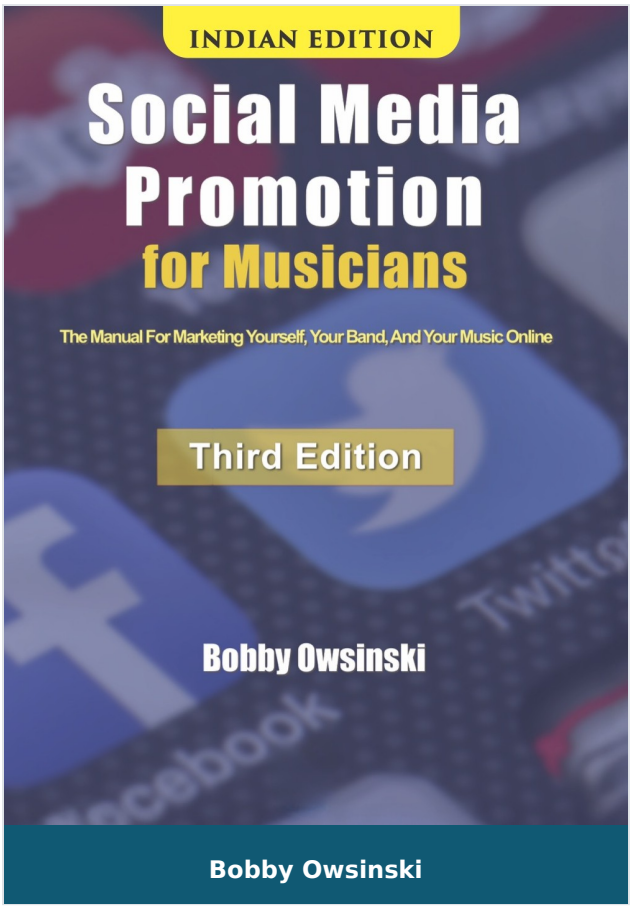


Social Media Promotion for Musicians (Indian Edition)

Author :	Bobby Owsinski
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Product Description

Learn how to efficiently use your online presence to promote your band, your music or yourself with the totally revised Third Edition of Social Media Promotion for Musicians. The updated book reveals the latest insider tips on how to use both the most popular platforms like Instagram, Facebook, YouTube and TikTok in conjunction with your website and mailing list to gain more fans, followers, views and streams.

If you’re an artist, band, engineer, producer or songwriter, Social Media Promotion for Musicians Third Edition provides the newest techniques and strategies to increase your online and streaming presence without taking away precious time from making music. BONUS: Now includes a special chapter on marketing to playlists|

You’ll Discover

. How to maximize your online exposure to increase your fan base

. How to have more time for creating by saving at least an hour each day on social media posting, and with better results|

. Exclusive Facebook, YouTube, Instagram, TikTok and Twitter promotional tips that boost your streams, views and followers

. How to uncover and develop your personal or band’s brand

. The secret behind successful posts and tweets that get maximum engagement

. Which social platforms require your attention and which can wait

. And much more|

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- Marketing with Twitter
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- Marketing With Blog
- Playlist Marketing
- Posting Frequency Strategy
- Glossary
- Abou Bobby Owsinski

Author

Bobby Owsinski

Bobby Owsinski is one of the bestselling authors in the music industry with 24 books that are staples in audio recording, music and music business programs in colleges around the world, including the Mixing Engineer’s Handbook, The Music Producer’s Handbook, Music 4.0: A Survival Guide for Making Music in the Internet Age, and more. He’s also a

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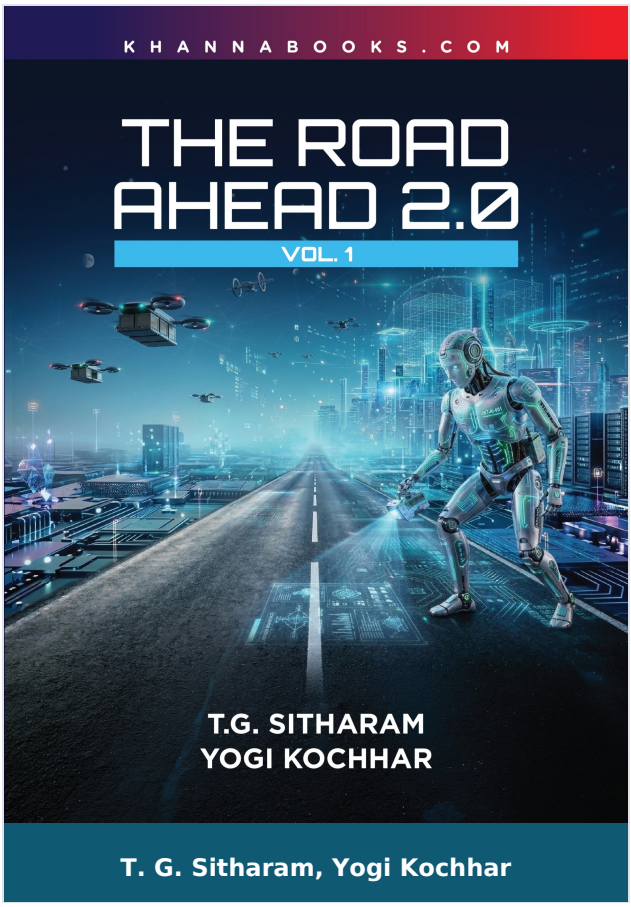
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contributor to Forbes covering the new music business, his popular production and music industry blogs are over 8 million visits, and he’s appeared on CNN and ABC News as a music branding and audio expert. Visit BobbyOwsinskiBlog.com, his music industry blog at Music3Point0.com, his podcast at BobbyOInnerCircle.com, and his website at BobbyOwsinski.com.

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The Road Ahead 2.0 Volume-1 (Colour Edition)

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Product Description

The world stands at the edge of monumental change. Like the dinosaurs, we too tread the path of history, unaware of what's next. AI is here, and it's poised to transform how we live, work, and play.

