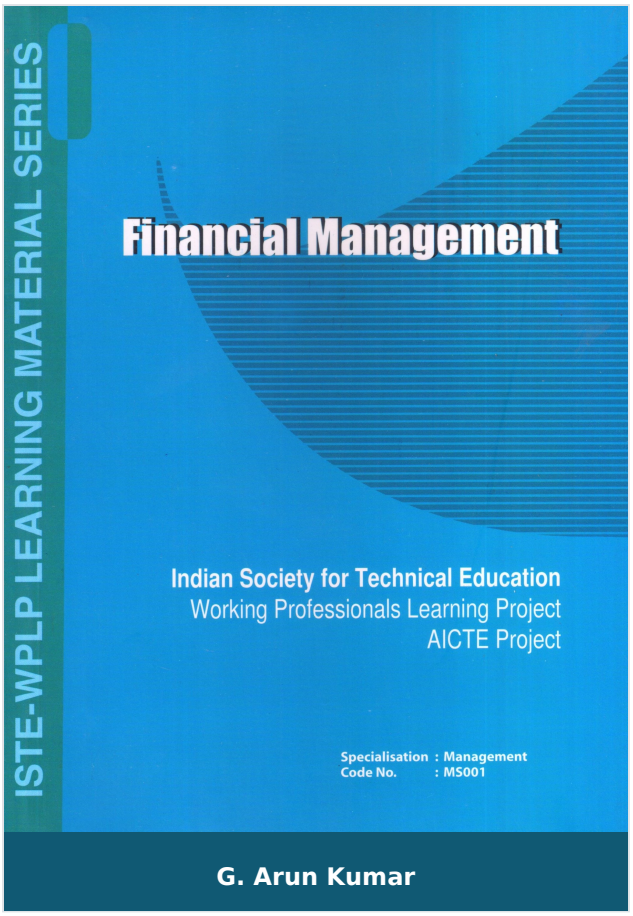


Financial Management

Author :	G. Arun Kumar
ISBN 13 :	978-93-55387-34-9
ISBN 10 :	9355387342
E-ISBN 13 :	978-93-55387-34-9
Edition :	1
Pages :	180
Type of book :	Physical
Year :	2009
Language :	English
Publisher :	Khanna Publishing House
M.R.P :	Rs 248.00
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Condition Type :	New
Country Origin :	India

Product Description

The trend of current day Financial Management is to emphasized on overall managerial implication of a decision made than the decision making process itself. Through it is occasionally useful to put under a scanner the entire process of decision making. the managers are better advised to focus on the implications. Such is the focus of this reading material on Financial Management.

This is a concise form of basic text in the area of Financial Management and assumes that, the participant has as basic level of knowledge in accounting and the financial markets. This reading material will accomplished the objective of both a basic addition to a financial management theory. The instructor who chooses to discuss the basic financial management theory will find this reading material especially appealing.

Through this material is more of a miniature form of a financial management text book in provides clarity, in terms of various basic theories and aspects for a person new to tis arena. The entire material is divided into three modules. In the first module, the author introduces the subject of financial management and also discusses the time value of money concepts.

In the second part of this material, the various characteristics of risk viz. systematic and unsystematic risk and their measurement is discussed. In addition, the various return models are also discussed. The basic portfolio selection and measurement of portfolio risk and return along with cost of equity are discussed in this module. The third module focuses on capital structure and divided policy. Various types of markets efficiency and their implications give the reader a sufficient idea about the markets. In this module the debt markets and the market signaling aspects are also discussed.

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- Module II: Risk Return & Cost of Capital
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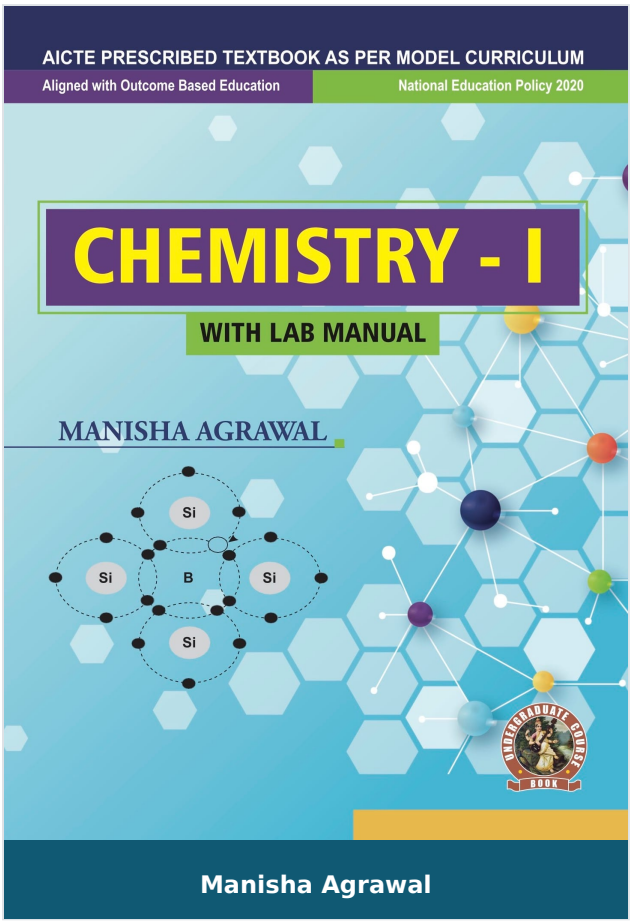
G. Arun Kumar

