

# HIGHER EDUCATION New Releases



## BUSINESS & ECONOMICS

### Commerce



### Principles of Management

As per new B.Com CBCS syllabus 2017, this book has been designed to cater to the needs of the students of B.Com, Semester I of the University of Calcutta. It systematically covers all topics associated with Introduction to Management and provides an in depth understanding of the functional areas of management.

**Atreyee Ganguly  
Joyeta Bhadury**

ISBN : 9789353502263  
Pages : 152

**Price:  
₹ 175/-**

#### FEATURES:

- Provides an easy understanding of the subject.
- Presence of pedagogical tools like identification of learning objectives and use of figures and diagrams wherever necessary.
- Exhaustive Multiple Choice Question Bank at the end of each chapter.
- Ease of access anywhere anytime through Cengage App to model question papers as per C.U guidelines.

#### INDEX

|  | Pages |
|--|-------|
| <b>New Releases</b>                    | 1-25  |
| <b>Price Change Notification</b>       | 26    |
| <b>CourseMate</b>                      | 27-29 |
| <b>MindTap</b>                         | 30-32 |
| <b>eBooks</b>                          | 33    |
| <b>Standalone Solutions</b>            | 34-37 |
| <b>4 LTR Press Titles</b>              | 38-39 |
| <b>Order Form<br/>Higher Education</b> | 40-61 |

Management

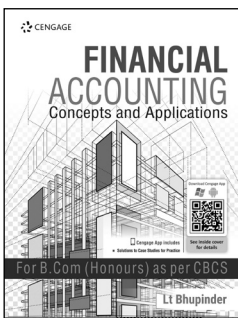
**Log on to: [www.cengage.co.in](http://www.cengage.co.in)**

To know about our complete range of products, log on to [www.cengage.co.in](http://www.cengage.co.in)

## BUSINESS & ECONOMICS

### Commerce

#### Financial Accounting: Concepts and Applications for B.Com (H)



**Lt Bhupinder**

ISBN : 9789353501082

Pages : 1058

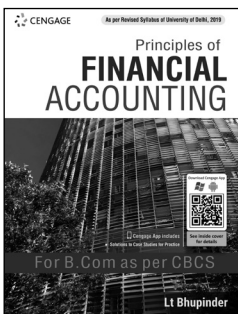
**Price:**  
₹ 599/-

Financial Accounting: Concepts and Applications has been designed strictly in accordance with the Choice Base Credit System (CBCS) revised syllabus of the paper titled "Financial Accounting" for B.Com (Honours). This book incorporates the latest changes that have taken place in the last few years and is based on Learning Objectives instructional design.

#### FEATURES:

- Explanation of the subject matter in the simplest manner with Case Studies
- Each chapter begins with Learning Objectives (LO) of the chapter
- Rich pedagogical features such as diagrams, case studies and chapter-end exercises
- Accounting treatment has been given in conformity with the latest Accounting Standards and relevant statutes.
- Accounting treatment for property, plant and equipment along with depreciation covered as per the latest Accounting Standard 10 – Property Plants and Equipment (AS 10 – PPE).
- Accounting for leases explained as per the Indian Accounting Standard (Ind – AS) 116 – Leases (Ind – AS116).
- Accounting Software Tally.ERP 9 used to explain Computerized Accounting System
- Access Anywhere, Any Time Cengage App containing Solutions to Case Studies for Practice

#### Principles of Financial Accounting (B.Com Pass)



**Lt Bhupinder**

ISBN : 9789353501761

Pages : 1208

**Price:**  
₹ 699/-

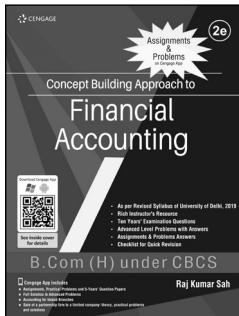
Principles of Financial Accounting has been designed strictly in accordance with the Choice Base Credit System (CBCS) revised syllabus of the paper titled "Financial Accounting" for B.Com. This book incorporates the latest changes that have taken place in the last few years and is based on Learning Objectives instructional design.

#### FEATURES:

- Explanation of the subject matter in the simplest manner with Case Studies
- Each chapter begins with Learning Objectives (LO) of the chapter
- Rich pedagogical features such as diagrams, case studies and chapter-end exercises
- Accounting treatment has been given in conformity with the latest Accounting Standards and relevant statutes.
- Accounting treatment for property, plant and equipment along with depreciation covered as per the latest Accounting Standard 10 – Property Plants and Equipment (AS 10 – PPE).
- New concepts like Departmental Accounts and Partnership Accounts including goodwill valuation, admission of partner, retirement of partner, death of partner explained in detail supported with case studies.
- Accounting Software Tally.ERP 9 used to explain Computerized Accounting System
- Access Anywhere, Any Time Cengage App containing Solutions to Case Studies for Practice
- Consignment Accounts, Joint Venture Accounts and Accounts from Incomplete Records are interpreted in simplified ways.

## BUSINESS & ECONOMICS

### Commerce



**Raj Kumar Sah**

ISBN : 9789353502454

Pages : 986

**Price:**  
₹ 650/-

### Concept Building Approach to Financial Accounting for B.Com (H), 2E

This book follows a unique “Teach Yourself” approach with simple presentation and easy to navigate. Written as per the syllabus of B.Com. (Hons.) under CBCS, this book covers the detailed contents of financial accounting with special emphasis, wherever applicable, on the applicable Accounting Standards with emphasis on Indian Accounting Standards (Ind AS).

Cengage texts for undergraduate commerce (CBCS) curriculum adopt Concept-based instruction and is driven by “original and critical thinking, and creative problem-solving skills” among students. This book also facilitates better preparation for the examination.

#### FEATURES:

- Focus on conceptual clarity supported by references from practical business situations.
- Over 400 illustrations with solutions in increasing order of difficulty to help the students learn step by step.
- 10 years' question papers – problems and solutions integrated chapter wise.
- Access Anywhere, Any Time Cengage App contains:
  - ⇒ Full solutions to Advanced Problems
  - ⇒ Accounting for Inland Branches” along with theory, practical problems and solutions
  - ⇒ Sale of a partnership firm to a limited company along with theory, practical problems and solutions
  - ⇒ Solutions to 189 Assignment problems for the instructor only.
  - ⇒ Simplified Indian Accounting Standard (Ind AS) 115 and Ind AS 116 for the instructor



**Ravinder Kumar**

ISBN : 9789353502683

Pages : 384

**Price:**  
₹ 325/-

### Business Laws

Business Laws is a comprehensive text on the subject to meet the venerable needs of B.Com. and BBA programmes offered by various universities and institutes across the country. The text has been tailored to match UGC-mandated CBCS curriculum of Business Laws of University of Delhi and Jamia Millia Islamia—a Central University by an Act of Parliament, two of the leading central universities of the country based in the national capital. The book aims to acquaint the readers with some key business legislations that govern business activities so as to facilitate them to take decisions in their working or professional lives that do not fail the test of the law of land. The legislations covered in this volume are: The Indian Contract Act, 1872; The Sale of Goods Act, 1930; The Negotiable Instruments Act, 1881; The Limited Liability Partnership Act, 2008; and The Information Technology Act, 2000.

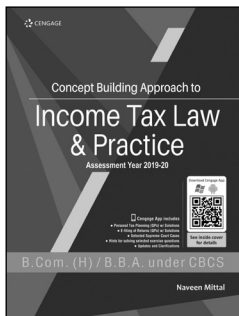
#### FEATURES:

- Coverage of all relevant business legislations keeping in view CBCS-based all-inclusive course on Business Laws
- Written in a lucid manner
- Backed by a large number of illustrations to illuminate and augment core legal aspects of business
- More than 100 exhibits to provide a glance at various enactments
- Over 150 real-life cases for a hands-on approach
- Pedagogical features that aid learning and test conceptual understanding of the subject matter
- CengageApp includes Model Test Papers and all the bare acts covered herein

## BUSINESS & ECONOMICS

### Commerce

#### Concept Building Approach to Income Tax Law and Practice



**Naveen Mittal**

ISBN : 9789353502560  
Pages : 590

**Price:**  
₹ 499/-

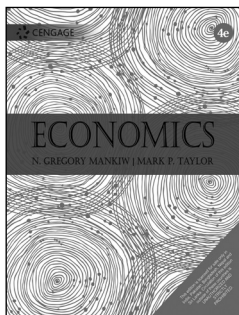
This book fully covers the syllabus of B.Com. (Honours) and B.B.A. as per CBCS. It adopts a simplified approach to building concepts without compromising on rigour of the subject and is supported with landmark judgements.

#### FEATURES:

- Applicable for the Assessment year 2019-20
- Relevant updates as per the Finance Act, 2019, separately given in the appendix
- Simplified language without compromising the content of any provision of the Income-tax Act, 1961
- All past 10 years' Delhi University B.Com.(H) examination questions (modified), with solutions and detailed explanations, are provided
- Difficult and technical provisions of the Income-tax Act, Income-tax Rules, Notifications, Circulars, Orders and Court cases, have been explained with the help of illustrations
- Sufficient exercise questions for practice
- Incorporates all the relevant rules, notifications, circulars, orders, Supreme Court cases, and High Court cases at the relevant places with references
- Incorporates almost all the relevant provisions of the Income-tax Act, 1961, for undergraduate studies in all the Indian Universities
- Timely updation, clarifications, and all the other relevant information for the readers are available on CengageApp

### Economics

#### Economics, 4E



**N. Gregory Mankiw**  
**Mark P. Taylor**

ISBN : 9789353501334  
Pages : 824

**Price:**  
₹ 699/-

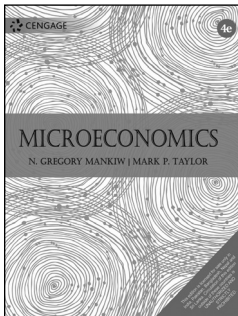
Now firmly established as one of the leading economics principles texts in the UK and Europe, this exciting new fourth edition of Economics by N. Gregory Mankiw (Harvard University) and Mark P. Taylor (Washington University), has been fully updated. New topics have been added in including theories on, for example, Marxist and Feminist theories on labour giving wider context to economic issues. A new chapter on Issues in Financial markets has been added covering the financial crisis and its causes and the final chapter has been updated to reflect the post-crisis world and how theories of the crisis have emerged.

#### FEATURES:

- Problems and Applications at the end of every chapter test students on what they have just learned.
- Case Studies and In the News boxes have been updated throughout reflecting the current economic issues faced across the world.
- New topics on the post-financial crisis world, causes of the financial crisis and feminist and Marxist economics have been added making this one the most comprehensive introductory economics texts available.
- Brand new chapter on Issues in Financial Markets covering the financial crisis and its causes.
- Supplementary mathematics content is covered in a new edition, Maths for Mankiw Taylor Economics.
- Real life case studies highlight the economic issues that businesses and countries across the world face.

## BUSINESS & ECONOMICS

### Economics



**N. Gregory Mankiw**  
**Mark P. Taylor**

ISBN : 9789353501341  
Pages : 436

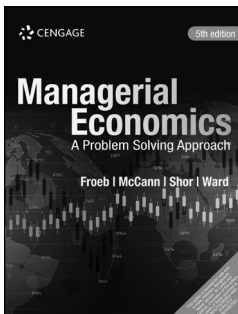
**Price:**  
**₹ 550/-**

### Microeconomics, 4E

Now firmly established as one of the leading economics principles texts in the UK and Europe, this exciting new fourth edition of Economics by N. Gregory Mankiw (Harvard University) and Mark P. Taylor (Washington University), has been fully updated. There are new sections covering microeconomic topics and concepts in more depth, whilst at the same time retaining the book's reputation for clarity, authority and real world relevance.

#### FEATURES:

- Real life case studies highlight the economic issues that businesses and countries across the world face.
- Problems and Applications at the end of every chapter test students on what they have just learned.
- Case Studies and In the News boxes have been updated throughout reflecting the current economic issues faced across the world.



**Luke M. Froeb**  
**Brian T. McCann**  
**Michael R. Ward**  
**Mike Shor**

ISBN : 9789353502508  
Pages : 356

**Price:**  
**₹ 299/-**

### Managerial Economics: A Problem Solving Approach, 5E

Teach your upper-level and MBA students how to use economics most effectively to solve today's business problems with this breakthrough text. Froeb/McCann/Ward/Shor's MANAGERIAL ECONOMICS, 5E covers traditional topics using a problem-based approach built around common business mistakes. Models are used sparingly, and then only to the extent that they help students determine why mistakes are made and how to fix them. This edition's succinct, fast-paced presentation and challenging, interactive applications place the reader in the role of a decision maker who has to identify profitable decisions, and implement them. The lively, practical book provides an excellent ongoing reference for future professionals pursuing business careers.

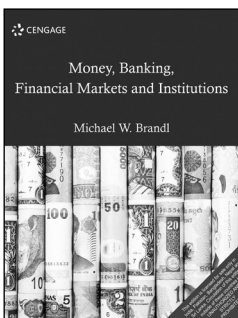
#### FEATURES:

- Interactive end-of-chapter material places students into roles of decision makers: A variety of effective end-of-chapter applications present real business scenarios that give students the opportunity to resolve actual business problems and pursue the most profitable and rational decisions. Eight to ten end-of-chapter scenarios for every chapter provide excellent choices for individual assignments, group projects, or class discussions.
- First chapter clearly introduces book's subject matter: Students begin with a strong foundation and understanding of the managerial economics to follow as Chapter 1 overviews and introduces principles with an emphasis on how economics impact today's managerial business decisions.
- Inviting presentation and readability ensure student comprehension: Both those using this text and reviewers agree that this edition offers a highly effective level of readability to make sure your students thoroughly understand concepts and how they apply. Succinct lessons present relevant theory in an accessible way, while learning features enable students to clearly understand theory and immediately apply it.

## BUSINESS & ECONOMICS

### Finance

Financial Markets & Institutions



**Michael Brandl**

ISBN : 9789353502232

Pages : 548

**Price:**  
₹ 499/-

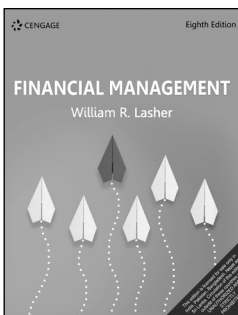
### Money, Banking, Financial Markets and Institutions

Unlike other Money and Banking texts, where the discussion of the macroeconomy is left to the end in a confusing blur of IS-LM and AS-AD models, Brandl's MONEY, BANKING, FINANCIAL MARKETS AND INSTITUTIONS examines the macroeconomy early. The author does so in a clear concise manner using only the AS-AD framework. With the recent economic crisis as a backdrop, the book demonstrates links between the macroeconomic course work that students have just completed and your money and banking course. While other similar books gloss over important topics, such as money markets and investments, this text examines these markets and entities using an interesting, thought-provoking approach. The author goes beyond merely describing these market and institutions to bring these concepts to life by examining the economic foundations of these markets and the controversies within them.

#### FEATURES:

- Book offers approachable, student-oriented writing style: This engaging book reads much more like a conversation than a lecture. The author presents material in a unique way to foster discussion, contemplation and debate as opposed to simple memorization and regurgitation.
- Concept clips animate key principles for clarification: Short, fast paced, entertaining animations highlight important concepts and ensure retention.
- Whiteboard explanations clarify critical concepts: These fast-paced explanations of equations give students clarification that they can view repeatedly.

Financial Management



**William R. Lasher**

ISBN : 9789353502218

Pages : 880

**Price:**  
₹ 750/-

### Financial Management, 8E

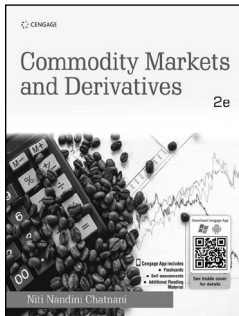
Enlist the help of a former CFO to introduce your students to the exciting world of financial management with the eighth edition of FINANCIAL MANAGEMENT. Author, former CFO, and recognized authority William R. Lasher captivates students with unique insights into the issues and challenges facing financial managers every day. Lasher's real world experience lets him include issues that others miss, such as the biases and hidden agendas decision makers often bring to the analysis of projects and proposals. Lasher's practical, relevant and eminently accessible presentation has proven to keep students reading. This edition examines the latest financial developments, such as the influence of activist investors and our ever changing financial markets. Throughout the text, Lasher delivers an engaging, thorough presentation that's perfectly matched to the needs of today's business students. His treatment of math is particularly noteworthy.

#### FEATURES:

- Concept Connections: End-of-chapter problems reference in-chapter examples to facilitate review. Students who are challenged by end-of-chapter problems can use convenient cross references that guide them back to corresponding in-chapter examples for review and clarification of concepts.
- Step-by-step completed examples walk students through the processes: Numerous, detailed worked-out examples throughout the text ensure students understand each step as they walk through the processes. These practical learning tools ensure this book is a useful resource that students can use on their own for review and reinforcement.
- There is expanded coverage of capital budgeting, estimating the optimal capital structure, and a new emphasis in payments to stockholders from dividends to distributions in general. The eighth edition also adds a major section on activist investors in the chapter on corporate restructuring.

## BUSINESS & ECONOMICS

### Finance



**Niti Nandini Chatnani**

ISBN : 9789353501105  
Pages : 312

**Price:**  
₹ 325/-

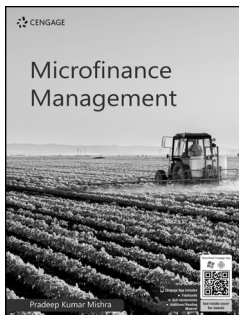
### Commodity Markets and Derivatives, 2E

The commodity derivative markets have gained an important place among the Indian financial markets, and their integration with the equity derivative markets is also gaining pace. Through regular and resolute intervention from SEBI, a highly experienced and revered regulator, confidence and interest in these markets has picked up among commodity market participants, traders, and investors. Courses focussing on the commodity derivative markets are an important component of the B-School curriculum, as grasp of the applications of commodity derivatives in price risk management is crucial for participants in the commodity value chain, and also as the commodity ecosystem presents attractive career opportunities.

Commodity Markets and Derivatives has been prepared with the specific objective of serving B-Schools for their commodity derivatives courses.

#### FEATURES:

- Comprehensive coverage of topics written with special focus on the Indian commodity derivative markets
- Opening and closing real-time cases in each chapter to enhance critical thinking among readers
- A plethora of chapter-end exercises (multiple-choice questions, review questions, discussion questions and activity questions) for better understanding of concepts
- Extended coverage on commodity derivatives, commodity exchanges, commodity options, clearing and settlement procedures, National Agriculture Market, etc.
- Includes a licence key for our digital learning app, Cengage app, that provides access to self-assessments, flashcards and additional reading material



**Pradeep Kumar Mishra**

ISBN : 9789353501617  
Pages : 220

**Price:**  
₹ 275/-

### Microfinance Management

Microfinance has grown into a distinct and impactful industry. It has developed into a large employer, a great platform for policy interventions and a tool for poverty alleviation and financial inclusion. It has also been a subject of debates and discussions across the world. The enormous growth of microfinance as a field of practice and as a body of knowledge has made it a challenging task to comprehend this subject.

This textbook is an attempt to explain the concepts and practices of microfinance. Considering the needs of postgraduate students in the field of management, economics, development studies and social sciences, this book explains the topic through theories, cases and exercises.

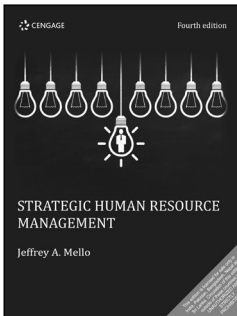
#### FEATURES:

- In-depth explanation of topics in an easy-to-understand language
- Written in the context of challenges thrown by the recent emergence of small finance banks
- All important aspects of microfinance – fundamentals, operations, evaluation, policy and strategic issues – are covered
- Box inserts and closing cases in chapters for better understanding of concepts and to encourage critical thinking
- Chapter-end exercises (review question, application-based questions and multiple-choice questions) to test conceptual learning
- Six comprehensive cases at the end of the book illustrating various organisations in microfinance industry and the issues faced by them
- Includes a licence key for our digital learning app, Cengage app, that provides access to flashcards, self-assessments and additional reading material.

## BUSINESS & ECONOMICS

### Management

HRM



**Jeffrey A. Mello**

ISBN : 9789353502058

Pages : 692

**Price:**  
₹ 750/-

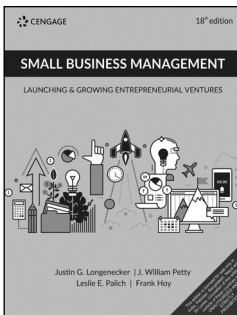
### Strategic Human Resource Management, 4E

Strategic human resource management 4E offers a truly innovative, integrative framework that examines the traditional functional HR areas from a strategic perspective. This text is organized into two sections. The first section, Chapters 1-7, examines the context of strategic HR and develops a framework and conceptual model for the practice of strategic HR. The second section, Chapters 8-14, examines the actual practice and implementation of strategic HR through a discussion of strategic issues that need to be addressed while developing specific programs and policies related to the traditional functional areas of HR. Both the integrative framework that requires linkage between and consistency among these functional HR activities and the approach toward writing about these traditional functional areas from a strategic perspective distinguish the text from what is currently on the market.

#### FEATURES:

- Real-world examples and references
- Reading links
- Strategic emphasis
- Integrated strategic approach
- End-of-chapter questions and exercises
- New end of chapter readings
- New examples and explanations
- New and expanded content
- Currency

Small Business Management



**Justin G. Longenecker**  
**J. William Petty**  
**Leslie E. Palich**  
**Frank Hoy**

ISBN : 9789353502249

Pages : 740

**Price:**  
₹ 750/-

### Small Business Management: Launching & Growing Entrepreneurial Ventures, 18E

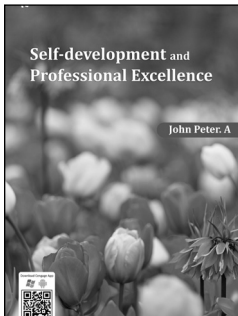
Help your students realize their dreams of small business success with Longenecker/Petty/Palich/Hoy's Small Business Management: Launching and Growing Entrepreneurial Ventures, 18E. This popular text continues to lead with its comprehensive approach, precedent-setting coverage, innovative tools, engaging examples, and integrated resource package. Small Business Management delves into the fundamentals of business management, with an emphasis on how to start a business as well as how to manage, grow, and harvest one-the full business cycle. All-new cases, proven exercises, and online activities place students in the role of decision-makers to sharpen their understanding of concepts.

#### FEATURES:

- All content related to learning objectives that open each chapter is recapped in end-of-chapter summaries. Numbered icons in the margins indicate where coverage related to each objective appears.
- Thought-provoking cases at the end of the text highlight student-friendly companies and organizations. Students apply concepts they learn in each chapter to these realistic entrepreneurial situations.
- New and revised StartUp features provide guidance on entrepreneurial skills, tools, actions, resources, and transformation.
- A new case on Iaccarino & Son, a family business that failed, includes lessons in family and nonfamily relationships, finance issues, and economic conditions.
- The latest information on crowdfunding as a way to raise capital. There is a new presentation on setting prices for a service business in addition to product pricing already in the text, including freemium pricing.

## BUSINESS & ECONOMICS

### Management



**John Peter. A**

ISBN : 9789353501624  
Pages : 432

**Price:**  
₹ 450/-

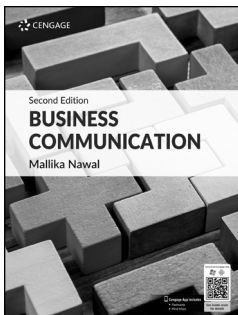
### Self-development and Professional Excellence

Self-development and Professional Excellence is an attempt to present the modern understanding of human behaviour, self-management and interpersonal skills as well as effective employability skills. The aim of the book is to inspire and encourage growth and understand others' as well as one's own behaviour and equip readers with necessary skills required in the dynamic professional world. To make the text an easy and engaging read, all the chapters are supported with case studies, steps to acquire personal and professional growth skills and assessment exercises.

Apart from covering the syllabus of various institutes offering courses on "Soft Skills", "Personal Growth", etc., this book will also meet the needs of common readers interested in personal growth and practicing managers.

#### FEATURES:

- Compact and lucid style of writing along with ample exercises for effective learning
- Comprehensive coverage of a wide range of topics focussing on self-development
- Chapter-opening case studies help readers understand concepts through realistic and easy-to-understand scenarios
- Includes a licence key for our digital learning app, Cengage app, that provides access to self-assessment activities to help readers relate to concepts and check their understanding



**Mallika Nawal**

ISBN : 9789353502157  
Pages : 630

**Price:**  
₹ 525/-

### Business Communication, 2E

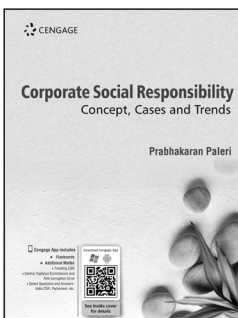
Beginning with the epochs of ancient history to the aeons of modern world, communication has been the cornerstone of success. This book, Business Communication, is an effort to take you on a transformational journey — a journey of personal and professional growth for a successful life. This book will help you identify your current level of communicational prowess it will help you become aware of your own communication style and it will equip you with communication techniques to suit various situations. From the common aspects of oral and written communication to the finer aspects of etiquette and decorum, the book is filled with everyday practical examples to help you gather conceptual understanding of communication in all its dimensions.

