

Recent Books on Business - July/August 2001

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Managing human resource development : An Indian perspective

Author : Dr.Krishna mohan mathur

The book deals with the key issues, pertaining to Human Resource Development, its ethical and spiritual dimensions, management of HRD in the era of liberalization, training of human resources, HRD for workers, Indian Education policy, Evaluation of HRD, counseling and mentoring, implementation of HRD and other related issues.

Pub : Gyan Publishing house, New Delhi ISBN : 8121207436 Year : 2001
Bib : 25cm 392pp HB includes index [389] Price : US\$ 24.50

TQM in Indian Engineering Industries
Author : Sunil Sharma

This book is an extensive treatise on the development of TQM in Indian engineering industries, the problems being faced therein and the possible remedies. The study covers as many as 66 companies, ranging over a spectrum of diverse engineering companies possessing export potential.

Pub : Business Publications, Mumbai Year : 2000 Bib : 353pp 23cm HB
ISBN : 8186982035 Price : US\$ 30.00

Productivity in the Age of Competitiveness
Author : K Balan

In this book the author discusses the problems and prospects of productivity and competitiveness keeping in view the particular need of industries in developing countries.

Pub : Business Publications, Mumbai Year : 2001 ISBN : 8186982787 Bib
: 86pp HB 23cm Price : US\$ 8.50

Economics & Management of Maintenance Planning
Author : Dr. Asghar Nasir

This book is neither a textbook nor a manual. Its purpose is to define some important aspects of maintenance.

Pub : Business Publications, Mumbai Year : 2001 Bib : 148pp HB ISBN :
8186982310 Price : US\$ 23.25

Growth, Financial Cycles & Bank Efficiency
A Study of the Indian Money Market

Author : Sukumar Nandi

This book deals with the inter-relation between the real sector and the financial sector of the economy using the standard theoretical framework. It illustrates how the financial cycle is used to explain the profitability of banking in India.

Pub : Business Publications, Mumbai Year : 2000 Bib : 124pp HB 23cm
ISBN : 8186982523 Price : US\$ 16.50

International Money & Capital

Author : Sukumar Nandi

This book addresses the on-going debate on the problem of instability of the exchange rate and the role of capital flows in this. The approach here is both lucid and rigorous at the theoretical and empirical levels.

Pub : Business Publications, Mumbai Year : 2000 Bib : 236pp HB ISBN :
8186982779 Price : US\$ 16.75

The Horse that Flew

How India's Silicon Gurus spread their wings

Author : Chidanand Rajghatta

On Indian entrepreneurship in Silicon Valley

Pub : HarperCollins India, New Delhi Year : 2001 Bib : HB 23cm Price
: US\$ 20.00

Automobile Industry 2001 and Beyond : Multi-Client Study

Author : S.R. Mohnot

Contents: I. The perspective: 1. The industry perspective. 2. Global scenario. II. Four wheelers: 3. Passenger cars. 4. Commercial vehicles. 5. Multi-utility vehicles. 6. Tractors. III. Two and three wheelers: 7. Two and three wheelers. 8. Motorcycles. 9. Scooters and mopeds. IV. Auto components: 10. Auto components industry. 11. Production and demand of components. 12. Storage batteries. 13. Catalytic converters. 14. Automotive tyres. V. Technology and quality standards: 15. Technology and standards. 16. Pollution and environmental controls. 17. Quality rating and customer satisfaction. VI. Infrastructure, policy and finance: 18. The infrastructure. 19. International trade. 20. Price variations and dynamics. 21. Credit financing. 22. Financial performance of Auto Companies. 23. Foreign collaborations and investments. 24. Institutional framework. 25. Policy directions and imperative. VII. Annexes. VIII. The Epilogue.

From the foreword: "With the structural transformation unleashed in the early 1990s, the Automobile Industry in India found itself at the threshold of a new era. The change was synchronised and driven by the economic reforms programme which was permeating the entire national economy.

"The first milestone of the new era really dates back to the setting up of Maruti Udyog almost a decade earlier. The entry of the government into the portals of the industry was a great blessing in disguise. It enabled a break-through out of the closed environment of the past three decades. The industry tasted - and tested - the exposure to the competitive technologies and volumes which emerged as the main drivers of the phenomenal transformation of the nineties.

"Liberalisation led to globalisation. The industry opened up and witnessed the rush of the global players coming almost in a spate. Given the small market, the entry of the multinationals with global products was like a dream come true for the car-buyer. The developments opened up a new vista of a vibrant, customer-focussed, dynamic, large, technology-driven industry.

