



# CATALOG 2023

## **NEW TITLES**

- ▶ Business and Management
- ▶ Education and Psychology
- ▶ Hospitality & Tourism
- ▶ Journalism and Mass Communication
- ▶ Language and Linguistics
- ▶ Law
- ▶ Library Science
- ▶ Social Sciences



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## CONTENTS

Business and Management	1	Law	18
Education and Psychology	6	Library Science	20
Hospitality & Tourism	11	Social Sciences	22
Journalism and Mass Communication	14	Backlist	25
Language and Linguistics	15		

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## Organization and Leadership in Disruptive Times

**Seyed Ali Fallahchay**

This book has an outline of effective management. This book also explains how to lead and supervise transformation in the era of digital disruption and artificial intelligence. Additionally, the importance of quantum leadership and current leadership complexities are highlighted. It also clearly states the quality of education in these troubled times. Additionally, it serves as an illustration of the future of leadership in disruptive times.

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### About the Author

Seyed Ali Fallahchay PhD, is a Professor at the University of Mansford. He, also, teaches at Raffles Design Institute in Indonesia. Dr. Fallahchay earned his Doctorate from De La Salle Araneta University in the Philippines. He earned his Bachelor in Engineering of Industrial Forestry from the University of Azad Islamic, Iran. In 2011, he became a licensed engineer. While pursuing his post-secondary education, he managed his own distribution company in Iran. He also managed a manufacturing business in the Philippines. Dr. Fallahchay has a passion for teaching. In 2015, he started teaching at several colleges and universities in the Philippines. Later, he became the Director of Research and Development at one of the University in Philippines. Dr. Fallahchay has authored five (5) books — *Modern Scientific Communication, The Economic of Innovation, Data Science and Decision Making: An Introductory Text for Students and Practitioners, Business and Administrative Communication, Communication in Everyday Life, and Handbook of Group Decision*



## Social Media Mobile Marketing: New age of commercially lucrative relationships

**Kavita Singh**

Smartphones are now practically an essential item for most of the world. Businesses that do not make use of this modality are bound to lose out to major corporations that are already trying to dominate this segment. COVID-19 has made it a matter of urgency to make use of the internet in new and imaginative ways. In a market with dwindling customers, it makes sense to find as many ways as possible of reaching them. This book will discuss

the opportunities that social media and the internet generally present. Simultaneously, this book highlights the limitations of these modalities in terms of engaging customers that may be used to the old-fashioned way of getting to know brands and establishing a personal relationship with them.

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### About the Author

Kavita Singh has born and brought up in royal family of a learned professor. She has completed her all the education from satna district of madhya Pradesh Presently she is Pursuing her PhD in the subject of Sociology on "impact of Social Media on youths ". She have about Five years of teaching experience in Higher education. Her three research papers has-been published on reputed journals all are related to sociological problems and social media. She is very sincere researchar in the field of sociology.



## Social Capital and Business Management: When People Really do Matter

**D.P. Warne**

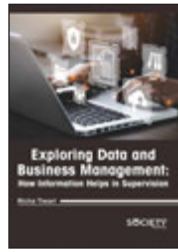
This book describes the role of social capital and its influence on business management. Social capital is essential for the development process and is clearly discussed with appropriate examples. The concepts of the knowledge economy and rural development are explained in detail. Economic behavior as a function of social capital is illustrated in this book. The advances in social capital research are provided in detail. The role of

social capital and the importance of the networks are explained. Finally, social entrepreneurship with social capital is discussed. This book can be used for students who are pursuing graduate and undergraduate courses.

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### About the Author

D.P. Warne is currently senior professor and Dean, Faculty of Commerce and Management, Chaudhary Devi Lal University, Sirsa. He did his Master's program from Guru Nanak Dev University and PhD from Punjab Agricultural University, Ludhiana. He started his career as an officer at Duke Fabrics. His love for teaching however, made him to resign this position. Presently, he is university proctor, Dean (International Relations), Director (consultancy cell), University Librarian, Member (Executive Council) and Member (Academic Council). He has served for more than 10 years as head of department and Dean, Faculty. He is a member of many academic and professional bodies. He has teaching, research and industrial experience of 30 years. He has published seventy papers in national and international journals of repute and also has participated in seminars, workshops and conferences.



## Exploring Data and Business Management: How Information Helps in Supervision

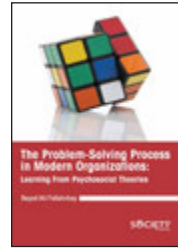
**Richa Tiwari**

This book provides an introduction to the concept of data management, and data analysis. It also explains the significance of big data and business analytics. This book sheds light on the business intelligence, and modern business intelligence. It also discusses the challenges and opportunities in data science and data analytics. In the later chapters it gives an insight to the future of data science.

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### About the Author

Richa Tiwari, Ph.D and Post Graduate in Industrial Relation and Personnel Administration. She is currently working as Academic Associate at IIM, Ahmedabad. She also has many years of experience in working organisations in the field of HRM. She has also contributed in many research papers and journals.



## The Problem-solving Process in Modern Organizations: Learning from Psychosocial Theories

**Seyed Ali Fallahchay**

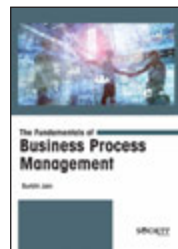
The past may not always be a good indicator of the present or the future. Hence, the organization must cultivate the foresight and patience to be able to evaluate a problem solution in an objective manner. Psychosocial theories have tried to explain, predict, and describe organizational problems. This has been

done to make it easier to solve any challenges that organizations face over time. This book offers a unique opportunity to explore the classic problem-solving process from a theoretical and practical point of view. It will be a useful text for undergraduates in a range of disciplines that include business management, administration, entrepreneurship, psychology, social work, and leadership studies.

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### About the Author

Seyed Ali Fallahchay PhD, is a Professor at the University of Mansford. He, also, teaches at Raffles Design Institute in Indonesia. Dr. Fallahchay earned his Doctorate from De La Salle Araneta University in the Philippines. He earned his Bachelor in Engineering of Industrial Forestry from the University of Azad Islamic, Iran. In 2011, he became a licensed engineer. While pursuing his post-secondary education, he managed his own distribution company in Iran. He also managed a manufacturing business in the Philippines. Dr. Fallahchay has a passion for teaching. In 2015, he started teaching at several colleges and universities in the Philippines. Later, he became the Director of Research and Development at one of the University in Philippines. Dr. Fallahchay has authored five (5) books — *Modern Scientific Communication, The Economic of Innovation, Data Science and Decision Making: An Introductory Text for Students and Practitioners, Business and Administrative Communication, Communication in Everyday Life, and Handbook of Group Decision*



## The Fundamentals of Business Process Management

**Surbhi Jain**

Business executive processes are not as laser-centered on seeing through a task from beginning to end, as they are centered around arranging and extending the eventual fate of organizational activities. An illustration of a process management may be a CEO determining how best to put together the marketing group's time and energy for a PR set-off campaign. Process involves distributing resources, characterizing time spans, and

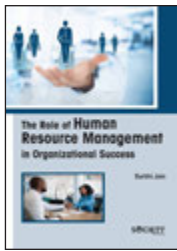
making sure that the structures are set up and upgraded. Functional processes operational cycles concern business process. This field is concerned with dissecting, planning, carrying out, and constantly working on hierarchical cycles. While former contributions zeroed in on the (re-)plan of single cycles, modern research requires an all-encompassing perspective on the administration of business processes (BPs). With that in mind, this volume presents business process as an incorporated arrangement of corporate skills associated with vital structure, administration, techniques, innovation, individuals, and culture. The volume provides significant standards of process thinking, portraying the fundamental ability of business process, and examining settings as a significant achievement variable in business process.

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### About the Author

Dr Surbhi Jain is the Academic Director at TheWorldgrad She has a PhD (management) and an MBA (Marketing and HR). She has over 11 years of experience. She reads voraciously and writes eclectically. She has authored five books on Business communication, a prescribed textbook for the Mumbai university management course. This is in addition to 5 international research papers and three international case studies published within the last four years. She is a registered PhD Supervisor. She believes in encouraging young individuals to see the beauty and potential within them and encouraging deep love and respect for others and the environment.





## The Role of Human Resource Management in Organizational Success

**Surbhi Jain**

Human resource management is often led and controlled by a range of systems and policies that can emanate within and outside the organization. No organization can survive without the support of human resource managers. Through meticulous consistency and professionalism, the human resources department can protect the organization from predatory employees that may be looking to exploit legal loopholes to extract unmerited compensation from the organization for the flimsiest of reasons. This book will explore various conceptualizations of human resource management. The book is aimed at those who are generally interested in working people and their experiences in the workplace. However, the book is useful for undergraduates in a range of management courses.

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### About the Author

Dr Surbhi Jain is the Academic Director at TheWorldgrad She has a PhD (management) and an MBA (Marketing and HR). She has over 11 years of experience. She reads voraciously and writes eclectically. She has authored five books on Business communication, a prescribed textbook for the Mumbai university management course. This is in addition to 5 international research papers and three international case studies published within the last four years. She is a registered PhD Supervisor. She believes in encouraging young individuals to see the beauty and potential within them and encouraging deep love and respect for others and the environment.



## Comprehensive Guide to Business Risk Management

**Jonah C. Pardillo**

This book primarily focuses on business risk management and the factors affecting enterprises. First, the fundamental concepts of risk management are explained with a particular focus on e-business. Second, the factors affecting project management in the business sector are explained. Third, the prominent role of corporate governance and supply chain risk management in running a successful business is provided in this book. Finally, the steps to be followed to maintain sustainable business with risk mitigation are discussed. This book can be used for students who are pursuing graduate and undergraduate courses.

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### About the Author

Jonah C. Pardillo received her degree for Masters in Business Administration from University of the East, Philippines. Her bachelor was also earned from University of the East. Currently, she is affiliated at University of Mansford, California, USA. She has professorial experience and teaches several business courses in undergrad from Far Eastern University, Technological Institute of the Philippines, Manila Business College, Global Reciprocal College. Further, she was also a Content developer for undergrad and graduate business subjects. Aside from academic experience, she also manages her own business.



## Sustainable Finance and Investments

**Elisa Gomez Gonzalez**

Sustainability is a concept that has taken hold recently, whether the topic is home building or economics. Sustainable finance has a key role to play in the world's transition to net zero by channeling private money into carbon-neutral projects. The main aim of this book is to provide simple, effective, understandable, and applicable mechanisms for all readers. To enable and empower them to implement management systems that are adapted to the reality and expectations of their business. In this book, you will find all of those mechanisms and resources needed to ensure that sustainability is well embedded into a company through Human Resources Practices, Marketing, and Communication, Procurement, and CEO Leadership.

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### About the Author

Born in the Canary Islands, Elisa Gomez has always been aware of the immense potential and limitations that resources provide to communities. Following her passion towards the environment and sustainable development mechanism, she completed the Madrid Environmental Sciences degree and later completed a Master's degree in International Sustainable Development and Corporate Sustainability. She has worked for a wide range of industries and sectors as a sustainability consultant and analyst implementing international standards, achieving certifications, and ensuring the management processes were effective. The sectors englobe oil and gas, construction, telecommunications, and software design. Moved by a great passion towards her work, she decided to quit the corporate environment and set up her own company, Better Together (www.bettertogether-sustainability.com) an online sustainability company that specializes in simple, effective, and understandable sustainability practices for all types of companies. They focus especially on Startups and SMEs, as these are growing; ensuring that they are sustainable right from the start without the burden of complicated, time-consuming, and expensive measures.



## Business Marketing Management in a Business-to-Business Context

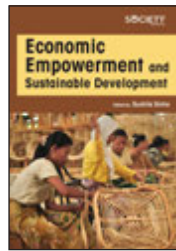
**D.P. Warne**

Marketers seeking to serve the needs of organizations rather than households face specific challenges and opportunities. Business-to-business customers represent a lucrative and complex market that deserves a separate analysis. This corporate marketing volume provides an ideal platform to deepen readers' understanding of the competitive realities of global markets, customer relationship management and cross-sectional decision-making processes, supply chain management, e-commerce, and related fields. These core content areas resonate with business stakeholders and directly address important educational priorities. Second, the volume provides a perfect tool for examining the unique characteristics of the high-tech market and identifying the unique challenges facing marketing strategies in this field. E-commerce is also entirely within the category of commercial markets. In fact, the opportunity for e-commerce in the business-to-business market is estimated to be many times larger than the opportunity that exists in the business-to-consumer market. This volume highlights the similarities between consumer goods and business-to-business marketing, and details where to start. Special attention is given to market analysis, an organization's purchasing behavior, customer relationship management, supply chain management, and the subsequent adjustment of elements of marketing strategies used to reach an organization's customers.

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### About the Author

D.P. Warne is currently senior professor and Dean, Faculty of Commerce and Management, Chaudhary Devi Lal University, Sirsa. He did his Master's program from Guru Nanak Dev University and PhD from Punjab Agricultural University, Ludhiana. He started his career as an officer at Duke Fabrics. His love for teaching however, made him to resign this position. Presently, he is university proctor, Dean (International Relations), Director (consultancy cell), University Librarian, Member (Executive Council) and Member (Academic Council). He has served for more than 10 years as head of department and Dean, Faculty. He is a member of many academic and professional bodies. He has teaching, research and industrial experience of 30 years. He has published seventy papers in national and international journals of repute and also has participated in seminars, workshops and conferences.



## Economic Empowerment and Sustainable Development

**Sushila Sinha**

The book "Economic empowerment and sustainable development" highlights the concepts and major ways of economic empowerment and sustainable development. The text material of the book has been systemically structured and presented briefly in easy language. Concepts are supported with appropriate figures. This book included various aspects of economic empowerment, viz women empowerment, women economic empowerment, economic empowerment models etc. Sustainable development aspects included an overview of sustainable development with its policies and practices, the Role of Agricultural Economics in sustainable development, etc. Importantly the book help reader to learn concepts of economic empowerment and sustainable development, to policymakers for formulating appropriate policies for the sustainable and economic development of the nation.

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### About the Editor

Dr. Sushila is received the Ph.D degree in Agriculture Economics from Banaras Hindu University, Varanasi in year 2011. She is currently working as Assistant Professor, Agricultural Economics, in College of Agriculture and research station, Marra (Patan), Indira Gandhi Krishi Vishwavidyalaya Raipur, India. Her teaching and research interests are in the area of Rural development, Micro finance, Agribusiness management. She has guided 06 M.Sc students and published numbers of research papers in national and international journals.



## Introduction to Financial Management

**Sudhanshu Pandiya**

"Finance is a core subject for business students that is known to be hard and that many find hard to understand. The field has been dominated by long, complicated introductory texts, most of which come from the United States. Many professors find these texts too detailed and hard to use. This carefully written and researched text will fill this gap by giving a short and modular introduction to the subject of financial management. The easy-to-use features and design will be a big draw for many college students who find finance to be a hard subject. Examples, models, formulas, and exercises are given in a clear and easy-to-understand way, and they are backed up by strong teaching tools like learning objectives, worked examples, and key learning points. After reading this book, the students will be able to:

- Do strategic planning, organizing, directing,
- Control financial undertakings in an organization or an institute.
- Apply management principles to the financial assets of an organization

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### About the Author

Dr. Sudhanshu Pandiya presently working as Associate professor with the University Institute of Business Management CSJM University (formerly known as Kanpur University), Kanpur. With more than two decades of experience in the world of management education and in merchant banking industry. His area of interest is international finance, financial services and investment management. He has authored more than 40 research papers published in national and international journals. He has also authored a book on banking. He has conducted numerous workshops / EDPs / MDPs for the industry as well as academics. He is a member of board of studies and committees of various universities and governing council of various colleges.



### Sustainability adapted to SMEs

**Elisa Gomez Gonzalez**

The book explains the development and evolution of sustainability within business management systems. It specifically covers why its of crucial importance that SMEs embed sustainable business practices presenting the risks and opportunities for them. Moreover several case study examples of real SMEs and what their sustainability journey was like is detailed where the reader can have a notion of how everything is done in practice. The last two chapters address how Government can leverage and impulse sustainable business practices within SMEs and specifically how woman entrepreneurship can benefit.

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#### About the Author

Born in the Canary Islands, Elisa Gomez has always been aware of the immense potential and limitations that resources provide to communities. Following her passion towards the environment and sustainable development mechanism, she completed the Madrid Environmental Sciences degree and later completed a Master's degree in International Sustainable Development and Corporate Sustainability. She has worked for a wide range of industries and sectors as a sustainability consultant and analyst implementing international standards, achieving certifications, and ensuring the management processes were effective. The sectors englobe oil and gas, construction, telecommunications, and software design. Moved by a great passion towards her work, she decided to quit the corporate environment and set up her own company, Better Together ([www.bettertogether-sustainability.com](http://www.bettertogether-sustainability.com)) an online sustainability company that specializes in simple, effective, and understandable sustainability practices for all types of companies. They focus especially on Startups and SMEs, as these are growing; ensuring that they are sustainable right from the start without the burden of complicated, time-consuming, and expensive measures.



### 2020 sustainability trends, opportunities and risks

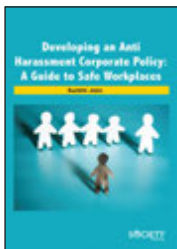
**Elisa Gomez Gonzalez**

This book provides information and scientific data on the trends, the opportunities and the risks of worldwide sustainability management systems and actions during the years 2019, 2020 & 2021. Providing the reader a good overall knowledge of what has been important and the evolution of sustainability within these three years. Moreover it highlights the trends per business sector as well as providing detailed information on how millennials see and live sustainable values.

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### Developing an Anti Harassment Corporate Policy: A Guide to Safe Workplaces

**Surbhi Jain**

The book takes the readers through several different concepts related to development of an anti- harassment corporate policy, an overview on harassment at workplace, sexual harassment in academic sciences, engineering and medicine. This book sheds light on the various organizational responsibilities in order to prevent, prohibit and redress sexual harassment at workplace, during trainings, as well as provides a framework for policy creation and communication.

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#### About the Author

Dr Surbhi Jain is the Academic Director at TheWorldgrad She has a PhD (management) and an MBA (Marketing and HR). She has over 11 years of experience. She reads voraciously and writes eclectically. She has authored five books on Business communication, a prescribed textbook for the Mumbai university management course. This is in addition to 5 international research papers and three international case studies published within the last four years. She is a registered PhD Supervisor. She believes in encouraging young individuals to see the beauty and potential within them and encouraging deep love and respect for others and the environment.



### Importance of Sustainability Training for Business

**Elisa Gomez Gonzalez**

This book explains in detail the importance of training and capacity building within any business organization, it deepens on to the benefits and opportunities arising from specifically providing employees training on sustainability implementation. Moreover it presents all the necessary information and templates needed for any Human resources manager to correctly embed and implement sustainable related training for their organization. A real life case study is presented from an implementation process as well as a training guideline on how to implement the Sustainable Development Goals agenda within any organization.