#### FEATURES:

- One stop shop for all things "Communication" - oral and written business communication, WAC, neuro-linguistic programming, reading your bosses, mind-maps and content structuring, conflict and crisis communication, marketing oneself and interviewing techniques, etiquette, grooming, and accessorizing
- When countries behave like people and have their own unique personalities and idiosyncrasies! [New Chapter: Cross-Cultural Communication]
- What to do when your perfume smells great on your friend but not on you! [New content: Grooming, Clothing and Accessorizing]
- Where slander stops and libel begins! [New Chapter: Ethical and Legal Aspects of Communication]
- This book includes a licence key for our digital learning app, CENGAGE app, that provides access to flashcards and mind maps.

## BUSINESS & ECONOMICS

### Management



**Prabhakaran Paleri**

ISBN : 9789353501600

Pages : 464

**Price:**  
₹ 425/-

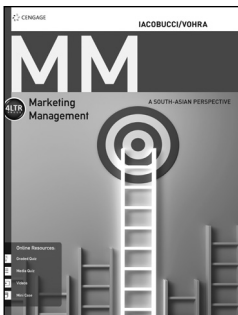
### Corporate Social Responsibility: Concept, Cases and Trends

Corporate Social Responsibility (CSR) is a much conferred topic in the globalised world, where conventional management is giving way to responsible strategic governance within the highly interactive triad of business, government and society. This book takes a turn as a textbook for students, academicians, scholars, governments, officials, and other interested parties in exploring and appreciating the concept, and examining it within their perspectives for further contribution. CSR is spreading dynamically among organisations specific to their culture, character, process and development. Therefore, it needs to be studied.

#### FEATURES:

- Streams the concept in the evolving mode with historical perspectives
- Focuses on readers requirement catering for different backgrounds
- Includes reasoned illustrations, caselets and short cases for clarity and practical analysis of the concept
- Examines the concept within the framework of business, government and society
- Challenges the thinking process by providing freedom to readers to research further
- Includes a licence key for our digital learning app, CENGAGE app, that provides access to flashcards and additional matter on Format for the Annual Report on CSR Activities to be included in the Board's Report, Select Questions and Answers—India CSR, Central Vigilance Commission and Anti-corruption Drive, Select Questions and Answers in Parliament—CSR, and Trending CSR

### Marketing



**Dawn Iacobucci  
Anupama Vohra**

ISBN : 9789386668752

Pages : 296

**Price:**  
₹ 325/-

### MM: A South-Asian Perspective with CourseMate

4LTR Press, a Cengage Learning product, is a widely acclaimed concept of learning with a simple approach—creating an innovative teaching and learning solution built around today's learners and teachers. The idea behind bringing out this series of books is to introduce students and teachers in India to an innovative concept in management studies. Since the launch, 4LTR Press has helped more than 1,800,000 college students at over 2,000 schools succeed worldwide. MM, a 4LTR Press product, takes into account and integrates the inputs from discipline-specific focus groups, conversations, and surveys; and presents the content in a visually-engaging page layout, keeping intact the high-quality content instructors need. It reflects the dynamic environment faced by today's marketers and helps in understanding how changes in technology and increasingly competitive global marketplace affect the marketing decisions. The book aims at enjoyable reading and easy attention using comprehensive pedagogical features.

#### FEATURES:

- Systematic and methodical manner of coverage of topics
- Visually-appealing presentation
- Text supported with Indian examples to recognizable global examples along with visuals to keep it interesting, enhance the understanding of concepts and make them easy to recall
- Rich pedagogical features, such as
  - ⇒ managerial checklist
  - ⇒ chapter-end exercises
  - ⇒ student reference pages at the end of the book
- CourseMate includes Interactive eBook, Flashcards, Interactive Quiz and more.

## BUSINESS & ECONOMICS

### Marketing



**William M. Pride  
O. C. Ferrell**

ISBN : 9789353502447  
Pages : 724

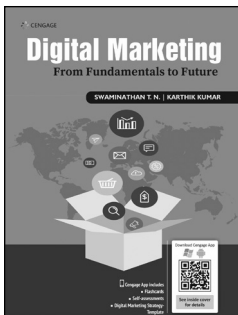
**Price:  
₹ 650/-**

#### Principles of Marketing, 18E

Pride and Ferrell's PRINCIPLES OF MARKETING provides a thorough overview of essential marketing principles within a visually engaging, reader-friendly presentation. This popular, proven book helps readers develop the knowledge and decision-making skills they need to succeed in today's competitive business environment. PRINCIPLES OF MARKETING delivers in-depth coverage of fundamental marketing concepts and strategies, along with practical applications and real-world examples, including up-to-date material on social networking, digital marketing, social and environmental responsibility, globalization, entrepreneurship, and marketing in times of transition. The current edition also features a new chapter on managing services and branding, a new section exploring the importance and uses of Big Data, updated chapter objectives, and access to new "Ask a Marketer" videos to introduce key concepts. Perfect for readers of all backgrounds and interest levels, PRINCIPLES OF MARKETING is an essential resource for career success.

#### FEATURES:

- "Marketing Debate" features present controversial marketing issues and encourage students to apply critical thinking processes to take a stance on topics such as marketing children's toys with fast food, privacy issues in retail return tracking, child-free seating zones on airplanes, consumer monitoring via cell phones, and Promoted Tweets.
- The text includes updated learning objectives based on current marketing trends, techniques, and best practices, ensuring that text material relates to specific, measurable outcomes that will help prepare students for professional success.



**Swaminathan T. N.  
Karthik Kumar**

ISBN : 9789353501532  
Pages : 296

**Price:  
₹ 325/-**

#### Digital Marketing: From Fundamentals to Future

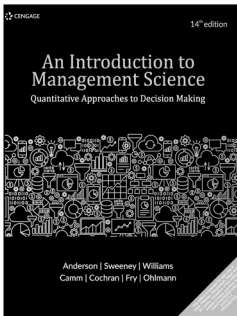
This book immaculately blends both the worlds of traditional and digital and takes the readers through convergence of technologies in connected world, digital strategizing and engagement through content marketing and reputation management and Marketing 4.0 that is seamlessly moving from traditional to digital. This book aims to provide a foundation for using digital technologies and media based on the sound principles of marketing. It caters to the needs of students, academicians, corporates, entrepreneurs and individuals who would like to understand and explore digital marketing in their respective spheres. The book's objective is to motivate and equip the readers to begin a career in digital marketing and use the concepts, illustrations and cases as a launchpad to venture into specific techniques, platforms and channels to unravel experiences in their digital marketing journey/career.

#### FEATURES:

- Covers all the important theoretical framework of traditional and digital marketing relevant to business and academics.
- Adopts a user-friendly approach to digital marketing, with a conversational writing style, balancing technical and marketing jargons with examples.
- Includes two exclusive chapters — one devoted to Marketing 4.0, Industry 4.0. IoT. and the other on Disruptive Digital Technologies outlining emerging opportunities and challenges thereof.
- Contains opening and closing cases for the chapters, that provide the context for the discussion and for cementing the learning, respectively.
- Includes a licence key for our digital learning app, CENGAGE app, that provides access to flashcards, self-assessments and digital marketing strategy template.

## BUSINESS & ECONOMICS

### Operations and Decision Sciences



**David R. Anderson**  
**Dennis J. Sweeney**  
**Thomas A. Williams**  
**Jeffrey D. Camm**  
**James J. Cochran**  
**Michael J. Fry**  
**Jeffrey W. Ohlmann**

ISBN : 9789353502362  
 Pages : 912

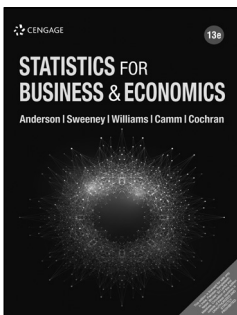
**Price:**  
**₹ 799/-**

### An Introduction to Management Science: Quantitative Approaches to Decision Making, 14E

Reflecting the latest developments in Microsoft Office Excel 2013, Anderson/Sweeney/Williams/Camm/Cochran/Fry/Ohlmann's An Introduction to Management Science: Quantitative Approaches to Decision Making, 14E equips readers with a sound conceptual understanding of the role that management science plays in the decision-making process. The trusted market leader for more than two decades, the book uses a proven problem-scenario approach to introduce each quantitative technique within an applications setting. All data sets, applications, and screen visuals reflect the details of Excel 2013 to effectively prepare you to work with the latest spreadsheet tools. In addition, readers can get a copy of LINGO software and Excel add-ins with the book's online content.

#### FEATURES:

- Proven authors
- Problem-Scenario approach
- Self-Test Exercises
- Real-Data examples
- Integrated software applications
- Robust online content
- New real-world cases and examples
- New Utility Theory coverage
- Microsoft® Office Excel® 2013 integration
- Updated Appendix A: building spreadsheet models
- Updated trends and seasonality coverage



**David R. Anderson**  
**Dennis J. Sweeney**  
**Thomas A. Williams**  
**Jeffrey D. Camm**  
**James J. Cochran**

ISBN : 9789353502515  
 Pages : 1124

**Price:**  
**₹ 899/-**

### Statistics for Business & Economics, 13E

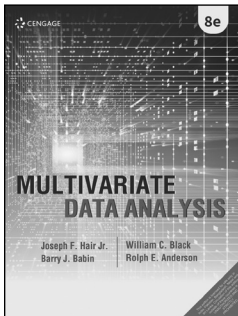
Clearly demonstrate how statistical information enables strong decisions in today's business world with Statistics for Business and Economics, 13E. Sound methodology combines with a proven problem-scenario approach, and meaningful applications for the most powerful approach to teaching business statistics available. Prestigious authors bring more than 25 years of unmatched experience to this thoroughly updated text. More than 350 real business examples, cases, and memorable exercises present the latest statistical data and business information with unwavering accuracy. You select the topics to give you the most relevant text for your course, including coverage of popular commercial statistical software, such as Minitab 17 and Excel 2016.

#### FEATURES:

- Trusted team of expert authors ensures the most accurate, proven presentation
- Leading problem-scenario approach helps student understand and apply concepts
- Systematic approach emphasizes proven methods and applications
- Use of cumulative standard normal distribution table prepares students to work with statistical software: To more effectively prepare today's students to use computer software in statistics, this book incorporates a normal probability table that is consistent with today's most popular statistical software. This cumulative normal probability table also makes it easier to compute p-values for hypothesis testing.
- Coverage highlights data mining, big data and analytics: A proven section on analytics describes what analytics is, the types of analytics used in business and how this relates to statistics. An expanded section on data mining includes a discussion of big data and how businesses today are using data mining to establish competitive advantages.

## BUSINESS & ECONOMICS

### Operations and Decision Sciences



**Joseph F Hair**  
**Barry J. Babin**  
**Rolph E. Anderson**  
**William C. Black**

ISBN : 9789353501358  
 Pages : 832

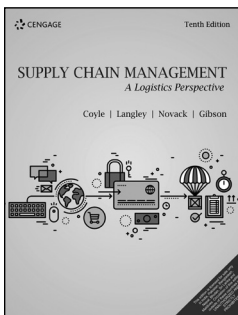
**Price:**  
**₹ 750/-**

#### Multivariate Data Analysis, 8E

For over 30 years, this text has provided students with the information they need to understand and apply multivariate data analysis. The eighth edition of *Multivariate Data Analysis* provides an updated perspective on the analysis of all types of data as well as introducing some new perspectives and techniques that are foundational in today's world of analytics. *Multivariate Data Analysis* serves as the perfect companion for graduate and postgraduate students undertaking statistical analysis for business degrees, providing an application-oriented introduction to multivariate analysis for the non-statistician. By reducing heavy statistical research into fundamental concepts, the text explains to students how to understand and make use of the results of specific statistical techniques.

#### FEATURES:

- Unique "Rule of Thumb" feature helps students learn how to best use different techniques.
- Assumes that students will come from a business, rather than mathematics, background. The authors use non-complex language to make complex techniques accessible.
- The chapters on SEM have been updated to include: greater emphasis on psychometrics and scale development, discussions on the use of reflective versus formative scaling, an alternative approach for handling interactions (orthogonal moderators), higher order models, multi-group analyses, Bayesian SEM, and revised information on software availability (e.g. Lavaan and SmartPLS). The multi-group discussion also includes an alternative to partial metric invariance when cross-group variance problems are small.
- Online resources for researchers including continued coverage from past editions of all of the analyses from the latest versions of both SAS and SPSS (commands and outputs).



**John J. Coyle**  
**C. John Langley, Jr.**  
**Robert A. Novack**  
**Brian J. Gibson**

ISBN : 9789353502546  
 Pages : 672

**Price:**  
**₹ 775/-**

#### Supply Chain Management: A Logistics Perspective, 10E

The tenth edition of *SUPPLY CHAIN MANAGEMENT: A LOGISTICS PERSPECTIVE* refined its focus on the supply chain approach by blending logistics theory with practical applications and includes updated material on the latest technology, transportation regulations, pricing, and other issues. Each chapter opens with "Supply Chain Profiles" vignettes introducing students to real-world companies, people, and events. New and updated "On the Line" boxed features are applied examples providing students with hands-on managerial experience of the chapter's topics. "Supply Chain Technology" boxes appear throughout the text, helping students relate technological developments to supply chain management concepts and logistics practices while taking in consideration global changes.

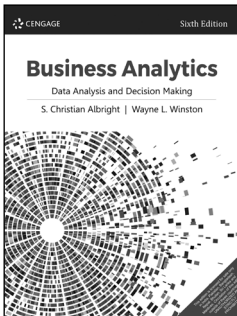
#### FEATURES:

- Short Cases at the end of each chapter helps students build their knowledge by applying the principles learned in the chapter.
- Supply Chain Management: A Logistics Perspective refined its focus on the supply chain approach, one of the latest developments in logistics management.
- "Supply Chain Profiles" vignettes at the beginning of each chapter that introduce topics to students using familiar real-world companies, people, and events.
- Practical applications of supply chain management are provided using new and updated "On the Line" boxed featuring hands-on managerial experience of the chapter's topics.
- Chapter 12 also emphasizes the importance of collaboration and collaborative supply chain relationships and includes new coverage of information technology and strategic options available through use of 3PLs, 4PLs, etc.

## BUSINESS & ECONOMICS

### Operations and Decision Sciences

Business Analytics



**S. Christian Albright**  
**Wayne L. Winston**

ISBN : 9789353502553  
Pages : 984

**Price:**  
**₹ 899/-**

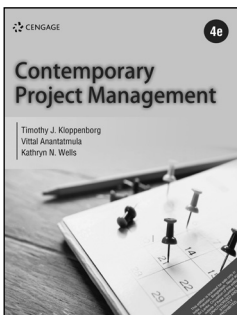
### Business Analytics: Data Analysis & Decision Making, 6E

Students will master data analysis, modeling, and spreadsheet use with BUSINESS ANALYTICS: DATA ANALYSIS AND DECISION MAKING, 6E! Popular with students, instructors, and practitioners, this quantitative methods text delivers the tools to succeed with its proven teach-by-example approach, student-friendly writing style, and complete Excel 2016 integration. It is also compatible with Excel 2013, 2010, and 2007. Completely rewritten, Chapter 17, Data Mining, and Chapter 18, Importing Data into Excel, offer increased emphasis on tools commonly included under the Business Analytics umbrella -- such as Microsoft Excel's "Power BI" suite. Up-to-date problem sets and cases provide realistic examples to show the relevance of the material.

#### FEATURES:

- Highlighting key concepts: Critical concepts and equations are set off in boxes to make future reference easier, while margin notes and "Fundamental Insight" features emphasize the most relevant, practical information from each chapter.
- Easy-to-follow step-by-step examples: Extremely user friendly, the text includes over 130 interesting examples that draw from real business situations or events. The solution to each example is worked out in a clear, step-by-step method that uses screenshots to make it easy for students to understand and replicate.
- Advanced statistical emphasis: Providing the most comprehensive coverage available, BUSINESS ANALYTICS devotes three entire online chapters to advanced statistical analysis: Chapter 18, Importing Data into Excel, Chapter 19, Analysis of Variance and Experimental Design, and Chapter 20, Statistical Process Control.
- Practical technical tips: Integrated throughout the chapters, insightful tips help students apply chapter concepts to real-world practice. These guidelines range from general technical information to application-specific tips regarding Excel®, pivot tables, StatTools, Solver, and @RISK.

Project Management



**Timothy Kloppenborg**  
**Vittal S. Anantatmula**  
**Kathryn Wells**

ISBN : 9789353502201  
Pages : 580

**Price:**  
**₹ 599/-**

### Contemporary Project Management, 4E

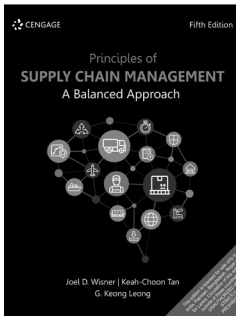
Teach students to master the most proven methods in project management as well as new techniques and today's most recent research with Kloppenborg's CONTEMPORARY PROJECT MANAGEMENT, 4E. This edition presents both traditional and agile approaches to project management using time-tested manual techniques and progressive automated techniques, all consistent with the latest 6th edition of the PMBOK® Guide and 18 other PMI standards and guides. Students practice manual techniques before learning to use Microsoft® Project 2016. They build strong portfolios to showcase skills as they create deliverables for real projects.

#### FEATURES:

- Emphasis on human strengths gives students a better understanding of how to maximize individuals' unique abilities
- Student-oriented, measurable learning objectives guide learning
- Numerous new examples reflect the latest business developments
- Coverage of Microsoft® Project 2016 prepares students to work with the most recent tools
- Expanded coverage of the project life cycle better prepares students to manage all phases of a project successfully
- Three types of learning objectives for each chapter offer flexibility in teaching
- New examples clearly guide students in selecting a traditional, Agile, or Hybrid approach to a project using the life-cycle model.
- Extensive coverage of Agile project management approach starts in chapter 1.
- Updated content reflects the latest PMBOK® Guide.

## BUSINESS & ECONOMICS

### Operations and Decision Sciences



**Joel D. Wisner**  
**Keah-Choon Tan**  
**G. Keong Leong**

ISBN : 9789353502171  
Pages : 624

**Price:**  
**₹ 699/-**

### Principles of Supply Chain Management: A Balanced Approach, 5E

Present the latest practices, trends, and developments from the field as Principles Of Supply Chain Management: A Balanced Approach, 5E guides students step-by-step through the management of all supply chain activities. Comprehensive content addresses real concerns related to domestic and global supply chains while one-of-a-kind coverage encompasses processes in operations, purchasing, logistics and then process integration. The book follows the natural flow through the supply chain to create one of the most balanced approaches available. Well-organized chapters demonstrate practical applications of supply chain management in today's workplace with SCM Profiles and new end-of-chapter cases.

#### FEATURES:

- Global issues are emphasized throughout this edition.
- Unique content provides important coverage available only in this book.
- Balanced presentation of supply chain management follows a natural flow.
- Exceptional cases and solid organization emphasize practical applications in today's workplace.
- Coverage of international purchasing/procurement and ethical and sustainable sourcing prepares students for real business.
- Forecasting examples, coverage of lean production, and examples of six sigma help students apply what they've learned.
- Examples highlight emerging issues in social media, cloud computing, big data, and management of service supply chains.
- Cutting-edge coverage emphasizes the most current information available.
- New end-of-chapter cases highlight the relevance and importance of concepts.



**J. Joseph Francis**

ISBN : 9789353502195  
Pages : 892

**Price:**  
**₹ 699/-**

### Business Statistics, 2E

Business Statistics introduces the students to the fundamentals of and various concepts related to statistics that are helpful in making business decisions. Data are the fulcrum of the field of business statistics and this book provides the conceptual clarity for understanding data. The use of data for decision making in business has gained tremendous momentum. In order to make the learning process easy and interesting, many examples are given in the form of fictitious and real-life business anecdotes. At the end of each chapter, various exercises are given to help the students become adept at using data for decision making.

#### FEATURES:

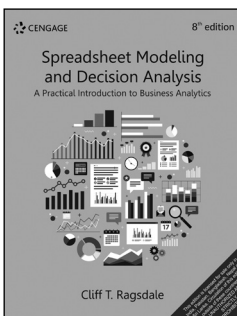
- Clear and detailed illustration of how to create tables and use them for making statistical analysis manually
- Numerous diagrams throughout the book for better understanding of the concepts
- Real-time and fictitious examples to encourage critical thinking
- Step-by-step illustration for the use of MS Excel and SPSS for statistical analysis
- Chapter-end exercises (problems and caselets, multiple-choice questions) to test conceptual learning
- Case Study at the end of each chapter for conceptual clarity

#### New to This Edition

- Latest datasets used to give real-time examples and cases
- Numerous statistical tests solved using R apart from MS Excel and SPSS
- Several examples illustrating the use of RStudio for making statistical analysis
- Includes a licence key for our digital learning app, Cengage app, that provides access to self-assessments, flashcards and additional problems

## BUSINESS & ECONOMICS

### Operations and Decision Sciences



**Cliff Ragsdale**

ISBN : 9789353502225

Pages : 866

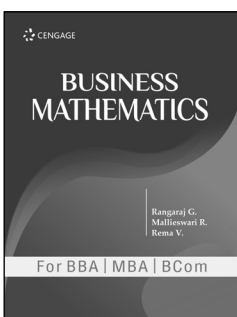
**Price:**  
₹ 799/-

### Spreadsheet Modeling and Decision Analysis: A Practical Introduction to Business Analytics, 8E

Written by the innovator of the spreadsheet teaching revolution and highly regarded leader in business analytics, Cliff Ragsdale's new edition of Spreadsheet Modeling and Decision Analysis: A Practical Introduction to Business Analytics retains the elements and philosophy of past success while now helping your students transition to business analytics. Spreadsheet Modeling and Decision Analysis, 8E's updates work seamlessly with Microsoft® Office Excel® 2016. Succinct instruction highlights the most commonly used business analytics techniques and clearly demonstrates how to implement these tools with the most current version of Excel® for Windows. This text focuses on developing both algebraic and spreadsheet modeling skills.

#### FEATURES:

- XLMINER Platform offers a complete suite of tools for hands-on experience.
- Updated content reflects Microsoft® Office Excel® 2016.
- Algebraic formulations and spreadsheets are used side-by-side to help develop conceptual thinking skills.
- Analytic Solver Platform provides hands-on experience with state-of-the-art business analytics software.
- The latest version of Microsoft Excel 2016 is featured throughout.
- Expanded discussion emphasizes good decision making.
- New coverage highlights the line balancing problem.
- Major updates reflect changes in the XLMINER Platform software.
- New and revised end-of-chapter questions check reader understanding.



**Rangaraj G.  
Mallieswari R.  
Rema V.**

ISBN : 9789353502461

Pages : 636

**Price:**  
₹ 550/-

### Business Mathematics

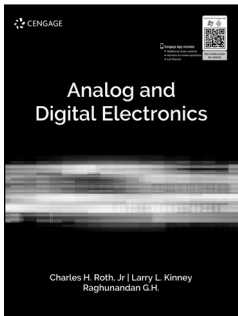
Mathematics is used in most aspects of daily life. It is required in business to record and manage business operations. A good grasp of mathematics and its applications is necessary to use as a tool for better decision making. This book provides a methodical approach to learn mathematics and motivates to learn the concepts and apply them in real life situations. It also provides a detailed case study arising in different business situations to understand application of mathematics in business.

#### FEATURES:

- Pedagogies like "Let's Understand" is designed to make the concept clear with detailed explanation; "Let's Workout" covers additional worked out problems of different types to gain confidence; "Let me Practice" motivates to translate knowledge acquired in solving problems on your own; and lastly, "Let me Excel" helps to solve MCQs.
- The application – "my math kit" helps you to input a number of problems and to learn the step-wise solution and also to find answers to questions.
- The chapter on Business Application introduces to a live situation that could be practised as a case study in applying mathematics as a tool of decision making.

## ENGINEERING & COMPUTER SCIENCE

### Electrical, Electronics, Communication & Instrumentation Engineering



**Charles H. Roth, Jr.**  
**Larry L. Kinney**  
**Raghunandan G. H.**

ISBN : 9789353502355  
Pages : 728

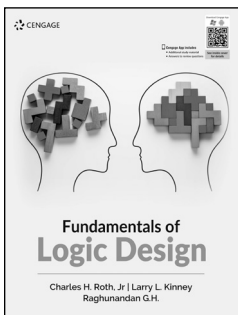
**Price:**  
**₹ 499/-**

#### Analog and Digital Electronics

This book is targeted towards beginners who aspire to learn the fundamental concepts of analog and digital electronics. The concepts are explained in a simple and lucid manner. Some of the real-time applications of the concepts are discussed. Numerous examples based on the concepts enable the readers to understand the subject clearly. This book covers the syllabus of major universities with systematic presentation. The book comprises of two parts, namely, Part A: Analog Electronics - which covers 9 chapters and Part B: Digital Electronics - which covers 13 chapters. Each unit consists of objectives which state precisely what the student is expected to learn, followed by the concepts, solved problems, review questions, and also real-time applications to make the concepts clear.

