

C B Gupta Business Organisation And Management

International Business Entrepreneurship and Small Business Management [Business Communication by Sanjay Gupta \(SBPD Publications\)](#) Business Studies Based on NCERT Guidelines Class XI Backable [Business Communication by Sanjay Gupta \(SBPD Publications\)](#) Entrepreneurship With Practical Class XII by Dr. S. K. Singh, Sanjay Gupta Business Regulatory Framework (Latest Edition - 2020) S. Chand's ISC Commerce For Class XI (2021 Edition) Managing IoT and Mobile Technologies with Innovation, Trust, and Sustainable Computing Contemporary Management Principles and Practice of Management [Driving Digital Strategy What They Teach You at Harvard Business School Business Policy and Strategy \(For BBA Course of GGSIP University, Delhi\) A Textbook of Organisational Behaviour with Text and Cases Business Organisation and Management Business Mathematics by Dr. B. N. Gupta, Dr. Pushkar Nath and Shyamles Kumar Global Strategy and the Organization Business Statistics Getting China and India Right Mind Without Fear Distributed Denial of Service \(DDoS\) Attacks Principles of Management The Power of Trust Corporate Law Indian National Bibliography Business Communication by Sanjay Gupta, Jay Bansal Business Statistics by Dr. B. N. Gupta Global Innovation Science Handbook \[Business Studies Class XII by Dr. S. K. Singh, Sanjay Gupta \\(SBPD Publications\\)\]\(#\) H/B of \[Drug Store and Business Management\]\(#\) Essentials of Marketing Management Business Statistics \(as per NEP-UP, for B.Com, Sem I\) \[Drug Store and Business Management\]\(#\) \[Hydrogen Fuel\]\(#\) Business Mathematics by Dr. Alok Gupta The Republic of Gupta The Ultimate Family Business Survival Guide Gasoline, Diesel, and Ethanol Biofuels from Grasses and Plants](#)

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Corporate Law Sep 08 2020 Corporate Law by Dr. O.P. Gupta is a publication of the SBPD Publishing House, Agra. Dr. O.P. Gupta holds a M.Com., LL.B., Ex-F.C.S. and PhD degree. He was a reader at the P.G.D.A.V. College (University of Delhi), New Delhi. The authors have tried to present the subject of Corporate Law in a simple and clear language. The difficult provisions of Corporate Law have been illustrated with the help of Indian and International cases decided by the law courts. For thematic unity, the subject has been discussed topic-wise but for ready reference, relevant sections have been quoted. Important questions asked in various examinations have been given at the end of each chapter. To make the book more useful Objective Type Questions with their answers have also been given at the end of each chapter. The book has been written primarily for the students preparing for B. Com. Examination and examinations conducted by other Professional Bodies as well.

[Getting China and India Right](#) Feb 11 2021 This book is the first strategic guide for multi-national corporations (MNCs) who are contemplating expanding into both China and India. Gupta and Wang explain how many MNCs view China and India solely from the lens of off-shoring and cost-reduction, and focusing their marketing strategies on only the top 5-10% of the population. This is a missed opportunity. China and India are the only two countries that constitute four realities that are strategically crucial for the global enterprise: Both provide mega-markets for almost every product and service Both have platforms that will dramatically reduce the company's global cost structure Both have platforms that will significantly boost the company's global technology and innovation base Both are springboards for the emergence of new fearsome global competitors. This book aims to shed light on the brutal competition for markets and resources in China and India as well as lays out the strategic action implications for those companies who want to emerge as the global players of tomorrow.

[Managing IoT and Mobile Technologies with Innovation, Trust, and Sustainable Computing](#) Jan 25 2022 Focused on the latest mobile technologies, this book addresses specific features (such as IoT) and their adoptions that aim to enable excellence in business in Industry 4.0. Furthermore, this book explores how the adoption of these technologies is related to rising concerns about privacy and trusted communication issues that concern management and leaders of business organizations. [Managing IoT and Mobile Technologies with Innovation, Trust, and Sustainable Computing](#) not only targets IT experts and drills down on the technical issues but also provides readers from various groups with a well-linked concept about how the latest trends of mobile technologies are closely related to daily living and the workplace at managerial and even individual levels.

