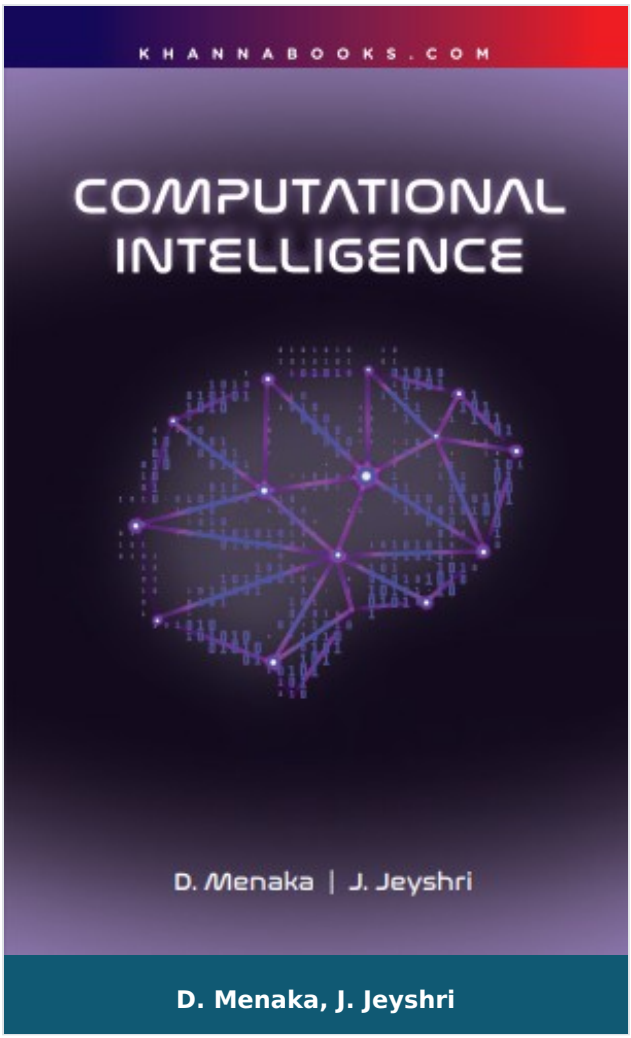


D. Menaka, J. Jeyshri

Computational Intelligence

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Product Description

Computational Intelligence

Computational Intelligence serves as a comprehensive and insightful guide into a field that stands at the forefront of the rapidly evolving digital era, powering advancements from data analytics to autonomous systems. This book is dedicated to providing a structured yet accessible overview of Computational Intelligence (CI), a powerful paradigm that solves complex real-world problems by leveraging techniques inspired by natural intelligence. The core theme is the integration of diverse concepts, including artificial intelligence, machine learning, neural networks, evolutionary computing, and fuzzy logic.

The text offers a careful balance between theoretical depth and practical relevance, ensuring that complex methodologies are made clear and engaging for a wide audience, which includes students, educators, researchers, and professionals. Chapters cover fundamental principles, key algorithms, and recent advancements, empowering readers to not only understand but also implement intelligent computational models. To foster practical knowledge, the book integrates real-world case studies and examples that demonstrate the application of CI techniques across crucial domains such as healthcare, finance, robotics, and optimization. By focusing on algorithmic design and real-time applications, this academically rigorous work inspires innovation and provides the tools necessary to contribute effectively to the future of intelligent computing.

Salient Features:

- **Foundational AI Concepts**: Covers the principles of Artificial Intelligence, including its foundations, different types of AI, and the architecture and operation of various intelligent agents.

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- **Neural Networks & Deep Learning**: Details the structure of Artificial Neural Networks (ANNs), Single/Multi-Layer Perceptrons, and modern Deep Learning algorithms, covering both supervised and unsupervised learning.
- **Fuzzy Logic & Hybrid Systems**: Explores Fuzzy Logic, Fuzzy Set Theory, and Fuzzy Reasoning, culminating in advanced hybrid models like Neuro-Fuzzy and Cooperative Fuzzy Neural Networks (CFNN).
- **Evolutionary Algorithms**: Provides an introduction to Genetic Algorithms, detailing concepts like search space, reproduction, and selection methods essential for optimization problems.
- **Swarm Intelligence Techniques**: Dedicated coverage of optimization algorithms inspired by collective behavior, including Particle Swarm Optimization (PSO) and Ant Colony Optimization (ACO) variants.
- **Practical Search Strategies**: Explains key Problem-Solving Agents and algorithms, differentiating between Uninformed and Informed search strategies used for efficient goal-directed problem-solving.
- **Real-World Case Studies**: Integrates practical applications and case studies across vital sectors like healthcare, finance, robotics, and logistics, demonstrating the implementation of CI techniques.
- **Ethical & Future Trends**: Discusses the ethical considerations and challenges of AI, alongside future trends like Explainable AI (XAI) and Quantum AI, preparing readers for responsible deployment.

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- Artificial Intelligence
- Artificial Neural Networks
- Fuzzy Systems
- Genetic Algorithms
- Swarm Intelligence

Author

D. Menaka

D. Menaka, Associate Professor, Dept of CSE, Sathyabhama Institute of Science and Technology

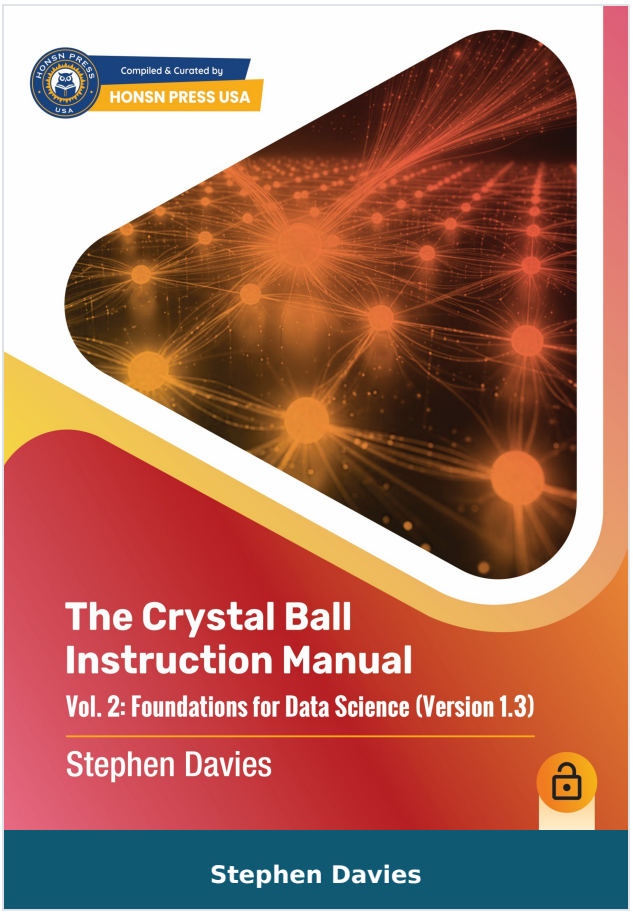
J. Jeyshri

J. Jeyshri Associate Professor, Dept of CSE, Sathyabhama Institute of Science and Technology

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Email: contact@khannabooks.com | Tel: 011-2324 44 47 - 48 | Mobile: +91-99109 09320



