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Marketing Management Concepts and ToolsQuality Engineering HandbookPrinciples of Hospital Administration and PlanningLinkedIn For DummiesChemometric MonitoringHuman ValuesLearn Linux QuicklyMachine Learning with Health Care PerspectiveIntroduction to Engineering.Mathematics Vol-1(GBTU)Essentials of Organisational BehaviourTextbook on Professional Ethics and Human ValuesEmerging Trends in Computing and CommunicationComputational Intelligence in Data MiningFoundations of Information TechnologyEpistemology of the ClosetComputational Intelligence in Data Mining - Volume 3Microwave EngineeringPersonality and OrganizationLITERACY DRIVE AND REHABILITATION OF THE STREET CHILDREN OF KOLKATA: AN ANALYTICAL STUDYTextbook Of Engineering ChemistryMeasurement and InstrumentationHow to Write Your Undergraduate DissertationComputational Intelligence in Data Mining - Volume 1Algorithm DesignBasic Electrical EngineeringPrinciples of Measurement and InstrumentationNetworking Communication and Data Knowledge EngineeringTectonics of the HimalayaEnvironmental Pollution Control EngineeringPG PlusDigital Systems Design Using VHDLThe Practice of ManagementFundamentals of Software EngineeringManagement Theory and PracticeDIGITAL AND ANALOG COMMUNICATION SYSTEMSBut what If We're Wrong?Business EnvironmentMobile

Communication and Power EngineeringSea Bioseparations Downstream Processing for BiotechnologyProceedings of the First International Conference on Intelligent Computing and Communication

Marketing Management Concepts and Tools

Marketing Management Concepts and Tools: A Simple Introduction presents the fields key ideas and methods. Discover the basics, management goals, consumer-led marketing, strategy, segmentation, market dynamics, competitive strategy, brand creation, consumer behaviour, B2B, market research, innovation, services, internet, communication, advertising, distribution, pricing and the future of marketing.

Quality Engineering Handbook

Principles of Hospital Administration and Planning

Written by one of the foremost authorities on the subject, the Second Edition is completely revised to reflect the latest changes to the ASQ Body of Knowledge for the Certified Quality Engineer (CQE). This handbook covers every essential topic required by the quality engineer for day-to-day practices in planning, testing, finance, and management and

thoroughly examines and defines the principles and benefits of Six Sigma management and organization. The Quality Engineering Handbook provides new and expanded sections on management systems, leadership and facilitation principles and techniques, training, customer relations, documentation systems, domestic and international standards, and more.

LinkedIn For Dummies

Success in study depends not only on ability and hard work but also on effective methods of study. This book recapitulates and reinforces the basic techniques of effective self-study and enables the students to get back confidently into the examination groove. PG PLUS has been compiled with main aim to help the student to prepare for medical post-graduate entrance examinations in a systematic way.The is divided in to 19 subjects and more than 250 topics. It contains more than 18000 original MCQs based on papers from 1978 to date, which have been arranged according to the subject and topic. Reference answers given from standard text books. This not only enhances the understanding and retaining capacity of the student, it also saves time by avoiding unnecessary repetition. Moreover the student can be confident of having covered all the aspect of a particular topic. This comprehensive volume gives all the information one needs about all the important medical entrance examinations that are held in the country.

Chemometric Monitoring

Measurement and Instrumentation: Theory and Application, Second Edition, introduces undergraduate engineering students to measurement principles and the range of sensors and instruments used for measuring physical variables. This updated edition provides new coverage of the latest developments in measurement technologies, including smart sensors, intelligent instruments, microsensors, digital recorders, displays, and interfaces, also featuring chapters on data acquisition and signal processing with LabVIEW from Dr. Reza Langari. Written clearly and comprehensively, this text provides students and recently graduated engineers with the knowledge and tools to design and build measurement systems for virtually any engineering application. Provides early coverage of measurement system design to facilitate a better framework for understanding the importance of studying measurement and instrumentation Covers the latest developments in measurement technologies, including smart sensors, intelligent instruments, microsensors, digital recorders, displays, and interfaces Includes significant material on data acquisition and signal processing with LabVIEW Extensive coverage of measurement uncertainty aids students' ability to determine the accuracy of instruments and measurement systems

Human Values

Any good text book,particularly that in the fast changing fields such as engineering & technology,is not only expected to cater to the current curricular requirments of various institutions but also should

provied a glimplse towards the latest developments in the concerned subject and the relevant disciplines.It should guide the periodic review and updating of the curriculum.

