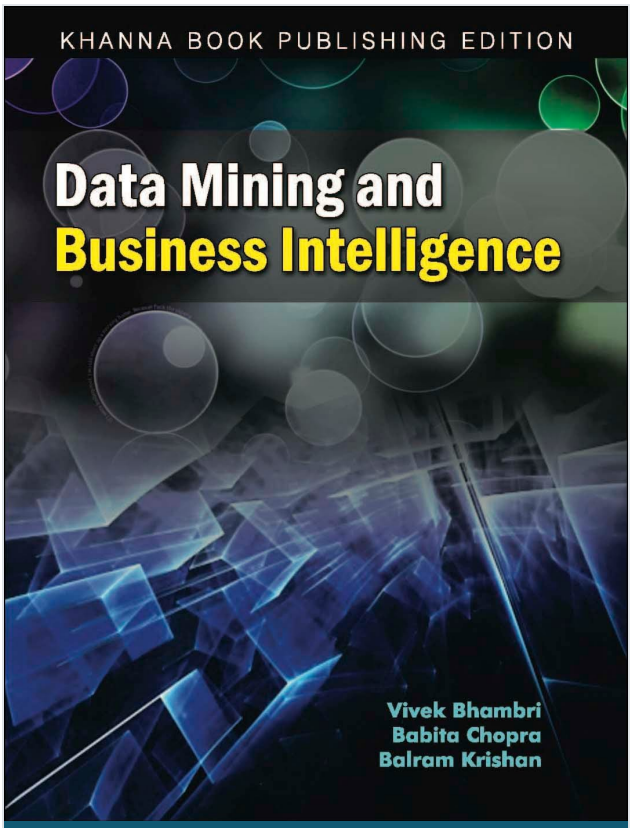


Balram Krishan, Vivek Bhambri, Babita Chopra

Data Mining and Business Intelligence

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Product Description

It has been rightly said that "people who can't see the value in data mining as a concept either don't have the data or don't have data with integrity." The concepts of data mining and business intelligence are necessary for survival in the present era of cut throat competition. This book 'data mining and business intelligence' has been designed as a basic text-book for computer science students at post graduation and under graduation levels. it explains the technical concepts of this hot area in simple and easily understandable language. It covers the complete syllabus of MCA, B. Tech courses of Punjabi University, Punjab University, Punjab Technical, Guru Nanak Dev University and Kurukshetra University for the courses in Data Mining and Business Intelligence.

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- Classification
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- Introduction To Business Intelligence
- Concepts Of Data Management & Enterprise Reporting

Author

Balram Krishan

Balram Krishan MCA, M. Phil, is working as Assistant Professor, in Computer Science Department at Desh Bhagat Institute of Management and Computer Sciences, Mandi Gobindgarh, (Punjab). He has a total experience of 8 years in teaching. He has published more than 10 papers in International and National Journals. He is pursuing Ph. D. in Computer Science. His area of interest includes .NET and Cloud Computing.

Vivek Bhambri

Vivek Bhambri is working as Head, Department of Computer Sciences at Desh Bhagat Institute of Management and Computer Sciences, Mandi Gobindgarh (Punjab). He has a

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total teaching experience of 10 years. He is pursuing his research in the field of data mining. His areas of interest include Data Mining and Computer Architecture. He has published more than 20 research papers in International and National Journals.

