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**ROWAN LOGAN**

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**Betrayed By Hope** Niyogi Books

Articles with reference to India.

**The Marwari Heritage** SAGE Publications Pvt. Limited  
From the early Vedic period, the Vaishyas, the oldest mercantile

community of India, generated wealth for the nation through their remarkable efforts. Their Marwari offshoots were appointed by many rulers as ministers, advisors and diwans and were recognised as the first philanthropists in India. The Marwari Heritage takes the reader on a voyage of discovery of the Marwaris who migrated from Rajputana, Haryana, Malwa and its adjoining regions to other parts of India. They braved trials and tribulations in unchartered territories, supporting others of their community, never losing faith in their ability to succeed, and focused on their goal, they became the uncrowned kings, first of trade and business, and later of industry. They joined the freedom struggle with a true spirit of patriotism, philanthropy and active political involvement. Many courted imprisonment and even achieved martyrdom. Today, the roots of the Marwari community are deeply enmeshed in the social, cultural and economic fabric of India. Their innate psyche of giving back to society has seen them donate generously to education, empowerment of women and vocational training leading to employment. Shedding some traditions and retaining many, they have stepped into the modern age, achieving an enviable cultural mix. At the helm of most successful entrepreneurial enterprises, their focus on innovation and technological advancement has resulted in governments of several countries seeking their advice on economic growth. Of the many who have left an indelible mark on the history, socio-political and economic foundations of the country, this book is enriched with rich cameos of some of these 'greats' and the reader derives insights into numerous newly discovered and hitherto unrecorded facts. The younger generation of Marwaris continue to dream big and build on the foundations their forefathers planted. They continue to grow from strength to strength, marching towards new horizons. The plethora of welfare schemes and trusts responsible for development of the nation's needy continue to be monitored with precision. Meticulously researched over five years and richly illustrated with over 100 rare, coloured photographs, paintings, and 600 black and white photographs, illustrations and rare documents published for the first time, readers have much to feast their eyes on. This pictorial book also serves as an inspiration to any and everyone who dares to dream and reach for the skies.

[iPod & iTunes Portable Genius](#) Taylor & Francis US

Michael Madhusdan Dutt (1824--1872), a maverick who changed

the scope of Bengali poetry in the nineteenth century, especially with his free-verse epic, 'Meghnadbadh Kabya', was a genius who never got his due. Throughout his life, Madhusudan was caught in an identity crisis: he wrote in the English language, changed his religion and was a restless traveller, yearning to belong somewhere. After an extended sojourn in London and Paris, with misery and poverty as his constant companions, the poet finally found his metier in his mother tongue. Betrayed By Hope, a play-script based on the letters Michael Madhusudan Dutt wrote to friends, well-wishers and patrons, paints the portrait of an artist as he plunges headlong into crisis after crisis, even as his imagination and creativity soar. Namita Gokhale and Malashri Lal pay tribute to his extraordinary life in a story that will lay bare our deep-set contradictions about art and life.

[Master Of Life Management](#) John Wiley & Sons

Calcutta nights (Raater Kolkata) is the real-life story and memoir of the enigmatic 'Meghnad Gupta', pen name of famed Bengali fiction writer Hemendra Kumar Roy. Translated into English by Rajat Chaudhuri almost a century after the first publication of Raater Kolkata in 1923, Roy reveals to contemporary readers the darkest secrets of an earlier Calcutta. The first two decades of the last century, the backdrop for this book, were politically turbulent times. Those days, Calcutta, the erstwhile capital of British India, was teeming with people from different parts of the country besides Europeans and other foreigners. It was a city of sin, pleasure and suffering. Indians who arrived and settled here mingled with locals, some of them picking up dress, manners and the wanton lifestyles of the Bengali 'Babu', while others kept their identities intact. All this created a unique cosmopolitan setting, coloured with shades of debauchery, darkness and crime that this first-hand account brilliantly recounts. Written in an age very different from ours, certain views of the author could be jarring for the present times. However, these need to be tempered by the understanding of the sociopolitical contexts and the distance of a century separating us from Meghnad Gupta's Calcutta. Calcutta nights is the hootum pyanchar naksha (published in 1862 and penned by kaliprasanna Sinha) of the early twentieth century, a book that will help anyone understand the contrasts and colours of a unique Indian metropolis.

