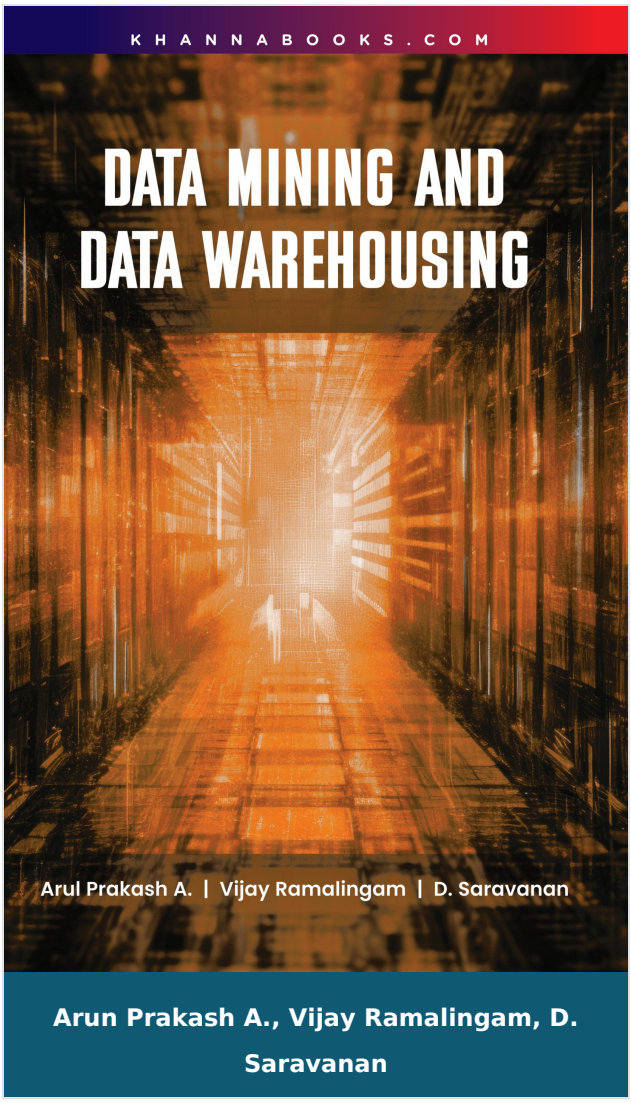


Arun Prakash A., Vijay Ramalingam, D. Saravanan

Data Mining and Data Warehousing

Author :	Arun Prakash A., Vijay Ramalingam, D. Saravanan
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Product Description

In the contemporary digital age, where data has become the lifeblood of industries, the ability to effectively collect, store, and analyze massive volumes of information is paramount. Data Mining and Data Warehousing serves as an indispensable resource, offering a comprehensive and insightful exploration of these dynamic, interconnected disciplines. This book acts as a crucial bridge, guiding readers from foundational theoretical principles—such as the Knowledge Discovery in Databases (KDD) process—to cutting-edge practical applications required to navigate the modern, data-driven environment.

The core purpose of this text is to empower readers to extract implicit, previously unknown, and potentially useful patterns from large datasets, transforming raw information into strategic business decisions. The content is systematically structured, beginning with Data Preprocessing and Data Warehousing concepts like multi-dimensional modeling, OLAP operations, and various schemas (Star, Snowflake). It then thoroughly covers essential data mining techniques: Association Rule Mining, Classification and Prediction, and Cluster Analysis. Concluding with discussions on the social impacts and real-world applications in areas like financial analysis and the retail industry, this text is an invaluable tool for students in Computer Science and Data Science, IT professionals, and researchers seeking to leverage data for a competitive advantage.

Salient Features:

• KDD & Preprocessing Focus: Thoroughly explains the steps of Knowledge Discovery in Databases (KDD), including essential processes like data cleaning, integration, selection, and transformation, preparing raw data for effective mining.

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• Multidimensional Modeling: Detailed coverage of Data Warehousing components, the Multi-Dimensional Data Model, and its schemas, such as Star and Snowflake. It also contrasts OLAP and OLTP systems.

• Association Rule Mastery: Explores mining frequent itemsets, associations, and correlations using powerful methods like Candidate Generation and FP-Growth, along with finding Multi-Level and Constraint-Based rules.

• Classification & Prediction: Deep dive into key predictive models, including Decision Tree Induction, Bayesian Classification (Naïve Bayes), Support Vector Machines (SVM), and neural networks like Backpropagation.

• Comprehensive Clustering: Systematically presents a wide range of clustering techniques, covering Partitioning (k-means), Hierarchical, Density-based (DBSCAN), and Model-based methods for effective group discovery.

• Data Mining Architectures: Explains the full system architecture, components, and functionalities of data mining systems and examines different integration schemes with data warehouses (e.g., tight coupling).

• Real-World Case Studies: Includes dedicated sections on the practical utility and social impacts of data mining, with case studies on applications like Financial Analysis, the Retail Industry, and mining the WWW and Text Databases.

