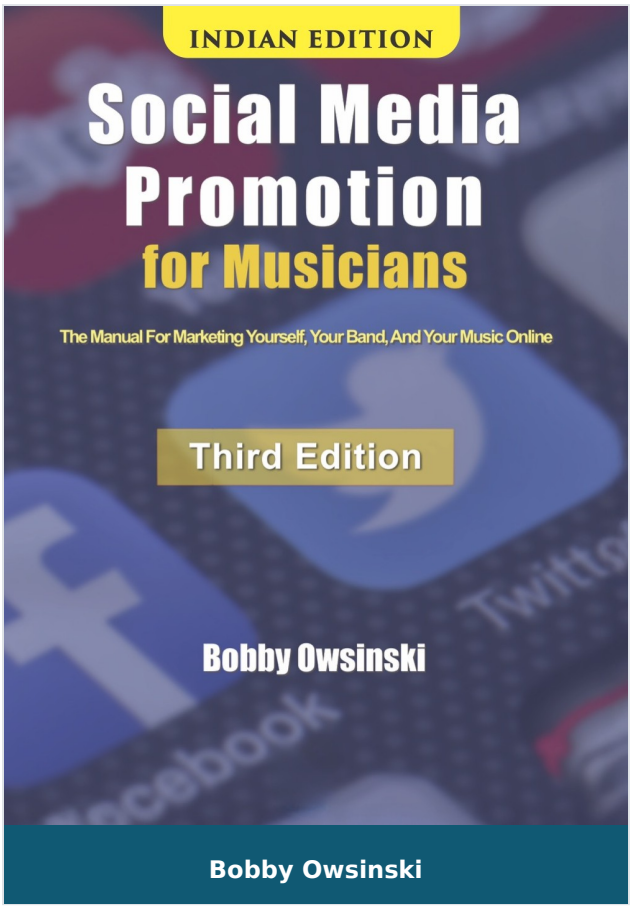


Social Media Promotion for Musicians (Indian Edition)

Author :	Bobby Owsinski
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Product Description

Learn how to efficiently use your online presence to promote your band, your music or yourself with the totally revised Third Edition of Social Media Promotion for Musicians. The updated book reveals the latest insider tips on how to use both the most popular platforms like Instagram, Facebook, YouTube and TikTok in conjunction with your website and mailing list to gain more fans, followers, views and streams.

If you’re an artist, band, engineer, producer or songwriter, Social Media Promotion for Musicians Third Edition provides the newest techniques and strategies to increase your online and streaming presence without taking away precious time from making music. BONUS: Now includes a special chapter on marketing to playlists|

You’ll Discover

. How to maximize your online exposure to increase your fan base

. How to have more time for creating by saving at least an hour each day on social media posting, and with better results|

. Exclusive Facebook, YouTube, Instagram, TikTok and Twitter promotional tips that boost your streams, views and followers

. How to uncover and develop your personal or band’s brand

. The secret behind successful posts and tweets that get maximum engagement

. Which social platforms require your attention and which can wait

. And much more|

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- It’s Called Promotion
- Your Social Media Strategy
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- Marketing with Twitter
- Using LinkedIn for Marketing
- Marketing With Blog
- Playlist Marketing
- Posting Frequency Strategy
- Glossary
- Abou Bobby Owsinski

Author

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

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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 BobbyOInnerCircle.com, and his website at BobbyOwsinski.com.

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Programming in Python

Author :	R.S. Salaria
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Product Description

This book is designed to serve as textbook for the students taking this subject. It is a book with a difference form other textbooks as it lays more emphasis on the conceptual concepts that are supported by illustrative examples, plenty of challenging theory and programming exercises, to test your knowledge acquired on the subject.

While writing the book, special emphasis is given to keep the language very simple and lucid; 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.

Salient Feature

- Simple and easy language to encourage self-study
- Focus on the conceptual concepts of the subject.
- Demonstrates the development of programs in a good programming style.
- Large number of ready to run programs for reference.
- Large number of very short, short, and long theory questions to test your knowledge about the subject learned.
- Large number of programming exercises to test your programming skills acquired.