Dr. G. Arun Kumar

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Chemistry I (with Lab Manual)

Author :	Manisha Agrawal
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ISBN 10 :	9391505147
E-ISBN 13 :	978-93-91505-14-1
Edition :	First
Pages :	220
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Language :	English
Publisher :	Khanna Publishing House
M.R.P :	Rs 295.00
Categories :	AICTE Prescribed Textbooks, English Books, Book Store, Ebooks, APPPLIED SCIENCES & HUMANITIES
Condition Type :	New
Country Origin :	India

Product Description

“Chemistry-I” is a compulsory paper for the first year Undergraduate course in Engineering & Technology. Syllabus of this book is strictly aligned as per model curriculum of AICTE, and academic content is amalgamated with the concept of outcome based education.

Book covers seven topics- Atomic and molecular structure, Spectroscopic Technique and applications, Inter-molecular Forces and Potential Energy Surfaces, Use of Free Energy in Chemical Equilibrium, Periodic Properties, Stereo-chemistry, Organic Reactions and Synthesis of Drug Molecules. Each topic is written is easy and lucid manner. Every chapter contains a set of exercise at the end of each unit to test student’s comprehension.

Salient Features:

Content of the book aligned with the mapping of Course Outcomes, Programs Outcomes and Unit Outcomes. Book Provides lots of recent information, interesting facts, QR Code for E-resources, QR Code for us of ICT, Projects group discussion etc. Students and teacher centric subject materials included in book with balanced and chronological manner. Figures, tables, chemical equations and comparative charts are inserted to improve clarity of the topics. 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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- and Organic Reactions
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- Reactions Synthesis of Drug Molecules
- Annexure
- Appendices

Author

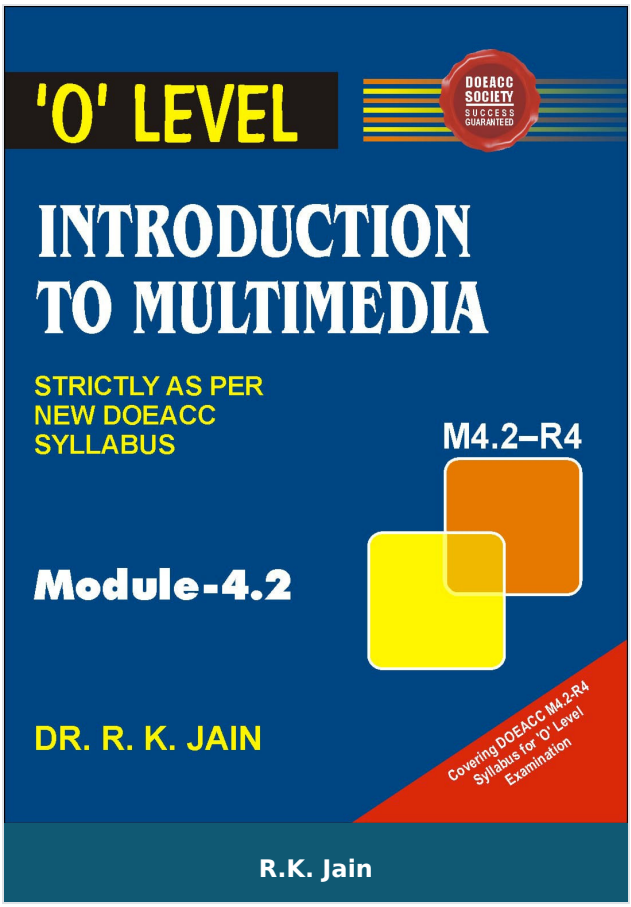
Manisha Agrawal

Manisha Agrawal Dr. Manisha Agarwal is Dean, Basic Sciences at Chhattisgarh Swami Vivekanand Technical University Bhilai. Professor and head, Department of Chemistry at Rungta College of Engineering & Technology, Bhilai, (C.G.). She completed Ph. D. from Pt. Ravishankar Shukla University, Raipur in 1999. Since then she has been engaged in teaching and research. Dr. Manisha has authored several papers which have been published in SCI indexed International and National journals. She has organised more than 10 Conferences and workshops as convener among them four were International Conferences. She has credited five books as author, three patents as inventor and applicant and six Research Project Grants as Principal Investigator from Government Funding agencies like AICTE, CCOST and CSVTU. She has supervised 5 M. Phil. Students, 12 BE and Diploma students. Presently 6 research scholars are perusing Ph. D. under her supervision.

