

Customer Preferences Towards Patanjali Products A Study

This book is a compendium of papers presented in the International Conference on Emerging Global Economic Situation: Impact on Trade and Agribusiness in India. The book covers thirty four papers covering the emerging trends in global management and information technology. This book will be very useful for all those are interested in issues related to global management and information technology.

As Ruben Wells kneels with a gun pointed at his head all he can do is reflect on the life he spoiled. What has led him here? Was it his willingness to always try to do the right thing that has him staring at the barrel of a gun? Or was that he was too much of a people pleaser having a hard time saying no that has led to him begging for his life? Every thing begins and ends with a choice. The moment a choice is made it only takes a second for a life to change. Ruben made a choice to initiate a relationship with the alluring Bianca Jones. She makes heads turn and every man's dream. She is beautiful as a gazelle, but as dangerous as a lioness, as she's unavailable due to being unhappily married with children. Being married doesn't keep her from wanting to pursue Ruben as well as being pursued by him. Getting involved with Bianca changes Ruben's life in ways he never could have imagined. Choices are a gift constantly given to everyone. The choices made lead to different paths. We all have to choose this day what we're going to do with our own lives not knowing what the end result will be. What kind of impact will Ruben's choices have on his life?

In terms of becoming a successful bioentrepreneur, there is still much more to learn. There are many ways to learn the essential fundamentals of entrepreneurship, including through the mistakes of previous businesses and models. Increased knowledge and a better understanding of what works can be derived from these previous failures and mistakes. Additionally, learning from other bioentrepreneurs can help businesses run successfully. By looking deeper into business models, product development, the fundamental concepts of bioentrepreneurship, and the essential characteristics of bioentrepreneurs, one can become better equipped to understand the role of biological sciences in entrepreneurship, specifically the role of product development. Bioentrepreneurship and Transferring Technology Into Product Development provides a comprehensive understanding of the role of biological sciences, specifically in transforming technology into commercial product. This book compiles the theoretical and practical aspects of bioentrepreneurship and discusses the various factors, including creating business plans, acquiring funding, and successful business models. The chapters also cover areas such as small-scale product development, intellectual property rights, funding schemes for start-ups, and new prospective biotechnology product development. This book is essential for bioentrepreneurs, entrepreneurs, product developers, scientists, practitioners, researchers, academicians, and students interested in product development from a biological science perspective.

For hundreds of years, indigenous populations have developed drugs based on medicinal plants. Many practitioners, especially advocates of traditional medicine, continue to support the use of plants and functional foods as methods by which many ailments can be treated. With relevance around the world as a complementary and alternative medicine, advancements for the use of both ethnopharmacology and nutraceuticals in disease must continually be explored, especially as society works to combat chronic illnesses, increasingly resilient infectious diseases, and pain management controversies. The Research Anthology on Recent Advancements in Ethnopharmacology and Nutraceuticals discusses the advancements made in herbal medicines and functional foods that can be used as alternative medical treatments for a variety of illness and chronic diseases. The anthology will further explain the benefits that they provide as well as the possible harm they may do without proper research on the subject. Covering topics such as food additives, dietary supplements, and physiological benefits, this text is an important resource for dieticians, pharmacists, doctors, nurses, medical professionals, medical students, hospital administrators, researchers, and academicians.

Case Studies in Food Retailing and Distribution aims to close the gap between academic researchers and industry professionals through the presentation of 'real world' scenarios and the application of field-based research. The book provides contemporary explorations of food retailing and consumption from various contexts around the globe. Using a case study lens, successful examples of practice are provided and areas for further theoretical investigation are offered. Coverage includes: the impact of retail concentration and the ongoing relevance of independent retailing how social forces impact upon food retailing and consumption trends in organic food retailing and distribution discussion of how wellbeing and sustainability have impacted the sector perspectives on the future of food retailing and distribution This book is a volume in the Consumer Science and Strategic Marketing series. Addresses business problems in in food retail and distribution Includes pricing and supply chain management Discusses food retailing in urban and rural settings Covers both global distribution and entry in developing nations Features real-world case studies that demonstrate what does and does not

