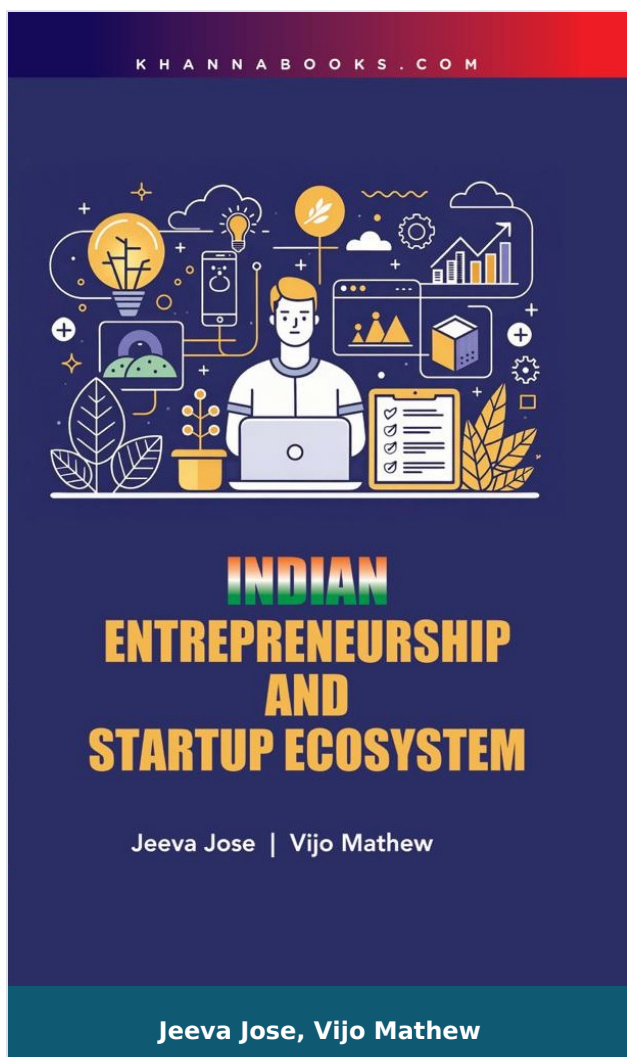




INDIAN ENTREPRENEURSHIP AND STARTUP ECOSYSTEM

Author : Jeeva Jose, Vijo Mathew

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Condition Type : New

Country Origin : India

Product Description

INDIAN ENTREPRENEURSHIP AND STARTUP AND ECOSYSTEM

This book explains the journey of business from ideas and growing to a venture. The book connects creative ideas with real market opportunities. It teaches readers how to estimate business potential, test feasibility and run lean operations; the book explains how to build a team from scratch. It shows how to use low-cost digital marketing to reach customers. It also helps readers understand funding options and the Indian start-up ecosystem, including benefits under startup India and other government schemes, the book compares modern start-ups with traditional family businesses. It highlights lessons from well-known Indian companies and helps students to learn how legacy businesses differ from new ventures. Overall, this book provides clear guidance on legal, financial and operational aspects to build a strong and scalable enterprise in today's competitive world.

Table Of Contents

- Introduction to Entrepreneurships
- Family Business
- Evaluating Business opportunity
- Feasibility, Competition and Environmental Analysis
- Venture Building
- Value Chain and Operations
- Legal Aspects
- Startup Ecosystem
- Startup India
- Digital India
- MSME

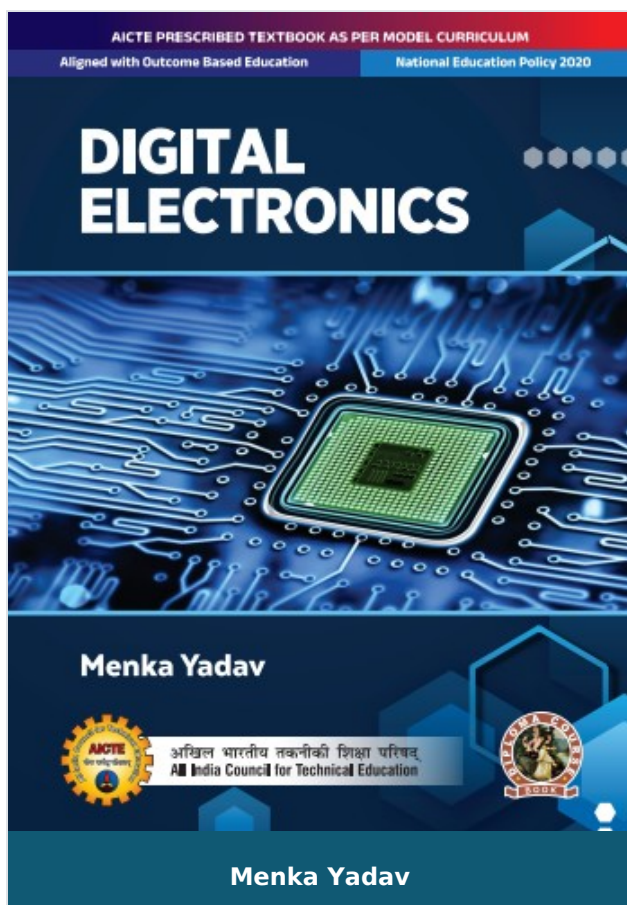
Author

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 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.



