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**Indian Institute of Management, Ahmedabad**

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**New Arrivals (Books)**

**(March 30, 2009)**

**Available for issue from April 6, 2009**

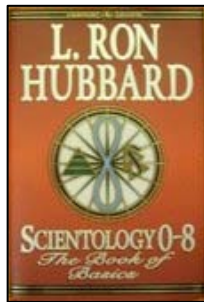
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## General

1. Scientology 0-8: the book of basics by L Ron Hubbard. Denmark: New Era Publications International ApS, 2007.



Scientology 0-8: The Book of Basic is the ultimate companion to all Ron's Books, lectures and materials and, indeed, the indispensable reference on Scientology itself. Distilled from over 3000 lectures, 20,000 pages of writings and the entire library of Dianetics and scientology books, this single volume contains the senior law of the mind, spirit and life itself. These Aximos, Codes and Scales are the graphic explanations of existence gained from a direct observation of all spectrums of livingness. They apply to cases to people to all things.

(Source: **Back cover of the book**)

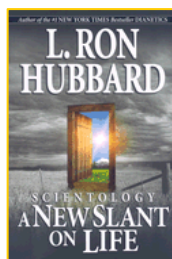
(299.936 H8S2) 167389

2. Dianetics 55!: the complete manual of human communication by L Ron Hubbard. Denmark: New Era Publications International ApS, 2007.

This book contains the key to a factual understanding of exactly how the mind works - Dianetics is man's most effective technology of the mind. In Dianetics 55, L. Ron Hubbard takes this technology a step further, giving you basic knowledge you can use to increase understanding and ability in your life. Blocks to communication can destroy a marriage, a business relationship or a family. A person is as alive as he can communicate. Dianetics 55, Includes L. Ron Hubbard's incredible basic principles of communication. Discover how you can use the data in this book to: Ensure your communication is easily understood by others so you can get your ideas across. Master the secrets and skills of effective communication. Build and improve lasting personal relationships. Increase your ability and competence for a happier and more successful life Dianetics provides the tools you need to break down the barriers to communication and understanding in your life and realize your true potential and ability. Source: (<http://search.barnesandnoble.com/>)

(299.936 H8D4) 167385

3. Scientology: a new slant on life L Ron Hubbard. Denmark: New Era Publications International ApS, 2007.



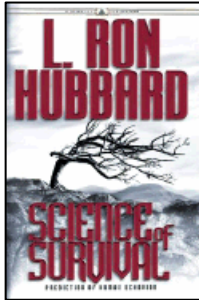
The materials of Scientology comprise the greatest accumulation of knowledge ever assembled on the mind, spirit and life. Through more than a hundred books and publications, thousands more articles and essays, and over 3,000 recorded lectures, the works of L. Ron Hubbard embrace virtually every aspect of living. Here, then, is Scientology: A New Slant on Life, containing a timeless selection of Ron's discoveries drawn from the full wealth of his writings and each one presenting a broad, yet comprehensive overview of Scientology applied to a specific aspect of existence — and, in combination, providing the panoramic overview of life itself.

(Source: [www.amazon.com](http://www.amazon.com))

(299.936 H8S2) 167388

[TOP](#)

4. Science of survival: prediction of human behavior by L Ron Hubbard. Denmark: New Era Publications International ApS, 2007.



Science of Survival The most useful book you will ever own. Built around the Hubbard Chart of Human Evaluation, Science of Survival "provides the first accurate prediction of human behavior. Included on the chart are all the manifestations of an individual's survival potential graduated from highest to lowest, making this the complete book on the Tone Scale. Knowing only one or two characteristics of a person and using this chart, you can plot his or her position on the Tone Scale and thereby know the rest, obtaining an accurate index of their entire "personality, conduct and character. Before this book the world was convinced that cases could not improve but only deteriorate. Science of Survival "presents the idea of different states of case and the brand-new idea that one can

progress upward on the Tone Scale. (Source: [www.alibris.com](http://www.alibris.com))  
(299.936 H8S2) 167380

5. Maverick of success by Rajesh Sharma. Washington: Semantic Books, 2009.

This book provides an insight into some philosophical aspects of life and investigates the journey through which success can be obtained. The aim is to show an alternate way of living your life to a be happy and successful approach while trying to attain a level of glory that you are personally happy with. (Source: Back of the Title Page)

(158.1S4M2) 167577

6. iGAAP: financial reporting standards in India including a comparison with IFRS. Vol. I & II. By CCH India. New Delhi: Wolters Kluwer (India) Pvt. Ltd., 2008.

