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Microcontrollers: Architecture, Programming, Interfacing and System Design: 2nd Edition Mobile Computing **Embedded Systems** *Microcontrollers* Internet of Things **Nayi Kavita** Embedded Systems *Western Himalayan Temple Records* **The Routledge Companion to Humanism and Literature** *Indian National Bibliography* **Manual Of Obstetrics (2Nd Edition)** *Indian Poetry* The Tribal Culture of India Beyond English The Weaver's Songs *The Bijak of Kabir* **Matrix And Linear Algebra, Edition 2** BUSINESS LAW, SECOND EDITION **SOCIAL PSYCHOLOGY, Second Edition** *ORGANIZATIONAL BEHAVIOUR, SECOND EDITION* *GATE MECHANICAL ENGINEERING, Second Edition* **FUNDAMENTALS OF ELECTROMAGNETIC THEORY, Second Edition** *QUANTITATIVE APTITUDE FOR CAT, SECOND EDITION* **The Sants** **CORPORATE FINANCIAL REPORTING AND ANALYSIS, SECOND EDITION** **Mahadevi Varma and the Chhayavad** *Age of Modern Hindi Poetry* **COMMUNICATION SKILLS FOR PROFESSIONALS, Second Edition** **INTRODUCTION TO NUMERICAL METHODS IN CHEMICAL ENGINEERING, SECOND EDITION** **GATE AND PGCET FOR COMPUTER SCIENCE AND INFORMATION TECHNOLOGY, Second Edition** *Fundamental Neuroscience* **Poetry, Politics and Culture** *The Education Quarterly* *Politics and the Novel in India* *National Catalogue of University Level Books, 1971* **Hindi Embedded System Design** *The Teaching and Acquisition of South Asian Languages* *One Day the Girl Will Return* Entrepreneurship Among Tribals **Cultural News from India**

In 1943 a slim volume of poetry, 'Tar Saptak', burst onto the Hindi literary scene. It gave voice to seven young poets who were determined to experiment both with the content and form of poetry. 'Tar Saptak' heralded the beginning of Prayogvad (Experimentalism), which in turn became Nayi Kavita (New Poetry). Taken from Nayi Kavita, this parallel text anthology interprets it not as a narrow literary movement but as a modernist tendency still flourishing in Hindi poetry. The collection includes seven poets who first published in one of the Saptaks: Agyeya Muktibodh, Shamsheer, Raghuvir Sahay, Sarveshwar Dayal Saxena, Kunwar Narain and Kedarnath Singh. This volume also significantly revises the literary map of modern Hindi poetry, demonstrating that, contrary to established opinion, the 1960s and 1970s produced gifted women poets such as Shakunt Mathur, Amrita Bharati and Jyotsna Milan, all of whose work is represented here. The Routledge Companion to Humanism and Literature provides readers with a comprehensive reassessment of the value of humanism in an intellectual landscape. Offering contributions by leading international scholars, this volume seeks to define literature as a core expressive form and an essential constitutive element of newly reformulated understandings of humanism. While the value of humanism has recently been dominated by anti-humanist and post-humanist perspectives which focused on the flaws and exclusions of previous definitions of humanism, this volume examines the human problems, dilemmas, fears, and aspirations expressed in literature, as a fundamentally humanist art form and activity. Divided into three overarching categories, this companion will explore the histories, developments, debates, and contestations of humanism in literature, and deliver fresh definitions of "the new humanism" for the humanities. This focus aims to transcend the boundaries of a world in which human life is all

too often defined in terms of restrictions—political, economic, theological, intellectual—and lived in terms of obedience, conformity, isolation, and fear. The Routledge Companion to Humanism and Literature will provide invaluable support to humanities students and scholars alike seeking to navigate the relevance and resilience of humanism across world cultures and literatures. Internet of Things (IoT), emphasizes on the efficient use of internet and wireless network for connecting devices in day-to-day life. It gives a step-by-step explanation of the connecting interface of hardware with software. This classic text is a vital study guide for students to master their IoT skills. Internet of Things emphasizes on the efficient use of internet and wireless network for connecting devices in day to day life. It gives a step-by-step explanation of the connecting interface of hardware with software. This classic text is a vital study guide for the students to master their IoT skills. Mobile Computing describes basic concepts and technical information about all aspects of mobile computing as also the latest technologies that are currently being developed in this field. This book prepares the students for system development using the 8051 as well as 68HC11, 80x96, ARM and PIC family microcontrollers. It provides a perfect blend of both hardware and software aspects of the subject. Kabir was an extraordinary oral poet whose works have been sung and recited by millions throughout North India for half a millennium. He may have been illiterate and he preached an abrasive, sometimes shocking, always uncompromising message that exhorted his audience to shed their delusions, pretensions, and empty orthodoxies in favor of an intense, direct, and personal confrontation with the truth. Thousands of poems are popularly attributed to Kabir, but only a few written collections have survived over the centuries. The Bijak is one of the most important, and is the sacred book of those who follow Kabir.

