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How to Recruit, Incentivize and Retain Millennials / Dheeraj Sharma
Sage Publications India Pvt Ltd., New Delhi 2020

xx, 255p.; 22 cm.

9789353286606

\$ 15.00 / null

350 gm.

What do millennials want?' is a big question facing organization these days. HR managers are looking for recruitment strategies that can help achieve the optimal person-organization fit. Several organizations have already started implementing innovative practices to attract and retain millennials. They are unique in their characteristics and consumption pattern. Millennials are known to have forced several organization to adapt the workplace and work environment. Their varied ways of life are also reflected in their work settings. Millennials enter the workforce with unique needs, characteristics, expectations and personalities. These differences pave the way for new challenges that contemporary organizations encounter on a regular basis.

<https://www.marymartin.com/web?pid=681297>

The 99 Day Diversity Challenge: Creating an Inclusive Workplace / Saundarya Rajesh

Sage Publications India Pvt Ltd., New Delhi 2019

xxvi, 290p.; 22 cm.

Includes Bibliography.

9789352808311

\$ 12.75 / null

420 gm.

Is it really possible for an individual or an organization to develop an inclusion and diversity mindset within the proverbial 99 days?

Award-winning social entrepreneur Dr Saundarya Rajesh, one of India's most prominent diversity strategists who is credited with having ushered in the 'second-career' revolution for women professionals, believes it is.

In an engaging, gentle, often light-hearted way, Dr Rajesh demystifies this vast subject of Diversity & Inclusion (D&I) for the business leader, the diversity enthusiast and even the young professional who is curious about this topic. Over a set of 99 stories, anecdotes and thought blogs, this book sequentially uncovers what inclusion and diversity means and how this can be absorbed by just about everyone.

<https://www.marymartin.com/web?pid=681299>

Business on A Platter: What Makes Restaurants Sizzle or Fizzle Out / Anoothi Vishal

Hachette Book Publishing Pvt. Ltd., Gurugram 2019

viii, 262p.; 22 cm.

9789350095645

\$ 13.75 / HB

380 gm.

In India's cut-throat restaurant industry, fame and fortune rest on a knife's edge. Over the past two decades, the sector has seen an unprecedented boom - with the introduction of experiential restaurants, global cuisines and modern Indian food, and chefs seeking to establish credible ventures to serve consumers more open to culinary diversity than ever before. But behind all the glamour, there lies a cautionary tale: restaurants are a tough business in a market characterized by high costs, an unclear regulatory framework and fickle consumers who often prize discounts over quality. And while the last few years have seen private equity investment enter the space, there have been few notable exits, and returns on investment remain nebulous even as restaurants struggle with slim profit margins and high mortality rates.

<https://www.marymartin.com/web?pid=681290>

Kites in a Hurricane: Startups from Cradle to Fame / Rishi Kapal

Sage Publications India Pvt Ltd., New Delhi 2018

xiii, 249p.; 22 cm.

9789352807895

\$ 10.00 / null

360 gm.

Startups, even the ones started by mature founders, required a lot of investment—both monetary and intellectual—on their entrepreneurial journey in terms of development and collaboration of the ecosystem. There are a million stories out there of successes and failures, of big and small startups, of one-of-a-kind and of every kind of startup. However, one thing is common: the entrepreneurial journey is checkered with highs and lows, difficult decisions, roadblocks, perseverance and lots of advice. Kites in a Hurricane is a book that describes how several startups used technology and entrepreneurial systems in an innovative manner to solve the problems they faced day after day when aspiring to build successful companies.

<https://www.marymartin.com/web?pid=681292>

The Consumer Revolution: Tipping the Balance of Power / Naren Nath

Sage Publications India Pvt Ltd., New Delhi 2020

xi, 250p.; 22 cm.

9789353287535

\$ 15.00 / null

350 gm.

In this ground breaking book, Naren Nath provides a sweeping narrative of revolutions since the dawn of human civilization, leading up to the current and most impactful of them all—the consumer revolution. The book paints a gripping picture of consumers melding together, akin to nuclear fusion, to unleash unprecedented amount of energy and creativity, setting in motion a stunning transfer of power from traditional institutions. In doing so, it tosses up myriad new business ideas, and also highlights some of the sinister implications if the revolution is not harnessed correctly. The Consumer Revolution provides a fascinating context and rationale for some of the biggest current events and trends around the world. It is a stirring call for action to billions of everyday consumers to express their will and wield power in this ultimate doctrine of consumer empowerment.