Social psychology is the scientific study of how the thoughts, feelings, and behaviors of individuals are influenced by the actual, imagined, and implied presence of others. In this definition, scientific refers to the empirical investigation using the scientific method, while the terms thoughts, feelings, and behaviors refer to the psychological variables that can be measured in humans. Moreover, the notion that the presence of others may be imagined or implied suggests that humans are malleable to social influences even when alone, such as when watching videos or quietly appreciating art. In such situations, people can be influenced to follow internalized cultural norms. Social psychology deals with social influence, social perception, and social interaction. The research in this field deals with what shapes our attitudes and how we develop prejudice. The Handbook of Research on Applied Social Psychology in Multiculturalism explores social psychology within the context of multiculturalism and the way society deals with cultural diversity at national and community levels. It will cover major topics of social psychology such as group behavior, social perception, leadership, non-verbal behavior, conformity, aggression, and prejudice. This book will deal with social psychology with a direct focus on how different cultures can coexist peacefully by preserving, respecting, and even encouraging cultural diversity, along with a focus on the psychology that is hindering these efforts. This book is essential for researchers in social psychology and the social sciences, activists, psychologists, practitioners, researchers, academicians, and students interested in how social psychology interacts with multiculturalism.

Dating from about the third century A.D., the Yoga Sutra distills the essence of the physical and spiritual discipline of yoga into fewer than two hundred brief aphorisms. It is the core text for

any study of meditative practice, revered for centuries for its brilliant analysis of mental states and of the process by which inner liberation is achieved. Yet its difficulties are legendary, and until now, no translation has made it fully accessible. This new translation, hailed by Yoga Journal for its "unsurpassed readability," is by one of the leading Sanskrit scholars of our time, whose Bhagavad Gita has become a recognized classic. It includes an introduction to the philosophy and psychology underlying the Yoga Sutra, the full text with explanatory commentary, and a glossary of key terms in Sanskrit and English.

Take a deep dive into the concepts of machine learning as they apply to contemporary business and management. You will learn how machine learning techniques are used to solve fundamental and complex problems in society and industry. Machine Learning for Decision Makers serves as an excellent resource for establishing the relationship of machine learning with IoT, big data, and cognitive and cloud computing to give you an overview of how these modern areas of computing relate to each other. This book introduces a collection of the most important concepts of machine learning and sets them in context with other vital technologies that decision makers need to know about. These concepts span the process from envisioning the problem to applying machine-learning techniques to your particular situation. This discussion also provides an insight to help deploy the results to improve decision-making. The book uses case studies and jargon busting to help you grasp the theory of machine learning quickly. You'll soon gain the big picture of machine learning and how it fits with other cutting-edge IT services. This knowledge will give you confidence in your decisions for the future of your business. What You Will Learn Discover the machine learning, big data, and cloud and cognitive computing technology stack Gain insights into machine learning concepts and practices Understand business and enterprise decision-making using machine learning Absorb machine-learning best practices Who This Book Is For Managers tasked with making key decisions who want to learn how and when machine learning and related technologies can help them.

About the book The growing importance of the intangible assets in the global economy coupled with expanding international intra-firm trade, has meant that transfer pricing issues concerning intangibles have assumed critical importance for both the Multi National Enterprises as well as Tax authorities. The identification, accounting & valuation of intangibles is a challenging and evolving field. This volume details the various such issues and concerns from both industry and revenue perspective. Further, the contemporary issues of digital economy, tax planning, BEPS, GAAR have also been extensively dealt with. Key features · Explains in detail the meaning of various types of intangibles as defined in Income Tax Act. · Discusses the various possible methodologies for valuing the intangibles including the typical and residual methods · Accounts for all the relevant changes suggested by the OECD in the BEPS Action Point 8-10 report regarding intangibles · Valuation of Highly Uncertain as well Hard-to-Value Intangibles · Relevant Features of and taxation challenges posed by Digital economy · Various possible techniques of Tax Planning adopted by the Multi-national Enterprises · All the BEPS Action Point Reports along with recommendations as adopted globally as well as in India including Thin Capitalisation, PoEM, Equalisation Levy, amended DTAAs with Mauritius, Cyprus & Singapore {Updated upto Finance Bill, 2017 (India)} · Transfer Pricing Aspects of CCAs, Intra-group Services & Business Restructuring including issue of indirect transfers · Discussion on General Anti Avoidance Rules, to be implemented in India from 01/04/2017 · Famous and important global and Indian case laws with regard to intangibles · Detailed discussion on issue of AMP expenses & marketing intangibles

