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- Science, Engineering & Mathematics
- Business & Economics
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- Medical

NFMHE
MAY 2015
Organizational Behavior, 6/e
Emerging Knowledge. Global Reality
Steven McShane, University of Western Australia
Mary Ann Von Glinow, Florida International University

Overview:
Organizational Behavior, Sixth Edition is written in the context of these emerging workplace realities. This edition explains how emotions are the foundation of employee motivation, attitudes, and decisions; how social networks generate power and shape communication patterns; how self-concept influences individual behavior, team cohesion, and leadership; and how adopting a global mindset has become an important employee characteristic in this increasingly interconnected world.

Salient Features:
- Reflective of the latest workplace concepts and connected with today’s workplace reality
- Conceptually up-to-date and relevant to students and instructors
- Ample global coverage and recognition of cross-cultural differences and diversity throughout the text.

Market: Students of Management

Entrepreneurship : A Small Business Approach
Charles E. Bamford, Queens University Of Charlotte
Garry D. Bruton, Texas Christian University

Overview:
Entrepreneurship: A Small Business Approach takes a hands-on, problem-based learning approach that works through real problems faced by entrepreneurs and small business owners. Using real-world scenarios and exercises throughout, it puts the student in the roles of financial analyst, marketer, and business owner to find solutions. By drawing on the most current environmental conditions and solid research, Entrepreneurship provides students with the necessary foundation to design, start, and manage a small business.

Salient Features:
- Focus and examples—examples and photos that emphasize small and medium-sized businesses. Real-world examples throughout that enhance student comprehension of the business world. Students will relate concepts, techniques, and learn to apply the concepts to entrepreneurial initiatives
- Case Study: Thinking Critically Cases—real world cases look at an existing small business and apply chapter concepts to daily challenges faced by business owners.
- Ethical Challenges Box—dilemma-based questions look at ethical realities within the successful creation of a small business and challenge students to examine the moral complexities of small businesses

Market: Students of Management

Business Communication : Developing Leaders for a Networked World
Peter Cardon, University of Southern California

Overview:
Business Communication: Developing Leaders for a Networked World, by Peter Cardon, puts students at the center of business communication through the author's unique focus on credibility woven throughout the textbook chapters, forward looking vision built on traditional concepts, and practitioner and case-based approach.

Salient Features:
- Establishing Credibility as a Central Theme: Since professional success depends on managing and working within professional relationships, this textbook uses credibility or trust as a central principle throughout the book
- Business-focus: A Case-Based Approach: Each chapter opens with a short business case and unlike any other book on the market, weaves examples from the case throughout the chapter

Market: Students of Management
Management of a Sales Force, 12/e
Spiro, Rosann, Indiana Univ Bloomington
Stanton, William, Univ of Colorado Boulder
Rich, Gregory, Bowling Green State University

Overview:
Management of a Sales Force is the bestselling text in the sales management market, with a reputation for blending leading-edge research and student-friendly writing better than any other book. The 12th edition has been thoroughly revised to reflect all the changes that affect the sales manager’s role, from the increasing globalization of business to savvier customers who now use the internet to research their purchasing decisions.

Salient Features:
- Revised technology coverage includes the impact of customer relationship management systems on strategic planning, profitability analysis, individual evaluation, and other facets of selling and sales force management
- Case and unlike any other book on the market, weaves examples from the case
- Reflect the latest changes in training
- New figures, boxed materials, and other graphics have been added to make the book more readable and understandable
- Detailed discussion of sales quotas

Market: Students of Management

Data Reduction and Error Analysis, 3/e
For the Physical Sciences
Philip R. Bevington, Late Associate Professor of Physics, Case Western Reserve University
D. Keith Robinson, Emeritus Professor of Physics, Case Western Reserve University

Overview:
The purpose of this book is to provide an introduction to the concepts of statistical analysis of data for students at the undergraduate and graduate level, and to provide tools for data reduction and error analysis commonly required in the physical sciences. The presentation is developed from a practical point of view, including enough derivation to justify the results, but emphasizing methods of handling data more than theory. The text provides a variety of numerical and graphical techniques. Computer programs that support these techniques will be available on an accompanying website in both Fortran and C++.