<https://www.marymartin.com/web?pid=681295>

Attitude is Everything: Achieving Hair-Raising Profits in Business / Jawed Habib

Sage Publications India Pvt Ltd., New Delhi 2020

ix, 212p.; ill. 22 cm.

9789353287993

\$ 10.00 / null

300 gm.

Attitude is Everything unravels the dynamic professional journey of the hairdresser turned entrepreneur and politician, Jawed Habib, who in this book unfolds the secrets of his success in building one of the world's leading hair and beauty empire.

<https://www.marymartin.com/web?pid=681294>

The Business of Managing Emotions: A Three-dimensional Approach / Manjiri Gokhale Joshi & Manjeet Singh

Sage Publications India Pvt Ltd., New Delhi 2018

xx, 229 p.; ill. 22 cm.

9789352807987

\$ 11.00 / null

350 gm.

We work to create value in terms of sustenance or satisfaction. During this journey of creating value, we feel. Regardless of whether we are allowed to demonstrate it in public or whether we admit it to ourselves or not, whatever occurs at the workplace generates emotional moods. The expression of these emotions at work greatly depends on the social and cultural norms of various countries, regions, industries and the personal preference of people themselves. But the truth is, these emotions exist!

<https://www.marymartin.com/web?pid=681288>

=The Story of Japan' Ohmi Merchants: CSR The Precept of Sanpa-yoshi : /
=Kunitoshi Suenaga ;; translated by Larry Greenberg

, =Japan Publishing Industry Foundation for Culture (JPIC),
, Japan 2019

177p ; 22cm

9784866580579

\$ 68.00 / HB

The History of the Ohmi Region and the Rise of the Ohmi Merchants/1 "Three-Way Satisfaction" and Corporate Social Responsibility(CSR)(The Spirit of Sanpo-yoshi-Three-Way Satisfaction/The Social Consciousness of "Good for the World")/2 The Management Practices of Ohmi Merchants(The Edo Period and the Hometowns of the Ohmi Merchants/Management Methods and Business Models)/3 Life History of the Entrepreneur Ito Chubei(Itinerant Trading/Innovative Management)/4 Management Insights from the Ohmi Merchants(Insights from Management Philosophy/Insights from Management Methods/Insights from the Roles of Management/Insights from History)/Contributing to Society through Anonymous Good Deeds

<https://www.marymartin.com/web?pid=702368>

Survive and Thrive : Entrepreneurship Frame Works That Work : Easy to Follow How-to-Guides, to Create your Entrepreneurship Initiative / Paul Kewene-Hite

Matanga Hapai, Wellington, New Zealand 2020

424p.

9780473535032

\$ 65.00 / null

880 gm.

Easy to follow how-to guides, to create your entrepreneurial initiative.Survive & Thrive is designed for entrepreneurs, and hopeful entrepreneurs, of all ages, education levels, and backgrounds.The frameworks in this book have been used successfully in coaching and training individuals and groups in schools and companies of all sizes across industries around the world. The frameworks have also been used successfully by individuals on their own. This book will shine a light onto various entrepreneurial paths, helping you see a way forward.Use these frameworks as power tools to help you do more than survive... learn to thrive!

<https://www.marymartin.com/web?pid=718169>

Alchemy Change: Managing Transition through Value-based Leadership / H.N. Arora Rajan Sinha

Sage Publications India Pvt Ltd., New Delhi 2020

xxiii, 228p.; 22 cm.

9789353287610

\$ 13.75 / null

350 gm.

Change is inevitable and usually painful. A spoonful of empathic leadership, a smattering of new tools and a few sachets of foundational values boil together to create organizational transformation. However, not all change efforts are successful. *Alchemy of Change* shows that value-based institutions, which evolve from the wisdom of the soil, can bring about enduring change.

<https://www.marymartin.com/web?pid=681303>

What's Your Superpower?: Ultra Special Senses and You / Anjana Sen

Sage Publications India Pvt Ltd., New Delhi 2019

xxii, 206p.; 22 cm.

Includes Bibliography.

9789353286132

\$ 14.00 / null

320 gm.

It's never too early or too late to uncover the superpowers that are hidden inside you. Using insights from brain research labs, it is possible to sharpen your faculties and empower yourself. Ultra Special Senses (USSs) are a set of perceptive abilities of the brain-they form the building blocks of superpowers. In a conversational style, Dr Anjana Sen reveals how strengthening your fifteen USSs can build reserve capacity for coping, increasing resilience and enhancing leadership attributes. Demystifying courage and self-awareness, the author urges you to align with your USSs to bring out the best in you.

