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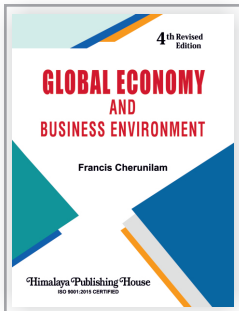
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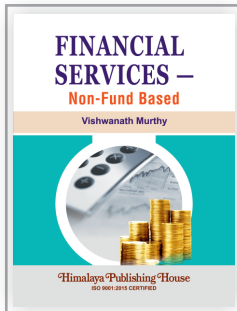
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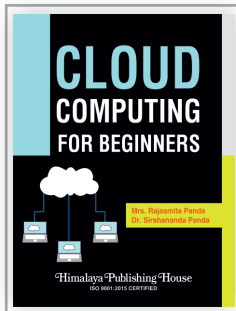
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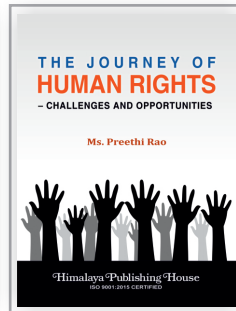
GLOBAL ECONOMY
AND
BUSINESS
ENVIRONMENT
Francis Cherunilam



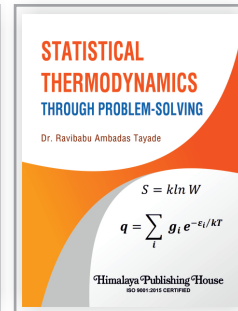
FINANCIAL
SERVICES –
Non-Fund Based
Vishwanath Murthy



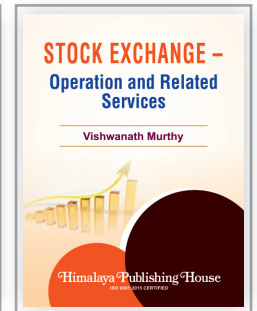
CLOUD
COMPUTING
FOR BEGINNERS
*Rajasmita Panda
Sirshananda Panda*



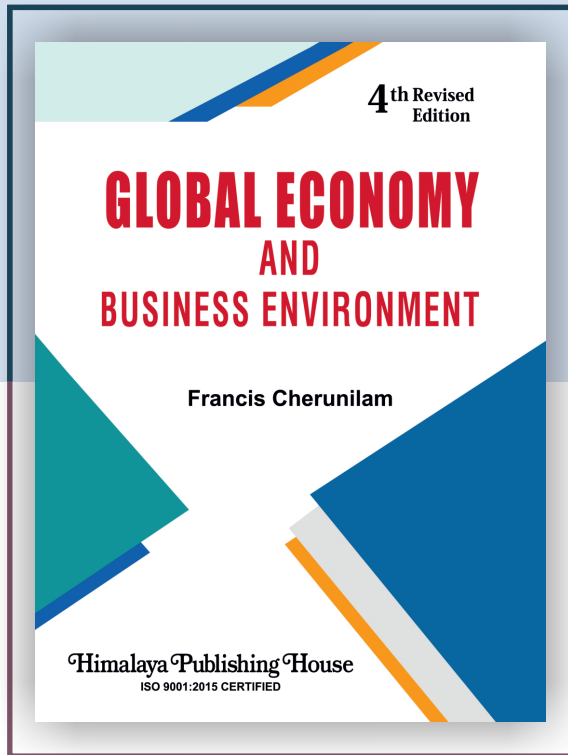
THE JOURNEY OF
HUMAN RIGHTS
– Challenges and
Opportunities
Preethi Rao



STATISTICAL
THERMODYNAMICS
Through
Problem-Solving
Ravibabu A. Tayade



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– Operation and
Related Services
Vishwanath Murthy



GLOBAL ECONOMY AND BUSINESS ENVIRONMENT

Francis Cherunilam

Size: 7.25" x 9.50" Pages: 478

ABOUT THE BOOK

The 1980s and 90s were characterised by widespread negative views about liberalisation and globalisation. However, the liberalisation and globalisation have become universal and overcharging and have come to stay. They are no more a choice so that the real challenge for any country, firm or individual is how to make best use of the opportunities and combat the threats. An overwhelming feature of the emerging business environment is the impact of the forces emanating from economic liberalisation that has been sweeping across the globe. The economic liberalisation is enmeshed with changes in the political environment and it is having a profound impact on the technological and socio-cultural environments. As a result, national markets are increasingly becoming global in the competitive dimensions so much so, one may define global business as business in a globally competitive environment, no matter whether the market is home or foreign. In short, the business environment is becoming increasingly global even for local firms. This book is designed, mainly, to serve the course material requirements of subjects like Global Economy, Global Business Environment etc., of postgraduate courses in Management. It is also expected that it would be a useful supplementary reading in International Economics.

