



Ride the change - A Perspective on the Changing Indian Consumer, Market and Marketing

Author: M G Parameswaran Price: Rs 250/-

The book is an anecdotal and breezy commentary on the world's most pluralistic society and bewildering market place. Through an apt compilation of articles, the author captures the evolution of the Brand India.

The author combines up-to-date market research with an incisive and expert capacity to detect and categorize new social trends in a globalizing India.

*Publisher: Mc Graw-Hill Education, B-4, Sector-63, Noida 201 301 UP
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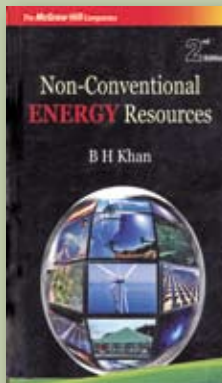
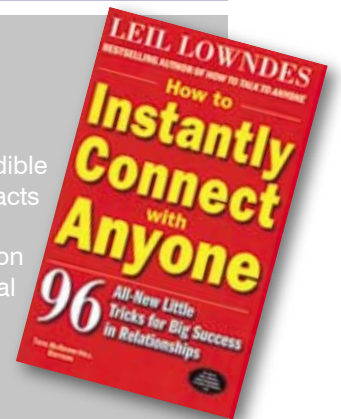
How to Instantly Connect with Anyone

Author: Leil Lowndes Price: Rs 250/-

This book explains about how to meet new people and speak with confidence, be credible and charismatic in every social and business situation, make friends and important contacts wherever you go and command the respect of everyone you meet.

The author arms you with ninety-six all-new, cutting-edge, research-based communication techniques for success in life, love and business. The author explains power of emotional prediction and how to harness it through simple methods for success in relationships.

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Author: B H Khan Price: Rs 250/-

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*Publisher: Mc Graw-Hill Education India Ltd, B-4, Sector-63, Noida 201 301
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CEO Material How to be a leader in any organization

Author: D A Benton Price: Rs 395/-

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You'll recognize the value of being a generalist, able to comprehend every facet of your business's structure and function. Master four C's that no true leader can be without, are Confidence, Constant Communication, Craftsmanship, Coworker Collaboration.

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