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- List
- Tuples
- Dictionnaires
- File Handling
- OOP Concepts
- Classes and Objects
- Inheritance
- Operator Overloading
- Errors and Exceptional Handling
- Using Database and SQL

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Author

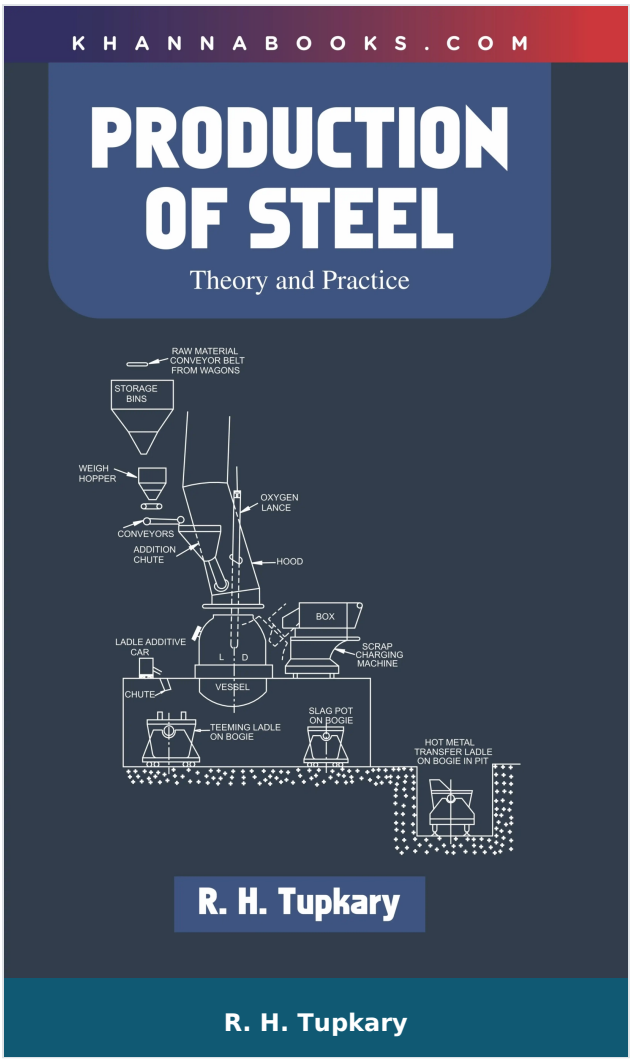
R.S. Salaria

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 wonderful place for happy and peaceful living. </p

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Production of steel (Theory and Practice)

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Product Description

Production of steel (Theory and Practice) "A good slag maker is a good steel producer" "In engineering and technology what can not be measured can not be controlled to improve the quality".

After getting proper training at the university of Melbourne in the field of iron and steel making, in the period 1962-65, and after working as faculty member at Banaras Hindu university , first as lecturer and then as reader, Dr. RH Tupkary moved to visvesvaraya National institute of technology, Nagpur as professor, in 1970. He wrote the book titled “introduction to modern steelmaking” when he was confined in Nagpur central jail during the emergency of 1975-1977. It was the first ever book on steelmaking written in independent India. It was extremely well appreciated then and since then till to date for over 44years now. It was designed to cater to the needs of Indian students of metallurgical engineering and practicing steel makers, in those days. But it was very well received all over the world. The title and therefore the contents were so chosen that it was the introduction to the subject in those days, when steel was made in India more as an art rather than based much on the science and technology. It was because the steelmaking technology was still in its infancy in India at that time. The production was also not much. The steelmakers then worked in steel industry more as operators than scientists.

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- Efficiency.
- SMS Lay-outs.
- Electric Arc Furnace.
- Induction Furnace.
- Conventional Alloy Steelmaking.
- Designing.
- Modern Electric Arc Furnace Processes.
- BOF Process- Plant and Equipments.
- BOF Process- Design and Practice.
- Further Developments in BOF Process.
- Oxygen Bottom Blowing Processes (OBM).
- Hybrid BOF Processes.
- EAF with Oxygen Lancing.
- Secondary Steelmaking Process.
- Solidification of Steel.

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- Vacuum Treatment of Liquid Steels.
- Continuous Casting of Steel .
- Commentary on Practical Steelmaking.
- Values from SMS-wastes.
- Dynamic Material balancing.
- Steel plant Management Practices.
- REFERENCES
- INDEX

