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body's most raw form of Freedom",
the event aims to encourage fitness
and help all citizens to get freedom
from obesity, laziness, stress, anxiety
...

Human Resource Development (HRD)
is fundamental in generating and
implementing the tools needed to
manage and operate the organization
right from the production,
management, marketing and sales to
research and development, in order to
be more productive. This can be done
by making people sufficiently
motivated, trained, informed,
managed, utilized and empowered.
Thus, HRD forms a major part of
human resource management
activities in the organizations. This

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Book has been carefully developed keeping in mind the requirements of all the varied segments that could use this book extensively and specifically for the students who have chosen HR elective and scholars pursuing research in the broad field of HR. The book is divided into nineteen chapters and each chapter is backed by illustrations, exercises and case studies, appropriately. The first two chapters start with the introduction to the field. The third and fourth chapters give an introduction to how HRD plays a role in learning the behavior of employees. Rest of the chapters “ five to eighteen “ deal with various functions of HRD. Finally, the last chapter brings out a detail methodology of how to develop a validated instrument which could be used for survey research in the HR

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field. The book has been written in very simple and easily understandable manner with relevant quoted references from earlier researches in this field. This will definitely help the readers to refer the source material, if detail reading is required.

Industrial houses have, in recent years, begun to favor green products and financial institutions are funneling investible funds to environmentally friendly industries as a priority. Implementation of green policy to support these changes requires economic as well as political support from various influential countries. Success of green policies will inevitably benefit biodiversity and global environmental health. The Handbook of Research on Economic and Political Implications of Green

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Trading and Energy Use is a scholarly research publication that presents global perspectives on the impact of green financing and accounting on the health of the environment while highlighting issues related to carbon trading, carbon credit, energy use, and energy efficiency and their impact on economic outputs. This reference features a range of topics including environmental policies and sustainable development and is essential for academicians, environmental scientists, policymakers, political scientists, students, and researchers.

This book CROWDFUNDING prepares management professionals who are growing as leaders in their respective field and who are

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specializing in Finance/Entrepreneur/
Banking /Venture Capitalism as well
as other related specialization to
understand finance eco-system
development for funding process in a
professional way can be benefitted out
of this book since its entire work is on
various situations which the leader
faces in real life. The book also caters
to the finance professionals and
entrepreneurs who are willing to
expand their business and have new
start-ups. The book also can be a
reference material for the HR
practitioners and other students of
management who specializes in
Commerce, Entrepreneurship
Management, BBA, MBA, or Business
Strategy related subjects,
Entrepreneurial practitioners, and
includes the dynamic concepts of
newer Entrepreneurial Strategies

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happening across the world, and also caters to the syllabus for BBA and MBA of all the leading Indian Universities specifically to Bangalore University, Anna University, Bharathiar University, Kerala University, Calicut University, and other Indian Universities. These concepts in this book will prepare all Entrepreneurial professionals who are evolving into higher level professionals who can use this book for their challenging and rewarding career. The readers can apply these concepts in their day-to-day management strategy functions to have effective practical advancements in their career.

The book covers all the essential aspects of Maritime Law for the student of any Marine course Written lucidly with apt case laws the book

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imparts ample gen. The Authors being
Col Dr G Thiruvassagam Vice
Chancellor of Academy of Maritime
Education and Training AMET
University and Dr D Rajasekar
Professor at AMET Business School
together make an irresistible
combination to pen such a classic
work worthy of admiration and many
accolades in the student community

Designed to facilitate understanding
and retention of the material
presented, each chapter contains the
following pedagogical features:
u Opening Case: Each chapter begins
with an opening case highlighting
strategies and actions followed by
Indian companies while trying to
exploit the opportunities present in a
competitive environment.
u Real World
Examples: Each chapter contains a

