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Stress Team Work Quality Entrepreneurship Development What You're Really Meant to Do Is Your Child Ready to Face the World? Advanced Cost Accounting What Kitty Did Come West and See: Stories Computational Intelligence, Cyber Security and Computational Models Professional Ethics and Human Values New and Future Developments in Microbial Biotechnology and Bioengineering Business Policy and Strategic Management Beneficial Microbes in Agro-Ecology The Tender Bar ACADEMIC ACHIEVEMENT AND PSYCHO-SOCIAL PROBLEMS Introduction to RRR (film) Ionic Liquid Crystals Project Management Boundary Blurred: A Seamless Customer Experience in Virtual and Real Spaces System Simulation, Modelling and Languages APPLYING UML & PATTERNS 3RD EDITION Additive Manufacturing Applications for Metals and Composites To Be Cared For New Ideas from Dead Economists Issues in Indian Economy: National & Global Perspectives Nanoparticles in Analytical and Medical Devices No Man's Land The Hand of Destiny METHODS AND STRATEGIES OF TEACHING PEDAGOGICAL SUBJECTS Basics of Outcome Based Education Encyclopedia of Renewable and Sustainable Materials Rough Magic Inspiration and Motivational Thoughts Calcium Signaling: From Physiology to Diseases Computational Intelligence, Cyber Security and Computational Models POIGNANCY TO PEACE Kerala Footprint Focus Guide AN ETYMOLOGICAL DICTIONARY OF TAMIL LOANWORDS IN ENGLISH, HINDI, SANSKRIT, GREEK, MINOAN AND CYPRO-MINOAN LANGUAGES Artificial Intelligence and Algorithms Advances in Advertising Research

The prevalence and incidence of learning disability are on increase in India. Most of the cases of learning disabilities are not properly diagnosed and managed, the situation of rural belts are very pathetic. The accessibility and availability of facilities that manage learning disabilities are very limited in a country like India. Inclusive educational policies are still to take a proper shape in the Indian context. Children with learning disabilities have to encounter with series of issues. The psychosocial problems and academic achievement remain very crucial among these. The present study intends to look into the psychosocial problems and academic achievement of the children with specific learning disability. Further, this study tried to explore the relationship between various socio-demographic variables with the psychosocial problems and academic achievements. The present study was conducted in the Suler Block of Coimbatore District of Tamil Nadu, India. The total samples for the study were 268 children with learning disability. Standardised scales were used for collecting the information from the respondents. The results of the study indicate serious implications. The lower level of academic achievement and the higher level of psychosocial problems are evident. It is found that a number of sociodemographic variables are also significantly influencing the core variables investigated in this study. The thoughts compiled in this book are aimed at making your spare a thought for a while, and then spring into action. They have been worded in a psychological manner shaking your inner-self to get rid of the negative thoughts that have hindered your march towards success and better living. It is often quite difficult for you to get to the essence of failure and to know who is responsible for your failure, and when the writer says that 'but only you are responsible for your failure', you know that the right chords have been twanged. This book is replete with such exact thoughts, that are sure to leave you dumbfounded for a while. This book is a treasure trove of wise sayings that have the power to inspire and motivate, and exert the reader to get into action at the quickest. A must read for people who want to achieve more in life. Larman covers how to investigate requirements, create solutions and then translate designs into code, showing developers how to make practical use of the most significant recent developments. A summary of UML notation is included. A reexamination of the major economic theories of the past two hundred years discusses how long-dead, famous economists such as Adam Smith and others would handle today's economic problems. Additive manufacturing (AM) of metals and composites using laser energy, direct energy deposition, electron beam methods, and wire arc melting have recently gained importance due to their advantages in fabricating the complex structure. Today, it has become possible to reliably manufacture dense parts with certain AM processes for many materials, including steels, aluminum and titanium alloys, superalloys, metal-based composites, and ceramic matrix composites. In the near future, the AM material variety will most likely grow further, with high-performance materials such as intermetallic compounds and high entropy alloys already under investigation. Additive Manufacturing Applications for Metals and Composites is a pivotal reference source that provides vital research on advancing methods and technological developments within additive manufacturing practices. Special attention is paid to the material design of additive