





Dooley Brainfluence Nir Eyal Hooked

The Second Edition of the book encompasses two new chapters—Strategic Cost Management and Business Ethics—A Strategic Financial Management Instrument. The book, being an augmented version of the previous edition, equips the young managers with the fundamentals and basics of strategic management and financial management in a cogent manner. The text now provides a better orientation to the students on the topics like corporate restructuring, divestitures, acquisitions, and mergers in the global context with the help of examples and caselets. The book has been revised keeping in view the requirements of postgraduate students of management and the students pursuing professional courses such as CA, MFC and CS. In addition, professionals working in the corporate sector may also find the book beneficial to integrate the financial management functions into business strategy and financial operations. Distinctive features • Model question papers have been appended at the end of the book. • Better justification of topics by merging the contents wherever required. • Theory supported with caselets inspired from global as well as Indian context.

Financial Management Management Accounting, 3E

Over a decade of Ceasefire and Peace Talks between India and Nagalim; Peace Negotiations in Practice - The Indo-Naga experience

This book is a practical guide to personal and business negotiations. It is unique in going beyond the bargaining phase of negotiation to cover the entire process from your decision to negotiate through an evaluation of your negotiation performance. Also included are tools such as a negotiation planner, "decision trees" for calculating negotiation alternatives, psychological tools for increasing negotiation power, and tools for assessing your negotiation style.

Various Aspects Of Overtrading In Corporate Business Have Been Analysed In This Book.

Based on their extensive research and work with organisations, V Nilakant and S Ramnarayan present a new model for organisational change that identifies four core tasks crucial to the success of any change initiative: appreciating change, mobilising support for change, executing change and building change capability. The authors contend that those change initiatives that do not succeed are the direct outcome of a failure to effectively manage one or more of these tasks. Simultaneously, as it warns managers against adopting simplistic recipes, Change Management also explains how organisational change is about changing the way in which people think and act. This book suggests four fundamental ways of altering the mindsets of managers: tuning to the external environment and people`s mindsets inside the organisation; influencing and persuading people and strengthening communication; constructing change initiatives on the basis of cross-functional collaboration and challenging goals; and creating positive contexts that enable people to have faith in thier own capabilities. This book argues that effective management of change is about balance—balance between short-term and long-term, profits and people , overview and detail, continuity and

transformation and between the feasible and the desirable.

This book is useful for B.Com., M.Com., and MBA students of all Indian Universities. Presentation of various aspects of entrepreneurship is the most salient features of this book. Clarity of all topics has been given throughout. Description of the most difficult topics, in a simple and easy to follow style, has been the authors main attempt. At the end of the each chapter Assessment Questions are included in this book. Glossary, Bibliography, Author Index, Subject Index and Abbreviations are incorporated at the end of the book.

[Copyright: 1ecb0f05336944667102d8be59880d72](#)