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KEY=TATA - GEMMA SOSA

TECHNOLOGY AND FINANCIAL CRISIS: ECONOMICAL AND ANALYTICAL VIEWS

ECONOMICAL AND ANALYTICAL VIEWS

IGI Global Rapid improvements and constant advancements in information technology have inevitably lead to significant changes for businesses across the globe. As a result, some of these large shifts have unfortunately ended in major financial crises. **Technology and Financial Crisis: Economical and Analytical Views** investigates financial crises from unique points of view. Not only does this publication consider the broader economical implications that a financial crisis can have on one business or on a whole country, but it also thoroughly discusses the smaller areas which are affected or contribute to the downfall. This book is intended to be of use to the public sector, researchers, practitioners, and educators who are interested in the affects of a financial crises and possible ways to reduce such large scale problems in the future.

INTERNATIONAL BUSINESS

TEXT AND CASES

PHI Learning Pvt. Ltd. Today, with the pervasive impact of globalization and liberalization sweeping across the globe, exerting its influence on both the developed and the developing nations, business is no more confined to the national borders of a country. More and more companies are spreading their business to markets abroad (for example, Tata Consultancy Services and Infosys Technologies spreading their business to USA and elsewhere) or acquiring new companies (for instance, Tata acquiring the Corus and the Land Rover and Jaguar, or reversely, Vodafone acquiring Hutch). International business, therefore, has become such an important area of study for students of management and commerce. This comprehensive and easy-to-read text tries to lay bare the ramifications and complexities of international business. Divided into six sections, the book provides a harmonious blend of concepts and applications of international business. What distinguishes the text is the emphasis it lays on the Indian cases and the Indian scenario through the provision of many cases and illustrative examples. However, the book goes beyond the Indian context by giving international cases, thus imbuing the text with a global business flavour. **Key Features** □ The case studies discussed include the cases such as Tata Motors, Hindustan Unilever, Ranbaxy, McDonald, Nokia, Microsoft and Walt Disney. □ The opening case in each chapter introduces the students to a real-life example, followed by the text which provides the theoretical knowledge on the subject. The concluding case study correlates the theoretical knowledge with the real-life situation. □ Review questions are cited after every case study to check students' comprehension of the subject. Primarily intended as a text for undergraduate and postgraduate students of Business Administration, MBA, MIB and postgraduate students of Commerce, the book would be of great value also to practising managers.

EMERGING RESEARCH IN COMPUTING, INFORMATION, COMMUNICATION AND APPLICATIONS

ERCICA 2015, VOLUME 1

Springer This proceedings volume covers the proceedings of ERCICA 2015. ERCICA provides an interdisciplinary forum for researchers, professional engineers and scientists, educators, and technologists to discuss, debate and promote research and technology in the upcoming areas of Computing, Information, Communication and their Applications. The contents of this book cover emerging research areas in fields of Computing, Information, Communication and Applications. This will prove useful to both researchers and practicing engineers.

HANDBOOK OF RESEARCH ON GLOBAL PERSPECTIVES ON INTERNATIONAL ADVERTISING

IGI Global International advertising is an important discipline in social sciences studies and though many books and articles have been published surrounding international advertising, only a few of them contain information about the advertising industry related to specific international countries and regions. Additional consideration on how advertising is utilized across the world is vital to understand the current best practices, challenges, and opportunities in the marketing field. The **Handbook of Research on Global Perspectives on International Advertising** considers various perspectives on international advertising through global and local lenses and discusses strategies and tactics of advertising across the globe. Covering topics such as branding, political advertising, cultural features, and tourism advertising, this reference work is ideal for industry professionals, academicians, practitioners, researchers, scholars, instructors, and students.

