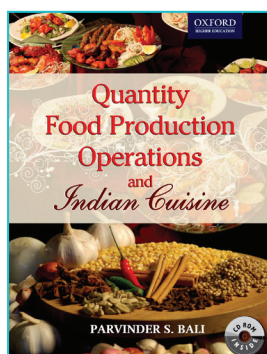
With its up-to-date coverage and practice-oriented approach, the book would also be useful to aspiring chefs, besides hotel management students.

2014, ISBN: 978-0-19-945051-0

(Oxford University Press India)

QUANTITY FOOD PRODUCTION OPERATIONS AND INDIAN CUISINE

Parvinder S. Bali



Quantity Food Production Operations and Indian Cuisine is a comprehensive textbook specially designed for students of hotel management. It aims to familiarize the readers with the fundamentals of volume cooking and Indian cuisine. The first four chapters of the book introduce us to volume cookery and discuss the various types of volume catering establishments.

The different purchase systems, modification of recipes for volume catering, optimum utilization of space for volume cooking, along with use of appropriate equipment and staffing are also elucidated. The later portion of the book deals with the culinary diversity of India and the influence of history, geographical location, festivals, and other factors on the various regional cuisines. Students will also learn about Indian sweets and street food, along with ancient cooking forms, such as dum and tandoor cooking. The growing demand for food that tastes like it was cooked at home (ghar ka khana) in hotels and restaurants is also addressed in detail. With its up-to-date coverage and practice-oriented approach, the book would be useful to aspiring chefs as well as practitioners besides students.

2011, ISBN: 978-0-19-806849-5

(Oxford University Press India)



COMPUTERS IN HOTELS

Partho Pratim Seal

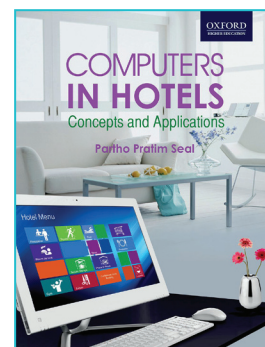
Computers in Hotels: Concepts and Applications is a comprehensive textbook designed to meet the needs of undergraduate students of hotel management programmes. The book covers the fundamentals of computers and their applications in the hotel industry.

The book is divided into two parts. The first part, Computer Fundamentals, introduces the reader to the basics of computers. It further elaborates on various operating systems, MS Office, the Internet, and database management systems (DBMS). The second part, Computer Applications in the Hotel Industry, provides detailed discussions on hotel information system, computerized reservation system (CRS), and room management. It also covers the accounting module, food and beverage (F&B) management, property management system (PMS) interface, and management information system (MIS).

Students will find this book useful for its coverage of the fundamentals of computers and their applications in the hotel industry, explained through numerous illustrations, examples, exhibits, flow charts, and cases. It will also be useful for hospitality professionals due to its practice-oriented approach.

2013, ISBN: 978-0-19-808400-6

(Oxford University Press India)



HOTEL LAW

Amitabh Devendra

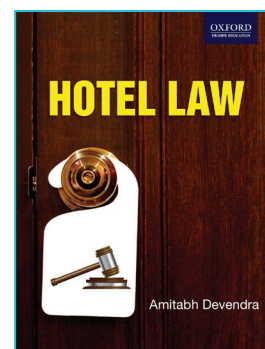
Hotel Law is a comprehensive textbook specially designed to meet the needs of students of undergraduate and postgraduate hotel management programmes. The book covers the various laws related to the hotel industry and illustrates them through various examples and cases.

The book begins with an introduction to the Indian hospitality industry and hospitality laws. The coverage includes discussion on various laws, such as labour laws, law of torts, Prevention of Food Adulteration Act, 1954 (PFA), the Food Safety and Standards Act of India, 2006 (FSSAI), and liquor licensing. The impact of the environment on hotel operations is also discussed with a special focus on waste management in the different departments of a hotel. Important operational aspects such as doing business in India, business contracts, hotel licenses and permission, as well as insurance are illustrated with numerous industry examples and cases.

Students will find this book useful for its coverage and simple, easy-to-understand, and jargon-free language. The abundance of global and Indian industry-specific cases and examples make this book highly useful for practitioners as well.

2013, ISBN: 978-0-19-808401-3

(Oxford University Press India)



HUMAN RESOURCE MANAGEMENT IN HOSPITALITY

Malay Biswas

Human Resource Management in Hospitality is a comprehensive textbook designed especially for students of hotel management programmes. It explores the core concepts of human resource management (HRM) and uses numerous industry-related examples and case studies to explain them.

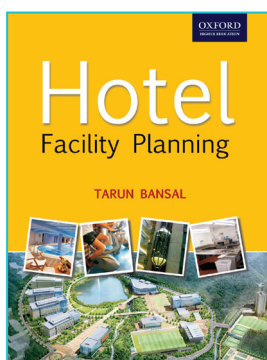
Beginning with an introduction to HRM, the book goes on to explore the relevant theoretical concepts, such as manpower planning, recruitment, training, and development. It elaborates on employee motivation, performance appraisal, compensation and benefit management, and job satisfaction. It throws light on organizational culture, conflict management and collective bargaining, Indian labour laws in hospitality, and disciplinary action. The book concludes by looking at contemporary issues such as HR information systems (HRIS) and international HRM.

With its practice-oriented approach, the book will be equally useful to HR professionals in the hospitality industry.

2012, ISBN: 978-0-19-806985-0

(Oxford University Press India)





HOTEL FACILITY PLANNING

Tarun Bansal

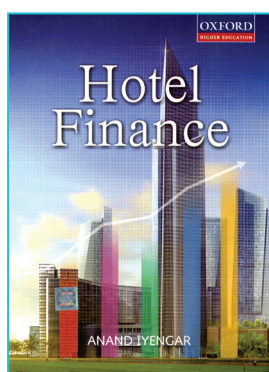
Hotel Facility Planning explains the basic concepts of planning and designing hotel facilities with the help of numerous examples, tables, and illustrations.

"Divided into ten chapters, the book begins with a detailed overview of the hotel classification on the basis of facilities and services. This is followed by detailed discussions on hotel, restaurant, and kitchen design. The book goes on to provide specifications for equipment used in hotels, safety measures to be followed in kitchens, and designing storage spaces. The book includes separate chapters on project management; emerging trends of energy conservation in facility planning; incorporation of design features for the physically challenged; and technical aspects of facility planning and designing of several renowned properties."

Tarun Bansal is a Faculty Coordinator at the Institute of Hotel Management, Catering, and Nutrition, Lucknow. He is a Certified Hospitality Educator (CHE) from the American Hotel and Lodging Association (AHLA).

2010, ISBN: 978-0-19-806463-3

(Oxford University Press India)



HOTEL FINANCE

Anand Iyengar

Beginning with an introduction to financial management, the book explores financial concepts, such as financial analysis and planning, management of working capital and capital budgeting, and long-term financing.

Hotel Finance is a comprehensive textbook designed to meet the needs of students of hotel management and hospitality courses. Written in an easy-to-understand and student-friendly manner, the book provides a thorough understanding of the language and function of finance, which is crucial to being successful and competitive in the industry. The book explores all the relevant theoretical concepts, while incorporating current industry practices. Franchising, management contracts, and leasing are some of the special topics covered. Case studies specific to the hospitality industry have been provided to enhance the understanding of the subject.

Anand Iyengar is a faculty member at the Institute of Hotel Management, Aurangabad. He specializes in accounting and finance, and teaches financial management, financial accounting, and statistics at the undergraduate level. He has eight years of teaching experience and has worked with manufacturing and banking companies.

2008, ISBN: 978-0-19-569446-8

(Oxford University Press India)



HOTEL ENGINEERING

Sujit Ghosal

Hotel Engineering is a comprehensive textbook designed for students of hotel management. The book covers the fundamentals of engineering systems used in hospitality establishments. Written in a student-friendly style, it explains various design and engineering concepts with suitable examples and exhibits.

