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Brassinosteroids: Plant Growth and Development

Differentiate or Die

China is now the world's fourth largest economy and

growing very fast. India's economic salience is also on the rise. Together these two countries will profoundly influence the pace and nature of global economic change. Drawing upon the latest research, this volume analyzes the influences on the rapid future development of these two countries and examines how their growth is likely to impinge upon other countries. It considers international trade, industrialization, foreign investment and capital flows, and the implications of their broadening environmental footprints. It also discusses how the two countries have tackled poverty, inequality and governance issues and whether progress in these areas will be a key to rapid and stable growth.

Energy-efficient Buildings in India

The 650th anniversary of the foundation of Wingfield College was the occasion for a special two-day symposium marking the culmination of a three-year UEA-funded research project into the college and castle. The building projects of the late medieval aristocracy focused on their homes and the monasteries, churches or chantry foundations under their patronage where their family were buried and commemorated. This commemoration allowed a visual celebration of their achievements, status and lineage, the scale and prestige of which reflected on the fortunes of the family as a whole. Wingfield is explored in the context of both the actual building of the castle, chantry chapel and the college, and that of the symbolic function of these as a demonstration of aristocratic status. The contributions to this book

examine many topics which have hitherto been neglected, such as the archaeology of the castle, which had never been excavated, the complex history of the college's architecture, and the detailed study of the monuments in the church. The latest techniques are used to reconstruct the college and castle, with a DVD to demonstrate these. And the context of the family and its fortunes are explored in chapters on the place of the de la Poles in fifteenth century history, as soldiers, administrators and potential claimants to the throne.

Natural Products Isolation

Global society in the 21st century is facing challenges of improving the quality of air, water, soil and the environment and maintaining the ecological balance. Environmental pollution, thus, has become a major global concern. The modern growth of industrialization, urbanization, modern agricultural development and energy generation has resulted in the indiscriminate exploitation of natural resources for fulfilling human desires and needs, which has contributed in disturbing the ecological balance on which the quality of our environment depends. Human beings, in the truest sense, are the product of their environment. The man-environment relationship indicates that pollution and deterioration of the environment have a social origin. The modern technological advancements in chemical processes/operations have generated new products, resulting in new pollutants in such abundant levels that they are above the self-cleaning capacity of the

environment. One of the major issues in recent times is the threat to human lives due to the progressive deterioration of the environment from various sources. The impact of the pollutants on the environment will be significant when the accumulated pollutants load will exceed the carrying capacity of the receiving environment. Sustainable development envisages the use of natural resources, such as forests, land, water and fisheries, in a sustainable manner without causing changes in our natural world. The Rio de Janeiro-Earth Summit, held in Brazil in 1992, focused on sustainable development to encourage respect and concern for the use of natural resources in a sustainable manner for the protection of the environment. This book will be beneficial as a source of educational material to post-graduate research scholars, teachers and industrial personnel for maintaining the balance in the use of natural sources for sustainable development.

Canadian Books in Print

This book is about investing in what could well be the greatest opportunity in the 21st century. There is no comparable book that looks at the opportunity that is India from a wealth-creating perspective nor examines the depth of opportunity from a western perspective. This book offers no ponderous policy prescriptions nor pontificates in any way. It describes the opportunities and charts a course through them. It is for those people interested in a great new market but who may not know anything beyond what the newspapers say and lack an understanding of a very

lucrative proposition. This book aims to take a gigantic leap in terms of a foreign investor's understanding of where India stands financially and what its market represents in terms of an opportunity for them.

Environment and Sustainable Development

As a young girl in Bangalore, Gayathri was surrounded by the fragrance of jasmine and flickering oil lamps, her family protected by gods and goddesses. But as she grew older, demons came forth from dark corners of her idyllic kingdom—with the scariest creatures lurking within her tortured mind. *Shadows in the Sun* traces Gayathri's courageous battle with debilitating depression that consumed her from adolescence through marriage and a move to the United States. Her inspiring memoir provides a first-of-its-kind cross-cultural view of mental illness—how it is regarded in India and in America, and how she drew on both her rich Hindu heritage and Western medicine to find healing.

