

Directory of Central Government officials 2009

26th Edition

Compiled by: Delhi Information Bureau Price: Rs 300/-

This Directory contains: Name, Office and Residential Addresses, Phone, Fax Numbers and Email of :

President's Secretariat, Prime Minister's Office,
Parliament: Council of Ministers, Cabinet Secretariat and Supreme Court of India.
It Incorporate all the latest details.

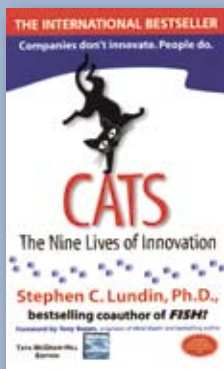
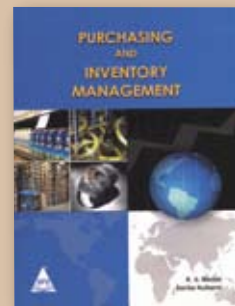
Publisher: Delhi Information Bureau, Stall No. 16, Between Statesman House & New Delhi House, Barakhamba Road, Connaught Place, New Delhi 110 001 E-mail: dib747@hotmail.com

Purchasing and Inventory Management

Authors: K S Menon and Sarika Kulkarni Price: Rs 375/-

Purchasing and Inventory Management have undergone tremendous changes in last few years. With new technologies, tools, philosophy and thinking, Purchasing and Inventory Management has donned a completely new transformation. Though these activities are now viewed as part of the all encompassing Supply Chain Management, Purchasing and Inventory Management are very important. This book brings out the nuances of the subject illustrated with real life examples and cases.

Publisher: Shroff Publisher and Distributor Pvt Ltd C-103, TTC Industrial Area, MIDC Paware, Navi Mumbai 400 705 E-mail: spdorders@shroffpublishers.com



Cats The Nine Lives of Innovation

Author: Stephen C Lundin Price: Rs 250/-

CATS is full of simple yet profound information and anecdotes that can be used to spark the curiosity and creativity within every employee and, thus, inspire innovative approaches to ordinary situations. You'll learn how to identify the major obstacles to innovative thought and live the Nine Lives of Innovation, which include: **Focus** - tune out the distracting "noises" of everyday life, **Preparedness** - be ready to spring when you least expect it, **Perspective** - Break from the tired old way of looking at things Intellectual Provocation - everything is fascinating.. if you know where to look

Publisher: Tata Mc Graw-Hill Education B-4, Sector-63, Gautam Budh Nagar, Noida 201 301 UP E-mail: pratibha_singh@mcgraw-hill.com

No Money Marketing From Upstart to Big Brand on a Frugal Budget

Author: Jessie Paul Price: Rs 395/-

As the real and virtual worlds have fused seamlessly, the playing field for businesses has been leveled, enabling the marketing and delivery of products and services from anywhere on the map irrespective of size, scale and location. Traditional resources (time and money) and marketing tools (advertising and PR) are losing their advantage to new techniques like social networking, individual targeting and ecosystem marketing. Hence, freed from geographical, financial and demographic limitations, upstart companies can sell their wares and build their brands, outsmarting the giants.

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