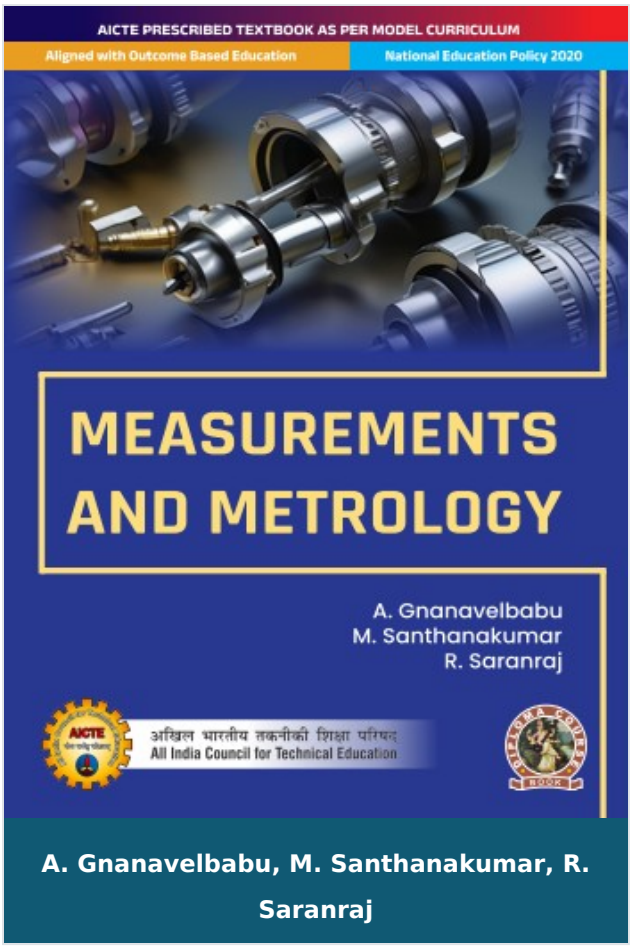


A. Gnanavelbabu, M. Santhanakumar, R. Saranraj

Measurements and Metrology

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Product Description

Measurements and Metrology

This book familiarizes students with the critical domains of Measurements and Metrology. It provides a comprehensive understanding of basic science for engineering students. Covering the fundamentals of measurements and metrology, and enables them to gain insight into the subject. The book covers essential topics such as dimensional measurements, calibration techniques, mechanical measurement system, and various metrology tools and their applications in engineering problems. The primary content of this book aligns with the model curriculum of AICTE and fellow the outcomes-based education concepts as per the 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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- APPLIED MECHANICAL MEASUREMENT
- LIMITS, FITS & TOLERANCES
- GEAR MEASUREMENT AND TESTING
- MEPC210 Measurements & Metrology Lab
- Suggested Reading & References
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- Index

Author

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M. Santhanakumar

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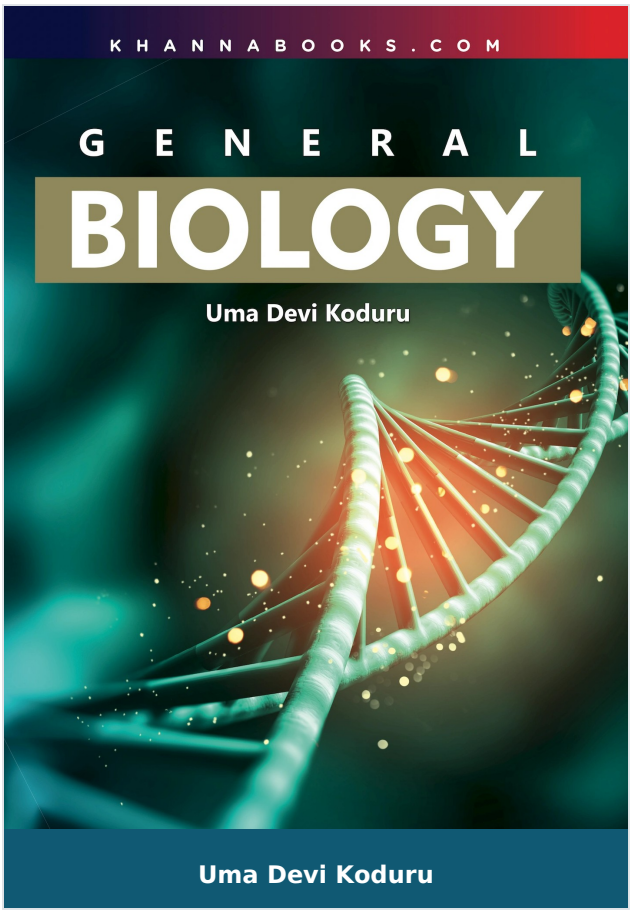
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General Biology

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Product Description

· Covers in toto the syllabus prescribed by AICTE and APSHE for the General Biology Course.