ADVANCED DIGITAL ARCHITECTURES FOR MODEL-DRIVEN ADAPTIVE ENTERPRISES

IGI Global The five digital forces (mobility and pervasive computing, cloud, big data, artificial intelligence and robotics, and social media) are poised to bring great academic and industrial breakthroughs. All stakeholders want to understand how to best harness these forces to their advantage. While literature exists for understanding each force independently, there is a lack of knowledge on how to utilize all the forces together to realize future enterprises. **Advanced Digital Architectures for Model-Driven Adaptive Enterprises** is an essential reference source that explores the potential in unifying the five digital forces to achieve increased levels of agility, efficiency, and scale. Featuring coverage on a wide range of topics including socio-technical systems, adaptive architectures, and enterprise modeling, this book is ideally designed for managers, executives, programmers, designers, computer engineers, entrepreneurs, tool builders, digital practitioners, researchers, academicians, and students at the graduate level.

100 TECHNICAL QUESTIONS AND ANSWERS FOR JOB INTERVIEW OFFSHORE OIL & GAS PLATFORMS

Petrogav International The job interview is probably the most important step you will take in your job search journey. Because it's always important to be prepared to respond effectively to the questions that employers typically ask at a job interview Petrogav International has prepared this eBooks that will help you to get a job in oil and gas industry. Since these questions are so common, hiring managers will expect you to be able to answer them smoothly and without hesitation. This eBook contains 100 questions and answers for job interview and as a BONUS web addresses to 220 video movies for a better understanding of the technological process. This course covers aspects like HSE, Process, Mechanical, Electrical and Instrumentation & Control that will enable you to apply for any position in the Oil and Gas Industry.

JOB INTERVIEW OFFSHORE OIL & GAS PLATFORMS

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OFFSHORE OIL & GAS PLATFORMS JOB INTERVIEW

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HOW TO BE PREPARED FOR JOB INTERVIEW OFFSHORE OIL & GAS RIGS

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100 QUESTIONS AND ANSWERS FOR JOB INTERVIEW OFFSHORE DRILLING PLATFORMS

Petrogav International This book offers you a brief, but very involved look into the operations in the drilling of an oil & gas wells that will help you to be prepared for job interview at oil & gas companies. From start to finish, you'll see a general prognosis of the drilling process. If you are new to the oil & gas industry, you'll enjoy having a leg up with the

knowledge of these processes. If you are a seasoned oil & gas person, you'll enjoy reading what you may or may not know in these pages. This course provides a non-technical overview of the phases, operations and terminology used on offshore drilling platforms. It is intended also for non-drilling personnel who work in the offshore drilling, exploration and production industry. This includes marine and logistics personnel, accounting, administrative and support staff, environmental professionals, etc. No prior experience or knowledge of drilling operations is required. This course will provide participants a better understanding of the issues faced in all aspects of drilling operations, with a particular focus on the unique aspects of offshore operations.

200 TECHNICAL QUESTIONS AND ANSWERS FOR JOB INTERVIEW OFFSHORE OIL & GAS PLATFORMS

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QUESTIONS AND ANSWERS FOR JOB INTERVIEW OFFSHORE OIL & GAS PLATFORMS

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TECHNICAL QUESTIONS AND ANSWERS FOR JOB INTERVIEW OFFSHORE OIL & GAS PLATFORMS

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PLANT FLOW MEASUREMENT AND CONTROL HANDBOOK

FLUID, SOLID, SLURRY AND MULTIPHASE FLOW

Academic Press Plant Flow Measurement and Control Handbook is a comprehensive reference source for practicing engineers in the field of instrumentation and controls. It covers many practical topics, such as installation, maintenance and potential issues, giving an overview of available techniques, along with recommendations for application. In addition, it covers available flow sensors, such as automation and control. The author brings his 35 years of experience in working in instrumentation and control within the industry to this title with a focus on fluid flow measurement, its importance in plant design and the appropriate control of processes. The book provides a good balance between practical issues and theory and is fully supported with industry case studies and a high level of illustrations to assist learning. It is unique in its coverage of multiphase flow, solid flow, process connection to the plant, flow computation and control. Readers will not only further understand design, but they will also further comprehend integration tactics that can be applied to the plant through a step-by-step design process that goes from installation to operation. Provides specification sheets, engineering drawings, calibration procedures and installation practices for each type of measurement Presents the correct flow meter that is suitable for a particular application Includes a selection table and step-by-step guide to help users make the best decision Cover examples and applications from engineering practice that will aid in understanding and application