[Backable](#) Jun 29 2022 A groundbreaking book that boldly claims the key to success is not talent, connections, or ideas, but the ability to persuade people to take a chance on your potential. "The most exceptional people aren't just brilliant...they're backable." —Daniel Pink, #1 New York Times bestselling author of *When, Drive and To Sell is Human* No one makes it alone. But there's a reason some people can get investors or bosses to believe in them while others cannot. And that reason has little to do with experience, pedigree, or a polished business plan.

Backable people seem to have a hidden quality that inspires others to take action. We often chalk this up to natural talent or charisma...either you have "it" or you don't. After getting rejected by every investor he pitched, Suneel Gupta had a burning question: Could "it" be learned? Drawing lessons from hundreds of the world's biggest thinkers, Gupta discovered how to pitch new ideas in a way that has raised millions of dollars, influenced large-scale change inside massive corporations, and even convinced his eight-year-old daughter to clean her room. Inside [Backable](#) are long-held secrets from producers of Oscar-winning films, members of Congress, military leaders, culinary stars, venture capitalists, founders of unicorn-status startups, and executives at iconic companies like Lego, Method, and Pixar. [Backable](#) reveals how the key to success is not charisma, connections, or even your résumé, but rather your ability to persuade others to take a chance on you. This original book will show you how.

[Distributed Denial of Service \(DDoS\) Attacks](#) Dec 12 2020 The complexity and severity of the Distributed Denial of Service (DDoS) attacks are increasing day-by-day. The Internet has a highly inconsistent structure in terms of resource distribution. Numerous technical solutions are available, but those involving economic aspects have not been given much consideration. The book, [DDoS Attacks – Classification, Attacks, Challenges, and Countermeasures](#), provides an overview of both types of defensive solutions proposed so far, exploring different dimensions that would mitigate the DDoS effectively and show the implications associated with them. Features: Covers topics that describe taxonomies of the DDoS attacks in detail, recent trends and classification of defensive mechanisms on the basis of deployment location, the types of defensive action, and the solutions offering economic incentives. Introduces chapters discussing the various types of DDoS attack associated with different layers of security, an attacker's motivations, and the importance of incentives and liabilities in any defensive solution. Illustrates the role of fair resource-allocation schemes, separate payment mechanisms for attackers and legitimate users, negotiation models on cost and types of resources, and risk assessments and transfer mechanisms. [DDoS Attacks – Classification, Attacks, Challenges, and Countermeasures](#) is designed for the readers who have an interest in the cybersecurity domain, including students and researchers who are exploring different dimensions associated with the DDoS attack, developers and security professionals who are focusing on developing defensive schemes and applications for detecting or mitigating the DDoS attacks, and faculty members across different universities.

Global Innovation Science Handbook May 05 2020 Publisher's Note: Products purchased from Third Party sellers are not guaranteed by the publisher for quality, authenticity, or access to any online entitlements included with the product. A GROUNDBREAKING GUIDE TO THE ART, SCIENCE, TOOLS, AND DEPLOYMENT OF INNOVATION "It has never been more important to educate people and organizations how to out-imagine, out-create, and out-innovate...The insight and experiences captured by [this book] make an important contribution toward reaching this goal." -- From the Foreword by Deborah Wince-Smith, President, Council on Competitiveness Developed by the editors of the International Journal of Innovation Science and featuring contributions from more than 40 innovation experts and thought leaders, [Global Innovation Science Handbook](#) presents a proven approach for understanding and implementing innovation in any industry. This pioneering work is based on a defined body of knowledge that includes intent, methodology, tools, and measurements. It challenges the popular paradigm that "learned" innovation is impossible, and lays out a systematic process for developing innovation skills. Each chapter can be independently read and utilized in the daily practice of innovation. Real-world case studies from financial, government, and education sectors illustrate the concepts discussed in this definitive resource. [Global Innovation Science Handbook](#) covers: Preparing for innovation—establishing a framework and creating a culture for innovation Key innovation concepts, such as creativity, neuroscience, biomimetics, benchmarking, and ethnography Creativity tools, including Kano analysis, storyboarding, absence thinking, Lotus Blossom, SCAMPER, and others Techniques essential to innovation science, such as Six Thinking Hats, mind mapping, social networks, market research, and lead user analysis Innovation radar, indices, and other measurements Idea management—the process of creating, screening, exploring, and evaluating ideas to bring those most valuable from concept to reality Innovation methodologies, including TRIZ, Brinnovation, crowdsourcing, Eureka, stage gate, and others Deployment—a life-cycle approach involving inspiration, strategy, organization, excellence, culture, measurement, protection of intellectual property, and launch Case studies featuring cutting-edge technological innovations in finance, government, and education

