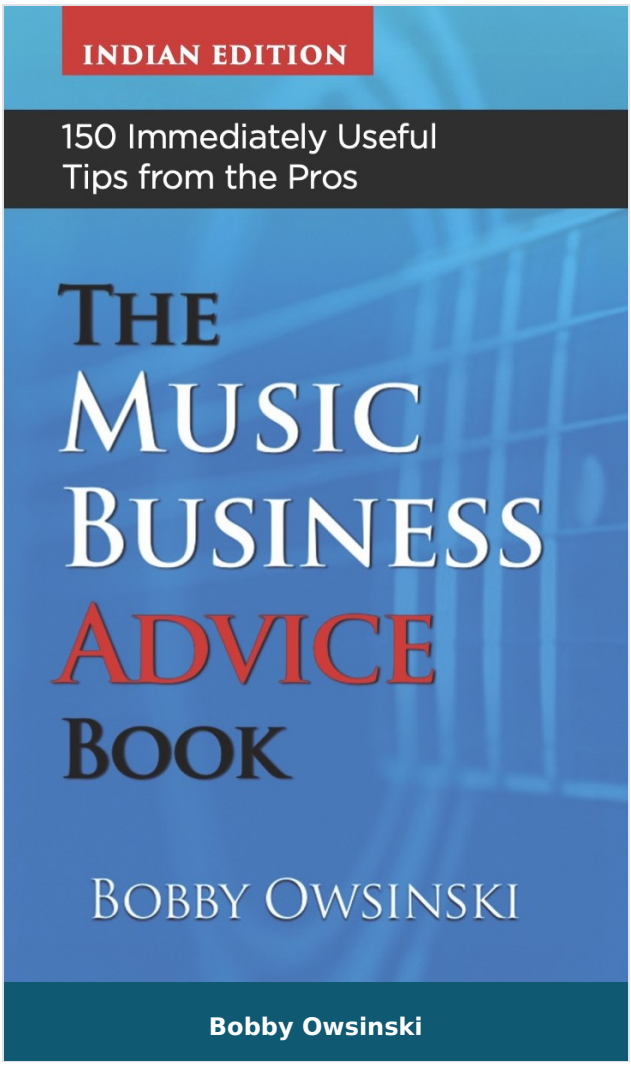


The Music Business Advice Book (Indian Edition)

Author :	Bobby Owsinski
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Product Description

The music business can prove to be a difficult career road when you’re first starting out, but it can be traveled a lot easier with some helpful guidance from a pro who’s willing to share a few hard-earned hints. The Music Advice Book is a compilation of the pearls of experience from 130 top music pros from various segments of the music industry who have previously shared their most important tips on Bobby Owsinski’s inner Circle Podcast over the course of almost 5 years. These 150 awesome tips cover everything from following your passion, learning to network, and working well with your musical team, to owning your own content and even figuring out how much to charge for your services. Also included are even some useful music production words of wisdom, as well as the indispensable “10 Rules of Networking”. These insights are essential for those new to the music industry but valuable to seasoned pros as well. The Music Business Advice Book provides tips on: . How to follow your passion without selling your soul . Learning to network and why it is critical to finding work . determining what you’re worth and how to charge for it . developing the right attitude and why it’s the big key to getting ahead . discovering the most crucial aspects of your music business . getting paid from both clients and companies . keeping ownership of your own content . and even some production gems of wisdom

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- Learn to Network
- Play Well with Others
- Educate Yourself
- Own Your Content
- Getting Paid
- Taking Care of Business
- Music Gems of Wisdom
- Addendum: The 10 Rules of Networking
- About Bobby Owsinski

Author

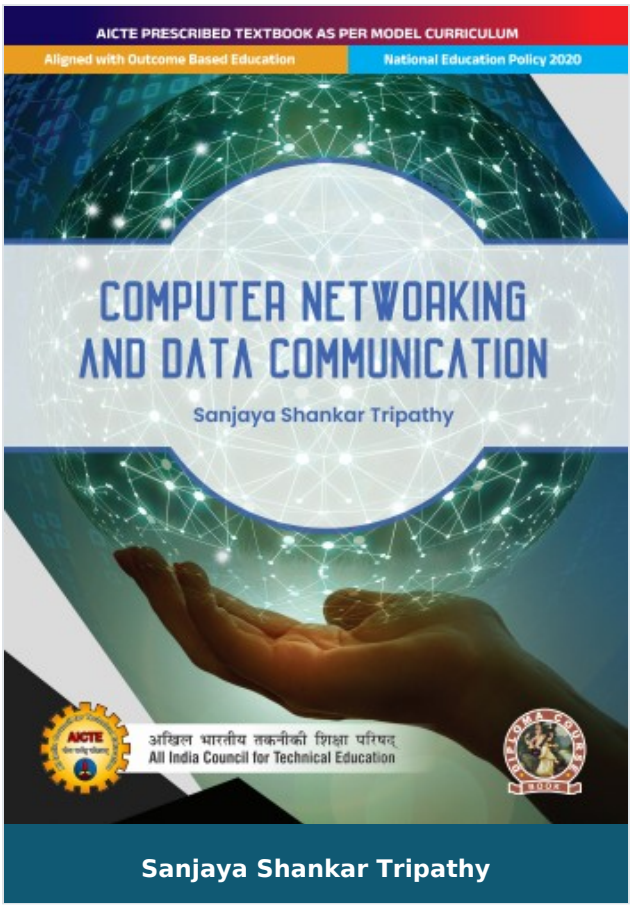
Bobby Owsinski

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 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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Computer Networking and Data Communication