Salient Features:
- Third Edition includes expanded sets of exercises and examples giving students a better opportunity to practice and eventually helping students to master the information presented.
- Accompanying website contains complete computer programs and routines available in both Fortran and C++. The web-based computer programs will allow students and researchers to easily run routines that are described in the text.

Fourier Series and Boundary Value Problems, 8/e
James Ward Brown, Professor of Mathematics, The University of Michigan-Dearborn
Ruel V. Churchill, Late Professor of Mathematics, The University of Michigan

Overview:
This is an introductory treatment of Fourier series and their applications to boundary value problems in partial differential equations of engineering and physics. It is designed for students who have completed a first course in ordinary differential equations. In order that the book be accessible to as great a variety of readers as possible, there are footnotes to texts which give proofs of the more delicate results in advanced calculus that are occasionally needed. The physical applications, explained in some detail, are kept on a fairly elementary level.

New Features:
- Reorganization of Topics: Topics in the text have been realigned to provide a clearer presentation to students. Some topics have been given their own sections to lessen distractions to the students.
- Problem Sets Revised: Problem sets have been broken up into more manageable segments to allow for each problem set to be very focused.
- Examples Added: Additional examples have been added in each chapter to help illustrate important topics. Many of these have been proposed by users, including a more thorough discussion of Duhamel’s principle, eigenvalues, and the Gamma function.

Market: UG & PG students of Mathematics
Engineering Computations: An Introduction Using MATLAB and EXCEL

Joseph C. Musto, Milwaukee School of Engineering
William E. Howard, East Carolina University
Richard R. Williams, East Carolina University

Overview:
The strength of Engineering Computation is its combination of the two most important computational programs in the engineering marketplace today, MATLAB® and Excel®. Engineering students will need to know how to use both programs to solve problems. The focus of this text is on the fundamentals of engineering computing: algorithm development, selection of appropriate tools, documentation of solutions, and verification and interpretation of results.

Salient Features:
- Programming Techniques Emphasized- The text teaches MATLAB® in the context of a general purpose programming language. Students will learn not only practical computing applications but also the fundamental programming techniques that will serve them well throughout their careers, whatever programming language they may use.
- "Applications" Chapters highlight the differences between the approach used in a procedural programming solution (MATLAB®) and a spreadsheet solution (Excel®). This will allow the students to begin to understand the process of selecting the computational tool most appropriate for a given problem.

Essentials of Anatomy & Physiology

Kenneth S. Saladin, Georgia College & State University
Robin K. McFarland, Cabrillo College

Overview:
Essentials of Anatomy & Physiology is a text that blends up-to-date science, stimulating writing, high-quality art, and cutting-edge educational technology to provide the most effective teaching and learning program available in the one-semester anatomy and physiology courses. The distinctive pedagogy of the text revolves around the theme of "Elevate Learning". From "Base Camp" to "Assess Your Learning Outcomes", the student experiences a clear sense of the path ahead, a convenient means of charting progress, and a satisfying sense of accomplishment at the end.

Salient Features:
- Base Camp begins each chapter and gives students the provisions needed for ascending to the next level—a list of vital concepts from earlier chapters that students should understand before moving on to new heights, and references to pages where those concepts are first introduced.
- Before You Go On provides students a place to stop and take stock of what has been achieved so far. Answering these questions, based on no more than three or four pages of reading, enables students to judge whether they have met the expectations of that section and understand its most important concepts before moving on to scale the next precipice.
- Assess Your Learning Outcomes wraps up each chapter with a look back over the most important concepts in the chapter as a whole, and an opportunity to evaluate how well one has met the initial objectives.

