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GQ7NCB - BRIANNA KRISTA

It's a complex universe that Kiran Nagarkar leads us into. Seven Sixes are Forty Three explores the dimensions of relationships in terms of an empty physicality and loneliness as an inherent element in modern lives. Translated by Subha Slee, the novel's quest for compatibility is inspiring.

Hiring and firing are too crucial to get wrong. Eliminate the guesswork in the two most important tasks you face as a manager. Hiring and firing are difficult to get right and potentially costly to get wrong, both for your career and for the business. Hiring & Firing is the indispensable guide you absolutely must have by your side. Business expert Brian Tracy breaks down the simple but powerful strategies you can use to both bring stronger employees on board and weed out those not up to par. By learning to implement these techniques that Tracy can testify firsthand to the effectiveness of, you will make better leadership decisions that positively effect you and the business. In Hiring & Firing, you will be able to: Write appealing and accurate job descriptions Use the law of three in interviews to find suitable candidates Ask the right questions Probe past performance Listen for the questions that indicate interviewees are qualified and serious Provide clear direction and regular feedback De-hire gracefully, and more! At best, hiring and firing are key to improving your team and reaching your goals. Bringing on and letting go of the wrong people wastes company time and money while also reflecting poorly upon you. At worst, it could be crucial for the business in several ways. Hiring & Firing will ensure that you make the right decisions.

This book is based on the first hand experiences of the first generation businessman Dr. Suresh Haware. He has faced several obstacles, overcome them and when he felt that now is the time to share it with the youngsters, he penned down this book. There are several beliefs and misconceptions and a kind of curiosity about business in our society. The author has elucidated these in a very amusing way. Dr. Suresh Haware has breached the general understanding among people that business can only be done if backed by money power. Capital can be raised from others, rather, it should be raised from others only. The main Capital that one should compulsorily have to do business is that of strong will power, self-confidence and business attitude! In order to imbibe this basic mantra, he discusses the required elements, in detail, in this book to raise hopes to do business. The stories he has shared are really inspiring. Wiser are they who learn from others' experience too. This book will make you wiser. Hence these words of experience will certainly be very useful for the youth wanting to set up a new business and also to those wanting to progress in business. The words of experience and expertise of Dr. Haware, will certainly be inspiring and guiding to aspiring businessmen.

From the invention of the wheel to the mapping of the genome, technology has always been deeply intertwined with the course of human history. Now, this fascinating set explores the role technology has played in eighteen separate cultures in world history, and reveals the many ways people use technology to control their environment, express religious values, deploy political power, confer social status, and afford themselves varying degrees of pleasure, comfort, and security. Whether focusing on Egyptian pyramids or medieval cathedrals, the Mayan astronomical calendar or the internet, Technology in World History illuminates the amazing array of technologies that humans have developed to shape and give meaning to their lives.

When William Shockley invented the transistor, the world was changed forever and he was awarded the Nobel Prize. But today Shockley is often remembered only for his incendiary campaigning about race, intelligence, and genetics. His dubious research led him to donate to the Nobel Prize sperm bank and preach his inflammatory ideas widely, making shocking pronouncements on the uselessness of remedial education and the sterilization of individuals with IQs below 100. Ultimately his crusade destroyed his reputation and saw him vilified on national television, yet he died proclaiming his work on race as his greatest accomplishment. Now, Pulitzer Prize-winning journalist Joel N. Shurkin offers the first biography of this contradictory and controversial man. With unique access to the private Shockley archives, Shurkin gives an unflinching account of how such promise ended in such ignominy. 100 Things Successful People Do is a guidebook to achieving success in any aspect of your life. You will discover the habits that are common to successful people and find out how to adopt them into your own life so that you can be successful too. Mixing simple instructions with activities to get you started, whether you are looking to succeed in your family life, at work, in sports, at school or in retirement, you will find, mindsets, habits and techniques here that will help you get the results you want.