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'O' LEVEL Introduction to Multimedia

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Publisher :	Khanna Publishing House
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Condition Type :	New
Country Origin :	India

Product Description

Written strictly according to the syllabus for M4.2-R4 paper of 'O' Level as prescribed by DOEACC examination, it covers various topics of multimedia, its applications, creation and usage. Topics like fonts, hypertext, images, audio and video formats are also covered. also how these are combined to create a good-looking multimedia application. Each topics is covered in a separate chapter answer has questions based on the pattern suggested by DOEACC. Students reading this book and solving all the questions given with the chapters and the sample papers as the end of it are sure of getting through the exams. Special features of the book are review question at the end of each chapter, Sample papers at the end of the book, Glossary and index is provided too, wherever necessary topics are explained with screen shots.

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- Audio Fundamentals and Representations
- Image Fundamentals and Representations
- Video and Animation
- Multimedia Authoring
- HTML Basics
- Sample Paper
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- Index

Author

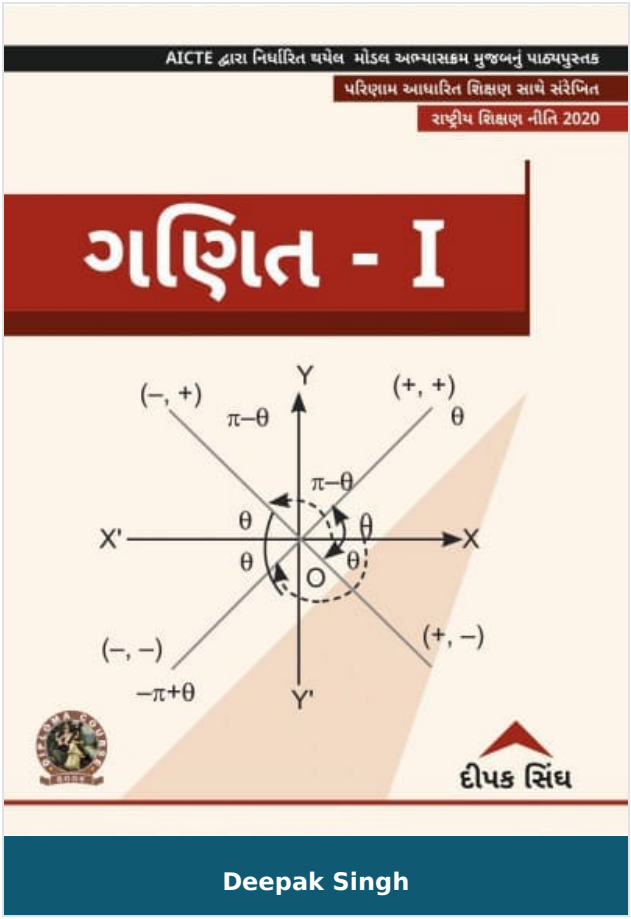
R.K. Jain

Dr. R.K. Jain studied at IIT Powai and submitted his thesis for Ph.D at Iit Delhi. He has held various important posts in the past. At present he is advisor to variuos universities on setting up of a computer department and setting up of the syllabus for the same. With his knowledge of the various computer topics, he is and ideal choice for writing these kinds of books.

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Deepak Singh

Mathematics-I

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Publisher :	Khanna Publishing House
M.R.P :	Rs 395.00
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Condition Type :	New
Country Origin :	India

Product Description

“Mathematics-I” is included as a paper for the first year Diploma program. Syllabus of this book is strictly aligned as per model curriculum of AICTE, and academic content is combined with the concept of outcome-based education. Book cover five Units Trigonometry, Functions and Limit, Differential Calculus, Complex numbers and partial Fraction, Permutation and Combination and Binomial Theorem. In every unit each topic is written in easy and lucid manner. A set of exercise at the end of each unit is clubbed to test the student’s comprehension.

Some salient features of the book:

· Content of the book aligned with the mapping of Course Outcomes, Programs Outcomes and Unit Outcomes.

· Book provides lots of real-world applications, interesting facts, QR Code for E-resources, mini projects, curiosity topics, sample specification table etc.

· Students and teacher centric subject materials included in book with balanced and chronological manner.

· Figures, tables and mathematical equations are inserted to improve clarity of the topics.

· Short questions, objective questions and long answer exercises are given for practice of students after every chapter.

· Comprehensive synopsis of formulae for a quick revision of the basic principles.