Author

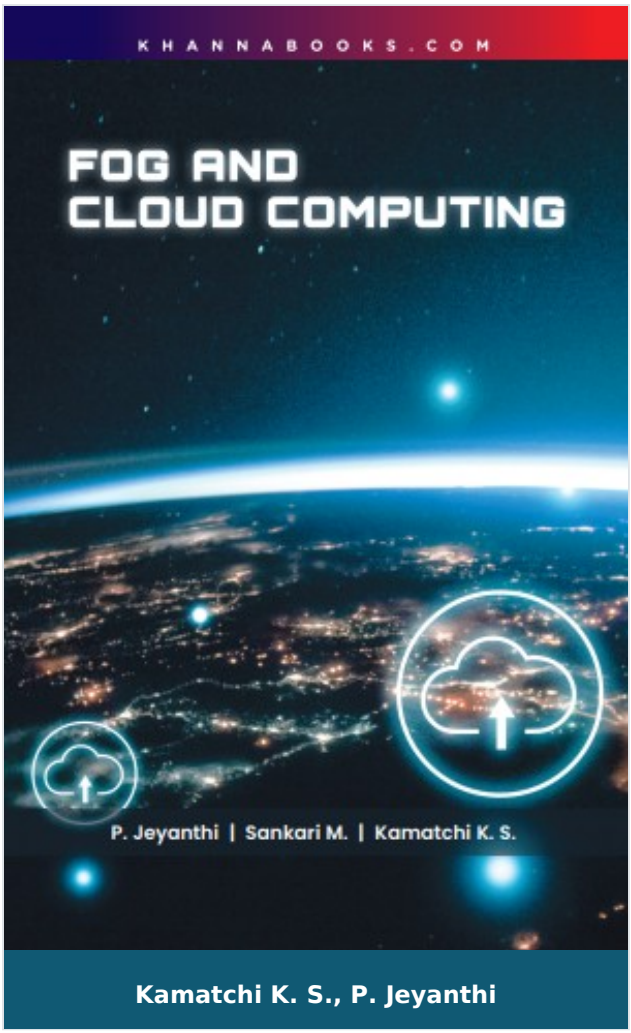
R. H. Tupkary

Dr. R. H. Tupkary graduated in Met. Engg. from Bananas Hindu University in 1959 in first class and was placed at third position in merit list. He completed M.Eng.Sci. and Ph.D. from University of Melbourne in 1963 and 1966 respectively. He worked as a lecturer in Met. Egg. during 1959-62 and Reader during 1966-1970 period in BHU and then joined Visvesvaraya Regional College Engineering, Nagpur as Professor and later became head and voluntarily retired in 1994. Dr. Tupkary is a recipient of Binani Gold Medal of Indian Institute of Metals in 1972 and Distinguished Alumnus Award of BHU in 1988. He has published several technical papers and is more known for his two books, one on Steel Making and the other on Iron Making which are very popular textbooks of the subjects since 1977. Out of these two books, "Steel Making" was written when he was confined in Nagpur Central Jail during the emergency period of 1975-77. During his tenure as professor in VRCE, he was actively associated with Nagpur University, through its various academic and administrative bodies as their elected member. He has also worked as Managing Director of one Marathi daily published from Nagpur during the period 1994-97. He is committed social worker and is associated with varieties of such activities at and around Nagpur.

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Kamatchi K. S., P. Jeyanthi

Fog and Cloud Computing

Author :	Kamatchi K. S., P. Jeyanthi
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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
- Cloud Service Models
- Cloud Deployment Models and Virtualization
- Management in Cloud Computing and Security
- Fog Computing

Author

Kamatchi K. S.

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

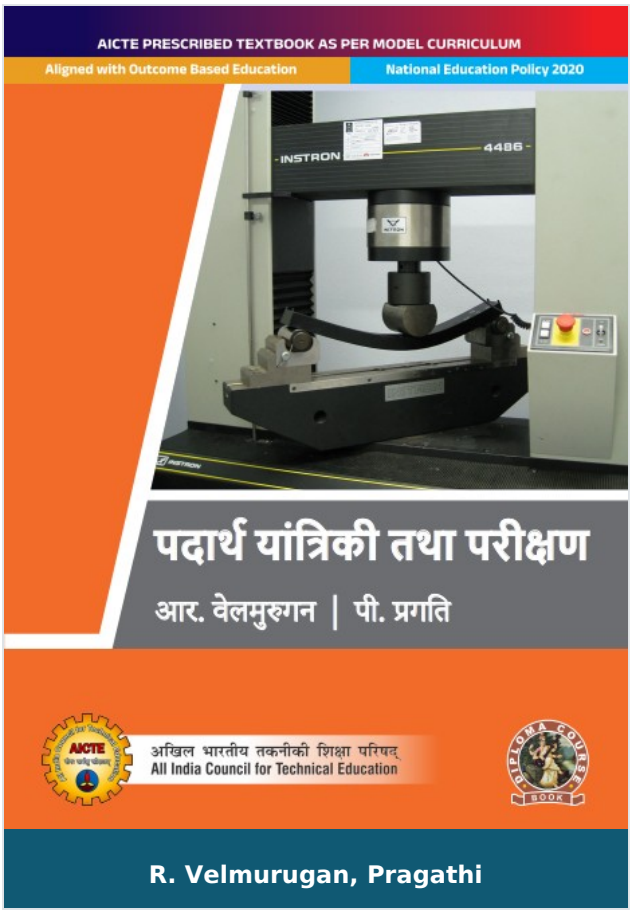
P. Jeyanthi

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Mechanics of Materials and their Testing

Author :	R. Velmurugan, Pragathi
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Country Origin :	India

Product Description

Mechanics of Materials and their Testing

The book titled “Material Mechanics and Testing” is highly important for students of Mechanical Engineering across various technical boards and universities. This book is especially useful for diploma students working on the design of structures and machine components. The authors have presented the subject matter in simple language, making complex concepts easy to understand. Whether you are a beginner starting your academic journey or an instructor guiding aspiring students, this book aims to be your reliable companion.

