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In recent years, interest and progress in the area of artificial intelligence (AI) and machine learning (ML) have boomed, with new applications vigorously pursued across many sectors. At the same time, the computing and communications technologies on which we have come to rely present serious security concerns: cyberattacks have escalated in number, frequency, and

impact, drawing increased attention to the vulnerabilities of cyber systems and the need to increase their security. In the face of this changing landscape, there is significant concern and interest among policymakers, security practitioners, technologists, researchers, and the public about the potential implications of AI and ML for cybersecurity. The National Academies of Sciences, Engineering, and Medicine convened a workshop on March 12-13, 2019 to discuss and explore these concerns. This publication summarizes the

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presentations and discussions from the workshop.

A review of the conceptual underpinnings and operational elements of public works programs around the world., drawing from a rich evidence base and analyzing previously unassimilated data, to fill a gap in knowledge related to public works programs, now so popular.

The accomplishment of any association, over the long haul, relies on the quality of its HR. This is particularly obvious in administrations situated industry like

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transport division where improvement in administration must be persistently made to meet the rising desire for the travelers. The facts confirm that nation lives through its kin, creates through them and additions acknowledgement and greatness through them. Road Transport is irreplaceable for the improvement of the economy of a nation. It remains the basic decision of versatility of individuals and transport of merchandise because of its expertise in utility, proficiency and matchless flexibility improved by an

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impeccable connection to other vehicle implies. Road Transport consistently assumes an important job of shipping short and medium separation traveler exchange. In India, it is the main method of transport capable of connecting towns to the standard

This book is a direct outgrowth of classes that the authors gave over a period of three decades to a university audience taking a Mineral Beneficiation course as a major that included coal processing and utilization. It is designed to be used as

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a student's (or layman's) first introduction to coal processing and utilization, motivating the concepts before illustrating them by means of concrete situations. As such, this book gives an integrated overview of coal processing and utilization along with clean coal technology, presenting all the basic principles, theory and practice in a systematic way. Every topic covered is dealt with in a self-explanatory manner so that any new reader may find this book interesting and easy to understand. The

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book makes available the hard core of fundamentals of coal processing and utilization in a form which is general enough to meet the needs of many and yet is unburdened by excess baggage best discussed in research journals. The salient feature is that all the technical terminology used in this book has been sufficiently explained in order to allow the reader to understand the concepts effectively without needing to consult additional literature. Problems are introduced not so much to be solved as to

be tackled. Some of them are included to lay the ground work for the subsequent theory and will help the readers in teaching, research and operating plants. Overall, this book will be of interest to professionals and engineers in the fields of energy, mining, mineral, metallurgical and geological engineering, as well as to engineering geologists and earth sciences professionals.

BUSINESS POLICY AND STRATEGIC MANAGEMENT.

Business Ethics and The Bhagavad Gita

Who Moved My Interest Rate

***Select Proceedings of FLAME 2018
Pharmaceutical Marketing in India
Implications of Artificial Intelligence
for Cybersecurity***

Twenty-five years ago, Pharmaceutical Marketing in India: Concepts, Cases, Strategy was the first-ever sectoral marketing book in the Asia Pacific Region. Today, twenty-five years later, Pharmaceutical Marketing in India for Today and Tomorrow continues to be the most comprehensive sectoral marketing book in pharmaceuticals in the Asia Pacific Region. The new 25th Anniversary Edition of the book is an updated version of the original text with significant new content. The seventy plus cases in the book show how some of the highly

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successful practitioners of Pharma marketing in India have positioned their products, launched and promoted their brands and defended their therapeutic segments. The experiential insights these cases provide are immensely useful for both the practitioners as well as the students of pharmaceutical marketing in India. What is new in this all-new 25th Anniversary edition? The book presents an introduction to all aspects of changes and initiatives that are happening in the first world markets and whatever baby steps that are being taken by Indian drug majors and their MNC counterparts in India. To name a few - Changing detailing practices such as e-Detailing, iPad detailing or tablet detailing, digital marketing strategies, social media strategies for the pharmaceutical industry, multichannel marketing,

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closed-loop marketing among others. The new ways of engaging and building meaningful relationships with physicians in today's declining physician access scenario are medical sales liaisons (MSL), key opinion leader (KOL) management and key account management (KAM). This latest edition includes these. The primary purpose of this edition is to make it not only relevant for today but also for tomorrow. In other words, to make it as future-proof as is possible.