Digital Electronics

Author : Menka Yadav

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[English Books, Book Store](#)

Condition Type : New

Country Origin : India

Product Description

Digital Electronics

Digital Electronics is the most popular subject now-a-days due to digital era. Everywhere applications of digital are making it essential for ECE. CSE and Electrical diploma holders. This book is basic for new learners. The book introduces the concept of digital electronics, number circuits, memory and finally data converters. This book contains practical's using ICs, Verilog language and PSPICE as well.

Salient features:

- Content of the book aligned with the mapping course outcomes, programs and Units Outcomes.
- In the beginning of each unit learning outcomes are listed to make the student understand what is expected out of him/her after completing that unit.
- Book provides lots of recent information, interesting facts, QR code for E-resources, QR code for use of ICT, projects, group discussion etc.
- Student and teacher centric subject materials included in book with balanced and chronological manner.
- Figures, tables, and software screen shots are inserted to improve clarity of the topics.
- Apart from essential information a 'know more' section is also provided in each unit to extend the learning beyond syllabus.
- Short questions, objective questions and long answer exercises are given for practice of students after every chapter.
- Solved and unsolved problems including numerical examples are solved with systematic steps.

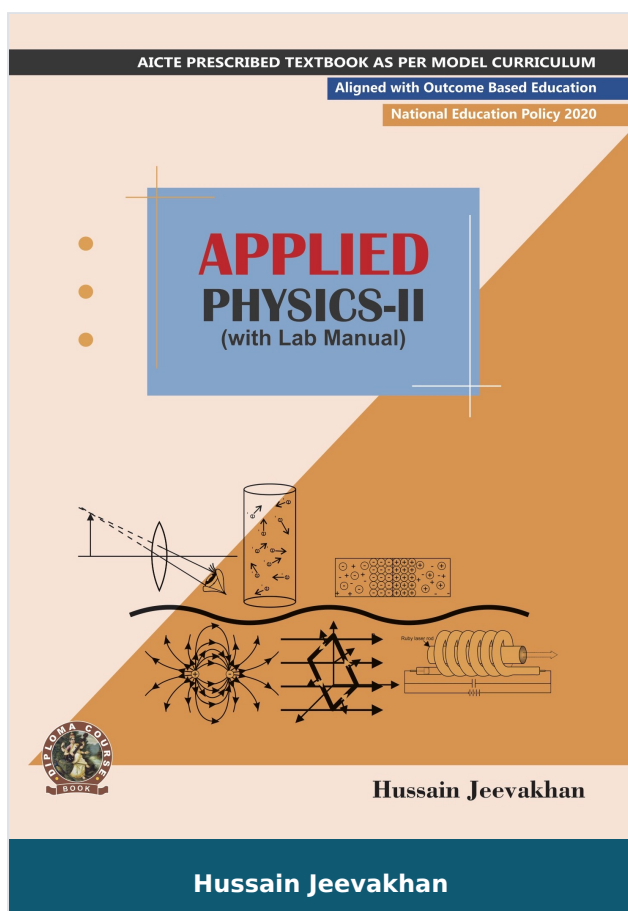
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- Guidelines for Students
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- List of Tables
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- Logic Gates
- Combinational Logic Circuits
- Sequential Logic Circuits
- Memory Devices
- Data Converters
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- Index

Author

Menka Yadav

Dr. Menka Yadav Assistant Professor, Dept. of Electronics and Communication Engineering (ECE), Malviya National Institute of Technology, Jaipur-302017, Rajasthan



Applied Physics II (with Lab Manual)

Author :	Hussain Jeevakhan
ISBN 13 :	978-93-91505-57-8
ISBN 10 :	9391505570
E-ISBN 13 :	978-93-91505-57-8
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Publisher :	Khanna Publishing House
M.R.P :	Rs 295.00
Categories :	AICTE Prescribed Textbooks, English Books, Book Store, Ebooks, APPLIED SCIENCES & HUMANITIES
Condition Type :	New
Country Origin :	India

Product Description

“Applied Physics-II” is a basic science course in the first year of the Diploma program in Engineering & Technology. Contents of this book are stringently aligned as per model curriculum of AICTE and incorporated with the concepts of outcomes-based education(OBE).

Book covers seven topics- Wave motion, Optics, Electrostatics, Current electricity, Electromagnetism, semiconductor physics and Modern physics. Each topic and its subtopics are written from the perspective of a student’s learning and in accord with the NEP 2020 guidelines. Every unit comprises a set of activities and exercise at the end to assist the student’s learning.

Some salient features of the book:

1. Unit Outcomes of each unit are mapped with Course Outcomes and Programs Outcomes.
2. Book Provides relevant interesting facts, QR Code for E-resources and use of ICT and suggested micro projects activities in each unit.
3. Content presented in book in chronological way.
4. Figures, tables and equations are given to improve clarity of the topics.
5. Solved examples are given with systematic steps.
6. MCQ’s, short and long answer questions and unsolved problems of understanding and above levels (Bloom’s Taxonomy) are given for learning reinforcement of students and as per OBE.