The Crystal Ball Instruction Manual (Vol.2: Foundations for Data Science, Verson 1.3) (HONSN PRESS USA)

Author :	Stephen Davies
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Product Description

The Crystal Ball Instruction Manual, Volume Two: Foundations for Data Science, is the essential next step for learners ready to move beyond introductory concepts and establish mastery in the field. Designed for intermediate students, aspiring professionals, and researchers who have a working knowledge of foundational Python programming, this volume solidifies the core knowledge and practical skills necessary to build a robust data science skill set. It assumes a base level of competency, offering a swift review of essential concepts like statistical significance, exploratory data analysis (EDA) fundamentals, and classification/regression principles.

The book's core theme is hands-on implementation, leveraging the Python ecosystem—including the Spyder IDE, NumPy, and Pandas—to tackle real-world data challenges. Its practical value is delivered through in-depth coverage of crucial data acquisition and wrangling techniques, such as parsing complex JSON and HTML using screen scraping, accessing databases, and data fusion to integrate multiple sources. It extends EDA with advanced visualization methods like heat maps and box plots, while simultaneously providing a solid grounding in machine learning principles like Naïve Bayes and kNN classification, along with essential pre-modeling steps like feature selection and association analysis.

Salient Features

• Foundational Data Principles: Reviews and solidifies core concepts like statistical significance, the crucial distinction between association and causality, and fundamental machine learning terminology.

• Advanced Data Exploration: Extends Exploratory Data Analysis (EDA) skills with detailed instruction on Kernel Density Estimates (KDEs), various distribution plots, and bivariate categorical analysis.

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• Real-World Data Acquisition: Provides practical techniques for collecting and structuring disparate data, including parsing complex JSON files, performing screen scraping (HTML), and directly accessing databases (SQLite).

• Effective Data Wrangling: Focuses on combining and restructuring data using techniques like data fusion, merging tables, and transforming datasets between long, wide, and the modern "tidy" form.

• Practical ML Algorithms: Delivers hands-on instruction for fundamental classification algorithms, including thorough multipart coverage of the Naïve Bayes classifier and the k-Nearest Neighbors (kNN) method.

• Statistical Modeling Insights: Covers probabilistic reasoning, the concepts of the prior and posterior, and the practical application of the LOWESS non-parametric local regression smoothing algorithm.

• Essential Pre-Modeling Techniques: Dedicated chapters explore critical preparatory steps such as feature selection to improve model performance and association analysis (like market basket analysis).

• Integrated Python Environment: Instructions are explicitly integrated with the Spyder IDE within the Anaconda distribution, ensuring seamless, hands-on application using industry-standard Python libraries.

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- Causality
- Naive Bayes (1 of 3)
- Naive Bayes (2 of 3)
- Naive Bayes (3 of 3)
- APIs
- kNN (1 of 2)

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- Two key ML Principles
- Feature Selection
- Association Analysis
- "Special" Data types

Author

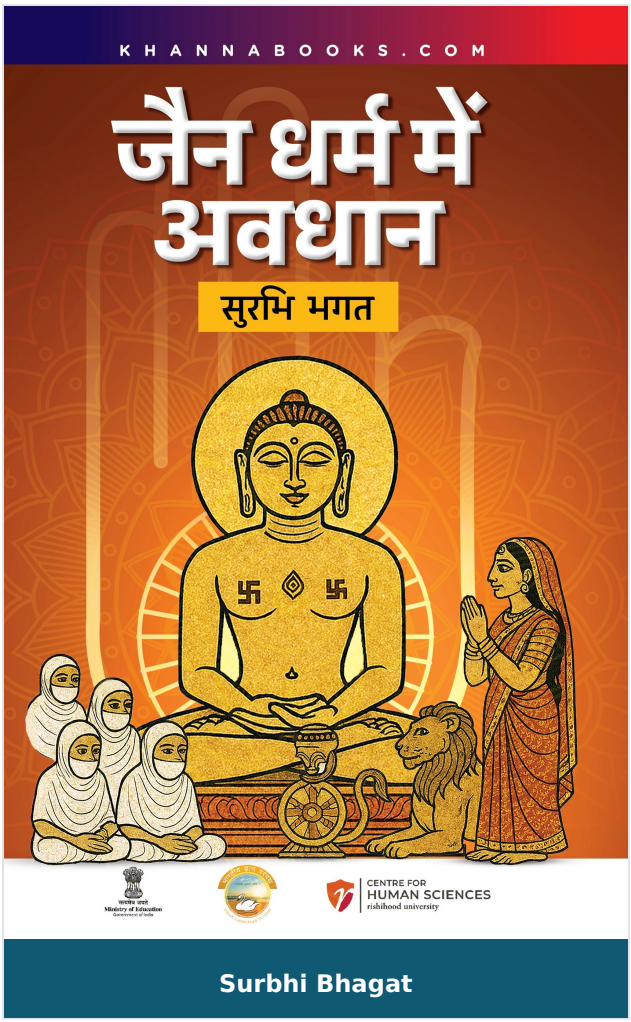
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Jain Dharma me Avadhana

