Narayanan Bhattacharya Book Mechanical Operations

The aim of process calculations is to evaluate the performance of minerals and coal processing operations in terms of efficiency of the operation, grade of the final products and recovery of the required constituents. To meet these requirements, in-depth detailed calculations are illustrated in this book. This book is designed to cover all the process calculations. The method and/or steps in process calculations have been described by taking numerical examples. Process calculations illustrated in a simple and self explanatory manner based on two basic material balance equations will allow the reader to understand the contents thoroughly. Inclusion of elaborate process calculations in every chapter is the highlight of this book. This book is unique and devoted entirely to the process calculations with sufficient explanation of the nature of the calculations. This book will prove useful to all: from student to teacher, operator to engineer, researcher to designer, and process personnel to plant auditors concerned with minerals and coal processing.

This book presents select proceedings of the International Conference on Future Learning Aspects of Mechanical Engineering (FLAME 2020). This book, in particular, focuses on characterizing materials using novel techniques. It covers a variety of advanced materials, viz. composites, coatings, nanomaterials, materials for fuel cells, biomaterials among others. The book also discusses advanced characterization techniques like X-ray photoelectron, UV spectroscopy, scanning electron, atomic power, transmission electron and laser confocal scanning fluorescence microscopy, and gel electrophoresis chromatography. This book gives the readers an insight into advanced material processes and characterizations with special emphasis on nanotechnology.

Polymer Nanocomposites Containing Graphene: Preparation, Properties and Applications provides detailed up-to-date information on the characterization, synthesis, processing, properties and application of these materials. Key topics that are covered in the book include: the methods of synthesis and preparation of graphene as well as different processes and methods of functionalization and modification of graphene for improving composite properties. The preparation techniques focus on which method is advantageous for getting improvements in properties along with their drawbacks. The structure and property relationships are also discussed in detail. The issues related to graphene dispersion in polymer matrices is also addressed as well as the use of graphene as reinforcement in thermoset resins. The different properties of the composites like mechanical, electrical, dielectric, thermal, rheological, morphology, spectroscopy, electronic, optical, and toxicity are reviewed from the geometrical and functional point of view. Applications cover electrical and electronic fields, flame and fire retardancy, structural, sensing and catalysis, membrane, in fuel cell and solar energy, hydrogen production, aerospace engineering, packaging, and biomedical/bioengineering fields. Up-to-date patents on graphene-polymer nanocomposites are also covered. Those working in graphene-based materials will benefit from the detailed knowledge presented in this book on graphene synthesis, composite preparation methods, and the related problems associated with them. The book will enable researchers to select the appropriate composite as per their respective field of application. Presents novel approaches for the preparation of graphene, its modification

and nanocomposites with enhanced properties for state-of-the-art applications Special attention is given to how graphene is synthesized through different routes, their functionality, dispersion related matters and structural aspects controlling the composite properties for various applications All synthesis methodology and functionalization procedure for graphene is discussed

Mineral Beneficiation or ore dressing of run-of-mine ore is an upgrading process to achieve uniform quality, size and maximum tenor ore through the removal of less valuable material. Beneficiation benefits the costs of freight, handling, and extraction (smelting) reduce, and the loss of metal through slag. Usually carried out at the mine site, it s

This textbook is targetted to undergraduate students in chemical engineering, chemical technology, and biochemical engineering for courses in mass transfer, separation processes, transport processes, and unit operations. The principles of mass transfer, both diffusional and convective have been comprehensively discussed. The application of these principles to separation processes is explained. The more common separation processes used in the chemical industries are individually described in separate chapters. The book also provides a good understanding of the construction, the operating principles, and the selection criteria of separation equipment. Recent developments in equipment have been included as far as possible. The procedure of equipment design and sizing has been illustrated by simple examples. An overview of different applications and aspects of membrane separation has also been provided. ‘Humidification and water cooling’, necessary in every process indus-try, is also described. Finally, elementary principles of ‘unsteady state diffusion’ and mass transfer accompanied by a chemical reaction are covered. SALIENT FEATURES : • A balanced coverage of theoretical principles and applications. • Important recent developments in mass transfer equipment and practice are included. • A large number of solved problems of varying levels of complexities showing the applications of the theory are included. • Many end-chapter exercises. • Chapter-wise multiple choice questions. • An Instructors manual for the teachers.