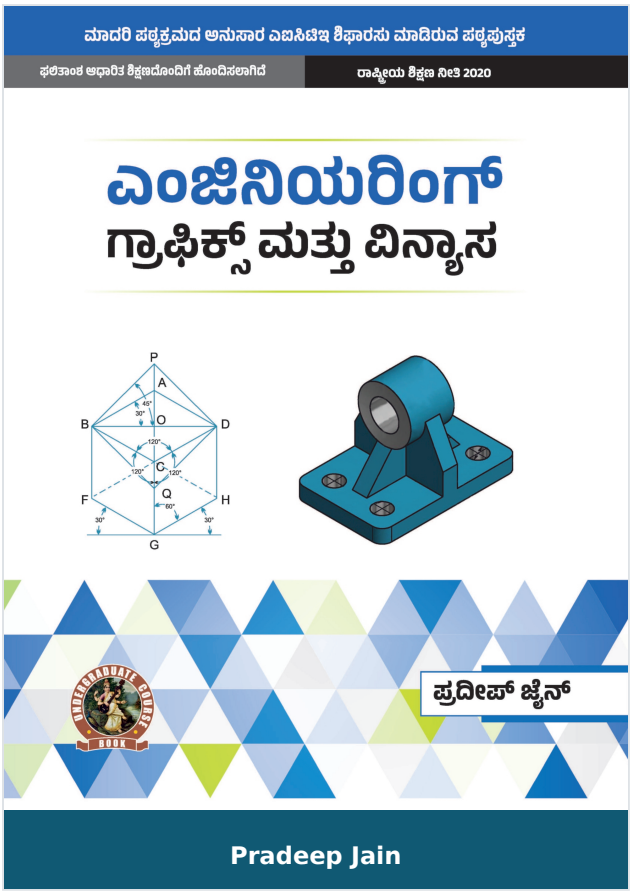
Babita Chopra

Babita Chopra is working as Assistant Professor, in Computer Science Department at Desh Bhagat Institute of Management and Computer Sciences, Mandi Gobindgarh, (Punjab). She has a total experience of 12 years in the Industry and Teaching. She has published more than 15 papers in International and National Journals. She has done her doctorate in the field of Data Mining.

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Engineering Graphics & Design |

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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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- Sectional Views of Solids
- Isometric Projection
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- Customisation &CAD
- Annotation Layers and 3D Modelling
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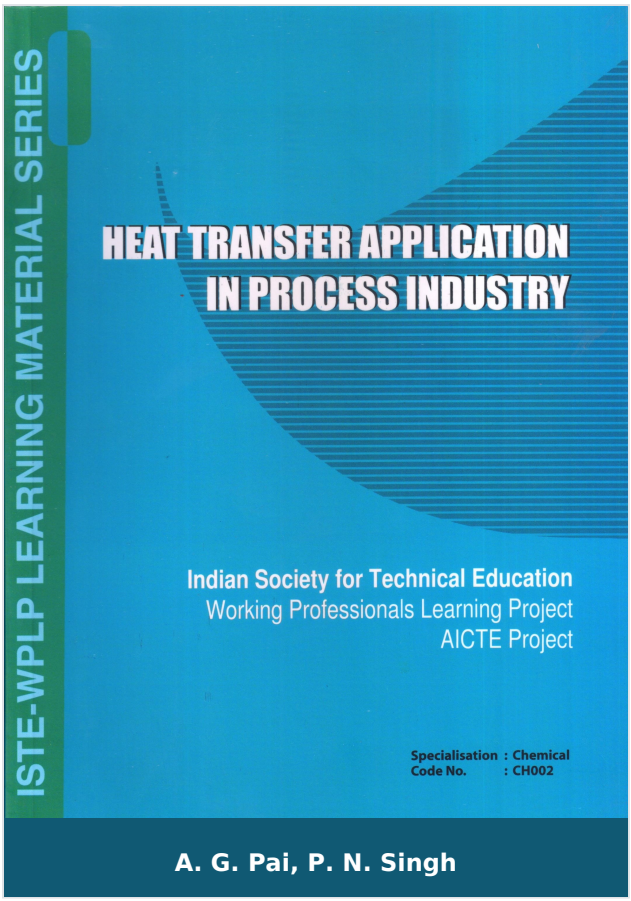
Pradeep Jain

Pradeep Jain has 15 years of experience in teaching and industry in CAD/CAM. presently he is working as an associate professor in the Department of Mechanical Engineering, Ajay Kumar Garg Engineering College, Ghaziabad. He is providing training and consultancy in CAD/ CAM field.

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Heat Transfer Application in Process Industry

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Product Description

Heat transmission is very common and familiarly occurs in our daily life, so much that we tend to accept the process for granted and only think of its glaring manifestations and effects. We use our physical intuition to interpret thermal phenomena, and our reactions to hot and cod substances or the environment becomes voluntary. However, when heat transmission is considered from a quantitative point of view, it becomes quite clear that mechanism of heat transfer and their operations in a given system are not so trivial. Though there is evidence of use of fire by cave men about half a million years ago, yet only in relatively recent times the people have understood that heat is a form of energy in transit and that temperature is a measure of that energy present in a body. The importance of intelligent and judicious use of heat energy has been understood only recently when people have realized that source of heat energy such as coal, gas, and oil are not sufficient to sustain the economic development of the modern society.

