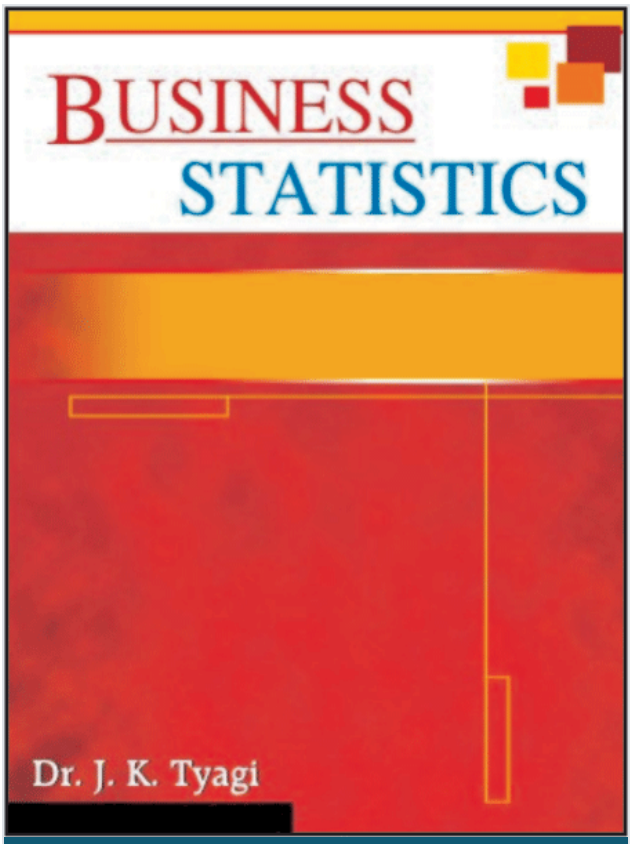


J.K. Tyagi

Business Statistics

Author :	J.K. Tyagi
ISBN 13 :	978-93-80016-33-7
ISBN 10 :	9380016336
E-ISBN 13 :	978-93-80016-33-7
Edition :	1
Pages :	338
Type of book :	Physical
Year :	2012
Language :	English
Publisher :	Khanna Publishing House
M.R.P :	Rs 295.00
Categories :	APPPLIED SCIENCES & HUMANITIES, Book Store, APPPLIED SCIENCES & HUMANITIES
Condition Type :	New
Country Origin :	India

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- Log Tables

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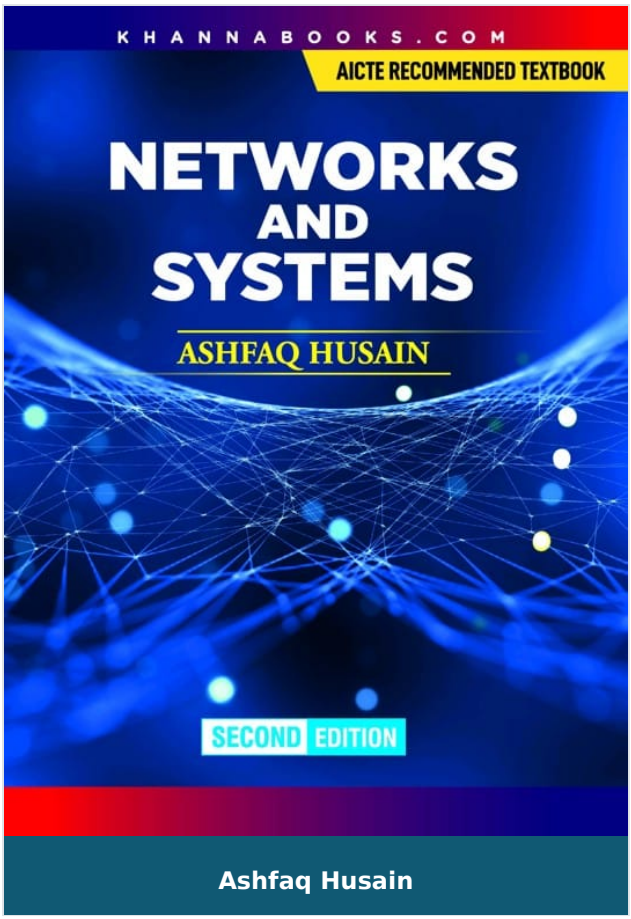
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Author :	Ashfaq Husain
ISBN 13 :	978-81-87522-08-9
ISBN 10 :	8187522089
E-ISBN 13 :	978-81-87522-08-9
Edition :	2
Pages :	1170
Type of book :	Physical
Year :	2025
Language :	English
Publisher :	Khanna Publishing House
M.R.P :	Rs 525.00
Categories :	Electrical, Electronics & Communication Engineering, UNIVERSITY RECOMMENDED, Electrical, Electronics & Communication Engineering, Book Store
Condition Type :	New
Country Origin :	India