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#### About the Author

Born in the Canary Islands, Elisa Gomez has always been aware of the immense potential and limitations that resources provide to communities. Following her passion towards the environment and sustainable development mechanism, she completed the Madrid Environmental Sciences degree and later completed a Master's degree in International Sustainable Development and Corporate Sustainability. She has worked for a wide range of industries and sectors as a sustainability consultant and analyst implementing international standards, achieving certifications, and ensuring the management processes were effective. The sectors englobe oil and gas, construction, telecommunications, and software design. Moved by a great passion towards her work, she decided to quit the corporate environment and set up her own company, Better Together ([www.bettertogether-sustainability.com](http://www.bettertogether-sustainability.com)) an online sustainability company that specializes in simple, effective, and understandable sustainability practices for all types of companies. They focus especially on Startups and SMEs, as these are growing; ensuring that they are sustainable right from the start without the burden of complicated, time-consuming, and expensive measures.



### Effective Sustainability Strategies: How to build them

**Elisa Gomez Gonzalez**

This book runs the reader through the crucial information and data of any sustainability management system. Moreover it goes into depth on the process of building a successful and effective sustainability management system strategy for any type of company / business organization. Providing the necessary templates (policies, action plans and indicators) easing the sustainability manager/ responsible on its sustainability implementation journey.

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#### About the Author

Born in the Canary Islands, Elisa Gomez has always been aware of the immense potential and limitations that resources provide to communities. Following her passion towards the environment and sustainable development mechanism, she completed the Madrid Environmental Sciences degree and later completed a Master's degree in International Sustainable Development and Corporate Sustainability. She has worked for a wide range of industries and sectors as a sustainability consultant and analyst implementing international standards, achieving certifications, and ensuring the management processes were effective. The sectors englobe oil and gas, construction, telecommunications, and software design. Moved by a great passion towards her work, she decided to quit the corporate environment and set up her own company, Better Together ([www.bettertogether-sustainability.com](http://www.bettertogether-sustainability.com)) an online sustainability company that specializes in simple, effective, and understandable sustainability practices for all types of companies. They focus especially on Startups and SMEs, as these are growing; ensuring that they are sustainable right from the start without the burden of complicated, time-consuming, and expensive measures.



### The Credit Crunch and Lending Practices: Who Can and Should Get their Hands on the Money?

**GCR Jaiswal**

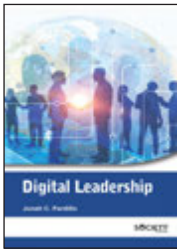
This book tries to make sense of the entire saga with reference to the management of a credit-based economy. The book borrows from the experiences of various countries during the credit crunch. It also makes use of existing theories about finance generally, and lending in particular. The book is relevant to those that are interest in finance generally. However, it adopts a developmental approach by focusing on the consequences of poor lending policies in terms of wholesale economic collapse.

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#### About the Author

Dr. Gulab Chand Ram Jaiswal is Head and Dean at Faculty of Commerce at Banaras Hindi University, Varanasi, India. He has over 30 years of teaching and research experience. He has completed his Ph.D in Finance from Banaras Hindi University, Varanasi, India. He has published several research papers in international and national journals and has also 5 books to his name. He has also chaired many conferences and has also received many awards.





### Digital Leadership

**Jonah C. Pardillo**

This volume discusses the models, definitions, and foundations of leadership in business organizations. Before addressing the fundamental concepts of leadership in corporate organizations, it first describes the understanding of the definition and the inter-relationship between leaders, leadership, and change management. The author emphasizes the importance of leadership that influences business results and business organizational change processes. The second is the connection between the leader and employees. It recommends that business leaders should have adequate leadership skills, that is, communication, motivation, delegation, enthusiasm, trustworthiness, feedback, responsibility, creativity, dedication, and flexibility. This volume explores the nature of leadership styles in organizations. Some of the topics covered include: Chapter 1: "Introduction to Leadership;" Chapter 2: "Leadership Theories;" and Chapter 3: "Digitalization and Digital Transformation in Leadership." The volume mentions that neither men nor women will show more transactional or transformational tendencies. It is worth noting that women are significantly different from men on the transformational scale of personal considerations. In addition, the volume did not find any age predictive factors in leadership styles. Further research is needed on the leadership forms at different corporate levels, which may in turn help simplify professional training criteria and the prospects of different individuals for managing competence in the business environment.

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#### About the Author

Jonah C. Pardillo received her degree for Masters in Business Administration from University of the East, Philippines. Her bachelor was also earned from University of the East. Currently, she is affiliated at University of Mansford, California, USA. She has professional experience and teaches several business courses in undergrad from Far Eastern University, Technological Institute of the Philippines, Manila Business College, Global Reciprocal College. Further, she was a Content developer for undergrad and graduate subjects. Aside from academic experience, she also manages her own business.



### Handbook of Group Decision and Negotiation

**Seyed Ali Fallahchay**

Organizational groups are continually settling on choices that impact on the adequacy of their performance and the organization at large. This volume makes reference to the nature of cooperative decision making, which despite being more beneficial than individual decision making, is still prone to risks including different personalities and incongruity of ideas. Some of the chapters in this book include; chapter 1: group decision-making and chapter 2: the essentials of negotiation among others. Strategies for improving collective decision making have been developed to such an extent that they can be utilized to guarantee top notch decisions in company settings. Cooperative decision-making measures are usually embraced to strengthen social bonds within the company. In this volume, the author examines the impacts of collective decision making on organizational goals, recognizing the strengths and result impacts of the strategy. In particular, it builds on the likelihood of attaining better results in comparison to individual decision-making strategy. Different ideas are presented and the most ideal ones are chosen.

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#### About the Author

Seyed Ali Fallahchay, Ph.D, has International experience in academia and industry. He received his Ph.D in Business Management from De La Salle Araneta University, Philippines. He earned his Bachelor in Engineering of Industrial Forestry from Islamic Azad University, Iran. He held professorial positions at Raffles Design Institute (Indonesia), University of Mansford (California, USA), and several universities and colleges in Philippines. He also managed his manufacturing business in Philippines during the period of post-graduate studies. Further, he had held university administrative position as Senior Program Head Administrator and Director of Research (Philippines).



### Key Concepts in Management

**Godwin .U. Enebeli**

In this book, various key terms on management have been explained. Management is a process of planning, decision making, organizing, leading, motivation and controlling the human resources, financial, physical, and information resources of an organization to reach its goals efficiently and effectively.

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#### About the Editor

Godwin Enebeli is an economist and economic development analyst with both a BSc and Msc in Economics and Economics and Statistics. His areas of interests are in macro and micro economic analysis and has edited various books in both areas. Aside handling various consultancy projects for clients across the world, Godwin works as a freelance research analyst and edits books on economic development and business development.



### Multi-Channel Marketing

**Joao Heitor De Avila Santos**

Multi-Channel Marketing System: An Overview is a book is targeted to undergraduate and graduate students, as well as marketing professionals playing across diverse channels of distribution from online to brick-and-mortar stores. It addresses the practice of interacting with customers across various platforms, both direct and indirect, to sell them goods and services, blending different distribution and advertising channels into a single approach to attract consumers. This book serves as a step-by-step guide through the functions of multi-channel marketing systems, covering theory and practices. This new edition seamlessly integrates the latest changes in social media technology, including expanded coverage of mobile technology, elaborating how these new ways to reach customers can be integrated into marketing plans. The contents are presented into seven chapters. Chapter 1 : Multi-Channel Marketing System: An Overview; Chapter 2: Social Media as a Marketing Tool. Chapter 3: Mobile Marketing; Chapter 4: Email marketing; Chapter 5: Content marketing/blogging; Chapter 6: SEO in Marketing, and finally, Chapter 7: Branding in Marketing. We hope the reader enjoys the approach and the overview presented in all these seven chapters.

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#### About the Author

João Heitor de Avila Santos is Ph.D. in Management Sciences. His work focus on project and business development on a global scale. Former higher education professor, with solid experience in consulting for companies, startups, and public organizations in EU, SA, NA, Middle-East, and SEA. He has published several papers and books in the field of Consumer Behavior, Innovation and Management of Technology. The main topics covered by his research are: Innovation, knowledge management, digitization/digitalization, scaleup companies, organizational learning, change management, innovation capabilities, sustainability, marketing and decision-making processes.



### Management of Technological Innovation in Developing and Developed Countries

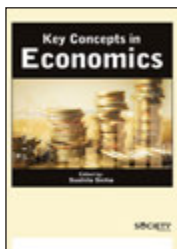
**Seyed Ali Fallahchay**

In current times, innovation has gained tremendous interest as a strategic tool for business. For many industries innovation in business includes either digital or bio-tech. However, across most industries innovation covers both finance, and labor, and is a crucial towards achieving overall performance, although there is currently no formal innovation strategy. In this book, the topic of innovation in the corporate environment is taken into consideration and is placed into the category of a technology lifecycle version to better understand the innovation process. This book explores some commonplace versions of innovation, techniques for innovation, and evaluates genericized business methodologies of technology, providing a listing of possible study areas. Growing international demand for innovation in business activities, is intended to grow and provide international financial competitiveness, inclusively as an impact of cognizance regarding the results of economic growth on intake of resources and environment, which calls for layout of new styles of manufacturing and consumption. This book critiques the contributions of technology in modern day society and business.

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#### About the Author

Seyed Ali Fallahchay, Ph.D, has International experience in academia and industry. He received his Ph.D in Business Management from De La Salle Araneta University, Philippines. He earned his Bachelor in Engineering of Industrial Forestry from Islamic Azad University, Iran. He held professorial positions at Raffles Design Institute (Indonesia), University of Mansford (California, USA), and several universities and colleges in Philippines. He also managed his manufacturing business in Philippines during the period of post-graduate studies. Further, he had held university administrative position as Senior Program Head Administrator and Director of Research (Philippines).



### Key Concepts in Economics

**Sushila Sinha**

The book "Key Concepts in Economics" highlights the key terms related with economics. The text material of the book has been structured and presented briefly in simple language and supported with appropriate figures. This book includes more than 650 important concepts of microeconomics, macro economics, production economics, behavioural economics, international trade, financial management, marketing, business management. Importantly the book helps reader to learn concepts and theories and can relate it to practice. This book is helpful for the

UG, PG students, research scholars and faculties to acquaint with the key concepts in economics.

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#### About the Editor

Dr. Sushila is received the Ph.D degree in Agriculture Economics from Banaras Hindu University, Varanasi in year 2011. She is currently Assistant Professor, Agricultural Economics, in College horticulture and research station, Rajnandgaon, Indira Gandhi Krishi Vishwavidyalaya Raipur, India. Her teaching and research interests are in the area of Rural development, micro finance, Agribusiness management. She has published numbers of national and international research papers.



## Brand Management in Digital and Sustainable Times

**Joao Heitor De Avila Santos**

Brand Management in Digital and Sustainable Times is a book intended to serve as a reference guide for undergraduates, graduates, as well as professionals aiming to understand and overcome the challenges of brand management. Brands have various applications for companies, goods, and individuals. Nowadays, every customer is a publisher and has a brand to promote goods through social media platforms. Companies should leverage this aspect as maintaining the brand's reputation is essential. When a company decides on a brand to represent itself in the public eye, it must first establish its identity or how it wants to be perceived. The book presents seven carefully written chapters. Chapter one presents an introduction to brand management. A holistic approach to branding is presented in Chapter 2. Chapter 3 discusses product placement and brand integration. Chapter 4 covers brand identity, a critical requirement for any company to progress. Chapter 5 focuses on retail management, providing an overview of the visual merchandising concept, and focusing on customer relationship management (CRM), brand management, and sales management. Chapter 6 concentrates on digital branding and marketing. The final chapter, Chapter 7, explores the fundamental concepts, challenges, and issues of contemporary sustainable brand management in light of the concept's multidisciplinary aspects. With these seven chapters, readers are expected to have a comprehensive introduction to brand management in the current marketing environment. A list of references is presented in each chapter to support the reader with additional literature on the subject.

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### About the Author

João Heitor de Avila Santos is Ph.D. in Management Sciences. His work focus on project and business development on a global scale. Former higher education professor, with solid experience in consulting for companies, startups, and public organizations in EU, SA, NA, Middle-East, and SEA. He has published several papers and books in the field of Consumer Behavior, Innovation and Management of Technology. The main topics covered by his research are: Innovation, knowledge management, digitization/digitalization, scaleup companies, organizational learning, change management, innovation capabilities, sustainability, marketing and decision-making processes.



## Key Concepts in Marketing and Advertising

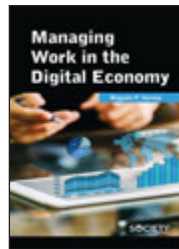
**Jonah C. Pardillo**

This book sheds light on various key terms or jargans that have been used for marketing and advertising. In basic terms, marketing is the process of identifying customer needs and determining how best to meet those needs. In contrast, advertising is the exercise of promoting a company and its products or services through paid channels. In other words, advertising is a component of marketing.

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### About the Author

Jonah C. Pardillo received her degree for Masters in Business Administration from University of the East, Philippines. Her bachelor was also earned from University of the East. Currently, she is affiliated at University of Mansford, California, USA. She has professorial experience and teaches several business courses in undergrad from Far Eastern University, Technological Institute of the Philippines, Manila Business College, Global Reciprocal College. Further, she was a Content developer for undergrad and graduate subjects. Aside from academic experience, she also manages her own business.



## Managing Work in the Digital Economy

**Bigyan P. Verma**

The book provides a brief overview of work managing in the digital economy, and the challenges and strategies involved in it. It deals with digital economy for customer benefit and business fairness. This book sheds light on the human resource management, digital transformation of labor, principles of management, efficiency and effectiveness and the social as well as economic transformation in the digital era

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### About the Author

Dr. Bigyan Verma taught Finance at XLRI, one of the top B school in India and thereafter worked for JM Morgan Stanley as a Senior Investment Banker. He was an Associate Professor for Institute of Capital Markets (now known as National Institute of Securities Market) for three years. He was an Adjunct Professor for Carleton University, Canada and a Visiting Faculty at IIM Kozhikhode. He worked closely with Securities & Exchange Board of India (SEBI) and National Stock Exchange (NSE) as an active finance professional. Dr. Verma holds PhD in Finance, MBA with specialization in Strategy & Finance, Master in Business Economics (MBE) from Delhi University and is a Gold Medalist in Master of Commerce (M. Com). He has written a book on "International Finance" and published more than 45 papers in national and international journals of repute. Dr Verma holds several Honorary positions which includes President of Indian Association of Autonomous Business Schools (IAABS), Treasurer of NHRD, Mumbai Chapter. Executive Committee Member of Bombay Management Association (BMA) and Joint Secretary for Indo-American Society. He is also on the Board of Studies for Pune University, India. Currently he is the Director for SIES College of Management Studies, Mumbai.



### Teaching English to People with Learning Disabilities: A Sensitive and Effective Pedagogy

Aimee Concepcion Chavez

The overall approach to instructing students with learning disabilities is highlighted in this book. It covers instructing techniques for students with learning disabilities and neurobiological foundations, clinical characteristics, and treatment approaches. Alongside describing the complexities and possibilities of teaching students with learning disabilities, it also identifies the concepts of engaging students with complicated learning problems.

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#### About the Author

Aimee Concepcion C. Chavez is a Licensed Professional Teacher. She is an Associate Professor at Laguna State Polytechnic University, Philippines and the Chairperson of Extension and Training Services of LSPU Siniloan Campus. She handles General Science and Physical Science subjects, Professional Education subjects and Methods of Research in both the undergraduate and graduate programs of the College of Teacher Education. She finished Bachelor of Science in Chemical Engineering, Master of Arts in Teaching major in Science and Technology and have completed the academic requirements of the degree Doctor of Philosophy in Education major in Educational Leadership and Management. She is an Associate Member of the National Research Council of the Philippines and believes that in contributing to the body of knowledge, quality of life will be improved.



### Quantitative Research Methods in Psychology

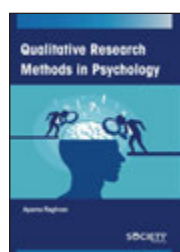
Aparna Raghvan

An overview of quantitative psychology research is presented in this book. Together with data analysis, systemic equations, and longitudinal designs, it goes on to discuss layout and functionality, different assessment concepts, the importance of scaling in quantitative research, and information gathering.

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#### About the Author

Aparna is a research graduate pursuing her PhD in Psychology. She has a M Phil in Psychology and masters in Counseling Psychology. She has certifications in Cognitive Behavioral Therapy from the Beck Institute and in Expressive Art Therapy. She has also done various courses in Play Therapy, Research Methodology and Dance-Movement Therapy. With practicing experience for about 9 years, she consults in various medical centers and hospitals.



### Qualitative Research Methods in Psychology

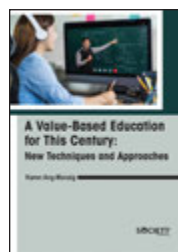
Aparna Raghvan

An introduction to qualitative research in psychology is provided in the beginning chapter of this book. It mentions the method of collecting data for qualitative research in addition to the visual techniques employed. Furthermore, it examines the different application forms of qualitative research, together with discourse and narrative analytical techniques.

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#### About the Author

Aparna is a research graduate pursuing her PhD in Psychology. She has a M Phil in Psychology and masters in Counseling Psychology. She has certifications in Cognitive Behavioral Therapy from the Beck Institute and in Expressive Art Therapy. She has also done various courses in Play Therapy, Research Methodology and Dance-Movement Therapy. With practicing experience for about 9 years, she consults in various medical centers and hospitals.



### A Value-based Education for this Century: New Techniques and Approaches

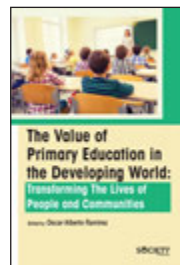
Karen Ang-Manaig

We have seen that religion supports discrimination against sexual minorities in the name of supporting moral values. In a world where divorced and gay couples are commonplace, the tastes of cisgender, heterosexual, and monogamous couples may seem archaic. Therefore, critics argue that so-called moral education is just the case of an organized religion looking for ways to reinvigorate its malicious retention of public affairs. This book explores the landscape of value-based education as well as the discussions that are placed in the context of communities that have set priorities for educators and the institutions that employ them.