This new edition updated the material by expanding coverage of certain topics, adding new examples and problems, removing outdated material, and adding a computer disk, which will be included with each book. Professor Jaluria and Torrance have structured a text addressing both finite difference and finite element methods, comparing a number of applicable methods.

This book gathers outstanding papers presented at the International Conference on Advances in Materials and Manufacturing Engineering (ICAMME 2019), held at KIIT Deemed to be University, Bhubaneswar, India, from 15 to 17 March 2019. It covers theoretical and empirical developments in various areas of mechanical engineering, including manufacturing, production, machine design, fluid/thermal engineering, and materials.

The book presents high-quality papers presented at 3rd International Conference on Applications of Fluid Dynamics (ICAFD 2016) organized by Department of Applied Mathematics, ISM Dhanbad, Jharkhand, India in association with Fluid Mechanics Group, University of Botswana, Botswana. The main theme of the Conference is "Sustainable Development in Africa and Asia in context of Fluid Dynamics and Modeling Approaches". The book is divided into seven sections covering all applications of fluid dynamics and their allied areas such as fluid dynamics, nanofluid, heat and mass transfer, numerical simulations and investigations of fluid dynamics, magnetohydrodynamics flow, solute transport

modeling and water jet, and miscellaneous. The book is a good reference material for scientists and professionals working in the field of fluid dynamics.

This textbook is intended for courses in heat transfer for undergraduates, not only in chemical engineering and related disciplines of biochemical engineering and chemical technology, but also in mechanical engineering and production engineering. The author provides the reader with a very thorough account of the fundamental principles and their applications to engineering practice, including a survey of the recent developments in heat transfer equipment.The three basic modes of heat transfer - conduction, convection and radiation - have been comprehensively analyzed and elucidated by solving a wide range of practical and design-oriented problems. A whole chapter has been devoted to explain the concept of the heat transfer coefficient to give a feel of its importance in tackling problems of convective heat transfer. The use of the important heat transfer correlations has been illustrated with carefully selected examples.

Designed as a textbook for the undergraduate students of chemical engineering and related disciplines such as biotechnology, polymer technology, petrochemical engineering, electrochemical engineering, environmental engineering and safety engineering, the chief objective of the book is to prepare students to make analysis of chemical processes through calculations and to develop systematic problem-solving skills in them. The text presents the fundamentals of chemical engineering operations and processes in a simple style that helps the students to gain a thorough understanding of chemical process calculations. The book deals with the principles of stoichiometry to formulate and solve material and energy balance problems in processes with and without chemical reactions. With the help of examples, the book explains the construction and use of reference-substance plots, equilibrium diagrams, psychrometric charts, steam tables and enthalpy composition diagrams. It also elaborates on thermophysics and thermochemistry to acquaint the students with the thermodynamic principles of energy balance calculations. The book is supplemented with Solutions Manual for instructors containing detailed solutions of all chapter-end unsolved problems.NEW TO THE SECOND EDITION • Incorporates a new chapter on Bypass, Recycle and Purge Operations • Comprises updations in some sections and presents new sections on Future Avenues and Opportunities in Chemical Engineering, Processes in Biological and Energy Systems • Contains several new worked-out examples in the chapter on Material Balance with Chemical Reaction • Includes GATE questions with answers up to the year 2016 in Objective-type questions KEY FEATURES • SI units are used throughout the book. • All basic chemical engineering operations and processes are introduced, and different types of problems are illustrated with worked-out examples. • Stoichiometric principles are extended to solve problems related to bioprocessing, environmental engineering, etc. • Exercise problems (more than 810) are organised according to the difficulty level and all are provided with answers.