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- Data Mining
- Data warehousing
- Association Rule Mining
- Classification and Prediction
- Clustering, Applications & Trends

Author

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Arul Prakash A. Vijay Ramalingam D. Saravanan

Vijay Ramalingam

Vijay Ramalingam

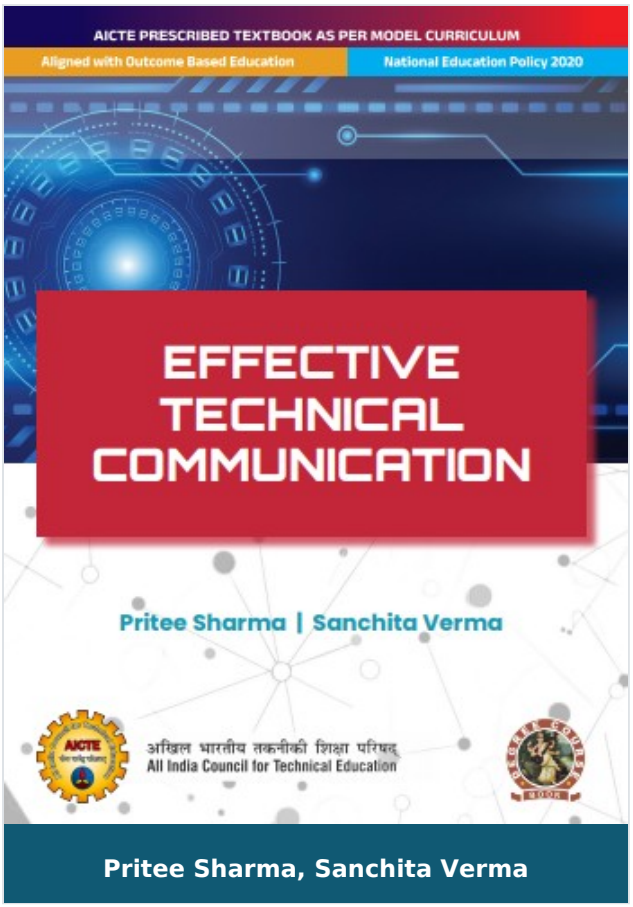
D. Saravanan

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Effective Technical Communication

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Condition Type :	New
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Product Description

Effective Technical Communication

This book is a comprehensive guide into the sphere of technical communication. In the contemporary time, the workplace has become global, and communication is increasingly becoming more challenging and complex. This book serves as an essential guide to understand and develop technical skills in organizational communication.

Starting with the basics of communication process, this book delves into business communication, e-correspondence and various facets of planning and preparing a document for technical communication purposes.

Salient Features:

- Detailed alignment of content with course outcomes, program outcomes and specific unit outcomes
- each unit begins with clear learning objectives and pre-reading activity, preparing the reader to acquire necessary skills and knowledge.
- The book is enriched with latest information, interesting facts and QR codes linking to valuable e-resources for further information.
- An interesting blend of student and teacher centric materials, presented in a logical and coherent manner.
- Appropriate use of figures, tables and formats for better understanding of the concepts.
- Know more sections in each unit, encouraging readers to explore beyond the standard syllabus.
- Exhaustive exercises including MCQs and subjective questions provided at the end of each chapter.

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- This book is not just an academic tool, but a bridge to the contemporary professional world of technical communication making it a must have anyone stepping into the realm of organizational communication.

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- Routine technical communication
- E-communication
- Planning and preparing documents for technical communication
- References
- CO-PO Attainment Table
- Index

Author

Pritee Sharma

Prof. Pritee Sharma Professor School of Humanities and Social Sciences IIT Indore Dr.

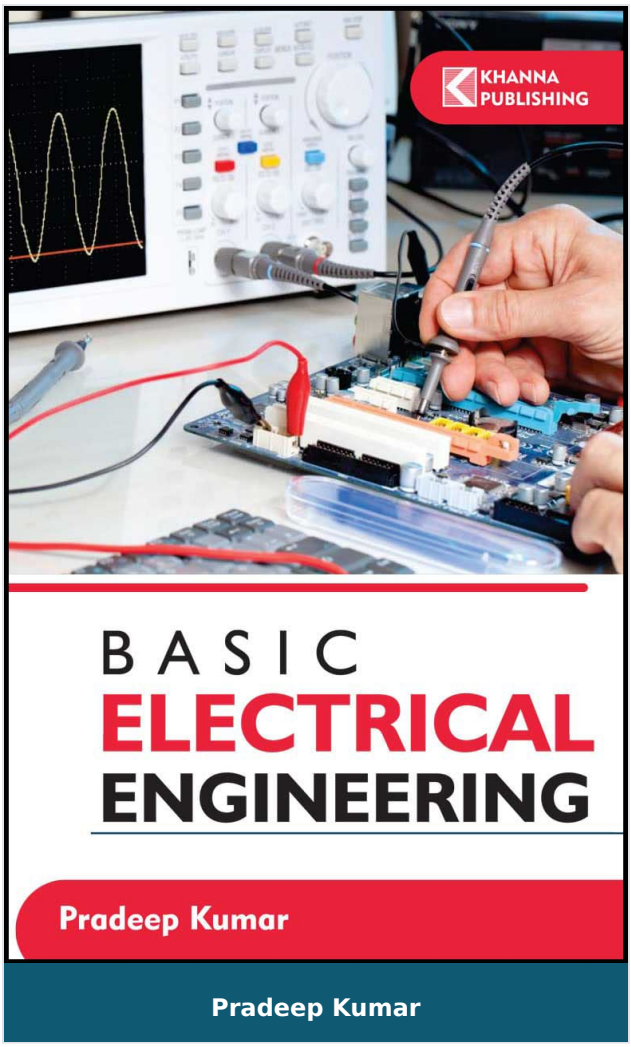
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Basic Electrical Engineering