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Product Description

Computer Networking and Data Communication

This book serves as an essential resource for students and professionals in Data communication and computer networking. Starting with protocols, the book gradually introduces the fundamental concepts of data communications, digital and analog transmission technology. Flow control, error control, routing and transmission control are presented as per the TCP-IP protocol architecture. It also gives a brief introduction to wireless communication. The subject matters are presented with required diagrams and suitable examples. The main concept of outcome-based education as per National Education Policy (NEP) 2020.

Salient Features:

- Content of the book is aligned with Unit outcomes, Course Outcome and program Outcomes.
- A blend of student and teacher-centric materials, presented as per the bottom-up approach of TCP-IP protocol.
- The book is enriched with example-based discussion for proper understanding of the related topic.
- Extensive use of figures and tables enhance understanding of the topics and the concepts.
- QR codes are given in the know more section in each chapter to explore beyond the syllabus
- A variety of exercise including multiple choice questions, short, long questions and numerical problems are provided at the end of each chapter.
- References are provided at the end of each chapter.

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- Data Link Layer Technologies
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- References For Further Learning
- CO And PO Attainment Table
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Author

Sanjaya Shankar Tripathy

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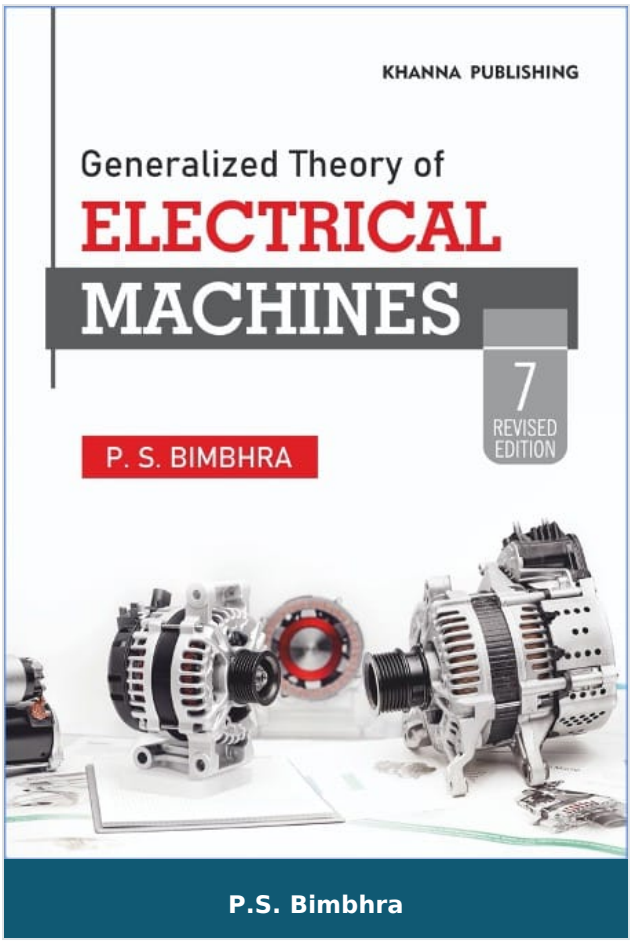
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Dr. Sanjaya Shankar Tripathy Assistant Professor Dept. of Electronics and Communication Engineering (ECE) Birla Institute of Technology Mesra, Ranchi

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Generalized Theory of Electrical Machines

Author :	P.S. Bimbhra
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Product Description

This textbook “Generalized Theory of Electrical Machines” is based on the latest syllabus of the Universities and Educational Institutes. In this edition, some materials of the book has been rewritten so as to make the presentation easily comprehensible. More illustrative examples mainly from IAS, IES and GATE and other competitive examinations have been added and problems material with answers, at the end of each chapter, has been considerably enlarged.

Salient Features:

1. Elements of Generalized Theory
2. Linear Transformations in Machines
3. D.C. Machines
4. Polyphase Synchronous Machines
5. Polyphase Induction Machines
6. Single Phase Motors
7. A.C. Commutator Machines
8. Transformers
9. Special Machines
10. Appendices
11. References