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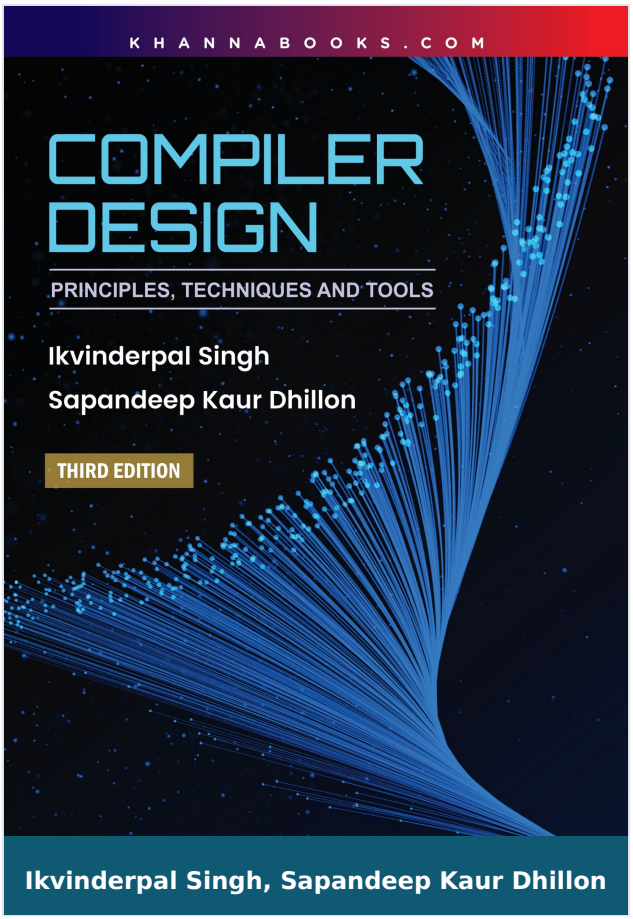
Surbhi Bhagat

S. Vaishnavi Sampadananda Moshra Prateek Pattanaik Surabhi Bhagat

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Compiler Design

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Product Description

Compiler design

Compiler design is a subject which many believe to be fundamental and vital to computer science. It is subject which has been studied intensively since the early 1950’s and continues to be an important research field today. It is intended for both students and practitioners, retaining its appeal as a guide to the industry professional and a comprehensive introduction to the student at the upper level undergraduate or first year graduate level. This book will be useful for student of BE (Computer/Electronics), B. Tech, ME(Computer/Electronics), M. Tech, MCA, BCA, M.Sc., B.Sc., and also to students pursuing A/B/C-level course of DOEACC.

Salient Features

- Gives an introduction the basics of compiler design
- Describes the lexical and syntax analysis.
- Deals with symbol table management.
- Describes the storage management.
- Gives the details of code generation and optimization.
- Gives a detailed explanation of various types of compilers.
- Gives a case study of YACC and its implementation.

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- Basics Of Compilers
- Lexical Analysis
- Syntax Analysis
- Symbol Table Handling
- Storage Management
- Intermediate Code Generation
- Code Generation
- Code Optimization
- Types Of Compilers

Author

Ikvinderpal Singh

Dr. Ikvinderpal Singh is an Assistant Professor at Trai Shatabdi Guru Gobind Singh Khalsa college Amritsar, bringing 17+ years of academic leadership and research experience to the field of computer science. A Gold Medalist in B.Sc. IT, with an MCA (Distinction) and a Ph.D. in Neural Networks and Image Processing, he is known for blending rigorous research with practical innovation. A prolific academic creator, he has authored 37 books, published 82+ research papers, and designed 100+ industry-aligned skill-development courses. His expertise extends to doctoral evaluation, supervision, and active participation on 100+ editorial and review boards worldwide.

Sapandeep Kaur Dhillon

Sapandeep Kaur Dhillon is an assistant professor in the department of computer science, Guru Nanak Dev University, Amritsar, bringing 12+ years of dedicated academic experience to the discipline. She has authored 4 books, published 10+ research papers

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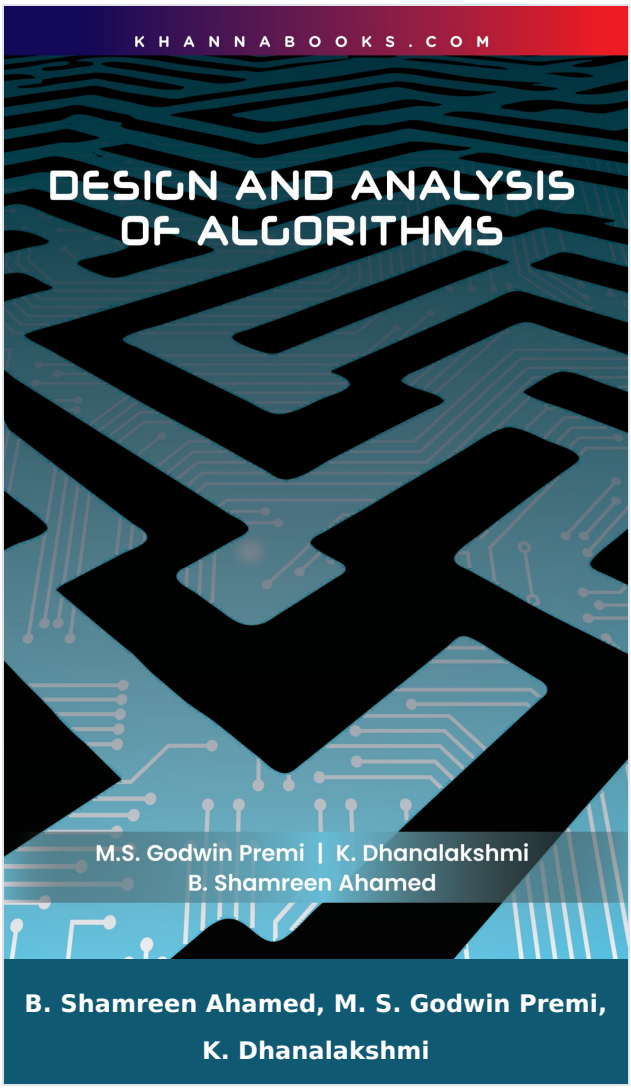
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across national and international journals, reflecting her steady engagement with emerging trends in computing. Her academic interests span data structures, Compiler Design, and Artificial Intelligence, where she integrates foundational theory with practical, algorithmic thinking.

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B. Shamreen Ahamed, M. S. Godwin Premi, K. Dhanalakshmi

Design and Analysis of Algorithms

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Product Description

This comprehensive textbook, Design and Analysis of Algorithms, is meticulously structured to provide Computer Science Engineering students with an in-depth and systematic understanding of foundational algorithmic principles. The core theme of the book revolves around the effective approach to computational problem-solving, emphasizing the art of designing efficient algorithms and rigorously analyzing their performance.

