Rajib Mall 3rd Edition

The popular CONSUMER BEHAVIOR, 7E draws key concepts from marketing, psychology, sociology, and anthropology to present a strong foundation and highly practical focus on real-world applications for today's global business environment. With this new edition, readers examine the latest research and business practices with extensive coverage of social media influences, increased consumer power, and emerging neuroscience findings. Readers review controversies in consumer decision-making involving money, goals, emotions, charity, health, materialism, and sustainability. This edition increases its emphasis on social responsibility and ethics in marketing, scrutinizing both the dark side and constructive possibilities. With even more real-world examples, CONSUMER BEHAVIOR, 7E provides a thorough, yet enjoyable guide that enables today's learners to master the skills they need. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

The Symbolic Scenarios of Islamism initiates a dialogue between the discourse of three of the most discussed figures in the history of the Sunni Islamic movement—Hasan al-Banna, Sayyid Qutb, and Osama bin Laden—and contemporary debates across religion and political theory, providing a crucial foundation upon which to situate current developments in world politics. Redressing the inefficiency of the terms in which the debate on Islam and Islamism is generally conducted, the book examines the role played by tradition, modernity, and transmodernity as major "symbolic scenarios" of Islamist discourses, highlighting the internal complexity and dynamism of Islamism. By uncovering forms of knowledge that have hitherto gone unnoticed or have been marginalised by traditional and dominant approaches to politics, accounting for central political ideas in non-Western sources and in the Global South, the book provides a unique contribution towards rethinking the nature of citizenship, antagonism, space, and frontiers required today. While offering valuable reading for scholars of Islamic studies, religious studies and politics, it provides a critical perspective for academics with an interest in discourse theory, post-colonial theory, political philosophy, and comparative political thought.

De markt van mobiele communicatie is nog altijd het snelst groeiende segment van de wereldwijde computer- en communicatiemarkt. Jochen Schiller behandelt in zijn boek Mobiele communicatie uitgebreid de huidige stand van zaken in de technologie en het onderzoek van mobiele communicatie, en schetst daarnaast een gedetailleerde achtergrond van het vakgebied. In het boek worden alle belangrijke aspecten van mobiele en draadloze communicatie besproken, van signalen en toegangsprotocollen tot beveiliging en de eisen die applicaties stellen. De nadruk ligt hierbij op de overdracht van digitale data. Schiller illustreert de theorie met vele voorbeelden en maakt gebruik van diverse didactische hulpmiddelen, waardoor het boek zeer geschikt is voor zelfstudie en gebruik in het hoger onderwijs. In dit boek:nieuw materiaal van derde-generatiesystemen(3g) met uitgebreide behandeling van UMTS/W-CDMABehandeling van de nieuwe WLAN-standaarden voor hoger data rates: 802.11a, b, g en HiperLan2uitgebreide behandeling van Bluetooth met IEEE 802.15, profielen en applicatiesuitgebreide behandeling van ad-hoc netwerken/networking en draadloze 'profiled'TCPMigratie van WAP I.x. en i-mode richting WAP 2.0.

Containing almost 250 entries written by scholars from around the world, this two-volume resource provides current, accurate, and useful information on the politics, economics, society, and cultures of India since 1947. • 240 A–Z entries on the social, political, cultural, and economic development of India since 1947 • Contributions from more than 100 distinguished international scholars from five continents • A chronology of major domestic, regional, and world events in and involving India from 1947 to 2010 • A "Guide to Related Topics" to allow

readers to trace main themes across related entries • An extensive Selected Bibliography containing multicultural and multidisciplinary materials and scholarship on the growth and development of the Republic of India from 1947 to the present

This book constitutes the refereed proceedings of the Third International Conference on Swarm, Evolutionary, and Memetic Computing, SEMCCO 2012, held in Bhubaneswar, India, in December 2012. The 96 revised full papers presented were carefully reviewed and selected from 310 initial submissions. The papers cover a wide range of topics in swarm, evolutionary, memetic and other intelligent computing algorithms and their real world applications in problems selected from diverse domains of science and engineering.

The presence and use of real-time systems is becoming increasingly common. Examples of such systems range from nuclear reactors, to automotive controllers, and also entertainment software such as games and graphics animation. The growing importance of rea.