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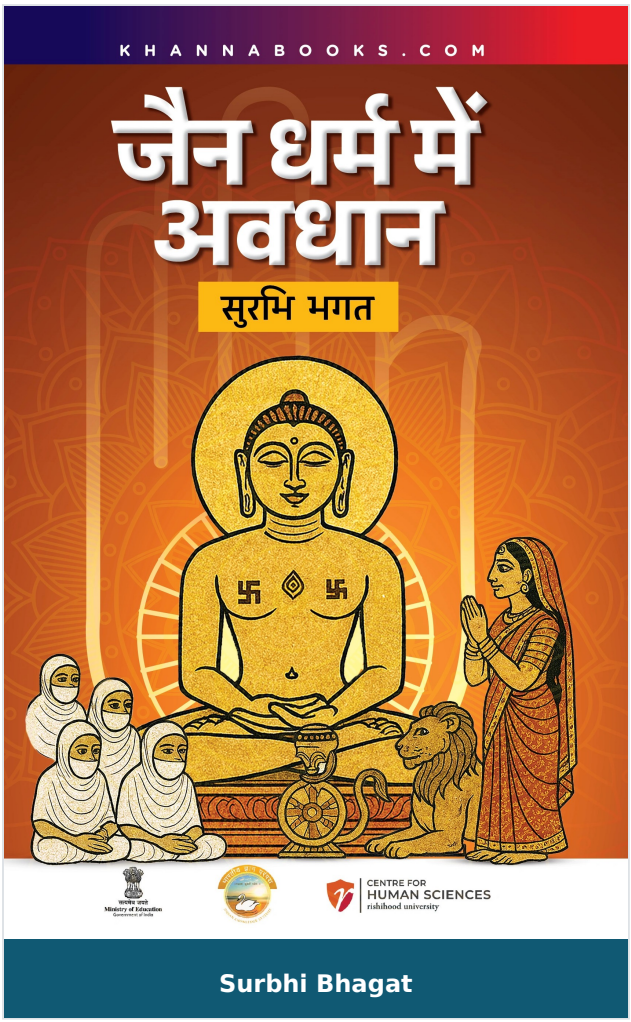
Ashfaq Husain

Mr. Ashfaq Husain, formerly Reader in Electrical Engineering, University Polytechnic, Faculty of Engineering and Technology, Aligarh Muslim University, Aligarh, has teaching experience of more than forty years and is the author of various successful textbooks. "

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Jain Dharma me Avadhana

Author :	Surbhi Bhagat
ISBN 13 :	978-93-55389-34-3
ISBN 10 :	9355389343
E-ISBN 13 :	978-93-55389-34-3
Edition :	1
Pages :	116
Type of book :	Physical
Year :	2025
Language :	English
Publisher :	Khanna Publishing House
M.R.P :	Rs 199.00
Categories :	New Arrivals, Book Store, Education & Knowledge Systems
Condition Type :	New
Country Origin :	India