This is a practical and comprehensive accounting guide for companies that are based in India. It includes a standard-by-standard and section-by-section comparison with the provisions of the IFRSs. With Indian GAAP set to converge with the IFRSs from 2011, this book is the ideal one-stop reference guide for all. With clear and detailed explanations and examples of IFRS and Indian GAAP, this book helps meet the challenge of converging of Indian GAAP with the IFRSs.

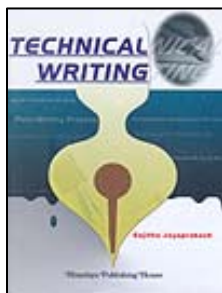
The book provides invaluable guidance by:

- ☞ focusing on the practical issues of convergence.
- ☞ Providing in-depth explanations on AS 30, 31 and 32 with extensive checklists, wherever required.
- ☞ Providing a standard-by-standard and section-by-section comparison with the provisions of the relevant IFRSs.
- ☞ Adding interpretation and observations and providing examples where Indian GAAP or IFRSs seem silent, ambiguous or unclear.
- ☞ Providing many illustrative examples which clearly clarify the underlying principles.

(657.02 I4) 167575 – 167576

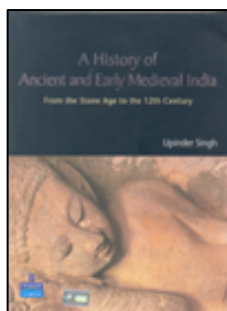
[TOP](#)

7. Technical writing by Sajitha Jayaprakash. Mumbai: Himalaya Publishing House, 2008.



This book covers all the basic aspects of technical writing and so, it is a one stop reference point for the new writers and even those who are pursuing a career in this field. This book is not restricted to the technical writers. It can be used by anyone who is interested in learning to write well - fresher, technical writers, translators, managers (not related to documentation), students, etc. For those who are looking at making a career in this field. It will help them understand the concepts of technical writing which will in turn help them make appropriate decision regarding their career choice. This book will act as a comprehensive reference guide for technical writers, with the objective to teach them the basic concepts (if they are not still aware of it), the various tools used, the use of styles and formats, the language and the sentence structure, and the documentation process that is usually followed. It also provides information about audience analysis, planning, usability, language, indexing, rewriting, editing, style guides, tools, document design, and checklists. (Source: <http://www.himpub.com/>) (808.666021 J2T3) 167520

8. A history of ancient and early medieval India: from the Stone Age to the 12th century by Upinder Singh. New Delhi: Dorling Kindersley (India) Pvt. Ltd., 2008.

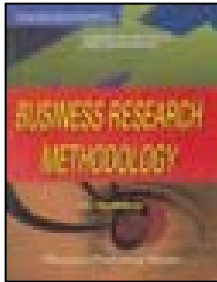


Developed as the most comprehensive book yet for students and general readers, A History of Ancient and Early Medieval India offer an exhaustive overview of the subject. Dividing this vast historical expanse into broad chronological units, it constructs profiles of the various geographical regions of the sub-continent, weaving together and analysing an unparalleled range of literary and archaeological sources. Prehistory and protohistory are dealt with in considerable detail. The narrative of the historical period breaks away from conventional text-based history writing, providing a window into the world of the primary sources of history. Substantial archaeological data is incorporated, along with literary, epigraphic, and numismatic evidence. Revealing the ways in which the past is constructed, this book explains fundamental concepts, and illuminates contemporary debates, discoveries, and research. Situating prevailing historical debates in their contexts, Ancient and Early Medieval India presents balanced assessments, encouraging readers to independently evaluate theories, evidence, and arguments. Lavishly illustrated with over four hundred photographs, maps and sketches, A History of Ancient and Early Medieval India helps the reader visualize and understand the extraordinarily rich and varied remains of the Indian subcontinent's ancient past. It offers readers a scholarly and nuanced--yet lucid--account of this past, which transforms the process of discovering it into an exciting experience. (Source: Back of the Title Page) (934 S4H4) 167524