Indian National Bibliography Aug 08 2020

International Business Nov 03 2022 International Business

[What They Teach You at Harvard Business School](#) Sep 20 2021 "For anyone thinking of doing an MBA, or indeed anyone who wants to understand how the corporate elite are moulded, this is a must read" Luke Johnson, British entrepreneur The internationally best-selling business classic that reveals what it's really like to study an MBA at one of the most prestigious institutions in the world. Philip Delves Broughton quit his position as New York correspondent for *The Daily Telegraph* to take his place on one of the most-coveted and exclusive courses in the world - an MBA at Harvard Business School - to acquire the wisdom reserved for the world's global elite. And what he learns is truly jaw-dropping. From his first class to graduation - encompassing the guest lectures, the Apprentice-style tasks, the booze-luge, the burnouts and the high flyers - Delves Broughton divulges the advice, wisdom and folly he found whilst studying at the most prestigious business school in the world. "Anyone considering enrolling will find this an insightful portrait of Harvard Business School life" Economist "Very funny. An excellent book" *Wall Street Journal*

[Gasoline, Diesel, and Ethanol Biofuels from Grasses and Plants](#) Jun 25 2019 The world is currently faced with two significant problems: fossil fuel depletion and environmental degradation, which are continuously being exacerbated due to increasing global energy consumption. As a substitute for petroleum, renewable fuels have been receiving increasing attention due a variety of environmental, economic, and societal benefits. The first-generation biofuels - ethanol from sugar or corn and biodiesel from vegetable oils - are already on the market. The goal of this book is to introduce readers to second-generation biofuels obtained from non-food biomass, such as forest residue, agricultural residue, switch grass, corn stover, waste wood, municipal solid wastes, and so on. Various technologies are discussed, including cellulosic ethanol, biomass gasification, synthesis of diesel and gasoline, bio-crude by hydrothermal liquefaction, bio-oil by fast pyrolysis, and the upgradation of biofuel. This book strives to serve as a comprehensive document presenting various technological pathways and environmental and economic issues related to biofuels.

[Drug Store and Business Management](#) Nov 30 2019 The third edition of this popular and textbook in drug store and business management includes questions from papers in recent examinations. It has been written to meet the requirements of students working towards a diploma in pharmacy. Written in a easy to understand language, it attempts to demystify and simplify the basic concepts in order for students to fully understand the subject and ensure success in their examinations.

The Ultimate Family Business Survival Guide Jul 27 2019 Family businesses are vital to the health of a nation's economy, but distresses such as economic downturns and the Covid-19 pandemic can put them at grave existential risk. Drawing from her dynamic experience working with her family-owned company MPIL Steel Structures Ltd, Priyanka Gupta Zielinski presents a unique manual to help family businesses thrive, even in times of crisis. Central to it is a survival toolkit – featuring a metaphorical multipurpose hat, a flashlight, a superhero cape, a Swiss Army knife and a parachute – which prepares business owners to face any challenge head on. The book also reveals how the improvisational style of family enterprises can be leveraged better for sustainability, while identifying in their close-knit structure and community-driven approach avenues for meaningful social change. Replete with anecdotes and effective strategies – with an occasional Haryanvi idiom thrown into the mix – *The Ultimate Family Business Survival Guide* is a must-read for family business and MSME owners everywhere.

Business Mathematics by Dr. Alok Gupta Sep 28 2019 1. Averages, 2. Ratio, 3. Proportion, 4. Proportion, 5. Profit and Loss, 6. Simple Interest, 7. Compound Interest, 8. Annuity, 9. True Discount and Banker's Discount, 10. Basic Concepts of Set Theory, 11. Simultaneous Equations, 12. Quadratic Equations, 13. Quadratic Equations.