Hatten provides a balanced introduction to both entrepreneurship and small business management before turning his focus toward achieving and maintaining a sustainable competitive advantage as a small organization. Current issues including global opportunities, service, quality

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and technology are highlighted throughout the text, and the Third Edition features an increased emphasis on small business ownership by women and minority groups. Additional coverage is given to the new Small Business Administration size standards, creating a personalized business plan, and e-commerce. New! A full chapter is devoted to creating a business plan. Two complete plans written by undergraduate students appear in the text—one designed for a service business, the other for a retail establishment. Electronic Business Plan Templates are also available online. New! "What Would You Do" exercises provide realistic opportunities for students to think critically and realistically. New! "Profile in Entrepreneurship" boxes spotlight individuals who've created new products and

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businesses. New! Eduspace course management system. New! Coverage of small business ownership by women and minority groups has been increased throughout the text New! End of chapter questions ("Comprehension Checks") have been added to each chapter. Author created supplements including the Instructors Resource Manual, Test Bank and PowerPoint slides, ensure seamless integration of the text and teaching resources. A shorter length accommodates one semester courses without sacrificing important topics. Within the context of integrated health management domains, pharmacoinformatics aims at maximizing the benefits from the use of information systems and technologies for the provision of decision support tools necessary for improved drug management, use, and administration practices.

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Pharmacoinformatics and Drug Discovery Technologies: Theories and Applications offers the latest the field has to offer to practitioners and academics alike, presented through theoretical frameworks, case studies, and future directions. This vital resource gathers an integrated pattern of high quality publications from around the world providing current, cutting-edge, and provocative scientific work in the three domains of pharmacoinformatics: decision making domains, knowledge utilization and representation environment, and the technological and infrastructural context.

The revised edition of Business Environment presents a thorough overhaul, updated with the latest information and developments. Having ten new chapters, including comparative study of business environments in India, China,

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SAARC and European Countr

Challenging Concepts in Infectious Diseases and Clinical
Microbiology

International Business

Management and Organisational Behaviour

A Systematic Comprehensive Review of Human Resource
Management Practices at North East Karnataka Road

Transportation Corporation

Strategic Management

Digital Pharma Marketing Playbook: Winning with the New
Rules of Engagement

In today s era of International business, International
Human Resource Management (IHRM) is emerging

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as a crucial factor since organizations are run by people. What is interesting in this phenomenon is, not only that there are differences in people across the countries, but even within a country or regions within it. This complex socio-cultural and psychological fabric coupled with historical, geographic, economic and political factors, creates certain boundary conditions and makes IHRM a very complex process. The intention of this book is to portray the various factors that are connected with managing Human Resources in International Business. Since the two are inseparable, any

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organization aspiring to participate as a player in international business must develop the knowledge, skills and acumen to perceive the subtle nuances that govern the rules of game. IHRM as a discipline cuts across all other business operations in the international context and plays a vital role in the success or failure of a business venture since, businesses are essentially driven by people. In the light of the above, this book has sought to address some of the issues that relate to IHRM, which need to be logically understood by any keen observer of international business, today. The approach of this

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book has been to detail IHRM both, in terms of a function, as well as a process and the factors or key elements that are attached to them. To make this book reader-friendly, chapter highlights have been added at the beginning of each chapter to facilitate the reader to identify the broader areas that may be learnt from a particular chapter. Each chapter also contains detailed references and key terms.

Conceptual questions, multiple choices, web-based exercises are some of the additional features of the book. Relevant diagrammatic representation, relevant case study and list of web references have

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been also added in this book.

Business History and International Business are cognate subjects. There are few, if any, studies of international business that do not require a proper study of context. International business decision making must be made relevant by a considered evaluation of the circumstances surrounding that decision. This often means putting it into its historical context. The contributions that the study of international business can make to business history are the input of appropriate theory and appropriate research methods. The best international business

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theory can illuminate the seemingly disparate strategies of firms in given historical circumstances and can provide an integrated, overarching conceptual structure of the study of business history. The research methods used in international business are also worthy of scrutiny by business historians. The proposition of this book is that international business theory and method can complement business history. This cross-fertilization has been occurring with increasing regularity over the past few decades and this book brings together some of the fruits of this conjunction of two important intellectual

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domains. This book was published as a special issue of Business History.

