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Indian Financial System is primarily targeted towards the third semester students of B.Com Honours course at University of Calcutta. It is equally helpful for the students undertaking a course on Indian Financial System in other universities across Eastern India. The book encompasses all the major developments in the field of Indian Financial System since independence till the most recent time. It covers all the topics of the syllabus in a lucid language with ample practice questions.

Principles of Marketing is a curriculum-driven text. It is designed to cater to the knowledge-and- examination needs of BCom (Hons.) students of Semester-III of the Three-Year Undergraduate Course of the University of Delhi. It is a reader-friendly, unique and unrivalled compendium of modern marketing. KEY FEATURES • Provides exhaustive coverage of all topics in the syllabus • Uses analytical framework to explain complexities of marketing issues • Includes study aids such as Flow Charts, Tables, Boxes, Illustrations and Case Studies • Incorporates Review Questions, University Examination Questions and Projects

The book has been written for 'Business Laws' Paper of the B. Com. (Hons.), Semester-I, Examination of the University of Delhi in accordance with its semester based syllabus. Its contents have been largely extracted from the author's reputed title Business Law which has gained tremendous readership over the years. This book presents the subject matter tailor-made as per the revised course structure of the Paper, to enable the students to possess a textbook that caters to their needs in full. The book has been organized into four parts, namely, Law of Contract, Law of Sale of Goods, Law of Limited Liability Partnership, and Law of Information Technology. KEY FEATURES • Quotes Indian and English cases at appropriate places with a view to ensure necessary authenticity and clarity on the subject. • Includes text questions and practical problems with hints and solutions in each chapter to enable students to evaluate their understanding of the subject • Explains complicated provisions in easily comprehensible language with the help of illustrations and analogies

Principles of Marketing, helps students understand how to create value, build customer relationshipsand master key marketing challenges. The the8th Edition has been thoroughly revised to reflect the major trends impacting contemporary marketing. Packed withexamples illustrating how companies use new digital technologies to maximize customer engagement and shape brand conversations, experiences, and communities.

This book has been written for 'Business and Industrial Laws Paper' of the BCom Semester-II Examination of University of Delhi. The contents of the book have been designed strictly in accordance with the semester based syllabus, effective from the academic year 2011–12. The book attempts to present the complicated subject of 'Business and Industrial Laws' in an easily comprehensible manner. The intricate points of law have been explained in as lucid, systematic and logical way as possible in a compact form. The entire text has been organized in four parts, namely, Law of Contract, Law of Sale of Goods, Law of Limited Liability Partnership and Industrial Laws. This book presents the subject matter tailor-made, as per the revised course structure of the Paper, to enable the students to possess a text-book which caters to their needs in full.

Blogs, networking sites, and other examples of the social web provide businesses with a largely untapped marketing channel for products and services. But how do you take advantage of them? With The New Community Rules, you'll understand how social web technologies work, and learn the most practical and effective ways to reach people who frequent these sites. Written by an expert in social media and viral marketing, this book cuts through the hype and jargon to give you intelligent advice and strategies for positioning your business on the social web, with case studies that show how other companies have used this approach. The New Community Rules will help you: Explore blogging and microblogging, and find out how to use applications such as Twitter to create brand awareness Learn the art of conversation marketing, and how social media thrives on honesty and transparency Manage and enhance your online reputation through the social web Tap into the increasingly influential video and podcasting market Discover which tactics work -- and which don't -- by learning about what other marketers have tried Many consumers today use the Web as a voice. The New Community Rules demonstrates how you can join the conversation, contribute to the community, and bring people to your product or service.

Marketing is an essential business activity therefore it is necessary for students to understand its basic concepts and strategies. The book has been written with the objective of providing students with the latest information on various marketing strategies in an organised and simplified format. Besides discussing fundamental concepts, the book also explains various emerging issues in marketing such as customer relationship marketing, rural marketing, direct marketing, green marketing and marketing of services. The subject matter has been presented in a simple and lucid manner. The text, supported with a variety of illustrations and diagrams, enables students to understand and grasp concepts easily. Each chapter begins with the learning objectives to provide a bird's eye view of the content. At the chapter-end, a summary is provided in bullet points to help students conceptualise and recapitulate the chapter quickly. Various objective and subjective type questions are provided to help students to test their knowledge and understanding of the topics before moving on to the next concept. Inclusion of case studies and examples of corporate sector provide a practical orientation to the text and help students to understand concepts in context of real-world situation. The book is positioned for the undergraduate students of commerce, arts and management. However, it can also be recommended to postgraduate students of commerce (M.Com.) and management (MBA and other PG Diploma courses).

Rakesh plants a cherry seedling in his garden and watches it grow. As seasons go by, the small tree survives heavy monsoon showers, a hungry goat that eats most of the leaves and a grass cutter who splits it into two with one sweep. At last, on his ninth birthday, Rakesh is rewarded with a miraculous sight—the first pink blossoms of his precious cherry tree! This beautifully illustrated edition brings alive the magical charm of one of Ruskin Bond's most unforgettable tales.