This book draws inspiration from Bill Gates' The Road Ahead, Marconi's pioneering spirit, and Santiago's journey in Paulo Coelho's The Alchemist. As you explore the Preface and beyond, you'll find sparks of imagination—just as Gates did decades ago—igniting a revolution.

The book distills global activity through the lens of AI across 70+ concise chapters. Santiago embarks on a metaphorical quest through this "crystal ball," uncovering how AI will shape the future. Guided by engaging stories and analogies, you'll navigate a forest of ideas, including Santiago's imagined meeting with Harry Potter.

We've kept the chapters paper thin, allowing you to "eavesdrop" on conversations exploring whether AI is a bane or a boon. Along the way, we challenge you to reflect on critical truths: Practice precedes policy. Policies codify practices, but AI's rapid pace will always outstrip them. Like football played before rule books, generative AI will sprint light-years ahead of regulation.

Think of it as a modern Tom and Jerry—the policy-maker cat chasing an ever-moving laser pointer.

This journey is a call to action: adapt or adopt, for the times demand it. Otherwise, like footprints in the sand, we risk fading into obscurity.

For those seeking change, this book offers a different sauce. It's a salute to imagination, catalyzing transformation akin to Who Moved My Cheese?—an ode to Dr. Spencer Johnson. We carry him in a parody inside.

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Clue: Adapt, adopt, and lead. The AI revolution is here to stay.

Endorsements

“This illuminates AI’s unparalleled impact towards making a VIKSIT BHARAT aligning with our Prime Minister’s visionary call for AI adoption with care and sensitivity.”— Prof. Ajay K Sood, Principal Scientific Advisor, Govt of India.

“This book is an almanac that brings a purposeful exactitude to planet, people, and profit in that order where AI becomes a partner in achieving our shared goals.”— Prof. Phoebe Koundouri, Chair: Climate Change, UN SDSN.

“Fantastic, Insightful & visionary.”— Dr. H R Nagendra, Chancellor Svyasa University.

“AI will empower power. Brilliant work.”— Anil Sardana, Chairman Adani Power.

“Empathic, compelling, rich roadmap. A must read for all global institutions.”— Prof. Abhay Karandikar, Secretary, Ministry of Science & Technology

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- Education Management
- Education Streams

Author

T. G. Sitharam

T. G. Sitharam is a civil engineer, professor at IISc Bangalore, former director at IIT Guwahati. Currently, he is serving as Chairman of the All India Council for Technical Education, (AICTE) from 1 December 2002 onwards. He is known for his works in the fields of rock mechanics, rock engineering geotechnical earthquake engineering. He is an elected fellow of Indian Geotechnical Society, Institution of Engineers (India) and American Society of Civil Engineers.

Yogi Kochhar

Yogi Kochhar : - Yogi, an AI FUTURIST, works across sectors in US, UK and India to operationalize AI adoption at scale: his ability to simplify complex ideas and translate them into implementable constructs gives this book its unique clarity and force. Author, Poet Golfer, Trekker. Their collaboration results in a seminal work that charts not just

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what AI can do, but what it must do; strengthen institutions, empower citizens, and prepare societies for an era of profound transformation.

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T. G. Sitharam, Yogi Kochhar, Jasleen Ahluwalia

AIMagineering

Author :	T. G. Sitharam, Yogi Kochhar, Jasleen Ahluwalia
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Product Description

AIMAGINEERING

The Art and Science of Imagineering

“The world expands in direct proportion to the depth of our imagination.” — Inspired by Einstein (and lovingly upgraded by AI).

Cue the lights. Enter Amitabh Bachchan or Keanu Reeves; having coffee with Imagineering. Somewhere between the first sip and a cosmic spark, the future is born.

Now picture this: an 8th grader builds an AI that catches crimes before they happen, grows better crops, trades smarter than Wall Street, tracks climate credits, and designs your perfect study plan from a tablet smaller than their lunchbox.

Welcome to Imagineering, where science flirts with art and curiosity turns into code. Here Computer Vision, Spatial AI, Interaction AI, and Metaverse AI don’t just sound cool, they build the world you’ve only dreamed of.

Each chapter is a fast-paced story: part thriller, part classroom comedy, where students, celebrities, and robots team up to fix everything from traffic jams to fashion disasters.

Give a kid data, imagination, and a mentor and they’ll outbuild your future plans before you can say “upload complete.”

The future isn’t coming. They’re already coding it.

Prof. T G Sithoram

The civil engineer monk who conjures and speaks to blueprints and carves temples out of menhirs; he doesn’t just build foundations, he thinks them into existence.

Jas Ahluwalia

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A spark in sneakers; she turns chaos into projects faster than AI can say “let me process that.” Her laughter might just be the next renewable energy source.

Yogi Kochhar

The monk with a motherboard; he meditates on algorithms and dreams in metaphors, proving imagination isn’t a luxury, it’s an upgrade to consciousness.

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- Home Automation, Personal Security, Smart Home, AI Personal Finance Retirement
- AR & VR
- LegalTech, Journalism & Publishing
- AI & Pilgrimage

Author

T. G. Sitharam

T. G. Sitharam is a civil engineer, professor at IISc Bangalore, former director at IIT Guwahati. Currently, he is serving as Chairman of the All India Council for Technical Education, (AICTE) from 1 December 2002 onwards. He is known for his works in the fields of rock mechanics, rock engineering geotechnical earthquake engineering. He is an elected fellow of Indian Geotechnical Society, Institution of Engineers (India) and American Society of Civil Engineers.

Yogi Kochhar

Yogi Kochhar : - Yogi, an AI FUTURIST, works across sectors in US, UK and India to operationalize AI adoption at scale: his ability to simplify complex ideas and translate them into implementable constructs gives this book its unique clarity and force. Author, Poet Golfer, Trekker. Their collaboration results in a seminal work that charts not just what AI can do, but what it must do; strengthen institutions, empower citizens, and prepare societies for an era of profound transformation.