India's Westernized elite, cut off from local traditions, 'want to write a full stop in a land where there are no full stops'. From that striking insight Mark Tully has woven a superb series of 'stories' which explore Calcutta, from the Kumbh Mela in Allahabad (probably the biggest religious festival in the world) to the televising of a Hindu epic. Throughout, he combines analysis of major issues with a feel for the fine texture and human realities of Indian life. The result is a revelation. 'The ten essays, written with clarity, warmth of feeling and critical balance and understanding, provide as lively a view as one can hope for of the panorama of India.' K. Natwar-Singh in the Financial Times

As industries turn increasingly hostile, it is clear that strong brand-building skills are needed to survive and prosper. In David Aaker's pathbreaking book, MANAGING BRAND EQUITY, managers discovered the value of a brand as a strategic asset and a company's primary source of competitive advantage. Now, in this compelling new work, Aaker uses real brand-building cases from Saturn, General Electric, Kodak, Healthy Choice, McDonald's, and others to demonstrate how strong brands have been created and managed. A common pitfall of brand strategists is to focus on brand attributes. Aaker shows how to break out of the box by considering emotional and self-expressive benefits and by introducing the brand-as-person, brand-as-organisation, and brand-as-symbol perspectives. A second pitfall is to ignore the fact that individual brands are part of a larger system consisting of many intertwined and overlapping brands and subbrands. Aaker shows how to manage the "brand system" to achieve clarity and synergy, to adapt to a changing environment, and to leverage brand assets into new markets and products. As executives in a wide range of industries seek to prevent their products and services from becoming commodities, they are recommitting themselves to brands as a foundation of business strategy. This new work will be essential reading for the battle-ready.

Market_Desc: · Undergraduate and graduate level students of different universities and examination syllabus for international certifications in security domain· Teachers of security topics Special Features: · Written by an experienced industry professional working in the domain, a professional with extensive experience in teaching at various levels (student seminars, industry workshops) as well as research.· A comprehensive treatment and truly a treatise on the subject of Information Security· Coverage of SOX and SAS 70 aspects for Asset Management in the context of information systems security.· Covers SOX and SAS 70 aspects for Asset Management in the context of Information Systems Security.· Detailed explanation of topics Privacy and Biometric Controls · IT Risk Analysis covered.· Review questions and reference material pointers after each chapter.· Ample figures to illustrate key points - over 250 figures!· All this is in a single book that should prove as a valuable reference on the topic to students and professionals. Useful for candidates appearing for the CISA certification exam. Maps well with the CBOK for CSTE and CSQA Certifications. About The Book: Information and communication systems can be exposed to intrusion and risks, within the overall architecture and design of these systems. These areas of risks can span the entire gamut of information systems including databases, networks, applications, internet-based communication, web services, mobile technologies and people issues associated with all of them. It is vital for businesses to be fully aware of security risks associated with their systems as well as the regulatory body pressures; and develop and implement an effective strategy to handle those risks. This book covers all of the aforementioned issues in depth. It covers all significant aspects of security, as it deals with ICT, and provides practicing ICT security professionals explanations to various aspects of information systems, their corresponding security risks and how to embark on strategic approaches to reduce and, preferably, eliminate those risks. Written by an experienced industry professional working in the domain, with extensive experience in teaching at various levels as well as research, this book is truly a treatise on the subject of Information Security. Covers SOX and SAS 70 aspects for Asset Management in the context of Information Systems Security. IT Risk Analysis covered. Detailed explanation of topics Privacy and Biometric Controls .Review questions and reference material pointers after each chapter.

No Marketing Blurp

An exhaustive and unforgettable portrait of India's greatest and most respected industrialist. Written with J.R.D. Tata's co-operation, this superb biography tells the J.R.D. story from his birth to 1993, the year in which he died in Switzerland. The book is divided into four parts: Part I deals with the early years, from J.R.D.'s birth in France in 1904 to his accession to the chairmanship of Tatas, India's largest industrial conglomerate, at the age of thirty-four; Part II looks at his forty-six years in Indian aviation (the last-

ing passion of J.R.D.'s life) which led to the initiation of the Indian aviation industry and its development into one of India's success stories; Part III illuminates his half-century-long stint as the outstanding personality of Indian industry; and Part IV unearths hitherto unknown details about the private man and the public figure, including glimpses of his long friendships with such people as Jawaharlal Nehru, Mahatma Gandhi, Indira Gandhi and his association with celebrities in India and abroad.