The book begins with an introduction to the engineering systems in a hotel and goes on to discuss the fundamental concepts of work, power, and energy. It also touches upon basic electrical wiring and safety precautions with respect to electrical appliances in a hotel. Further, it elaborates the science of illumination and lighting requirements for different functional areas in a hotel. Topics such as fire and its prevention, water hardness and its treatment, water distribution systems, refrigeration, ventilation and air conditioning are also elucidated. The book discusses maintenance requirements of buildings, utility systems, and also the safety and security of a hotel.

Owing to its coverage of key concepts of engineering in the context of the hospitality industry, the book would also be useful for practising hotel engineers.

2011, ISBN: 978-0-19-806291-2

(Oxford University Press India)

HOTEL FRONT OFFICE

Jatashankar R. Tewari

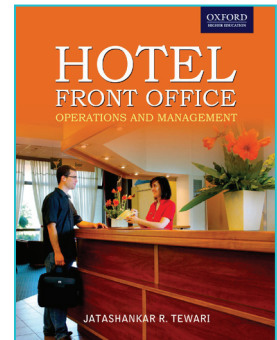
Hotel Front Office is a comprehensive textbook specially designed to meet the needs of the students of hotel management and hospitality courses.

It explores the core concepts of front office operations and management, and uses numerous industry-related examples to explain them. The book is divided into three parts. The first part-The Hospitality Industry-gives an introduction to the hospitality industry and acquaints the reader with the classification and organization of hotels. The second part-Front Office Operations-deals with the various functions of the front office department. The last part-Front Office Management-imparts an understanding of the key managerial concepts like revenue management, forecasting, and budgeting. Contemporary issues, such as human resource management and environmental management, are also explored in this section. With its practice-oriented approach, the book would also be useful to front office professionals, hotel owners, and hospitality lecturers and trainers.

Jatashankar R. Tewari is a faculty at the Babu Banarsi Das National Institute of Technology & Management, Lucknow. He has done his masters in Hotel Management as well as in Tourism Management. He has been teaching Hotel Management for the last eight years, and is also a practising consultant for establishing new hotels and restaurants.

2009, ISBN: 978-0-19-569919-7

(Oxford University Press India)



HOTEL HOUSEKEEPING

G. Raghubalan and Smritee Raghubalan

The second edition of *Hotel Housekeeping: Operations and Management* is a comprehensive textbook specially designed to meet the requirement of students pursuing courses in hotel management.

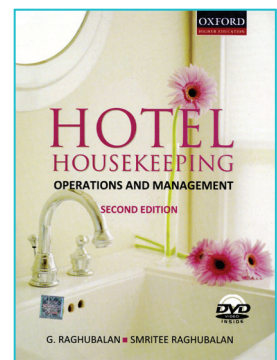
"The book explores the key elements of housekeeping as also its theoretical foundations and techniques of operations. It provides an exhaustive coverage of the core concepts as well as guidelines on practical aspects of the subject. Students of hotel management would find the book highly useful. With its practice-oriented approach, the book would also be useful for housekeeping professionals and students of home science."

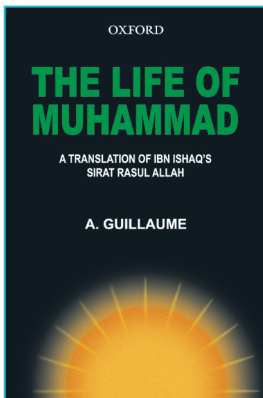
G. Raghubalan is the Head of Training, Processes and Executive Search at Hospitality Consulting and Management Group, Mumbai, has over 19 years of experience in industry operations, training, and academics. He has headed training at various hotels. He has also served as Principal, R.N. Shetty College of Hotel Management, Karnataka, and PES Institute of Hotel Management, Bangalore.

Smritee Raghubalan is the Head of Department, Housekeeping, and Training and Placement Coordinator at the Global Institute of Management Science, Mumbai, has over 10 years of professional experience, which includes teaching accommodation operations, housekeeping management, and food science and nutrition at various hotel management colleges.

2009, ISBN: 978-0-19-806109-0

(Oxford University Press India)





THE LIFE OF MUHAMMAD

A TRANSLATION OF IBNE ISHAQ'S SIRAT RASUL ALLAH

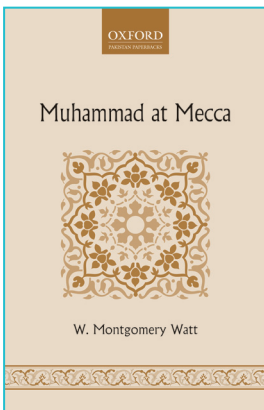
A. Guillaume

Professor Guillaume's translation of Ibne Ishaq's Sirat is now reissued. The translator has used Ibn Hisham's abridgement and also included many additions and variations found in the writings of early authors. This book thus presents, in English, practically all that is known about Muhammad (pbuh). As the earliest monument of Arabian prose literature, the Sirat remains a work of significance.

Alfred Guillaume (1888–1966) was Professor of Arabic and Head of the Department of the Near and Middle East in the SOAS, University of London, UK.

1997, ISBN: 978-0-19-636033-1

(Oxford University Press Pakistan)



MUHAMMAD AT MECCA

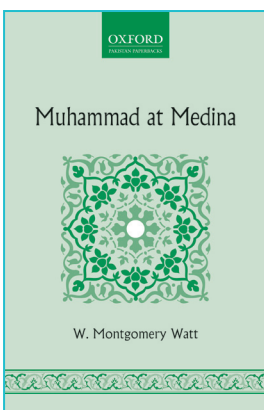
W. Montgomery Watt

This book was written in response to the need for a fresh look at the life of the Holy Prophet (pbuh) set in a fuller historical context.

William Montgomery Watt was a Scottish historian, and Emeritus Professor in Arabic and Islamic Studies at the University of Edinburgh, UK.

1980, ISBN: 978-0-19906716-9

(Oxford University Press Pakistan)



MUHAMMAD AT MEDINA

W. Montgomery Watt

Written as a sequel to *Muhammad at Mecca*, the two works together constitute a comprehensive history of the life of Prophet Muhammad (pbuh) and the origins of the Islamic community.

William Montgomery Watt was a Scottish historian, and Emeritus Professor in Arabic and Islamic Studies at the University of Edinburgh, UK.

1981, ISBN: 978-0-19-906473-1

(Oxford University Press Pakistan)



PRINCIPLES OF ADMINISTRATIVE LAW

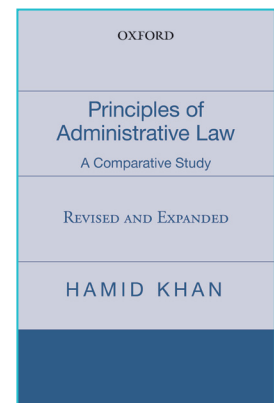
A COMPARATIVE STUDY
REVISED AND EXPANDED

Hamid Khan

This book is a comparative study of principles of administrative law developed by the superior courts in Pakistan, India, Britain, and USA. It elaborates on the essential principles and concepts of administrative law including administrative action, administrative discretion, administrative adjudication, delegated legislation, administrative tribunals, ombudsman and judicial review of administrative action and discretion. The book covers all the aspects of administrative law required in LLB and LLM courses in law colleges throughout Pakistan.

Hamid Khan is a Senior Advocate of the Supreme Court of Pakistan and is one of the founding partners of Cornelius, Lane and Mufti, a leading law firm in Pakistan.