#### FEATURES:

- Covers complete syllabus of major Indian Universities.
- Topics are written in clear and lucid manner.
- Provides the fundamental concepts of Analog and Digital Electronics systematically.
- Numerous examination-oriented numerical solved examples.
- Provides real-time application of concepts as additional information.
- Includes the license key for our digital learning app, CENGAGE app, that provides access to Additional study material, answers to review questions, and Lab Manual.



**Charles H. Roth, Jr.**  
**Larry L. Kinney**  
**Raghunandan G. H.**

ISBN : 9789353502645  
Pages : 616

**Price:**  
**₹ 499/-**

#### Fundamentals of Logic Design

This textbook on fundamentals of logic design is targeted towards beginners who aspire to learn the fundamental concepts of digital electronics. This book covers the syllabus of major universities with systematic presentation. The concepts are explained in simple and lucid manner. Some real-time applications of the concepts are discussed. Numerous examples based on the concepts make the reader understand the subject clearly.

This book comprises of 18 chapters, each unit consisting of objectives that state precisely what the student is expected to learn by studying the unit. This is followed by concepts, solved problems, review questions, and also real-time applications to make the concepts clear--the students learn, both, theory and its application.

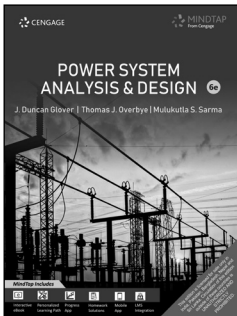
#### FEATURES:

- Covers complete syllabus of major Indian Universities.
- Topics are presented in a clear and lucid manner.
- Provides the fundamental concepts of Analog and Digital Electronics systematically.
- Numerous examination-oriented numerical solved examples.
- Covers real-time applications of the concepts as additional information.
- Includes a license key for our digital learning app, CENGAGE app, that provides access to Additional Study Materials and Answers to Review Questions.

## ENGINEERING & COMPUTER SCIENCE

### Electrical, Electronics, Communication & Instrumentation Engineering

Power Systems



**J. Duncan Glover  
Thomas Overbye  
Mulukutla S. Sarma**

ISBN : 9789353502089  
Pages : 960

**Price:**  
₹ 699/-

#### Power System Analysis and Design with MINDTAP, 6E

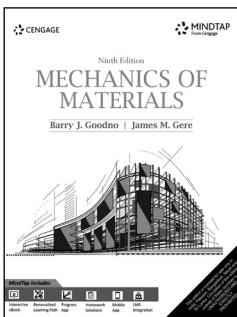
Introduce the basic concepts of power systems as well as the tools students need to apply these skills to real world situations with Power System Analysis and Design, 6E. This new edition highlights physical concepts while also giving necessary attention to mathematical techniques. The authors develop both theory and modeling from simple beginnings so students are prepared to readily extend these principles to new and complex situations. Software tools including PowerWorld® Simulation, and the latest content throughout this edition aid students with design issues while reflecting the most recent trends in the field.

#### FEATURES:

- PowerWorld® Simulation is integrated throughout this edition.
- Focus on real world applications keeps content relevant for students.
- Additional design projects provide important hands-on experience: New design projects in this edition meet Accreditation Board for Engineering and Technology (ABET) requirements to help ensure your students are receiving an education that meets globally recognized accreditation standards.
- Updated problems offer a variety of proven review and reinforcement opportunities: Comprehensively revised problem sets ensure your students have the practice they need to master critical skills. New objective-type questions further check comprehension.
- Includes Mindtap which is an interactive, customizable and complete learning solution. It includes a MindTap Reader and a library of learning apps (e.g., CNOW, Aplia, ReadSpeaker, Merriam-Webster dictionary, MyContent, RSS Feed, Kaltura, Progress app, etc.).

### Mechanical Engineering

Materials Science



**Barry J. Goodno  
James M. Gere**

ISBN : 9789353502478  
Pages : 1184

**Price:**  
₹ 899/-

#### Mechanics of Materials with MINDTAP, 9E

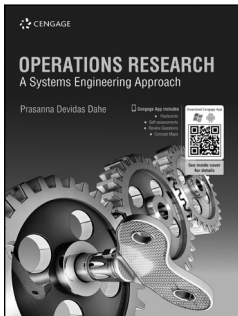
Develop a thorough understanding of the mechanics of materials – an essential area in mechanical, civil, and structural engineering-with the analytical approach and problem-solving emphasis in the market-leading Mechanics of Materials, 9E. This book focuses on the analysis and design of structural members subjected to tension, compression, torsion, bending, and more. Photographs and detailed diagrams demonstrate reactive and internal forces and resulting deformations.

#### FEATURES:

- Each chapter concludes with a detailed summary and review.
- Book offers the best fe exam preparation in the market.
- Free body diagrams reinforce student understanding.
- Book offers unmatched clarity and accuracy you can trust.
- More than 1,200 multi-part problems are ideal for homework assignments and classroom discussions.
- Realistic examples illustrate the theoretical concepts.
- Examples and problems use both SI and USCS units.
- Photographs and illustrations emphasize practical engineering applications.
- A proven homework management system provides flexibility and control.
- Introductory problems begin each section.
- Includes MindTap which is an interactive, customizable and complete learning solution. It includes a MindTap Reader and a library of learning apps (e.g., CNOW, Aplia, ReadSpeaker, Merriam-Webster dictionary, MyContent, RSS Feed, Kaltura, Progress app, etc.).

## ENGINEERING & COMPUTER SCIENCE

### Mechanical Engineering



**Prasanna Devidas  
Dahe**

ISBN : 9789353501839  
Pages : 464

**Price:**  
₹ 470/-

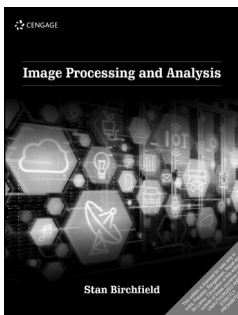
### Operations Research: A Systems Engineering Approach

This book, intended for the course on operations research, is particularly useful for UG/PG degree programmes in engineering and computer applications and may also suit other streams such as management, sciences, etc. The content is designed to address the requirements of the engineering programmes in Indian universities. The systems engineering approach is unique and is expected to receive appreciation especially from the academic community. Operations research is related to the analytical part of systems engineering. This book discusses the operations research techniques using the fundamental concepts of systems engineering to make a difficult but important subject easy to understand. This course in systems engineering concepts coupled with the application of operations research techniques shall help engineers and managers to develop the viewpoint and tools necessary for handling real-life problems.

#### FEATURES:

- Basic concepts of systems engineering integrated with operations research techniques to enhance real-life problem solving.
- Simple, everyday-life examples are used to facilitate a smooth transfer of knowledge in an interesting manner.
- High-quality diagrams illustrate the subject matter.
- A comprehensive collection of solved examples in a chronological order with increasing level of difficulty help to assimilate the concepts and induce problem-solving skills.
- Extensive end-of-chapter key concepts and exercises help to review the learning.

### Computer Science



**Stan Birchfield**

ISBN : 9789353502317  
Pages : 736

**Price:**  
₹ 599/-

### Image Processing and Analysis

Give your students a contemporary treatment of image processing that balances a broad coverage of major subject areas with in-depth examination of the most foundational topics. Birchfield's Image Processing and Analysis offers a clear presentation that even your beginning students can follow along with higher-level discussions that will challenge your most advanced students. The book effectively balances key topics from the field of image processing in a format that gradually progresses from easy to more challenging material, while consistently reinforcing a fundamental understanding of the core concepts. The book's hands-on learning approach and full-color presentation allow your students to begin working with images immediately.

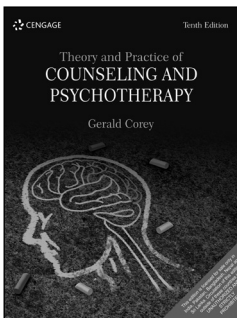
#### FEATURES:

- Full-color presentation connects key concepts to actual applications.
- Author emphasizes the relevance and application of algorithms students are learning.
- Up-to-date content highlights the most recent advancements.
- Comprehensive approach ensures students have thorough understanding.
- Readable presentation ensures students understand the "big picture."
- The text meticulously details the equations behind the techniques.
- Systematic organization ensures a logical flow.
- Book emphasizes a practical, working approach with detailed pseudocode.
- Organized from simplest algorithms to the more complex.
- Specific pseudocode addresses the most common algorithms.
- Thorough discussion highlights important implementation details and pitfalls.
- Advanced mathematical concepts are clearly explained at a basic level.

## HUMANITIES & SOCIAL SCIENCES

### Counseling

Counseling/Psychotherapy



**Gerald Corey**

ISBN : 9789353502072

Pages : 512

**Price:**  
₹ 699/-

### Theory and Practice of Counseling and Psychotherapy, 10E

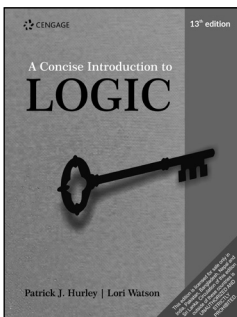
Incorporating the thinking, feeling, and behaving dimensions of human experience, the tenth edition of Corey's best-selling book helps students compare and contrast the therapeutic models expressed in counseling theories. Corey introduces students to the major theories (psychoanalytic, Adlerian, existential, person-centered, Gestalt, reality, behavior, cognitive-behavior, family systems, feminist, postmodern, and integrative approaches) and demonstrates how each theory can be applied to two cases ("Stan" and "Gwen"). With his trademark style, he shows students how to apply theories in practice, and helps them learn to integrate the theories into an individualized counseling style.

#### FEATURES:

- New to this edition is a set of Learning Objectives at the beginning of each theory chapter. In addition, five new Self-Reflection and Discussion Questions appear at the end of each theory chapter to engage students in thinking about and applying the material.
- The book's flexible organization allows professors to cover topics in any order they choose to best meet particular student or course design needs.
- A framework for creatively synthesizing the therapeutic models, along with step-by-step guidelines, enhances the book's focus on helping students draw from the various theoretical models to develop a personalized counseling style.
- Corey's discussion of current ethical and professional issues facing counseling and human service professionals prepares students for the realities of practice. The chapter on ethics features the revised ACA 2014 Code of Ethics.

### Philosophy

Logic



**Patrick J. Hurley**  
**Lori Watson**

ISBN : 9789353502065

Pages : 756

**Price:**  
₹ 650/-

### A Concise Introduction to Logic, 13E

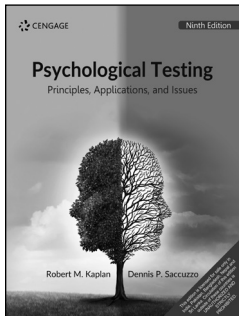
Unsurpassed for its clarity and comprehensiveness, A Concise Introduction to Logic is the #1 introductory logic textbook on the market. In this 13th edition, Patrick Hurley and new co-author Lori Watson continue to build upon the tradition of a lucid, focused, and accessible presentation of logic, both formal and informal. The book's extensive, carefully sequenced exercises guide students toward greater proficiency with the skills they are learning. The range and volume of exercises allow self-pacing, enabling students who have greater difficulty to build skills slowly and methodically, and work up to more difficult problems.

#### FEATURES:

- Concise explanations, coupled with clear examples, reinforce learning and provide support in completing exercises.
- Key terms, introduced in boldface type, are clearly defined. Central concepts are carefully explained and graphically illustrated in colored boxes throughout the book.
- Many of the examples and exercises are taken from textbooks, newspapers and magazines to give the book a real-life flavor.
- Biographical vignettes of prominent logicians appear throughout the book and give logic a human face.
- Dialogue exercises, which illustrate the application of logical principles to real-life situations, appear throughout the book.
- Unmatched by other Logic titles, A Concise Introduction to Logic features a 600-page, author-generated test bank with machine-gradable questions - a great time-saver.
- More than 2,700 carefully sequenced exercises give students ample practice and help them move from simple to complex logic skills.

## HUMANITIES & SOCIAL SCIENCES

### Psychology



**Robert M. Kaplan**  
**Dennis P. Saccuzzo**

ISBN : 9789353502188  
Pages : 736

**Price:**  
**₹ 650/-**

### Psychological Testing: Principles, Applications, and Issues, 9E

Psychological Testing: Principles, Applications, and Issues, Ninth Edition explains the fundamentals of psychological testing, their important applications, and the controversies that emerge from those applications in clinical, education, industrial, medical, and legal settings. Kaplan and Saccuzzo's engaging and thorough text demonstrates how psychological tests are constructed and used, both in a professional setting and in everyday lives. It explains core concepts that affect the evaluation of all tests, major types of psychological tests, and current issues affecting testing such as stereotype threat, bias, laws, and ethics. Chapters are independent enough to allow instructors to structure their class to achieve course objectives. Test profiles and sample items illustrate how psychological testing is used and reported. Case studies demonstrate the uses and misuses of psychological testing, while technical examples assist students in grasping complex statistical concepts.

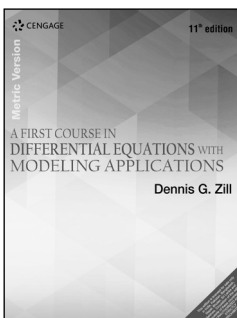
#### FEATURES:

- In addition to offering a clear overview of psychological testing and measurement basics, the text presents psychological testing applications in a variety of applied fields.
- The authors provide a current analysis of the most widely used psychological tests in schools, professional training programs, businesses, industry, civil service, the military, and clinical settings, helping students understand how these tests can make a difference in their careers.
- Chapters on issues in psychological testing feature new developments in present-day social justice, law, and ethics.
- Chapters are independent from each other, allowing professors to structure their class to meet their own course objectives.
- The text features test profiles and sample items to help students see how psychological testing is used and reported, in addition to offering real-life case studies that demonstrate the uses and misuses of testing in today's society.
- Informal discussions and real-life examples maximize student interest and make the material personally relevant.
- Among other significant updates, the ninth edition addresses the important questions associated with stereotype threat in the completion of psychological tests and includes more detailed discussions of bias in the use of tests.
- Expanded coverage clarifies the use of measurement strategies in a variety of applied fields such as law and medicine.
- The first sections of the ninth edition recognize the importance of new approaches to measurement that use "big data" and automated data collection.

## SCIENCE & MATHEMATICS

### Mathematics

Differential Equations



**Dennis G. Zill**

ISBN : 9789353502539

Pages : 472

**Price:**  
₹ 625/-

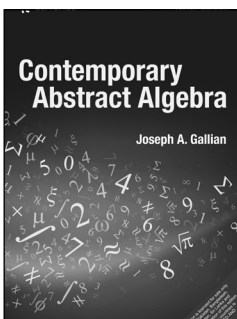
### A First Course in Differential Equations with Modeling Applications, 11E

Straightforward and easy to read, A First Course in Differential Equations with Modeling Applications, 11E, gives you a thorough overview of the topics typically taught in a first course in differential equations. Your study of differential equations and its applications will be supported by a bounty of pedagogical aids, including an abundance of examples, explanations, "Remarks" boxes, definitions, and more.

#### FEATURES:

- Extended homework problems at the end of selected section exercises were submitted and classroom-tested by members of the differential equations instructors.
- A new design helps students quickly identify resources in the text and emphasizes the application of differential equations in the world around them.
- The development of material in this text progresses intuitively, and explanations are clear and concise. Exercises reinforce and build on chapter content.
- The text guides students through material necessary to progress to the next level of study; its clear presentation and mathematical precision make it an excellent reference tool in future courses.
- While this text is time-tested and widely accepted, it has remained current with the addition of new exercises and the enhanced four-color presentation.
- Exercises in this edition have been updated to better test and challenge students.
- A new design helps students quickly identify resources in the text and emphasizes the application of differential equations in the world around them.

Advanced Mathematics



**Joseph A. Gallian**

ISBN : 9789353502522

Pages : 632

**Price:**  
₹ 599/-

### Contemporary Abstract Algebra, 9E

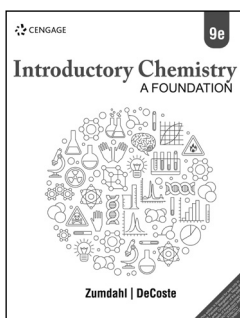
Contemporary Abstract Algebra, Ninth Edition provides a solid introduction to the traditional topics in abstract algebra while conveying to students that it is a contemporary subject used daily by working mathematicians, computer scientists, physicists, and chemists. The text includes numerous figures, tables, photographs, charts, biographies, computer exercises, and suggested readings giving the subject a current feel which makes the content interesting and relevant for students.

#### FEATURES:

- "Why Is Abstract Algebra Useful?" essay on the author's website shows students the importance of studying abstract algebra and its applicability to everyday life. This motivational essay can be incorporated into a lesson on the first day of class, or can serve as a motivational tool further along in the course.
- Coverage of proof writing is provided on the instructor's website in the updated essay "Advice for students learning proofs." This essay provides basic guidance for students encountering proof writing for the first time or needing to freshen their skills.
- This text focuses on abstract algebra as a contemporary subject, with concepts and methodologies currently being used by computer scientists, physics, and chemists.
- Emphasis on computation and proof writing, with an abundance of exercises to help students develop both skills.
- The 9th edition of Contemporary Abstract Algebra includes 125 new exercises, new examples, new biographies, new quotes, new applications, and a freshening of the historical notes and biographies from the 8th edition. These changes accentuate and enhance the hallmark features that have made previous editions of the book a comprehensive, lively, and engaging introduction to the subject.

## SCIENCE & MATHEMATICS

### Chemistry



**Steven S. Zumdahl**  
**Donald J. DeCoste**

ISBN : 9789353502256  
Pages : 788

**Price:**  
**₹ 799/-**

### Introductory Chemistry: A Foundation, 9E

Zumdahl and DeCoste's best-selling INTRODUCTORY CHEMISTRY: A FOUNDATION, Ninth Edition, combines enhanced problem-solving structure with substantial pedagogy to enable students to become strong, independent problem solvers. Capturing student interest through early coverage of chemical reactions, accessible explanations and visualizations, and an emphasis on everyday applications, the authors explain chemical concepts starting with the basics and conclude by encouraging students to test their own understanding of the solution. "Critical Thinking" questions useful for generating class discussion emphasize the importance of conceptual learning.

#### FEATURES:

- The treatment of stoichiometry in Chapters 9 and 15 now includes "BCA" (Before-Change-After) tables to give students another method to conceptually understand the role coefficients play in a balanced chemical reaction. Students are shown three methods to select a limiting reactant: comparing the amounts of reactant present, calculating the amounts of products that can be formed by complete consumption of each reactant, and using a BCA table. By thinking about a problem from various perspectives, students are encouraged to think about the fundamental conceptual aspects.
- The text's hallmark problem-solving pedagogy is enhanced by in-text examples that suggest what questions the students should be asking as they solve problems.
- Point-of-use "Critical Thinking" boxes emphasize the importance of conceptual learning and are particularly useful for generating class discussion.
- Section 8.4, "Learning to Solve Problems," is written specifically to help students better understand how to think their way through a problem.
- A modified and updated full-color art program now better serves visual learners. In addition, the art has been reconfigured for better clarity, glassware illustrations have been updated, and the orbital art has been redesigned. Many new photos provide a contemporary look and increase the book's relevance.
- Over 10% of the end-of-chapter questions have been revised.

**NEW RELEASES**

| ISBN 13       | Author   | Title   | Ed. | Price (₹) | Qty. |
|---------------|--|---|-----|-----------|------|
| 9789353502263 | Ganguly/ Bhadury   | Principles of Management  | 01  | 175.00    |      |
| 9789353501082 | Bhupinder  | Financial Accounting: Concept and Applications for B.Com (H)                      | 01  | 599.00    |      |
| 9789353501761 | Bhupinder  | Principles of Financial Accounting (B.Com Pass)                                   | 01  | 699.00    |      |
| 9789353502454 | Sah  | Concept Building Approach to Financial Accounting for B.Com (H)                   | 02  | 650.00    |      |
| 9789353502683 | Kumar  | Business Laws   | 01  | 325.00    |      |
| 9789353502560 | Mittal   | Concept Building Approach to Income Tax Law & Practice (Assessment Year 2019-20)  | 01  | 499.00    |      |
| 9789353501334 | Mankiw/ Taylor   | Economics   | 04  | 699.00    |      |
| 9789353501341 | Mankiw/ Taylor   | Microeconomics  | 04  | 550.00    |      |
| 9789353502508 | Froeb/ McCann/ Ward/ Shor                                | Managerial Economics: A Problem Solving Approach                                  | 05  | 299.00    |      |
| 9789353502232 | Brandl   | Money, Banking, Financial Markets and Institutions                                | 01  | 499.00    |      |
| 9789353502218 | Lasher   | Financial Management  | 08  | 750.00    |      |
| 9789353501105 | Chatnani   | Commodity Markets and Derivatives   | 02  | 325.00    |      |
| 9789353501617 | Mishra   | Microfinance Management   | 01  | 275.00    |      |
| 9789353502058 | Mello  | Strategic Human Resource Management   | 04  | 750.00    |      |
| 9789353502249 | Longenecker/ Petty/ Palich/ Hoy                          | Small Business Management: Launching and Growing Entrepreneurial Ventures         | 18  | 750.00    |      |
| 9789353501624 | Peter  | Self-development and Professional Excellence                                      | 01  | 450.00    |      |
| 9789353502157 | Nawal  | Business Communication  | 02  | 525.00    |      |
| 9789353501600 | Paleri   | Corporate Social Responsibility: Concept, Cases and Trends                        | 01  | 425.00    |      |
| 9789386668752 | Iacobucci/ Vohra   | MM: A South-Asian Perspective with CourseMate                                     | 01  | 325.00    |      |
| 9789353502447 | Pride/ Ferrell   | Principles of Marketing   | 18  | 650.00    |      |
| 9789353501532 | Swaminathan/ Kumar                                       | Digital Marketing: From Fundamentals to Future                                    | 01  | 325.00    |      |
| 9789353502362 | Anderson/ Sweeney/ Williams/ Camm/ Cochran/ Fry/ Ohlmann | An Introduction to Management Science: Quantitative Approaches to Decision Making | 14  | 799.00    |      |
| 9789353502515 | Anderson/ Sweeney/ Williams/ Camm/ Cochran               | Statistics for Business & Economics   | 13  | 899.00    |      |
| 9789353501358 | Hair/ Babin/ Anderson/ Black                             | Multivariate Data Analysis  | 08  | 750.00    |      |

# New Releases



| ISBN 13       | Author                             | Title  | Ed. | Price (₹) | Qty. |
|---------------|------------------------------------|--|-----|-----------|------|
| 9789353502546 | Coyle/ Langley/ Novack/<br>Gibson  | Supply Chain Management: A Logistics Perspective   | 10  | 775.00    |      |
| 9789353502225 | Ragsdale                           | Spreadsheet Modeling and Decision Analysis: A Practical Introduction to Business Analytics | 08  | 799.00    |      |
| 9789353502553 | Albright/ Winston                  | Business Analytics: Data Analysis and Decision Making                                      | 06  | 899.00    |      |
| 9789353502201 | Kloppenborg/<br>Anantatmula/ Wells | Contemporary Project Management  | 04  | 599.00    |      |
| 9789353502171 | Wisner/ Tan/ Leong                 | Principles of Supply Chain Management: A Balanced Approach                                 | 05  | 699.00    |      |
| 9789353502195 | Francis                            | Business Statistics  | 02  | 699.00    |      |
| 9789353502461 | Rangaraj/ Mallieswari/<br>Rema     | Business Mathematics   | 01  | 550.00    |      |
| 9789353502355 | Roth/ Kinney/<br>Raghunandan       | Analog and Digital Electronics   | 01  | 499.00    |      |
| 9789353502645 | Roth/ Kinney/<br>Raghunandan       | Fundamentals of Logic Design   | 01  | 499.00    |      |
| 9789353502089 | Glover/ Overbye/ Sarma             | Power System Analysis and Design with MindTap  | 06  | 699.00    |      |
| 9789353502478 | Goodno/Gere                        | Mechanics of Materials with MindTap  | 09  | 899.00    |      |
| 9789353501839 | Dahe                               | Operations Research: A Systems Engineering Approach  | 01  | 470.00    |      |
| 9789353502317 | Birchfield                         | Image Processing and Analysis  | 01  | 599.00    |      |
| 9789353502072 | Corey                              | Theory and Practice of Counseling and Psychotherapy  | 10  | 699.00    |      |
| 9789353502065 | Hurley/ Watson                     | A Concise Introduction to Logic  | 13  | 650.00    |      |
| 9789353502188 | Kaplan/ Saccuzzo                   | Psychological Testing: Principles, Applications, and Issues                                | 09  | 650.00    |      |
| 9789353502256 | Zumdahl/Decoste                    | Introductory Chemistry: A Foundation   | 09  | 799.00    |      |
| 9789353502539 | Zill                               | A First Course in Differential Equations with Modeling Applications                        | 11  | 625.00    |      |
| 9789353502522 | Gallian                            | Contemporary Abstract Algebra  | 09  | 599.00    |      |

**PRICE CHANGE NOTIFICATION**

| ISBN 13       | Author                                      | Title   | Ed. | Old Price (INR) | New Price (INR) |
|---------------|---|---|-----|-----------------|-----------------|
| 9789387994621 | Prasad/<br>Sivanagaraju/<br>Varmah/ Abraham | Basic Electrical Engineering (As per AICTE Model Curriculum 2018) | 01  | 425.00          | 450.00          |
| 9788131518427 | Rosenbloom                                  | Marketing Channels: A Management View                             | 08  | 699.00          | 725.00          |
| 9788131525289 | Schwalbe                                    | Information Technology Project Management                         | 07  | 675.00          | 699.00          |
| 9788131533024 | Susanna S. Epp                              | Discrete Mathematics with Applications                            | 04  | 850.00          | 875.00          |
| 9788131508688 | Williams                                    | Probability, Statistics and Random Processes for Engineers        | 01  | 475.00          | 399.00          |

CourseMate is our premium website designed to help students better prepare for class and exam. It contains three components:

## 1. Learning Tools

A variety of learning tools that are tied to the content of the book (depending on the subject)

- Interactive Flashcards
- Glossary
- Quizzes
- Videos
- And many more ...