[TOP](#)

## Research Methods

9. Business research methodology by J K Sachdeva. Mumbai: Himalaya Publishing House, 2008.



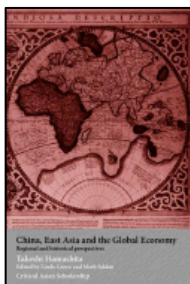
The book Business Research Methodology has been written as per Indian University Syllabus. The book covers both theoretical explanations and quantitative techniques of research required in business. The contents include chapters like defining research problem, development of research methods, research designs, problems of measurement, problems of validity, sampling techniques, qualitative and quantitative analysis, report writing etc. Chapters like case study method, survey, focus group discussion and multivariate analysis are add-ons explaining the techniques in detail but in a simple way. A unique feature of the book is sub-chapters How to do, after every chapter. It is learning by discussion. Two research scholars Jolly and Dolly discuss the issues in research in a simple language. Fifteen research projects contributed by research scholars from various colleges and universities are discussed and analyzed by these research scholars. It is learning by role play method.

(Source: <http://www.himpub.com/>)

(650.072 S2B8) 167517

## Social Sciences

10. China, East Asia and the global economy: regional and historical perspectives by Takeshi Hamashita. New York: Routledge, 2008.



Takeshi Hamashita, arguably Asia's premier historian of the longue duree, has been instrumental in opening a new field of inquiry in Chinese, East Asian and world historical research. Engaging modernization, Marxist and world system approaches, his wide-ranging redefinition of the evolving relationships between the East Asia regional system and the world economy from the sixteenth century to the present has sent ripples throughout Asian and international scholarship. His research has led him to reconceptualize the position of China first in the context of an East Asian regional order and subsequently within the framework of a wider Euro-American-Asian trade and financial order that was long gestating within, and indeed contributing to the shape of, the world market. This book presents a selection of essays from Takeshi Hamashita's oeuvre on Asian trade to introduce this important historian's work to the English speaking reader. It examines the many critical issues surrounding China and East Asia's incorporation to the world economy, including: maritime perspectives on China, Asia and the world economy; intra-Asian trade; Chinese state finance and the tributary trade system; banking and finance; and, maritime customs. (Source: [www.alibris.com](http://www.alibris.com))

(382.0951 H2C4) 167512

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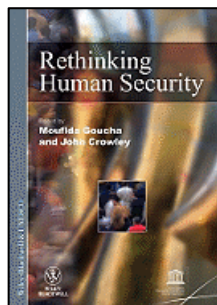
**11. Commentary on the constitution of India, 8<sup>th</sup> ed. (2Vols.) by Durga Das Basu. Agra: Wadhwa and Company, 2007.**

Dr. Durga Das Basu - Commentary on The Constitution of India, 8th Edition 2007 expected to be completed in (approx.) 8 Vols, is a legend in the world of Constitutional Law. First published within nine months of commencement of the Constitution, it is the pioneer Commentary of the Indian Constitution. It is not a mere digest but a treatise on comparative constitutional jurisprudence. The only authoritative work on the Constitution of India which gives you light on all its aspects-philosophical, sociological, political and legal. No other Indian work on Constitutional Law is read from one end of the world to the other, including non-English-speaking countries, such as Japan, Poland, Hungary, West Germany, and Italy. "This book, which was first published in one volume in the year 1950, reached its Silver Jubilee, with the completion of its 6th Ed., in 18 Volumes, marked Vols. A to R. By 1992, a number of 6th Ed. volumes were exhausted and were replaced by 7th Ed. Volumes again marked as vols. A to R. Now 8th Edition of the series is expected to be completed in about 8 volumes. Volume 1 and 2 covering commentary on Articles 1 to 19 of the series is now released with the pride and glory of its previous editions." While ostensibly a commentary on the Constitution of India, it is, in fact, a comparative treatise on the universal principles of justice and constitutional government which manifest themselves wherever the Anglo-American political system has been adopted. The book may, thus, be offered as a commentary also on foreign Constitutions, such as those of England, U.S.A., Canada, Australia, Eire, Japan, West Germany, Bangladesh, Nepal etc. etc "This edition, in nut-shell, is the most authoritative, exhaustive, radically revised, enlarged and most up-to-date on the subject and there is little doubt that for its tried and proven utility, the book in its present edition will have its Biblical place on the shelf of every Lawyer, Constitutional Law Experts, Administrators, Executives, and all such individuals who are in anyway concerned with the Constitution of India. Changes made by Constitution Amendment Acts, up to the 93rd Amendment, have been incorporated in the body of this book. All notable decisions of the Supreme Court as far as possible have been cited in this edition."