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- A.C. COMMUTATOR MACHINES
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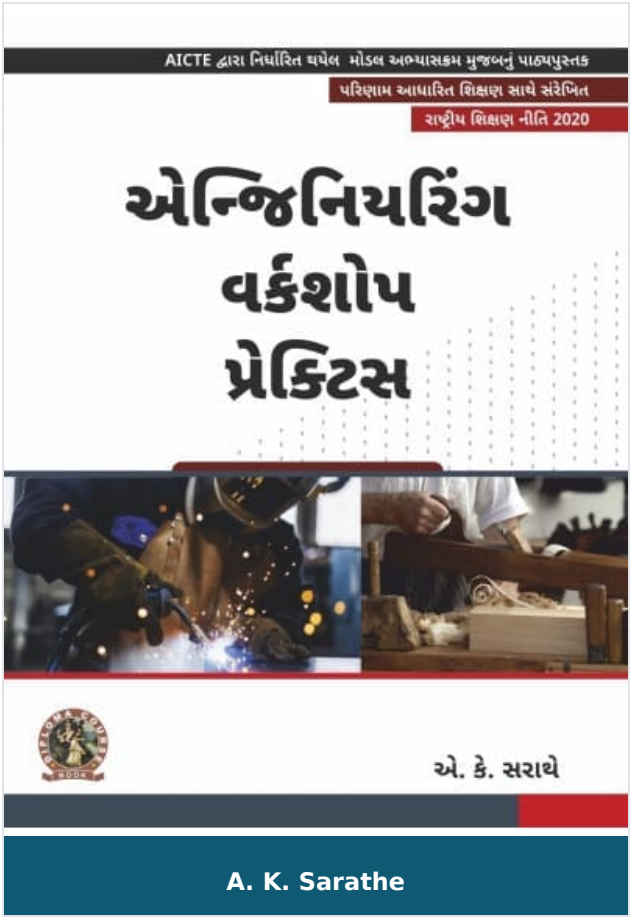
P.S. Bimbhra

Dr. P.S. Bimbhra retired as a professor of Electrical and Electronics Engineering from T.I.E.T. Patiala. A graduate of Punjab Engineering College, Chandigarh, he received his M.E. (Hons.) and Ph.D. from IIT Roorkee. He is fellow of the Institution of Engineers and a life member of ISTE. His areas of current interests include Electrical Machines, Power Electronics and Electric Drives.

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Engineering Workshop Practice

Author :	A. K. Sarathe
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Product Description

“Engineering Workshop Practice Manual” is a common paper for the first year Diploma course in Engineering & Technology. Syllabus of this book is strictly aligned as per model curriculum of AICTE and academic content is amalgamated with the concept of outcome based education. Engineering Workshop Practice manual covers five units- First unit deals with the carpentry, second unit is about fitting , third unit focuses on welding, fourth units discusses about sheet metal working and the fifth unit deals with electrical house wiring . The manual comprises of total seventeen workshop practical from P1 to P17 and the same are arranged in hierarchical manner from simple to complex so that students should not only focus on completing the practical and getting the marks/ grades but will also be motivated to create useful products incorporating their creative and critical thinking as well.

Some salient features of the book:

1. Content of the manual aligned with the mapping of Course Outcomes, Programs Outcomes and practical outcomes.

2. Relevant theory has been included at the beginning of each practical.

3. The manual has been developed to ensure alignment with the Outcome Based Education philosophy and consisting of total seventeen workshop practical.

4. Unit wise practical are arranged in hierarchical manner from simple to complex.

5. Manual provides recent information and QR Code for E-resources etc.

6. Figures, photographs and table are inserted to improve clarity of the content.

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Author

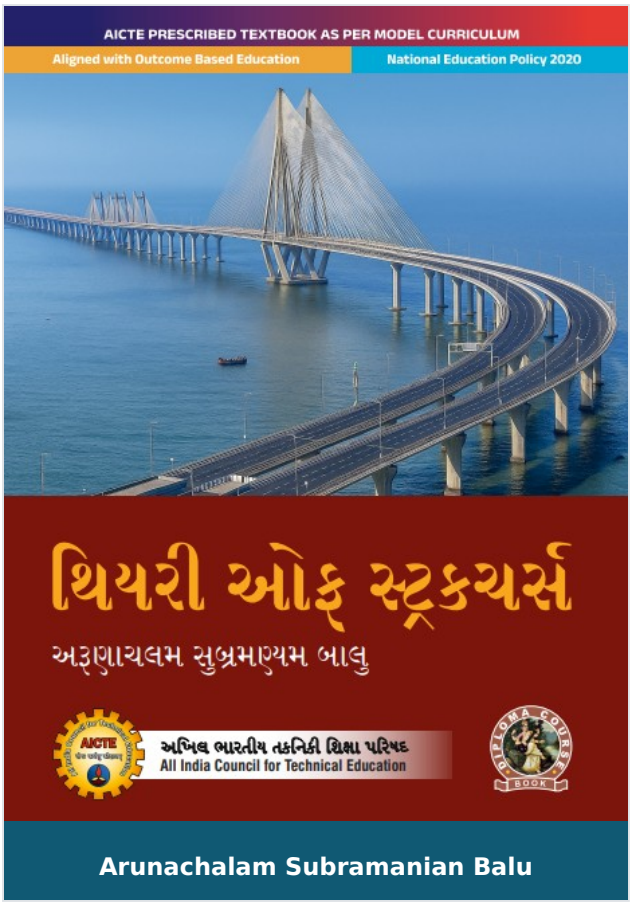
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Theory of Structures

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Country Origin :	India

Product Description

Theory of Structures

Theory of structures is a basic core course developed for understanding the behaviour of structures. The presentation of physical principles founded in the field of mechanics can be used for understanding the behaviour of structures, which is the prerequisite for designing any structures. This book aims to help students in developing ability to analyze structures i8n a simple and logical manner. The contents are divided into five units as required for the students of diploma in civil engineering. The main contents of this book are aligned with the model curriculum of AICTE followed by the concept of Outcome based Education as National Education Policy (NEP)2020.