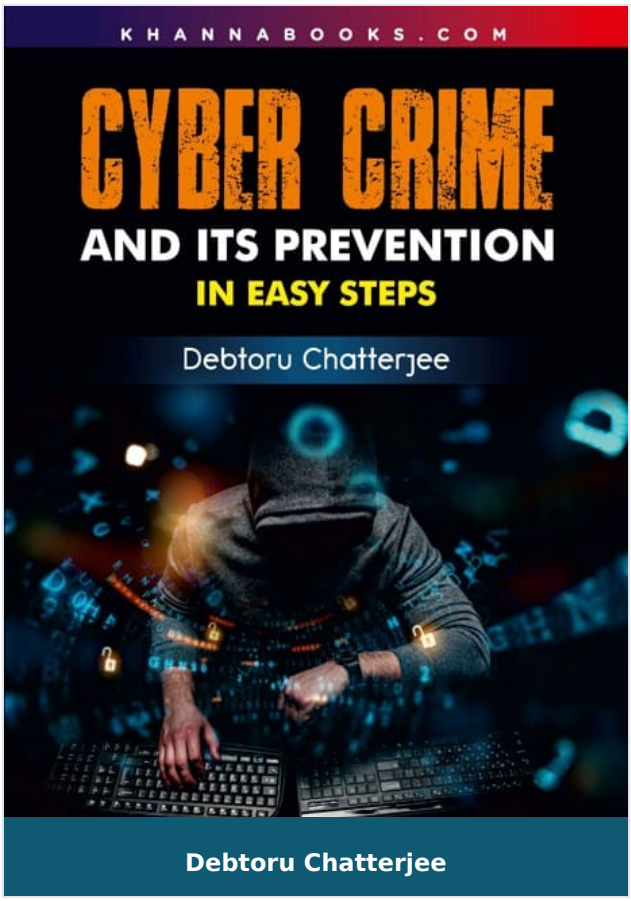
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Debtoru Chatterjee

Cyber Crime and its Prevention in Easy Steps

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Product Description

This book has been divided into two parts. The learning outcomes from each are as follows:

PART -1

The reader will gain awareness of how fraudsters:

- acquire one-time passwords via social engineering to commit OTP- based crimes. - exploit vulnerabilities to create false ATMs. - take advantage of poor over-sight mechanisms to remain undetected. - exploit air gaps to manipulate data in transit for fraud. - mislink accounts in a cross-institutional content to syphon off funds. - launder stolen proceeds. - take advantage of default configurations to gain unauthorized network privileges and how to devise counter-measures to deter such frauds.

PART -2

The Reader will gain awareness of how:

- hackers break into android smartphones to steal OTP and other confidential information - encrypted information to and from your smartphone or computer can be intercepted - the computer can be hacked with or without social-engineering - websites are scanned for vulnerabilities and exploited - enemy computers are targeted in cyber wars - Security Operations Centers function and tactical and policy measures to counter such threats.

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Author

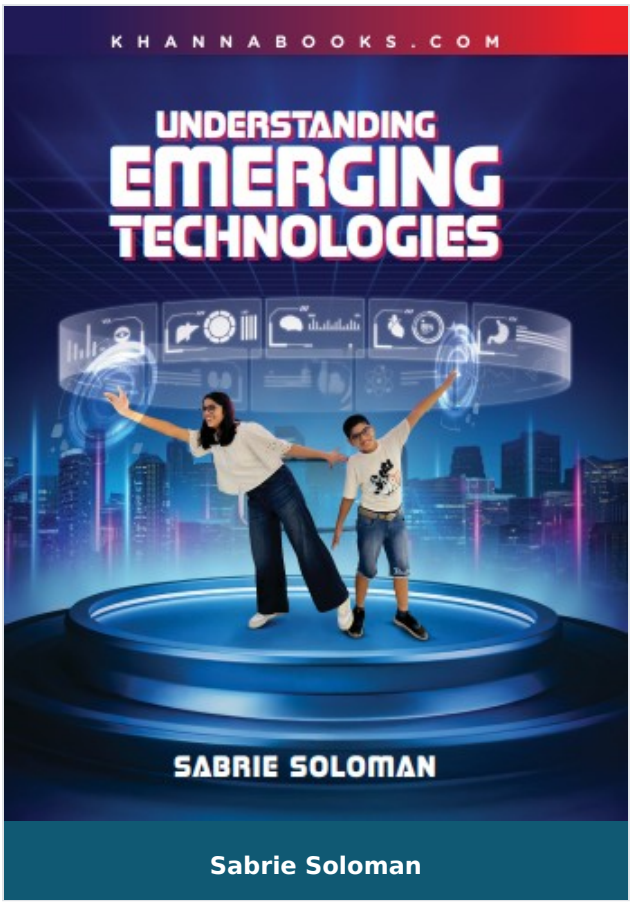
Debtoru Chatterjee

Debtoru Chatterjee, an Indian Postal Service Officer (1994 batch), has served 11 years in a central police organization, including as an Inspector General, besides a five-year stint as an army Colonel. An honor graduate from Presidency College Calcutta, he holds and M.Sc. (Distinction) in Cyber Forensics and Information Security from the University of Madras; an MBA (IT Systems) (Distinction) from ICFAI; and a Master in Business Laws from National Law School, Bangalore. A keen student of Kali Linux and Python, he has also authored a companion book "Cyber-Crime and its Prevention in Easy Steps".

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Sabrie Soloman

Understanding Emerging Technologies

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Product Description

Understanding Emerging Technologies

This book explores cutting-edge technologies like AI, AR/VR, IoT, 3D printing, blockchain, quantum computing, data science, and fusion power. It highlights their transformative impact on industries, healthcare, education, energy, and daily life. Readers gain insight into how pioneers are shaping the future, the benefits and challenges of each technology, and the promise of innovation-driven progress. A must-read for understanding the evolving tech landscape and its role in creating a smarter, sustainable, and connected world.

