



in Aurangabad as manager in-residence. Thus was born Habib Rehman, the hotelier. It was another chance meeting with Ajit Haksar, the visionary first Indian chairman of ITC, that propelled Rehman to the next stage of his career. So impressed was Haksar by the young manager of the Rama international, that he offered him a job with the fledgling ITC hotels division – Haksar's brainchild. Rehman joined ITC hotels in 1979. The rest is history. From a three-property enterprise-the chola Sheraton in Chennai, the Maurya in Delhi and the Mughal Sheraton in Agra, ITC hotels has grown to more than 100 properties in 70 destinations worldwide. Much of this growth took place under Rehman's stewardship and close personal involvement. His love of food, a natural outcome of his Hyderabad genes, led him to nurture and lead several iconic restaurants amongst many ITC properties across the country. Though hobnobbing with the likes of Bill and Hillary Clinton, Peter O'Toole and Elizabeth Taylor was just part of the job, Rehman never lost the common touch-a lesson learned in the army, an institution he loved and never ceased to draw inspiration from throughout his career in the hospitality industry-two worlds seemingly poles apart but surprisingly complementary when it came to the management of men and resources. *Borders to boardroom* is a memoir that educates and delights in equal measure. For those in the hospitality industry, or keen to learn about it, this book provides invaluable insights. It could also serve as a primer in the art of management, telling as it does the story of ITC, one of the country's most professionally managed corporate houses. Above all, it is a warm, human account of a man, a well-regarded figure in the hospitality industry, who has lived many lives and loved them all-and is not afraid to write about it with honesty and subtle humor.

Driving through India and want to know where to eat on the road? Try *Highway on my Plate: the guide to roadside eating in India*, the country's first guide to dhabas and roadside restaurants. Adapted from the hit TV series on NDTV Good Times, *Highway on my Plate*, it lists great eats on almost every major Indian highway and route as presented in the show. Here's your chance to check out Punjab's legendary Puran Singh ka Dhaba, renowned for its meat curries, the kachoris (called kachoras) from Chawani Lal Halwai in Rajasthan or the wine tasting store on the road in Maharashtra. Packed with information and accompanied by maps, *Highway on my Plate* is an indispensable guide for all road trips. \* Road maps for all routes \* Restaurants rated for child-friendliness and hygiene \* Food specialities included \* Up-to-date contact information

Across Asia, consumer culture is increasingly shaping everyday life, with neoliberal economic and social policies increasingly adopted by governments who see their citizens as individualised, sovereign consumers with choices about their lifestyles and identities. One aspect of this development has been the emergence of new wealthy middle classes with lifestyle aspirations shaped by national, regional and global media – especially by a range of new popular lifestyle media, which includes magazines, television and mobile and social media. This book explores how far everyday conceptions and experiences of identity are being transformed by media cultures across the region. It considers a range of different media in different Asian contexts, contrasting how the shaping of lifestyles in Asia differs from similar processes in Western countries, and assessing how the new lifestyle media represents not just a new emergent media culture, but also illustrates wider cultural and social changes in the Asian region.

The increase in smartphone usage and new technologies embedded in smart devices have led to innovative developments and applications throughout a variety of industries. However, new techniques such as spatial augmented reality are becoming more affordable for business, allowing consumers to experience and interact with the world as they never have before. AR and VR have vast implications for management and can allow companies to increase their









