



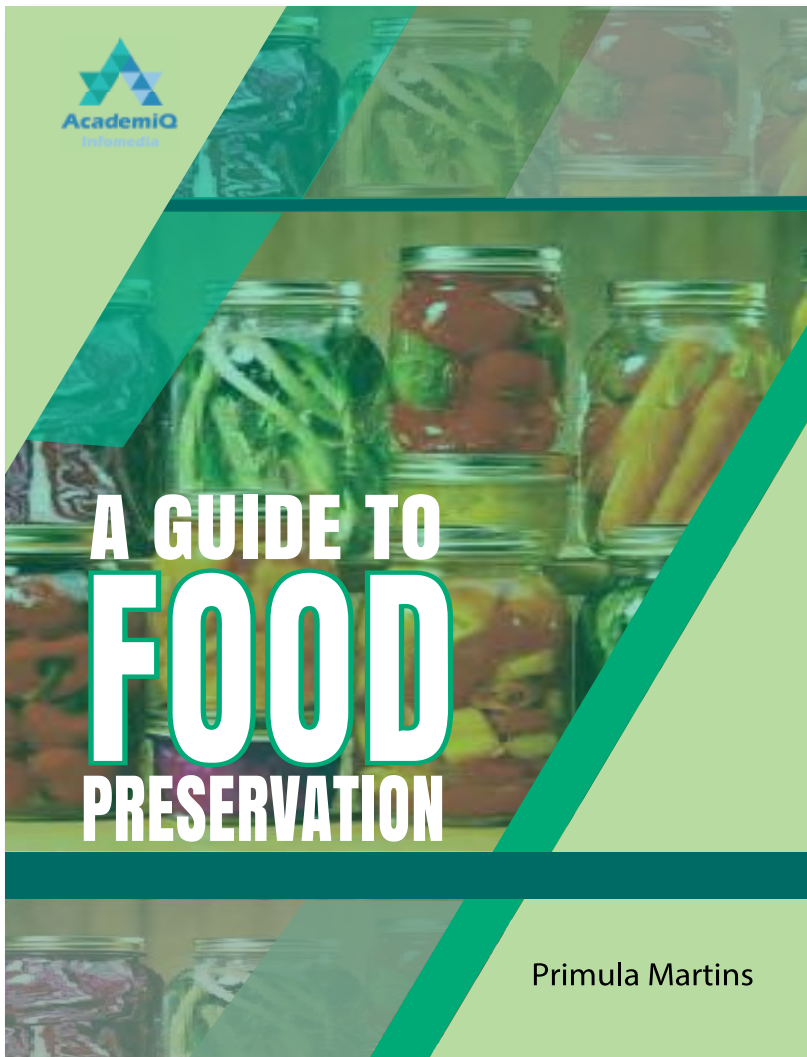
2021

# CATALOG



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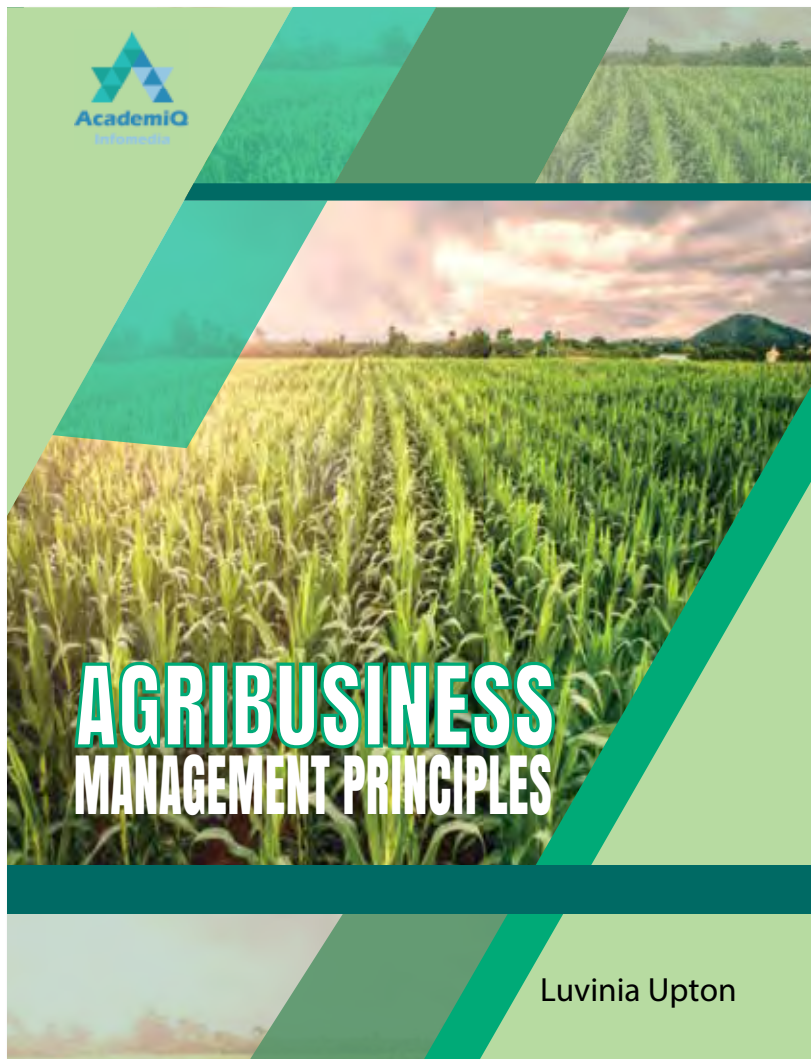
## A Guide to Food Preservation

ISBN	9781645340485
Editor	Primula Martins
Book size	6x9 Hardcover
Year	2021
Pages	368
Price	164.99

### Description

“The book “A Guide to Food Preservation” takes into consideration the root idea and methodology, which can be used for a successful display of various parts and ways for the preservation of food particles. Does the book define why food should be preserved? Moreover, what are those ways through which food can be preserved effectively? The book specifically proclaims about the various types of methodology and effective ways that can be used to provide an efficient and effective direction by which the reader of this book can acquire effective and efficient knowledge about the preservation of food particles. There are various chapters along with the book, which provides an efficient guide to the reader.

Hence, these are some of the examples of the chapters which exist in the book and also will provide significant support to the reader to earn a significant knowledge on the basics of food preservation.”



## Agribusiness Management Principles

ISBN	9781645340195
Editor	Luvinia Upton
Book size	6x9 Hardcover
Year	2021
Pages	374
Price	164.99

### Description

Managers in all aspects should be updated, flexible, knowledgeable, and competent. This book gives the best knowledge for technological and economic management of agricultural activities. The book begins with the introduction to the agribusiness, which focuses on the global agri-food system, the changes evolving in agriculture practices. Gradually you will learn about the management principles of planning, organizing, controlling, and directing functions in different stages of agriculture.

This innovative book integrates traditional as well as new approaches to management in agribusiness. It aims to develop the business aspect of agriculture. It provides step by step directions to plan and manage activities strategically.

At the ending of the book, you will reach a level where you will find yourself able to apply the right management principles and functions in the right place. It aims to develop the skills in the managers of agribusiness. The book evaluates several possibilities for the marketing of agriproducts and staying competitive.

Farmer's fundamental needs are not ignored in the book, along with the higher-order operations; it inculcates management challenges and market demands. The book works with ever-changing economies and management needs. The work is based on various studies and research analysis, which ensures the reliability of the information. This book addresses daily basis issues of management and can be used for further guidance of the agribusiness managers in daily activities.



## Agriculture Heritage

ISBN	9781645340218
Editor	Luvinia Upton
Book size	6x9 Hardcover
Year	2021
Pages	238
Price	154.99

### Description

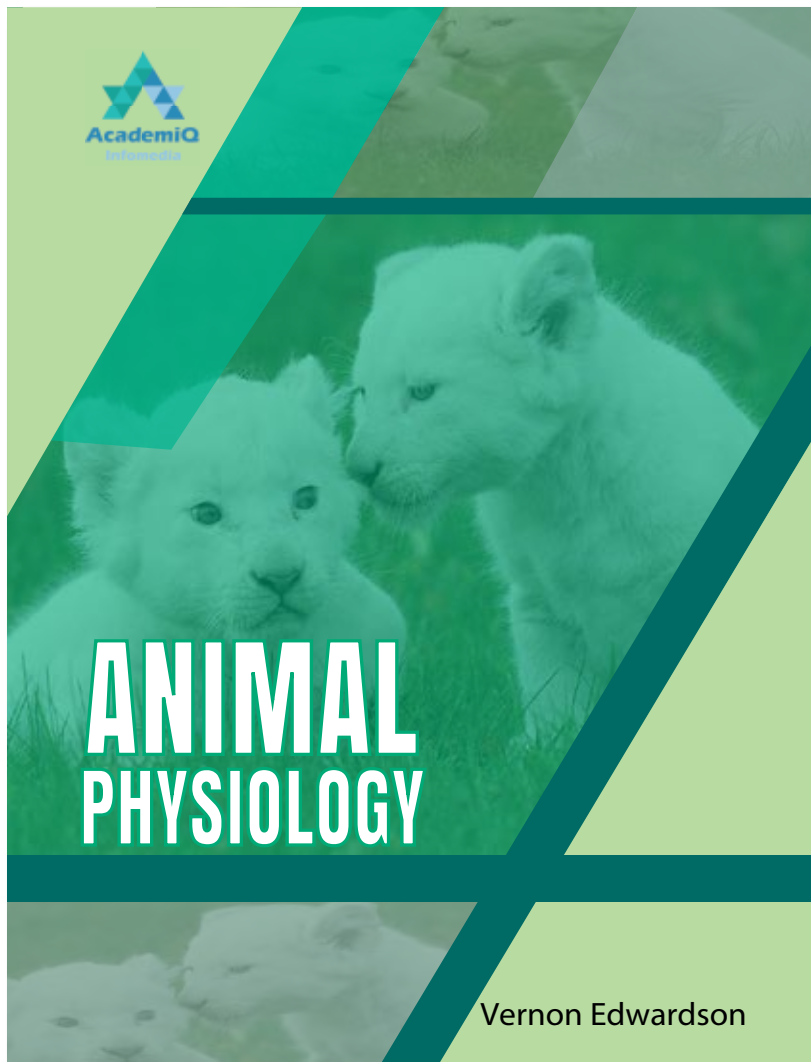
From hunting to installing automated machinery, the aspects of agriculture changed a lot. In this period, the heritage of agriculture evolved. This book is like a map to track the way from the beginning of agriculture to the present state of practice. This book will draw a picture of the complete heritage of agriculture and its relevance with presence.

Agricultural heritage is an important book not only for the students pursuing a career in agriculture, but it is also for the people who have a keen interest in agriculture. The book is written in an interesting way, which makes readers feel like they are reading a story.

The book sequentially explains the heritage of agriculture as it evolved. It describes the agriculture from the period it started and the conditions at that period, from Stone Age time. The book includes the insight of the global importance of the agricultural heritage system (GIAHS) journey of agriculture in India is an interesting story since it has a vast division of stages in it.

This text is written to increase the understanding and significance of agriculture. It starts with the introduction of agriculture and the historical facts of it. Chapters maintain a continuous natural flow the information. The book is framed in the manner in which all the topics are covered in a compact form to reduce the exaggerated reading efforts.

Coverage in the chapters includes ancient agricultural practices, gardening and medicinal plant in the ancient period, management of cattle and domestication, cultivation by travelers, crop. Voyage, the importance of crops, future and present time challenges.



## Animal Physiology

ISBN	9781645340508
Editor	Vernon Edwardson
Book size	6x9 Hardcover
Year	2021
Pages	292
Price	154.99

### Description

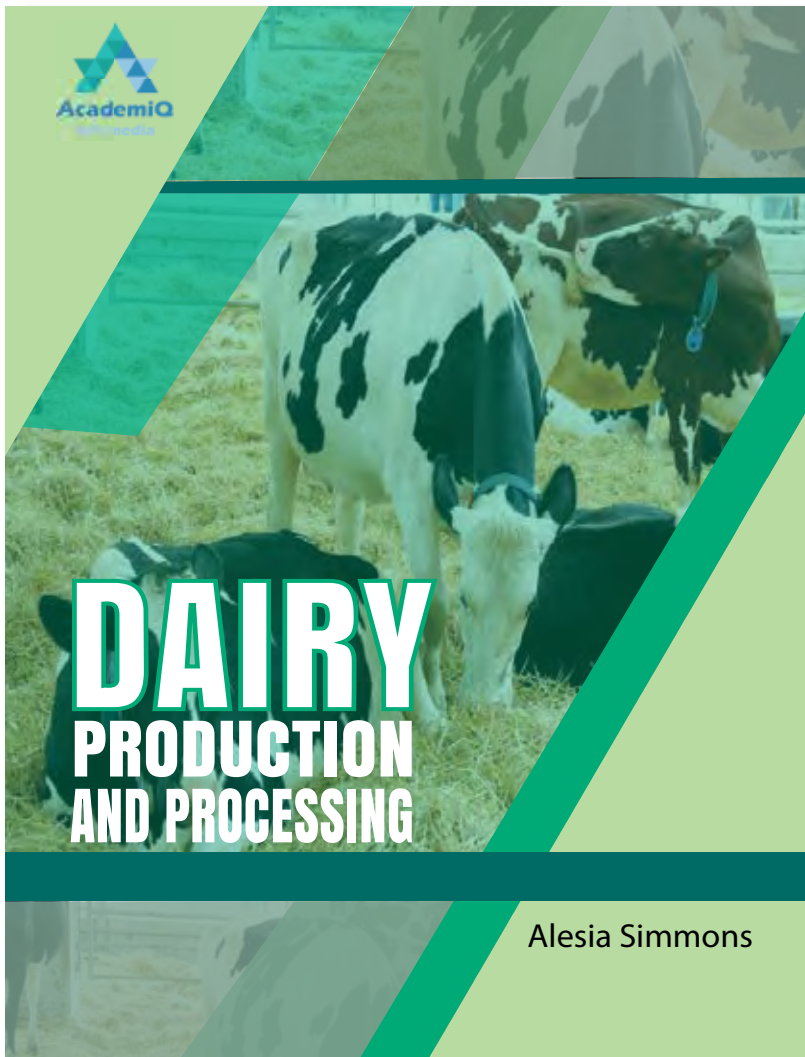
According to Thomas Kuhn, a principle way to communicate paradigm shifts to students is through textbooks. The book has been designed following this dictum, incorporating major paradigms of animal physiology. Furthermore, the book is a harmonious medley of accurate information and lucid explanations. The book is marginally biased towards mammals; however, other vertebrates and invertebrates, such as molluscs and arthropods, share the limelight.

All the aspects of time-honored bookmaking procedures have been taken into consideration to achieve the book, and the author has ensured that the book is pedagogically relevant.

Animal Physiology, is a pure physiology textbook and has been composed in conformation to the academic curricula of various institutions. Graduate and undergraduate students and their instructors are the target audience of the product.

The content of the book is an integration of animal physiology and other disciplines such as ecology, genetics and evolutionary and molecular biology. The author has obtained critical reviews, and the necessary changes have been made.

The product has consistently emphasized the importance of physiology in the course of an animal's life. Physiological developments and processes such as migration, endogenous rhythms and adaptations to extreme conditions have been discussed in the book. However, the parasitism and pathological aspects of animal physiology have been omitted.



## Dairy Production and Processing

ISBN	9781645340027
Editor	Alesia Simmons
Book size	6x9 Hardcover
Year	2021
Pages	270
Price	154.99

### Description

Dairy farming can be profitable for both individual farmers and commercial farmers. The advancement of technology is making this business easier by the day. Whether you want to breed your herds of cattle or want to improve the milk production in your farm, a plethora of solutions are available out there. However, as an individual who wants to get into farming or an amateur farmer who wants to improve their farm's performance, not having the proper knowledge of dairy farming can be obstructive. There are a plethora of breeding, milking or disease issues that can ruin the performance of your farm and ultimately reduce the profitability. Not to mention how improper techniques can be obstructed in the way of reaching peak performance. Also, many questions can arise about dairy farming, such as which of the animal breeds offer better annual milk yields or overall qualities, how to know that the cattle are in heat for breeding, and what can be done to prevent avoidable diseases during breeding, milking, and dry periods.

The Fundamentals of Dairy Farming is the one-stop solution for all kinds of dairy farming needs. Whether anyone is looking for dairy breeds with certain characteristics or wants to learn about how they can improve their farm's performance, this book addresses it all. It will be greatly beneficial for those who are unaware of the proper techniques of handling dairy animals for breeding, milk production. Even experienced farmers will benefit from this as it will help enhance the already gathered knowledge.



## Exploring Animal Science

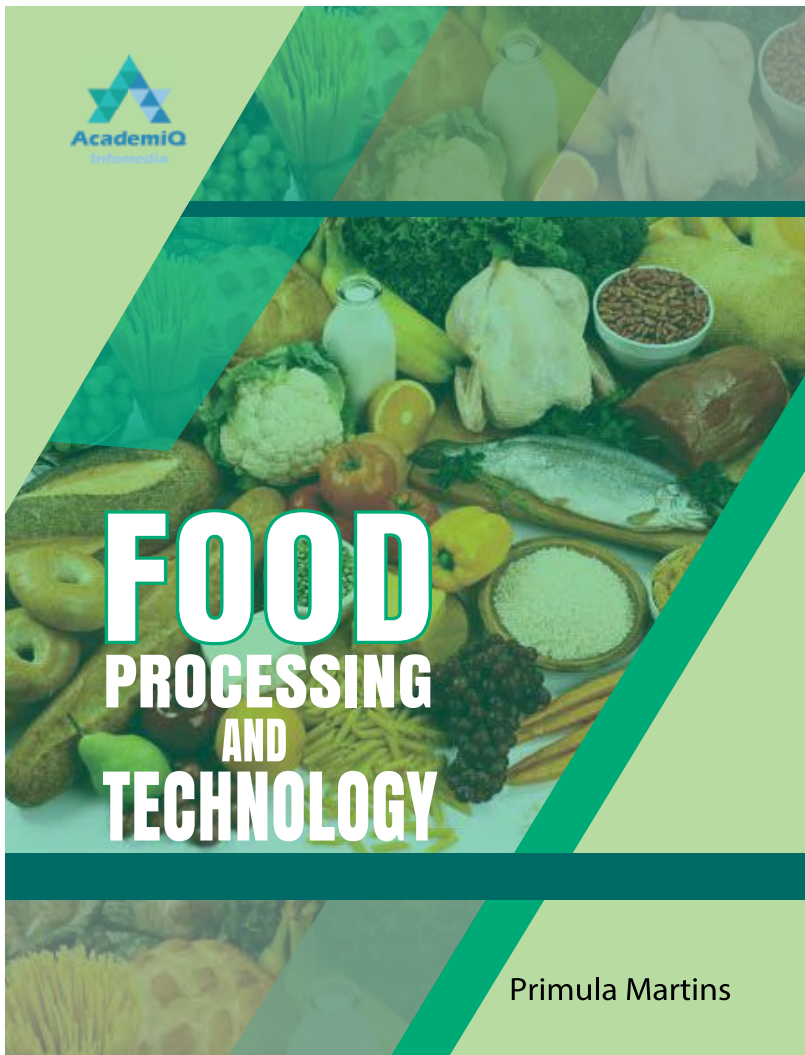
ISBN	9781645340362
Editor	Freddie Vinogradov
Book size	6x9 Hardcover
Year	2021
Pages	572
Price	184.99

### Description

“This book, “Exploring Animal Science,” presents an in-depth and enriching insight of the ultimate concepts of human existence through the intricacies and mysteries of animal sciences and their co-existence in the world to balance the ecology. An array of intriguing techniques and methods with examples help in getting an overview of the subject. This will also answer all your questions regarding the sustainability of the project. To make the project action-oriented and economically viable for a long time is the ultimate goal of all animal lovers and keepers. This book is a readymade solution for all their basic knowledge and needs.