Graduate Aptitude Test in Engineering (GATE) is one of the recognized national level examinations that demands focussed study along with forethought, systematic planning and exactitude. Postgraduate Engineering Common Entrance Test (PGECET) is also one of those examinations, a student has to face to get admission in various postgraduate programs. So, in order to become up to snuff for this eligibility clause (qualifying GATE/PGECET), a student facing a very high competition should excel his/her standards to success by way of preparing from the standard books. This book guides students via simple, elegant and explicit presentation that blends theory logically and rigorously with the practical aspects bearing on computer science and information technology. The book not only keeps abreast of all the chapterwise information generally asked in the examinations but also proffers felicitous tips in the furtherance of problem-solving technique. HIGHLIGHTS OF THE BOOK • Systematic discussion of concepts endowed with ample illustrations • Notes are incorporated at several places giving additional information on the key concepts • Inclusion of solved practice exercises for verbal and numerical aptitude to guide students from practice and examination point of view • Prodigious objective-type questions based on the past years' GATE examination questions with answer keys and in-depth explanation are available at https://www.phindia.com/GATE_AND_PGECET • Every solution lasts with a reference, thus providing a scope for further study The book, which will prove to be an epitome of learning the concepts of CS and IT for GATE/PGECET examination, is purely intended for the aspirants of GATE and PGECET examinations. It should also be of considerable utility and worth to the aspirants of UGC-NET as well as to those who wish to pursue career in public sector units like ONGC, NTPC, ISRO, BHEL, BARC, DRDO, DVC, Power-grid,

IOCL and many more. In addition, the book is also of immense use for the placement coordinators of GATE/PGECET. **TARGET AUDIENCE** • GATE/PGECET Examination • UGC-NET Examination • Examinations conducted by PSUs like ONGC, NTPC, ISRO, BHEL, BARC, DRDO, DVC, Power-grid, IOCL and many more ‘Communication Skills for Professionals’ is a time-tested book which aims to equip students, academicians and professionals with all the necessary skills to communicate effectively, so that they can thrive in this competitive world. **WHAT DOES THE BOOK CONTAIN** This compact and student friendly text is divided in several sections, and covers several topics like Detailed section on Vocabulary. • Items of: grammar; verbs; phrasal verbs; voices; tenses; transformation and synthesis of sentences. • ‘Rectification of Grammatical Errors’ in order to identify and correct errors. • Analysis of the 4 skills of Listening, Speaking, Reading and Writing. • Skills of Technical Writing and Public Speaking. • Body Language and Group Discussion. All these and more aims to make the learner a winner, not only in his personal life, but also in his Professional life. The book is easy to read and understand. Each point is illustrated with examples from practical life. Even the grammar exercises and all other activity-based questions have been skillfully designed and worked out in Classrooms. **WHAT IS NEW TO THIS EDITION** • In the modern business world where speed and ease of communication is very important E-mails have become widely prevalent. An E-mail can even make or break a career. • Detailed discussions have been shared in this Edition on how to write the perfect E-mail. • A completely new chapter has been added on social media tools like LinkedIn, Facebook and Twitter. Job seekers would learn how to upload their portfolios and highlight their skills and achievements and connect with prospective employers and collaborators. **Book Reviews**

"I have been a regular user of the book by Prof. Nira Konar and found it a very reliable resource. The chapters on 'Group Discussion and Body Language' are particularly helpful. Besides, the chapter on 'Communication Theory' has been relevantly and effectively explained keeping in mind the needs of the students. Overall, the book is very accessible by all levels of students. It is a part of recommended reading for my students." - Nandini Mukherjee Course Coordinator, Department of Communicative English, St. Xavier's College, Kolkata