5.78 million in 2010. This ranks India as the 38th country in the world in terms of foreign tourist arrivals. Domestic tourist visits to all states and Union Territories numbered 1,036.35 million in 2012, an increase of 16.5% from 2011. The most represented countries are the United States (16%) and the United Kingdom (12.6%). In 2011 Maharashtra, Tamil Nadu and Delhi were the most popular states for foreign tourists. Domestic tourists visited the states Uttar Pradesh, Andhra Pradesh and Tamil Nadu most frequently. Chennai, Delhi, Mumbai and Agra have been the four most visited cities of India by foreign tourists during the year 2011. Worldwide, Chennai ranked 41 by the number of foreign tourists, while Delhi is ranked at 50, Mumbai at 57 and Agra at 65 and Kolkata at 99. The Travel & Tourism Competitiveness Report 2013 ranks India 65th out of 144 countries overall. The report ranks the price competitiveness of India's tourism sector 20th out of 144 countries. It mentions that India has quite good air transport (ranked 39th), particularly given the country's stage of development, and reasonable ground transport infrastructure (ranked 42nd). Some other aspects of its tourism infrastructure remain somewhat underdeveloped however. The nation has very few hotel rooms per capita by international comparison and low ATM penetration. As per the UNWTO World Tourism Barometer, December 2013, India's rank in the World Tourism Receipts during 2012 was 16th and rank in international tourist arrivals was 41. The rank of India was 7th among Asia and the Pacific Region in terms of tourism receipts during 2012. The Ministry of Tourism designs national policies for the development and promotion of tourism. In the process, the Ministry consults and collaborates with other stakeholders in the sector including various Central Ministries/ agencies, State Governments, Union Territories and the representatives of the private sector. Concerted efforts are being made to promote new forms of tourism such as rural, cruise, medical and eco-tourism. The Ministry also maintains the Incredible India campaign. India's rich history and its cultural and geographical diversity make its international tourism appeal large and diverse. It presents heritage and cultural tourism along with medical, business, educational and sports tourism. Therefore the practitioners, academicians and researchers need to meticulously review these aspects and acquaint them with knowledge to sustain in such scenarios. Thus, these evident scenarios emphasize the need of a broad-based research in the field of Tourism in India. This book is an attempt in that direction. I sincerely hope that this book will provide insights into the subject to faculty members, researchers and students from the Tourism institutes, consultants, practicing managers from industry and government officers. Prof. K.VijayaBabu Jayaprakashnarayana. G Apollo Highway on My Plate The Indian Guide to Roadside Eating Simplified Chinese edition of Dog Man: A Tale of Two Kitties: From the Creator of Captain Underpants (Dog Man #3) Traditional Chinese edition of Paper Towns by John Green, a science fiction thriller. In Traditional Chinese. Distributed by Tsai Fong Books, Inc.

The Chocolate Log has been a comfort and joy to come to over the years. The love Cheryl puts into her food and the joy and laughter served in many forms warms the heart in the cold hills. The taste of home like it was in the good old days when a warm hearth meant something was baking. – Rocky Singh, Anchor, Award winning series Highway on My Plate, NDTV Goodtimes. The Chocolate Log is the story of Cheryl Kumar Templeton, a schoolteacher, and her husband Allan, an Indian Air Force fighter pilot, who gave up their secure comfortable careers to start a new life in Mcleodganj, a suburb situated in the foothills of the Himalayas, which Cheryl describes as 'a microcosm of the whole world'. It was here that a new dream unfolded, and in its wake was born The Chocolate Log, a patisserie and café they have run for twenty-four years, and continue to do so till today. She writes with sympathy and affection of the local people – the Himachalis, the Tibetans, the Gaddis; of the people who slipped in and out of their lives: some of whom returned again and again to their 'karmic mountain', a destination for the soul; others who have stayed on in their memories: the idealists, the visitors who became soul friends, the eccentrics, the loonies. She generously shares with readers the recipes of a few of her many popular offerings – brown bread, chicken quiche, chocolate cake, lemon tarts, apple pie and even the special train cake she made for her granddaughter's first birthday – which have gained her mention in the New York Times, Lonely Planet, Frommer's, The Rough Guide, Footprints and other multi-language travel guides. But this book is not only about recipes or running a café. She speaks of the years of slogging through eighteen-hour days; months of no business and no income; of arguments, fights, frustrations, and fatigue. Of heartbreak when her granddaughter was born; of ups and downs, but also of victories – The Chocolate Log, The Cheryton Cottage Guest House, and Wine Oaks, where wines are made according to her grandfather's recipes. In Cheryl's words, 'This is my story of imagination, successes, disappointments, struggle, pain, criticism, appreciation, but, most of all of magic! At the end of the day, and at the end of my story, I can only say – IT WAS WORTH IT ALL!'

This book explores the empirical and theoretical significance of understanding television as a dynamic technology, a creative industry, and a vibrant cultural form that is "at large" in South Asia. Bringing together prominent scholars who have shaped television studies in South Asia, as well as emerging scholars who address new topics, this book decisively positions television as a key site in the study of South Asian History and Culture. In doing so, it also positions the study of television in South Asia and the South Asian diaspora as crucial in the rethinking of global television history and opens up new directions for the future of television studies. This volume will be essential reading for scholars and teachers of media and communication studies, media history, anthropology, and sociology, besides being of great interest to policymakers and media professionals. This book was originally published as a special issue of South Asian History and Culture.