The book's purpose is to bridge the gap between theoretical knowledge and practical implementation, ensuring that learners can not only grasp complex concepts but also apply them to real-world computational challenges. It systematically covers essential methodologies across five comprehensive units. Starting with the fundamentals of algorithmic problem-solving, it delves into the critical concepts of Time and Space Complexity, Growth of Functions, and Asymptotic Notations (Big-O, Omega, and Theta).

It moves through major design paradigms, including Brute Force, Divide-and-Conquer, Greedy Approach, Dynamic Programming, and Backtracking and Branch and Bound. Detailed discussions on classic problems—like the Travelling Salesman, Knapsack, Huffman Coding, and Optimal Binary Search Trees—demonstrate the strengths and weaknesses of each approach. Written in a clear, simple, and student-friendly manner while maintaining academic rigor, this book is an indispensable resource. It serves as a comprehensive guide for students, educators, and researchers seeking to build a strong analytical mindset and a deep appreciation for the art and science of algorithm design.

Salient Features:

• Fundamental Analysis: Offers a detailed introduction to Time and Space Complexity, Growth Functions, and Asymptotic Notations (Big-O, Omega, Theta), enabling mastery over performance estimation and efficiency.

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• Recurrence Relation Mastery: Dedicated coverage on solving recurrence equations using methods like Substitution, Recursion Tree, and the Master Method for precise algorithm time analysis.

• Five Major Techniques: Systematically explores all major algorithm design techniques, including Divide-and-Conquer, Greedy Approach, Dynamic Programming, Backtracking, and Branch and Bound.

• Linear Time Sorting: Features in-depth explanations of advanced sorting algorithms that achieve linear time complexity, such as Counting Sort, Radix Sort, and Bucket Sort.

• Practical Applications: Discusses classic problems like Travelling Salesman, Knapsack, Huffman Coding, and the 8-Queens Problem, illustrating the real-world application of theoretical concepts.

• Efficiency Benchmarking: Provides both Theoretical and Empirical Analysis methods for complexity, with program examples to ensure a clear understanding of practical performance measurement.

• Combinatorial Optimization: Focuses on advanced techniques like Backtracking and Branch and Bound, demonstrating their effective use in solving complex combinatorial optimization and NP-Complete problems.

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- Mathematical Foundations
- Brute Force and Divide-and Conquer
- Greedy Approach and Dynamic Programming
- Backtracking and Branche and Bound

Author

B. Shamreen Ahamed

B. Shamreen Ahamed

M. S. Godwin Premi

M. S. Godwin Premi

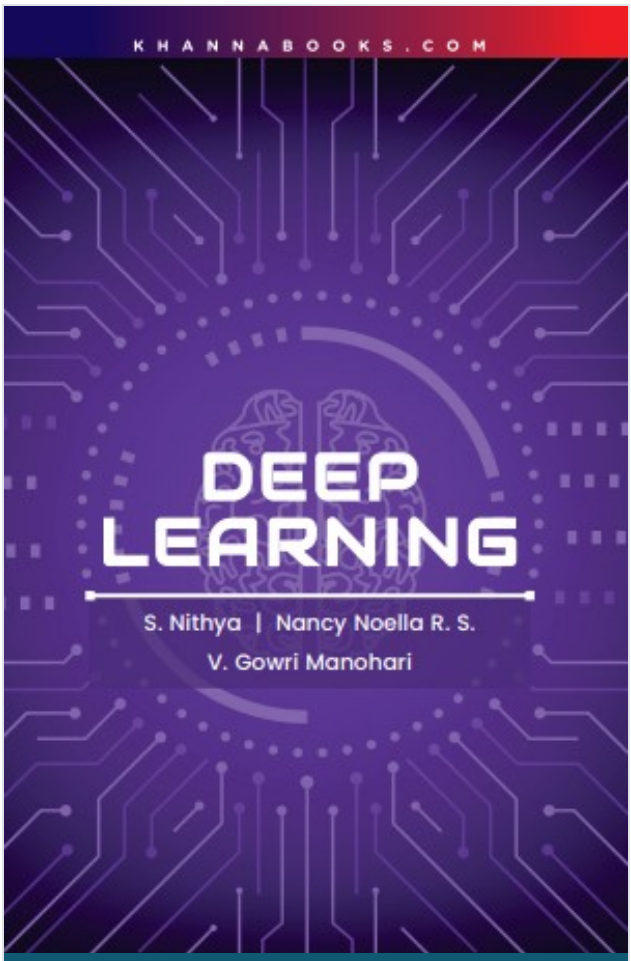
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S. Nithya, Nancy Noella R. S., V. Gowri Manohari

Deep Learning

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Product Description

Deep Learning

This textbook, Deep Learning, serves as a comprehensive and structured introduction to the transformative field of Artificial Intelligence, focusing specifically on modern Deep Learning (DL) methodologies. It is explicitly designed to meet the academic needs of students enrolled in computer science programs, covering the Sathyabama University Syllabus, while simultaneously acting as an invaluable resource for researchers and practitioners seeking to deepen their technical knowledge.

The book's core theme revolves around mastering the application of Artificial Neural Networks (ANNs) to extract complex patterns from massive datasets. Its primary objective is to effectively bridge the crucial gap between fundamental theoretical concepts and their practical utility in real-world scenarios. The content guides the reader progressively, starting from foundational Machine Learning concepts—including linear models like SVM and Perceptrons—to the intricate architectures of modern deep networks.

Key topics covered include the inner mechanics of neural networks, advanced training processes like backpropagation, various optimization techniques (e.g., SGD, Adam), and advanced models such as Convolutional Neural Networks (CNNs), Recurrent Neural Networks (RNNs), and Generative Adversarial Networks (GANs). To ensure practical mastery, each chapter is reinforced with hands-on exercises, code implementations, and case studies. By emphasizing both theoretical rigor and practical implementation, this text equips readers with the skills needed to apply DL to revolutionary areas such as natural language processing, image recognition, and healthcare.