"An extremely concise, lucidly written and reader-friendly book, that serves as a handy reference manual for all in-service English language teachers of degree engineering colleges. The B.Tech Communicative English syllabus has been closely followed, with detailed sections on grammar, writing and comprehension. The chapters on vocabulary take an insightful look at etymology, word origins, synonymy and antonymy. Detailed word lists and practice exercises make the section extremely helpful for practicing teachers. The sections on grammar are fairly detailed, offering a thorough analysis of Verbs, Tenses, Voice, Narration, Transformation of Sentences and Error Correction. There are plenty of practice exercises for the teacher to choose from. Reading skills are well discussed and technical writing is given all the importance and predominance it usually occupies in any course on technical communication. The section on report writing is extremely useful as a guide for teachers for teaching students the formatting and writing essentials in documenting reports. There is a section on professional speaking too, which enriches the content of the book. On the whole, the book is of continuing usefulness and relevance in any technical English course and will be used by teachers and students alike for many years to come." - Dr Indrajit Bose Assistant Professor of English, GNIT, Kolkata

"Dr. Konar's book acts as a comprehensive

guide to the students of professional, technical as well as basic courses to hone their language skills. The language of the book is persuasive, fluid and student-friendly which makes it useful even to the first generation learners of English. The scope of this book extends from word-building to report writing and covers almost all the thrust areas of language training in a nutshell. Hence, it deserves a shelf-space in the library of any institution." - Ayushman Banerjee, Assistant Professor in English, Haldia Government College, Kolkata

"This is one of the best books on 'Communication' available in the market. Dr. Nira Konar is a brand by herself whenever English Language Teaching (ELT) comes into discussion. This compact edition discusses in detail the various aspects of language ranging from Vocabulary, Grammar, Syntax to effective communication in business. The book gives a clear reading of LSRW skills such as writing, reading, listening, and public speaking. It further confers different means of effective communication, situational dialogues, body language, and group discussions. The book follows the present MAKAUT curriculum of English for B.Tech 1st year 2nd Semester (HM-HU 201 & HM-HU 291) thoroughly. It not only gives an overview of the Theory syllabus but also provides details of Language Laboratory activities as well. "Communication Skills for Professionals" enables the readers to express themselves clearly and communicate effectively at the workplace. This book not only deals with the rudiments of communication but also gives insights into the body language and provides important tips on how to be successful at interviews and group discussions. Primarily intended for students of engineering and technology, the book will also be useful for Management students and the students of all disciplines who want to acquire the skill in corporate communication and excel in their respective professional areas." - Sohini Datta Assistant Professor,

Department of Management, IEM, Sector V, Salt Lake, Kolkata

"Easy and in-depth writing on the subject is the aim of this book. The author has put in here the fruits of teaching the students from the wide-ranging and first-hand knowledge of business speaking and writing, and listening in a friendly way. It is enriched with extensive references. On every page of the book the students will see how a simpler style of English is balanced with their need." - Dalia Sen Assistant Professor, Bengal Institute of Technology (Under Techno India Group), Kolkata

Fundamental Neuroscience, 3rd Edition introduces graduate and upper-level undergraduate students to the full range of contemporary neuroscience. Addressing instructor and student feedback on the previous edition, all of the chapters are rewritten to make this book more concise and student-friendly than ever before. Each chapter is once again heavily illustrated and provides clinical boxes describing experiments, disorders, and methodological approaches and concepts. Capturing the promise and excitement of this fast-moving field, Fundamental Neuroscience, 3rd Edition is the text that students will be able to reference throughout their neuroscience careers! New to this edition: 30% new material including new chapters on Dendritic Development and Spine Morphogenesis, Chemical Senses, Cerebellum, Eye Movements, Circadian Timing, Sleep and Dreaming, and Consciousness

Additional text boxes describing key experiments, disorders, methods, and concepts