"Nonetheless, the change has thrown up diverse challenges – challenges of technology and skills, of financial mobilisation and management, of global competition and economic size, of outsourcing and joint-venturing, of efficient distribution management and customer satisfaction, of matching component suppliers with global standards, and of course, of environment controls and quality standards. A little too much on the platter.

"Given the income levels in India, the market is limited. Global competition is growing intensifying by the day. The environment is punctuated by oscillations of demand and macro-level interventions. And yet, the industry cannot develop in isolation. The automobile industry has deep interlinkages with other industries and sectors - steel, aluminium, polymers, glass, rubber surface transportation, to name of a few. It depends on their health and efficiency.

"With the sudden march into the new mode, the industry has also been exposed to a great deal of hype and expectations. With jerking ups and downs within a short span of a decade, some apprehensions have plagued it. These relate to the future vision of the industry. Will it be focussed on the domestic market? Will it emerge as a base - and a hub - for international marketing? Is there room for a large number of players? Who will survive and who will falter? Will the Industry settle down to a steady growth or will it continue to face periodic turbulence? All these, and many other questions cry for answers.

The present study attempts to find some. In so doing it analyses the perspectives, problems and prospects of this vital industry with empirical facts.

Pub :Centre for Industrial & Economic Research and Industrial Techno-Economic Services, New Delhi Year : 2001 Bib : xiv, 455 p.
ISBN 8190020420 Price : US\$ 100.00

World Class in India
A Casebook of Companies in Transformation

Author : Sumantra Ghoshal, Gita Piramal and Sudeep Budhiraja

Contents: Introduction. I. The challenge of change: 1. Bajaj Auto Limited: transformation of a giant/Sudeep Budhiraja, Gita Piramal and Sumantra Ghoshal. 2. Hindustan Lever Limited: levers for change/Charlotte Butler and Sumantra Ghoshal. 3. Life Insurance Corporation of India: coping with uncertainty/A. Thillai Rajan and J.

Ramachandran. 4. Tube Investments of India Limited: repositioning in a liberalising economy/Sushil Khanna, Anindya Sen and Saugata Ray. 5. The Indian Watch Industry: changing times/J. Ramachandran and C. Lavanya. II. Building the future: 6. Reliance Industries Limited: growth as a way of life//Sumantra Ghoshal and J. Ramachandran. 7. Ranbaxy Laboratories Limited: from vision to action/Manisha Dahad, Neill Mooney, Asif Ahmed, Huma Varice and Sumantra Ghoshal. 8. NIIT Limited: new opportunities in a globalising economy/Arvind Sahay. 9. CSIR: profiting from R&D/Vijay K. Jolly. 10. BPL Limited: global competition and Guerilla warfare on local territory/Pradeep Kanta Ray. 11. Ispat International N.V.: Spinning steel into gold/Donald Sull, Takayuki Sugata, Jorge Carbera and Martin Escobari. 12. Nicholas Piramal Limited: integrating diversity/Harsh Piramal, Breno Machado, Gita Piramal and Sumantra Ghoshal. 13. Wipro Corporation: balancing the future/J. Ramachandran and Sumantra Ghoshal. 14. Studds Accessories Limited: pangs of globalisation/Jaideep Anand. III. Revitalising people, organisations and relationships: 15. Rashtriya Ispat Nigam Limited: steely challenges/Sudeep Mitra, Himanshu Tambe, R.P. Shrivastava and Dharni P. Sinha. 16. Hindustan Lever Limited: the spirit of entrepreneurship in the big-small company/Gita Piramal, Sudeep Budhiraja and Sumantra Ghoshal. 17. Centre for Development of Telematics: switching on the telecom revolution in India/Pradeep Kanta Ray. 18. Hero Honda Motors: a web of relationships/Gita Piramal, Sudeep Budhiraja and Sumantra Ghoshal. IV. Transforming leadership philosophy: 19. Housing Development Finance Corporation: the extraordinary-ordinary company/Sudeep Budhiraja, Gita Piramal and Sumantra Ghoshal. 20. Infosys Technologies Limited: going global/Kavita Abraham and Sumantra Ghoshal.

Pub :Penguin Books, New Delhi Year : 2001 Bib : xxvii, 652 p, ISBN : 0141006676 Price : US\$ 30.00

Marketing Channel Management
A Customer-Centric Approach

Author : Pingali Venugopal

Divided into three sections, the book develops frameworks to assist channel management decisions keeping the customer in mind. The author argues that even if strategic decisions regarding the brand or product are correct, if members of the distribution channel are not satisfied they may refuse to stock the brand or may even promote a rival product forcing consumers to switch their choice. He goes on to say that, in the Indian context, satisfying the channel members is not a simple matter of taking care of their business needs but has to also take into account the channel members' social self.

