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| ▶ Chemistry                        | ▶ Life Science            |
| ▶ Computer and Information Science | ▶ Mathematics             |
| ▶ Education and Psychology         | ▶ Nursing                 |
| ▶ Engineering and Technology       | ▶ Physics                 |

## CATALOG 2024



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## Microeconomics

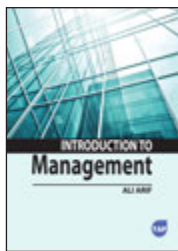
**Klevisa Kapo**

Microeconomics is a branch of economics that focuses on the study of individual economic agents such as consumers, firms, and markets, and how they make decisions regarding the allocation of scarce resources. This book explores the economic behavior of individuals, firms, and markets in detail. It delves into the theory of supply and demand, market structures, pricing, and production decisions made by businesses. Microeconomics serves as a foundation for understanding economic decision-making at the individual and firm level, and how they impact market outcomes. It is a valuable resource for students of economics, as well as anyone interested in understanding how markets work and how economic decisions are made.

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### About the Author

*Klevisa Kapo is an experienced business researcher and projects' expert, specialized in providing professional independent services to start-ups, SMEs, NGOs and educational institutions. The catalog of the services she covers includes: market research, project proposal writing, project management, business plans' preparation, organization strategy design, data analysis, business and communication consultation and training. The main areas in focus are: entrepreneurship, innovation, sustainability, social entrepreneurship, tourism, culture, youth and education. She has an academic and professional background in Business and Organisation, Innovation, Leadership and Finance, provided by University of Ljubljana, School of Economics and Business, Global Innovation Management Institute, McCain Institute of Arizona State University, University of Tirana, Faculty of Economics. Klevisa is also contributing as a lecturer for the subjects of Business, Marketing, Business Communication and Economics.*



## Introduction to Management

**Ali Arif**

Management involves planning, organizing, coordinating, and controlling resources to achieve specific goals and objectives in an efficient and effective manner. This textbook covers the fundamental principles and practices of management. The book explores the history of management, its evolution, and the various theories that have emerged over time. It delves into the functions of management, including planning, organizing, leading, and controlling, and discusses the skills and qualities required for effective management. The book provides readers with a comprehensive overview of the field of management, and serves as an essential resource for students, educators, and practitioners alike.

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### About the Author

*Ali Arif is a marketing professional with over 10 years of experience in the field. He holds a Bachelor's degree in Marketing from the University Guelph and a Master's degree in Business Administration from the University of Windsor. Ali has a proven track record of success in developing and implementing marketing strategies that drive revenue growth for companies of all sizes. He has worked with both startups and established corporations, including Fortune 500 companies, in various industries such as technology, healthcare, and finance. Currently, Ali serves as the Director of Marketing at a fast-growing software company, where he leads a team of marketing professionals to drive brand awareness, generate leads, and increase customer engagement.*



## Principles of Marketing

**Dr. John Ericson A. Policarpio**

Marketing is the process of creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. A comprehensive textbook that covers all the fundamental concepts and theories of marketing. The content coverage is presented in a clear and concise manner, making it easy for readers to understand and apply the concepts. The book is aimed at students of marketing, as well as professionals who want to refresh their knowledge and skills. It includes real-world cases and examples, which help readers to see the practical applications of marketing concepts.

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### About the Author

*Dr. John Ericson A. Policarpio is currently the Program Chairperson of Tourism and Hospitality Management (THM) Department of PATTs College of Aeronautics. He is an Associate Professor, Academic Researcher, Book Author, a PACUCOA Accreditor, and a Hotelier. He is a graduate of Bachelor of Science in Tourism Major in Airline Operations in the same institution where he topped his class as the batch Cum Laude and Academic Excellence Awardee. He obtained his Master's Degree in Business Administration – Top Executive Program at the Pamantasan ng Lungsod ng Maynila (PLM). He recently finished his Doctor of Business Administration (DBA) degree at Olivarez College. He is an Internationally-Certified Event Educator, Event Manager, and Event Planner by the Asia Pacific Institute for Events Management (APIEM) in Leeds, United Kingdom. He is also a Certified Tourism Professional (CTP) recipient by the Institute of Tourism and Hospitality Professionals in London, United Kingdom. He is also a Distinguished Program Specialist for the Certification in Hospitality and Tourism Technology Service Professionals. A Hotelier by profession, Dr. Policarpio held numerous positions in the Accommodation Sector, particularly in the Sales & Marketing Department. He started as a Reservations Associate all the way to become the Head of Sales & Marketing Department for Five years.*