2013, ISBN: 978-0-19-906456-4
(Oxford University Press Pakistan)



MERCANTILE AND INDUSTRIAL LAWS OF PAKISTAN

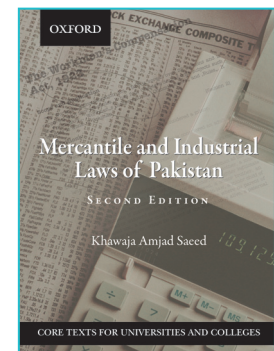
SECOND EDITION

Khawaja Amjad Saeed

This book discusses the salient features of eight mercantile and eight industrial laws of Pakistan, including the new Industrial Relations Act, 2012. A selection of the most cited mercantile and industrial laws and the amendments made in these laws through recent Acts and Ordinances have also been included. This book covers the new courses prescribed by the Institute of Cost and Management Accountants of Pakistan, the Institute of Chartered Accountants of Pakistan, and other courses in commerce, business, and public administration disciplines in various professional institutions of the country.

Khawaja Amjad Saeed is presently Principal of Hailey College of Finance and Banking, one of the constituent colleges of the Punjab University.

2012, ISBN: 978-0-19-906762-6
(Oxford University Press Pakistan)



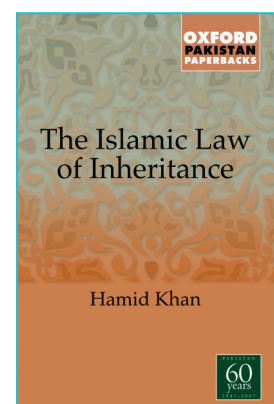
THE ISLAMIC LAW OF INHERITANCE

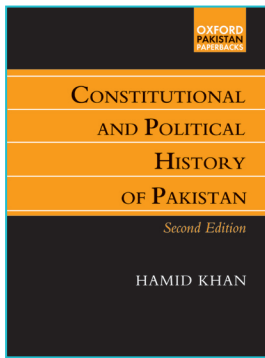
Hamid Khan

Based on original sources, this book includes the historical and theological bases of the Islamic law of succession developed by the Muslim schools of jurisprudence. The author makes a comparative study between the Sunni and Shia laws of inheritance and focuses on problems being faced by Muslims due to the strict application of traditional Islamic law in their contemporary situations. This book is an essential component of the course on 'Muslim Personal Law' for LL.B students and the course on 'Islamic Law' for LL.M students.

Hamid Khan is an advocate of the Supreme and High Courts of Pakistan. He is former Secretary and President of the Lahore High Court Bar Association and former Vice-Chairman of the Pakistan Bar Council.

2007, ISBN: 978-0-19-547336-0
(Oxford University Press Pakistan)





CONSTITUTIONAL AND POLITICAL HISTORY OF PAKISTAN

SECOND EDITION

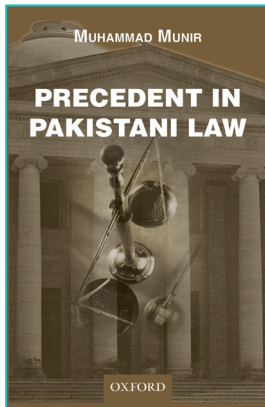
Hamid Khan

This book covers the revised curriculum for LLB course on Constitutional History of Pakistan, which is a compulsory subject for many graduate and post-graduate students studying for a degree in Law, Pakistan Studies, Political Science, and Public Administration. The second edition includes a chapter on the analysis of constitutional and political issues during the last sixty-one years. The author has updated this edition to meet the needs of students, as well as lawyers and judges. The text retains the substance of the required syllabi and the author's candid interpretations.

Hamid Khan is an advocate of the Supreme and High Courts of Pakistan. He is former Secretary and President of the Lahore High Court Bar Association and former Vice-Chairman of the Pakistan Bar Council.

2009, ISBN: 978-0-19-547787-0

(Oxford University Press Pakistan)



PRECEDENT IN PAKISTANI LAW

Muhammad Munir

In the Common Law system, it is the doctrine of 'precedent' which courts depend upon, more than any other legal doctrine, while arriving at their decisions. The elements that constitute the doctrine of precedent are numerous and complex. Despite its considerable importance in the Pakistani legal system, the operation of this doctrine has so far drawn little academic attention. This work bridges that gap. It thoroughly examines the history, origin and context of this doctrine, as well as the rules which guide its operation in Pakistan in the Supreme Court, the High Courts, the Federal Shariat Court, and various tribunals, with examples and analysis of case law.

Dr Muhammad Munir is Associate Professor at the Department of Law, International Islamic University, Islamabad.

2013, ISBN: 978-0-19-906824-1

(Oxford University Press Pakistan)

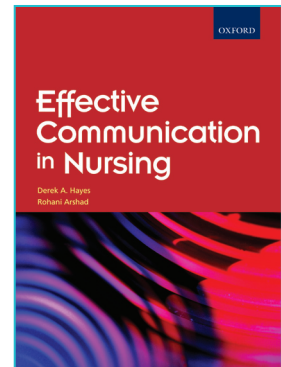
EFFECTIVE COMMUNICATION IN NURSING

Derek A Hayes and Rohani Arshad

This textbook provides nursing students to communicate more effectively and prepare them for clinical practice. Practicing nurses will also value this text as a reference on the Malaysian soft skills, communication in organizations and quality assurance in order to provide safe and effective care.

2011, ISBN: 978-9-83-450975-0

(Oxford Fajar)



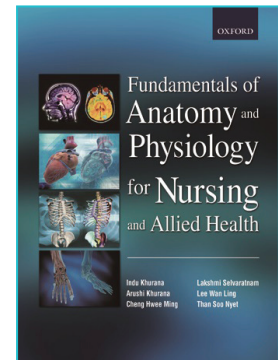
FUNDAMENTALS OF ANATOMY AND PHYSIOLOGY

Indu Khurana, Arushi Khurana, Cheng Hwee Ming, Lakshmi Selvaratnam, Lee Wan Ling and Than Soo Nyet

Contributed by experienced lecturers, this indispensable text covers the syllabus presented by the Malaysian Nursing Board and other allied health professionals in a thorough yet concise manner. It has been skilfully intermingled for students to apply their learning in clinical situations.

2009, ISBN: 978-9-83-450460-1

(Oxford Fajar)



FUNDAMENTALS OF ANATOMY AND PHYSIOLOGY

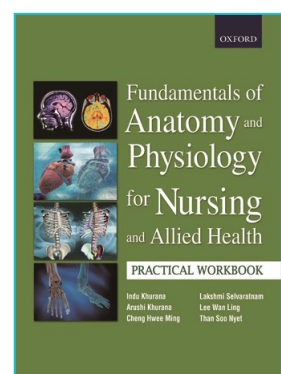
PRACTICAL WORKBOOK

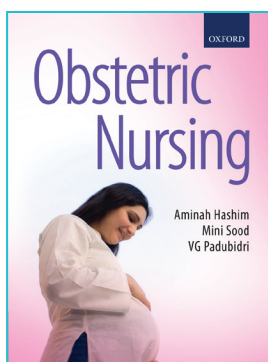
Indu Khurana, Arushi Khurana, Cheng Hwee Ming, Lakshmi Selvaratnam, Lee Wan Ling and Than Soo Nyet

Contributed by experienced lecturers, this indispensable text covers the syllabus presented by the Malaysian Nursing Board and other allied health professionals in a thorough yet concise manner. It has been skilfully intermingled for students to apply their learning in clinical situations.

2009, ISBN: 978-9-83-450465-6

(Oxford Fajar)



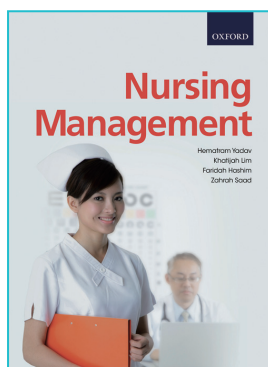


OBSTETRIC NURSING

Aminah Hashim, Mini Sood, and VG Padubidri

Based on the Malaysian and Singaporean syllabi, this textbook is written for undergraduate and diploma programme students. It provides a new and exciting collection of chapters on important aspects of obstetrics for nursing students. This book should serve as a tool in day-to-day practice as well as to prepare for examinations.