Salient Features:

- **Foundational Concepts**: Structured coverage of Machine Learning fundamentals, including Linear Models, Support Vector Machines (SVM), and Perceptron, before diving into deep network architectures.
- **Core Network Mechanics**: Detailed explanations of Neural Network training processes, focusing on Loss Functions, Backpropagation, and Stochastic Gradient Descent principles.
- **Advanced Architectures**: Dedicated analysis of state-of-the-art models like Convolutional Neural Networks (CNNs), Recurrent Neural Networks (RNNs), and the latest Transformers and Generative Adversarial Networks (GANs).
- **Practical Optimization**: Thorough discussion on Hyperparameter Optimization, Batch Normalization, and various Stochastic Optimization algorithms (e.g., AdaGrad, Adam) to maximize model performance and training efficiency.
- **Dimensionality Reduction**: Explores essential techniques like Principal Component Analysis (PCA), Linear Discriminant Analysis (LDA), Manifold Learning, and Autoencoders for effective data preprocessing.
- **Sequence Modeling**: In-depth coverage of sequential data processing using Recurrent Neural Networks and advanced long-term dependency handling via Long Short-Term Memory (LSTM) units.
- **Real-World Case Studies**: Dedicated unit featuring practical applications and industry benchmarks like ImageNet, Audio Wavenet, Word2Vec for NLP, and Deep Reinforcement Learning (DRL).
- **Modern Applications**: Focus on emerging fields such as Bioinformatics, Face Recognition, and Scene Understanding to demonstrate the revolutionary scope of deep learning in critical real-world systems.

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Author

S. Nithya

S. Nithya, Associate Professor, Dept of CSE, Sathyabhama Institute of Science and Technology

Nancy Noella R. S.

Nancy Noella R. S., Associate Professor, Dept of CSE, Sathyabhama Institute of Science and Technology S. Nithya, Associate Professor, Dept of CSE, Sathyabhama Institute of Science and Technology V. Gowri Manohari Associate Professor, Dept of CSE, Sathyabhama Institute of Science and Technology

V. Gowri Manohari

V. Gowri Manohari Associate Professor, Dept of CSE, Sathyabhama Institute of Science and Technology

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Building a Future Ready India

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Product Description

In the rapidly evolving landscape of technical education, the year 2047 stands as a pivotal juncture for India. Th is book delves into the transformational journey of technical education over the past few decades, offer insights on vision, plan and strategy for technical education in India, harness the potential of technical education in nation building and foresight into the innovations, challenges, and possibilities that have defined this dynamic era. The significance of technical education has soared to unprecedented heights in the last few years. India envisions a holistic Technical Education System that produces globally competitive skilled technical professionals. With the rise of artificial intelligence, quantum computing and sustainable engineering solutions, a paradigm shift is necessary to impart skill based knowledge and prepare future generations. This book is an attempt to understand the key elements of Technical Education which includes ‘Quality Education, Leveraging Technology, Integration of Skill in Curriculum, Promotion of R&D, Innovation in Pedagogy, Industry- Academia Collaboration etc. Drawing upon the collective wisdom of visionaries, educators, and pioneers in the field, this book endeavors to illuminate the transformative forces shaping technical education. It seeks to inspire educators, students, policymakers, and innovators alike to envision and concreate a future where learning is agile, inclusive, and empowers individuals to thrive in an ever-evolving world.

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- Bridging the Skill Gap through Apprenticeship and Internship Program.
- Role of Incubation Centers & Accelerators in Supporting Start-ups.
- Innovation in Pedagogy & Assessment Techniques for Technical Education.
- Enabling Entrepreneurial Mindset through Technical Education.
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Author

T. G. Sitharam

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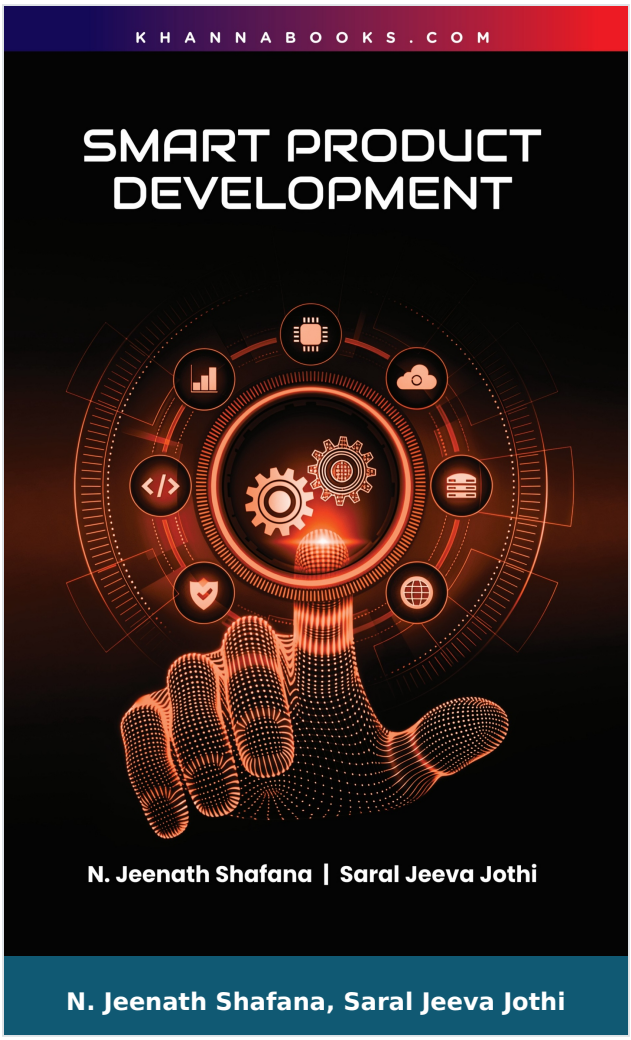
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T. G. Sitharam is a civil engineer, professor at IISc Bangalore, former director at IIT Guwahati. Currently, he is serving as Chairman of the All India Council for Technical Education, (AICTE) from 1 December 2002 onwards. He is known for his works in the fields of rock mechanics, rock engineering geotechnical earthquake engineering. He is an elected fellow of Indian Geotechnical Society, Institution of Engineers (India) and American Society of Civil Engineers.

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Smart Product Development

Author :	N. Jeenath Shafana, Saral Jeeva Jothi
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Product Description

This book is an indispensable resource for navigating the rapidly evolving landscape of smart technologies, where the integration of sensors and smart systems is pivotal for advancing functionality across a wide range of industries. Titled SMART PRODUCT DEVELOPMENT, this comprehensive guide is designed to equip its target audience—students, engineers, professionals, and technology enthusiasts—with the foundational knowledge and practical skills needed to master the complexities of modern connected devices.

The core purpose is to provide a deep, structured understanding of sensor devices—the eyes, ears, and nervous system of modern technology—their diverse applications, and their essential interfacing with Microcontroller Units (MCUs). The text begins by introducing fundamental sensor types, including piezoresistive, capacitive, and resonant sensors, detailing their design and real-world use in applications from wearable tech to autonomous vehicles.