<https://www.marymartin.com/web?pid=681302>

The Gift of the Gab: The Subtle Art of Communicating / Hory Sankar Mukerjee

Sage Publications India Pvt Ltd, New Delhi 2020

xi, 195p.; 22 cm.

9789353286804

\$ 11.25 / null

300 gm.

The trick of moving from 'average' to 'outstanding' lies in 'communication'. When you are able to articulate, present and write better than others, you move into the extraordinary league. While most of us agree to these positive effects of communication, we conveniently ignore the downside of communication breakdown, which can lead to stunted professional growth. *The Gift of the Gab: The Subtle Art of Communicating* will help you develop a communication strategy that can lead to improvements in your working style. Choosing the right words, listening well and getting your message across eloquently are skills that can be perfected. By changing your communication strategy you can increase your motivation, and improve your productivity and profitability at work.

<https://www.marymartin.com/web?pid=681306>

Who Blunders and How: The Dumb Side of the Corporate World / Robin Banerjee

Sage Publications India Pvt Ltd, New Delhi 2019

xxv, 263p.; 22 cm.

Includes Index.

9789353285791

\$ 13.75 / null

400 gm.

Many big companies-famous brands, once loved and revered-often disappear into oblivion mainly due to their own follies. Look at the once invincible Kodak or the seemingly unflinching Premier Padmini cars. In the unforgiving world of modern business they failed to adapt, only to perish. Many businesses fail to address this basic truth.

<https://www.marymartin.com/web?pid=681308>

Inkblot Personality Test: Understanding the Unconscious Mind / Bankey Lal Dubey

Sage Publications India Pvt Ltd., New Delhi 2019

xxii, 479p.; 23 cm.

Bibliography Includes Index.

9789353284619

\$ 45.00 / HB

920 gm.

First authoritative and comprehensive study in the field of Inkblot Personality Test, this book describes the historical roots of the three major projective inkblot measures: the Rorschach, the Holtzman Inkblot Technique (HIT) and the Somatic Inkblot Series (SIS). It presents the extensive psychometric background work accompanying the normative data and diagnostic indicators along with indices for selecting executives in a business organization. The book begins with a detailed history of Hermann Rorschach and his early experiments with inkblots in the diagnosis of mentally ill patients. Special attention is given to the administration and scoring of the Rorschach, with the sections detailing the systems developed by Klopfer and Exner. The HIT and SIS are also reviewed in detail, emphasizing their psychometric qualities.

<https://www.marymartin.com/web?pid=681331>

Why People Give: Interpreting Altruism / Ratna & Suhasini Vira

Sage Publications India Pvt Ltd., New Delhi 2019

xvii, 220p.; 22 cm.

Includes Bibliography.

9789353285814

\$ 11.25 / null

340 gm.

We regularly see numerous displays of altruistic behaviour and instances of philanthropy, where the beneficiaries are often complete strangers. We cannot understand philanthropy without considering the motivation for giving: Why people give, their beliefs and, more importantly, the realization that in giving we receive.

<https://www.marymartin.com/web?pid=681311>

The Power of Data Storytelling / Sejal Vora

Sage Publications India Pvt Ltd., New Delhi 2019

xii, 218p.; 22 cm.

9789353282905

\$ 12.75 / null

350 gm.

The Power of Data Storytelling is a book that aims to solve the classic dilemma of—How do I make company data interesting and present it in the form of a great data story for today's time-crunched professionals. The book focuses on various methods of converting dry facts and figures into interesting characters, events and relaying them in the form of a story to enable company's decision-making. The book covers all data story related aspects—art of storytelling, building, writing and visualizing. The book reflects practical corporate examples from varied fields and how data storytelling enabled the decision-making process.

<https://www.marymartin.com/web?pid=681313>

A Modern Playbook of Digital Transformation / Amitabh P. Mishra

Sage Publications India Pvt Ltd., New Delhi 2019

xviii, 286p.; 22 cm.

9789353285753

\$ 15.00 / null

400 gm.

In order for successful business transformation to occur, there's an inner transformation that must happen. The innumerable professional forces that tug pell-mell from every imaginable quarter, need to be organized and personal demons exorcized or at least managed. This book takes you through the transformative journey of Dillon, the presumptive head of Digital in one of the world's largest footwear manufacturers, his private and professional struggle and victory. This modern parable answers the quintessential question: What makes a leader great?

<https://www.marymartin.com/web?pid=681316>

The Startup's Guide to Sales: How Not to Crash and Burn / Roshan Louis Joseph
Sage Publications India Pvt Ltd., New Delhi 2020

xvii, 204p.; 22 cm.