Multiple model system coverage beyond rats, mice, and monkeys

Extensively expanded index for easier referencing

The book focuses on 8051 microcontrollers and prepares the students for system development using the 8051 as well as 68HC11, 80x96 and lately popular ARM family microcontrollers. A key feature is the clear explanation of the use of RTOS, software building blocks, interrupt handling mechanism, timers, IDE and

interfacing circuits. Apart from the general architecture of the microcontrollers, it also covers programming, interfacing and system design aspects. *Beyond English: World Literature and India* radically alters the debates on world literature that hinge on the model of circulation and global capital by deeply engaging with the idea of the world and world-making in South Asia. Tiwari argues that Indic words for world (vishva, jagat, sansar) offer a nuanced understanding of world literature that is antithetical to a commodified and standardized monolingual globe. She develops a comparative study of the concept of “world literature” (vishva sahitya) in Rabindranath Tagore's works, the desire for a new world in the lyrics of the Hindi shadowism (chhayavaad) poets, and world-making in Thakazhi Sivasankara Pillai's *Chemmeen* (1956) and Arundhati Roy's *The God of Small Things* (1997). By emphasizing the centrality of “literature” (sahitya) through a close reading of texts, Tiwari orients world literature toward comparative literature and comparative literature toward a worldliness that is receptive to the poetics of a world in its original language and in translation. This fully-solved book has been developed exactly to suit the need of the CAT aspirants. The objective of this textbook is to test the skill of the candidate in applying the concept and logic in solving problems in Quantitative ability section. The USP of the book is that each chapter opens with a self-diagnostic test with analysis so that each aspirant can self-assess one's level and it also guides him the tactics for preparation for that chapter. Main text has been designed with CTP technique (Concept Through Problem) where each concept/theorem/rule has been explained with the help of an illustrated problem following it. CTP enables the reader to master over the concept and to learn as how to apply this in solving a problem in CAT. **KEY FEATURES** • Each Chapter has Quick concept followed by main text. • It includes

Practice sets of problems (with answers and solutions) under three headings: o CAT–START o CAT–TITA (Non-MCQ) o CAT–SPEED • It incorporates 800 + solved examples and 1500 + practice problems • The Learning Centre section on our website www.phindia.com contains: o Previous years' CAT papers with answers o Mock CAT papers

The first book to apply the latest methodological analysis to the languages of South Asia, *The Teaching and Acquisition of South Asian Languages* provides a much needed examination of learners and their learning patterns, language materials and their delivery, classroom environments, and learning conditions beyond the classroom. The contributors, accredited researchers and experienced teachers, test important universal learning hypotheses on "less commonly taught languages" and find that those circumstances have significant implications for theory and practice. The book brings into focus a variety of issues related to linguistic theory, second language acquisition research, non-verbal communication, discourse appropriateness, learner variation, and strategies for developing speaking, listening, and reading skills. It is also a valuable addition to the general body of knowledge in the field of adult language acquisition. A carefully prepared index and an extensive bibliography covering both the South Asian field and general literature enhance the book's usefulness as a reference guide.

The Second Edition of this book, while retaining the contents and style of the first edition, continues to fulfil the requirements of the course curriculum in Electromagnetic Theory for the undergraduate students of electrical engineering, electronics and telecommunication engineering, and electronics and communication engineering. The text covers the modules of the syllabus corresponding to vectors and fields, Maxwell's equations in integral form and differential form, wave propagation in free space and material media, transmission line

analysis and waveguide principles. It explains physical and mathematical aspects of the highly complicated electromagnetic theory in a very simple and lucid manner. This new edition includes :

- Two separate chapters on Transmission Line and Waveguide
- A thoroughly revised chapter on Plane Wave Propagation
- Several new solved and unsolved numerical problems asked in various universities' examinations

The book provides an insight into the concepts pertaining to financial accounting in the most simplified way. With clear and concise presentation and systematic discussion of the concepts, the text helps in developing the basic understanding of corporate financial reporting. It explicates the accounting principles and methods stipulated in Ind AS, without going into too much detail to make the book useful to the students without previous accounting knowledge. Primarily, the book is intended as first course for the postgraduate students of management for their papers in Financial Reporting and Financial Statement Analysis.

HIGHLIGHTS OF THE BOOK

- Case study-based approach.
- Ind AS revised up to April 30, 2019, including Ind AS 116.
- Schedule III of the Companies Act, 2013.
- Use of financial statements of HUL, Infosys and Suzlon for the year 2016–17 throughout the text to explain Schedule III, accounting principles and financial statement analysis.
- Numerous illustrations and self-test questions (with answers) after each concept for students to assess their knowledge and grasping.
- Chapter-end assignments including multiple choice questions, fill in the blanks, analytical questions and problems for practice.