(Source: <http://www.lexisnexis.in/>)

(342.54 B2C6/2007/I) 167573 – 167574

**12. Rethinking human security edited by Moufida Goucha and John Crowley. Chichester: John Wiley and sons, 2008.**

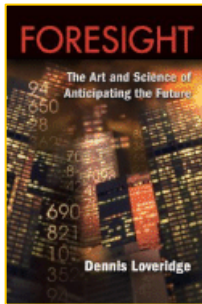


This book provides seven studies that address major issues such as the human rights and human security nexus, gender aspects of human security, ethical and environmental challenges, human security as a basic element for a policy framework, the human security agenda developed by the Human Security Network, and debates on human security within the United Nations. Building on its variety of themes, the book takes account of the complexity and scope of the concept of human security, and proposes thereby to refresh and enrich discussion. Contributors are internationally renowned experts in the different subfields of human security. This title offers an overview of current trends and insights on what is at stake if the international community is to maintain the momentum created a few years ago when the concept of human security emerged. It is designed to help both newcomers and experts in the field of human security. Readers will find inspiration in the new developments of a concept that aims to shape practical action to meet the needs of the most vulnerable. (Source: [www.alibris.com](http://www.alibris.com))

(355.033 R3) 167503

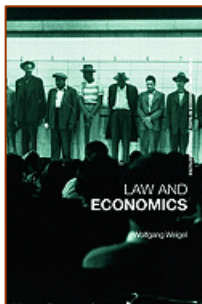
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13. **Foresight: the art and science of anticipating the future by Denis Loveridge. New York: Routledge, 2009.**



Since the early 1990s, interest in foresight has undergone one of its periodic resurgences and has led to a rapid growth in formal foresight studies backed by governments and transnational institutions, including many from the United Nations. However, texts that counterbalance in depth practical experience with an exposition and integration of the many theoretical strands that underpin the art and theory of foresight are rare." Foresight: The Art and Science of Anticipating the Future" provides entrepreneurs, business leaders, investors, inventors, scientists, politicians, and many others with a succinct, integrated guide to understanding foresight studies and using them as means for strategy development. The text dispels the belief that anticipations are 'mere guesswork', and conveys the depth of thought needed, implicitly or explicitly, to understand human foresight. The book examines: the role of foresight and its institutional counterpart in the modern world; the epistemology underlying foresight; the need to extend foresight activity into wider spheres, including sustainable development; and, the role that foresight plays in planning processes (including scenario planning). (Source: [www.alibris.com](http://www.alibris.com)) (303.49 L6F6) 167589

14. **Economics of the law: a primer by Wolfgang Weigel. New York: Routledge, 2008.**



There is an ever-increasing interest in the question of how and why legal norms can effectively guide human action. This compact volume demonstrates how economic tools can be used to examine this question and scrutinize these legal norms. Indeed, this is one of the first text to be based on civil law instead of the more usual common law, situating the study of both private and public law within the framework of institutional economics, with recommendations for further reading and a list of key terms in each chapter. Besides the standard economic problems in property, tort, contract, crime and litigation, areas covered include: new institutional economics, public choice, constitutional law public administrations, and, regulatory impact analysis. (Source: [www.alibris.com](http://www.alibris.com)) (340.11 W3E2) 167514

## Economics

15. **Economic environment of business by S K Mishra and V K Puri. Mumbai: Himalaya Publishing House, 2008.**



The present edition is the fifth edition of the book Economic Environment of Business which first appeared in 2000. Over the past four-five years, the book has rapidly gained acceptance in various MBA institutes and Universities all over the country. The present edition is a comprehensive revision of the earlier edition in light of the developments that have taken place during recent times.