· Service as a textbook to guide the instructor.

· Suitable for self -study with explanatory stand-along illustrations.

· Encompasses the entire breadth of topics in Biology.

· An Essential for students pursuing a basis course in Biology.

· Presents the topics in a style that can be comprehended by students from non-biology background.

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- Biology-An Exciting Science; Biomimicry
- Classification and Model Organisms
- Genetics
- Biomolecules
- Enzymes Information transfer in Living Organisms
- Protein Structure and Function
- Laws of Thermodynamics at Play in Metabolism
- Microbiology
- Biotechnology

Author

Uma Devi Koduru

Uma Devi Koduru 1- Uma Devi Koduru: (Professor Retd), Andhra University, Visakhapatnam) A Faculty in life sciences for over three decades in a University. reveled in teaching Genetics, Molecular Biology, Cell Biology and Bioinformatics. A research career of over four decades working on plants genetics, Microbes (entomopathogenic fungi and micro algae). Research collaboration with scientists in India and abroad supported by liberal research grants. Research publications in high impact journals with high citation index. Continue to marvel at the intriguing science of Biology with a deep passion to inspire young minds to study the subject what ever be their specialization in graduation.

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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.

Salient Features:

1. DC Circuits
2. AC Circuits
3. Transformers
4. Electrical Machines
5. Power Converters
6. Electrical Installations

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- Transformers.
- Electrical Machines.
- Power Converters.
- Electrical Installations.

Author

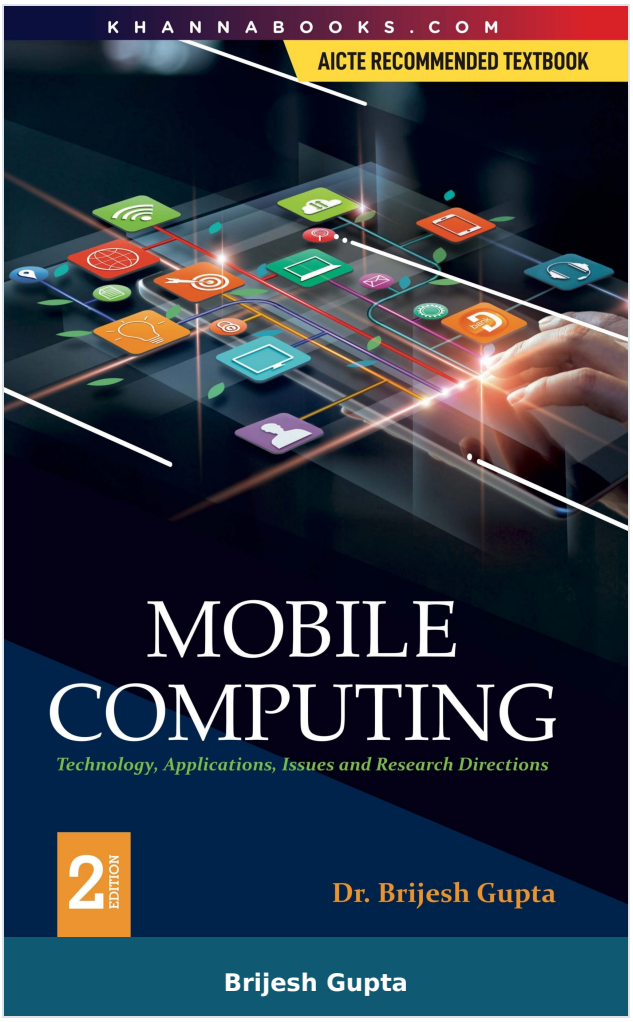
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Product Description

Mobile computing is rapidly becoming a way of life. This is the fastest emerging field, which has created a need for new techniques and solutions. To fulfill need of the hour, this book is designed for graduate and postgraduate students in B. Tech. computer science & Information Technology, computer applications, research scholars and for professionals.