*Dr. Policarpio was a former Tourism Professor at Lyceum of the Philippines University-Manila (LPU-Manila), Canadian Tourism and Hospitality Institute (CTHI), St. Scholastica's College Manila (SSCM), and Pamantasan ng Lungsod ng Maynila (PLM). He is a former member of the Board of Trustees and the Chair of the Membership Committee of the Union of Filipino Tourism Educators (UFTE), Former National Adviser of the Union of Filipino Tourism Students (UFTS), appointed as South Manila Membership Ambassador of Philippine Association of Researchers for Tourism & Hospitality, Inc. (PARTH), and Senior Fellow of PATTs at the Asia Pacific Institute for Events Management (APIEM). Dr. Policarpio has judged tourism skills competitions and critiqued numerous research papers, business plan proposals, and tourism development plans from different universities and colleges in the Philippines. His research works focus on special topics in Events Management, Tourism Development, Special Topics in Tourism, and Tourism Marketing studies. Most of his works were presented and published in international conferences and research journals.*



# Business and Management



## Entrepreneurship

**Joao Heitor De Avila Santos**

Entrepreneurship is the process of creating, developing, and managing a new business venture with the goal of making a profit or fulfilling a need in the marketplace. This textbook explores the principles and practices of starting and running a successful business. It provides readers with a practical understanding of the entrepreneurial mindset and the skills necessary to launch a new venture. The author provides real-world examples and case studies of successful entrepreneurs and their ventures. The book also offers insights into the challenges and risks associated with starting and running a business, and provides strategies for overcoming them.

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### About the Author

João Heitor de Avila Santos, a distinguished expert in innovation, technology, and sustainability, brings his extensive experience in academia, consulting, and project management to his second book on consumer behavior. As an Associate Professor at UniLaSalle and a published author in the field of Innovation and Management of Technology, João's unique blend of expertise allows him to explore the intricacies of consumer behavior and its relationship with emerging technologies, sustainability, and social innovation. With this book he aims to make a global impact on understanding and shaping the future of consumer behavior.



## Fundamentals of Logistics Management

**Gabriel Afemei**

Logistics involve the integration of information, transportation, inventory, warehousing, material-handling and packaging. This book covers the principles, concepts, and practices involved in the field of logistics management. The book is designed to provide readers with a deep understanding of the logistics function in organizations and how it contributes to their success. With practical examples and case studies, this book is a must-read for students and professionals in logistics management.

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### About the Author

Gabriel is a graduate of the Technical University of Bucharest/Department of Transport Technology and graduated with a master's degree in International Logistics at the Bucharest Academy of Economic Studies in 2011. He has over 15 years of experience in all Supply Chain components in international environments. He received the European Logistics Association certification in 2018 (ELA is a federation of 30 National Logistics Associations, covering almost every country in Europe). In 2018 he graduated from the School of Advanced Studies in Journalism Bucharest. As a writer, he is the author and co-author of scientific books and didactic materials on Supply Chain Management and long-term development using new technologies. He loves to read, and in his free time he travels as much as possible.



## Human Resource Management

**Dr. John Ericson A. Policarpio**

Human resource management is a strategic and comprehensive approach that helps to manage people and the work culture and environment. This textbook delves into the theory and practice of managing people in organizations. It covers topics such as recruitment, selection, training, compensation, performance management, and employee relations. This book is an essential resource for students and professionals seeking to improve their understanding of human resource management.