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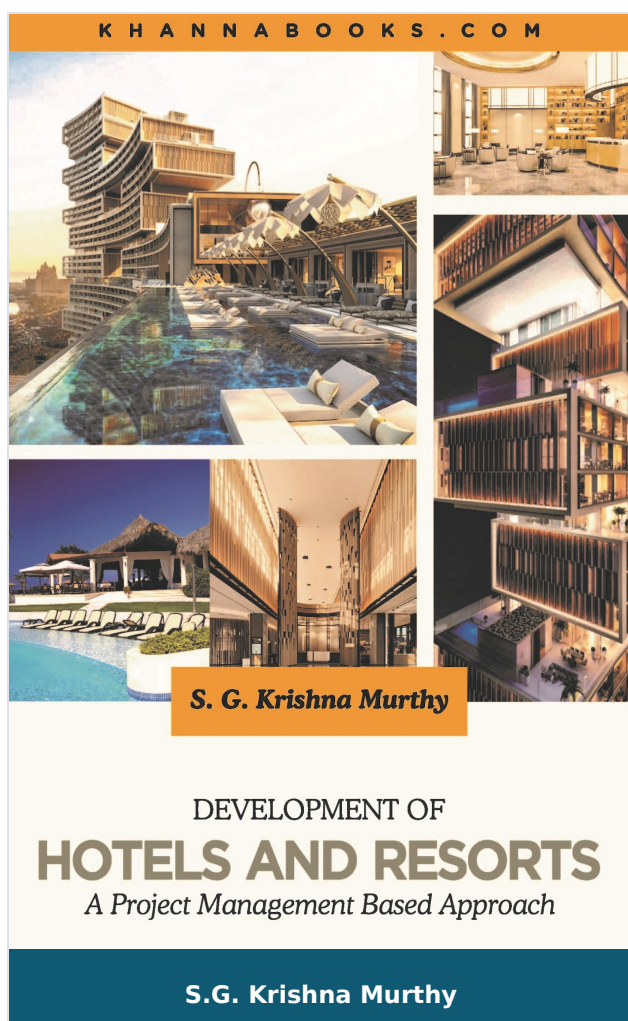
- Foreword,
- Acknowledgement,
- Preface,
- Outcome Based Educations,
- Course Outcomes,
- Abbreviations and Symbols,
- List of Figures,
- Guidelines for Teachers,
- Guidelines for Students
- Wave Motion and its applications
- Optics
- Electrostatics
- Current Electricity
- Electromagnetism
- Semiconductor physics
- Modern physics
- Index

Author

Hussain Jeevakhan

Hussain Jeevakhan-789391505578(DIP126EN) “Applied Physics-II” is a basic science course in the first year of the Diploma program in Engineering & Technology. Contents of this book are stringently aligned as per model curriculum of AICTE and incorporated with the concepts of outcomes-based education(OBE). Book covers seven topics- Wave

motion, Optics, Electrostatics, Current electricity, Electromagnetism, semiconductor physics and Modern physics. Each topic and its subtopics are written from the perspective of a student's learning and in accord with the NEP 2020 guidelines. Every unit comprises a set of activities and exercise at the end to assist the student's learning. Some salient features of the book: | Unit Outcomes of each unit are mapped with Course Outcomes and Programs Outcomes. | Book Provides relevant interesting facts, QR Code for E-resources and use of ICT and suggested micro projects activities in each unit. | Content presented in book in chronological way. | Figures, tables and equations are given to improve clarity of the topics. | Solved examples are given with systematic steps. | MCQ's, short and long answer questions and unsolved problems of understanding and above levels (Bloom's Taxonomy) are given for learning reinforcement of students and as per OBE.



Development of Hotels and Resorts (A Project Management Based Approach)

Author : S.G. Krishna Murthy

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E-ISBN 13 : 978-93-55380-90-6

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M.R.P : Rs 295.00

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Condition Type : New

Country Origin : India

Product Description

This book explores the origin and development of 5-star hotels and resorts, and the project management skills needed for their systematic construction. It describes the roles and responsibilities of various professionals involved in the process, such as the owner, consultant, project coordinator, and design team. It also covers the building automation systems and computer applications that are essential for hotel management. Moreover, it explains the project management principles for construction management in detail.

The book also addresses the impact of COVID-19 on the global economy and the risks and precautions associated with it in the hospitality industry. It discusses, in detail the future opportunities for developing resorts along India's long coastline. The author, a civil engineer and a consultant with over 40 years of experience in the industry, hopes that this book will be useful for consultants, civil engineering and MBA student, University teachers, and aspiring hotel and resort developers. Shri S G Krishna Murthy has had a splendid professional journey. His life philosophy and meticulous handling of project and the message he wants to give young engineers have all been encapsulated in his book.

I am sure the book will be very useful to project engineers and those involved in hotel projects.