Print Edition is released by District Governor Lion C Balaswamy in August. This digital edition is to save paper and save trees. It also enables portability

Engineers do not have the time to wade through rigorously theoretical books when trying to solve a problem. Beginners lack the expertise required to understand highly specialized treatments of individual topics. This is especially problematic for a field as broad as electromagnetics, which propagates into many diverse engineering fields. The time h

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This book contains proceedings of the International Conference on Advances in Computing, Control and Communication Technology (IAC3T) organized by Centre for Computer Education, Institute of Professional Studies, University of Allahabad during March 25-27, 2016 at Allahabad. A total of 138 full papers were submitted to the conference, out of which about 40 papers were accepted and finally 35 papers were presented during the conference. This book contains these papers. The conference was a major multidisciplinary conference organized with the objective to expose the participants to the emerging trends in the area of computing, control and communication technology. The conference intended to serve as a major international forum for the exchange of ideas and to provide an interactive platform to the students (budding engineers), engineers, researchers and academicians to exchange their innovative ideas and experiences in the area of advancements in computing, control and communication technology.

This highly structured text, in its second edition, provides comprehensive coverage of design techniques of algorithms. It traces the complete development of various algorithms in a stepwise approach followed by their pseudo-codes to build an understanding of their applications in practice. With clear explanations, the textbook intends to be much more comprehensive book on design and analysis of algorithm. Commencing with the introduction, the book gives a detailed account of graphs and data structure. It then elaborately discusses the matrix algorithms, basic algorithms, network algorithms, sorting algorithm, backtracking algorithms and search algorithms. The text also focuses on the heuristics, dynamic programming and meta heuristics. The concepts of cryptography and probabilistic algorithms have been described in detail. Finally, the book brings out the underlying concepts of

benchmarking of algorithms, algorithms to schedule processor(s) and complexity of algorithms. New to the second Edition New chapters on • Matrix algorithms • Basic algorithms • Backtracking algorithms • Complexity of algorithms Several new sections including asymptotic notation, amortized analysis, recurrences, balanced trees, skip list, disjoint sets, maximal flow algorithm, parsort, radix sort, selection sort, topological sorting/ordering, median and ordered statistics, Huffman coding algorithm, transportation problem, heuristics for scheduling, etc., have been incorporated into the text.

In recent times, Cloud Computing has emerged as an important topic in the realm of Information Technology. Cloud Computing has gained eminence due to the growing usage of the Internet among people. This book is especially intended for readers who have no prior knowledge of the subject. Some topics in this book are unique and based on published information that is current and timely and is helpful for research scholars as well as specialists working in areas related to cloud computing. This book is suitable as an introductory text for one semester course in Cloud Computing for undergraduate and postgraduate science courses in Computer Science and Information Technology.

The Centenary Lions District Directory for 2016-17 for District 324B4, is released by District Governor MJF Lion S Suthandiralakshmi in October 2016. This Digital Edition is a replica of the book to enable portability of the information and also save paper and save trees.

The Handbook of Marketing Scales, Third Edition represents a clear, concise, and easy-to-use compilation of multi-item, self-report measures developed and/or frequently used in consumer behavior and marketing research. - Over 150 scales are included in the handbook. Many of these scales were originally published in marketing- and consumer-related journals or conference proceedings. Including them in one volume helps reduce the time it takes to locate instruments for survey research. - Scales included have a reasonable theoretical base, are developed within the marketing or consumer behavior literature, are composed of several items or questions, use some scaling procedures, and include estimates of reliability and/or validity, making these scales especially relevant and "proven" for marketing scholars and professionals. - Each scale includes the following information so that users can quickly and easily learn about the scale: construct, description, development, samples, validity, scores, sources, other evidence, other sources, references, and scale items.