Learn Linux Quickly

The book presents papers delivered by researchers, industrial experts and academicians at the Conference on Emerging Trends in Computing and Communication (ETCC 2014). As such, the book is a collection of recent and innovative works in the field Network Security and Cryptography, Cloud Computing and Big Data Analytics, Data Mining and Data Warehouse, Communication and Nanotechnology and VLSI and Image Processing.

Machine Learning with Health Care Perspective

This book comprises the refereed proceedings of the International Conference, AIM/CCPE 2012, held in Bangalore, India, in April 2012. The papers presented were carefully reviewed and selected from numerous submissions and focus on the various aspects of research and development activities in computer science, information technology, computational engineering, mobile communication, control and instrumentation, communication system, power electronics and power engineering.

Introduction to Engineering.Mathematics Vol-1(GBTU)

Pozar's new edition of Microwave Engineering includes more material on active circuits, noise, nonlinear effects, and wireless systems. Chapters on noise and nonlinear distortion, and active devices have been added along with the coverage of noise and more material on intermodulation distortion and related nonlinear effects. On active devices, there's more updated material on bipolar junction and field effect transistors. New and updated material on wireless communications systems, including link budget, link margin, digital modulation methods, and bit error rates is also part of the new edition. Other new material includes a section on transients on transmission lines, the theory of power waves, a discussion of higher order modes and frequency effects for microstrip line, and a discussion of how to determine unloaded.

Essentials of Organisational Behaviour

Reprint of the 1957 Harper edition with no material added.

Textbook on Professional Ethics and Human Values

"But What If We're Wrong? visualizes the contemporary world as it will appear to those who'll perceive it as the distant past"--

Emerging Trends in Computing and Communication

For B.E./B.Tech. / B.Arch. Students for First Semester of all Engineering Colleges of Maha Maya Technical University, Noida and Gautam Buddha Technical University, Lucknow

Computational Intelligence in Data Mining

About The Book: The book provides a detailed, unified treatment of theoretical and practical aspects of digital and analog communication systems, with emphasis on digital communication systems. It integrates theory-keeping theoretical details to a minimum-with over 60 practical, worked examples illustrating real-life methods. The text emphasizes deriving design equations that relate performance of functional blocks to design parameters. It illustrates how to trade off between power, band-width and equipment complexity while maintaining an acceptable quality of performance. Material is modularized so that appropriate portions can be selected to teach several different courses. The book also includes over 300 problems and an annotated bibliography in each chapter.

Foundations of Information Technology

Data science, data engineering and knowledge engineering requires networking and communication as a backbone and have wide scope of implementation in engineering sciences. Keeping this ideology in preference, this book includes the insights that reflect the advances in these fields from

upcoming researchers and leading academicians across the globe. It contains high-quality peer-reviewed papers of 'International Conference on Recent Advancement in Computer, Communication and Computational Sciences (ICRACCCS 2016)', held at Janardan Rai Nagar Rajasthan Vidyapeeth University, Udaipur, India, during 25–26 November 2016. The volume covers variety of topics such as Advanced Communication Networks, Artificial Intelligence and Evolutionary Algorithms, Advanced Software Engineering and Cloud Computing, Image Processing and Computer Vision, and Security. The book will help the perspective readers from computer industry and academia to derive the advances of next generation communication and computational technology and shape them into real life applications.

Epistemology of the Closet

Computational Intelligence in Data Mining - Volume 3

Microwave Engineering

Make LinkedIn your number one professional branding tool LinkedIn is the premiere social network for professionals looking to discover new opportunities, enhance personal branding, connect with other professionals, and make career advancements. With LinkedIn For Dummies, you'll have step-by-step instructions on how to take advantage of the latest

tools and features to do all of this and more. This book will teach you how to create an attractive profile that employers will notice, as well as ways to expand your network by making connections around the globe. You'll also learn how to best navigate the new user interface, write recommendations, take a course with LinkedIn Learning, and conduct your job search. Create an appealing, detailed profile Establish your credibility and personal brand Connect with employers and find jobs Request and write recommendations Whether you're one of LinkedIn's 500 million global members or brand new to the site, this authoritative resource helps you get the most out of the world's largest professional network.