Product Description

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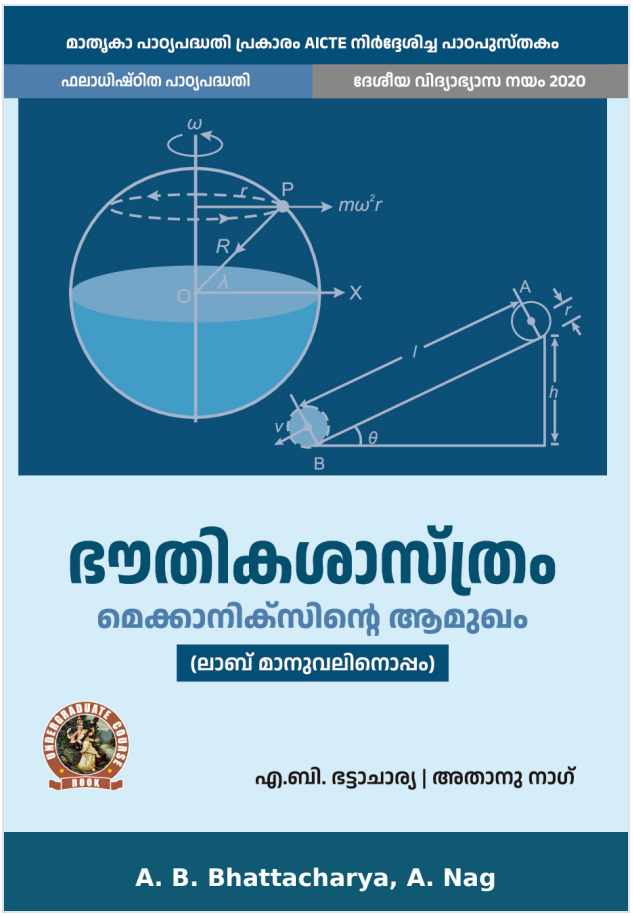
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Physics - Introduction to Mechanics (with Lab Manual)

Author :	A. B. Bhattacharya, A. Nag
ISBN 13 :	978-93-55381-46-0
ISBN 10 :	9355381468
E-ISBN 13 :	978-93-55381-46-0
Edition :	1
Pages :	264
Type of book :	Physical
Year :	2025
Language :	English
Publisher :	Khanna Publishing House
M.R.P :	Rs 295.00
Categories :	AICTE Prescribed Textbooks, Book Store, Ebooks, Malayalam Books
Condition Type :	New
Country Origin :	India

Product Description

Physics: Introduction to Mechanics has been written for the first year students of B Tech Engineering Degree Courses of all Indian Universities following the guideline and syllabus as recommended by AICTE. The book, written in a very simple and lucid way, will be very much helpful to reinforce understanding of different aspects to meet the engineering student’s needs. Writing a text-cum manual of this category poses several challenges providing enough content without sacrificing the essentials, highlighting the key features, presenting in a novel format and building informative assessment. This book on engineering physics will prepare students to apply the knowledge of Mechanics to tackle 21 century and onward engineering challenges and address the related questions.

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- Dynamics of a Right Body.
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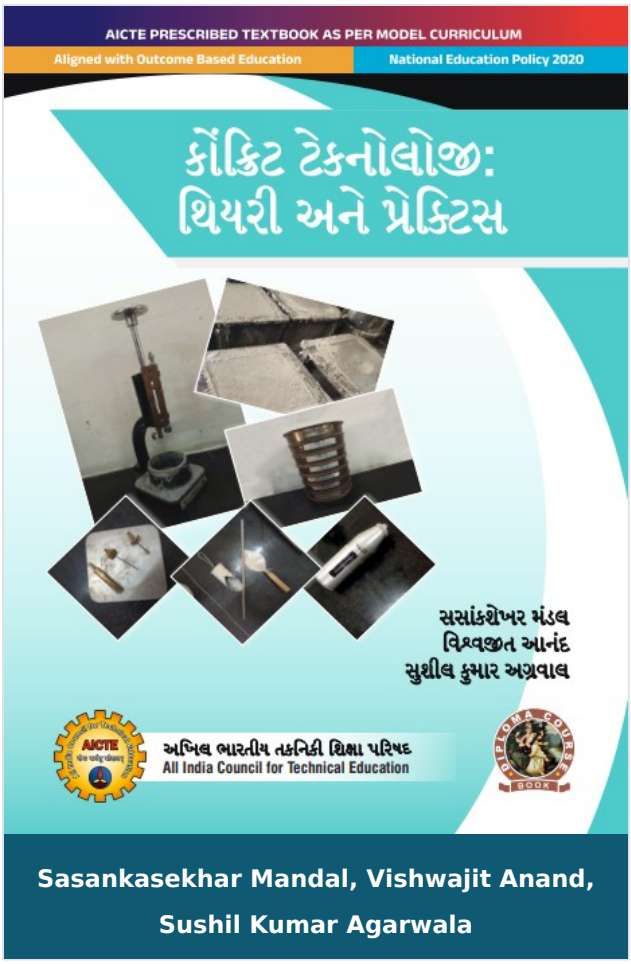
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Concrete Technology: Theory and Practice