Key Features:

- The content of the book is structured in alignment with Course Outcomes (COs) and Program Outcomes (POs).
- Learning objectives are clearly stated at the beginning of each unit so that students understand what is expected after completing the unit.
- Diagrams, tables, and screenshots are included to improve clarity of concepts.
- At the end of each unit, objective questions with answers are provided for student practice.
- Numerical problems are included in a systematic manner, with both solved and unsolved examples for better understanding.

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Author

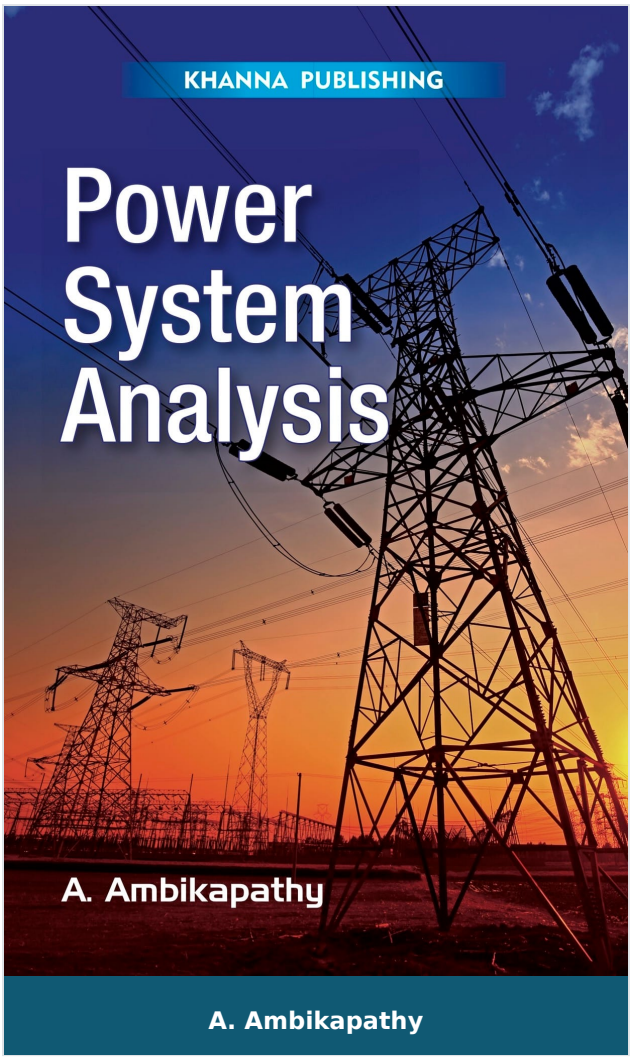
R. Velmurugan

Pragathi

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Power System Analysis

Author :	A. Ambikapathy
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Product Description

The textbook on "Power System Analysis" has been written for undergraduate students of electrical engineering (EE) electrical and electronics engineering(EEE) departments. This material which is presented in this book will be very useful to the students for understandings well as from examination point of view. A number of solved and unsolved problems (with answer)have been included in each chapter. Short question and answers are provide for every chapter so that the students will get benefit of it. The mathematical details and qualitative discussion has been followed throughout the book. The author will welcome criticisms of the text and will acknowledge comments pertaining to the text and suggestions for the improvement of this book will be most welcome.

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- Representation of Power System Components
- Unsymmetrical Fault Analysis
- Load Flows
- Power System Stability
- Traveling Waves