The animal sciences, genetic testing, feedstuff study, genetic parameters, livestock, gastrointestinal tract, and nutrition are all covered in the book and discussed at lengths which deep classifications. A detailed analysis, also useful for the students of animal sciences and research. “





## Food Processing and Technology

ISBN	9781645340539
Editor	Primula Martins
Book size	6x9 Hardcover
Year	2021
Pages	328
Price	164.99

### Description

Food processing can be described as the process through which food science finds its application in the selection, preservation, packaging, and use of food in the most nutritious manner. The combination of engineering and food technology finds huge importance in the food processing industry.

This book, which is aptly titled Food Processing and Technology is very rigorous in its scientific explanation of the various methods that are involved in the area of food processing. It is at the same time very insightful when it comes to imparting a strong message to the society regarding the importance and role of the food processing industry. The book gives a vivid description of the physical properties of food materials, fluid flow, and basic principles of heat and mass transfer, reaction kinetics, centrifugation, thermal processing, spoilage or preservation of foods, crystallization, dissolution and refrigeration besides many other processes in this regard.

This book is intended to be primarily used as a textbook for courses in food processing and technology that are taught in colleges and universities. The latest edition has incorporated some of the latest trends that have been observed in this regard. It starts with a brief introduction to the properties of food materials, then the basic principles which govern the different scientific processes like centrifugation, freezing, and evaporation, among others, are discussed at length. It also emphasizes food packaging, cleaning, disinfection, and sanitation.

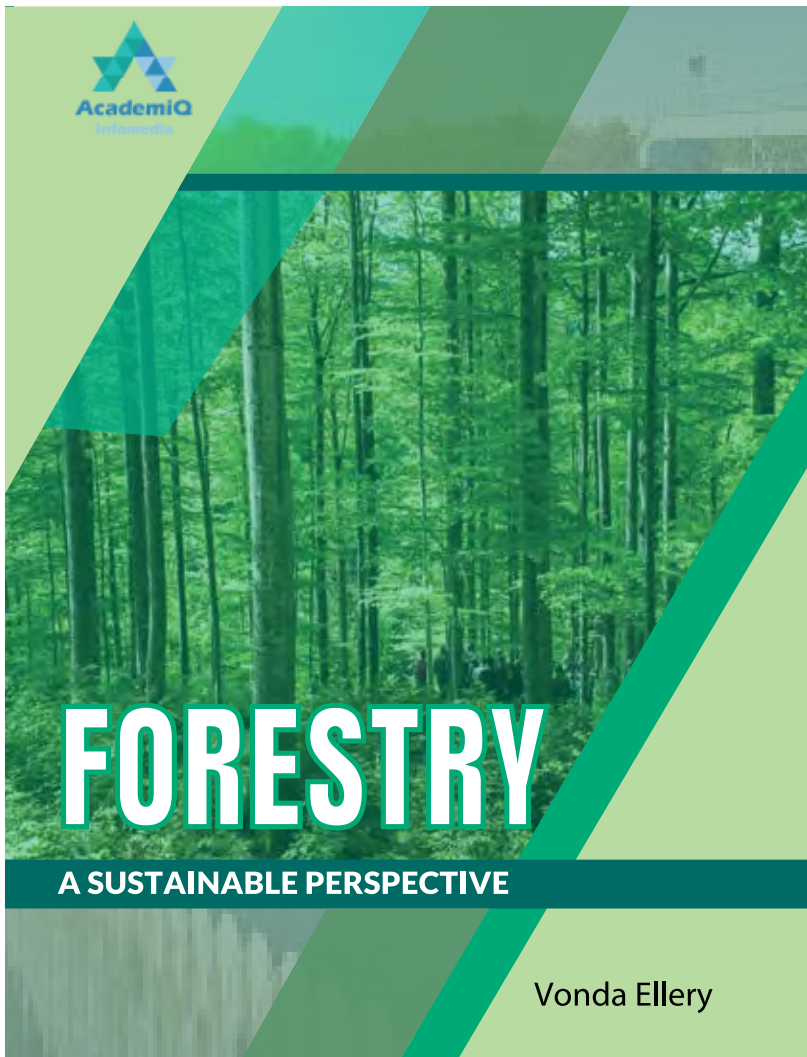


## Forest Health and Protection

ISBN	9781645340102
Editor	Freddy Nash
Book size	6x9 Hardcover
Year	2021
Pages	228
Price	154.99

### Description

The book delves into the various factors, agents and events that surround the functioning of a forest ecosystem. It discusses in detail the various concepts regarding Forest health and its implications. It gives readers a broad understanding of the factors affecting forest health like diseases, biotic injuries, abiotic injuries, pathogens, insects, etc. It also discusses the various management techniques and procedures that can be or need to be followed in the process of mitigating those factors affecting forest health effectively. The book also goes into detail about the event of Forest Fire and its implications on the broad ecology of the forests and beyond. The various aspects of a forest fire, from a destructive agent to a cause of effective succession to a management tool for various afflictions, are discussed in the book. The book also discusses a broad phenomenon like Forest Decline, Insect management in forests, and Forest Fires. It also goes into specifics, in discussing the various kinds of pathogen or insect induced afflictions, their symptoms, their cause and their management. This book is designed by its authors as a handbook for gleaning basic knowledge regarding all facets of the forest ecosystems (flora), be it the factors affecting it, or its impact on the society and the region in general. Vivid specifics have not been delved into in this book. However, the concepts regarding a variety of topics have been discussed for the easy reference of the readers.



## Forestry – A Sustainable Persepective

ISBN	9781645340614
Editor	Vonda Ellery
Book size	6x9 Hardcover
Year	2021
Pages	310
Price	164.99

### Description

“This book describes the components of sustainable management of forests and sustainable development, describes various concepts of sustainable forest management. The text contained in this book starts with an introduction of forests and their classification, including with status of forests and their role, human interactions with forest, and the history of forestry development. Even though conservation attention has usually implied in large forest areas, and evidence is increasing, which suggests that smaller forest areas are imperative for both conservation as well as rural development. The text also discusses the significance of environmental values associated with physical factors, impelling the conservation of forests in rural communities. The text is also focused on the identification of the key human factors that influence forest patch conservation in a tropical agricultural landscape. Forest features of hydrologic significance are also described.”

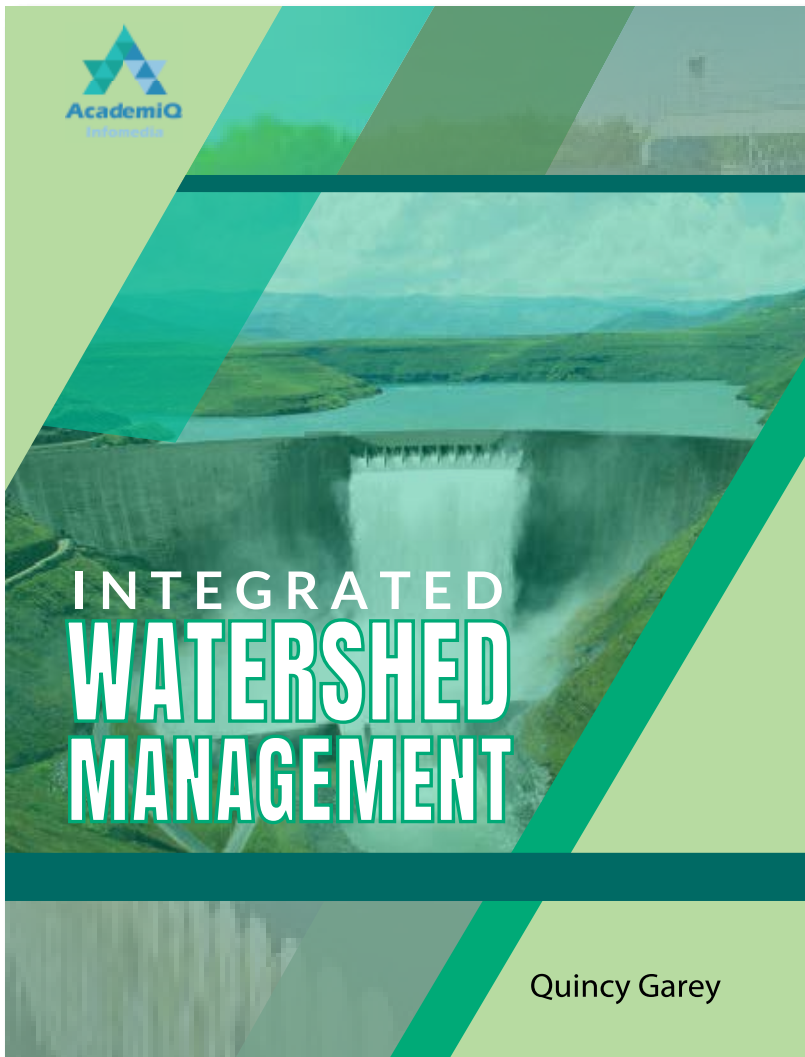


## Greenhouse Operations and Management

ISBN	9781645340065
Editor	Murdag Sutherland
Book size	6x9 Hardcover
Year	2021
Pages	516
Price	184.99

### Description

“An array of intriguing techniques and methods with examples and descriptions help in getting an overview of the subject. The greenhouse phenomenon, still in its infancy, is not a very common one. An expensive project than the other conventional methods of farming is an alien concept to the general masses or producers. All the methods starting from the inception to the end of one production cycle has been discussed in detail. The tools, the solutions required, the nutrients, and the method in which to arrange the greenhouse, gives you an insider view of this model of farming. The different nuances of greenhouse cultivation have been unfolded to provide the basics as well as elaborate analysis of this version. To make the project action-oriented and economically viable for a long time is the ultimate goal of all greenhouse producers. This book is a readymade solution for all their basic knowledge and needs. A detailed analysis, also useful for the students of agriculture and research. “



## Integrated Watershed Management

ISBN	9781645340607
Editor	Quincy Garey
Book size	6x9 Hardcover
Year	2021
Pages	334
Price	164.99

### Description

Traditionally, watersheds have been viewed as hydrological units to conserve soil and water, and a compartmental approach has been adopted. However, through the integrated watershed management approach, all-natural resources in the watershed are managed efficiently and effectively so that the rural livelihoods can be improved substantially through the convergence of various activities. This book is intended to cover technologies, information and knowledge that would help to address critical physical, biological and socioeconomic problems of natural resources and provides a mechanism for their sustainable management and utilization. Both internal and external factors of the physical environment, policy, economic, socio-cultural and technological dimensions are also elaborated.

This book provides readers with an opportunity to learn a flexible, integrated framework for watershed management that addresses the biophysical, social, and economic issues affecting water resources and their use. Thus, this book is intended to assess watershed characteristics that will help to explore the possibilities of reducing sedimentation and its related effects.



## Irrigation Technology

ISBN	9781645340126
Editor	Leontyne Smedley
Book size	6x9 Hardcover
Year	2021
Pages	448
Price	174.99

### Description

“This book introduces challenges in conventional methods of irrigation and addresses present time vulnerabilities and trends. My aim of writing this book was to make irrigation a better opportunity to enhance the farmer’s life as well as the reader’s core knowledge of it and provide the basis for research too.

I have faced many problems while mentioning most of them in an exact and relevant manner, but I have succeeded in compiling all of my knowledge about the irrigation technologies as well as the variation in the factors related to it.

The book covers almost all the topics related to irrigation technologies that one can think of while learning about various possibilities in irrigation. Investing in this book will give you the best knowledge about the technologies evolved in irrigation till now, and the investment in your irrigation should give you the best experience and outstanding results. By keeping all this in my mind, I am presenting the book in front of you and help you acquire the best with it.”



## Milk and Dairy Products

ISBN	9781645340232
Editor	Alesia Simmons
Book size	6x9 Hardcover
Year	2021
Pages	338
Price	164.99

### Description

“Here, to fill the gap between the commercialization of food and healthy eating habits, this book comes as a whiff of fresh air, blowing away the cobwebs of misconceptions.

Milk, the essential component of human existence and nourishment, an elixir of life, should form an important element in the daily eating patterns of every individual. Also, comparison of cow’s milk with sheep, goat milk, and breast milk. The harmful chemicals used to increase the production of milk and its negative effect on human health.

This book aims at providing a penetrating and in-depth approach to the mysteries associated with human nutrition, health, and diseases. The commercial angle of milk marketing and its various diversifications. What should be done to increase production, naturally, without the application of poisonous materials, bad for the environment and human health as well.”



## Organic Crop Production

ISBN	9781645340461
Editor	Ursella Beasley
Book size	6x9 Hardcover
Year	2021
Pages	316
Price	164.99

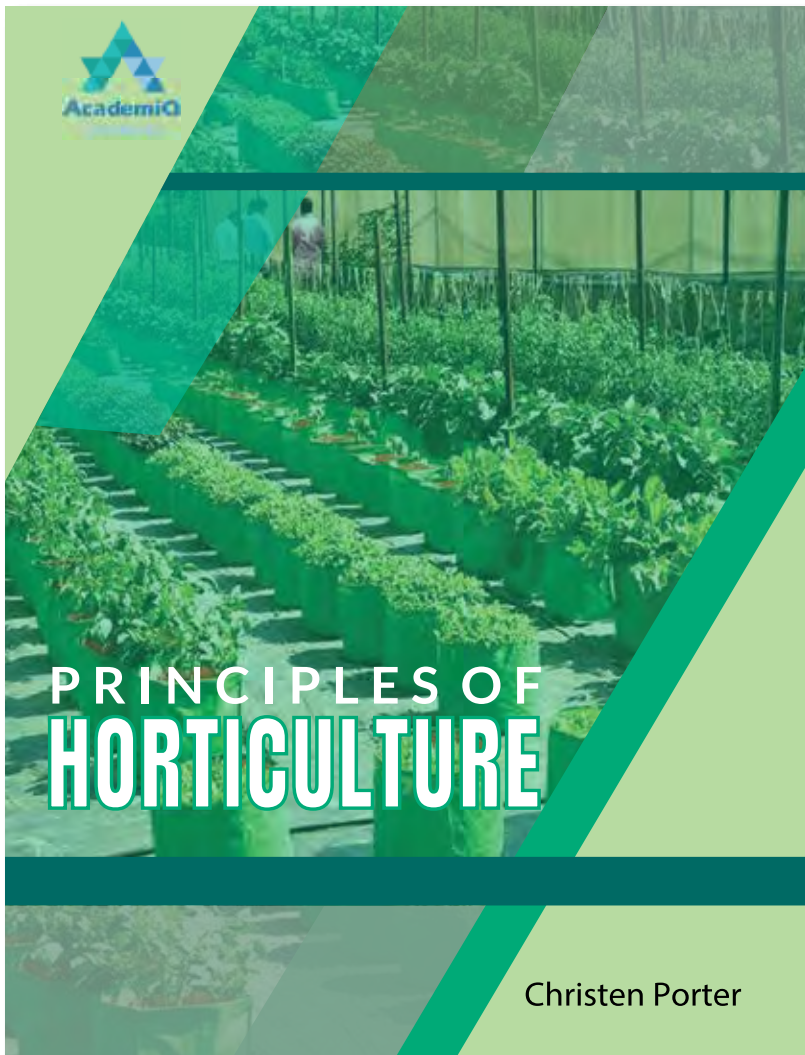
### Description

“As the title of the book says, “Organic Crop Production,” it explains how organic farming turns out to be sustainable farming. It has been targeted to readers who want to get their minds stimulated and thought the process in active mode and think about the management and practices of organic farming and educate the masses regarding it.

As a writer, I have written the book after doing much research, questioning myself, facing the situation, communicating at ground level, and focusing on finding the solutions also, while also providing a solution for the recovery process at individual levels.

A deep analysis of the various aspects of intriguing techniques and soil study. This will also answer all your questions regarding the sustainability of the project and its impact on the environment, ecology, and future generations to come.”





## Principles of Horticulture

ISBN	9781645340225
Editor	Christen Porter
Book size	6x9 Hardcover
Year	2021
Pages	456
Price	174.99

### Description

This book elucidates the proper techniques for horticulture and their application in a multidisciplinary approach. In agriculture science, horticulture is the branch, which is the mix of science, art, technology, and business for plant growth. It is a science as it works on principles, as an art due to its nature of designing the application of right principle at the right place and so on. This text will act as a guide for the readers to bring science, art, and technology used in horticulture on the same page.

This text is written to increase the understanding and significance of horticulture from the physiological aspect. Chapters maintain a continuous natural flow the information. The book is framed in the manner in which all the topics are covered in a compact form to reduce the exaggerated reading efforts.

The book begins with the insight into the introductory of horticulture, its history, nature, scope and continues with the description of horticulture and classification of plants. When you reach the end of the book, you will find yourself highly able to use different solutions for different conditions.

The book has a clear step by step procedure of every process; it has 23 chapters in all followed by appendices. There is no repetition of any topic in the book. It is designed in a very understandable language so that from beginners to the experts, all can use it.

This text is for centuries since it provides the core content related to horticulture to help students, as well as the researchers, to evaluate various results from the study and further develop it. You will gain something new every time you read it.



## Principles of Poultry Practice

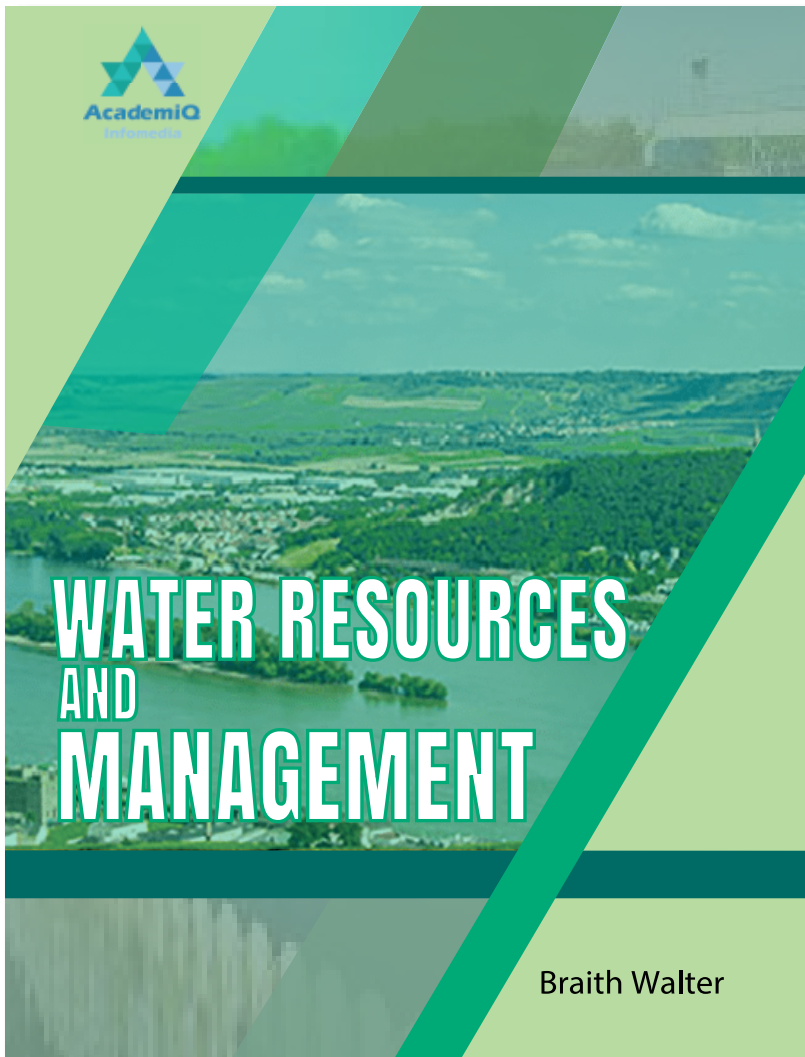
ISBN	9781645340294
Editor	Derryl Myers
Book size	6x9 Hardcover
Year	2021
Pages	276
Price	154.99

### Description

“Principles of Poultry and its Practices are concerned with the different aspects of poultry farming, the anatomy of the birds and how they are raised and about their management commercially. The process by which birds such as ducks, chicken, geese and turkeys are domesticated in order to get eggs or meat for food is called poultry farming.