manufacturing of parts, the choice of feedstock materials, the metallurgical behavior and synthesis principle during the manufacturing process, and the resulted microstructures and properties, as well as the relationship between these factors. While highlighting topics such as numerical modeling, intermetallic compounds, and statistical techniques, this publication is ideally designed for students, engineers, researchers, manufacturers, technologists, academicians, practitioners, scholars, and educators. This book aims at promoting high-quality research by researchers and practitioners from academia and industry at the International Conference on Computational Intelligence, Cyber Security, and Computational Models ICC3 2015 organized by PSG College of Technology, Coimbatore, India during December 17 – 19, 2015. This book enriches with innovations in broad areas of research like computational modeling, computational intelligence and cyber security. These emerging inter disciplinary research areas have helped to solve multifaceted problems and gained lot of attention in recent years. This encompasses theory and applications, to provide design, analysis and modeling of the aforementioned key areas. This is a collection of loanwords in the three languages- Hindi, Sanskrit, Greek, Minoan and English, of Tamil origin, described with the route of acquisition wandeveer relevant, and their literal, original, intended and current meanings. All the non-English words have been given as easy English transliterations to make it comfortable for the readers who are not acquainted with the Indic script and characters. To Be Cared For offers a unique view into the conceptual and moral world of slum-bound Dalits (“untouchables”) in the South Indian city of Chennai. Focusing on the decision by many women to embrace locally specific forms of Pentecostal Christianity, Nathaniel Roberts challenges dominant anthropological understandings of religion as a matter of culture and identity, as well as Indian nationalist narratives of Christianity as a “foreign” ideology that disrupts local communities. Far from being a divisive force, conversion integrates the slum community—Christians and Hindus alike—by addressing hidden moral fault lines that subtly pit residents against one another in a national context that renders Dalits outsiders in their own land." An NPR Best Book of 2018 "Devastating...Grows increasingly bizarre and haunting until it's left an indelible mark." —Janet Maslin, New York Times In an isolated region of Idaho, Montana, and eastern Oregon, an armed occupation of a wildlife refuge escalates into civil war. Against this backdrop, Maxim Loskutoff shatters the myths of the West: a lonesome trapper falls in love with a bear; a newly married woman hatches a plot to murder a tree; and an unemployed millworker joins a militia after returning home. Written with “blade-sharp prose” (Electric Literature), the twelve stories in this debut collection expose the simmering rage and resentments of small-town America “with extraordinary eloquence and compassion” (National Book Review). This book contains cutting-edge research material presented by researchers, engineers, developers, and practitioners from academia and industry at the International Conference on Computational Intelligence, Cyber Security and Computational Models (ICC3) organized by PSG College of Technology, Coimbatore, India during December 19–21, 2013. The materials in the book include theory and applications to provide design, analysis, and modeling of the key areas. The book will be useful material for students, researchers, professionals, as well academicians in understanding current research trends and findings and future scope of research in computational intelligence, cyber security, and computational models. “We see our customers as invited guests to a party, and we are the hosts. It’s our job every day to make every important aspect of the customer experience a little bit better.” Jeff Bezos, Founder and CEO of Amazon.com This proceedings volume explores the ways in which marketers can learn about customers through big data and other sources to create an enhanced customer experience. Consumers today do not simply demand engaging online or offline experiences anymore; they increasingly focus on one seamless experience throughout their journey across virtual and real spaces. While shopping in a physical store, consumers are checking their smart phones for customer reviews and competitive information, and catching a Pokémon or two at the same time. Online experience is no longer only about price shopping and convenience, and offline is no longer only about SKUs. Individual channels matter less and less; it is the omni-channel experience that is becoming main-stream. Marketers need to keep pace and continually adapt and contribute to the changing consumer landscape. Through countless touchpoints across different channels and media, marketers today can learn more about their customers and are better equipped than ever to provide them with a