Moving beyond hardware, the book thoroughly explores signal conditioning, digital conversion, and advanced control techniques such as state machines, fuzzy logic, and neural networks, showing how to integrate sensors into larger, reliable systems. Critical sections are dedicated to communication protocols (including wireless networks, RF sensing, and automotive standards) and the vital role of IEEE 1451 standards in ensuring system interoperability. Finally, the book connects theory to practice by examining real-world use cases in creating Smart Cities, covering applications in agriculture, health, disaster prevention, and water management, alongside the challenges of implementing AI and IoT at scale. This blend of theory, practical knowledge, and case studies makes it a crucial resource for aspiring engineers and industry experts.

Salient Features:

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• Sensor Fundamentals: Provides comprehensive foundational insights into diverse sensor technologies, covering principles, classifications (active/passive), and detailed working mechanisms for types like piezoresistive and capacitive sensors.

• Microcontroller Interfacing: Focuses on how sensor data is processed, amplified, and conditioned for use, emphasizing Digital Conversion and the essential design considerations for effective MCU control in embedded systems.

• Advanced Control Logic: Explores modern automation and system behavior control using state machines, Fuzzy Logic systems for nuanced decision-making, and sensor control via Neural Networks.

• Communication Protocols: Deep dive into crucial standards for smart sensor connectivity, including wireless networks (Wi-Fi, Zigbee, Bluetooth), RF sensing, Telemetry, and specialized Automotive Protocols.

• Industry Standards: Details the architecture and benefits of the IEEE 1451 standards for smart sensors, ensuring necessary compatibility and interoperability between devices, control systems, and embedded technologies.

• IoT Case Studies: Presents transformative, real-world applications within the Smart Cities paradigm, covering sectors like smart agriculture, health, disaster prevention, and advanced water/waste management.

• AI/ML Integration: Discusses the challenges and solutions for developing AI and IoT systems at scale, covering predictive analytics, data quality, and the ethical considerations necessary for smart product success.

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- Introduction to Sensor Devices
- Interfacing Sensor Information and MCU
- Control Techniques Standards
- Communication for Smart Sensors
- Smart Cities Uses Case

Author

N. Jeenath Shafana

N. Jeenath Shafana

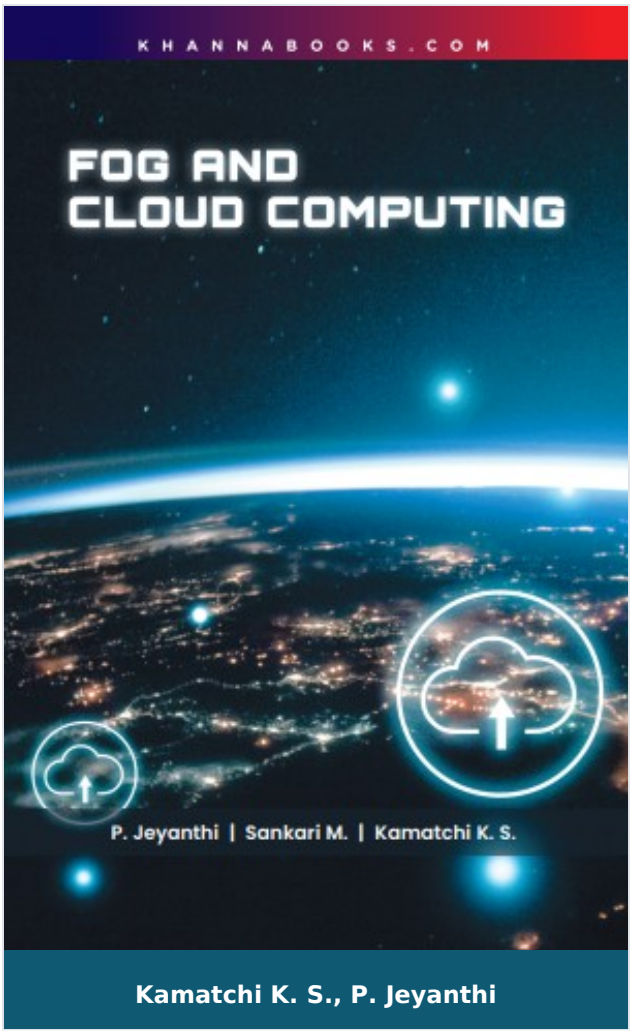
Saral Jeeva Jothi

Saral Jeeva Jothi

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Kamatchi K. S., P. Jeyanthi

Fog and Cloud Computing

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Product Description

Fog and Cloud Computing

This book serves as a comprehensive and essential guide to mastering the modern landscape of cloud and fog computing, two fundamental technologies reshaping the digital era. The core purpose of this text is to provide a robust understanding of Cloud Computing, exploring its history, characteristics, architectural framework, and the key benefits of virtualization. It thoroughly details the major service models—Infrastructure as a Service (IaaS), Platform as a Service (PaaS), and Software as a Service (SaaS)—and analyzes the deployment models (Public, Private, and Hybrid Cloud) used by global players like Amazon, Microsoft, and IBM.

Crucially, the book extends this foundation into the emerging field of Fog Computing. Fog computing is presented as an indispensable, decentralized architectural layer that addresses the challenges of high latency and network congestion caused by the massive scale of Internet of Things (IoT) devices on traditional, centralized cloud systems. By covering cloud management, security strategies, and the transition to the edge network, this resource aims to bridge the gap between theoretical concepts and their practical, real-world applications. The target audience includes students, IT professionals, researchers, and technology enthusiasts seeking to leverage cloud infrastructure for innovation, digital transformation, and professional growth.

Salient Features:

- **Core Architectural Framework**: Provides a clear overview of cloud computing history, fundamental characteristics (e.g., scalability, multi-sharing), and the architectural components that enable robust cloud services.
- **Essential Service Models:** Dedicated coverage of the foundational service paradigms: Infrastructure as a Service (IaaS), Platform as a Service (PaaS), and

Software as a Service (SaaS), explaining their structure and real-world utility.

