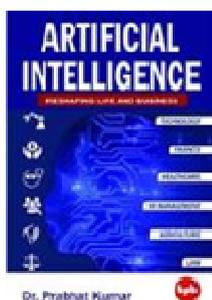


Books



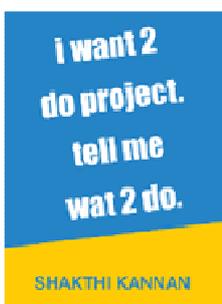
Wiley Innovation Black Book on Exponential Technologies 2019
Wiley Innovation Advisory Council
2019 / 352 Pages / Hardcover / Rs. 999 (On Amazon India Rs. 909)
ISBN: 9788126578177 / Wiley

Technology is evolving at an exponential rate, transforming the world and our lives more rapidly than we can ever imagine. Undoubtedly, the business landscape is changing drastically as well, with new strategic and business models and disruptions leading to new challenges and opportunities. Industry 4.0 is expected to transform the future of work, learning and research in the coming years. In this VUCA world, the agility and relevance of business to transform, innovate and disrupt, leveraged by AI and exponential technologies will decide the course of winners. Adapt or perish. For the first time, 15 top industry leaders and technology innovators collaborate to author the first edition of the Wiley Innovation Black Book on exponential technologies is an annual presentation by Wiley, bringing together the collective wisdom in form of possibility and future scenarios of how today's industries are expected to transform in the coming years. The chapters of the book include: The New Age Marketing; Disruption in Media and Technology Industry; The InsureTech Revolution; From Physical Retail to e-commerce with Exponential Technologies Telecom Disrupted; Future of Retail and Smart Store; Factory of the Future; Impact of AI on Life Sciences Industry; Impact on Transportation and Mobility; Automation & Transformation – Ethical issues; Fintech for Growth and Customer Experience; AI in the Forefront of CPG Storefront; Governance, Ethics and Compliance of AI; Being AI +ve; Impact of AI on Travel and Hospitality; and Transforming the Learning Ecosystem. A must read for those who want to keep track of technology landscape.



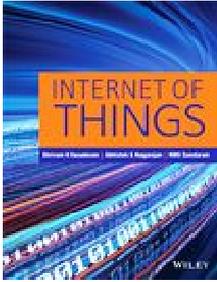
ARTIFICIAL INTELLIGENCE: Reshaping Life and Business
Prabhat Kumar
2019 / 298 Pages / Paperback / Rs. 445
ISBN: 9789388511070 / BPB Publications

Our world of personal life and work is set to change dramatically over the next decade as Artificial Intelligence (AI) strikes deeper roots with new products and services; robots take charge of manufacturing and warehouses, and drones reach the remote corners to deliver orders to customers. AI will raise the productivity of the economy and provide lot more convenience, though there is bound to be short-term pain in the transformational process. This book explains the concepts of AI with lots of real-life examples. While the big tech companies like Alphabet, Amazon, Apple, Facebook, IBM, Microsoft (3AFIM) of the US and Alibaba, Baidu, JD.com, Tencent (JT) of China are busy re-fashioning their businesses by integrating AI into all products and services they deliver, startups on the other hand are disrupting the traditional business models in finance, e-commerce, healthcare, HR management, fashion, law and even agriculture. AI-driven smart cities would provide a richer quality of living to their residents. This book also provides an insight into various social and ethical issues, such as monopoly of the big tech, ownership of data, personal privacy, job losses and autonomy of technology particularly in military warfare, which poses an existential threat to mankind. Future of AI is also discussed taking a 360-degree approach. AI offers a huge economic opportunity, but a thoughtful approach for democratization of technology is required to provide benefits to all sections of the society. Nations and communities need to come together to evolve models that will be sustainable in the long run.



i want 2 do project. tell me wat 2 do
Shakthi Kannan
2014 / 135 Pages / Paperback / Rs. 399
ISBN: 9789351741879 / Self Published

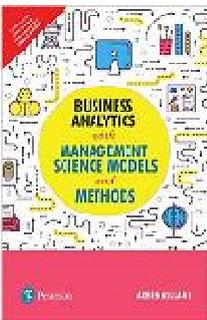
This book is written to help students and professionals of computer science work on free and open source software projects. The software projects mentioned in the book are released under a freely distributable license, which enables the users you to copy, make changes and distribute the software. Proprietary software, unlike open software, comes with a restrictive license and the source code is not provided to the users. The book provides an incisive look into the different projects and teaches the readers the methods that need to be followed while working with F/OSS projects and similar programs. This book will be useful for computer science engineers and software professionals and help to become a valuable contributor to open source projects and get wider recognition. The contents of the book include: Mailing List Guidelines; Attention Details (of the projects); Project Communication; Project Guidelines; Development Guidelines; Methodology of Work; Tools; Reading and Writing; Art of Making Presentations; and Sustenance. The author is a Free Software enthusiast and blogs at <http://shakthimaan.com/> and advocating the use of F/OSS across India.