2008, ISBN: 978-9-83-450362-8
(Oxford Fajar)

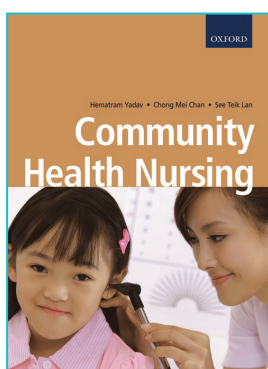


NURSING MANAGEMENT

Hematram Yadav, Khatijah Lim, Faridah Hashim, and Zahrah Saad

This book is written for Diploma in Nursing students in Malaysia. The earlier part of this book focuses on general management principles, while the latter part focuses on management theories specific to nursing practices. The text matter on these different aspects of nursing management has been methodically structured for students to apply their learning in nursing practice.

2011, ISBN: 978-9-83-450973-6
(Oxford Fajar)



COMMUNITY HEALTH NURSING

Hematram Yadav, Chong Mei Chan, and See Teik Lan

Community Health Nursing is a localized textbook for nursing students pursuing a Diploma in Nursing in Malaysia. This book was published as there was a great need for a localized textbook on Community Health Nursing as this subject is very much country-specific based on current needs and the health climate in the country. Specific community nursing practices to Malaysia are covered in this book. The text covers a broad range of topics; divided into family health care, social issues, and epidemiology; and this is well structured to aid students in their learning process, and the understanding of local Community Health Nursing. This textbook will be useful in laying a strong foundation for nursing students. It can also be a useful reference tool for allied health sciences students and practicing nurses. The textbook is supplemented by an on-line resource which will provide Student's Resource material which includes a question bank with answers as well as Instructor's Resource material which includes PowerPoint teaching presentations, solution manuals and instructor's manuals.

2011, ISBN: 978-9-83-450974-3
(Oxford Fajar)



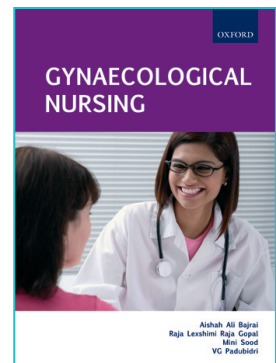
GYNAECOLOGICAL NURSING

Aishah Ali Bajrai, Raja Lexshimi Raja Gopal, Mini Sood, and VG Padubidri

Comprehensively written according to the Malaysian Nursing Board syllabus, the text is presented in fourteen chapters which cover all relevant topics to gynaecological diseases and disorders commonly affected women. It also addresses the complete continuum of care including health education, disease prevention and physical, psychological and emotional aspects of the gynaecological diseases and disorders.

2009, ISBN: 978-9-83-450515-8

(Oxford Fajar)



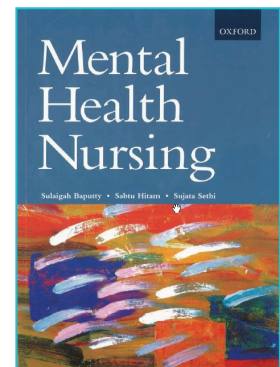
MENTAL HEALTH NURSING

Sulaigah Baputty, Sabtu Hitam, and Sujata Sethi

This book addresses the fundamental psychiatric nursing principles and their application to various psychiatric disorders. The Malaysian Mental Health law as well as nursing procedures and requirements are covered in this text. It also covers the complete continuum of care including crisis intervention, promotion of health and prevention of illness, and psychiatric rehabilitation.

2008, ISBN: 978-9-83-450361-1

(Oxford Fajar)



REVISIONING IQBAL

AS A POET AND MUSLIM POLITICAL THINKER

Edited by Gita Dharampal-Frick, Ali Usman Qasmi, and Katia Rostetter

This collection of articles evaluates the contributions of Muhammad Iqbal in the realm of politics, religion, literature, philosophy, and socialism and reappraises his significance as an intellectual and a poet who perfected poetic genres in Urdu and Persian, expounded ideas of Islamic universalism, established dialogical parity with the West, and provided a philosophical framework for scholastic interpretations of Islam by modernity.

Gita Dharampal-Frick is Head of the Department of History and Executive Director of the South Asia Institute, University of Heidelberg, Germany.

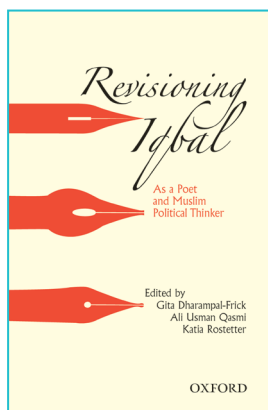
Ali Usman Qasmi is a Newton Fellow in the History Department of Royal Holloway College, University of London, UK.

Katia Rostetter received her MA in English as well as History and Political Science of South Asia from the University of Heidelberg, Germany.

CONTRIBUTORS: Inayatullah, Shamim Hanfi, Hans Harder, Qazi Afzal Husain, Qazi Jamal Husain, Tahir Kamran, Axel Monte, Christina Oesterheld, Stephan Popp, Abdul Wahab Suri

2011, ISBN: 978-0-19-906293-5

(Oxford University Press Pakistan)



THE PHILOSOPHICAL WORKS OF AL-KINDI

PETER PORMANN AND PETER ADAMSON

Series Editor: S. Nomanul Haq

This volume renders into English the philosophical writings of the first philosopher of Islam: al-Kindi, known as the 'Philosopher of the Arabs'. One of the greatest figures of medieval philosophy, al-Kindi initiated the process of integrating Greek philosophical ideas into Islamic culture. This book makes the whole of al-Kindi's philosophical Corpus available in English, most of it for the first time. Extensive explanatory material is provided, in the form of an overall introduction, introductions to each work, and extensive notes explaining al-Kindi's ideas, sources, and influences.

Peter E. Pormann is currently Wellcome Trust Associate Professor, Classics and Ancient History, University of Warwick, Coventry, UK.

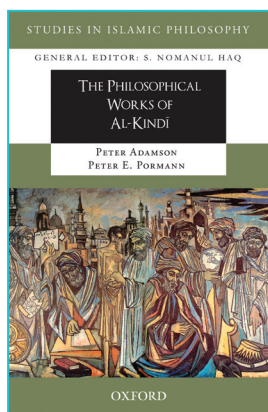
Peter Adamson is currently Professor of Ancient and Medieval Philosophy at King's College, London, UK.

S. Nomanul Haq is currently a senior member of the faculty in the School of Humanities, Social Sciences, and Law at the Lahore University of Management Sciences (LUMS).

(Studies in Islamic Philosophy)

2012, 978-0-19-906280-5

(Oxford University Press Pakistan)



IQBAL'S CONCEPT OF GOD

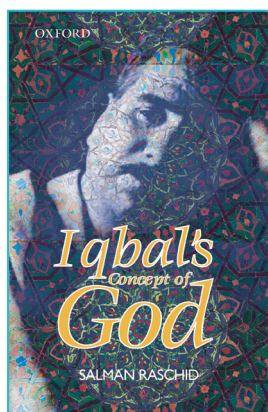
Salman Raschid

This book is an examination of Iqbal's concept of God: that of a finite God—based on his reading of Western thought. Iqbal relates his philosophical conclusions to the Quran and Muslim thought. Iqbal's finite deity is very close to the Sufi concept of God; both doctrines cannot be reconciled with the Quranic teaching. The underlying conceptual issues lead to a discussion of mysticism. The concluding chapter goes beyond Iqbal in expounding the philosophical logic of 'the problem of God'.

Salman Raschid is an academic scholar and a Fellow of The Royal Asiatic Society.