Retail Beyond Detail is a book that is sure to enlighten the reader of the interesting environment of the retail business in India. The book explains the readiness of the country to make every retail business flourish, provided it is done with an earnest and sincere interest to serve the country's customers. It motivates those intending to start up retailing and those who are already in the business to do a few things right, at the right value in the right time and in the right locations. This book celebrates the success strategies of traditional retailers, underscores the ethos of the Indian retail business and unfurls factors responsible for its growth. It provides functional, time-tested inputs for the success of retailing in India by outlining the traditional and modern traits of the business and revealing the 10 secrets of retailing, explained with examples and cases.

Consumers' Preference for Patanjali Ayurvedic Products in Bengaluru CityIntellectual Property Branding in the Developing WorldA New Approach to Non-Technological InnovationsRoutledge A truly integrated collection of research, Connecting Indian Wisdom and Western Science: Plant Usage for Nutrition and Health compares Ayurvedic and Western conceptions of wellness, healthy lifestyle, and diet. Examining the phyto-pharmacological, phytochemical, clinical, ethnobotanical, sociocultural, and biomedical approaches to plant- and herb-b

Maximize Utility ("MU") is, on the surface, a review of contemporary monetary and macroeconomics ("M&M"). It is really a broader summary of the economy, markets, investing and government economic policy, and how these economywide forces affect the lives of everyday people and the economic success of households. MU highlights the limitations of M&M fiscal and monetary policies, active investment management and the myriad government programs designed to improve the economic well-being of people. MU reveals the tenuous nature of the models historically taught in M&M, that our current M&M canon is defunct and that we instituting ad hoc M&M policy with the hope that our future economic output will suffice for all the commitments we have made. Indeed, M&M parables and models are insightful about national economies, especially their historical development. M&M does not, however, constitute a body of scientific ideas to perform successful proactive government M&M policy and to engender greater economic output by the macroeconomic manipulations of interest rates and aggregate demand.

Economic policy advocates, whether conservative or liberal, break on prejudices. The prevailing intellectual economic prejudice in America today, perhaps more than in any other society, is Keynesianism. American society perceives spending as the source of greater economic output. The other major player in our economic lives - the investment community or "Wall Street" - has been inordinately successful in the period from about 1980 until the present, i.e. over the lifetimes of the people who currently run America. Portfolios of assets, including stocks, bonds and real estate, have yielded high rates of return. This era was a unique period of asset price increases motivated by a fortuitous combination of underlying economic and social conditions.

Through Wall Street and our central bank we have valued every asset to its maximum. We bet our economic future on the continuation of rising asset valuations. Future returns will be much lower, however, and we will face constant government budget shortfalls and related insolvencies like those of many pensions. In America we admire our central bank for managing the macroeconomy and we admire Wall Street for providing high rates of return but both are illusions. Our M&M story is largely a generational story about a generation that borrowed against the future of its children. Maximize Utility reveals the rightness of microeconomics. People are competent to manage their lives. To the extent they cannot, it is largely the result of a plethora of government interventions into education, family formation, healthcare, retirement, housing and labor markets. Our government patronizes our people extremely. Microeconomic parables are

singular. Substitution, choice, preferences, technology, profit, marginal product, optimality, etc. are great ideas to think about our economic lives and how to run a household and live a fulfilling life. People need no nudges or supervisions of their choices. MU is three thrusts. It is a review of current economic conditions, a short text on M&M concepts and a section on methods in social and business science. MU is designed to be a reference book to accompany a textbook in course like economics, macroeconomics, monetary economics and various finance and international economics courses. MU is updated through 2016.