Object-Oriented Software Engineering: An Agile Unified Methodology

David C. Kung, University of Texas, Arlington

Overview:
Object-Oriented Software Engineering: An Agile Unified Methodology by David Kung presents a step-by-step methodology that integrates modeling and design, UML, patterns, test-driven development, quality assurance, configuration management, and agile principles throughout the life cycle. The overall approach is casual and easy to follow, with many practical examples that show the theory at work. The author uses his experiences as well as real-world stories to help the reader understand software design principles, patterns, and other software engineering concepts. The book also provides stimulating exercises that go far beyond the type of question that can be answered by simply copying portions of the text.

Salient Features:
- Teaches a methodology - Most books teach a process, but this only describes WHAT the life cycle activities are. A methodology details the steps and procedures or HOW to perform the activities to the extent that the beginner can carry them out and produce the desired software system.
- Covers design patterns using a learn-by-compare approach
- Covers Object-Oriented software testing

Market: UG students of Computer Science & Engineering, Information Technology, MCA and BCA.
Six Sigma Handbook, 4/e
Pyzdek, Thomas, Quality consultant & Entrepreneur
Keller, Paul

Overview:
"Best practices in Six Sigma are continuously evolving, just as Six Sigma itself evolved from earlier best practices in quality improvement", this fourth edition provides expanded materials on innovation, strategic development, Lean, and constraint management. Fully revised for the latest developments in the field, the book reveals how to successfully implement this improvement strategy in the Organization.

Salient Features:
- Two online quizzes for Six Sigma certification, one for Green Belt candidates and one for Black Belt candidates
- Fully incorporated coverage of Lean methodologies

Market: Students of Quality Management/ Practicing Managers

Six Sigma Handbook, 4/e
Pyzdek, Thomas, Quality consultant & Entrepreneur
Keller, Paul

Overview:
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Market: Students of Quality Management/ Practicing Managers

Samaany Jnan Manduya, 4/e
Pyzdek, Thomas, Quality consultant & Entrepreneur
Keller, Paul

Overview:
"Best practices in Six Sigma are continuously evolving, just as Six Sigma itself evolved from earlier best practices in quality improvement", this fourth edition provides expanded materials on innovation, strategic development, Lean, and constraint management. Fully revised for the latest developments in the field, the book reveals how to successfully implement this improvement strategy in the Organization.

Salient Features:
- Two online quizzes for Six Sigma certification, one for Green Belt candidates and one for Black Belt candidates
- Fully incorporated coverage of Lean methodologies

Market: Students of Quality Management/ Practicing Managers
Comprehensive Physics
JEE Advanced 2016

Salient Features:
- Divided into 29 core chapters
- Covers the syllabus through a combination of theory, solved problems and practice exercises
- Fully solved problems as per the pattern and syllabus
- Tips for quick solution of MCQs in each chapter
- Solved problems in increasing level of difficulty
- 'Integer Answer type Questions' at the end of each chapter

ISBN: 9789339221447
Pages: 1158

Comprehensive Chemistry
JEE Advanced 2016

Salient Features:
- Review of important concepts at the beginning of each chapter
- Advance level problems with solutions in all chapters
- Covers extensively Stereochemistry, Transition Elements and Organic Chemistry
- Subjective questions in Physical Chemistry
- IUPAC recommendations and SI units used throughout

ISBN: 9789339221430
Pages: 1284

Comprehensive Mathematics
JEE Advanced 2016

Salient Features:
- Divided into 26 core chapters with relevant theory with sufficient practice problems
- Solved Examples divided into six sections
  - SECTION A: Straight Objective Type Questions
  - SECTION B: Multiple Correct Answer Type Questions
  - SECTION C: Linked Comprehension Type Questions
  - SECTION D: Single Digit Answer Type Questions
  - SECTION E: Matrix Match Type Questions
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- Chapter-end Exercises divided into two levels of difficulty (Level 1 and Level 2)
- Fully solved questions of past years JEE paper relevant to each chapter

ISBN: 9789339221454
Pages: 1218

Price: ₹825/-each

Two fully solved model papers based on latest pattern.