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Product Description

This book is intended to serve as a textbook for the B. Tech first year students which are common to all branches of engineering of the Uttar Pradesh Technical University (UPTU), Lucknow. This book includes the in-depth knowledge of network theorems, electric machines, and power systems. In this book the basic concepts, principles are clearly explained.

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- Fundamental of Electric Circuits
- Network Theorem
- Steady State Analysis of Single Phase Ac Circuit
- Complex Number
- Three Phase System
- Magnetic Circuits
- Transformers
- Electric Machines
- Measuring Instruments
- Introduction to Power System

Author

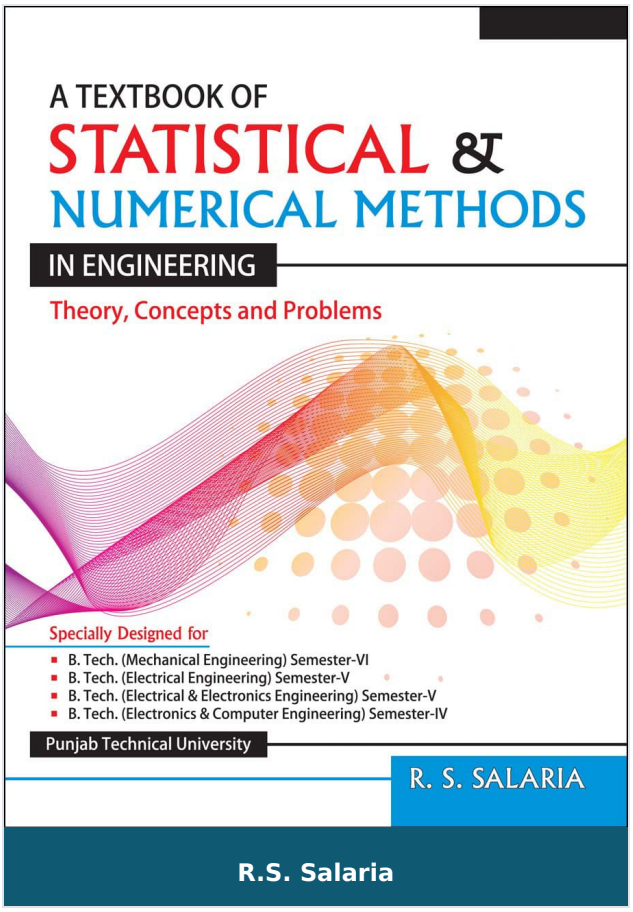
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A Textbook of Statistical & Numerical Methods in Engineering

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Product Description

The subject of A Textbook of Statistical & Numerical Methods is one of the courses in the curriculum of almost all universities and other institutes offering undergraduate and postgraduate courses in Engineering and Physical Science.

The Book is designed to serve as a textbook for the students of Bachelor of Technology in Mechanical Engineering, Electrical Engineering, Electrical & Electronics Engineering and Electronics & Computer Engineering of Punjab Technical University. Even the Practicing Engineers and researchers will also find it useful as reference book.

The level of presentation is kept simple and illustrative so that even an average reader can grasp the subject matter with quite ease. Practically this book will provide you every thing you need on the subject of Statistical & Numerical Methods.

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- Solution of Linear Systems of Equations
- Numerical Solution of Ordinary & Partial Differential Equations
- Appendix A: Listing of Selected Programs in C++
- Appendix B: Statistical Tables