This new edition of the book, is restructured to trace the advancements made and landmarks achieved in software engineering. The text not only incorporates latest and enhanced software engineering techniques and practices, but also shows how these techniques are applied into the practical software assignments. The chapters are incorporated with illustrative examples to add an analytical insight on the subject. The book is logically organised to cover expanded and revised treatment of all software process activities. KEY FEATURES • Large number of worked-out examples and practice problems • Chapter-end exercises and solutions to selected problems to check students' comprehension on the subject • Solutions manual available for instructors who are confirmed adopters of the text • PowerPoint slides available online at www.phindia.com/rajibmall to provide integrated learning to the students NEW TO THE FIFTH EDITION • Several rewritten sections in almost every chapter to increase readability • New

topics on latest developments, such as agile development using SCRUM, MC/DC testing, quality models, etc. • A large number of additional multiple choice questions and review questions in all the chapters help students to understand the important concepts TARGET AUDIENCE • BE/B.Tech (CS and IT) • BCA/MCA • M.Sc. (CS) • MBA

Marketing Management in China, 1st Edition, brings the landmark work of marketing gurus Philip Kotler and Kevin Lane Keller to China. This edition, adapted by Professor Lu Tai Hong of Zhongshan University, takes a journey into a truly Chinese vista of marketing management. With content shaped to reflect the world`s fastest burgeoning economy, this is one textbook the marketing student seeking to understand China cannot do without This adaptation provides hard-to-find and well-researched China cases that offer insights into the local marketing situation. These cases cover a wide variety of contexts, spanning international companies operating in China to Chinese companies that are beginning to venture overseas; to provide readers with a well-balanced understanding At the same time, the text and language has been made more concise and accessible without losing the original Kotler`s and Keller`s depth and insight to the subject. This offers busy executives and students alike, an opportunity to grasp key marketing concepts quickly and effortlessly

Electromagnetics is too important in too many fields for knowledge to be gathered on the fly. A deep understanding gained through structured presentation of concepts and practical problem solving is the best way to approach this important subject. Fundamentals of Engineering Electromagnetics provides such an understanding, distilling the most important theoretical aspects and applying this knowledge to the formulation and solution of real engineering problems. Comprising chapters drawn from the critically acclaimed Handbook of Engineering Electromagnetics, this book supplies a focused treatment that is ideal for specialists in areas such as medicine, communications, and remote sensing who have a need to understand and apply electromagnetic principles, but who are unfamiliar with the field. Here is what the critics have to say about the original work "...accompanied with practical engineering applications and useful illustrations, as well as a good selection of references ... those chapters that are devoted to areas that I am less familiar with, but currently have a need to address, have certainly been valuable to me. This book will therefore provide a useful resource for many engineers working in applied electromagnetics, particularly those in the early stages of their careers." -Alastair R. Ruddle, The IEE Online "...a tour of practical electromagnetics written by industry experts ... provides an excellent tour of the practical side of electromagnetics ... a useful reference for a wide range of electromagnetics problems ... a very useful and well-written compendium..." -Alfy Riddle, IEEE Microwave Magazine Fundamentals of Engineering Electromagnetics lays the theoretical foundation for solving new and complex engineering problems involving electromagnetics. The second edition of this book provides a comprehensive introduction to a consortium of technologies underlying soft computing, an evolving branch of computational intelligence, which in recent years, has turned synonymous to it. The constituent technologies discussed comprise neural network (NN), fuzzy system (FS), evolutionary algorithm (EA), and a number of hybrid systems, which include classes such as neuro-fuzzy, evolutionary-fuzzy, and neuro-evolutionary systems. The hybridization of the technologies is demonstrated on architectures such as fuzzy backpropagation network (NN-FS hybrid), genetic algorithm-based backpropagation

network (NN-EA hybrid), simplified fuzzy ARTMAP (NN-FS hybrid), fuzzy associative memory (NN-FS hybrid), fuzzy logic controlled genetic algorithm (EA-FS hybrid) and evolutionary extreme learning machine (NN-EA hybrid) Every architecture has been discussed in detail through illustrative examples and applications. The algorithms have been presented in pseudo-code with a step-by-step illustration of the same in problems. The applications, demonstrative of the potential of the architectures, have been chosen from diverse disciplines of science and engineering. This book, with a wealth of information that is clearly presented and illustrated by many examples and applications, is designed for use as a text for the courses in soft computing at both the senior undergraduate and first-year postgraduate levels of computer science and engineering. It should also be of interest to researchers and technologists desirous of applying soft computing technologies to their respective fields of work.

Every 3rd issue is a quarterly cumulation.