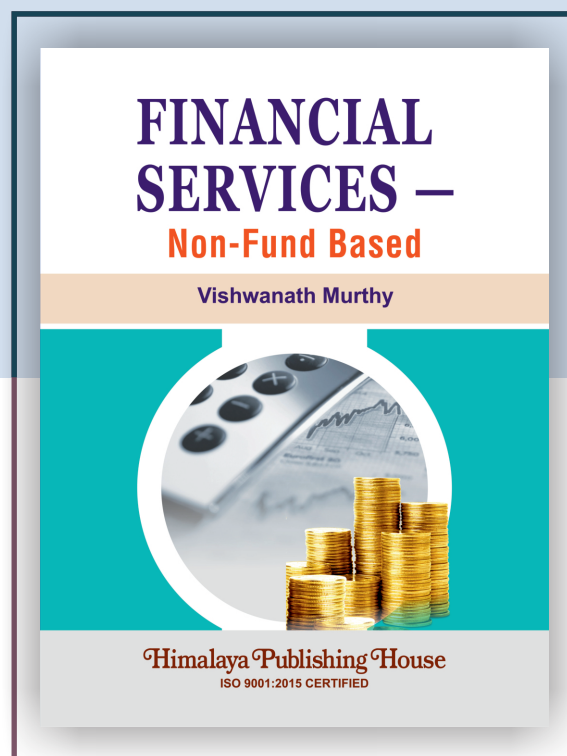
CONTENTS

1. Global Economy: Characteristics and Trends 2. An Overview of Business Environment 3. Environmental Analysis and Forecasting 4. International Trading Environment 5. Economic Integration and Cooperation 6. WTO and Global Economic Liberalisation 7. Global Trade 8. International Investments 9. Multinational Corporations 10. Globalisation 11. Global Competitiveness 12. Political and Regulatory Environment 13. Social/Cultural and Demographic Environment 14. Technological and Natural Environments 15. Some Social Issues in International Business 16. International Economic Organisations 17. Global Economic Crises

FINANCIAL SERVICES – Non-Fund Based

Vishwanath Murthy

Size: 7.25" x 9.50" Pages: 352



ABOUT THE BOOK

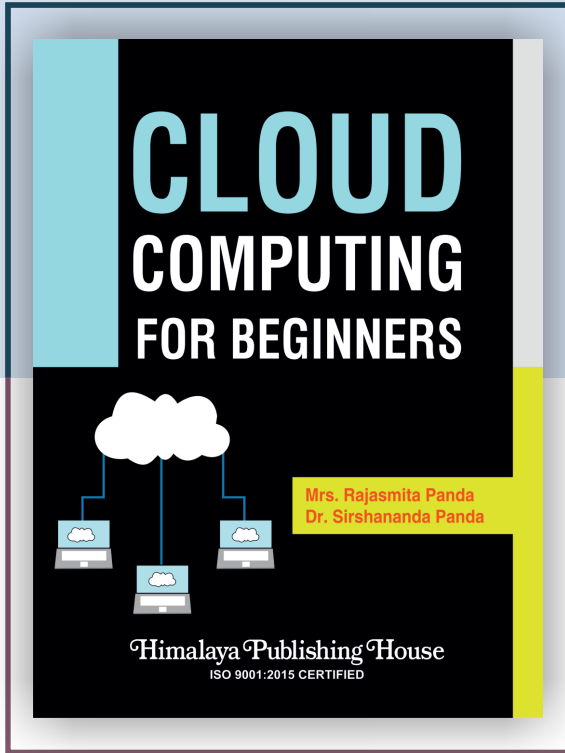
Investment banking involves a wide range of activities like advising and helping clients in raising, managing and retiring capital, advising them on acquisitions, mergers, restructuring and divestitures, trading strategies, risk management, etc., among others. Their activities have been in the news almost regularly, for the wrong reasons. The filing of the bankruptcy petition by Lehman Brothers in September 2008 and the official inquiries and investigations that followed have opened the practices of investment banking to public scrutiny, as never before.