[Amader Shantiniketan](#) Pearson Education India

Providing readers with an insight into all the components of brand

management including a wide range of business models and techniques, this book will help to build strong and effective brands in the marketplace.

[Cultural Foundations of Mathematics](#) Oxford University Press India With Its Many Unusual Insights And Comprehensive Coverage, This Unique Book Will Attract A Wide Readership. Besides Students Of Mass Communication, Media Business And Advertising, It Will Be Of Equal Interest To Analysts, Media Professionals, Investment Bankers, Advertising And Pr Professionals, And Anyone Interested In India`S Vibrant Media Industry.

[Chandrakanta](#) Study of Journalism

As the hottest tech phenomenon of the past decade, the Apple iPod boasts tens of millions of units sold--and that number keeps growing In addition, more than 3 billion songs have been purchased from the iTunes store, making iTunes the third largest music retailer in the U.S. With this book, Apple enthusiasts discover techniques to get the most from products like the video iPod, iPod shuffle, and the new iPod touch, to name a few Offers hip tips on behind-the-scenes secrets for maximizing the features of iPod and iTunes Essential information gets readers quickly grooving with iTunes

[A Cat Named Lump](#) Bloomsbury Publishing

Journalism provides coverage on key, up-to-the-minute, journalism issues and society text, combining theory and practice.

**Taxation and Taxes** Dorling Kindersley Ltd

WINNER OF THE DUFF COOPER MEMORIAL PRIZE | LONGLISTED FOR THE SAMUEL JOHNSON PRIZE 'Indispensable reading on both India and the Empire' Daily Telegraph 'Brims with life, colour and complexity . . . outstanding' Evening Standard 'A compulsively readable masterpiece' Brian Urquhart, The New York Review of Books A stunning and bloody history of nineteenth-century India and the reign of the Last Mughal. In May 1857 India's flourishing capital became the centre of the bloodiest rebellion the British Empire had ever faced. Once a city of cultural brilliance and learning, Delhi was reduced to a battered, empty ruin, and its ruler - Bahadur Shah Zafar II, the last of the Great Mughals - was thrown into exile. The Siege of Delhi was the Raj's Stalingrad: a fight to the death between two powers, neither of whom could retreat. The Last Mughal tells the story of the doomed Mughal capital, its tragic destruction, and the individuals caught up in one

of the most terrible upheavals in history, as an army mutiny was transformed into the largest anti-colonial uprising to take place anywhere in the world in the entire course of the nineteenth century.

### **Hindi-English Bilingual Visual Dictionary with Free Audio App** Penguin

The Volume Examines, In Depth, The Implications Of Indian History And Philosophy For Contemporary Mathematics And Science. The Conclusions Challenge Current Formal Mathematics And Its Basis In The Western Dogma That Deduction Is Infallible (Or That It Is Less Fallible Than Induction). The Development Of The Calculus In India, Over A Thousand Years, Is Exhaustively Documented In This Volume, Along With Novel Insights, And Is Related To The Key Sources Of Wealth-Monsoon-Dependent Agriculture And Navigation Required For Overseas Trade - And The Corresponding Requirement Of Timekeeping. Refecting The Usual Double Standard Of Evidence Used To Construct Eurocentric History, A Single, New Standard Of Evidence For Transmissions Is Proposed. Using This, It Is Pointed Out That Jesuits In Cochin, Following The Toledo Model Of Translation, Had Long-Term Opportunity To Transmit Indian Calculus Texts To Europe. The European Navigational Problem Of Determining Latitude, Longitude, And Loxodromes, And The 1582 Gregorian Calendar-Reform, Provided Ample Motivation. The Mathematics In These Earlier Indian Texts Suddenly Starts Appearing In European Works From The Mid-16Th Century Onwards, Providing Compelling Circumstantial Evidence. While The Calculus In India Had Valid Pramana, This Differed From Western Notions Of Proof, And The Indian (Algorismus) Notion Of Number Differed From The European (Abacus) Notion. Hence, Like Their Earlier Difficulties With The Algorismus, Europeans Had Difficulties In Understanding The Calculus, Which, Like Computer Technology, Enhanced The Ability To Calculate, Albeit In A Way Regarded As Epistemologically Insecure. Present-Day Difficulties In Learning Mathematics Are Related, Via Phylogeny Is Ontogeny , To These Historical Difficulties In Assimilating Imported Mathematics. An Appendix Takes Up Further Contemporary Implications Of The New Philosophy Of Mathematics For The Extension Of The Calculus, Which Is Needed To Handle The Infinities Arising In The Study Of Shock Waves And The Renormalization Problem Of Quantum Field Theory.