NEW TO THE EDITION Besides revised Ind AS, the book includes four new chapters in the second edition, which are as follows:

- Financial Instruments (Ch 19)
- Non-Financial Liabilities (Ch 20)
- Business Combination and Consolidated Financial Statements (Ch 21)
- Topical Issues (Ch 22)

LEARNING

RESOURCES Online Study Guide is available at at https://phindia.com/corporate_financial_reporting_bhattacharyya for adopting faculties, which comprises the following: • Solutions manual • Key ideas and chapter review slides • Additional assignments. However, additional assignments are accessible to the students as well. TARGET AUDIENCE • MBA • PGDM Mahadevi Varma was one of the leading poets of the romantic movement in Hindi poetry during the 1920s and 30s. She was also a writer of prose sketches, a translator of Sanskrit, and a literary theorist. This study combines intellectual history, biography, and literary criticism to create a vivid portrait of this important writer and her era. This book maps the journey of the Indian poetic imagination—in Hindi, Panjabi and Indian English—from its original quasi-spiritual longings to its activist interventions in the public domain. As Indian poetry of the post-1990s gravitates towards a non-Orientalised postcolonial nationalism, it seeks to rewrite and disseminate the shifting coordinates of nationalist imagination in terms of the dissent of the subaltern discontents of the nation. The book is interdisciplinary: it studies Indian poetry from the new emerging imperatives of postcolonialism, new historiography (subaltern, dalit and diasporas), nationalism, and cultural studies. Covering the two major north Indian languages—Hindi and Punjabi—along with poetry in Indian English, the book is a close textual study of about 150 poetry collections in these languages. It is path-breaking in its study of secular poetry written in the so-called vernaculars, with critical attention to its participation in the political as well as cultural processes of nation-making. This cutting-edge book should be of interest to scholars of Indian writings in English, Hindi and Panjabi, gender studies, dalit and diaspora studies, postcolonial poetry and to students reading South Asian literature and culture. The Second

Edition of the book continues to explain the legal aspects of the different business laws of the land to help students understand and gain knowledge of the legal environment in which the businesses operate. The knowledge of the business laws is of paramount importance to every business manager and chartered accountant, who need to deal with legal matters regularly. This book is specifically designed to introduce the students to the legal environment and thus includes all important Acts, such as the Law of Contracts, the Sales of Goods Act, 1930, the Negotiable Instruments Act, 1881, the Law of Insurance, the Company Law, the Factories Act, 1948, the Industrial Disputes Act, 1947, the Trade Unions Act, 1948, the Minimum Wages Act, 1948, the Employees' State Insurance Act, 1948, the Consumer Protection Act, 1986, the Pollution Control Acts, 1974 and 1981, and the other important legal issues. The book presents a systematic and in-depth treatment of the various Acts in a concise, lucid and illustrative manner, using several suitable practical examples and studies of different law cases with a view to making the subject more intelligible, interesting and authentic. Review questions and practical assignments provided at the end of each chapter are designed to help the students grasp and apply the provisions of different Acts.

NEW TO THE SECOND EDITION The following new chapters have been introduced in the second edition to enrich the contents:

- Corporate Governance
- Intellectual Property Rights
- Right to Information Act
- Telecom Regulatory Authority of India

In addition, part three of the book, which is on the Company Law, has been updated with the latest Companies Act, 2013. The book is primarily designed to serve the needs of undergraduate students of Commerce (B.Com). It is equally useful for BBA and MBA students and those pursuing professional courses at The Institute of Chartered Accountants and The Institute of Company Secretaries, besides

meeting the growing needs of aspirants preparing for competitive examinations. TARGET AUDIENCE • B.Com • BBA / MBA The present book, renamed Matrix and Linear Algebra: Aided with MATLAB, is a completely re-organized, thoroughly revised and fully updated version of the author's earlier book Matrix and Linear Algebra. This second edition of the well-received textbook, propelled by the motivation of introducing MATLAB for the study of the numerical aspect of matrix theory, has been developed after taking into account the recent changes in university syllabi, additional pedagogic features needed, as well as the latest developments in the subject areas of Matrix Algebra and Linear Algebra. The use of MATLAB macros throughout the book is the most interesting feature of this edition. Besides, the second edition significantly improves the coverage of all major topics in the two allied subject areas, such as the topics on matrices, determinants, vector spaces, bilinear transformations, and numerical techniques, that were presented in the first edition. New to the Second Edition ? Sections on ? MATLAB operations (at the end of most chapters) ? Square root, sine, cosine, and logarithm of a matrix ? Solution of vector-matrix differential equations ? Extensively revised presentation of a section on decomposition of root subspaces ? Enhanced discussion of many existing topics ? Increased numbers of chapter-end problems and worked-out examples ? Many redrawn figures for greater clarity ? An exhaustive Solutions Manual for instructors teaching this subject. The book is highly suitable for undergraduate and postgraduate students of Mathematics, Statistics, and all engineering disciplines. It will also be a useful reference for researchers and professionals in these fields. This Anthology Of Papers Presented At A Seminar Organised By The Sahitya Akademi In March 1988, Takes Stock Of The Indian Poetry Of The Five Decades After Independence, Raises Basic