Personality and Organization

This Revised Edition Of The Book Has Been Designed For The Students Of Btech (All Branches Of Engineering)/Mca/Mba Of Indian Universities Imparting Technical Education. The Book Provides A Systematic Presentation Of Principles And Practices Of Information Technology. This Book Would Also Be A Useful Text For All Bca/Bsc (Computer Science), A Level Of Doeacc And Ignou Students. This Edition Of The Book Contains More And Revised Examples, Figures, Illustrations, Objective Questions And A New Chapter On Operating Systems. The Book Explains Following In Several Chapters.

LITERACY DRIVE AND REHABILITATION OF THE STREET CHILDREN OF KOLKATA: AN ANALYTICAL STUDY

Argues that questions of sexual definition are at the heart of every form of literature, and discusses the writings of Melville, James, Wilde, and Proust

Textbook Of Engineering Chemistry

The Himalayan mountain belt, which developed during the India–Asia collision starting about 55 Ma ago, is a dramatically active orogen and it is regarded as the classic collisional orogen. It is characterized by an impressively continuous 2500 km of tectonic units, thrusts and normal faults, as well as large volumes of high-grade metamorphic rocks and granites exposed at the surface. This constitutes an invaluable field laboratory, where amazing crustal sections can be observed directly in very deep gorges. It is possible to unravel the tectonic and metamorphic evolution of litho-units, to observe the mechanisms of exhumation of deep-seated rocks and the propagation of the deformation. Himalayan tectonics has been the target of many studies from numerous international researchers over the years. In the last 15 years there has been an explosion of data and theories from both geological and geophysical perspectives. This book presents the results of integrated multidisciplinary studies, including geology, petrology, magmatism, geochemistry, geochronology and geophysics, of the structures and processes affecting the continental lithosphere. These processes and their spatial and temporal evolution have major consequences on the geometry and kinematics of the India–Eurasia collision zone.

Measurement and Instrumentation

This Revised Edition Of The Book On Environmental Pollution Control Engineering Features A Systematic And Thorough Treatment Of The Principles Of The Origin Of Air, Water And Land Pollutants, Their Effect On The Environment And The Methods Available To Control Them. The Demographic And Environmental Trends, Energy Consumption Patterns And Their Impact On The Environment Are Clearly Discussed. Application Of The Physical, And Chemical Engineering Concepts To The Design Of Pollution Control Equipment Is Emphasized. Due Importance Is Given To Modelling, Quality Monitoring And Control Of Specific Major Pollutants. A Separate Chapter On The Management Of Hazardous Wastes Is Added. Information Pertaining To Indian Conditions Is Given Wherever Possible To Help The Reader Gain An Insight Into India Sown Pollution Problems.This Book Is Mainly Intended As A Textbook For An Integrated One-Semester Course For Senior Level Undergraduate Or First Year Post-Graduate Engineering Students And Can Also Serve As A Reference Book To Practising Engineers And Decision Makers Concerned With Environmental Pollution Control.

How to Write Your Undergraduate Dissertation

Written for an advanced-level course in digital systems design, DIGITAL SYSTEMS DESIGN USING VHDL integrates the use of the industry-standard hardware description language VHDL into the digital

design process. Following a review of basic concepts of logic design, the author introduces the basics of VHDL, and then incorporates more coverage of advanced VHDL topics. Rather than simply teach VHDL as a programming language, this book emphasizes the practical use of VHDL in the digital design process.

Computational Intelligence in Data Mining - Volume 1

The International Conference on "Computational Intelligence in Data Mining" (ICCIDM), after three successful versions, has reached to its fourth version with a lot of aspiration. The best selected conference papers are reviewed and compiled to form this volume. The proceedings discusses the latest solutions, scientific results and methods in solving intriguing problems in the fields of data mining, computational intelligence, big data analytics, and soft computing. The volume presents a sneak preview into the strengths and weakness of trending applications and research findings in the field of computational intelligence and data mining along with related field.

Algorithm Design

This text presents the subject of instrumentation and its use within measurement systems as an integrated and coherent subject. This edition has been thoroughly revised and expanded with new material and five new chapters. Features of this edition are: an

integrated treatment of systematic and random errors, statistical data analysis and calibration procedures; inclusion of important recent developments, such as the use of fibre optics and instrumentation networks; an overview of measuring instruments and transducers; and a number of worked examples.