2010, ISBN: 978-0-19-547694-1

(Oxford University Press Pakistan)





IBN TAYMIYYA AND HIS TIMES

Edited by Yossef Rapoport and Shahab Ahmed

General Editor: S. Nomanul Haq

The writings of the medieval Islamic scholar Taqi al-Din Ibn Taymiyya (1263–1328) are used today by radical groups, such as al-Qaeda, to justify acts of terrorism. In order to explain this modern influence, this volume offers a fresh perspective on Ibn Taymiyya's life, thoughts, and legacy. Contrary to his current image as an anti-rationalist puritan, the book argues that Ibn Taymiyya is one of the most intellectually complex, rigorous, and interesting figures in Islamic intellectual history.

Yossef Rapoport is Lecturer in the Department of History at Queen Mary, University of London, UK.

Shahab Ahmed is Assistant Professor of Islamic Studies at Harvard University, USA.

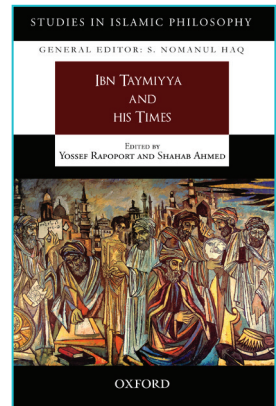
S. Nomanul Haq is currently a senior member of the faculty in the School of Humanities, Social Sciences, and Law at LUMS.

CONTRIBUTORS: Yossef Rapoport, Shahab Ahmed, Caterina Bori, Jon Hoover, M. Sait Özervarli, Racha el Omari, Walid A. Saleh, Livnat Holtzman, Tariq al-Jamil, David Thomas, Khaled El-Rouayheb, Raquel M. Ukeles, Mona Hassan

(Studies in Islamic Philosophy)

2010, ISBN: 978-0-19-547834-1

(Oxford University Press Pakistan)



AVICENNA'S DELIVERANCE: LOGIC

Translation and Notes by Asad Q. Ahmed

General Editor: S. Nomanul Haq

This book offers, for the first time in English, a complete scholarly translation, commentary, and glossary of the logic section of the most renowned Muslim philosopher and physician, Ibn Sina's very important compendium al-Najat. Avicenna's logical system took, as its starting point, the Aristotelian and the Peripatetic traditions, but diverged from these in fascinating and original ways. The system presented by him became the standard of reference and focus for further elaboration, debate, and innovation in the Islamic scholarly tradition, deeply influencing both the 'traditional religious' sciences (such as theology and law) and the naturalized Greek system (such as metaphysics).

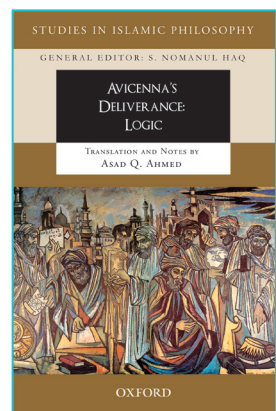
Asad Q. Ahmed is Assistant Professor, Arabic and Islamic Studies, ANELL and Religion, Washington University, St. Louis, USA.

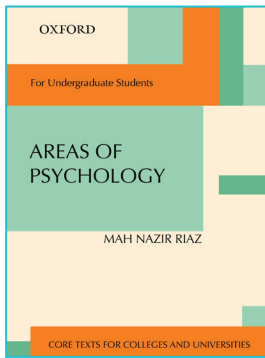
S. Nomanul Haq is currently a senior member of the faculty in the School of Humanities, Social Sciences, and Law at LUMS.

(Studies in Islamic Philosophy)

2011, ISBN: 978-0-19-547950-8

(Oxford University Press Pakistan)





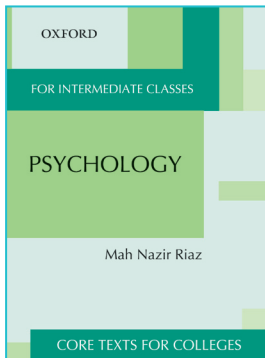
AREAS OF PSYCHOLOGY FOR UNDERGRADUATE STUDENTS

Mah Nazir Riaz

This book has been written in a way that seeks to capture the students' interest in four major areas of Psychology: Developmental Psychology, Psychology of Adjustment, Social Psychology, Guidance and Counselling. It is an introductory book for students to understand the nature and types of problems of children and adolescents.

Mah Nazir Riaz is former Chairperson of the Department of Psychology at the University of Peshawar.

2007, ISBN: 978-0-19-547437-4
(Oxford University Press Pakistan)



PSYCHOLOGY FOR INTERMEDIATE CLASSES

Mah Nazir Riaz

This essential core textbook has been written in accordance with the syllabus prescribed by the different Boards of Intermediate Education throughout Pakistan. The author's writing style is lucid and seeks to capture the discipline in a way that provides a comprehensive overview of general Psychology. The book is written to attain two objectives: as a core textbook for an introductory course in Psychology; and as a source book for undergraduate students in other disciplines who wish to develop a working knowledge of general Psychology. Comprehensive end-of-chapter summaries and 'key terms' assist students recall important points in the text.

Mah Nazir Riaz is former Chairperson of the Department of Psychology at the University of Peshawar.

2005, ISBN: 978-0-19-597913-8
(Oxford University Press Pakistan)



CALCULUS AND DIFFERENTIAL EQUATIONS

Syed Anwer Pasha Bokhari, Ansaruddin Syed, and Moin Uddin Qureshi

This book covers the Calculus and Differential Equations Syllabus in Mathematics courses taught at the B.A., B.Sc., B.Com., B.B.A., and B.S. levels and engineering and technology courses in colleges and universities throughout Pakistan. The authors have covered the basic concepts of Calculus and Differential Equations and their application in various fields of the sciences. They explain the key terms and symbols for the students' conceptual understanding. Each topic is discussed in detail with several solved examples, followed by exercises for reinforcement.

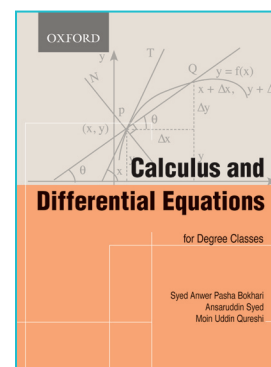
Syed Anwer Pasha Bokhari is a former Principal and Head of the Department of Mathematics, Abdullah College, Karachi.

Ansaruddin Syed is currently teaching at Jinnah University for Women, Karachi.

Moin Uddin Qureshi has worked as a Consultant with the Aga Khan Education Service, Pakistan, and the Federal Ministry of Education, Islamabad.

2013, ISBN: 978-0-19-547639-2

(Oxford University Press Pakistan)



MATHEMATICS FOR CLASS XI

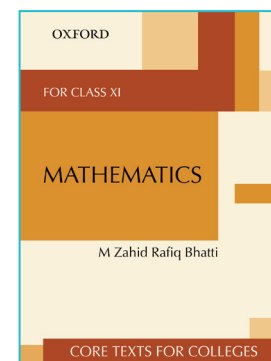
M. Zahid Rafiq Bhatti

This essential textbook has been written for the Intermediate First Year Mathematics course. The book is written in accordance with the National Curriculum for Class XI and covers the syllabus prescribed by the different Boards of Intermediate Education throughout Pakistan. The book achieves two objectives: firstly, as a core textbook for students of Class XI at the Intermediate level; and, secondly, as a source book for undergraduate students. The author has provided numerous examples in the text which aid in explaining the theory.