This book also takes into account the taxonomy of the different poultry birds for a better understanding of the students. Poultry, that predominantly incorporates chicken, ducks, quail and turkey. The book takes into account the different models of growth of poultry, which lets the student understand how the growth models are set. It incorporates the egg-laying patterns of the poultry as well as the male and female reproductive systems. Various elements of poultry breeding and genetic improvement are incorporated to represent the basic idea about the different breeding patterns and the advancements to genetics.

This book is certainly going to help the students to learn about the basics of poultry, their physical characteristics and the management of poultry. “



## Water Resource and Management

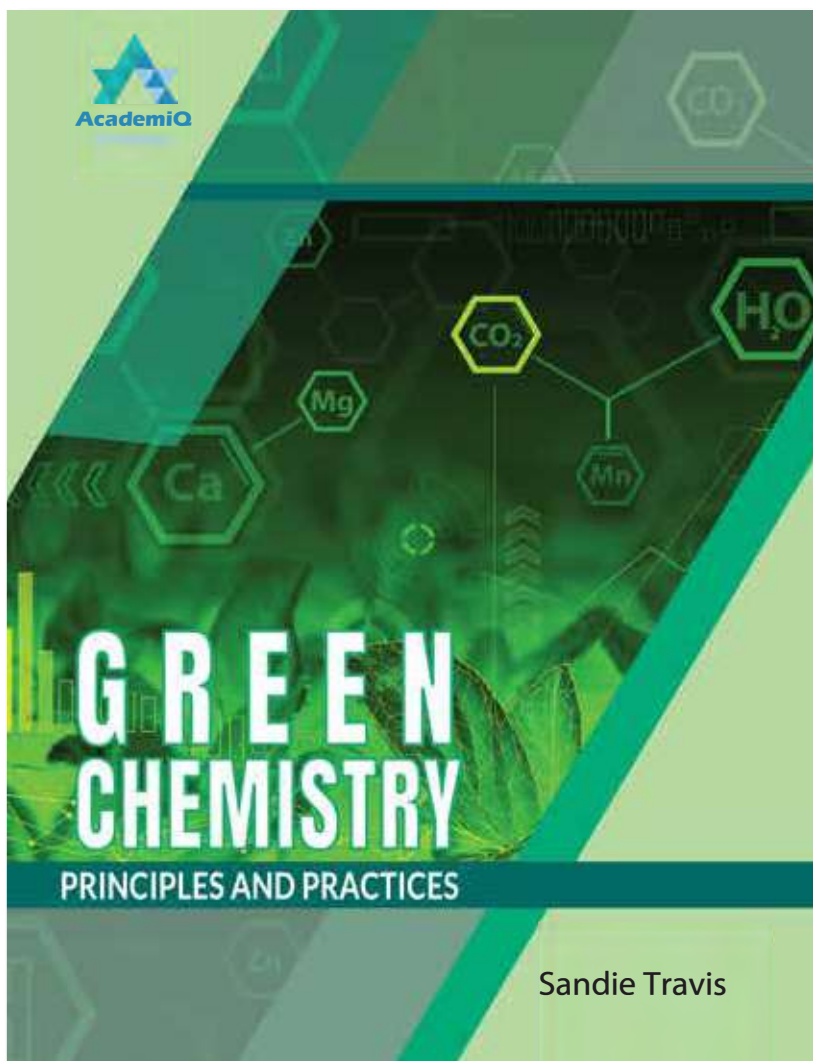
ISBN	9781645340416
Editor	Braith Walter
Book size	6x9 Hardcover
Year	2021
Pages	244
Price	154.99

### Description

“Water Resource and Management” is a book that deals with the issues relating to different water resources, their quality and management. Since water is a precious resource for the maintenance and survival of living beings, and therefore it needs to be preserved. This book helps its readers to study aspects like ecological implications of water like climate change, global warming etc., and their effects on the quality of water in its resources.

This book helps one to study phenomena like precipitation, hydrological cycle, evapotranspiration, infiltration, and water table, etc. This then further explains the reasons that have resulted in the continuous degrading of water quality, and the measures that we can adopt to keep this in check and help preserve these water resources like groundwater, etc.

Precisely, we can say that this book gives an insight into these water resources, their continuation cycles, and how to maintain them and prevent them from depletion and degradation of their quality. This book will help its readers to understand how even their smallest efforts and have a big impact on the conservation of these water resources and help to sustain life on this planet. As we all know, water is our lifeline!



## Green Chemistry: Principles and Practices

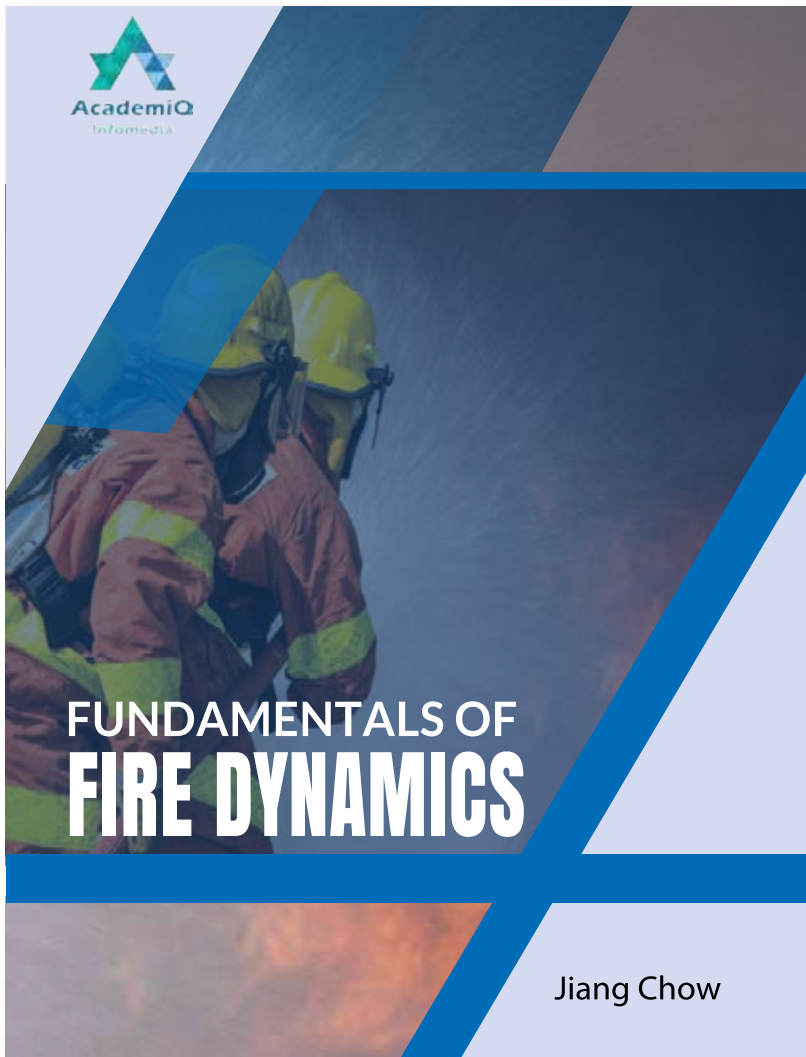
ISBN	9781645340300
Editor	Sandie Travis
Book size	6x9 Hardcover
Year	2021
Pages	334
Price	164.99

### Description

“For the past few decades, environmentalists have raised a hue and cry over this invisible killer, which set the governments and the chemists thinking. Moreover, the concept of greener chemistry came into perspective, where the problem was tackled at the fundamental level and not allowed it to grow.

A significant amount of work has been done in labs, all across the world to come up with greener and safer solutions to the problems of health hazards caused by harmful chemicals, plaguing the human race. Alternative solutions for the making of products of our daily use, such as toiletries and detergents, which caused side effects to the health of human beings, is replaced by environmentally friendly and healthy options.

Chemists are showing the way to a greener world and the use of renewable resources like ecosystem agricultural waste to human health and vitality.”



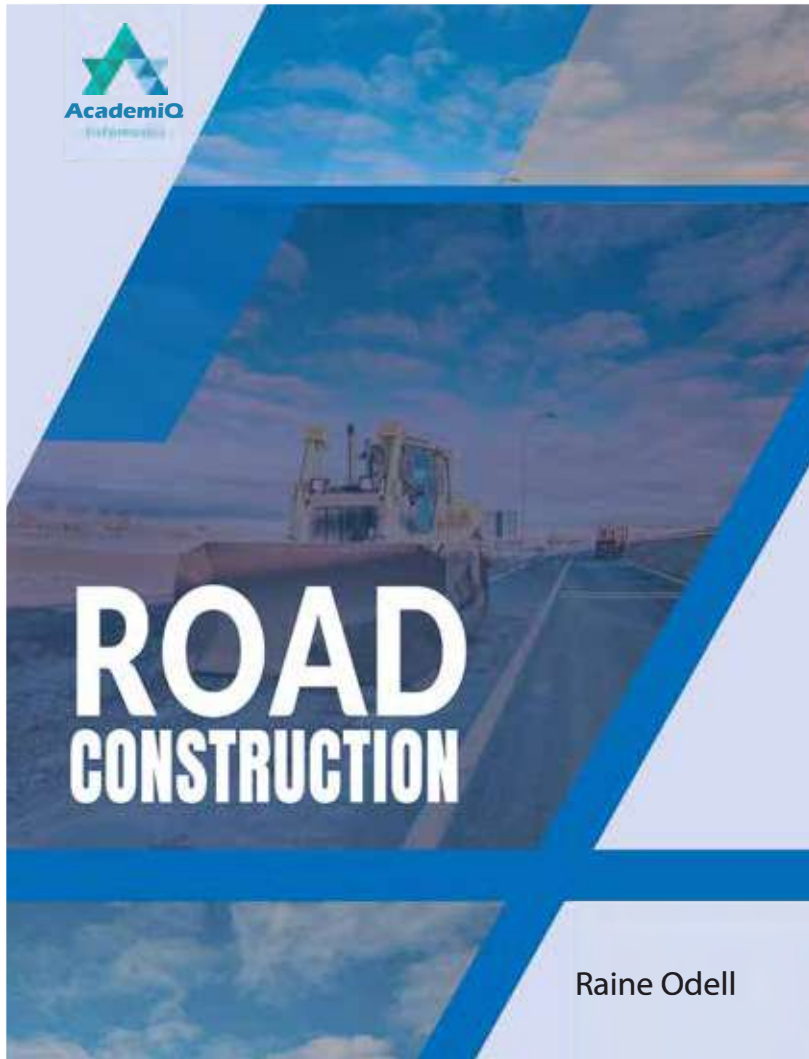
## Fundamentals of Fire Dynamics

ISBN	9781645340522
Editor	Jiang Chow
Book size	6x9 Hardcover
Year	2021
Pages	258
Price	154.99

### Description

“The book - An Introduction to Fire Dynamics - has been written with great emphasis on the students who are engaged with their undergraduate and postgraduate studies in great detail. The book has incorporated the latest of the experimental data as well as of the latest researches and studies which have been conducted in the past as well as in recent times. The book also provides a scientific background which is required for the students to develop further in the study of fire - safety engineering as a professional discipline.

The book studies in great detail the experimental data which have been gathered in connection and are of great relevance to the better perception of the fire - the behavior of the materials. The book also contains several numerical problems along with their detailed solutions, which illustrate the numeric applications of the subjects that have been presented. “



## Road Construction

ISBN	9781645340553
Editor	Raine Odell
Book size	6x9 Hardcover
Year	2021
Pages	358
Price	164.99

### Description

The book – Road Construction – revolves around the concepts of road engineering. It has incorporated the different related facts like planning and development of road construction, the effect of road on the economic development of different countries of the world. Different policies in regards to the construction of roads, traffic rules and safety, environment of the roads, designing methods are also given notable accounts. An investigative approach has also been included in order to highlight the facts and phenomenon related to the different type of soil, the impacts of drainage and hydrology as well as the designs of geometric alignment. Moreover, a significant amount of focus has also been given to the construction process, including the types of technology being used, maintenance of management, operation etc. The importance of education and training facilities that are required to be provided to the common people in order to increase the awareness regarding road safety as well as the rules and laws prevalent in different countries of the world are discussed lucidly. In brief, the book tries to give an overall vision of road construction and safety measurements, including the different related concepts as well.



## Traffic Engineering

ISBN	9781645340317
Editor	Delroy Seaver
Book size	6x9 Hardcover
Year	2021
Pages	352
Price	164.99

### Description

This book, "Traffic Engineering," is an insight into one of the most important aspects of modern day-to-day life. We all have stuck in traffic somewhere and at some frame of time, and this is not at all a wonderful experience. This book provides the answers to questions like, what is traffic engineering, how we can be benefitted from it, what measures we can adopt to have hassle-free traffic on road-intersections, etc.

This book is of great help to individuals, students as well as drivers alike. It provides them with the basics of road safety tips, traffic rules, traffic tickets, highway safety, and parking systems, etc. Therefore, it helps one to attain all-round knowledge on different aspects of road safety and traffic management.

As we all are living in this modern society where time is a luxury, and one cannot afford to waste it by getting stuck in traffic. It is where all this knowledge will come handy, and one can even help others just by simply following it.



## An Evolution of Mass Communication over the Ages

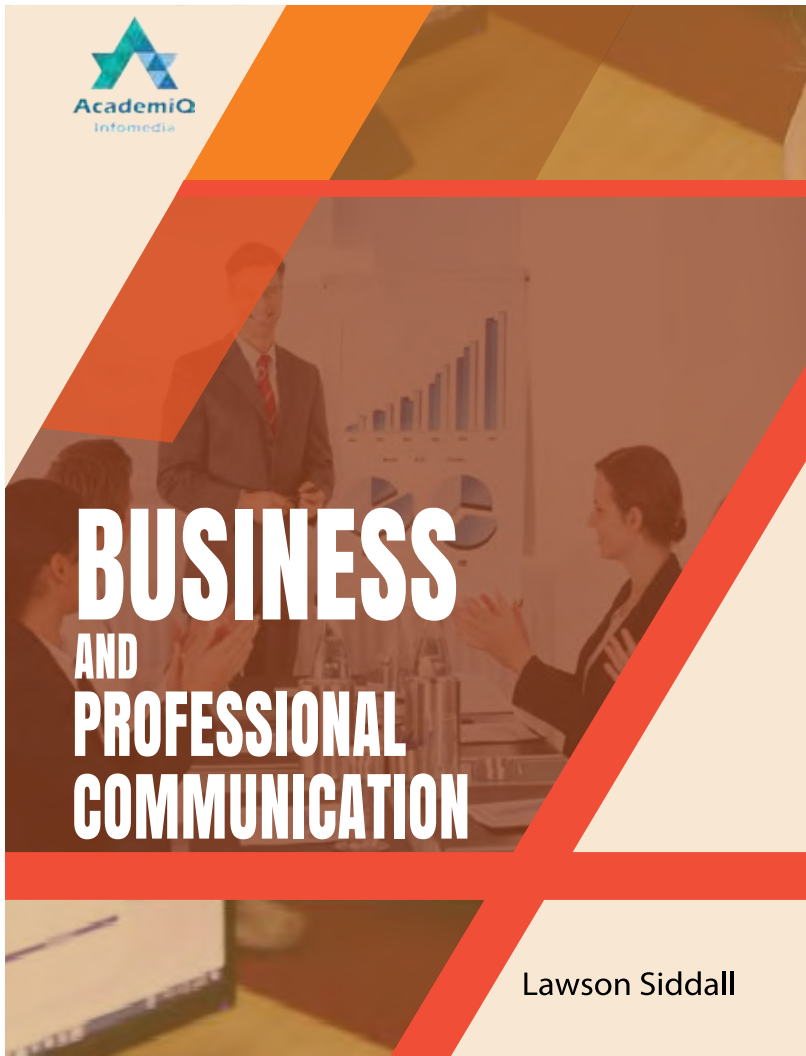
ISBN	9781645340515
Editor	Lorette Stafford
Book size	6x9 Hardcover
Year	2021
Pages	318
Price	164.99

### Description

The field of media has often been the most debated, and what continues to be an essential aspect of debate are the conversations that take place between individuals, the students, the academics, including the political discourses that all contribute towards the subject of media education. The particular book – An Introduction to Mass Communication – has been written, taking into consideration the curriculum of the students of mass communication in particular. The book encapsulates a wide range of history of mass communication while also providing a cultural perspective of the various developments that have occurred in this particular field over the years.

Media literacy continues to be a very pertinent issue of our times as social, civic, cultural, national and even political opinions are framed based on how information is consumed and as such, media literacy becomes highly essential. The sole objective of this book is to enrich the media knowledge of the students as well as to help grow media literacy among the common public spread all over the world.





## Business and Professional Communication

ISBN	9781645340270
Editor	Lawson Siddall
Book size	6x9 Hardcover
Year	2021
Pages	306
Price	164.99

### Description

This book is differentiated into six parts. This is a key book for developing skills for business and communication. So this whole book will guide you about how to enter a job place and how to interact with them. The whole book consists of 6 chapters to describe it. Chapter I of this book is about Beginning Communication Principles. Chapter II of this book will guide you about how to enter a workplace. Chapter III of this book will teach you about the relationship between the management and their subordinates. Chapter IV will guide you in the process of excelling in your work. Chapter V is all about the presentations on how to make effective presentations to grab everyone's attention. Chapter VI consists of this kind of information, which will help you to keep you a healthy balance between your daily life and work life.