Author

R.S. Salaria

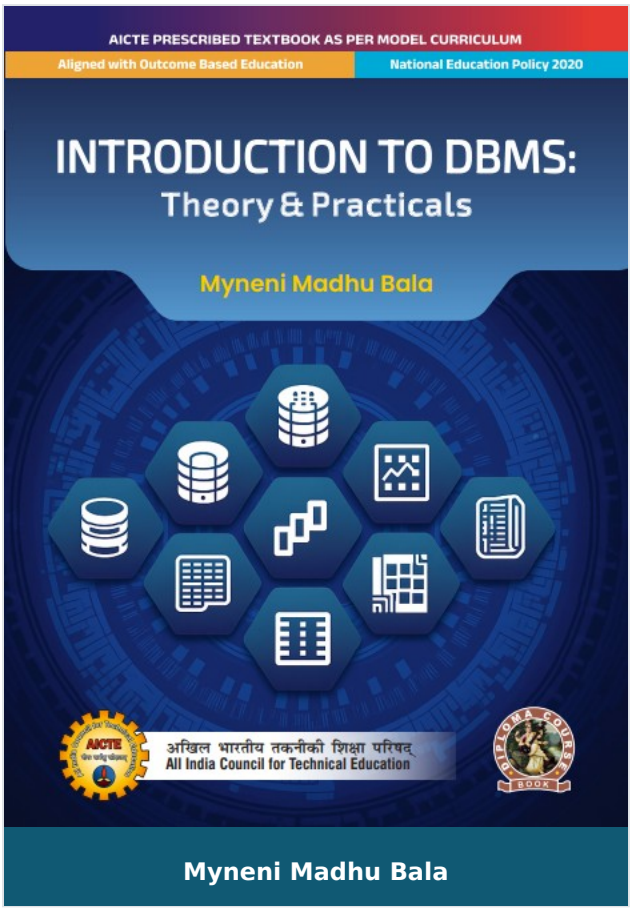
Prof. R.S. Salaria is a superior teacher, a prolific author and a great motivator. He is an alumnus of IIT, Delhi. He is a Certified Software Quality professional by Ministry of Information Technology, Govt. of India: Sun Certified Programmer as well as Sun Certified Trainer by SUN Microsystems. He is a life member of computer society of India, Mumbai: Institution of Electronics and Telecommunication Engineers, New Delhi: Indian Society for Technical Education, New Delhi: Punjab Academy of Sciences, Patiala. Presently, he is talking initiatives to Sensitize the citizens of this great country about their fundamental responsibilities towards society and seeking their contributions to make the society a

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wonderful place for happy and peaceful living. </p



Introduction to DBMS: Theory & Practicals

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Product Description

Introduction to DBMS: Theory & Practicals

Databases are an important branch of computer science that essentially deals with information and data and their effect on information retrieval and decision-making. Due to modern civilization, database, systems play a significant role in all our daily activities by purchases through e-commerce sites like flipkart and amazon, and reservation of booking of hotel, rail, bus, or airline.

The focus of this book is the foundation of database operations along with orientation on daily activities linked with DB queries and case studies on real-time applications. Undoubtedly, this book stimulates ideas for using database queries to examine how a system operates and helps in making decisions.

Features included are:

- Outcome of each unit mentioned and mapped with course outcomes, which is in line with content.
- Provides extended and e-learning resources through web links and QR codes.
- Assessment methods and related sample questions at all levels are provided at the end of each unit.
- Case studies with real-time applications are discussed
- Open-source software (MySQL) and further learning material are provided for learning and practice online.

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- Index

Author

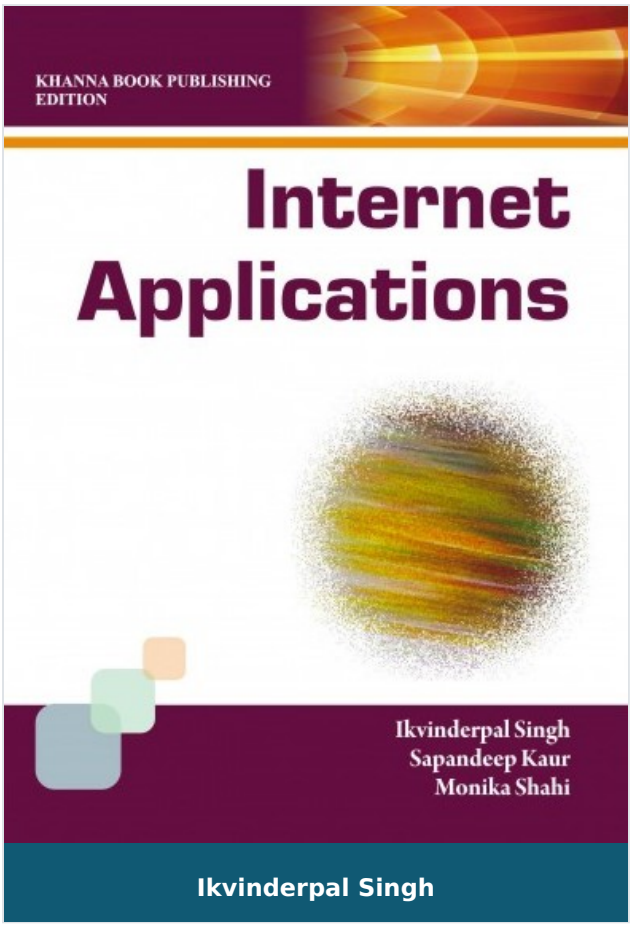
Myneni Madhu Bala

Dr. Myneni Madhu Bala Professor, Department of Computer Science Engineering, Institute of Aeronautical Engineering , Telangana

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Internet Applications

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Product Description

This book is meant for a wide range of readers, who wish to learn the basic concepts of internet applications. in the book we cover all basic concepts of internet of various Indian Universities in as systematic and simplified manner. While writing this book, it was kept in mind to include only the relevant topics so that it is useful both for learning and reference purpose. Internet application have been introduced from the first principles and discussed in an easy manner, so that a beginner can grasp the concepts of working of internet, E-mail, internet protocols, newsgroup, worldwide web, search engines, internet and extranet, web designing using HTML, DHTML with programming techniques.