The Power of Trust Oct 10 2020 A ground-breaking exploration of the changing nature of trust and how to bridge the gap from where you are to where you need to be. Trust is the most powerful force underlying the success of every business. Yet it can be shattered in an instant, with a devastating impact on a company's market cap and reputation. How to build and sustain trust requires fresh insight into why customers, employees, community members, and investors decide whether an organization can be trusted. Based on two decades of research and illustrated through vivid storytelling, Sandra J. Sucher and Shalene Gupta examine the economic impact of trust and the science behind it, and conclusively prove that trust is built from the inside out. Trust emerges from a company being the "real deal": creating products and services that work, having good intentions, treating people fairly, and taking responsibility for all the impacts an organization creates, whether intended or not. When trust is in the room, great things can happen. Sucher and Gupta's innovative foundation for executing the elements of trust—competence, motives, means, impact—explains how trust can be woven into the day-to-day and the long term. Most importantly, even when lost, trust can be regained, as illustrated through their accounts of companies across the globe that pull themselves out of scandal and corruption by rebuilding the vital elements of trust.

Principles and Practice of Management Nov 22 2021 The book in its tenth edition has been thoroughly restructured and revised. All the chapters of the present edition have been re-written not only to incorporate the latest developments in management but also to make presentation of subject-matter more lucid and crisp. Chapter 3 of the previous edition (Managers and Environment) has been named as Management Challenges and Opportunities in the present edition so that proper focus is put on these issues. Thus, the present edition is ideally suited to management students as well as management practitioners, particularly those who have not gone through formal management education.

Global Strategy and the Organization Apr 15 2021 A STRATEGIC FRAMEWORK FOR GLOBAL DOMINANCE In the battle for global dominance, only those organizations that lead the ongoing globalization of their industries will succeed. That's why students need a strategic framework that they can apply in a global setting. In GLOBAL STRATEGY AND ORGANIZATION, awarding-winning scholars and teachers Anil L. Gupta and Vijay Govindarajan focus on the four essential tasks for transforming a company in a global success: Identify market opportunities worldwide and pursue those opportunities by establishing the necessary presence in all key markets Convert global presence into global competitive advantage Cultivate a global mindset Strive to reinvent the rules of the global game Each chapter focuses on a specific, action-oriented issue. Reports on the activities of real firms, such as Wal-Mart, Dell Computer, and Canon, provide insights into the challenges associated with globalization and illustrate the author's findings.

Principles of Management Nov 10 2020 Principles of Management is designed to meet the scope and sequence requirements of the introductory course on management. This is a traditional approach to management using the leading, planning, organizing, and controlling approach. Management is a broad business discipline, and the Principles of Management course covers many management areas such as human resource management and strategic management, as well as behavioral areas such as motivation. No one individual can be an expert in all areas of management, so an additional benefit of this text is that specialists in a variety of areas have authored individual chapters. Contributing Authors David S. Bright, Wright State University Anastasia H. Cortes, Virginia Tech University Eva Hartmann, University of Richmond K. Praveen Parboteeah, University of Wisconsin-Whitewater Jon L. Pierce, University of Minnesota-Duluth Monique Reece Amit Shah, Frostburg State University Siri Terjesen, American University Joseph Weiss, Bentley University Margaret A. White, Oklahoma State University Donald G. Gardner, University of Colorado-Colorado Springs Jason Lambert, Texas Woman's University Laura M. Leduc, James Madison University Joy Leopold, Webster University Jeffrey Muldoon, Emporia State University James S. O'Rourke, University of Notre Dame

Business Studies Class XII by Dr. S. K. Singh, Sanjay Gupta (SBPD Publications) Apr 03 2020 Strictly according to the latest syllabus prescribed by Central Board of Secondary Education (CBSE), Delhi and State Boards of Bihar, Jharkhand, Uttarakhand, Rajasthan, Haryana, H.P. etc. & Navodaya, Kasturba, Kendriya Vidyalayas etc. following CBSE curriculum based on NCERT guidelines. Part 'A' : Principles and Functions of Management 1. Nature and Significance of Management, 2. Principles of Management, 3. Management and Business Environment, 4. Planning, 5. Organising, 6. Staffing, 7. Directing, 8. Controlling, Part 'B' : Business Finance and Marketing 9. Financial Management, 10. Financial Market, 11. Marketing, 12. Consumer Protection, 13. Entrepreneurship Development. Project Work Latest Model Paper with OMR Sheet Board Examinations Papers