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- Functions and Limit
- Differential Calculus
- Complex Numbers and Partial Fraction
- Permutation and Combination, Binomial Theorem
- Appendices
- References for Further Learning
- CO and PO attainment Table
- Index

Author

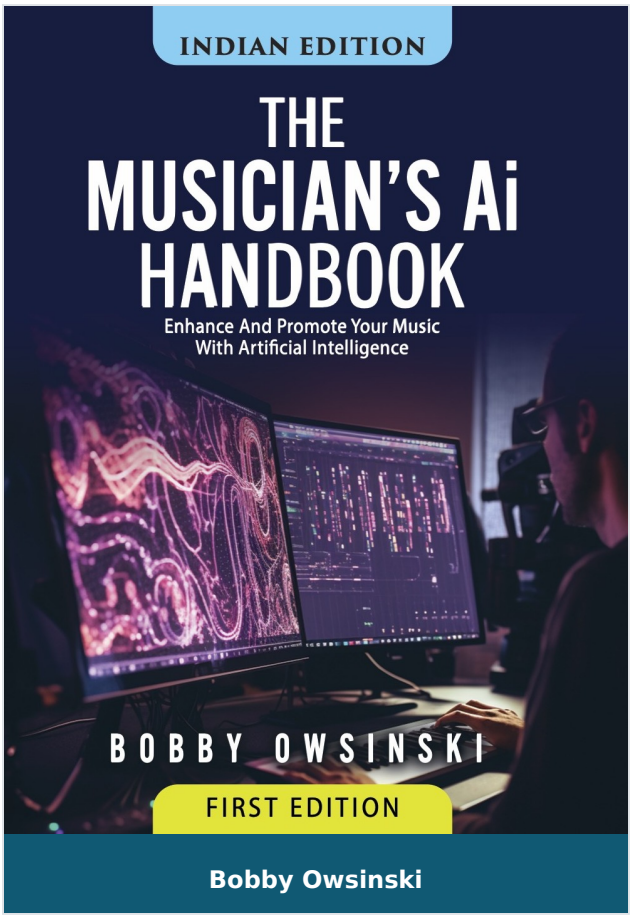
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The Musician's Ai Handbook (Indian Edition)

Author :	Bobby Owsinski
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Product Description

The Musician’s Ai Handbook is a comprehensive look at how musicians, artists, songwriters, producers, and anyone in the music business can use artificial intelligence as a highly creative tool to generate new ideas and help to promote their music. It’s packed with useful how-to’s to help you get the most out of just about any Ai platform, while showing you skills and fundamentals that won’t become outdated.

Part 1 of the book explains Ai’s buzzwords in a way that anyone can understand then takes a look at the many gray areas of Ai copyright that users must be concerned with.

Part 2 looks at using Ai composition and production platforms to develop new song and lyric ideas, and how the many Ai audio tools and plugins, and the Ai mixing and mastering platforms can lift your songs to a pro level.

Finally, Part 3 covers the latest in Ai graphics and video generation, as well as the best ways to use Ai chatbots for music business and promotion.

Topics include:

. How Ai music generation really works so you’ll know what it can and can’t do

. Why looking closely at Ai copyright can save you from legal problems down the road

. How a well- crafted mega prompt can generate the best Ai results

. How to use AI audio tools for compression, EQ. limiting, reverb, noise reduction, track separation, and song analysis to make your mixes sound more professional

. Everything you wanted to know about virtual singers and voice cloning to take song’s vocals to another level

. Tips for using Ai composition platforms to generate new songs and lyric ideas that you never would have thought of

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. Getting the most from Ai music video-generation platforms

. How to use Ai image generation to create pro-level graphics and branding

. Why using a chatbot to design music marketing and release plans can save you money

And much more

If you’re worried that Ai will sap your creativity or move too fast for you to keep up, then The Musician’s Ai Handbook will put your mind at ease as it proves that artificial intelligence is just an extremely helpful tool. Follow renowned author, producer and engineer Bobby Owsinski as he takes you through everything you need to know to make Ai the best music friend you’ve ever had.

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- Ai Marketing Platforms
- The Future of Ai Music
- Glossary
- Ai Music Tools and Services
- About Bobby Owsinski

Author

Bobby Owsinski

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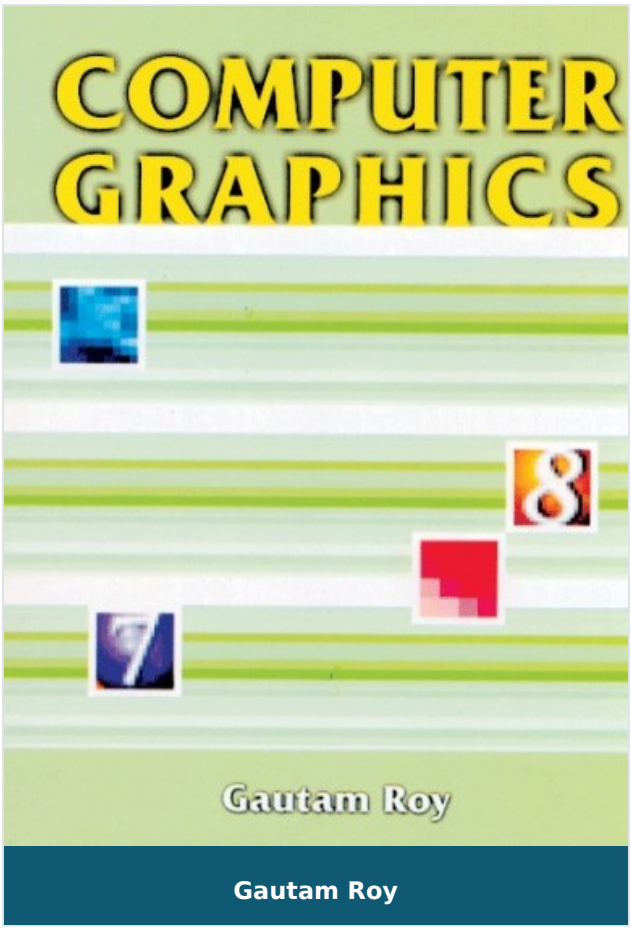
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Bobby Owsinski is one of the bestselling authors in the music industry with 24 books that are staples in audio recording, music and music business programs in colleges around the world, including the Mixing Engineer’s Handbook, The Music Producer’s 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 BobbyOInnerCircle.com, and his website at BobbyOwsinski.com.