This book – the last in the series of three books on Investment Banking – deals with various specialised non-fund-based financial services offered by investment banks. Subjects like mergers and acquisitions, valuation, risk management and asset reconstruction form the subject matter of this book. Besides, other add-on financial services provided by some investment banks, like insurance marketing and servicing, pension fund management and financial planning are also covered in this book. Concepts like hedging strategies, securitization process, construction of CDO, synthetic securitization, operation of ARC and architecture of NPS and CRA, among others, are explained through charts, to facilitate better understanding.

The book has been written in an easy-to-understand style with charts, tables and well-known and lesser-known international and national case studies like, Lehman Brothers Holding, Vodafone International Holding, Rajshree Chemicals & Sugars, Mukkanneshwari Yuvati Mandali, Samanvaya and Shubhodaya NGOs, interspersed to illustrate the concepts and issues, so that the students/readers understand them in the context of real world. This book is designed to meet the requirements of post graduate students of management and other capital market-oriented courses. Researchers, consultants, practicing investment bankers, CAs, CMAs and CSs engaged in investment banking activities will find it a good body of knowledge as a reference source.

CONTENTS

1. Mergers and Acquisitions 2. Valuation 3. Risk Management 4. Asset Reconstruction 5. Pension Fund Management 6. Insurance Marketing and Servicing 7. Financial Planning



CLOUD COMPUTING FOR BEGINNERS

Rajasmita Panda
Sirshananda Panda

Size: 7.25" x 9.50" Pages: 94

ABOUT THE BOOK

The book is specially designed for students and beginners who are interested to learn cloud computing fundamentals. This book has been divided into ten chapters. Below are the major parts of the book described as follows. The book provides a comprehensive introduction to the concept of cloud computing and the elements such as servers, storage devices, networking equipment, and virtualization technologies. It explores the role of data centers and how they are designed to support cloud computing services. Additionally, it covers the concept of resource pooling, where multiple customers share computing resources in a multi-tenant environment. The book explores the major cloud service providers in the industry. We examine the leading providers, such as Amazon Web Services (AWS), Microsoft Azure, Google Cloud Platform (GCP), and IBM Cloud, among others. For each provider, we discuss their history, global infrastructure, range of services offered, and notable customers. We also highlight any unique features or strengths that differentiate them from competitors including security and governance challenges. The book talks more on the details of the cloud management platforms and their role in efficiently managing and controlling cloud resources. The book also talks about the wide range of cloud services available to organizations. We discuss Infrastructure as a Service (IaaS), Platform as a Service (PaaS), and Software as a Service (SaaS) offerings, explaining their characteristics, benefits, and use cases. We discuss the shared responsibility model, which outlines the security responsibilities of both cloud service providers and cloud customers. We explore the different layers of security in the cloud, including physical security, network security, and data security. Additionally, we highlight the key security challenges and considerations specific to cloud environments. This book describes latest trends in cloud computing and how they are aimed at improving performance, reducing latency, optimizing network bandwidth, enhancing data privacy, and enabling real-time processing at the edge of the network. They are particularly relevant in scenarios like real-time data processing, low-latency response etc. We are sure, this book will work as an eye opener for the new learners who are struggling to learn cloud computing. This book has made it easier to refer and learn the concepts and basics of cloud fundamentals. We are sure the book will also help who want to pursue their career in Cloud Computing. Wishing each and every reader of this book the very best and hope they come out with flying colors in their future endeavours.