Author

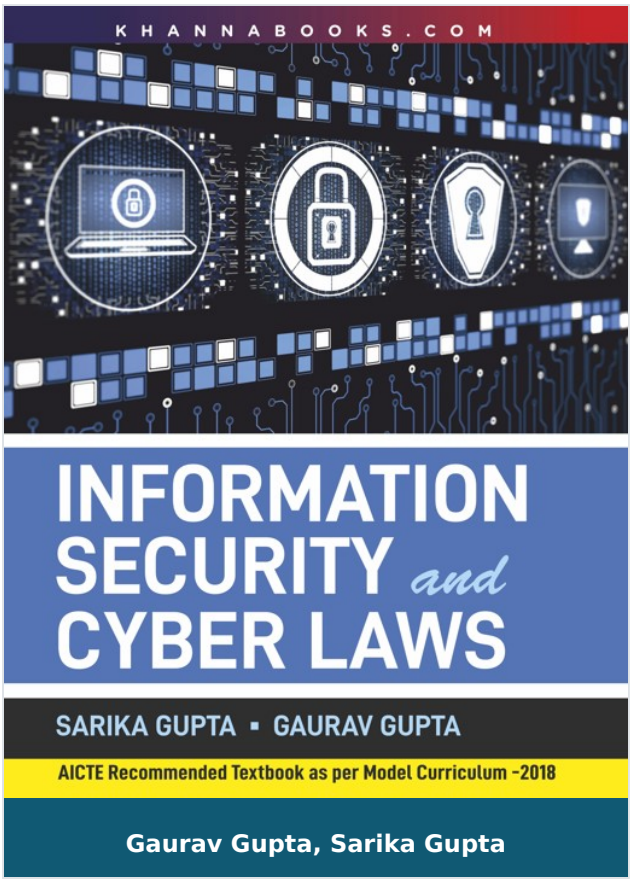
A. Ambikapathy

A. Ambikapathy currently working as an assistant professor in " Galgotia College of Engineering and Technology " holds M. Tech degree. She has presented five papers in national level conferences. She worked under three different universities and having ten years of teaching experience.

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Information Security and Cyber Laws

Author :	Gaurav Gupta, Sarika Gupta
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Condition Type :	New
Country Origin :	India

Product Description

Introduction of Information Security and security and cyber law covers the fundamentals aspect of system, Information system, Distributed Information system, Cryptography, Network Security etc. It is Incredibly robust, portable & adaptable. This book coverage of Model paper, Question Bank and Examination Question Paper etc.

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- Physical Security
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- Network Security
- Security Metrics
- Ethical Issues
- Question Bank
- Model papers

Author

Gaurav Gupta

Gaurav Gupta is currently working as Manager Client Services in an IT MNC. He has more than Nine years of corporate experience with different MNCs. He has published Research Papers in various international Journals and attended conferences at several states. His area of interest includes Server and Databases, Data Center technologies and IT infrastructure, Project Management, Marketing Automation and different enterprise software's, CRM, ERP etc.

Sarika Gupta

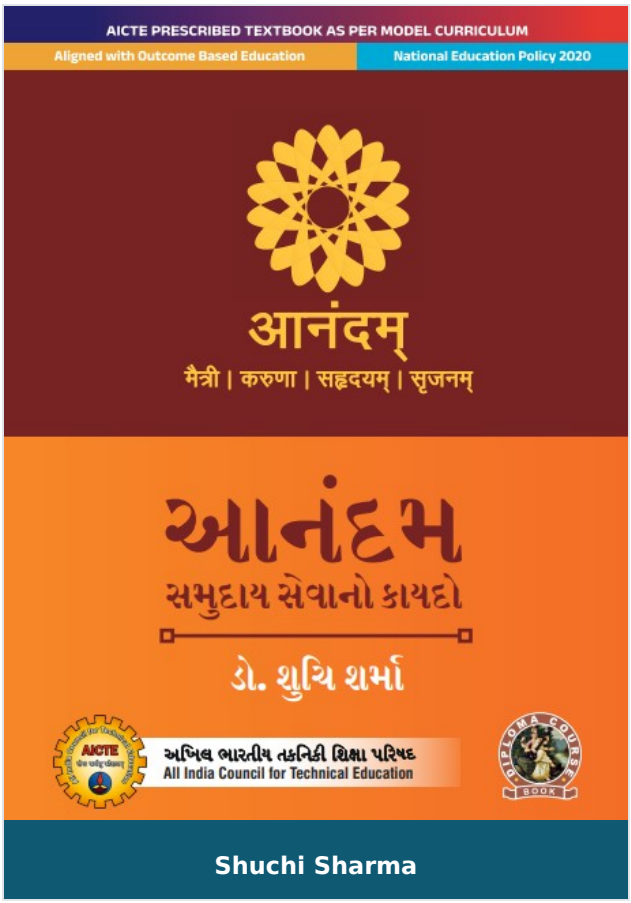
Sarika Gupta Sarika Gupta is currently working as Assistant Professor in the Department of Computer Science and Engineering at Dronacharya College of Engineering, Greater Noida. She has more than six years of teaching and corporate experience. She has already published Research Papers in various international Journals and conferences of

repute. Her area of interest and research includes AdHoc Network, Java, Object Oriented System and Soft Computing etc.