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#### About the Author

Karen Ang Manaig holds the position of Assistant Professor II and is the current Associate Dean of the College of Teacher Education at LSPU Los Baños Campus, Los Baños, Laguna. She is a graduate of Doctor of Education Major in Educational Management, from the same institution. As a research enthusiast, Dr. Manaig had multiple research publications in international refereed and Scopus-Indexed journals. Likewise, these research papers were presented at national and international conferences in Asian countries. Further, one of her research papers won the Excellence in Research Awards as the Best Research Paper in the Natural and Applied Science Category during the 3rd International Research Conference on Higher Education, organized by the Commission on Higher Education, Department of Science and Technology- NCR, Philippine Higher Education Research Consortium, Asia Pacific Consortium of Researchers and Educators Inc. (APCORE) & Polytechnic University of the Philippines (PUP) in the year 2015. At present, she had published multiple books in education in Canada. In terms of her research accomplishments, her research papers had garnered 89 citations as of July 5, 2022 at Google Scholar consisting of four high indexes and three i10 indexes. Also, she holds two Utility Model Patents at the Intellectual Property Office of the Philippines. Likewise, she is a member of the Editorial Board of the International Journal of Business and Economic Affairs and a Peer Reviewer at the International Journal on Research in STEM Education.



### The Value of Primary Education in the Developing World: Transforming the Lives of People and Communities

Oscar Alberto Ramirez

This book, entitled "The Value of Primary Education in the Developing World: Transforming the Lives of People and Communities", reaffirms to those in the world of education that the key to success is a forward-thinking educational model. This is demonstrated by several studies that indicate the positive relationship between education and prosperity, as well as well-being in many cases. Given the limited funds available for education, some countries have focused on primary education as a starting point toward

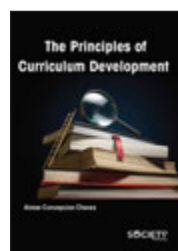
higher education. The reasoning is that if you educate children while they are still young, you have the opportunity to give them the skills and confidence to explore the world later in life. Primary education is going to be the key to sustainable development. Therefore, it must be understood and contextualized in terms of the different people accessing this type of social service. The education provided to children must be meaningful and relevant to their context. At the same time, education must prepare young people to be competitive in the global scenario, where there is a high rate of unemployment and the growing threats of technology, which will take away many of the jobs that were traditionally available to young people. Promptly, the different necessary contents to be used in elementary school today are presented, such as concepts and purposes; the binding information and communication technology; the theory and philosophy behind it; the knowledge that sustains it; limitations and possibilities; the pandemic and its effects; the classic models and their presence in the future. Countries seeking prosperity will need to invest in primary education. However, that investment must be based on the experiences of those that have implemented universal and partial education systems. This publication aims to explore the scope and limitations of primary education as a fundamental tool for countries worldwide in educating their citizens. Its natural audience is university students in the fields of education, regardless of their specialization. Therefore, this book is written from an eclectic, multidisciplinary and interdisciplinary perspective. After all, that is the nature of education, regardless of whether it is primary or presented in other ways. I hope you enjoy reading the book and that you will learn something from it. This topic is detailed throughout the book in each of its chapters: Chapter 1: Introduction to Primary Education, Chapter 2: Finding Purpose in Primary Education, Chapter 3: Contemporary Perspectives on Primary Education, Chapter 4: New Horizons for Primary Education, Chapter 5: Key Learning Priorities for Primary Education, Chapter 6: Philosophical Debates and Approaches to Primary Education, Chapter 7: Innovation in Primary Education, Chapter 8: The Future of Primary Education, Chapter 9: Concluding Remarks.

This book, "The Value of Primary Education in the Developing World: Transforming the Lives of People and Communities," attempts to present how the countries of the world can improve their educational models. It also seeks to make readers and society aware of the wide range of benefits and positive impacts of incorporating trends in primary education as a fundamental means of developing the education of the citizens of the future.

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#### About the Editor

Oscar Alberto Ramirez Amado, holds a PhD in Education and a Diploma in Research. He is currently an Associate Professor at the Universidad Nacional Experimental Simón Rodríguez (Maracay-Venezuela), in the areas of Education, Mathematics, Statistics, Information and Communication Technologies, and Thesis Tutoring. He is also a Freelance and Expert in Research Methodology, Spanish-English and English-Spanish Translations, Proofreading in Spanish and English; and Content Writing



### The Principles of Curriculum Development

Aimee Concepcion Chavez

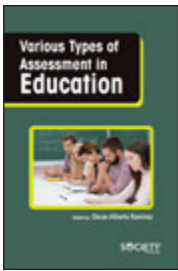
In today's knowledge economy, curriculum development plays a vital role in improving the economy of a country. The requirements of a curriculum may stipulate the presence of an instructor or facilitator that is highly qualified and experienced so that they can help to deliver the content of the curriculum. This book is intended to explore the conceptualization and operationalization of curriculum development in contemporary educational settings. The book will highlight the different typologies of curricula that are referenced today. We consider the importance of curricula in the development and prioritization of school-based activities. Moreover, this book contextualizes curriculum development in a global village where there is an increased demand for participation and inclusiveness.

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#### About the Author

Aimee Concepcion C. Chavez is a Licensed Professional Teacher. She is an Associate Professor at Laguna State Polytechnic University, Philippines and the Chairperson of Extension and Training Services of LSPU Siniloan Campus. She handles General Science and Physical Science subjects, Professional Education subjects and Methods of Research in both the undergraduate and graduate programs of the College of Teacher Education. She finished Bachelor of Science in Chemical Engineering, Master of Arts in Teaching major in Science and Technology and have completed the academic requirements of the degree Doctor of Philosophy in Education major in Educational Leadership and Management. She is an Associate Member of the National Research Council of the Philippines and believes that in contributing to the body of knowledge, quality of life will be improved.





## Various Types of Assessment in Education

**Oscar Alberto Ramirez**

This book entitled, "Various types of assessment in education. Monitoring and evaluating success and failure in pedagogy", presents the assessment, a key component of education because it determines the extent to which pedagogy has been successful in imparting knowledge to learners. Thus, assessment comprises a wide variety of tools and methodologies that educators rely on to document, measure, monitor, and evaluate learners' educational needs, skill acquisition, learning progress, and academic readiness. Assessments are often equated with traditional tests or examinations. It is a branch of standardized testing that was developed by companies to be administered to large populations of students. Educators are moving

away from the idea that standardized tests are the only component of assessment. Instead, they seek an increasingly diverse set of methods and tools that can measure complex and sophisticated benchmarks. Other tests are so advanced that they are used internationally for comparative studies of educational achievement. Thus, the norm has been established that assessments serve several functions in much the same way as the process of pedagogy. In addition, assessment requires the creation of new knowledge and the imaginative application of pre-existing knowledge. Students may be required to read and analyze different texts to conclude the content. Others require the practical development of tools that can facilitate social life. Assessments can be used to identify the weaknesses of learners, or some of them, which are then addressed by reconfiguring the curriculum or teaching method. Assessment can identify learner strengths to provide new and better opportunities for learners. An example of this is that assessments can identify advanced learners who require special forms of pedagogy. In the same vein, these assessments are critical in diagnosing or identifying learners with special needs. A specialized educational program can then be prepared and implemented to respond to the identified challenges. In other words, the assessment process can be positive or negative depending on how it is conceived and operated. All these topics are detailed throughout the book in each of its chapters: Chapter 1: Typologies of assessment Part A, Chapter 2: Typologies of assessment Part B, Chapter 3: Typologies of assessment Part C, Chapter 4: Modalities in education and assessment, Chapter 5: Priorities in education and assessment, Chapter 6: Support for teachers and learners in assessment, Chapter 7: Key challenges in education and assessment, Chapter 8: The future of educational assessment and reform agendas. In this book, "Various types of assessment in education. Monitoring and evaluating success and failure in pedagogy", the aim is to free students from the anxiety caused by evaluations. The importance of continuous and holistic assessment is emphasized.

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### About the Editor

Oscar Alberto Ramirez Amado, holds a PhD in Education and a Diploma in Research. He is currently an Associate Professor at the Universidad Nacional Experimental Simón Rodríguez (Maracay-Venezuela), in the areas of Education, Mathematics, Statistics, Information and Communication Technologies, and Thesis Tutoring. He is also a Freelance and Expert in Research Methodology, Spanish-English and English-Spanish Translations, Proofreading in Spanish and English; and Content Writing



## Adult Education and Second Chances

**Emelyn Cereno Wagan**

Adult education is promoted as a way for those who have fallen behind in society owing to a lack of education and training to be given a second opportunity through a system that has been sold to them as giving them a second chance. Adult education has the ability to assist students in increasing their social standing, level of involvement, and degree of freedom in a manner that is congruent with the values of democracy. In social contexts in

which adults are significant consumers of adult education but adults themselves do not participate in adult education, the value of education and training is almost completely inverted from what it would be in contexts in which adults are significant participants in adult education. Non-participants exist in a passive or educationally immune environment. This is in stark contrast to the approach that highly educated people take to adult education, which centers on job advancement. This approach reflects the highly educated people's desire to stand out socially.

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### About the Author

Dr. Emelyn Cereno Wagan obtained her Doctorate Degree major in Educational Management at Polytechnic University of the Philippines in Manila. She's also a graduate of Master in Business Education, Bachelor in Business Education at that same university. Currently, Assistant Professor 4 and lecturer at Laguna State Polytechnic University, Graduate Studies and Applied Research; Research Unit Head at College of Business Management and Accountancy. Business Administration Program Coordinator, Former English Professor at Thai Nguyen University, Vietnam. Former Campus Director, Laguna State Polytechnic University Cabuyao Campus. Former Principal, LSPU Laboratory High School, Los Banos. She has written several Education Textbooks for college and senior high school students. A researcher, a thesis and dissertation technical editor, an extensionist and speaker in various organizations. She served the academe for almost 30 years. She was recognized and Awarded by Asia Pacific Region: "Outstanding Trusted Premier Asian Achiever in Professional Higher Education 2018". LSPU ISO 9001-2008 Internal Quality Auditor and Model educator awardee in 2019. Ltc Wagan, also, an active volunteer, at 403rd Ready Reserve Infantry Battalion, 403rd (Laguna) Community Defense Center, 4th Regional Community Defense Group since 2015 up to the present. She was a recipient of (3M) Military Merit Medal 2020 during (HADR) humanitarian assistance and disaster relief operations.



## The Role of Secondary Education in Sustainable Development

**Emelyn Cereno Wagan**

An explanation of secondary education and sustainable development is provided throughout this book. Various significant challenges in secondary education were also covered. Furthermore, this book explains the function of formal schooling and how to establish an environment that encourages it. Features on secondary education's future are provided in this book.

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### About the Author

Dr. Emelyn Cereno Wagan obtained her Doctorate Degree major in Educational Management at Polytechnic University of the Philippines in Manila. She's also a graduate of Master in Business Education, Bachelor in Business Education at that same university. Currently, Assistant Professor 4 and lecturer at Laguna State Polytechnic University, Graduate Studies and Applied Research; Research Unit Head at College of Business Management and Accountancy. Business Administration Program Coordinator, Former English Professor at Thai Nguyen University, Vietnam. Former Campus Director, Laguna State Polytechnic University Cabuyao Campus. Former Principal, LSPU Laboratory High School, Los Banos. She has written several Education Textbooks for college and senior high school students. A researcher, a thesis and dissertation technical editor, an extensionist and speaker in various organizations. She served the academe for almost 30 years. She was recognized and Awarded by Asia Pacific Region: "Outstanding Trusted Premier Asian Achiever in Professional Higher Education 2018". LSPU ISO 9001-2008 Internal Quality Auditor and Model educator awardee in 2019. Ltc Wagan, also, an active volunteer, at 403rd Ready Reserve Infantry Battalion, 403rd (Laguna) Community Defense Center, 4th Regional Community Defense Group since 2015 up to the present. She was a recipient of (3M) Military Merit Medal 2020 during (HADR) humanitarian assistance and disaster relief operations.



## Alternative Education in Unconventional Environments

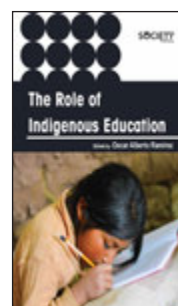
**Lester B. Ramirez**

This book explains the introductory concepts of alternative education and its associated problems. Learning theories that regulate the education process is described in detail. Modern tools like e-learning and ICT in the education sector are discussed. The role of education technology and distance learning in enhancing the education system is described. Finally, the models that govern the alternative education and curriculum were explained in detail. This book can be used for students who are pursuing graduate and undergraduate courses.

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### About the Author

Lester B. Ramirez earned his Master's Degree in Educational Management major in Administration and Supervision at Dr. Carlos Lanting College in 2017 and his Baccalaureate Degree at Laguna State Polytechnic University with a degree of Bachelor of Secondary Education major in English in 2007. He is a former Course Consultant at Informatics International College-Quezon City, Part-time Lecturer at AMA University and Marketing Director and Senior High School Department Head at College of St. Catherine Quezon City. With his academic achievement and professional experience, he is currently connected at DepEd Laguna as Senior High School Faculty at Santa Maria Integrated High School and presently enrolled Doctor of Education major in Educational Management and Leadership at Arellano University-Manila.



## The Role of Indigenous Education

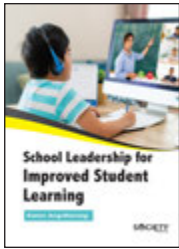
**Oscar Alberto Ramirez**

This book takes the readers through several aspects of Indigenous Education. This book gives a brief introduction to indigenous education, overview of formal and informal indigenous education, indigeneity and global citizenship, importance of language, barriers to indigenous student success, Indigenous education & digital technology and indigenous knowledge as education. The book briefly explains leadership challenges in indigenous education. All these topics are detailed throughout the book in each of its chapters: Chapter 1: Indigenous Education: Introduction, Chapter 2: Overview of Formal and Informal Indigenous Education, Chapter 3: Indigeneity and Global Citizenship, Chapter 4: Indigenous Education and Importance of Language, Chapter 5: Leadership challenges in Indigenous Education, Chapter 6: Barriers In Indigenous Higher Education, Chapter 7: Indigenous Education and Digital Technology. The first chapter stresses on the basic introduction to indigenous education, challenges of indigenous peoples with regards to education, traditional education & modern education, so that the readers are clear about the philosophies behind that form the utmost basics in the field. This chapter will also emphasize on purpose and impact of colonial education. The second chapter takes the readers through the overview of formal and informal indigenous education. This chapter will provide highlights on the various key aspects like formal and informal educational systems, relations of power and educational distinctions, knowledge boundaries & dynamics of knowledge systems and knowledge relations, formal and informal learning etc. Then, the third chapter explains indigeneity and global citizenship. It also explains globality and indigeneity: dialectic dimensions of identity, a globalizing indigenous people- the Hadza of Tanzania, The Jews of Israel, global citizenship and discourses of global citizenship. The fourth chapter introduces indigenous education and importance of language. This chapter also indigenous education in political context, Benefits of Indigenous education, challenges of Indigenous education, effect of globalization on indigenous education and drawbacks and difficulties of responding to climate change. The chapter also sheds light on Indigenous people and renewable energy projects. The fifth chapter throws light on leadership challenges in indigenous education. The chapter explains rights of indigenous people, roles of indigenous modes of Education in contemporary society, future of indigenous education and indigenous education and societal issues. The sixth chapter takes the readers through barriers in indigenous higher education. The readers are then told about the assimilationist anti-indigenous education model, an indigenous paradigm, indigenous experience in higher education, barriers in indigenous higher education and in Students success. In the last chapter of this book sheds lights on indigenous education and digital technology, history of digital technology, benefits of digital technology, indigenous cultures and the internet, benefits of using digital resources, and global need for indigenous education & decolonization. This chapter also mentions various educational approaches to indigenous education. This book has been designed to suit the knowledge and pursuit of the researcher and scholars and to empower them with various aspects of Indigenous Education, so that they are updated with the information. I hope that the readers find the book explanatory and insightful and that this book is referred by the scholars across various fields. With this book, "Role of Indigenous Education", the aim is to free students from the anxiety caused by evaluations. The importance of continuous and holistic assessment is emphasized.

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### About the Editor

Oscar Alberto Ramirez Amado, holds a PhD in Education and a Diploma in Research. He is currently an Associate Professor at the Universidad Nacional Experimental Simón Rodríguez (Maracay-Venezuela), in the areas of Education, Mathematics, Statistics, Information and Communication Technologies, and Thesis Tutoring. He is also a Freelance and Expert in Research Methodology, Spanish-English and English-Spanish Translations, Proofreading in Spanish and English; and Content Writing



### School Leadership for Improved Student Learning

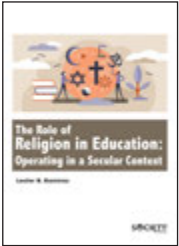
**Karen Ang-Manaig**

This book provides a brief introduction to school leadership and the classroom management and organization. It talks about the different qualities of an effective teacher, lays emphasis on the developing skills for effective school leadership along with discussing the prevailing challenges and opportunities and the importance of making school leadership an attractive profession and addresses the policies and initiatives that are taken in order to improve school leadership.

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#### About the Author

Karen Ang-Manaig is a graduate of Doctor of Education Major in Educational Management at Laguna State Polytechnic University, Philippines. She is an Assistant Professor II and is the current Associate Dean of the College of Teacher Education at one of the campuses at the same university. She teaches Professional Education and English courses in the undergraduate programs as well as in the graduate programs for Teacher Education courses. She was a Visiting Professor and Panel Member for Thesis Defense of Masters of Arts in English, Thai Nguyen University, Thai Nguyen City, Thai Nguyen Province, Vietnam on August 22-31, 2009. As a prolific researcher, Professor Manaig had published her research in international refereed and Scopus-Indexed journals. These publications had garnered multiple citations in Google Scholar and other online journal repositories. Likewise, these research papers were presented in national and international conferences. She has also written several books in teacher education. One of her research papers was adjudged as the Best Research Paper in the Natural and Applied Science Category during the Research Excellence Awards at the 3rd International Research Conference on Higher Education, organized by the Commission on Higher Education, Department of Science and Technology- NCR, Philippine Higher Education Research Consortium, Asia Pacific Consortium of Researchers and Educators Inc. (APCORE) & Polytechnic University of the Philippines (PUP) in year 2015. At present, she is a member of the Editorial Board of the International Journal of Business and Economic Affairs and a Peer Reviewer at the International Journal on Research in STEM Education.



### The Role of Religion in Education: Operating in a secular context

**Lester B. Ramirez**

Religious tradition such as Christianity involve religious practices such as praying, gathering, taking care of the fellow men, dealing with life and death, or the interpretation of religious stories. The culmination of the religious topics in the syllabi has raised several concerns even in the conservative nations that are not willing to open for a secular biased society. This is the case with the developing countries those economies are buoyant and

willing not to take any sort of risk. This book explains the role of religious studies in affecting the education under academic lens. This book mainly serves to the social researchers and undergraduate, postgraduates who are willing to pursue an education that links religious almanac with the education sphere.

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#### About the Author

Lester Bolanos Ramirez earned his Master's Degree in Educational Management major in Administration and Supervision at Dr. Carlos Lanting College in 2017 and his Baccalaureate Degree at Laguna State Polytechnic University with a degree of Bachelor of Secondary Education major in English in 2007. He is a former Course Consultant at Informatics International College-Quezon City, Part-time Lecturer at AMA University and Marketing Director and Senior High School Department Head at College of St. Catherine Quezon City. With his academic achievement and professional experience, he is currently connected at DepEd Laguna as Senior High School Faculty at Santa Maria Integrated High School and presently enrolled Doctor of Education major in Educational Management and Leadership at Arellano University-Manila.