Internet of Things

Shriram K Vasudevan, Abhishek S Nagarajan, RMD Sundaram
2019 / 332 Pages / Paperback / Rs. 479 (on Amazon India Rs. \$54)
SBN: 9788126578375 / Wiley

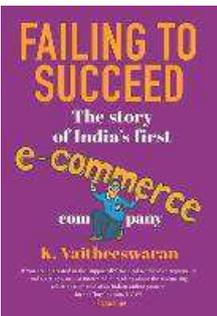
This book written by professionals with considerable experience in embedded systems, service engineering and software architecture presents the subject in seven chapters. Starting with the introduction to IoT for beginners covering the characteristics and enabling technologies of IoT the authors move on to detail the sensors and other related hardware units which form the core part of any IoT application in the next chapter. Multiple protocols are followed in IoT domain and they are detailed in chapters 3 and 4. Cloud is another major component as they help to control things from remote places, process and feedback data, etc. The chapter 5 is an in-depth discussion on cloud technology from IoT perspective. Data analytics is another associated field of IoT discussed in Chapter 6, which looks into different machine learning algorithms and real-time data analytics. The last chapter deals with application building with IoT. The annexures which deal with Getting Familiarized with Arduino IDE, Raspberry Pi, Analysis and Study of IoT Security: Case Study Examples, Interview Questions from IoT, and Objective Type Questions are quite useful. This book will meet the requirements of both beginners and professionals.



Business Analytics with Management Science Models and Methods

Asllani Arben
2017 / 400 Pages / Paperback / Rs. 529 (on Amazon India Rs. 387)
ISBN: 9789352861743 / Pearson Education

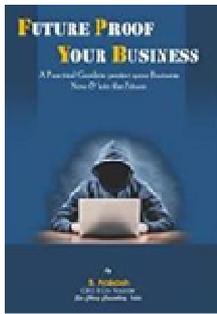
This book is aimed to help students and practitioners use business analytics to improve decision-making systems. It sets itself apart from the competition by emphasizing the application of practical management science techniques in business analytics, rather than the theoretical. Drawing on 20+ years of teaching and consulting experience, Dr. Arben Asllani introduces decision analytics through realistic examples and intuitive explanations — not complex formulae and theoretical definitions. Throughout, Asllani helps practitioners focus more on the crucial input-output aspects of decision making — and less upon internal model complexities that can usually be "delegated" to software. This book which serves as practical, managerial guide to decision modelling and analytics presents success stories showing how each chapter's key concepts can be applied to improve decision-making and provides Excel templates, heuristics, algorithms, tips and user-friendly interfaces that make "big data" decision models easier to create and use.



Failing to Succeed: The Story of India's First E-Commerce Company

K. Vaitheeswaran
2017 / 224 Pages / Hardcover / Rs. 595 (on Amazon India Rs. 331)
ISBN: 9788129148025 / Rupa Publications India

In 1999, when hardly anyone in India transacted on the Internet, K. Vaitheeswaran co-founded India's first e-commerce company. Yet, years later, when e-commerce was exploding in India—despite enjoying first-mover advantage—Indiaplaza shut down. What went wrong? Lack of funding? Wrong strategies? Or was it 'something else'? For the first time ever, Vaitheeswaran reveals that it was indeed something else—a set of inexplicable events that destroyed what could have been a profitable business (an extreme rarity among technology start-ups). He bares his extraordinary trials and tribulations while dealing with business failure and the impossible pressures that can threaten entrepreneurs in India. Coming at the back of stories of young start-ups raising billions of dollars in funding and creating unicorns in just a few years, as well as the recent setbacks in the e-commerce industry, Failing to Succeed delves deep into the dark side of starting up and its myriad pitfalls. Filled with interesting anecdotes, tongue-in-cheek observations, amazing customer insights, hard-hitting predictions and behind-the-scenes industry happenings, this book is an extraordinary unravelling of the challenges facing technology start-ups in India. It is a must-read for aspiring entrepreneurs, investors, industry professionals or business school students and anyone interested in India's start-up ecosystem. A powerful narration, Failing to Succeed is eventually about finding ways to move forward and succeed despite failures.