Author :	Sasankasekhar Mandal, Vishwajit Anand, Sushil Kumar Agarwala
ISBN 13 :	978-93-55384-85-0
ISBN 10 :	9355384858
E-ISBN 13 :	978-93-55384-85-0
Edition :	First
Pages :	428
Type of book :	Physical
Year :	2026
Language :	English
Publisher :	Khanna Publishing House
M.R.P :	Rs 625.00
Categories :	AICTE Prescribed Textbooks, Gujarati Books
Condition Type :	New
Country Origin :	India

Product Description

Concrete Technology: Theory and Practice

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Vishwajit Anand

Dr. Vishwajit Anand Assistant Professor, Department of Civil Engineering, IIT (BHU), Varanasi, India

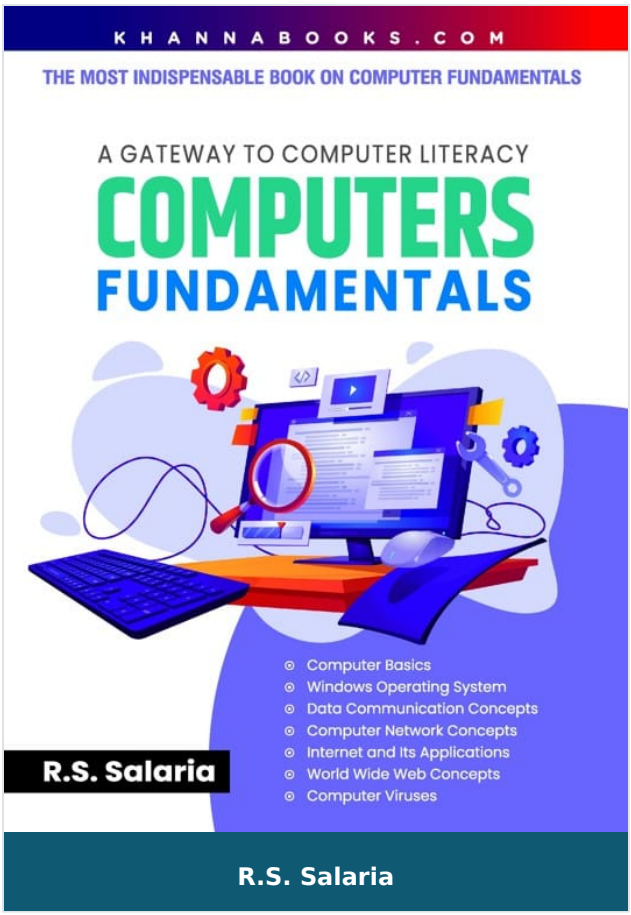
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Computers Fundamentals

Author :	R.S. Salaria
ISBN 13 :	978-93-81068-53-3
ISBN 10 :	9381068534
E-ISBN 13 :	978-93-81068-53-3
Edition :	1
Pages :	486
Type of book :	Physical
Year :	2025
Language :	English
Publisher :	Khanna Publishing House
M.R.P :	Rs 450.00
Categories :	Computer Science Engineering, Book Store
Condition Type :	New
Country Origin :	India

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- Program Planning & Design
- Programming Languages
- Operating Systems
- Data Communications
- Computer Networks
- Internet
- World Wide Web (WWW)
- Computer Viruses

Author

R.S. Salaria

Prof. R.S. Salaria is a superior teacher, a prolific author and a great motivator. He is an alumnus of IIT, Delhi. He is a Certified Software Quality professional by Ministry of Information Technology, Govt. of India: Sun Certified Programmer as well as Sun Certified Trainer by SUN Microsystems. He is a life member of computer society of India, Mumbai: Institution of Electronics and Telecommunication Engineers, New Delhi: Indian Society for