M. Zahid Rafiq Bhatti teaches Mathematics at Government College of Science, Lahore.

2007, ISBN: 978-0-19-547436-7

(Oxford University Press Pakistan)



PHYSICS FOR CLASS XI

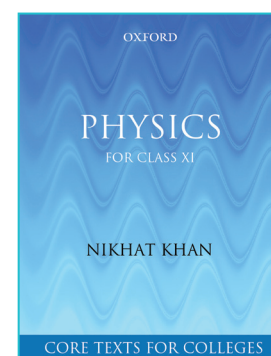
Nikhath Khan

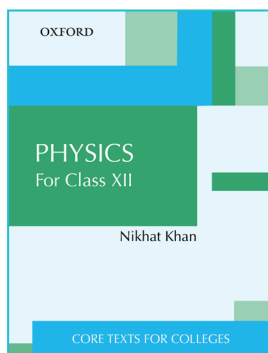
This essential core textbook has been written for the Intermediate First Year Physics course. The book aims to help students understand that equations in Physics express concepts, and encourages them to reason out ideas and improve their problem-solving skills. The need to understand logic, basic concepts, and principles of Physics has been stressed throughout the text. Numerous examples are given within the text to assist students in understanding the principles and concepts being discussed. Qualitative questions are provided for students to solve at the end of each chapter. Simple mathematics, with illustrations, has been used throughout the book.

Nikhath Khan is presently the Dean of Post-graduate Studies, as well as Head of the Departments of Computer Sciences and Environmental Sciences, at Kinnaird College for Women, Lahore.

2005, ISBN: 978-0-19-579991-0

(Oxford University Press Pakistan)





PHYSICS FOR CLASS XII

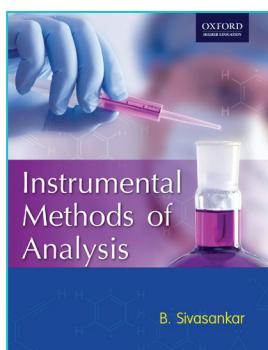
Nikhat Khan

This essential core textbook has been written for the Intermediate Second Year Physics course as prescribed by the Boards of Intermediate Education throughout Pakistan. The author has explained the concepts clearly and encourages students to reason out concepts and improve their problem-solving skills. The book is well-illustrated and numerous examples are provided throughout.

Nikhat Khan is presently the Dean of Post-graduate Studies, as well as Head of the Departments of Computer Sciences and Environmental Sciences, at Kinnaird College for Women, Lahore.

2007, ISBN: 978-0-19-547338-4

(Oxford University Press Pakistan)



INSTRUMENTAL METHODS OF ANALYSIS

B. Sivasankar

Instrumental Methods of Analysis is designed to introduce various analytical and chemical methods, along with their underlying principles and applications, to the undergraduate engineering students of biotechnology and chemical engineering. This book would also be of interest to students pursuing B. Sc/M. Sc degree programmes in biotechnology and chemistry. This book would also be of interest to students pursuing B. Sc/M. Sc degree programmes in biotechnology and chemistry.

The book starts with a discussion on the fundamentals of analytical chemistry, followed by data handling and statistical analysis. Wet chemical methods that include all the conventional methods of titrimetric and gravimetric analysis are dealt with in a separate chapter. The book also discusses topics such as microscopy, optical methods, and various spectroscopic methods, x-ray methods, chromatographic methods, electrophoresis, and bulk separation methods. Description of electro-analytical methods, thermal, radio analytical, and surface analytical methods constitute the final chapters of the book.

B. Sivasankar is Visiting Professor, College of Engineering, Guindy, Anna University, Chennai. He has more than 35 years of teaching and research experience and has also published numerous articles in journals. A Ph.D in analytical and inorganic chemistry from the University of Madras, Dr Sivasankar has guided many research scholars in specialized areas of catalysis and biocatalysis.

2012, ISBN: 978-0-19-807391-8

(Oxford University Press India)



ENVIRONMENTAL BIOTECHNOLOGY

Rintu Banerjee and B.C. Bhattacharya

Environmental Biotechnology is designed to meet the requirements of students of BSc, BTech, and MSc in biotechnology. It will also be useful to students pursuing biosciences.

The book discusses the development, use, and regulation of biological systems for the remediation of contaminated environments and the conception of environment-friendly processes. The book begins with the definitions of relevant terms and a discussion on the different types of pollution and wastes. It provides an exhaustive coverage of the treatment of liquid and solid wastes, the economic and social aspects of waste treatment, and analytical methods for environmental monitoring. The text concludes with case studies on the design and economic evaluation of an integrated biogas plant for a dairy farm and design analysis of a community biogas plant design.

Rintu Banerjee a PhD in biotechnology, is currently Professor in the Agricultural and Food Engineering Department, Indian Institute of Technology Kharagpur, and a fellow of the National Academy of Agricultural Science and the Biotechnology Research Society of India. She possesses US and Indian patents in the area of industrial enzyme production and applications.

B.C. Bhattacharyya former Professor and HOD of the Chemical Engineering Department, Indian Institute of Technology Kharagpur, is currently Professor and Founder Head of the Food Technology Department, Techno India, Kolkata. He has authored six textbooks and published more than 150 research and design papers in journals. He is a fellow of the Institute of Engineers (India) and the Biotechnology Research Society of India.

2007, ISBN: 978-0-19-568782-8

(Oxford University Press India)



MEDICAL BIOTECHNOLOGY

V. Venugopal Rao and Pratibha Nallari

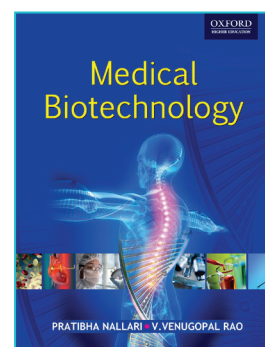
Medical Biotechnology is designed to serve as a textbook for undergraduate students of biotechnology. The book seeks to impart a complete understanding of the fundamental concepts of and techniques used in medical biotechnology. Medical biotechnology is a multidisciplinary subject that brings together the combined research and applications from the fields of rDNA technology, microbiology, and medicine. The book starts with a brief overview of biotechnology and healthcare. It then goes on to describe various therapeutic techniques based on DNA, RNA, and proteins. Key topics like molecular pharming, drug design and delivery, chiral technology, regenerative medicine, nanomedicine, and pharmacogenomics are dealt with in great detail. Emphasis is laid on the management and analysis of clinical data, various processes involving biomolecules, and the use of software to analyze genomes and proteomes. The topics are presented in a lucid, methodical way and care has been taken to keep the level of discussion simple and free from technical jargon.

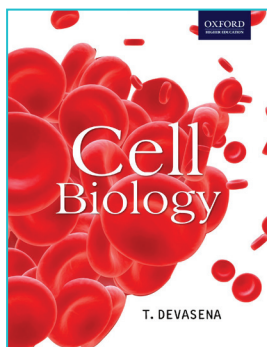
V. Venugopal Rao is a faculty member of the Biotechnology Program, ICFAI Institute of Science and Technology, Hyderabad. A PhD in Human Population Genetics, he has over 25 years of research and teaching experience. He has also contributed research papers to various journals and is a life member of the Indian Society of Human Genetics.

Pratibha Nallari is Associate Professor at the Department of Genetics, Osmania University, Hyderabad, where she has been teaching for over 15 years. A PhD in Genetics, she has conducted research in several projects. She has also contributed research papers to several national and international journals.

2010, ISBN: 978-0-19-569960-9

(Oxford University Press India)





CELL BIOLOGY

T. Devasena

Cell Biology is a textbook for students of biotechnology and allied disciplines to understand the functioning of a cell—the fundamental unit of life.

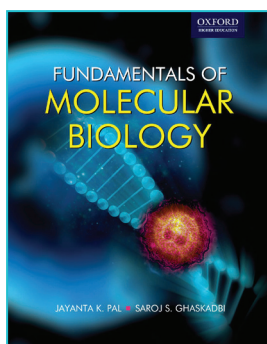
The book offers a comprehensive and detailed coverage of various themes of the subject, including the fundamental concepts of membrane transport, cells of the immune system, haematopoiesis, genetic mechanism in cells, metabolic pathways, germ cells, cytoskeleton, and cell signalling. The later chapters focus on cell differentiation, stem cell biology, and various analytical techniques employed in cell biology.

Each chapter is reinforced with learning features such as summary of concepts, terms to remember, review questions, and multiple-choice questions that help in effective recapitulation.