Energy saved is energy generated. Process industries being leading consumers of heat energy, it is imperative on the part of the Managers of Process industries, to take all possible steps to minimize the wasteful use of this scarce resource. The text is intended to provide a good understanding of the basic concepts of heat transfer and enhance the skills of the operators and engineers running not only process industries using heat transfer equipment. It is targeted towards the working professionals who area diploma holders in engineering and graduates in science/engineering manning process industries. Emphasizing focuses upon, the ability to run heat transfer equipments efficiently, by bringing heat loss to unavoidable level.

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- A. G. Pai
- P. N. Singh
- P. N. Singh

Author

A. G. Pai

Mr. A. G. Pai, is presently the General Manager (Projects) at Mangalore Refinery and Petrochemicals Ltd. Mangalore. He received his B. E. in Chemical Engineering from National Institute of Technology Karnataka (formerly known as K. R. E. C.), Surathkal and P. G. Diploma in Business Management. He has overs 25 years of industrial experience in running mega industrial trainings in various countries like USA, Germany, France, UK, and Malasytsia. The author is deeply indebted to his mother and all his teachers who have been the source of inspiration in his life. Dr.

P. N. Singh

Dr. P. N. Singh is the Director (Retired), National Institute of Technology Karnataka, Surathkal. He is basically a Chemical Engineer and has over decades of experience in teaching and research related to processes industries. The coauthor, Mr. S. R. Bhat, is presently working as Group General Manager (Instrumentation) at Mangalore Refinery and Petrochemicals Limited, Mangalore. He graduate in Chemical Engineering from Indian Institute of Technology, Chennai. Atomic Research centre, for seven years. Later he worked for Humphreys and Glasgow Consultants, for three years. He ha also worked for Uhde India Limited, for seven years. For the last sixteen years, he has been working for Mangalore Refinery and Petrochemicals in various capacities. He has introduced many

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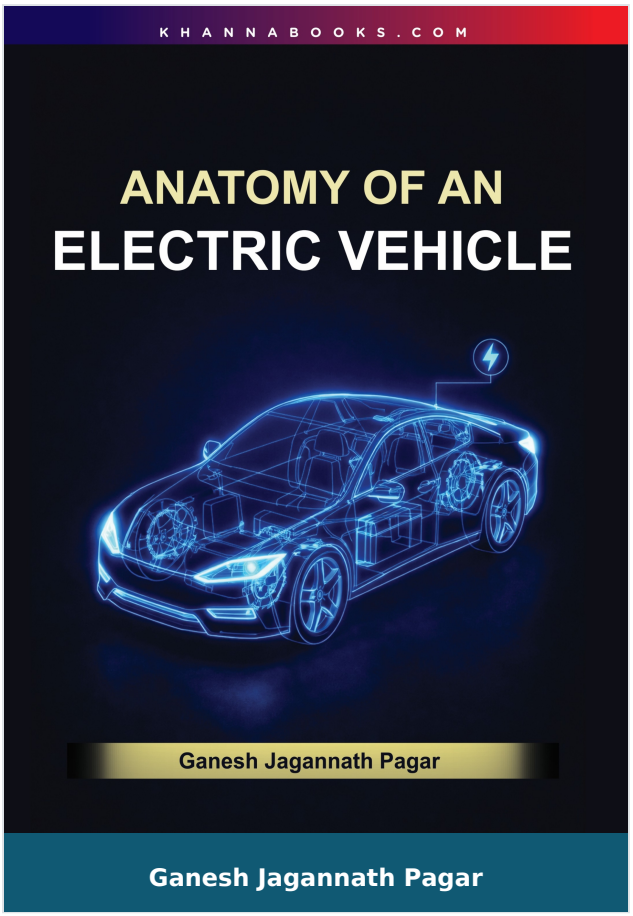
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innovative ideas in running the process plants, particularly in the areas of instrumentation and control.

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Anatomy of An Electric Vehicle

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Product Description

Anatomy of An Electric Vehicle

This book has been written with a simple and clear purpose, to help readers understand electric vehicles in an easy and practical way. As a teacher and an author, I have often noticed that many students and technology enthusiasts are curious about EVs, but they get overwhelmed by complicated technical terms. This book is my effort to make that journey easier and more enjoyable.

In these pages, you will learn how electric vehicles work, their key components, vehicle layouts, and battery technologies. I have also explained how EVs compare with conventional vehicles, along with insights into the growth of electric mobility in India, important government policies, and real-world examples from leading manufacturers. Every topic is presented step by step in simple language so that beginners, students, and technical learners can build strong fundamentals without feeling lost.

