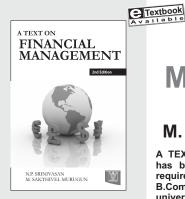
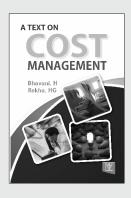
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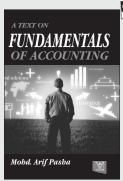
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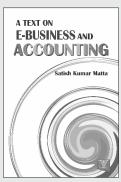
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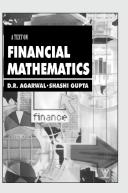
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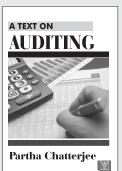
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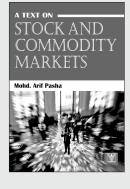
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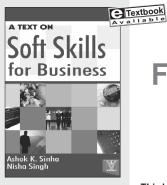
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V. Neelamegam

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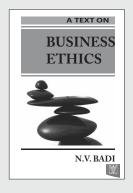
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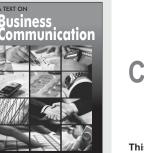
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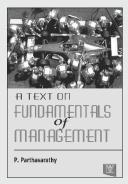
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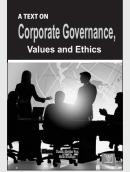
C. Murthy

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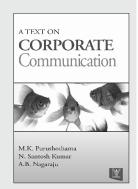
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C.Murthy

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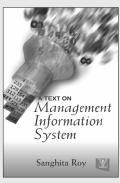
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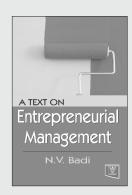
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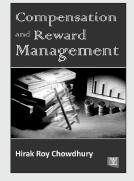
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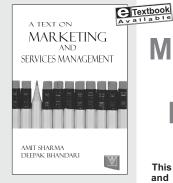
Services: The Concept• Marketing Mix In Service Industry• Building Customer Loyalty: Service Failure And Recovery• Tourism Marketing• Transportation Marketing• Airlines Marketing• Banking Marketing• Insurance Marketing• Leasing Marketing• Marketing• Educational Services• Hospital Marketing• Educational Services Marketing• Hotel Marketing• Telecom Marketing• case Studies

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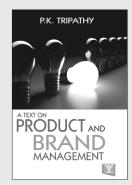
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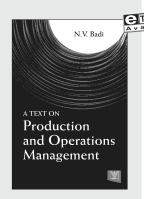
P.K. Tripathy

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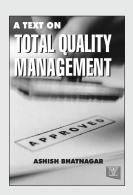
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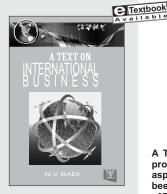
Ashish Bhatnagar

The book is expected to meet the requirements of students who need to understand the role of TQM in their courses in science, engineering or management.

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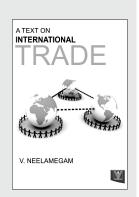
A TEXT ON INTERNATIONAL BUSINESS provides a study of different fundamental aspects of international business and has been written for undergraduate students of BBM and B.Com.

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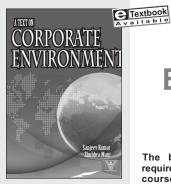
V. Neelamegam

The present book is the product of my teaching experience on this subject in U.G and P.G. courses. I thought it would be useful if I sharemy knowledge of the subject with a larger audience of the student community in India.

CONTENT

Basics of international trade
 Foreign trade
 economic growth
 International economic institutions
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 India's Trade

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A Text on Corporate **Environment**

Sanjeev Kumar Shubhra Mani

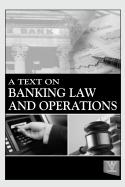
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CONTENTS:

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A. Gajendran

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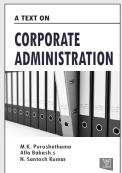
· Commercial Banking Origin and growth of banking • Central banking • Banker and Customer Relationship • The Banking Rregulation Act, 1949 • Reserve Bank of India Types of Bank Customers
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A Text on **Banking Law & Operations**

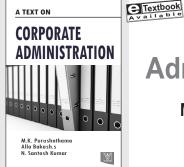
A. Gajendran

This book is more useful to B.Com ,BBM, BBA,BCS,BBM,Students of various colleges and Universities. Moreover it is more helpful to the students of Department of Economics, Bank professionals and Chartered Accountants too.