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- Augmented and virtual reality
- Internet of things – IoT
- 3d bio-printing
- Block chain technology
- Data science
- Machine learning
- Quantum computers
- Harnessing fusion power

Author

Sabrie Soloman

Dr. Sabrie Soloman, Ph.D., Sc.D., MBA, PE - He is the Chairman & CEO of American SensoR x, In, USA; Founder of Advanced Manufacturing Post Graduate Studies at Columbia University, USA; Professor of Advanced Technology at Columbia, where he lectures on Sensors & Control Systems in Manufacturing, Affordable Automation, Computer Integrated Manufacturing (CIM), Flexible Manufacturing System (FMS), Design for Manufacturability, Introduction to Electromechanical Engineering, Modern Welding Technology, and 3D Printing/Bioprinting Technology. Dr. Soloman authored numbers of technical books published and translated worldwide: Sensors Handbook (2nd edition), Sensors and Control Systems in Manufacturing (2nd edition), Affordable Automation, Introduction to Electromechanical Engineering, Modern Welding Technology, to name a few. Dr. Soloman holds numerous Patents, Technical Awards, and several US Product Registrations. He is a Fellow of the Society of Manufacturing Engineers. USA. The Royal

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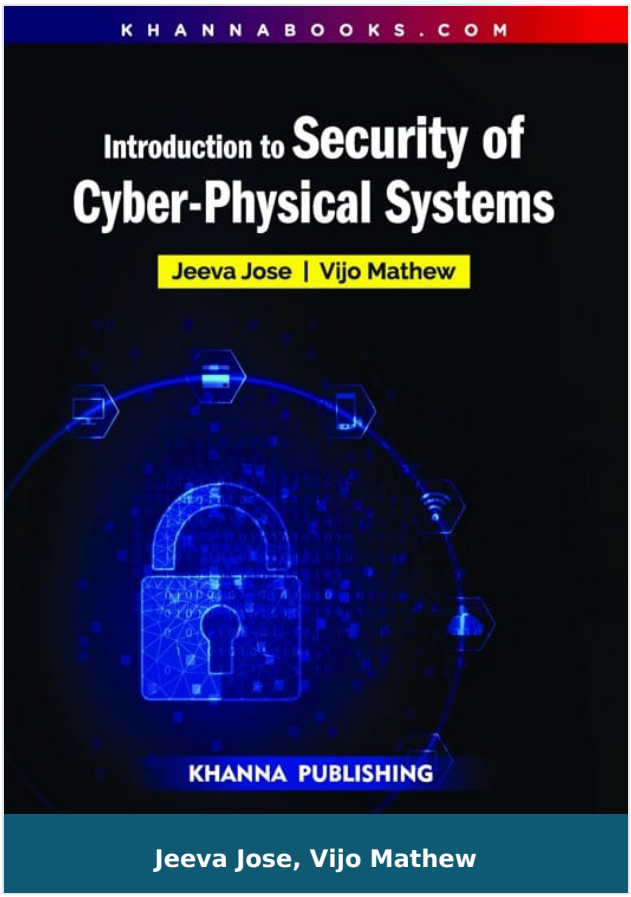
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Society of Manufacturing Engineers (England), and L'Ores Des Ingenieurs Du Quebec (Canada), He received several awards from the American Society of Mechanical Engineers (ASME), the Society of Manufacturing Engineers (SME), and the American Management Association (AMA). Dr. Soloman is considered an international authority on advanced manufacturing technology, robotics, biomedical engineering, pharmaceuticals, and automation in the microelectronic, automotive, beef, pork, poultry industries. He has been and continues to be instrumental in developing and implementing several industrial and modernization programs through the United Nation to European, Asian, and African countries. He is the first to introduce and implement unmanned flexible synchronous/asynchronous manufacturing systems the microelectronic and meat industries, and the first to incorporate advanced vision technology in a wide array of robot/micro-robot manipulators. Dr. Soloman was selected to deliver the US Presidential closing address, "Innovative Remote Sensors Technologies," at the Universal Design Conference, New York, USA

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Introduction to Security of Cyber-Physical Systems

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Product Description

Salient Features of this book:-

1. Covers Complete AICTE syllabus of Security of Cyber Physical Systems (IOT-O2) miner change degree course .

2. The basic of security and various types of security issues are explained

3. Different cryptography techniques and various security attacks are discussed.

4. Network security and how they are implemented in real world is demonstrated.

5. Insight to various issues of web security and biometric authentication provided.

6. Each chapter is provided with objective questions with answers and review questions.

7. The full form and explanation of the abbreviations used are given in each chapter.

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Author

Jeeva Jose

Dr. Jeeva Jose completed Ph. D. in Computer Science from Mahatma Gandhi University, Kerala, India and is a faculty member at BPC College, Kerala. Her passion is teaching and areas of interests include world wide web, Data Mining and Cyber laws. She has been in higher education for the last 15 years and has completed three research projects funded by UGC and KSCSTE. She has published more than twenty research papers in various refereed journals and conference proceedings. She has edited three books and has given many invited talks in various conferences. She is a recipient of ACM-W Scholarship provided by Association for Computing Machinery, New York.