My aim is not only to share information but to build real understanding and confidence about the future of mobility. I truly hope this book encourages readers to explore further, keep learning, and become part of the exciting and evolving world of electric vehicles.

Salient Features:

- **Fundamentals of Electric Vehicles**: Clear explanation of EV basics, working principles, and how they differ from conventional vehicles.
- **Core EV Components Explained**: Structured understanding of battery packs, electric motors, power electronics, and control systems.
- **Vehicle Layout and Architecture**: Simple explanation of EV design, including battery placement and motor configuration.
- **Battery Technology**: Covers lithium-ion batteries and emerging future battery technologies.

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- **Charging Systems and Infrastructure**: Overview of home charging, fast charging, and the importance of charging networks.
- **Indian EV Policies and Industry Insights**: Discusses government initiatives like the FAME India Scheme and examples from leading manufacturers such as Tesla.
- **Student-Friendly Learning Approach**: Written in simple language, ideal for diploma, engineering, and technical students.

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- Transmission Systems
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- Hybrid Powertrain

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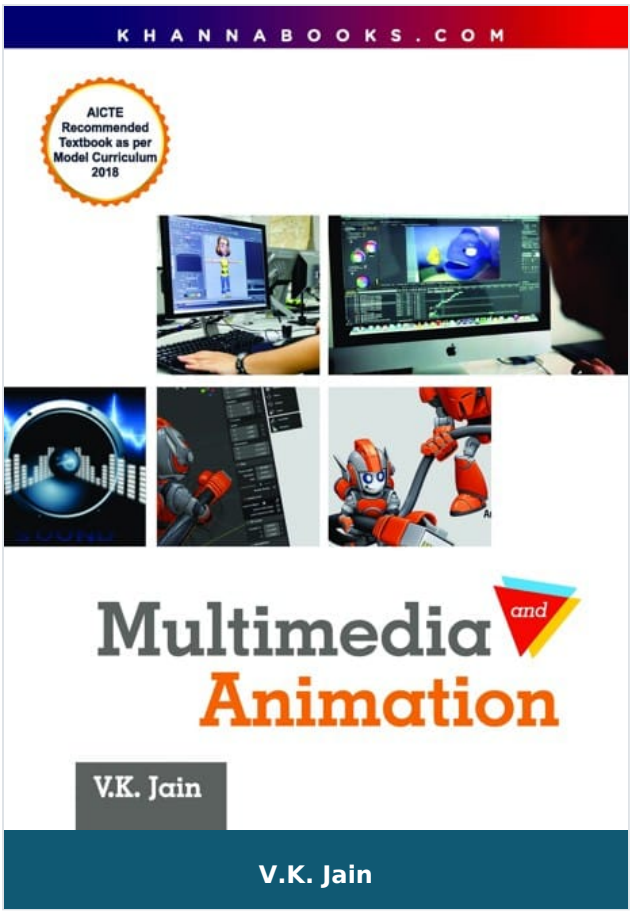
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Multimedia and Animation

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Product Description

The overall goal of the book is to provide a broad understanding of multimedia systems and applications in an integrated manner. A user enjoys multimedia application only if all the pieces of the end-to-end solution fit together. This means that a multimedia application and its user interface must be developed in an integrated fashion with underlying multimedia middleware, operating systems, networks, security, and multimedia device. The book explains the fundamental concepts of storage, compression and decompression, and display technologies used for multimedia systems.

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- Chapter-7: Video Processing
- Chapter-8: Animation
- Chapter-9: Multimedia Authoring Tools
- Chapter-10: Internet, Web and Social Media
- Chapter-11: Wireless Multimedia
- Chapter-12: Multimedia projects: Multimedia Skills