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- HTML
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- Cascading Style Sheets (CSS)
- Javascript
- DHTML
- Search Engines
- Intranet & Extranet

Author

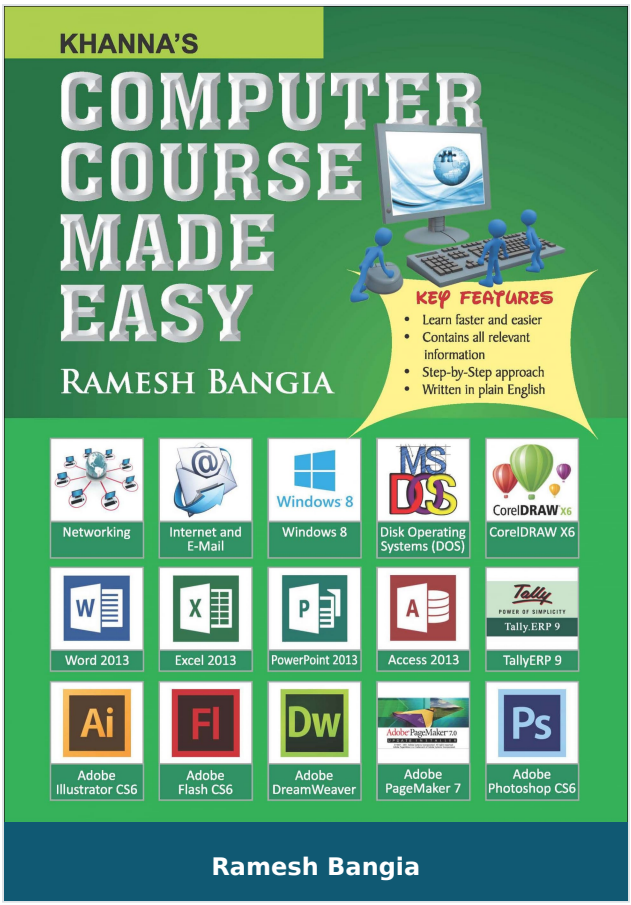
Ikvinderpal Singh

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.

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Computer Course Made Easy

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Product Description

This book is one from the series of books produced by the publishers to let the students and learning community know about the various aspects of the computers in general. The aim of the series is to educate them through easy and simple method. Indeed the series is to create a master in you! Mastering computers from from the basic cores of the computer knowledge, not only for the users but also for the people who are there to take care of the computer system. Each chapter takes care of a particular aspect of computer software, its use and its application. At the end of each chapter, various questions on the topics are also included. Unique book to have range of latest software. Fundamentals of computer, its security, crime and ethics Internet based topics like networking, e-mail and Dream Weaver for designing website. General computer operating systems, includes DOS and windows 8. Computer application software like Microsoft Word, Excel, PowerPoint and access. Desk top publishing packages like adobe Corel DRAW, Photoshop, Flash, page Maker. Latest accounting software includes tally. ERP 9. A good number of questions pertaining to each topic.

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- Introduction to DreamWeaver CS6
- Introduction to Illustrator CS6
- Introduction to PageMaker 7.0
- Introduction to Tally.ERP 9
- Computer Security, Crime and Ethics
- Glossary of Keywords
- Questions

Author

Ramesh Bangia

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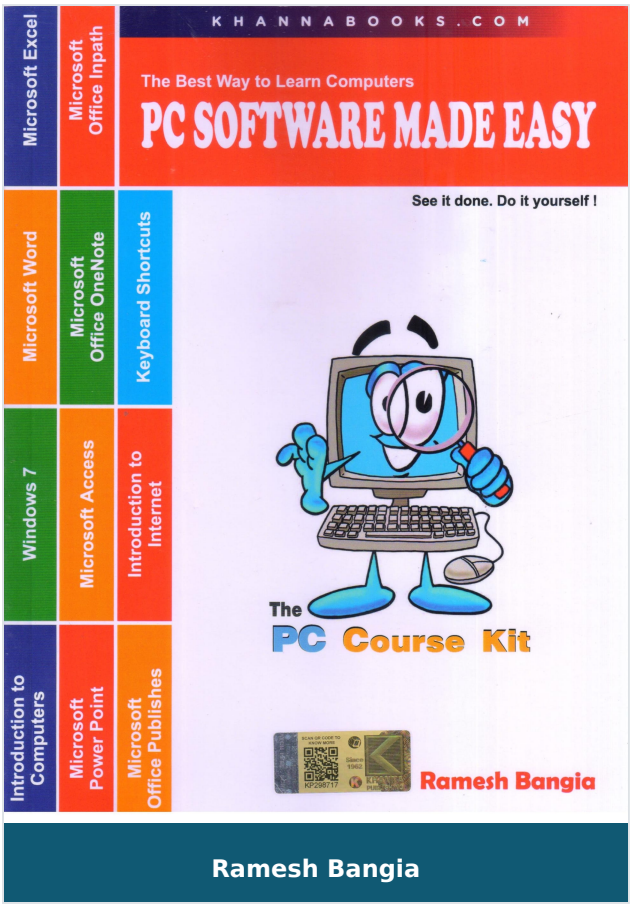
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Ramesh Bangia, has been writing computer books on various topics. He has written books for Schools. Training Institutes, Technical Universities, Distance Education Programs, Colleges and General. His tally of books exceeds 500 in number. Trained both in India and Abroad and having studied at IIT Delhi, he becomes automatic choice for most of the publishers in India. Though based in Delhi, his books are popular all over India and are even exported to Middle Ease and African countries.

