



Shilp Gravures-AMA Media Outlet

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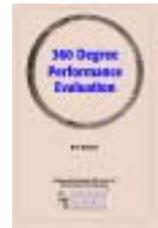
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1. 360 DEGREE PERFORMANCE EVALUATION

B. N. DASTOOR

360 Degree Performance Evaluation completes the managerial operation by providing basis for important decisions. It's a measure of both the positive and negative traits that can help an individual on his/her career path/ thoroughfare. In this book, B. N. Dastoor reveals that the higher rating is on positive attributes while lower rating is preferred on negative attributes. It's a source bank with the exercises available for all the HR people. **(Price ` 80/-)**



2. APPROPRIATE INTEGRATED MANAGEMENT (AIM)

NARAYANA

AIM is the tool for managing business, managers, workers and work. This selective piece of project acknowledges the fact that people are key to management. A great book for Human Resource professionals to get acquainted about how no single method of management can be effective in case of all people as people are divergent in their own ways and discrete in their own situations. This book highlights the kinds of people and different methods of managing them. **(Price ` 100/-)**



3. APPROPRIATE INTERNAL MANAGEMENT

NARAYANA

This is the next step following *AIM* by G. Narayana. Appropriate Internal Management discloses the unintelligible fact that how Inner/Cosmic space is the cement which binds the three bricks of physical, mental and thought space. It illustrates the four aspects of one's personality as motion is the key element of physical space, emotion is to mental space, vision is to thought space and inspiration is to inner space. This book would be an excellent reading for managers in all levels and functions. **(Price ` 50/-)**



4. BE A WINNER

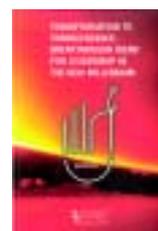
N.K. PATEL

Be a Winner is an integral guidebook having various elements that can help a person *TO BE A WINNER*. The great work by the author is productive from the head of managing one's self to the tail of people around. This book features aspects like winning over fear, dynamic listening and communication, dealing with work and people etc. This would be a wonderful piece for a PR professional in all areas of management. **(Price ` 100/-)**



5. TRANSFORMATION TO TRANSCENDENCE-BREAKTHROUGH
IDEAS FOR LEADERSHIP IN NEW MILLENIUM
NARAYANA

After integrated and internal management, this book by Narayana underlines the processing of management ideas for leadership. It highlights the facets of "vision-mission-aim-goal" matrix and of this total picture "MANAGEMENT" is only one facet. This work is for people who believe in self improvisation thereby opening the gateways to self realization which is purely pragmatic. **(Price ` 100/-)**



6. COMMUNICATION IN ORGANIZATIONS

B. N. DASTOOR

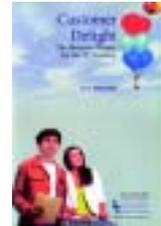
What holds us back? Communication In Organization describes the barriers to effective communication, importance of different channels through non-verbal communication, functioning of formal and informal communication networks and many more. This work is helpful in every way for the people in different organizations and at different levels. **(Price ` 60/-)**



7. CUSTOMER DELIGHT

B. N. DASTOOR

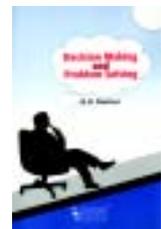
Organization needs to take care of the four major expectations of customers that are: Accuracy, Availability, Partnership and Advice to delight the customers. This book reveals the innovative ways to involve leading customers in all the aspects of development. This work is helpful for the market leaders who can transfer their enthusiasm to the opinion seekers. **(Price ` 50/-)**



8. DECISION MAKING AND PROBLEM SOLVING

B. N. DASTOOR

Decision making affects almost all traditional management functions- planning, organization, leading and controlling. This book unfolds the four major pillars of modern business and different types of decision making. It is helpful for the people in different dimensions that are decision takers and want to become good decision makers who are expected to anticipate problems. **(Price ` 90/-)**



9. DRIVING A FERRARI ON THE CAREER EXPRESSWAY

B. N. DASTOOR

This book holds the idea of being updated on your career pathway, discussing important aspects of self-concept which is balanced by one's ability to make effective relationships in the Organization, to get your way and is a helpful guide for the goal-oriented beings. **(Price ` 50/-)**



10. ELEMENTS OF MARKETING IN THE TWENTY-FIRST CENTURY

B. N. DASTOOR

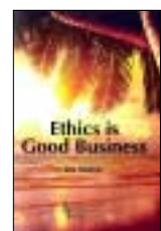
Here the author answers the query of How Marketers manage the perception of people. And gives the reason why two more P's are added to the traditional four in Marketing Mix. This work is prepared for the basic Marketing and Sales course. It is helpful for the students entering into the world of marketing and sales. **(Price ` 60/-)**



11. ETHICS IS GOOD BUSINESS

B. N. DASTOOR

The book introduces an individual's ethical values, the different aspects of ethics in an organization and how values are different from attitudes. This is an integral management part for those aspiring a career in corporate world. **(Price ` 100/-)**

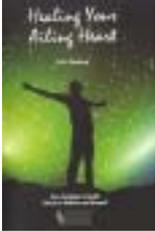


12. GATEWAYS TO SELF REALIZATION

G. NARAYANA

What G. Narayana tries to depict in *Gateways to Self Realization* is knowing thyself. This is an actual guidebook from self start to experiencing self progress and thereby reaching self fulfillment. This work is helpful for all those aspiring a fast-track career in management field whether you have just started or have had experience. **(Price ` 150/-)**