OFFSHORE OIL & GAS RIGS JOB INTERVIEW

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TECHNOLOGY SYSTEMS AND MANAGEMENT

FIRST INTERNATIONAL CONFERENCE, ICTSM 2011, MUMBAI, INDIA, FEBRUARY 25-27, 2011. SELECTED PAPERS

Springer Science & Business Media This book constitutes the refereed proceedings of the First International Conference on Technology Systems and Management, ICTSM 2011, held in Mumbai, India, in February 2011. The 47 revised full papers presented were carefully reviewed and selected from 276 submissions. The papers are organized in topical sections on computer engineering and information technology; electronics and telecommunication; as well as technology management.

THE BRICS-LAWYERS' GUIDE TO GLOBAL COOPERATION

Cambridge University Press Explores the role of law in different areas of BRICS cooperation and the impact it can make on global governance.

HUMAN RESOURCE MANAGEMENT: TEXT & CASES, 2ND EDITION

Vikas Publishing House In a constantly evolving service-led Indian economy, human resources have become the cornerstone of an organization's success. The management of human capability has become an art that has to be understood and mastered to run a successful enterprise. Human Resource Management: Text and Cases, 2e, explains the basic concepts of this discipline and presents cases that provide an insight into the challenges faced by HR professionals on a day-today basis. Going beyond the coverage of a traditional textbook, this book focuses on applied aspects of HRM, which capture the evolving challenges in the field. The authors have used their extensive real-world work experience in talent acquisition, and human resource development and retention to provide lucid explanation of all major concepts of human resource management. Replete with examples and cases, this title is a complete guide for all MBA students and HR practitioners. **KEY FEATURES** • Extensive coverage of HR best practices and innovations • Sample 'ready-to-use formats' of relevant documents • Thought-provoking chapter opening cases to set the context for learning in the text ahead • Application cases to showcase real-world implementation of concepts • PowerPoint slides and Question Bank for teachers

150 TECHNICAL QUESTIONS AND ANSWERS FOR JOB INTERVIEW OFFSHORE DRILLING RIGS

Petrogav International The job interview is probably the most important step you will take in your job search journey. Because it's always important to be prepared to respond effectively to the questions that employers typically ask at a job interview Petrogav International has prepared this eBooks that will help you to get a job in oil and gas industry. Since these questions are so common, hiring managers will expect you to be able to answer them smoothly and without hesitation. This eBook contains 150 questions and answers for job interview and as a BONUS 230 links to video movies. This course covers aspects like HSE, Process, Mechanical, Electrical and Instrumentation & Control that will enable you to apply for any position in the Oil and Gas Industry.

200 TECHNICAL QUESTIONS AND ANSWERS FOR JOB INTERVIEW OFFSHORE OIL & GAS RIGS

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MOBILE ENTITY LOCALIZATION AND TRACKING IN GPS-LESS ENVIRONMENTS

SECOND INTERNATIONAL WORKSHOP, MELT 2009, ORLANDO, FL, USA, SEPTEMBER 30, 2009, PROCEEDINGS

Springer Science & Business Media This book constitutes the refereed proceedings of the second International Workshop on Mobile Entity Localization and Tracking in GPS-less Environments, MELT, held in Orlando, Florida, USA, in September 2009 in conjunction with the 11th International Conference on Ubiquitous Computing (UbiComp 2009). MELT is a forum for the state-of-the-art technologies in mobile localization and tracking and novel applications of location-based services. The research contributions in these proceedings cover significant aspects of localization and tracking of mobile devices that include techniques suitable for smart phones and mobile sensor networks in both outdoor and indoor environments using diverse sensors and radio signals. Novel theoretical methods, algorithmic design and analysis, application development, and experimental studies are presented in 14 papers that were reviewed carefully by the program committee. In addition, three invited papers, with topics on location determination using RF systems, Cramer-Rao-Bound analysis for indoor localization and approaches targeting mobile sensor networks, are also included in the proceedings.