This well organized text provides the design techniques of algorithms in a simple and straight forward manner. It describes the complete development of various algorithms along with their pseudo-codes in order to have an understanding of their applications. The book begins with a description of the fundamental concepts and basic design techniques of algorithms. Gradually, it introduces more complex and advanced topics such as dynamic programming, backtracking and various algorithms related to graph data structure. Finally, the text elaborates on NP-hard, matrix operations and sorting network. Primarily designed as a text for undergraduate students of Computer Science and Engineering and Information Technology (B.Tech., Computer Science, B.Tech. IT) and postgraduate students of Computer Applications (MCA), the book would also be quite useful to postgraduate students of Computer Science and IT (M.Sc., Computer Science; M.Sc., IT). New to this Second Edition 1. A new section on Characteristics of Algorithms (Section 1.3) has been added 2. Five new sections on Insertion Sort (Section 2.2), Bubble Sort (Section 2.3), Selection Sort (Section 2.4), Shell Sort/Diminishing Increment Sort/Comb Sort (Section 2.5) and Merge Sort (Section 2.6) have been included 3. A new chapter on Divide and Conquer (Chapter 5) has also been incorporated

Writers as diverse as Harold Bloom, Adrienne Rich, and R.S. Thomas have acknowledged that Wallace Stevens (1879-1955) is one of the central poets of the twentieth century. In this book Justin Quinn offers a fundamental reassessment of Stevens's work

This text explores the nature and possibility of revolution and civil strife in the context of international politics. Terrorism, Civil War, and Revolution analyzes the role of revolution and civil strife in the present day world. Expanding on the 2nd edition of Calvert's "Revolution and International Politics", this new work reflects the drastic changes that have taken place in the world order since 2001. With an increased focus on terrorism and civil war, the book looks into such key issues as the use of force by the state in the international system, challenges to states, wars of national liberation, counterinsurgency, and more. Written in a clear and accessible manner by a respected expert in the field, the book features the most recent examples of events, such as the insurgency in Sri Lanka, the rise of Al-Qaeda, and the wars in Afghanistan and Iraq. This approach will help situate revolutions in the larger context of political violence and will appeal

to anyone interested in comparative politics, international relations, and revolutions.

Recent events such as 'Iran's Green Revolution' and the 'Arab Uprisings' have exploded notions that human rights are irrelevant to Middle Eastern and North African politics. Increasingly seen as a global concern, human rights are at the fulcrum of the region's on-the-ground politics, transnational intellectual debates, and global political intersections. The Routledge Handbook on Human Rights and the Middle East and North Africa: emphasises the need to consider human rights in all their dimensions, rather than solely focusing on the political dimension, in order to understand the structural reasons behind the persistence of human rights violations; explores the various frameworks in which to consider human rights—conceptual, political and transnational/international; discusses issue areas subject to particularly intense debate—gender, religion, sexuality, transitions and accountability; contains contributions from perspectives that span from global theory to grassroots reflections, emphasising the need for academic work on human rights to seriously engage with the thoughts and practices of those working on the ground. A multidisciplinary approach from scholars with a wide range of expertise allows the book to capture the complex dynamics by which human rights have had, or could have, an impact on Middle Eastern and North African politics. This book will therefore be a key resource for students and scholars of Middle Eastern and North African politics and society, as well as anyone with a concern for Human Rights across the globe.

• Guide to RRB Junior Engineer Mechanical 2nd Edition has 5 sections: General Intelligence & Reasoning, General Awareness, General Science, Arithmetic and Technical Ability. • Each section is further divided into chapters which contains theory explaining the concepts involved followed by MCQ exercises. • The book provides the 2015 Solved Paper. • The detailed solutions to all the questions are provided at the end of each chapter. • The General Science section provides material for Physics, Chemistry and Biology till class 10. • There is a special chapter created on Computer Knowledge in the Technical section. • There is a special chapter created on Railways in the general awareness section. • The book covers 100% syllabus as prescribed in the notification of the RRB exam. • The book is also very useful for the Section Engineering Exam.

Honest, engaging, and inspiring, Our School tells the story of Downtown College Prep, a public charter high school in San Jose that recruits underachieving students and promises to prepare them for four-year colleges and universities. The average student enters ninth grade with fifth-grade reading and math skills. Many have slid through school without doing homework. Some barely speak English. Tracking the innovative and pioneering program, award-winning journalist Joanne Jacobs follows the young principal who tries to shake the hand of every student each day, the dedicated teachers who inspire teens to break free from their histories of failure, and the immigrant parents who fight to protect their children

from gangs. Capturing our hearts are the students who overcome tremendous odds: Roberto, who struggles to learn English; Larissa, a young mother; Pedro, who signals every mood change with a different hair cut; Selena, who's determined to use college as her escape from drudgery; the girls of the very short, never-say-die basketball team; and the Tech Challenge competitors. Some will give up on their dreams. Those who stick with the school will go on to college. This gritty yet hopeful book provides a new understanding of what makes a school work and how desire, pride, and community--ganas, orgullo, and communidad--can put students on track for success in life.