Traditionally, international business (IB) texts survey the field from a USA perspective, going on to compare the USA to the rest of the business world.

This text addresses IB from a purely multinational perspective. International Business is examined from the USA angle, going on to address IB issues from other countries' perspectives, what we call the "Reverse Perspective." The authors interview business executives and politicians from a number of countries including the USA, Canada, Mexico, Brazil,

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Colombia, Argentina, India, Hong Kong, Taiwan, China, Japan, South Korea, Germany, Italy, and Russia. These interviews are incorporated at appropriate points in the text providing first-hand information and practical insight. Cases include: Air Arabia, Gap, Diebold Inc, Matsushita, AMSUPP, NIKE, China Eastern Airlines, Luton & Dunstable Hospital, Harley Davidson, Cassis de Dijon, Green investments in Belize, Chicago Food and Beverage Company, Advanced Software Analytics

The book is a collection of high-quality peer-reviewed research papers presented at International

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Conference on Frontiers of Intelligent Computing: Theory and applications (FICTA 2016) held at School of Computer Engineering, KIIT University, Bhubaneswar, India during 16 - 17 September 2016.

The book presents theories, methodologies, new ideas, experiences and applications in all areas of intelligent computing and its applications to various engineering disciplines like computer science, electronics, electrical and mechanical engineering.

STRATEGIC REENGINEERING WITH
INNOVATION FOR SOCIAL WELFARE
International Business: Text And Cases

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9th International Conference, GameSec 2018,
Seattle, WA, USA, October 29-31, 2018,
Proceedings

IFIP WG 5.7 International Conference, APMS 2020,
Novi Sad, Serbia, August 30 - September 3, 2020,
Proceedings, Part I

100+ Case Studies in Ethics, Integrity and Aptitude
FICTA 2016, Volume 1

Case Studies carry nearly 50% marks in
Ethics, Integrity and Aptitude paper of
UPSC main examination. We understand that
there is a strong demand from students for

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a book dealing exclusively with Case Studies that is why GKP has come up with a book that seeks to fulfill that demand.

There are 100+ case studies present in the book. The book also discusses the common features that all Case Studies,

irrespective of their theme and length, share. Features: - 100+ case studies -

Covers all major topics - As per the exam pattern

Human Resource Management Strategic Analysis Text and Cases has been designed to provide the comprehensive knowledge

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about the subject. The book combines the operational as well as the strategic aspects of HRM. It presents detailed coverage of the princip

International BusinessText and
CasesIntroduction to International
Business

The author of this book asserts that an absence of ethical leadership and unethical practices were the reasons for major global business scandals such as Enron, Satyam, Lehman Brothers, and WorldCom. This book analyses the causes

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for these unethical activities and interprets important verses from The Bhagavad Gita to show business executives and leaders how to lead ethically for the greater good of all stakeholders and society. As a remedy to avoid future scandals, the author points to several ethical directions, and the principle of Dharma, mentioned in The Bhagavad Gita by Lord Krishna, a major deity in Hinduism, who is considered Dharm?tman (one who imbibes the Dharma). Written in conversation style using an executive

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education scenario, this book examines real world cases in various sectors like education, medical, non-government organizations (NGOs) and retail using the directions of the Dharm?tman.

For Today and Tomorrow

Cases with Expert Commentary

Decision and Game Theory for Security

Causes, Conflicts, and Control

Strategic Analysis Text and Cases

Principles and Practice Of Management

Chapter - 1 Nature and Functions of

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*Management Chapter - 2 Development of
Management Thought Chapter - 3 Social
Responsibilities of Business Chapter - 4
Business Ethics and Value-Based Management
Chapter - 5 The Planning Process Chapter - 6
Objectives of Business Chapter - 7 The
Strategic Management Process Chapter - 8
Decision Making Chapter - 9 Organisation
Theory Chapter - 10 Organisational Structure
Chapter - 11 Delegation, Decentralization and
Span of Management Chapter - 12
Organisational Culture and Effectiveness*