ENERGY, INFORMATION, FEEDBACK, ADAPTATION, AND SELF-ORGANIZATION

THE FUNDAMENTAL ELEMENTS OF LIFE AND SOCIETY

Springer This unique book offers a comprehensive and integrated introduction to the five fundamental elements of life and society: energy, information, feedback, adaptation, and self-organization. It is divided into two parts. Part I is concerned with energy (definition, history, energy types, energy sources, environmental impact); thermodynamics (laws, entropy definitions, energy, branches of thermodynamics, entropy interpretations, arrow of time); information (communication and transmission, modulation-demodulation, coding-decoding, information theory, information technology, information science, information systems); feedback control (history, classical methodologies, modern methodologies); adaptation (definition, mechanisms, measurement, complex adaptive systems, complexity, emergence); and self-organization (definitions/opinions, self-organized criticality, cybernetics, self-organization in complex adaptive systems, examples in nature). In turn, Part II studies the roles, impacts, and applications of the five above-mentioned elements in life and society, namely energy (biochemical energy pathways, energy flows through food chains, evolution of energy resources, energy and economy); information (information in biology, biocomputation, information technology in office automation, power generation/distribution, manufacturing, business, transportation), feedback (temperature, water, sugar and hydrogen ion regulation, autocatalysis, biological modeling, control of hard/technological and soft/managerial systems), adaptation and self-organization (ecosystems, climate change, stock market, knowledge management, man-made self-organized controllers, traffic lights control).

PULSE AND DIGITAL CIRCUITS

Pearson Education India Pulse and Digital Circuits is designed to cater to the needs of undergraduate students of electronics and communication engineering. Written in a lucid, student-friendly style, it covers key topics in the area of pulse and digital circuits. This is an introductory text that discusses the basic concepts involved in the design, operation and analysis of waveshaping circuits. The book includes a preliminary chapter that reviews the concepts needed to understand the subject matter. Each concept in the book is accompanied by self-explanatory circuit diagrams. Interspersed with numerous solved problems, the text presents detailed analysis of key concepts. Multivibrators and sweep generators are covered in great detail in the book.

EFFECTIVE PEOPLE

Random House India Is Shah Rukh Khan an effective actor? Is Naresh Trehan an effective doctor? Was A.P.J. Abdul Kalam an effective nation builder? Are you an effective person? In this book, bestselling author T.V. Rao studies and analyses effective doctors, actors, civil servants, social workers, educationists, nation builders and entrepreneurs. Some of them seem to go beyond the tenets of effectiveness and shine out as what the author calls Very Effective People and Super Effective People. His diverse examples and cases range from A.P.J. Abdul Kalam, Devi Shetty, Anil Gupta to Kangana Ranaut, Sachin Tendulkar, Anupam Kher—to ordinary people whose lives are no less effective. Hugely readable, with self-assessment tools at the end of each chapter, Effective People will propel you to leap forward and discover the best in you.

MECHANICAL DESIGN OF ELECTRIC MOTORS

CRC Press Rapid increases in energy consumption and emphasis on environmental protection have posed challenges for the motor industry, as has the design and manufacture of highly efficient, reliable, cost-effective, energy-saving, quiet, precisely controlled, and long-lasting electric motors. Suitable for motor designers, engineers, and manufacturers, as well

TRAINING FOR JOB INTERVIEW OFFSHORE OIL & GAS PLATFORMS

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273 TECHNICAL QUESTIONS AND ANSWERS FOR JOB INTERVIEW OFFSHORE DRILLING RIGS

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BEARING TECHNOLOGY

BoD - Books on Demand In the twenty-first century, bearings are expected to perform better in the form of various operating conditions, that is from low speed to extremely high speed and from low load to huge load applications. The expectations from the field of bearing technology are great. During the recent years, we have been witnessing the development of a new generation of mechanical systems that are highly miniaturized and very sophisticated, yet extremely robust. Technological progress creates increasingly arduous conditions for rolling mechanisms.