desired augmented experience: easy, fun, engaging, and efficient. Featuring the full proceedings from the 2018 Academy of Marketing Science (AMS) Annual Conference held in New Orleans, Louisiana, this volume provides ground-breaking research from scholars and practitioner from around the world that will help marketers continue to engage their customers in this new landscape. Founded in 1971, the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory, research, and practice. Among its services to members and the community at large, the Academy offers conferences, congresses, and symposia that attract delegates from around the world. Presentations from these events are published in this Proceedings series, which offers a comprehensive archive of volumes reflecting the evolution of the field. Volumes deliver cutting-edge research and insights, complementing the Academy's flagship journals, the Journal of the Academy of Marketing Science (JAMS) and AMS Review. Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science. Business Policy 1 – 15 2. Strategy And Strategic Management 16 – 42 3. Competitive Advantage And Strategies 43 – 70 4. Business Environment 71 – 101 5. Strategic Planning 102 – 120 6. The Strategy Hierarchy Or Level Of Strategy 121 – 235 7. Stakeholder, Corporate Governance And Csr, Leader 236 – 270 8. Strategic Change, Decision Making And Formulation 271 – 315 9. Strategic Control And Evaluation 316 – 343 10. Strategy Implementation 344 – 406

"Taking off on a horse into the Mongolian Steppe sounds like the bracing inverse to an overpopulated, busy urban life, but having the skills and grit to pull it off is another thing entirely. . . . Lara Prior-Palmer attempted the Mongol Derby not really knowing what she was getting into; she ended it knowing much more about herself, and a race champion besides." ?Estelle Tang, Elle At the age of nineteen, Lara Prior-Palmer discovered a website devoted to "the world's longest, toughest horse race"?an annual competition of endurance and skill that involves dozens of riders racing a series of twenty-five wild ponies across 1,000 kilometers of Mongolian grassland. On a whim, she decided to enter the race. As she boarded a plane to East Asia, she was utterly unprepared for what awaited her. Riders often spend years preparing to compete in the Mongol Derby, a course that re-creates the horse messenger system developed by Genghis Khan. Many fail to finish. Prior-Palmer had no formal training. She was driven by her own restlessness, stubbornness, and a lifelong love of horses. She raced for ten days through extreme heat and terrifying storms, catching a few hours of sleep where she could at the homes of nomadic families. Battling bouts of illness and dehydration, exhaustion and bruising falls, she decided she had nothing to lose. Each dawn she rode out again on a fresh horse, scrambling up mountains, swimming through rivers, crossing woodlands and wetlands, arid dunes and open steppe, as American television crews chased her in their jeeps. Told with terrific suspense and style, in a voice full of poetry and soul, *Rough Magic* captures the extraordinary story of one young woman who forged ahead, against all odds, to become the first female winner of this breathtaking race. "Think the next *Educated* or *Wild*. Palmer's memoir of beating the odds to become a horse champion is an inspiring saga of perseverance—and a classic underdog tale." —Entertainment Weekly This book provides a practical approach to the identification and management of grief in the context of palliative care. We have tried to focus on multiple aspects of grief in the context of palliative care. The book includes several illustrative case vignettes, which makes it easier to understand and apply to real-life scenarios. The aim is to try and overcome some of the existing challenges, in order to enhance the quality of care individuals are provided. This book is a useful guide to attend to the crucial area of grief for those working in the area of palliative care, offering their services to patients and their families, including oncologists, nurses, psychologists, psychiatric social workers, psychiatrists, anesthesiologists, lay counselors or anyone who is involved in end-of-life care. This book focuses on disorders of calcium channels and the use of drugs to treat calcium-related disorders and their associated toxicities. In particular, it discusses the role of various natural products and their attributes in preventing problems associated with calcium imbalances. In addition, the book analyzes trends in the processing of natural products using nanotechnology and their implications in calcium-related disorders. Lastly, it explores some of the most promising aspects of research into calcium signalling disorders – which is especially important, given the wide variety of cellular processes that are controlled by calcium ions – and provides a trustworthy source of up-to-date information in this area of research. In this book we have collected a series of state-of-the art papers written by specialists in the field of ionic liquid crystals (ILCs) to address key questions concerning the synthesis, properties, and applications of ILCs. New compounds exhibiting ionic liquid crystalline phases are presented, both of calamitic