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### About the Author

Dr. John Ericson A. Policarpio is currently the Program Chairperson of Tourism and Hospitality Management (THM) Department of PATTS College of Aeronautics. He is an Associate Professor, Academic Researcher, Book Author, a PACUCOA Accreditor, and a Hotelier. He is a graduate of Bachelor of Science in Tourism Major in Airline Operations in the same institution where he topped his class as the batch Cum Laude and Academic Excellence Awardee. He obtained his Master's Degree in Business Administration – Top Executive Program at the Pamantasan ng Lungsod ng Maynila (PLM). He recently finished his Doctor of Business Administration (DBA) degree at Olivarez College. He is an Internationally-Certified Event Educator, Event Manager, and Event Planner by the Asia Pacific Institute for Events Management (APIEM) in Leeds, United Kingdom. He is also a Certified Tourism Professional (CTP) recipient by the Institute of Tourism and Hospitality Professionals in London, United Kingdom. He is also a Distinguished Program Specialist for the Certification in Hospitality and Tourism Technology Service Professionals. A Hotelier by profession, Dr. Policarpio held numerous positions in the Accommodation Sector, particularly in the Sales & Marketing Department. He started as a Reservations Associate all the way to become the Head of Sales & Marketing Department for Five years.

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## Essentials of Supply Chain Management

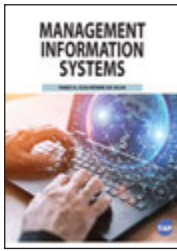
**Gabriel Afemei**

An essential part of supply-chain management is to understand the end customer within the marketing channel. This text covers the critical components of supply chain management. The book is written in a clear and concise language and provides readers with a solid understanding of supply chain management concepts, strategies, and best practices. It covers topics such as logistics, inventory management, and demand planning, procurement, and supplier management. With real-world examples, case studies, and practical tips, this book is an essential read for anyone interested in mastering the fundamentals of supply chain management.

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### About the Author

Gabriel is a graduate of the Technical University of Bucharest/Department of Transport Technology and graduated with a master's degree in International Logistics at the Bucharest Academy of Economic Studies in 2011. He has over 15 years of experience in all Supply Chain components in international environments. He received the European Logistics Association certification in 2018 (ELA is a federation of 30 National Logistics Associations, covering almost every country in Europe). In 2018 he graduated from the School of Advanced Studies in Journalism Bucharest. As a writer, he is the author and co-author of scientific books and didactic materials on Supply Chain Management and long-term development using new technologies. He loves to read, and in his free time he travels as much as possible.



## Management Information Systems

**Fabio A. Guilherme da Silva**

The study of management information systems encompasses the interplay of people, processes, and technology within an organizational framework. A comprehensive guide to the design, implementation, and use of computer-based information systems in organizations. The book covers topics such as data management, networking, security, and decision-making support systems. It also explores emerging technologies like artificial intelligence and blockchain. Written for both students and professionals, this book provides practical insights and real-world examples of how information systems can improve organizational efficiency and effectiveness.

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### About the Author

Fabio Guilherme da Silva is an academic, analyst, and software developer with over 25 years of experience in the field. He obtained a Bachelor's in Mathematics (with a specialisation in Informatics) from the State University of Rio de Janeiro (UERJ) in 1994, and began working as a software developer and business analyst right away. He worked on projects for numerous companies in Brazil, including giants such as TV Globo, Halliburton, UBS, and the government of the State of Rio de Janeiro. In 2010, he obtained his Master's in Information Systems from the Federal University of the State of Rio de Janeiro (UNIRIO), and in 2015, a Doctorate in Computer Science from the Pontifical Catholic University of Rio de Janeiro (PUC-Rio). His research was dedicated to the use of artificial intelligence in games and interactive storytelling, and for both of these latest two degrees, he was awarded a full scholarship from the Brazilian government. During his doctoral degree, he worked as a researcher at ICAD/IGames/VisionLab at PUC-Rio, producing reports that helped win some game copyright infringement cases in court, including one for Zynga. In 2012, he was awarded an Honourable Mention (Interactivity) by the International Telecommunication Union (ITU) for his work. He then worked as a lecturer at PUC-Rio and FUCEPE Business School before leaving Brazil in 2018 to work for companies in Argentina, Germany, the USA, and the UAE. He currently lives in Portugal where he works as a researcher and assistant professor at the European University of Lisbon, focusing his research and teaching on Artificial Intelligence, Games, and Programming Languages. In addition to his pursuits in Computer Science and IT, Fabio also holds a diploma in International Relations and is fluent in eight languages. In his free time, he enjoys travelling, sports and playing music, having already toured and played in multiple countries in Europe and the Americas.