Vijo Mathew

Vijo Mathew is a highly accomplished engineer with three decades of experience in driving innovation and growth in various electrical, electronics, and information technology industries. His track record is complemented by a postgraduate degree in management, equipping him to excel in business management, strategic management, and technology management. His expertise is highly valued in the fields of software, electrical and electronics hardware, and design where he provides strategic guidance and mentorship to organizations seeking to stay ahead of the curve. He has demonstrated a unique ability to bridge the gap between technology and business driving success through his visionary approach and collaborative leadership style. His leadership skills and technical acumen have made him an advisor to some reputed national and

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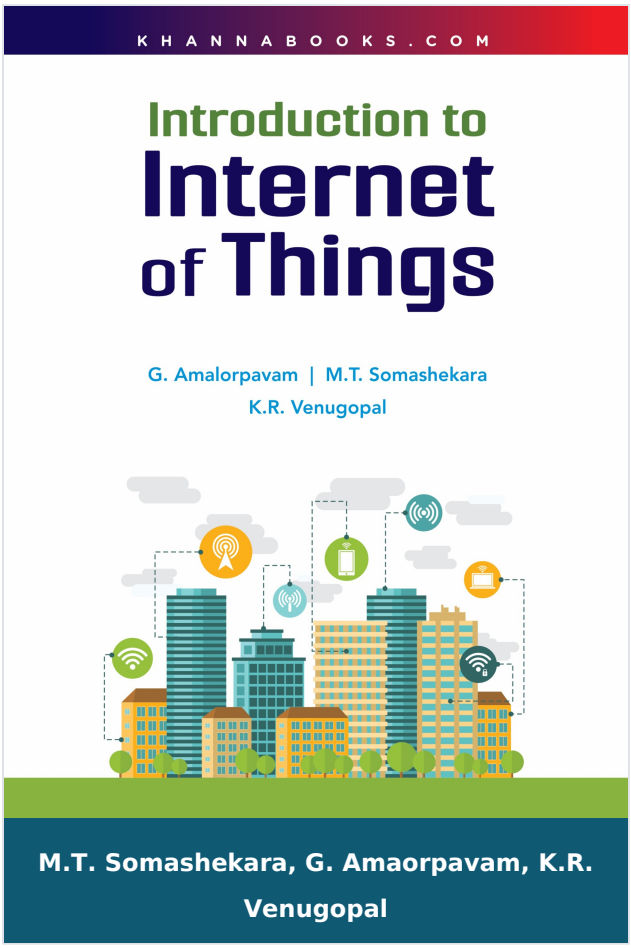
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international corporations. As an advisor and strategic leader, he is helping organizations achieve their full potential through innovative solutions, effective management, and visionary leadership. He is also author of many books related to technology and management.

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Introduction to Internet of Things

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Product Description

Introduction to Internet of Things

The Internet of Things (IoT) greatly influences lifestyles; it is transforming the way people interact with the environment. It is not merely a technological advancement; it is leading to transformation of lifestyle. It is reshaping industries and providing new opportunities in every field of modern life, starting from homes to industries.

This book is just a journey into the evolving world of IoT. It is helpful for both beginners learning the basic concepts and professionals who wish to upgrade their skills. The book covers the introductory material on Internet of Things and covers the syllabi of many universities on the subject. It is expected to be the first book on the area to be read by the readers as it is easy to follow and accessible to the students of UG and PG students of Computer Science and Computer Applications offered by the Indian Universities

Salient Features

- This book is self-readable, comprehensive, and highly informative.
- It provides the necessary skills for learners to design any IoT application.
- Detailed information on Tinkercad software and Arduino programming.
- Good number of review questions in each chapter
- Chapter end summary and multiple-Choice Questions with answers

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- Developing IoT Solutions
- Introduction to Arduino UNO
- Answers for Multiple Choice Questions
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- Appendix B: Arduino Programming
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- List of Web Sites

Author

M.T. Somashekara

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UG and PG levels. He has authored three other books ‘Problem Solving with C’, ‘Object-Oriented Programming with C++’’ and ‘Object-Oriented Programming with JAVA’ published by PHI Learning Private Limited, New Delhi and all of these have seen multiple editions. They have been adopted as textbooks/reference books for UG and PG courses of more than a hundred universities and autonomous colleges in the country. He has also authored a unique motivational and directional book on authoring academic books entitled ‘The Journey – From Being a Reader to Becoming an Author’ brought out by Khanna Publishing House and it is useful for those aspiring to become academic authors as it not only motivates but guides also as to how to go about academic authoring. He has several research papers to his credit in national and international journals. He is a life member of ISTE CSI, ISCA, and IUPRAI. His areas of academic interest include Data Structures, Algorithms, Programming Languages, Operating Systems, and Databases. His areas of research include Image Processing and Pattern Recognition.

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K.R. Venugopal

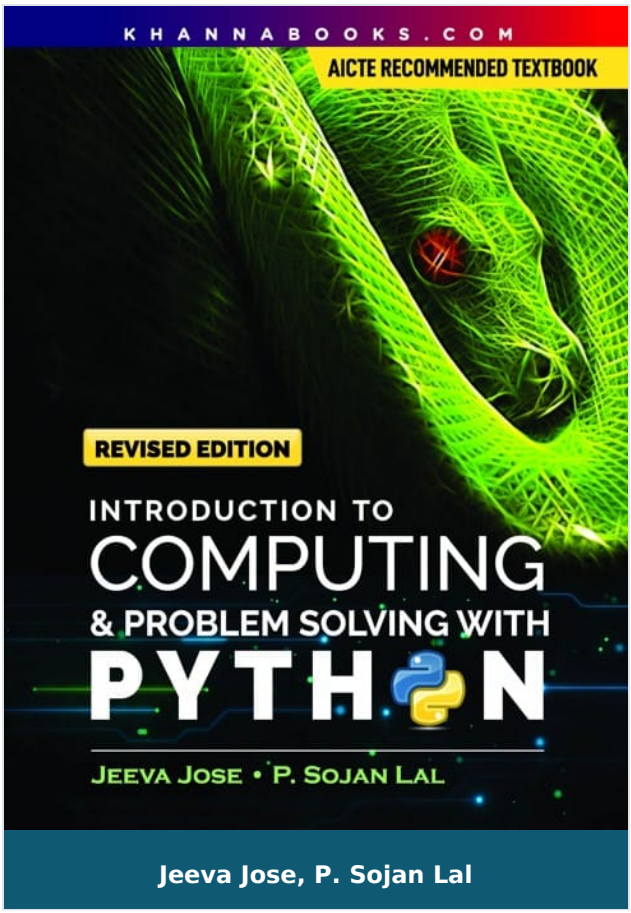
K.R. Venugopal is the Vice-Chancellor of Bangalore University. He has an illustrious, distinguished, and brilliant academic career with Eleven degrees including two Ph.Ds, one in Economics from Bangalore University and another Ph.D. in Computer Science and Engineering from IIT Madras. He has served UVCE and Bangalore University for over the last four decades. He received his ME degree in Computer Science Engineering from the Indian Institute of Science, Bangalore, Bachelor of Engineering in Electronics and Communications from UVCE and has also obtained degrees in Law, Journalism, Public