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

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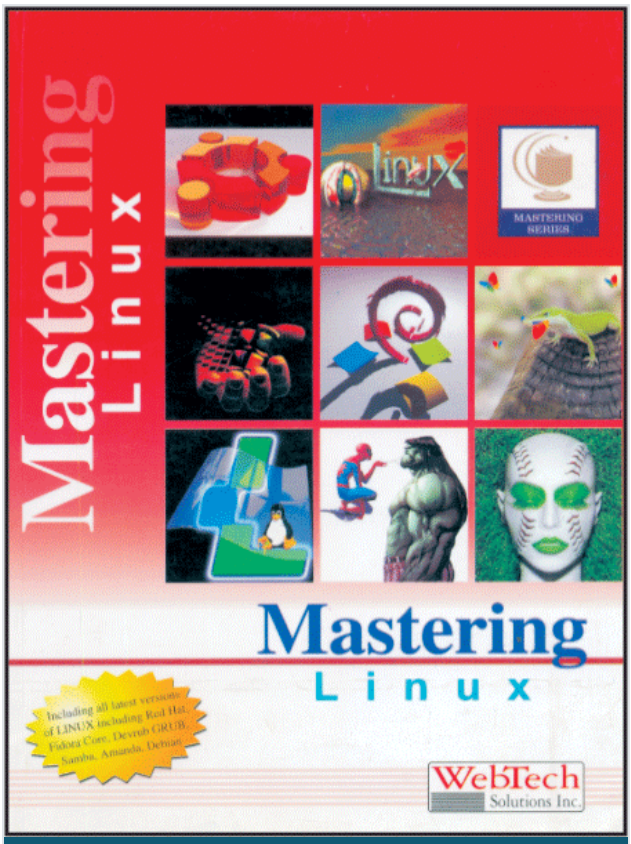
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was concerned with studying power system from the viewpoint of electronic control systems (based on Nyquist Criteria) through Analog and Digital Computer at one of the premier Institution of India IIT (Indian Institutue of Technology) Kanpur. He personally 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 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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WebTech Sol.

Mastering Linux

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Product Description

Mastering Linux is a handy book that teaches you inside-out of the operating system called LINUX in the most effective way possible. It provides the reader with the step-by-step use and functionalities of the software for easy and efficient working of it. With information on upgrading, customizing, troubleshooting, and key shortcuts, this book provides the ready reference you need to keep your network working. The book is very useful of the people who desired to get the complete knowledge of all the features, tools, utilities of the operating system Linux.

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- Backing Up and Restoring the File System

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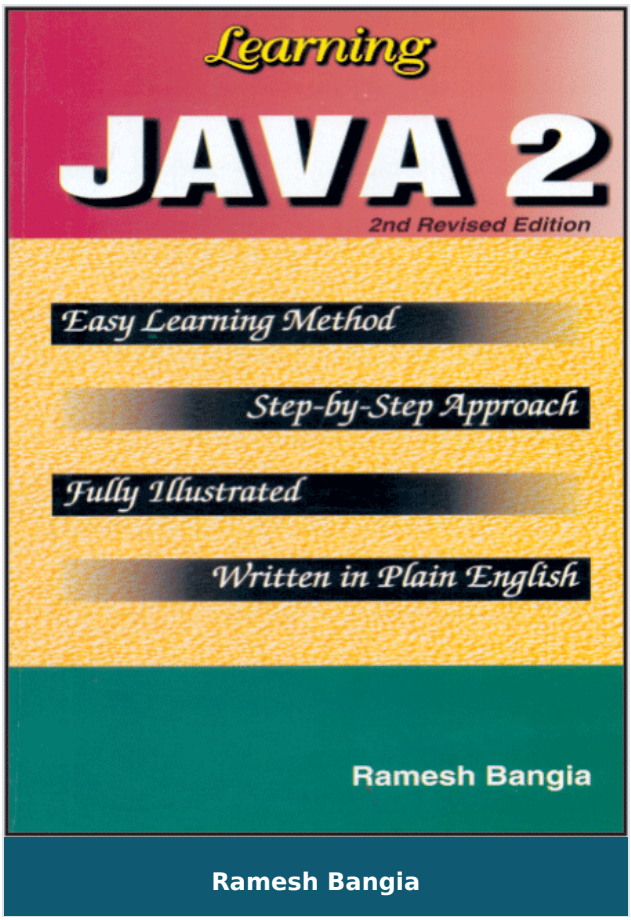
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Ramesh Bangia

Learning Java 2

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Product Description

Learning of a software is both easy and difficult. It depends upon what level you planning to learn. If you are learning only for the working use, then it is very easy. But, when you try to go deep into it, then you realise how difficult it is to master it. JAVA is such a vast subject that it will take a lot of time to understand it fully. This book has been written in mind to make you aware of the options available in the software and how they can be used. It is like telling the child about the steps and stairs. You are the one who is to climb the stair. This book will just guide you how to use the stairs.