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Gautam Roy

Computer Graphics

Author :	Gautam Roy
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Product Description

This book is basically made for the B.E. and M.C.A. level of students thought it will be immense helpful for all- who want to learn the subject computer graphics as a whole. The book covers the complete area of computer graphics, especially on the theories and application parts related to real life problems and their corresponding operation procedures. The book consists of more than 100 ready to use examples, ample number of related figures and sketches to supplement the theories have also been incorporated. The theories and examples are illustrated with a very lucid and easy to understand language which will be of immense helpful to the readers, students in particular. This book will not only be helpful to the students of computer graphics, but it will also help all the students and professionals who want to learn computer graphics and its multifaceted uses.

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- Transformation
- Three Dimensional Graphics System
- Graphics Application Area
- Programming Examples

Author

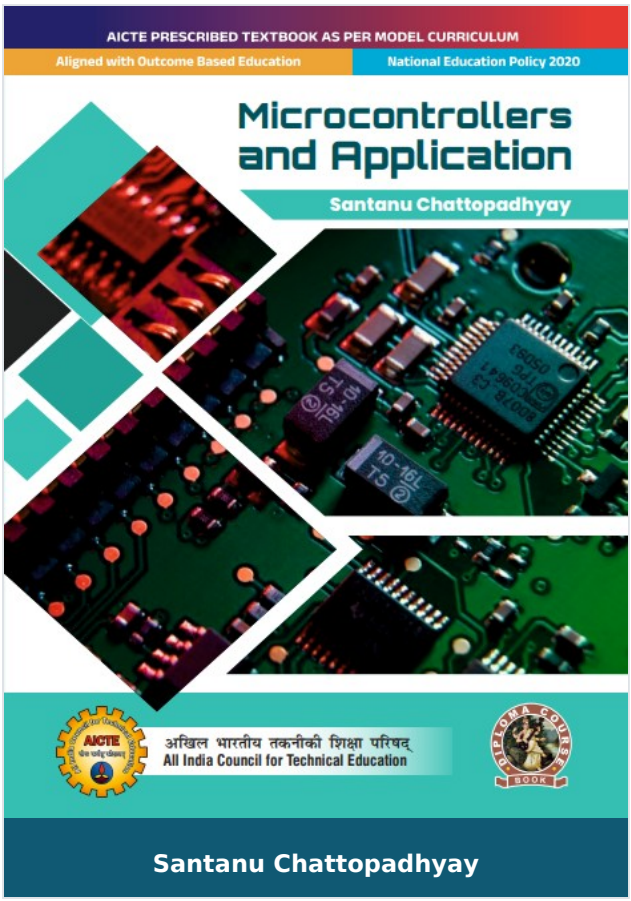
Gautam Roy

Dr. Gautam Roy obtained his B.E.E., M.E.E and Ph.D. degrees from Jadavpur University, Kolkata and was awardered the foreign fellowship to work abroad. He was attached with different hardware and software consultancy jobs and acted as senior faculty members to different reputed institutes like Institution of Engineers, The Institute of Computer Engineers (India), St. Xavier's College Computer Centre, Rabindra Bharati University Computer Centre, Institute of Modern Management and many others and was actively attached in the field of education for nearly two decades. he was also a paper setter and examiner of different universities and professional examinations. Currently Dr. Roy is working as Senior Scientist in the field of computer applications in a government research laboratory.

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Microcontrollers and Applications

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Condition Type :	New
Country Origin :	India

Product Description

Microcontrollers and Applications

This book contains topics of Microcontrollers and Applications for the fourth semester students of diploma course strictly as per syllabus and model curriculum of AICTE and aligned with the theme of outcomes-based education according to National Education Policy 2020. This book comprises of fives units covering topics on fundamentals of microprocessors and microcontroller, The 8051 Architecture, instruction set and programming, I/O Interfacing and introduction to advanced Processors and Concepts.

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 matter.
- Figures, tables, inserted to improve clarity of topics.
- A ‘know more’ section in each unit to extends the learning beyond syllabus.
- MCQs, short-answer type, long-answer type, numerical q\and practical questions added for the units to help in self-checking of Knowledge.
- Answers have been provided for the MCQs and numerical questions. Hints have been given for solving the practical problems.