as well as discotic type. Their dynamic and structural properties have been investigated with a series of experimental techniques including differential scanning calorimetry, polarized optical spectroscopy, X-ray scattering, and nuclear magnetic resonance, impedance spectroscopy to mention but a few. Moreover, computer simulations using both fully atomistic and highly coarse-grained force fields have been presented, offering an invaluable microscopic view of the structure and dynamics of these fascinating materials. Being a good parent is a skill that is acquired over time, one that requires constantly adapting to the rapidly changing times. In today's world, where academics, extra-curricular activities and distractions in the shape of numerous gadgets make heavy demands on children's time, it is tough to communicate with them. Dr Anupam Sibal, through his experience as father, paediatrician and Group Medical Director of Apollo Hospitals Group, outlines his approach to effectively getting through to children and mastering the art of parenthood. Focusing on the different values and qualities that make a good person, Dr Sibal has a hands-on approach to instil each of these in a child. Exploring the crux of parenting, this book asks and answers whether your child is ready to face the world. Designed as a text for undergraduate students (B.Tech./B.E.) of Computer Science and Engineering and IT, Mechanical Engineering and Mechatronics Engineering, and postgraduate students (M.Tech./M.E., M.Sc.) of Computer Science and Engineering and IT and Industrial Engineering, as well as for Bachelor and Master of Computer Applications (BCA/MCA), this well-organized book gives an in-depth analysis of the concepts of system simulation modelling and simulation languages. The book provides detailed discussions on the fundamental and advanced concepts of simulation. The book begins with the concept of system and the different terminologies associated with the system. Then it presents the different methods of random number generation and their tests. Besides, the text dwells on different probability distributions and their random variates, which are used in the simulation model, and describes various simulation languages such as GPSS, Simula I, SIMSCRIPT, CSL, GASP, OPS-3, DYNAMO, SIMAN and SLAM II. Further, it gives a comprehensive coverage of different queueing systems with illustrative examples as well as the logics of simulation model for both single-server and parallel-server queueing systems. The concluding chapters deal extensively with GPSS language, Arena simulation software and ProModel simulation software. Key Features • Follows a step-by-step approach to derive the test results. • Gives a large number of solved examples and well-designed chapter-end questions. • Includes several real-life Case Studies to illustrate the concepts discussed. Encyclopedia of Renewable and Sustainable Materials provides a comprehensive overview, covering research and development on all aspects of renewable, recyclable and sustainable materials. The use of renewable and sustainable materials in building construction, the automotive sector, energy, textiles and others can create markets for agricultural products and additional revenue streams for farmers, as well as significantly reduce carbon dioxide (CO₂) emissions, manufacturing energy requirements, manufacturing costs and waste. This book provides researchers, students and professionals in materials science and engineering with tactics and information as they face increasingly complex challenges around the development, selection and use of construction and manufacturing materials. Covers a broad range of topics not available elsewhere in one resource Arranged thematically for ease of navigation Discusses key features on processing, use, application and the environmental benefits of renewable and sustainable materials Contains a special focus on sustainability that will lead to the reduction of carbon emissions and enhance protection of the natural environment with regard to sustainable materials This volume is a compilation of research presented at the 19th International Conference in Advertising (ICORIA), held in Bordeaux (France) in June 2021. Renowned scholars from around the globe share their knowledge and contribute to state-of-the-art research on advertising research. This volume is intended to academic, professional and student readership. About the Editors Alexandra Vignolles is Associate Professor of Marketing at INSEEC Bordeaux and currently Dean of Academic Affairs at INSEEC MSc & MBA. Her research addresses consumer behavior, nostalgia and retrobranding. She has published in high-ranked journals. Martin K. J. Waiguny is Professor of Consumer Behaviour and Marketing at the IMC University of Applied Sciences Krems and currently the Academic Head of the university. His research addresses mainly our behaviour with new media like games, social media, and other entertainment formats. Furthermore, he researches children's consumer behaviour. The Journal of Advertising, Media psychology, Young Consumers, Australasian Marketing Journal among others are outlets where this research is