## Digital Marketing

ISBN	9781645340201
Editor	Calvin Sudworth
Book size	6x9 Hardcover
Year	2021
Pages	216
Price	154.99

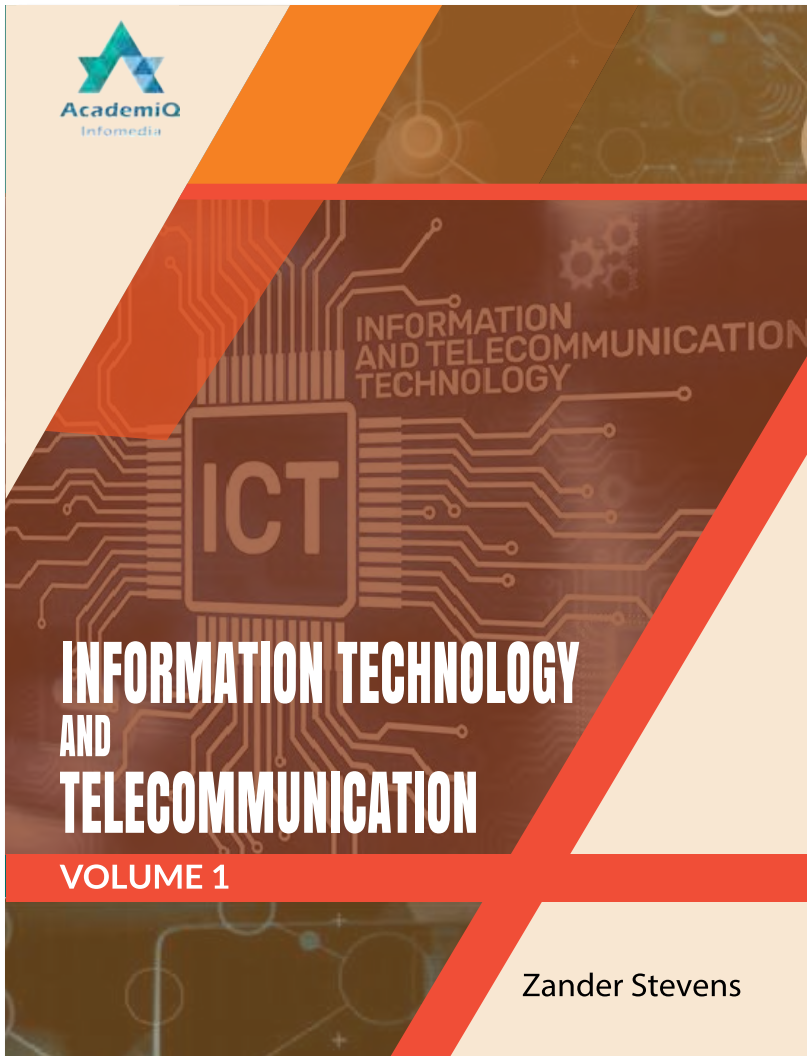
### Description

Digital Marketing Principles offers marketers or digital marketers an in-depth review of the various strategies and ideas regarding marketing online in a highly readable and understandable tone. The book was intended to provide solutions to the marketers for every marketing problem and need. The book will help to create an improved understanding and foundation of how digital marketing works, both for beginner marketers and experts.

The competitive times in the online marketing business make it more important than ever for the marketers to figure out how they can utilize various strategies to make their marketing campaigns more profitable and efficient. Digital Marketing Principles will help save time by providing all the necessary information needed, all in a single place. The content in the book aims at achieving two goals, and they are maximum coverage of information on the field along with low readability. These make the book easily understandable of every level of reader, and the practice concepts are simplified for easier implementation.

Digital Marketing Principles cover a significant amount of information, and to make sure that every necessary information was included, the best efforts were put into the book. It will act as an encyclopedia for digital marketing enthusiasts and marketers, and it will help to deal with any digital marketing problem that might pop up out of nowhere, especially during running various marketing campaigns online or trying to initiate the very first campaign for a business.

The book eliminates the need for going to experts or spending tons on agencies for issues that can be solved by the marketers themselves. The practice of understanding online needs and issues and being able to solve them without help is something marketers should be able to do. We hope that marketers will be able to improve their online marketing actions to improve their business with the help of the materials in the book.



## Information Technology and Telecommunication (Volume 1)

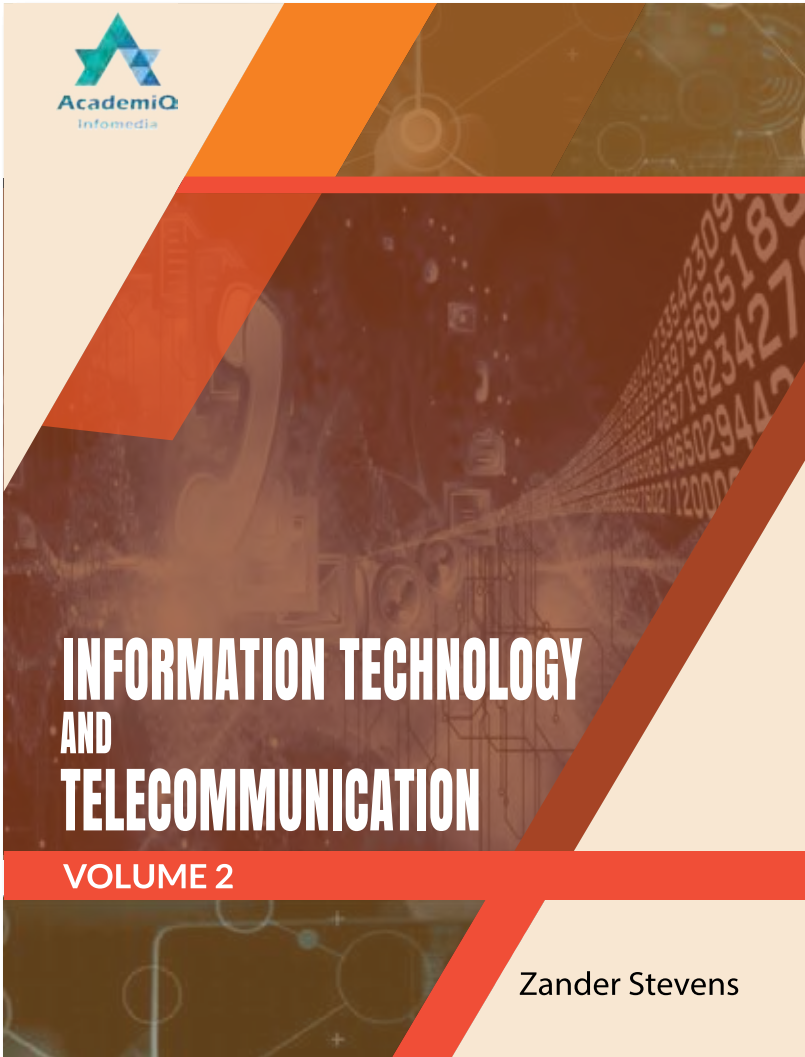
ISBN	9781645340577
Editor	Zander Stevens
Book size	6x9 Hardcover
Year	2021
Pages	290
Price	154.99

### Description

A program of persevering information advancement planning is basic to the achievement of any IT gathering. Development is consistently progressing, and it gives the idea that there is another application released every day that is expected to improve cooperating. This can be overwhelming if you do not stay current on the huge level examples of advancement and their contrasting influence on business.

Information development getting ready can empower the boss to choose the impact of new advances and how to alter their business structures. Endeavoring to envision how Web 2.0 changes standard game plans are irksome when you have no learning of how these new specific applications are being used from a business perspective. As an issue of first significance, chairmen should enthusiastically volunteer to end up proactive by keeping awake to date with creating examples and understanding them from a particular perspective, anyway surveying them from a progressively critical level, key perspective.

PCs and correspondence developments furthermore advance more market-like sorts of creation and transport. An establishment of figuring and correspondence development, giving 24-hour access easily to for all intents and purposes any expense and thing information needed by buyers, will decrease the instructive checks to gainful market movement. This establishment may, in like manner, give the best approach to influencing constant trades and make delegates, for instance, bargains agents, stock middle people and excursion pros, whose limit is to give a major information interface among buyers and vendors, overabundance. Clearing of representatives would reduce the costs in the age and dissemination worth chain. The information developments have empowered the headway of updated mail solicitation retailing, in which product can be mentioned quickly by using telephones or PC frameworks and after that dispatched by suppliers through facilitated vehicle associations that depend broadly on PCs and correspondence advances to control their exercises.



## Information Technology and Telecommunication (Volume 2)

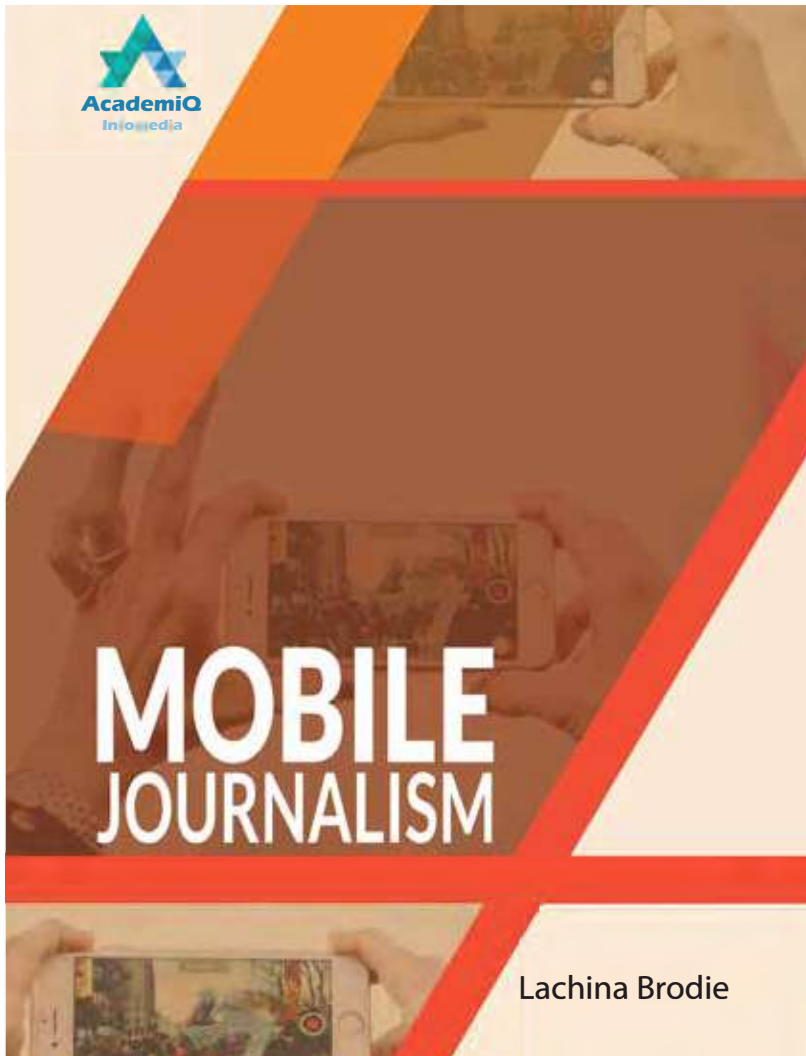
ISBN	9781645340584
Editor	Zander Stevens
Book size	6x9 Hardcover
Year	2021
Pages	206
Price	154.99

### Description

This is the second part of the book “Information Technology and Telecommunications,” it is a continuing series that carry forward the contents of the previous book. In this book, one comes across various topics related to modern information technologies and their detailed structures. This book gives an advanced edge to its readers and helps them reap the benefits of these technological advancements.

In this book, one gets to study different topics like modulation and its types, nodes and topologies, as well as different types of networks that we use in different situations. This volume focuses on network types like LAN, WAN, MAN, etc., along with details about IP addresses and much more. This book helps its readers to stay updated with the latest technological advancements and use this knowledge to their benefit.

The books “Information Technology and Telecommunications Volume 1” and “Information Technology and Telecommunications Volume 2” are a combined effort to put together different aspects of modern technology and help its readers to study the same with fine details.



## Mobile Journalism

ISBN	9781645340430
Editor	Lachina Brodie
Book size	6x9 Hardcover
Year	2021
Pages	214
Price	154.99

### Description

The latest mobile phones are powerful machines, and this book will help you unlock and harness this power. You will gain the knowledge, language and confidence to quickly make professional-looking videos, learn the basics of the subject and be conceptually strong from anywhere in the world. You will learn the methods for making great-looking content!

This read up brings together collective information about mobile journalism so that it serves as a one-stop book for beginners. So be ready to begin your journey as a mobile journalist. It's a place to begin working out what kind of equipment do you need, what kind of tools are required in your kit, do you need a tripod, a microphone, something more complex? It is going to introduce you to many apps that can be used. The ethical considerations of mojo is another area which contains many dilemmas, and this book covers the same with swift perfection so that you can deliver your best ethically.



## Social Media and Marketing

ISBN	9781645340256
Editor	Marella Damiani
Book size	6x9 Hardcover
Year	2021
Pages	274
Price	154.99

### Description

“Web-based social networking has turned out to be one of the most dominant advertising devices in the business world. What makes it especially viable is the way that it takes into account the quick scattering of data over a wide scope of people at entirely reasonable costs.

Online networking has turned into a piece of regular daily existence, and if the pattern during the previous two decades is any sign, we can securely accept that it is digging in for the long haul and will keep on blasting as an amazing promoting apparatus. Rather than review your internet based life accounts as time-sucking diversions, make a move towards considering them to be powerful and moderate approaches to interface with a greater amount of your prospects and assemble associations with them after some time.

This book of Social Media illustrates you every other aspect of social media in business, life, how to build an effectual social media marketing, its network structure and much more.“



## Analytics, Data Science, and Artificial Intelligence

ISBN	9781645340287
Editor	Hailey Tyrel
Book size	6x9 Hardcover
Year	2021
Pages	326
Price	164.99

### Description

This book aims to provide knowledge about theory, techniques, and applications for people who want to learn Analytics, Data Science, and Artificial Intelligence.

Analytics consists of collecting, processing, analyzing, and interpreting data to derive insights. We can collect data from many different sources – from our gardens to our sports teams. We can process it in a myriad of ways. We can define our questions and work with data to answer them. And finally, our insights can have a direct, measurable impact on business today.

Data science is the study related to information, where it came from, how to represent it and to transform it into something valuable which can help in developing strategies for the enhancement and growth of the business. With the help of huge mining amounts of unstructured as well as structured data, various patterns can be identified, which an organization can use to determine costs, new opportunities and can even increase the performance, efficiency and get a competitive edge.

Artificial intelligence (AI) makes it possible for machines to learn from experience, adjust to new inputs, and perform human-like tasks. Most AI examples that you hear about today are from chess-playing computers to self-driving cars, rely heavily on deep learning and natural language processing. Using these technologies, computers can be programmed to accomplish specific tasks by processing large amounts of data and recognizing patterns in the data.

This book covers almost all the topics which come under Analytics, Data Science, and Artificial Intelligence, one after another.



## Blockchain Applications

ISBN	9781645340188
Editor	Macey Vance
Book size	6x9 Hardcover
Year	2021
Pages	222
Price	154.99

### Description

“This book gives readers a complete knowledge about the concept of Blockchain technology. The book explores the various concepts of blockchain technology from scratch and provides a detailed description of all the essential concepts for a better understanding of the readers. References and further reading have been provided at the end of each chapter of the book, and all those interested in going in-depth about the concept other than the information provided and recorded in the book can utilize these references.

The case study chapters consist of code samples, which gives additional insight on the coding done in the blockchain technology even though the book is not stepped by step guide or tutorial specifically aimed at explaining the coding in the blockchain. Instead, the emphasis has been laid on the more important and essential and bigger concepts and technical considerations in the designs in applications that are based on the blockchain network. The book has basically and primarily been written for software engineers and architects, the developers and the Chief Information Officers and also the researchers and the students engaged in these areas of work.

The book provides an insight into the architecture of all the software systems that make use of blockchain technology. The book acts as a tutorial and guide regarding assessing the suitability of a blockchain and on designing applications that are blockchain-based and explores the various kinds of architectural designs and also the trade-offs. The book comprises of several examples of blockchain-based applications, existing blockchain platforms and can be used for reference in the case of patterns of design of the blockchain networks. The book consists of diagrams that are used to explain the concepts in a manner that is understandable and useful to all the readers. However, the use of mathematical formulas has been limited to a great degree unless very necessary, such as in the case of cost estimation. “





## Essentials of Cybersecurity (Volume 1)

ISBN	9781645340041
Editor	Rickie Osborne
Book size	6x9 Hardcover
Year	2021
Pages	300
Price	154.99

### Description

“Everything is a matter of perception and the correct approach to problem-solving. This is the area of focus of this book -- security issues ailing the technological world.

The remarkable experiences of mine while researching for the book, has been laid threadbare, for you, the readers, to understand and dissect, in the language of the common people.

The goal of the book is to make it engrossing, at the same time, informative. The latest developments of the advancement in computer technology have been chronicled for you in a handbook style, to make it easy to handle. An easy-go style, for everyone, to pick up and tackle simple security issues independently. Evolve with the fast-changing scenario and to stay a step ahead is the purpose of the book, and very humbly, I present it before you.”



## Essentials of Cybersecurity (Volume 2)

ISBN	9781645340058
Editor	Rickie Osborne
Book size	6x9 Hardcover
Year	2021
Pages	458
Price	174.99

### Description

“The book will begin with the real-world issues related to perimeter security and will proceed to go deeper into understanding the network environment, and then towards the course of security of your network. As you will move towards the end, you will be enucleated with the proficiency over perimeter security.

The book contains tools and utilities which are crucial for any successful implementation. The goal of the book is to share real-life experiences to reduce any chances of theoretical dominance and provide the ability with the readers to apply the knowledge practically without any practicality issue.

This book will be fascinating for researchers, graduate students, cybersecurity developers, and common people. This journey of writing the book has been inspiring to me, I have shared my knowledge related to cybersecurity in this book, and I believe the readers will appreciate it. This book will serve as a valuable resource of knowledge to generations for various purposes.”

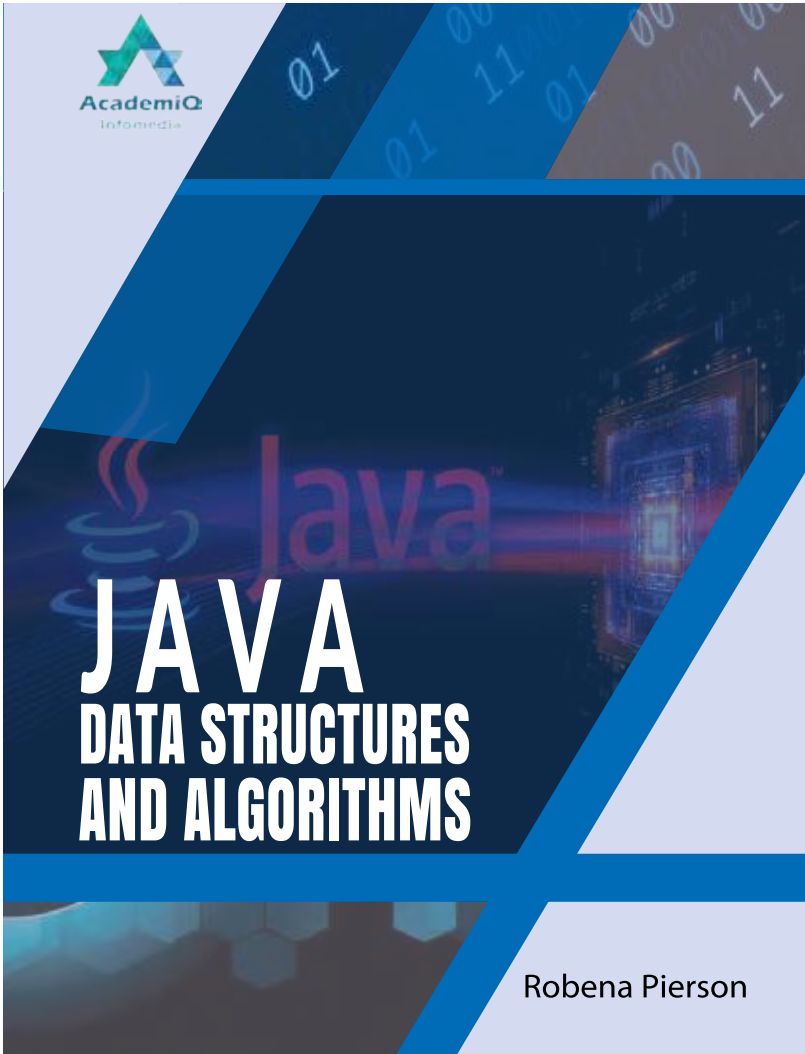


## Internet of Things (IOT)

ISBN	9781645340560
Editor	Mickey Varnham
Book size	6x9 Hardcover
Year	2021
Pages	330
Price	164.99

### Description

The book "Internet of Things (IoT)" is designed to be an introductory yet comprehensive guide regarding the use of interconnected "things" in shaping our everyday lives. From fridges to traffic lights and sprinklers to drones, everything is becoming more and more interconnected, not just to our lives but also to each other. This book helps you in understanding how the innovation in devising technology that allows things to "communicate" with each other took shape and how they are shaping our world now. Although effort has been made to be comprehensible to beginners, the authors also have taken special care to go over the intricacies and complications of the subject just as well. The changing nature of the world requires the study of not just the changes, but where those changes lead. In the Information and Technology sector, one such driver of innovation and change is the field of IoT, and as such, it needs to be understood so that projections for the future can be made. This book covers the very inception of the idea, to its intricacies, to its use cases giving the reader a comprehensive understanding of the subject matter.