T. Devasena is Assistant Professor, Anna University, Chennai. She has around 8 years of post-doctoral experience in teaching and research, which includes a brief stint as a Research Scientist in a project at the Centre for Micronutrient Research, Annamalai University, in association with Johns Hopkins University, United States. She has published numerous articles in both journals. She has also bagged numerous awards and honors in recognition of her academic excellence.

2012, ISBN: 978-0-19-807551-6

(Oxford University Press India)



FUNDAMENTALS OF MOLECULAR BIOLOGY

Jayanta K. Pal and Saroj S. Ghaskadbi

Fundamentals of Molecular Biology meets the requirements of various bioscience-related areas such as microbiology, biochemistry, and genetic engineering.

“The book focuses on explaining the basic concepts and techniques in molecular biology and their applications thereof. Starting with the definition and role of molecular biology in the study of biotechnology, the book provides complete coverage of topics such as micro- and macro-molecules, DNA enzymes, and the concept of genomes. It also provides an overview of recombinant DNA technology and its applications. The book provides comprehensive discussions on DNA replication, its damage, repair and recombination, transcription machinery in prokaryotes and eukaryotes, translation, and protein folding, modifications and degradations. It finally concludes with a detailed discussion on genomics and proteomics. Written in a lucid style, the book is aimed to help students assimilate complex theories with ease. Supplemented with a number of figures, colour illustrations, and end-chapter questions, the book is ideal for use in the classroom.”

Jayanta K. Pal is currently Professor, Department of Biotechnology, University of Pune, Pune. In an illustrious career spanning over 30 years, he has worked in various capacities in reputed academic and research institutions in India and abroad. He has published a number of research articles with journals of national and international repute.

Saroj S. Ghaskadbi is currently Head of Department, Department of Zoology, University of Pune, Pune. She has over 20 years of experience in research and academics in the fields of microbiology, molecular biology, and animal cell culture. She has several academic awards and research publications to her credit.

2009, ISBN: 978-0-19-569781-0

(Oxford University Press India)



GENETIC ENGINEERING

Smita Rastogi and Neelam Pathak

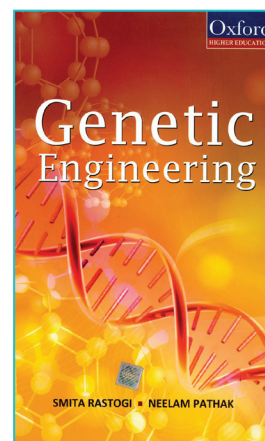
Genetic Engineering is designed to serve as a textbook for the students of biotechnology, life sciences, genetics, microbiology, biochemistry, and other related areas. Replete with comprehensive details, it will also serve as a reference for the research students in this field.

Divided into four parts, the book provides in-depth coverage of all major topics in this area. The first part on fundamentals of genetic engineering includes concepts, such as gene cloning, enzymes used in genetic engineering, synthesis of nucleic acids, and techniques like gel electrophoresis and polymerase chain reaction. The second part on vectors used in gene cloning covers the basic biology of plasmids, phages, other cloning vectors, and the strategies adopted for their application in gene cloning. In the third part, generation and screening of recombinants are described. This part includes detailed discussions on DNA ligation, DNA delivery methods, construction of genomic and cDNA libraries, and screening of transformants. The fourth part on applied genetic engineering covers DNA and protein sequencing, molecular markers, gene silencing, antisense RNA technology, and in vitro mutagenesis. Safety regulations related to genetically modified organisms (GMOs) are also discussed. Written in a lucid style, the book is highly interactive, which will help readers understand the contents through visualization of concepts and techniques, and their practice.

Smita Rastogi is a faculty at the Department of Biotechnology, Integral University, Lucknow. A PhD in biochemistry from Lucknow University, and an MTech in biotechnology from the Institute of Engineering & Technology, Lucknow, she has more than four years of teaching experience. She has several research papers and review articles published in journals to her credit.

Neelam Pathak is a faculty at the Department of Biotechnology, Integral University, Lucknow. Having a PhD in biochemistry from Lucknow University and more than a decade's experience in research, she has been teaching for over five years. Dr Pathak has been a postdoctoral fellow at the University of Maryland, USA for a period of one and a half years. She has contributed several articles to journals.

2009, ISBN: 978-0-19-569657-8
(Oxford University Press India)



BIOINFORMATICS

Orpita Bosu and Simminder Kaur Thukral

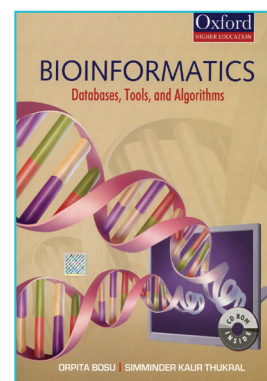
Bioinformatics: Databases, Tools, and Algorithms fills the need for a well-illustrated, affordable book that provides a balanced coverage of topics keeping in view the needs of students of both engineering and life science.

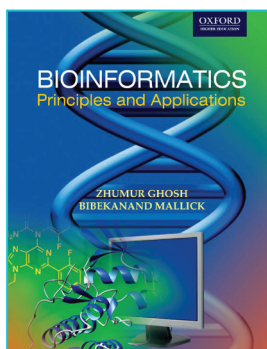
"The book describes the methods used to store, retrieve, and analyse data using various tools. It concentrates on three major database clusters and relevant software tools that offer free access and analysis through the Internet. The algorithms that decide the behavioral aspects of these tools are also dealt with in considerable detail. The book does not assume any prior knowledge and includes appendices on biology and basic computing to provide the necessary background. With its lucid style, the book encourages the application of bioinformatics tools. Its coverage and presentation make it useful to students as well as practising professionals."

Orpita Bosu is presently a researcher in National Institute of Informational Technology (NIIT), New Delhi. A postgraduate in computer science from Kurukshetra University, she has 12 years of varied experience, spanning information technology, education, multimedia, and bioinformatics. She has developed course materials in both multimedia and bioinformatics and has several publications to her credit.

Simminder Kaur Thukral is currently Assistant Professor in the Department of Biotechnology & Bioinformatics at NIIT, New Delhi. A Ph D in life sciences from Guru Nanak Dev University, Punjab, and a post-doctoral fellow from Harvard Medical Sciences, she has 15 years of experience in research. She has published several research papers in journals and has contributed to two books.

2007, ISBN: 978-0-19-567683-9
(Oxford University Press India)





BIOINFORMATICS

Bibekanand Mallick and Zhumur Ghosh

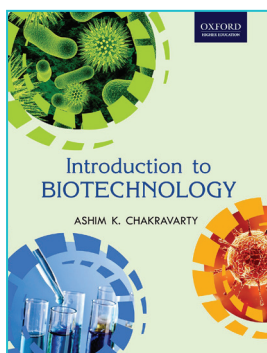
Bioinformatics: Principles and Applications is a comprehensive text designed to cater to the needs of undergraduate and postgraduate students of biotechnology and bioinformatics. This book will also cater to the requirements of students pursuing short-term diploma as also DOEACC courses in bioinformatics.

"Beginning with the aim and scope of bioinformatics, the book discusses in detail the essentials of the subject, such as bio-algorithms, bio-databases, molecular viewers, gene annotation methods, molecular phylogeny, and bio-molecular simulations. It further discusses the applications of bioinformatics in protein modeling and computer-aided drug design. The book also presents a discussion on molecular docking, including guidelines for using AutoDock software. The usage of select bioinformatics commercial software modules is also discussed. Written in a lucid style and user-friendly manner, the book with its wide and up to date coverage will be useful to students as well as practising professionals."

Dr. Zhumur Ghosh is currently a researcher at the Stanford University School of Medicine, California, USA. A PhD from Computational Biology Group of the Indian Association for the Cultivation of Science, Kolkata. She has also published papers in several national and international journals of repute.