- **In-Depth Virtualization**: Details the need for and types of virtualization (hardware, OS), including deep dives into essential hypervisors like Xen, KVM, and Hyper V, and open-source cloud platforms like Eucalyptus.
- **Cloud Security & Governance**: Addresses critical challenges of cloud data management, data center tiers, and essential security protocols like multi-factor authentication, data privacy, and strategies for avoiding vendor lock-in.
- **Industry Landscape Analysis**: Analyzes the competitive landscape by profiling major cloud players (e.g., AWS, Microsoft, IBM) and detailing the advantages and disadvantages of Public, Private, and Hybrid Cloud deployment models.
- **Fog & Edge Integration**: Introduces Fog Computing as an extension of the cloud, detailing its unique architecture, benefits (low latency), and comparing it structurally and functionally to the traditional cloud model.
- **Real-World Fog Applications**: Focuses on the practical utility of Fog Computing in critical modern fields like Smart Cities, Smart Grids, and enabling real-time analytics for high-volume data from Self-driven Cars.
- **Simulation & Testing Tools**: Features an introduction to the role and architecture of Cloud Simulator (CloudSim) for evaluating a nd testing cloud applications before real-world deployment.

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- Cloud Computing
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- Fog Computing

Author

Kamatchi K. S.

P. Jeyanthi, Sankari M., Kamatchi K. S.

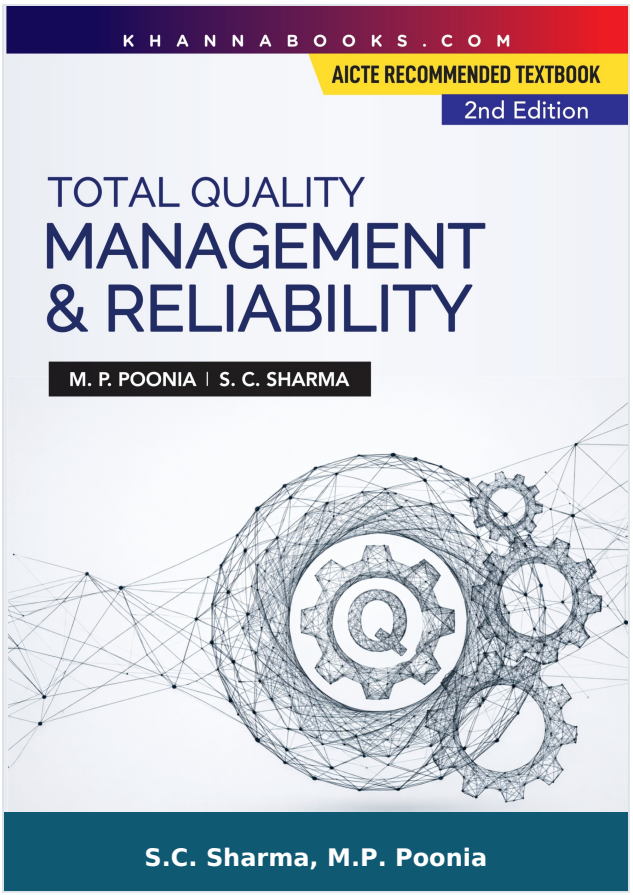
P. Jeyanthi

P. Jeyanthi, Sankari M., Kamatchi K. S.

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Total Quality Management and Reliability

Author :	S.C. Sharma, M.P. Poonia
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Product Description

Total Quality Management is an integrated approach in satisfying customer needs in totally on a continuous basis, through involvement of each and every employee in the organization, making continuous improvement on one side and an appropriate cost-effective technology on the other side. It is management philosophy for professional excellence that too through customer orientation. With the rapid advancement in technology and awareness, the users (Customers) have become highly quality conscious and demands quality, reliability and safety in product and service. In view of this, industries need to upgrade their quality continuously. Product and service quality requires managerial, technological and statistical concepts which are the major functions of an organization. The concepts like strategic management, competitive bench marking, self-managing teams, getting it right first time, zero defects, employee empowerment are important as they move towards Total Quality Management (TQM)in simple and easy to understand language. The book is divided in to parts, part-I cover the principles and practices of TQM, while part-II covers the tools and technology of TQM.

The book covers the syllabi of various universities and therefore, should serve the needs of students of business administration and those of engineering, technology, and related disciplines. The professionals too will find this book to be a valuable reference in the field.

INSIDE THE BOOK

PART-1: PRINCIPLES AND PRACTICES

· Quality Concepts

·Total Quality management Concepts (TQM Concept)

·Quality Planning

·Organizing (Leadership) for Quality

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·Continuous Process Improvement

·Customer Satisfaction

·Supplier Partnership

·Performance Measures

·Quality Gurus(Pioneers) of Total Quality Philosophy

PART 2: TOOLS AND TECHNIQUES

·TQM Tools and Techniques-1

·TQM Tools and Techniques-2

·Fundamentals of Statistics

·Acceptance Sampling and O. C. Curves

·Statistical Process Control and Control Charts

·Process Capabilities

·Reliability Quality Management System

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- Statistical Process Control and Control Charts
- Process Capabilities
- Reliability
- Quality Management System

Author

S.C. Sharma

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S.C. Sharma after graduation in 1966 joined as lecturer in Mechanical Engineering. He had been associated for more than 4 decades in various fields including learning and management of projects in India and abroad in different capacities. While working Hydro power projects for more than 15 years he has actively associated with various environmental and rehabilitation & resettlement issues and successfully resolved various complicated issues. He has also worked as consultant for matters related to safety, environment and R & R. He has written about a dozen books on subjects related to engineering and management including management of projects.