Pub : Response Books - A Division of Sage Publications, New Delhi Year : 2001 ISBN : 0761995501 Bib : HB 23cm 187pp with Index Price : US\$ 13.25

Myanmar on My Mind: A Guide to Living and Doing Business in Myanmar
Author :H. C. Matthew Sim

This unique book on living and doing business in Myanmar is based on the experiences of the author and of other international business people. This book offers rare insights into the minds of the Myanmar people, from military generals and government officials to businessmen and employees

Pub : Times Book International, Singapore Year : 2001 Bib : 157pp PB
ISBN : 9812321381 Price : US\$ 18.50

Thomas Register Of Indian Manufacturers 2002
Available in both Print & CD-ROM Version

TRIM is packed with product information. It lists over 40,000 industrial products & service providers, along with their contact details.

Volumes 1&2 are the Products and Services sections. They contain sourcing information under more than 10,000 individual product and service headings. Every product or service heading displays an alphabetical list of manufacturers or sources, listed according to state and city. Vol.3 features Company Profiles & Catalogs. These are listed alphabetically by company name and cross-referenced in the Products & Services section.

Pub : Thomas International Publishing Company India Pvt.Ltd, New Delhi
Year : 2001
Bib : Print 3 Volumes - CD Rom Price : US\$ 100.00 (each)

International Trade and Business

Author: J.K.Singh

Pub : Deep & Deep Publications Pvt Ltd, New Delhi Year : 2001 Bib :
325pp HB ISBN : 8176293547 Price : US\$ 23.50

Research Methodology in Management

Author: P.P.Arya, Yesh pal

Pub : Deep & Deep Publications Pvt Ltd, New Delhi Year : 2001 ISBN :
8176293407 Bib : 680pp HB Price : US\$ 41.75

Management Techniques

Author: S.L.Goel, Shalini Rajneesh

Pub : Deep and Deep Publications Pvt.Ltd, New Delhi Year : 2001 ISBN:
8176293512 Bib : 750pp HB Price : US\$ 46.75

Job Security of Industrial Workers

Author: R.K.Sabharwal

Pub : Deep and Deep Publications Pvt.Ltd, New Delhi Year : 2001 ISBN:
8176293563 Bib : 480pp HB Price : US\$ 33.00

Management Of Finance in Public Enterprises

Author: Sandeep Goel

Pub :Deep and Deep Publications Pvt.Ltd, New Delhi Year : 2001 ISBN:
8176293571 Bib : 272pp HB Price : US\$ 18.50

India's Banking and Financial Sector in the New Millennium
(A Set of 2 Hard-bound Volumes + 2CDs)

A galaxy of eminent economists and financial experts including top bankers, have authored brilliant writings which appear as various chapters of these two volumes - that together present, crisp and authoritative overview of some of the latest and the most challenging issues.

Pub : Academic Foundation, Ghaziabad Year : 2001 Bib : 2 Vols Book
(400pp
each)
ISBN : 8171882234
Price : Books only : US\$ 50.00(Set of 2 Vols); Books with CD (2) - US\$
399.00

India's economy in the 21st Century
Editors : Raj Kapila & Uma Kapila

Pub : Academic Foundation, Ghaziabad Year : 2001 Bib : 350pp HB ISBN :
8171882129 Price : US\$ 40.00

The Entrepreneurial Connection
East Meets West in the Silicon Valley
Author: Naroola Gurmeet

This book chronicles the thought processes and personal characteristics of twenty-five Indians who have build vibrant enterprises of global magnitude in the valley. The entrepreneurial and business-think spans from angel funding to people management through the various learning curves and cutting edge market space innovation. Almost all of the content has never been published in any form so far. The text is captivating for an entrepreneurial mind. The information carried within the covers of this book is very potent and high value nutrition which directly shares myths and shapes thought in any managerial mind.

Pub : Tata McGraw-Hill, New Delhi Year : 2001 Bib : 432pp HB
ISBN: 007043641X Price : US\$ 11.75

Construction World - The Big Book

Edited By "The Construction World". 2001

This hand-book has news, views and reviews of the construction industry in India. Special articles are contributed by experts. It highlights some top projects by big firms, gives useful web-site addresses, talks about innovations, gives educative stories from inside this industry, and provides a brief profile of leaders of Indian construction industry.

Pub : 'Construction World, New Delhi Year : 2001 Bib : HB 23cm Price
: US\$ 60.00