Market: Aspirants preparing for JEE Examination
Discount Class: G
Objective Series for Medical Entrance Examinations

Objective Physics, 2/e for Medical Entrance Examinations
Stalin Malhotra,
Formerly Director, Delhi Public School, Faridabad

Salient Features:
- Based on latest syllabus of AIPMT
- Twenty chapters covering the entire syllabus including syllabi of state boards.
- Key Points to Remember, Important Formulae and Tips followed by fully solved MCQs in each chapter.
- Each topic followed by Graded Assignment (50 MCQs) Fully Solved
- Five Mock Papers Fully solved
- Five Previous Years’ AIPMT Papers fully solved.

ISBN : 9789339220594
Pages : 888
Price : ₹675.00

Objective Chemistry, 2/e for Medical Entrance Examinations
Prema Dhawan, HOD Chemistry, DPS R K Puram
Vandana Dhawan, Modern School, Barakhamba Road, New Delhi

Salient Features:
- Quick Revision Plan to maximize your score in Chemistry.
- Theory in brief, easy to understand points
- An "Enhance your Knowledge" box in chapters with additional information
- Fully solved MCQs with answers and solutions (modeled on the examination pattern)
- Assertion Reasoning questions included
- Chapter wise questions from previous years’ papers
- Five Fully solved Mock Papers.

ISBN : 9789339221393
Pages : 872
Price : ₹525.00 (T)

Discount Class : G
# Understanding Mechanics Vol 1, 2/e
for JEE Main and Advanced

**M K Sinha, Ex Sr. Faculty, Bansal Classes, Kota**

**Salient Features:**
- Text divided into eight chapters covering the theory
- All types of questions asked in engineering entrance examinations covered – Subjective Problems, Objective Problems, Single Correct Option, More than One Correct Options, Mark the Correct Statements, Comprehension Questions, Match the Following and Assertion-Reason Questions
- JEE/REE and AIEEE questions from previous years included
- Questions followed by Answer Keys, with Solutions

**Market:** Aspirants preparing for JEE Examination

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INFRINGEMENT OF COPYRIGHT-CEASE & DESIST NOTICE

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MHE’s technical innovations are changing the way people learn, with e-books, online tutoring, customized course websites and subscription services. MHE is also the pre-eminent provider of reference and trade publishing for the Medical, Business, Engineering and other professions.

MHE’s titles are extremely popular and well known amongst the public in general and the members of the trade. With its hard work and effort, MHE has carved out a niche for themselves and their brand MCGRAW-HILL.

MHE has been consistently and extensively advertising all its products across the country and the sales promotion activities of MHE involve huge investments on its part. By virtue of the reputation and notoriety already enjoyed by MHE, the sale of its titles have increased manifold and within a short span the sales figures have reached substantially high. Additionally, large sums of monies have also been spent for promoting MHE’s titles and house mark.

MHE is the Owner of Copyright in the literary work in all the Titles published by it and sold by it. MHE, therefore, enjoys statutory rights in the content of the Titles to prevent any misappropriation and misuse in any manner whatsoever or to refrain any third party from infringing its Copyright.

INFRINGEMENT OF COPYRIGHT BY FEW PIRATES

We have recently learnt about some Titles/Books (hereinafter “the Impugned Literary Work”) which are available in the Market and these Titles/Books are blatant Infringement of Copyright of MHE’s Titles/Books. Either these Titles/Books comprise of pure Piracy and Counterfeiting or are flagrant Plagiarized versions of MHE’s Titles/Books.