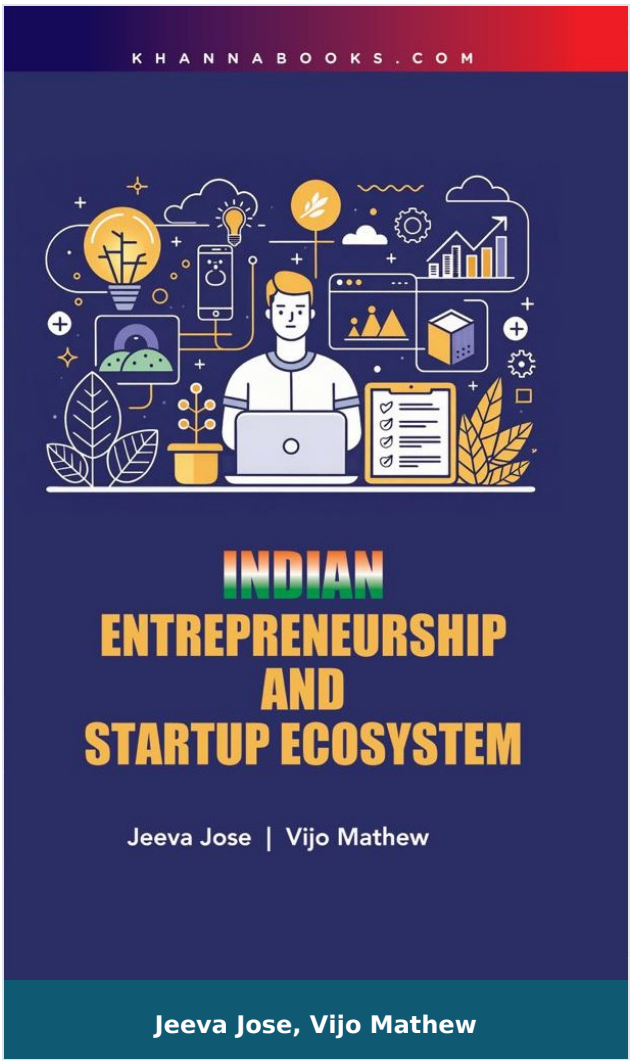
M.P. Poonia

Dr. M.P. Poonia is presently serving as Vice Chairman, All India Council for Technical Education (AICTE). Prior to this, he remained as Director, National Institute of Technical Teachers' Training and Research (NITTTR), Chandigarh. Dr. Poonia is the recipient of Bharat Mata Award conferred by Indian Institute of Oriental Heritage (an International Institute of Oriental Studies and Research, Kolkata. Dr. M.P.Poonia is specialized in the field of Mechanical Engineering. He possesses a vast experience of 30 years. He has published 80 research papers in National and International Journals and published 8 books with M/s. Khanna Book Publishing Company.

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INDIAN ENTREPRENEURSHIP AND STARTUP ECOSYSTEM

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Product Description

INDIAN ENTREPRENEURSHIP AND STARTUP AND ECOSYSTEM

This book explains the journey of business from ideas and growing to a venture. The book connects creative ideas with real market opportunities. It teaches readers how to estimate business potential, test feasibility and run lean operations; the book explains how to build a team from scratch. It shows how to use low-cost digital marketing to reach customers. It also helps readers understand funding options and the Indian start-up ecosystem, including benefits under startup India and other government schemes, the book compares modern start-ups with traditional family businesses. It highlights lessons from well-known Indian companies and helps students to learn how legacy businesses differ from new ventures. Overall, this book provides clear guidance on legal, financial and operational aspects to build a strong and scalable enterprise in today’s competitive world.

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- Evaluating Business opportunity
- Feasibility, Competition and Environmental Analysis
- Venture Building
- Value Chain and Operations
- Legal Aspects
- Startup Ecosystem
- Startup India
- Digital India
- MSME

Author

Jeeva Jose

Dr. Jeeva Jose completed Ph. D. in Computer Science from Mahatma Gandhi University, Kerala, India and is a faculty member at BPC College, Kerala. Her passion is teaching and areas of interests include world wide web, Data Mining and Cyber laws. She has been in higher education for the last 15 years and has completed three research projects funded by UGC and KSCSTE. She has published more than twenty research papers in various refereed journals and conference proceedings. She has edited three books and has given many invited talks in various conferences. She is a recipient of ACM-W Scholarship provided by Association for Computing Machinery, New York.

Vijo Mathew

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Email: contact@khannabooks.com | Tel: 011-2324 44 47 - 48 | Mobile: +91-99109 09320

Vijo Mathew is a highly accomplished engineer with three decades of experience in driving innovation and growth in various electrical, electronics, and information technology industries. His track record is complemented by a postgraduate degree in management, equipping him to excel in business management, strategic management, and technology management. His expertise is highly valued in the fields of software, electrical and electronics hardware, and design where he provides strategic guidance and mentorship to organizations seeking to stay ahead of the curve. He has demonstrated a unique ability to bridge the gap between technology and business driving success through his visionary approach and collaborative leadership style. His leadership skills and technical acumen have made him an advisor to some reputed national and international corporations. As an advisor and strategic leader, he is helping organizations achieve their full potential through innovative solutions, effective management, and visionary leadership. He is also author of many books related to technology and management.

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Blockchain and Cryptocurrency

Author :	D. Geethanjali, R. Jeberson Retna Raj
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Product Description

The world is undergoing a massive paradigm shift in how we manage trust, data, and digital value. BLOCKCHAIN AND CRYPTOCURRENCY offers a comprehensive and accessible journey into the heart of this technological revolution, moving beyond the hype of market trends to explore the foundational principles of decentralized systems. Written with a holistic approach, this book breaks down the intricate mechanics of blockchain technology—including consensus algorithms, cryptography, and P2P networking—making them understandable for both curious beginners and aspiring developers.

The text provides a deep dive into the evolution of digital money, from the pioneering launch of Bitcoin to the advanced smart contract capabilities of Ethereum and the burgeoning world of Decentralized Finance (DeFi). Readers will explore real-world applications across diverse sectors such as healthcare, finance, and governance, while gaining critical insights into the ethical, regulatory, and security challenges that face the industry today. Whether you are a student seeking academic clarity or a professional looking to leverage decentralized applications, this book serves as an essential guide to the future of the digital economy.

Salient Features:

• Comprehensive Technical Foundations: Detailed explorations of blockchain architecture, including P2P networking, block structures, and the logical components of decentralized ecosystems.

• Smart Contract Mastery: In-depth coverage of Ethereum and the development of self-executing contracts using Solidity and Javascript to automate complex business logic.

• Cryptocurrency Lifecycle Insights: Clear explanations of the mining process, transaction lifecycles, and the role of wallets and private keys in securing digital assets.

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• Robust Security Analysis: A critical look at security and privacy issues, covering common types of attacks, encryption methods, and strategies for system enhancement.

• Practical Industry Applications: Real-world use cases demonstrate how blockchain transforms sectors like healthcare EHRs, supply chain logistics, and cross-border trade finance.

• Governance and E-Governance: Examination of decentralized governance models and the potential for blockchain to streamline public health tracking and land registries.

• Economic and Ethical Implications: Insightful discussions on the "dark side" of crypto, including scams, money laundering, and the evolving global regulatory landscape.

• Future-Ready Learning: Focus on emerging trends and the transition from traditional centralized institutions to a world where trust is embedded in technology

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- Introduction to Blockchain
- Ethereum Basics
- Introduction to Bitcoin
- Fundamentals of Cryptocurrencies
- Security and Privacy Issues of Blockchain Technology

Author

D. Geethanjali

D. Geethanjali

R. Jeberson Retna Raj

R. Jeberson Retna Raj

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