## Java Data Structures and Algorithms

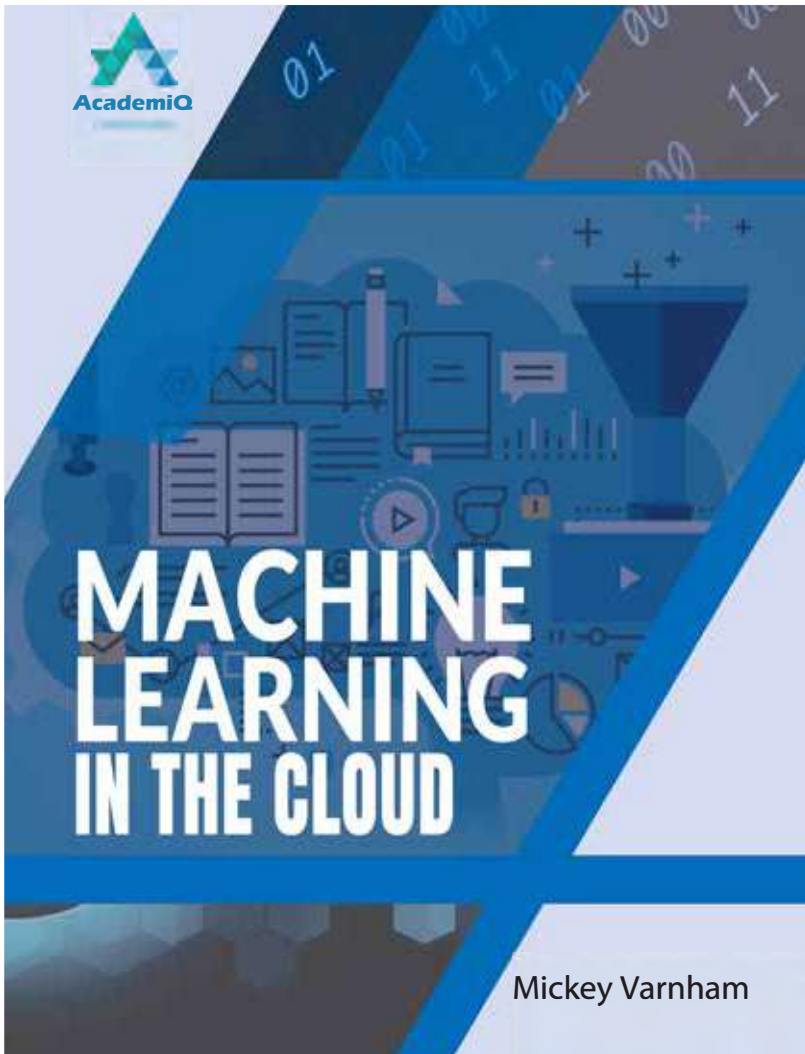
ISBN	9781645340249
Editor	Robena Pierson
Book size	6x9 Hardcover
Year	2021
Pages	332
Price	164.99

### Description

“This text is written as an answer for anyone who is trying to master data structures and algorithms. You will be able to begin from nothing without any prior knowledge about data structures and exposure to algorithms of java.

As the name suggests, data structures and algorithms in java, the text is about different aspects of data structure and problem acknowledgment with their best solutions. The book has been enriched with detailed explanations of all the concepts.

The book is concentrated on the practical aspects of all the topics, and keen efforts have been put to cover all the topics. The book contains various examples of the topics which enhance understanding. There is a natural flow of topics and content in the whole book, which makes it very interesting and induces interest in working with it. I hope this book will provide you the best of your expectations.”



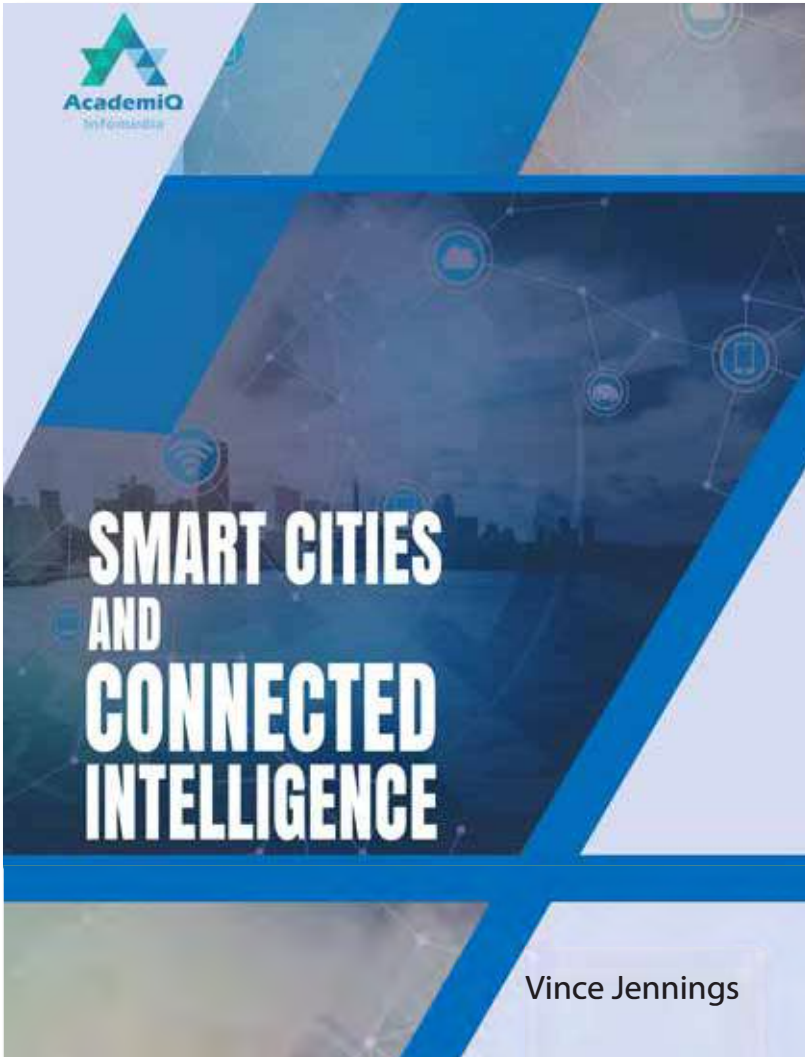
## Machine Learning in the Cloud

ISBN	9781645340324
Editor	Mickey Varnham
Book size	6x9 Hardcover
Year	2021
Pages	248
Price	154.99

### Description

Machine learning is becoming the future in the technology world, and people working in the field have a great time ahead of them. As technology improves, the opportunities for utilizing machine learning for various needs or reasons are increasing greatly. There is a ton of ways you can make use of Machine learning, whether it is to track the performance of certain entities or keeping track of certain behaviors. The presence of cloud services gives the technique all the more reason to be utilized. If you are only getting into this field of work, the sector can appear to be quite daunting. Without proper knowledge of problem-solving methods, you would be running in the dark, and that too, blindfolded. Having good knowledge of the field can get you far in the industry while lacking in knowledge will not get you anywhere where you can make progress. Also, during work, you will come across tons of questions regarding how to use ML using cloud services properly, and the right scenarios to make use of the correct methods.

Machine Learning in the Clouds aims to rid you of your worries regarding working with ML utilizing the cloud services. If you are looking to get into cloud ML, or want to develop your skills further, this book has all the characteristics to fulfill your ML needs. You will benefit from the book even though you are a beginner or an expert.



## Smart Cities and Connected Intelligence

ISBN	9781645340423
Editor	Vince Jennings
Book size	6x9 Hardcover
Year	2021
Pages	360
Price	164.99

### Description

The concept of smart cities might seem to be easy theoretically for many, but it is a complex term when we put it into practice. There are many confusing terms,, and this book is dedicated to clear all those confusions. Also, the need for sustainable development of the smart cities is subtly highlighted across different chapters of this book. It contains 11 chapters that focus on the social issues of the citizens apart from the smart digital services and infrastructural changes that are necessary while implementing a smart city model. The rapid surge of urbanization engagement of people is necessary for the overall development of the cities, and this book emphasizes the active engagement of citizens.



## Crime Control

ISBN	9781645340386
Editor	Pauleen Geary
Book size	6x9 Hardcover
Year	2021
Pages	264
Price	154.99

### Description

This book provides a detailed and all-inclusive account of the distinctive and multifarious approaches to crime control from an indiscriminate perspective. The book touches on a variety of issues and presents an introductory analysis of each of the issues touched. The book will come in handy to anyone inquisitive and looking for an intellectually stimulating knowledge about the multiple layers of complexity and the diversity of domains in the subject of crime prevention and control. The book also touches on the multiple aspects of identifying and evaluating crime control as well as the nature of law enforcement of different types of governments. The book is a thorough update on the current happenings in the crime world as well as the methods currently adopted for crime control. This book has been designed in such a manner so that it would appeal to readers of all ages, and this book certainly promises to cater to the needs of scholars and researchers who are looking to study crime control and looking for informative facts.



## Criminal Investigation

ISBN	9781645340331
Editor	Kennard Jeffers
Book size	6x9 Hardcover
Year	2021
Pages	320
Price	164.99

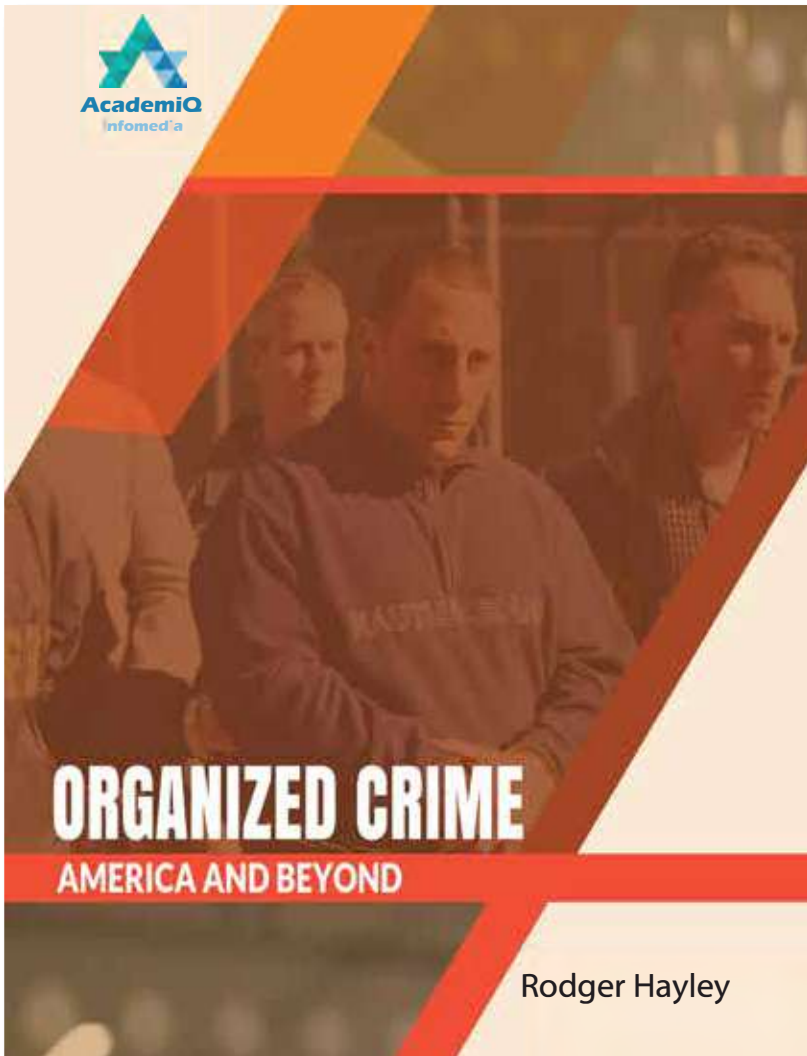
### Description

With this book in your hand, you will have access to a world full of easily intelligible information. The aim is not only to inform you and teach you methods and terminology but to refine your basic skills and knowledge to present you as a smarter person.

If you are a new learner, all your questions will be answered and more. All basics will be covered, and your critical thinking skills will be redefined. Otherwise, simply skim and scan through the classified chapters to refresh your memory or clear your doubts. It does not matter if you are a novice or an expert; this book contains all criminal investigation related chapter and verse.

To thoroughly know about criminal investigations and perhaps even become an expert on it, this will be your ultimate guide. Since you have already turned into a few pages, now you know how you will benefit from this and cultivate basic detective skills.





## Organized Crime America and Beyond

ISBN	9781645340355
Editor	Rodger Hayley
Book size	6x9 Hardcover
Year	2021
Pages	260
Price	154.99

### Description

Organised Crime: America and Beyond is a book that undertakes the comprehensive task of understanding the state of criminal industries in North America, both from a historical and contemporary point of view. The authors, through this book, hope to highlight the relevance of the historical events that nurtured the culture of organized crime within its boundaries and beyond. The book highlights the current state of crime in America that goes beyond to properly adjudicate the legislative issues that control of organized crime does create. This piece of non – fiction literature is meant to be a stepping stone for the reader who wishes to pursue further study into the subject of crime and its associated “industries” and its state as is.



## GIS for Disaster Management

ISBN	9781645340379
Editor	Edmund Varley
Book size	6x9 Hardcover
Year	2021
Pages	346
Price	164.99

### Description

This book helps its reader to understand the ultimate concepts of human existence during the situation of a disaster, and preparing them to combat the situation of a disaster, and how to recover from such a situation. It consists of very engrossing examples from real-life situations and is projected towards the readers and the concerned authority. This is not any regular book to be read, but it is a book with unique formula targeted to readers who want to get their minds stimulated and thought process in active mode and think about the disaster, institutes, volunteers, communities and educational institutions that help in the implementation of the recovery policies and also educate the masses regarding it. It drives an urge of inquisitiveness in you and takes a step ahead by providing solutions also. These questions will make the mind work and ponder to bring the readers to come up with their ideas in combination with the methods implied here.

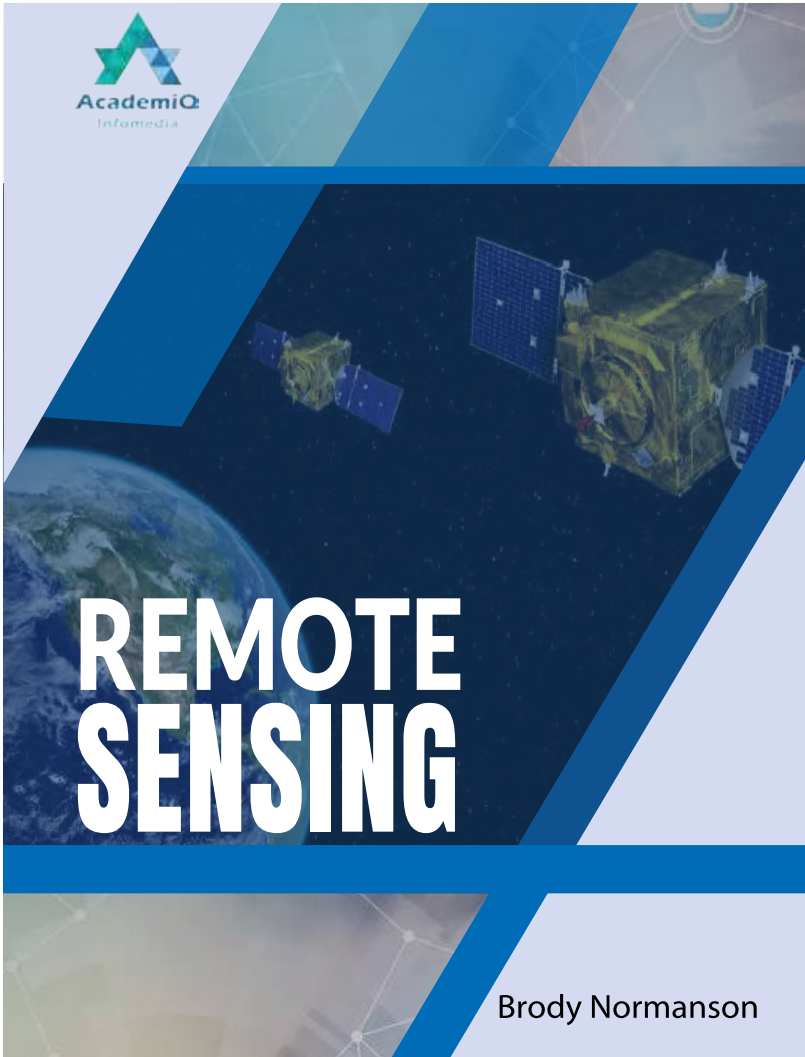


## International Disaster Management

ISBN	9781645340478
Editor	Edmund Varley
Book size	6x9 Hardcover
Year	2021
Pages	224
Price	154.99

### Description

The book is entailed with adventurous facts and information regarding disasters throughout history and in the present days. It brings in to the limelight and educates the readers about heroic concepts of human existence during the situation of a disaster, preparing to combat the situation of disaster and how to recover from it. The book has examples from the real world, which is full of disasters and how the situations were tackled with care and concern. The book will stimulate the minds of the readers who want to get insights of the situation during such adverse situations and get their thought process in active mode to think about disaster management, UN International Strategy for disaster reduction, hazards analysis, risk and vulnerability, mitigation, preparedness, response, recovery, multilateral organizations, International Financial Institutions and special considerations on the event of a disaster and its management.



## Remote Sensing

ISBN	9781645340096
Editor	Brody Normanson
Book size	6x9 Hardcover
Year	2021
Pages	250
Price	154.99

### Description

“Remote Sensing for earth observation and the various mechanisms involved in the process of information acquisition, storage and distribution have become a necessity for the implementation of the sustainable development process in today’s world. Everything from communication and military surveillance to oceanography and terrain mapping is dependent on the data from aerial sources and the functionalities provided by the satellites. This book aims to provide a basic, yet thorough, understanding of the process of remote sensing in terms of visual information generation (or through images). The chapters of this book are so aligned that it takes the reader through the whole process of image development, both historical and future and provide a comprehensive description of the image generation process both digital and analog.