This 3rd edition provides chemical engineers with process control techniques that are used in practice while offering detailed mathematical analysis. Numerous examples and simulations are used to illustrate key theoretical concepts. New exercises are integrated throughout several chapters to reinforce concepts.

Introduction to Process Engineering and Design covers basic principles to design alternate systems, develop process diagrams and select the best alternative to be adopted. Multiple industrial examples provided in the book will enhance the skills of the readers for innovative designs. Salient Features: • Focuses on process design of chemical plants and equipment • State-of-the-art technique of supercritical extraction, reactive distillation, short path distillation discussed • Process Flow-charts are provided throughout the book

Mechanical Operations for Chemical EngineersIncorporating Computer Aided AnalysisUnit Operations and Unit Processes: Including Processes:Including Computer Programs, Vol. 2 (HB)Mechanical Operations, 1ETata McGraw-Hill EducationProcess Equipment

DesignVessel DesignJohn Wiley & Sons

It?s no secret that certain social groups have predominated India?s business and trading history, with business traditionally being the preserve of particular `Bania? communities. However, the past four or so decades have seen a widening of the social base of Indian capital, such that the social profile of Indian business has expanded beyond recognition, and entrepreneurship and commerce in India are no longer the exclusive bastion of the old mercantile castes. In this meticulously researched book ? acclaimed for being the first social history to document and understand India?s new entrepreneurial groups ? Harish Damodaran looks to answer who the new `wealth creators? are, as he traces the transitional entry of India?s middle and lower peasant castes into the business world. Combining analytical rigour with journalistic flair, India?s New Capitalists is an essential read for anyone seeking to understand the culture and evolution of business in contemporary South Asia.

Essential text on the practical application and theory of colloidal suspension rheology, written by an international coalition of experts.

In concept and execution, this book covers the field of EAP with careful attention to all its key aspects and full infrastructure, including the available materials, analytical models, processing techniques, and characterization methods. In this second edition the reader is brought current on promising advances in EAP that have occurred in electric EAP, electroactive polymer gels, ionomeric polymer-metal composites, carbon nanotube actuators, and more.

Addresses key issues in understanding the decade 2008-2018 and its impact on the societies of the future. Brings together the articles B28of twenty-two prestigious international experts in different fields of thought. Through an informative approach, the essays form a transversal view of today's thinking. This is the tenth title of the Open Mind essay collection published by BBVA.A27.0We are living through years of great importance, marked by the unstoppable evolution of technology, science and the information society. This book brings together twenty-two essays written by prestigious researchers from the world's leading universities on areas as diverse as crucial to our future: climate change, artificial intelligence, economics, cyber-security and geopolitics, democracy, anthropology, new media, astrophysics and cosmology, nanotechnology, biomedicine, globalisation, gender theory and the cities of the future.

Designed as an undergraduate-level textbook in Chemical Engineering, this student-friendly, thoroughly class-room tested book, now in its second edition, continues to provide an in-depth analysis of chemical engineering thermodynamics. The book has been so organized that it gives comprehensive coverage of basic concepts and applications of the laws of thermodynamics in the initial chapters, while the later chapters focus at length on important areas of study falling under the realm of chemical thermodynamics. The reader is thus introduced to a thorough analysis of the fundamental laws of thermodynamics as well as their applications to practical situations. This is followed by a detailed discussion on relationships among thermodynamic properties and an exhaustive treatment on the thermodynamic properties of solutions. The role of phase equilibrium thermodynamics in design, analysis, and operation of chemical separation methods is also deftly dealt with. Finally, the chemical reaction equilibria are skillfully explained. Besides numerous illustrations, the book contains over 200 worked examples, over 400 exercise problems (all with answers) and

several objective-type questions, which enable students to gain an in-depth understanding of the concepts and theory discussed. The book will also be a useful text for students pursuing courses in chemical engineering-related branches such as polymer engineering, petroleum engineering, and safety and environmental engineering. New to This Edition • More Example Problems and Exercise Questions in each chapter • Updated section on Vapour–Liquid Equilibrium in Chapter 8 to highlight the significance of equations of state approach • GATE Questions up to 2012 with answers