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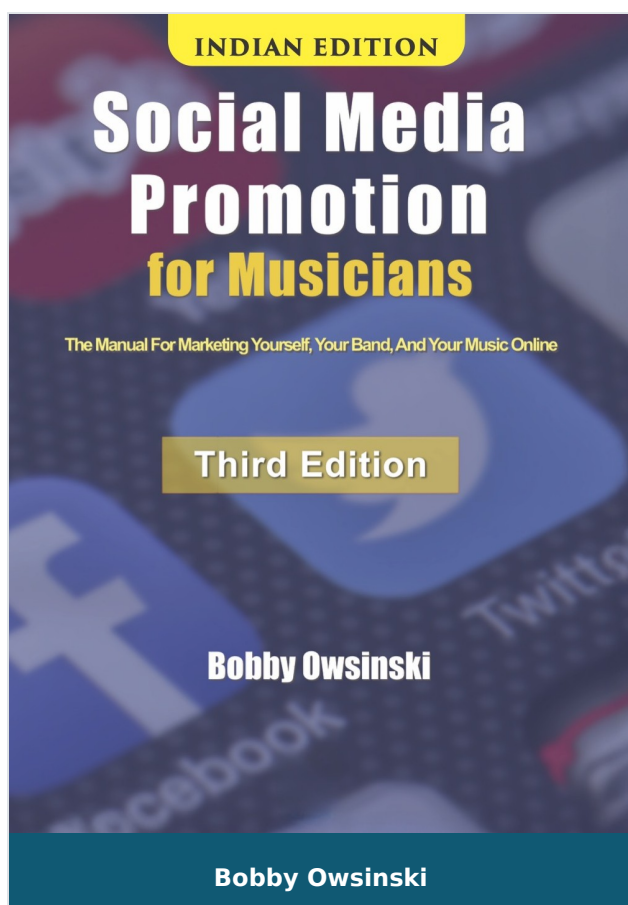
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- Introduction
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- Role of Operator During Planning and Construction
- Role of Design Team
- Project Management/ Construction management
- Duties of FF&E (Future Fittings & Equipment) Manager and Concerned Staff
- Risks with COVID-19 and Corrections
- Scope for hotels & Resorts in India

Author

S.G. Krishna Murthy

This book explores the origin and development of 5-star hotels and resorts, and the project management skills needed for their systematic construction. It describes the roles and responsibilities of various professionals involved in the process, such as the owner, consultant, project coordinator, and design team. It also covers the building automation systems and computer applications that are essential for hotel management. Moreover, it explains the project management principles for construction management in detail. The book also addresses the impact of COVID-19 on the global economy and the risks and

precautions associated with it in the hospitality industry. It discusses, in detail the future opportunities for developing resorts along India's long coastline. The author, a civil engineer and a consultant with over 40 years of experience in the industry, hopes that this book will be useful for consultants, civil engineering and MBA student, University teachers, and aspiring hotel and resort developers. Shri S G Krishna Murthy has had a splendid professional journey. His life philosophy and meticulous handling of project and the message he wants to give young engineers have all been encapsulated in his book I am sure the book will be very useful to project engineers and those involved in hotel projects.



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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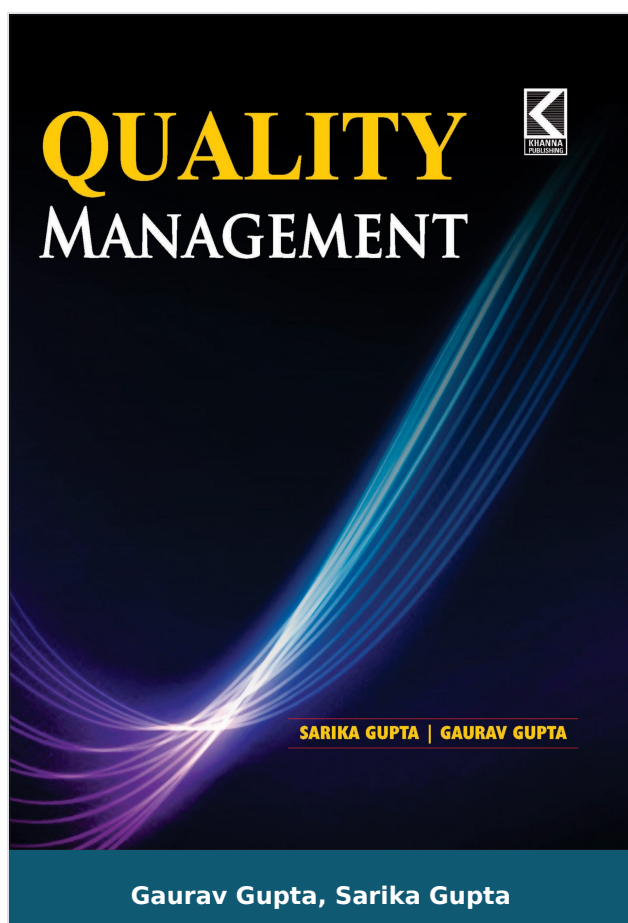
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- Creating Your Mailing List
- Using Facebook for Marketing
- Marketing with Instagram
- Marketing With YouTube
- Marketing With TikTok
- Marketing with Twitter
- Using LinkedIn for Marketing
- Marketing With Blog
- Playlist Marketing
- Posting Frequency Strategy
- Glossary
- About 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

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 BobbyOlnnerCircle.com, and his website at BobbyOwsinski.com.