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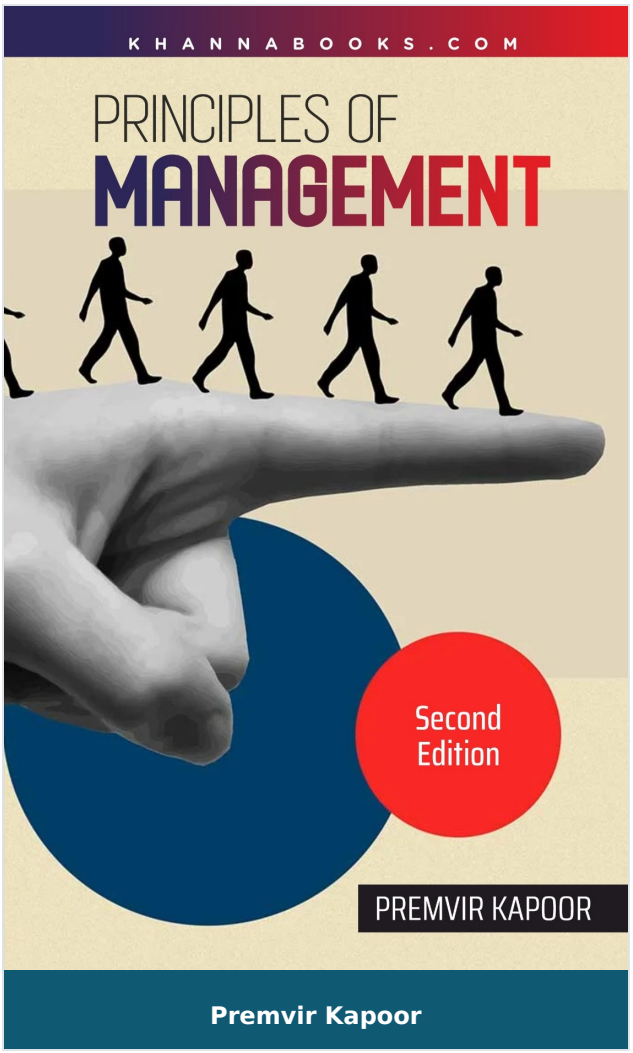
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Principles of Management

Author :	Premvir Kapoor
ISBN 13 :	978-93-55386-06-9
ISBN 10 :	9355386060
E-ISBN 13 :	978-93-55386-06-9
Edition :	Second
Pages :	304
Type of book :	Physical
Year :	2026
Language :	English
Publisher :	Khanna Publishing House
M.R.P :	Rs 325.00
Categories :	Management Books, Book Store
Condition Type :	New
Country Origin :	India

Khanna Publishing House

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The book provides comprehensive coverage of the management principles and concepts in simple and lucid style with economic conditions continuing to be uncertain, complexity of business increasing many fold, competitive pressures mounting and organizations becoming flatter by each passing day, managers have a tough balancing act to do and need adequate grounding and acquaintance of principles and functions of management. The book shall be useful for the readers who want to upgrade then knowledge and skills with the right attitude.

The book has been specifically designed to meet the academic requirements of the students BBA, MBA, M.Com, BCA courses.

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It covers model questions and answers on various management topics.

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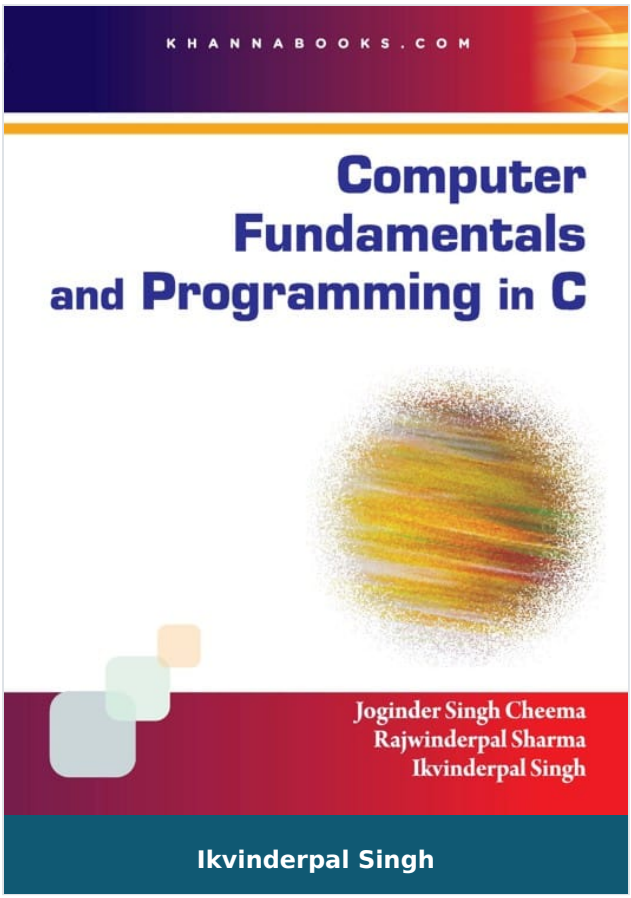
Premvir Kapoor