## 2. eBook

- Enhanced eReader experience designed to support digital reading of textbooks
- Ability to highlight, take notes and bookmark

## 3. Engagement Tracker

- A tracking tool that allows instructors to quickly evaluate student participation in class
- Students can also keep track of their own performance

**Every solution includes:**



eBook

Flashcards

Games

Interactive Quizzes

Videos

| ISBN 13                       | Author                              | Title  | Ed. | Price (INR) | Qty. |
|-------------------------------|-------------------------------------|--|-----|-------------|------|
| <b>BUSINESS AND ECONOMICS</b> |                                     |  |     |             |      |
| <b>Accounting</b>             |                                     |  |     |             |      |
| 9789386668615                 | Drury                               | Management and Cost Accounting with CourseMate                             | 09  | 799.00      |      |
| 9788131520246                 | Godwin/ Alderman/<br>Sanyal         | Financial ACCT: A South-Asian Perspective with CourseMate                  | 02  | 825.00      |      |
| 9788131524480                 | Sawyers/ Jackson/<br>Jenkins/ Arora | Managerial ACCT: A South-Asian Perspective with CourseMate                 | 02  | 825.00      |      |
| <b>Economics</b>              |                                     |  |     |             |      |
| 9788131533345                 | Carbaugh                            | Global Economics with CourseMate   | 13  | 725.00      |      |
| 9788131524503                 | McEachern/ Kaur                     | MICRO ECON: A South-Asian Perspective with CourseMate                      | 01  | 825.00      |      |
| 9789386668035                 | Mankiw                              | Principles of Economics with CourseMate                                    | 07  | 799.00      |      |
| 9789386668271                 | Mankiw                              | Principles of Macroeconomics with CourseMate                               | 07  | 750.00      |      |
| 9789386668295                 | Mankiw                              | Principles of Microeconomics with CourseMate                               | 07  | 750.00      |      |
| 9789386858429                 | McEachern/ Indira                   | MACRO ECON: A South-Asian Perspective with CourseMate                      | 02  | 799.00      |      |
| <b>Finance</b>                |                                     |  |     |             |      |
| 9789387511002                 | Besley/ Brigham/<br>Parasuraman     | CFIN: A South-Asian Perspective with CourseMate                            | 02  | 850.00      |      |
| <b>Management</b>             |                                     |  |     |             |      |
| 9788131533635                 | Achua/ Lussier                      | Effective Leadership with CourseMate                                       | 05  | 725.00      |      |
| 9788131524473                 | Bidgoli/<br>Chattopadhyay           | MIS: A South-Asian Perspective with CourseMate                             | 01  | 850.00      |      |
| 9788131532492                 | Bohlander/ Snell                    | Principles of Human Resource Management with CourseMate                    | 16  | 825.00      |      |
| 9788131532751                 | Daft                                | New Era of Management with CourseMate                                      | 11  | 825.00      |      |
| 9788131532065                 | Daft                                | Understanding the Theory & Design of Organizations with CourseMate         | 11  | 825.00      |      |
| 9788131524466                 | DeNisi/ Griffin/<br>Sarkar          | HR: A South-Asian Perspective with CourseMate                              | 01  | 875.00      |      |
| 9789386858733                 | DuBrin                              | Principles of Leadership with CourseMate                                   | 07  | 625.00      |      |
| 9788131533093                 | Ferrell                             | Business Ethics: Ethical Decision Making & Cases with CourseMate           | 09  | 725.00      |      |
| 9788131533468                 | Griffin                             | Management: Principles and Practices with CourseMate                       | 11  | 825.00      |      |
| 9788131533352                 | Griffin/ Moorhead                   | Organizational Behavior: Managing People and Organizations with CourseMate | 11  | 750.00      |      |
| 9788131520383                 | Hitt/ Manikuttly                    | Strategic Management: A South-Asian Perspective with CourseMate            | 09  | 825.00      |      |
| 9788131520284                 | Lehman/ Dufrene/<br>Sinha           | BCOM: A South-Asian Perspective with CourseMate                            | 02  | 825.00      |      |
| 9788131520307                 | Nelson/ Quick/<br>Khandelwal        | ORGB: A South-Asian Perspective with CourseMate                            | 02  | 825.00      |      |
| 9789386650641                 | Ober/ Newman                        | Communicating in Business with CourseMate                                  | 08  | 650.00      |      |
| 9788131533130                 | Peng/ Sharma                        | GLOBAL: A South-Asian Perspective with CourseMate                          | 01  | 825.00      |      |

# CourseMate Bundle Solutions



| ISBN 13                                 | Author                               | Title  | Ed. | Price (INR) | Qty. |
|---|--------------------------------------|--|-----|-------------|------|
| 9788131520321                           | Williams/ Tripathy                   | MGMT: A South-Asian Perspective with CourseMate                      | 01  | 899.00      |      |
| 9788131520321                           | Williams/ Tripathy                   | MGMT: A South-Asian Perspective with CourseMate                      | 01  | 899.00      |      |
| <b>Marketing</b>                        |                                      |  |     |             |      |
| 9788131530719                           | Babin/ Harris/<br>Mohan              | CB: A south-Asian Perspective with CourseMate                        | 01  | 875.00      |      |
| 9788131530726                           | Brown/ Suter/<br>Adhikari            | MR: A South-Asian Perspective with CourseMate                        | 01  | 825.00      |      |
| 9788131533642                           | Czinkota/<br>Ronkainen               | International Marketing with CourseMate                              | 10  | 799.00      |      |
| 9789386668752                           | Iacobucci/ Vohra                     | MM: A South-Asian Perspective with CourseMate                        | 01  | 325.00      |      |
| 9788131520345                           | Lamb/ Hair/<br>Sharma/ McDaniel      | MKTG: A South-Asian Perspective with CourseMate                      | 01  | 899.00      |      |
| 9788131528105                           | O'Guinn/ Allen/<br>Semenik/ Banerjee | PROMO: A South-Asian Perspective with CourseMate                     | 01  | 875.00      |      |
| 9789386668639                           | O'Guinn/ Allen/<br>Semenik/ Close    | Advertising and Integrated Brand Promotion with CourseMate           | 07  | 699.00      |      |
| <b>Operations and Decision Sciences</b> |                                      |  |     |             |      |
| 9788131528099                           | Ganguly                              | OM: A South-Asian Perspective with CourseMate                        | 01  | 875.00      |      |
| 9788131531662                           | Keller/ Arora                        | BSTAT: A south-Asian Perspective with CourseMate                     | 01  | 825.00      |      |
| 9788131520369                           | Zikmund/Adhikari                     | Business Research Methods: A South-Asian Perspective with CourseMate | 08  | 875.00      |      |
| <b>SCIENCE &amp; MATHEMATICS</b>        |                                      |  |     |             |      |
| <b>Mathematics</b>                      |                                      |  |     |             |      |
| 9788131533048                           | Mendenhall/<br>Beaver/ Beaver        | Introduction to Probability and Statistics with CourseMate           | 14  | 825.00      |      |
| 9788131534458                           | Stewart                              | Essential Calculus: Early Transcendentals with CourseMate            | 02  | 775.00      |      |
| 9788131531891                           | Stewart                              | Calculus: Early Transcendentals with CourseMate                      | 07  | 975.00      |      |



**MINDTAP**  
From Cengage

Introducing MindTap™  
Personal Learning Experience

eBook • Personalized Learning Path • Progress App  
Homework Solutions • Mobile App • LMS Integration

MindTap is well beyond an eBook, a homework solution or digital supplement, a course delivery platform or a Learning Management System.

**MindTap is the first in a new category—  
a Personal Learning Experience.**

### Tapping into...Your Needs

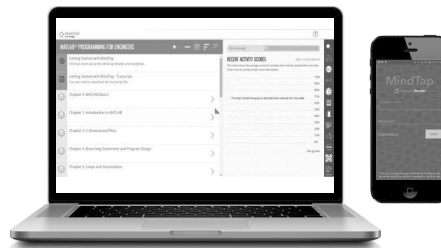
- Customize content as per the requirement
- Learn concepts through interactive exercises, quizzes and homework
- Leverage learning apps to make activities more engaging

### Tapping into...Simplicity

- MindTap is designed to work with any supported LMS you access
- Access anytime, anywhere—on desktop, laptop, tablet, or phone.

### Tapping into...MindApps

- The MindApps program includes a myriad of apps: **MindTap Reader, CNOW, Aplia, ReadSpeaker, Merriam-Webster Dictionary, MyContent, RSS Feed, Kaltura, Progress app, and many more!**



**CONVENIENCE**  
Accessibility of everything you need in one place.



**CONFIDENCE**  
Empowerment of your students to reach their potential.



**FLEXIBILITY & OPENNESS**  
Your course.  
Your content.



**PARTNERSHIP**  
A dedicated team, whenever you need them.

Visit the demo on MindTap at  
[www.cengage.com/mindtap](http://www.cengage.com/mindtap)

# MindTap Bundle Solutions



| ISBN 13   | Author  | Title   | Ed. | Price (INR) | Qty. |
|---|---|---|-----|-------------|------|
| <b>ENGINEERING AND COMPUTER SCIENCE</b>   |   |   |     |             |      |
| <b>Core Engineering</b>   |   |   |     |             |      |
| 9789386650337   | Ingre/ Basil                                  | Engineering Communication: A Practical Guide to Workplace Communications for Engineers with MindTap | 02  | 425.00      |      |
| 9789386650825   | Knisely/ Knisely                              | Engineering Communication with MindTap  | 01  | 725.00      |      |
| 9789386858863   | Madsen/ Madsen                                | Engineering Drawing and Design with MindTap   | 06  | 1,150.00    |      |
| <b>Civil Engineering</b>  |   |   |     |             |      |
| 9789386650955   | Das   | Principles of Foundation Engineering with MindTap   | 08  | 750.00      |      |
| 9789386858139   | Das/ Sivakugan                                | Fundamentals of Geotechnical Engineering with MindTap   | 05  | 675.00      |      |
| 9789386858160   | Das/ Sobhan                                   | Principles of Geotechnical Engineering with MindTap   | 09  | 799.00      |      |
| 9789386650801   | Dunlap  | Sustainable Energy with MindTap   | 01  | 750.00      |      |
| 9788131529430   | Garber/ Hoel                                  | Traffic & Highway Engineering with MindTap  | 05  | 999.00      |      |
| 9788131520444   | Kassimali                                     | Structural Analysis with MindTap  | 05  | 999.00      |      |
| 9789386650351   | Moaveni                                       | Energy, Environment, and Sustainability with MindTap  | 01  | 550.00      |      |
| 9789386650887   | Segui   | Steel Design with MindTap   | 06  | 875.00      |      |
| 9789386650382   | Sivakugan/<br>Gnanendran/<br>Tuladhar/ Kannan | Civil Engineering Materials with MindTap  | 01  | 625.00      |      |
| 9788131529058   | Striebig/ Ogundipe/<br>Papadakis              | Engineering Applications in Sustainable Design and Development with MindTap                         | 01  | 775.00      |      |
| <b>Electrical, Electronics, Communication &amp; Instrumentation Engineering</b> |   |   |     |             |      |
| 9789353502089   | Glover/ Overbye/<br>Sarma                     | Power System Analysis and Design with MindTap   | 06  | 699.00      |      |
| 9789386650344   | Kang  | Electric Circuits with MindTap  | 01  | 1,025.00    |      |
| 9789386650375   | Roth/John/Kil Lee                             | Digital Systems Design Using Verilog with MindTap   | 01  | 625.00      |      |
| 9788131526156   | Roth/ Kinney                                  | Fundamentals of Logic Design with MindTap   | 07  | 775.00      |      |
| 9789386650405   | Zorbas  | Electric Machines: Principles, Applications, and Control Schematics with MindTap                    | 02  | 725.00      |      |
| <b>Mechanical Engineering</b>   |   |   |     |             |      |
| 9789386858153   | Askeland/ Wright                              | The Science and Engineering of Materials with MindTap   | 07  | 799.00      |      |
| 9788131520451   | Gilmore                                       | Materials Science and Engineering Properties with MindTap   | 01  | 875.00      |      |
| 9789353502478   | Goodno/Gere                                   | Mechanics of Materials with MindTap   | 09  | 899.00      |      |
| 9788131520475   | Janna   | Design of Fluid Thermal Systems with MindTap  | 04  | 725.00      |      |
| 9788131520468   | Kroos/ Potter                                 | Thermodynamics for Engineers with MindTap   | 01  | 725.00      |      |
| 9789386858122   | Potter/ Wiggert/<br>Ramadan                   | Mechanics of Fluids with MindTap  | 05  | 999.00      |      |
| 9789386650368   | Reisel  | Principles of Engineering Thermodynamics with MindTap   | 01  | 575.00      |      |
| 9788131531792   | Rolle   | Heat and Mass Transfer with MindTap   | 02  | 725.00      |      |

# MindTap Bundle Solutions

| ISBN 13                          | Author  | Title  | Ed. | Price (INR) | Qty. |
|----------------------------------|---|--|-----|-------------|------|
| 9788131533031                    | Shetty  | Product Design for Engineers with MindTap  | 01  | 525.00      |      |
| 9788131524220                    | Stanisic  | Mechanism and Machines: Kinematics, Dynamics and Synthesis with MindTap                      | 01  | 575.00      |      |
| <b>Computer Science</b>          |   |  |     |             |      |
| 9789386650320                    | Campbell  | Web Design: Introductory with MindTap  | 06  | 399.00      |      |
| 9789386858146                    | Sonka/ Hlavac/<br>Boyle                           | Image Processing, Analysis, and Machine Vision with MindTap                                  | 04  | 775.00      |      |
| 9789386650399                    | Tilley/ Rosenblatt                                | Systems Analysis and Design with MindTap   | 11  | 699.00      |      |
| 9789386650900                    | Tomsho  | Guide to Operating Systems with MindTap  | 05  | 575.00      |      |
| 9789386650658                    | Vermaat/ Sebok/<br>Freund/Campbell/<br>Frydenberg | Discovering Computers ©2016: Tools, Apps, Devices, and the Impact of Technology with MindTap | 01  | 625.00      |      |
| 9789387994232                    | Whitman/Mattord                                   | Principles of Information Security with MindTap  | 06  | 650.00      |      |
| <b>SCIENCE &amp; MATHEMATICS</b> |   |  |     |             |      |
| <b>Environmental Science</b>     |   |  |     |             |      |
| 9788131524732                    | Miller/ Spoolman                                  | Environmental Science with MindTap   | 14  | 675.00      |      |

# eBooks



## CengageBrain Online eBooks App-Based Offline eBooks



Discover Digital

### BENEFITS

Anytime, Anywhere

Search

Zoom

Notes

Highlight



| ISBN 13                       | Author                              | Title  | Ed. | Price (INR) | Qty. |
|-------------------------------|-------------------------------------|--|-----|-------------|------|
| <b>BUSINESS AND ECONOMICS</b> |                                     |  |     |             |      |
| <b>Accounting</b>             |                                     |  |     |             |      |
| 9788131527238                 | Godwin/ Alderman/<br>Sanyal         | CourseMate for Financial ACCT: A South-Asian Perspective             | 02  | 599.00      |      |
| 9788131523469                 | Hansen                              | eBook for Cornerstones of Cost Management                            | 03  | 810.00      |      |
| 9788131523438                 | Needles                             | eBook for Financial Accounting                                       | 11  | 720.00      |      |
| 9788131512456                 | Sawyers/ Jackson/<br>Jenkins/ Arora | CourseMate for Managerial ACCT: A South-Asian Perspective            | 02  | 599.00      |      |
| <b>Economics</b>              |                                     |  |     |             |      |
| 9789386650177                 | Carbaugh                            | CourseMate for Global Economics                                      | 13  | 599.00      |      |
| 9789386650108                 | Carbaugh                            | MindTap for International Economics                                  | 16  | 599.00      |      |
| 9789386650047                 | Froeb/ McCann/<br>Shor/ Ward        | MindTap for Managerial Economics: A Problem-Solving Approach         | 04  | 599.00      |      |
| 9788131523490                 | Hirschey                            | eBook for Managerial Economics                                       | 12  | 629.00      |      |
| 9788131523292                 | Mankiw                              | eBook for Principles of Economics                                    | 07  | 719.00      |      |
| 9788131523346                 | Mankiw                              | eBook for Principles of Macroeconomics                               | 07  | 675.00      |      |
| 9788131523339                 | Mankiw                              | eBook for Principles of Microeconomics                               | 07  | 675.00      |      |
| 9788131530146                 | McEachern/ Indira                   | CourseMate for MACRO ECON: A South-Asian Perspective                 | 01  | 599.00      |      |
| 9788131512081                 | McEachern/ Kaur                     | CourseMate for MICRO ECON: A South-Asian Perspective                 | 01  | 599.00      |      |
| 9788131523407                 | Mcguigan/ Moyer/<br>Harris          | eBook for Managerial Economics: Applications, Strategies and Tactics | 13  | 585.00      |      |
| 9789387511811                 | Nicholson/ Snyder                   | MindTap for Microeconomic Theory: Basic Principles and Extensions    | 12  | 599.00      |      |
| 9788131523216                 | Wooldridge                          | eBook for Introductory Econometrics: A Modern Approach               | 05  | 719.00      |      |
| 9789386650115                 | Wooldridge                          | MindTap for Introductory Econometrics: A Modern Approach             | 06  | 599.00      |      |
| <b>Finance</b>                |                                     |  |     |             |      |
| 9789386650122                 | Billingsley/ Gitman/<br>Joehnk      | MindTap for Personal Financial Planning                              | 14  | 599.00      |      |
| 9788131523445                 | Brigham                             | eBook for Fundamentals of Financial Management                       | 13  | 699.00      |      |
| 9789387511798                 | Brigham/Ehrhardt                    | eBook for Financial Management: Theory & Practice                    | 15  | \$51.49     |      |
| 9789387511804                 | Brigham/ Houston                    | eBook for Fundamentals of Financial Management                       | 14  | \$40.99     |      |
| 9789387511781                 | Koch/ MacDonald                     | eBook for Bank Management  | 08  | \$39.49     |      |
| 9788131523322                 | Madura                              | eBook for Financial Markets and Institutions                         | 11  | 699.00      |      |
| 9788131523254                 | Madura                              | eBook for International Financial Management                         | 12  | 675.00      |      |
| 9789386650139                 | Madura                              | MindTap for Financial Markets and Institutions                       | 12  | 599.00      |      |
| 9789386650146                 | Madura                              | MindTap for International Financial Management                       | 13  | 599.00      |      |
| 9788131531327                 | Parasuraman                         | CourseMate for CFIN: A South-Asian Perspective                       | 01  | 599.00      |      |
| 9788131523476                 | Reilly/ Brown                       | eBook for Investment Analysis and Portfolio Management               | 10  | 789.00      |      |
| <b>Management</b>             |                                     |  |     |             |      |
| 9789386650276                 | Achua/ Lussier                      | CourseMate for Effective Leadership                                  | 05  | 599.00      |      |
| 9789386650740                 | Allen                               | CourseMate for New Venture Creation                                  | 06  | 599.00      |      |

# Standalone Solutions



| ISBN 13       | Author                       | Title  | Ed. | Price (INR) | Qty. |
|---------------|------------------------------|--|-----|-------------|------|
| 9788131528884 | Bidgoli/<br>Chattopadhyay    | CourseMate for MIS: A South-Asian Perspective                                | 01  | 599.00      |      |
| 9789386650269 | Bohlander/ Snell             | CourseMate for Principles of Human Resource Management                       | 16  | 599.00      |      |
| 9788131523155 | Cummings                     | eBook for Organization Development and Change                                | 10  | 699.00      |      |
| 9789386650184 | Daft                         | CourseMate for New Era of Management   | 11  | 599.00      |      |
| 9789386650191 | Daft                         | CourseMate for Understanding the Theory & Design of Organizations            | 11  | 599.00      |      |
| 9788131523179 | Daft                         | eBook for Management   | 11  | 745.00      |      |
| 9788131523308 | Daft                         | eBook for Organization Theory & Design                                       | 11  | 745.00      |      |
| 9788131523261 | Daft                         | eBook for The Leadership Experience  | 06  | 655.00      |      |
| 9789386650030 | Daft                         | MindTap for Management   | 13  | 599.00      |      |
| 9788131520215 | Das                          | eBook for Strategic Human Resource Management: A Resource Driven Perspective | 01  | 565.00      |      |
| 9788131528839 | DeNisi/ Griffin/<br>Sarkar   | CourseMate for HR: A South-Asian Perspective                                 | 01  | 599.00      |      |
| 9789386650726 | DuBrin                       | CourseMate for Principles of Leadership                                      | 07  | 599.00      |      |
| 9789386650214 | Ferrell                      | CourseMate for Business Ethics: Ethical Decision Making & Cases              | 09  | 599.00      |      |
| 9789386650290 | Griffin                      | CourseMate for Management: Principles and Practices                          | 11  | 599.00      |      |
| 9788131523148 | Griffin                      | eBook for Management   | 11  | 745.00      |      |
| 9789386650221 | Griffin/ Moorhead            | CourseMate for Organizational Behavior: Managing People and Organizations    | 11  | 599.00      |      |
| 9789387511767 | Guffey/Loewy                 | eBook for Business Communication: Process and Product                        | 08  | \$29.99     |      |
| 9789387511774 | Guffey/ Seefer               | eBook for Business English   | 11  | \$24.49     |      |
| 9789387511750 | Guffey/ Loewy                | eBook for Essentials of Business Communication                               | 10  | \$33.99     |      |
| 9788131523414 | Hill/ Jones                  | eBook for Strategic Management: Theory & Cases: An Integrated Approach       | 11  | 655.00      |      |
| 9789386650061 | Hill/ Schilling/ Jones       | MindTap for Strategic Management: Theory & Cases: An Integrated Approach     | 12  | 599.00      |      |
| 9788131530184 | Hitt/ Manikutty              | CourseMate for Strategic Management: A South-Asian Perspective               | 09  | 599.00      |      |
| 9788131523186 | Krizan                       | eBook for Business Communication   | 08  | 609.00      |      |
| 9788131523391 | Kuratko                      | eBook for Entrepreneurship: Theory, Process, and Practice                    | 09  | 675.00      |      |
| 9788131530061 | Lehman/ Dufrene/<br>Sinha    | CourseMate for BCOM: A South-Asian Perspective                               | 02  | 599.00      |      |
| 9788131523360 | Mello                        | eBook for Strategic Human Resource Management                                | 04  | 675.00      |      |
| 9788131520130 | Nawal                        | eBook for Business Communication   | 01  | 449.00      |      |
| 9788131530092 | Nelson/ Quick/<br>Khandelwal | CourseMate for ORGB: A South-Asian Perspective                               | 02  | 599.00      |      |
| 9789386650702 | Ober/ Newman                 | CourseMate for Communicating in Business                                     | 08  | 599.00      |      |
| 9788131533178 | Peng/ Sharma                 | CourseMate for GLOBAL: A South-Asian Perspective                             | 01  | 599.00      |      |
| 9789386650054 | Snell/ Morris/<br>Bohlander  | MindTap for Managing Human Resources   | 17  | 599.00      |      |
| 9789386650085 | Stair/ Reynolds              | MindTap for Principles of Information Systems                                | 13  | 599.00      |      |
| 9788131523223 | Wallace                      | eBook for Personal Development for Life and Work                             | 10  | 495.00      |      |