Salient features:

- Content of the book aligned with the mapping course outcomes, programs and Units Outcomes.
- In the beginning of each unit learning outcomes are listed to make the student understand what is expected out of him/her after completing that unit.
- Book provides lots of recent information, interesting facts, QR code for E-resources, QR code for use of ICT, projects, group discussion etc.
- Student and teacher centric subject materials included in book with balanced and chronological manner.
- Figures, tables, and software screen shots are inserted to improve clarity of the topics.
- Apart from essential information a ‘know more’ section is also provided in each unit to extend the learning beyond syllabus.
- Short questions, objective questions and long answer exercises are given for practice of students after every chapter.

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- Solved and unsolved problems including numerical examples are solved with systematic steps.

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- References for Further Learning
- CO and PO Attainment Table
- Index

Author

Arunachalam Subramanian Balu

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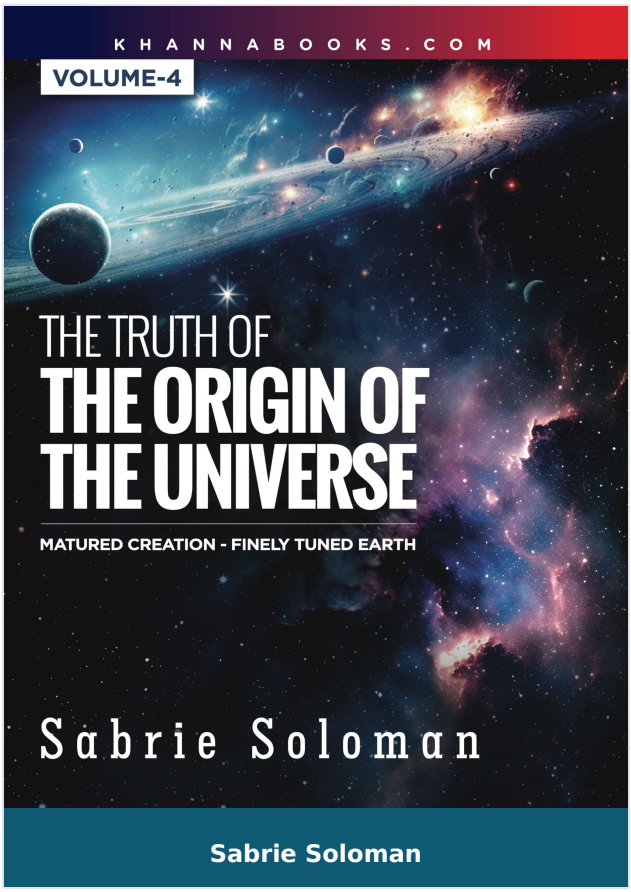
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The Truth of The Origin of The Universe (Matured Creation- Finely Tuned Earth) Volume-4

Author :	Sabrie Soloman
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Product Description

Fully Matured Universe and Finely Tuned Earth.

The concept of a matured creation and a finely tuned Earth is a fascinating topic that has sparked much debate in the realms of science, religion, and philosophy. Proponents of this idea argue that the universe and the Earth were created in a state of maturity and perfection, with all the necessary conditions for life to thrive.

One of the key arguments for a matured creation is the idea of fine-tuning in the universe. This concept suggests that the fundamental physical constants and laws of nature are precisely calibrated to allow for the existence of life as we know it. For example, if the strength of gravity or the electromagnetic force were even slightly different, life as we know it would not be possible. This level of precision has led some to suggest that a higher power must have orchestrated the creation of the universe with the express purpose of allowing life to flourish on Earth.

Moreover, the Earth itself is viewed as a finely tuned machine that provides the perfect conditions for life. From the composition of the atmosphere to the distance of our planet from the sun, everything seems to be finely calibrated to allow for the existence living organisms. The intricate ecosystems that exist on Earth further demonstrate complexity and harmony of this finely tuned planet.

Chapters Covered in This Book:

1. Young Universe –Young Earth.
2. Earth’s Magnetic Field – Earth Age.
3. Life in a finely Tuned Cosmos.
4. The entity of the Creator.
5. Uranus and Neptune are young planets.

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6. 101 Evidence for a young Earth.

7. Isaac newton’s Recognition of the Creator.

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- Can Science Prove the Age of The Earth
- Life in a Finely Tuned Cosmos
- The Entity of the Creator
- ISAAC Newton’s Recognition of the Creator

Author

Sabrie Soloman

Dr. Sabrie Soloman, Ph.D., Sc.D., MBA, PE - He is the Chairman & CEO of American SensoR x, In, USA; Founder of Advanced Manufacturing Post Graduate Studies at Columbia University, USA; Professor of Advanced Technology at Columbia, where he lectures on Sensors & Control Systems in Manufacturing, Affordable Automation, Computer Integrated Manufacturing (CIM), Flexible Manufacturing System (FMS), Design for Manufacturability, Introduction to Electromechanical Engineering, Modern Welding Technology, and 3D Printing/Bioprinting Technology. Dr. Soloman authored numbers of technical books published and translated worldwide: Sensors Handbook (2nd edition),