Successful brand building helps sustain relationships with consumers, creating long-term sustainable competitive advantage and protecting businesses from market turbulence and uncertainties. Manufacturing processes can often be duplicated in ways that strongly held attitudes established in consumers' minds cannot. *Branding and Sustainable Competitive Advantage: Building Virtual Presence* explores the processes involved in managing brands for long-term sustainable competitive advantage. Managers, professionals, and researchers will better understand the importance of consumers' perceptions in brand management, gain insight into the interface of positioning and branding, learn about the management of brands over time and in digital and virtual worlds, be able to name new products and brand extensions, and discover how marketers develop and apply strategies to position their brands.

Providing a balance between theory and practice, this guide to retail management includes useful career information and takes a strategic approach to decision making.

One of the most challenging obstacles for many businesses in successfully reaching a global market stems from cultural and language barriers and the lack of a clear understanding of this issue. It is critical for businesses to understand these cultural and language barriers and how to face them through effective communications and cultural sensitivity. The companies that will thrive and see the most success are the ones whose employees communicate and collaborate effectively with customers, suppliers, and partners all over the world. *Breaking Down Language and Cultural Barriers Through Contemporary Global Marketing Strategies* provides both empirical and theoretical research focused on ways that business professionals and organizations are breaking down cultural and language barriers, integrating cultural sensitivity, and implementing cross-cultural management practices into their daily business practices. Featuring research on topics such as origin effects, consumption culture, and cross-cultural management, managers, consultants, academic researchers, practitioners, business educators, and advanced students in various disciplines will find the content within this publication to be beneficial.

Cultural and regional differences in creating and managing advertising require unique responses to a dynamic, rapidly globalising business environment. To be global in advertising is no longer to be homogenised or standardised, it is to be at the leading edge of social and cultural trends that are changing the world as we know it. *Global Advertising Practice in a Borderless World* covers a wide range of adaptive advertising practices, from major and emerging markets, in mainstream and digital advertising. It focuses on understanding how the globalisation of advertising works in practice, explored in three sections: globalising advertising in a media and communications context; advertising in a global world; and global advertising in a digital world. Covering past, present and potential futures, through an impressive ensemble of global advertising practitioners and academics, the book combines academic rigour with practical insights to provide a comprehensive analysis of the changing dynamics between advertising and globalisation. It will be of great interest to researchers, educators and advanced students in advertising, global branding, international marketing, international business media, communication and cultural studies.

This case is about Anju Pharmaceuticals which dealt in the manufacture and sale of ayurvedic/herbal products such as Panchsudha, Zalim Lotion, Ruz, Vama, Mekado etc. in Madhya Pradesh, India. Started in the year 1983, the company had still not been able to make a mark in the market. For quite some time now Mitesh, the third-generation proprietor of the company, was continuously reading articles which discussed how there has been a positive shift in the consumer preferences for products having herbal ingredients. Indian fast-moving consumer goods (FMCG) companies such as Patanjali, Dabur, Marico were banking on herbal components in their various key products such as toothpaste, shampoo and hair oil to expand their market share and some of these Indian companies seemed to be growing faster than bigger multinationals including Hindustan Unilever and Procter & Gamble. With the changes in consumer perception towards herbal products, Mitesh was hopeful that if he could gear up his distribution it would result in improving the bottom-line of the company. He had also started receiving queries from interested clients for third-party manufacturing and packaging of the ayurvedic products under the desired brand name. Mitesh was very much aware that to improve his bottom-line, just relying on efficient distribution would not suffice and he would need to come up with strategic alliances and newer ways of doing the business rather than just following what had been the norm for the last few years. The idea of becoming a third-party manufacturer somehow did not excite Mitesh because he felt that by going in for third-party manufacturing he would never be able to establish the brand identity of Anju Pharmaceuticals. He wanted his company to ride the FMCG herbal wave but how and at what cost were the big questions facing him.