## International Business Management

**Rexcel Lagare**

International Business Management offers dynamic opportunities. This text deals with the theories, concepts, and practical strategies that are necessary for success in the global marketplace. It covers topics such as international trade, cultural differences, global marketing, and multinational management. The book offers insights into the challenges faced by businesses operating across borders and provides practical advice for addressing these challenges. Readers will gain a deep understanding of the key concepts and strategies used in international business management and learn how to apply them in real-world situations. The book is an indispensable tool for anyone seeking to build a successful career in today's global business environment.

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### About the Author

Rex is an MBA graduate from Arizona State University's Thunderbird School of Global Management, ranked No. 1 in the world for international trade by the QS International Trade Rankings, ahead of Cambridge, Harvard, and Stanford. Arizona State University ranked No. 1 as the "Most Innovative School" in the nation by U.S. News & World Report for eight years in succession. Rex graduated magna cum laude with a bachelor's degree in accounting from the University of San Carlos in the Philippines. Spanning over a decade of experience in finance, supply chain & operations projects with Fortune 500 clients and Business World's Top 1000 Corporations, as well as with startup and midsize companies, Rexcel Lagare is proficient in guiding clients enhance their business performance in his role as a management consultant.



## Management Theory and Practice

**Dr. John Ericson A. Policarpio**

People's needs are the decisive factor in achieving organizational effectiveness, as per the human relations approach to management. This book covers the fundamental principles, theories, and practices of modern management. The book explores various topics such as organizational behavior, strategic planning, leadership, communication, and decision-making. It offers practical insights and case studies to help readers develop their management skills and apply them in real-world scenarios. Whether you are a student, aspiring manager, or experienced executive, this book is an essential resource for mastering the art and science of management.

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### About the Author

Dr. John Ericson A. Policarpio is currently the Program Chairperson of Tourism and Hospitality Management (THM) Department of PATTS College of Aeronautics. He is an Associate Professor, Academic Researcher, Book Author, a PACUCOA Accreditor, and a Hotelier. He is a graduate of Bachelor of Science in Tourism Major in Airline Operations in the same institution where he topped his class as the batch Cum Laude and Academic Excellence Awardee. He obtained his Master's Degree in Business Administration – Top Executive Program at the Pamantasan ng Lungsod ng Maynila (PLM). He recently finished his Doctor of Business Administration (DBA) degree at Olivarez College. He is an Internationally-Certified Event Educator, Event Manager, and Event Planner by the Asia Pacific Institute for Events Management (APIEM) in Leeds, United Kingdom. He is also a Certified Tourism Professional (CTP) recipient by the Institute of Tourism and Hospitality Professionals in London, United Kingdom. He is also a Distinguished Program Specialist for the Certification in Hospitality and Tourism Technology Service Professionals. A Hotelier by profession, Dr. Policarpio held numerous positions in the Accommodation Sector, particularly in the Sales & Marketing Department. He started as a Reservations Associate all the way to become the Head of Sales & Marketing Department for Five years. Dr. Policarpio was a former Tourism Professor at Lyceum of the Philippines University-Manila (LPU-Manila), Canadian Tourism and Hospitality Institute (CTHI), St. Scholastica's College Manila (SSCM), and Pamantasan ng Lungsod ng Maynila (PLM). He is a former member of the Board of Trustees and the Chair of the Membership Committee of the Union of Filipino Tourism Educators (UFTE), Former National Adviser of the Union of Filipino Tourism Students (UFTS), appointed as South Manila Membership Ambassador of Philippine Association of Researchers for Tourism & Hospitality, Inc. (PARTH), and Senior Fellow of PATTS at the Asia Pacific Institute for Events Management (APIEM). Dr. Policarpio has judged tourism skills competitions and critiqued numerous research papers, business plan proposals, and tourism development plans from different universities and colleges in the Philippines. His research works focus on special topics in Events Management, Tourism Development, Special Topics in Tourism, and Tourism Marketing studies. Most of his works were presented and published in international conferences and research journals.





## Training and Development

**Dr. Shraddha Wilfred**

Training and development initiatives enhance job performance through educational activities within an organization. This text is a comprehensive guide for businesses and organizations seeking to improve the skills and knowledge of their employees. From designing effective training programs to evaluating their impact, this book covers all aspects of employee development. It also explores the latest trends and technologies in training and development, including e-learning and microlearning. Whether you are an HR professional or a business owner, this textbook is an essential resource for maximizing the potential of your workforce and staying ahead of the competition.