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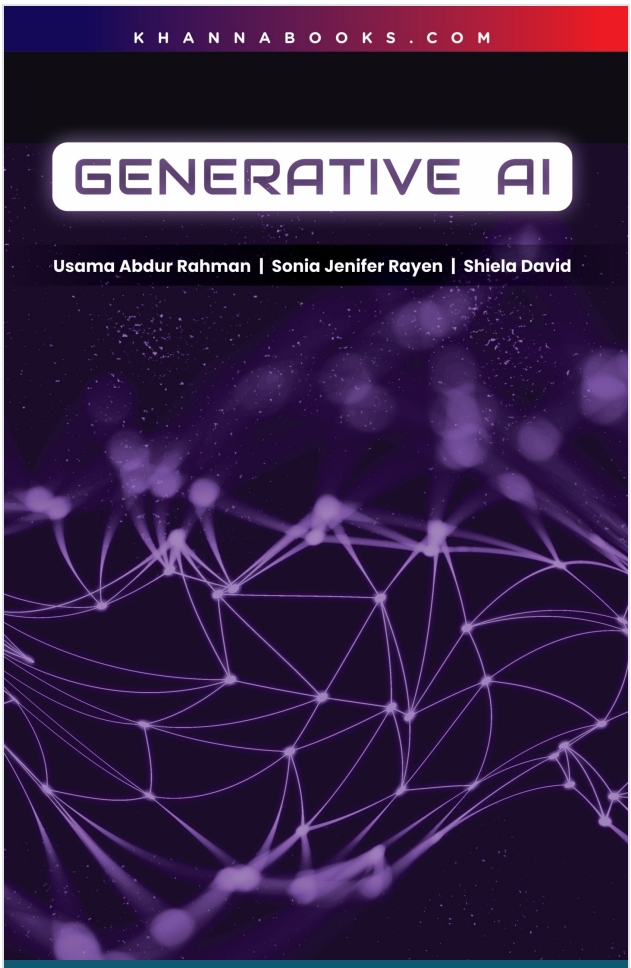
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Sensors and Control Systems in Manufacturing (2nd edition), Affordable Automation, Introduction to Electromechanical Engineering, Modern Welding Technology, to name a few. Dr. Soloman holds numerous Patents, Technical Awards, and several US Product Registrations. He is a Fellow of the Society of Manufacturing Engineers. USA. The Royal Society of Manufacturing Engineers (England), and L'Ores Des Ingenieurs Du Quebec (Canada), He received several awards from the American Society of Mechanical Engineers (ASME), the Society of Manufacturing Engineers (SME), and the American Management Association (AMA). Dr. Soloman is considered an international authority on advanced manufacturing technology, robotics, biomedical engineering, pharmaceuticals, and automation in the microelectronic, automotive, beef, pork, poultry industries. He has been and continues to be instrumental in developing and implementing several industrial and modernization programs through the United Nation to European, Asian, and African countries. He is the first to introduce and implement unmanned flexible synchronous/asynchronous manufacturing systems the microelectronic and meat industries, and the first to incorporate advanced vision technology in a wide array of robot/micro-robot manipulators. Dr. Soloman was selected to deliver the US Presidential closing address, "Innovative Remote Sensors Technologies," at the Universal Design Conference, New York, USA

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Sonia Jenifer Rayen, Shiela David, Usama Abdur Rahman

Generative AI

Author :	Sonia Jenifer Rayen, Shiela David, Usama Abdur Rahman
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Product Description

Generative AI (Gen AI) has rapidly evolved from a theoretical concept into a transformative technology capable of simulating human creativity, generating content, producing innovative ideas, and enabling autonomous decision-making. This book serves as a comprehensive and structured guide to understanding the foundations, architectures, applications, and future directions of Generative Artificial Intelligence. Designed for students, researchers, professionals, and technology enthusiasts, it provides both theoretical insights and practical perspectives on one of the most influential fields in modern computing.

The text begins by tracing the historical evolution of Artificial Intelligence, highlighting key milestones that shaped the development of machine learning and intelligent systems. It then builds a strong conceptual foundation by introducing Neural Networks and the revolutionary Transformer Architecture, which forms the backbone of modern generative systems. Special emphasis is placed on the Attention Mechanism, encoder-decoder architectures, and the emergence of Large Language Models (LLMs) that power advanced conversational and content-generation systems.

Beyond foundational concepts, the book explores advanced generative techniques such as Generative Adversarial Networks (GANs) and Variational Autoencoders (VAEs), explaining their architectures, workflows, and practical applications. Readers gain insights into how generative models create realistic text, images, and multimedia content, while also understanding the principles behind AI Agents, prompt engineering, and modern AI development frameworks.

The practical relevance of Generative AI is demonstrated through extensive real-world applications across healthcare, finance, manufacturing, software engineering, media, and entertainment. The text also addresses critical contemporary topics including model

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evaluation metrics, ethical considerations, responsible AI development, and emerging innovations such as Quantum AI and Neuromorphic Computing. By combining academic rigor with practical implementation, this book provides a complete roadmap for mastering the rapidly evolving landscape of Generative Artificial Intelligence.