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- Introduction
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- Location Management
- Transaction management
- AD Hoc Networks
- Question Bank

Author

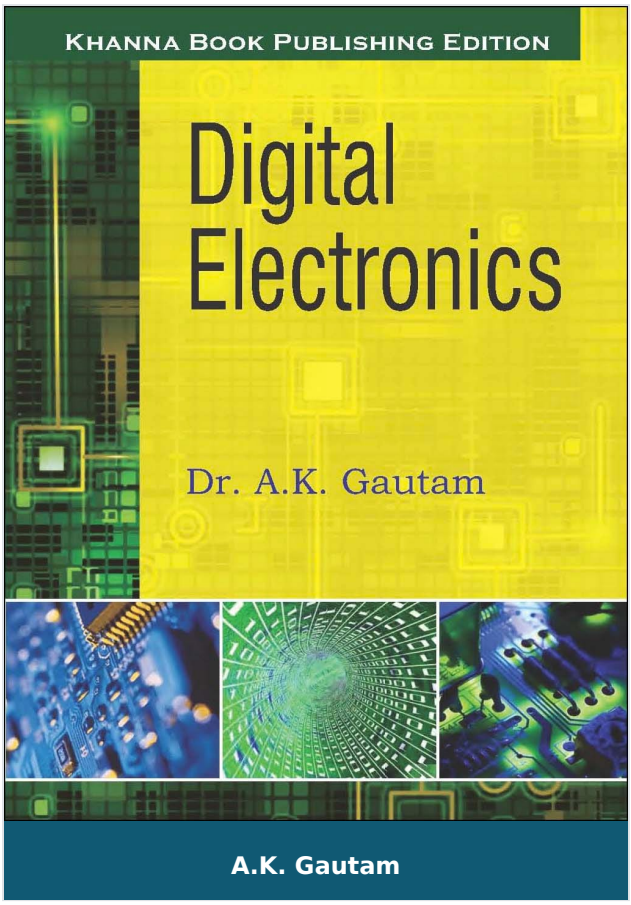
Brijesh Gupta

Dr. Brijesh Gupta Dr. Brijesh Kr. Gupta is currently serving as Professor and Head n the Department of MCA at Galgotias College in Engineering & Technology, Greater Noida. He joined teaching Profession in 1991 after his Post Graduation. He has 22 years of teaching, research and administrative experience at various levels in Indian Education System. He served in Ministry of Defense, Govt. of India as a Civilian Officer. To carry out his research work in the area of High Speed Communications, he enrolled himself at Indian Institute of Technology-Roorkee, India in Jan., 1999. He has worked on two major research projects sponsored by U.G.C. New Delhi, and A.I.C.T.E., New-Delhi and completed them successfully. He has served in reputed technical institutes of U.P. Technical University (GBTU & MTU), Lucknow since 2003, after completing his Ph.D.

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Product Description

Each topic is well explained by illustration and photographs. A large number of solved problems, unsolved problem, and the each chapter are summarized in the end. In view of various competitive examination the multiple choice questions with answers is also given in the books. Further, to facilitate the student towards practical, lab experiments and various questions for viva voice is also provided.

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- Logic Families
- D/A and A/D Converters
- Hazards and Fault Detection

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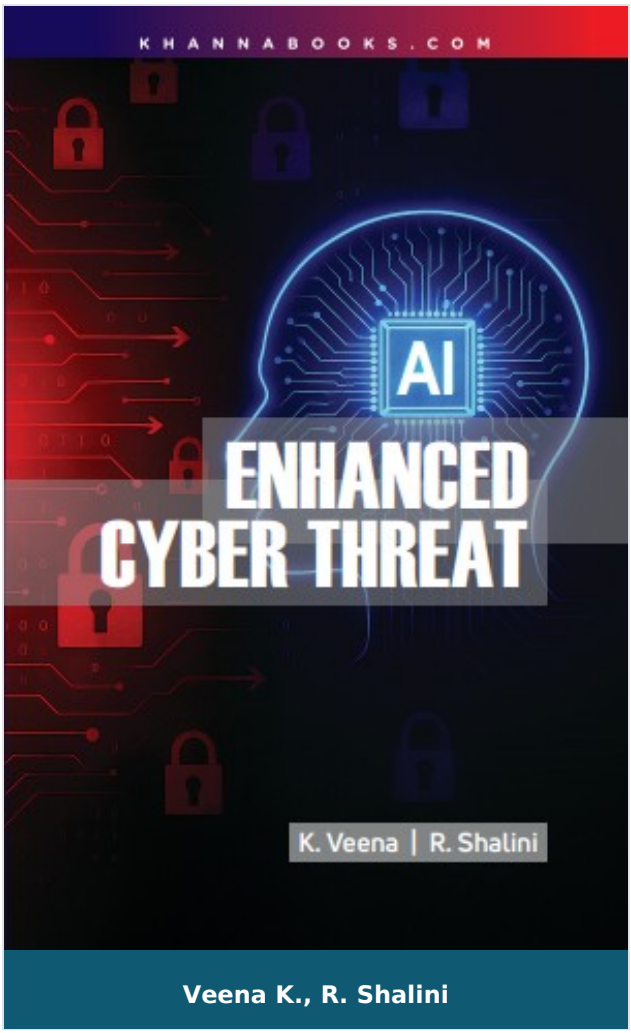
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A.K. Gautam Dr. A.K.Gautam received Ph. D. degree in Electronic Engineering from Indian institute of Technology. Banaras Hindu University, Varanasi, India, in 2007. prof. Gautam is a senior faculty member in the Department of Electronics & Communication Engineering. G.B. Pant Engineering College, Pauri Garwal, India. Dr. Gautam is an active member many academic committees of different Institute and Universities of repute. he is a member of IEEE (USA)