Strategic Management

Indian Deep Space Network

From chef and online baking star Gemma Stafford, you can get more than 100 accessible, flavor-packed recipes that anyone can make—anytime, anywhere—in her very first baking cookbook. Gemma

Stafford—chef and host of the top online baking show Bigger Bolder Baking—has worked as a pastry chef at a monastery in Ireland, a Silicon Valley tech startup, and a Michelin-starred restaurant in San Francisco, and now brings her incredible desserts to life every week for millions of viewers via YouTube, Facebook, Instagram, and her popular website, BiggerBolderBaking.com. Gemma hopes to restore baking as an everyday art, and this dessert cookbook is your guide. **BAKE WITH CONFIDENCE** 100+ sweet and simple dessert recipes for maximum deliciousness with minimal effort Use just a few common ingredients and basic kitchen tools for bold twists on cakes, cookies, pies, ice cream, and more Every recipe has gorgeous color photography and step-by-step instructions that anyone can follow with ease **ANYTIME BAKING** An approach unique among baking cookbooks, the chapters are organized by the basic tools you'll need—such as Wooden Spoon & Bowl, Rolling Pin, or No Oven Needed—so you can choose the recipes that are most convenient for you during any spur-of-the-moment craving **BOLD NEW RECIPES & CLASSICS** Surefire hits include Chocolate Lava Pie, Baked Cinnamon-Sugar Churros, Gemma's Best-Ever Chocolate Chip Cookies, "In Case of Emergency" One-Minute Mug Brownie, Raspberry Swirl Cheesecake Ice Cream, and many more **BONUS:** A chapter on Bold Baking Basics includes essential techniques, tips, and in-a-pinch substitutions so you can whip up Gemma's irresistible desserts with confidence

Shadows in the Sun

Balderdash & Piffle

With the successful launch of Chandrayaan- 1, India's Moon Mission, in 2008, and Mangalyaan, India's Mars Mission, in 2013, India has created history in space missions, and can proudly claim an eminent position among the comity of nations that are in the forefront in such missions. The need to create a state-of-the-art communication system to support such missions was keenly felt from 2003 onwards, when the Chandrayaan was announced. The challenges of building such a Deep Space Network System from concept to realization with indigenous expertise, in a record time of three years, together with the ultimate sweet triumph of success, are captured here in a first person narrative by one of those dedicated scientists who was at the helm of affairs of Chandrayaan-I mission. In this book, complex microwave technology equations are transformed into language that can be understood by all, and the pictorial presentation of the largest deep space communication antenna ever built within the country, is sure to make it visually very pleasant to read and understand. Readers who may be students, teachers, technologists, space scientists and science enthusiasts will surely enjoy reading this book.

Brand Breakout

The book provides an up-to-date account of mangrove forests from Asia, together with restoration techniques, and the management requirements of

these ecosystems to ensure their sustainability and conservation. All aspects of mangroves and their conservation are critically re-examined. The book is divided into three sections presenting the distribution and status of mangrove ecosystems in Asia, the challenges they are facing, their issues and opportunities, and the management strategies for their conservation.

New Mega Trends

In *The Little Black Book of Innovation*, long-time innovation expert Scott D. Anthony draws on stories from his research and field work with companies like Procter & Gamble to demystify innovation. Anthony presents a simple definition of innovation and illuminates its vital role in organizational success and personal growth. Anthony also provides a powerful 28-day program for mastering innovation's key steps: finding insight, generating ideas, building businesses, and strengthening capabilities. With its wealth of illustrative case studies from around the globe, this engaging and potent playbook is a must-read for anyone seeking to turn themselves or their companies into true innovation powerhouses.

Bake with Shivesh

Globalization has expanded the options for building brand strategies through social media, the internet, and in conventional approaches. Amidst increasing market competition, companies need to analyze their competitive choices to determine their brand equity

in the marketplace. As such, it is necessary for companies to develop customer-focused brands to gain competitive advantage. This book enhances knowledge on developing competitive brands in emerging markets, particularly the BRICS countries. It provides the necessary guidance with proven strategies for building successful brands, the decisions and options faced by brand managers, and the tools to manage brands effectively. It develops new dimensions on brand management strategies by analyzing best practices based on proven strategies. Readers will not only gain insight into international brand competition, but also into the organizational support necessary to build and manage a powerful brand. It is a necessary read for all MBA students and scholars in marketing, especially those who seek to gain new insight in the rapidly changing global marketplace.

Books in Print, 2004-2005

Global Outsourcing and Offshoring

Healthy Subzis Is A Collection Of 42 Nutritious, Low Calorie Recipes That Have Been Clubbed Into Four Interesting Sections: Subzis With Gravy, Subzis With Leafy Vegetables, Subzis With Beans Or Sprouts And Semi- Dry Subzis Made Using A Variety Of Vegetables And Healthier Cooking Methods.