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Aanandam An Act of Community Service

Author :	Shuchi Sharma
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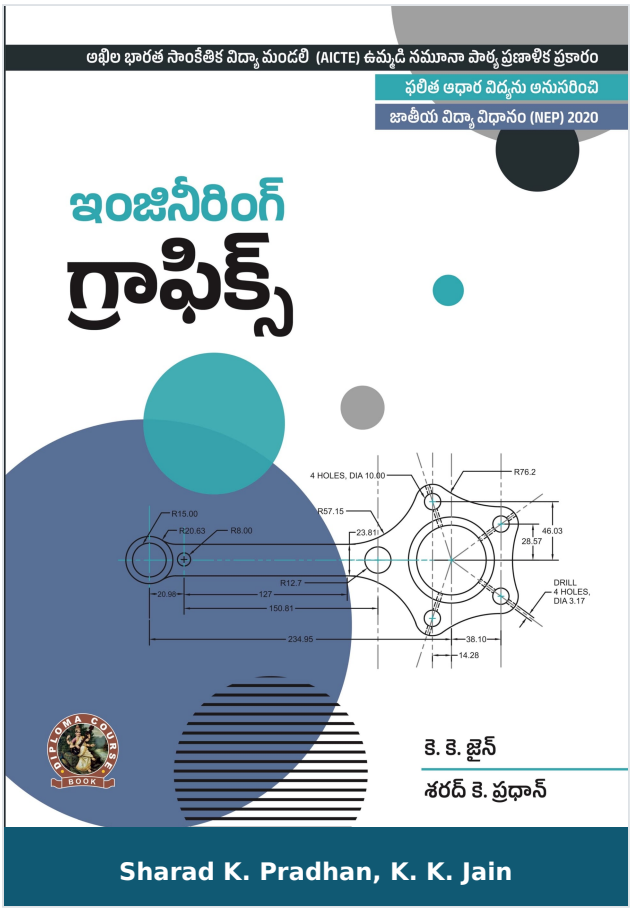
Shuchi Sharma

Dr. Shuchi Sharma, IAS (retd) Former Secretary Higher, Technical & Sanskrit Education, Government of Rajasthan

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Engineering Graphics

Author :	Sharad K. Pradhan, K. K. Jain
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Country Origin :	India

Product Description

This textbook “Engineering Graphics and Design” is based on the latest outcome based model curriculum of the AICTE. The book covers complete syllabus catering requirements of all major technical universities and institutes and provides insights into traditional engineering graphics as well as treats of the subject using 2D and 3D design software. It offers technical details, current standard, real world examples and clearly explains theory and technique in highly visual and concise format. The topic covered in this book are arranged into 9 chapters comprising self-explanatory diagrams and solved examples.

Salient Features:

1. Introduction of Engineering Drawing.

2. Orthographic Projection.

3. Projection of Solids.

4. Section of Solids and Development of Surfaces.

5. Isometric Projection.

6. Overview of Computer Graphics.

7. CAD Drawing.

8. Solid Modelling.

9. Team Design Project.

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- List of tables Guidelines for Teachers,
- Guidelines for Students
- Basic Elements of Drawing.
- Orthographic Projections.
- Isometric Projections.
- Free Hand Sketches of Engineering Elements.
- Computer Aided Drafting Interface.

Author

Sharad K. Pradhan

Sharad K. Pradhan

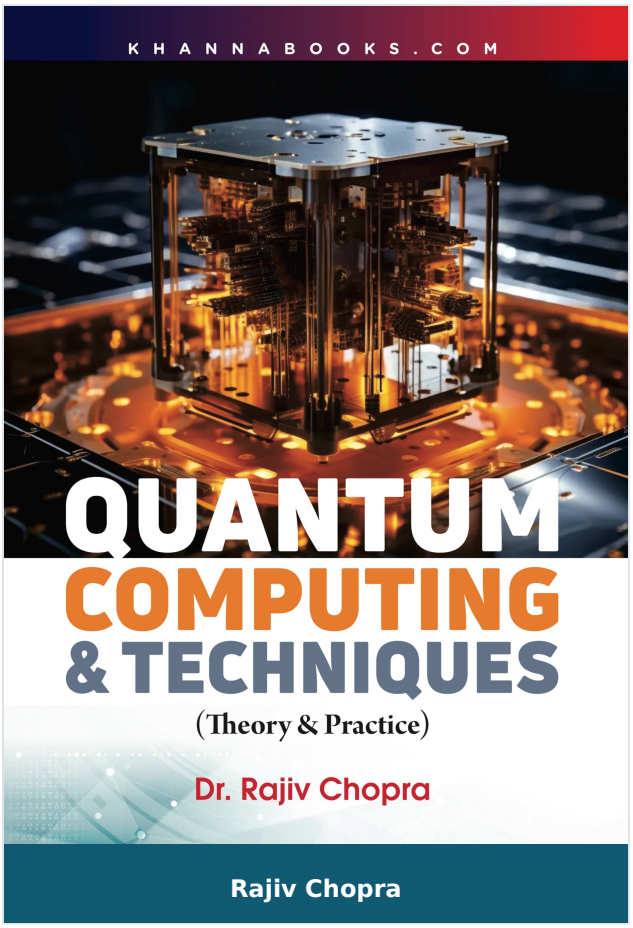
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Quantum Computing & Techniques (Theory & Practice)