The adoption and use of the Impugned Literary Work are slavish reproduction of our literary work. The Impugned Literary Work is identical to our literary work. In these circumstances, we are entitled to a perpetual Order of Injunction restraining the pirates/infringers/counterfeiters from infringing our Copyright in the literary work by reproducing it or any substantial part of it in any material form and/or by trading upon or using the Impugned Literary Work in any manner, whatsoever. Apart from being a Civil Violation, the Impugned Literary Work, imitation and reproduction also constitutes Cognizable Criminal Offence under the provisions of Sections 63 and 64 of the Copyright Act, 1957, punishable with Imprisonment up to Three Years and Penalty up to Rupees Two Lacs.

The aforesaid adoption, usage and all allied activities in any manner whatsoever, are causing and are likely to further cause irreparable harm, damage and injury to MHE. The said pirates/infringers/counterfeiters are bound to be restrained from taking unfair advantage from using the Impugned Literary Work. Members of the trade and public are likely to purchase the Impugned Literary Work thinking that the pirates/infringers/counterfeiters have some connection or affiliation with MHE, when in fact; there exists no such connection or affiliation. The pirates/infringers/counterfeiters, by their illegal acts have tried to come as close as possible to MHE so as to give an impression in the general minds of the public that they are in some manner connected with MHE. The aforesaid act by them is nothing but an attempt to ride on the goodwill of MHE.

We have taken a very serious view of this Infringement of its Copyright by the pirates, counterfeiters, infringers including habitual infringers and is prepared to resort to additional Legal Remedies available under the Law to stop such misuse.

Please note that we, MHE, apart from instituting Copyright Infringement Actions is also keeping a close watch, vigil and surveillance on all the Markets across India and shall monitor activities of suspect Shopkeepers, Book Sellers and Distributors.

Please further note that MHE is pro-active in protecting its Copyright against third parties and hereby reserves all of its Rights and Remedies under Law.

You are hereby advised that your company should exercise due care and vigilance by not stocking and distributing/selling infringing products to continue a mutually beneficial relationship.
कॉपीराइट का उल्लंघन - इसे न करने और इसे दूर रहने का नोटिस

प्रतिपादक का इच्छावाद की है कि हम ऐसे गरीबों की समस्या का समाधान इस तरह करने के लिए अपने काफी संरचना, उपकरण और सरकारी सेवाओं का उपयोग करके करेंगे। वर्तमान समय में लोगों के सामाजिक, राजनीतिक और आर्थिक स्थिति बहुत भीमयक है। हमें इस समस्या का समाधान करने के लिए सभी संस्थाओं के साथ एक नए तरीके का प्रयोग करना चाहिए।

ई-स्कूल, ऑनलाइन टूरिस्टिंग, अनुभव बनाने गए कोर्स वैबसाईटों और सर्वश्रेष्ठ सेवाओं के साथ एम.एच.डी. की तकनीकी नवीनताएं लोगों के सीखने के तरीके को बदल रही है।

एम.एच.डी. के प्रशिक्षण अध्यापक लोकप्रिय हैं और समय प्रदर्शन का लघु समय के संग्रह का फाइनल निर्णय है। एम.एच.डी. ने अपने काठांतरिक और प्राथमिक उपयोगों से अपने लाभ और अपने अभिज्ञ से नए प्रयोग से अपने लाभ के लिए एक विशेष उपलब्धि बनाया है।

एम.एच.डी. परिपार्श्व सागर, ऑटोलैंड लाइफिंग और मेट्रोपोलिंगा ट्रूस के प्रयोग करके टीनी-पैन, प्रोफेशनल और सभी जानवरी चीजों के बारे में विचारों के बारे में बात करता है।

ई-कॉल, ऑनलाइन टूरिस्टिंग, अनुभव बनाने गए कोर्स सेवाएं और दस्तावेज सेवाओं के साथ एम.एच.डी. की तकनीकी नवीनताएं लोगों के सीखने के तरीके को बदल रही है।

एम.एच.डी. डेस्कबर जिनमें से सभी स्वर तंत्र से पर्यावरण की आलोचना करता है तथा एम.एच.डी. की तकनीकी नवीनताएं दूर करने में आपको आदर्श नहीं करता है।

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