*Chapter - 13 Change Management and
Organisational Development Chapter - 14
Human Resource Management: Organisational
Context Chapter - 15 Human Resource
Development Chapter - 16 Performance
Appraisal and Development Chapter - 17
Employee Training Chapter - 18 Directing
(Morale, Committees and Coordinating)
Chapter - 19 Motivation: Concepts and
Theories Chapter - 20 Communication Chapter
- 21 Leadership Chapter - 22 Foundations of
Group Behaviour Chapter - 23 Controlling*

*Chapter - 24 Operations Management Chapter
- 25 Recent Trends and Paradigm Shifts
Chapter - 26 Methods of Case Analysis Index.
CHAPTER 1: International Business: Nature,
Theories and Competitive Advantages
CHAPTER 2: Modes of Entering International
Business CHAPTER 3: Globalisation CHAPTER
4: Multinational Corporations CHAPTER 5:
International Markets Intelligence CHAPTER 6:
Foreign Trade Procedures CHAPTER 7: Export
Promotion Skill Development.
The two-volume set IFIP AICT 591 and 592*

constitutes the refereed proceedings of the International IFIP WG 5.7 Conference on Advances in Production Management Systems, APMS 2020, held in Novi Sad, Serbia, in August/September 2020. The 164 papers presented were carefully reviewed and selected from 199 submissions. They discuss globally pressing issues in smart manufacturing, operations management, supply chain management, and Industry 4.0. The papers are organized in the following topical sections: Part I: advanced modelling,

simulation and data analytics in production and supply networks; advanced, digital and smart manufacturing; digital and virtual quality management systems; cloud-manufacturing; cyber-physical production systems and digital twins; IIOT interoperability; supply chain planning and optimization; digital and smart supply chain management; intelligent logistics networks management; artificial intelligence and blockchain technologies in logistics and DSN; novel production planning and control

approaches; machine learning and artificial intelligence; connected, smart factories of the future; manufacturing systems engineering: agile, flexible, reconfigurable; digital assistance systems: augmented reality and virtual reality; circular products design and engineering; circular, green, sustainable manufacturing; environmental and social lifecycle assessments; socio-cultural aspects in production systems; data-driven manufacturing and services operations management; product-service systems in

DSN; and collaborative design and engineering Part II: the Operator 4.0: new physical and cognitive evolutionary paths; digital transformation approaches in production management; digital transformation for more sustainable supply chains; data-driven applications in smart manufacturing and logistics systems; data-driven services: characteristics, trends and applications; the future of lean thinking and practice; digital lean manufacturing and its emerging practices; new reconfigurable,

flexible or agile production systems in the era of industry 4.0; operations management in engineer-to-order manufacturing; production management in food supply chains; gastronomic service system design; product and asset life cycle management in the circular economy; and production ramp-up strategies for product

Even as enterprise resource planning (ERP) continues to play a strategic role in an education sector, educational institutions and universities are facing many challenges in

creating strong ERP applications and methods to achieve the expectations of academia.

Enterprise Resource Planning Models for the Education Sector: Applications and Methodologies is a comprehensive collection of research which highlights the increasing demand for insight into the challenges faced by educational institutions on the design and development of enterprise resource planning applications. This book is composed of content from management and engineering students, professionals and researchers in the

education fields.

Introduction to International Business

*Proceedings of the 5th International
Conference on Frontiers in Intelligent*

Computing: Theory and Applications

Human Resource Management

Business Environment

Global Value Chains and the Missing Links

Proceedings of a Workshop

This book comprises select proceedings of the International Conference on Future Learning Aspects of Mechanical Engineering (FLAME 2018). The book gives an overview of

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recent developments in the field of thermal and fluid engineering, and covers theoretical and experimental fluid dynamics, numerical methods in heat transfer and fluid mechanics, different modes of heat transfer, multiphase transport and phase change, fluid machinery, turbo machinery, and fluid power. The book is primarily intended for researchers and professionals working in the field of fluid dynamics and thermal engineering.

This volume details over 30 challenging cases from a wide area of infectious diseases, medical microbiology and virology and includes topics ranging from typhoid fever to secondary syphilis. Each case is supported by the commentary of a renowned expert in the field, allowing readers to improve their own management of these

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patients.