A complete overview and considerations in process equipment design Handling and storage of large quantities of materials is crucial to the chemical engineering of a wide variety of products. Process Equipment Design explores in great detail the design and construction of the containers – or vessels – required to perform any given task within this field. The book provides an introduction to the factors that influence the design of vessels and the various types of vessels, which are typically classified according to their geometry. The text then delves into design and other considerations for the construction of each type of vessel, providing in the process a complete overview of process equipment design.

The Book Tries To Make The Reader Understand The Food Processing Operations Through A Comprehensive Numerical Problem.Understanding Of The Operations Becomes Deeper When The Reader Solves The Exersise Problems Given Under Each Of The Operations. Answer To Most Of The Numerical Problems Have Been Provided In The Book. The Proposed Book Is Unique As It Includes (I) Comprehensive Numerical Problem Based On Actual Data Taken During Food Processing Operations (Ii) Mathematical Modelling Of The Processing Operations (Iii) Solutions Of The Numerical Problem Based On Mathematical Models Developed (Iv) Exersise Problems And (V) Inclusion Of Matlab Program In The Book. The Program Will Help The Reader To Find Out The Value Of The Responces As Affected By Varying The Independent Variables To Different Levels.Most Of The Materials Havebeen Class Tested Through The Teaching Of The Subjects. E.G., Food Processing Operations, Transfer Processes In Food Materials And Food Process Modelling And Evaluation. Content Highlights : - Part-I : Mechanical Operations : Size Reduction And Practice Size Analysis# High Pressure Homoginization. # Flexible Packaging And Shelf Life Prediction# Modified Atmosphere Packaging And Storage. # Single Screw Extrusion. # Seperation Of Liquids In Disk Type Centrifugal Seperator. # Seperation And Convaying On Oscillating Tray Surface. # Solid MixingsPart-Ii : Thermal Operations : Comparing Saturated And Flue Gas As Heat Transfer Media. # Liquid Heating In Plate Heat Exchanger. # Liquid Heating In Helical Tube Heat Exchanger. # Air Heating In Extended Surface Heat Exchanger. # In-Bottle Serialization. # Fluid Bed Freezing. # Concentration In Raising Film Evaporator. # Concentration In Falling Film Multistage Mechanical Vapour Recompression Evaporator. # Concentration In Scraped Surface Evaporator. # Osmo-Concentration In Fruit Solid. # Differential And Flash Distillation. # Air-Recirculatory Tray Drying. # Vaccum Drying. # Spray Drying. # Freeze Drying. # Hot Air Puffing.Part-Iii : Experimentation And Optimization : Empirical Model Development# Sensory Evaluation Using Fuzzy Logic. # Index

Despite the fact that chemical applications of ultrasound are now widely acknowledged, a detailed presentation of inorganic systems covering nano-particles, catalysis, aqueous chemistry of metallic solutions and their redox characteristics, both from a

theoretical and experimental perspective has eluded researchers of this field. Theoretical and Experimental Sonochemistry Involving Inorganic Systems fills this gap and presents a concise and thorough review of this fascinating area of Sonochemistry in a single volume.