Marketing Management is designed to cater to syllabi requirements of courses on marketing. Steeped in the core concepts of marketing, the text nonetheless incorporates the latest trends in marketing and showcases many of the path breaking efforts by marketers in recent past. This thoroughly revised 6th edition includes discussion on most widely discussed topics in the subject in recent past. Alongside, the text captures the core concepts comprehensively and follows an application-based approach. Salient Features: • New cases on leading new age organizations such as Hotstar, Oyo, Airbnb, Netflix, Amazon Prime, Uber etc. • New sections on digital marketing, social media marketing, defining brand etc. • Updated and detailed coverage on marketing environment, retail business model, distribution management, organization buying behavior etc. • More engaging and logically driven revised chapter structure • Thoroughly revised chapters focusing on how markets have evolved in recent past

This book presents a collection of articles addressing a range of marketing strategies unique to emerging economies. It describes the component of strategic and tactical marketing, including the marketing mix, segments and targeting, product and market orientation, employing the Internet and social media, penetration and loyalty strategies and innovation, and other strategy issues in the marketing context. In addition, the book focuses on creating, communicating, and delivering customer value to emerging market consumers through diverse marketing strategies, processes, and programs in the context of emerging markets' dynamics, consumer diversity, and competitors. Bringing together contributors from industry and academia to explore key marketing issues prevalent in India and other emerging economies, the book offers a unique and insightful read for a global audience. "This book, edited by Dr. Atanu Adhikari, offers important analytical and managerial insights into consumer behavior, firm strategy, market dynamics and marketing instruments (price, promotion, distribution and product). While marketing and

management disciplines have developed useful empirical generalizations, the context is critical. This book does exactly that -- place the generalized results in the context of emerging markets and India. Accordingly, this is a valuable resource for scholars and practitioners." -- Dr. Gurumurthy Kalyanaram, Professor, City University of New York, USA and Tata Institute of Social Sciences, Mumbai, India; US Editor, International Journal of Learning and Change; and President, MIT South Asian Alumni Association "This book is a must-read for anyone interested in marketing to less-developed countries. While the focus of the chapters is on India, the lessons learned can be generally applied. The 32 chapters represent comprehensive coverage of nearly every topic related to marketing with many examples. Any manager interested in doing business in emerging markets, Professors who want a better knowledge of these markets, or students who want an excellent reference should acquire this book." -- Dr. Russell S. Winer, William Joyce Professor of Marketing, Stern School of Business, New York University, USA.

Over the past decade, India has seen a significant rise in both passion for enterprise and pride in heritage. The two have converged to form successful ventures and imaginative social initiatives centred around Indic ideas that encompass yoga, Ayurveda, textiles, Sanskrit education and temple conservation, among others. In *The Indic Quotient*, Kaninika Mishra celebrates the efforts of ordinary Indians as they reclaim their native identity with ingenuity – from a team of economists working to put long-forgotten millets on urban Indian plates in Delhi to a group of art enthusiasts working to bring back stolen artefacts from museums abroad; an ex-investment banker formulating Ayurveda-inspired beauty products in Chandigarh to a yoga teacher from rural Bihar setting up a successful teaching practice in Gurugram; and a former engineer working to revive traditional textiles in Assam to a corporate professional in Bengaluru making India's first Sanskrit animation film. With intimately told stories of dynamism and entrepreneurship, the book tries to examine the relevance of traditional wisdom and culture in modern India, and what they mean for India's economic future and soft power.

Businesses worry about new technologies, but customers are the ultimate disruptors—Suman Sarkar offers bold strategies for making sure you understand your customers and keep up with their ever-changing needs. Disruption—the brutal roiling of markets, the decline of long-established brands and products, and the rise of new upstarts—drives business failure and success. Most people think technology causes disruption, but technology merely enables it. Changing customer needs cause disruptions, and too many businesses get caught unaware. Suman Sarkar offers proven strategies that will enable any business to stay radically close to its customers and address their evolving needs. He argues that businesses need to focus on existing customers first—research shows they're likely to spend more and are more profitable than new customers. Personalization is becoming important for the newer generations in both developed and developing markets, so Sarkar describes approaches to make them cost-effective. In our era of instant gratification, customers want what they want now—Sarkar explains how you can develop and deliver products and services faster than ever. And since a few bad Yelp reviews, social media posts, or angry tweets from customers can ruin you, Sarkar shows how to proactively make sure the quality of your products and services stays better than that of your competitors. The key to survival in this era of changing customer needs is to focus on and address them quickly so customers don't switch to the competition. Drawing on his experiences with leading companies worldwide, Sarkar offers five strategies and techniques that will keep you ahead of the curve.