This book is useful for B.Com., M.Com., and MBA students of all Indian Universities. Presentation of various aspects of entrepreneurship is the most salient features of this book. Clarity of all topics has been given throughout. Description of the most difficult topics, in a simple and easy to follow style, has been the authors main attempt. At the end of the each chapter Assessment Questions are included in this book. Glossary, Bibliography, Author Index, Subject Index and Abbreviations are incorporated at the end of the book. The revised and updated second edition of Managing a Modern Hospital contains a judiciously compiled collection of writings on modern hospital management. The book is a fitting response to the compelling need for incorporating

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professionalism and better resource management in hospital administration to ensure quality and cost-effectiveness in health care in India. Health care has become one of the fastest growing sectors in India over the past decade. This book contains two new chapters, Customer Relationship Management, and Computer-aided Diagnosis, which highlight recent developments in the field in the last seven years. It spans a wide range of issues in modern hospital management, including: - Waste management - Financial management - Maintaining medical records - Medical audits - Managing human resources - Quality certification A repository of valuable insight and information on setting up and running a modern-day hospital efficiently and as an economically viable business,

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the book can serve as basic text and supplementary reading for courses in hospital management. It will also be of interest to hospital administrators in government and private health care institutions, directors of nursing homes, medical practitioners involved with hospital administration as well as entrepreneurs in the health care business, consultants and researchers.

Advances in Production Management Systems. The Path to Digital Transformation and Innovation of Production

Management Systems

Coal Processing and Utilization

Advances in Fluid and Thermal Engineering

International Business Negotiations

Managing Disruptions in Business

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Small Business Management

An insider's view of the Reserve Bank of India Duvvuri Subbarao's term as the governor of the Reserve Bank of India from 2008 to 2013 was an unusually turbulent period. The global financial crisis erupted; India was in the throes of a decade-high, stubborn inflation rate, followed by a sharp depreciation of the rupee. This was also a time when questions about the breadth of the RBI's mandate, autonomy and accountability became subjects of debate in financial circles

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and in the media at large. Who Moved My Interest Rate is an authoritative account of the dilemmas and quandaries he confronted while leading the Reserve Bank through these extraordinary economic and political challenges.

Global value chains (GVCs) are fraught with the phenomenon of fragmentation and dispersion of production across the world. India presents a unique example with its high potential in manufacturing capability but low integration in GVCs. This book examines the reasons why India has failed

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to integrate within GVCs so far and looks at key examples to understand the impediments in this process. The chapters bring together case studies from across the manufacturing industry - labour-intensive (garment, paper and diamond), capital-intensive (automobile and petrochemical), and knowledge-intensive (semi-conductor microchip, chemical and pharmaceutical) sectors. Together, they present stories of successful integration of some firms in GVCs as well as the difficulties faced by them. The volume

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also highlights the importance of GVCs in the context of developing countries in terms of benefits such as income and value generation, knowledge and technology collaborations, and advances in systems and processes. This book will interest scholars and researchers in economics, international trade studies, development economics and business management as well as to practitioners, policymakers, government officials, and those in the corporate sector.

The book integrates marketing concepts

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with the uniqueness of the pharmaceutical marketplace in a refreshingly simple, direct and reader-friendly style.

Comprehensive in its coverage and versatile in its treatment, the book assesses the Pharmaceutical Industry in the Indian context in an international perspective. The focus of the book is clearly and sharply on practice, application and hands-on experience. Providing experiential insights are the seventy one case studies discussed throughout the book showing how some

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companies have successfully applied the enduring, innovative marketing concepts and reaped rich dividends and some others have paid dearly for not exploiting the dormant opportunities lying at their doorsteps.

The 28 revised full papers presented together with 8 short papers were carefully reviewed and selected from 44 submissions. Among the topical areas covered were: use of game theory; control theory; and mechanism design for security and privacy; decision making for

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cybersecurity and security requirements engineering; security and privacy for the Internet-of-Things; cyber-physical systems; cloud computing; resilient control systems, and critical infrastructure; pricing; economic incentives; security investments, and cyber insurance for dependable and secure systems; risk assessment and security risk management; security and privacy of wireless and mobile communications, including user location privacy; sociotechnological and behavioral

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approaches to security; deceptive technologies in cybersecurity and privacy; empirical and experimental studies with game, control, or optimization theory-based analysis for security and privacy; and adversarial machine learning and crowdsourcing, and the role of artificial intelligence in system security.