### Indigenous Community based Education

**Alberto D. Yazon**

Indigenous education is a local decision-making framework in food security, human and animal health, education, natural resource management, and other important economic and social activities. Indigenous peoples have the right to maintain, control, protect and develop their cultural heritage, traditional knowledge, and traditional cultural expressions, as well as their scientific, technological, and cultural expressions, including the characteristics of human and genetic resources, seeds, medicines, animals and plants, oral tradition, literature, design, traditional sports and games, and visual and performing arts. The book presents and develops the notion of community-based education as a means of combating this tendency. Some examples of indigenous community-based education are examined, and there is a discussion both of its distinctive features and underlying principles, and its potential impact on the education of indigenous students.

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#### About the Author

Dr. Alberto Dolor Yazon is an Associate Professor and Chairperson of Curriculum and Instruction Development and Quality Assurance at the Laguna State Polytechnic University, Philippines. He obtained his Doctor of Philosophy in Mathematics Education at Philippine Normal University, Manila. He is a Technical Committee and Advisory Board Member of EURASIA Research since September, 2019. He authored the published books Learning Guide in Methods of Research, Assessment in Student Learning, Fundamentals of Advanced Mathematics, and Introduction to Mathematical Literacy. He had published 13 research papers, three (3) of which are indexed in Scopus Journal. He is a resource speaker for different topics related to Mathematics, Assessment of Learning, Statistics, and Research. He seats as a panel of examiner and adviser in master's thesis and doctoral dissertation among graduate students. He is also an Accreditor in the Accrediting Agency of Chartered Colleges and Universities in the Philippines, Inc. (AACUP) and Internal Quality Auditor in International Organization for Standardization (ISO).



### Western Philosophy of Education

**Emelyn Cereno Wagan**

This book gives an insight to the various dimensions of western philosophy of education. It begins with introduction to education and philosophy along with providing an overview and history of the western philosophy of education. It illustrates the different principles of education that are both, philosophical and sociological. It also outlines the various aspects of western philosophy and the role of teacher and students in a changing world. In the end, it further explores the subject of education in the light of 21st century.

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Dr. Emelyn Cereno Wagan obtained her Doctorate Degree major in Educational Management at Polytechnic University of the Philippines. Professor and lecturer at Laguna State Polytechnic University, Graduate Studies and Applied Research; Former English Professor at Thai Nguyen University, Vietnam. Former Campus Director, LSPU Extension Cabuyao Campus. Former Principal, LSPU Laboratory High School. She has written several Education Textbooks for college and senior high school students. Awarded by Asia Pacific Region: "Outstanding Trusted Premier Asian Achiever in Professional Higher Education 2018" ISO 9001-2008 Internal Quality Auditor. Model educator award 2019. Awarded Certificate of Commendation 2020 as volunteer for Taal Volcano eruption response, COVID 19 Pandemic response, Typhoon Deployment and other significant Humanitarian Assistance Disaster Response (HADR).



### Online Education as the Future: Finding new ways to teach and learn in the new age

**Emelyn Cereno Wagan**

We are now facing the new era – the revolution of online education. This vast space called internet is a sensible choice to access quality education, whenever, wherever you are. With access to computers in learning, acquiring new skills, online learning is on the rise. Many students are attracted to the flexibility of online learning and combine their studies with work or personal commitments. Many experts believe online learning is the future of

education. This book will give you a wide understanding about the definitions, history of online education. The uses and applications of educational technologies, the social construction of digital life, the theory of e-learning, innovations and accreditation of quality in online education. As technology becomes more widely available, an increasing number of students will gain access to the kind of knowledge that can vastly improve their career prospects, and maybe even the world. Many students have multiple commitments, and they navigate to the flexibility of online courses. Online learning is about accessibility and inclusivity. It removes the physical barriers that prevent many people from fulfilling academic or career ambitions by allowing students to work anywhere. Online learning will continue to grow and improve, and become popular with the continual development of technology. But still, this convenient options depends considerably on the unique situations, needs, goals of international students around the world.

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### Handbook of Education Systems in Asia

**Oscar Alberto Ramirez**

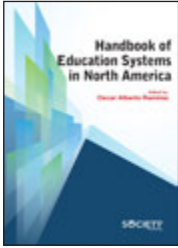
Although the financial crisis has affected Asia, the region is still expected to achieve its educational goals. In terms of basic, primary, and higher education enrollment rates, the region's numbers gender disparity continues to decrease. Simply expanding the enrollment numbers is not enough. This volume shows that the dropout rate in the region has been high, and it is necessary to improve the nature of education in order to provide helpless families with better motivation and support tools to keep their children in school. Some of the topics covered include: Chapter 1: "Early Childhood Education in Asia;" Chapter 2: "Primary School Education in Asia;" Chapter 3: "Secondary School Education in Asia;" and Chapter 4: "Tertiary Education in Asia." The volume covers many achievements in the region and the difficulties that still exist in education. It explores various ways to respond to changes, revising the teaching framework to improve the quality, and establishing support networks for students and teachers.

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Oscar Alberto Ramirez Amado, holds a PhD in Education and a Diploma in Research. He is currently an Associate Professor at the Universidad Nacional Experimental Simón Rodríguez (Maracay-Venezuela), in the areas of Education, Mathematics, Statistics, Information and Communication Technologies, and Thesis Tutoring. He is also a Freelance and Expert in Research Methodology, Spanish-English and English-Spanish Translations, Proofreading in Spanish and English; and Content Writing under SEO strategies.





## Handbook of Education Systems in North America

**Oscar Alberto Ramirez**

The North American educational system is not the same as those in different continents. Despite the fact that the governments contribute altogether to the public education spending plan, schooling is essentially the duty of local and state administrations. This volume mentions that in nations like Canada, the US, and Greenland, the local administrations have their own departments of education and finance, who are responsible for the employing of school workforce and educational planning. Local states additionally decide the level of training: in many states, education is mandatory from 5 or 6 to 16 years old; yet in certain states, adolescents need to remain in school until age 18. Thus, every state has significant power over what is taught in its schools, and over the necessities that a student should meet; they are additionally liable for the subsidizing of tutoring. The authors mention these topics among others to explain their opinion: Chapter 1: "How American Education Systems Have Evolved?;" Chapter 2: "North American Primary and Secondary Schools;" and Chapter 3: "The North American Higher Education System." The volume makes reference that in many States, the government-funded education system is additionally divided into neighborhood school regions, which are overseen by an educational committee, addressing the nearby local area. School districts may be little, covering only a tiny community or rural region, or tremendous, covering an entire city. They will likewise appoint a varied measure of independence to every school inside their area (with certain exemptions, for example, general principles regarding wellbeing and security).

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## Handbook of Education Systems in Europe

**Oscar Alberto Ramirez**

For children, the education system includes elementary schools, junior and senior high schools, and finally universities. The education system covers the socio-economic factors that usually influence schools at the state, federal, state, and community levels. The volume emphasizes that education is a key part of any development. Knowledge can increase wealth and well-being; college graduates in most countries earn higher incomes. The volume shows that people who have completed a high school diploma are more likely to show good health and wealth, than those who have not received a high school education. However, the education system needs to be monitored and improved to provide better educational opportunities-starting from early childhood education and continuing throughout life. They need to provide people with the knowledge, skills and tools needed to stay competitive and involved in society. Some of the topics covered in this book include; chapter 1: education systems in Europe, chapter 2: access to education in Europe, chapter 3: educational choices, transitions and aspirations in Europe, and chapter 4: globalization and Europeanization of education.

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## The Social Benefits of Education

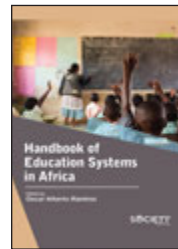
**Aimee Concepcion Chavez**

This book gives a brief introduction to the social benefit of education. It further discusses its role, the benefits of learning, role of higher cognition and edification, role of multilingualism in education. This book sheds light on the several trends prevalent in E-learning, challenges in school environment, interventions for a successful health, as well as the psycholinguistic perspectives on bilingualism.

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Aimee Concepcion C. Chavez is a Licensed Professional Teacher. She is an Associate Professor at Laguna State Polytechnic University, Philippines and the Chairperson of Extension and Training Services of LSPU Siniloan Campus. She handles General Science and Physical Science subjects, Professional Education subjects and Methods of Research in both the undergraduate and graduate programs of the College of Teacher Education. She finished Bachelor of Science in Chemical Engineering, Master of Arts in Teaching major in Science and Technology and have completed the academic requirements of the degree Doctor of Philosophy in Education major in Educational Leadership and Management. She is an Associate Member of the National Research Council of the Philippines and believes that in contributing to the body of knowledge, quality of life will be improved.



## Handbook of Education Systems in Africa

**Oscar Alberto Ramirez**

It's broadly acknowledged that a large part of Africa's education systems suffers from low-quality teaching and infrastructure, in addition to inequalities and exclusion at different stages. Despite a sizable boom in the amount of youngsters with access to quality primary education, a vast number still remain away from school. This volume seeks to highlight the challenges to quality schooling in Africa and identifies feasible solutions to the issue.

Unequal distribution of critical facilities, such as well-equipped schools, is identified as one the contributors of wide education inequalities. The topics covered include Chapter 1: History of Education in Africa; Chapter 2: African Countries with the Best Education System; Chapter 3: Challenges and Issues Facing the Education System in Africa; and Chapter 4: Major Progress in Access to Education in Africa, ; Chapter 5: Strengthening Education Systems in Africa; Chapter 6: Planning and Financing Sustainable Education Systems in Africa; Chapter 7: Girls' Education in Africa; Chapter 8: Boys' Education in Africa; Chapter 9: ICT in Education Initiatives in Africa; and Chapter 10: Education Reforms in Africa . Quality education enhances the distribution of competent workers, and governments can use this greater supply to develop an equitable where everyone, wealthy or poor, can have similar opportunities.

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## Handbook of Education Systems in South America

**Oscar Alberto Ramirez**

Enhancing the quality of education and universal access is the only way South America and the Caribbean can really reduce the inequality gap. This volume recommends creative policy formulation and commitment to adopt new technology, which is essential to ensuring that young people do not get lost in the education system. As UNICEF points out, well over 95% of youngsters in South America and the Caribbean are currently out of school. This has affected education tremendously, but also the society, politics and the economy, because education is closely related to all aspects of the community. Some of the topics covered in this book include; Chapter 1: Introduction to Educational Systems in South America, Chapter 2: Educational Indices in South America, Chapter 3. Literacy Rate in South America, and Chapter 4: Educational Attainment in South America. Information and communication technology (ICT) tools can help children better prepare for the challenges of the future. But South America is not ready yet. Despite increased efforts to integrate ICT into education, minimal progress has been made. The digital divide simply means that most low-income students lack reliable access to computers or broadband Internet, and dependence on ICT may aggravate existing inequalities.

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### About the Editor

Oscar Alberto Ramirez Amado, holds a PhD in Education and a Diploma in Research. He is currently an Associate Professor at the Universidad Nacional Experimental Simón Rodríguez (Maracay-Venezuela), in the areas of Education, Mathematics, Statistics, Information and Communication Technologies, and Thesis Tutoring. He is also a Freelance and Expert in Research Methodology, Spanish-English and English-Spanish Translations, Proofreading in Spanish and English; and Content Writing under SEO strategies.



## Essentials of Educational Technology

**Meena Kumari**

Today, more than ever, the role of educational technology in teaching is of great importance because of the use of information and communication technologies. In order to keep pace with the changes we are seeing in schools, districts, and states on an almost daily basis, we also need to change how often the national education technology plan is updated. With the help of various applications for distance education, the Internet, teachers, and students themselves, they see the advantage of educational technology. This book is intended to give an overview of the components and use of educational technology in the classroom.

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### About the Authors

Meena Kumari is presently working as lecturer at Akhil Bhagy Mahavidyalya, Gorakhpur, India. She has over 10 years of teaching and research experience. She completed her graduation from BSBRA University, India and her post graduation (M.Ed) from AIDU, Allahabad, India. She has also completed her NET from UGC, India in 2013.





### Syllabus Design and Materials Development

**Hamed Barjesteh, Mehdi Manoochehrzadeh and Mohamad Heidarzadi**

This book takes a theory to practice approach on language syllabus design, materials evaluation and development, and to develop understanding of appropriateness of materials for specific target groups. The book aims to foster a working awareness of the methodological issues involve is syllabus design. The contents serve to develop and implement the lesson integrating for adopting, adapting, and developing language instructional units. The key feature of this book is to develop language instructional materials for young learners, electronic language instructional material, materials for cultural awareness, and EAP/ESP instructional materials. The book takes different approaches in curriculum development that lead into the practical aspect of situation analysis and language curriculum development, project work, discourse-based, genre-based, and competency-based language curriculum development.

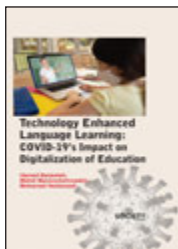
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### Technology Enhanced Language Learning: COVID-19's Impact on Digitalization of Education

**Hamed Barjesteh, Mehdi Manoochehrzadeh, Mohamad Heidarzadi**

This book introduces an overview of language teaching and instructional technology. It gives a critical look at computer and mobile assisted language learning, electronic test, and technology assisted language learning. The most outstanding feature of the book is its description on online learning during Covid-19 Pandemic. The book outlines technology-enhanced learning environment from different views, current SLA theory and CALL, social networking, assessing language through computer technology, factors influencing the quality of online learning, parents' attitudes toward online learning, and teachers' challenges for online classrooms during Coronavirus.

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### Education in the Third Millennium: Towards an Operational Model in Language Teaching

**Hamed Barjesteh and Lida Frouzandehfar**

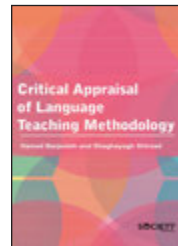
With the development of critical approaches in education and their application to the field of English language teaching (ELT) and the hidden curriculum (HC), the local perspectives towards the ELT industry in the world are emerging worldwide. Considering the notion that ELT has been regarded as a political activity, it is crystal transparent that language policymakers should not contemplate ELT as a value-free or a mere educational concern. The book aims to propose the application of critical language pedagogy in ELT classrooms and to provide practical guidelines/principles for implementing such an approach. In so doing, this book looks at education in the third millennium and proposes an operational model in language teaching.

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### Critical Appraisal of Language Teaching Methodology

**Hamed Barjesteh and Shaghayegh Shirzad**

Language teaching methodology briefly overview methods in language teaching from a historical perspective then provide different alternative methods in language teaching. The purpose of this book is to strengthen critical appraisal of language teaching methodology and to promote the critical thinking of the graduated and postgraduate students about the main concerns English teaching and learning. This book briefly outlines the main concepts in language teaching methodology by providing a brief historical overview along with outlining the key issues in language teaching. Subsequent, the book provides a critical look at foreign language learner, computer-assisted language learning (CALL), Corpus Linguistics, different types of learning, instruction, and programs.

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Hamed Barjesteh is an assistant professor of Education, Professor of applied linguistics, and a faculty member of Islamic Azad University, Ayatollah Amoli branch, Amol, Iran. A teacher educator for 20 years, Hamed Barjesteh has published several books and articles on teaching English to young and adult language learners and presented at conferences at various national and international levels. He has trained teachers and supervised many MA theses and Ph.D. dissertations. He serves as the head of English Language department, an editor and a reviewer for various journals and conferences. His research interests lies in the field of critical language pedagogy, thinking skills in language learning, Critical Language testing, dynamic assessment, and corrective feedback.

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## Key Concepts in Hotel Management

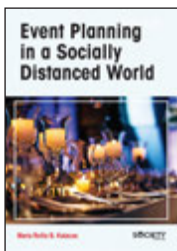
**Jennifer Raga**

This book emphasizes various key terms that play a significant role in the field of Hotel Management. Hotel Management is a field of business and a study, that tends itself to the operational aspects of a hotel as well as a wide range of affiliated topics. These include accounting, administration, finance, information systems, human resource management, public relations, strategy, marketing, revenue management, sales, change management, leadership, gastronomy and more.

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### About the Author

Jennifer is a Tourism and Hospitality Management Specialist with more than 15 years of experience in the industry, giving academic training to University Students and Local Communities about Tourism, Hospitality and Events Management with Eviatour C.A.. She holds a BA in Tourism Business Management and a Postgraduate Diploma in Hospitality Management awarded from the University of Birmingham UK.



## Event Planning in a Socially Distanced World

**Maria Rellie B. Kalacas**

COVID-19 has an impact not just on human health but also on economics at the national and global levels. The event management or event planning industry is one of the most affected industries internationally by this epidemic since it is a business where people come in large numbers to celebrate an occasion. Effective planning is an ongoing activity, and better policies should be adaptable and flexible; they require a solid foundation and a simple framework. The timing and location of

an event can have a substantial impact on its overall success. This book discusses the impact of COVID-19 on event businesses and how they are dealing with it. The book also looks at how large event management has changed since COVID-19. The primary goal of this book is to investigate the nature and profile of the event business, as well as to examine contemporary industrial trends and concerns.

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### About the Author

Maria Rellie B. Kalacas is a licensed professional teacher and a mother of three respectful, endearing and God fearing children. She is also a dynamic researcher who has built her platform of healthy life balance and wellbeing on the back of thirteen year teaching career in Laguna State Polytechnic University Santa Cruz, Campus, Santa Cruz, Laguna, Philippines. She is holding the position of Assistant Professor III in the College of Industrial Technology department of Food Technology. She finished her Doctor of Philosophy major in School Leadership and Management at St. Dominic Savio College, Caloocan City, Philippines. She also completed her Master of Arts major in Technology and Home Economics from Laguna State Polytechnic University, Philippines. She also took up Master of Arts in Industrial Education major in Hotel and Restaurant Management at Eulogio "Amang" Rodriguez Institute of Science and Technology, Santa Mesa, Manila, Philippines. A member and awardee of Asian Community Social Response Humanitarian Ministry (ACSR) May 2018. With three Patented Utility Model research works and researches presented in the country.



## New Service Modalities for Restaurants

**Merly Fiscal Arjona**

The restaurant and hotel industries are continually evolving and expanding. Modern restaurant operations necessitate the incorporation of many aspects of sustainability, innovation, and new methods to consumer communication, as well as the deployment of new restaurant trends. In this day and age, it is critical for restaurant businesses to understand both themselves and their customers. The book discusses some of the important themes that will likely dominate the industry and will shape it

for many years to come. In this context, the goal of this book is to provide a comprehensive assessment of the trends and forecasts in the restaurant business, as well as recommendations to the key stakeholders.