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- The 8051 Architecture
- Instruction set and programming
- I/O interfacing
- Introduction to advanced processors and concepts
- CO and PO Attainment Table
- Index

Author

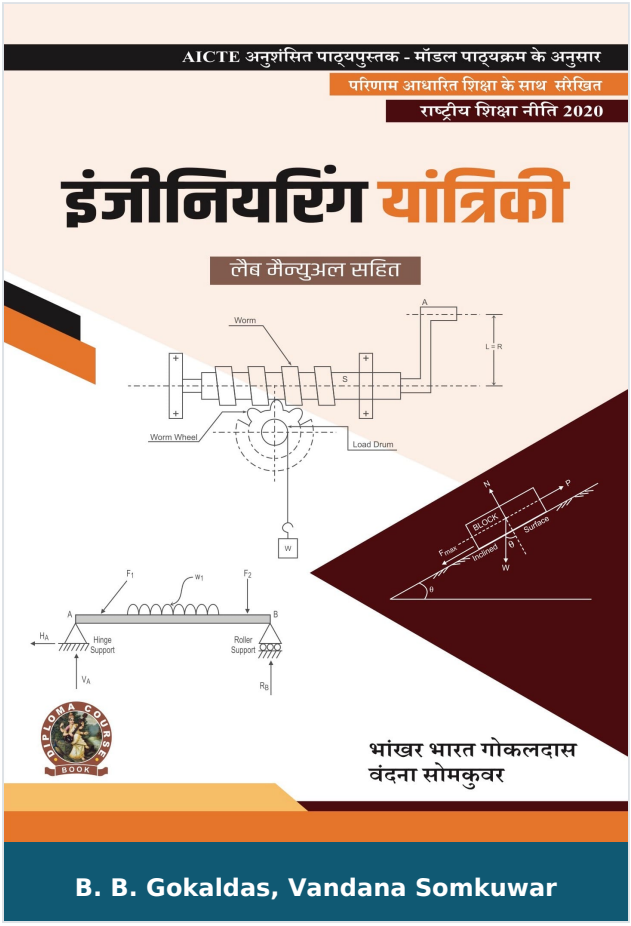
Santanu Chattopadhyay

Prof. Santanu Chattopadhyay Professor, Dept. of Electronics and Electrical Communication Engineering IIT Kharagpur, West Bengal

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Engineering Mechanics (with Lab Manual)

Author :	B. B. Gokaldas, Vandana Somkuwar
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Product Description

“Engineering Mechanics with Lab Manual” is a compulsory for the first year Diploma course in Engineering 7 Technology. Syllabus of this book is strictly align as per model curriculum of AICTE and academic content is amalgamate with the concept of Outcome based Education (OBE).

Book covers is five units- Basic mechanics & force system, Equilibrium, Friction, Centroid and Centre of gravity & simple lifting machine. Each unit written in every easy, systematic and orderly manner. Each unit contains a set of exercise at the end of each unit to test the student’s comprehension. Also in each unit the laboratory practical pertaining to unit is included.

Some salient features of the book:

1. Content of the book aligned with the mapping of Course Outcomes, Programs Outcomes and Unit Outcomes.

2. Book provides lots of recent information, interesting facts, QR Code for E-resources, QR Code for use of ICT, projects, group discussion etc.

3. Student and teacher centric subject materials included in book with balanced and chronological manner.

4. Figures, tables, equations and activities are insert to improve clarity of the topics.

5. Objective questions, Short questions and long answer exercise given for practice of students after every unit.

6. Solved and unsolved problems including numerical examples taken with systematic step.

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- Equilibrium
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- Centroid and Centre of Gravity
- Centroid and Centre of Gravity
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- Index

Author

B. B. Gokaldas

B. B. Gokaldas B. G. Gokaldas

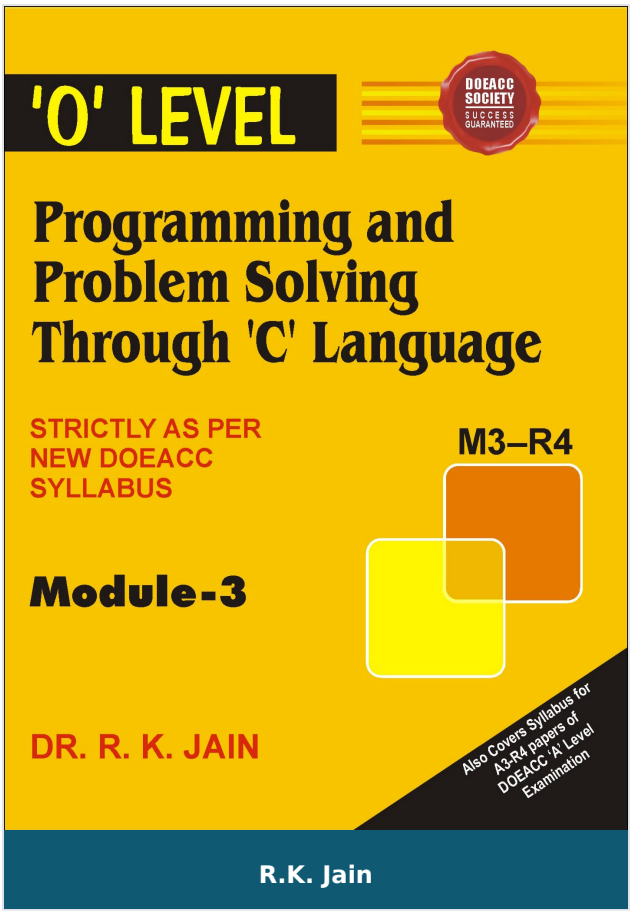
Vandana Somkuwar

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Programming & Problem Solving Through ‘C’ Language