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Jeeva Jose, P. Sojan Lal

Introduction to Computing & Problem Solving with PYTHON

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This book 'Introduction to Computing and Problem Solving with Python' will help every student, teacher and researcher to understand the computing basics and advanced Python Programming language.

The Python programming topics include the reserved keywords, identifiers, variables, operators, data types and their operations, flow control techniques which include decision making and looping, modules, files and exception handling techniques. Advanced topics like Python regular expressions, Database Programming and Object Oriented Programming concepts are also covered in detail. All chapters have worked out programs, illustrations, review and frequently asked interview questions. The simple style of presentation makes this a friend for self-learners. More than 300 solved lab exercises available in this book is tested in Python 3.4.3 version for Windows.

The book covers syllabus for more than 35 International Universities and45 Indian universities like Dr. APJ Abdul Kalam Technological University, Christ University, Savitribai Phule Pune University, University of Delhi, University of Calicut, Mahatma Gandhi University, University of Mumbai, AICTE, CBSE, MIT, University of Virginia, University of Chicago, University of Toronto, Technical University of Denmark etc.

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- File Handling
- Object Oriented Programming
- Exception Handling
- Regular Expressions
- Database Programming

Author

Jeeva Jose

Dr. Jeeva Jose completed Ph. D. in Computer Science from Mahatma Gandhi University, Kerala, India and is a faculty member at BPC College, Kerala. Her passion is teaching and areas of interests include world wide web, Data Mining and Cyber laws. She has been in higher education for the last 15 years and has completed three research projects funded by UGC and KSCSTE. She has published more than twenty research papers in various refereed journals and conference proceedings. She has edited three books and has given many invited talks in various conferences. She is a recipient of ACM-W Scholarship provided by Association for Computing Machinery, New York.

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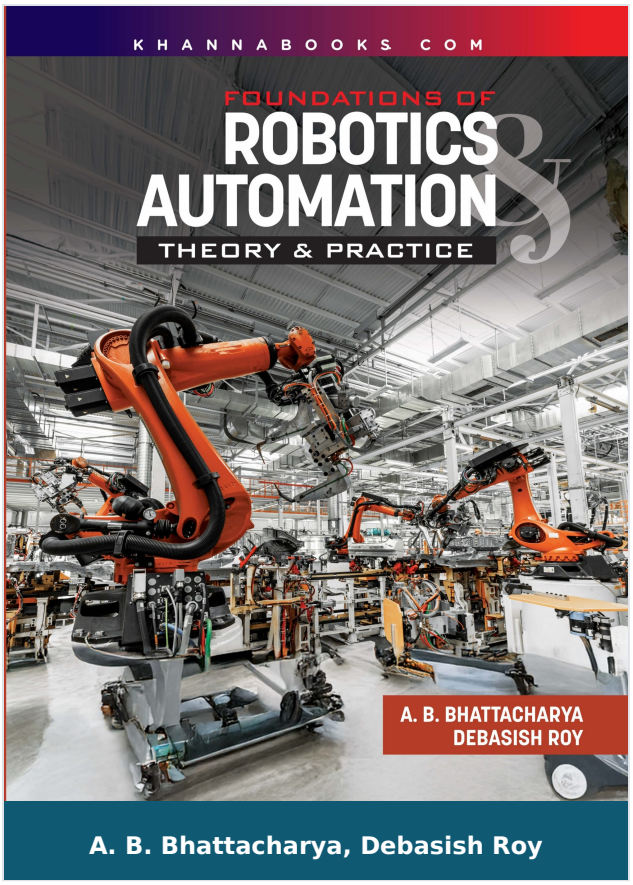
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Foundations of Robotics & Automation (Theory & Practice)

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- Numerical Methods to obtain Practical Solutions by using Computational Algorithms and Techniques.
- Signal Processing for analyzing Vast Data Generated in Digital World.
- Optimization Process of finding the Best Possible Solution from a Set of Available Option.
- Computer Vision as a Field of Artificial Intelligence.
- Quantum Computing a Applied to Robotics and Automation.

Author

A. B. Bhattacharya

Prof. A. B. Bhattacharya did his MSc and PhD degree from the University of Calcutta in Physics and Post-doc from the Massachusetts Institute of Technology (MIT), Cambridge, USA. He worked in close collaboration with the leading laboratories like Lincoln Laboratory; Milestone Hill Observatory; Earth, Atmospheric and Planetary Sciences division of MIT and many other well recognized laboratories in India and abroad. He

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served as Professor & Head of the Department of Physics, University of Kalyani; Dean of Research and Head of the ECE Department, Techno India University; Pro Vice Chancellor of JIS University and Director of Brainware University. He has published 32 text books for Science and Engineering students, two popular books for general readers and over 400 research articles in reputed International Journals. Under his supervision 24 scholars received their doctoral degree. He is a fellow of the Institute of Electronics and Telecommunication Engineers and member of many scientific organizations. India International Friendship Society awarded him the prestigious "Shiksha Ratna Award" and Certificate of Excellence for meritorious services, outstanding performance and significant contribution to education. The International Institute of Success Awareness hon0red him with their globally recognized "Glory of India Gold Medal" for his outstanding contribution to the national stature of India. A few words from the certificate issued by Prof. Williams of MIT may be quoted "Our collaborative effort was directed at the wavelength dependence of radar echoes observations with the Millstone Hill UHF radar in Westford. He made use of the Charles River Data System computer in the Weather Radar Laboratory for these calculations. His results help to make a convincing case that the volume reflectivity associated with lighting is a diminishing function of radar wavelength, contrary to contemporary thinking". Dr.