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Merly Fiscal-Arjona, MAT, Ph.D., Associate Professor IV of Laguna State Polytechnic University, Siniloan, Campus, Siniloan Laguna, Philippines. She graduated from the Laguna State Polytechnic University, Siniloan, Campus, with the Degree of Master of Arts in Teaching, Major in Technology and Home Economics. She took her Doctor of Philosophy Major in School Leadership and Management in St. Dominic Savio College, Caloocan, City. Her professional experience includes an assessor in different Hotel and Restaurant Competency in TESDA. She was also the former Dean of the College of Hospitality Management and Tourism, Siniloan Campus, Siniloan, Laguna, Philippines. She is an active member of Association of Administrators in Hospitality Hotel and Restaurant Management Educational Institution (AAHRMEI) and many more. She has attended seminars and trainings in Hotel and Restaurant Management and member of several professional organizations, At present, her greatest joy at the moment is to share her knowledge, expertise and give prestige to her students.



## Key Concepts in Tourism

**Jennifer Raga**

This book explains various key concepts and terms that are relevant to the context of Tourism. Tourism is travel for pleasure or business; also the theory and practice of touring, the business of attracting, accommodating, and entertaining tourists, and the business of operating tours.

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### About the Author

Jennifer is a Tourism and Hospitality Management Specialist with more than 15 years of experience in the industry, giving academic training to University Students and Local Communities about Tourism, Hospitality and Events Management with Eviatour C.A.. She holds a BA in Tourism Business Management and a Postgraduate Diploma in Hospitality Management awarded from the University of Birmingham UK.



## How Restrictions on Travel Impact on the Tourism Sector

**Merly Fiscal Arjona**

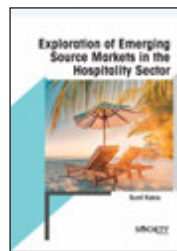
It is clear that COVID-19 is not going away and will continue to challenge international air travel. As a result, everyone in the airline industry and other industries that require international travel has learned how to deal with the new travel restrictions. The volume outlines the socioeconomic impact of the pandemic on tourism, including the millions of livelihoods it has affected.

It highlights the role of tourism in advancing the SDGs, including its relationship to environmental goals and culture. The author calls for urgent mitigation of the impact on livelihoods, especially for youth, women, and informal workers. This crisis provides a chance to reconsider how tourism affects the society, other sectors of the economy, and natural resources and bionetworks; to evaluate and supervise it better; ensure its benefits are equitably distributed, and drive a shift towards carbon neutrality and the transformation of a robust tourism economy. This volume provides recommendations on priority areas to mitigate the drastic impact on lives and economies and develop people-centered tourism. It provides examples of government support for the industry, calls for reopening to prioritize the staff health and safety, travelers and host communities, and offers a road map to transform tourism.

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## Exploration of Emerging Source Markets in the Hospitality Sector

**Sunil Kabia**

The hospitality industry encompasses a wide range of organizations and administrations associated with recreation and customer satisfaction. This industry is closely related to and a component of the tourism industry. It is an important component of the tourism industry's value chain. This book primarily, aims and seeks to identify and examine the paradigm shifts in

the tourism industry over the seeming years and how the trends have behaved. It aims to investigate current trends in the hotel and tourism industries, to highlight the issues that the hospitality and tourism industries face, and to critically appraise the industry's future possibilities.

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### About the Author

Prof. (Dr.) Sunil Kumar Kabia, B.Sc. (Hons), MTA, Ph.D., Dip IATA FIATA. He is currently working as Professor in Institute of Tourism & Hotel Management, Budelkhand University, India. He has 26 years of experience in teaching and handling other Academic positions. He is a member of board of studies and committees of various universities and governing council of various colleges. He has authored 4 books and published 35 research papers.





**Small Scale Businesses in the Hospitality Sector: The forgotten many and the Post-Covid Era**

**Jennifer Raga**

This book is written from the perspective of trying to understand how small businesses have contributed to the hospitality industry. The book also explores the challenges that small businesses face in this sector. In so doing, the book highlights some of the possibilities for recovery and supporting these small businesses. This book is aimed at undergraduates who are interested in hospitality, business, global trends, and the social sector as an engine of development.

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**About the Author**

Jennifer is a Tourism and Hospitality Management Specialist with more than 15 years of experience in the industry, giving academic training to University Students and Local Communities about Tourism, Hospitality and Events Management with Eviatour C.A.. She holds a BA in Tourism Business Management and a Postgraduate Diploma in Hospitality Management awarded from the University of Birmingham UK.



**The Past, Present and Future of Hospitality: Perspectives on the Industry**

**Merly Fiscal Arjona**

Hospitality and travel industry are important around the world such as providing entertainment/leisure, meeting/conference and Visiting Friends and Relatives. In the twenty-first century, tourism has become more global. There has been an increasing number of schools, researchers and journals across the world. From the most recent years, the Hospitality and travel industry has seen significant changes. Because tourism is a demanding industry, it is important to understand the impact of innovation and technology on customer deeds. This book is intended to review the history and current status of hospitality and tourism.

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**Asian Cultures and Contemporary Tourism**

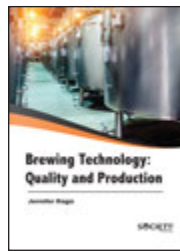
**Maria Rellie B. Kalacas**

This book gives a brief introduction to the several aspects of diverse Asian cultures coupled with a brief history of Asia. It talks about the growth and changes in Asian tourism over the years with special emphasis on cultural and contemporary tourism, food tourism and development in Asia. It sheds light on the impact of culture on tourism, cultural potential and challenges facing Asia, and the future of Asian contemporary tourism.

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**About the Author**

Maria Rellie B. Kalacas is a licensed professional teacher and a mother of three respectful, endearing and God fearing children. She is also a dynamic researcher who has built her platform of healthy life balance and wellbeing on the back of thirteen year teaching career in Laguna State Polytechnic University Santa Cruz, Campus, Santa Cruz, Laguna, Philippines. She is holding the position of Assistant Professor III in the College of Industrial Technology department of Food Technology. She finished her Doctor of Philosophy major in School Leadership and Management at St. Dominic Savio College, Caloocan City, Philippines. She also completed her Master of Arts major in Technology and Home Economics from Laguna State Polytechnic University, Philippines. She also took up Master of Arts in Industrial Education major in Hotel and Restaurant Management at Eulogio "Amang" Rodriguez Institute of Science and Technology, Santa Mesa, Manila, Philippines. A member and awardee of Asian Community Social Response Humanitarian Ministry (ACSR) May 2018. With three Patented Utility Model research works and researches presented in the country.



**Brewing Technology: Quality and Production**

**Jennifer Raga**

This book offers an overview of brewing technology, brewing materials and its processing, chemistry and biology of brewing, along with the various components of beer, alcohol and methods for measurement. This book further sheds light on the advances in vinegar production and the challenges in brewing industry

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**Service Excellence in Tourism and Hospitality**

**Sophea Tieng**

Service excellence is about delivering to the customer expectation, and then meeting and slightly exceeding that expectation. Service operations management in the tourism and hospitality industry requires a high level of coordination, communication and facilitation to satisfy visitors. In all of these activities, service excellence means a lot to visitors in terms of their experience, and to the business it means repeat customers and word-of-mouth marketing. This book analyses important drivers of service excellence in the tourism and hospitality industry. The book is meant as a reference and supplementary reading for students, researchers and industry practitioners.

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**About the Author**

Sophea Tieng is a full time lecturer of Sustainable Tourism and Tourism Geography at Saint Paul Institute, Cambodia. Sophea graduated from Victoria University of Wellington, New Zealand, in Tourism Management, in 2016. Sophea has several years of working experiences in community development and had conducted research project on Community Based Ecotourism in Cambodia to complete a Master Degree.



**Sport Tourism Development**

**Maria Rellie B. Kalacas**

Tourism is an important sector for economic development in a country. With a year ahead full of important sporting events, we look at how sports tourism has grown in importance from niche market to multi-billion dollar business. Sport and tourism each contribute a great deal to the global economy and have become an element in the armoury of politicians, planners and economists seeking to regenerate local economies. The trend to increase sport tourism experiences and to provide them in faraway, often very different cultures simply increases the importance of addressing both the potential positive and the negative sociocultural impacts of sport tourism. This book critically explores sport-related tourism drawing on the fields of sport management, sports marketing, economic, sports geography, and tourism studies.

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Maria Rellie B. Kalacas is a licensed professional teacher and a mother of three respectful, endearing and God fearing children. She is also a dynamic researcher who has built her platform of healthy life balance and wellbeing on the back of thirteen year teaching career in Laguna State Polytechnic University Santa Cruz, Campus, Santa Cruz, Laguna, Philippines. She is holding the position of Assistant Professor III in the College of Industrial Technology department of Food Technology. She finished her Doctor of Philosophy major in School Leadership and Management at St. Dominic Savio College, Caloocan City, Philippines. She also completed her Master of Arts major in Technology and Home Economics from Laguna State Polytechnic University, Philippines. She also took up Master of Arts in Industrial Education major in Hotel and Restaurant Management at Eulogio "Amang" Rodriguez Institute of Science and Technology, Santa Mesa, Manila, Philippines. A member and awardee of Asian Community Social Response Humanitarian Ministry (ACSR) May 2018. With three Patented Utility Model research works and researches presented in the country.





## Tourism Labor and Employment

**Merly Fiscal Arjona**

This book offers to explain the basic concepts of tourism labor and employment, role of labor in the tourism and hospitality, human resource management for tourism, quantifying employment in tourism industry. This book sheds light on managing employee attitudes and behaviors in tourism, employer branding for hospitality and tourism industry. It also addresses the numerous challenges and opportunities in tourism and future trends and policies in tourism.

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## Community based Tourism Management

**Sophea Tieng**

This book gives an insight to the introduction, initiatives and community engagement in community based tourism, along with its management and marketing. It also defines the paradoxes involved and the building of community capacity for tourism development and further discusses the community based tourism in the light of the developing world in addition to the sustainable tourism and indigenous people. In the end, it addresses the future challenges and opportunities involved in its management.

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## Tourism Demand Forecasting

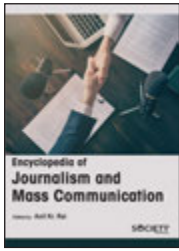
**Jennifer Raga**

This book takes the readers through several different stages tourism and forecasting necessitated by tourism sector. It also highlights the several aspects of tourism demand forecasting such creativity and innovations in tourism business. It outlines the various strategic management in tourism, parameters and techniques used in tourism demand forecasting. In this book, several challenges and opportunities, and tourism supply chain management have also been explained.

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Jennifer is a Tourism and Hospitality Management Specialist with more than 15 years of experience in the industry, giving academic training to University Students and Local Communities about Tourism, Hospitality and Events Management with Eviatour C.A.. She holds a BA in Tourism Business Management and a Postgraduate Diploma in Hospitality Management awarded from the University of Birmingham UK.



## Encyclopedia of Journalism and Mass Communication

**Anil Kr. Rai**

This volume traces the historical development of print, broadcasting, public relations, and advertising and their impact on society, while examining the rapid growth and development of the Internet. It introduces readers to inventors, patents, copyright regulations, screenplay formats, national media regulation laws, and careers in the media industry. At the same time, the course

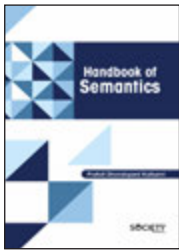
explores how the media reflects and inspires cultural, political and ethical norms, with an emphasis on different storytelling techniques based on audience and communication style. The volume also explores the role of mass media in creating for audiences. The purpose of this volume is to introduce the reader to the principles, concepts, policies and practices of the mass media industry (broadcast, internet, print, and digital communications) and related advertising and public relations industries. Regulations, global impacts and changes are also discussed.

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### About the Author

*Dr. Anil Kumar Rai is currently Professor in Mass Media – Mahatma Gandhi Antarrashtriya Hindi Vishwavidyalaya, Wardha (Maharashtra) since 07th July 2009 to till date. He holds Ph.D. in Journalism and Mass Communication from Berhampur University, Berhampur, Orissa. He has been Pro-Vice-Chancellor - Mahatma Gandhi Central University, Motihari, District – East Champaran, Bihar since 29th October 2018 to 17th December 2019. He has also been Vice-Chancellor (I/c) - Mahatma Gandhi Central University, Motihari, District –East Champaran, Bihar since 15th November 2018 (A/N) to 13th April 2019 (F/N). He has attended several positions at different institutions. He has attended Leadership for Academicians Program (LEAP) of Ministry of Human Resource Development (MHRD), New Delhi organized by Banaras Hindu University (BHU), Varanasi, Uttar Pradesh in collaboration with Nanyang Technological University (NTU), Singapore held at Varanasi, Uttar Pradesh (India) from 23rd September 2019 to 6th October 2019; and Singapore from 8th October 2019 to 12th October 2019. He has received several honour/ awards. He has authored and published several books and research papers in national and international publications.*

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## Handbook of Semantics

**Prafull Dhondopant Kulkarni**

Semantics is a subject of linguistics and a discipline of language concerned with the study of the meanings of various types of linguistic units, ranging from smaller ones such as words, sentences, or phrases to larger units of speech, collectively referred to as texts. This book entitled, "Handbook of Semantics" has been designed to add to the knowledge of researchers, scholars and the students of linguistics to enlighten them with the basic concepts of semantics, various meaning of language and their applications in day-to-day life. The book takes the readers through an overview of the semantics, its various theories and how these theories assist the learners in gaining the intricate nuances of the written and spoken language and enhance their understanding of various meanings of single instance of the language. For undergraduate students, this concise and thorough textbook serves as an introduction to the topic. It not only gives students the concepts they need to comprehend the fundamentals of semantics but also introduces them to the many types of reasoning and argumentation that are common in the discipline. It includes numerous discussion areas that are meant to test and improve the comprehension of readers. It effectively explains and contrasts alternative theoretical perspectives, summarizes current disputes, and gives useful suggestions for future reading, making it more comprehensive than other textbooks.

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### About the Author

Dr. Prafull D. Kulkarni is an experienced professor of English, a recognized research supervisor, and an author of international repute. He has to his credit over fifteen books as an author, five volumes as an Editor, over ten international research papers, and nine research projects on various themes of English language, literature, drama, culture, and folklore. Besides teaching literature courses for the past twenty-nine years in the public universities of India and Africa, he supervises PhD and M.Phil. scholars in a public university in India.



## Sounds in Dialects and Languages: An Introduction to Phonology

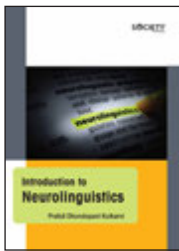
**Prafull Dhondopant Kulkarni**

Phonology is a subject of linguistics and a discipline of language. It encompasses the study of the sounds of that language and its linguistic units. This book entitled, "Sounds in Dialects and Languages" has been designed to add to the knowledge of the researchers, scholars and the students of this branch of linguistics to enlighten them with its basic concepts and with their applications in day-to-day life. The book introduces the readers to several aspects of the sounds of the English language and its various dialects. It sheds light on the characteristics and intricate nuances of English Phonology and its sound system. The book also enlightens the readers with the physics of sound. It explains the concept of the propagation of sounds, resonance, decibels, and the scale of the sounds in English. It also emphasizes various other factors affecting its pronunciation, the phonological influence on phonetic change, phonemic incidence, and targets of phonetic implementation. Furthermore, the book sheds light on the concept of varieties of English and various dialects of English using the IPA phonetic system of the language. It also talks about the dialect of "standard" American English (AE), its varieties, and the phonetic concepts the languages other than English. Therefore, for the undergraduates, this concise and thoroughly researched book serves as handy reference material on linguistics. It not only gives students the concepts they need to comprehend the fundamentals of the sound system of the language and its various dialects but also introduces them to the types of reasoning and argumentation that are common in the discipline.

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Dr. Prafull D. Kulkarni is an experienced professor of English, a recognized research supervisor, and an author of international repute. He has to his credit over fifteen books as an author, five volumes as an Editor, over ten international research papers, and nine research projects on various themes of English language, literature, drama, culture, and folklore. Besides teaching literature courses for the past twenty-nine years in the public universities of India and Africa, he supervises PhD and M.Phil. scholars in a public university in India.



## Introduction to Neurolinguistics

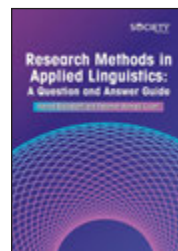
**Prafull Dhondopant Kulkarni**

This book talks about the Neurolinguistics: history, theories and models. It throws light on the cognitive neuroscience of language, and the neuroanatomy of language. It puts emphasis on the mapping language in brain time and brain space, and bilingualism and literacy In neurolinguistics. Towards the end, it discusses about the neurolinguistics and linguistic aphasiology, morphology and the mental lexicon, and neurolinguistics and anatomy of brain.

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Dr. Prafull D. Kulkarni is an experienced professor of English, a recognized research supervisor, and an author of international repute. He has to his credit over fifteen books as an author, five volumes as an Editor, over ten international research papers, and nine research projects on various themes of English language, literature, drama, culture, and folklore. Besides teaching literature courses for the past twenty-nine years in the public universities of India and Africa, he supervises PhD and M.Phil. scholars in a public university in India.



## Research Methods in Applied Linguistics: A Question and Answer Guide

**Hamed Barjesteh and Fatemeh Ahmadi Livani**

This book is a question and answer guide which provides novice researchers and practitioners to demystify the conceptual complexities associated with the certain topics of research methods in applied linguistics. We provided the intended readerships with a substantive source by which they can acquire a first hand, immediate experience in the main issues arise in the field of research in applied linguistics. The key feature of the book is its authentic treatment of a wide range of current and controversial topics dominating polemical debates defining the interlocking dimensions in research methods. The present book adopts maieutic method for teaching which is a form of cooperative argumentative dialogue between individuals, based on asking and answering questions to stimulate critical thinking and to draw out ideas and underlying presumptions overshadowing different areas of concern in applied linguistics. The Q and A approach of the of the book will promote awareness-raising reading and foster critical thinking mode among the readers.

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Hamed Barjesteh is an associate professor of Education, Professor of applied linguistics, and a faculty member of Islamic Azad University, Ayatollah Amoli branch, Amol, Iran. A teacher educator for 20 years, Hamed Barjesteh has published several books and articles on teaching English to young and adult language learners and presented at conferences at various national and international levels. He has trained teachers and supervised many MA theses and Ph.D. dissertations. He serves as the head of English Language department, an editor and a reviewer for various journals and conferences. His research interests lie in the field of critical language pedagogy, thinking skills in language learning, Critical Language testing, dynamic assessment, and corrective feedback.

Fatemeh Ahmadi Livani is a Ph.D. candidate in Teaching English as a foreign language. She works as a part time teacher in different universities. She attended different national and international conferences on researches and language education. She is interested in L2 research, language assessment, and corrective feedback.