published. Dr.T.VELUMANI, Assistant Professor & Head, Department of Information Technology, Rathinam College of Arts and Science (Autonomous), Coimbatore, Tamil Nadu, India. Dr.N.KARTHIKEYAN, Assistant Professor, Department of Computer Science, Kristu Jayanti College, Bengaluru, Karnataka, India. P.S.RENJENI, Assistant Professor & Head, Department of Computer Science, V.T.M. College of Arts and Science, Arumanai, Tamil Nadu, India. Dr.A.SENTHIL KUMAR, Dean, School of Science and Information Technology (SSIT), Skyline University, Kano, Nigeria. How do you create your own definition of success—and reach your unique potential? Building a fulfilling life and career can be a daunting challenge. It takes courage and hard work. Too often, we charge down a path leading to "success" as defined by those around us—and ultimately, are left feeling dissatisfied. Each of us is unique and brings distinctive skills and qualities to any situation. So why is it that most of us fail to spend sufficient time learning to understand ourselves and creating our own definition of success? The truth is, it can seem so natural and so much easier to just do what everyone else is doing—for now—leaving it for later to develop our best selves and figure out our own unique path. Is there a road map that will enable you to defy conventional wisdom, resist peer

pressure, and carve out a path that fits your unique skills and passions? Robert Steven Kaplan, leadership expert and author of the highly successful book *What to Ask the Person in the Mirror*, regularly advises executives and students on how to tackle these questions. In this indispensable new book, Kaplan shares a specific and actionable approach to defining your own success and reaching your potential. Drawing on his years of experience, Kaplan proposes an integrated plan for identifying and achieving your goals. He outlines specific steps and exercises to help you understand yourself more deeply, take control of your career, and build your capabilities in a way that fits your passions and aspirations. Are you doing what you're really meant to do? If you're ready to face this question, this book can help you change your life.

"Introduction to RRR" is a documentary film that explores the making and production of the upcoming Indian period action film, *RRR*. The film is directed by S.S. Rajamouli and is set in the pre-independence era of India. The documentary takes a behind-the-scenes look at the making of the film and features interviews with the cast and crew. The documentary provides an insight into the film's storyline, which revolves around the lives of two freedom fighters, Alluri Sitarama Raju and Komaram Bheem. The film is also set to feature a few fictional elements to enhance the narrative. The documentary also highlights the work that went into creating the film's extensive sets and the challenges faced while shooting amid the COVID-19 pandemic. Fans of Indian cinema and the *RRR* franchise will find the documentary to be an excellent watch as it explores the details behind the making of this highly anticipated film. Soon to be a major Amazon film directed by George Clooney and starring Ben Affleck, Tye Sheridan, Lily Rabe, and Christopher Lloyd, a raucous, poignant, luminously written memoir about a boy striving to become a man, and his romance with a bar, in the tradition of *This Boy's Life* and *The Liar's Club*. J.R. Moehringer grew up captivated by a voice. It was the voice of his father, a New York City disc jockey who vanished before J.R. spoke his first word. Sitting on the stoop, pressing an ear to the radio, J.R. would strain to hear in that plummy baritone the secrets of masculinity and identity. Though J.R.'s mother was his world, his rock, he craved something more, something faintly and hauntingly audible only in *The Voice*. At eight years old, suddenly unable to find *The Voice* on the radio, J.R. turned in desperation to the bar on the corner, where he found a rousing chorus of new voices. The alphas along the bar—including J.R.'s Uncle Charlie, a Humphrey Bogart look-alike; Colt, a Yogi Berra sound-alike; and Joey D, a softhearted brawler—took J.R. to the beach, to ballgames, and ultimately into their circle. They taught J.R., tended him, and provided a kind of fathering-by-committee. Torn between the stirring example of his mother and the lurid romance of the bar, J.R. tried to forge a self somewhere in the center. But when it was time for J.R. to leave home, the bar became an increasingly seductive sanctuary, a place to return and regroup during his picaresque journeys. Time and again the bar offered shelter from failure, rejection, heartbreak—and eventually from reality. In the grand tradition of landmark memoirs, *The Tender Bar* is suspenseful, wrenching, and achingly funny. A classic American story of self-invention and escape, of the fierce love between a single mother and an only son, it's also a moving portrait of one boy's struggle to become a man, and an unforgettable depiction of how men remain, at heart, lost boys. Named a best book of the year by *The New York Times*, *Esquire*, *The Los Angeles Times Book Review*, *Entertainment Weekly*, *USA Today*, NPR's "Fresh Air," and *New York Magazine* *A New York Times*, *Los Angeles Times*, *Wall Street Journal*, *San Francisco Chronicle*, *USA Today*, *Booksense*, and *Library Journal* Bestseller *Booksense* Pick Borders New Voices Finalist Winner of the Books for a Better Life First Book Award 'Engaging, funny and witty . . . the perfect read for a weekend in. With freshly baked cookies of course!' - Pooja Dhingra 'Witty, clever and ridiculously relatable.' - Janice Parlati This is that rarest of contemporary voices - witty, sharp, clever, and ridiculously relatable.