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### About the Author

Shraddha is a passionate international educator who has over 13 years of experience in value driven roles as Leader of Business Institutions, Corporate Trainer, Business Consultant, and Curriculum developer. An astute, result oriented professional, Shraddha has been dedicatedly delivering dynamic, challenging, inspiring, and engaging educational experiences at universities, colleges, and corporations in Canada, India, South Africa, United States, Oman, and Pakistan. Shraddha's blend of industry experience and academic theory combined with over a decade of international experience allows her to view problems from both the academic and industry perspective finding practical and innovative solutions. Shraddha has worked on Equi-City Project, funded by the European Union, which aims to ensure equitable provision of municipal services and to promote diversity within and capacity development of local government organizations. She has chaired 2 international conferences and is on the advisory/editorial board of national & international conferences/journals. She is a research enthusiast and has published more than 15 papers in international, national journals & conference proceedings. Moreover, Shraddha loves nature and is a staunch follower of the 4 R's reduce-reuse-recycle-rethink.



## Digital Marketing

**Ali Arif**

Digital marketing uses online platforms like email, social media, and mobile marketing to promote and sell products or services to potential customers. This text is an informative guide for anyone looking to expand their knowledge of online marketing. The book covers topics such as social media, email marketing, content marketing, SEO, and more. With practical advice and real-life case studies, readers can apply the strategies outlined in the book to their own digital marketing campaigns. Whether you're a beginner or an experienced marketer, this book offers insights and tips that can help you succeed in the digital space.

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### About the Author

Ali Arif is a marketing professional with over 10 years of experience in the field. He holds a Bachelor's degree in Marketing from the University Guelph and a Master's degree in Business Administration from the University of Windsor. Ali has a proven track record of success in developing and implementing marketing strategies that drive revenue growth for companies of all sizes. He has worked with both startups and established corporations, including Fortune 500 companies, in various industries such as technology, healthcare, and finance. Currently, Ali serves as the Director of Marketing at a fast-growing software company, where he leads a team of marketing professionals to drive brand awareness, generate leads, and increase customer engagement.



## Services Marketing and Customer Relationship Management

**Dinesh Kumar**

CRM enables businesses to build lasting relationships with both new and existing customers, while optimizing corporate efficiency. This book explores the key concepts of customer relationship management and provides practical tools and techniques for managing customer relationships. It also discusses the importance of effective service delivery and how it can be used to build strong customer relationships. With real-world cases and examples, this book is an essential resource for anyone interested in the field of services marketing and customer relationship management.

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### About the Author

Dinesh Kumar is an accomplished Professor, author, and trainer with over 25 years of experience in the field of Marketing and Management. He holds a Ph.D. in Marketing, an MBA with a major in Marketing, an MA in English, and a BA Honours in English. Dinesh Kumar has taught at several management institutes in India and has been a visiting Professor at the Institute of Professional Education and Research (IPER), Bhopal, since July 2022. He has also been involved in CAT teaching for 14 years. He has authored five international books on Marketing, including Marketing in the Digital Era, Rural Marketing: Challenges and Opportunities, The Connected Consumer, Consumer Behaviour, and Marketing Channels. Oxford University Press has published Dinesh Kumar's book on Marketing Channels, and his other works have been published by reputed publishers such as Sage New Delhi and Business Expert Press New York. Dinesh Kumar's achievements also include being the Director of Mastermind Consultants, Chandigarh, teaching and training MBA-CAT aspirants. With his deep theoretical and practical knowledge of Marketing and Management, Dinesh Kumar continues to inspire aspiring Marketing professionals.



## Materials and Inventory Management

**Nasiruzzaman Ayoun**

This book offers a detailed analysis of the concepts and practices involved in managing materials and inventory. The book covers topics such as demand forecasting, inventory control, procurement, logistics, and supply chain management. It also delves into the latest technologies and tools used in the field, such as enterprise resource planning (ERP) systems and radio-frequency identification (RFID) technology. This book is a must-read for students, professionals, and researchers interested in the field of materials and inventory management.