Salient Features:

- Foundational AI Concepts: Provides a detailed overview of the history and evolution of Artificial Intelligence, establishing a strong foundation in neural networks, machine learning, and the development of generative technologies.
- Transformer Architecture Deep Dive: Thoroughly explains Transformer Models, the Attention Mechanism, and the distinctions between encoder-based architectures (such as BERT) and decoder-based Large Language Models.
- Large Language Model Mastery: Covers the principles, architectures, and applications of LLMs, including their use in natural language processing, content generation, summarization, translation, and conversational AI systems.
- Advanced Generative Models: Presents comprehensive coverage of Variational Autoencoders (VAEs) and Generative Adversarial Networks (GANs), detailing their components, workflows, training methodologies, and practical applications.
- Practical AI Agents & Frameworks: Introduces AI Agents and modern development frameworks such as Lang Chain, enabling readers to build scalable and production-ready Generative AI applications.
- Cross-Industry Applications: Demonstrates the transformative impact of Generative AI across multiple sectors, including healthcare, manufacturing, finance, software development, and digital media.
- Model Evaluation Techniques: Explains important evaluation metrics such as Perplexity, BLEU Score, and ROUGE Score, helping readers assess and benchmark the performance of generative and language models.

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- Future & Ethical Directions: Explores emerging topics including Multimodal AI, prompt optimization techniques (Top-K and Top-P sampling), ethical AI practices, Quantum AI, and Neuromorphic Computing.

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Introduction to IT Systems (with Lab Manual)

Author :	Prashant Joshi
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Publisher :	Khanna Publishing House
M.R.P :	Rs 495.00
Categories :	AICTE Prescribed Textbooks, Tamil Books, Bookstore, Ebooks
Condition Type :	New
Country Origin :	India

Product Description

“INTRODUCTION TO SYSTEMS” is a compulsory paper for the first year Diploma in Engineering & Technology. Syllabus of this book is strictly aligned as per model curriculum of AICTE, and academic content is amalgamated with the concept of outcome based education.

Book covers five units- Internet Skills and Computer Basics, Operating Systems, HTML and CSS, open Office Tools. And information Security Best Practices. Each topic in units is written in each and lucid manner. Every unit contains a set of exercise at the end of each unit to test student’s comprehension.

Some salient features of the book:

1. Content of the book aligned with the mapping of Course Outcomes, Programs Outcomes and unit Outcomes.

2. Practical are included with each unit for better understanding of the theoretical concepts.

3. Book Provides interesting facts and various activities pertaining to topic. QR Codes are used for additional E-resources, use of ICT, online code editors, online quiz etc.

4. Student and teacher centric subject materials included in balanced and chronological manner.

5. Figures, tables, source code for web programming, numerous examples and applications are included to improve clarity of the topics.

6. Objective questions, subjective questions and crossword exercise are given for practice of students after every chapter.

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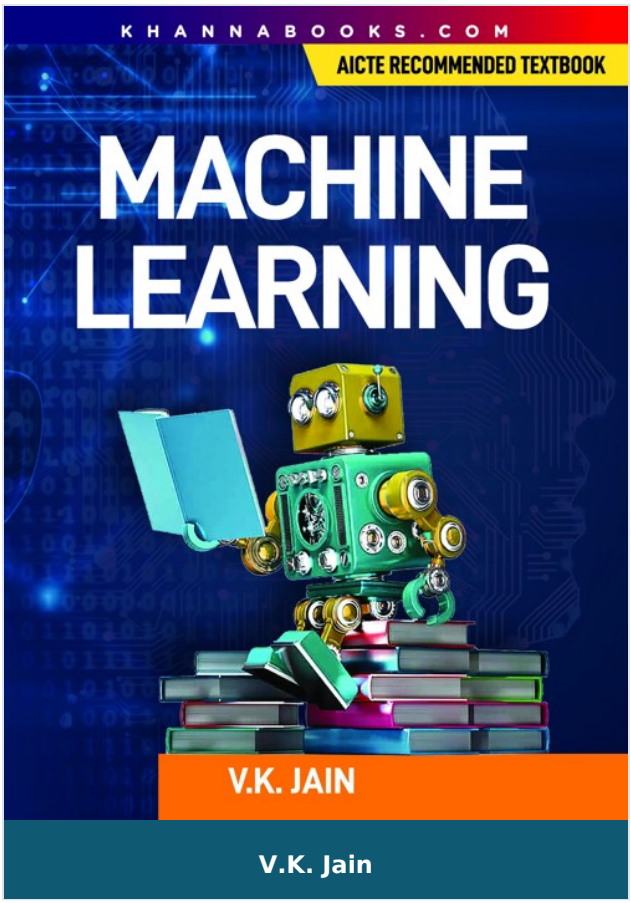
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V.K. Jain

Machine Learning

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Product Description

Machine Learning employs techniques and theories drawn from many fields within the broad areas of mathematics, statistics, information science, and computer science, in particular from the sud-domains of machine learning, classification, cluster analysis, data mining, database, and visualization.

Machine learning is perhaps the hottest thing in Silicon Valley right now, especially deep learning. We have Google's class on Tensor Flow, which teaches you everything you need to know to work in Silicon Valley's top companies. The reason why it is so hot is because it can take over many repetitive, mindless tasks. It'll make doctor better doctors, and lawyers better lawyers and it makes cars drive themselves.