- Janice Parlati, author of *Boats on Land* Engaging, funny and witty - the perfect read for a weekend in. With freshly baked cookies of course!- Pooja Dhingra, Founder of *Le 15 Patisserie* Romance, drama, suspense - *What Kitty Did* is the perfect holiday read.- Esha Mahajan, *Harper's Bazaar* *Kitty Roy* has more troubles than she can count on her fingers. Her love life is wonky, her paycheck is shit. She has badly behaved hair and struggles with a sugar addiction. To top it off, her pushy mother has set her up with a gorgeous but stuck-up guy who is sending her mixed signals. When a diplomat's celebrity wife, Roxy Merchant, falls dead during dinner at their posh central Delhi bungalow, Kitty's boss gives her a chance to write a profile piece and the hint of a promotion. As she works on her article, Kitty realizes there's more to Roxy Merchant's death. She's on to something big, and it can, perhaps, change her current life forever. But Kitty also has a knack for bungling things up majorly. Set in the winter of her discontent, *What Kitty Did* is an irresistible caper zipping through the streets of Delhi. *Team Work Quality* uses statistical analysis in order to infer how team work quality contributes towards the enhancement of creativity with respect to software organizations. *Advanced Cost Accounting* presents the subject matter in simple and easy-to-understand language. It includes latest solved questions papers of university examinations. The book will serve the B.Com, B.Com.(CA), M.Com., M.Com.(CA), BBA, BCA And MBA students of Periyar, Thiruvalluvar, Bharathiar, Madras and various Indian Universities. The given solutions to past semesters question papers in this book will help the students in preparing for examinations. **KEY FEATURES** • This book designed as per the syllabi of various Indian universities • Step-by-step approach adopted for solved problems • Easy-to-understand approach • Solved problems & theories *Nanoparticles in Analytical and Medical Devices* presents the latest information on the use of nanoparticles for a diverse range of analytical and medical applications. Covers basic principles, proper use of nanoparticles in analytical and medical applications, and recent progress in the field. This comprehensive reference helps readers grasp the full potential of nanoparticles in their analytical research or medical practice. Chapters on cutting-edge topics bring readers up to date on the latest research and usage of nanoparticles, and a chapter on commercially available devices that utilize nanoparticles guides readers in overcoming issues with marketing biodevices. Synthesizes nanoparticle conjugation and other critical methods Covers nanoparticles in analytical methods and real analytical devices currently used in the medical field Provides useful new information not covered in the current literature in chapters on surface chemical functionalization for bio-immobilization and nanoparticle production from natural sources *Rajalakshmi Meenakshisundaram*, a traditional, god-fearing wife and mother, has led a sheltered life in India. Her happy world in Chennai is shattered when her only child, Venkat, dies on his birthday, the victim of a terrorist attack in France. She must now travel to Paris with her husband to claim Venkat's body. *Katherine Mary Flannigan*, a mother of three, is a loving wife and staunch church goer. The Irish Flannigans have lived in the little town of Blue Hampton, outside London, for generations. Jonas, her eldest son has been missing for a week when she learns that he has blown himself to bits in France, having secretly converted to Islam just a month before. The village is split on accepting his body for burial in the church cemetery. Katherine and her husband James must now travel to France to claim Jonas' body. What happens when the two women meet? How do the men in their lives battle their own vulnerabilities and inabilities as they come to terms with their loss? How do those around them deal with the tragedy? This is the gripping and poignant tale of going past the biases we all carry, the assumptions we make, and the guilt within when we have failed those we love. What links us? What separates us? What is identity after all? What remains of faith when it is put to test? What is destiny? Is there hope at the end of the maelstrom? *New and Future Developments in Microbial Biotechnology and Bioengineering: Phytomicrobiome for Sustainable Agriculture* provides a comprehensive overview of the phytomicrobiome and a holistic approach for its various mechanisms, including plant