13. GET SET GO!
SANJAY CHAKRABORTY
Get Set Go is a collection of opinions and experiences shared by the stalwarts of the advertising and media industry. This book is a great initiative by the author and targets young aspirants who are contemplating in making an entry into the advertising and media corporation. **(Price ` 100/-)**
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14. GO FOR GROWTH
NARSINHBHAI K. PATEL
Go for Growth is a compilation of self-help prayers, inspiring thoughts, poems, passages, words of wisdom from wise people and famous leaders, published literature etc. This material is helpful to people who need inspiration and motivation and it can guide you to get divine blessings, ignite inner strength and unleash your potential for a better and successful life. **(Price ` 200/-)**
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15. GROOMING YOURSELF
B. N. DASTOOR
Grooming yourself is a package covering stories, anecdotes and parables. An honest attempt by the author to make this work both readable and very practical for professionals in corporate world. It emphasizes on the areas like self development and socialization process. **(Price ` 150/-)**
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16. HALF GLASS FULL
SANJAY CHAKRABORTY
Few pages full of author's experiences, these lessons are beneficial for a student, an employee, the employer and the retiree. A real guide teaching how you can convert your mistakes into the lifelong remarkable experiences as celebrated happenings. **(Price ` 30/-)**
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17. HANDBOOK FOR WRITERS AND EDITORS
S. SREENIVAS RAO
In simple and perspicuous language, the pages of *The Handbook for Writers and Editors* have helped countless students, businessman, and professionals in the essential part of information evaluation. This book covers the characteristics of the written communication and various stages of writing. **(Price ` 150/-)**
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18. HANDBOOK OF EXECUTIVE HEALTH
B. N. DASTOOR
This is a health book which is written, devoid of medical jargon. This valuable handbook would help a busy executive live longer and stronger covering the wide range of physical, psychological, emotional and social problems causing job dissatisfaction, tension, anxiety, depression, irritability, procrastination and boredom. **(Price ` 80/-)**
- 
19. HEALING YOUR AILING HEART
B. N. DASTOOR
Healing your Ailing Heart is a unique book on prevention, symptoms and factors related to the disturbances in cardiovascular area which can lead to heart diseases. In this book, the author has attempted to provide basic and optimum information that a patient with an ailing heart should have. **(Price ` 80/-)**
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20. HUMANITY TO DIVINITY

G. NARAYANA

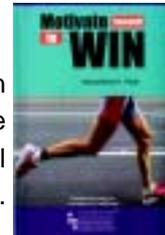
This book touches upon the human aspects of various religions to serve today's needs and hold tomorrow's promise from Highways to Happiness to the Gateways of Self-realization, written in an engaging, immensely readable and rhyming style. It would definitely appeal to all the young and the old. **(Price ` 50/-)**



21. MOTIVATE YOURSELF TO WIN

NARSINHBHAI K. PATEL

This book, with tested and proven motivational ideas, enables reader to gain a clear idea as to what motivates them, recharging your batteries to ignite your inner fire and unleash your Emotional energy. To each one of you it will provide powerful insights to improve your career, your business and your life. **(Price ` 200/-)**



22. MARKETING - TIDBITS

SANJAY CHAKRABORTY

Marketing Tidbits is a handy book loaded with examples from the corporate world of marketing. It gives a capsulated insight into the marketing strategies that are relevant to the present marketing scenario. A valuable guide for those aspiring a career in Marketing. **(Price ` 120/-)**



23. NOBLE LEADER

NARAYANA

This book is a help to recognize, develop and define the personal characteristics required to be a truly effective leader. *Noble Leader* can help you empower and establish your leadership skills by focusing on your own energy and resources. **(Price ` 40/-)**



24. LANDING YOUR DREAM JOB

B. N. DASTOOR

For all those who are always in a hurry and accept the less compromised job, here is the guidebook showing the path from start to finish. An honest attempt by the author to help the aspirant land his or her dream job. **(Price ` 80/-)**



25. MANAGING ORGANIZATIONAL CONFLICT

B. N. DASTOOR

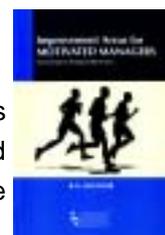
Managing organizational conflict offers smart ways to avoid conflict in the turbulent world of business. This book will help a manager understand conflict from various angles, help him or her to manage it and get the best out of it. **(Price ` 110/-)**



26. IMPROVEMENT AREAS FOR MOTIVATED MANAGERS

B. N. DASTOOR

"The purpose of communication is basically to change the beliefs, feelings and behavior of the receiver." Author suggests, this book will help them find and learn with ease, what they are looking for and encourage them in the world of management. **(Price ` 120/-)**



27. MANTRAS FOR LEADERSHIP EXCELLENCE

B. N. DASTOOR

“A successful person has to be a happy person to start with.” This book is based on the very exciting and fascinating discourses of Swami Bodhananda on Leadership Excellence and the power of soft skills, through five original and refreshingly fresh mantras. **(Price ` 50/-)**



28. INCREASING YOUR SELF-ESTEEM THROUGH PUBLIC SPEAKING

B. N. DASTOOR

“Slow and steady wins the race” but don't be too slow, as you gain confidence move quickly. This book primarily aims at enhancing your self confidence and self esteem through public speaking and various verbal communication skills. **(Price ` 50/-)**



29. KRISHNA: THE MANAGEMENT GURU
NARAYANA

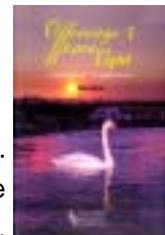
The author has brought to light seven prominent areas related to management and leadership education from the Bhagavad-Gita. Hence, he has also pointed out the types of leaders and teachers exemplifying the characters of Mahabharata, establishing Lord Krishna as the ultimate Guru. This book would be a valuable resource for all the managers who need to be Educators and motivators for the people working with and under them. **(Price ` 120/-)**



30. OFFERINGS 1 LOVE AND LIGHT

G. NARAYANA

A great work by Narayana, offering the eternal wisdom in the form of stories. Stories like Akbar and Birbal's "Horse can fly", Tenali Raman's "Reading the Mind". These lessons would be useful and advantageous for all the leaders, managers and professionals. **(Price ` 80/-)**



31. OFFERINGS 2 LOVE AND LIGHT

G NARAYANA

These stories are compiled by integrating management theories with the core human values. Stories like "Offer and Receive is divinity, Help those who have harmed you" etc., leaving a great impact on people going through instabilities. **(Price ` 80/-)**



32. OFFERINGS 3 LOVE AND LIGHT

G NARAYANA

In this book, Narayana has utilized all possible ways and means of teaching to explain very complex concepts and ideas in a simple style. Stories presented are from Ramayana, Mahabharata, Bhagwata, Puranas, Akbar and Birbal, Buddha etc. This delightful work is recommended to all managers, leaders, children and also adults for accentuating brilliance and productivity. **(Price ` 80/-)**



33. OFFERINGS 4 LOVE AND LIGHT
G NARAYANA

Guruji has added value to the old well known stories giving the message that learning and improving is limitless. One such story suggests “MBA degree in 10 pages: Not only how to manage business but also life.” This book would be an excellent reading for managers of all levels. **(Price ` 80/-)**