For example, when you're booking a taxi, you're shown how much the trip would cost. Or when you're on the trip, you're shown the path the taxi would take to reach your destination. While booking a ride on Uber, you're always told the amount of time the trip would take and how much it would cost. All of that, is Machine Learning!

The overall goal of this book "Machine Learning" is to provide a broad understanding of various faces of Machine Learning environment in an integrated manner. It covers the syllabi of all technical universities in India and aboard.

The first edition of this book is also been awarded by AICTE and placed in AICTE's latest Model Curriculum in Engineering & Technology as well as Emerging Technology.

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- Unsupervised Learning
- Evaluating Machine Learning Algorithms and Model Selection
- Sparse Modelling and Estimation
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Author

V.K. Jain

Dr. V.K. Jain is a well known practical engineer who has authored more than 125 books on engineering, management and subjects related with computer science. He obtained degree in Electrical Engineering in 1966 from MACT (Maulana Azad College of Technology) Bhopal. He did M. Tech. in 1968 from MACT and HEL (Now Bharat Heavy Electricals) Bhopal in Design and Production of Heavy Electrical Equipments, an Industry Oriented course run under the sponsorship of UNESCO under Vikram University Ujjain in 1968. He was attached to Electronics Application Engineering Department of BHEL. He presented a thesis on ""Analysis of the performance of speed and excitation regulation System using fast acting integrator type AVR for a large Hydro-generator (15 MW). This was concerned with studying power system from the viewpoint of electronic control systems (based on Nyquist Criteria) through Analog and Digital Computer at one of the premier Institution of India IIT (Indian Institutue of Technology) Kanpur. He personally prepared digital computer program in FORTRAN IV as early as in year 1968 at IIT Kanpur and compiled it on IBM 7044 Main Frame Computer, The fastest Computer in India at that

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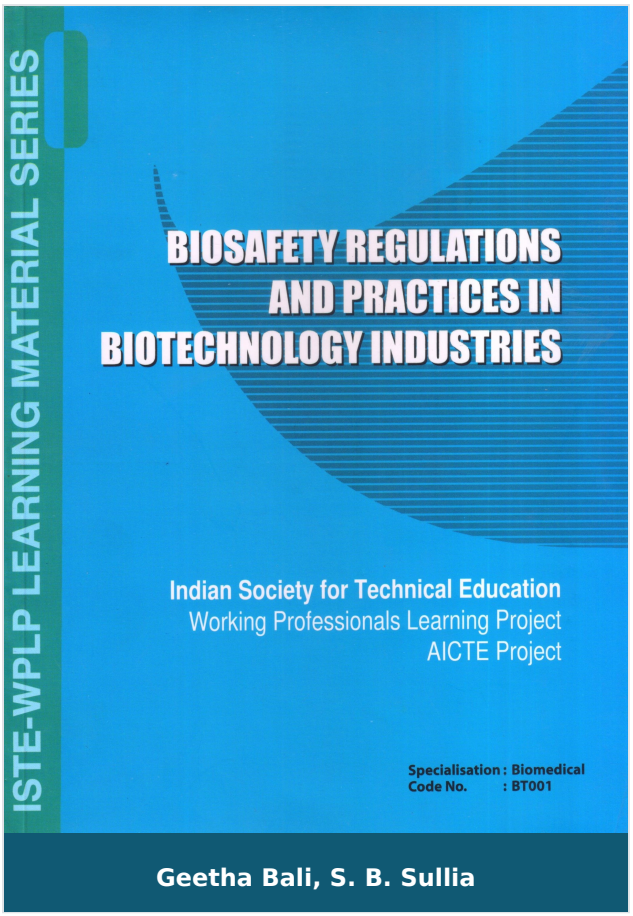
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time. He joined CPWD as Electrical Engineer on 20.5.1968 on basis of All India Competitive Examination for Central Electrical Engineering Services (Now known as IES) through Union Public Service Commission of India and served CPWD for 35 years. After retirement he worked with M/s CP Kukreja as consultat engineer for nearly one and half years and at present working as Chief Consultant Engineer with M/s Hospitech Management Consultant Pvt. Limited WTC New Delhi and engaged in designing most modern E/M, Electronic services and IBMS in premier Medical colleges and Big Hospital systems including AIIMS at Raipur and Patna.

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Biosafety Regulations And Practices In Biotechnology Industries

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Product Description

Biotechnology is defined as 'The application of biological methods or processes, to produce products useful to mankind'. It often involves making molecular changes in living things for their better utilization. Plant breeders and fermentation experts have for centuries laboured to improve the crops and microorganisms such as yeasts and bacteria, that produce food and medicine. Plant Breeding and Fermentation Technology, in fact, long preceded the scientific knowledge of Genetics. Modern Biotechnology or Genetic Engineering is the technology that makes possible the transfer of genes (DNA) from one organism to another, thus allowing the recipient organism to express traits or characteristics normally associated only with the donor. The new characteristics that the recipients gain, will never easily come to them through natural processes of gene transfer that occur in nature. Thus the scope for Genetic Engineering is far greater than the conventional techniques employed prior to our understanding of DNA.

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Software Project Management

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Product Description

Software Project Management

Software Project Management provides a crucial integration of core management principles with the technical expertise of software engineering. As the complexity of modern software systems grows, effective management practices are more essential than ever.