After describing in detail the processes involved in image generation and their interpretation, the book delves into the realm of the various earth observation imaging platforms, mainly satellites. It familiarises the reader with the innovation in the field of image sensors and the various satellites that enable the earth observation process. After that, it analysis various topographical locations in the continental United States to able to put into evidence the vast spectrum of data sets that remote sensing can provide for. In short, the book is a comprehensive beginner’s guide to remote sensing technologies for earth observation by the medium of visual outlets (i.e., images). The authors of this book, hope to be able to provide a platform for newer entrants into the field of remote sensing or image sensing such that they can utilize their existing knowledge base to progress into the specifics of this field of study.”



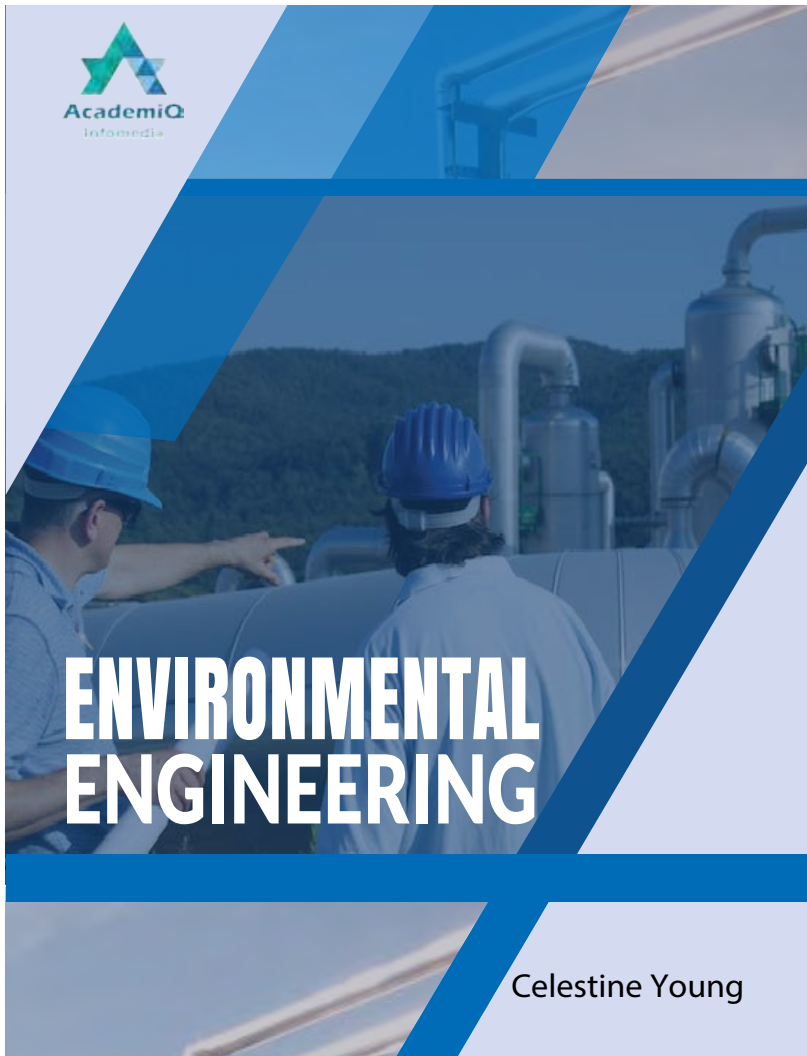
## Air Pollution Control Engineering

ISBN	9781645340003
Editor	Radcliff Mathers
Book size	6x9 Hardcover
Year	2021
Pages	260
Price	154.99

### Description

“From the alleys of the world environment comes a handbook dealing with air pollution, its control and engineering. This is a step by step guide divided into segments, taking you into a long journey to make you aware of the major crisis facing the world environment today. This will transform the way you think about the atmosphere and the air we inhale. The misconceptions regarding atmospheric condition will go for a toss, on reading through this book.

Air Pollution Control Engineering is geared towards the havoc air pollutants and harmful emissions creating in the subatmospheric strata. It is eroding the ozone layer, essential for human health and vis-a-vis, leading to a cascading effect of harmful incidents. In a threadbare explanation, all sources of air pollutants and their resultant effects are depicted in detail in this book.”



## Environmental Engineering

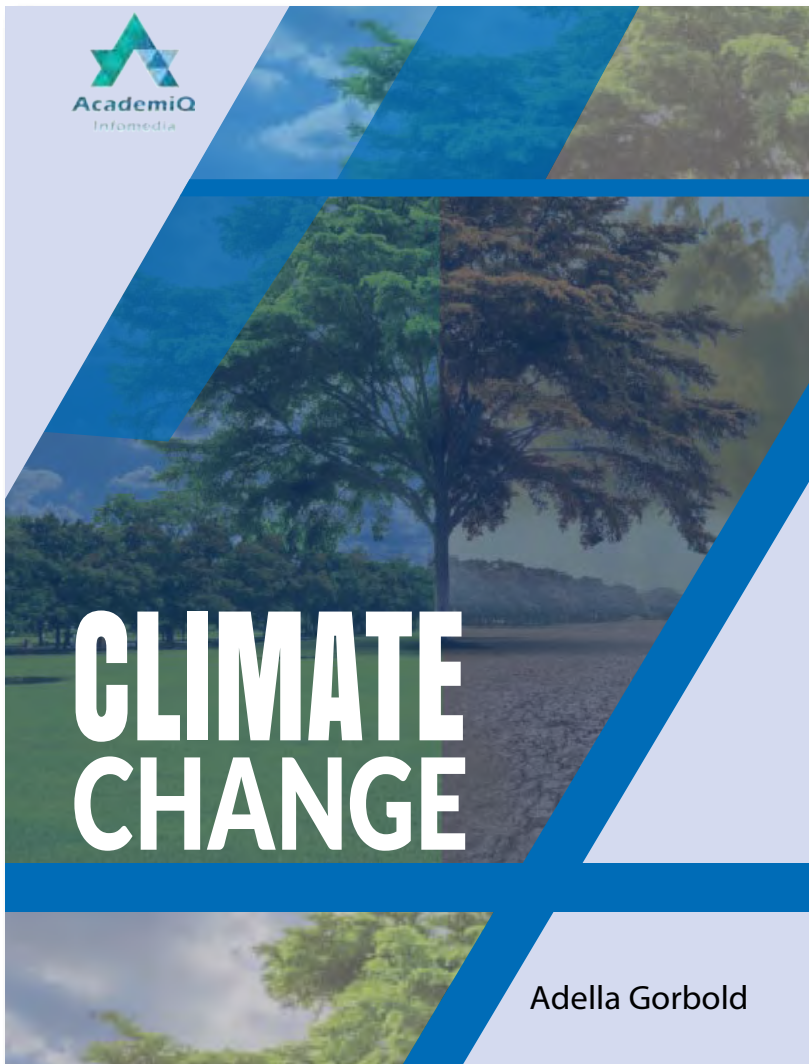
ISBN	9781645340119
Editor	Celestine Young
Book size	6x9 Hardcover
Year	2021
Pages	258
Price	154.99

### Description

The author has written this book to help its readers gain the benefits of today's technological advancements. As we all know, that environment has been greatly affected by the developmental processes of mankind. To improve this degrading situation and to reduce the ever devastating effects of our development plans on our environment, one needs to put consistent towards the betterment of the environment.

This book helps one to understand the widespread effects of our actions even on the smallest unit of the environment, and then guides us to make amends. It encourages one to do his part on the way to environmental conservation. And all this is done by uniquely combining modern technology with human efforts. It combines different aspects of science and technology and weaves them together to form the intricate structure of environmental engineering. This book combines aspects like ecology, hydrology, biotechnology, conventional sources of energy, etc., in various different chapters, such that one can have a detailed overview of all these processes and phenomena.

As the title "Environmental Engineering" completely justifies, and motivates one to move ahead and perform his role as a responsible human being and put his consolidated efforts to help and preserve the environment.

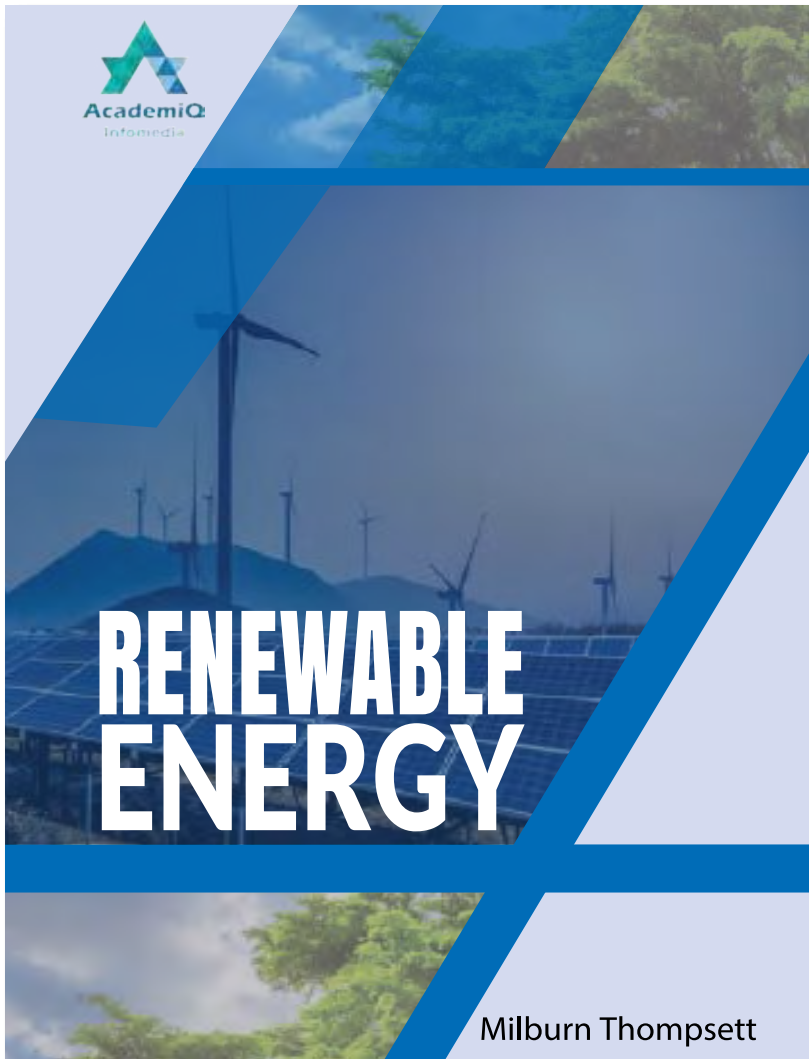


## Climate Change

ISBN	9781645340454
Editor	Adella Gorbold
Book size	6x9 Hardcover
Year	2021
Pages	278
Price	154.99

### Description

“The book explains why human beings as a race must shoulder the blame for making the living conditions on earth increasingly unsustainable over the years. Activities like deforestation, agricultural farming apart from industrial units have changed the dynamics of the system of nature. Climate Change, as a book, retraces the hazardous path that human civilizations have charted in different periods. Through the combined results of climate science, archaeology and observation from space, it has been possible to find out how many of the ancient civilizations like the Maya civilization collapsed. It is clear from such observations that the phenomenon of climate change has been partly or wholly responsible for both the rise as well as the collapse of many civilizations in the history of the earth. In doing so, a deeper understanding is possible regarding the process that goes on behind climate change, which is crucial for preparing a future course of action in fighting climate change.”



## Renewable Energy

ISBN	9781645340447
Editor	Milburn Thompsett
Book size	6x9 Hardcover
Year	2021
Pages	244
Price	154.99

### Description

The book is a thorough analysis and an in-depth exploration of the multiple facets of renewable energy sources as well as the methods involved in the harnessing of those energy sources. The book starts with a very basic and easily apprehensible introduction of renewable energy sources and goes into detail describing the different sources of renewable energy. The book also conducts a review of thermal sciences and the different categories and functions they entail. The book discusses the fundamentals of solar energy and covers all the fundamental details about solar radiation and the greenhouse effect. The book also goes into detail about the different kinds of applications of solar energy and the needs of those applications for distinctive purposes. The book encompasses the key elements and vital characteristics of divergent renewable energy sources like wind, solar and ocean as well as the impact of diverse kinds of energies like biomass, geothermal and hydropower on our current environment.





## Catering and Hospitality Management

ISBN	9781645340591
Editor	Tatianna Oliverson
Book size	6x9 Hardcover
Year	2021
Pages	288
Price	154.99

### Description

This book is for all students interested in the hospitality sector. The book is intended for students who study catering and other fields related to the phenomenon of hospitality. It fills the gap in the hospitality and all associated fields. The book is aimed to increase the knowledge, understanding and changes in the hospitality industry over the years. You need a thorough understanding not just of menu planning and nutrition, but also of business aspects such as human resources management, customer service and financial management, to be able to work as a catering manager. It also presents factors that influence the development of the hotel industry and demonstrates a positive and mass phenomenon in contemporary hospitality. The text deals with the allocation of lodging services and the quality of hospitality issues. It also covers the management of hotels, accommodation, careers and practice as well as the working and lifestyle of the hospitality industry.



## Functioning of Hospitality and Catering Sector

ISBN	9781645340546
Editor	Primula Martins
Book size	6x9 Hardcover
Year	2021
Pages	366
Price	164.99

### Description

This book *Functioning of Hospitality and Catering Sector* is concerned with the facts and phenomenon related to the catering and hospitality industry. The book introduces the historical developments as well as different professional dimensions related to the industry. Moreover, factors like hygiene, kitchen safety, consumer and environmental protection are also described lucidly. In addition to that, the nutritious elements, work planning, work designs, including the different types of equipment and machines generally used in the kitchen, the calculation related in order to find out the nutritional value are given significant focus. There is also the mention of the globally acknowledged food items, ingredients and the kind of services being provided in the hotels and restaurants. The basics of cooking food, the calculations required for the preparation of the menu, the price of different food items, the worldwide popular dishes and also the famous food items of the various regions of the world have been unveiled in the book. It gives a world tour of the food industry that includes the different types of menu, special dishes, marketing strategy and management of the food companies. Hence, a brief description of most of the fields of hospitality and catering sectors has been incorporated in *Functioning of Hospitality and Catering Sector* through the different chapters.



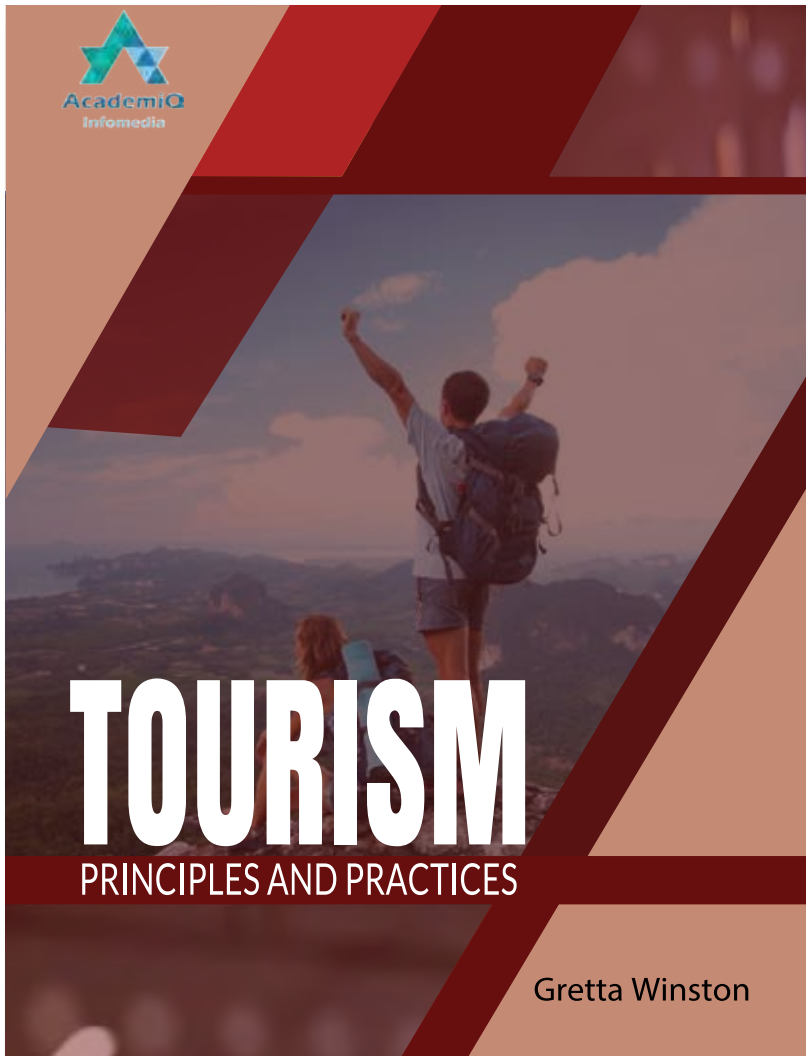
## Fundamentals of Foodservice Management

ISBN	9781645340010
Editor	Ottolin Dabny
Book size	6x9 Hardcover
Year	2021
Pages	190
Price	154.99

### Description

The food service industry is one of the most promising industries which has been present for a long time. The industry has evolved a lot through generations, and the need for changes is mandatory even now. Especially in the case of this industry growth and change according to the changing market situations and trends is one of the most important aspects. Being able to manage and control costs is also one of the important aspects, and everything else will be able to work smoothly if costs are managed efficiently. As the industry is constantly growing day by day with the increase in demand, so is the competition. To be able to tackle competition in this industry, every food and beverage business needs to follow the basic guidelines and also be able to provide something unique. The working of a food service business is much more complex and involves a lot of processes and procedures that need to be followed and kept in check throughout.

This book includes all the factors that need to be kept in mind to run a business in this industry. It involves even the smallest of aspects that do not seem to affect the business directly but hugely affect it indirectly. This means the complete connection between the food and beverages part of the business, along with other managerial aspects that need to be considered. It is never just the food that makes a food business successful but all the other factors that are involved, which include quality of the food, sanitation and hygiene and even human resource management. The organizational structure and design also play an important role in the smooth working of a food service business. It is always best when duties are allotted and delegated to individuals properly. All these factors add to the efficiency and growth of the business.



## Tourism: Principles and Practices

ISBN	9781645340089
Editor	Gretta Winston
Book size	6x9 Hardcover
Year	2021
Pages	242
Price	154.99

### Description

The forces that shape the global economy in both domestic and international markets, also affect the tourism industry with its turbulences. For a comprehensive study of the tourism industry in the current scenario, proper analysis of all these factors must be undertaken. This book “Tourism: Principles and Practices” is designed to act as a comprehensive introductory guide into the travel and tourism industry. For a reader, it has been specifically designed so that the language and the content are easily comprehensible to introductory readers and still provide in-depth analysis of the global tourism market.



## A Comprehensive Handbook on Leadership

ISBN	9781645340034
Editor	Raveen Purohit
Book size	6x9 Hardcover
Year	2021
Pages	322
Price	164.99

### Description

This book – A Comprehensive Handbook for the Aspiring Leader - has been written with the central intent of providing a bridge between the general theoretical approaches with that of the sometimes - simplistic popular approaches on the leadership aspect of management. This book gives a list of reviews and provides an analysis of some of the known theories of leadership, with a great amount of attention on how every single theoretical approach could be used in the organizations at the real-world level. Essentially speaking, the prime objective of this book is to explore how the leadership theory could give information as well as pave the direction in which leadership is practiced in different organizational settings around the world. Tables and figures have been used extensively throughout all the chapters, which would help in a better understanding of the subjects being studied.