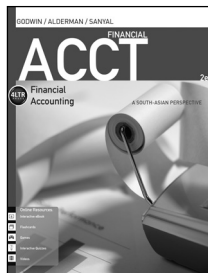
| ISBN 13                                 | Author                                     | Title  | Ed. | Price (INR) | Qty. |
|---|--|--|-----|-------------|------|
| 9788131523278                           | Werner                                     | eBook for Human Resource Development   | 06  | 675.00      |      |
| 9788131527191                           | Williams/ Tripathy                         | CourseMate for MGMT: A South-Asian Perspective   | 01  | 599.00      |      |
| <b>Marketing</b>                        |  |  |     |             |      |
| 9788131532669                           | Babin/ Harris/ Mohan                       | CourseMate for CB: A south-Asian Perspective   | 01  | 599.00      |      |
| 9788131530870                           | Brown/ Suter/ Adhikari                     | CourseMate for MR: A South-Asian Perspective   | 01  | 599.00      |      |
| 9789386650283                           | Czinkota/ Ronkainen                        | CourseMate for International Marketing   | 10  | 599.00      |      |
| 9789386650764                           | Kurtz/ Boone                               | CourseMate for Principles of Contemporary Marketing  | 15  | 599.00      |      |
| 9788131530122                           | Lamb/ Hair/ Sharma/ McDaniel               | CourseMate for MKTG: A South-Asian Perspective   | 01  | 599.00      |      |
| 9788131520178                           | Mukherjee                                  | eBook for Consumer Behaviour   | 01  | 475.00      |      |
| 9788131533574                           | O'Guinn/ Allen/ Semenik/ Banerjee          | CourseMate for PROMO: A South-Asian Perspective  | 01  | 599.00      |      |
| 9789386858108                           | O'Guinn/ Allen/ Semenik/ Close Scheinbaum  | MindTap for Advertising and Integrated Brand Promotion   | 07  | 599.00      |      |
| 9788131523421                           | Rosenbloom                                 | eBook for Marketing Channels   | 08  | 655.00      |      |
| 9789386650092                           | Zahay/ Roberts                             | MindTap for Internet Marketing: Integrating Online and Offline Strategies in a Digital Environment   | 04  | 599.00      |      |
| <b>Operations and Decision Sciences</b> |  |  |     |             |      |
| 9788131534465                           | Albright/ Winston                          | MindTap for Business Analytics: Data Analysis and Decision Making                                    | 06  | 599.00      |      |
| 9788131523384                           | Anderson                                   | eBook for An Introduction to Management Science: Quantitative Approaches to Decision Making, Revised | 13  | 719.00      |      |
| 9788131523483                           | Anderson                                   | eBook for Quantitative Methods for Business  | 12  | 699.00      |      |
| 9788131523247                           | Anderson                                   | eBook for Statistics for Business & Economics  | 12  | 790.00      |      |
| 9789386650078                           | Anderson/ Sweeney/ Williams/ Camm/ Cochran | MindTap for Statistics for Business & Economics  | 13  | 599.00      |      |
| 9788131527139                           | Ganguly                                    | CourseMate for OM: A South-Asian Perspective   | 01  | 599.00      |      |
| 9788131520239                           | Gore                                       | eBook for Operations Management  | 01  | 360.00      |      |
| 9788131523315                           | Keller                                     | eBook for Statistics for Management & Economics  | 10  | 719.00      |      |
| 9788131531723                           | Keller/ Arora                              | CourseMate for BSTAT: A south-Asian Perspective  | 01  | 599.00      |      |
| 9789386650757                           | Kloppenborg                                | CourseMate for Contemporary Project Management: Organize, Plan, Perform                              | 02  | 599.00      |      |
| 9788131523209                           | Monczka                                    | eBook for Purchasing and Supply Chain Management   | 05  | 675.00      |      |
| 9788131523452                           | Zikmund                                    | eBook for Business Research Methods  | 09  | 789.00      |      |
| 9788131528921                           | Zikmund/Adhikari                           | CourseMate for Business Research Methods: A South-Asian Perspective                                  | 08  | 599.00      |      |
| <b>Engineering and Computer Science</b> |  |  |     |             |      |
| <b>Core Engineering</b>                 |  |  |     |             |      |
| 9788131520253                           | Datta                                      | eBook for Mathematical Methods of Science and Engineering  | 01  | 699.00      |      |
| 9788131520277                           | Pandey/ Chaturvedi                         | eBook for Engineering Physics  | 01  | 610.00      |      |

# Standalone Solutions



| ISBN 13   | Author                        | Title   | Ed. | Price (INR) | Qty. |
|---|-------------------------------|---|-----|-------------|------|
| <b>Electrical, Electronics, Communication &amp; Instrumentation Engineering</b> |                               |   |     |             |      |
| 9788131520314   | Ghoshal                       | eBook for Digital Electronics   | 01  | 495.00      |      |
| 9788131520338   | Manik                         | eBook for Control Systems   | 01  | 475.00      |      |
| 9788131520376   | Prasad                        | eBook for Fundamentals of Electronic Engineering  | 01  | 449.00      |      |
| 9788131520352   | Prasad/<br>Sivanagaraju       | eBook for Electrical Engineering: Concepts and Applications                               | 01  | 519.00      |      |
| <b>Mechanical Engineering</b>   |                               |   |     |             |      |
| 9788131520390   | Mishra                        | eBook for Engineering Thermodynamics  | 01  | 449.00      |      |
| 9788131523667   | Pytel                         | eBook for Engineering Mechanics: Dynamics   | 03  | 745.00      |      |
| 9788131523650   | Pytel                         | eBook for Engineering Mechanics: Statics  | 03  | 745.00      |      |
| <b>Computer Science</b>   |                               |   |     |             |      |
| 9788131520413   | Juneja/ Seth                  | eBook for Computer Fundamentals and C Programming   | 01  | 405.00      |      |
| 9789387511538   | Rob/Coronel                   | CourseMate for Database Principles: Fundamentals of Design, Implementation and Management | 10  | 599.00      |      |
| 9788131523285   | Rob/ Coronel                  | eBook for Database Systems: Design, Implementation and Management                         | 10  | 655.00      |      |
| 9789386858443   | Coronel/ Morris               | MindTap for Database Systems: Design Implementation and Management                        | 12  | 599.00      |      |
| 9788131523162   | Schneider                     | eBook for Electronic Commerce   | 10  | 519.00      |      |
| 9788131533420   | Schneider/ Gersting           | eBook for Invitation to Computer Science  | 07  | 750.00      |      |
| 9788131523377   | Stair                         | eBook for Principles of Information Systems   | 11  | 629.00      |      |
| <b>SCIENCE &amp; MATHEMATICS</b>  |                               |   |     |             |      |
| <b>Environmental Science</b>  |                               |   |     |             |      |
| 9788131520437   | Dave/ Katewa                  | eBook for Textbook of Environmental Studies   | 02  | 339.00      |      |
| <b>Mathematics</b>  |                               |   |     |             |      |
| 9789387511545   | Devore                        | eBook for Probability and Statistics for Engineering and the Sciences                     | 09  | 655.00      |      |
| 9789386650252   | Mendenhall/ Beaver/<br>Beaver | CourseMate for Introduction to Probability and Statistics                                 | 14  | 599.00      |      |
| 9789386650719   | Stewart                       | CourseMate for Essential Calculus: Early Transcendentals                                  | 02  | 599.00      |      |
| 9789386650306   | Stewart                       | CourseMate for Calculus: Early Transcendentals  | 07  | 599.00      |      |

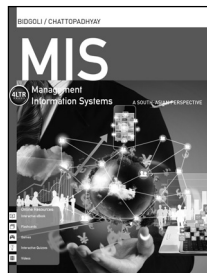
# 4 LTR Press Titles



ISBN: 9788131520246  
Price: 825/-



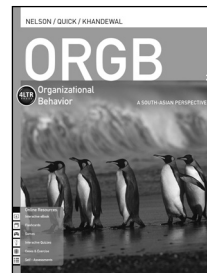
ISBN: 9788131520321  
Price: 899/-



ISBN: 9788131524473  
Price: 850/-



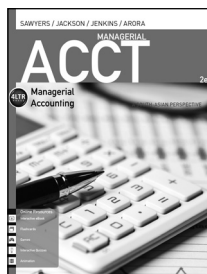
ISBN: 9788131528099  
Price: 875/-



ISBN: 9788131520307  
Price: 825/-



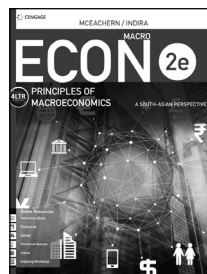
ISBN: 9788131520284  
Price: 825/-



ISBN: 9788131524480  
Price: 825/-



ISBN: 9788131524503  
Price: 825/-



ISBN: 9789386858429  
Price: 799/-



ISBN: 9788131520345  
Price: 899/-



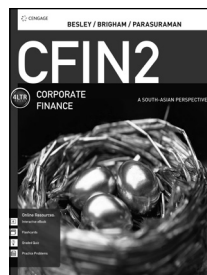
ISBN: 9788131530726  
Price: 825/-



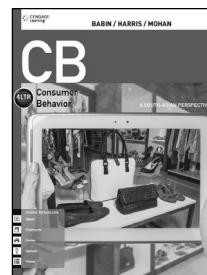
ISBN: 9788131524466  
Price: 875/-



ISBN: 9788131531662  
Price: 825/-



ISBN: 9789387511002  
Price: 850/-



ISBN: 9788131530719  
Price: 875/-

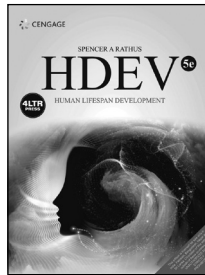
# 4 LTR Press Titles



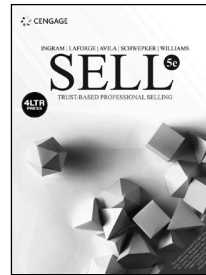
ISBN: 9788131533130  
Price: 825/-



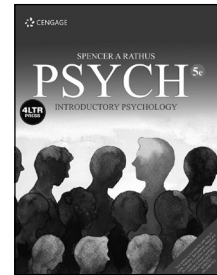
ISBN: 9788131528105  
Price: 875/-



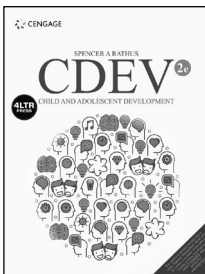
ISBN: 9789387994386  
Price: 550/-



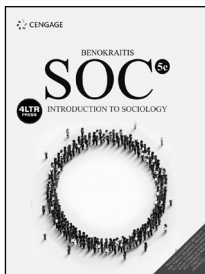
ISBN: 9789387994454  
Price: 325/-



ISBN: 9789387994294  
Price: 450/-



ISBN: 9789387994362  
Price: 399/-



ISBN: 9789387994379  
Price: 399/-



ISBN: 9789386668752  
Price: 325/-

| ISBN 13                       | Author                              | Title   | Ed.       | Price (INR)*  | Qty. |
|-------------------------------|-------------------------------------|---|-----------|---------------|------|
| <b>BUSINESS AND ECONOMICS</b> |                                     |   |           |               |      |
| <b>Accounting</b>             |                                     |   |           |               |      |
| 9789386668615                 | Drury                               | Management and Cost Accounting with CourseMate  | 09        | 799.00        |      |
| 9788131520246                 | Godwin/ Alderman/<br>Sanyal         | Financial ACCT: A South-Asian Perspective with CourseMate                                     | 02        | 825.00        |      |
| 9788131518731                 | Hansen                              | Cornerstones of Cost Management   | 02        | 899.00        |      |
| 9788131510803                 | Kumar                               | Strategic Management Accounting: Theory and Practice  | 01        | 399.00        |      |
| 9788131534175                 | Narasimhan                          | Management Accounting   | 01        | 450.00        |      |
| 9788131518434                 | Needles                             | Financial Accounting  | 11        | 799.00        |      |
| 9788131531280                 | Needles/ Powers/<br>Crossen         | Financial and Managerial Accounting   | 09        | 999.00        |      |
| 9788131519783                 | Porter / Norton                     | Introduction to Financial Accounting  | 08        | 799.00        |      |
| 9788131521069                 | Raiborn                             | Cost Accounting Principles  | 09        | 925.00        |      |
| 9788131524480                 | Sawyers/ Jackson/<br>Jenkins/ Arora | Managerial ACCT: A South-Asian Perspective with CourseMate                                    | 02        | 825.00        |      |
| 9788131524817                 | Shankaranarayan/<br>Ramanath        | Financial Accounting for Management   | 02        | 699.00        |      |
| 9788131525548                 | Shankaranarayan/<br>Ramanath        | Management Accounting   | 01        | 675.00        |      |
| 9789386668011                 | Warren/ Reeve/ Duchac               | Accounting  | 27        | 1,499.00      |      |
| <b>Commerce</b>               |                                     |   |           |               |      |
| <b>9789353501082</b>          | <b>Bhupinder</b>                    | <b>Financial Accounting: Concept and Applications for B.Com (H)</b>                           | <b>01</b> | <b>599.00</b> |      |
| <b>9789353501761</b>          | <b>Bhupinder</b>                    | <b>Principles of Financial Accounting (B.Com Pass)</b>  | <b>01</b> | <b>699.00</b> |      |
| 9789353500221                 | Chadha/ Chadha                      | Company Law   | 01        | 415.00        |      |
| 9789353500245                 | Deepashree                          | Micro Economics   | 01        | 345.00        |      |
| <b>9789353502263</b>          | <b>Ganguly/ Bhadury</b>             | <b>Principles of Management</b>   | <b>01</b> | <b>175.00</b> |      |
| 9789353500252                 | Garg                                | English Communication: Theory and Practice  | 01        | 225.00        |      |
| 9789353500368                 | Goel/ Goel                          | Concept Building Approach to Management Accounting (B.Com Pass)                               | 01        | 425.00        |      |
| 9789386668592                 | Goel/ Goel                          | Concept Building Approach to Management Accounting for B.Com (H)                              | 01        | 425.00        |      |
| 9789353500238                 | Gupta                               | Essential Business Communication  | 01        | 325.00        |      |
| 9789386668318                 | Gusai                               | Concept Building Approach to Cybercrimes and Cyber Laws: Indian and International Perspective | 01        | 225.00        |      |
| 9789353500214                 | Jagota                              | Business Laws   | 01        | 350.00        |      |
| 9789353500276                 | Jain/ Singhal                       | Principles of Marketing   | 01        | 450.00        |      |
| <b>9789353502683</b>          | <b>Kumar</b>                        | <b>Business Laws</b>  | <b>01</b> | <b>325.00</b> |      |
| <b>9789353502560</b>          | <b>Mittal</b>                       | <b>Concept Building Approach to Income Tax Law &amp; Practice (Assessment Year 2019-20)</b>   | <b>01</b> | <b>499.00</b> |      |

\*eBook is available for all the titles  
Titles in bold are Price Change  
New Titles in bold & highlighted



(t) Tentative Price  
\* Prices are subject to change without prior notice

# ORDER FORM




| ISBN 13              | Author   | Title  | Ed.       | Price (INR)*  | Qty. |
|----------------------|--|--|-----------|---------------|------|
| 9789353500269        | Rao  | Human Resource Management  | 01        | 350.00        |      |
| <b>9789353502454</b> | <b>Sah</b>                                     | <b>Concept Building Approach to Financial Accounting for B.Com (H)</b>   | <b>02</b> | <b>650.00</b> |      |
| 9789353500184        | Sah  | Concept Building Approach to Corporate Accounting  | 02        | 625.00        |      |
| 9789353500924        | Sahi   | Concept Building Approach to Goods and Services Tax (GST), and Customs Law   | 01        | 325.00        |      |
| <b>Economics</b>     |  |  |           |               |      |
| 9788131528419        | Baumol/ Blinder                                | Microeconomics: Principles and Policy  | 12        | 750.00        |      |
| 9788131520734        | Boyes  | Principles of Economics  | 09        | 1,099.00      |      |
| 9788131527641        | Callan/Thomas                                  | Environmental Economics and Management: Theory, Policy, and Applications   | 06        | 699.00        |      |
| 9788131533345        | Carbaugh                                       | Global Economics with CourseMate   | 13        | 725.00        |      |
| <b>9789353502508</b> | <b>Froeb/ McCann/ Ward/ Shor</b>               | <b>Managerial Economics: A Problem Solving Approach</b>  | <b>05</b> | <b>299.00</b> |      |
| 9788131503157        | Henderson                                      | Health Economics and Policy  | 03        | 550.00        |      |
| 9788131519424        | Hirschey                                       | Managerial Economics   | 12        | 699.00        |      |
| 9788131529423        | Hyman  | Public Finance: A Contemporary Application of Theory to policy   | 11        | 775.00        |      |
| 9788131515952        | Kumar / Rao                                    | Managerial Economics & Financial Analysis (JNTU)   | 01        | 325.00        |      |
| 9788131505236        | Landsburg                                      | Pricing  | 01        | 499.00        |      |
| 9789386668035        | Mankiw   | Principles of Economics with CourseMate  | 07        | 799.00        |      |
| 9789386668271        | Mankiw   | Principles of Macroeconomics with CourseMate   | 07        | 750.00        |      |
| 9789386668295        | Mankiw   | Principles of Microeconomics with CourseMate   | 07        | 750.00        |      |
| <b>9789353501334</b> | <b>Mankiw/ Taylor</b>                          | <b>Economics</b>   | <b>04</b> | <b>699.00</b> |      |
| 9789386668424        | Mankiw/ Taylor                                 | Macroeconomics   | 04        | 550.00        |      |
| <b>9789353501341</b> | <b>Mankiw/ Taylor</b>                          | <b>Microeconomics</b>  | <b>04</b> | <b>550.00</b> |      |
| 9789386858429        | McEachern/ Indira                              | MACRO ECON: A South-Asian Perspective with CourseMate  | 02        | 799.00        |      |
| 9788131524503        | McEachern/ Kaur                                | MICRO ECON: A South-Asian Perspective with CourseMate  | 01        | 825.00        |      |
| 9789386858825        | Panneerselvam/<br>Sivasankaran/<br>Senthikumar | Managerial Economics   | 01        | 499.00        |      |
| 9788131516874        | Paul/ Kaushal/<br>Sebastian                    | Managerial Economics   | 01        | 425.00        |      |
| 9788131519547        | Rice   | Mathematical Statistics and Data Analysis w/CD  | 03        | 699.00        |      |
| 9789386668561        | Siva Kumar/ Prasuna                            | Macroeconomics and Policy for Managers: An Indian Perspective  | 01        | 399.00        |      |
| 9789386668059        | Nicholson/ Snyder                              | Microeconomic Theory: Basic Principles and Extensions  | 12        | 625.00        |      |
| 9788131524657        | Wooldridge                                     | Introductory Econometrics: A Modern Approach   | 05        | 799.00        |      |
| <b>Finance</b>       |  |  |           |               |      |
| 9788131515440        | Ackert   | Understanding Behavioral Finance   | 01        | 550.00        |      |

\*eBook is available for all the titles  
Titles in bold are Price Change  
New Titles in bold & highlighted



(t) Tentative Price  
\* Prices are subject to change without prior notice

To know about our complete range of products, log on to [www.cengage.co.in](http://www.cengage.co.in)

| ISBN 13              | Author                          | Title  | Ed.       | Price (INR)*  | Qty. |
|----------------------|---------------------------------|--|-----------|---------------|------|
| 9789387511002        | Besley/ Brigham/<br>Parasuraman | CFIN: A South-Asian Perspective with CourseMate  | 02        | 850.00        |      |
| <b>9789353502232</b> | <b>Brandl</b>                   | <b>Money, Banking, Financial Markets and Institutions</b>  | <b>01</b> | <b>499.00</b> |      |
| 9788131526620        | Brigham                         | Financial Management: Theory & Practice  | 14        | 850.00        |      |
| 9788131526637        | Brigham                         | Fundamentals of Financial Management   | 13        | 775.00        |      |
| 9789353500511        | Chance/ Brooks/<br>Dhamija      | An Introduction to Derivatives and Risk Management   | 10        | 699.00        |      |
| <b>9789353501105</b> | <b>Chatnani</b>                 | <b>Commodity Markets and Derivatives</b>   | <b>02</b> | <b>325.00</b> |      |
| 9788131525258        | Gibson                          | Financial Statement Analysis   | 13        | 799.00        |      |
| 9788131516805        | Hawawini                        | Finance for Executives: Managing for Value Creation  | 04        | 725.00        |      |
| 9788131529447        | Joehnk/ Gitman/<br>Billingsley  | Personal Financial Planning  | 13        | 825.00        |      |
| <b>9789353502218</b> | <b>Lasher</b>                   | <b>Financial Management</b>  | <b>08</b> | <b>750.00</b> |      |
| 9788131528235        | Leach/ Melicher                 | Entrepreneurial Finance  | 05        | 1,100.00      |      |
| 9788131525272        | Madura                          | Financial Institutions and Markets   | 10        | 775.00        |      |
| 9789387994690        | Madura                          | International Financial Management   | 12        | 750.00        |      |
| 9788131533994        | Mayes                           | Financial Analysis with Microsoft Excel  | 07        | 599.00        |      |
| 9788131529454        | Mayo                            | Investments: An Introduction   | 11        | 699.00        |      |
| <b>9789353501617</b> | <b>Mishra</b>                   | <b>Microfinance Management</b>   | <b>01</b> | <b>275.00</b> |      |
| 9788131531907        | Narasimhan                      | Financial Statement and Analysis   | 01        | 475.00        |      |
| 9788131507551        | NIA                             | Basics of Personal Financial Planning  | 01        | 450.00        |      |
| 9788131507537        | NIA                             | Elements of Actuarial Science  | 01        | 399.00        |      |
| 9788131507520        | NIA                             | Financial Management & Insurance Accounting  | 01        | 475.00        |      |
| 9788131509494        | NIA                             | General Insurance Business Operations and Decision Making  | 01        | 499.00        |      |
| 9788131507513        | NIA                             | General Insurance: Principles & Practice   | 01        | 499.00        |      |
| 9788131507490        | NIA                             | Insurance Business Environment & Insurance Company<br>Operations   | 01        | 525.00        |      |
| 9788131507544        | NIA                             | Legal & Regulatory Aspects of Insurance  | 01        | 325.00        |      |
| 9788131507568        | NIA                             | Life Insurance Underwriting  | 01        | 399.00        |      |
| 9788131507506        | NIA                             | Life Insurance: Principles & Practice  | 01        | 499.00        |      |
| 9788131509487        | NIA                             | Practical Approach to General Insurance Underwriting   | 01        | 650.00        |      |
| 9788131526644        | Palepu/ Healy                   | Business Analysis and Valuation: Using Financial Statements  | 05        | 399.00        |      |
| 9789386668554        | Parasuraman                     | Financial Management: A Step-by-Step Approach  | 02        | 699.00        |      |
| 9788131518748        | Reilly/Brown                    | Analysis of Investments & Management of Portfolios   | 10        | 875.00        |      |
| 9788131534250        | Sharma/ Mehta                   | Financial Services   | 01        | 575.00        |      |
| 9788131524497        | Talwar                          | Security Analysis and Portfolio Management w/CD  | 01        | 725.00        |      |

\*eBook is available for all the titles  
Titles in bold are Price Change  
New Titles in bold & highlighted



(t) Tentative Price  
\* Prices are subject to change without prior notice

# ORDER FORM

**INDIA  
EDITION  
IE**

**CENGAGE**

| ISBN 13           | Author                      | Title   | Ed. | Price (INR)* | Qty. |
|-------------------|-----------------------------|---|-----|--------------|------|
| <b>Management</b> |                             |   |     |              |      |
| 9788131533635     | Achua/ Lussier              | Effective Leadership with CourseMate  | 05  | 725.00       |      |
| 9788131521021     | Allen                       | New Venture Creation  | 06  | 599.00       |      |
| 9788131518724     | Bagchi                      | Performance Management  | 02  | 550.00       |      |
| 9788131530702     | Barrick/ Feild/<br>Gatewood | Employee Selection in Human Resource Management   | 07  | 725.00       |      |
| 9788131527801     | Belcourt/ Hong/ Yap         | Strategic Human Resources Planning  | 05  | 650.00       |      |
| 9788131532584     | Bhattacharyya               | Human Resource Management in Mergers and Acquisitions:<br>Theories and Practices        | 01  | 425.00       |      |
| 9788131531600     | Bhattacharyya               | Recruitment and Selection: Theory and Practices   | 01  | 450.00       |      |
| 9788131524473     | Bidgoli/ Chattopadhyay      | MIS: A South-Asian Perspective with CourseMate  | 01  | 850.00       |      |
| 9788131532492     | Bohlander/ Snell            | Principles of Human Resource Management with CourseMate                                 | 16  | 825.00       |      |
| 9788131528976     | Bouchoux                    | Intellectual Property: The Law of Trademarks, Copyrights, Patents,<br>and Trade Secrets | 04  | 650.00       |      |
| 9788131514344     | Cellich                     | Global Business Negotiations  | 01  | 325.00       |      |
| 9788131504123     | Cullen                      | International Management: A Strategic Perspective                                       | 01  | 625.00       |      |
| 9788131531679     | Cummings/ Worley            | Organization Development and Change   | 10  | 775.00       |      |
| 9788131532751     | Daft                        | New Era of Management with CourseMate   | 11  | 825.00       |      |
| 9789386650696     | Daft                        | The Leadership Experience   | 06  | 725.00       |      |
| 9788131532065     | Daft                        | Understanding the Theory & Design of Organizations with<br>CourseMate                   | 11  | 825.00       |      |
| 9788131511480     | Das                         | Strategic Human Resource Management: A Resource Driven<br>Perspective                   | 01  | 625.00       |      |
| 9788131525609     | De Wit/ Meyer               | Strategy Synthesis: Managing Strategy Paradoxes to Create<br>Competitive Advantage      | 04  | 525.00       |      |
| 9788131525593     | De Wit/ Meyer               | Strategy: An International Perspective  | 05  | 775.00       |      |
| 9788131524466     | DeNisi/ Griffin/ Sarkar     | HR: A South-Asian Perspective with CourseMate   | 01  | 875.00       |      |
| 9789386668585     | Dowling/ Festing/ Engle     | International Human Resource Management   | 07  | 475.00       |      |
| 9788131517130     | DuBrin                      | Management Essentials   | 09  | 625.00       |      |
| 9789386858733     | DuBrin                      | Principles of Leadership with CourseMate  | 07  | 625.00       |      |
| 9788131533093     | Ferrell                     | Business Ethics: Ethical Decision Making & Cases with CourseMate                        | 09  | 725.00       |      |
| 9788131500286     | Goldstein                   | Training in Organizations   | 04  | 475.00       |      |
| 9789386668530     | Gopinath/ Siciliano         | Strategize!: Experiential Exercises in Strategic Management                             | 04  | 325.00       |      |
| 9788131533468     | Griffin                     | Management: Principles and Practices with CourseMate                                    | 11  | 825.00       |      |
| 9788131533352     | Griffin/ Moorhead           | Organizational Behavior: Managing People and Organizations with<br>CourseMate           | 11  | 750.00       |      |
| 9788131524763     | Gulati/ Mayo/ Nohria        | Management, Preliminary Edition   | 01  | 699.00       |      |