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### About the Author

Nasiruzzaman is a highly skilled professional with over 14 years of experience in software development and IT management. Based in Bangladesh, he has made significant contributions to the technology industry, particularly in enterprise-level application development, software engineering, and project management. Starting as a Software Engineer in 2007, Nasiruzzaman rose to become a Director of Engineering in a prominent software company, earning recognition for his leadership, technical expertise, and strong work ethic. He has managed teams of software engineers and developers across different time zones, delivering successful software projects within budget and on time. Nasiruzzaman holds a Bachelor's degree in Computer Science and Engineering from Rajshahi University of Engineering and Technology. He is also a certified Project Management Professional (PMP) and has completed various other certifications in software engineering and management. Nasiruzzaman is known for his exceptional communication skills, ability to build and maintain relationships, and commitment to quality. He has successfully delivered software projects in various domains, including healthcare, finance, and e-commerce, for clients from all over the world.



## Product Management

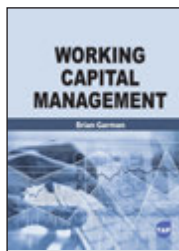
**Mahmood Alsaati**

Product management gauges changing customer needs. This book is an indispensable guide for anyone looking to develop, launch, and manage successful products in today's fast-paced business landscape. Readers will learn how to conduct market research, build a product roadmap, prioritize features, create effective product teams, and measure success through data-driven analysis. Whether you're a seasoned product manager or just starting out, this book is an essential resource for achieving product excellence and staying ahead of the competition.

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### About the Author

Mahmood Alsaati is an experienced business development and marketing professional with over 10 years of experience in the computer software and IT industries. Currently serving as the Director of Business Development at Opu-  
lentSoft, Mahmood is responsible for developing and executing business strategies, managing sales and marketing activities, and identifying new business opportunities. Prior to his current role, Mahmood held various business development and marketing positions at leading technology companies, including Microsoft and Oracle. Mahmood is a results-oriented professional who is passionate about leveraging technology to solve business challenges. He holds a Bachelor's degree in Computer Science from the University of Bahrain and a Master's degree in Business Administration from the University of Hull in the UK. Mahmood is also a certified Project Management Professional (PMP) and has completed various courses in business development and marketing.



## Working Capital Management

**Brian Garman**

This book explores key concepts such as cash flow, inventory management, and accounts receivable and payable. The book provides practical tips and strategies for optimizing working capital and minimizing financial risk. Whether you're a business owner, manager, or financial professional, this book is an invaluable resource for maximizing profitability and ensuring financial stability.

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### About the Author

Brian Garman is a seasoned software developer with over 20 years of experience in the field. He currently works as a Technical Director at a software development firm in South Africa. Brian is well-versed in programming languages such as C++, Python, and Java, and has a strong interest in machine learning and artificial intelligence. Throughout his career, Brian has developed a reputation as a reliable problem-solver, contributing to a variety of projects from large-scale enterprise applications to research and development initiatives. He is an active member of the software development community, participating in industry events and sharing his expertise with others through mentoring and training. Brian's innovative solutions have had a positive impact on many industries, making him a highly respected and accomplished software developer. His passion for learning and problem-solving continues to drive him forward in pushing the boundaries of what is possible in software development.



## Managing Change in Organisations

**Rushatay Feroze**

Organizational change is necessary for companies to succeed and grow, and change management drives the successful adoption and usage of change within the business. This book offers a step-by-step approach to managing change, with real-world examples and case studies to illustrate key concepts. It covers various aspects of change management, including planning, communication, resistance, and evaluation. Whether you are leading a small team or a large organization, this book provides valuable insights and tools to help you manage change effectively.

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### About the Author

Rushatay Feroze is a driven and accomplished PhD candidate in Business Management at Xi'an Jiaotong University of China. She has dedicated her academic career to the study of organizational behavior, leadership, and strategy. Her research focuses on how leaders can effectively motivate and manage their teams to achieve superior performance and drive organizational success. In her upcoming book, Rushatay seeks to provide a practical guide to change management that draws upon her research and consulting experience. Rushatay has received numerous awards and recognitions for her academic achievements and her passion for teaching and mentoring has also earned her accolades from her students and colleagues. In addition to her academic pursuits, Rushatay is an active member of her community and enjoys volunteering for various social causes. She believes in giving back to society and uses her skills and knowledge to make a positive impact on the world.