(Source: <http://www.himpub.com/>) (338.70954 M4E2) 167522

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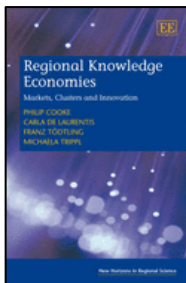
**16. The venturesome economy: how innovation sustains prosperity in a more connected world by Amar Bhide. Princeton: Princeton University Press, 2008.**



Many warn that the next stage of globalization - the offshoring of research and development to China and India - threatens the foundations of Western prosperity. But in "The Venturesome Economy", acclaimed business and economics scholar Amar Bhide shows how wrong the doomsayers are. Using extensive field studies on venture-capital-backed businesses to examine how technology really advances in modern economies, Bhide explains why know-how developed abroad enhances - not diminishes - prosperity at home, and why trying to maintain the U.S. lead by subsidizing more research or training more scientists will do more harm than good. When breakthrough ideas have no borders, a nation's capacity to exploit cutting-edge research regardless of where it originates is crucial: 'venturesome consumption' - the willingness and ability of businesses and consumers to effectively use products and technologies derived from scientific research - is far more important than having a share of such research. In fact, a venturesome economy benefits from an increase in research produced abroad: the success of Apple's iPod, for instance, owes much to technologies developed in Asia and Europe. Many players - entrepreneurs, managers, financiers, salespersons, consumers, and not just a few brilliant scientists and engineers - have kept the United States at the forefront of the innovation game. As long as their venturesome spirit remains alive and well, advances abroad need not be feared. Read "The Venturesome Economy" and learn why - and see how we can keep it that way.

**(Source: [www.alibris.com](http://www.alibris.com))**  
**(338.064 B4V3) 167492**

**17. Regional knowledge economies: markets, clusters and innovation by Philip Cooke and others. Cheltenham: Edward Elgar Pub. Ltd., 2007.**



This original and timely book presents the most comprehensive, empirically based analysis of clustering dynamics in the high-technology sector across liberal and co-ordinated market economies. By carefully exploring and comparing ICT and biotechnology in the UK and Austria, the authors find evidence that industry innovation characteristics can overcome some of the supposed constraints of such 'varieties of capitalism' and themselves usher in regulatory reforms. They also provide a first examination of the ways in which firms utilize knowledge spillovers in such settings. In addition, the book highlights the practices of 'free-riders' and the excess land rents they and more collaborative firms endure as 'diseconomies of agglomeration'. Finally, arising from these findings, the authors present a new post-sectoral, post-cluster policy methodology called 'Innovative Platform Policy' which they believe is more attuned to the dynamics of the knowledge economy. This book will be of great interest to academics, especially regional and industrial economists, economic geographers, regional scientists, political scientists and economic sociologists. It will also appeal to students and researchers, as well as government officials in industry, trade and economic development at national and regional levels.

**(Source: [www.alibris.com](http://www.alibris.com))**  
**(338.60941 C6R3) 167515**

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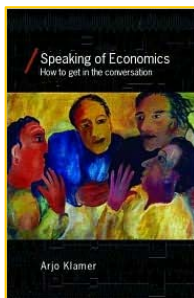
**18. India's leading infrastructure companies 2008 edited by Ashika Singh. Mumbai: Dun & Bradstreet Information Service India, 2007.**