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PC Software Made Easy - The PC Course Kit

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Product Description

The complete Learning Series has been designed in a very systematic and logical manner. Each topic has been developed from the basic concepts. Practically every major point in the text is illustrated with suitable examples and screen shots. This will help the students in understanding the basic theory and train them in solving every problem systematically, and confidently. A large number of unsolved as well as solved exercises have also been included in the book. The language of the text of the book is lucid, direct and easy-to understand. Each chapter is laced with various diagrams wherever possible. Functions has been explained in full and some of them have been explained in the form of examples. Tips for working faster using the keyboard shortcuts are also provided.

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- Microsoft Excel 2010
- Microsoft PowerPoint 2010
- Microsoft Access 2010
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- Keyboard Shortcuts
- Questions

Author

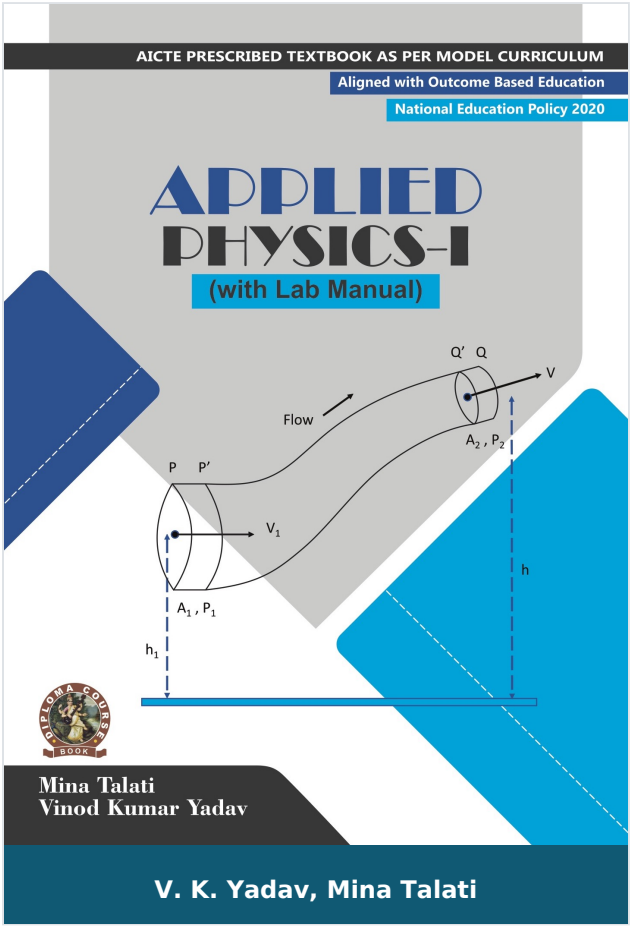
Ramesh Bangia

Ramesh Bangia, has been writing computer books on various topics. He has written books for Schools. Training Institutes, Technical Universities, Distance Education Programs, Colleges and General. His tally of books exceeds 500 in number. Trained both in India and Abroad and having studied at IIT Delhi, he becomes automatic choice for most of the publishers in India. Though based in Delhi, his books are popular all over India and are even exported to Middle Ease and African countries.

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Applied Physics I (with Lab Manual)

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Product Description

“Applied Physic-l” is a compulsory paper for the first year Diploma course in Engineering & Technology. Syllabus of this books is strictly aligned as per model curriculum of AICTE, and academic content is amalgamated with the concepts of outcome-based education.

Book covers six topics- Physical World, Units and Measurements; Force and Motion; Work, Power and Energy; Rotational Motion; Properties of Matter; Heat and Thermometry. Each topic is written in easy and lucid manner. Every chapter contains a set of exercise at the end of each unit to test the student’s comprehension.

Some salient features of the book:

1. Content of the book is aligned with the mapping of Course Outcome, Programs Outcomes and Unit Outcomes.

2. Book provides lots of interested facts, QR Code for E-resources, QR Code for use of ICT etc.

3. Students and teacher centric subject materials are included in book with balanced and chronological manner.

4. Figures and tables are inserted to improve clarity of the topics.

5. Short questions, objective questions and long answer exercises of different difficulty levels are given for practice after every chapter.

6. Solved numerical examples are provided with systematic steps in each chapter followed by numerical exercises with hints.