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Author

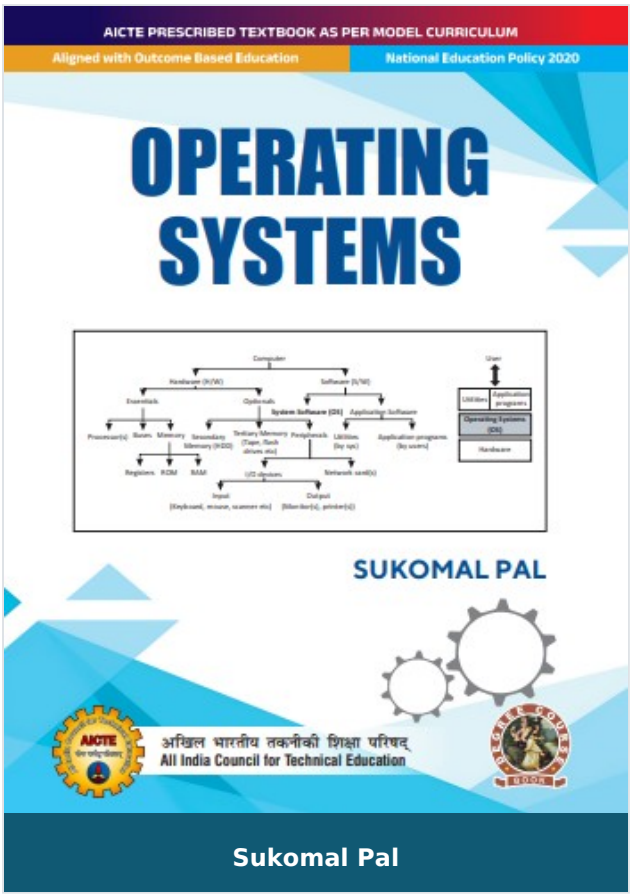
Ramesh Bangia

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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Operating Systems

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Product Description

Operating Systems

This book aims to introduce the undergraduate students to Operating Systems (OS). An operating system acts as an intermediary between the users of different computing systems and the users. The book is written according to the AICTE-prescribed syllabus. Each topic is treated in a lucid and easy manner relating to real life examples and QR code links to supplementary and online materials.

Salient Features:

- Content is aligned with the mapping of Course Outcomes, Program Outcomes and Unit Outcomes.
- Unit prerequisites are mentioned in the beginning of each unit to prepare the students with necessary background.
- The learning outcomes are also listed before starting a unit so that the student understands what (s)he can gain after completing the unit.
- Textual content is complemented by a number of illustrations, images, figures, graphs, tables so that students can grasp the matter well.
- A number of multiple-choice questions as well as questions of short and long answer types following Bloom’s taxonomy and assignments through a number of numerical problems are added to consolidate the learning of a student.
- A list of references and suggested readings are provided at the end of each unit.
- A set of URLs and QR codes are provided in different sections which can be accessed or scanned for relevant supportive knowledge.
- “Know More” section along with a list of suggested readings and references are added at the end of each section for supplementary information to cater to the inquisitiveness and curiosity of the students

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- INTERPROCESS COMMUNICATION and PROCESS SYNCHRONIZATION
- DEADLOCKS
- MEMORY MANAGEMENT
- I/O MANAGEMENT
- REFERENCES AND FURTHER LEARNING
- INDEX

Author

Sukomal Pal

Dr. Sukomal Pal Associate Professor, Department of Computer Science & Engineering IIT (BHU), Varanasi, UP

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Engineering Graphics

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Product Description

“ Engineering Graphics” is a compulsory 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.

Book covers six topics- Basic Elements of drawing , Orthographic Projections, Isometric Projections, Free Hand Sketcher of Engineering Elements, Computer Aided Drafting Interface, Computer Aided Drafting. 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 Outcomes, Programs Outcomes and Unit Outcomes.

2. In start of each unit learning outcomes are listed to make the student understand what is expected out of him/ her after completing that unit.

3. Book provides lots of recent information, interesting facts, Codes for E-resources, QR Code for use of ICT, projects, group discussion etc.

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

5. Figures, tables and software screen shots are inserted to improve clarity of the topics.

6. Apart from essential information a ‘Know More’ section is also provided in each unit to extend the learning beyond syllabus.

7. Short questions, objective questions and long answer exercises are given for practice of students after every chapter.