India has the second largest road network in the world, spanning across 3.3 million kilometers, but intercity and interstate connectivity still leaves a lot to be desired. The government has invested in this area with major projects like the golden quadrilateral and four-laning of the major highways in the country. In the power sector too, the Indian government has planned additional installed capacity of 78,700 MW by the end of the Eleventh Five year plan. Over the years, telecom has grown from strength to strength on the back of increasing competition in the sector and proactive policy decisions. The sector has seen total revenues increase by 22.6% in FY08. With 3G auctions around the corner, we can expect higher investments and also higher revenues in the coming months. However, despite the strides that India has taken in the last few years, it is evident that the current levels of investments in infrastructure are not sufficient to bridge the gap between demand and supply. Historically, investments in infrastructure development have been mainly through Central and State Governments and therefore, private sector participation was negligible till a few years back. Efforts are now being made to increase the participation of private sector players to plug financial and technical deficits and to ensure a faster rate of delivery of infrastructure projects. Conducive policies with a greater level of transparency are being implemented to boost private investors' confidence. A significant increase in project execution through Public- Private-Partnerships, commonly known as the PPP model, is an indication of the interest shown by private players in building national infrastructure. India's Leading Infrastructure Companies 2008 showcases the performance and investment plans of some of India's leading infrastructure companies. It also covers numerous development initiatives and proposed investments by the government in various segments of infrastructure facilities in the country over the next five years.

**(Source: from the preface)**

**(338.91 I6/2008) 167525**

**19. Speaking of economics: how to get in the conversation by Arjo Klamer. New York: Routledge, 2007.**



Making sense of economists and their world in a persuasive and entertaining style, Arjo Klamer, the author of a number of influential books including *Conversation with Economists* and *The Consequences of Economic Rhetoric*, shows that economics is as much about how people interact as it is about the models, the mathematics, the econometrics, the theories and the ideas that come from the enormous aggregate of economics literature. Knowing and understanding economics requires both bookwork and mingling with other economists. Viewing the subject as a collection of conversations, Klamer examines fundamental disagreements over the nature and purpose of the discipline, addressing how it is that a discipline that so permeates daily life is at once 'soft' and scientific, powerful and ignored, noble and disdained and in a reader-friendly style — without eschewing academic methodology demonstrates economics to be a living, breathing discipline rooted in the real world. Whether you are a student, academician, journalist, practicing economist or interested outsider, *Speaking of Economics* will get you interested in a conversation about economics.

**(Source: <http://search.barnesandnoble.com/>)**

**(330 K5S7) 167516**

[TOP](#)

20. Competition policy analysis: an integrated approach by Kai Huschelrath. Heidelberg: Physica-Verlag, 2009.



This book develops an integrated approach of competition policy analysis. Based on the assumption that the deterrence of anticompetitive behaviour is the fundamental aim of competition policy rules and their enforcement, three pivotal levels of such an integrated approach are identified: a fundamental level, a strategic level as well as an operational level. Subsequent to the development of the approach, it is applied to three traditional areas of competition policy - hard core cartels, horizontal mergers and predation - before conclusions are drawn on how to ameliorate current competition policy. (Source: [www.alibris.com](http://www.alibris.com))

(338.88 H8C6) 167513

## Mathematics

21. Statistics for management by Anand Sharma. Mumbai: Himalaya Publishing House, 2008.

Decision Making is a constant process as the life goes. It is not required only for Business, but in all walks of life at all times. The art and science of collecting, analysing and using the information (can be called data) is utilized for identifying and solving life problems. The use of data for decision making is the body of statistical thinking. Business environment is becoming more and more competitive. Operating in this environment is very challenging and data has a very important role in meeting such a challenge. The author himself been a practicing manager and understands the rigorous of Business Decision. It is from this experience arose the need to put the data to use in the form of this book. The book has, therefore, been written in the most lucid, easy to understand language and the concepts have been amply clarified so as to make their use in daily business improvement exercises. (Source: <http://www.himpub.com/>)

(519.9 S4S8) 167518

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## Management

### General

22. Essentials of business environment by K Aswathappa. Mumbai: Himalaya Publishing House, 2008.

It is a total metamorphosis at the Essential of Business Environment. Debuted in 1988, the book has seen nine editions, with several reprints in between. It has gained wide acceptance from readers throughout the country. The present edition has the following new features: 1. Chapter 1 to 5 have



been rewritten 2. Competition Act has been included 3. Exim policy 2004-2009 is included All the remaining chapters too have been enriched with additional inputs. Data in all the chapters have been updated and new boxed items have been added. This is the right time to read a book on business environment. The environment as on today is as exciting as it is volatile and this book captures all challenges of the changing environment. (Source: <http://www.himpub.com/>)  
(658 A8E8) 167521

## Information Technology

23. **Wicked cool shell scripts: 101 scripts for Linux, Mac OS X, and UNIX systems** by Dave Tylor. Mumbai: Shroff Publishers & Distributors Pvt. Ltd., 2004.