Choice

The entire range of the developmental process in plants is regulated by a shift in the hormonal concentration, tissue sensitivity and their interaction with the factors operating around the plants. Phytohormones play a crucial role in regulating the direction of plant in a coordinated fashion in association with metabolism that provides energy and the building blocks to generate the form that we recognize as a plant. Out of the recognized hormones, attention has largely been focused on Auxins, Gibberellins, Cytokinins, Abscisic acid, Ethylene and more recently on Brassinosteroids. In this book we are providing the information about a brassinosteroids that again confirm its status as phytohormones because it has significant impact on various aspects of the plant life and its ubiquitous distribution throughout the plant kingdom. Brassinosteroids are generating a significant impact on plant growth and development, photosynthesis, transpiration, ion uptake and transport, induces specific changes in leaf anatomy and chloroplast structure. This book is not an encyclopedia of reviews but includes a selected collection of newly written, integrated, illustrated reviews describing our knowledge of brassinosteroids. The aim of this book is to tell all about brassinosteroids, by the present time. The various chapters incorporate both theoretical and practical aspects and may serve as baseline information for future researches through which significant development is possible. It is intended that this book will be useful to the students, teachers and researchers, both in universities and research institutes, especially in relation to biological and agricultural sciences.

The Desktop Regulatory State

Written by the world's leading thinkers on brand strategy, this book looks at what Asian and emerging market brands need to do to succeed in international markets and the challenges they face when competing with western brands.

Dancing with Giants

This book is a guide to a sustainable design process that moves from theory, to site and energy use, to building systems, and finally to evaluation and case studies, so you can integrate design and technology for effective sustainable building. Kuppaswamy Iyengar shows you how to get it right the first time, use free energy systems, and utilise technologies that minimize fossil fuel use. Each chapter has a sustainable design overview, technical details and strategies marked by clear sections, a summary, and further resources. Heavily illustrated with charts, tables, drawings, photographs, and case studies, the book shows technologies and concepts integrated into cohesive project types, from small and large office spaces to single and multiuse residences, hospitals, schools, restaurants, and warehouses to demonstrate implementing your designs to meet clients' needs now and for the future. Includes an overview of alternate assessment and evaluation systems such as BREEAM, CASBEE, GBTool, Green Globes alongside LEED, ECOTECT, energy 10, HEED and eQuest simulation programs. The guide reveals the importance of the building envelope—walls,

superstructure, insulation, windows, floors, roofs, and building materials—on the environmental impact of a building, and has a section on site systems examining site selection, landscape design, thermal impact, and building placement.

The Little Black Book of Innovation, With a New Preface

This casebook demonstrates that the future of global business lies in how well the multinational landscape is charted and how the importance of Asian market leaders is deeply embedded in it. It offers international management students and researchers an extensive guide to the business history, strategy development, and foreign market entry modes used by emerging Asian multinationals. The cases focus on well-known companies such as Lenovo, Alibaba, Infosys, Huawei, Panasonic, and Rakuten. These companies, all of which generate huge revenues in their own countries (e.g. in China, India, South Korea, Taiwan, Vietnam), are now becoming increasingly sophisticated and striving to become global brands, while also enjoying the active support of their governments in terms of their international business. Readers will learn about the current multinational landscape in Asia, the management challenges, and the future implications for traditional western companies seeking to retain their market share. Chapters on corporate entrepreneurship, human resource management and intercultural competence, and current branding trends in Asia will provide a cutting-edge update on international business

strategy for students and practitioners alike.

Forthcoming Books

In *Strategic Management: Theory and Practice*, Fourth Edition, John A. Parnell leads readers through detailed, accessible coverage of the strategic management field. Concise and easy to understand chapters address concepts sequentially, from external and internal analysis to strategy formulation, strategy execution, and strategic control. Rather than relegating case analysis to a chapter at the end of the book, Parnell aligns each chapter's key concepts with 25 case analysis steps. Current examples and high interest real-time cases, largely drawn from *The Wall Street Journal* and *Financial Times*, illustrate the key role of strategic management in the United States and around the world.

Wingfield College and Its Patrons

Companies operating in post-crisis Asia find themselves confronted by obstacles that hinder development and progress. Written by two leading analysts, this book identifies the transformation of the competitive landscape in Asia. By focusing on the main difficulties faced by companies it provides a series of strategies for business success and show how to avoid failure in Asia. This is an essential guide for companies who wish to make it big in Asia.