Future Proof Your Business: A Practical Guide to protect your Business – Now & into the Future

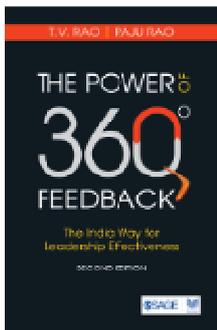
S. Prakash

2016 / 184 Pages / Paperback / Rs. 295

ISBN: 978-8193248706 / See Change Consulting

This book, according to the author, is a result of his research and hands-on experience in turning around 100s of small, medium and large organizations, representing a cross section of business verticals. The book written in workbook style provides broad insights to various aspects relevant to running an organization successfully. The “Self-Assessment Questionnaire” is the unique feature of this book. Each chapter of the book is standalone and does not necessitate sequential reading. The

book covers: Cash/Funds Flow; Inventory Control; Finance; Marketing and Sales; Human Resources and Talent Optimization; Core Competencies and Utilization; Customer Service & Retention; Change Management; Supply Chain Automation / Management, R&D; Business Expansion & Consolidation; Revenue, Risk; Investor’s Confidence; Business Owner’s Perspective; Business Optimization; Business Continuity & Succession Planning; Cost of Not Innovating; This book is recommended as a must read by business owners and senior management and even startups so that they can protect their business and make it future proof.



The Power of 360 Degree Feedback: The India Way for Leadership Effectiveness

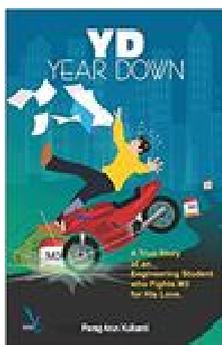
T. V. Rao & Raju Rao

2014 / 292 Pages / Paperback / Rs. 525 (on Amazon India Rs. 385)

ISBN: 9788132119692 / SAGE Response

360 Degree Feedback, or multi-rater feedback, is an established HR methodology used in organizations across the world. This book presents in-depth details about the process of developing managers into leaders and outlines methodologies for designing and using a 360 Degree Programme for managers at all levels. This second edition draws extensively from the authors' own experiences in the last decade since the first edition. The book also includes research done using over 8,000 top-level managers whose leadership roles and qualities were profiled using the authors' Roles, Styles,

Delegation and Qualities (RSDQ) model. Lessons from their stories and practices of some of the HR award - winning organizations are presented in this edition. Further, this book also presents a section on the various tools of 360 Degree Feedback for a variety of groups. It is hoped that this edition will give an update of the 360 Degree Feedback the Indian way. The contents of the book include: How to Be an Effective Person? What Makes Managers Effective? What Makes a Good Leader? Managerial and Leadership Roles Managerial and Leadership Styles 360 Degree Feedback: The Power Tool Competence Building through 360 Degree Feedback Coaching in 360 Degree Feedback Myths and Realities of 360 Degree Feedback Conditions for Successful 360 Degree Feedback 360 Degree Feedback: Indian Experience Life after 360 Degree Feedback: Lessons for Future Getting ROI on 360 Degree Feedback Lessons from 100 Impact-making Managers Experiences from Other Countries 360 Degree Feedback Tools for School Principals 360 Degree Feedback Tools for Teachers, Students and Parents 360 Degree Feedback Tools for Non-governmental Organizations. The appendix lists the organizations using 360 degree feedback.



YD - Year Down

Parag Kulkarni

2017 / 192 Pages / Paperback / Rs. 250 (on Amzaon India Rs. 175)

ISBN: 978-9385665905 / Vishwakarma Publications

YD (Year Down) is a touching story of a bright Engineering student. Probably of every engineering student, every professional who has spent sleepless nights chasing grades and deriving meaning from heaps of meaningless facts from syllabus... It is a story of every student who has withstood long monotonous lectures without sleeping due to fear of punishment and defaulter list. It is a story of youthful exuberance, long tiring preparation leave nights and innocent dreamy eyes. It is a story of students with sleepy days and sleepless nights! It is a story of every YOU who fought all hurdles for love. Sameer a.k.a Square Root is one such young student who is full of dreams of becoming an

Engineer and getting the girl of his dreams. Due to his past professors and present, Sameer begins to realise how tough a time he has cracking the most detested subject of Engineering – M3! He loses everything to this horrible subject – his grades, his girlfriend, his years and worst; his passion for Engineering. Read Sameer's full story to understand how he comes back stronger from the depressing clutches of M3 and takes control of his life. This book is a compelling story in which every moment of childhood and college life is portrayed with perfection. A must read book for every student, all parent.