## Applying Phonetics: Speech Science in Everyday Life

**Prafull Dhondopant Kulkarni**

This book entitled, "Applying Phonetics: Speech Science in Everyday Life" has been designed to add to the knowledge of researchers, scholars and the students of linguistics to enlighten them with various aspects of speech, the language and their applications in their day-to-day life. It takes the readers through an overview of the speech, the basic concepts of phonetics and how these concepts assist the learners in gaining the intricate nuances of the spoken language. The book also talks about the role and technique in the articulation of the speech sounds and the spoken language and its application in the teaching of a second language. Additionally, the book sheds light on the linguistic aspects of phonetics, its utility in the day-to-day conversation and other applications.

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### About the Author

Dr. Prafull D. Kulkarni is an experienced professor of English, a recognized research supervisor, and an author of international repute. He has to his credit over fifteen books as an author, five volumes as Editor, over ten international papers, and nine research projects on various themes of English language, literature, drama, culture, and folklore. Besides teaching literature courses for the past twenty-seven years in the public universities of India and Africa, he supervises PhD and M.Phil. scholars in a public university in India.





### Language and Social Relations

**Rowela S. Basa**

Language is associated with social relations and is a channel for people to participate in various social activities. This captivating volume explores the significant role of language in different aspects of social life, including identity, class, ancestry, gender relations, status, and hierarchy. Language plays various roles in society, plus society also works in a similar manner. If one of them does not exist, the other will be impacted. Language is the main tool used for communication, establishing social peace and direction, demonstrating authority and power, and achieving goals. For this reason, some of the topics discussed in this volume include: chapter 3: language and culture chapter 4: social class and language chapter 5: psychology of language development, chapter 6: social interaction, and chapter 7: social explanation of cognitive development. However, if used improperly, language can also destroy society. It must abide by the societal rules to avoid conflicts and cover the boundaries of personal differences. The volume uses data from various languages and societies to show that language is not just a basic form of social behavior. It is equally an effective tool for people to develop models of social behavior. Anyone interested in the connection between language, society, and culture will welcome this volume.

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Rowela S. Basa is Masters of Education Major in English and a graduate of Bachelor of Secondary Education Major in English from the University of the Assumption, Philippines. She specializes in language and literature and is currently working as a teacher in the Public Sector, Senior High School level. She is also a research enthusiast in the field of teaching, language, and literature education. More than that, she is also a freelancer editor and an online language expert in Heysphere Limited Knowledge, and she is also a Data Analyst in the Montreal Heritage Capital.



### How to Write a Research Paper: A Handbook for International students

**Hamed Barjesteh, Fereshteh Azizmohammadi and Mohamad Heidarzadi**

Writing a research paper will help you develop or improve your reading skills. Writing a research paper is the primary channel for passing on knowledge to scientists working in the same field or related fields. It helps you in developing reading for critical evaluation not just for the purpose of knowledge. This book will strengthen the critical thinking skill of postgraduate students about how to answer the question. We hope that reading this book helps the intended readership to maximize their academic potential.

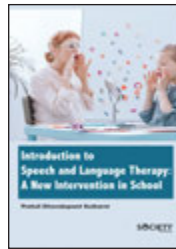
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Mohamad Heidarzadi is a Ph.D. candidate in Teaching English as a foreign language. He worked at higher education and education department for 30 years. He works as a teacher-training consultant at education and training organization. He is interested in education, teacher training courses, and English for specific purposes.



### Introduction to Speech and Language Therapy: A New Intervention in School

**Prafull Dhondopant Kulkarni**

This book entitled, "Introduction to Speech and Language Therapy: A New Intervention in School", has been designed to add to the knowledge of researchers, scholars and the students of second language learners to enlighten them with various aspects of the speech, the language and the methods and techniques of its acquisition. It takes the readers through an overview of speech and language therapy and how these concepts assist the children and the adults in gaining the intricate nuances of the language. It also talks about the role and technique of speech and language proper and its assessment in the teaching of second language. Additionally, the book sheds light on the linguistic theories of speech, the teaching of language for children and the techniques of vocabulary development.

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#### About the Author

Dr. Prafull D. Kulkarni is an experienced professor of English, a recognized research supervisor, and an author of international repute. He has to his credit over fifteen books as an author, five volumes as Editor, over ten international papers, and nine research projects on various themes of English language, literature, drama, culture, and folklore. Besides teaching literature courses for the past twenty-seven years in the public universities of India and Africa, he supervises PhD and M.Phil. scholars in a public university in India.



### Trends in Second Language Acquisition

**Hamed Barjesteh, Elham Movafagh Ardestani, Mehdi Manoochehrzadeh and Mohamad Heidarzadi**

This book briefly introduces the main approaches, theories, hypotheses, and models in the field of second language acquisition outlining key terminologies in each as well as their basic claims. The book provides the intended readerships with a substantive source by which they can acquire an immediate experience with ins and outs of the trends in second language acquisition. It offers students introductions to the core topics in encyclopedia-like descriptions of various concepts used in the L2 professional literature. The most outstanding feature of the book is its clear and concise description of the content knowledge and controversial topics dominating polemical debates defining the interlocking dimensions comprising the field of English language teaching. Citations provided at the end of each concept will lead the reader to original. The sketchy overview of the main issues, terms, and people introduced makes the book a must-have reference for MA students, PhD students, teachers and researchers in applied linguistics.

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Mohamad Heidarzadi is a Ph.D. candidate in Teaching English as a foreign language. He worked at higher education and education department for 30 years. He works as a teacher-training consultant at education and training organization. He is interested in education, teacher training courses, and English for specific purposes.



## Language and Comprehension

Rowela S. Basa

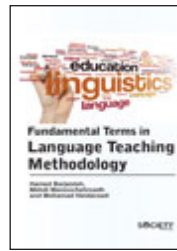
The capacity to concentrate and comprehend spoken language of multiple expressions (i.e., listening comprehension) is one of the essential aspect talents in literacy. In this book, the authors assess theoretical frameworks and empirical proof of listening comprehension and development, and propose an immediate and mediated model of listening comprehension. A review of correlational and intervention studies indicates that many language and cognitive abilities contribute to listening comprehension, together with operating memories, interest, vocabulary, syntactic information, inference, and comprehension of observance. Despite the limitation in variety, research indicates that those abilities are malleable. Active listening and comprehension form a crucial part of reading and writing instruction, incorporating these are a couple of language and cognitive abilities. Guidance may further be used to improve modern literacy preparation, along with book reading or studying comprehension.

The contribution of oral language in literacy development is indisputable in terms of concept and empirical evidence. Oral language, nevertheless, is a vast construct encompassing lexical, sentence, and discourse abilities. A lexical-degree oral language skill, vocabulary, has obtained plenty of interest in terms of theoretical ways of analyzing.

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### About the Author

Rowela S. Basa is Masters of Education Major in English and a graduate of Bachelor of Secondary Education Major in English from the University of the Assumption, Philippines. She specializes in language and literature and is currently working as a teacher in the Public Sector, Senior High School level. She is also a research enthusiast in the field of teaching, language, and literature education. More than that, she is also a freelancer editor and an online language expert in Heysphere Limited Knowledge, and she is also a Data Analyst in the Montreal Heritage Capital.



## Fundamental Terms in Language Teaching Methodology

Hamed Barjesteh, Mehdi Manoochehrzadh and Mohamad Heidarzadi

This book briefly introduces the main language teaching methodology by providing a brief historical overview along with outlining basic issues in language teaching. It presents students a succinct overview of the main issues, terms used in the literature. The goal is not to be exhaustive but rather to provide a sketchy overview of the basics for the novice reader. The most outstanding feature of the book is its concise description and controversial topics dominating critical debates defining the interlocking dimensions comprising the field of English language teaching. The organization of the book is in fact transparent enough to support student learning about successful handling of exams and interviews by focusing on a myriad of related topics and questions often asked by honorable teachers, interviewers, and professors as one of the fundamental requirements in post graduate university admission tests as well as PhD comprehensive examinations. The sketchy overview of the core topics introduced in 125 key terms makes the book a must-have reference for the readers in applied linguistics.

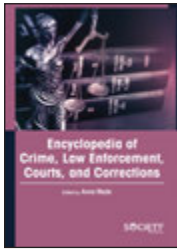
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### About the Authors

Hamed Barjesteh is an assistant professor of Education, Professor of applied linguistics, and a faculty member of Islamic Azad University, Ayatollah Amoli branch, Amol, Iran. A teacher educator for 20 years, Hamed Barjesteh has published several books and articles on teaching English to young and adult language learners and presented at conferences at various national and international levels. He has trained teachers and supervised many MA theses and Ph.D. dissertations. He serves as the head of English Language department, an editor and a reviewer for various journals and conferences. His research interests lies in the field of critical language pedagogy, thinking skills in language learning, Critical Language testing, dynamic assessment, and corrective feedback.

Mehdi Manoochehrzadeh is a Ph.D. candidate in Teaching English as a foreign language. He is the head of English language institute in Tehran. He trained many students and worked as a TTC teacher at different English language institutes. He presented different papers at national and international conferences. He is interested in language learning strategy, teacher education, and Willingness to communicate.

Mohamad Heidarzadi is a Ph.D. candidate in Teaching English as a foreign language. He worked at higher education and education department for 30 years. He works as a teacher-training consultant at education and training organization. He is interested in education, teacher training courses, and English for specific purposes.



## Encyclopedia of Crime, Law Enforcement, Courts, and Corrections

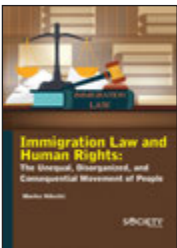
**Anne Wade**

A crime is an unlawful act for which someone will be subject to a special punishment from the government. It is usually serious violation of the law. Crimes are prosecuted by prosecutors. Such attorneys may represent the city, county, state, or federal government. Examples include state attorneys general, federal district attorneys, and district attorneys. Criminal offences are classified as major (felony) or minor (misdemeanor) offences against public policy, or infractions, and are tried according to the rules of the Criminal Procedure Code. The criminal justice system refers to the collection of federal, state, and local agencies that deal with crime. These agencies deal with suspects, defendants, and convicted criminals, and are interdependent in that the decisions of one agency affects other agencies. The basic framework of the system consists of the legislature, the judiciary, and the executive branches of office. This volume of cases defines the main components of the justice system, the police, courts, and correctional facilities, which serve to prevent or deter crime by arresting, adjudicating, and punishing criminals. The police department is a public institution whose role is to maintain order, enforce criminal laws and provide services to citizens. The court is where the criminal responsibility of a person accused of violating a criminal law is determined by a jury or a judge. Corrections can include probation, imprisonment, and a range of new community-based sanctions such as electronic surveillance and house arrest. The purpose of correctional institutions is to punish, rehabilitate, and protect public safety. In some countries, the purpose is only to punish and protect the public with other groups taking on the rehabilitative functions.

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### About the Editor

Dr. Anne Wade has been a researcher and an instructor in the Criminal Justice field for 27 years. She is currently an Associate Professor at a Community College in North Carolina. She holds an Ed.D. in Educational Leadership and a Ph.D. in Public Safety Leadership/Criminal Justice. Her research interests are in Criminology, Victimology, and the Human Services. She is married to Wesley Wade. She is an artist, writer, research, teacher, and trainer.



## Immigration Law And Human Rights: The Unequal, Disorganized, and Consequential Movement of People

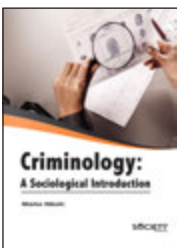
**Marko Nikolic**

By reading this book you will enter into the core of the problems that follows the dislocation of people. You will clearly see all the psychological, economic, cultural and social aspects which condition both the issues of crime in individual states and the way in which international law will be applied to these people. Of course, no less important is the issue of preserving the basic human rights of those who change their domicile for a certain reason. The approach to the problem is comprehensive, and will help us to better understand the reason for accepting or not accepting newcomers in the new environment.

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### About the Author

Marko obtained his Master's degree from University of Belgrade - Faculty of Law in 2014. He specialized in Criminal Law, Family Law and Environmental Law. He spent his Master year studying about international child abduction in modern world. He was employed in Ministry of Defense's Legal Department and was also working as a legal secretary in numerous educational institutions. His freelance engagements are including more than 40 long-term clients and he also established a consulting agency in 2021. In addition to professional literature editing, he published a novel on the subject of history and mythology.



## Criminology: A Sociological Introduction

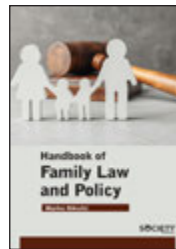
**Marko Nikolic**

The overview of criminology, crime, deviance, and society, capitalism and community has been illustrated in this book. It throws light on the sociology of criminology, terrorism and state violence. It discusses the victims, survivors and victimization in addition to the controlling crime, the issues and challenges as well as the future of criminology.

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### About the Author

Marko obtained his Master's degree from University of Belgrade - Faculty of Law in 2014. He specialized in Criminal Law, Family Law and Environmental Law. He spent his Master year studying about international child abduction in modern world. He was employed in Ministry of Defense's Legal Department and was also working as a legal secretary in numerous educational institutions. His freelance engagements are including more than 40 long-term clients and he also established a consulting agency in 2021. In addition to professional literature editing, he published a novel on the subject of history and mythology.



## Handbook of Family Law and Policy

**Marko Nikolic**

This book highlights the concepts of family law and marriage. It lays emphasis on the merging of religion, law and family life in addition to this it describes the impacts of modernization, and industrialization on family along with outlining the domestic abuse, and violence. It addresses the issues of divorce trends, and patterns and throws light on child custody, the legal decisions and outcomes as well as the different law and policy concerning the older citizens. It defines the concepts of human rights, children's rights and family law.

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### About the Author

Marko obtained his Master's degree from University of Belgrade - Faculty of Law in 2014. He specialized in Criminal Law, Family Law and Environmental Law. He spent his Master year studying about international child abduction in modern world. He was employed in Ministry of Defense's Legal Department and was also working as a legal secretary in numerous educational institutions. His freelance engagements are including more than 40 long-term clients and he also established a consulting agency in 2021. In addition to professional literature editing, he published a novel on the subject of history and mythology.



## Innovation and the Transformation of Consumer Law

**Anne Wade**

This book mentions technologies that present new difficulties for consumer law, imaginative improvements that can assist with securing customers' financial advantages, inventive ways to deal with lasting purchaser concerns, and the difficulties involved by suggesting methods of making and conveying buyer items and administrations. Also, it ponders past triumphs and disappointments of consumer law and strategy, investigates prospects for moving customer law an alternate way, and examines likely dangers to consumer government assistance, particularly regarding the changing political scene in many parts of the world. A few parts inspect consumer law in singular nations, while others have a global core interest. The digital change that is in progress in our economies and social orders has furnished customers with an abundance of business openings while likewise bringing various new and arising risks. This report gives an outline of chosen key advantages and difficulties faced by digital shoppers. It centers around different areas of significance to strategists including: changing policy to quickly evolving innovations, reinforcing cross-line co-activity, improving the effect of product reviews in the advanced age, shoppers goals and reviews, the job of consumer security organizations in accomplishing the Sustainable Development Goals, and securing vulnerable purchasers in the computerized age.

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### About the Author

Dr. Anne Wade has been a researcher and an instructor in the Criminal Justice field for 27 years. She is currently an Associate Professor at a Community College in North Carolina. She holds an Ed.D. in Educational Leadership and a Ph.D. in Public Safety Leadership/Criminal Justice. Her research interests are in Criminology, Victimology, and the Human Services. She is married to Wesley Wade. She is an artist, writer, research, teacher, and trainer.



## Multiculturalism, Crime, and Criminal Justice

**Marko Nikolic**

This book approaches the topic thoroughly and comprehensively because it is the only appropriate way. The problems of multicultural societies have existed since the moment when people evolved from tribal communities and it is compromised from various psychological, criminological and cultural aspects. Such a complex mechanism of functioning demands a complex analysis, because the dangers of falling into the traps of superficiality, one-sidedness or even chauvinism are numerous.

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### About the Author

Marko obtained his Master's degree from University of Belgrade - Faculty of Law in 2014. He specialized in Criminal Law, Family Law and Environmental Law. He spent his Master year studying about international child abduction in modern world. He was employed in Ministry of Defense's Legal Department and was also working as a legal secretary in numerous educational institutions. His freelance engagements are including more than 40 long-term clients and he also established a consulting agency in 2021. In addition to professional literature editing, he published a novel on the subject of history and mythology.





## Key Aspects of Law Reform: The Changes that Need to be Made

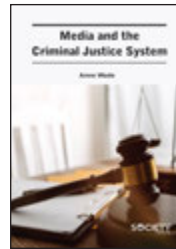
**Anne Wade**

Human law always needs reform. In order to preserve the rule of law, it is necessary to carry out legal reforms based on the principles of reasonable methodology and fully consider the perspectives of civil society and professionals. The process must be respectable, reliable, strict and responsive. In seeking successful legal reform through these measures, experience and expertise are required. The volume provides a practical guide to the daily process of legal reform in any jurisdiction. There are many articles on legal reform, but due to its practicality and cross-jurisdictional focus, this volume is unique. The demand for such a volume has been widely recognized. This volume guides readers through typical legal reform projects in a practical way. Whether it is read holistically or mentioned when a problem arises, it is designed to make it easy for readers to access and participate in law reforms. The volume provides ideas for logical legal reforms and discusses practical possibilities. It presents the benefits of different reform methods, discusses the reasons, and gives example of successful law reforms.

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### About the Author

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## Media and the Criminal Justice System

**Anne Wade**

This volume examines the influence of the media on the criminal justice system, where age has a greater influence on consumers' attitudes towards criminal justice in the media than any other factor. The volume argues that external pressure is determining how the news media covers crime and violence in contemporary times, and the resulting reports have played an important role in remodeling public opinion and ultimately shaping criminal justice policies. The news media is not only a mirror that reflects social events, but is also affected by other external influences, which often exceed traditional news reporting standards. The volume explores how regional and national television stations cover crime stories. In these news, the degree and style of crime news reports have been adjusted to meet the needs of viewers. They often emphasize specific groups of people to have violent tendencies. For instance, chapter 7 discusses the role of media in creating social awareness, and chapter 8 the effects of media on law enforcement. The volume argues that news media has played an important role in creating support for punitive criminal justice rules, which is rarely known. It also reflects on how the news media interrelates with other dynamics that influence public opinion in the criminal justice structure.