Business Communication by Sanjay Gupta, Jay Bansal Jul 07 2020 An excellent book for commerce students appearing in competitive, professional and other examinations. Business Communication (Compulsory Course) Objective: To equip students of the B. Com. (Hons.) course effectively to acquire skills in reading, writing, comprehension, as also to use electronic media for Business Communication. Unit 1:- Nature of Communication Process of Communication, Types of Communication (Verbal & Non Verbal), Importance of Communication, Different forms of Communication. Barriers to Communication Causes, Linguistic Barriers, Psychological Barriers, Interpersonal Barriers, Cultural Barriers, Physical Barriers, Organizational Barriers. Unit 2:- Business Correspondence : Letter Writing, Presentation, Inviting Quotations, Sending Quotations, Placing Orders, Inviting Tenders, Sales Letters, Claim & Adjustment Letters and Social Correspondence, Memorandum, Inter Office Memo, Notices, Agenda, Minutes, Job Application Letter, Preparing the Resume. Unit 3:- Report Writing Business Reports, Types, Characteristics, Importance, Elements of Structure, Process of Writing, Order of Writing, the Final Draft, Check Lists for Reports. Unit 4:- Vocabulary Words often Confused, Words often Misspelt, Common Errors in English. Unit 5:- Oral Presentation Importance, Characteristics, Presentation Plan, Power Point Presentation, Visual Aids. Content:- 1. Nature of Communication, 2. Process of Communication, 3. Types of Communication 4. Communication : Basic Forms 5. Barriers in Communication 6. Business Correspondence [Letter Writing and Presentation] 7. Quotation/Order Letters/Tenders 8. Persuasive Letters : Sales Letters and Collection Letters 9. Claim Letters 10. Adjustment Letters 11. Social Correspondence 12. Memorandum [Memo] 13. Notice/Agenda/ Minutes 14. Job Application Letters 15. Cover Letters 16. Credit Letters 17. Enquiry Letters 18. Resume 19. Report Writing [Importance/Characteristics/Preparation] 20. Business Report . [Types/Characteristics/Presentation] 21. Status Report 22. Analytical Report 23. Inquiry Report 24. Newspaper Report 25. Common Errors in English 26. Presentation (Oral/Power Point/Visual Aids)

S. Chand's ISC Commerce For Class XI (2021 Edition) Feb 23 2022 Commerce

A Textbook of Organisational Behaviour with Text and Cases Jul 19 2021 Part – I : Individual Behaviour | Fundamentals Of Human Behaviour | Personality| Perception | Learning & Behaviour Modification| Attitudes And Values | Motivation Part – II : Groupbehaviour | Interpersonal Behaviour And Transactional Analysis| Group Dynamics | Power, Politics And Status | Leadership And Influence | Control | Morale And Job Satisfaction Part – III : Overall Behaviour | Nature And Types Of Organisations| Organisation And Environment | Nature And Scope Of Organisational Behaviour | Organisational Goals | Organisational Change | Organisation Development | Organisational Climate And Culture| Organisational Conflict | Organisational Effectiveness

Business Statistics (as per NEP-UP, for B.Com. Sem I) Jan 01 2020

Business Mathematics by Dr. B. N. Gupta, Dr. Pushkar Nath and Shyamles Kumar May 17 2021 1. Matrices and Simultaneous Equation, 2. Determinant, 3. Arithmetic Progression, 4. Geometric Progression, 5. Harmonic Progression, 6. Permutation and Combination, 7. Ratio and Proportion, 8. Simple Interest, 9. Compound Interest, 10. Annuity, 11. Discount, 12. Differentiation, 13. Integration, 14. Application of Differentiation and Integration in the Field of Commerce and Trade, 15. Linear Programming, Log-Antilog Table.

The Republic of Gupta Aug 27 2019 What was Ajay Gupta doing on Thabo Mbeki's 'secret' advisory council? Did the Guptas play a role in Jacob Zuma's rise to power? How did the Guptas capture South African cricket? What is their interest in the controversial nuclear procurement deal? What influence have they had in the hiring and firing of cabinet ministers? The Guptas rose to national infamy when a commercial airliner packed with guests for a family wedding was allowed to land at Air Force Base Waterkloof in 2013, sparking an onslaught of public outrage. Since then, they have become embroiled in allegations of state capture, of discharging cabinet posts to officials who would do their bidding, and of benefiting from lucrative state contracts and dubious loans. The Republic of Gupta investigates what the Gupta brothers were up to during Thabo Mbeki's presidency and how they got into the inner circle of President Jacob Zuma. It shines new light on their controversial ventures in computers, cricket, newspapers and TV news, and coal and uranium mining. And it explores their exposure by public protector Thuli Madonsela, their conflict with finance minister Pravin Gordhan, and the real reasons behind the cabinet reshuffle of March 2017. Pieter-Louis Myburgh delves deeper than ever before into the Guptas' business dealings and their links to prominent South African politicians, and explains how one family managed to transform an entire country into the Republic of Gupta.