Conceptual Questions, Examines Paradigm Shifts And Interrogates The Established Canons By Foregrounding Marginalised Voices. The Papers Examine The Growth Of Modern Sensibility In Indian Poetry In Specific Linguistic Contexts, Relates It To General Cultural Issues And Examines Post-Colonial Avant-Grade Trends Including The Feminist And The Dalit Movements. The Papers Are Collected Under Three Heads: 'Modernism In Retrospect' Examines The Historical, Political And Aesthetic Aspects Of Modernism; 'After Modernism: Articulating Resistance' Takes A Close Look At The Alternative Trends That Challenge The Status-Quoist Mainstream Poetry; 'Poetry As Discourse: Some General Issues' Takes Up Some General Issues Concerning The Present And Future Of Poetry, Including The Problems Of The Translation Of Poetry. K.

Satchidanandan Who Has Edited This Volume Is A Pioneer Of Modern Poetry And Criticism In Malayalam With 18 Collections Of Poetry, Two Plays, 15 Collections Of Critical Articles And Interviews And 15 Collections Of Translated Poetry.. He Now Heads The Sahitya Akademi, The Indian National Academy Of Letters Fifty-five documents in a western-Himalayan language dealing with land, pilgrimage, legality and temple-economy are presented. They explicate how 'lesser states' patronized numerous shrines and the role of Nath-Siddha-ascetics in creating consent-to-rule, and constructing hybridity between the Hindu and Tibetan-Buddhist traditions. GATE Mechanical Engineering is designed for candidates preparing for the Graduate Aptitude Test in Engineering (GATE). This examination is conducted across the country by the IITs and IISc and it focuses on engineering and science subjects. On the basis of the GATE Score, the higher educational institutes offer admission for M.Tech and Ph.D. programs. The GATE Score is also used by Public Sector units like ONGC, NTPC, ISRO, BHEL, DRDO, IOCL, NHPC

and others to recruit entry-level engineers. The book is a valuable resource for the students who wish to achieve success in the GATE, and want to succeed in academic and employment pursuits. This book is based on the latest syllabus of GATE. It is divided into 17 chapters and each chapter contains key concepts and formulas, solved examples, previous years' GATE questions, and practice paper with solutions.

KEY FEATURES

- Key concepts and formulas to facilitate quick revision of the important points in each chapter.
- Practice papers to self-assess are available at https://www.phindia.com/DP_Sharma_GATE_ME/
- More than 2100 problems with solutions to develop problem-solving skills.
- More than 1500 diagrams for easy understanding of the concepts which make the reading more fruitful.
- Most of the questions are from previous years' GATE and IES exam papers.
- Multiple choice questions help students to assess their learning.
- Lucid presentation of solutions of practice papers to improve on the areas that need improvements.

TARGET AUDIENCE

- GATE examination (Mechanical Engineering)
- PSUs examinations (Mechanical Engineering)
- IES examination (Mechanical Engineering)
- BE/B.Tech (Mechanical Engineering)

This comprehensive book is an earnest endeavour to acquaint the reader with a thorough understanding of all important basic concepts, methods and facts of social psychology. The exhaustive treatment of the topics, in a cogent manner, enables the students to grasp the subject in an easy-to-understand manner. Logically organised into 17 chapters, the book commences with the introduction of social psychology, research methods, theoretical foundations, self and identity, social cognitions, perception and attribution, socialisation, social attitude and persuasion, and goes on to provide in-depth coverage of stereotyping, prejudices and discrimination, behaviours in groups, social norms and

conformity behaviour, leadership and social power, interpersonal attraction and relationship, social influence, aggression, prosocial behaviour, language and communication, along with applications of social psychology. The theme of the book incorporates latest concepts and researches, especially Indian researches and findings, thus making the book more understandable and applicable in Indian context. Written in an engaging style, the book is intended for the undergraduate and postgraduate students of social psychology and sociology/social works.