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### About the Author

*Dr. Anne Wade has been a researcher and an instruction in the Criminal Justice field for 27 years. She is currently an Associate Professor at a Community College in North Carolina. She holds an Ed.D. in Educational Leadership and a Ph.D. in Public Safety Leadership/Criminal Justice. Her research interests are in Criminology, Victimology, and the Human Services. She is married to Wesley Wade. She is an artist, writer, research, teacher, and trainer.*



### Key Concepts in Library Science

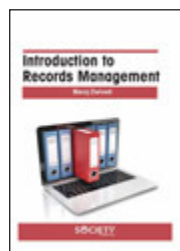
**Kumar Gaurav**

The book addresses numerous key definitions or terms of Library Science. Library science is an academic discipline that is sometimes referred to as information studies. This field focuses on how to classify and use data or objects and emphasizes the importance of preserving knowledge and promoting literacy.

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#### About the Author

Kumar Gaurav is M.Phil in Library and Information Science Mahatma Gandhi Central University, Mohari, India. He has 7 years of experience in Library profession. He has many research papers to his name. He has also attended many conferences and seminars.



### Introduction to Records Management

**Manoj Kumar Dwivedi**

Records are any documented information, regardless of form or media, received and maintained by an agency, institution, organization, or individual in the course of fulfilling its legal obligations or doing any type of business. This book will look at library records, their significance, needs, types, and the responsibilities they perform in different divisions of a library. This book investigates record management and its current tendencies. It examines

the concept of a record as both evidence and proof of essential transactions carried out in an organization.

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#### About the Author

Dr. Manoj Kumar Dwivedi obtained his Ph. D. (Library & Information Science) from Uttar Pradesh Rajarshi Tandon Open University Allahabad in 2013. He is working as cataloguer since 6th August 2001 in Central Library D. D. U Gorakhpur University Gorakhpur. He has teaching experience as UG and PG Level Teaching from 2002 in Department of Library and Information Science Deen Dayal Upadhyay Gorakhpur University, Gorakhpur; UG and PG Level Counseling from 2002 in Rajarshi Tandon Open University, (Deen Dayal Upadhyay Gorakhpur University Gorakhpur, Center). He has also worked as a Data capturing worker in Central Library, B.H.U., Varanasi under INFLIBNET Project funded by UGC from 12th December 2000 to 4th August 2001. He has written several research articles in national and international journals and published books with Society Publishing. He has attended several Workshop/Seminar at different places.



### Internet Search Engines and Libraries

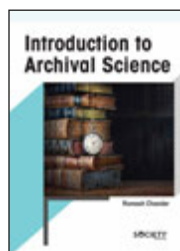
**K.B. Agadi**

There are several reasons why libraries are hesitant to take action to improve the problem. With the advancement of technology and the increase in the amount of content available on the internet, it has become more difficult for users to find and use information, as well as for content providers to classify and catalog documents. With the passage of time, various strategies and technologies for handling information more quickly and effectively have arisen. This book examines search engines, which are a useful tool for library personnel. The book examines different elements of search engines, such as the history of search engines and how search engines work.

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#### About the Author

Dr. Kotrayya B. Agadi presently working as Librarian I/c, Central University of Gujarat, Gandhinagar Since 2011. He has also served as Librarian, in University, R&D Institutions. Dr. Agadi did his MLIsc and PhD from Karnatak University Dharwad and Post Graduate Diploma in Library Automation Network from the University of Hyderabad, Hyderabad. His areas of interest Digital Library, Bibliometrics Study, Scientometrics Study, Research Data Management, Open Data and Open Science, Mapping of Science Indicators, Data Mining. He possesses more than 22 years of rich experience managing various types of libraries and information centres. He is also teaching in Library and Information Science in School of Library and Information Science, CUG since 2012 to 2018. He has guided MLIsc dissertation to students. He has authored more than 28 research papers published in different journals and conference proceedings, book chapters and also participated National and International Conference Level. He had delivered lectures and chair the sessions at various conference, and institutions. He had been participated and presented paper in International Conference in France and Japan.



### Introduction to Archival Science

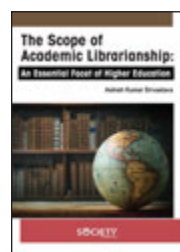
**Romesh Chander**

Records that are categorized at the time of their generation constitute a large portion of public records created by state and public administration entities in general. At the same time, they are an important component of the production of historical sources, a portion of which should be permanently kept in the relevant public archives. This book addresses the theory, methodology, and practice of archive science. Furthermore, it studies various cultural approaches to the development, administration, and dissemination of archives, records, and data. It also aims to facilitate the interchange and comparison of concepts, perspectives, and attitudes concerning recordkeeping concerns around the world.

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#### About the Author

Romesh Chander is working as Senior Assistant Librarian in the Central Library, Central University of Jammu. He has vast experience of working in the libraries. His qualification is M.Lib.Sc (UGC-NET), M.Lib.Sc (UGC-NET), PGDCA, PGDBM PGDBM. He is expert in library automation, institutional repository, and digital library. He has done automation in various Government degree colleges in Jammu. He has presented good number of national publications and also participated in various national seminars, workshops and conferences.



### The Scope of Academic Librarianship: An Essential Facet of Higher Education

**Ashish Kumar Srivastava**

With the growth of digital technology, the function of the library and librarian in higher education has been greatly extended as a number of issues have arisen. As a result of our technologically driven society, the role of the library and librarian has altered in recent years. This book focuses on academic libraries' mediating role in supporting teaching, learning, research, and innovation in higher education institutions in terms of collection development, positioning university libraries as research hubs, positioning as a hub for students' learning and success, technology integration and implementation, fostering diversity and inclusion, open access advocacy, accreditation, and quality assurance, library collaboration and partnership, and organizational development.

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#### About the Author

Dr. Ashish Kumar Srivastava was born in 13 June 1975 and started journey of library science career in 1998 from Budelkhand University, Jhansi. He is top ranker of Jiwaji University M.Lib & I.Sc. batch 2000. After Completion of M.Lib. & I.Sc. He qualified UGC-NET in 2000. He started his career from Central Secretariat, New Delhi. Joind Tata Infotech Noida in 2001. He worked as Lecturer cum Assistant Librarian in Amrapali Institute, Haldwani from 2003 -2004. joined CSJM University Central Library in 2004 and since 2008 he is working as I/c- University Librarian to till date. He qualified M.phil in 2010, MCA in 2012 and Ph.D. in 2016 entitled "Impact of Electronic Media on University Libraries of Uttar Pradesh: A survey."

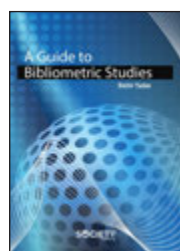
Number of research papers published in premium journals. He is member of several national and international societies and has delivered many lectures as resource person.

Number of books had been written by him in almost every area of library and Information Sciences.

He has Developed a unique Lab in Central Library with the application of Assistive Technologies for the differently abled person to access available library resources. Complete automation of Central Library is done under his supervision and the work of digitization is in under progress.

He designed library OPAC system and integrated with SOUL20 database and Designed Library Intranet and Internet web site, Blogs and discussion forum for Central Library.

Besides of this He had been Members of different core committees i.e Examination committee, Flying squad, IQAC, NAAC, UGC NET, Nodal officer of UGC Grant etc.



### A Guide to Bibliometric Studies

**Shishir Yadav**

Bibliometrics is the study of the relationships between numbers and patterns in bibliographic data and use, such as the number of publications, the growth of literature, and patterns of library and data base utilization. This book will go through bibliometrics and one of its main methodologies, citation analysis. This book also looks at the applications of citation analysis. This book examines a number of alternative measures, or "altmetrics," as well as the ethical and cultural implications of relying on metrics.

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#### About the Author

Dr. Shishir Yadav holds B.Lib. I.Sc., M.Lib.I.Sc, M.Phil., NET & Ph.d(Library Science). He is working in Central Library, CSJM University, Kanpur Last 17 Years. He has authored several research papers in international/national conference/journals. He has published two books in Library Science. He has attended several Workshop/Seminar at different places.



## Strategies for Improving Library Performance

**B. Pradhan**

Libraries used to hold printed materials before the arrival of ICT. However, in the 21st century, libraries have seen a significant improvement in information development and retrieval. These libraries no longer retain solely printed resources, but also a mix of print and electronic databases, as well as online resources made available in the library via ICT. This book discusses 21st-century library and information services for the enhance-

ment of library performance.

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### About the Author

Dr. Bijayananda Pradhan is Assistant University Librarian (Sr. Scale) & In-Charge Central Library and OSD (Teaching Recruitment Section) Central University of Odisha. He qualified UGC NET in Library & Information Science for lectureship by UGC in the year 2009. He has been with Defence Scientific Information & Documentation Centre (DESIDOC), Defence Research & Development Organization (DRDO), New Delhi. Worked in various sections like acquisition, technical processing, reference, digital library and publication division etc. Heading the Central Library from 2011 to till date. Planning and Implementation of integrated Library management software (Koha), Creation of IR and ETD of CUO using DSpace in Central Library. He is also the University coordinator for Shodhganga repository and Urkund anti-plagiarism software of CUO. He has also participated in a large number on seminars/workshops/conferences, presented papers/keynote address and chaired technical sessions. He has authored several books.



## Library Administration

**Avinash Kumar Singh**

The relevance of the library as a gateway for information provision in this era of Information Communications and Technology (ICT) has been an issue of debate. Library is a learning institution that exists in our society from ancient times. Library from time immemorial has been considered as a "social institution". It has an immense role in the modern society and regarded as the

"gateway of knowledge" for the community. Library and society are both interlinked and interdependent. The book presents research, developments, and trends in the leadership and management of libraries.

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### About the Author

Mr. Avinash Kumar Singh pursuing a Ph.D. in the field of Library and Information Science from Baba Shaheb Bhim Rao Ambedkar University (BBAU) Lucknow. He did his M.Phil and Master of Library and Information Science (MLIS) from BBAU Lucknow and efficaciously completed Post Graduate Diploma in Computer Application (PGDCA). He participated and presented number of papers in National and International Conference / Seminars / Webinars and published more than ten papers in National and International level Journals. His research interest in the areas of Library Automation, Bibliometric and Webometric Analysis, Integration of core technology for promoting Library Resources, Use and implementation of e-Services in Library.



## Innovations in Digital Libraries

**Pramod Kumar Singh**

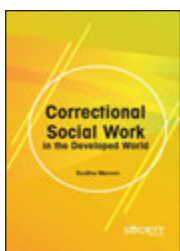
The development and the interaction of the science and the technology have created the fast growth of the human knowledge. The knowledge and the information has becoming the key point of the social development, which makes the knowledge innovation become the hot spot of the global attention. But the library management is the important means of the knowledge dissemination and the knowledge innovation, which arouses the people's attention in the world. This book elaborates on how technological innovations have led to the improved information management and library services. This book highlights and study that the combination of these effects is likely to have a positive impact not only from an economic point of view but more broadly from a social point of view.

Copyright 2022 | HB 9781774690345 | Price: \$155

### About the Author

Dr. Pramod Kumar Singh having more than 21 years' experience in the field of Library & Information Science. Presently, working as University Librarian at Central University of South Bihar, Gaya. He did M.A. (English) M.LIS, Ph.D in Library & Information Science & PGDCA. He participated and presented number of papers in National and International Conferences/ Seminars and passionately spread his professional knowledge throughout the country by delivering of invited talks and his articles published more than forty National and International Journals and Conference proceedings. He also had written 24 Books and 15 Book's chapters. His research interest in the areas of Library Automation through present and upcoming modern technology, Bibliometric and Webometric analysis, Integration of Core Technology for promoting Library Resources, Use and implementation of e-Services in Library. Presently, he is an active member of various advisory committees in Library & Information Science including Member of "Advisory Committee for Collection Development of Print and E – resources" National Library, Ministry of Culture, Govt. of India and Member of Procurement of books and Library Promotion Committee, Department of Education, Govt. of Bihar.





### Correctional Social Work in the Developed World

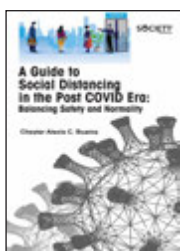
**Sudha Menon**

An overview of social work is presented in this book. It serves as a demonstration of the fundamentals of social work and community advancement. It talks about the social activities undertaken with juvenile delinquents in detention centres. This book also includes an introduction to social work practise in prisons. Furthermore, the criminal justice system, the strong points approach, and social work have all been mentioned.

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#### About the Author

Dr. Sudha Menon is a freelance consultant, researcher, activist and NGO professional based in India with more than 17 years of experience in social sector documentation and public policy research. She holds MA and PhD in Political Science from University of Kerala. Since 2009, she has been working for the economic empowerment of informal sector women workers in South Asia. She is the author of 12 books and many research papers published in reputed journals and magazines. Currently she serves as the Trust Council Member of 'Citizens Rights Watch', an international NGO based in London.



### A Guide to Social Distancing in the Post COVID Era: Balancing Safety and Normality

**Chester Alexis C. Buama**

Social distancing or physical distancing is an intervention that requires humans to avoid physical proximity and contact with other human beings. The theory behind social distancing is that the reduction of probability of uninfected people getting in physical contact with infected ones will reduce overall infection rates over time and eventually help to eliminate the pathogen that is causing the disease. The book explores the implications and future of social distancing as the world slowly returns to something of normality. This book also explores the various aspects of social distancing, including its justifications, modalities, and consequences.

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#### About the Author

Hon. Chester Alexis C. Buama, PhD, is a College Professor at Laguna State Polytechnic University under the Faculty of College of Arts and Sciences and currently serving as Regent of the LSPU Board of Regents the highest policy-making body of the university. He previously served as the College Research Coordinator and Coordinator of Curriculum, Instruction Quality Assurance, A Consultant of the Department of Education Central Office for Learning Assessment and National Trainer of the Commission on Higher Education for General Education Courses. He is also a member of local and international organizations: he is a Fellow and Senior Member of the Royal Institute of Management and the Royal Institute of Educators, Singapore, Reading Association of the Philippines, and International English Learners Training Institute. He was a Philippine Youth Ambassador to ASEAN countries and Japan which was sponsored by the Cabinet Office of Japan and Office of the President of the Philippines in 2010. He has a Master's degree in Management major in Public Administration and a Bachelor's degree in Journalism. He was conferred a Doctorate Degree in Philosophy major in Public Administration in 2016 and graduated with a Doctorate Degree in Philosophy major in Business Management in 2018. At present he is teaching Human Behavior in Organization, Social Philosophy, Principles of Management and Organization, Good Governance and Social Responsibility, Business Communication, Macro and, Micro Economics and Philippine History and Constitution both in the undergraduate and graduate levels. Moreover, he has actively participated in the Civic Activities of the Global Cooperation Society International, Philippine National Chapter and is often invited as resource speaker in various management and research writing seminars. Recently, he was awarded the Ambassador Seal of Excellence for Education as Research Practitioner and as 2018 Outstanding Premier College Professor and Humanitarian Service Excellence Award by the Asia Pacific Excellence Council, Inc.



### Mass Media and Political Issues

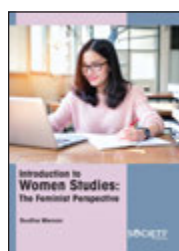
**Sandra M. Martinez**

This book gives an introduction to mass media. It illustrates the concepts of globalization, development and mass media. It addresses the critical theories of mass media. This book also outlines the mass media and journalistic practices as well as highlights the current trends and future directions of mass media. Additionally, it also discusses the political economy of mass media along with the impacts and challenges of mass media and politics.

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#### About the Author

Sandra Morales Martinez has a Bachelor of Arts degree in Communication Arts from Maryknoll College, and pursued her Master in Mass Communication degree at Polytechnic University of the Philippines. She is currently Chief Tourism Operations Officer of Intramuros Administration, an agency under the Philippine Department of Tourism.



### Introduction to Women Studies: The Feminist Perspective

**Sudha Menon**

The idea of women's studies is stated in the book. Sexuality, feminism, and feminist theory are all addressed in this book. Likewise, it highlights the importance of scientific and technological education for women. Along with violent behaviour against women and male dominance.

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#### About the Author

Dr. Sudha Menon is a freelance consultant, researcher, activist and NGO professional based in India with more than 17 years of experience in social sector documentation and public policy research. She holds MA and PhD in Political Science from University of Kerala. Since 2009, she has been working for the economic empowerment of informal sector women workers in South Asia. She is the author of 12 books and many research papers published in reputed journals and magazines. Currently she serves as the Trust Council Member of 'Citizens Rights Watch', an international NGO based in London.



### The Dangers of Economic Imperialism

**Chester Alexis C. Buama**

A basic introduction to the economic imperialism, and impact of economic imperialism have been illustrated in detail in this book. It further talks about the history, concept and constraints of economic imperialism. This book provides highlights on the interdisciplinarity challenges of economic imperialism, and the role of international organizations in globalization process.

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Hon. Chester Alexis C. Buama, PhD, is a College Professor at Laguna State Polytechnic University under the Faculty of College of Arts and Sciences and currently serving as Regent of the LSPU Board of Regents the highest policy-making body of the university. He previously served as the College Research Coordinator and Coordinator of Curriculum, Instruction Quality Assurance, A Consultant of the Department of Education Central Office for Learning Assessment and National Trainer of the Commission on Higher Education for General Education Courses. He is also a member of local and international organizations: he is a Fellow and Senior Member of the Royal Institute of Management and the Royal Institute of Educators, Singapore, Reading Association of the Philippines, and International English Learners Training Institute. He was a Philippine Youth Ambassador to ASEAN countries and Japan which was sponsored by the Cabinet Office of Japan and Office of the President of the Philippines in 2010. He has a Master's degree in Management major in Public Administration and a Bachelor's degree in Journalism. He was conferred a Doctorate Degree in Philosophy major in Public Administration in 2016 and graduated with a Doctorate Degree in Philosophy major in Business Management in 2018. At present he is teaching Human Behavior in Organization, Social Philosophy, Principles of Management and Organization, Good Governance and Social Responsibility, Business Communication, Macro and, Micro Economics and Philippine History and Constitution both in the undergraduate and graduate levels. Moreover, he has actively participated in the Civic Activities of the Global Cooperation Society International, Philippine National Chapter and is often invited as resource speaker in various management and research writing seminars. Recently, he was awarded the Ambassador Seal of Excellence for Education as Research Practitioner and as 2018 Outstanding Premier College Professor and Humanitarian Service Excellence Award by the Asia Pacific Excellence Council, Inc.



### International Social Work

**Sudha Menon**

This book offers a broad overview of international social work and sheds light on diverse theories, values, practices and policies that underpin the domain of international social work in the contemporary era. In essence, the book throw lights upon the theoretical as well as practical wisdom emerging within the broad scope of international social work. Adopting an integrated outlook and multidisciplinary approach that effectively incorporate global, human rights, ecological, and social development perspectives, this book helps the readers to actively respond to modern social work challenges that are integral to the well-being of people and communities across the world.

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#### About the Author

Dr. Sudha Menon is a freelance consultant, researcher, activist and NGO professional based in India with more than 17 years of experience in social sector documentation and public policy research. She holds MA and PhD in Political Science from University of Kerala. Since 2009, she has been working for the economic empowerment of informal sector women workers in South Asia. She is the author of 12 books and many research papers published in reputed journals and magazines. Currently she serves as the Trust Council Member of 'Citizens Rights Watch', an international NGO based in London.