Acclaimed translation of one of yoga's most important and influential works covers eight-step path of Raja Yoga. This volume incorporates complete sutras, plus a valuable commentary by Veda-Vyasa and explanations by Vachaspati-Miçra.

How will this book help you? The Book *Zayd's Rules: Investing in Value* stocks possess proved to achieve a thriving investment approach over time. A value stock possesses the potential to grow multi-bagger stock. Nevertheless, investors necessitate perceiving stock-picking power. When achieved freedom, value investing produces yielded high gains for investors. Agreeable Stocks through lower valuations This remains one of the most prominent benefits of value stock investing. The approach benefits recognize stocks that possess reliable potential and are currently exchanging more economical than their intrinsic value. Investing in value stocks that are immediately underpriced approaching the stock market will benefit churn more formidable gains in the prospect. Moreover, as value stocks are not popular-priced, value investors grasp the stocks at a lower price. Investing in value stocks can contribute a perimeter of protection concerning an investor. The perimeter of security remains the distinction between the price's intrinsic value furthermore the stock's prevailing market price. Investing financed through Facts Financial Analysts choose value stocks subsequent, composing an in-depth fundamental analysis of the business. The approach recommends performing broad research of the business and also its probabilities. Consequently, investing based on substantial research and facts signifies a more beneficial approach than Day trading. Have a Happy Investing in Value Stocks!

UX Design and Usability Mentor Book includes best practices and real-life examples in a broad range of topics like: UX design techniques Usability testing techniques such as eye-tracking User interface design guidelines Mobile UX design principles Prototyping Lean product development with agile vs. waterfall Use cases User profiling Personas Interaction design Information architecture Content writing Card sorting Mind-mapping Wireframes Automation tools Customer experience evaluation The book includes real-life experiences to help readers apply these best practices in their own organizations. UX Design and Usability Mentor Book is an extension of best-selling *Business Analyst's Mentor Book*. Thanks to the integrated business analysis and UX design methodology it presents, the book can be used as a guideline to create user interfaces that are both functional and usable.

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In the last hundred-odd years, advertising in India has given us life-altering stuff. It has attempted to make men Fair and Handsome. It has battled to make women 18 Again. And

to both men and women it has given Tinder loving care. It has made us realize that we like pizza as much as the next Italian - as long as Domino's puts keema do pyaza on it and tempts us with 'Hungry kya?' It has made us re-evaluate our life choices and ask thought-provoking questions like 'Kitna deti hai?' of our cars and 'Kya aap Close-Up karte hain?' of our countrymen. In short, it has enriched our lives with quirky quips, unforgettable characters, inter-brand scuffles, clever insights, virtual lures and jaw-dropping controversies. In A History of Indian Advertising in Ten-and-a-half Chapters previously published as Stark Raving Ad, you'll find the best of case studies and unbusiness-like stories from Indian advertising through the ages - the hits, the misses, the also-rans and the banned. An engrossing read, this book will inform as much as entertain all readers.

A manager needs to perform the role of a leader, a consumer, a buyer, a maker, a worker, a messenger, an advisor and a guide to all other stakeholders in a business setting. Though the fundamentals of management are eternally same in nature, the learners and practicing managers should continuously sensitize themselves with the fundamentals in view of the changing times and circumstances. This book aims to be a guiding handbook for emerging and practicing managers in the ever-changing corporate world. Going beyond explaining just the basics of management, this book will help the readers understand the art of practicing management.