Basic Electrical Engineering

Principles of Measurement and Instrumentation

The contributed volume aims to explicate and address the difficulties and challenges for the seamless integration of two core disciplines of computer science, i.e., computational intelligence and data mining. Data Mining aims at the automatic discovery of underlying non-trivial knowledge from datasets by applying intelligent analysis techniques. The interest in this research area has experienced a considerable growth in the last years due to two key factors: (a) knowledge hidden in organizations' databases can be exploited to improve strategic and managerial decision-making; (b) the large volume of data managed by organizations makes it impossible to carry out a manual analysis. The book addresses different methods and techniques of integration for enhancing the overall goal of data mining. The book helps to disseminate the knowledge about some innovative, active research directions in the field of data mining, machine and computational intelligence,

along with some current issues and applications of related topics.

Networking Communication and Data Knowledge Engineering

Jit S Chandan Is A Professor Of Management In The Department Of Business Administration At Medgar Evers College, City University Of New York. He Previously Taught At New York Institute Of Technology And At Baruch College, City University Of New York In The Areas Of Management, Organizational Behaviour And Quantitative Methods. He Has Been Teaching At The College Level For The Last 37 Years. Dr Chandan Holds A Doctorate From Delhi University, Faculty Of Management, And Has Authored Many Textbooks And Published Many Articles In Professional Journals. Some Of His Books Published By Vikas Include Fundamentals Of Modern Management , Management: Theory And Practice , Business Statistics , Essentials Of Linear Programming , Statistics For Business And Economics , And Management: Concepts And Strategies .

Tectonics of the Himalaya

The Indian economy, society, policy and decision-makers at the top, are at the crossroads. In the liberalization and post liberalization era, there have been momentous transformations in the domestic and global economic and socio-political scene. This is the time of introspection for planners and policy makers, in order to ascertain as to, how to stabilize the

process of change, to achieve a balanced and self-sustaining economic growth rate of 8% annually.The major thrust of this book has been to cover all the significant changes, which have taken place in the areas of Economic Growth, Industrialization, Disinvestment, Corporate Participation in Economic Development, Fiscal Deficits, Inflation, Trade and Tariff, EXIM policy, Regional Trade Agreements and WTO, Insurance Bill, Liberalization and Globalization.This book also unfolds aspects, such as social audits, business ethics, corporate governance and social responsibilities of business. At the end of each chapter, review exercises are provided so that students may assess the understanding of the subject matter. This textbook will be of indispensable help to students of this course both at the undergraduate and postgraduate level.

Environmental Pollution Control Engineering

PG Plus

Data collection, compression, storage, and interpretation have become mature technologies over the years. Extraction of meaningful information from the process historical database seems to be a natural and logical choice. In view of this, the proposed book aims to apply the data driven knowledge base in ensuring safe process operation through timely detection of process abnormal and normal operating conditions, assuring product quality and analyzing

biomedical signal leading to diagnostic tools. The book poses an open invitation for an interface which is required henceforth, in practical implementation of the propositions and possibilities referred in the book. It poses a challenge to the researchers in academia towards the development of more sophisticated algorithms. The proposed book also incites applications in diversified areas. Key Features: Presents discussion of several modern and popular chemometric techniques Introduces specific illustrative industrial applications using the chemometric techniques Demonstrates several applications to beverage quality monitoring Provides all the algorithms developed for the automated device design, data files, sources for biomedical signals and their pre-processing steps, and all the process models requited to simulate process normal/faulty data Includes casestudy-based approach to the topics with MATLAB and SIMULINK source codes

Digital Systems Design Using VHDL

The book covers a wide range of topics in Computer Science and Information Technology including swarm intelligence, artificial intelligence, evolutionary algorithms, and bio-inspired algorithms. It is a collection of papers presented at the First International Conference on Intelligent Computing and Communication (ICIC2) 2016. The prime areas of the conference are Intelligent Computing, Intelligent Communication, Bio-informatics, Geo-informatics, Algorithm, Graphics and Image Processing, Graph Labeling, Web Security, Privacy and e-Commerce,

Computational Geometry, Service Orient Architecture, and Data Engineering.

