

## P Subba Rao Management Ebook

This classic volume achieves a remarkable width of appeal without sacrificing scientific accuracy or depth of analysis. It is a valuable contribution to the study of business efficiency which should be read by anyone wanting information about the developments and place of management, and it is as relevant today as when it was first written. This is a practical book, written out of many years of experience in working with managements of small, medium and large corporations. It aims to be a management guide, enabling readers to examine their own work and performance, to diagnose their weaknesses and to improve their own effectiveness as well as the results of the enterprise they are responsible for. 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 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, 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.

Essentials of HRM combines a commentary on organizational behaviour with an explanation of human resource management techniques, and also acts as an introduction to industrial relations. It will prove an invaluable aid to those studying for professional qualifications, such as Membership of the Institute of Personnel Management or the Diploma in Management Studies, and for students on general business or social service courses. Equally, the practising manager will find this book a useful and practical guide.

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

book combines the operational as well as the strategic aspects of HRM. it presents detailed coverage of the principles and concepts of HRM including its strategic aspects. The text provides logical and analytical application of the concepts. The strategic analysis involves integrative approach of HRM with strategic management. Case studies have been given at the end of each chapter to make subject more practical and analytical. Salient Features of the book

- \* Covers all relevant topics of HRM
- \* Integrates operational HRM with strategic management
- \* Inspires managerial actions to successfully deal with the challenges and emerging trends in HRM
- \* Provides holistic view of global HRM
- \* Simple and readers friendly language
- \* Invaluable text For The students of MBA, M.Com., and other post graduate students who are specializing in HRM
- \* Useful guide for HR professionals and executives of corporate section

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 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 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.

Managing people in a multinational context is the essence of international human resource management. This requires a broader perspective of what operating internationally involves, and a clear recognition of the range of issues pertaining to all categories of staff operating in different functional,

task and managerial capacities. Books that are available on the subject are heavily loaded with cultural aspects rather than HRM processes. From teaching experience, it is noticed that students who are familiar with domestic HRM books find it difficult to comprehend the subject of international HRM. Therefore the topics are arranged in the traditional HRM style with international implications at each stage. A separate chapter is allocated for Expatriation & Repatriation. Similarly Management of People in international context in sixteen countries is discussed in a separate chapter. The text aims to cover in terms of industries, to illustrate the activities and approaches of international organisations. Also, the coverage of different cultures is not intended to include all the different and diverse cultures of the world, simply to enable sufficient understanding of the cultural contexts from which many of the approaches are derived, and to provide background on the appropriateness of different aspects of managing people in international organisations. A detailed treatment to empirical researches on cross cultural issues and cross cultural, comparative management issues arising out of cross border mergers and acquisitions as well as human resource issues emerging out of global acquisitions of Arcelor and Corus by Indian companies and companies of Indian origin are also treated in the text.

The Indian Ocean tsunami of December 2004 is

considered to have been one of the worst natural disasters in history, affecting twelve countries, from Indonesia to Somalia. 175,000 people are believed to have lost their lives, almost 50,000 were registered as missing and 1.7 million people were displaced. As well as this horrendous toll on human life

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 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, 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.

This volume presents a state-of-the art research in biochemistry, molecular biology and medical application. A glossary of specialized terms is appended. Each chapter is contributed by an expert or group of experts dedicated to increase our understanding of Dunaliella. All the chapters were reviewed internally by their colleagues, editors and external reviewers; this was followed by a final revision. The book provides a balanced multi-disciplinary communication and contributes to our understanding of this unique alga. It is addressed to graduate students and scientists as a summary of current thoughts on Dunaliella.

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.

Essentials of Human Resource Management and Industrial Relations  
Text, Cases and Games  
Principles and Practice Of Management

The first book to be published in this region, it describes the scientific basis of the procedures, as also their indications, scope and limitations. Alternative

approaches available for various disease entities are included.