The Hindu Index

Food styling has become a skill many want to master, but don't know how. Popular food blogger and maverick baker Shivesh Bhatia is here to help. Twenty-two-year-old Shivesh enjoys a massive following on his blog and Instagram. Brands love him and so do people. In *Bake with Shivesh*, the ace baker reveals foolproof tips on food styling that can be easily followed at home, in your kitchen, with tools you already own. He also talks about his favourite styling techniques, and what works or doesn't on different social media platforms. This is a book for everyone looking to elevate the way they present food, to help boost their blogs and businesses, and to make food look as good as it tastes.

Competitive Branding Strategies

Healthy Snacks

A newly revised and expanded edition of the revolutionary business classic, *Differentiate or Die*, Second Edition shows you how to differentiate your products, services, and business in order to dominate the competition. Veteran marketing guru Jack Trout uses real-world examples and his own unique insight to show you how to bind customers to your products for long-term success and loyalty. This edition includes new case studies, new research, and updated examples from around the world.

Indian Books in Print

Natural Products Isolation: Second Edition presents a practical overview of just how natural products can be extracted, prepared, and isolated from the source material. Maintaining the main theme and philosophy of the first edition, this second edition incorporates all the new significant developments in this field of research. The chapters are divided into four distinct sections: introduction, extraction, chromatography, and special topics. This second edition provides substantial background information for natural product researchers and will prove a useful reference guide to all of the available techniques.

Sheet Metal Industries

Companies are increasingly asking which of their value chain activities are best performed within their own company and which may be outsourced. In addition, they are also considering which pieces of their value chain may be better performed abroad. These interrelated decisions concerning outsourcing and offshoring have not only changed entire industries, they have also transformed the lives of people across the world. Hundreds of millions of jobs in emerging nations have been the direct result of outsourcing and offshoring decisions. At the same time, many people in the developed world have lost their jobs because a company has been able to find a cheaper alternative. Featuring contributions from scholars in eleven different countries, this book was the first to examine the theory and practice of outsourcing and offshoring simultaneously. It includes studies of a variety of different industries, including

pharmaceuticals, automobiles, medical records, appliances, human resource management and telecommunications.

India

AWS Certified SysOps Administrator Official Study Guide

Optimizing Stormwater Treatment Practices: A Handbook of Assessment and Maintenance provides the information necessary for developing and operating an effective maintenance program for stormwater treatment. The book offers instructions on how to measure the level of performance of stormwater treatment practices directly and bases proposed maintenance schedules on actual performance and historical maintenance efforts and costs. The inspection methods, which are proven in the field and have been implemented successfully, are necessary as regulatory agencies are demanding evaluations of the performance of stormwater treatment practices. The authors have developed a three-tiered approach that offers readers a standard protocol for how to determine the effectiveness of stormwater treatment practices currently in place.

Smart cities

Multinational Management

YOUR GUIDE TO A FULFILLING BUSINESS AND PERSONAL FUTURE Based on research by one of the world's largest growth-consulting companies, New Mega Trends identifies the ten most important global trends that will define our future, including business models, smart technology, connectivity and convergence and radical social trends. New Mega Trends will give you the tools to not only identify and evaluate these game-changing trends, but also help you to translate them into market opportunities for your everyday business and personal life. How will we travel to work in the cities of the future? Will Zero be the new big thing? How will we stay connected in the Mega Trends World? Will our Wellness and Well-Being top business agenda? If you are a leader with a corporate vision, or a strategic planner within your organization, or just plain curious about your future, New Mega Trends will provide you with stimulating stories, startling facts and thought-provoking case studies that will not only inform your future but entertain you today.

Outlook Profit

Comprehensive, interactive exam preparation and so much more The AWS Certified SysOps Administrator Official Study Guide: Associate Exam is a comprehensive exam preparation resource. This book bridges the gap between exam preparation and real-world readiness, covering exam objectives while guiding you through hands-on exercises based on situations you'll likely encounter as an AWS Certified SysOps Administrator. From deployment,

management, and operations to migration, data flow, cost control, and beyond, this guide will help you internalize the processes and best practices associated with AWS. The Sybex interactive online study environment gives you access to invaluable preparation aids, including an assessment test that helps you focus your study on areas most in need of review, and chapter tests to help you gauge your mastery of the material. Electronic flashcards make it easy to study anytime, anywhere, and a bonus practice exam gives you a sneak preview so you know what to expect on exam day. Cloud computing offers businesses a cost-effective, instantly scalable IT infrastructure. The AWS Certified SysOps Administrator - Associate credential shows that you have technical expertise in deployment, management, and operations on AWS. Study exam objectives Gain practical experience with hands-on exercises Apply your skills to real-world scenarios Test your understanding with challenging review questions Earning your AWS Certification is much more than just passing an exam—you must be able to perform the duties expected of an AWS Certified SysOps Administrator in a real-world setting. This book does more than coach you through the test: it trains you in the tools, procedures, and thought processes to get the job done well. If you're serious about validating your expertise and working at a higher level, the AWS Certified SysOps Administrator Official Study Guide: Associate Exam is the resource you've been seeking.