This particular book has been written and compiled, keeping in mind the real-life circumstances and the usages of the leadership theories that have been described. This book is also intended for the graduate as well as the undergraduate students who are engaged in the fields of development and training, military and political science, agricultural education, religion, communication, organizational and industrial psychology, criminal justice, social - work, allied and nursing health, public administration, educational leadership, business, leadership studies and management. This book would also be greatly helpful for the different leadership development programs, in-service training, continuing education as well as in the student-related activities.



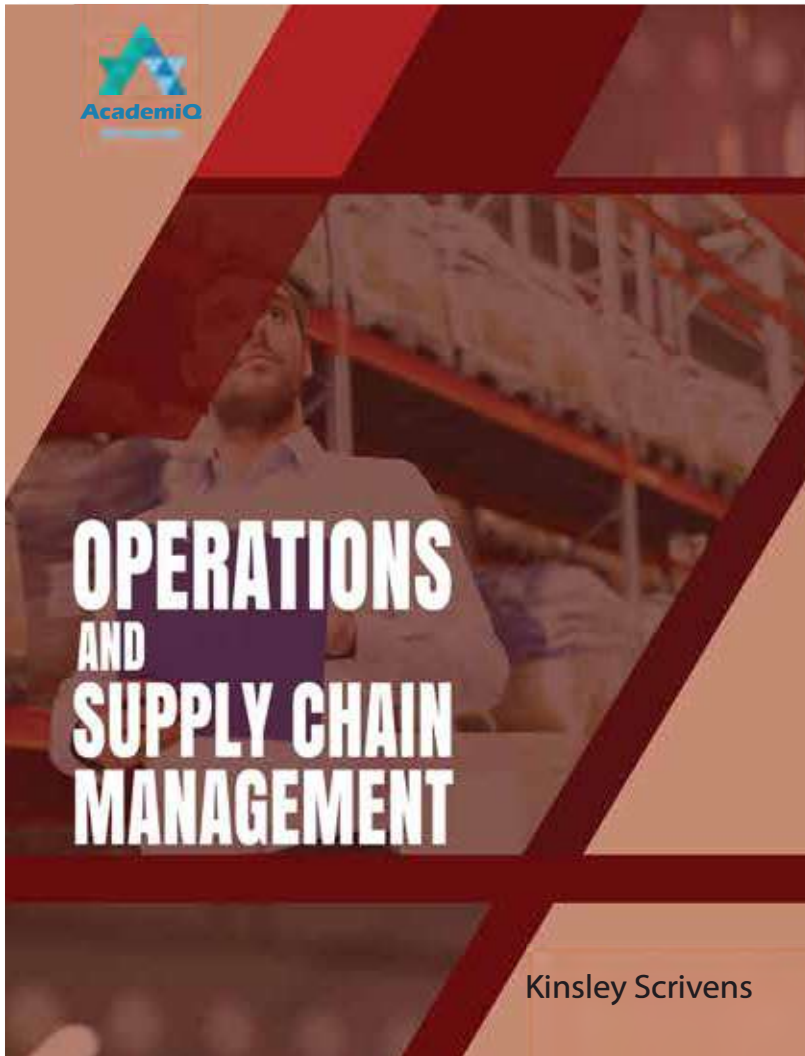
## Fundamentals of Human Resource Management

ISBN	9781645340263
Editor	Raveen Purohit
Book size	6x9 Hardcover
Year	2021
Pages	378
Price	164.99

Management

### Description

A Human Resources Executive as a person from the top organization must make sense of what courses of action, tasks, practices, and approaches will contribute most to the affirmation of the affiliation goals. This implies in his new job, and he should be in charge of starting and executing at all degrees of the executives the best use of human resources. The fundamental limit of the HR position is to make an imperative pledge to the improvement and acknowledgment of the present association moment and long-run targets while empowering every representative to create to the furthest reaches of his potential. Human Resources is the benefit of each association. Furthermore, overseeing human assets is a scary undertaking when the association size is too huge to deal with. in any case, with the adjustment in innovation and leap forward programming and innovation items in the market, this errand can be disentangled and facilitated. Check out this book entirely dedicated to HRM strategy and briefly explains the advantages of having Human Resource Management Software.



## Operations and Supply Chain Management

ISBN	9781645340171
Editor	Kinsley Scrivens
Book size	6x9 Hardcover
Year	2021
Pages	404
Price	174.99

### Description

Today, organizations are contending in an altogether different condition than they were just a couple of years back. Fast changes, for example, worldwide challenge, e-business, the Internet, and advances in innovation, have expected organizations to adjust their standard practices. Tasks the executives (OM) is the basic capacity through which organizations can prevail in this focused scene.

Tasks the executive's ideas are not kept to one office. Alternatively, maybe, they are expansive, influencing each useful part of the association. In the case of contemplating bookkeeping, money, HR, data innovation, the board, promoting, or obtaining, understudies need to comprehend the basic effect tasks the executives have on any business.

By far, most of the understudies taking this course are not studying tasks the executives. Alternatively, maybe, classes are commonly made out of understudies from different business controls or understudies who are uncertain about their major and have little information on activities the board. The test is not just to show the establishment of the field, yet additionally, to enable understudies to comprehend the effect tasks the executives have on the business in general and the cozy relationship of activities the board with different business work.

Arrangement of this book is intended to be an effectively conveyed "field manual." Each passage starts with a short proper definition pursued by a more drawn out portrayal and closures with references to extra assets and cross-references (joins) to related terms. The connections (cross-references between terms) help the user build up a total mental guide of the field.



## Organizational Behavior

ISBN	9781645340072
Editor	Pauleen Geary
Book size	6x9 Hardcover
Year	2021
Pages	268
Price	154.99

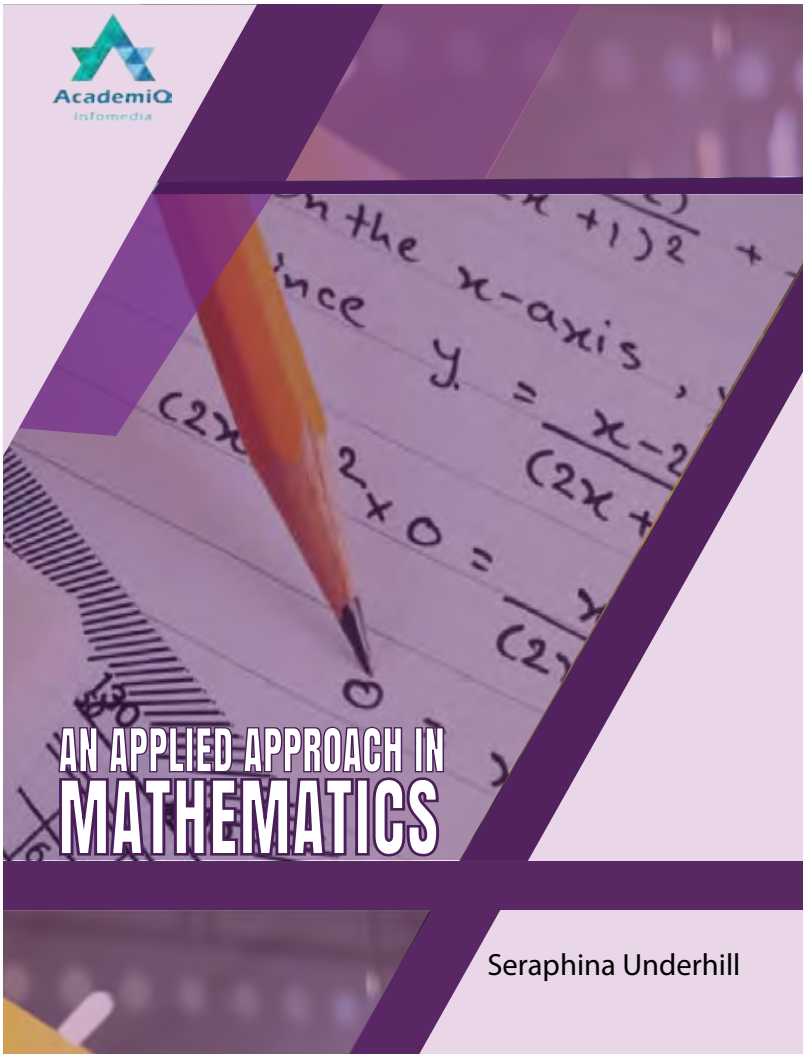
Management

### Description

“Organizational Behavior is concerned with the different behavioral studies in management. Behind every organizational manufacturing, there is an intricate purpose, a purpose for which the organization is created and following which it will run.

This book extensively incorporates employee behavior, motivation, leadership and communication aspects of management in an organization. It also discusses power and politics and elucidates the basics of decision making as well as the very structure of the organization. This is going to help the readers to learn the basics about how the employees and the organization as a whole are managed by the top-level management. The authors of this book anticipate that readers will be able to develop a better understanding of the subject, which would help them to pursue further studies on the topic.”





## An Applied Approach in Mathematics

ISBN	9781645340164
Editor	Seraphina Underhill
Book size	6x9 Hardcover
Year	2021
Pages	394
Price	164.99

### Description

“This book covers all the titles related to the applied approach of studying and their usage in real life for the undergraduate level. The topics that are covered within this book are geometry, mensuration, trigonometric functions, probability and statistics, quadratic equations and complex numbers, three-dimensional geometry.

The first chapter deals with geometry, which includes Euclid’s geometry, lines and angles, their properties, triangles, some properties related to it and quadrilateral.

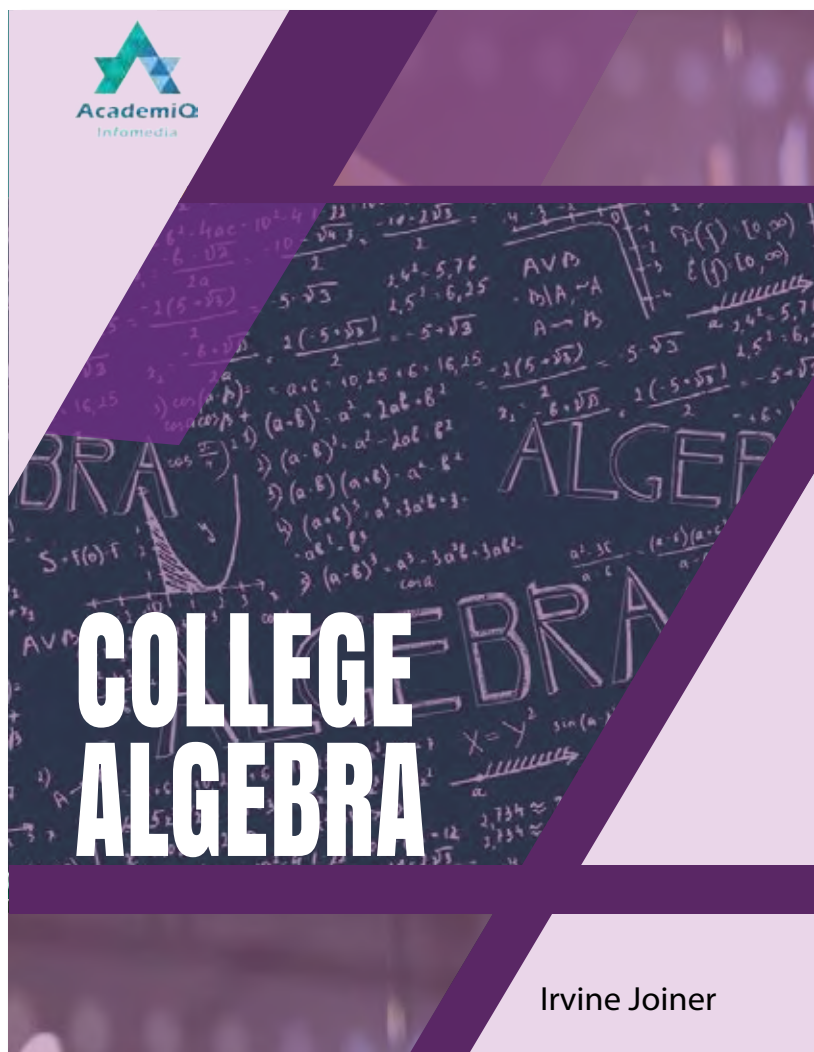
The second chapter focuses on mensuration, which includes its types of quadrilaterals, circle and three-dimensional mensuration.

The third chapter deals with trigonometric functions with all its necessary identities, graphing, derivatives, inverse and its identities, applications etc.

The fourth chapter deals with probability and statistics and teaches various aspects of each of the two like mathematical treatment, assignment of probabilities, calculation of the probabilities of events, conditional and independent probabilities, tree diagrams, Bayes’ theorem, visual representation of data, frequency, probability distribution and binomial trials.

The fifth chapter deals with quadratic equations and complex numbers.

The sixth chapter deals with three-dimensional geometry which includes direction cosines and direction ratios of a line, equation of a line in space, finding the shortest distance between two lines, plane, determining the equation of a plane which passes through a given point and is perpendicular to some given vector, determining the equation of a plane which passes through three non-collinear points, equation of a line passing through the intersection of two planes, Coplanarity of two lines, a distance of a point from the plane.”



## College Algebra

ISBN	9781645340133
Editor	Irvine Joiner
Book size	6x9 Hardcover
Year	2021
Pages	388
Price	164.99

### Description

This book covers all the titles related to algebra and their usage in real life for the senior secondary level. The topics that are covered within this book are equations and inequalities, polynomials and rational functions, exponential and logarithmic functions, matrices determinants and its applications, functions and relations, and lastly, analytic geometry.

The first chapter deals with all types of equations like equations in one variable, multiple variable, linear form, non-linear forms and rational forms. It also teaches about the inequalities of various types. We also learned the real-life applications of equations and inequalities.

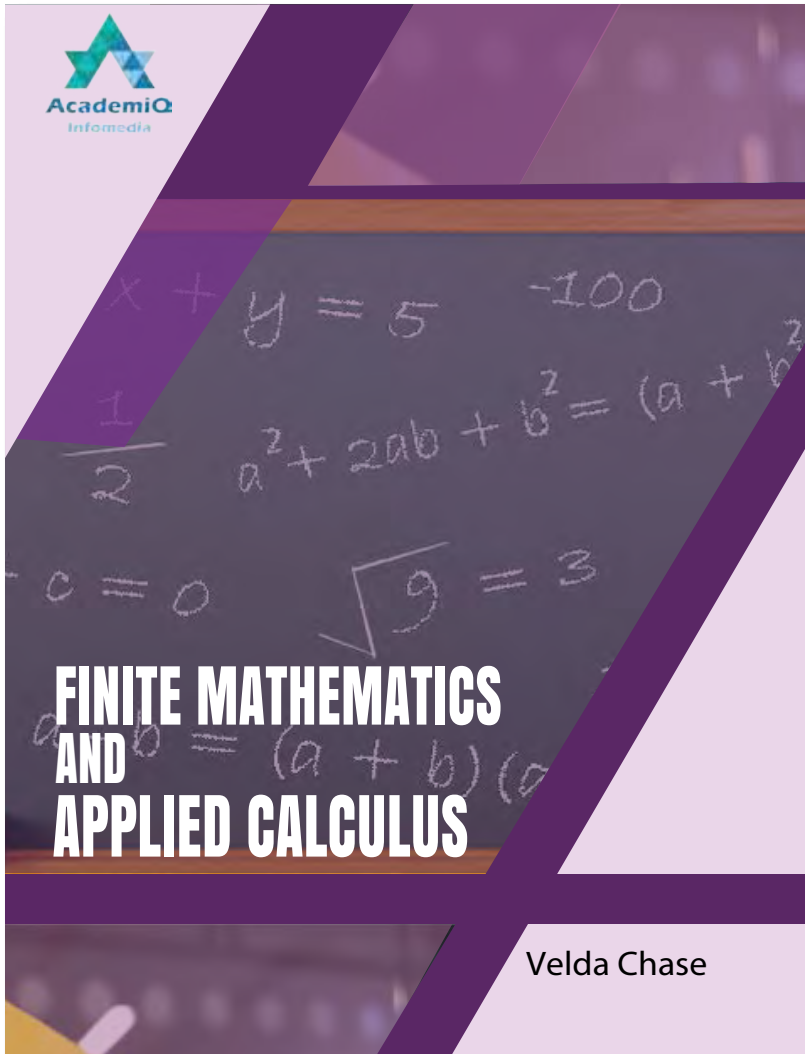
The second chapter focuses on polynomials and rational functions. It deals with algebra, some commonly used polynomials like quadratic equations and few other operations that can be applied to the polynomials.

The third chapter deals with exponential and logarithmic functions with all their necessary properties like graphing, conversions, calculations, applications etc.

The fourth chapter deals with matrices and determinants and teaches various aspects and operations of each of the two. Also, you may learn to solve real-life situations.

The fifth chapter deals with functions and graphing techniques. This gives a summary of types of equations, modeling, analysis of graphs etc.

The sixth chapter deals with analytic geometry, which includes all the forms of conic sections like circle, ellipse, parabola and hyperbola.



## Finite Mathematics and Applied Calculus

ISBN	9781645340140
Editor	Velda Chase
Book size	6x9 Hardcover
Year	2021
Pages	390
Price	164.99

### Description

“This book covers all the titles related to algebra and calculus and their usage in real life for the undergraduate level. The topics that are covered within this book are a system of linear equations and matrices, probability and statistics, linear programming, limits derivatives and applications, integration, differential equations and mathematical induction.

The first chapter deals with matrices and determinants and teaches various aspects and operations of each of the two. Also, you may learn to solve real-life situations.

The second chapter focuses on probability and statistics.

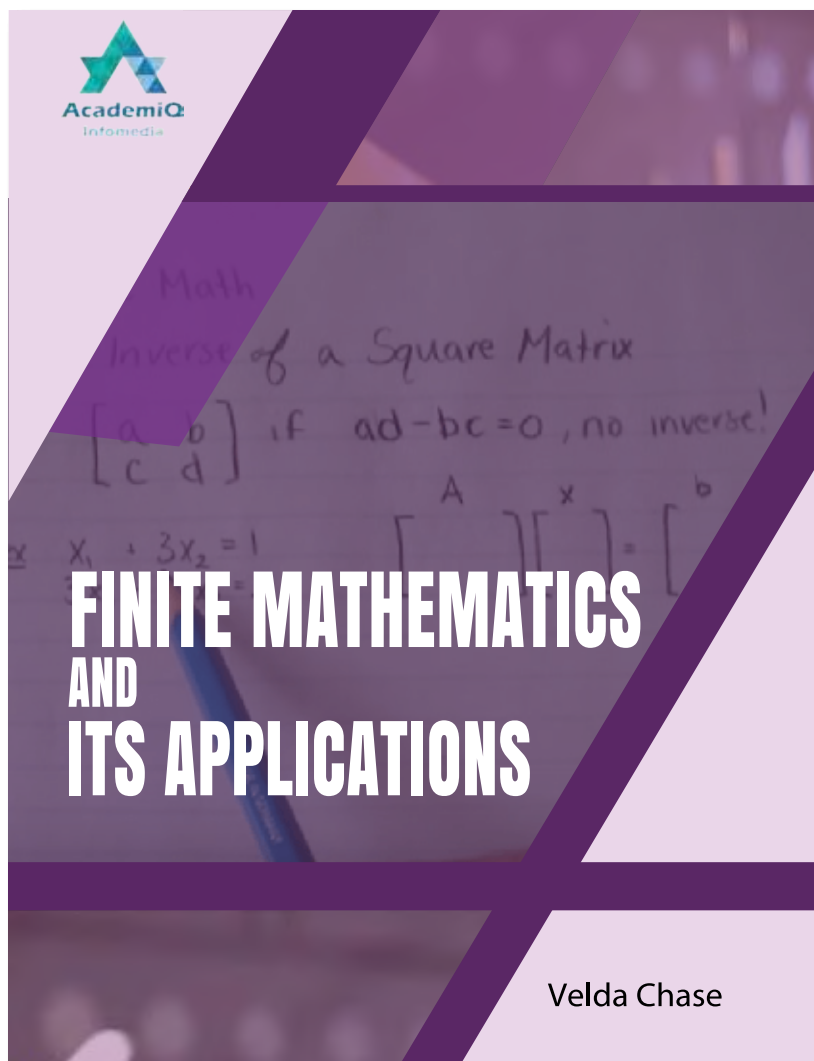
The third chapter deals with linear programming with all their necessary sub-topics like linear inequalities, properties associated with them, graphing and practical problems.