Debasish Roy

Dr. Debasish Roy is a highly accomplished and motivated professional with a robust academic background in Information Technology, including an MCA, MBA M. Tech, and PhD. He was currently the Director General(Railways) at a top-level position in the Indian Police Service (IPS). He received the Indian Police Medal and President's Police Medal in 2000 and 2010. He is well known for pioneering contributions in land mobile radio systems. He is highly recognized for spearheading strategic planning and execution of security measures for the railways network, implementing innovative technologies to enhance railway security and counteract emerging day-to-day operations efficiently. He

has provided expert guidance on implementing land mobile radio system for public safety agencies and conducted groundbreaking research in cryptanalysis, leading to development of advanced techniques for enhancing cyber security. He successfully led a team in designing and implementing secure communication protocols for land mobile radio systems, ensuring robust and encrypted communication. He has published numerous research papers in reputed conferences. He mentored and guided students at the postgraduate and doctoral levels. He has a proven track record of effective leadership and team management, besides all his strategies planning and execution in high-stakes environments. He received many honors and awards for his outstanding contributions to the field and was recognized for exceptional leadership and innovation in technology-driven security initiatives. He completed an Executive Program in Quantum Company and Machine Learning from IIT Delhi in 2023. He participated in the Workshop on Machine Learning for Cryptology (ML4Crypto 2023) at ISI, Kolkata from November 8-10, 2023, organized by SAG, DRDO. His recent paper on " Iterative Quantum Algorithm for Linear System Solving" has been accepted at the International Conference SAI, Computing, 2024 London, organized by Microsoft Corporation.

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AI Shakti presents a bold and pragmatic wireframe for nations seeking to integrate artificial intelligence seamlessly into education, enterprise, governance, and daily life. The authors bring together the rare convergence of academic depth, institutional experience, and visionary imagination.

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- The Vault of Knowledge
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T. G. Sitharam is a civil engineer, professor at IISc Bangalore, former director at IIT Guwahati. Currently, he is serving as Chairman of the All India Council for Technical

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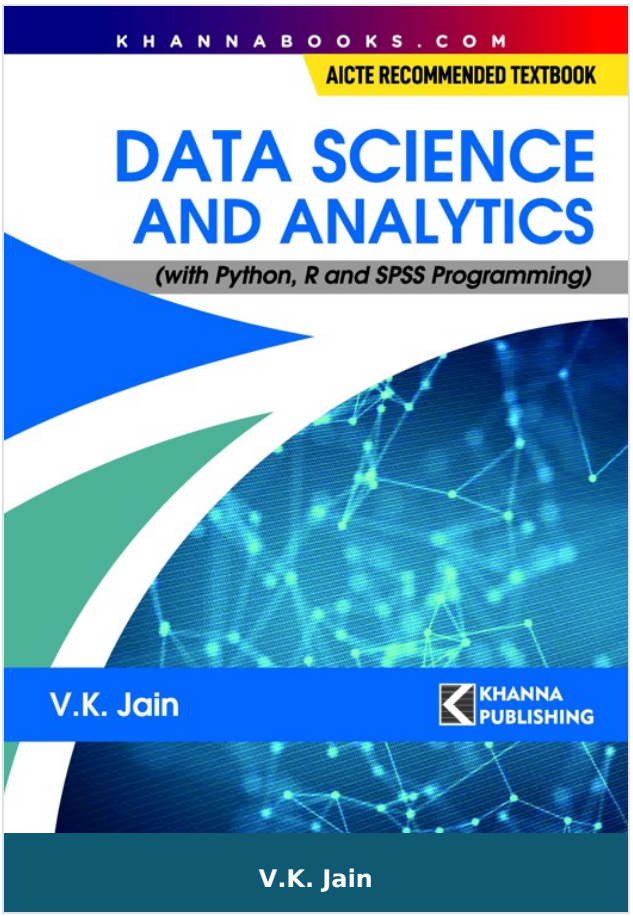
Education, (AICTE) from 1 December 2002 onwards. He is known for his works in the fields of rock mechanics, rock engineering geotechnical earthquake engineering. He is an elected fellow of Indian Geotechnical Society, Institution of Engineers (India) and American Society of Civil Engineers.

Mahesh Verma

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Yogi Kochhar

Yogi Kochhar : - Yogi, an AI FUTURIST, works across sectors in US, UK and India to operationalize AI adoption at scale: his ability to simplify complex ideas and translate them into implementable constructs gives this book its unique clarity and force. Author, Poet Golfer, Trekker. Their collaboration results in a seminal work that charts not just what AI can do, but what it must do; strengthen institutions, empower citizens, and prepare societies for an era of profound transformation.



Data Science and Analytics (with Python, R and SPSS Programming)

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Product Description

The overall goal of the book is to provide a broad understanding of big data, data science and analytics in an integrated manner.

While composing this book my intention was not to introduce a collection of new techniques and protocols, but rather to selectively present techniques from those currently available in the public domain.

Computer science has the greatest drawback of non-standardization of the stuff, not only of its software but in courseware also. A vast amount of curriculum exists at different levels of various Universities. As such I have tried to include all desired courseware from the syllabi for different levels.