## Small Business Management

**Mahmood Alsaati**

This book is a comprehensive guide to running a successful small business. It covers topics such as business planning, financial management, marketing, and human resources management. The book is designed to help small business owners navigate the challenges of entrepreneurship and develop effective strategies to grow their businesses. Whether you are a seasoned entrepreneur or just starting out, this book is an essential resource for anyone looking to succeed in the world of small business management.

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### About the Author

Mahmood Alsaati is an experienced business development and marketing professional with over 10 years of experience in the computer software and IT industries. Currently serving as the Director of Business Development at Opu-  
lentSoft, Mahmood is responsible for developing and executing business strategies, managing sales and marketing activities, and identifying new business opportunities. Prior to his current role, Mahmood held various business development and marketing positions at leading technology companies, including Microsoft and Oracle. Mahmood is a results-oriented professional who is passionate about leveraging technology to solve business challenges. He holds a Bachelor's degree in Computer Science from the University of Bahrain and a Master's degree in Business Administration from the University of Hull in the UK. Mahmood is also a certified Project Management Professional (PMP) and has completed various courses in business development and marketing.



## Investment Management

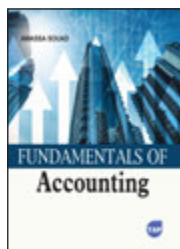
**Nasiruzzaman Ayoun**

Investment managers are often faced with complex situations that require a thorough understanding of both quantitative tools and qualitative assessments in order to make informed decisions. This book covers a broad range of topics, including active investment strategies in both public and private markets, as well as custom solutions tailored to meet the needs of institutional and individual investors. By exploring these topics, the book aims to help readers develop a deeper understanding of the principles and practices involved in effective investment management, and to provide them with the tools and knowledge necessary to make informed decisions about their investments.

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### About the Author

Nasiruzzaman is a highly skilled professional with over 14 years of experience in software development and IT management. Based in Bangladesh, he has made significant contributions to the technology industry, particularly in enterprise-level application development, software engineering, and project management. Starting as a Software Engineer in 2007, Nasiruzzaman rose to become a Director of Engineering in a prominent software company, earning recognition for his leadership, technical expertise, and strong work ethic. He has managed teams of software engineers and developers across different time zones, delivering successful software projects within budget and on time. Nasiruzzaman holds a Bachelor's degree in Computer Science and Engineering from Rajshahi University of Engineering and Technology. He is also a certified Project Management Professional (PMP) and has completed various other certifications in software engineering and management. Nasiruzzaman is known for his exceptional communication skills, ability to build and maintain relationships, and commitment to quality. He has successfully delivered software projects in various domains, including healthcare, finance, and e-commerce, for clients from all over the world.



## Fundamentals of Accounting

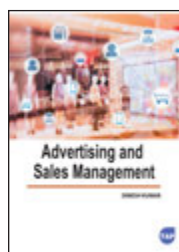
**Awassa Souad**

This text introduces the fundamental principles of accounting. It covers topics such as financial statements, balance sheets, income statements, cash flow statements, and accounting cycles. The book is written to provide a solid foundation for students and professionals who wish to learn the basics of accounting. This book is an essential resource for understanding the principles and practices of accounting.

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### About the Author

Awassa Souad is an accomplished economist with over ten years of experience in the field. She holds a Master's degree in Economics from the Faculté des sciences économiques et de gestion Tunis Manar, where she gained a deep understanding of economic theory and analysis. Throughout her career, Awassa has worked with a variety of clients, including government agencies, non-profit organizations, and private sector companies. She has a proven track record of developing effective economic policies and strategies that help her clients achieve their goals. Awassa is well-versed in a wide range of economic models and methodologies. She has particular expertise in the areas of microeconomics, macroeconomics, and econometrics. She has also conducted extensive research in the field of development economics, focusing on issues related to poverty reduction and economic growth. In addition to her technical skills, Awassa is a strong communicator and collaborator. She enjoys working with others to develop solutions that are both effective and feasible. She is also committed to staying up-to-date with the latest trends and developments in the field of economics, and is always looking for ways to improve her skills and knowledge. Overall, Awassa's expertise, experience, and commitment to excellence make her a valuable asset to any organization or project in need of sound economic analysis and advice.