Contemporary Management Dec 24 2021

Hydrogen Fuel Oct 29 2019 From Methane to Hydrogen-Making the Switch to a Cleaner Fuel Source The world's overdependence on fossil fuels has created environmental problems, such as air pollution and global warming, as well as political and economic unrest. With water as its only by-product and its availability in all parts of the world, hydrogen promises to be the next great

Business Regulatory Framework (Latest Edition - 2020) Mar 27 2022 Who can buy? Students of BBA, B.Com, and law must buy this book as it is in their syllabus. General students interested in running a business should know the acts given in this book, so it is helpful for them as well. Business Regulatory Framework is specially designed to serve as an undergraduate textbook for B.Com. (Honors & General) students of the different universities across India. This book is designed especially to cater to the needs of commerce students, equipping them with a strong foundation for an understanding of the current business law situation. The book seeks to provide comprehensive coverage of the various topics relating to business law. It offers content that is simple to understand but does not compromise on necessary technical detail.

Business Communication by Sanjay Gupta (SBPD Publications) May 29 2022 It is a great pleasure in presenting Business Communication as a Text Book for B. Com. classes. The Book has been written strictly in accordance with the latest syllabus of different universities. 1. Basic Forms of Business Communication, 2. Different Models and Processes of Communication, 3. Effective Communication, 4. Theories of Communication and Audience Analysis, 5. Self-Development and Communication, 6. Corporate Communication, 7. Barriers and Breakdowns in Communication, 8. Practices in Business Communication, 9. Principles of Effective Communication, 10. Writing Skills, 11. Written Business Communication, 12. Written Business Communication-Medium : Letters, 13. Kinds of Business Letters : Request Letters, 14. Good and Bad New Letters, 15. Persuasive Letters : Sales Letters and Collection Letters, 16. Office Memorandum and Circular, 17. Proposal and Report Writing, 18. Oral Presentation, 19. Non-Verbal Aspects of Communication, 20. Effective Listening, 21. Interviewing Skills, 22. Modern Forms of Communication, 23. International Communication, 24. International Communication Adopting to Global Business.

Business Statistics Mar 15 2021 1. Statistics : Meaning, Nature and Limitations, 2. Statistics : Scope and Importance, 3. Types and Collection of Data, 4. Summation Operation and Rules of Sigma Operations, 5. Classification and Tabulation of Data, 6. Construction of Frequency Distribution, 7. Measures of Central Tendency, 8. Measures of Dispersion, 9. Partition Values, 10. Measures of Skewness, 11. Regression Analysis, 12. Correlation, 13. Index Number, 14. Analysis of Time-Series, 15. Business Forecasting, 16. Probability Theory, 17. Appendix (Log-Antilog Table).

Driving Digital Strategy Oct 22 2021 Digital transformation is no longer news—it's a necessity. Despite the widespread threat of disruption, many large companies in traditional industries have succeeded at digitizing their businesses in truly transformative ways. The New York Times, formerly a bastion of traditional media, has created a thriving digital product behind a carefully

designed payroll. Best Buy has transformed its business in the face of Amazon's threat. John Deere has formed a data-analysis arm to complement its farm-equipment business. And Goldman Sachs and many others are using digital technologies to reimagine their businesses. In *Driving Digital Strategy*, Harvard Business School professor Sunil Gupta provides an actionable framework for following their lead. For over a decade, Gupta has studied digital transformation at Fortune 500 companies. He knows what works and what doesn't. Merely dabbling in digital or launching a small independent unit, which many companies do, will not bring success. Instead you need to fundamentally change the core of your business and ensure that your digital strategy touches all aspects of your organization: your business model, value chain, customer relationships, and company culture. Gupta covers each aspect in vivid detail while providing navigation tips and best practices along the way. Filled with rich and illuminating case studies of companies at the forefront of digital transformation, *Driving Digital Strategy* is the comprehensive guide you need to take full advantage of the limitless opportunities the digital age provides.