\*eBook is available for all the titles  
Titles in bold are Price Change  
New Titles in bold & highlighted



(t) Tentative Price  
\* Prices are subject to change without prior notice

To know about our complete range of products, log on to [www.cengage.co.in](http://www.cengage.co.in)

| ISBN 13              | Author                                     | Title   | Ed.       | Price (INR)*  | Qty. |
|----------------------|--|---|-----------|---------------|------|
| 9788131518373        | Hill / Jones                               | Strategic Management: An Integrated Approach  | 09        | 725.00        |      |
| 9788131520383        | Hitt/ Manikutty                            | Strategic Management: A South-Asian Perspective with CourseMate                         | 09        | 825.00        |      |
| 9788131505106        | Jennings                                   | Cases in Business Ethics  | 01        | 525.00        |      |
| 9789386858658        | Joshi/ Vohra                               | Talent Management   | 01        | 425.00        |      |
| 9789387994027        | Kazmi/ Kazmi                               | Business Responsibility   | 01        | 450.00        |      |
| 9788131518526        | Khandelwal/Nelson                          | Organizational Behavior   | 07        | 750.00        |      |
| 9788131516362        | Krizan                                     | Communicating in Business   | 08        | 675.00        |      |
| 9788131531594        | Kumar                                      | Legal Aspects of Business   | 04        | 750.00        |      |
| 9789353500290        | Kumar/ Rai                                 | Business Ethics   | 01        | 425.00        |      |
| 9788131517109        | Kumar / Rao/ Chhalill                      | Introduction to Management Science  | 01        | 499.00        |      |
| 9788131517161        | Kuratko / Rao                              | Entrepreneurship: A South Asian Perspective   | 01        | 750.00        |      |
| 9789387994904        | Laasch/ Conaway                            | Principles of Responsible Management: Global Sustainability, Responsibility, and Ethics | 01        | 699.00        |      |
| 9788131520284        | Lehman/ Dufrene/<br>Sinha                  | BCOM: A South-Asian Perspective with CourseMate   | 02        | 825.00        |      |
| <b>9789353502249</b> | <b>Longenecker/ Petty/<br/>Palich/ Hoy</b> | <b>Small Business Management: Launching and Growing<br/>Entrepreneurial Ventures</b>    | <b>18</b> | <b>750.00</b> |      |
| 9788131504222        | Madura                                     | Fundamentals of Business  | 01        | 550.00        |      |
| 9788131518137        | Mathis / Jackson/<br>Tripathy              | Human Resource Management: A South-Asian Perspective                                    | 01        | 725.00        |      |
| <b>9789353502058</b> | <b>Mello</b>                               | <b>Strategic Human Resource Management</b>  | <b>04</b> | <b>750.00</b> |      |
| <b>9789353502157</b> | <b>Nawal</b>                               | <b>Business Communication</b>   | <b>02</b> | <b>525.00</b> |      |
| 9788131520307        | Nelson/ Quick/<br>Khandelwal               | ORGB: A South-Asian Perspective with CourseMate   | 02        | 825.00        |      |
| 9789386668578        | Nithyananda                                | Intellectual Property Rights: Protection and Management                                 | 01        | 499.00        |      |
| 9788131520963        | Nkomo                                      | Human Resource Management Applications  | 07        | 450.00        |      |
| 9789386650641        | Ober/ Newman                               | Communicating in Business with CourseMate   | 08        | 650.00        |      |
| 9788131504338        | O'Rourke IV/ Tuleja                        | Intercultural Communication for Business  | 01        | 250.00        |      |
| 9788131519479        | Paleri                                     | Business Environment  | 01        | 550.00        |      |
| <b>9789353501600</b> | <b>Paleri</b>                              | <b>Corporate Social Responsibility: Concept, Cases and Trends</b>                       | <b>01</b> | <b>425.00</b> |      |
| 9789353500399        | Peng/ Srivastava                           | Global Business   | 02        | 599.00        |      |
| 9788131533130        | Peng/ Sharma                               | GLOBAL: A South-Asian Perspective with CourseMate                                       | 01        | 825.00        |      |
| <b>9789353501624</b> | <b>Peter</b>                               | <b>Self-development and Professional Excellence</b>                                     | <b>01</b> | <b>450.00</b> |      |
| 9788131528129        | Podeswa                                    | The Business Analyst's Handbook   | 01        | 1,550.00      |      |
| 9788131527245        | Poza                                       | Family Business   | 04        | 625.00        |      |
| 9788131526859        | Priyadarshini                              | Organizational Change and Development   | 01        | 499.00        |      |

\*eBook is available for all the titles  
Titles in bold are Price Change  
New Titles in bold & highlighted



(t) Tentative Price  
\* Prices are subject to change without prior notice

# ORDER FORM




| ISBN 13              | Author   | Title   | Ed.       | Price (INR)*  | Qty. |
|----------------------|--|---|-----------|---------------|------|
| 9788131516744        | Rao / Kumar / Chandra                          | Business Communication                                    | 01        | 450.00        |      |
| 9789387511743        | Rath/ Shalini/ Ray                             | Corporate Communication                                   | 01        | 425.00        |      |
| 9788131513507        | Reddy  | Entrepreneurship: Text & Cases                            | 01        | 475.00        |      |
| 9788131527818        | Saks/ Haccoun                                  | Managing Performance through Training and Development     | 06        | 650.00        |      |
| 9789387994034        | Shikha/ Sharma                                 | Corporate Governance in India: Principles and Policies    | 01        | 425.00        |      |
| 9788131520222        | Sinha  | Human Resource Management                                 | 01        | 450.00        |      |
| 9788131518052        | Stim   | Intellectual Property: Patents, Trademarks and Copyrights | 02        | 699.00        |      |
| 9788131516799        | Wallace  | Personal Development for Life and Work                    | 10        | 550.00        |      |
| 9788131532188        | Werner/ Desimone                               | Human Resource Development                                | 06        | 750.00        |      |
| 9788131520321        | Williams/ Tripathy                             | MGMT: A South-Asian Perspective with CourseMate           | 01        | 899.00        |      |
| 9789386668301        | Yadugiri/ Bhasker                              | English for Law   | 02        | 499.00        |      |
| <b>Marketing</b>     |  |   |           |               |      |
| 9788131530719        | Babin/ Harris/ Mohan                           | CB: A south-Asian Perspective with CourseMate             | 01        | 875.00        |      |
| 9788131521014        | Barker   | Social Media Marketing:A Strategic Approach               | 01        | 525.00        |      |
| 9789386650870        | Blackwell/ Miniard/<br>Engel/ Rahman           | Consumer Behavior   | 10        | 725.00        |      |
| 9788131530726        | Brown/ Suter/ Adhikari                         | MR: A South-Asian Perspective with CourseMate             | 01        | 825.00        |      |
| 9788131529409        | Brown/ Suter/ Churchill                        | Marketing Research  | 08        | 525.00        |      |
| 9788131501634        | Cullen   | Retailing: Environment & Operations                       | 01        | 499.00        |      |
| 9788131533642        | Czikota/ Ronkainen                             | International Marketing with CourseMate                   | 10        | 799.00        |      |
| 9788131533307        | Dahlstrom                                      | Green Marketing Management                                | 01        | 675.00        |      |
| 9788131526149        | Dunne/ Lusch/ Carver                           | Retailing   | 08        | 725.00        |      |
| 9788131531822        | Ferrell/ Hartline                              | Marketing Strategy: Text and Cases                        | 06        | 675.00        |      |
| 9788131517123        | Hanson   | Internet Marketing & e-Commerce                           | 02        | 650.00        |      |
| 9789386858771        | Hoffman/ Bateson                               | Services Marketing: Concepts, Strategies and Cases        | 05        | 525.00        |      |
| 9788131520796        | Hutt/ Sharma                                   | B2B Marketing: A South-Asian Perspective                  | 11        | 825.00        |      |
| 9788131532485        | Iacobucci                                      | Marketing Management                                      | 01        | 299.00        |      |
| <b>9789386668752</b> | <b>Iacobucci/ Vohra</b>                        | <b>MM: A South-Asian Perspective with CourseMate</b>      | <b>01</b> | <b>325.00</b> |      |
| 9789387994454        | Ingram/ LaForge/ Avila/<br>Schwepker/ Williams | SELL: Trust-Based Professional Selling                    | 05        | 325.00        |      |
| 9788131531778        | Jain   | Marketing: Planning and Strategy                          | 08        | 699.00        |      |
| 9789386668523        | Kardes/Cronley/Cline                           | Consumer Behavior   | 02        | 525.00        |      |
| 9788131519585        | Kurtz  | Principles of Contemporary Marketing                      | 15        | 750.00        |      |
| 9788131520345        | Lamb/ Hair/ Sharma/<br>McDaniel                | MKTG: A South-Asian Perspective with CourseMate           | 01        | 899.00        |      |
| 9788131516225        | Mukherjee                                      | Consumer Behaviour  | 01        | 525.00        |      |

\*eBook is available for all the titles  
Titles in bold are Price Change  
New Titles in bold & highlighted



(t) Tentative Price  
\* Prices are subject to change without prior notice

To know about our complete range of products, log on to [www.cengage.co.in](http://www.cengage.co.in)

| ISBN 13                                 | Author  | Title   | Ed.       | Price (INR)*  | Qty. |
|---|---|---|-----------|---------------|------|
| 9788131532171                           | Nayak/ Dash   | Retail Management   | 01        | 525.00        |      |
| 9789386668639                           | O'Guinn/ Allen/<br>Semenik/ Close   | Advertising and Integrated Brand Promotion with CourseMate  | 07        | 699.00        |      |
| 9788131528105                           | O'Guinn/ Allen/<br>Semenik/ Banerjee  | PROMO: A South-Asian Perspective with CourseMate  | 01        | 875.00        |      |
| 9788131515600                           | Pradhan   | Marketing Management: A Casebook  | 01        | 725.00        |      |
| <b>9789353502447</b>                    | <b>Pride/ Ferrell</b>   | <b>Principles of Marketing</b>  | <b>18</b> | <b>650.00</b> |      |
| 9788131531785                           | Roberts/ Zahay  | Internet Marketing: Integrating Online & Offline Strategies   | 03        | 550.00        |      |
| <b>9788131518427</b>                    | <b>Rosenbloom</b>   | <b>Marketing Channels: A Management View</b>  | <b>08</b> | <b>725.00</b> |      |
| 9788131528532                           | Sharma/ Sheth/ Mittal   | Consumer Behavior: A Managerial Perspective   | 01        | 675.00        |      |
| 9788131528242                           | Shimp/ Andrews  | Advertising Promotion and Other Aspects of Integrated Marketing Communications  | 09        | 725.00        |      |
| 9788131528389                           | Smith   | Pricing Strategy  | 01        | 550.00        |      |
| <b>9789353501532</b>                    | <b>Swaminathan/ Kumar</b>   | <b>Digital Marketing: From Fundamentals to Future</b>   | <b>01</b> | <b>325.00</b> |      |
| 9788131502815                           | Zikmund   | Essentials of Marketing Research  | 03        | 575.00        |      |
| <b>Operations and Decision Sciences</b> |   |   |           |               |      |
| 9789386650160                           | Agarwal   | Supply Chain Management: Strategy, Cases and Best Practices   | 02        | 550.00        |      |
| 9788131517932                           | Albright  | Management Science Modeling w/CD  | 04        | 825.00        |      |
| 9788131529393                           | Albright  | VBA for Modelers: Developing Decision Support Systems with Microsoft Office Excel                                     | 04        | 799.00        |      |
| <b>9789353502553</b>                    | <b>Albright/ Winston</b>  | <b>Business Analytics: Data Analysis and Decision Making</b>  | <b>06</b> | <b>899.00</b> |      |
| <b>9789353502362</b>                    | <b>Anderson/ Sweeney/<br/>Williams/ Camm/<br/>Cochran/ Fry/<br/>Ohlmann</b> | <b>An Introduction to Management Science: Quantitative Approaches to Decision Making</b>                              | <b>14</b> | <b>799.00</b> |      |
| 9788131518960                           | Anderson  | Quantitative Methods for Business   | 12        | 775.00        |      |
| <b>9789353502515</b>                    | <b>Anderson/ Sweeney/<br/>Williams/ Camm/<br/>Cochran</b>                   | <b>Statistics for Business &amp; Economics</b>  | <b>13</b> | <b>899.00</b> |      |
| 9788131527658                           | Camm/Fry/Anderson/<br>Sweeney/Williams                                      | Essentials of Business Analytics  | 01        | 725.00        |      |
| 9788131519110                           | Carver  | Doing Data Analysis with SPSS Version 18.0  | 05        | 450.00        |      |
| <b>9789353502546</b>                    | <b>Coyle/ Langley/<br/>Novack/ Gibson</b>                                   | <b>Supply Chain Management: A Logistics Perspective</b>   | <b>10</b> | <b>775.00</b> |      |
| 9788131529607                           | Dangi/ Dewen  | Business Research Methods   | 01        | 599.00        |      |
| 9788131500668                           | Evans   | Managing for Quality and Performance Excellence   | 09        | 725.00        |      |
| 9788131517284                           | Evans   | Quality & Performance Excellence  | 06        | 525.00        |      |
| 9788131532935                           | Evans/ Lindsay  | An Introduction to Six Sigma & Process Improvement  | 02        | 499.00        |      |




\*eBook is available for all the titles  
Titles in bold are Price Change  
New Titles in bold & highlighted



(t) Tentative Price  
\* Prices are subject to change without prior notice

# ORDER FORM



| ISBN 13                                 | Author                                 | Title  | Ed. | Price (INR)* | Qty. |
|---|--|--|-----|--------------|------|
| 9789353502195                           | Francis                                | Business Statistics  | 02  | 699.00       |      |
| 9788131500484                           | Gaither                                | Operations Management w/2CDs         | 09  | 875.00       |      |
| 9788131528099                           | Ganguly                                | OM: A South-Asian Perspective with CourseMate  | 01  | 875.00       |      |
| 9788131531693                           | Gido/ Clements                         | Successful Project Management  | 06  | 599.00       |      |
| 9788131521045                           | Gravetter                              | Statistics for the Behavioral Sciences   | 09  | 725.00       |      |
| 9789353501358                           | Hair/ Babin/<br>Anderson/ Black        | Multivariate Data Analysis   | 08  | 750.00       |      |
| 9788131531662                           | Keller/ Arora                          | BSTAT: A south-Asian Perspective with CourseMate   | 01  | 825.00       |      |
| 9789387994010                           | Keller/ Malhotra                       | Statistics for Management and Economics  | 11  | 775.00       |      |
| 9789353502201                           | Kloppenborg/<br>Anantmula/ Wells       | Contemporary Project Management  | 04  | 599.00       |      |
| 9788131523117                           | Kumar/ Meenakshi                       | Operations Management  | 01  | 685.00       |      |
| 9788131503232                           | Lattin/Carroll/Green                   | Analyzing Multivariate Data w/CD    | 01  | 625.00       |      |
| 9788131517734                           | Mettters                               | Service Operations Management w/CD  | 02  | 599.00       |      |
| 9788131516690                           | Monczka                                | Sourcing and Supply Chain Management   | 05  | 750.00       |      |
| 9789386668264                           | Panneerselvam/<br>Nagesh/ Senthilkumar | Business Statistics & Analytics  | 01  | 325.00       |      |
| 9788131516256                           | Prasad                                 | Operations Research  | 01  | 435.00       |      |
| 9789353502225                           | Ragsdale                               | Spreadsheet Modeling and Decision Analysis: A Practical Introduction to Business Analytics                             | 08  | 799.00       |      |
| 9788131527887                           | Raj                                    | Business Analytics   | 01  | 525.00       |      |
| 9789353502461                           | Rangaraj/ Mallieswari/<br>Rema         | Business Mathematics   | 01  | 550.00       |      |
| 9788131501566                           | Shapiro                                | Modeling the Supply Chain  | 02  | 725.00       |      |
| 9788131507797                           | Wisner                                 | Process Management   | 01  | 525.00       |      |
| 9789353502171                           | Wisner/ Tan/ Leong                     | Principles of Supply Chain Management: A Balanced Approach   | 05  | 699.00       |      |
| 9788131520369                           | Zikmund/Adhikari                       | Business Research Methods: A South-Asian Perspective with CourseMate   | 08  | 875.00       |      |
| <b>ENGINEERING AND COMPUTER SCIENCE</b> |  |  |     |              |      |
| <b>Core Engineering</b>                 |  |  |     |              |      |
| 9788131528402                           | Anderson                               | Technical Communication  | 08  | 899.00       |      |
| 9788131533239                           | Aradhya M/<br>Subramanya/ Aradhya      | C Programming and Data Structures  | 01  | 475.00       |      |
| 9789387511552                           | Chauhan/ Kashiramka                    | Technical Communication  | 01  | 450.00       |      |
| 9789353500504                           | Chauhan/ Thimmasha/<br>Kashiramka      | Technical Communication  | 01  | 425.00       |      |
| 9788131518618                           | Datta                                  | Mathematical Methods of Science and Engineering  | 01  | 775.00       |      |

\*eBook is available for all the titles  
Titles in bold are Price Change  
New Titles in bold & highlighted



(t) Tentative Price  
\* Prices are subject to change without prior notice

To know about our complete range of products, log on to [www.cengage.co.in](http://www.cengage.co.in)

| ISBN 13       | Author                                      | Title  | Ed. | Price (INR)* | Qty. |
|---------------|---|--|-----|--------------|------|
| 9788131531884 | Devi/ Reddy/ Rath                           | Text Book of Engineering Chemistry (JNTU Hyderabad)  | 01  | 350.00       |      |
| 9788131532331 | Fenn/ Brindha/ Suganya                      | English Workbook: Business English and Functional English  | 01  | 130.00       |      |
| 9788131529041 | Haik/ Shahin                                | Engineering Design Process   | 02  | 550.00       |      |
| 9789386650337 | Ingre/ Basil                                | Engineering Communication: A Practical Guide to Workplace Communications for Engineers with MindTap  | 02  | 425.00       |      |
| 9788131518892 | ITL Education Solutions Limited             | Engineering Mathematics: Vol. I  | 01  | 775.00       |      |
| 9788131523100 | ITL Education Solutions Limited             | Engineering Mathematics: Vol. II   | 01  | 550.00       |      |
| 9789387994881 | ITL Education Solutions Limited             | Mathematics (for Computer Science & Engineering Students)<br>Paper-1: Calculus and Linear Algebra and Paper-2: Probability and Statistics (As per AICTE Model Curriculum 2018) | 01  | 375.00       |      |
| 9789387994874 | ITL Education Solutions Limited             | Mathematics-1: Calculus and Linear Algebra (As per AICTE Model Curriculum 2018)  | 01  | 450.00       |      |
| 9789387994867 | ITL Education Solutions Limited             | Mathematics-2: Calculus, Ordinary Differential Equations, and Complex Variable (As per AICTE Model Curriculum 2018)  | 01  | 299.00       |      |
| 9788131525319 | Juneja                                      | Workshop Practice  | 01  | 375.00       |      |
| 9788131532744 | Juneja                                      | Workshop Practice (JNTU Hyderabad)   | 01  | 199.00       |      |
| 9789387994614 | Juneja                                      | Workshop/Manufacturing Practices (As per AICTE Model Curriculum 2018)  | 01  | 375.00       |      |
| 9789387994607 | Juneja/ Seth                                | Programming for Problem Solving (As per AICTE Model Curriculum 2018)   | 01  | 425.00       |      |
| 9788131530740 | Karsnitz/ O'Brien/ Hutchinson               | Engineering Design: An Introduction  | 02  | 699.00       |      |
| 9788131508817 | Kelly                                       | Systems Dynamics & Response  | 01  | 699.00       |      |
| 9789386650825 | Knisely/ Knisely                            | Engineering Communication with MindTap   | 01  | 725.00       |      |
| 9789386858344 | Lal   | Engineering Drawing with an Introduction to AutoCAD: First-angle Projection  | 01  | 399.00       |      |
| 9789386858863 | Madsen/ Madsen                              | Engineering Drawing and Design with MindTap  | 06  | 1,150.00     |      |
| 9788131521380 | Mani/ Mishra/ Rama Devi/ Reddy              | Engineering Chemistry (for JNTU)   | 03  | 310.00       |      |
| 9789386858245 | Means                                       | English and Communication for Colleges   | 04  | 550.00       |      |
| 9788131529003 | Moaveni                                     | Engineering Fundamentals : An Introduction to Engineering  | 04  | 625.00       |      |
| 9788131513989 | Oberoi / Malik                              | Applied Chemistry (Karunya University)   | 01  | 250.00       |      |
| 9788131517529 | O'Neil                                      | Advanced Engineering Mathematics   | 07  | 750.00       |      |
| 9788131519677 | Pandey / Chaturvedi                         | Engineering Physics  | 01  | 675.00       |      |
| 9789386668745 | Pandey/ Harbola/ Krishna/ Mohan/ Chaturvedi | Physics  | 01  | 499.00       |      |

\*eBook is available for all the titles  
Titles in bold are Price Change  
New Titles in bold & highlighted



(t) Tentative Price  
\* Prices are subject to change without prior notice

# ORDER FORM

INDIA  
EDITION  
IE

 CENGAGE



| ISBN 13                  | Author   | Title   | Ed.       | Price (INR)*  | Qty. |
|--------------------------|--|---|-----------|---------------|------|
| 9788131525203            | Panigrahi/ Mallick                                 | Engineering Practical Physics   | 01        | 425.00        |      |
| <b>9789387994621</b>     | <b>Prasad/ Sivanagaraju/<br/>Varmah/ Abraham</b>   | <b>Basic Electrical Engineering (As per AICTE Model Curriculum 2018)</b>            | <b>01</b> | <b>450.00</b> |      |
| 9788131524954            | Radha/ Rekha                                       | Engineering Chemistry: I  | 01        | 525.00        |      |
| 9788131524961            | Radha/ Rekha                                       | Engineering Chemistry: II   | 01        | 525.00        |      |
| 9788131528228            | Raghuraman   | Engineering Practices (Anna University)   | 04        | 480.00        |      |
| 9789386858252            | Raman/ Upadhyay                                    | Soft Skills: Key to Success in Workplace and Life                                   | 01        | 350.00        |      |
| 9788131526699            | Rath   | Engineering Chemistry   | 01        | 499.00        |      |
| 9788131519769            | Rath   | Engineering Chemistry (BPUT)  | 03        | 550.00        |      |
| 9789386668646            | Rath/ Chakroborty                                  | Chemistry (As per AICTE Model Curriculum 2018)                                      | 02        | 299.00        |      |
| 9788131532614            | Rath/ Devi/ Reddy                                  | Engineering Chemistry (JNTU Kakinada)   | 01        | 375.00        |      |
| 9789386668189            | Shivakumar/<br>Rajashekhar/ Sowmya                 | Engineering Mathematics-I   | 01        | 325.00        |      |
| 9789386858764            | Shukla/ Yadav/<br>Chauhan                          | Human Values and Professional Ethics  | 01        | 425.00        |      |
| 9789386668479            | Singla/ Harris/<br>Pritchard/ Rabins/<br>Thimmasha | Constitution of India, Professional Ethics and Human Rights                         | 01        | 325.00        |      |
| 9788131532430            | Srinivas/ Seshu Babu                               | Engineering Physics (JNTU Kakinada)   | 01        | 299.00        |      |
| 9788131527085            | Thilagavathi/ Arul<br>prakash                      | English Beats   | 01        | 449.00        |      |
| 9788131528860            | Thilagavathi/ Prakash                              | Technical English: I  | 01        | 449.00        |      |
| <b>Civil Engineering</b> |  |   |           |               |      |
| 9789387511576            | Balasubramanya                                     | Elements of Civil Engineering and Mechanics   | 01        | 275.00        |      |
| 9789386650955            | Das  | Principles of Foundation Engineering with MindTap                                   | 08        | 750.00        |      |
| 9789386858139            | Das/ Sivakugan                                     | Fundamentals of Geotechnical Engineering with MindTap                               | 05        | 675.00        |      |
| 9789386858160            | Das/ Sobhan  | Principles of Geotechnical Engineering with MindTap                                 | 09        | 799.00        |      |
| 9788131525944            | Das/Ramana   | Principles of Soil Dynamics   | 02        | 550.00        |      |
| 9789386650801            | Dunlap   | Sustainable Energy with MindTap   | 01        | 750.00        |      |
| 9788131529430            | Garber/ Hoel                                       | Traffic & Highway Engineering with MindTap  | 05        | 999.00        |      |
| 9788131524992            | Gribbin  | Introduction to Hydraulics & Hydrology: With Applications for Stormwater Management | 04        | 1400.00       |      |
| 9788131517291            | Harris   | Engineering Ethics: Concepts & Cases  | 04        | 475.00        |      |
| 9788131529591            | Huat/ Prasad/ Asadi/<br>Kazemian                   | Soil Mechanics and Foundation Engineering   | 01        | 675.00        |      |
| 9788131520444            | Kassimali  | Structural Analysis with MindTap  | 05        | 999.00        |      |
| 9789386650351            | Moaveni  | Energy, Environment, and Sustainability with MindTap                                | 01        | 550.00        |      |