CONTENTS:
Commercial Banking • Central Banking• Banker And Costomer Relationship • Banking Regulation Act, 1949 • Reserve Bank Of India •types Of Bank Customers • Various Forms Of Customer Services Negotiable Instruments • Crossing Of Cheques And Endorsement • Liabilities Of Paying And Collection Banker • Loans And Advances Development Banks • Appendix-i • Appendix-iis • Index



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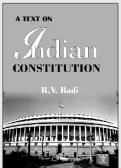
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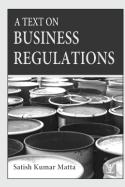
A Text on **Business**

Satish Kumar Matta

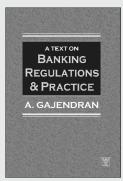
This book introduces the students to the Indian legal system and makes them aware about their rights and duties. Book is more useful to B.Com, BBM, BBA, BCS, BBM, Students of various colleges and Universities.

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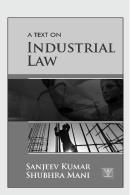
A Text on Banking Regulations & Practice

A. Gajendran

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A Text on Industrial Law

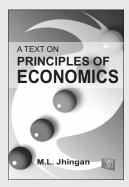
Sanjeev Kumar Shubhra Mani

The book has been designed as per the syllabus of the university and shall be useful to the students and professors equally. I have also added certain historical landmarks and developments related to the Industrial and Labour Laws to enable the readers understand the background of legislation comprehensively.

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ECONOMICS



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A Text on Managerial Economics

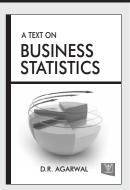
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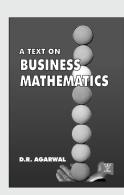
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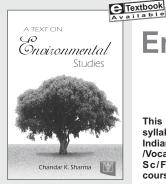
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Unit-3.2 MS power point

Unit-4 Introduction to databases & relational

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ENVIRONMENT



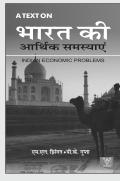
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Chandar K. Sharma

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एम. एल. झिंगन पी. के. गुप्ता

यह पुस्तक विशेषतौर से त्रष्ट के नवीनतम पाठ्यक्रम के अनुसार बी.ए. के विद्यार्थियों के लिए लिखी गई है। इसमें भारत की आर्थिक समस्याएं से संबंधित सभी विषयों का सरल, सुस्पष्ट एवं आलोचनात्मक अध्ययन किया गया है।

विषय सूची

इकाई १- आर्थिक विकास तथा भारतीयअर्थव्यवस्था का अल्पविकसित ढांचा

इकाई २- कृषि एवं कृषि परिवर्तन

इकाई ३- उद्योग तथा सेवा क्षेत्र

इकाई ४- उत्तर प्रदेश की अर्थव्यवस्था की प्रकृति, ढांचा एवं विकास

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एम. एल. झिंगन, पी. के. गुप्ता

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विषय सूची

इकाई हु समप्टि अर्थशास्त्र की प्रकृति तथा क्षेत्र ज् राष्ट्रीय आय की धारणाएं एवं माप ज भारत की राष्ट्रीय आय जआय और व्यय का चक्रीय प्रवाह ज़ रोजगार का क्लासिकी सिद्धांत 'से' का बाजार नियम ज़ रोजगार का केन्ज़ीय सिद्धांत ज़ व्यापार— चक्रों की प्रकृति एवं सिद्धान्त इकाई ॥ मुद्रा की मांग • मुद्रा की पूर्ति ज़मुद्रा का परिमाण सिद्धांत ज़ मुद्रा का केन्ज़ीय सिद्धांत स्फीति ज़मुद्रा का आय— व्यय सिद्धान्त इकाई ब्रुब्रुड्ड वाणिज्यिक बैंकों का संगठन और ढांचा ज़ वाणिज्यिक बैंकों द्वारा साख निर्माण ज़भारत की



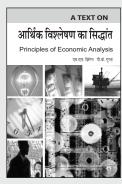


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Text on अल्पविकसित देशों का अर्थशास्त्र (Economics of the Less Developed Countries) एम. एल. झिंगन पी. के.गुप्ता

A TEXT ON अल्पविकसित देशों का अर्थशास्त्र विशेषतौर से बी.ए. के विद्यार्थियों के लिए लिखी गई है। इसमें प्राचीन आर्थिक विचारों से लेकर आधुनिक अर्थशासियों के विचारों का सरल, सुस्पष्ट एवं आलोचना.मक अ.ययन किया गया है।

इकाई—l आर्थिक विकास की अवधारणा एवं माप अल्पविकसित देश : अर्थ तथा विशेषताए आर्थिक विकास के निर्धारक तत्व एवं बाधाएं संसाधन सम्पन्नता तथा उनका संरक्षण