34. OFFICE MANAGEMENT IN THE 21ST CENTURY
B. N. DASTOOR

Author attempts to discuss the office administration from various unconventional angles, largely with a view to stimulate our creative thinking. From “Asking the right question till the management of teams and office politics” is done. This book would be a helpful resource for corporate professionals. **(Price ` 60/-)**



35. PERPETUAL PRAHALAD
B. N. BASTOOR

Dr. C.K. Prahalad, a true thinker known all over the world for his original thoughts. Mr. Dastoor has taken the liberty of adding his comments to make Dr. Prahalad’s work more comprehensive for the management and marketing professionals by exemplifying leadership theories and emphasizing factors like communication skills, personality, goals etc. **(Price ` 80/-)**



36. POLITICS, A FACT OF LIFE IN ORGANIZATIONS
B. N. DASTOOR

“There is a difference between power and authority and this difference often breeds political behavior.” This book is a shortened version of Mr. Dastoor’s Gujarati Book *SANSTHAONNAN KHELATU RAJKARAN* ; it discusses organization politicking. This work would provide valuable survival hints to managers operating in a chaotic world. **(Price ` 50/-)**



37. RANDOM READINGS IN EFFECTIVE MANAGEMENT
B. N. DASTOOR

This book is a collection of few important aspects of management as presented and practiced by successful people. From the basic principles like “Asking the right question which leads to the point of becoming great managers”. These random readings would make the reader well-rounded and sharp. **(Price ` 100/-)**



38. SEVEN STEPS TO SUCCESS
NARSINHBHAI K. PATEL

“Success is not a destination, it is a journey”. A great work which discusses the seven steps leading to a successful and better life. This book would be an outstanding help for the people in all levels and functions of management field. **(Price ` 60/-)**



39. SHAPE YOUR DESTINY
NARSINHBHAI K. PATEL

“There is no magic formula for success”. Hence, the real secret of success is realizing that the key to unlock your personal success is hidden inside you. This is an excellent book which covers all aspects of improving life condition and is recommended to all those who are interested in achieving success in all fields of life. **(Price ` 100/-)**



40. SMALL IS BEAUTIFUL
B. N. DASTOOR

This work by Mr. Dastoor is productive in every way, if you believe that your self-efficacy is high and if you truly believe that you are capable of performing the great task of shaping yourself as an entrepreneur. Thus, at the end a list of ingredients is given that may prevent you from flatterring. This would be a highly resourceful guide for all the entrepreneurs. **(Price ` 150/-)**



41. TALENT ACQUISITION THROUGH BEHAVIOURAL INTERVIEW
B. N. DASTOOR

Mr. Dastoor unfolds the part that Behavioral Interviews are based on the principle that past behaviors are the most reliable indicators of future behavior. The different aspects of this book presents Constructing Behavioral Question, Interview Questions etc. **(Price ` 50/-)**



42. THE EFFECTIVE AND SUCCESSFUL MANAGER
B. N. DASTOOR

This management literature is full of characteristics of an effective leader and the traits of a manager such as Experience, Intelligence, Insights etc. A must read for anyone who wants to be an effective and successful manager. **(Price ` 50/-)**



43. THE RESPONSIBLE LEADER
G. NARAYANA

“A good leader assists the development of more good leaders.” This idea and many such ideas in this book by Narayana are taken from selected chapters of *GITA* .This would be an invaluable guide and companion for readers in all age and stages of life. **(Price ` 40/-)**



44. THE STAIRWAY TO EXCELLENCE
G. NARAYANA

The eighteen steps to achieve excellence in performance is a tested tool and practical wisdom by Shri G. Narayana. This book gives unique insight into questions of the self. It would be a befitting gift to those who aspire to achieve excellence. **(Price ` 40/-)**



45. TIMELESS PRAHALAD
B. N. DASTOOR

This book gives the essence of the principles of management. This work is yet another attempt to compile path breaking and timeless thoughts of C. K. Prahalad. This would be an excellent motivational reading for people from all walks of life. **(Price ` 70/-)**



46. TRAIN THE TRAINER
B. N. DASTOOR

This book is a great sectional work which describes the basic fundamentals for the trainer, second section provides deeper insight into the major skills and attitudes, third section suggests major management skills. This work is a pathway which would certainly guide the trainer in management field. **(Price ` 110/-)**



47. WINNING HABITS
NARSINHBHAI K. PATEL

Mr. N. K. Patel has skillfully highlighted subjects like "Master the foundation habits, take a decisive action, live on purpose etc" to improve our quality of life. This book would be highly beneficial to the younger generation especially all working professionals in this age of extreme competition. **(Price ` 60/-)**



48. YES, YOU CAN BE A LEADER
NARSINHBHAI K. PATEL

This book reflects the various aspects of different steps taken by a leader. This is a handbook for anyone who wants to be a *LEADER*. Hence, this book is certainly recommended to budding entrepreneurs, giving the right directions and helps in making your enterprise reach the Zenith. **(Price ` 200/-)**



49. A PORTRAIT OF A BALANCED MANAGER

Balance demands two aspects of life, Swami Anubhavananda has well stated, a balanced manager has to work outside and he has to retain the balance inside. This work is a great help to people who confuse their action with destiny and to all those who seek to achieve excellence in life. **(Price ` 40/-)**



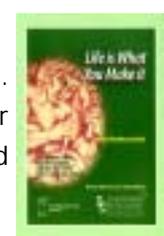
50. YOGA FOR AWAKENING THE POWERS WITH IN

This book contains the seven power centers within each person called CHAKRAS for the stability of life. This work is for the people to comprehend and understand spiritual aspects of Yoga leading to self- realization. **(Price ` 100/-)**

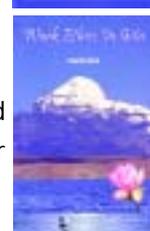
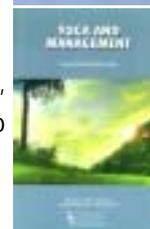
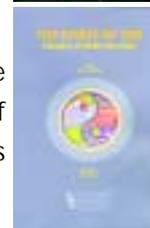


51. LIFE IS WHAT YOU MAKE IT

This is a compilation of series of six lectures delivered by Swami Anubhavananda. The beautiful theories such as Destiny and Destination, Inspiration and over enthusiasm, Self esteem and Team work etc. this is an illustrative work which would be helpful for people in their way of life. **(Price ` 40/-)**