*The Essential Brand Book* HarperCollins

India has seen wave after wave of plunder. These continuous plunders have impoverished the land. Plunder and poverty are two sides of the same coin. Where plunder occurs, poverty follows.

### **The Republic of India** Collins Business India

The Junior Librarian Passbook(R) prepares you for your test by allowing you to take practice exams in the subjects you need to study. It provides hundreds of questions and answers in the areas that will likely be covered on your upcoming exam, including but not limited to: library terminology and practices; verbal and clerical abilities; preparation of written material; understanding and interpreting written material; understanding and interpreting tabular material; and more.

### **Dear People, with Love and Care, Your Doctors** Harper Collins

From time immemorial, medicine has remained one of the most respected professions. Trust formed the unshakeable foundation of the doctor-patient relationship and, for long, doctors were treated next to God. In recent times, though, this sacred relationship is suffering from an erosion of faith. We often hear discouraging stories of doctors being abused and hospitals vandalised. The narrative is gradually turning negative-a dismal reality for both doctors and patients. We tend to forget that there are many great things happening in the medical world. Today, we are living much longer, we have managed to eradicate many diseases, we have vaccines that prevent our children from dying, life-saving surgeries are being performed while the baby is still in the womb, and we can give the gift of life to someone by transplanting vital organs. Medical miracles are happening every day in hospitals worldwide. This book is a collection of heartfelt stories by doctors and patients from across the globe. These are stories of triumph, empathy, positivity, loss and, sometimes, failure. It goes one step ahead and captures the experience of people who surround a doctor-the mother of a doctor, a surgeon's husband and an acid attack survivor-stories that underline that a doctor too is a human being after all. Human resilience can often break barriers, and these stories serve as inspiration to both patients and doctors alike. Riveting and absolutely unputdownable, Dear People gives an inside view of the world of medicine and hopes to inspire millions to retain faith in this

beautiful relationship.

### **A Nation in Transition** Penguin Random House India Private Limited

A crazy ride, a special treasure, tears of joy, enormous pleasure, wonder of the highest grade, deepest thoughts are on parade, all the things you shouldn't miss, better than the perfect kiss. You'll laugh, you'll cry, so good you'll die. Worth a first and second look and more than all the time it took. Oh... I also made this book. Actual book description: Enter the odd world of B.C. Byron where slightly dead cats and giant spiders are beloved pets, every food can go in the blender, and changing socks is only for fancy folks. 48 poems, 90 pages, filled to the brim with hilarious, witty, and slightly gross stories and illustrations for kids 6 to teen. Spewberty, Nose Goblin, Always Drink the Juice, and Feeling Fancy are just a few of the other favorites in this memorable, quotable, and surprising collection. About the author: B.C. Byron is a prolific writer of odd poems inspired by childhood, science, and everyday things. Beside writing books, he also posts new poems and does his own illustrations weekly on his blog at bcbyron.com. He's also an electrical engineer, husband, father of 3 girls, and owner of a bunny that likes to eat his shoelaces.