9789353289362

\$ 13.75 / null

320 gm.

From that gleam in your eye, to prototype, to production— you are all set to wow the world with your genius. You take the first step towards your goal and realize that between you and the consumer is a moat full of dragons, demons and turbulence that you must cross to make it to 'Start-up Paradise'. The Start-up's Guide to Sales is a practical book that helps you navigate the perils of wrong selling. This is not sales theory, but a 'tried-out' recipe book for success. Read on and sail the choppy waters with sales savvy!

<https://www.marymartin.com/web?pid=681315>

Step Up: Women's Journey to Identity, Success and Power / Sailaja Manacha

Sage Publications India Pvt Ltd., New Delhi 2020

xix, 224 p.; 22 cm.

9789353287160

\$ 15.00 / null

350 gm.

Step Up is a transformative journey that provides women with the necessary tools to become powerful leaders. It is an 'inner journey' to reveal commonly held beliefs that women have of themselves and others, as well as patterns of behaviour and choices that form the lens through which they see the world. Being aware of this allows them to look at the world differently and make impactful changes in their professional lives. Borrowing from the well-known frameworks of Generative Leadership (GL) and Transactional Analysis (TA), the book provides an inside-out approach advocating potent practices that can create effective leadership.

<https://www.marymartin.com/web?pid=681317>

Engage!: Co-creating Organizational Vitality and Individual Fulfilment / Sunil Maheshwari

Sage Publications India Pvt Ltd., New Delhi 2019

xvi, 327p.; 22 cm.

9789353282714

\$ 13.25 / null

450 gm.

The salient organizational development challenge in modern times is that of building a highly engaged workforce that is committed, productive and innovative. Employees wish to give their very best at work. Organizations also make every effort to provide an atmosphere where people can do their best. However, despite intensive efforts from both sides, engagement still remains elusive. This book emphasizes the role that the employee and the institution need to play, in order to make people engagement possible. It spells out a novel engagement paradigm that starts from the fundamentals i.e. the intrinsic nature of the human being and the basic nature of organizational work in modern society.

<https://www.marymartin.com/web?pid=681319>

Round the Clock: How a 24×7 Digital Marketplace Is Transforming Business / Ray Titus

Sage Publications India Pvt Ltd., New Delhi 2019

xii, 179p.; 22 cm.

Includes Bibliography.

9789352808205

\$ 10.00 / null

280 gm.

Round the Clock pulls the covers off an 'infinite 24×7 digital marketplace' to reveal its transformational impact on business. Using insights from research studies around the world, it uncovers for its readers how the digital medium is rewriting the rules of business and marketing. The unlimited, borderless, timeless and inclusive access that digital markets provide has altered power equations between buyers and sellers. To be successful in an infinite digital market would require business decision makers to be armed with knowledge of the disruptive forces at play.

<https://www.marymartin.com/web?pid=681321>

Good Values, Great Business / Br. Prasanna Swaroopa

Sage Publications India Pvt Ltd., New Delhi 2019

xvii, 239p.; 22 cm.

Includes Bibliography.

9789353284558

\$ 11.25 / null

350 gm.

There is scepticism regarding the role of values in business. Values are at best implemented as checklists and codes of conduct and not as a fundamental way of enhancing stakeholder well-being, including employees, customers, vendors and the larger ecosystem. Organizations take note of values only when instances of ethical malpractices surface—be it financial, gender-based, intellectual property and so on.

<https://www.marymartin.com/web?pid=681322>

Handbook of Advances in Marketing in an Era of Disruptions: Essays in Honour of Jagdish N. Sheth / Atul Parvatiyar (Ed)

Sage Publications India Pvt Ltd., New Delhi 2019

xxxix, 650p.; 23 cm.

9789352809585

\$ 48.25 / HB

1160 gm.

We are in an era of massive disruptions in markets, media, management approaches and business models. These disruptions are being caused by rapid technological changes on the one hand and tectonic shifts in customer preferences and societal behaviour on the other. Marketing knowledge and practices have to advance at a significantly higher pace to address the changing context of market behaviour. Handbook of Advances in Marketing in an Era of Disruptions is meant to share ideas and new knowledge that are relevant to this world of disruptions. Leading scholars from around the world, who have keenly observed the changing market environment, business policies, parameters, theories, methods and practices, have put forth their theses on how marketing thinking needs to evolve to keep pace with the market reality.

<https://www.marymartin.com/web?pid=681324>

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