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Veena K., R. Shalini

AI Enhanced Cyber Threat

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Product Description

AI Enhanced Cyber Threat

In the rapidly evolving digital landscape. Artificial intelligence (AI) presents a double – edged sword. While it serves as the foundation for next-generation defense systems. It is simultaneously being weaponized by adversaries to create sophisticated, adaptive, and highly evasive cyber threats.

AI Enhanced cyber threats offers a vital, comprehensive analysis of this critical intersection. This book meticulously explores the emerging methodologies where Ai and Machine Learning are used to launch automated spear-phishing campaigns, craft polymorphic malware, and bypass conventional security measures. Crucially, it provides IT professionals, security analysis, and researchers with actionable, cutting-edge strategies to counter these advanced threats.

From implementing adversarial training to fortify defense models to establishing secure deployment practices in complex IoT and cloud environments, this text is the definitive guide to building an intelligent, resilient, and adaptive cybersecurity posture in the AI age.

Salient Features:

- **Comprehensive threat analysis:** In-depth exploration of how adversaries utilize AI to automate attacks, enhance phishing efficacy, and deploy adaptive malware.
- **Advanced Mitigation Strategies:** Detailed coverage of AI-powered defense mechanisms, including Adversarial training to improve model resilience against attacks.
- **Real-time security implementation:** Focus on deploying AI-powered anomaly detection systems for continuous, real-time monitoring ongoing compliance in modern infrastructure.

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- **Secure IoT and cloud deployment:** best practices for secure configuration of cloud services, network segmentation, and ensuring ongoing compliance in modern infrastructure.
- **Data security fundamentals:** Insights on establishing effective patch management processes and conduction regular security audits and risk assessments.
- I**deal for:** undergraduate and postgraduate students, researchers, cybersecurity professionals, and network administrators seeking to master the principles of AI-driven security.

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- Impact of AI on cybersecurity
- Secure web and application security
- Cyber threats

Author

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Dr. R. Shalini Associate Professor, Dept of CSE, Sathyabama Institute Of Science and technology Dr. K. Veena Associate professor, Dept of CSE, Sathyabama Institute Of science and technology

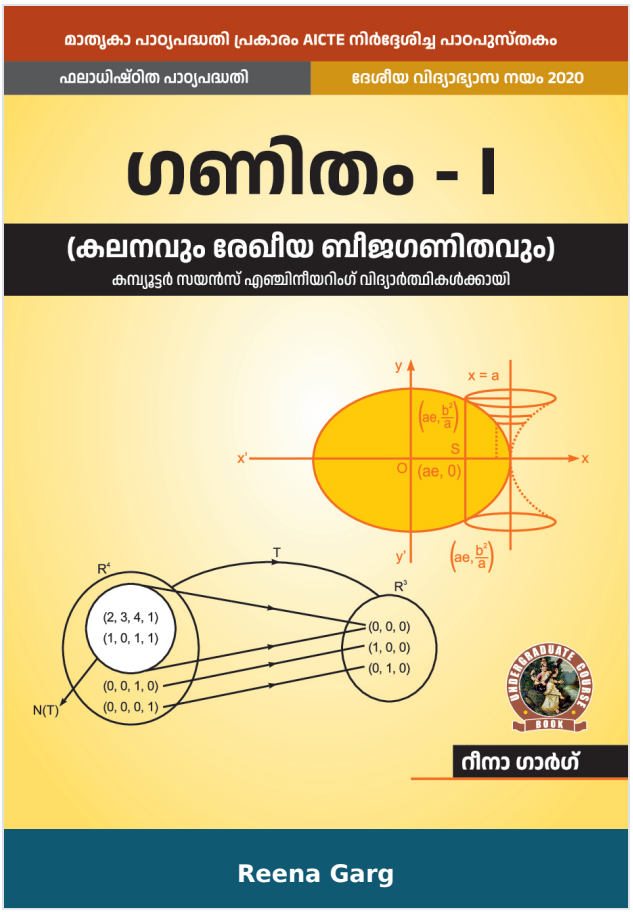
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Mathematics –I (Calculus and Linear Algebra) For Computer Science Engineering Branches