International Business Environment
Theory and Practice : Text & Cases
Finance India

PERSONNEL AND HUMAN RESOURCE MANAGEMENT.
Design, Evidence, and Implementation

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Provides an understanding about the impact of culture and communication on international business negotiations. This work explores the problems faced by Western managers while doing business abroad and offers guidelines for international business negotiations. It also focuses on an important aspect of international business: negotiations.

The book is endowed with latest information and developments on management functions like planning, organizing, leading, controlling and organisational behavioural concepts like perception, personality, motivation, leading and communication in multiple modes like up-

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dated text, Boxes, Figures, Tables, Exhibits and Cases.

1. Management: An Overview
2. Management Thought
3. Social Responsibilities of Business
4. Planning
5. Decision-Making
6. Organising
7. Direction and Leadership
8. Control
9. Case Studies.

An Introductory Analysis of Strategic Re-engineering Hindustan Unilever Limited has launched the very popular brands like Rexona –Lux -RIN long back in the markets, for which the customers have greater satisfaction and loyalty these brands became influential catalytic reagents for speed up of market

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reactions. Whereas other dominant competitors of the market like Godrejs –Cinthol -Godrej No.1 Yardley Rose Jasmine and Lavender which tries to overtake the race of competition, like wise apart from Godrej and Hindustan Unilever many other brands also have greater impact on competitive phenomena. The Market situation is of monopolistic competition permitted free entry of competitors from perspectives of domestic as well as international brands the theatre of competition which allows competitive brand actors to access on the place is none other than the MARKET.

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Enterprise Resource Planning Models for the
Education Sector: Applications and
Methodologies

Theories and Applications

Entrepreneurial Development

Entrepreneurship and Beyond

Leading the Reserve Bank Through Five
Turbulent Years

International Human Resource Management

Digital Pharma Marketing Playbook is a first-of-its-kind-of
book. It is the first and only book that presents 101 cases in
digital pharma marketing. These cases show how some of the
leading pharmaceutical companies across the world have used

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digital and social media channels. They are also excellent learning opportunities to all pharma marketing and brand managers, and students of pharmaceutical marketing. Digital transformation is sweeping the world around us. Everything these days has become digital. The ever-increasing rate of adoption of wearable devices and the advent of the internet of things are digitizing more and more of our experience. At the same time, healthcare in general, and the pharmaceutical industry, in particular, have been lagging in adapting to a digital strategy. It is not that the pharma is new to multichannel marketing. The pharmaceutical industry traditionally has been following a multichannel marketing strategy, where most of the channels have been static rather than dynamic. The number of

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channels has increased significantly due to the internet explosion. Pharma is moving to a multi-stakeholder world, a world in which stakeholders beyond the prescriber are gaining importance. These new influencer groups such as patients, nurses, payers, and regulators are increasingly turning to digital channels for their information needs regarding healthcare. Digital, therefore, plays a vital role in reaching these new audiences. If you want to maximize the impact of your marketing communications, can you afford to ignore the channels that your stakeholders are frequently using? Of course, not. Therefore, the question is not, to digitize or not to digitize, but how soon and how effectively? Why a Digital Pharma Marketing Playbook? Because, a playbook is a one-

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stop-read or single-source resource for all the essential information that you need on a given sport -- in our case, Digital Pharma Marketing. If you can make work more fun and enjoyable it is play! Moreover, when work becomes play, there are no goals that you cannot score!

This volume discusses business disruptions as strategic to gain market competitiveness. It analyzes the convergence of innovation and technology, business practices, public policies, political ideologies, and consumer values to strengthen competitive business practices through disruptions. Bringing together contributions from global experts, the chapters add to knowledge on contemporary business models, business strategies, radical interventions in manufacturing, services, and

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marketing organizations. Disruptive innovations led by contemporary trends, tend to transform the market and consumers' landscape. These trends include shifts from closed to open models of innovation, servitization, and moving from conventional manufacturing and marketing paradigms to industry 4.0 business philosophy. Focused on the triadic themes of disruption, innovation, and management in emerging markets, this book serves as a valuable compendium for research in entrepreneurship development, regional business and development, contemporary political ideologies, and changing social values.

Cases from Indian Industry

Managing a Modern Hospital

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Text and Cases

Public Works as a Safety Net

Cost of Unethical Acts: Directions of the Dharmatman for
Ethical Leadership

Pharmacoinformatics and Drug Discovery Technologies:
Theories and Applications