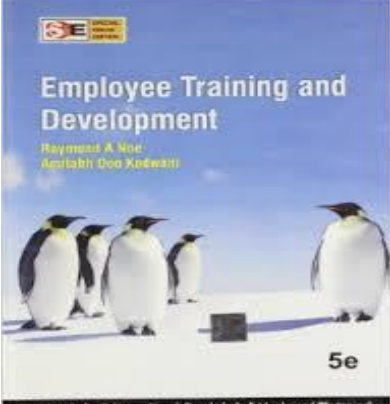


**New Arrivals – August 2014**

	<p>Training and Development: Concepts and Practices By Bhatia S K</p> <p>Book Review : Training and management education is a growing industry today. Training process involves systematic professional approach, i.e. training needs diagnosis, setting objectives and plans for training, implementation and evaluation of its effectiveness. This calls for emphasis on training and development of the human resources in all sectors – i.e., corporate business, services, industry, health services, education, agriculture, entertainment, NGO and many more.</p> <p>This book titled “Training and Development : Concepts and practices” is divided into nine units containing sixty chapters, annexures and glossary of terms. This book focuses on the following aspects :</p> <ul style="list-style-type: none"> <li>• Training and Development – Perspective</li> <li>• The Training Methods</li> <li>• Organisational Development Interventions</li> <li>• Executive Development- Perspectives</li> <li>• Emerging Developments in Training</li> <li>• HRM and HRD</li> <li>• Training Design for specific Areas</li> <li>• Training Instruments / Tests</li> <li>• Miscellaneous</li> </ul>
	<p>Performance Management By Aguinis Herman</p> <p>Book Review: The text addresses the topic of performance management, a continuous process of identifying, measuring and developing the performance of individuals and teams and aligning performance with the strategic goals of the organization.</p>
	<p>Employee Training and Development By Noe Raymond A &amp; Oth</p> <p>Book Review: The Fifth Edition of “Employee Training and Development” continues with its lively writing style and relevant examples of the most up-to-date developments in Training as well as research and practice, including the strategic role of training and use of new technologies in training.</p>

## Branding in a Competitive Marketplace

Rajat K. Baisya



### Branding in a Competitive Marketplace

By Baisya R K

Book Review: This is a very complete book on Branding, covering the entire spectrum. In addition to compressing much of the knowledge on the subject into about 250 pages, Rajat Baisya has been able to include a large number of cases from India, and shown the application of theory to practice in the local context. It makes the book particularly valuable to students of Marketing in all India, and to all those from the industry in India overseas, who are interested in the marketing scenario in this vast and complex subcontinent.

### Investments

By Bodie Zvi & Oth

Book Review: This text book is primarily meant for courses in Investment analysis for MBA (Finance) students of Indian Universities and autonomous institutions. It is also a good source of reference for students of other professional courses in Finance, as well as for Finance Managers.

Features:

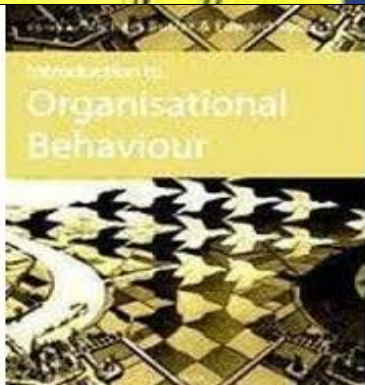
- Combines investment theory with the Indian experience, legal system, and research
- Offers best blend of practical and theoretical coverage
- Greater emphasis on asset allocation – broader treatment of futures, options, and other derivative security markets
- New / updated topics include – Hedge Funds, Capital Asset Pricing Model, Empirical Evidence on Security Returns, Bond Prices & Yields, Financial Statement Analysis, and Future & Swaps.



### Product Management

By Lehmann D R

Book Review: Product Management doesn't just take you through the steps required to develop and sell a product or service – it employs a hand-on approach that gives you direct insight into how product management works in diverse markets. Other strengths that make Product Management the best book of its kind include:



### Introduction to Organisational Behaviour

By Butler Michael

Book Review: Introduction to Organisational Behaviour provides a rigorous. Critique of the essential organizational behavior topics in a creative, interactive and visual way. The book provides a global perspective, reflecting today's market-place, integrated