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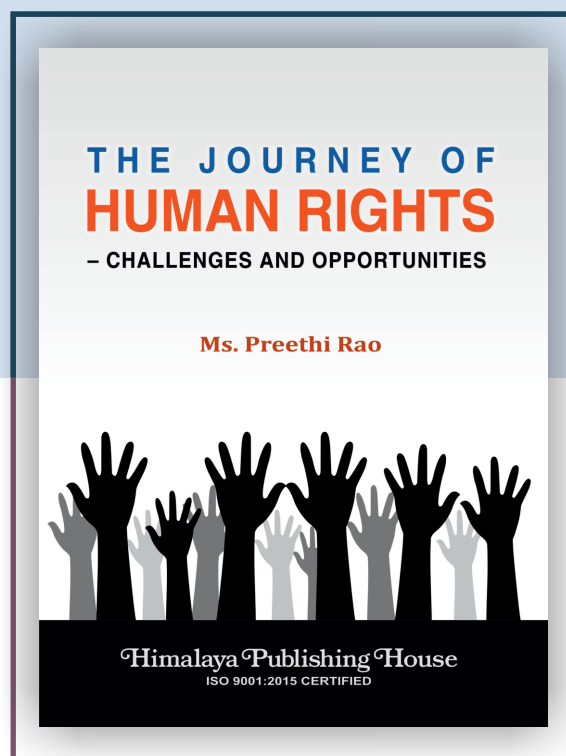
1. Introduction to Cloud Computing 2. Cloud Infrastructure and Architecture 3. Cloud Service Providers 4. Cloud Security and Privacy 5. Cloud Networking and Storage 6. Cloud Deployment Models 7. Cloud Orchestration and Automation 8. Cloud Application Development 9. Cloud Performance Optimization 10. Future Trends in Cloud Computing

THE JOURNEY OF HUMAN RIGHTS

– Challenges and
Opportunities

Preethi Rao

Size: 5.50" x 8.50" Pages: 52

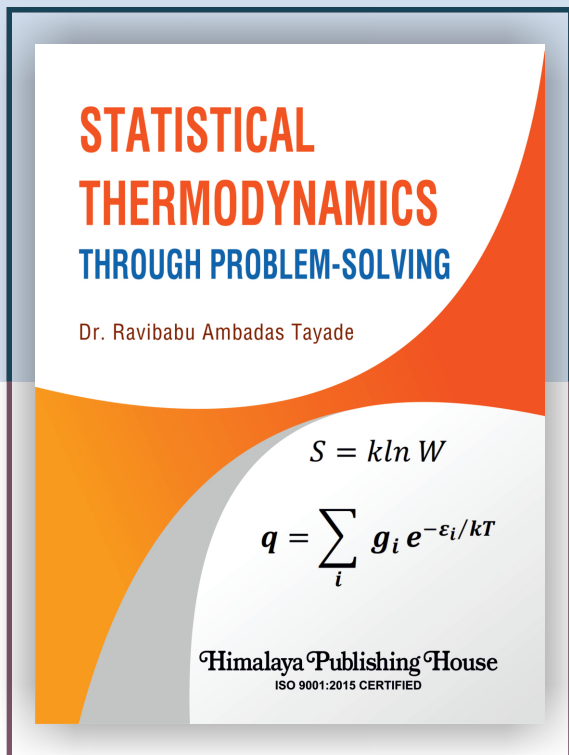


ABOUT THE BOOK

I have written this book for learners who have an interest in understanding inclusivity and fundamental freedoms. The book traces the evolution of Human Rights from ancient times to modern concerns. It speaks of the connection of human values with world scriptures and thought systems embodied in Indian greats such as Ashoka, Mahatma Gandhi and B.R. Ambedkar. The book records the rights of indigenous communities and their role in maintaining human values and ancient Indian knowledge. Readers will learn of man-animal conflict in the right context. Gender stereotyping, racism, and right to worship by all genders are modern issues that the book discusses with modern day examples and case studies. The book explores the role of a growth mindset in the promotion of ethical lifestyle choices and a healthy value system as the way forward in a vastly changing and complex world. Readers will acquire a respect for fundamental freedoms on completion of the book. It will lead them to reflect. It will empower them as responsible citizens with a global outlook.