52. WHO AM I
Who am I reflects three characters of man. This is an illustrative work to get a correct perception of the world. This work would be a good reading for the person who needs to understand oneself, because our beliefs are wiser than us; the best that is in us is better than we understand. **(Price ` 50/-)**
53. THE SPIRIT OF TAO
'THE SPIRIT OF TAO' is more like the Indian concepts of *Karma* or *Dharma*; like *Bhagwat Geeta*, it is synonymous with highest ethics, pure living and discipline of mind and body. This philosophy would be helpful for the person who deeply yearns for a way out of life's confusions. **(Price ` 120/-)**
54. YOGA AND MANAGEMENT
A great work by Swami Bodhananda covering the topics like Yoga world, Yoga mind, Sidhi, Sadhna. This book is meant for managers looking for wisdom insights to overcome their intractable management problems. **(Price ` 50/-)**
55. WISDOM FROM THE TALES OF PANCHTANTRA STRATEGIES FOR CONFLICT MANAGEMENT
This book is a compilation of stories which have become an integral part of our lives, which would help people understand and internalize concepts of conflict management indeed a magnificent work of management strategies for resolving conflicts. **(Price ` 120/-)**
56. THE 5-S PHILOSOPHY
This book covers the philosophy behind 5-S like segregation, arrangement, maintenance etc and its concepts. This would be a great reading for young readers to get their life to the mark of progress and full of happiness on the career highway. **(Price ` 40/-)**
57. WORK ETHICS IN GITA
This book consists of chapters based on work as worship, concepts of work related to TAMASIKS, RAJASIKS and SATTVIKS. Hence this would be an excellent reading for people in corporate world in every way. **(Price ` 200/-)**
58. VISION FROM THE VEDAS
Vedas are inspirations and Guruji through his work is inspiring receivers, like importance of woman and other opinions which are acceptable to all. This book is recommended as absorbing and implementing inspiration that would bring peace and happiness. **(Price ` 40/-)**
59. UPANISHADS
This book consists of 27 star sentences with a beautiful following for the eternal power within. This book would be a great help for the people on spiritual pathway. **(Price ` 30/-)**



60. TRANSFORMING GOVT. THROUGH NEW PUBLIC MANAGEMENT

This book is on the new public management which is based on the winning philosophy of market liberalism covering the framework for vitalizing the Indian state, Governance capacity etc. This work would be a help for all corporate people at any level. **(Price ` 250/-)**



61. TIME IS MONEY

This book serves as a great source in answering all the questions like Time Management, realization of how much time you have etc. 'TIME IS MONEY' would be helpful to each one of you in an understandable manner. **(Price ` 30/-)**



62. THE SCIENCE OF DESIRE MANAGEMENT

This book takes care of all the directions when it comes to managing desires like challenges in Desire Management. This would be helpful as a guide to all the managers on their career pathway. **(Price ` 20/-)**



63. PROFILE OF A WISEMAN

This book holds the three main facets which are Happiness, Wisdom and Profile itself which are helpful in searching for a Wiseman. A must read for people to be themselves suggesting many parameters that are relevance of knowledge. **(Price ` 30/-)**



64. THE PERFECT BALANCE

This is an excellent collection of Speeches by Swami Anubhavananda covering the areas like Blind management, mistaken management, relationship which helps in knowing the areas of arrogance and habit of taking things for granted. A good read for people in corporate world inside and outside. **(Price ` 30/-)**



65. TEACHING SKILLS MANUAL

An excellent Manual to be used to update teachers' skills particularly those in critical and creative thinking, graphic organization and classroom management covering communicative language teaching, group work exercises, teaching, listening, speaking, reading, writing etc. **(Price ` 250/-)**



66. SPIRIT OF LEADERSHIP

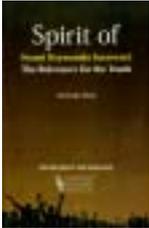
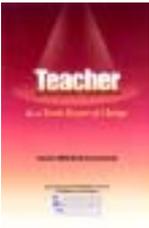
A leading path towards leadership through Gita and Bible teachings, A collection of verses and their meanings with reference to management. Guruji, who is capable of formulating effective management principles from traditional Indian philosophy and he has actually demonstrated that these can be successfully applied for solving tricky management problems. **(Price ` 30/-)**



67. SPIRIT OF PANCHTANTRA FOR CONFLICT MANAGEMENT

It is a collection of exhilarating and enjoyable stories with Indian wisdom and is an excellent resource for learning from the Indian scriptures. These would be helpful in various conflict management areas, leading to destruction. **(Price ` 30/-)**



68. SPIRIT OF SWAMI DAYANAND SARASWATI
This book teaches lessons through Swami Dayananda Saraswati's life, his contributions, pointers. Dayananda represents a phenomenon in the dialect conflict between what is revolutionary and forward looking in philosophy and what is reactionary and tradition oriented. A great book for all people in corporate areas and non-corporate areas. **(Price ` 100/-)**
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69. SYMPHONY OF FRATERNITY
This work which speaks about the level of development in various states of India, on Social Entrepreneurship for Human Up liftment covering the areas like SEHU Approach. This book is an attempt to share these efforts with the hope that it would ignite several selfless souls as symphony of Fraternity share ideas and facts related to Human development at Village level. **(Price ` 100/-)**
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70. MEDITATION-A PERFECT ACTION
This work is full of insights about peace, Attention, Awareness, Process of Noble thoughts to Noble Peace, the insights of Time consciousness, love consciousness, Truth and Responsibility consciousness covering four spaces through Meditation and giving a new dimension as a pathway to universal peace. **(Price ` 30/-)**
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71. TEACHER AS A TORCH BEARER OF CHANGE
Swami Nikhleshwarananda has beautifully Portrait the role of a teacher in the pathway of change towards character building, spiritual culture along with the success Mantra for teachers. An excellent work for people adding Sq(Spiritual Quotient) in their success formulas. **(Price ` 10/-)**
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72. FOREX TECHNICAL TRADERS HANDBOOK
Forex commonly known as Foreign Exchange and involves two currencies. This manuscript comprises of Charts, Trends, Trend lines, Equity management and Time frames. This would be an excellent book for entrepreneurs in Trading Community. **(Price ` 40/-)**
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73. SETTING UP A BUSINESS OPERATION IN CHINA
This book helps as a guide book to guide in the areas like the current Scenario of Business in China, major trade zone, infrastructure sector etc. It is a ready reckoner for businessman with Potential to explore and make a permanent presence in China. **(Price ` 40/-)**
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74. MAKING LEARNING ENJOYABLE AND PRODUCTIVE
This book is a compilation of sixteen papers presented by distinguished English language teachers. Papers like, Multiple Intelligence theory and its Relevance in Indian Schools, Technology in Language Teaching: theory and Implementation etc. This book would be a great source of inspiration as well as information for teachers, parents, students, laymen etc. **(Price ` 50/-)**
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75. MANAGEMENT IN DAILY LIFE

