

THE TIMES OF INDIA

Copyright © 2014 Bennett Coleman & Co. Ltd. • All rights reserved

Mon, 06 Apr-15; Education Times - Times Of India - Delhi; Size : 516 sq.cm.; Page : 3

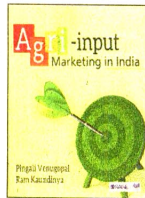


BOOKCORNER



AGRI-INPUT MARKETING IN INDIA

Written by: Piyali Venugopal and Ram Kaundinya
Published by: Sage Publication
Pages: 246
Price: Rs 595



The book lists strategies to increase agricultural inputs such as fertilisers and pesticides as well as improving their marketing. It is divided into three categories, each analysing the past, present and future of the sector. Apart from providing an overview of

technological, production, infrastructural and financial factors influencing agri-input production, it also explains how these could be used to improve agricultural marketing.



CORPORATE STRATEGY

Written by: Dileep Saptarshi
Published by: Pearson
Pages: 155
Price: Rs 295



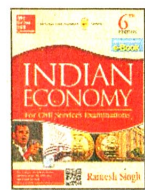
The book describes the journey of 10 corporate companies across sectors to explain

strategies that helped them grow. The chapters are structured such that readers are first given an overview of the industry in which the organisation operates, followed by its objectives and plans. They conclude with a company-specific case study detailing possible future actions and outcomes. Each chapter ends with questions that not just test knowledge but also prompt the reader to analyse the company's performance on their own. The book comes with a unique access code through which students can access the 10 video interviews with the CEOs of the featured companies.



INDIAN ECONOMY

Written by: Ramesh Singh
Published by: McGraw Hill Education
Pages: 698
Price: Rs 495



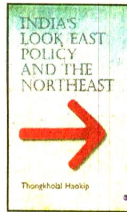
The book analyses the Indian economy at the macroeconomic and microeconomic levels.

It details the history of economic planning in India, its current status and future trends. Targeted primarily at civil services aspirants, it tries to cover all sectors of the economy and focuses on the recent challenge of climate change. It also contains detailed footnotes with references for future use. At the end of the book, a list of concepts and terms is provided, along with practice questions, Census 2011, last year's rail and Union budget as well as the economic survey.



INDIA'S LOOK EAST POLICY AND THE NORTHEAST

Written by: Thongkhohal Haokip
Published by: Sage Publication
Pages: 187
Price: Rs 795



The book examines the 'look east' component of India's foreign policy in the context of the economic potential and social development of the country's northeast (NE) region. It identifies commonalities and differences in the approach adopted by the country in its interaction with its northeast

and with southeast Asia. The book analyses the political circumstances of all the eight northeastern states and concludes with an assessment of the impact of India's 'look east' policy on its overall economic and social set-up. It assesses the relationship between India and these two regions using the parameters of security co-operation as well as political and economic integration.