Chemical Engineering Design is one of the best-known and widely adopted texts available for students of chemical engineering. It deals with the application of chemical engineering principles to the design of chemical processes and equipment. Revised throughout, the fourth edition covers the latest aspects of process design, operations, safety, loss prevention and equipment selection, among others. Comprehensive and detailed, the book is supported by problems and selected solutions. In addition the book is widely used by professionals as a day-to-day reference. Best selling chemical engineering text Revised to keep pace with the latest chemical industry changes; designed to see students through from undergraduate study to professional practice End of chapter exercises and solutions

Sensors are integral to modern living and are found in a huge number of applications in science, engineering and technology thus it is critical for scientists and technologists to understand the physical principles behind sensor types as well as their characteristics, applications, and how they can be suitably employed in sensor technologies. Whilst there exists a vast literature on the physics and characteristics of traditional sensors, this book provides a broad overview of the range of sensor technologies and attendant topics needed to optimise and utilise these devices in the modern world. Not only reviewing sensors by classification, the book encompasses the physics, design characteristics, simulation and interface electronics, and it includes case studies, future challenges and several other aspects of wider sensor technology to provide an overview of modern sensors and their applications. The broad scope will appeal to industrial and academic researchers and application engineers, especially those developing and implementing real-time hardware implementations employing smart sensors for emerging applications. Key Features Features a broad review of sensor types, including MEMS, wearable and smart sensors Presents application of modern sensors and emerging research directions Incorporates case studies Reviews wider associated technologies such as simulation, materials and interface electronics Interdisciplinary appeal making the text suitable for industrial and academic researchers as well as application engineers

Appropriate for one-year transport phenomena (also called transport processes) and separation processes course. First semester covers fluid mechanics, heat and mass transfer; second semester covers separation process principles (includes unit operations). The title of this Fourth Edition has been changed from Transport Processes and Unit Operations to Transport Processes and Separation Process Principles (Includes Unit Operations). This was done because the term Unit Operations has been largely superseded by the term Separation Processes which better reflects the present modern nomenclature being used. The main objectives and the format of the Fourth Edition remain the same. The sections on momentum transfer have been greatly expanded, especially in the sections on fluidized beds, flow meters, mixing, and non-Newtonian fluids. Material has been added to the chapter on mass transfer. The chapters on absorption, distillation, and liquid-liquid extraction have also been enlarged. More

new material has been added to the sections on ion exchange and crystallization. The chapter on membrane separation processes has been greatly expanded especially for gas-membrane theory.

Best-selling introductory chemical engineering book - now updated with far more coverage of biotech, nanotech, and green engineering • •Thoroughly covers material balances, gases, liquids, and energy balances. •Contains new biotech and bioengineering problems throughout. •Adds new examples and homework on nanotechnology, environmental engineering, and green engineering. •All-new student projects chapter. •Self-assessment tests, discussion problems, homework, and glossaries in each chapter. Basic Principles and Calculations in Chemical Engineering, 8/e, provides a complete, practical, and student-friendly introduction to the principles and techniques of modern chemical, petroleum, and environmental engineering. The authors introduce efficient and consistent methods for solving problems, analyzing data, and conceptually understanding a wide variety of processes. This edition has been revised to reflect growing interest in the life sciences, adding biotechnology and bioengineering problems and examples throughout. It also adds many new examples and homework assignments on nanotechnology, environmental, and green engineering, plus many updates to existing examples. A new chapter presents multiple student projects, and several chapters from the previous edition have been condensed for greater focus. This text's features include: • •Thorough introductory coverage, including unit conversions, basis selection, and process measurements. •Short chapters supporting flexible, modular learning. •Consistent, sound strategies for solving material and energy balance problems. •Key concepts ranging from stoichiometry to enthalpy. •Behavior of gases, liquids, and solids. •Many tables, charts, and reference appendices. •Self-assessment tests, thought/discussion problems, homework problems, and glossaries in each chapter.

