



**IEEE Madras Section
IEEE Computer Society, Madras Chapter
IEEE Technology Management Council, Madras Chapter
IEEE Madras Women in Engineering Affinity Group
Computer Society of India, Chennai Chapter**

Cordially invite you for the book release & presentation on

The ACE of Soft Skills
Attitude, Communication and Etiquette for Success

by

Prof. Gopalaswamy Ramesh

Author, Consultant and Adjunct Professor
International Institute of Information Technology, Bangalore (IIIT-B)
Amrita School of Business, Coimbatore
SSN School of Management and Computer Applications, Chennai

on Saturday, 22nd May 2010 at 4.30 p.m.

at Hotel Palmgrove, Kodambakkam High Road, Chennai - 600034

Dr. T. Thyagarajan
Chairman, IEEE Madras Section

Mr. H.R. Mohan
Chairman, IEEE-CS Madras Chapter

Mr. K.V. Rupchand
Chairman, IEEE-TMC Madras Chapter

Prof. Ramalatha Marimuthu
Chairperson, IEEE Madras WIE

Dr. P. Sakthivel, Chairman, CSI Chennai Chapter

Programme

4.30 p.m.: Fellowship & High Tea :: 5.00 p.m.: Book Release :: 5.15 p.m.: Presentation

**IEEE MADRAS SECTION
IEEE CS, TMC & WIE MADRAS CHAPTERS**

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**COMPUTER SOCIETY OF INDIA
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About the Book & Presentation: To create and nurture successful professionals, one needs to instill a strong measure of the so-called soft skills -- an abstract (and somewhat nebulous) concept, which is, in fact, a compendium of several components like attitude, abilities, habits, practices, communication, etiquette that are combined adeptly to maximize one's work effectiveness. To succeed in today's—and tomorrow's—competitive environment the acquisition, cultivation and fine-tuning of soft skills is highly essential. The book authored by Prof. Gopalaswamy Ramesh and Dr. Mahadevan Ramesh (published by Dorling Kindersley (India) Pvt. Ltd, licensees of Pearson Education in South Asia) which will be released covers soft skills which need to be a part of the educational process that produces top-notch professionals. The presentation by the author would highlight the salient points of the 40 chapters of the book. For the detailed Contents, Preface, Forewords by Ajai Chowdhry, Founder-HCL, Chairman & CEO-HCL Infosystems Ltd and Prof. Bala Balachandran, Founder and Dean, Great Lakes Institute of Management, Chennai, India. Pl. visit <http://ieeecs-madras.managedbiz.com/pgms/2010/ace-ss.pdf> Author signed copies of the book will be made available at 25% discount after the release.