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number of real-world examples illustrating how a particular firm has exploited the gaps present in the environment, using its own resources to best advantage. u Terminology: Key ideas and terms that are vital to understanding strategic management have been highlighted throughout the book and explained at the end in a summarised form. u References: Each chapter is also supported by carefully selected references for the benefit of readers who might be interested in exploring the topic(s) further. u Personality Profiles: Personality sketches of leading corporate heroes have also been provided at appropriate places, illustrating the manner in which they fought against heavy odds and emerged as winners in the end. u Review and Discussion Questions : Following the terminology,

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Review and discussion questions offer an opportunity to focus on each of the key ideas illustrated at the beginning of each chapter and stimulate clear thinking. Research Inputs: The book provides a comprehensive coverage of a vast, growing subject well-supported by a wealth of research data collected from multifarious sources.

Concluding Case: Each chapter contains a thoroughly researched and widely-acclaimed case, picked up from Business Today, relevant to the topic in question. Student Oriented Text: The subject matter has been presented in a simple and lucid manner, keeping the unique requirements of students in mind.

The revised and updated second edition of Managing a Modern Hospital contains a judiciously compiled

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collection of writings on modern hospital management. The book is a fitting response to the compelling need for incorporating professionalism and better resource management in hospital administration to ensure quality and cost-effectiveness in health care in India. Health care has become one of the fastest growing sectors in India over the past decade. This book contains two new chapters, Customer Relationship Management, and Computer-aided Diagnosis, which highlight recent developments in the field in the last seven years. It spans a wide range of issues in modern hospital management, including: - Waste management - Financial management - Maintaining medical records - Medical audits - Managing human resources - Quality certification
A repository of valuable insight and

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information on setting up and running a modern-day hospital efficiently and as an economically viable business, the book can serve as basic text and supplementary reading for courses in hospital management. It will also be of interest to hospital administrators in government and private health care institutions, directors of nursing homes, medical practitioners involved with hospital administration as well as entrepreneurs in the health care business, consultants and researchers.

India, bounded by the majestic Himalayan ranges in the North and edged by an endless stretch of golden beaches, is the land of hoary tradition and cultural diverse. Vivid kaleidoscope of landscapes, glorious historical sites and royal cities, misty

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mountain hideaways, colourful people, rich civilizations and festivities craft India Incredible. Recent years have witnessed the educational scene, especially the higher education sector in the State undergoing a sea change in respect of quality, diversity and accessibility in tune with the global trends. Kerala's surge in the educational front is to be viewed in the backdrop of the country's great legacy in education. India has been a major seat of learning for thousands of years. The country was home to Takshashila, the first university in the world and Aryabhama, the inventor of the digit Zero. In fact, education in Kerala has now become more value added and affordable, thanks to the pro-active initiatives of the State Government and active involvement of the private sector. Moreover, in the

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higher education market, Kerala has a significant edge in respect of cost which means that there would be growing influx of candidates into the state from outside the state for better and affordable professional education in the days to come. With the most sought after professionals and excellent network of institutes Kerala is becoming the very preferred educational destination in the world. And, we are equipped for you with some elucidations which step-up her significance in the educational map. In Campus Plus, we propose some valuable information along with a number of educational institutes in the State which will be useful for the students and parents in the higher education scenario.

Cities are the next frontier for artificial

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intelligence to permeate. As smart urban environments become possible, probable, and even preferred, artificial intelligence offers the chance for even further advancement through infrastructure and industry boosting. Opportunity overflows, but without thorough research to guide a complicated development and implementation process, urban environments can become disorganized and outright dangerous for citizens. AI-Based Services for Smart Cities and Urban Infrastructure is a collection of innovative research that explores artificial intelligence (AI) applications in urban planning. In addition, the book looks at how the internet of things and AI can work together to enable a real smart city and discusses state-of-the-art techniques in urban infrastructure

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design, construction, operation, maintenance, and management. While highlighting a broad range of topics including construction management, public transportation, and smart agriculture, this book is ideally designed for engineers, entrepreneurs, urban planners, architects, policymakers, researchers, academicians, and students.

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