\*eBook is available for all the titles  
Titles in bold are Price Change  
New Titles in bold & highlighted



(t) Tentative Price  
\* Prices are subject to change without prior notice

To know about our complete range of products, log on to [www.cengage.co.in](http://www.cengage.co.in)

| ISBN 13   | Author                                     | Title  | Ed.       | Price (INR)*  | Qty. |
|---|--|--|-----------|---------------|------|
| 9789386650887   | Segui                                      | Steel Design with MindTap  | 06        | 875.00        |      |
| 9788131516287   | Shamugasundaram                            | Basic Civil and Mechanical Engineering   | 02        | 350.00        |      |
| 9788131518588   | Singh                                      | Matrix Analysis of Structures (HB)   | 01        | 875.00        |      |
| 9789386650382   | Sivakugan/ Gnanendran/<br>Tuladhar/ Kannan | Civil Engineering Materials with MindTap   | 01        | 625.00        |      |
| 9788131529058   | Striebig/ Ogundipe/<br>Papadakis           | Engineering Applications in Sustainable Design and Development<br>with MindTap   | 01        | 775.00        |      |
| 9788131526682   | Thomas                                     | Concrete Technology  | 01        | 599.00        |      |
| 9788131520420   | Vesilind/ Worrell                          | Solid Waste Engineering  | 02        | 525.00        |      |
| <b>Electrical, Electronics, Communication &amp; Instrumentation Engineering</b> |  |  |           |               |      |
| 9788131516706   | Agrawal                                    | Introduction to Wireless and Mobile Systems  | 03        | 575.00        |      |
| 9788131509159   | Alavala                                    | Principles of Industrial Instrumentation and Control Systems   | 01        | 450.00        |      |
| 9788131501795   | Ambardar                                   | Digital Signal Processing: A Modern Introduction   | 01        | 575.00        |      |
| 9788131502006   | Ayala                                      | The 8051 Microcontroller w/CD                                   | 03        | 525.00        |      |
| 9788131501801   | Ayala                                      | The 8086 Microprocessor: Programming & Interfacing the PC w/CD  | 01        | 675.00        |      |
| 9789387511507   | Barnett/ Cox/ O'Cull                       | Embedded C Programming and the Atmel AVR   | 02        | 525.00        |      |
| 9788131533192   | Bhat/ Rao                                  | Analog Communications  | 01        | 399.00        |      |
| 9788131533598   | Bhat/ Rao                                  | Digital Communications   | 01        | 475.00        |      |
| 9789386650924   | Bhat/ Rao                                  | Information Theory and Coding  | 01        | 350.00        |      |
| 9788131533611   | Bhat/ Rao                                  | Principles of Communication Systems  | 01        | 399.00        |      |
| 9788131520710   | Bignell                                    | Digital Electronics  | 05        | 699.00        |      |
| 9788131518410   | Blake                                      | Electronic Communication Systems   | 02        | 750.00        |      |
| 9788131518403   | Blake                                      | Wireless Communication Technology  | 01        | 650.00        |      |
| 9788131505861   | Carlson                                    | Circuits   | 01        | 599.00        |      |
| 9788131519530   | Chatterjee                                 | Biomedical Instrumentation Systems   | 01        | 575.00        |      |
| 9788131504185   | Cristi                                     | Modern Digital Signal Processing   | 01        | 499.00        |      |
| 9788131534014   | Das  | Architecture, Programming and Interfacing of Low-power<br>Processors-ARM 7, Cortex-M   | 01        | 350.00        |      |
| 9788131508244   | Dueck                                      | Digital Design   | 01        | 550.00        |      |
| 9788131525876   | Gandhi                                     | Analog and Digital Communications  | 01        | 699.00        |      |
| 9788131524787   | Gates                                      | Introduction to Electronics  | 06        | 599.00        |      |
| 9788131518359   | George / Kurian                            | Digital Control Systems  | 01        | 625.00        |      |
| 9789386858375   | Ghoshal                                    | Digital Electronics  | 02        | 450.00        |      |
| <b>9789353502089</b>  | <b>Glover/ Overbye/<br/>Sarma</b>          | <b>Power System Analysis and Design with MindTap</b>   | <b>06</b> | <b>699.00</b> |      |
| 9789387511514   | Hajare/ Raghunandan                        | Linear Integrated Circuits: Concepts and Applications  | 01        | 350.00        |      |

\*eBook is available for all the titles  
Titles in bold are Price Change  
New Titles in bold & highlighted



(t) Tentative Price  
\* Prices are subject to change without prior notice

# ORDER FORM




| ISBN 13       | Author                    | Title  | Ed. | Price (INR)* | Qty. |
|---------------|---------------------------|--|-----|--------------|------|
| 9788131533604 | Hebbar                    | Introduction to Digital Switching System                                       | 01  | 375.00       |      |
| 9788131533222 | Hebbar                    | Optical Fibre Communication  | 01  | 375.00       |      |
| 9788131512241 | Huang                     | Embedded System Design Using C8051   | 01  | 599.00       |      |
| 9788131528433 | Huang                     | The HCS 12/9S12: An Introduction to Software and Hardware Interfacing w/CD     | 02  | 899.00       |      |
| 9789386668110 | Ingle/ Proakis            | Digital Signal Processing Using MATLAB®: A Problem Solving Companion           | 04  | 599.00       |      |
| 9788131514689 | Iyer                      | Signals & Systems  | 01  | 499.00       |      |
| 9788131515846 | Iyer / Satyaprasad        | Signals and Systems (JNTU)   | 01  | 399.00       |      |
| 9789386650344 | Kang                      | Electric Circuits with MindTap   | 01  | 1,025.00     |      |
| 9788131516584 | Kshetrimayum              | Electromagnetic Field Theory   | 01  | 425.00       |      |
| 9788131501702 | Macia                     | Modeling and Control of Dynamic Systems  | 01  | 699.00       |      |
| 9788131518120 | Manik                     | Control Systems  | 01  | 525.00       |      |
| 9788131521717 | Moussavi                  | Data Communication and Networking: A Practical Approach                        | 01  | 399.00       |      |
| 9788131520123 | Mullett                   | Wireless Telecommunications Systems and Networks                               | 01  | 525.00       |      |
| 9789387511583 | Nazimudeen                | Digital Communication  | 01  | 350.00       |      |
| 9788131515457 | Prasad                    | Fundamentals of Electronic Engineering   | 01  | 499.00       |      |
| 9788131519660 | Prasad / Sivanagaraju     | Basic Electrical & Electronics Engineering                                     | 01  | 550.00       |      |
| 9788131517871 | Prasad / Sivanagaraju     | Electrical Engineering: Concepts and Applications                              | 01  | 575.00       |      |
| 9788131518854 | Proakis                   | Modern Communication Systems Using MATLAB                                      | 03  | 625.00       |      |
| 9789386668462 | Raghunandan/<br>Chaitanya | Basic Electronics: A Simplified Approach                                       | 01  | 325.00       |      |
| 9789387511101 | Raghunandan/ Hajare       | An Introduction to Basic Electronics: Concepts and Applications                | 01  | 350.00       |      |
| 9788131517215 | Raghuvanshi               | Microwave Engineering  | 01  | 650.00       |      |
| 9789386650894 | Rao/ Bhat/ Sheela         | Signals, Systems and Stochastic Processes                                      | 01  | 599.00       |      |
| 9789386858238 | Rao/ Gejji                | Digital Signal Processing  | 01  | 525.00       |      |
| 9788131533208 | Rao/ Narayanappa          | Engineering Electromagnetics   | 01  | 525.00       |      |
| 9788131533628 | Rao/Tunga                 | Signals and Systems  | 01  | 550.00       |      |
| 9788131522844 | Rashid                    | Electronic Circuits and Applications   | 01  | 525.00       |      |
| 9788131522851 | Rashid                    | Electronic Devices & Circuits  | 01  | 625.00       |      |
| 9788131522837 | Rashid                    | Linear Integrated Circuits   | 01  | 499.00       |      |
| 9788131516836 | Rashid                    | Microelectronic Circuits: Analysis and Design                                  | 02  | 799.00       |      |
| 9788131529584 | Rashid                    | Microelectronics Laboratory using Software Tools: Pspice, Orcad, Multisim w/CD | 01  | 450.00       |      |
| 9789386668653 | Rashid                    | SPICE for Circuits and Electronics   | 04  | 499.00       |      |
| 9788131519028 | Robbins                   | Circuit Analysis: Theory and Practice  | 05  | 850.00       |      |

\*eBook is available for all the titles  
Titles in bold are Price Change  
New Titles in bold & highlighted



(t) Tentative Price  
\* Prices are subject to change without prior notice

To know about our complete range of products, log on to [www.cengage.co.in](http://www.cengage.co.in)

| ISBN 13                       | Author                               | Title   | Ed.       | Price (INR)*  | Qty. |
|-------------------------------|--------------------------------------|---|-----------|---------------|------|
| 9788131518304                 | Roth                                 | Digital System Design Using VHDL w/CD                            | 02        | 575.00        |      |
| 9788131526156                 | Roth/ Kinney                         | Fundamentals of Logic Design with MindTap   | 07        | 775.00        |      |
| <b>9789353502355</b>          | <b>Roth/ Kinney/<br/>Raghunandan</b> | <b>Analog and Digital Electronics</b>   | <b>01</b> | <b>499.00</b> |      |
| <b>9789353502645</b>          | <b>Roth/ Kinney/<br/>Raghunandan</b> | <b>Fundamentals of Logic Design</b>   | <b>01</b> | <b>499.00</b> |      |
| 9789386650375                 | Roth/John/Kil Lee                    | Digital Systems Design Using Verilog with MindTap   | 01        | 625.00        |      |
| 9788131507810                 | Sarma / Pathak                       | Electric Machines   | 01        | 525.00        |      |
| 9788131520758                 | Schilling                            | Introduction to Digital Signal Processing using MATLAB  | 02        | 699.00        |      |
| 9788131513996                 | Shen/Kong/Patnaik                    | Engineering Electromagnetics  | 01        | 499.00        |      |
| 9789386668431                 | Singh                                | Digital Image Processing with MATLAB & LabVIEW  | 01        | 550.00        |      |
| 9788131511695                 | Singh / Janardhanan                  | Modern Control Engineering  | 01        | 499.00        |      |
| 9788131511800                 | Sivanagaraju / Kishore<br>/ Rao      | Electrical Circuit Analysis   | 01        | 550.00        |      |
| 9788131515839                 | Sivanagaraju / Prasad                | Network Analysis (JNTU)   | 01        | 425.00        |      |
| 9788131530757                 | Soman/ Ramanathan                    | Digital Signal and Image Processing   | 01        | 595.00        |      |
| 9788131517994                 | Srivastava                           | Electrical Machines   | 02        | 525.00        |      |
| 9788131501085                 | Uyemura                              | A First Course in Digital Systems Design  | 01        | 525.00        |      |
| 9788131501955                 | Uyemura                              | Chip Design for Submicron VLSI: CMOS Layout & Simulation w/CD  | 01        | 599.00        |      |
| 9788131516324                 | Valvano                              | Embedded Microcomputer System Real Time Interfacing w/CD       | 03        | 650.00        |      |
| 9788131530788                 | Varmah/ Abraham                      | Power Electronics   | 01        | 599.00        |      |
| 9788131530795                 | Varmah/ Abraham/<br>John             | Fundamentals of Electrical Machines & Drives  | 01        | 399.00        |      |
| 9789387994195                 | Venkatesh/ Rao                       | Circuit Theory  | 01        | 550.00        |      |
| 9788131533581                 | Venkatesh/ Rao                       | Control Systems   | 01        | 525.00        |      |
| 9788131533215                 | Venkatesh/ Rao                       | Network Analysis  | 01        | 699.00        |      |
| 9788131500583                 | Yarbrough                            | Digital Logic Applications and Design   | 01        | 599.00        |      |
| 9789386650405                 | Zorbas                               | Electric Machines: Principles, Applications, and Control Schematics with MindTap  | 02        | 725.00        |      |
| <b>Mechanical Engineering</b> |                                      |   |           |               |      |
| 9788131520697                 | Abbaschian                           | Physical Metallurgy Principles  | 04        | 799.00        |      |
| 9788131530764                 | Angelo                               | Material Characteristics (HB)   | 01        | 850.00        |      |
| 9789387994041                 | Angelo/ Ravisankar                   | Non Ferrous Alloys: Structures, Properties, and Engineering Applications  | 01        | 599.00        |      |
| 9788131520703                 | Askeland                             | Essentials of Materials Science and Engineering   | 02        | 599.00        |      |
| 9789386858153                 | Askeland/ Wright                     | The Science and Engineering of Materials with MindTap   | 07        | 799.00        |      |

\*eBook is available for all the titles  
Titles in bold are Price Change  
New Titles in bold & highlighted



(t) Tentative Price  
\* Prices are subject to change without prior notice

# ORDER FORM




| ISBN 13              | Author                   | Title   | Ed.       | Price (INR)*  | Qty. |
|----------------------|--------------------------|---|-----------|---------------|------|
| 9789386668608        | Balaguru                 | Dynamics of Machines  | 06        | 499.00        |      |
| 9788131525883        | Bhattacharya/ Kaushik    | Microelectromechanical Systems (HB)   | 01        | 750.00        |      |
| <b>9789353501839</b> | <b>Dahe</b>              | <b>Operations Research: A Systems Engineering Approach</b>                                  | <b>01</b> | <b>470.00</b> |      |
| 9788131524237        | Dahm/ Visco              | Fundamentals of Chemical Engineering Thermodynamics   | 01        | 799.00        |      |
| 9788131509876        | Dixit                    | Finite Elements Methods for Engineers   | 01        | 499.00        |      |
| 9789386668547        | Dotson                   | Fundamentals of Dimensional Metrology   | 06        | 525.00        |      |
| 9788131533079        | Ghoshdastidar            | Computational Fluid Dynamics and Heat Transfer  | 01        | 350.00        |      |
| 9788131520451        | Gilmore                  | Materials Science and Engineering Properties with MindTap                                   | 01        | 875.00        |      |
| <b>9789353502478</b> | <b>Goodno/Gere</b>       | <b>Mechanics of Materials with MindTap</b>  | <b>09</b> | <b>899.00</b> |      |
| 9789353501006        | Gupta/ Gupta             | Strength of Materials: Mechanics of Solids  | 01        | 599.00        |      |
| 9788131518298        | Harbola                  | Engineering Mechanics (As per AICTE Model Curriculum 2018)                                  | 02        | 550.00        |      |
| 9788131525012        | Hatch                    | Computerized Engine Controls  | 09        | 1650.00       |      |
| 9788131505533        | Hoffman                  | Jig & Fixture Design  | 05        | 599.00        |      |
| 9788131520475        | Janna                    | Design of Fluid Thermal Systems with MindTap  | 04        | 725.00        |      |
| 9789386858993        | Kreith/ Manglik/ Bohn    | Principles of Heat Transfer   | 07        | 625.00        |      |
| 9788131520468        | Kroos/ Potter            | Thermodynamics for Engineers with MindTap   | 01        | 725.00        |      |
| 9788131518564        | Lal                      | Elements of Mechanical Engineering  | 01        | 450.00        |      |
| 9788131517307        | Logan                    | A First Course in the Finite Element Methods  | 05        | 750.00        |      |
| 9788131519004        | Mattson                  | CNC Programming: Principles & Applications  | 01        | 625.00        |      |
| 9788131515969        | Mishra                   | Engineering Thermodynamics  | 01        | 499.00        |      |
| 9789386668165        | Nag/ Kumar               | Turbomachines   | 01        | 450.00        |      |
| 9789386668509        | Pilli/ Balasubramanya    | Mechanics of Materials: Strength of Materials   | 01        | 550.00        |      |
| 9788131529461        | Potter/ Scott            | Thermal Sciences: An Introduction to Thermodynamics, Fluid Mechanics and Heat Transfer w/CD | 01        | 775.00        |      |
| 9789386858122        | Potter/ Wiggert/ Ramadan | Mechanics of Fluids with MindTap  | 05        | 999.00        |      |
| 9789353500481        | Prasad/ Suresh           | Additive Manufacturing Technology   | 01        | 325.00        |      |
| 9788131515419        | Pytel                    | Engineering Mechanics: Statics & Dynamics (SI)  | 03        | 825.00        |      |
| 9788131529478        | Pytel/ Kiusalaas         | Mechanics of Materials  | 02        | 599.00        |      |
| 9788131519486        | Raju                     | Industrial Engineering & Management   | 01        | 799.00        |      |
| 9788131514696        | Raju                     | Plant Maintenance and Reliability Engineering   | 01        | 499.00        |      |
| 9788131525623        | Raju                     | Total Quality Management  | 01        | 625.00        |      |
| 9789386650368        | Reisel                   | Principles of Engineering Thermodynamics with MindTap                                       | 01        | 575.00        |      |
| 9789353500498        | Reddy                    | Operations Research   | 04        | 425.00        |      |
| 9788131531792        | Rolle                    | Heat and Mass Transfer with MindTap   | 02        | 725.00        |      |

\*eBook is available for all the titles  
Titles in bold are Price Change  
New Titles in bold & highlighted



(t) Tentative Price  
\* Prices are subject to change without prior notice

To know about our complete range of products, log on to [www.cengage.co.in](http://www.cengage.co.in)

| ISBN 13                 | Author                          | Title   | Ed.       | Price (INR)*  | Qty. |
|-------------------------|---------------------------------|---|-----------|---------------|------|
| 9788131518281           | Shetty                          | Mechatronics System Design  | 02        | 525.00        |      |
| 9788131533031           | Shetty                          | Product Design for Engineers with MindTap   | 01        | 525.00        |      |
| 9788131527955           | Siddiqui                        | Heat and Mass Transfer  | 01        | 575.00        |      |
| 9788131514092           | Soutas - Little                 | Engineering Mechanics: Dynamics   | 01        | 499.00        |      |
| 9788131514108           | Soutas - Little                 | Engineering Mechanics: Statics  | 01        | 499.00        |      |
| 9788131524220           | Stanisic                        | Mechanism and Machines: Kinematics, Dynamics and Synthesis with MindTap   | 01        | 575.00        |      |
| 9788131527153           | Wickert/ Lewis                  | An Introduction to Mechanical Engineering   | 03        | 525.00        |      |
| <b>Computer Science</b> |                                 |   |           |               |      |
| 9788131517901           | Aksoy                           | Information Technology in Theory  | 01        | 599.00        |      |
| 9788131509517           | Ali                             | Data Mining Methods and Techniques  | 01        | 575.00        |      |
| 9789386858931           | Anil Kumar Verma                | SCILAB: A Beginner's Approach   | 01        | 550.00        |      |
| 9788131532201           | Baker/ Gourley                  | Big Data Strategies   | 01        | 425.00        |      |
| 9788131533444           | Basta/ Basta/ Brown             | Computer Security and Penetration Testing   | 02        | 399.00        |      |
| 9789387511675           | Basta/ Basta/ Brown/ Kumar      | Cyber Security and Cyber Laws   | 01        | 525.00        |      |
| 9789386858948           | Bernard Menezes/ Ravinder Kumar | Cryptography, Network Security, and Cyber Laws  | 01        | 499.00        |      |
| <b>9789353502317</b>    | <b>Birchfield</b>               | <b>Image Processing and Analysis</b>  | <b>01</b> | <b>599.00</b> |      |
| 9788131532713           | Bronson                         | A First Book of C++   | 04        | 499.00        |      |
| 9788131531976           | Bronson                         | ANSI C Programming  | 04        | 425.00        |      |
| 9788131516546           | Burden                          | Numerical Analysis  | 09        | 725.00        |      |
| 9789386650320           | Campbell                        | Web Design: Introductory with MindTap   | 06        | 399.00        |      |
| 9788131514795           | Canzer                          | e-Business: Theory & Practice   | 01        | 399.00        |      |
| 9788131507476           | Carswell                        | Parallel Operating Systems with DVD  | 01        | 499.00        |      |
| 9788131518656           | Chapman                         | MATLAB Programming for Engineers  | 04        | 550.00        |      |
| 9788131524756           | Clements                        | Computer Organization and Architecture: Themes and Variations   | 01        | 799.00        |      |
| 9788131509869           | Dave                            | Computer Networks   | 01        | 425.00        |      |
| 9789386668004           | Dawson                          | Python Programming for the Absolute Beginner  | 03        | 625.00        |      |
| 9788131521267           | Drozdek                         | Data Structure and Algorithm in C++   | 04        | 625.00        |      |
| 9788131506554           | Drozdek                         | Data Structures and Algorithms in Java  | 03        | 650.00        |      |
| 9789353500931           | Dubey                           | An Introduction to Internet of Things: Connecting Devices, Edge Gateway, and Cloud with Applications                      | 01        | 450.00        |      |
| 9788131503027           | Dunning                         | Introduction to Programmable Logic Controllers  | 03        | 599.00        |      |
| 9788131525869           | Elayidom                        | Data Mining and Warehousing   | 01        | 399.00        |      |
| 9788131519431           | Farrell                         | Object-Oriented Programming Using C++   | 04        | 599.00        |      |

\*eBook is available for all the titles  
Titles in bold are Price Change  
New Titles in bold & highlighted



(t) Tentative Price  
\* Prices are subject to change without prior notice

# ORDER FORM



| ISBN 13       | Author                                | Title  | Ed. | Price (INR)* | Qty. |
|---------------|---------------------------------------|--|-----|--------------|------|
| 9788131525906 | Farrell                               | Programming Logic and Design: Comprehensive  | 07  | 675.00       |      |
| 9788131521564 | Flynn                                 | Understanding Operating System   | 06  | 575.00       |      |
| 9788131512685 | Forouzan                              | C Programming & Data Structures (JNTU) w/CD  | 01  | 650.00       |      |
| 9788131503638 | Forouzan                              | Computer Science: A Structured Programming Approach Using C                          | 03  | 725.00       |      |
| 9788131532690 | Forouzan                              | Computer Science: A Structured Programming Approach using C (JNTU Hyderabad)         | 03  | 465.00       |      |
| 9788131503256 | Forouzan                              | UNIX and Shell Programming   | 01  | 725.00       |      |
| 9788131516034 | Forouzan/ Gilbert/ Geetha/ Singaravel | Computer Science: A Structured Programming Approach Using C (Anna University)        | 03  | 425.00       |      |
| 9788131503515 | Frenzel                               | Management of Information Technology   | 04  | 575.00       |      |
| 9788131531686 | Freund/ Jones/ Starks                 | Microsoft Excel 2013: Comprehensive  | 01  | 899.00       |      |
| 9788131503645 | Gallo/ Hancock                        | Computer communications and Networking Technologies                                  | 01  | 650.00       |      |
| 9788131501672 | Giarratano/ Riley                     | Expert Systems: Principles and Programming w/CD                                      | 04  | 725.00       |      |
| 9788131513606 | Gibson                                | ARM Assembly Language: An Introduction w/CD  | 01  | 399.00       |      |
| 9788131503140 | Gilberg                               | Data Structures: A Pseudocode Approach with C  | 02  | 650.00       |      |
| 9788131526361 | Graham/ Black/ Veenendaal             | Foundations of Software Testing ISTQB Certification                                  | 03  | 525.00       |      |
| 9788131527962 | Gross/ Akaiwa/ Nordquist              | Succeeding in Business with Microsoft® Excel® 2013                                   | 01  | 750.00       |      |
| 9788131503959 | Hagan                                 | Neural Network Design w/CD   | 02  | 650.00       |      |
| 9788131519554 | Hongbo Du                             | Data Mining Techniques and Applications: An Introduction                             | 01  | 475.00       |      |
| 9788131532508 | Johnson                               | An Introduction to Java Programming and Object-Oriented Application Development w/CD | 01  | 625.00       |      |
| 9788131516157 | Juneja / Seth                         | Computer Fundamentals and C Programming  | 01  | 450.00       |      |
| 9788131514290 | Juneja / Seth                         | Programming in C   | 01  | 299.00       |      |
| 9788131532423 | Juneja/ Seth                          | Programming in C (JNTU Kakinada)   | 02  | 350.00       |      |
| 9788131527825 | Kannamal                              | Fundamentals of Cloud Computing  | 01  | 450.00       |      |
| 9788131510995 | Kaushik                               | Artificial Intelligence  | 01  | 625.00       |      |
| 9788131529034 | Lambert/ Juneja                       | Fundamentals of Python   | 01  | 425.00       |      |
| 9788131516683 | Louden                                | Programming Languages: Principles & Practices  | 03  | 675.00       |      |
| 9788131521571 | Malik                                 | C++ Programming: From Problem Analysis to Program Design                             | 06  | 925.00       |      |
| 9788131518236 | Malik                                 | Data Structures Using C++  | 02  | 799.00       |      |
| 9788131509265 | Malik                                 | Programming with Java: Guided Learning with Early Objects                            | 01  | 599.00       |      |
| 9788131525050 | Miller/Boxer                          | Algorithms Sequential & Parallel: A Unified Approach                                 | 03  | 1050.00      |      |
| 9788131520666 | Mittu                                 | A Workbook on C++  | 02  | 499.00       |      |
| 9788131514849 | Mohapatra                             | Software Project Management  | 01  | 499.00       |      |