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Product Description

Calculus and Linear Algebra cover all the modules prescribed by AICTE model curriculum to all the 1st year CSE students studying in engineering institutions and universities of the country. It serves as both text book /or useful reference work. It contains 5 units which included calculus, Algebra and vector spaces along with their applications. This renowned and well respected title provides in one handy volume with the essential mathematical tools that help in understanding the subject and problem solving techniques with many real life engineering applications. As per trademark of AICTE. This book is in student's friendly style, author has endeavored enormous efforts in providing numerous solved examples and exercise under each topic to facilitate better understanding of the concepts to the students. Majority of questions in this book have been designed to access the reader's understanding of the subject professionals or those who are preparing for competitive examinations will also find this book very useful. This book will give the students a complete grasp of the mathematical skills that are needed by engineers all over the country.

Some Salient Features of the Book:

1. In depth coverage of all related, essential and mentioned topics as per AICTE in simple presentation with clarity and accuracy.

2. Emphasis on the applications of concepts and theorems.

3. Core concepts are presented through a large number of solved graded model examples in an innovative and lucid manner.

4. A good number of relatively competitive problems are given at the end of each unit in the form of short questions, HOTS, assignments, MCQs and know more for student's practices purpose. Practical /Projects/ Activity also given in each unit for enhancing the student's capability, to increase the feeling of team work.

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5. To clarify the subject, the text has been supplemented through Notes, Observations and Remarks; an attempt has been made to explain the topic through maximum use of geometries wherever possible.

6. Some standard problems with sufficient hints have been included in each exercise to gauge the student’s visual understanding and for grasp the theory.

7. Video links, interesting facts, uses of ICT also included after each topic in every unit for easy understanding of the readers. Also included the pictorial representations of many topics for fast and permanent grasping of the content.

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- Guidelines for Students
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- Matrices.
- Vector Spaces I.
- Vector Spaces II.
- Index
- CO and Po Attainment Table.

Author

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Dr. Reena Garg , M.Sc. Mathematics (Gold Medalist), M.Phil, Ph.D is Assistant Professor (Mathematics) in YMCA University of Science & Technology, Faridabad (Haryana). She also taught in C.I.T.M. Faridabad (presently known as Manav Rachna International University, Faridabad). Her teaching experience of more than a decade has made this book more valuable for the knowledge seekers.She has published more than 10 research

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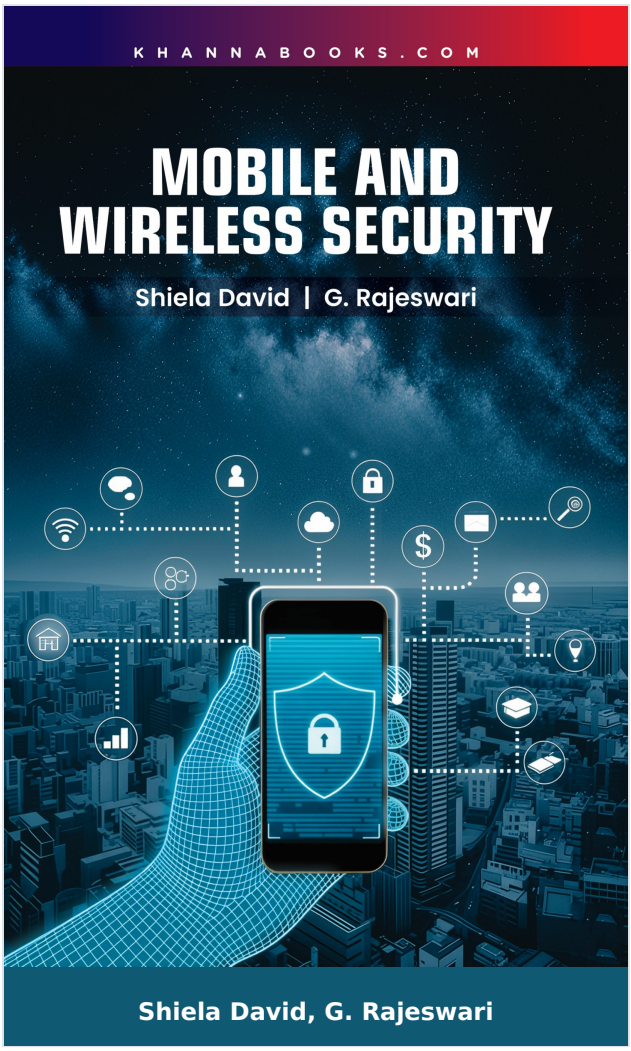
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papers in various InternationalJournals. She is a life-time member of Forum of Inter-disciplinary mathematics in India. She is a member of reviewer Board in IJRET, Bangalore.