Patanjali Yoga Sutras is an age-old treatise written on the four-fold path of Yoga. It delves into the workings of our mind, body and spirit. Originally written in Sanskrit, this book is by Swami Vivekananda, detailing each sutra, simultaneously guiding us on ways to reach our goals. Starting from the very basics like concentration and meditation, to higher goals like attaining liberation and self-realization, these sutras are meant to teach us ways that help elevate lives and spirits. Easy to practice techniques, simplified life-philosophies and a modern rendering to the age-old wisdom make this book a collector's jewel.

The East-West dialogue increasingly seeks to compare and clarify contrasting views on the nature of consciousness. For the Eastern liberatory models, where a nondual view of consciousness is primary, the challenge lies in articulating how consciousness and the manifold contents of consciousness are singular. Western empirical science, on the other hand, must provide a convincing account of how consciousness arises from matter. By placing the theories of Jung and Patañjali in dialogue with one another, Consciousness in Jung and Patañjali illuminates significant differences between dual and nondual psychological theory and teases apart the essential discernments that theoreticians must make between epistemic states and ontic beliefs. Patañjali's Classical Yoga, one of the six orthodox Hindu philosophies, is a classic of Eastern and world thought. Patañjali teaches that notions of a separate egoic "I" are little more than forms of mistaken identity that we experience in our attempts to take ownership of consciousness. Carl Jung's depth psychology, which remains deeply influential to psychologists, religious scholars, and artists alike, argues that ego-consciousness developed out of the unconscious over the course of evolution. By exploring the work of key theoreticians from both schools of thought, particularly those whose ideas are derived from an integration of theory and practice, Whitney explores the extent to which the seemingly irremediable split between Jung and Patañjali's ontological beliefs can in fact be reconciled. This thorough and insightful work will be essential reading for academics, theoreticians, and postgraduate students in the fields of psychology, philosophy of science, and consciousness studies. It will also appeal to those interested in the East-West psychological and philosophical dialogue.

Excessive pollution has provoked the nature, and the nature starts behaving in unnatural ways (in form of global warming versus global cooling, heavy rains versus draught, and other natural calamities like frequent earthquakes and tsunami, cyclones, epidemics, and so forth). Economic growth via production and consumption threatens peaceful life of human beings on the earth. Environment-friendly eco-green marketing is an attempt to protect consumer welfare and environment (the nature) through production, consumption, and disposal of eco-friendly products. Basically, green marketing is concerned with three aspects: 1. promotion of production and consummation of pure/quality products, 2. fair and just dealing with customers and society, and 3. protection of ecological environment. Thus, green marketing is a marketing philosophy that promotes production and selling of pure (eco-friendly) products with protection of ecological balance. Green marketing involves multiple activities. Green marketing encourages production of pure products by pure technology, conservation of energy, preservation of environment, minimum use of natural resources, and more use of natural foods instead of processed foods. Efforts of people, social organizations, firms, and governments in this regard can be said as green marketing efforts. Green marketing raises the voice against production, consumption, and/or disposal of such products that harm consumers, the society, and the environment anyway. It is necessary that businessmen and users should refrain from harmful products. A total of 192 multi-item scales, each presented in a consistent format, on topics such as individual behaviour, consumer psychology, values and attitudes are provided in this 2nd edition. A comprehensive index is included.

Intellectual Property Branding in the Developing World identifies success stories in the areas of intellectual property (IP) and branding for non-technological innovation in the developing world. The author examines the relationship between IP, branding and innovation to demonstrate that innovation, in general, and non-technological innovation, in particular, must go hand in hand with branding. Branding of non-technological innovations should be a good strategic tool to be used by countries in the developing world mainly in the areas where they have competitive advantages. This book will assist scholars and academics dealing with innovation, branding, and IP issues, providing context and guidance to policymakers from the developing world. It is also relevant to researchers and students in the fields of intellectual property law, commercial law, international law, management, and innovation.

Traditional beliefs about meeting goals are fundamentally flawed. Goal setting tactics assume goals are measurable, achieved, and final-all attributes that describe objectives, not goals. Unlike objectives, which are by their very nature self-contained, goals are immeasurable. A goal is realized, not achieved, and must be maintained to remain successful.