Quality Management

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Product Description

Quality management thinking has influenced a revolution in the way organizations are managed over the past few decades. Idea such as customer focus, ethical management, continuous improvement, Six sigma, leadership and organizational learning have all been impacted by and in some cases developed from this important field. this provides a coherent view of the underlying principles quality management, and how these relate to practical application in a range of organizations. This book is designed to provide an overview of the key elements, important historical context and current debates in the field of quality management. It aims to give a coherent view of the underlying principles of quality management, and how these relate to practical application in a range of organization.

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- Introduction
- Quality Control in Purchasing
- Manufacturing Quality Origins and Principles of Lean Manufacturing
- Quality Management Organization Structure and Design
- Human Factor in Quality
- Control Charts in Quality Management
- Attributes Control Charts
- Defect Diagnosis
- ISO9000
- MODEL TEST PAPER
- QUESTION BANK

Author

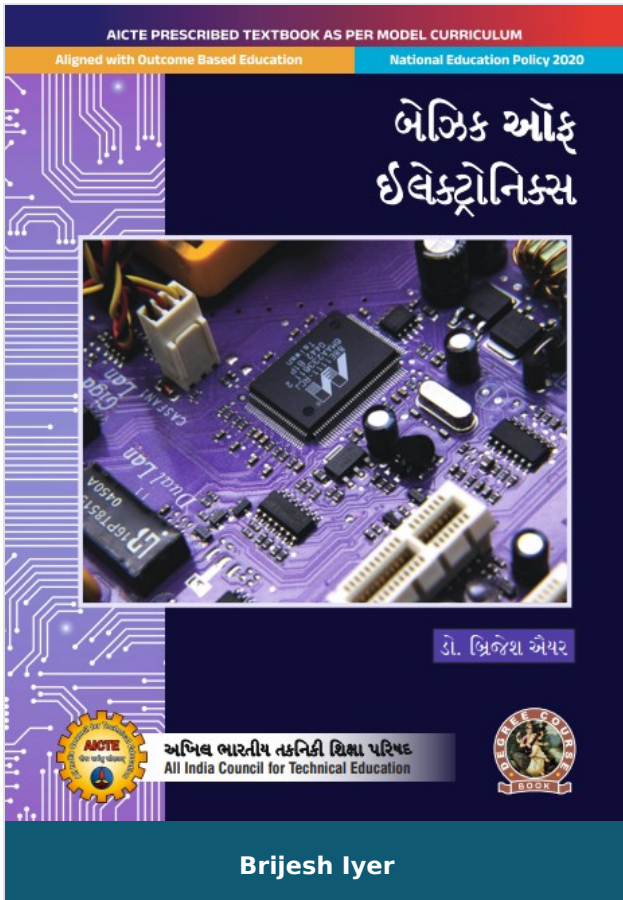
Gaurav Gupta

Gaurav Gupta is currently working as Manager Client Services in an IT MNC. He has more than Nine years of corporate experience with different MNCs. He has published Research Papers in various international Journals and attended conferences at several states. His area of interest includes Server and Databases, Data Center technologies and IT infrastructure, Project Management, Marketing Automation and different enterprise software's, CRM, ERP etc.

Sarika Gupta

Sarika Gupta Sarika Gupta is currently working as Assistant Professor in the Department of Computer Science and Engineering at Dronacharya College of Engineering, Greater Noida. She has more than six years of teaching and corporate experience. She has

already published Research Papers in various international Journals and conferences of repute. Her area of interest and research includes AdHoc Network, Java, Object Oriented System and Soft Computing etc.



Basic of Electronics

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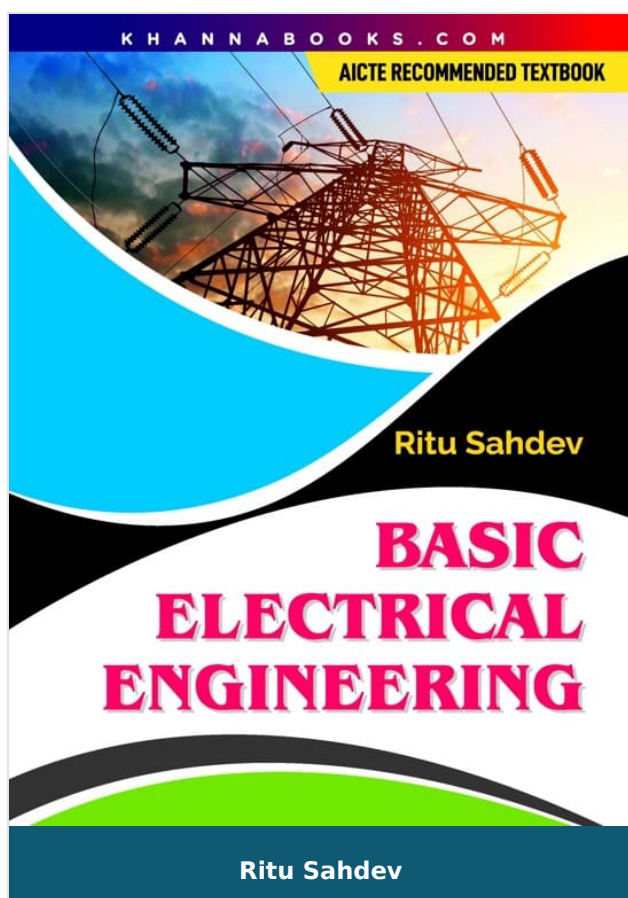
Product Description