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Condition Type :	New
Country Origin :	India

Product Description

This book covers the totally new syllabus provided by Department of Electronics, for the 'O' level, namely module M3-R4. Both the aspects of programming and problem solving through C are covered. Most. of the topics have been explained with the help of fully solved programs. Each program has fully checked, complied and tested to achieve the desired results as shown in the book. The book covers the various features of C like arrays, function, pointers linked list, structures, unions and file processing, etc. This has been done keeping in mind the level of various students who are doing to study this book.

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- Algorithms for Problem Solving
- Introduction to 'C' Language
- Conditional Statements and Loops
- Arrays
- Functions
- Storage Classes
- Structures and Unions
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- Self Referential Structures and Linked Lists
- File Processing
- G. Glossary
- I. Index
- S1: Sample Paper 1
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- S3: Sample Paper 3
- S4: Sample Paper 4
- S4: Sample Paper 5

Author

R.K. Jain

Dr. R.K. Jain studied at IIT Powai and submitted his thesis for Ph.D at Iit Delhi. He has held various important posts in the past. At present he is advisor to variuos universities on

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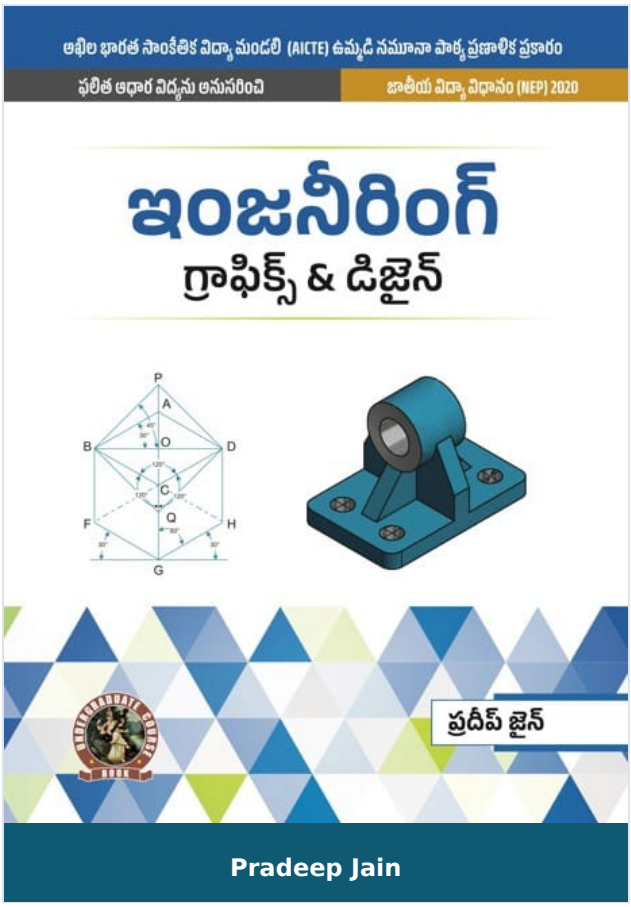
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setting up of a computer department and setting up of the syllabus for the same. With his knowledge of the various computer topics, he is and ideal choice for writing these kinds of books.

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Engineering Graphics & Design

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Product Description

This textbook “Engineering Graphics and Design” is based on the latest outcome based model curriculum of the AICTE. The book covers complete syllabus catering requirements of all major technical universities and institutes and provides insights into traditional engineering graphics as well as treats of the subject using 2D and 3D design software. It offers technical details, current standard, real world examples and clearly explains theory and technique in highly visual and concise format. The topic covered in this book are arranged into 9 chapters comprising self-explanatory diagrams and solved examples.

Salient Features:

1. Introduction of Engineering Drawing.
2. Orthographic Projection.
3. Projection of Solids.
4. Section of Solids and Development of Surfaces.
5. Isometric Projection.
6. Overview of Computer Graphics.
7. CAD Drawing.
8. Solid Modelling.
9. Team Design Project.