This book is written for those who would like to advance their knowledge beyond an introductory level of biomaterials or materials science and engineering. This requires one to understand more fully the science of materials, which is, of course, the foundation of biomaterials. The subject matter of this book may be divided into three parts: (1) fundamental structure-property relationships of man-made materials (Chapters 2-5) and natural biological materials, including biocompatibility (Chapters 6 and 7); (2) metallic, ceramic, and polymeric implant materials (Chapters 8-10); and (3) actual prostheses (Chapters 11 and 12). This manuscript was initially organized at Clemson University as classnotes for an introductory graduate course on biomaterials. Since then it has been revised and corrected many times based on experience with graduate students at Clemson and at Tulane University, where I taught for two years, 1981-1983, before joining the University of Iowa. I would like to thank the many people who helped me to finish this book; my son Y oon Ho, who typed all of the manuscript into the Apple Pie word processor; my former graduate students, M. Ackley Loony, W. Barb, D. N. Bingham, D. R. Clarke, J. P. Davies, M. F. DeMane, B. J. Kelly, K. W. Markgraf, N. N. Salman, W. J. Whatley, and S. o. Young; and my colleagues, Drs. W. Cooke, D. D. Moyle (Clemson G. H. Kenner (University of Utah), F. University), W. C. Van Buskirk (Tulane University), and Y.

This book provides a state-of-the-art look at the applied biomechanics of accidental injury and prevention. The editors, Drs. Narayan Yoganandan, Alan M. Nahum and John W. Melvin are recognized international leaders and researchers in injury

biomechanics, prevention and trauma medicine. They have assembled renowned researchers as authors for 29 chapters to cover individual aspects of human injury assessment and prevention. This third edition is thoroughly revised and expanded with new chapters in different fields. Topics covered address automotive, aviation, military and other environments. Field data collection; injury coding/scaling; injury epidemiology; mechanisms of injury; human tolerance to injury; simulations using experimental, complex computational models (finite element modeling) and statistical processes; anthropomorphic test device design, development and validation for crashworthiness applications in topics cited above; and current regulations are covered. Risk functions and injury criteria for various body regions are included. Adult and pediatric populations are addressed. The exhaustive list of references in many areas along with the latest developments is valuable to all those involved or intend to pursue this important topic on human injury biomechanics and prevention. The expanded edition will interest a variety of scholars and professionals including physicians, biomedical researchers in many disciplines, basic scientists, attorneys and jurists involved in accidental injury cases and governmental bodies. It is hoped that this book will foster multidisciplinary collaborations by medical and engineering researchers and academicians and practicing physicians for injury assessment and prevention and stimulate more applied research, education and training in the field of accidental-injury causation and prevention.

This highly informative and carefully presented book focuses on the fields of ergonomics/human factors and discusses the future of the community vis-à-vis health problems, productivity, aging, etc. Ergonomic intercession must be seen in light of its effect on productivity because ergonomic solutions will improve productivity as the reduction of environmental stressors, awkward postures and efforts lead to a reduction in task execution time. The book provides promising evidence that the field of ergonomics continues to thrive and develop deeper insights into how work environments, products and systems can be developed to meet needs, demands and limitations of humans and how they can support productivity improvements. Some of the themes covered are anthropometry and workplace design, biomechanics and modelling in ergonomics, cognitive and environmental ergonomics, ergonomic intervention and productivity, ergonomics in transport, mining, agriculture and forestry, health systems, work physiology and sports ergonomics, etc. This book is beneficial to academicians, policymakers and the industry alike.

This book collects the articles published in the Special Issue “Polymeric Materials: Surfaces, Interfaces and Bioapplications”. It shows the advances in polymeric materials, which have tremendous applications in agricultural films, food packaging, dental restoration, antimicrobial systems, and tissue engineering. These polymeric materials are presented as films, coatings, particles, fibers, hydrogels, or networks. The potential to modify and modulate their surfaces or their content by different techniques, such as click chemistry, ozonation, breath figures, wrinkle formation, or electrospray, are also explained, taking into account the relationship between the structure and properties in the final application. Moreover, new trends in the development of such materials are presented, using more environmental friendly and safe methods, which, at the same time, have a high impact on our society.