Dr. Premvir Kapoor BBM(BHU), MBA(Podar Institute of Management), LLB Delhi, Ph.D(Meerut University), Diploma in Training and Development, ISTD New Delhi, Diploma in Corporate Laws and Secretarial Practice(Indian Law institute New Delhi). He has worked s Director in Sri Ram Institute of Management and IIMT Institute of Management, Greater Noida and Professor of Human Resource Management at IMS Ghaziabad and Lingaya University Faridabad. He has been associated with some of the leading Institutes of Company Secretaries of India, Institute of Marketing management, Western U.P Productional Council. He is a member of Indian Law Institute, New Delhi. He has been visiting faculty at various prestigious business schools.

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Computer Fundamentals & Programming in C

Author :	Ikvinderpal Singh
ISBN 13 :	978-93-81068-38-0
ISBN 10 :	9381068380
E-ISBN 13 :	978-93-81068-38-0
Edition :	1
Pages :	696
Type of book :	Physical
Year :	2011
Language :	English
Publisher :	Khanna Publishing House
M.R.P :	Rs 395.00
Categories :	Computer Science Engineering, Book Store
Condition Type :	New
Country Origin :	India

Product Description

Explains the introduction to computers, history of computer, computer generations, classification of computers and applications of computer in corporate environment. Presents the basic organization of a computer system and its internal working. Describes the concept of number systems, computer codes and arithmetic, logic gates and Boolean algebra. Introduces the concept of primary and secondary storage. Explains the concept of different input and output devices. Presents the concept of computer software's and programming languages. Deals with commonly used various tools for planning the computer program like algorithm, flowcharts, pseudo code and decision tables. Complete introduction to C Programming including basic structure is given in detail. Extensive coverage of constants, variables, various data types are given in detail. Various types of operators and expressions are described with the help of examples and simple programs. Demonstrates the description of console I/O statements in a lucid manner. Each and every control statement is described with the help of flowcharts and simple programs. Includes numerous illustrative examples to understand the topic easily. Demonstrate every program in a good programming style. Around 200 numerous solved C Programs ans 100 objective type questions are included. Contains numerous theory exercises at the last of each chapter. Gives detailed description of arrays, strings and functions in lucid manner. Covers all concepts of pointers like array and pointer, function and pointer, dynamic memory allocation in detail. Detailed analysis of each and every storage class is covered with the help of programming examples. Detailed description to the concept of structures and unions.

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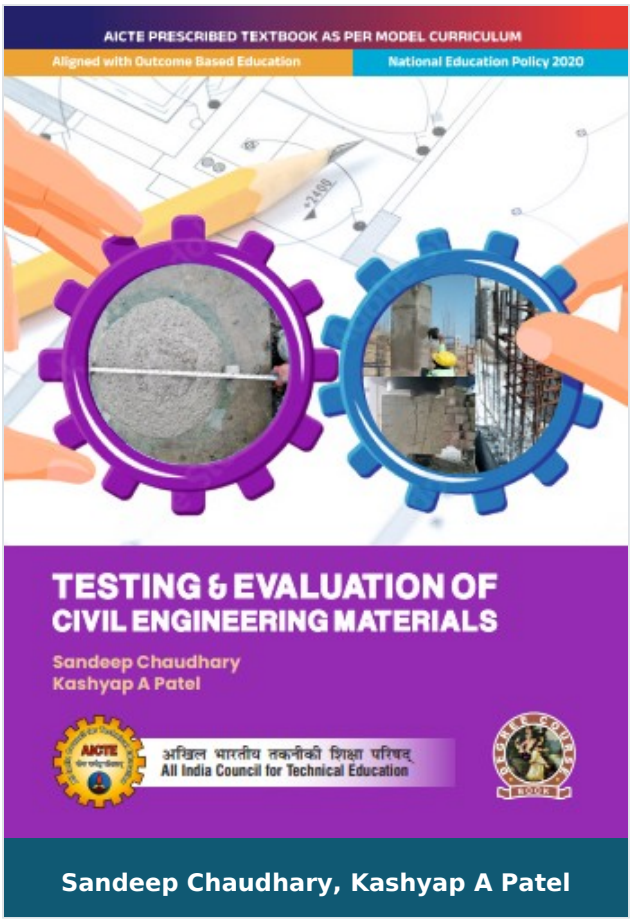
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Testing & Evaluation of Civil Engineering Materials