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

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- Free Hand Sketches of Engineering Elements
- Computer Aided Drafting Interface
- Computer Aided Drafting

Author

Sharad K. Pradhan

Sharad K. Pradhan

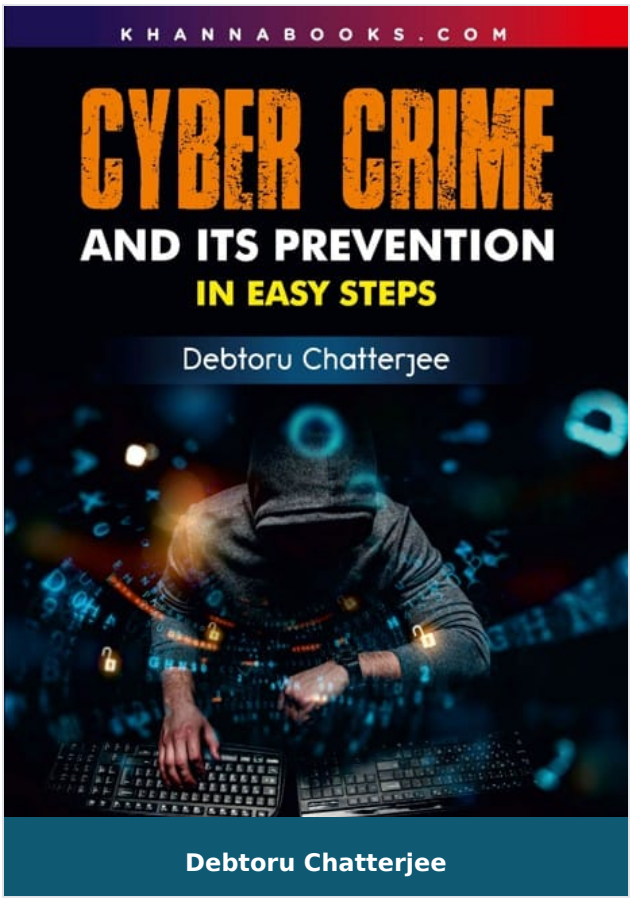
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K. K. Jain

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Debtoru Chatterjee

Cyber Crime and its Prevention in Easy Steps

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Product Description

This book has been divided into two parts. The learning outcomes from each are as follows:

PART -1

The reader will gain awareness of how fraudsters:

- acquire one-time passwords via social engineering to commit OTP- based crimes. - exploit vulnerabilities to create false ATMs. - take advantage of poor over-sight mechanisms to remain undetected. - exploit air gaps to manipulate data in transit for fraud. - mislink accounts in a cross-institutional content to syphon off funds. - launder stolen proceeds. - take advantage of default configurations to gain unauthorized network privileges and how to devise counter-measures to deter such frauds.

PART -2

The Reader will gain awareness of how:

- hackers break into android smartphones to steal OTP and other confidential information - encrypted information to and from your smartphone or computer can be intercepted - the computer can be hacked with or without social-engineering - websites are scanned for vulnerabilities and exploited - enemy computers are targeted in cyber wars - Security Operations Centers function and tactical and policy measures to counter such threats.

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- Hardening
- Default Configurations
- Fraud
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- PART-II
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- Attack
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- Anatomy of Cyber War
- Inside
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Author