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Mobile and Wireless Security

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Product Description

In our modern, interconnected world, where wireless networks and mobile devices have become ubiquitous tools for communication, business, and daily life, the imperative for robust security has never been greater. This handbook, Mobile and Wireless Security, serves as an essential guide, providing an in-depth understanding of this dynamic and critical field, from foundational principles to the newest industry trends.

The core purpose of this material is to illuminate the underlying systems of wireless technology and expose the resultant security threats they face. The book's major goals are to enable readers to grasp the basic features of wireless systems, meticulously examine the necessary security protocols and cryptographic methods, and confidently implement effective security practices across various wireless devices. It thoroughly addresses the vast array of threats, such as unauthorized access, data intrusion, and Denial of Service (DoS) attacks, that compromise modern wireless environments.

This resource is designed for a broad target audience, including IT professionals, cybersecurity experts, academics, students, and any individual or organization—from enterprises to governments—who must proactively safeguard sensitive data and defend against unauthorized access in a mobile-first landscape. By the end of this journey, you will possess the practical knowledge required to apply sophisticated security measures to mobile wireless systems with the confidence needed to secure wireless networks in real-world applications.

Salient Features:

• Foundational Network Models: Delivers a clear overview of the OSI and TCP/IP models, establishing the fundamental theoretical frameworks necessary for understanding how various network protocols interact during end-to-end communication.

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• Wireless Protocol Evolution: Provides a comprehensive examination of essential WLAN security protocols, detailing the weakness of WEP and the evolution through WPA and WPA2 to the robust security standards offered by WPA3.

• Core Cryptography Methods: Covers symmetric and asymmetric cryptography schemes, hash functions, and key secure protocols like SSL/TLS and IPSec, which are crucial for securing data confidentiality, integrity, and non-repudiation.

• Device Security Analysis: Dedicated content analyzes security problems specific to wireless devices, including Laptops and Handsets, covering topics like physical security, application security, and the risks of information leakage.

• Cellular System Defense: Explores security considerations for cellular networks, detailing threats, types of Cellular Fraud, and the security mechanisms employed within systems like GSM and data networks such as GPRS.

• Wireless Threat Landscape: Defines and provides mitigation techniques for pervasive wireless threats, including Eavesdropping, Communication Jamming, Rogue Client Attacks, and vulnerabilities arising from weak cryptographic algorithms.

• Practical LAN Implementation: Offers practical security guidance on deploying Wireless LANs in various organizational structures, including Large Enterprise Campuses, Wireless ISP Designs, and Small Office/Home Office (SOHO) environments.

• Security Best Practices: Outlines actionable strategies for a proactive security stance, emphasizing the need for robust Authentication, ongoing Network Monitoring, regular Firmware/Software Patching, and stringent physical access controls.

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- Security Considerations for Wireless Devices
- Wireless Technologies and Applications
- Implementing Wireless LANs: Security Concideration s