HIGHLIGHTS OF THE BOOK

- The text encompasses adequate content of the subject required at the university level as well as for UGC/NET examination.
- Every chapter begins with learning objectives, followed by key terms and ends with summary and review questions.
- The text emphasises clarity (avoids technical language) to enhance its effectiveness.
- Objective-type questions given at the end of the book test the students' understanding of the concepts.
- Glossary is provided at the end of the book to provide reference and at-a-glance understanding.

NEW TO THE EDITION

- Expands and clarifies a number of concepts in an easy-to-understand language.
- Additional questions (objective-type) based on the demand of the students.
- New and replacement figures for clear understanding of the concepts.

TARGET AUDIENCE

- BA/BSc (Psychology)
- MA/MSc (Psychology)
- MSW/MA (Social Work)

This book is an exhaustive presentation of the applications of numerical methods in chemical engineering. Intended primarily as a textbook for B.E./B.Tech and M.Tech students of chemical engineering, the book will also be useful for research and development/process professionals in the fields of chemical, biochemical, mechanical and biomedical engineering. The book, now, in its second edition, comprises three parts. Part I on General Chemical Engineering is same as given in the

first edition of the book. It explains solving linear and non-linear algebraic equations, chemical engineering thermodynamics problems, initial value problems, boundary value problems and topics related to chemical reaction, dispersion and diffusion as well as steady and transient heat conduction. Whereas, Part II and Part III comprising two chapters and six chapters, respectively, are newly introduced in the present edition. Besides, three appendices covering computer programs have been included. For practice, the book provides students with numerous worked-out examples and chapter-end exercises including their answers. **NEW TO THE SECOND EDITION** • Part II on Fixed Bed Catalytic Reactor consists of solving multiple gas phase reactions in a PFR, diffusion and multiple reactions in a catalytic pellet, and fixed bed catalytic reactor with multiple reactions. • Part III on Multicomponent Distillation consists of solving vapour-liquid-liquid isothermal flash using NRTL model, adiabatic flash using Wilson model, bubble point method, theta method and Naphtali-Sandholm method for distillation using modified Raoult's law with Wilson activity coefficient model. Life and works of a Hindu saint poet. For creating a balance in the organizational environment, harmony amongst the employees and the employer is a prerequisite. The factors that help in determining an organizational balance are the sociology of an environment, psychology of the people working there, channels of communication along with a sound and rational management. The book highlights the fundamental concepts of organizational behaviour, and its applications in the Indian organizational scenario. The second edition of the book, maintaining the same chapters' organization as in the previous edition, comprises 28 chapters based on the fundamental concepts of organizational behaviour, and case studies from various Indian industry verticals. These case studies reveal the authors'

experience in real-life scenario as consultants as well as their observations pertaining to the concepts of organizational behaviour. Besides, the text lays emphasis on some modern tools of management such as TQM, BPR and Knowledge Management, which is a unique feature of this book. The book is designed for the students of management and psychology. Moreover, it is useful for the postgraduate students of commerce as well as it is of immense use to the personnel associated with technical, commercial and IT-based industries requiring human resource management. **KEY FEATURES**

- Every chapter is concluded with a real-life case study. •

Appendices added to most of the chapters contain research-based questionnaire instruments. • Discussion Questions on Case studies enhance learning among students. **NEW TO THE SECOND**

EDITION Includes three new sections on 'Case Study Method as an Important Pedagogy', 'Classification of Case Studies' and 'Steps of Solving a Case'. Incorporates 29 new short and sharp cases at the end of the book to make the reader aware of real-life situations. **TARGET**

AUDIENCE • MBA / PGDM / BBA • BA (Hons.) Psychology •

MCom This book introduces a modern approach to embedded system design, presenting software design and hardware design in a unified manner. It covers trends and challenges, introduces the design and use of single-purpose processors ("hardware") and general-purpose processors ("software"), describes memories and buses, illustrates hardware/software tradeoffs using a digital camera example, and discusses advanced computation models, controls systems, chip technologies, and modern design tools. For courses found in EE, CS and other engineering departments.

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