Basic of Electronics

Author

Brijesh Iyer

Dr. Brijesh Iyer Professor, Assistant Professor (Sel. Gr.) Department of E & TC Engineering
Dr. Babasaheb Ambedkar Technological University, Lonere Maharashtra



Basic Electrical Engineering

Author :	Ritu Sahdev
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Email: contact@khannabooks.com | Tel: 011-2324 44 47 - 48 | Mobile: +91-99109 09320

Product Description

Although, a number of books, written by various authors on the subject are available in the market. However, the author feels that this book will facilitate the students not only to prepare for the regular University examinations. The book is also quite suitable for the professionals since many live examples have been incorporated.

The book has the following exclusive features:

(i) The Learning objectives of each chapter have been incorporated in the beginning to develop curiosity among the students. (ii) Practice exercise have been added in all the chapters after suitable intervals to impart necessary practice. (iii) At the end of each chapter, its summary highlights are given. This will enable the students to revise the subject matter quickly. (iv) A number of short answer and test questions have been given at the end of each chapter. While answering these questions, the readers will have to think deep into the subject matter. This will improve their analytical approach.

Consequently, the students/readers will be in position to respond in a better way while appearing before the selection board or to deal with practical problems. (v) A sufficient number of objective type questions (MCQ) have been given at the end of each chapter. These questions will help the students to perform better in the competitive examinations. (vi) The subject matter is treated in a simple and lucid manner so that an average student can understand the subject easily. Although, typical mathematical expressions are avoided but simple mathematical relations are used for better explanation and understanding.

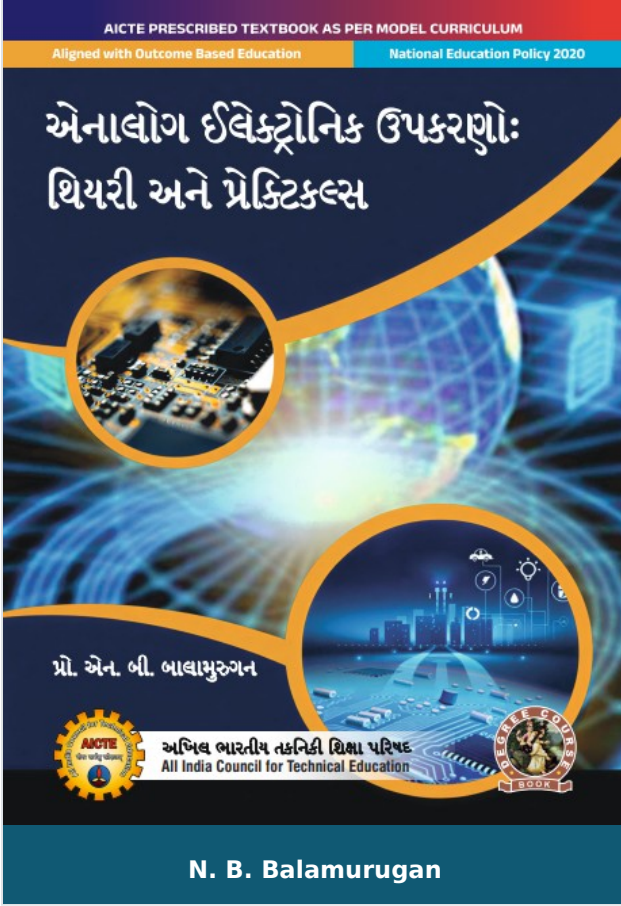
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- DC Circuits
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- Power Converters
- Electrical Installations
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- Summary
- Short answer questions
- Numerical questions
- Test questions
- Answer to Multi-choice question

Author

Ritu Sahdev

Ritu Sahdev



Analog Electronic Devices: Theory and Practicals

Author : N. B. Balamurugan

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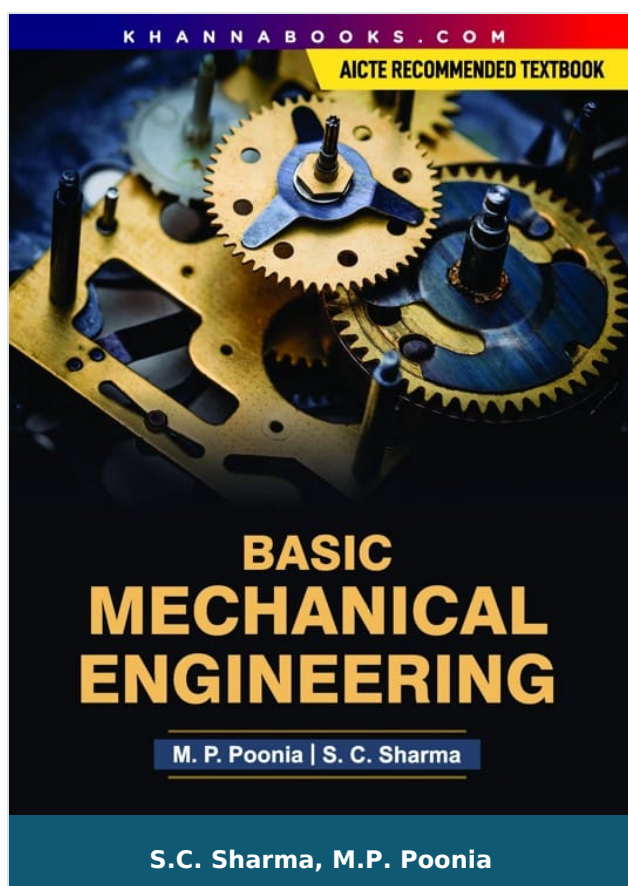
Country Origin : India