This book helps in the phenomenon of growth starting from the Time Management, Self Management, Health Management, Wealth Management and Relationship Management in the form of inspirational stories. This book would inspire the practice of simple principles of management in their daily life to make life worthwhile. **(Price ` 30/-)**



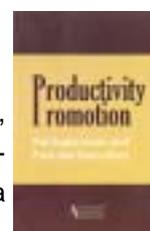
76. GET READY FOR RESEARCH MINDSET

This book comes as a modest attempt to prepare the potential candidates for research mindset and understand some of its underlying principles and logic. This work covers the different aspects like Literature Review, Research Design, Research Foundation etc. Hence, it would serve as a basic guide about the general principles of research design. **(Price ` 100/-)**



77. PRODUCTIVITY PROMOTION FOR SUPERVISORS AND FIRST-LINE EXECUTIVES

This book covers the areas like Counseling for Optimum Performance, Grievance Management, Coaching for Higher Performance, Effective Interpersonal Communication Skills, Various Case Studies etc. This would be a wonderful hand book for all executives in different areas and at variant levels. **(Price ` 70/-)**



78. DR. VIKRAM SARABHAI, A VISIONARY INDUSTRIAL ENTREPRENEUR

This book encapsulates some of the management concepts that were initiated and put into application by Dr. Sarabhai, like Modern Concepts on Professional Management, Management of Human Resources etc. This work would work as an inspiration to all the professionals in the corporate world. **(Price ` 50/-)**



79. STUDY ON EXPORT OPPORTUNITIES FOR AGRO BASED PRODUCTS FOR GUJARAT

This book is the compilation of the data of different measures such as Yield Level of Major Crops, District wise Level of Input used, Major GIDC Industrial Estates, Comparative Productivity, Rainfall regions etc. this would work as a guide in the field of export business. **(Price ` 70/-)**

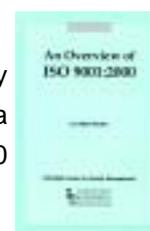
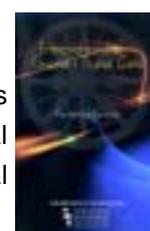


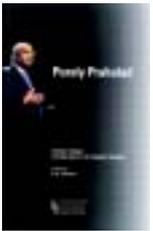
80. DOING BUSINESS AROUND THE WORLD

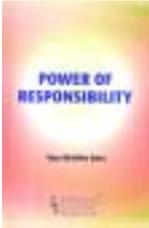
This book plays a catalytic role to explore, expand business everywhere. This work covers the businesses with NAFTA, CIS, OCEANIA, ASEAN, SAARC etc. The purpose of the book is to provide an essential input gathered from different sources and enable business community to be prepared before entering any country. **(Price ` 100/-)**



81. GUJARAT ADVANTAGES IN FOREIGN TRADE
This is a compilation of the Research work to study the Production, procurement, logistics and profit potential for nine selective product categories and analyse the demand existing around the world markets. Hence, this is an excellent work for operation, promotion and strategy formulation for entrepreneurs and professionals. **(Price ` 150/-)**
82. COUNTRY PROFILES
COUNTRY PROFILES cover every bit of information from Foreign Trade, Trade and Investment Relations with India, Trade and Investment Potential etc. This work would be helpful for the Executives, Trade Strategists and managements across the business spectrum. **(Price ` 50/-)**
83. FREE TRADE AGREEMENT WITH SINGAPORE AND ITS IMPORT ON INDIAN TRADE
This work covers the different aspects like Trade Profile, Scope of CECA (Comprehensive Economic Cooperation Agreement), Salient features like customs, investment, Beneficiaries etc. This book would be a great help as a hand book to study India-Singapore Trade Relations. **(Price ` 40/-)**
84. ENTREPRENEURSHIP – GUJARAT’S TRUMP CARD
This book deals with the subject of entrepreneurship in all the dimensions comprising the topics like Government as Catalyst, Education, Human Capital etc. This work would be a great help to all entrepreneurs in their professional lives. **(Price ` 70/-)**
85. GROOM THYSELF: THE CHANAKYA WAY
This is the first book to draw attention to the management wisdom of ancient India covering different self-improvement lessons like Management Fundamentals, Enthusiasm a MUST, The Mantra for Success etc. These lessons would be a great help and guide for managers, entrepreneurs and administrators etc. **(Price ` 80/-)**
86. ADVERTISING COMMUNICATION AND BRANDING STRATEGY
This book covers different aspects of Advertisement like Advertising and Society, Basics of Effective Communication Strategy, Brand Strategies for Commodities as Packaging, Distribution and Challenges. Hence, this would be a guide book for people in the field of Marketing and Advertisement. **(Price ` 40/-)**
87. AN OVERVIEW OF ISO 9001:2000
This publication is primarily meant for organizations which have already received ISO 9001/2/3 certificate (1994 version). It would also serve as a reference book for persons who want to have an overview of ISO 9001:2000 standards. **(Price ` 20/-)**