Mukund Joshi is fourteen and newly in love. He attends the same private tuitions as his classmate, Shirodkar, just for a glimpse of her, and follows her back home every day. Sadly, she has not a clue that he is pining away for her, because in their society, boys and girls don't interact freely, much less talk about love. When he's not negotiating the tricky alleys of love, Mukund sits around the school field or loafs about town with his close friends, Surya, Chitre and Phawdya, railing against the education system, and debating ideas such as discipline and Bohemianism. Set in a small Maharashtrian town during the Emergency of 1975, Shala is a heart-warming, nuanced novel about the adolescent struggles that are as tortuous in real time as they are amusing in retrospect.

Explore the current state of the production, processing, and manufacturing industries and discover what it will take to achieve re-industrialization of the former industrial powerhouses that can counterbalance the benefits of cheap labor providers dominating the industrial sector. This book explores the potential for the Internet of Things (IoT), Big Data, Cyber-Physical Systems (CPS), and Smart Factory technologies to replace the still largely mechanical, people-based systems of offshore locations. Industry 4.0: The Industrial Internet of Things covers Industry 4.0, a term that encapsulates trends and technologies that could rewrite the rules of manufacturing and production. What You'll Learn: Discover the Industrial Internet and Industrial Internet of Things See the technologies that must advance to enable Industry 4.0 and learn what is happening today to make that happen Observe examples of the implementation of Industry 4.0 Apply some of these case studies Discover the potential to take back the lead in manufacturing, and the potential fallout that could result Who This Book is For: Business futurists, business strategists, CEOs and CTOs, and anyone with an interest and an IT or business background; or anyone who may have a keen interest in how the future of IT, industry and production will develop over the next two decades.

Introduction to Database Management Systems is designed specifically for a single semester, namely, the first course on Database Systems. The book covers all the essential aspects of database systems, and also covers the areas of RDBMS. The book in

Shiva has accepted his destiny, but it has brought him to despair. Can he heal himself and the people who look to him as a god? Today, Shiva is a god. But four thousand years ago, he was just a man - until he brought his people to Meluha, a near-perfect empire founded by the great king Lord Ram. There he realised he was the Neelkanth, a barbarian long prophesied to be Meluha's saviour. But in his hour of victory fighting the Chandravanshis - Meluha's enemy - he discovered they had their own prophecy. Now he must fight to uncover the treachery within his inner circle, and unmask those who are about to destroy all that he has fought for. Shiva is about to learn that good and evil are two sides of the same coin . . .

In the idyllic university town, young women daydreamed as they lay on the grass and gazed up at the clouds. Young men took morning walks at Alfred Park. Hot summer afternoons were for drinking sherbet and eating watermelons, and evenings were meant for reading poetry. It was also a time of stifling social mores, and love was an unattainable ideal seldom realized. Allahabad of the 1940s is the serene backdrop to the turbulence of Chander's love for his professor's daughter Sudha. Driven by his passionate belief in the transcending purity of their love, Chander persuades Sudha to marry another man, to devastating consequences. Unhinged by his separation from Sudha and consumed by a restless desire to make sense of love—Is it really about sex? Is the purity of love a lie?—Chander spirals into a destructive affair with the seductive Pammi. Immensely popular since its publication more half a century ago, Chander & Sudha continues to seduce readers with its potent mix of tender passion and heartbreaking tragedy.

This work has been selected by scholars as being culturally important and is part of the knowledge base of civilization as we know it. This work is in the public domain in the United States of America, and possibly other nations. Within the United States, you may freely copy and distribute this work, as no entity (individual or corporate) has a copyright on the body of the work. Scholars believe,

and we concur, that this work is important enough to be preserved, reproduced, and made generally available to the public. To ensure a quality reading experience, this work has been proof-read and republished using a format that seamlessly blends the original graphical elements with text in an easy-to-read typeface. We appreciate your support of the preservation process, and thank you for being an important part of keeping this knowledge alive and relevant.