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- Unit-6: Recent Trends in Data Science
- Annexure-1: R Programming Language & Software Environment for Statistical Analysis and Graphics

Author

V.K. Jain

Dr. V.K. Jain is a well known practical engineer who has authored more than 125 books on engineering, management and subjects related with computer science. He obtained degree in Electrical Engineering in 1966 from MACT (Maulana Azad College of Technology) Bhopal. He did M. Tech. in 1968 from MACT and HEL (Now Bharat Heavy Electricals) Bhopal in Design and Production of Heavy Electrical Equipments, an Industry Oriented course run under the sponsorship of UNESCO under Vikram University Ujjain in 1968. He was attached to Electronics Application Engineering Department of BHEL. He presented a thesis on ""Analysis of the performance of speed and excitation regulation System using fast acting integrator type AVR for a large Hydro-generator (15 MW). This was concerned with studying power system from the viewpoint of electronic control systems (based on Nyquist Criteria) through Analog and Digital Computer at one of the premier Institution of India IIT (Indian Institutue of Technology) Kanpur. He personally prepared digital computer program in FORTRAN IV as early as in year 1968 at IIT Kanpur and compiled it on IBM 7044 Main Frame Computer, The fastest Computer in India at that

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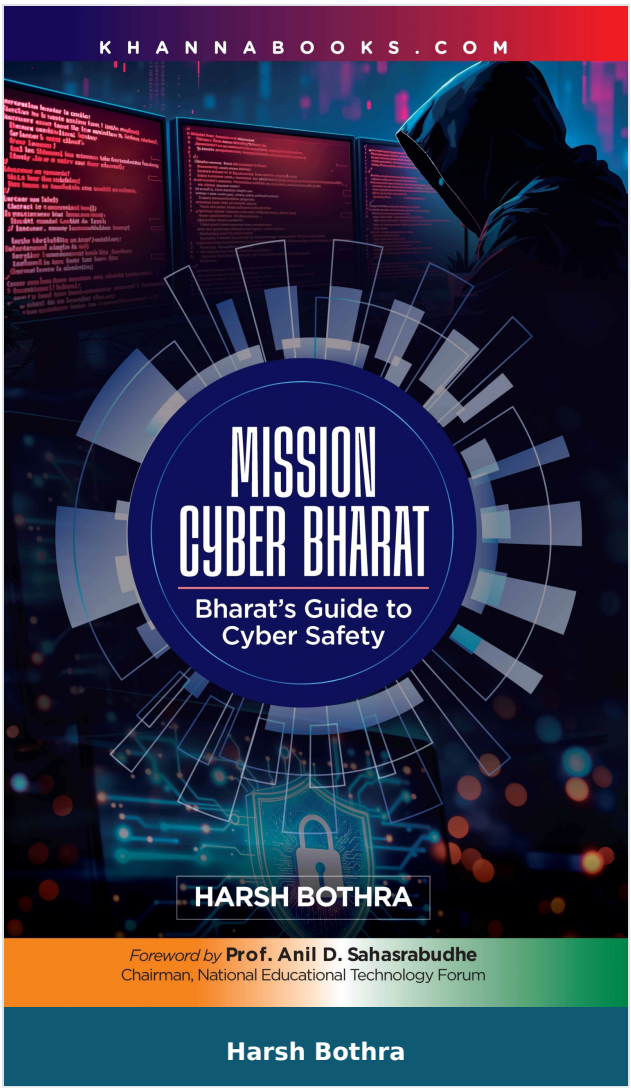
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time. He joined CPWD as Electrical Engineer on 20.5.1968 on basis of All India Competitive Examination for Central Electrical Engineering Services (Now known as IES) through Union Public Service Commission of India and served CPWD for 35 years. After retirement he worked with M/s CP Kukreja as consultat engineer for nearly one and half years and at present working as Chief Consultant Engineer with M/s Hospitech Management Consultant Pvt. Limited WTC New Delhi and engaged in designing most modern E/M, Electronic services and IBMS in premier Medical colleges and Big Hospital systems including AIIMS at Raipur and Patna.

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Mission Cyber Bharat (Bharat's Guide to Cyber Safety)

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Product Description

In an age where our lives are increasingly woven into the digital fabric-from online banking and social media to e-governance and digital payment-the threat of cyber fraud, data breaches, and identity theft often shadows the promise of convenience. India, with its vast and vibrant digital ecosystem, stands at the cups of a cybersecurity revolution. Yet, for millions of households, the jargon-field world of firewalls, phishing, and two-factor authentication remains daunting and opaque.

Mission Cyber Bharat was born out of a simple conviction: cybersecurity should not be the exclusive domain of specialists. Every citizen, regardless of age or technical background, deserves to understand the risks and arm themselves with practical defenses. Drawing on real-world stories- from schoolchildren targeted by “WhatsApp scholarship” scams to elderly citizens falling prey to phone-based fraud rings-this book demystifies core concepts through relatable narratives and step-by step advice.

Over the following chapters, you will journey through the anatomy of common scams, learn how to spot and thwart them, and gain the confidence to navigate the digital world safely. Whether you’re a student, homemaker, small-business owner, or retiree, you’ll find clear guidance, simple checklists, and easy-to-remember “Cyber mantras” to protect yourself and your loved ones. Together, let’s embark on this mission to make every household in Bharat a stronghold of cyber resilience.

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- Appendix- Terms, Terminologies and Additional Resources
- Answer

Author

Harsh Bothra

Harsh Bothra is an offensive Cyber Security expert who has been working in this domain for about a decade. He started in this domain during high school and graduated with a computer science and engineering degree. He published the first version of his book, ‘Hacking: Be a Hacker with Ethics,” in 2016 and his second book in 2019. He holds an engineering degree in Computer Science and Engineering from Amity University Rajasthan. He has worked with different organizations in various roles, such as security consultants, senior security engineers, product security engineers, and triage analysts. Harsh specializes in penetration testing and offensive security in domains such as web applications, APIs, Mobile applications, infrastructure, Clod, and Container security. He is

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deeply interested in writing and has constantly contributed to the security community through various blogs and articles. He is also a seasoned speaker and has given multiple talks at various reputed security conferences. He also ran various learning activities and challenges like Learn365, Security Explained and Security Stories.

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