### *Marketing of Salt* Prabhat Prakashan Pvt Limited

In every business, the ultimate aim is to deliver value to the customer. Lean is a set of practices that maximizes customer value by minimizing waste and creating the perfect process for your organization. As economies worldwide turn more service oriented, Lean principles have the capacity to revolutionize business processes and create customer delight. Lessons in Lean Management explains how by using the philosophy of lean, service businesses can cost-effectively improve services and quality for the customer. Using real life case studies, the book presents useful insights on how to effectively apply the principles of Lean management and empower people. Lucid, easy to read and organized in short lessons, the book provides leaders and managers with hands-on experiential knowledge on how to:

- Prepare your organization for a Lean transformation
- Drive the Lean process effectively through people
- Improve quality and value to your customers
- Reduce delivery time and expand capacity

This book will provide you with a roadmap on how to embrace, improve and profit from Lean. It has the capacity to revolutionize both your business and your bottom-line. The book

also provides first-of-their-kind tools which have been pioneered by the author and can come handy in any operational excellence endeavour.

[The Indian Media Business](#) A&C Black

This book also has information on the earth crust and the various natural forces present in our world.

**Freedom Summer** Academic Foundation

With over 6,500 fully illustrated words and phrases in Hindi and English, along with a free bilingual audio app, Hindi language learning has never been easier. Perfect for tourists and business travellers alike, DK's Hindi English Bilingual Visual Dictionary is your essential companion when buying food, talking about work, discussing health, and studying language. The dictionary is incredibly easy to follow, with thematically organized vocabulary so you can find closely related words on a particular topic. Words and phrases are illustrated with full-colour photographs and artworks, helping to fix new vocabulary in your mind. A comprehensive two-way index provides an instant reference point for new Hindi vocabulary. The supporting audio app enables you to hear over 6,500 words and phrases spoken out loud in both Hindi and English. Available on the App Store and Google Play, the audio app is easy to use and provides an intuitive reference for language learning, helping you learn, retain, and pronounce important vocabulary. The dictionary gives a pronunciation guide for every Hindi word, and you can use this alongside the app to

perfect your pronunciation.

*The Last Mughal* Penguin Random House India Private Limited

A riveting account of one of the most remarkable episodes in American history. In his critically acclaimed history *Freedom Summer*, award-winning author Bruce Watson presents powerful testimony about a crucial episode in the American civil rights movement. During the sweltering summer of 1964, more than seven hundred American college students descended upon segregated, reactionary Mississippi to register black voters and educate black children. On the night of their arrival, the worst fears of a race-torn nation were realized when three young men disappeared, thought to have been murdered by the Ku Klux Klan. Taking readers into the heart of these remarkable months, *Freedom Summer* shines new light on a critical moment of nascent change in America. "Recreates the texture of that terrible yet rewarding summer with impressive verisimilitude." - Washington Post

**Why I Am a Hindu** The Biblio Co

India is known as a country not of innovation but of improvisation- or 'Jugaad', as they say in Hindi. But that has begun to change. We have enough examples in this country of people who have turned industry norms upside down to pull off the impossible in their fields. Eleven such case studies are featured in the book, including: Titan, which came out with the slimmest water-resistant watch in the world; Su-Kam, a power backup company

that did not fit into an existing industry but ended up creating a new one; Shantha Biotech, which developed a low-cost Hepatitis-B vaccine and ushered in the biotechnology age in India; Trichy Police, which rewrote policing paradigms to nip extremism and crime in the bud, thus transforming the city. Through the breakthroughs achieved by these organizations, Porus Munshi shows that to do what is considered 'impossible' in your particular industry, you have to be subversive and think differently. In the process, if the existing business model needs to be turned on its head, then so be it!

[The Holy Ganga](#) Career Examination

Devaki Nandan Khatri's *Chandrakanta* is the virtual Taj Mahal in Hindi fiction, still as much glorious and historical. As the Taj is the emblem of real love, here we have the fictional counter-part. What's more, it is the exuberance of magic and romance, imagination and fantasy, suspense after suspense, battles and wars, espionage and conspiracy, tricks and tact, all blended together to make a sensational love story. Here we have the aiyars, human beings with extraordinary capacity to transmogrify themselves and take on the appearance of anybody, their voice, their manners and all. Moreover, there is the Tilism, which is a hidden treasure constructed underground with ingenious safeguards and magic locks and entrances. *Chandrakanta* has the spell of fantasy, a detective novel, a romance per excellence. It can be regarded as the fictional mother of Harry Potter.

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