Pharmaceutical Marketing will provide students and new industry professionals with a thorough overview of the general principles of marketing including marketing as a process, marketing effectiveness in the pharmaceutical environment, and coverage of marketing brand and generic drugs with special emphasis on direct-to-consumer advertising and the impact of social media and technology. Two unique chapters of the text are Chapter 10 Social Media, which addresses exactly what Social Media is, how it is currently being used within the industry, and how it should be used from the manufacturer's perspective; and Chapter The New 4 P's of Pharmaceutical Marketing takes a unique look at how the Internet and mobile technology has shaped the pharmaceutical industry and shifted the promotion paradigm to these current "P's" - Predictive modeling/analysis, Personalization, Peer-to-peer networking and Participation. Pharmaceutical Marketing examines the current pharmaceutical marketing environment from both an academic and practical perspective with a focus on providing practical applications of all material discussed according to the perspectives of various market segments including industry, community, and institutional pharmacy, as well as the practicing pharmacist. Key Features • "Case in Points" - Multiple examples per chapter illustrate key concepts with a real-life or hypothetical example • Discussion Questions – 10 questions per chapter to facilitate active learning and student participation • Unique Chapters - Social Media and The New 4 P's of Pharmaceutical Marketing \*

Each new text includes an access code for the Student Companion Website. Electronic and eBook formats do not include access to the Companion Website.

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 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 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.

This book presents research on the state-of-the-art methods and applications. Security and privacy related issues of cloud are addressed with best practices and approaches for secure cloud computing, such as cloud ontology, blockchain, recommender systems, optimization strategies, data security, intelligent algorithms, defense mechanisms for mitigating DDoS attacks, potential communication algorithms in cloud based IoT, secure cloud solutions.

Designed for researchers and students, *Nonlinear Times Series: Theory, Methods and Applications with R Examples* familiarizes readers with the principles behind nonlinear time series models-without overwhelming them with difficult mathematical developments. By focusing on basic principles

and theory, the authors give readers the background required Agile manufacturing is defined as the capability of surviving and prospering in a competitive environment of continuous and unpredictable change by reacting quickly and effectively to changing markets, driven by customer-designed products and services. Critical to successfully accomplishing AM are a few enabling technologies such as the standard for the exchange of products (STEP), concurrent engineering, virtual manufacturing, component-based hierarchical shop floor control system, information and communication infrastructure, etc. The scope of the book is to present the undergraduate and graduate students, senior managers and researchers in manufacturing systems design and management, industrial engineering and information technology with the conceptual and theoretical basis for the design and implementation of AMS. Also, the book focuses on broad policy directives and plans of agile manufacturing that guide the monitoring and evaluating the manufacturing strategies and their performance. A problem solving approach is taken throughout the book, emphasizing the context of agile manufacturing and the complexities to be addressed.

This volume contains the edited versions of the technical presentations of the third international gathering of researchers interested in the applications of artificial neural networks, genetic algorithms, and fuzzy logic. The papers in this volume are grouped into five categories: artificial neural network architectures, pattern recognition, neuro-control, neuro-manufacturing, and neuro-engineering systems. Contents include: Theoretical Foundation for CMAC Technique, Embeddable Reconfigurable Neuroprocessors, Heave Compensation Via Neural Networks, Benchmarking Framework for Neuro Algorithms, Handwriting Recognition Using an Art Based Network, Neural Vector Quantization for Image Compression, Training Fuzzy Controller, Genetic

Three-Dimensional Packer, and Geophysical Target Identification in Environmental Investigations.

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.

Sustainable Horticulture, Volume 1: Diversity, Production, and Crop Improvements is part of a two-volume compendium that addresses the most important topics facing horticulture around the world today. Volume 1, on Diversity, Production, and Crop Improvement, outlines the contemporary trends in sustainable horticulture research, covering such topics as crop diversity, species variability and conservation strategies, production technology, tree architecture management,

plant propagation and nutrition management, organic farming, and new dynamics in breeding and marketing of horticulture crops. Sections include: Genetic Resources & Biodiversity Conservation Production & Marketing of Horticulture Crops Crop Improvement & Biotechnology Together with Volume 2: Food, Health, and Nutrition, this two-volume compendium presents an abundance of new research on sustainable horticulture that will be valuable for a broad audience, including students of horticulture, faculty and instructors, scientists, agriculturists, government and nongovernment organizations, and other industry professionals.