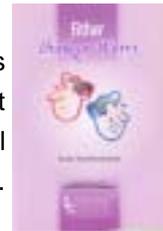


88. STIMULUS INVESTMENT OPPORTUNITIES ARISING FROM GUJARAT'S STAY-AHEAD STRATEGY
 This book takes stock of Gujarat's preparedness to continue as a preferred investment destination, particularly in the light of the unprecedented global economic scenario since mid-2008. This work covers the significant area like Pharmaceutical Segment, Agro and Food Segment, Auto and Engineering Industry etc. Hence, it would be helpful in the field of Investment and Business Community. **(Price ` 70/-)**
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89. NEW ERA LEADERS: LESSONS OF SELF EMPOWERMENT
 This book is the compilation of different lessons and lectures presented by Known Personalities. The different areas which are highlighted in this particular work are: How young teams with their visions, thoughts, Innovations, secrets have made their own way. This is a recommended work to all the Entrepreneurs. **(Price ` 40/-)**
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90. MANAGING ORGANISATIONAL CHANGE
 This book called *MANAGING ORGANISATIONAL CHANGE* covers different elements like Competition, Customer expectation etc. thus; it solves all the issues as change management is an extremely critical issue. Hence, Author has edited the transcripts and compiled them in this booklet for those interested in the subject. **(Price ` 20/-)**
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91. AFTER SALES SERVICE
AFTER SALES SERVICE is an essential guide which all companies should offer to their employees. This book covers innumerable techniques, tests and tips about not only getting new customers, but also maintains old ones by giving them excellent after sales service. This work would be an excellent read for those interested in retaining customers and thereby getting many newer ones too. **(Price ` 150/-)**
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92. PURELY PRAHALAD
 This book is the collection of the important glimpses of Dr. Prahalad's business wisdom, covering various practices such as Quality-Cost Equation, Sustainability and Inclusiveness, Customer Research Companies, Models etc. Hence, it would be a great read for people in corporate world. **(Price ` 60/-)**
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93. POSITIVE ATTITUDE THE GENUINE SUCCESS MANTRA
 In this Valuable work Mr. Dastoor has described ATTITUDE from different angles with the help of real-life stories and parables. Stories like, Be an Achiever, Motivate Yourself, Manage your Time etc. Hence this work would be helpful for the upcoming managers in various areas of their management field. **(Price ` 60/-)**
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94. POWER OF RESPONSIBILITY
POWER OF RESPONSIBILITY is an organization of fifty seven worth reading topics covering the management areas which are helpful in success pathway. Hence, it is recommended to all the management students who are tangling in their corporate lives. **(Price ` 150/-)**
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95. REFLECTIONS FROM THE PAST
REFLECTIONS FROM THE PAST brings alive the life and times of AMA presidents down the years. The book has a lot of interesting anecdotes which come to you in the words of illustrious predecessors. Hence, this work is dedicated to people who wish to take themselves down the memory lane. **(Price ` 100/-)**
- 
96. ONE MAN ONE DREAM VOLUME 1
This book is a compilation of Memorial Lectures. Twenty-six lectures have been given in the last three decades by world renowned personalities; some of them are on Poverty and Economic Development, Reflections on Rural Development, The world Economy and Time of Change etc. **(Price ` 100/-)**
- 
97. ONE MAN ONE DREAM VOLUME 2
This book is a compilation of Memorial Lectures. Twenty-six lectures have been given in the last three decades by world renowned personalities; some of them are on Humans in Universe, Democracy, Development and Social Justice, Information Technology etc. **(Price ` 100/-)**
- 
98. JOYFUL LIVING IN AN INTERACTIVE WORLD
It is the Text of the Lecture Series delivered by Swami Bodhananda on the subjects like The Body, The Ego, The God, Happiness and Freedom. Hence, this work would be a great source of guidance on the path leading to Spirituality. **(Price ` 40/-)**
- 
99. MANAGEMENT AND MAHABHARATA
This book takes its space in the area of management theory and teaching, the ideas of Ethical Business'. It introduces the concept of Dharma, the central theme of Mahabharata. Hence, this book promotes the Holistic Management or Dharma Management style. This would be a great read for managers of all levels. **(Price ` 100/-)**
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100. COMMONSENSE WISDOM
'Commonsense is an uncommon degree is what the world calls wisdom.' In this book Swami Anubhavanda has conveyed that every individual should try to make wisdom their provision for the journey from youth to old age, covering the topics like "Information- An asset or a Liability, Wit, Humour and Light of Wisdom etc." **(Price ` 30/-)**
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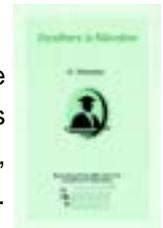
101. EITHER THINK OR WORRY

This book has been distributed into three parts giving various understandings of the statements which are either Normal understanding or Correct Understanding. Hence, this would be an interesting and valuable tool to control worries and channelize thoughts towards the positive aspects of life. **(Price ` 30/-)**



102. EXCELLENCE IN EDUCATION

This book by Guruji Narayana is his wisdom of Industrial experience to equate with education and step by step treatise on education unfolding various areas like the Quality, Completeness, Defectlessness, Accuracy, Effectiveness, Economy etc. Hence, this work would be helpful in the Education field. **(Price ` 20/-)**



103. LIVE TODAY LEAVE TOMORROW

This book is an outcome of Swami Anubhavananda's Lecture series, compiled to make it a useful blueprint on which to build a successful and rewarding life, the highlights of this work are Balancing Relationship, The Art of Silent Eloquence, Intuitive Management etc. Hence, this would be a great reading for people to lay a sound foundation to live a successful life. **(Price ` 50/-)**



104. BASIC QUALITIES OF AN EFFICIENT MANAGER

This work by Swamiji is a series of qualities given in an Efficient Manager such as Commonsense Factor, Rectification of Myopic Vision to a Higher Vision, Patience and Perseverance etc. Hence this work would be helpful to the person who wants to strengthen his/her inner growth, which will result in a better outer performance. **(Price ` 50/-)**



105. MANAGING LIFE

This book by Swami Anubhavananda is a series of eight Chapters, giving different aspects like contradictions in one's life, techniques to tackle them and to understand these phenomena various illustrations are also given. Hence, this would work as a guide in the management fields. **(Price ` 60/-)**



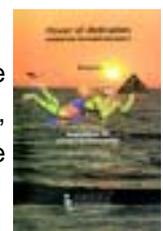
106. CULTIVATING VIRTUES CULTIVATING MIND

This book covers two lecture series by Swami Anubhavananda which are Cultivating Virtues and Cultivating Mind. These are lucid, inspiring and universal in nature giving various illustrations. Hence, this would help reader in the spiritual perfection of the human race. **(Price ` 100/-)**



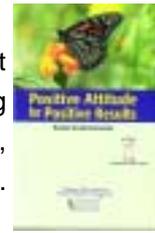
107. POWER OF MOTIVATION

This book covers the topics like Power Personality, Five Powers which are Imagination, Determination, Communication, Motivation and Meditation, Process etc. Hence, this book is dedicated to people who drive towards the completion of their mission with renewed energy and spirit. **(Price ` 50/-)**



108. POSITIVE ATTITUDE FOR POSITIVE RESULTS

This book deals with the prospective of our functioning with the different attitudes which are developed by an individual over a period of time, unfolding the aspects like Positive Attitude for Positive Results, Emotional Intelligence, Meditation for Teamwork and Relational Problems and Solutions. **(Price ` 30/-)**