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Product Description

QUANTUM COMPUTING & TECHNIQUES

(THEORY & PRACTICE)

1. A Valuable Resource: This well-regarded book is full of important information and is praised in the field of Quantum Computing.

2. Fun Learning: The book makes complex topics enjoyable, helping readers learn in a joyful way.

3. Bridging the Knowledge Gap: It helps readers go from not knowing much about Quantum Computing to understanding it well, breaking down difficult ideas.

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Dive into the exciting world of quantum computing, where complex ideas become clear, and curiosity leads to deep understanding!

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- Quantum Error Correction.
- Quantum Cryptography.
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- Experiments in Quantum Computing Lab. (using Python).
- Index

Author

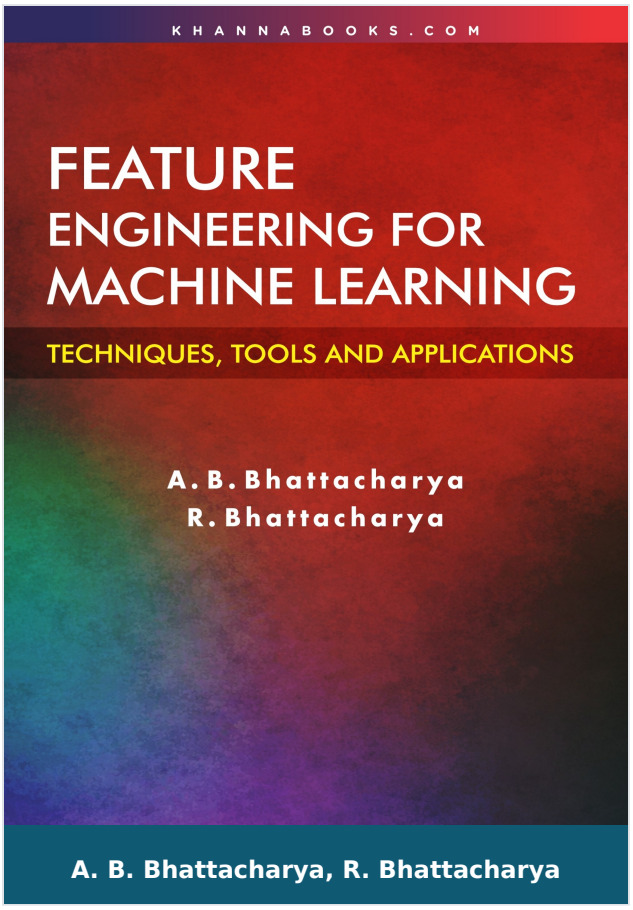
Rajiv Chopra

Dr. Rajiv Chopra has a Doctorate in Computer Science from Banasthali VidyaPith University. The author is M. Tech. in Information Technology from GGSIPU, Delhi. He did BE (CSE) from SDM College of Engg. and Technology, Dharwad and MIT from MAHE. He is working as an Associate Professor in CSE Department at Guru Tegh Bahadur Institute of Information Technology, GGSIPU Delhi. As an educator he has contributed to 21 research publications in Refereed, cited International Conferences and International Journals and attended 21 conferences, workshops, FDPs and seminars. He is a prolific author with 26 Text and Reference books to his credit,for B. Tech. (CSE/IT), M. Tech. (CSE/IT), BCA, MCA and other courses of different Universities of India.

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Feature Engineering for Machine Learning (Techniques, Tools and Applications)

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Product Description

Feature Engineering for Machine Learning (Techniques, Tools and Applications)

Feature engineering is where machine learning success is truly built.

Algorithms get the spotlight, but the real competitive edge lies in how you shape your data. Feature Engineering for Machine Learning is your practical, no-nonsense guide to transforming raw data into powerful signals that unlock model performance, reliability, and insight.

Whether you're a data scientist, ML engineer, analyst, or student, this book takes you beyond theory into the craft of creating features that matter. You'll learn how to identify meaningful patterns, design robust transformations, handle messy real-world data, and systematically improve model outcomes.