ICIEMS 2013 is to provide a platform for researchers, engineers, academicians as well as industrial professionals from all over the world to present their research results and development activities in Industrial Engineering and Management Science. This conference provides opportunities for the delegates to exchange new ideas and experiences face to face, to establish business or research relations and to find global partners for future collaboration.

This textbook, now in its Second Edition, addresses the rapid advancements to the area of mobile computing. Almost every chapter has been revised to make the book up to date with the latest developments. It covers the main topics associated with mobile computing and wireless networking at a level that enables the students to develop a fundamental understanding of the technical issues involved in this new and fast emerging discipline. This book first examines the basics of wireless technologies and computer communications that form the essential infrastructure required for building knowledge in the area of mobile computations involving the study of invocation mechanisms at the client end, the underlying wireless communication, and the corresponding server-side technologies. It includes coverage of development of mobile cellular systems, protocol design for mobile networks, special issues involved in the mobility management of cellular system users, realization and applications of mobile ad hoc networks (MANETs), design and operation of sensor networks, special constraints and requirements of mobile operating systems, and development of mobile computing applications. Finally, an example application of the mobile computing infrastructure to M-commerce is described in the concluding chapter of the book. The book is suitable for a one-semester course in mobile computing for the undergraduate students of Computer Science and Engineering, Information Technology, Electronics and Communication Engineering, Master of Computer Applications (MCA), and the undergraduate and postgraduate science courses in computer science and Information Technology. Key Features • Provides unified coverage of mobile computing and communication aspects • Discusses the mobile application development, mobile operating systems and mobile databases as part of the material devoted to mobile computing • Incorporates a survey of mobile operating systems and the latest developments

Primarily designed as a text for undergraduate students of computer science and engineering and information

technology, and postgraduate students of computer applications, the book would also be useful to postgraduate students of computer science and IT (M.Sc., Computer Science; M.Sc., IT). The objective of this book is to expose students to basic techniques in algorithm design and analysis. This well organized text provides the design techniques of algorithms in a simple and straightforward manner. Each concept is explained with an example that helps students to remember the algorithm devising techniques and analysis. The text describes the complete development of various algorithms along with their pseudo-codes in order to have an understanding of their applications. It also discusses the various design factors that make one algorithm more efficient than others, and explains how to devise the new algorithms or modify the existing ones. Key Features Randomized and approximation algorithms are explained well to reinforce the understanding of the subject matter. Various methods for solving recurrences are well explained with examples. NP-completeness of various problems are proved with simple explanation.

DESIGN AND ANALYSIS OF ALGORITHMSPHI Learning Pvt. Ltd.

Print Edition of the Lions District 323A3 Directory was released by District Governor Prashant A Patil, in September 2016. This Digital Edition is a replica of the book, for refering in Mobile Devices.

Examined from a non-Western lens, the standard International Relations (IR) and Foreign Policy Analysis (FPA) approaches are ill-adapted because of some Eurocentric and conceptual biases. These biases partly stem from: first, the dearth of analyses focusing on non-Western cases; second, the primacy of Western-born concepts and method in the two disciplines. That is what this book seeks to redress. Theorizing Indian Foreign Policy draws together the study of contemporary Indian foreign policy and the methods and theories used by FPA and IR, while simultaneously contributing to a growing reflection on how to theorise a non-Western case. Its chapters offer a refreshing perspective by combining different sets of theories, empirical analyses, historical perspectives and insights from area studies. Empirically, chapters deal with different issues as well as varied bilateral relations and institutional settings. Conceptually, however, they ask similar questions about what is unique about Indian foreign policy and how to study it. The chapters also compel us to reconsider the meaning and boundary conditions of concepts (e.g. coalition government, strategic culture and sovereignty) in a non-Western context. This book will appeal to both specialists and students of Indian foreign policy and International Relations Theory.

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