growth, nutrient content, crop yield improvement, soil fertility, and health management. This book explores the genus- and species-specific endophytic microbes for developing an efficient indigenous microbial consortium for enhancing the productivity of sustainable agriculture. An essential resource for students, researchers, and scientists in the fields of biotechnology, microbiology, agronomy, and the plant protection sciences, *New and Future Developments in Microbial Biotechnology and Bioengineering: Phytomicrobiome for Sustainable Agriculture* highlights the plant growth-promoting activities of the phytomicrobiome and focuses on both its basic and applied aspects and the significant role they play in plant protection. Emphasizes up-to-date research on sustainability, proteomics and genomics, and functional and molecular mechanisms of plant-microbe-soil interactions Covers multidisciplinary features of plant microbiology, plant physiology, soil science, and sustainable agriculture Includes the significance of microbial secondary metabolites for enhancing plant growth attributes Focuses on the most recent developments in biotechnology to enhance the action of the phytomicrobiome as an alternative to chemical fertilizers for agriculture and forestry Take a rice boat tour of Kerala's lyrical backwaters; endlessly intersecting rivers, streams and lagoons that flood the plains between the Arabian Sea and the Western Ghats. Watch the sun set from the ramshackle port city of Fort Kochi before heading inland to see the monkeys and macaques at Periyar National Park. From winding waterways to colourful festivals, *Footprintfocus Kerala* will prove an invaluable companion. • Essentials section with practical tips on getting there and around. • Background section with fascinating information on the region's unique history and culture. • Comprehensive listings of where to eat, sleep & play including fishing and birdwatching. • Detailed street maps for important cities and towns. • Slim enough to fit in your pocket. Loaded with advice and information, this concise *Footprintfocus* guide will help you get the most out of Kerala without weighing you down. Stress is something that we all experience but know little about. This book aims to provide you with a brief insight into how stress works scientifically and the ways in which it has the power to alter your brain and physical health. It also gives you advice on how to minimise your stress and anxiety. "Entrepreneurship Development" is a book that provides an introduction to the basics of entrepreneurship. The book covers the fundamental principles of entrepreneurship, the process of starting a new venture, and the challenges and opportunities faced by entrepreneurs. The book is written in a clear and accessible style, making it an ideal resource for students and aspiring entrepreneurs who are new to the subject. It provides practical advice and guidance on how to identify opportunities, develop a business idea, and create a business plan. *Beneficial Microbes in Agro-Ecology: Bacteria and Fungi* is a complete resource on the agriculturally important beneficial microflora used in agricultural production

technologies. Included are 30 different bacterial genera relevant in the sustainability, mechanisms, and beneficial natural processes that enhance soil fertility and plant growth. The second part of the book discusses 23 fungal genera used in agriculture for the management of plant diseases and plant growth promotion. Covering a wide range of bacteria and fungi on biocontrol and plant growth promoting properties, the book will help researchers, academics and advanced students in agro-ecology, plant microbiology, pathology, entomology, and nematology. Presents a comprehensive collection of agriculturally important bacteria and fungi Provides foundational knowledge of each core organism utilized in agro-ecology Identifies the genera of agriculturally important microorganisms Today, more and more organizations are realizing the importance of practising ethics in their business dealings. And the engineering profession is no exception to this. For, any policy or practice that gives a go-by to professional ethics—which essentially entails fair and transparent dealings based on sound moral principles—cannot enjoy the confidence of the customer for long. It is in this context that a book on Professional Ethics is very significant. This systematically organized text opens with an introduction to Human Values and discusses, with great skill and expertise, the various approaches to the study of ethical behaviour, ethical theories, value-based ethics and the engineers' responsibility for safety and risk, collegiality and loyalty. Besides, the responsibilities of engineers in organizational setting, and global issues such as environmental ethics, computer ethics, and Intellectual Property Rights (IPRs) are also covered in this text. The Case Studies lend a practical orientation to the book, and the Review Questions sharpen the analytical skills of the students. This is a must have book for the students of engineering and management.

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