Dr. Bibekanand Mallick is a researcher in bioinformatics at Wadsworth Center, New York State Department of Health, New York, USA. He completed his Ph D from Indian Association for the Cultivation of Science (IACS), Kolkata and M. Tech in Biotechnology & Biochemical Engineering from Indian Institute of Technology (IIT) Kharagpur. He has published papers in several international journals of repute.

2008, ISBN: 978-0-19-569230-3
(Oxford University Press India)



INTRODUCTION TO BIOTECHNOLOGY

Ashim K. Chakravarty

Introduction to Biotechnology has been written primarily for undergraduate and postgraduate biotechnology and microbiology students. Written in a lucid manner, the book covers the basics as well as advance topics of the subject.

Beginning with a discussion on the basic structure and functioning of cells and cell organelles, the book goes on to discuss biomolecules and biochemical reactions, as well as genetics and molecular biology. It also discusses in detail the process of DNA replication along with the replication machinery. The later chapters of the book explain the basic biotechnological techniques such as recombinant DNA technology, genomics, proteomics, bioinformatics, enzyme biotechnology, microbiology, plant and animal biotechnology, immunology, and environmental biotechnology. The book also covers bioethics and IPR.

2013, ISBN: 978-0-19-808181-4
(Oxford University Press India)



ENZYMOLGY

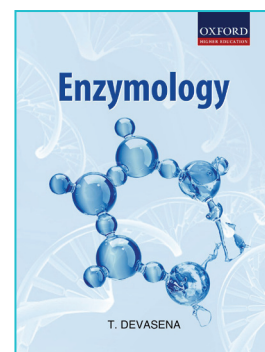
T. Devasena

Enzymology is designed as a textbook for the students of biotechnology and chemical engineering. In addition, it will also serve as an invaluable reference for students pursuing their graduate and postgraduate degree programs in biotechnology, and all other life sciences programs that offer a course on enzymes. Beginning with the fundamental concepts such as enzyme kinetics, enzyme inhibition, enzyme activity regulation, it proceeds to discuss the applications of enzymes in various domains including molecular biology, cloning and genetic engineering. A separate chapter has been devoted to the study of enzyme engineering and technology. Comprehensive in its coverage of topics, the book is rich in pedagogical features such as self-explanatory illustrations, exhibits on recent developments, and numerous end-chapter exercises.

T. Devasena is Assistant Professor, Anna University, Chennai. She has around 8 years of post-doctoral experience in teaching and research, which includes a brief stint as a Research Scientist in a project at the Centre for Micronutrient Research, Annamalai University, in association with Johns Hopkins University, United States. She has published numerous articles in both journals. She has also bagged numerous awards and honors in recognition of her academic excellence.

2010, ISBN: 978-0-19-806443-5

(Oxford University Press India)



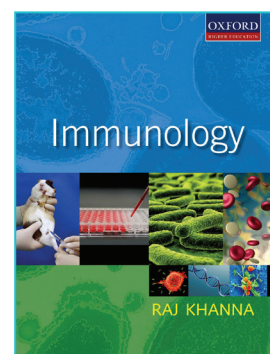
IMMUNOLOGY

Raj Khanna

Immunology has been written primarily for undergraduate students of biotechnology and biochemistry as also medicine. The book provides an in-depth coverage of the fundamental concepts of immunology, suitably aided with numerous illustrations and exhibits. The initial chapters of the book provide a broad overview of the immune system and its functioning. The subsequent chapters discuss antibodies, the major histocompatibility complex (MHC), antigen receptors, cytokines, lymphocyte activation, immune responses against pathogens, and the manipulation of the immune system by various vaccine strategies. The book also delves into hypersensitivity states, immunodeficiency disorders with special emphasis on the HIV/AIDS pandemic, transplantation, and tumour immunology. Tolerance and autoimmunity have been linked for a better understanding of the mechanisms that lead to autoimmune diseases. Owing to its comprehensive coverage, this book would be useful to postgraduate students of biochemistry, biotechnology, and microbiology as also researchers.

2011, ISBN: 978-0-19-806826-6

(Oxford University Press India)



IMMUNOLOGY AND IMMUNOTECHNOLOGY

A.K. Chakravarty

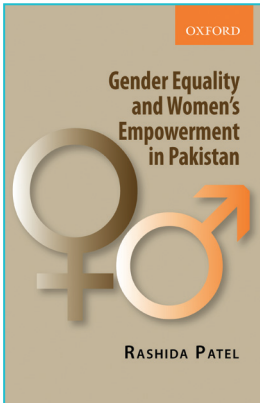
Immunology and Immunotechnology is an authoritative and comprehensive textbook aimed at students of biotechnology; it conforms to the syllabi of the major universities offering this subject. It would be equally useful as a text in courses in biochemistry, microbiology, and certain other disciplines of biology. The book provides in-depth coverage of topics such as lymphocyte activation, cytokines, immunoglobulin and T cell receptor genes, complement, major histocompatibility complex, transplantation, tumour immunology, hypersensitivity, immunodeficiency, and AIDS. Separate chapters deal with assays for antigen-antibody reactions, vaccines, and the various techniques in immunotechnology. The book covers the latest technologies and techniques, and is well-illustrated with over 250 illustrations. Written in a simple yet lucid style, it provides the reader with a clear understanding of the fundamental concepts of immunology.

A.K. Chakravarty is currently Professor, Department of Immunology and Cell Biology, Centre for Life Sciences, University of North Bengal, Siliguri. He is a gold medalist from the University of Calcutta and a PhD in immunology from the University of Wisconsin, Madison, USA. He has also served as a research scientist at the Molecular Biology Institute, University of California, Los Angeles.

2006, ISBN: 978-0-19-567688-4

(Oxford University Press India)





GENDER EQUALITY AND WOMEN'S EMPOWERMENT IN PAKISTAN

Rashida Patel

This book is for those who are concerned about the deteriorating situation of women in Pakistan, and wish to obtain an overview of the legal and practical changes which have been introduced to improve their condition. A critical analysis of the continuous and increasing misinterpretations of the principles of Islam through legal acceptance is presented. Several references to laws which have been recently changed and have an effect on women's lives have been added, including alterations to the Criminal Procedure Code 1898 and Pakistan Penal Code 1860, such as the introduction of the death penalty for gang-rape.

Rashida Mohammad Hussain Patel was the Chairperson of Pakistan Women's Legal Rights Committee and the Founder Life Patron of Pakistan Women Lawyers' Association (PAWLA).

2010, ISBN: 978-0-19-547881-5

(Oxford University Press Pakistan)

GREAT ANCESTORS

WOMEN CLAIMING RIGHTS IN MUSLIM CONTEXTS

Farida Shaheed with Aisha Lee Shaheed

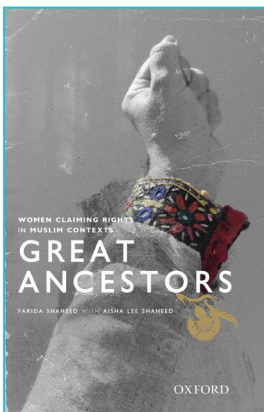
This book breaks the myth of Muslim women being passive, oppressed, and apolitical. It looks at the mostly forgotten lives and voices of women from the eighth to the early twentieth centuries in Muslim countries and communities who asserted rights for themselves and for other women, promoting justice in the home and in the public sphere. These narratives from East and South Asia to the Middle East and West Africa bring to life the rich history of women's resistance and engagement for rights, effectively overturning the misconception that the roots of women's activism lie exclusively in the western countries.

Farida Shaheed is Director of Research at Shirkat Gah-Women's Resource Centre. She is the first United Nations Independent Expert in the field of cultural rights.

Aisha Lee Shaheed is a researcher in the field of women's rights.

2011, ISBN: 978-0-19-547636-1

(Oxford University Press Pakistan)



Oxford University Press

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