Author

Shiela David

Shiela David

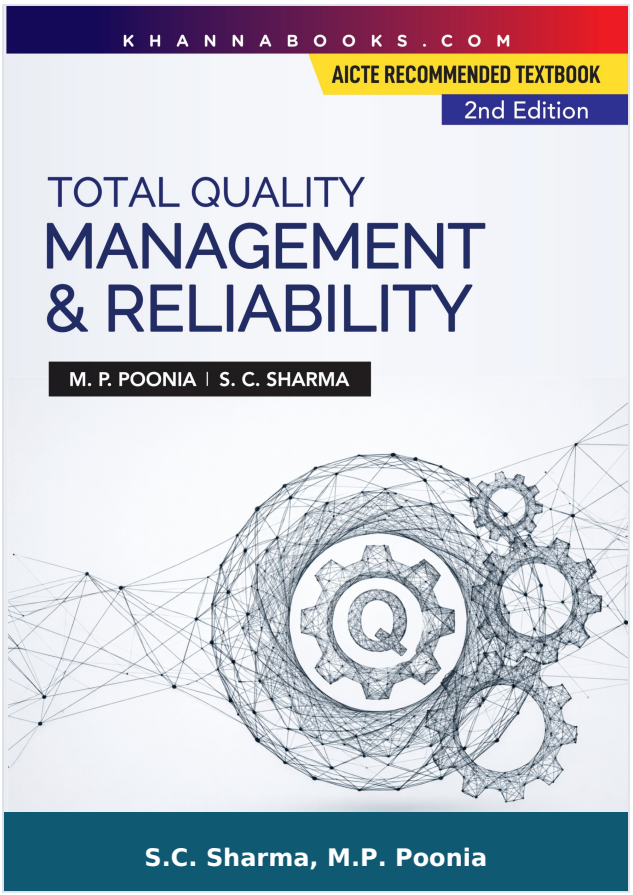
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Total Quality Management and Reliability

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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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Author

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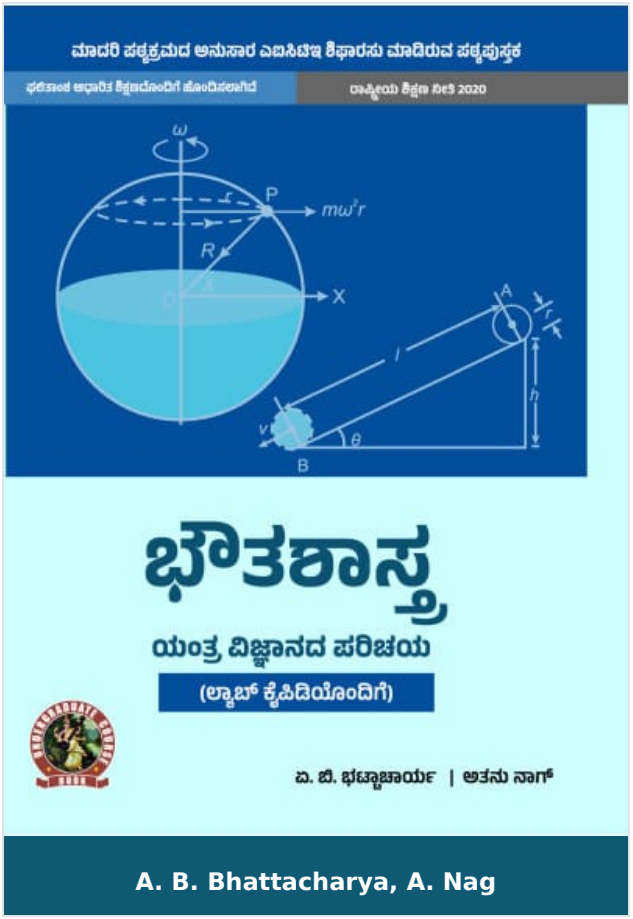
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Physics (Introduction to Mechanics)

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Product Description

Physics: Introduction to Mechanics has been written for the first year students of B Tech Engineering Degree Courses of all Indian Universities following the guideline and syllabus as recommended by AICTE. The book, written in a very simple and lucid way, will be very much helpful to reinforce understanding of different aspects to meet the engineering student’s needs. Writing a text-cum manual of this category poses several challenges providing enough content without sacrificing the essentials, highlighting the key features, presenting in a novel format and building informative assessment. This book on engineering physics will prepare students to apply the knowledge of Mechanics to tackle 21 century and onward engineering challenges and address the related questions.

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1. Expose basic science to the engineering students to the fundamentals of physics and to enable them to get an insight of the subject.