APPLIED FINITE ELEMENT ANALYSIS

I. K. International Pvt Ltd Presents the basic concepts of finite element analysis applied to engineering applications. Coverage includes several modules of elasticity, heat conduction, eigenvalue and fluid flow analysis; finite element formulations have been presented using both global and natural coordinates; heat conduction problems and fluid flows; and factors affecting the formulation.

NEW AGE MARKETING

EMERGING REALITIES

Excel Books India The theme of NICOM 2008 being held between January 9 to 11, 2008 is 'Strategies and Trends in Marketing: A New Economy Perspective'. The issues, challenges and dimensions of the emerging scenario are grouped into the following sub-themes. 'Marketing Information System' brings together scholarly contributions on Marketing Research and Analytics, Business Intelligence and Forecasting Tools, Data Mining in Marketing and Decision Support System, Knowledge Management and Environment Sensing for Marketing. The sub-theme 'Value Creation: New Paradigms' has deliberations on Marketing Innovations, Trends in Pricing Strategy, Diffusion of New Products and Marketing Mix Decisions. 'Value Delivery in Marketing' covers topics on Disintermediation, Re-intermediation, Managing Marketing Channels, Logistics and Technology and 3PL and 4PL. 'Managing Marketing

Communication' looks at Managing Brands, Changing Face of Advertising, Marketing Communication on Internet, Managing Content and Blogging The New Marketing Tool. 'Marketing Metrics' gets together papers on measuring Performance, Expectations, Customer Satisfaction, Loyalty and Preferences, Awareness, Attitudes and Usage. 'Business Markets in New Economy' looks at Business Integration, Managing Suppliers, E-Marketplaces, Extended Organization and Managing Procurement. 'Marketing and Technology' debates on the issues in Process Automation, Enterprise Resource Planning, Customer Relationship Management, Managing Customer Data Bases, E-commerce and Technology, Customer Information Security, Retail and Technology and Managing Online Services. 'Interdisciplinary Studies' gives a platform for Cross Cultural Studies, Marketing of Financial Services, Marketing of Hospitality and Tourism, Marketing of Healthcare Services, Managing Services, Retail - the Changing Face and Ethical Issues in Marketing. This book is the result of publication of selected works out of over a hundred papers presented at the Conference. It is appropriately titled 'NEW AGE MARKETING: Emerging Realities'. It is divided into four parts in line with the theme and sub-themes of the Conference as follows: Part-A: Marketing and TechnologyPart-B: Value Creation and DeliveryPart-C: Changing Face of MarketingPart-D: Marketing Metrics

PRINCIPLES OF FLUID MECHANICS AND FLUID MACHINES (SECOND EDITION)

Universities Press This book is intended to be used as a textbook for a first course in fluid mechanics. It stresses on principles and takes the students through the various development in theory and applications. A number of exercises are given at the end of each chapter, all of which have been successfully class-tested by the authors. It will be ideally suited for students taking an undergraduate degree in engineering in all universities in India.

FUNDAMENTALS OF ELECTRICAL ENGINEERING

Laxmi Publications, Ltd.