Entrepreneurship and Small Business Management Oct 02 2022 Economic history bears evidences to confirm that entrepreneurship development is a pre-condition for industrial and economic development of any economy. That is why countries world over including India have been emphasizing on entrepreneurship development. Started since 1971, India's Entrepreneurship Development Programme, famously known as EDPs, has by now emerged as a movement and is being adopted by some of the developing countries of Asia and Africa. Realizing that the younger minds are more susceptible to mould and change, entrepreneurship as a subject has been offered in the course curricula right from school level to the higher education. Since the publication of the Seventh Edition of the book titled 'Entrepreneurship and Small Business Management', some significant changes taken place in the industrial economy of India have necessitated revising the subject matter to make the book, most presumptuous and contemporary.

Business Communication by Sanjay Gupta (SBPD Publications) Sep 01 2022 An excellent book for commerce students appearing in competitive, professional and other examinations. CONTENT 1. Basic Forms of Business Communication, 2. Different Models and Processes of Communication, 3. Effective Communication, 4. Theories of Communication and Audience Analysis, 5. Self-Development and Communication, 6. Corporate Communication, 7. Barriers and Breakdowns in Communication, 8. Practices in Business Communication, 9. Principles of Effective Communication, 10. Writing Skills, 11. Written Business Communication, 12. Written Business Communication-Medium : Letters, 13. Kinds of Business Letters : Request Letters, 14. Good and Bad New Letters, 15. Persuasive Letters : Sales Letters and Collection Letters, 16. Office Memorandum and Circular, 17. Proposal and Report Writing, 18. Oral Presentation, 19. Non-Verbal Aspects of Communication, 20. Effective Listening, 21. Interviewing Skills, 22. Modern Forms of Communication, 23. International Communication, 24. international Communication Adopting to Global Business. SYLLABUS Unit I : Meaning and Objective of Business Communication, Forms of Communication, Communication Model and Process, Principles of Effective Communication. Unit II :Corporate Communication : Formal and Informal Communication, Networks, Grapevine, Barriers in Communication, Group Discussion, Mock Interviews, Seminars, Individual and Group Presentations. Unit III:Essential of Effective Business Letters, Writing Important Business Letters Including Correspondence with Bank and Insurance Companies. Unit IV:Oral & Non-verbal Communication : Principles of Oral Presentation, Factors Affecting Presentation, Effective Presentation Skills, Conducting Surveys. Body Language, Para Language, Effective Listening, Interviewing Skill, Writing Resume and Letter or Application. Unit V : Modern forms of Communication, International Communication, Culture Sensitiveness and Cultural Context, Writing and Presenting in International Situations.

Business Studies Based on NCERT Guidelines Class XI Jul 31 2022 This Book has been written in accordance with the New Syllabus of based on Guidelines Madhyamik Shiksha Mandal, Bhopal & Chhattisgarh Board of Secondary Education, Raipur. Business Studies Based On NCERT Guidelines Part 'A' : Foundations of Business 1. Nature and Purpose of Business, 2. Classification of Business Activities, 3. Forms of Business Organisations—Sole Proprietorship or Sole Trade, 4. Joint Hindu Family Business, 5. Partnership, 6. Co-operative Societies, 7. Company/Joint Stock Company, 8. Choice of Form of Business Organisations and Starting a Business, 9. Private and Public Sector/Enterprises, 10. Forms of Organising Public Sector Enterprises and Changing Role of Public Sector, 11. Global Enterprises (Multinational Companies) Joint Venture and Public Private Partnership, 12. Business Services – I Banking, 13. Business Services – II Insurance, 14. Business Services – III Communication : Postal and Telecom, 15. Business Services – IV Warehousing, 16. Emerging Modes of Business, 17. Social Responsibility of Business and Business Ethics, 18. Formation of a Company. Part 'B' : Corporate Organisation, Finance and Trade 19. Sources of Business Finance, 20. Small Business, 21. Internal Trade, 22. External Trade or International Business, 23. Project Report. Unit 4 : Business Services – Transportation Value Based Questions [(VBQ) With Answers] Latest Model Paper (BSEB) Examination Paper (JAC) with OMR Sheet

H/B of Drug Store and Business Management Mar 03 2020

Essentials of Marketing Management Jan 31 2020 The overall success of an organization is dependent on how marketing is able to inform strategy and maintain an operational focus on market needs. With an array of examples and case studies from around the world, Lancaster and Massingham's vital study offers an alternative to the traditional American focused teaching materials currently available. This second edition has been fully revised and updated, including a new chapter on digital marketing written by Dr Wilson Ouzem. Topics covered include: consumer and organizational buyer behaviour product and innovation strategies direct marketing Social media marketing Designed and written for undergraduate, MBA and masters students in marketing management classes, *Essentials of Marketing Management* builds on the successful earlier edition to provide a solid foundation to understanding this core topic.