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- Rotational Motion
- Properties of Matter
- heat and Thermometry
- Annexes
- Appendices
- Index

Author

V. K. Yadav

V. K. Yadav

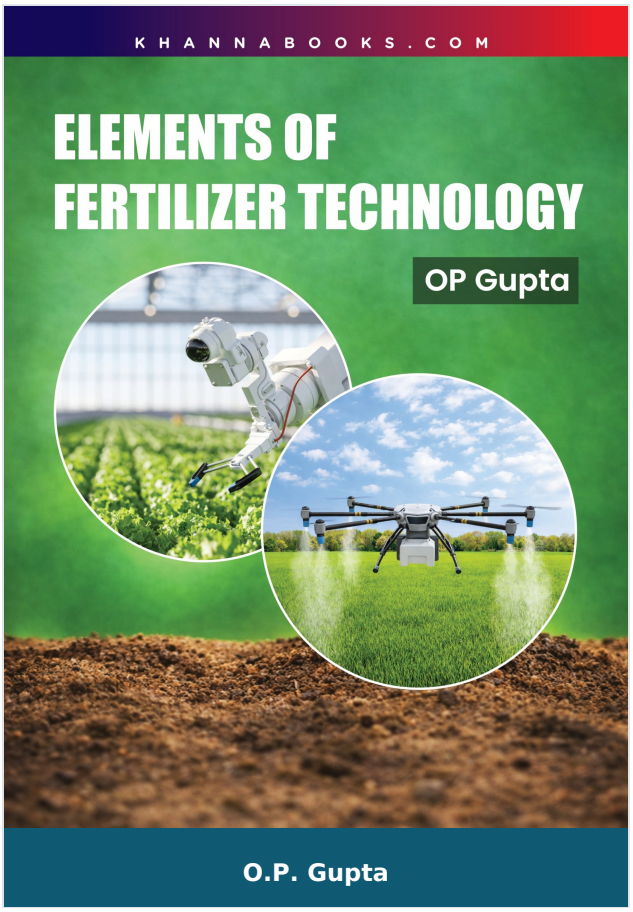
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Elements of Fertilizer Technology

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Product Description

Elements of Fertilizer Technology

Authored by chemical engineer Om Prakash Gupta, this book is a comprehensive guide covering the entire fertilizer industry-from soil science to advanced manufacturing. it details the production of key fertilizers like Urea, Nitric Acid, and NPK blends, while addressing environmental challenges like pollution control. Designed for clarity, it is an essential resource for chemical engineering students, faculty, and industry professionals, combining theoretical knowledge with practical tools like objective-type questions.

Salient Features

- **Comprehensive Nutrient Analysis**: The book provides an in-depth exploration of primary, secondary, and micronutrients, detailing their specific roles in plant metabolism, growth, and disease resistance
- **Industrial Manufacturing Processes**: It offers technical insights into the production of nitrogenous, phosphatic, and potassic fertilizers, including detailed sections on ammonia synthesis and sulfuric acid manufacture
- **Complex NPK Formulation**: Readers gain a clear understanding of compound and complex fertilizers, including the chemistry behind NPK grades and various granulation techniques used in industrial production.
- **Environmental Stewardship**: A dedicated section focuses on environmental pollution control, covering air emission prevention, wastewater treatment, and the management of hazardous byproducts like fluorides and phosphogypsum.
- **Practical Application Strategies**: The text describes diverse fertilizer application methods-such as broadcasting. placement, and foliar treatment to help maximize nutrient use efficiency and minimize environmental runoff.

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- **Sustainable Organic Perspectives**: Beyond synthetic chemicals, the book discusses organic manures and bio-fertilizers, highlighting their role in building soil organic matter and improving long-term soil fertility.
- **Assessment and Exam Prep**: To aid student learning. the book includes over 303 chapters cha of content supplemented by numerous objective and short-answer questions designed for competitive exam preparation.
- **Technical Glossary and References**: A robust glossary of industry terms and a factsheet on fertilizer application provide quick-reference value for both students and practicing engineers.

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- SECTION E
- : COMPOUND/COMPLEX/ NPK FERTILISER
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Author

O.P. Gupta

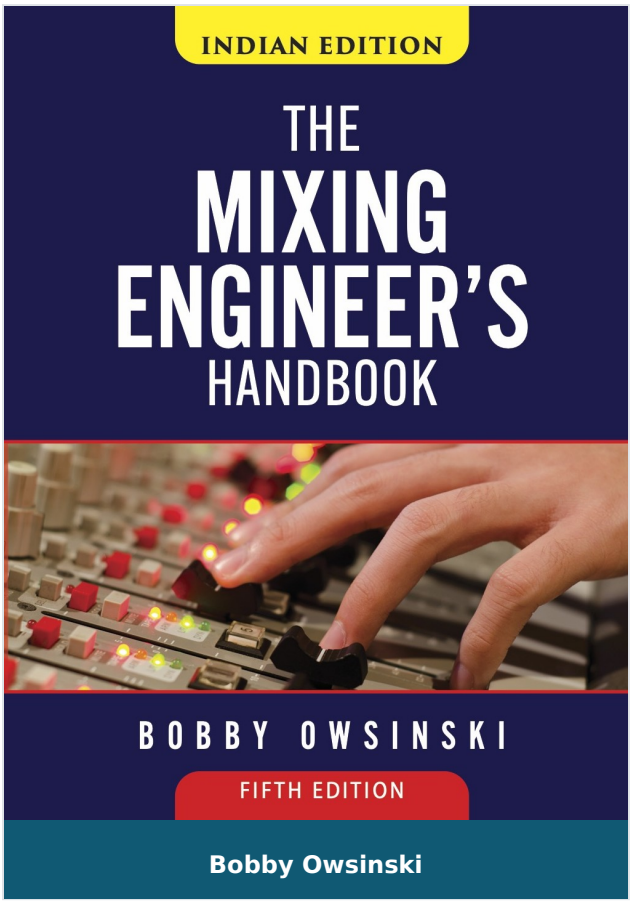
O.P. Gupta Om Prakash Gupta is basically being a chemical engineer, he has a practising experience of efficient Ennergy management and HR functions in steel Industry for more than three decades. privileged to be the youngest writer of technical books in the country (for he had written his first book at the age of 24 years while doing M. Tech. at I.I.T kanpur in 1979), he has authored many frontline books for engineering students. besides, being the regular faculty member in technical courses for Management Trainees (Technical), he has also visited england and france on a study tour sponsored by United Nations Development Programme (UNDP) to study the scope of energy conservation in