BUSINESS PROCESS TRANSFORMATION

THE PROCESS TANGRAM FRAMEWORK

Springer This book presents a framework through transformation and explains how business goals can be translated into realistic plans that are tangible and yield real results in terms of the top line and the bottom line. Process Transformation is like a tangram puzzle, which has multiple solutions yet is essentially composed of seven 'tans' that hold it together. Based on practical experience and intensive research into existing material, 'Process Tangram' is a simple yet powerful framework that proposes Process Transformation as a program. The seven 'tans' are: the transformation program itself, triggers, goals, tools and techniques, culture, communication and success factors. With its segregation into tans and division into core elements, this framework makes it possible to use 'pick and choose' to quickly and easily map an organization's specific requirements. Change management and process modeling are covered in detail. In addition, the book approaches managed services as a model of service delivery, which it explores as a case of process transformation. This book will appeal to anyone engaged in business process transformation, be it business process management professionals, change managers, sponsors, program managers or line managers. The book starts with the basics, making it suitable even for students who want to make a career in business process management.

SMART TECHNOLOGIES FOR ENERGY, ENVIRONMENT AND SUSTAINABLE DEVELOPMENT, VOL 1

SELECT PROCEEDINGS OF ICSTEESD 2020

Springer Nature This book contains select proceedings of the International Conference on Smart Technologies for Energy, Environment, and Sustainable Development (ICSTEESD 2020). The book is broadly divided into the themes of energy, environment, and sustainable development; and discusses the significance and solicitations of intelligent technologies in the domain of energy and environmental systems engineering. Topics covered in this book include sustainable energy systems including renewable technologies, energy efficiency, techno-economics of energy system and policies, integrated energy system planning, environmental management, energy efficient buildings and communities, sustainable transportation, smart manufacturing processes, etc. The book will be a valuable reference for young researchers, professionals, and policy makers working in the areas of energy, environment and sustainable development.

MECHANICAL DESIGN AND MANUFACTURING OF ELECTRIC MOTORS

CRC Press This Second Edition of Mechanical Design and Manufacturing of Electric Motors provides in-depth knowledge of design methods and developments of electric motors in the context of rapid increases in energy consumption, and emphasis on environmental protection, alongside new technology in 3D printing, robots, nanotechnology, and digital techniques, and the challenges these pose to the motor industry. From motor classification and design of motor components to model setup and material and bearing selections, this comprehensive text covers the fundamentals of practical design and design-related issues, modeling and simulation, engineering analysis, manufacturing processes, testing procedures, and performance characteristics of electric motors today. This Second Edition adds three brand new chapters on motor breaks, motor sensors, and power transmission and gearing systems. Using a practical approach, with a focus on innovative design and applications, the book contains a thorough discussion of major components and subsystems, such as rotors, shafts, stators, and frames, alongside various cooling techniques, including natural and forced air, direct- and indirect-liquid, phase change, and other newly-emerged innovative cooling methods. It also analyzes the calculation of motor power losses, motor vibration, and acoustic noise issues, and presents engineering analysis methods and case-study results. While suitable for motor engineers, designers, manufacturers, and end users, the book will also be of interest to maintenance personnel, undergraduate and graduate students, and academic researchers.

BUSINESS ENGLISH

Pearson Education India

FIELDBUS AND NETWORKING IN PROCESS AUTOMATION

CRC Press Fieldbuses, particularly wireless fieldbuses, offer a multitude of benefits to process control and automation. Fieldbuses replace point-to-point technology with digital communication networks, offering increased data availability and easier configurability and interoperability. Fieldbus and Networking in Process Automation discusses the newest fieldbuses on the market today, detailing their utilities, components and configurations, wiring and installation methods, commissioning, and safety aspects under hostile environmental conditions. This clear and concise text: Considers the advantages and shortcomings of the most sought after fieldbuses, including HART, Foundation Fieldbus, and Profibus Presents an overview of data communication, networking, cabling, surge protection systems, and device connection techniques Provides comprehensive coverage of intrinsic safety essential to the process control, automation, and chemical industries Describes different wireless standards and their coexistence issues, as well as wireless sensor networks Examines the latest offerings in the wireless networking arena, such as WHART and ISA100.11a Offering a snapshot of the current state of the art, Fieldbus and Networking in Process Automation not only addresses aspects of integration, interoperability, operation, and automation pertaining to fieldbuses, but also encourages readers to explore potential applications in any given industrial environment.