Key Features

Through clear explanations, real examples, and actionable techniques, you'll discover how to:

- Turn raw data into predictive features
- Apply domain knowledge to engineer smarter signals
- Handle categorical, temporal, and high-dimensional data
- Avoid common pitfalls that sabotage model performance
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Feature engineering isn’t just a step in the workflow, it's the foundation of great machine learning. Master it, and you don’t just build models… you build better decisions.

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- ADVANCED TOPICS AND CASE STUDIES

Author

A. B. Bhattacharya

Prof. A. B. Bhattacharya did his MSc and PhD degree from the University of Calcutta in Physics and Post-doc from the Massachusetts Institute of Technology (MIT), Cambridge, USA. He worked in close collaboration with the leading laboratories like Lincoln Laboratory; Milestone Hill Observatory; Earth, Atmospheric and Planetary Sciences division of MIT and many other well recognized laboratories in India and abroad. He served as Professor & Head of the Department of Physics, University of Kalyani; Dean of Research and Head of the ECE Department, Techno India University; Pro Vice Chancellor of JIS University and Director of Brainware University. He has published 32 text books for Science and Engineering students, two popular books for general readers and over 400 research articles in reputed International Journals. Under his supervision 24 scholars received their doctoral degree. He is a fellow of the Institute of Electronics and Telecommunication Engineers and member of many scientific organizations. India International Friendship Society awarded him the prestigious "Shiksha Ratna Award" and Certificate of Excellence for meritorious services, outstanding performance and significant

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contribution to education. The International Institute of Success Awareness hon0red him with their globally recognized "Glory of India Gold Medal" for his outstanding contribution to the national stature of India. A few words from the certificate issued by Prof. Williams of MIT may be quoted "Our collaborative effort was directed at the wavelength dependence of radar echoes observations with the Millstone Hill UHF radar in Westford. He made use of the Charles River Data System computer in the Weather Radar Laboratory for these calculations. His results help to make a convincing case that the volume reflectivity associated with lighting is a diminishing function of radar wavelength, contrary to contemporary thinking". Dr.

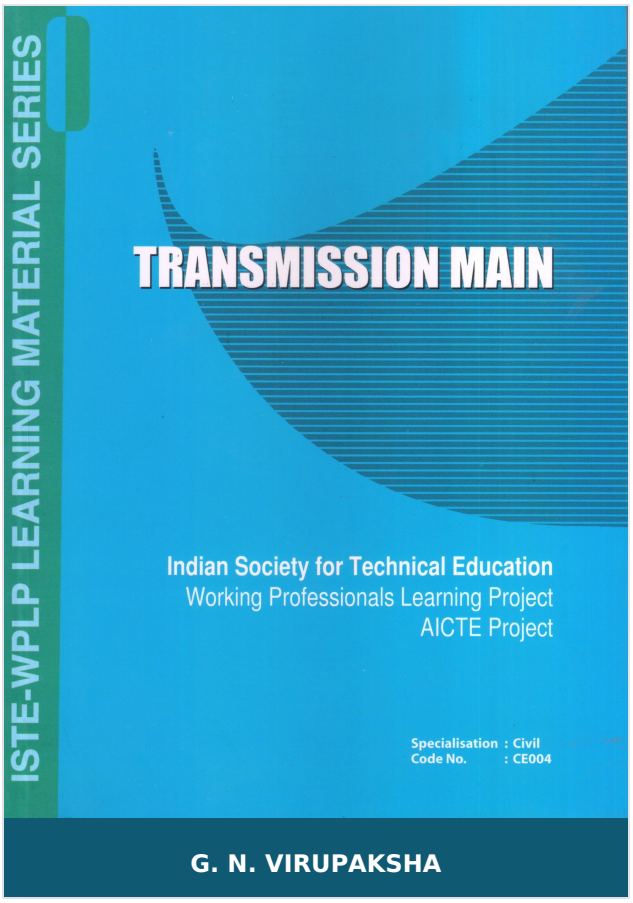
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Transmission Main

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Product Description

Water is essential commodity for the survival of life. Providing safe drinking water of adequate quantity for this purpose. Water supply system involves transmission of water from source to area of consumption safely. Transmission Main account for the appreciable part of capital outlay of water system and hence careful consideration of techno-economics is called for while designing the transmission main.

This learning material "Transmission Main" clearly mentions selections of pipe material, advantages and disadvantages, optimization of size of main, design criteria and need for protection of pipeline against transient pressure and also procedure for laying and maintenance of pipeline,.

This learning material is useful for practicing engineers, administrators and any other authority that are responsible for water supply and irrigation activities.

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- maintenance
- of Transmission system.

Author

G. N. VIRUPAKSHA

G. N. VIRUPAKSHA

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