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 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. Highly recommended by CHOICE, Oct 2018 Key features: Couples studies of marine extremophile biology/genomics and extremophile culture for biotechnological applications with the latest advances in bio-prospecting and bio-product development Includes practical experiments that a laboratory can use to

replicate extreme habitats for research purposes  
Presents latest advances in extremophile genomics to give the reader a better understanding of the regulatory mechanisms of extremophiles Offers insights into the production of commercially important extremozymes, carotenoids, bioactive compounds and secondary metabolites of medicinal value Extremophiles are nature's ultimate survivors, thriving in environments ranging from the frozen Antarctic to abyssal hot hydrothermal vents. Their lifeforms span bacteria to fishes, and are categorized as halophiles from hypersaline environments, acidophiles from acidic waters, psychrophiles from cold habitats, and thermophiles from warm waters. Extremophiles: From Biology to Biotechnology comprehensively covers the basic biology, physiology, habitats, secondary metabolites for bioprospecting, and biotechnology of these extreme survivors. The chapters focus on the novel genetic and biochemical traits that lend these organisms to biotechnological applications. This unique guide serves as a resource for biotechnologists who wish to explore extremophiles for their commercial potential, as well as a valuable reference for teaching undergraduate, graduate and postgraduate students. Advances in Agricultural Microbiology is a collection of papers about the progresses in the field of agricultural microbiology. The said papers are contributions of different experts in related fields. The book is divided into three sections. Section A covers topics related to the role of microorganisms in the mobilization of nutrients for plant growth such as the relationship of microbial

genetics and biological nitrogen; plant surface microflora and plant nutrition; and developments in grass-bacteria associations. Section B discusses the use of microorganisms in the management of pathogens, pests, and weeds and includes topics such as the microbial control of insect pests; microbial herbicides; and agricultural antibiotics. Section C tackles strategies in bioconversion such as the production of biogas from agricultural wastes; bioconversion of lignocelluloses into protein-rich food and feed; and ethanol fuel from biomass. The text is recommended for biologists and agriculturists who would like to know more about the importance of microorganisms in the field of agriculture. This book describes all parts of belt conveyors, their functions and different types presented one after the other with necessary illustrations covering all the basic aspects so that the reader can obtain an overall understanding of their operation and implementation within the field of bulk material handling, mining and mineral processing. Dedicated study of this work will also enable engineers to carry out minor repairs on their own without having to wait for maintenance personnel. This is an introductory preliminary book for beginners in the field of bulk material handling, mining and mineral processing, written in lucid, easy-to-understand language, well-illustrated, and with self-explanatory descriptions that do not compromise in maintaining academic standards while dealing with the subject matter. A salient feature of this book is that all the new terminology used to describe the components and their functions has been included and explained. Much of the content of this book has

been tested and evaluated positively by graduate and postgraduate students and professional engineers of several bulk material handling plants during training programs over the last twenty-five years in India. Written from the perspective of a librarian, this book offers a comprehensive overview of the impact of e-books on academic libraries. The author discusses advantages to both researchers and librarians and provides current examples of innovative uses of e-books in academic contexts. This book reviews the current situation in e-book publishing, and describes problems in managing e-books in libraries caused by the variety of purchase models and varying formats available, and the lack of standardisation. It discusses solutions for providing access and maintaining bibliographic control, looks at various initiatives to publicise and promote e-books, and compares e-book usage surveys to track changes in user preferences and behaviour over the last decade. E-books have already had a huge impact on academic libraries, and major advances in technology will bring further changes. There is a need for collaboration between libraries and publishers. The book concludes with reflections on the future of e-books in academic libraries. Describes how e-books have changed library services and how they have enabled academic libraries to align with the e-learning initiatives of their universities Discusses problems with e-book collection development and management and lists examples of solutions Examines trends in user behaviour and acceptance of e-books

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  
The book in its tenth edition has been thoroughly restructured and revised. All the chapters of the present edition have been re-written not only to incorporate the latest developments in management but also to make presentation of subject-matter more lucid and crisp. Chapter 3 of the previous edition (Managers and Environment) has been named as Management Challenges and Opportunities in the present edition so that proper focus is put on these issues. Thus, the present edition is ideally suited to management students as well as management practitioners, particularly those who have not gone through formal management education.

HUMAN RESOURCE MANAGEMENT: FUNCTIONS AND ROLE  
HUMAN RESOURCE PLANNING, RECRUITMENT, SELECTION AND PLACEMENT TRAINING AND INDUCTION PERFORMANCE APPRAISAL AND COMPENSATION PROMOTION AND TRANSFER WORK ENVIRONMENT, MORALE, GRIEVANCES AND RECORDS  
CHAPTER 7 HUMAN RESOURCE DEVELOPMENT SKILL DEVELOPMENT.

The book integrates marketing concepts 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 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.

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