2. To develop knowledge on critical questions solved and supplementary problems covering all type of medium and advanced level

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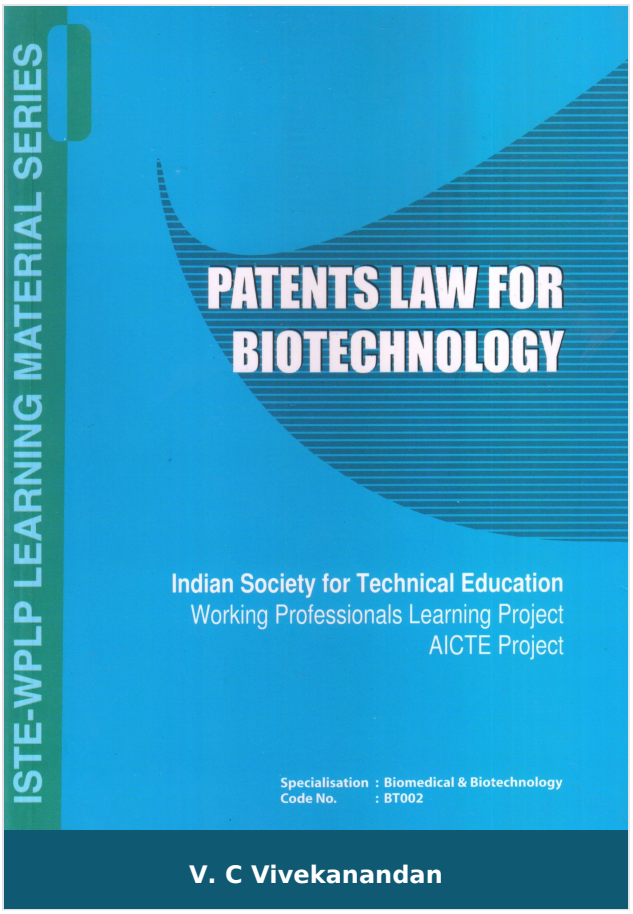
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Product Description

This module of designed to give the reader - a technocrat or a lawyer an understanding of the history of the development of Intellectual Property in the first chapter. This chapter shows how the need for such a legislation arose in Europe and later in United States. The Second chapter deals with the conceptual understanding of contemporary issues in Patenting, what qualifies for patents, what qualifies for patents, what does not and how standards are constantly raised and interpreted. The third chapter deals with the legislation in India. It deals with what are inventions under law and what are not. How does one proceed to patent and invention? How one can draft a good patent? what are the safeguards if one abuses the system? What are the rights of the public in such a system and related issues? The fourth chapter deals with the special issues relating to the emerging research in Biotechnology like the cell culture, hybridoma technologies, recombinant DNA, patenting of software programmes and other principles. The fifth chapter deals with Patent Cooperation Treaty which offers a single window filing system for patenting inventions world wide. The sixth chapter deals with the TRIPS agreement and its salient features, where the provisions relating to patents law and compulsory licences are dealt with. Chapter Seven deals with the World Intellectual Property Organization, its mission, challenges and future agenda.

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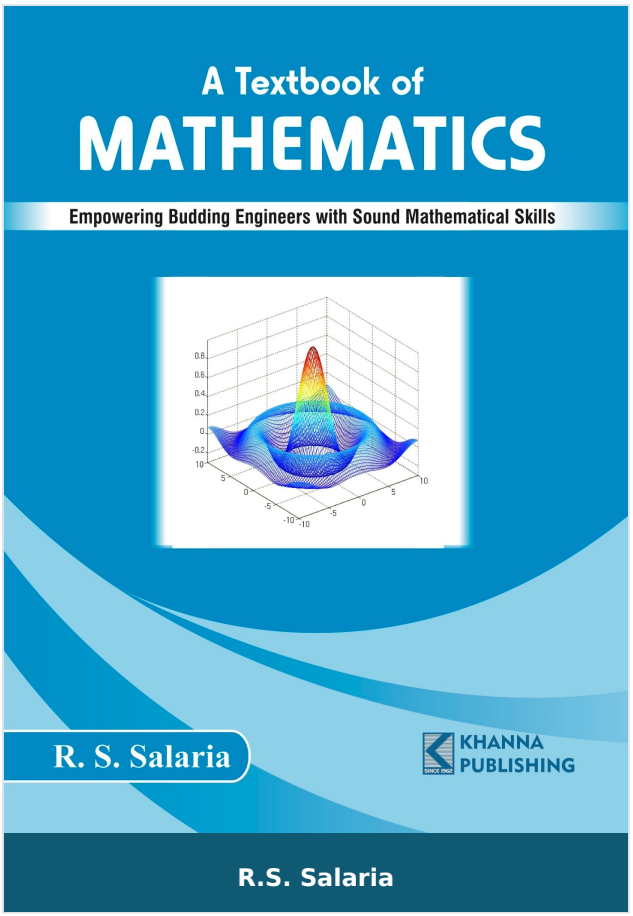
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A Textbook of Mathematics

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This book is designed to serve as a textbook for the students taking this subject. It is a book with a difference from 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.

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