Ever since he first read Graham Greene, Pico Iyer has been obsessed by the figure of the writer and by one of the great themes of Greene's work: what it means to be an outsider. Wherever he has travelled—usually as an outsider himself—Iyer has found reminders of Greene's life, observed scenes that might have been written by Greene, written stories that recall Greene. Yet as Iyer recounts the history of his obsession, another phantom image begins to assert itself, one that Iyer had long banished from his inner life—that of his father. Insightful, tender, superbly written, *The Man Within my Head* is another masterpiece from one of our great travel writers.

This title covers Concept Mapping -- a clear, visual, and systematic model for gathering and categorizing relevant assessment data, identifying patient problems, and developing patient goals, interventions, and outcomes for each nursing diagnosis. A concept map is your guide to nursing care in any clinical setting.

Chanakya Neeti is a book based on Chanakya, an Indian theorist, teacher, philosopher, economist and a noble mentor to the Mau-

ryan emperors between 350 -275 BC. The book portrays about his ideologies and ideas in diverse situations, which are pertinent even to today's times. People follow his ideas to escape from the web of several evils to lead a happy and peaceful life. Chanakya was also known as Kautilya or Vishnu Gupta. He was prominent lecturer at the ancient Takshashila University. He was an expert of economics and political science. Besides teaching, he also advised the Mauryan kings, Chandragupta and his son Bindusara. Chanakya played a crucial role in the establishment and expansion of the Mauryan Empire. In this book, the author tells about Arthashastra, the ancient thesis about Indian Polity. The book focuses on Chanakya's detailed theories. He wrote his discoveries as to the manner people used to live their lives in ancient India. The book explains the behaviours and patterns a person should follow with different people in life. This book was published in 2002 and is available in paperback form. It comprises of Neeti Sutras in Sanskrit, which are in concise form, but are very impressive. Their translation is done in English and a bit is explained in laymen's terms too. It is available online on Amazon India. About the author: B.K. Chaturvedi is an Indian Civil Servant. He is also former Cabinet Secretary, Government of India. He was awarded the Padma Bhushan for his involvement in the field of civil services, in 2010. He belongs to the 1966 IAS batch. About the Author: B. K. Chaturvedi is a famous Indian author, who is also a journalist and translator. His works are mainly based on Hindu Gods and saints. He also focusses on historically famous Indian people. Chaturvedi's works are published both in English

and Hindi. He mostly studied in Bangalore and Allahabad. Apart from this book, Chaturvedi has authored *Linga Purana*, *Kautilya's Arthashastra* and *A Complete Guide To Numerology*. He has also written for some programmes on TV and radio.

Memoir of one of India's most prominent businessmen The pioneer who gate-crashed his way to the top Subhash Chandra, the promoter of Essel/ Zee Group, is an unlikely mogul. Hailing from a small town in Haryana, where his family ran grain mills, Chandra has been a perennial outsider, repeatedly aiming high and breaking into businesses where he was considered an interloper. Starting work as a teen to pay off family debts, Chandra had to rely on bluff, gumption and sheer hard toil to turn things around. A little bit of luck and political patronage saw him make a fortune in rice exports to the erstwhile USSR. Always a risk-taker, Chandra then had the vision of getting into broadcasting early, even as established media players failed to see its potential. His Zee TV, India's first private Indian TV channel, changed the rules of the game and tickled the fancy of a public starved of entertainment. Several gutsy initiatives followed, though not all of them were successful. Chandra's attempts to launch satellite telephony and a cricket league came a cropper. But the man continues to reinvent himself; he is now also focusing on infrastructure and smart cities. This is an unusually candid memoir of a truly desi self-made businessman who came to Delhi at age twenty with seventeen rupees in his pocket. Today, he has a net worth of \$6.3 billion and annual group revenues of about \$3 billion.