\*eBook is available for all the titles  
 Titles in bold are Price Change  
 New Titles in bold & highlighted



(t) Tentative Price  
 \* Prices are subject to change without prior notice

To know about our complete range of products, log on to [www.cengage.co.in](http://www.cengage.co.in)

| ISBN 13              | Author                          | Title  | Ed.       | Price (INR)*  | Qty. |
|----------------------|---------------------------------|--|-----------|---------------|------|
| 9788131526293        | Monk/ Brady/ Cook               | Problem- Solving Cases in Microsoft Access and Excel                       | 12        | 499.00        |      |
| 9788131525920        | Monk/ Wagner                    | Concepts in Enterprise Resource Planning                                   | 04        | 425.00        |      |
| 9789387511149        | Murali                          | Computer Communication Networks  | 01        | 299.00        |      |
| 9788131530771        | Nair/ Deepa                     | Network Analysis and Synthesis   | 01        | 750.00        |      |
| 9788131519462        | Nelson                          | Guide to Computer Forensics and Investigations                             | 04        | 650.00        |      |
| 9789353500085        | Olsen                           | Building Interactive Systems: Principles for Human-Computer Interaction    | 01        | 675.00        |      |
| 9788131519066        | Oz                              | Management Information Systems   | 06        | 699.00        |      |
| 9788131534434        | Parsons/ Oja/ Carey/ DesJardins | New Perspectives Microsoft® Office 365 & Excel 2016                        | 01        | 850.00        |      |
| 9789386858962        | Paul                            | Object-Oriented Programming using Java                                     | 01        | 525.00        |      |
| 9789386668486        | Prasad                          | Automata Theory and Computability  | 01        | 350.00        |      |
| 9788131534069        | Prasad                          | Principles of Compiler Design  | 03        | 375.00        |      |
| 9789387511699        | Prasad K. S./ Shivaprasad       | System Software and Compiler Design  | 01        | 365.00        |      |
| 9788131518458        | Pratt                           | Database Management Concepts   | 07        | 525.00        |      |
| 9789387511491        | Raikar/ Shreedhara              | Computer Graphics with OpenGL  | 01        | 450.00        |      |
| 9789386668448        | Reddy                           | Data Structures and Applications: A Simple and Systematic Approach         | 01        | 499.00        |      |
| 9789386668516        | Reddy                           | Finite Automata and Formal Languages: A Simple Approach                    | 01        | 350.00        |      |
| 9789387511521        | Reddy                           | Operations Research: Designed for Computer Science Students                | 04        | 350.00        |      |
| 9789386650948        | Reynolds                        | Ethics in Information Technology   | 05        | 575.00        |      |
| 9788131525937        | Rob                             | Database Principles: Fundamentals of Design, Implementation and Management | 10        | 725.00        |      |
| 9788131510629        | Roosta                          | Foundations of Programming Languages: Design & Implementation              | 01        | 599.00        |      |
| 9789386668172        | Saha                            | Unified Object-Oriented Modeling, Analysis & Design                        | 01        | 325.00        |      |
| 9788131502693        | Satzinger                       | Object-Oriented Analysis and Design with the Unified Process               | 01        | 699.00        |      |
| 9788131529188        | Satzinger/ Jackson/ Burd        | Introduction to Systems Analysis and Design: An Agile Iterative Approach   | 06        | 599.00        |      |
| 9788131526279        | Schneider                       | E-Business   | 10        | 575.00        |      |
| <b>9788131525289</b> | <b>Schwalbe</b>                 | <b>Information Technology Project Management</b>                           | <b>07</b> | <b>699.00</b> |      |
| 9789386858177        | Sekhar/ Kumar/ Kasa/ Manvi      | Programming with R   | 01        | 325.00        |      |
| 9788131518816        | Shelly/Cashman                  | Microsoft Visual Basic .NET : Comprehensive Concepts and Techniques (GU)   | 01        | 799.00        |      |
| 9788131520154        | Shelly/Cashman/ Vermaat         | Microsoft Office 2007: Essentials Concepts & Techniques                    | 01        | 499.00        |      |

\*eBook is available for all the titles  
Titles in bold are Price Change  
New Titles in bold & highlighted



(t) Tentative Price  
\* Prices are subject to change without prior notice

# ORDER FORM




| ISBN 13                          | Author   | Title  | Ed. | Price (INR)* | Qty. |
|----------------------------------|--|--|-----|--------------|------|
| 9788131519035                    | Sheusi   | Android Application Development for JAVA Programmers   | 01  | 599.00       |      |
| 9788131520482                    | Shoemaker/ Sigler                                      | Cybersecurity: Engineering a Secure Information Technology Organization                      | 01  | 435.00       |      |
| 9788131511046                    | Shukla   | Theory of Computation  | 01  | 425.00       |      |
| 9788131530931                    | Simpson/ Backman/<br>Corley                            | Hands-On Ethical Hacking and Network Defense   | 01  | 799.00       |      |
| 9788131532041                    | Singla   | Enterprise Resource Planning   | 02  | 450.00       |      |
| 9788131525296                    | Sipser   | Introduction to the Theory of Computation  | 03  | 550.00       |      |
| 9788131517376                    | Sklar  | Web Design Principles  | 05  | 550.00       |      |
| 9788131514764                    | Sklar/ Mishra  | The Web Warrior Guide to Web Design Technologies (BPUT) w/CD                                 | 01  | 625.00       |      |
| 9789386858146                    | Sonka/ Hlavac/ Boyle                                   | Image Processing, Analysis, and Machine Vision with MindTap                                  | 04  | 775.00       |      |
| 9789386858955                    | Srinivasa K.G./ Siddesh<br>G.M./ Hanumantha<br>Raju R. | Internet of Things   | 01  | 425.00       |      |
| 9788131518250                    | Stair  | Information Systems  | 10  | 699.00       |      |
| 9788131519301                    | Suman  | Software Engineering: Concepts and Practices   | 01  | 399.00       |      |
| 9789387994218                    | Suman/ Sharma/<br>Rathore                              | Object-oriented Analysis and Design Using UML  | 01  | 399.00       |      |
| 9789386650399                    | Tilley/ Rosenblatt                                     | Systems Analysis and Design with MindTap   | 11  | 699.00       |      |
| 9789386650900                    | Tomsho   | Guide to Operating Systems with MindTap  | 05  | 575.00       |      |
| 9788131526194                    | Tripathy/ Anuradha                                     | Soft Computing: Advances and Applications  | 01  | 475.00       |      |
| 9789387994201                    | Upadhyay   | BIG DATA: Management and Analytics   | 01  | 399.00       |      |
| 9789386650658                    | Vermaat/ Sebok/<br>Freund/Campbell/<br>Frydenberg      | Discovering Computers ©2016: Tools, Apps, Devices, and the Impact of Technology with MindTap | 01  | 625.00       |      |
| 9788131520956                    | White  | Fundamentals of Networking and Data Communications   | 07  | 625.00       |      |
| 9788131531815                    | Whitman/ Mattord                                       | Management of Information Security   | 04  | 575.00       |      |
| 9789387994232                    | Whitman/Mattord  | Principles of Information Security with MindTap  | 06  | 650.00       |      |
| 9788131531808                    | Whitman/ Mattord/<br>Green                             | Guide to Firewalls and VPNs  | 03  | 450.00       |      |
| <b>SCIENCE &amp; MATHEMATICS</b> |  |  |     |              |      |
| <b>Bioscience</b>                |  |  |     |              |      |
| 9788131518991                    | Herren   | Introduction to Biotechnology  | 02  | 525.00       |      |
| 9788131519011                    | Sherwood   | Essentials of Physiology   | 04  | 725.00       |      |
| <b>Chemistry</b>                 |  |  |     |              |      |
| 9788131533437                    | Ball   | Physical Chemistry   | 02  | 725.00       |      |
| 9788131528983                    | Ebbing/ Gammon   | General Chemistry  | 10  | 975.00       |      |

\*eBook is available for all the titles  
Titles in bold are Price Change  
New Titles in bold & highlighted



(t) Tentative Price  
\* Prices are subject to change without prior notice

To know about our complete range of products, log on to [www.cengage.co.in](http://www.cengage.co.in)

| ISBN 13                      | Author                          | Title  | Ed.       | Price (INR)*  | Qty. |
|------------------------------|---------------------------------|--|-----------|---------------|------|
| 9788131520970                | McMurry                         | Fundamentals of Organic Chemistry  | 07        | 599.00        |      |
| 9788131529164                | Pavia/ Lampman/ Kriz/<br>Vyvyan | Introduction to Spectroscopy   | 05        | 750.00        |      |
| 9788131532218                | Rodgers                         | Inorganic Chemistry  | 03        | 599.00        |      |
| 9788131522691                | Skoog                           | Fundamentals of Analytical Chemistry   | 09        | 999.00        |      |
| 9788131525579                | Skoog                           | Principles of Instrumental Analysis  | 06        | 925.00        |      |
| <b>9789353502256</b>         | <b>Zumdahl/Decoste</b>          | <b>Introductory Chemistry: A Foundation</b>  | <b>09</b> | <b>799.00</b> |      |
| <b>Environmental Science</b> |                                 |  |           |               |      |
| 9788131533451                | Chakroborty/ Dave/<br>Katewa    | Environmental Chemistry  | 01        | 350.00        |      |
| 9788131514023                | Dave                            | Environmental Studies (Karunya University)   | 01        | 445.00        |      |
| 9788131517604                | Dave / Katewa                   | Textbook of Environmental Studies  | 02        | 375.00        |      |
| 9788131514559                | Dave/ Bhaskar                   | Environmental Studies (JNTU Kakinada)  | 01        | 275.00        |      |
| 9789387511569                | Gopinath/<br>Balasubramanya     | Environmental Science and Engineering  | 01        | 250.00        |      |
| 9788131504253                | Miller                          | Environmental Science (Anna University)  | 11        | 353.00        |      |
| 9788131524732                | Miller/ Spoolman                | Environmental Science with MindTap   | 14        | 675.00        |      |
| 9788131500200                | Odum                            | Fundamentals of Ecology  | 05        | 799.00        |      |
| 9789387511019                | Senapati                        | Environmental Studies  | 01        | 325.00        |      |
| <b>Mathematics</b>           |                                 |  |           |               |      |
| 9788131519523                | Cheney                          | Numerical Mathematics and Computing  | 07        | 750.00        |      |
| 9788131518397                | Devore                          | Probability and Statistics for Engineering and the Sciences  | 08        | 725.00        |      |
| <b>9789353502522</b>         | <b>Gallian</b>                  | <b>Contemporary Abstract Algebra</b>   | <b>09</b> | <b>599.00</b> |      |
| 9788131529171                | Giordano/ Fox/ Horton           | A First Course in Mathematical Modeling  | 05        | 699.00        |      |
| 9788131518663                | Malik / Sen                     | Discrete Mathematics: Theory and Applications w/CD  | 01        | 750.00        |      |
| 9788131533048                | Mendenhall/ Beaver/<br>Beaver   | Introduction to Probability and Statistics with CourseMate   | 14        | 825.00        |      |
| 9788131530245                | Poole                           | Linear Algebra: A Modern Introduction  | 04        | 899.00        |      |
| 9788131510988                | Santha                          | Discrete Mathematics with Combinatorics and Graph Theory   | 01        | 525.00        |      |
| 9788131515938                | Santha & Prasad                 | Mathematical Foundation for Computer Science (JNTU)  | 01        | 425.00        |      |
| 9788131531891                | Stewart                         | Calculus: Early Transcendentals with CourseMate  | 07        | 975.00        |      |
| 9788131534458                | Stewart                         | Essential Calculus: Early Transcendentals with CourseMate  | 02        | 775.00        |      |
| 9788131501726                | Strang                          | Linear Algebra and its Applications  | 04        | 525.00        |      |
| <b>9788131533024</b>         | <b>Susanna S. Epp</b>           | <b>Discrete Mathematics with Applications</b>  | <b>04</b> | <b>875.00</b> |      |
| <b>9789353502539</b>         | <b>Zill</b>                     | <b>A First Course in Differential Equations with Modeling Applications</b>   | <b>11</b> | <b>625.00</b> |      |

\*eBook is available for all the titles  
Titles in bold are Price Change  
New Titles in bold & highlighted



(t) Tentative Price  
\* Prices are subject to change without prior notice

# ORDER FORM













| ISBN 13                               | Author                  | Title  | Ed.       | Price (INR)*  | Qty. |
|---------------------------------------|-------------------------|--|-----------|---------------|------|
| <b>Physics</b>                        |                         |  |           |               |      |
| 9788131500521                         | Ashcroft                | Solid State Physics  | 01        | 725.00        |      |
| 9788131501115                         | Fowles                  | Analytical Mechanics   | 07        | 599.00        |      |
| 9788131517864                         | Goswami                 | Mathematical Physics   | 01        | 599.00        |      |
| 9788131517482                         | Serway                  | Modern Physics   | 03        | 725.00        |      |
| 9788131507971                         | Serway                  | Physics: A Calculus Based Approach Vol-II w/CD                     | 01        | 550.00        |      |
| 9789386650672                         | Serway/ Jewett          | Physics for Scientists and Engineers with Modern Physics           | 09        | 999.00        |      |
| 9788131518472                         | Thornton                | Classical Dynamics of Particles and Systems                        | 05        | 725.00        |      |
| <b>Statistics</b>                     |                         |  |           |               |      |
| 9788131503942                         | Casella                 | Statistical Inference  | 02        | 799.00        |      |
| <b>9788131508688</b>                  | <b>Williams</b>         | <b>Probability, Statistics and Random Processes for Engineers</b>  | <b>01</b> | <b>399.00</b> |      |
| <b>HUMANITIES AND SOCIAL SCIENCES</b> |                         |  |           |               |      |
| <b>Counseling</b>                     |                         |  |           |               |      |
| <b>9789353502072</b>                  | <b>Corey</b>            | <b>Theory and Practice of Counseling and Psychotherapy</b>         | <b>10</b> | <b>699.00</b> |      |
| <b>Linguistics</b>                    |                         |  |           |               |      |
| 9788131508466                         | Fromkin                 | Language: Nature, Psychology, and Grammatical Aspects              | 01        | 450.00        |      |
| <b>Literature</b>                     |                         |  |           |               |      |
| 9788131526354                         | Abrams/Harpham          | A Glossary of Literary Terms                                       | 11        | 285.00        |      |
| <b>Mass Communication</b>             |                         |  |           |               |      |
| 9788131533505                         | Alten                   | Audio in Media   | 09        | 650.00        |      |
| 9788131514672                         | Butterfield             | Soft Skills for Everyone w/CD                                      | 01        | 525.00        |      |
| 9788131526286                         | Wimmer/ Dominick        | Mass Media Research: An Introduction                               | 10        | 575.00        |      |
| <b>Philosophy</b>                     |                         |  |           |               |      |
| <b>9789353502065</b>                  | <b>Hurley/ Watson</b>   | <b>A Concise Introduction to Logic</b>                             | <b>13</b> | <b>650.00</b> |      |
| 9789386668622                         | White                   | Contemporary Moral Problems  | 10        | 750.00        |      |
| <b>Psychology</b>                     |                         |  |           |               |      |
| 9788131519141                         | Aamodt                  | Industrial Psychology  | 07        | 699.00        |      |
| 9788131500644                         | Barlow                  | Abnormal Psychology  | 07        | 825.00        |      |
| 9789386858726                         | Baumeister/ Bushman     | Social Psychology and Human Nature                                 | 03        | 725.00        |      |
| 9788131518977                         | Cacioppo                | Discovering Psychology: The Science of Mind                        | 01        | 725.00        |      |
| 9789386650931                         | Forsyth                 | Group Dynamics   | 06        | 675.00        |      |
| 9788131525265                         | Kalat                   | Biological Psychology  | 11        | 799.00        |      |
| <b>9789353502188</b>                  | <b>Kaplan/ Saccuzzo</b> | <b>Psychological Testing: Principles, Applications, and Issues</b> | <b>09</b> | <b>650.00</b> |      |
| 9788131521007                         | Kearney                 | Abnormal Psychology and Life: A dimensional Approach               | 01        | 650.00        |      |

\*eBook is available for all the titles  
 Titles in bold are Price Change  
 New Titles in bold & highlighted



(t) Tentative Price  
 \* Prices are subject to change without prior notice

To know about our complete range of products, log on to [www.cengage.co.in](http://www.cengage.co.in)

| ISBN 13  | Author                                       | Title  | Ed.   | Price (INR)* | Qty. |
|--|--|--|---|--------------|------|
| 9788131521038  | Kloos  | Community Psychology: Linking Individuals and Communities              | 03  | 725.00       |      |
| 9788131528990  | Nolen-Hoeksema/<br>Fredrickson/ Loftus/ Lutz | Atkinson & Hilgard's Introduction to Psychology                        | 16  | 875.00       |      |
| 9789387994362  | Rathus                                       | CDEV: Child and Adolescent Development                                 | 02  | 399.00       |      |
| 9789387994386  | Rathus                                       | HDEV: Human Lifespan Development                                       | 05  | 550.00       |      |
| 9789387994294  | Rathus                                       | PSYCH: Introductory Psychology   | 05  | 450.00       |      |
| 9788131520772  | Schultz                                      | Theories of Personality  | 10  | 599.00       |      |
| 9788131508220  | Sigelman                                     | Human Development  | 01  | 550.00       |      |
| <b>Public Speaking</b>                               |  |  |   |              |      |
| 9789386858849  | Jaffe  | Public Speaking: Concepts and Skills for a Diverse Society             | 08  | 425.00       |      |
| <b>Sociology</b>                                     |  |  |   |              |      |
| 9789353501013  | Andersen/ Taylor/ Logio                      | Understanding Sociology  | 08  | 499.00       |      |
| 9789387994379  | Benokraitis                                  | SOC: Introduction to Sociology   | 05  | 399.00       |      |
| <b>VOCATIONAL</b>                                    |  |  |   |              |      |
| <b>Tourism Management</b>                            |  |  |   |              |      |
| 9788131525043  | Mancini                                      | Access: Introduction to Travel and Tourism                             | 02  | 825.00       |      |
| <b>ENGLISH LANGUAGE TEACHING (ELT) - SUBJECTWISE</b> |  |  |   |              |      |
| <b>BEC</b>   |  |  |   |              |      |
| 9788131525500  | Whitehead/ Black                             | Pass Cambridge BEC Higher Practice Book w/ CD                          |  01  | 225.00       |      |
| 9788131525128  | Whitehead/ Black                             | Pass Cambridge BEC Vantage Practice Book w/ CD                         |  01  | 225.00       |      |
| 9788131524718  | Williams/ Pile                               | Pass Cambridge BEC Preliminary Practice Test w/CD                      |  01  | 250.00       |      |
| 9788131518557  | Wood / Williams                              | Pass Cambridge BEC Higher Student Book w/2CDs                          |   02 | 475.00       |      |
| 9788131518540  | Wood / Williams                              | Pass Cambridge BEC Preliminary Student Book w/CD                       |  02  | 450.00       |      |
| 9788131518533  | Wood / Williams                              | Pass Cambridge BEC Vantage Student Book w/2CDs                         |   02 | 525.00       |      |
| <b>Business English</b>                              |  |  |   |              |      |
| 9788131506738  | Mawer  | Business Games   | 01  | 125.00       |      |
| <b>Communication</b>                                 |  |  |   |              |      |
| 9788131533246  | Celce-Murcia/ Brinton/<br>Snow               | Teaching English as a Second or Foreign Language                       | 04  | 599.00       |      |
| 9788131521403  | Cengage Learning India                       | English Language Communication Skills: Lab Manual cum<br>Workbook w/CD |  01  | 250.00       |      |
| <b>Dictionaries</b>                                  |  |  |   |              |      |
| 9788131505687  | Huizenga                                     | The Picture Dictionary   | 01  | 350.00       |      |
| <b>IELTS</b>   |  |  |   |              |      |
| 9788131517765  | Gough/ Hitchison                             | Exams Essentials Practice Tests IELTS Level 2: with key w/ DVD         |  01  | 325.00       |      |

\*eBook is available for all the titles  
Titles in bold are Price Change  
New Titles in bold & highlighted



(t) Tentative Price  
\* Prices are subject to change without prior notice

# ORDER FORM



| ISBN 13                            | Author                  | Title   | Ed. | Price (INR)* | Qty. |
|------------------------------------|-------------------------|---|-----|--------------|------|
| 9788131517758                      | Harisson/ Whitehead     | Exams Essentials Practice Tests IELTS Level 1: with key w/DVD | 01  | 325.00       |      |
| 9788131517789                      | Rogers/ Kenny           | The Complete Guide to IELTS: Student's Book w/DVD             | 01  | 375.00       |      |
| <b>K8 Reading Library</b>          |                         |   |     |              |      |
| 9788131506493                      | Heinle Cengage Learning | K-8 Reading Library Complete Pack                             | 01  | 2000.00      |      |
| <b>Literature</b>                  |                         |   |     |              |      |
| 9788131517628                      | Bruster                 | A Midsummer Night's Dream                                     | 01  | 275.00       |      |
| 9788131515945                      | Cengage Learning India  | Life, Language & Culture: Explorations I (JNTU)               | 01  | 165.00       |      |
| 9788131516423                      | Cengage Learning India  | Life, Language & Culture: Explorations II (JNTU)              | 02  | 150.00       |      |
| 9788131533321                      | Cengage Learning India  | The Great Indian Scientists                                   | 01  | 165.00       |      |
| 9788131517635                      | Dubrow                  | As You Like It  | 01  | 275.00       |      |
| 9788131517642                      | Klause                  | Measure for Measure   | 01  | 299.00       |      |
| 9788131516591                      | Ladefoged/Johnson       | A Course in Phonetics w/CD                                    | 06  | 599.00       |      |
| 9788131517659                      | Petronella              | King Lear   | 01  | 275.00       |      |
| 9788131517666                      | Rowe                    | Macbeth   | 01  | 275.00       |      |
| 9788131517673                      | Tiffany                 | The Tempest   | 01  | 275.00       |      |
| 9788131517680                      | Tobin                   | Hamlet  | 01  | 275.00       |      |
| <b>Professional English Series</b> |                         |   |     |              |      |
| 9788131503782                      | Johannsen               | English for Humanities w/CD                                   | 01  | 299.00       |      |

\*eBook is available for all the titles  
 Titles in bold are Price Change  
 New Titles in bold & highlighted



(t) Tentative Price  
 \* Prices are subject to change without prior notice

To know about our complete range of products, log on to [www.cengage.co.in](http://www.cengage.co.in)



**For more information about our products, please contact:**

**Janardanan Saravanan**

General Manager- Sales, Higher Education

**Mobile:** +91 99100 73313

**E-mail:** saravanan.janardanan@cengage.com

**Amit Kumar Ranjan**

Senior Sales Manager-ELT

**Mobile:** +91 98186 07444

**E-mail:** amit.ranjan@cengage.com

**NORTH INDIA**

**Prakash Chand Tiwari**

Area Manager

**Mobile:** +91 97110 58128

**E-mail:** prakash.tiwari@cengage.com

**WEST INDIA**

**Dhiren Chandramohan Vakharia**

Area Manager

**Mobile:** +91 98333 20212

**E-mail:** dhiren.vakharia@cengage.com

**EAST INDIA**

**Sayed Tabresh Alli**

Senior Area Manager

**Mobile:** +91 99370 09202

**E-mail:** sayed.alli@cengage.com

**SOUTH INDIA (Andhra Pradesh & Telangana)**

**Pramod Amanchi**

Area Manager

**Mobile:** +91 99896 46193

**E-mail:** pramod.amanchi@cengage.com

**SOUTH INDIA (Karnataka)**

**M.R. Kamalakar Pandit**

Manager

**Mobile:** +91 94484 71725

**E-mail:** mrkamalakar.pandit@cengage.com

**SOUTH INDIA (Tamil Nadu & Kerala)**

**Binu Abraham**

Manager

**Mobile:** +91 96770 36769

**E-mail:** binu.abraham@cengage.com



Customer A/c No.: \_\_\_\_\_

Bill to: \_\_\_\_\_

Date: \_\_\_\_\_

Dealer's Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

Pin: \_\_\_\_\_

Signature: \_\_\_\_\_

Ref No: \_\_\_\_\_

Ship to: \_\_\_\_\_

B/O: Yes / No

Mail to:

**Dispatch Instructions**

---

---

---



**Cengage Learning India Pvt. Ltd.**

7th Floor, Fusion Square  
Plot No. 5A & 5B, Sector-126, Noida,  
Uttar Pradesh – 201303  
Tel : (91) 120 6841300  
Fax : (91) 120 6841311

E-mail: [asia.infoindia@cengage.com](mailto:asia.infoindia@cengage.com)  
Website: [www.cengage.co.in](http://www.cengage.co.in)

© 2020 Cengage Learning India Pvt. Ltd. a part of The Cengage Learning Inc. All rights reserved. Cengage Learning and the Cengage Logo are trademarks of Cengage Learning Inc. used herein under license. All other brand names mentioned herein are used for identification purposes only and are trademarks of their respective owners.