Product Description

Analog Electronic Devices: Theory and Practicals

Author

N. B. Balamurugan



Basic Mechanical Engineering

Author :	S.C. Sharma, M.P. Poonia
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Publisher :	Khanna Publishing House
M.R.P :	Rs 648.00
Categories :	Mechanical Engineering, UNIVERSITY RECOMMENDED, Mechanical Engineering, Book Store
Condition Type :	New
Country Origin :	India

Product Description

This book 'Basic Mechanical Engineering' has been written to provide knowledge and insight into various aspects of Mechanical Engineering. This book is intended as text book to be used by the students in the technical institutions i.e. Engineering Colleges and Polytechnics. The book covers Syllabi of various Universities on 'Basic Mechanical Engineering', 'Elements of Mechanical Engineering', 'Mechanical Engineering', 'Introduction to Mechanical Engineering' and 'Fundamentals of Mechanical Engineering' for the students of all the disciplines of Engineering.

Adequate attention has been paid to emphasize on basic principles involved in the subject matter. The explanation in the text has been supported with line diagrams, along with numerous solved problems.

The readers will find the book highly useful as a comprehensive text covering basic principles in simple language and easy to grasp formatting.

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- Mechanics - An Introduction
- Transmission of Power
- Fundamentals of Thermodynamics and Heat Transfer
- Properties of Gases
- Properties of Steam
- Fuel and Combustion of Fuels
- Thermal Power Plants 1-Steam Boilers (Generators)
- Thermal Power Plants 2-Steam Engines, Turbines And Condenser
- Air Compressors
- Internal Combustion Engines (I.C Engines)
- Fuel System in I.C Engines
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- Gas Turbines
- Refrigeration and Air Conditioning
- Hydraulic Pumps
- Hydraulic Devices
- Hydro Electric Power Plants
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- Engineering Materials Stress and Strain
- Manufacturing Process-Mechanical Working of Metals
- Pattern-Making Foundry and Casting
- Welding Engineering

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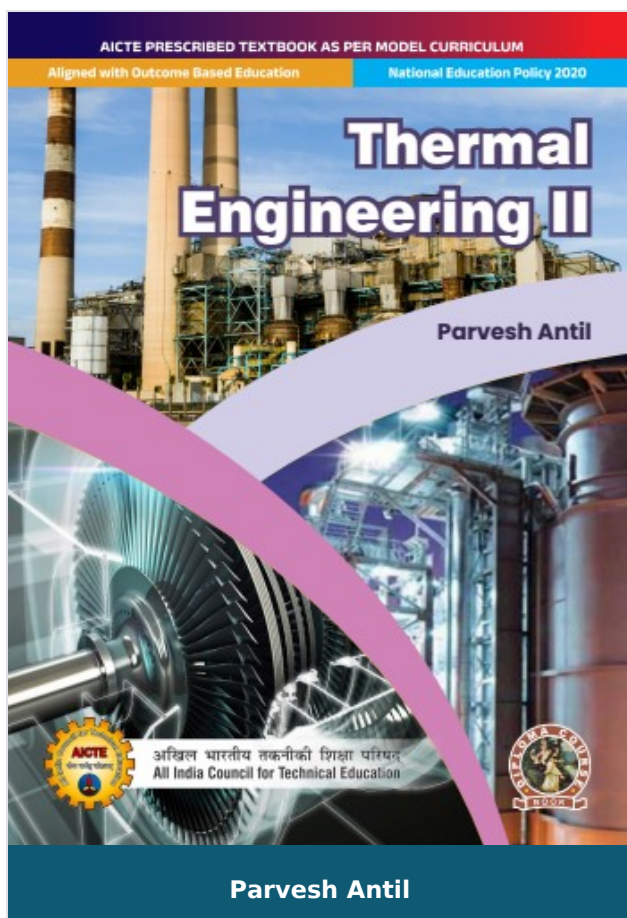
Author

S.C. Sharma

S.C. Sharma after graduation in 1966 joined as lecturer in Mechanical Engineering. He had been associated for more than 4 decades in various fields including learning and management of projects in India and abroad in different capacities. While working Hydro power projects for more than 15 years he has actively associated with various environmental and rehabilitation & resettlement issues and successfully resolved various complicated issues. He has also worked as consultant for matters related to safety, environment and R & R. He has written about a dozen books on subjects related to engineering and management including management of projects.