Fun and functional Linux, Mac OS X and UNIX shell scripts The UNIX shell is the main scripting environment of every Linux, Mac OS X and UNIX system, whether a rescued laptop or a million-dollar mainframe. This cookbook of useful, customizable, and fun scripts gives you the tools to solve common Linux, Mac OS X and UNIX problems and personalize your computing environment. Among the more than 100 scripts included are an interactive calculator, a spell checker, a disk backup utility, a weather tracker, and a web log file analysis tool. The book also teaches you how to write your own sophisticated shell scripts by explaining the syntax and techniques used to build each example scripts. Examples are written in Bourne Shell (sh) syntax. (Source: [www.alibris.com](http://www.alibris.com))  
(005.432 T2W4) 167511

## Marketing

24. **Marketing management: text and cases in Indian context** by K Karunakaran. Mumbai: Himalaya Publishing House, 2007.

The opening up of the Indian economy through liberalization and globalisation has forced Marketing Management to adapt to the new competitive market scenario. This presents the marketing theories and practices in this context. The book covers all the relevant topics and the full syllabi of most Indian universities. Written in simple, lucid style, with full emphasis on the concepts of the subject. Topics are logically sequenced in tune with the syllabus contents of the MBA courses Preview cases and examples provide the latest picture of the Indian market. The latest cutting edge topics like Customer Relationship Management, Insurance Marketing and Retail Management have been dealt with comprehensively. A chapter, "New Horizons in Marketing", reviews the futuristic marketing concepts like Holistic Marketing, Four 'A's of Marketing, Experiential Marketing and Co-creation. Ten case studies on successful marketing practices in the Indian market have been analyzed. (Source: [www.amazon.com](http://www.amazon.com))  
(658.8 K2M2) 167519

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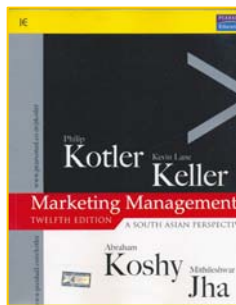
25. Marketing by Dhruv Grewal and Michael Levy. New York: McGraw-Hill Irwin, 2008.

It is clear that marketing has changed significantly in the past few decades. So much so, that in 2004 and again in 2007, the American Marketing Association redefined the word “marketing” itself. Grewal/Levy is the first Principles of Marketing text to be written from the ground up using the new definition and its value focus. In keeping with the value theme of the text, the authors met face to face with more than 150 instructors and walked through each chapter of the text and each supplement of the package in order to provide the most current, useful text and package on the market. Other themes that permeate throughout the text are: services, ethics, global marketing and the power of the internet. Because services marketing and ethics in marketing play such vital roles in marketing practice today, the authors have dedicated an entire chapter to each of these concepts. The authors provide adding value, superior service, ethical and societal dilemmas and the power of the internet examples throughout, and everywhere these themes fit. The authors have also been careful to integrate the 4Ps of marketing with the overriding value theme.

(Source: [www.search.barnesandnoble.com](http://www.search.barnesandnoble.com))

(658.8 G7M2) 167507

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This edition provides exactly the deep appreciation of consumers needed to understand the phenomenon of marketing through detailed discussion of a variety of aspects, including the socioeconomic characteristics of urban and rural consumers in India, their demographics, and socio-cultural nuances. Analysis of the marketing environment, critical in guiding marketing decisions, is approached through a chapter devoted to the characteristics of the Indian marketing environment, including economic environment, population, income distribution, and regulatory issues. Similarly, issues in conducting marketing research in India, such as the limitations of some methodologies of data collection, institutional buying, distribution issues, and the Indian retail scenario are all given special attention. This edition also contains numerous examples and studies of Indian companies and brands to help readers appreciate concepts within a familiar context. (Source: [www.prenhall.com](http://www.prenhall.com))

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