Healthy Subzis

Big in Asia

India Today

Defenders of the modern state often claim that it's needed to protect us-from terrorists, invaders, bullies, and rapacious corporations. Economist John Kenneth Galbraith, for instance, famously argued that the state was a source of "countervailing power" that kept other social institutions in check. But what if those "countervailing" institution-corporations, government agencies and domesticated labor unions-in practice collude more than they "countervail" each other? And what if network communications technology and digital platforms now enable us to take on all those dinosaur hierarchies as equals-and more than equals. In *The Desktop Regulatory State*, Kevin Carson shows how the power of self-regulation, which people engaged in social cooperation have always possessed, has been amplified and intensified by changes in consciousness-as people have become aware of their own power and of their ability to care for themselves without the state-and in technology-especially information technology. Drawing as usual on a wide array of insights from diverse disciplines, Carson paints an inspiring, challenging, and optimistic portrait of a humane future without the state, and points provocatively toward the steps we need to take in order to achieve it.

Optimizing Stormwater Treatment

Practices

Bigger Bolder Baking

Technology Resource Guide--

Snacking Has Become A Way Of Life For Both Adults And Children. With Proper Portions And Healthy Food Choices, Snacking Can Enhance, Rather Than Hurt Your Diet. Healthy Snacks, My Latest Addition To Total Health Series Comprises 43 Sumptuous Snack Ideas That Are Grouped Under 5 Unique Sections Viz. Quick Snacks, School Time Snacks, Snacks For Entertaining, Finger Foods And Fruity Snacks. This Book Highlights Simple And Innovative Ways To Make Your Snacks Tastier And Healthier.

Sustainable Architectural Design

Accelerated urbanization imposes immense pressure on the dwindling energy sources and fragile ecosystems. Yet, the resource crunch confronting energy supplies can be alleviated if we design and develop future buildings by incorporating sound concepts of energy efficiency and sustainability. Covering 41 projects from India's various climatic zones, this book provides thorough insights into the context, techniques, and benefits of energy-efficient buildings. The projects highlight design responses to varied climatic conditions, appropriate materials and construction methods,

implementation of energy-efficient systems, and effective utilization of renewable energy to reduce pressure on grid power. This book will inspire architects, designers, urban planners, engineers, and students to build for a better tomorrow.

Mangrove Ecosystems of Asia

Traditional research methodologies in the human respiratory system have always been challenging due to their invasive nature. Recent advances in medical imaging and computational fluid dynamics (CFD) have accelerated this research. This book compiles and details recent advances in the modelling of the respiratory system for researchers, engineers, scientists, and health practitioners. It breaks down the complexities of this field and provides both students and scientists with an introduction and starting point to the physiology of the respiratory system, fluid dynamics and advanced CFD modeling tools. In addition to a brief introduction to the physics of the respiratory system and an overview of computational methods, the book contains best-practice guidelines for establishing high-quality computational models and simulations. Inspiration for new simulations can be gained through innovative case studies as well as hands-on practice using pre-made computational code. Last but not least, students and researchers are presented the latest biomedical research activities, and the computational visualizations will enhance their understanding of physiological functions of the respiratory system.

Computational Fluid and Particle Dynamics in the Human Respiratory System

Discover the fascinating stories behind the words and phrases we use every day. English is now the world's most popular second language, understood by over 700 million people across the globe. Its use is amazingly broad: not only is it the language of Chaucer and Shakespeare, but also of hip-hop, international business and the internet (over 80% of home pages are in English). So where exactly do English words come from? They come from everywhere. English is a vast, rambling conglomeration of words and phrases from a huge variety of times and places, and every word has its own intriguing history. *Balderdash & Piffle* is a guidebook an entertaining look at what falls out of the chaotic family tree of English words when you uproot it and give it a damn good shake. Shaking the tree is writer, humourist and word-sleuth Alex Games. If you've ever wondered who first used cuppa in print, what language gave us shampoo, when we started saying window, where mingling comes from, what Shakespeare had to say about geeks and why berk is really, really rude, you'll find it all (and much more) inside. You'll also have the chance to do your own word-sleuthing, through the BBC Wordhunt appeal. Who knows if you have written evidence of a bouncy castle from before 1986, you could even re-write history

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