

The Power of the Possible

Author: Auriela McCarthy **Price:** Rs 295/-

This book uses the ancient tradition of storytelling as a way to heal the pain of your heart and teach you how to make powerful changes in your life. These stories will challenge your thinking, bring tears to your eyes, and astonish you with their unexpected endings. And they will change you in profound ways as you realize that each story is a story about you.

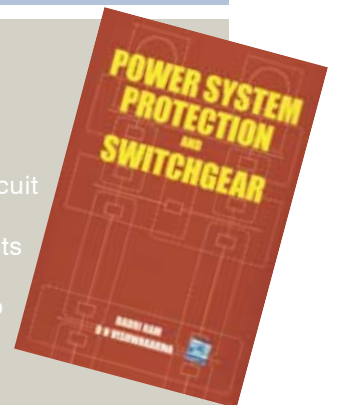
Publisher: Jaico Publishing House. A-2 Jash Chambers, Sir Phirozshah Mehta Road, Fort, Mumbai 400 001. **Email:** jaicopub@jaicobooks.com

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Author: Badri Ram, D N Vishwakarma **Price:** Rs 245/-

- * Incorporates contemporary developments like SF₆, vacuum, oil and air-blast circuit breakers.
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- * Discusses various microprocessors, programmable peripheral interface, analog to digital converters, sample and hold circuits, programmable interval timer and a number of important circuits using operational amplifiers.

Publisher: Mc Graw-Hill Education, B-4, Sector -63, Noida 201301 **Email:** biju_ganesan@mcgraw-hill.com



Services Marketing The Indian Context Second Edition

Author: R Srinivasan **Price:** Rs 250/-

The second edition of this book continues to give a clear analysis of what services marketing is all about, reinforced with a number of illuminating case studies. New cases have been added and the existing cases have been updated to make the text up-to-date. The cases, set within the Indian context, lend a practical dimension to the subject, familiarizing the student with the developments in the services marketing area in India today.

Publisher: PHI Learning Pvt Ltd M-97, Connaught Circus, New Delhi 110 001 **Email:** lalita@phindia.com

Super Motivation A Blueprint for Energizing your organization from top to bottom

Author: Dean R Spitzer **Price:** Rs 295/-

Creating and sustaining motivation in employees is crucial for attaining organizational objectives. This book aims to help in this endeavour by demonstrating the theory and application of the concept of Super Motivation, which can be understood as a self-sustaining, organizationwide and not just individual employees, for the long term. It is thus designed to boost organizational performance without resorting to inducements and entitlements.

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