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A Text on आर्थिक विश्लेषण का सिद्धांत

(Principles of Economic Analysis)

एम. एल. झिंगन, पी. के. गुप्ता

यह पुस्तक विशेषतौर से तृष्ट के नवीनतम पाठ्यक्रम के अनुसार बी.ए. के विद्यार्थियों के लिए लिखी गई है। इसमें आर्थिक विश्लेषण का सिद्धांत से संबंधित सभी विषयों का सरल, सुस्पष्ट एवं आलोचनात्मक अध्ययन किया गया है।

विषय सूची

अर्थशास्त्र की परिभाषा, प्रगति एवं क्षेत्रज्व्यिष्ट और समष्टि अर्थशास्त्रज्अर्थशास्त्र के अध्ययन की रीतियां सन्तुलन की धारणाज्अर्थशास्त्र में गणित का प्रयोग कुछ धारणाएं जमांग विश्लेषणाज्मार्शाल का उपयोगिता विश्लेषणज्उदासीनता वक्र सिद्धांतज्मांग का प्रकटित (उद्घाटित) अधिमानसिद्धांतज्उपभोक्ता की बचत की धारणाज्मांग की लोचज्उत्पादन फलनः परिवर्तनशील अनुपातों का प्रतिफल और पैमाने के प्रतिफलज्उत्पादन फलनः समोत्पाद विश्लेषणज्लागत का सिद्धांतज्बाजार का अर्थ एवं बाजारज्ञागम की धारणा ज्पूर्ण प्रतियोगिता के अंतर्गत फर्म और उद्योग का संतुलनज्पूर्ण प्रतियोगिता के अंतर्गत कीमत निर्धारणज्पूर्ण प्रतियोगिता के अंतर्गत पूर्ति वक्रज्एकाधिकार के अंतर्गत कीमत और उत्पादन का निर्धारणज्एकाधिकारात्मक प्रतियोगिता के अंतर्गत कीमत और उत्पादन का निर्धारणज्द्वयाधिकार तथा अल्पाधिकारज्सीमांत उत्पादकता सिद्धांतज्मजदुरी निर्धारण के सिद्धांतज्लगानज्ब्याज दर निर्धीरण के



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(Public Finance and International Trade)

एम. एल. झिंगन पी. के. गुप्ता

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विषय सूची-

इकाई हु सार्वजनिक वस्तुएं और निजी वस्तुएं • सार्वजनिक बजट • कराधान अर्थ एवं वर्गीकरण करारोपण : उद्देश्य, सिद्धांत, कर देने की क्षमता और अच्छी कर-प्रणाली की विशेषताए • करारोपण: करापात, कराघात एवं कर विवर्तन • करारोपण के प्रभाव इकाई हुहु सार्वजनिक व्यय • सार्वजनिक व्य के सिद्धांत • सार्वजनिक ऋण

सार्वजनिक व्य के सिद्धांत • सार्वजनिक ऋण इकाई हुडुहु राजकोषीय नीति : स्थिरताएवं आर्थिक वृद्धि • भारत में केन्द्र और राज्य सरकारों के कर राजस्व तथा व्यय की प्रवृत्तियां • भारतीय संघीय वित्त : केन्द्र – राज्य वित्तीय संबंध

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A Text on आर्थिक विचारों का इतिहास

(History of Economic Thought)

एम.एल. झिंगन पी.के. गुप्ता

्र अश्वङ्ग हह आर्थिक विचारों का इतिहास विशेषतौर से बी.ए. के विद्यार्थियों के लिए लिखी गई है। इसमें प्राचीन आर्थिक विचारों से लेकर आधुनिक अर्थशास्त्रियों के विचारों का सरल, सुस्पष्ट एवं आलोचना.मक अ.ययन किया गया है।

ष्ट्रहरूअहरू

आर्थिक विचारों का इतिहास, प्रकृति एवं मह.व वि.ाकवादप्रकृतिवादभारतीय आर्थिक विचारएडम स्मिथडेविड रिकार्डो (1772-1823)थॉमस रोबंट माल्थस (1766-1834)जॉन मेनर्ड के.ज (1883-1946): उसके विचारपरम्परावादी सम्प्रदाय मिल्टन फ्रीडमैनक्लासिक अर्थव्यवस्था की पुर्नव्याख्याकार्ल मार्क्स (1818-1883)संस्थानिक सम्प्रदाय: वैबलिन तथा मिचैलरा.य समाजवादजोसेफ एलोइ शुम्मीटर ऐतिहासिक सम्प्रदायसीमांत आंदोलन नव-परम्परागत अर्थशास्ट एल्फ्रेड मार्शल