109. HEALTH AND HAPPINESS FOR ALL: KNOW YOUR BODY

This book explains the need and logic behind the available tests and when they are required, covering the subjects like Servicing Your Body-Taking Health Check-ups, Mastering Body Administration etc. This is for the reader who desires Health and deserves Happiness. **(Price ` 30/-)**



110. HAPPINESS AND PEACE IN EVERYDAY LIFE AND NURTURING RELATIONSHIPS: THE ART OF CARING AND SHARING

This book by Swami Nikhileswarananda is a compilation of several practical and simple examples from our daily life to achieve happiness. Hence, this work is dedicated to all people in managing their practical way of life. **(Price ` 40/-)**



111. COST REDUCTION STRATEGIES

This book comprises of the thirty four chapters on cost reduction strategies which would tell you which costs in your organization needs to be reduced and which should not. Hence, this work would empower participants to carry out tasks more systematically and confidently. Moreover it would be a new direction for Internal-Audit department to run as a profit center. **(Price ` 200/-)**



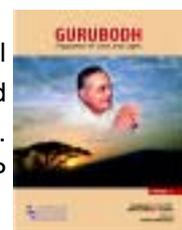
112. LEVERAGING INDIA

This book by Dr. C. K. Prahalad is a handbook full of data at the primary, secondary and tertiary level in different specialized fields like district level cardiac units, digital connections etc. Various case related areas and their affordability. Hence, this work is definitely a must read for people in management fields. **-(MRP 30)**



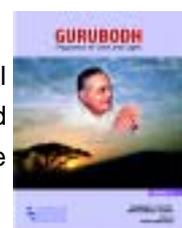
113. GURUBODH VOLUME 1

Gurubodh helps as a guide book in the areas of spiritual, physical, mental and emotional growth, managing areas like Appropriate Integrated Management, Appropriate Internal Management, Corporate contribution etc. This book is dedicated to all management people in corporate world. **(MRP 200)**



114. GURUBODH VOLUME 2

Gurubodh is an essential handbook for inner, outer, mental, physical, spiritual and emotional growth, covering the subjects like Modern Management and Bhagawat Gita, Multifaced Teams etc. This work is for people on the management pathway. **(MRP 200)**



115. GURUBODH VOLUME 3

This work by Guruji Shri G. Narayana consists of Insights, revelations, explorations, experiences, creativity, management skills etc. unfolding the areas like cleanways to contribution, Destructive work, Corporate Kundalini etc. Hence, this work is helpful for the managers of all levels and in any major. (MRP 200)



116. GANDHI KATHA

GANDHI KATHA is a unique Experiment in Social Awakening unfolding the stories like the Birth of Satyagraha, Hind Swaraj etc. Hence, this book is dedicated to people who are followers of Mahatma Gandhi and a must read to understand how an average 'Mohan' became a 'Mahatma.' (MRP 200)



117. MANAGING STAKEHOLDERS

Today the organization has become more sales-minded, this work *Managing Stakeholders* covers various essential parts such as Questionnaires, topics like Customer Relations, various explanatory terms such as Communications, Identification with management etc. Thus, a must read for all the finance people in the corporate world. (MRP 20)



118. MANAGING ENVIRONMENT

This book is a very important aspect for people who are connected with administration giving tips on writing effective letters and few 'don'ts' to keep in mind while writing a letter, other aspects like Personal Public Relations, How to spot a Quack etc. (MRP 20)



119. INSPIRATIONS FROM INDIAN WISDOM FOR MANAGEMENT

One of the issues in Strategic management which has been studied is 'how does a company allocate resources, or mobilize resources?' Such questions are answered through these pages covering the subjects like Knowledge and Understanding of power, Management lessons from Gita, Patanjali's Yoga Sutras etc. (MRP 100)



120. SONG SUPREME

SONG SUPREME is a devotional book which depicts the various paths of Righteousness that an individual need to practice for a blissful life. This work encapsulates the paths of Divine and Devilish Attributes, Divine Splendours, Meditation, Knowledge, Work, Light etc. (MRP 50)



121. INSPIRATIONS FOR PURPOSEFUL LIVING SYMBOLISED BY LORD GANESHA

This booklet contains various interesting aspects about Lord Ganesha which are unknown to the common man of India and much less to the English-educated Indian managers covering the Prayers,, Lord Ganesha in Vedas and Upanishads etc. (MRP 30)



122. HIGHWAYS TO HAPPINESS PRICELESS AND PRACTICAL WAYS

In this book Guruji Narayana has given invaluable tips about how to attain the ever elusive happiness exploring subjects like Economic, Enthusiasm, Trusting etc. This work contains various exercises related to various subjects which are helpful to people in combining effectiveness.(MRP 70)



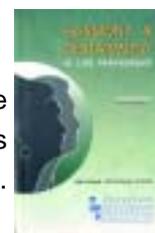
123. INSPIRATIONS FROM LORD KRISHNA- THE MANAGEMENT GURU

Krishna as a mystic lover, divine artist, visionary leader, master strategist, yogic philosopher, management and spiritual Guru had four phases. This book portraits Krishna in Sri Garga Samhita, Bhagavatam, Mahaabhaaratam, Sri Gopala Sahasranaam following various Guide lights from Lord Krishna. (MRP 40)



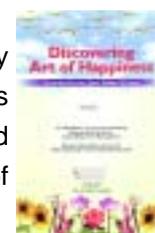
124. HARMONY AND DISHARMONY IN LIFE PARTNERSHIP

Through this book one can learn how situations can be retrieved, how anyone can rebuild the partnership, rebuild the very social fibre with the help of points like Neglecting Feelings, Dejection, knowing Realities, Attention etc. (MRP 30)



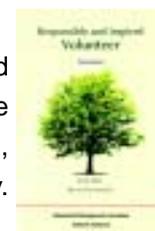
125. DISCOVERING ART OF HAPPINESS

Guruji, has slowly and gradually unveiled the meaning of each and every word in the phrase 'Discovering the Art of Happiness.' This work highlights the topics like Egolessness, Love and Happiness, Pleasure to Bliss, Mind frame and Happiness etc. Hence, this book would be a guide on the path of seeking Happiness. (MRP 30)



126. RESPONSIBLE AND INSPIRED VOLUNTEER

This book by Guruji Narayana is a Journey of a Responsible and Inspired Volunteer covering various aspects like being Economical, giving Active Exercises, Timely ways to be in Time and accepting that Learning is growing, Contributing etc. A must read dedicated to Leaders on the Success Pathway. (MRP 100)