This book is meticulously designed to equip both students and professionals with the knowledge and practical tools necessary to navigate the challenges of the software development lifecycle. It guides readers through the entire process, encompassing everything from initial project planning and effort estimation to continuous monitoring, risk control, and ensuring software quality.

By mastering the methodologies and techniques presented, you will learn to manage projects that are completed on time, within budget, and to the required standards of quality. The text emphasizes that successful project execution requires a balanced approach, highlighting the vital role of teamwork, leadership, and communication alongside technical expertise. Ultimately, this is the definitive resource for anyone seeking to master the art of delivering high-quality software products.

Salient Features:

- **Project Evaluation and Strategy**: Learn to categorize, evaluate, and align projects with business goals using Project Evaluation, Programme Management, and Cost-Benefit Evaluation Techniques (like ROI and NPV).
- **Estimation Mastery**: Practical coverage of Software Effort Estimation, including the Bottom-up, Top-down approach, and Parametric models such as the industry-standard COCOMO model.

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- **Activity Planning**: Detailed guidance on Activity Planning, Project Schedules, and Network Planning models for sequencing and scheduling tasks.
- **Comprehensive Risk Management**: Explores a systematic framework for dealing with risk, covering Risk Identification, Assessment, Planning, and effective Risks and Counter Measures.
- **Monitoring and Control**: Techniques for creating a monitoring framework, Collecting Data, conducting Reviews, performing Earned Value Analysis, and managing Software Configuration.
- **Software Quality Assurance**: Defines and measures quality using models like ISO 9126, Product and Process Metrics, and introduces Process Capability Models (like CMMI).
- **People Management**: Essential strategies for Managing People in a software environment, including Organizational Behavior, Team Dynamics, and Stress Management,

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- Activity Planning and Risk Management
- Monitoring and Control
- Software Quality

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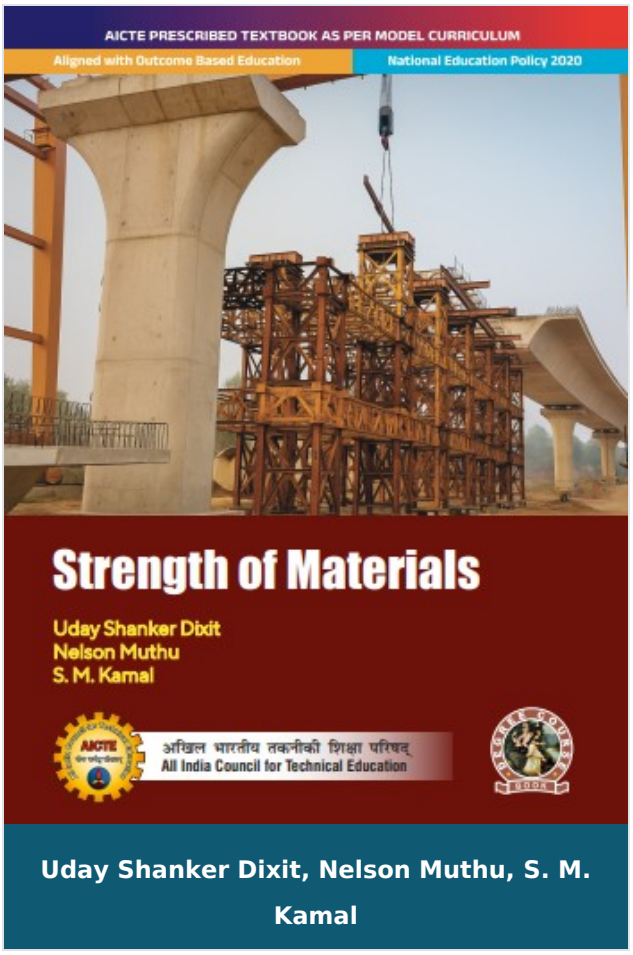
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Strength of Materials

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Product Description

Strength of Materials

This book on Strength of Materials follows so-called engineer’s approach. It is a suitable book for one-semester first course on Solid Mechanics or Strength of Materials for undergraduate students of engineering. The uniqueness of the book is that basic concepts have been covered in a lucid manner such that students can also be prepared to study a course on theory of elasticity (so-called mathematician’s approach) in later classes. There are sufficient number of exercise problems in this book, which prepare students to become practicing engineer or a researcher. The book also contains multiple choice questions. Content of the book, examples and exercise problems have been optimized. Thus, the learning output to effort ratio can be enhanced with the support of this book.

Salient Features:

- Content of the book aligned with the mapping of Course Outcomes, Programs Outcomes and Unit Outcomes.
- In the beginning of each unit learning outcomes are listed to make the student understand what is expected out of him/her after completing that unit.
- Book provides lots of recent information, interesting facts, QR Code for E-resources, QR Code for use of ICT, projects, group discussion etc.
- Student and teacher centric subject materials included in book with balanced and chronological manner.
- Figures, tables, and software screen shots are inserted to improve clarity of the topics.
- Apart from essential information a ‘Know More’ section is also provided in each unit to extend the learning beyond syllabus.

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- Short questions, objective questions and long answer exercises are given for practice of students after every chapter.
- Solved and unsolved problems including numerical examples are solved with systematic steps.

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