M.P. Poonia

Dr. M.P. Poonia is presently serving as Vice Chairman, All India Council for Technical Education (AICTE). Prior to this, he remained as Director, National Institute of Technical Teachers' Training and Research (NITTTR), Chandigarh. Dr. Poonia is the recipient of Bharat Mata Award conferred by Indian Institute of Oriental Heritage (an International Institute of Oriental Studies and Research, Kolkata. Dr. M.P.Poonia is specialized in the field of Mechanical Engineering. He possesses a vast experience of 30 years. He has published 80 research papers in National and International Journals and published 8 books with M/s. Khanna Book Publishing Company.



Thermal Engineering- II

Author :	Parvesh Antil
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Email: contact@khannabooks.com | Tel: 011-2324 44 47 - 48 | Mobile: +91-99109 09320

Product Description

Thermal Engineering- II

Thermal Engineering 2 is a fundamental subject for engineering students in the mechanical Engineering domain, providing a foundation for logical and analytical thinking. Thermal systems are crucial for regulating temperatures and facilitating energy transfer in a wide range of applications, including building heating and cooking, power production, and industrial operations. The aim of this book is to familiarize the students with the various thermal systems so that they can think big and innovative for future energy requirements.

Salient features:

- Content of the book aligned with the mapping course outcomes, programs and Units Outcomes.
- In the beginning of each unit learning outcomes are listed to make the student understand what is expected out of him/her after completing that unit.
- Book provides lots of recent information, interesting facts, QR code for E-resources, QR code for use of ICT, projects, group discussion etc.
- Student and teacher centric subject materials included in book with balanced and chronological manner.
- Figures, tables, and software screen shots are inserted to improve clarity of the topics.
- Apart from essential information a 'know more' section is also provided in each unit to extend the learning beyond syllabus.
- Short questions, objective questions and long answer exercises are given for practice of students after every chapter.

- Solved and unsolved problems including numerical examples are solved with systematic steps

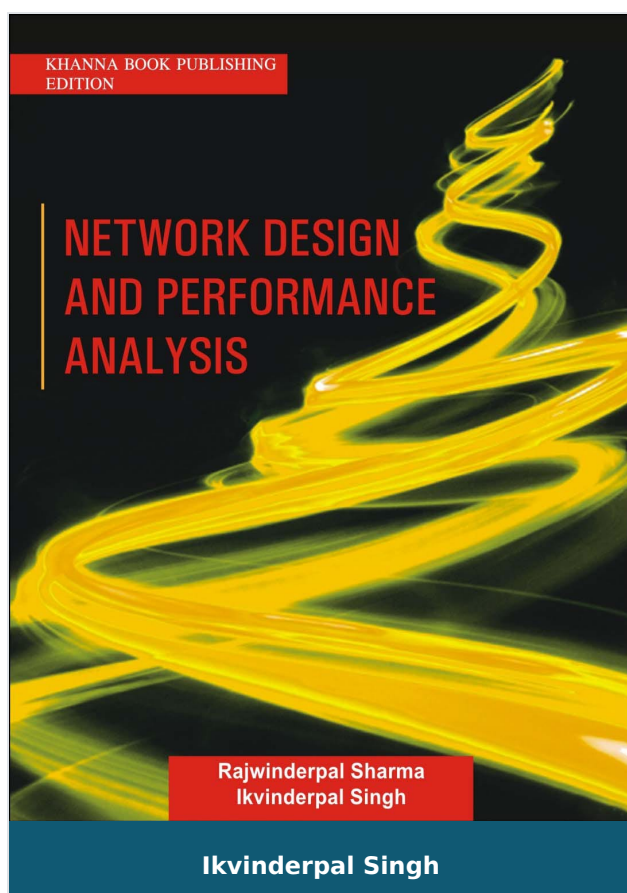
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- Outcome Based Education
- Course Outcomes
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- Guidelines for Students
- Abbreviations and Symbols
- List of Figures
- List of Tables
- Gas Turbines
- Properties of Steam
- Steam Generators
- Steam Nozzles
- Steam Turbines
- Co and Po Attainment Table
- Index

Author

Parvesh Antil

Dr. Parvesh Antil Assistant Professor, Department of Basic Engineering College of Agricultural Engineering & Technology



Network Design and Performance Analysis

Author :	Ikvinderpal Singh
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Product Description

Discusses on the introduction to requirements analysis and specifications. Detailed explanation of the Traffic Engineering & capacity planning. Provides a detailed treatment of network performance modeling. Covers the concept of choosing service provider, vendor and service levels. Design and architecture of access network design. Provides an extensive treatment of backbone network design. Covers the concept of security and designing for network. Detailed explanation of documentation and network management. Demonstrates the concept of the network optimization.

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- Documentation and Network Management
- Network optimization

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Dr. Ikvinderpal Singh is an Assistant Professor at Trai Shatabdi Guru Gobind Singh Khalsa college Amritsar, bringing 17+ years of academic leadership and research experience to the field of computer science. A Gold Medalist in B.Sc. IT, with an MCA (Distinction) and a Ph.D. in Neural Networks and Image Processing, he is known for blending rigorous research with practical innovation. A prolific academic creator, he has authored 37 books, published 82+ research papers, and designed 100+ industry-aligned skill-development courses. His expertise extends to doctoral evaluation, supervision, and active participation on 100+ editorial and review boards worldwide.