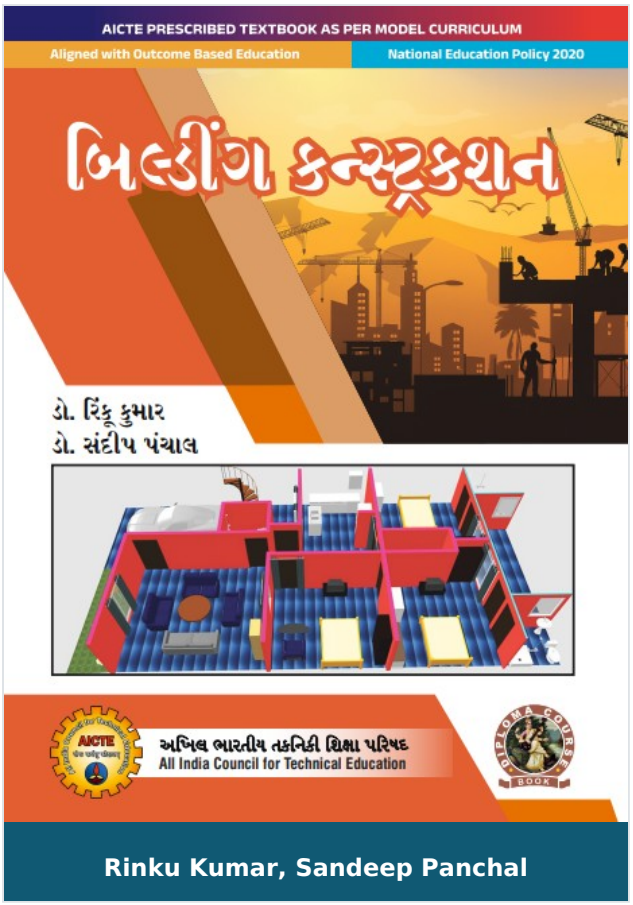
Debtoru Chatterjee

Debtoru Chatterjee, an Indian Postal Service Officer (1994 batch), has served 11 years in a central police organization, including as an Inspector General, besides a five-year stint as an army Colonel. An honor graduate from Presidency College Calcutta, he holds and M.Sc. (Distinction) in Cyber Forensics and Information Security from the University of Madras; an MBA (IT Systems) (Distinction) from ICFAI; and a Master in Business Laws from National Law School, Bangalore. A keen student of Kali Linux and Python, he has also authored a companion book "Cyber-Crime and its Prevention in Easy Steps".

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Author

Rinku Kumar

Dr. Rinku Kumar Assistant Professor, Lecturer, Government Polytechnic Mankeda, Agra, Uttar Pradesh Dr.

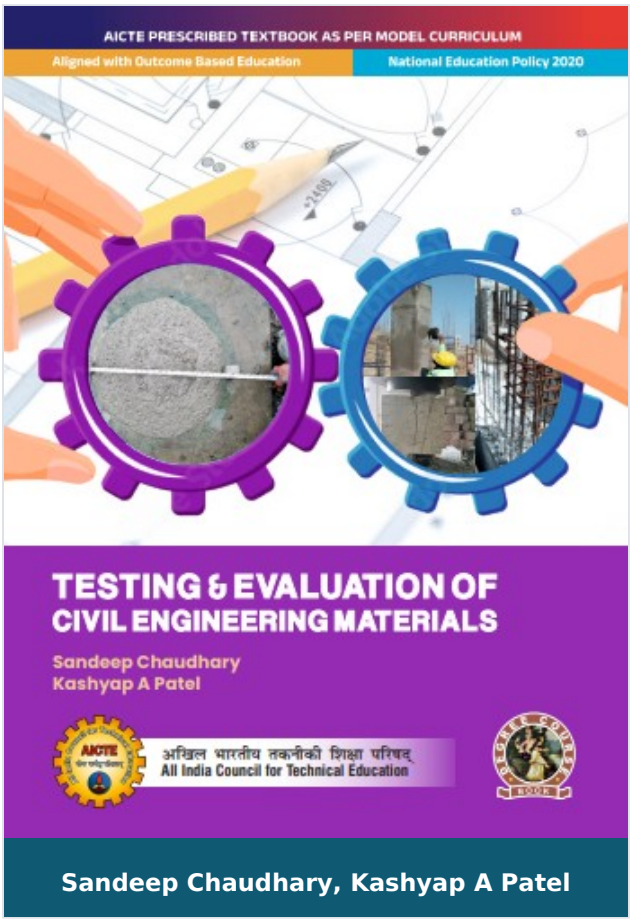
Sandeep Panchal

Dr. Sandeep Panchal Lecturer, Department of Civil Engineering, Government Polytechnic Mankeda, Agra, Uttar Pradesh, India

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Testing & Evaluation of Civil Engineering Materials

Author :	Sandeep Chaudhary, Kashyap A Patel
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Product Description

Testing & Evaluation of Civil Engineering Materials

This book contains an introduction to civil engineering materials and an advanced discussion on their testing and evaluation procedure for fourth semester students of undergraduate degree course. Main purpose of the book is to help the students identify suitable civil engineering materials as per their needs, through a systematic testing and evaluation procedure. The book is designed as per syllabus and model curriculum of AICTE and aligned with the theme of outcome-based education according to National Education Policy 2020.

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

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Author

Sandeep Chaudhary

Dr. Sandeep Chaudhary Professor, Department of Civil Engineering Indian Institute of Technology Indore Dr.

Kashyap A Patel

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4C/4344, Ansari Road, Daryaganj, New Delhi-110002

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Dr. Kashyap A Patel Assistant Professor, Department of Civil Engineering Sardar Vallabhbhai National Institute of Technology, Surat

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