Business Policy and Strategy (For BBA Course of GGSIP University, Delhi) Aug 20 2021 The present book has been especially designed and written as per the BBA Course (Paper No. 302: Business Policy & Strategy) of Guru Gobind Singh Indraprastha University, Delhi.

Business Statistics by Dr. B. N. Gupta Jun 05 2020 1. Statistics : Meaning, Nature and Limitations, 2. Statistics : Scope and Importance, 3. Types and Collection of Data Univariate, Bivariate, Multivariate, Time Series and Cross Section Data, 4. Classification and Tabulation of Data, 5. Diagrammatic Presentation of Data, 6. Graphic Presentation of Data, 7. Measures of Central Tendency, 8. Geometric Mean and Harmonic Mean, 9. Partition Values, 10. Measures of Dispersion, 11. Measures of Skewness, 12. Measures of Kurtosis, 13. Probability Theory, 14. Probability Distributions or Theoretical Frequency Distribution, 15. Correlation, 16. Regression Analysis, 17. Index Number, 18. Analysis of Time Series, 19. Sampling Concepts, Sampling Distributions and Estimation, Appendix

Business Organisation and Management Jun 17 2021

Entrepreneurship With Practical Class XII by Dr. S. K. Singh, Sanjay Gupta Apr 27 2022 Unit I-Entrepreneurial Opportunities and Enterprise Creation 1. Sensing and Identification of Entrepreneurial Opportunities, 2. Environment Scanning, 3. Market Assessment, 4. Identification of Entrepreneurial Opportunities and Feasibility Study, 5. Selection of an Enterprise, 6. Setting up of an Enterprise, Unit II-Enterprise Planning and Resourcing 7. Business Planning, 8. Concept of Project and Planning, 9. Formulation of Project Report and Project Appraisal, 10. Resource Assessment : Financial and Non-Financial, 11. Fixed and Working Capital Requirements, 12. Fund Flow Statement, 13. Accounting Ratios, 14. Break-Even Analysis, 15. Venture Capital : Sources and Means of Funds, 16. Selection of Technology, Unit III-Enterprise Management 17. Fundamentals of Management, 18. Production Management and Quality Control, 19. Marketing Management, 20. Financial Management and Sources of Business Finance, 21. Determination of Cost and Profit, 22. Possibilities and Strategies for Growth and Development in Business, 23. Entrepreneurial Discipline and Social Responsibility, Practical 24. Project Work, 25. Examples of Project Work, 26. Project Planning, 27. Case Study, 28. Project Analysis, 29. Project Report, Sample Project Report I-III Value Based Questions (VBQ) Model Paper] I & II Latest Model Paper

Mind Without Fear Jan 13 2021 "A propulsive narrative filled with boldfaced names from business and politics. At times, it is a dishy score settler."—*The New York Times* For nine years, Rajat Gupta led McKinsey & Co.—the first foreign-born person to head the world's most influential management consultancy. He was also the driving force behind major initiatives such as the Indian School of Business and the Public Health Foundation of India. A globally respected figure, he sat on the boards of distinguished philanthropic institutions such as the Gates Foundation and the Global Fund to Fight AIDS, Tuberculosis and Malaria, and corporations, including Goldman Sachs, American Airlines, and Procter & Gamble. In 2011, to the shock of the international business community, Gupta was arrested and charged with insider trading. Against the backdrop of public rage and recrimination that followed the financial crisis, he was found guilty and sentenced to two years in jail. Throughout his trial and imprisonment, Gupta has fought the charges and maintains his innocence to this day. In these pages, Gupta recalls his unlikely rise from orphan to immigrant to international icon as well as his dramatic fall from grace. He writes movingly about his childhood losses, reflects on the challenges he faced as a student and young executive in the United States, and offers a rare inside glimpse into the elite and secretive culture of McKinsey, "the Firm." And for the first time, he tells his side of the story in the scandal that destroyed his career and reputation. Candid, compelling, and poignant, Gupta's memoir is much more than a courtroom drama; it is an extraordinary tale of human resilience and personal growth.