Author :	Sandeep Chaudhary, Kashyap A Patel
ISBN 13 :	978-93-55384-31-7
ISBN 10 :	9355384319
E-ISBN 13 :	978-93-55384-31-7
Edition :	First
Pages :	196
Type of book :	Physical
Year :	2026
Language :	English
Publisher :	Khanna Publishing House
M.R.P :	Rs 358.00
Categories :	AICTE Prescribed Textbooks, English Books, Book Store
Condition Type :	New
Country Origin :	India

Product Description

Testing & Evaluation of Civil Engineering Materials

This book contains an introduction to civil engineering materials and an advanced discussion on their testing and evaluation procedure for fourth semester students of undergraduate degree course. Main purpose of the book is to help the students identify suitable civil engineering materials as per their needs, through a systematic testing and evaluation procedure. The book is designed as per syllabus and model curriculum of AICTE and aligned with the theme of outcome-based education according to National Education Policy 2020.

Salient Features:

- Content of the book aligned with the mapping of Course Outcomes, Programs Outcomes and Unit Outcomes.
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- Book provides lots of recent information, interesting facts, QR Code for E-resources, QR Code for use of ICT, projects, group discussion etc.
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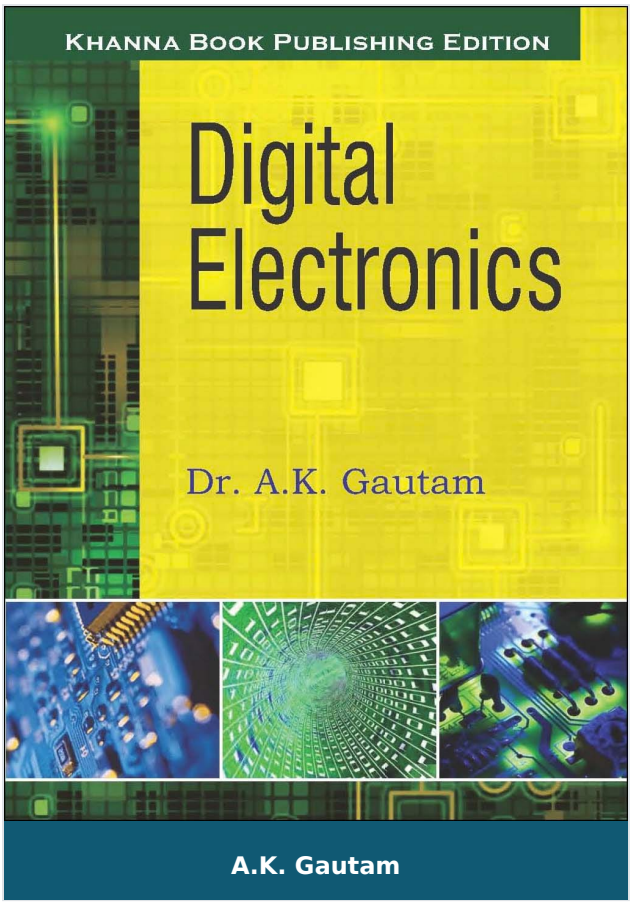
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Digital Electronics

Author :	A.K. Gautam
ISBN 13 :	978-93-81068-91-5
ISBN 10 :	9381068917
E-ISBN 13 :	978-93-81068-91-5
Edition :	1
Pages :	608
Type of book :	Physical
Year :	2019
Language :	English
Publisher :	Khanna Publishing House
M.R.P :	Rs 325.00
Categories :	Electrical, Electronics & Communication Engineering, Book Store
Condition Type :	New
Country Origin :	India

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