The fourth chapter deals with limits, derivatives, continuity, differentiability and teaches various aspects and operations related to them. Also, you may learn to solve real-life situations.

The fifth chapter deals with integration.

The sixth chapter deals with differential equations, which include first and second-order differential equations, methods used to solve them, linear differential equations, partial differential equations, exact differential equations and solutions of some other types differential equations.

The seventh chapter deals with mathematical induction, which includes the principle of mathematical inductions and its applications.”



## Finite Mathematics and its Applications

ISBN	9781645340157
Editor	Velda Chase
Book size	6x9 Hardcover
Year	2021
Pages	354
Price	164.99

### Description

This book covers all the titles related to algebra and their usage in real life for the senior secondary level. The topics that are covered within this book are equations and inequalities, polynomials and rational functions, exponential and logarithmic functions, matrices determinants and its applications, functions and relations, and lastly, analytic geometry.

The first chapter deals with functions and graphing techniques. This gives a summary of types of equations, modeling, analysis of graphs etc.

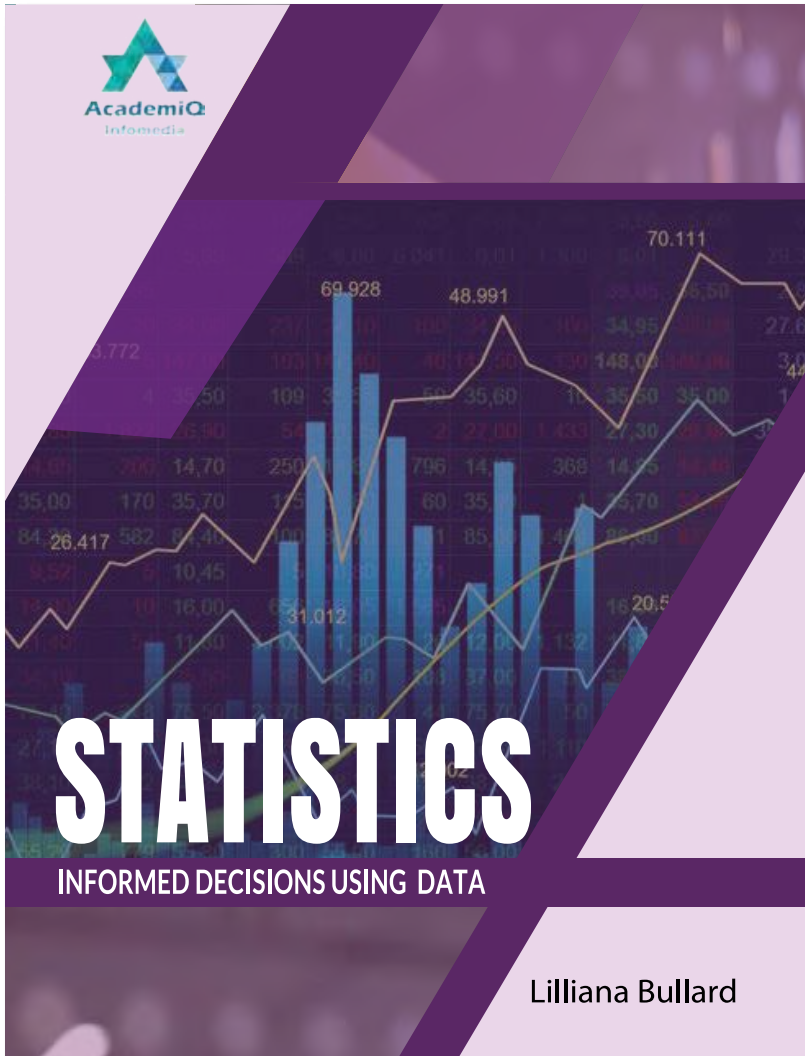
The second chapter deals with linear programming with all their necessary sub-topics like linear inequalities, properties associated with them, graphing and practical problems.

The third chapter deals with a vector starting with its introduction, all its necessary properties, coplanar vectors, section formula, the standard basis of  $R^2$  and  $R^3$ , vector subspace.

The fourth chapter deals with linear and non-linear functions and teaches about straight lines and lines in pair, which is covered in linear functions, and lastly, non-linear functions that cover exponential and logarithmic functions with all their necessary properties like graphing, conversions, calculations, applications etc. various topics.

The fifth chapter deals with binomial expansion, sequence and series. This gives a summary of arithmetic sequence or arithmetic progression, geometric sequence or geometric progression, the relation between the arithmetic mean and geometric mean, convergence and divergence of series, the p-series and the ratio test for the convergence of series etc.

The sixth chapter deals with permutation and combination, which includes a detailed explanation about the two.



## Statistics: Informed Decisions Using Data

ISBN	9781645340348
Editor	Lilliana Bullard
Book size	6x9 Hardcover
Year	2021
Pages	454
Price	174.99

### Description

“This book covers all the titles related to statistics and their usage in real life for the senior level. The topics that are covered within this book are data collection, organizing and summarizing data, probability and probability distribution, estimating the value of a parameter and its hypothesis testing, inference on two samples and categorical data and correlation regression.

The first chapter deals with data collection, which includes an introduction to the practice of statistics, observational studies versus designed experiments, simple random sampling, other effective sampling methods, the bias in sampling, the design of experiments.

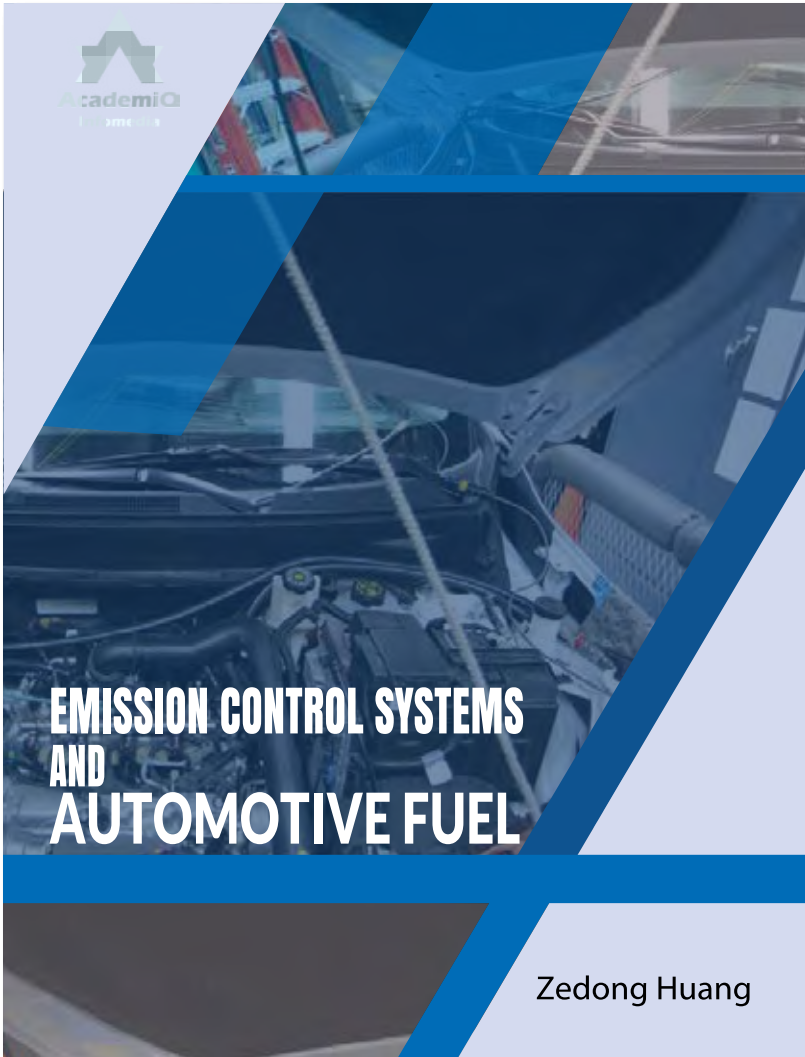
The second chapter focuses on organizing and summarizing data.

The third chapter deals with probability and probability distributions with includes probability rules, the addition rule and complements, independence and the multiplication rule, conditional probability and the general multiplication rule, counting techniques, Bayes’ rule, discrete random variables, binomial, geometric and Poisson probability distribution, their properties, the normal approximation to the binomial probability distribution, etc.

The fourth chapter deals with estimating the value of the parameter and its hypothesis testing which includes estimating a population proportion, mean, standard deviation, the language of hypothesis testing, hypothesis test for a population proportion, mean, population standard deviation, probability of a type II error and the power of the test.

The fifth chapter deals with inference on two samples and categorical data which includes inference about two population proportion, two means: dependent and independent samples, two population standard deviations, the goodness of fit test, tests for independence and the homogeneity of proportions, inference about two population proportions: dependent samples.

The sixth chapter deals with correlation regression which includes scattering diagrams and correlation, least square regression, diagnostics on the least square regression line, non-linear regression, testing ad significance of the least-squares regression model, confidence and prediction intervals, introduction to multiple regression, interaction and dummy variables, polynomial regression, building a regression model.”

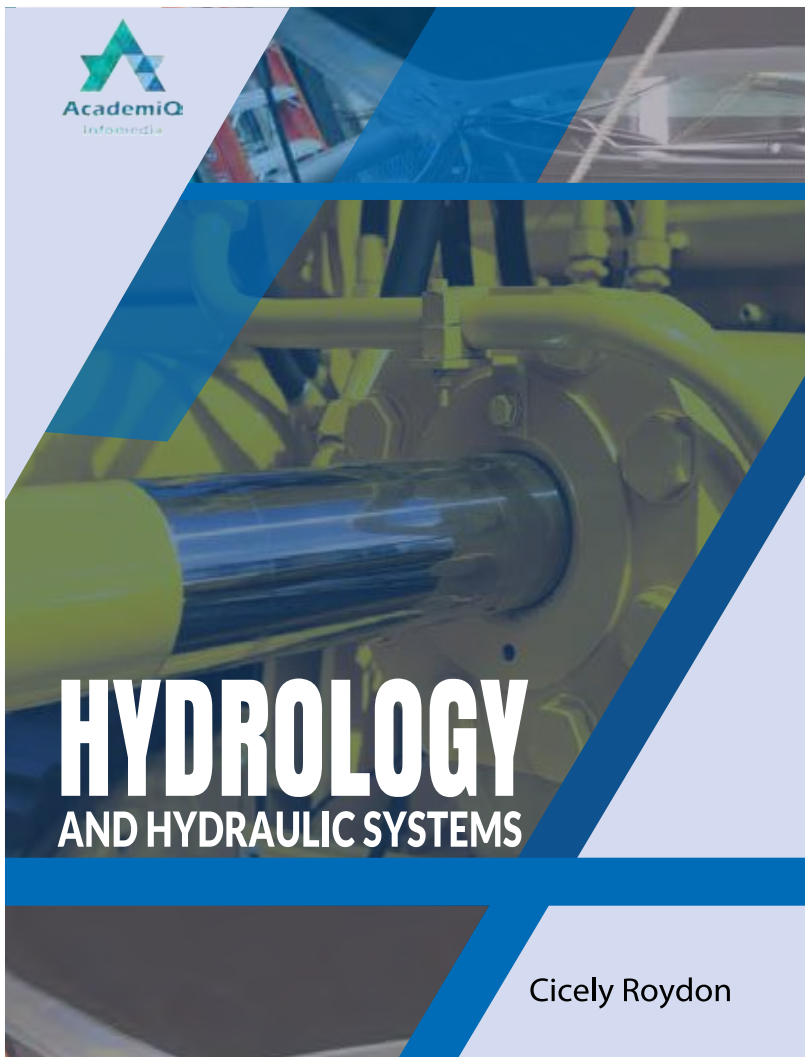


## Emission Control Systems and Automotive Fuel

ISBN	9781645340492
Editor	Zedong Huang
Book size	6x9 Hardcover
Year	2021
Pages	350
Price	164.99

### Description

The book - Emission Control Systems and Automotive Fuel- has been written with great emphasis upon the troubleshooting and diagnostic aspects of the Emissions Control Systems as well as Automotive Fuel. The book encapsulates all the factors connected to the field of Emissions Control Systems and Automotive Fuel. The contents in this particular book have been written with coherence to the latest tasks of the NATEF. The book has also been written with an ample amount of focus upon the educational requirement of the students at universities all across the globe for those who are doing a course in Automotive Fuels and Emissions Control Systems. The book has also been written with a great amount of emphasis upon satisfying the requirements of the professional technicians as well. It has been argued by automotive experts that better standards of training are required for the budding technicians in harnessing their skills as well as in diagnosing the procedures. The book will work towards fulfilling these basic as well as the fundamental needs of the technicians as well.

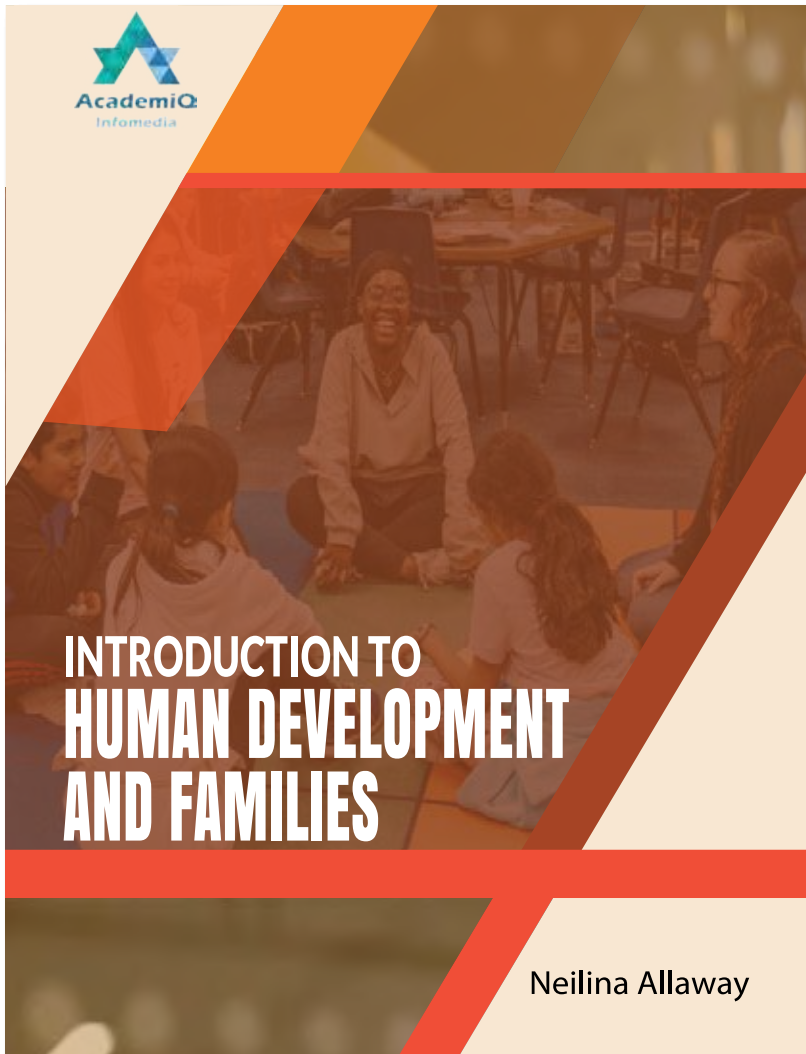


## Hydrology and Hydraulic Systems

ISBN	9781645340393
Editor	Cicely Roydon
Book size	6x9 Hardcover
Year	2021
Pages	310
Price	164.99

### Description

The book titled Hydrology and Hydraulic Systems is divided into two broad sections. The first eleven chapters encompass hydrology while the rest of the chapters deal with hydraulics. Chapter 1 examines the demands of water for water supply, navigation, irrigation, generating electricity (hydropower), and recreation. Various aspects of the hydrologic cycle, such as precipitation, evaporation, and transpiration and runoff, are included in chapter 2, chapter 3, and chapter 4, respectively. Blaney- Criddle method and Penman-Monteith method is included in chapter 3. Chapter 5, chapter 6, and chapter 7 deals with the theory, development, and application of groundwater and groundwater flow and include ways in which groundwater is contaminated and methods adopted to prevent the same. Chapter 8 includes the methods and procedures adopted for streamflow measurement. Chapter 10 deals with hydrographs. The statistical process and their applications are discussed in this chapter. Chapter 11 discusses the extremities related to water flow- drought and flood; graphical, analytical, and empirical approaches for analyzing floods are covered, in addition to peak flow and peak snowmelt discharge. The rest of the book deals with applied hydraulics. Chapter 12 covers the flow problems, and the three basic equations, namely, the energy equation, the continuity equation, the momentum equation. Chapter 13 includes hydraulic structures. Dams, spillways, flumes, weirs, and other structures that are used for measuring and controlling the flow are described in this chapter. Chapter 14 discusses the conveyance system in detail. The idea of combining the power laws and the regime theory is introduced in the chapter. In addition to this, the concept of hydraulic jumps is incorporated in this chapter. Chapter 15 is all about the water distribution system. Chapter 16 covers all the aspects of the urban drainage system, starting from its types to layouts, to designing a drainage system, to the NRCS (SCS) TR-55 Method. Other drainage systems such as agricultural, surface, sub-surface, and roadway drainage systems are discussed in chapter 17. Lastly, chapter 18 includes the utilization of remote sensing and computer modeling and software in hydrology. The concept of integrating hydrological methods and GIS is included in this chapter.



## Introduction to Human Development and Families

ISBN	9781645340409
Editor	Neilina Allaway
Book size	6x9 Hardcover
Year	2021
Pages	252
Price	154.99

### Description

'An Introductory Analysis of Human Development and Families' is a book that clearly explains the concepts related to the subject matter of human development. The book gives a significant focus on the necessity and benefits of conducting research works on families and children. It analyses the ethics of research on families and children; the causal inference in research on families and children; searching and reading the literature of the subject matter as well as the required methods that are suitable for the measurement of collected data. This book also provides an all-inclusive view of the Politics of Research on Families and Children, the evaluation of Programs in Human Development and Family Science; Advanced Topics in Family Data Analysis, and the analysis of collected data on children, adolescents, older adults in households or families. Methods for analyzing the quantitative data through survey methods, experiments are interpreted and explained in the book that can bring considerable attention to the development of human beings as well as families. The book is an accessible and appropriate piece of work for the students in the behavioral and social sciences, including the fields of social welfare, sociology, nursing, human services, education, psychology, human development and family studies. The book 'Human Development and Families' has covered a relatively broad concept that can be used by the undergraduates and postgraduates and can be targeted for a multidisciplinary nature of audiences.







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