The Practice of Management

Fundamentals of Software Engineering

The contributed volume aims to explicate and address the difficulties and challenges for the seamless integration of two core disciplines of computer science, i.e., computational intelligence and data mining. Data Mining aims at the automatic discovery of underlying non-trivial knowledge from datasets by applying intelligent analysis techniques. The interest in this research area has experienced a considerable growth in the last years due to two key factors: (a) knowledge hidden in organizations' databases can be exploited to improve strategic and managerial decision-making; (b) the large volume of data managed by organizations makes it impossible to carry out a manual analysis. The book addresses different methods and techniques of integration for enhancing the overall goal of data mining. The book helps to disseminate the knowledge about some innovative, active research directions in the field of data mining, machine and computational intelligence, along with some current issues and applications of related topics.

Management Theory and Practice

This is the eBook of the printed book and may not

include any media, website access codes, or print supplements that may come packaged with the bound book. Algorithm Design introduces algorithms by looking at the real-world problems that motivate them. The book teaches students a range of design and analysis techniques for problems that arise in computing applications. The text encourages an understanding of the algorithm design process and an appreciation of the role of algorithms in the broader field of computer science. August 6, 2009 Author, Jon Kleinberg, was recently cited in the New York Times for his statistical analysis research in the Internet age.

DIGITAL AND ANALOG COMMUNICATION SYSTEMS

Taking a managerial approach and demonstrating the application of behavioural science within the workplace, this text focuses on the essential topics of organisational behaviour. The Essentials text is a new concise version of the long established market leader Management & Organisational Behaviour which has set standards in pedagogy and authorship that few texts have matched. The accessibility of writing style and clarity of presentation makes unfamiliar theory relevant, easily understood and logically applied to the world of work. In 12 chapters, the Essentials version focuses on the core topics of the discipline in a recognisable sequence, starting from the level of individual, though to the group, and finally the organisation.

But what If We're Wrong?

This classic volume achieves a remarkable width of appeal without sacrificing scientific accuracy or depth of analysis. It is a valuable contribution to the study of business efficiency which should be read by anyone wanting information about the developments and place of management, and it is as relevant today as when it was first written. This is a practical book, written out of many years of experience in working with managements of small, medium and large corporations. It aims to be a management guide, enabling readers to examine their own work and performance, to diagnose their weaknesses and to improve their own effectiveness as well as the results of the enterprise they are responsible for.

Business Environment

This unique book introduces a variety of techniques designed to represent, enhance and empower multi-disciplinary and multi-institutional machine learning research in healthcare informatics. Providing a unique compendium of current and emerging machine learning paradigms for healthcare informatics, it reflects the diversity, complexity, and the depth and breadth of this multi-disciplinary area. Further, it describes techniques for applying machine learning within organizations and explains how to evaluate the efficacy, suitability, and efficiency of such applications. Featuring illustrative case studies, including how chronic disease is being redefined through patient-led data learning, the book offers a guided tour of machine learning algorithms, architecture design, and applications of learning in

healthcare challenges.

Mobile Communication and Power Engineering

- There is a remarkable shift towards technology and expert competence in the modern medical care which is reshaping the hospital services. Though affordability of cost is questionable, the need is incontrovertible - Hospitals need a sizable investment in resources and professionally qualified personnels for prudent administration and management - This book provides information and knowledge needed for hospital management and planning of resources for efficient optimum use - The chapters on Intensive Care Unit and services during disaster management situations and handling of biomedical waste shall be highly useful for both administrators and students. It explains adequately the concept of quality and efficient services in the hospitals.

Sea Bioseparations Downstream Processing for Biotechnology

Proceedings of the First International Conference on Intelligent Computing and Communication

If you think Linux is a sophisticated operating system that only hackers and geeks know how to use, this book will surprise you! With Learn Linux Quickly,

you'll see how easy it is to get started with Linux. This book teaches you Linux in an engaging and enjoyable way, helping you to enhance your skills as you explore the power of Linux.

ROMANCE ACTION & ADVENTURE MYSTERY & THRILLER BIOGRAPHIES & HISTORY CHILDREN'S YOUNG ADULT FANTASY HISTORICAL FICTION HORROR LITERARY FICTION NON-FICTION SCIENCE FICTION