## The Scourge of Child Poverty: A Plague on Both Developing and Developed Countries

**Chester Alexis C. Buama**

This book will explore case studies of child poverty in a range of countries, including those that are highly industrialized; those that are considered to be middle-income countries; and the least developed countries. Throughout, the book will highlight the similarities of experience, which call for an international and coordinated response. At the same time, the book will also highlight the localized experiences of child poverty which may vary greatly. The implication is that international efforts have to be complemented with more localized approaches that are contextualized. Additionally, the book will critically examine some of the policy formulations that are designed to deal with the problem of child poverty. However, this critique will be done in such a way as to highlight the possibilities, limitations, and suggestions for improvement concerning policies that are designed to alleviate or eliminate child poverty. This book will explore case studies of child poverty in a range of countries, including those that are highly industrialized; those that are considered to be middle-income countries; and the least developed countries. Throughout, the book will highlight the similarities of experience, which call for an international and coordinated response. At the same time, the book will also highlight the localized experiences of child poverty which may vary greatly. The implication is that international efforts have to be complemented with more localized approaches that are contextualized. Additionally, the book will critically examine some of the policy formulations that are designed to deal with the problem of child poverty. However, this critique will be done in such a way as to highlight the possibilities, limitations, and suggestions for improvement concerning policies that are designed to alleviate or eliminate child poverty.

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## Social Theory and Social Movements

**Margaret F. Bello**

In this book, the key concepts of social theory and social movement have been outlined. This book also explains the theories of political protests and social movements, along with the theory of social enterprise and pluralism. It also lays emphasis on movements, from national to global social movement, network movements, alternative globalization and new media. It also explains the social movements starting from the ancient to contemporary times, which also deals with capitalism, culture, and the reinvention of everyday life. Apart from this, it further illustrates the inequality, inclusion, and protests as also the action forms, repositories and cycle of protests.

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### About the Author

*Margaret Bello-Digamon has Doctorate in Development Management major in Educational Administration from the Ateneo de Zamboanga University where she graduated in 2019. At present she is finishing her Certificate in Teaching English as a Secondary Language at the University of Saskatchewan, Canada. She also finished her Master's degree in Engineering Education major in ICT at the Western Mindanao State University and graduated with a Bachelor of Science in Management Information Systems in 2003 from the Ateneo de Zamboanga University. She's had 7 years' experience as a College Dean where she has immersed herself in the education and an administrative setting that include dealing and counseling clients and have successfully developed and aided in writing programs with advocacies promoting the welfare of women and children through technology. She is married with two children and currently resides in Saskatchewan Canada.*



## Gender in Media, Art and Culture

**Chester Alexis C. Buama**

This book examines the gender situation in the arts, culture, and media in different countries. The purpose of which is to compare the situation with the experience and procedures of other countries, and offer advice on potential future actions to achieve gender parity in these areas. In this volume, cultural works (such as films, documentaries, visual images, and biographies) are explored to offer more clarity. Nevertheless, it also mentions the minimal attention given to gender matters in the media, religious and cultural fields, while feminist scholars are relatively marginalized in media and cultural contexts. Among the topics of discussion include chapter 1. Men representation in the media, 2. Women representation in the media, 3. How much the media favors men, and 4. Gender stereotyping and sexism in the media. The volume seeks to solve complex contemporary phenomena such as globalization, neoliberalism, and "fundamentalism", which have aroused new problems related to cultural integration in the media. For those who need an easy-to-understand guide to the latest issues and concepts in the gender field, this extensive volume is essential reading. It is universal in scope, multidisciplinary in approach, and points out what still has to be done. The volume is also useful for researchers looking for ways to improve gender equality in media, art, and culture.

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## Governance in Small States

**Chester Alexis C. Buama**

The book explains the different aspects of socio-economic governance and gives an overview on e-governance. This book sheds light on the political governance in small states as well as environmental governance in small states. It also emphasizes the social and economic governance in small states along with discussing the small states and good governance for sustainable development.

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### About the Author

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**Impact of Disease Epidemics on the Economy: Key Considerations For Planners and Responders**

**Raghu Subramaniam**

We live in a world which is complexly interconnected and an ever burgeoning population means that the risks of outbreaks occurring are significant. The book charts the various typologies and examples of disease outbreaks, including ones that affect animals. It highlights the impact of the epidemics on the world economy as well as the range of options that might be considered while responding to the crisis. The book is relevant to undergraduates studying a range of disciplines, including medicine, economics, social work, psychology, politics, public administration, and international affairs.

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**About the Author**

Raghu Subramaniam is based out of Chennai, Tamilnadu, and has been in the advertising space for over two decades, has managed his start-up. Raghu has been professionally writing for close to eight years now. Raghu has written extensively for some world-class medical establishments, hospitals and specialization centers. He has written technical content for a leading skincare and hair transplant clinic and has provided social media content vis-a-vis technical articles. He has also written for a Stem Cell Therapy wing of a leading hospital and has written technical content for a leading Orthopaedic Surgeon for his Endoscopic Spinal Surgery Clinic. Raghu Subramaniam has written screenplays, fictional content, essays, written and rewritten articles and scientific content especially relating to emerging technologies, electronics. He is at home with the creation of original content, as well as rewriting or enhancement of pre-written content.



**A Guide to Child Protection and Case Management: Roles of Social Work and Social Care**

**Sudha Menon**

This book is a primer on child protection and case management. Using a multidisciplinary perspective with international relevance, the book explores some of the pertinent issues that have led to the changes in social work and social care with specific focus on child protection. The book conceptualises and defines the term child protection and its boundaries, narrates the role of parents, highlights the need for preventing systematic victimisation of children and offers clear understanding on the processes of intervention. The book will be a valuable resource for teachers, undergraduate students and social work practitioners engaged in identifying and handling cases of child abuse and neglect.

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**About the Author**

Dr. Sudha Menon is a freelance consultant, researcher, activist and NGO professional based in India with more than 17 years of experience in social sector documentation and public policy research. She holds MA and PhD in Political Science from University of Kerala. Since 2009, she has been working for the economic empowerment of informal sector women workers in South Asia. She is the author of 12 books and many research papers published in reputed journals and magazines. Currently she serves as the Trust Council Member of 'Citizens Rights Watch', an international NGO based in London.



**Debating Same Sex Marriage: An Example of A Cultural Revolution**

**Margaret F. Bello**

There was a time when merely expressing same-sex attractions could get you hanged in many countries across the globe. Now, we are talking about same-sex marriage. This book charts the debates and evolution of same-sex marriage as a key point and process in the acceptance of sexual minorities. The book also raises questions about as-yet-unanswered questions about the future of LGBT people and marriage in general.

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**About the Author**

Margaret Bello-Digamon has Doctorate in Development Management major in Educational Administration from the Ateneo de Zamboanga University where she graduated in 2019. At present she is finishing her Certificate in Teaching English as a Secondary Language at the University of Saskatchewan, Canada. She also finished her Master's degree in Engineering Education major in ICT at the Western Mindanao State University and graduated with a Bachelor of Science in Management Information Systems in 2003 from the Ateneo de Zamboanga University. She's had 7 years' experience as a College Dean where she has immersed herself in the education and an administrative setting that include dealing and counseling clients and have successfully developed and aided in writing programs with advocacies promoting the welfare of women and children through technology. She is married with two children and currently resides in Saskatchewan Canada.



**The Politics and Economics of International Sanctions: International Justice or Playground Bullying?**

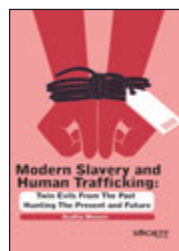
**Anne Wade**

Some of the effects of that approach were the endless and sometimes completely meaningless wars. Eventually, nations began to build fragile alliances when they realized that it was costlier to fight one another than to work together. Unfortunately, like everything else, international sanctions have come to represent the worst aspects of postcolonial hegemony and even outright international injustice. In effect, international sanctions have exposed contradictions inherent in modern implementations of international law. Some of the most vocal advocates for international sanctions are countries that are not actually signatories to many of the internationally accepted covenants. This book attempts to tell the story of international sanctions. Specifically, it highlights the political and economic interests that lay at the heart of this conflict among nations.

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**About the Author**

Dr. Anne Wade has been a researcher and an instructor in the Criminal Justice field for 27 years. She is currently an Associate Professor at a Community College in North Carolina. She holds an Ed.D. in Educational Leadership and a Ph.D. in Public Safety Leadership/Criminal Justice. Her research interests are in Criminology, Victimology, and the Human Services. She is married to Wesley Wade. She is an artist, writer, research, teacher, and trainer.



**Modern Slavery and Human Trafficking: Twin Evils From the Past Hunting the Present and Future**

**Sudha Menon**

This book reflects the dark realities of modern slavery and human trafficking and analyses the horrifying human and social cost of these processes. Adopting an eclectic and multidisciplinary approach, this book offers a profound understanding on modern slavery and human trafficking and its devastating consequences on human lives. The book covers a wide variety of themes including the legacy of modern slavery, economic exploitation of migrants, patterns of exploitation, globalisation and the changing nature of slavery and the policy response towards human trafficking and slavery. The book that unflinchingly illustrates the torments endured by the powerless victims of slavery and human trafficking is ideal for undergraduate and graduate students of International Law, Human Rights, Sociology, Political Science and International Relations.

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**About the Author**

Dr. Sudha Menon is a freelance consultant, researcher, activist and NGO professional based in India with more than 17 years of experience in social sector documentation and public policy research. She holds MA and PhD in Political Science from University of Kerala. Since 2009, she has been working for the economic empowerment of informal sector women workers in South Asia. She is the author of 12 books and many research papers published in reputed journals and magazines. Currently she serves as the Trust Council Member of 'Citizens Rights Watch', an international NGO based in London.



**Why the World Fails to Prepare for Pandemics: Complacency, Complicity and Crisis modes**

**P. M. Ananth**

The book is written with a multidisciplinary ethos in mind. Hence, it may be useful for undergraduates studying biology, social biology, epidemiology, public health, sociology, social work, psychology, public administration, and many other related disciplines. I have deliberately avoided rooting myself in a specific discipline because one of the main lessons of pandemics is that they do not follow linearity and disciplinary silos. They instead impact on various facets of human life which have been invariably studied by a host of experts from a range of disciplines. Hopefully, this book will raise public consciousness about our vulnerabilities, strengths, threats, and opportunities so that we are better equipped the next time a Covid-19 happens.

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**About the Author**

PM Ananth is a commerce graduate and excelled as an MBA graduate with a specialization in Marketing. He was an aggressive blogger during college days with interests with varied topics propelled his passion for writing. In a bid to create something original, he developed an interest in writing and composing instrumental pieces for independent bands. After a brief stint in the banking field, he began his career fulltime in writing as a freelancer in 2019.



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# COMPLETE CHECKLIST

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# COMPLETE CHECKLIST

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# COMPLETE CHECKLIST

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# COMPLETE CHECKLIST

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# COMPLETE CHECKLIST

S.no	ISBN	Title	SUBJECT AREA	YEAR	AUTHOR / EDITOR	PRICE \$	Binding
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241	9781774072530	Information Systems for Business	Business and Management	2020	Isaack Onyango Okwaro, De-Montfort University, UK	95	Hardcover
242	9781774072615	Education and Society	Education and Psychology	2020	Emelyn Cereno Wagan, Laguna State Polytechnic University, Philippines	155	Hardcover
243	9781774072639	Hospitality and Tourism Marketing: A global perspective	Hospitality and Tourism	2020	Maria Rellie B. Kalacas, Laguna State Polytechnic University, Philippines	95	Hardcover
244	9781774072646	Travel and Tourism Public Relations	Hospitality and Tourism	2020	Merly Fiscal Arjona, Laguna State Polytechnic University, Philippines	155	Hardcover
245	9781774072653	Sustainability in Hospitality and Tourism Sector	Hospitality and Tourism	2020	Merly Fiscal Arjona, Laguna State Polytechnic University, Philippines	155	Hardcover
246	9781774072660	Fundamental Concepts of Language Teaching	Language and Linguistics	2020	Julieta Arjona Sumague, Laguna State Polytechnic University, Philippines	155	Hardcover
247	9781774072677	Language and Society	Language and Linguistics	2020	Rowela S. Basa, University of the Assumption, Philippines.	155	Hardcover
248	9781774072684	Language and the Internet	Language and Linguistics	2020	Sandy Jessie Lynn Balela Leobrera, Laguna State Polytechnic University, Philippines	155	Hardcover
249	9781774072691	Big Data and Social Science	Social Sciences	2020	Sudha Menon, University of Kerala, India	155	Hardcover
250	9781774072707	Social Science and Policy Challenges	Social Sciences	2020	Sudha Menon, University of Kerala, India	155	Hardcover
251	9781774072714	Social Sustainability	Social Sciences	2020	Sudha Menon, University of Kerala, India	155	Hardcover
252	9781774072721	Data Storage and Information System in Libraries	Library Science	2020	Ashish Kumar Srivastava, CSJM University Central Library, India	155	Hardcover
253	9781774072752	Metropolitan Sustainability	Earth and Environmental Science	2020	Solange Uwera, The University of Manchester, UK	165	Hardcover
254	9781774072851	Digital Technologies for Agricultural and Rural Development	Social Sciences	2020	Akansha Singh, College of Agriculture, Parul University, India	155	Hardcover
255	9781774072882	Business and Society	Business and Management	2020	Joao Heitor De Avila Santos, Federal University of Rio Grande do Sul, Brazil	155	Hardcover
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260	9781774073001	Cultural Criminology	Law	2020	Anne Wade, Rockingham Community College, USA	155	Hardcover
261	9781774073018	Human Rights and Peace	Law	2020	Anne Wade, Rockingham Community College, USA	155	Hardcover
262	9781774073025	Technology and Second Language Teaching and Learning	Language and Linguistics	2020	Julieta Arjona Sumague, Laguna State Polytechnic University, Philippines	95	Hardcover
263	9781774073032	Social Changes and Education	Education and Psychology	2020	Emelyn Cereno Wagan, Laguna State Polytechnic University, Philippines	155	Hardcover
264	9781774073049	Academic English for Second Language Learners	Language and Linguistics	2020	Julieta Arjona Sumague, Laguna State Polytechnic University, Philippines	155	Hardcover
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# COMPLETE CHECKLIST

S.no	ISBN	Title	SUBJECT AREA	YEAR	AUTHOR / EDITOR	PRICE \$	Binding
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268	9781774073100	Beverage Business Management	Hospitality and Tourism	2020	Jennifer Raga, University of Birmingham UK	95	Hardcover
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279	9781774073292	Teacher Education in the 21st Century	Education and Psychology	2020	Ruth Mandani Balajadia-Ducut, University of the Assumption, Philippines	155	Hardcover
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283	9781774073339	Violence and Society	Social Sciences	2020	Anne Wade, Rockingham Community College, USA	155	Hardcover
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287	9781773613383	Teaching in Secondary Schools: Meeting the challenges of Today's Adolescents	Education and Psychology	2019	EMELYN CERENO WAGAN, Laguna State Polytechnic University, Philippines	165	Hardcover
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# COMPLETE CHECKLIST

S.no	ISBN	Title	SUBJECT AREA	YEAR	AUTHOR / EDITOR	PRICE \$	Binding
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294	9781773613468	Social Organization & Community	Social Sciences	2019	Adila Kokab, Public Health Engineering Department, Gujrat, Pakistan	155	Hardcover
295	9781773613475	Information Technology And Library: Managing Transformative Library Services	Library Science	2019	John McClain, University of Toronto	155	Hardcover
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301	9781773613543	Research Methodology in Arts, Science and Humanities	Social Sciences	2019	Surbhi Jain, Regenesys Institute of Management, India	155	Hardcover
302	9781773613550	Crime Against Women and Children	Social Sciences	2019	Anne Wade, Rockingham Community College, USA	155	Hardcover
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315	9781773614168	Multicultural Psychology	Education and Psychology	2019	Zeryl Joy M. Fiscal, Laguna State Polytechnic University, College of Arts and Sciences, Philippines	165	Hardcover
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# COMPLETE CHECKLIST

S.no	ISBN	Title	SUBJECT AREA	YEAR	AUTHOR / EDITOR	PRICE \$	Binding
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321	9781773614267	Counselling Adolescents	Education and Psychology	2019	SANDY JESSIE LYNN BALE-LA-LEOBRERA, Laguna State Polytechnic University, Philippines	165	Hardcover
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323	9781773614281	Climate Change and Tourism	Hospitality and Tourism	2019	Maria Rellie B. Kalacas, Laguna State Polytechnic University, Philippines	160	Hardcover
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327	9781773614328	Hotel Design, Planning and Development	Hospitality and Tourism	2019	Sophea Tieng, Victoria University of Wellington, New Zealand	160	Hardcover
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338	9781773614557	Building Corporate Libraries	Library Science	2019	Romesh Chander, Central University of Jammu, India	160	Hardcover
339	9781773614601	An Introduction to Primary Physical Education	Education and Psychology	2019	Lauren Joeckel	165	Hardcover
340	9781773614618	Handbook of Language, Gender, and Sexuality: A Feminists Perspective	Language and Linguistics	2019	Julieta Arjona Sumague, Laguna State Polytechnic University, Philippines	175	Hardcover
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342	9781773614632	Contrastive Linguistics in Theory and Practice: A Global Perspective	Language and Linguistics	2019	Dr PRAFULL DHONDOPANT KULKARNI, S.R.T.M. University, India	160	Hardcover



# COMPLETE CHECKLIST

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344	9781773614656	Second Language Writing	Language and Linguistics	2019	Dr PRAFULL DHONDOPANT KULKARNI, S.R.T.M. University, India	160	Hardcover
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358	9781773614793	Women: Social, Political and Economical Changes in the last five decades	Social Sciences	2019	Sirithida Wannachai, National Institute of Development Administration, Thailand	160	Hardcover
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# COMPLETE CHECKLIST

S.no	ISBN	Title	SUBJECT AREA	YEAR	AUTHOR / EDITOR	PRICE \$	Binding
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377	9781773615660	Mobile and Social Media Journalism: The Democratization of Information and Knowledge	Journalism and Mass Communication	2019	SANDRA M. MARTINEZ, Polytechnic Univeristy of the Philippines, Philippines	160	Hardcover
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396	9781773610214	Hospitality and Tourism Management : Trends, Challenges & Innovations	Hospitality and Tourism	2018	JENNIFER RAGA, University of Birmingham UK	160	Hardcover

# COMPLETE CHECKLIST

S.no	ISBN	Title	SUBJECT AREA	YEAR	AUTHOR / EDITOR	PRICE \$	Binding
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399	9781773610245	Entrepreneurship	Business and Management	2018	Radha Kanwal Sharma, Punjabi University Patiala, India	150	Hardcover
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