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steel plants in 1987.



The Mixing Engineer's Handbook (Indian Edition)

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Product Description

For more than two decades, The Mixing Engineer’s Handbook has been the best selling and most respected resource in the art of music mixing for seasoned professionals and enthusiastic beginners alike. Today’s home studio is just as powerful as any commercial

Studio, but it’s the techniques that the top mixers use that separate their work from what most musicians, songwriters or artists can produce without that knowledge. In the fully updated 5th edition of the Handbook, you’ll find all the fundamentals and advanced techniques used by the pros to create the music you love.

Guaranteed to help you get a great mix regardless of your gear, environment or the kind of music you work on, you’ll find your mixing chops better with each chapter.

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. A look at the latest intelligent processor plugins designed to make the difficult tasks of mixing easier

. Editing techniques with playlists in mind to make your mixes more streaming-ready

. A totally new chapter on immersive audio including a primer for mixing in Dolby Atmos

. Headphone mixing and room calibration technology tips and much more

The book also features new interviews with some of the most successful and celebrated audio mixers from all different music genres, as well as a bonus website with 12 additional interviews not found in the book.

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Learn the art of mixing from start to finish, and pick up tips and techniques from the pros, with the Mixing Engineer’s Handbook, Fifth Edition.

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Bobby Owsinski

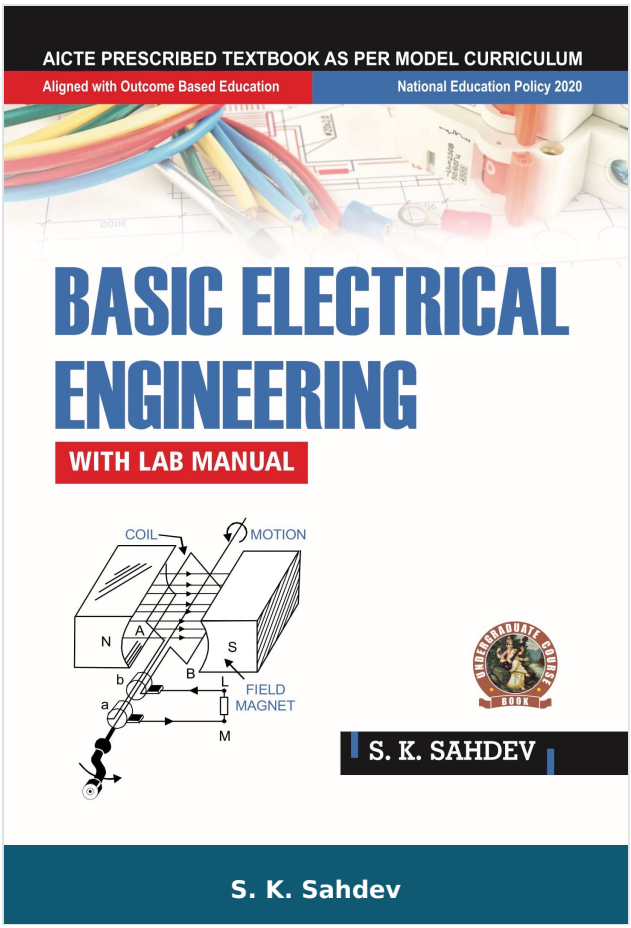
Bobby Owsinski is one of the bestselling authors in the music industry with 24 books that are staples in audio recording, music and music business programs in colleges around the world, including the Mixing Engineer’s Handbook, The Music Producer’s Handbook, Music 4.0: A Survival Guide for Making Music in the Internet Age, and more. He’s also a contributor to Forbes covering the new music business, his popular production and music industry blogs are over 8 million visits, and he’s appeared on CNN and ABC News as a music branding and audio expert. Visit BobbyOwsinskiBlog.com, his music industry blog

at Music3Point0.com, his podcast at BobbyOlnnerCircle.com, and his website at BobbyOwsinski.com.

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Basic Electrical Engineering (with Lab Manual)

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Product Description

This textbook “Basic Electrical Engineering” is based on the latest syllabus of the Universities AICTE and Educational Institutes. In this edition, some material of the book has been rewritten to make the presentation easily comprehensible. More illustrative examples mainly from IAS, IES and GATE and other competitive examinations have been added. Various problems with answers have been added to support the text. For quick revision, summary/ highlights are given at the end of each chapter.

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