Particle technology is a term used to refer to the science and technology related to the handling and processing of particles and powders. The production of particulate materials, with controlled properties tailored to subsequent processing and applications, is of major interest to a wide range of industries, including chemical and process, food, pharmaceuticals, minerals and metals companies and the handling of particles in gas and liquid solutions is a key technological step in chemical engineering. This textbook provides an excellent introduction to particle technology with worked examples and exercises. Based on feedback from students and practitioners worldwide, it has been newly edited and contains new chapters on slurry transport, colloids and fine particles, size enlargement and the health effects of fine powders. Topics covered include: Characterization (Size Analysis) Processing (Granulation, Fluidization) Particle Formation (Granulation, Size Reduction) Storage and Transport (Hopper Design, Pneumatic Conveying, Standpipes, Slurry Flow) Separation (Filtration, Settling, Cyclones) Safety (Fire and Explosion Hazards, Health Hazards) Engineering the Properties of Particulate Systems (Colloids, Respirable Drugs, Slurry Rheology) This book is essential reading for undergraduate students of chemical engineering on particle technology courses. It is also valuable supplementary reading for students in other branches of engineering, applied chemistry, physics, pharmaceutics, mineral processing and metallurgy. Practitioners in industries in which powders are handled and processed may find it a useful starting point for gaining an understanding of the behavior of particles and powders. Review of the First Edition taken from High Temperatures - High pressures 1999 31 243 – 251 "..This is a modern textbook that presents clear-cut knowledge. It can be successfully used both for teaching particle technology at universities and for individual study of engineering problems in powder processing."

Introductory college text with emphasis on unit operation.

Introduction - Conduction - Convection - Radiation - Heat Exchange Equipments - Evaporation - Diffusion - Distillation - Gas Absorption - Liquid Liquid Extraction - Crystallisation - Drying - Appendix I Try yourself - Appendix II Thermal conductivity data - Appendix III Steam tables

"... an important intervention in the conversation around social and ecological sustainability that draws on both micromarketing and macromarketing scholarship to help the reader understand the challenges with illustrations from insightful cases both from emerging and developed economies. This compilation should be essential reading for the discerning student of sustainable consumption and production." -- Professor Pierre McDonagh, Associate Editor, Journal of Macromarketing (USA); Professor of Critical Marketing & Society, University of Bath, UK Experts in the field of economics, management science, and particularly in the marketing domain have always been interested in and acknowledged the importance of sustaining profitable businesses while incorporating societal and environmental

concerns; however, the level of existing literature and availability of teaching cases reflect a dearth of real case studies, especially those focused on marketing for social good. This book of actual case studies will address that need. In addition, this book is important and timely in providing a case book for instructors (those in both industry and academia) to help them in teaching and training the next generation of leaders through corporate training and universities. Currently, marketing for social good is increasingly becoming a part of most curriculums under the umbrella of different titles, such as social marketing, green marketing, and sustainability marketing. The relevance of these studies is increasing across the globe. This book is composed of long and short real cases with varying complexity in different sectors. This case book will also cover some review articles for an overview of the recent developments in the study area. With these case studies, collections of questions, teaching materials, and real-life marketing scenarios, this book offers a unique source of knowledge to marketing professionals, students, and educators across the world. The main objective of this case book is to understand the applicability of marketing science (marketing for social good context, such as social marketing and sustainability marketing) in internet marketing related to e-buying behavior and e-WOM. In addition, it illustrates the various types of existing marketing practices that are relevant from both theoretical and practical points of view in this electronic era, as well as discussing other non-electronic marketing practices and focusing on consumer buying behavior. As a result, marketing managers can treat their customers according to their desired value. This book particularly explores the possibilities and advantages created by social marketing and sustainability marketing through the presentation of thorough review articles and case studies. This case book helps corporate training centers and universities with compact teaching reference materials in their relevant courses.