127. INSPIRING AND RESPONSIBLE TEACHER

This book is a compilation of various verses from GITA distributed in fifty four chapters such as; Encouraging Teacher, Total concentration, Shining excellences, Divine qualities, Empowering freedom etc. Hence, this work is a great manual and would guide as a wonderful read to Teachers, Parents, and Leaders. (MRP 50)



128. MA SHAKTI FOR STRENGTH AND POWER

This book based on Ma Shakti, the Maha Devi who is the mother of all mothers, the Parabrahmi, the Grandest mother. This work gives the combination of five elements (Panchbhootas), five qualities, five work organs, five sense organs, five life breathings all put together is the female concept of mother. (MRP 30)



129. DIVINE SOUL MATES

This book talks about the Indian Wisdom in creating empowered relationship. It describes three Divine Soul mates- Sita and Ram, Radha and Krishna and Parvati and Shiva. This work provides us the flame of wisdom through Puranas, Ramayana, Mahabharata and Darshanas. This is dedicated to people who wish to establish relationships which transmit energy, enthusiasm, joy and fulfillment to all. (MRP 30)



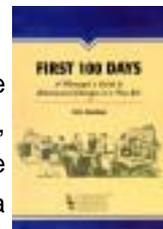
130. SEEDS OF EXCELLENCE

This book by Guruji Narayana is actually a compilation of creations of Guruji which is refreshing and enlightening to the head and heart in its flow and shape, each sentence of Guruji contributes to the task of selecting 366 gems. Hence, this book is an everyday inspiration to people on spiritual path. (MRP 50)



131. FIRST 100 DAYS

This book has answers to a few selected vital questions that may give the reader a great start in a new assignment, questions about getting accepted, impressing the bosses, winning trust etc. This work covers the subject like Strategizing, Executing, Mentoring etc. It would guide a manager to make a head start in his new assignment. (MRP 100)



132. MISSION OF EDUCATION EVOLUTION OF GREAT CITIZENS

This booklet is Dr. APJ Abdul Kalam's Address to the teachers and Principals. This unfolds the relationship between teacher and student, Dr. Kalam's Visualization of a dynamic School system, Vision for the School etc. (MRP 20)



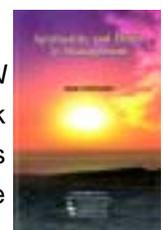
133. STRATEGIC LEADERSHIP

Narayana has developed this entire book in to three parts , namely, 12 Ideas for Excellence in Leadership; 568 Chanakya Sutras into Slokas, many subjects like Vision for leadership of Wealth Generations, HRD Policy, Six Strategies etc. Hence, this would encourage people to follow their vision towards destiny. (MRP 40)



134. SPIRITUALITY AND ETHICS IN MANAGEMENT

Swami Bodhananda's book on *SPIRITUALITY AND ETHICS IN MANAGEMENT* brings into sharp focus the subjects like Spirituality in Work Place, Ethics in Relationships, Managing Complex Problems etc. Thus, this work by Swamiji is dedicated to all who want business context values like integrity, Accountability, service blended with trustworthiness. (MRP 50)



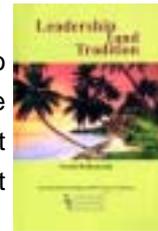
135. LEADERSHIP EXCELLENCE AND POWER OF SOFT SKILLS

In this book Swami Bodhananda unfolds various subjects and their facts behind them, Subjects like Relationship, Happiness, Joy of Doing, Nurturing Values, Caring and Sharing etc. Hence this book is dedicated to leaders who want their life to be successfully operating in the world. (MRP 150)



136 LEADERSHIP AND TRADITION

Book starts with a question that people pondered whether it was possible to distill management principles from the Mahabharata? And apart from these covering many other topics such as Affluence of Giving, Dharma of Conflict Resolution, Art of Listening etc. Hence, a guide that answers management questions. (MRP 50)



137. BEST 5 S PRACTICES AND KAIZEN

The importance of this book lies in the learning of importance of housekeeping, how housekeeping can affect your work in a big way, how you can help to keep your workplace clean and well-organized. Hence, this work is dedicated to people who having a thought of participating in housekeeping at their workplace. (MRP 80)



138. FOUNDATIONS OF LEADERSHIP EXCELLENCE

This book is a compendium of five essays discussing the foundations upon which leader excellence is built. These five topics are Knowledge, imagination, creativity, optimal solution and Total success. This set would be helpful for anyone who is interested in understanding the foundational structures that are essential to build and develop leadership excellence. (MRP 150)



139. STUDY ABROAD

The content of this book cover eight popular 'Study Abroad' destinations and the articles included are the starting point for every student. This book will inspire students to opt for higher studies abroad, having acquired full knowledge and information about the country and the education it can offer. (MRP 30)



140. HELP! I HAVE BEEN PROMOTED... NOW WHAT DO I DO?

This book gives the step by step leads towards the question **HELP! I HAVE BEEN PROMOTED... NOW WHAT DO I DO?** Like Gathering Information, Planning, Staffing, Motivation, Evaluating Performance, Modifying your behavior, Points to Ponder etc. Hence a must read for People in Corporate World. (MRP 250)



141. ISO 9001... FOR PEOPLE WHO HAVE VERY LITTLE TIME TO UNDERSTAND IT

The purpose of this book is to enable an organization to plan and implement a system that prevents nonconformity in its processes, product or service- thereby resulting in consistency of its processes, product and services giving essential features. (MRP 40)



142. RAYS AND WAYS OF HUMAN SPIRIT

This work by Narayana is a compilation consists of 1051 thought-starters to help change life for the better; this book sheds light on range of subjects from ability and attitude to imagination, inspiration, implementation etc. Hence, this book inspires people in getting human and understanding.(MRP 40)



143. SACRED WAYS TO SPIRITUALITY

This book *SACRED WAYS TO SPIRITUALITY*, inspiring ways for life, leadership and management, a journey through Gita, is a handbook for the perfect human. This work contains exercises given at the end of every chapter and implements the principles in life (MRP 50)



144. STABLE AND ABLE

This book by Guruji Narayana highlights various folded topics such as Destroying Desires, Core Purity, Mighty Arms, Ultimate State, Gratitude etc. Hence this work is recommended to people who enjoy the celebration process of Humanity to Divinity. (MRP 40)