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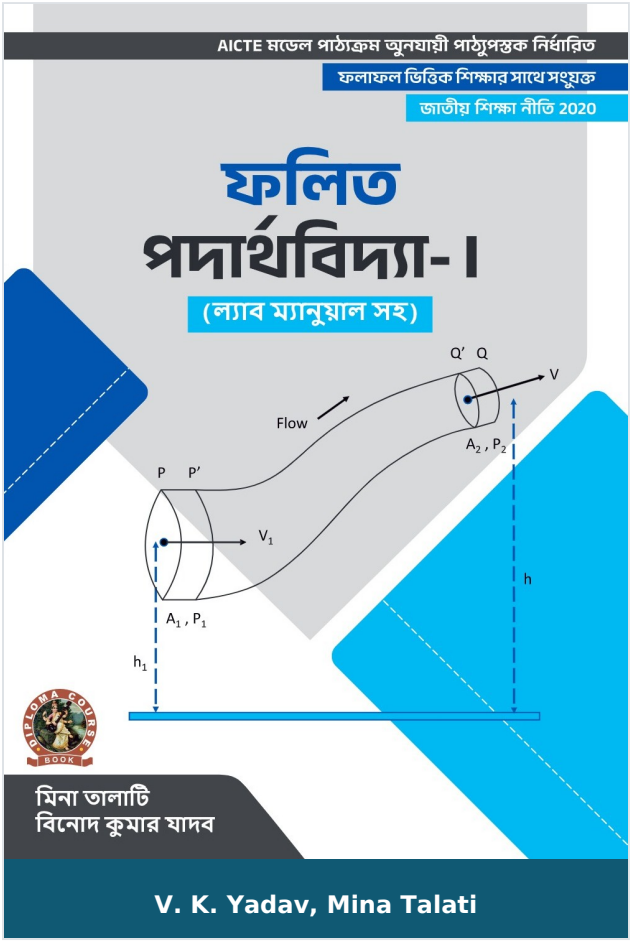
Pradeep Jain

Pradeep Jain has 15 years of experience in teaching and industry in CAD/CAM. presently he is working as an associate professor in the Department of Mechanical Engineering, Ajay Kumar Garg Engineering College, Ghaziabad. He is providing training and consultancy in CAD/ CAM field.

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Applied Physics I (with Lab Manual)

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Product Description

“Applied Physic-l” is a compulsory paper for the first year Diploma course in Engineering & Technology. Syllabus of this books is strictly aligned as per model curriculum of AICTE, and academic content is amalgamated with the concepts of outcome-based education.

Book covers six topics- Physical World, Units and Measurements; Force and Motion; Work, Power and Energy; Rotational Motion; Properties of Matter; Heat and Thermometry. Each topic is written in easy and lucid manner. Every chapter contains a set of exercise at the end of each unit to test the student’s comprehension.

Some salient features of the book:

1. Content of the book is aligned with the mapping of Course Outcome, Programs Outcomes and Unit Outcomes.

2. Book provides lots of interested facts, QR Code for E-resources, QR Code for use of ICT etc.

3. Students and teacher centric subject materials are included in book with balanced and chronological manner.

4. Figures and tables are inserted to improve clarity of the topics.

5. Short questions, objective questions and long answer exercises of different difficulty levels are given for practice after every chapter.

6. Solved numerical examples are provided with systematic steps in each chapter followed by numerical exercises with hints.

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- Force and Motion.
- Work, Power and energy.
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Author

V. K. Yadav

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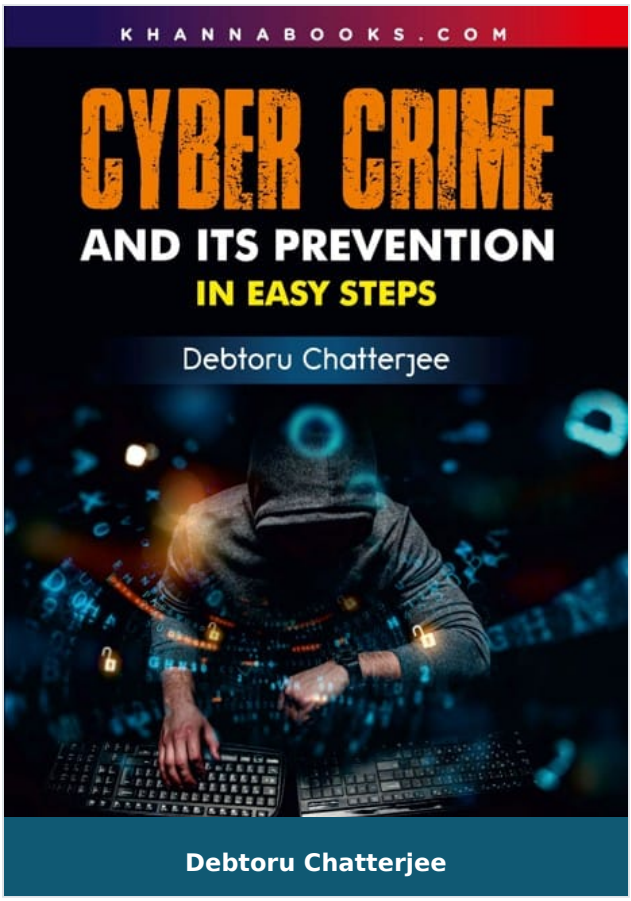
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Debtoru Chatterjee

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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- Hacking
- Windows 10 Personal Computers
- The
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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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