CONTENTS

Chapter 1: Milestones in the History of Human Rights Declarations **Chapter 2:** The Evolution of Human Rights in India **Chapter 3:** Animal-Human Encounters that Lead to Conflict **Chapter 4:** Laws for Protection of Tribal Interests **Chapter 5:** India's Indigenous Tribes – Gatekeepers to a Sustainable Green Ecology **Chapter 6:** Racism and India **Chapter 7:** Women and Their Right to Worship **Chapter 8:** The Battle Against Gender Stereotyping **Chapter 9:** Human Values **Chapter 10:** Growth Mindset and Human Development



STATISTICAL THERMODYNAMICS Through Problem-Solving

Ravibabu A. Tayade

Size: 7.25" x 9.50" Pages: 110

ABOUT THE BOOK

This book aims to enhance the understanding of statistical thermodynamics through problem-solving. It is structured in a way that introduces the fundamental concepts of statistical thermodynamics and provides explanations through a wide range of solved problems, which have been selected from UGC-CSIR / GATE / SET examinations. The language used in the book is simple and accessible, enabling students to grasp the subject more thoroughly.

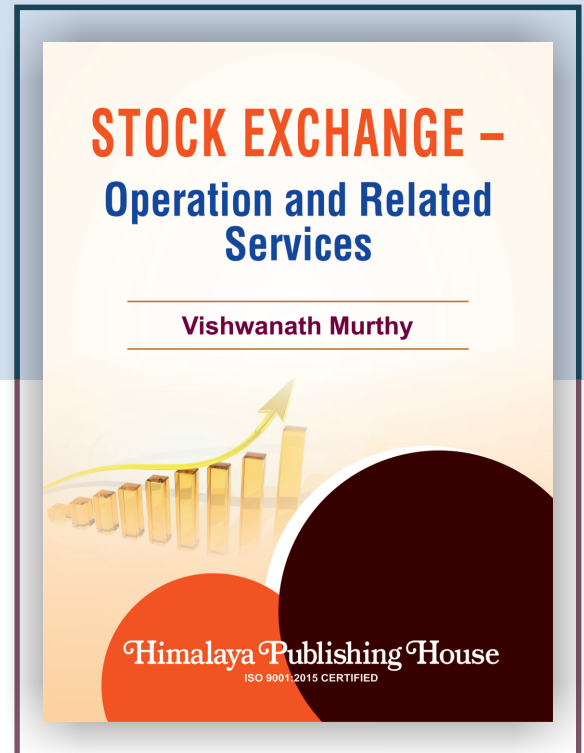
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1. Conceptual Foundation of Statistical Thermodynamics 2. Distribution Laws 3. Partition Function (q) 4. Thermodynamic Function in Terms of Partition Function 5. Properties of Solids and Nuclear Spin Statistics • General References

STOCK EXCHANGE – Operation and Related Services

Vishwanath Murthy

Size: 7.25" x 9.50" Pages: 372



ABOUT THE BOOK

Investment banking involves a wide range of activities like advising and helping clients in raising, managing and retiring capital, advising them on acquisitions, mergers, restructuring and divestitures, trading strategies, risk management, etc., among others. Their activities have been in the news almost regularly, for the wrong reasons. The filing of the bankruptcy petition by Lehman Brothers in September 2008 and the official inquiries and investigations that followed have opened the practices of investment banking to public scrutiny, as never before.

This book – the second in the series of three books on Investment Banking – deals with operation of stock exchanges, clearing corporations and related services. The book presents the concepts, practices, operation, regulations and supervision of:

- stock exchanges;
- clearing corporations;
- stock brokers;
- securities research analysts;
- securities lending;
- commodity derivatives trading;
- portfolio management; and
- custody management.

Charts have been used to explain various concepts like netting, multilateral netting by novation, trading by members, institutional and retail trade settlement, to facilitate better understanding of the concepts. The book has been written in an easy-to-understand style with charts, tables, international and national case studies interspersed to illustrate the concepts, so that the students/readers understand them in the context of real world. This book is designed to meet the requirements of postgraduate students of management and other capital market-oriented courses. Researchers, consultants, practicing investment bankers, CAs, CMAs and CSs engaged in investment banking activities will also find it a good body of knowledge as a reference source.

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1. Stock Exchange 2. Clearing Corporation 3. Stock Broking 4. Securities Research Analyst 5. Securities Lending 6. Commodity Derivatives Trading **A.** Origin and Growth of Commodity Derivatives Exchanges **B.** Exchange **C.** Repository System **D.** Clearing Corporation **E.** Trading and Clearing Members 7. Portfolio Management 8. Custody Management

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