## Advertising and Sales Management

**Dinesh Kumar**

This book focuses on the key principles and strategies for developing effective advertising and sales campaigns. It covers topics such as market research, target audience identification, message creation, media planning, sales techniques, and sales team management. The book is designed to help students and professionals in the field of marketing to understand the role of advertising and sales in achieving business goals. With practical examples and case studies, the book provides insights into the latest trends and best practices in advertising and sales management.

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### About the Author

Dinesh Kumar is an accomplished Professor, author, and trainer with over 25 years of experience in the field of Marketing and Management. He holds a Ph.D. in Marketing, an MBA with a major in Marketing, an MA in English, and a BA Honours in English. Dinesh Kumar has taught at several management institutes in India and has been a visiting Professor at the Institute of Professional Education and Research (IPER), Bhopal, since July 2022. He has also been involved in CAT teaching for 14 years. He has authored five international books on Marketing, including *Marketing in the Digital Era*, *Rural Marketing: Challenges and Opportunities*, *The Connected Consumer*, *Consumer Behaviour*, and *Marketing Channels*. Oxford University Press has published Dinesh Kumar's book on *Marketing Channels*, and his other works have been published by reputed publishers such as Sage New Delhi and Business Expert Press New York. Dinesh Kumar's achievements also include being the Director of Mastermind Consultants, Chandigarh, teaching and training MBA-CAT aspirants. With his deep theoretical and practical knowledge of Marketing and Management, Dinesh Kumar continues to inspire aspiring Marketing professionals.



## Project Management

**Abhishek Sharma**

This book offers a comprehensive introduction to the principles, techniques, and practices of managing projects effectively. The book covers topics such as project planning, scheduling, budgeting, risk management, and team management. It is written to provide readers with a practical guide to successful project management, regardless of the size or complexity of the project. This book is an essential resource for anyone involved in project management.

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### About the Author

Abhishek is a Global MBA graduate from Bologna Business School and a certified Project Management professional with an experience of more than 12 years in Project Management, ESG, sustainability, and corporate social responsibility across both the for-profit and nonprofit sectors and multiple public policy roles. He has considerable experience developing and implementing carbon management strategies, responsible sourcing programs, and community and stakeholder engagement initiatives. He is a passionate and vocal advocate of moving ESG issues from being a footnote in C-level discussions to the forefront of business strategy and Project management planning. He has also spent significant time managing large Projects. In the past, he has held multiple influential senior leadership roles as a Senior Project Manager and is an advisor to some Multinational organizations.





## Financial Accounting

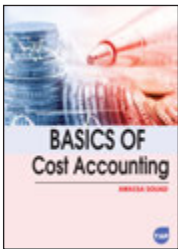
**Dr. Risha Khandelwal**

This comprehensive text provides an in-depth understanding of the principles and practices of financial accounting. It covers a wide range of topics, including financial statements, accounting cycles, and accounting for assets, liabilities, and equity. The book is written to provide students and professionals with the knowledge and skills needed to prepare financial statements, analyze financial data, and make informed business decisions. This book is an essential text for mastering the principles and practices of financial accounting.

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### About the Author

Dr. Risha Khandelwal has expertise in finance and global business as an academician and researcher. She has been teaching and conducting research for more than six years. She has held positions at JECRC University in Jaipur and GL A University in Mathura. She received the UGC fellowship after passing the NET-JRF. She has written case studies, book chapters, and research papers that have been indexed by Google Scholar and SCOPUS. She is proficient in utilizing econometrics to analyze secondary data. She is currently a freelancer, helping academics with their research projects.



## Basics of Cost Accounting

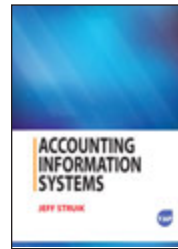
**Awassa Souad**

Cost accounting is a branch of accounting that involves the identification, measurement, and analysis of the costs of products, services, or operations, with the aim of providing information for managerial decision-making, control, and planning purposes. This book provides a comprehensive introduction to the fundamental concepts and practices of cost accounting, including cost behavior, cost-volume-profit analysis, job costing, process costing, and activity-based costing. The book is designed to help students and professionals in the field of accounting understand how to measure and manage costs effectively. This book is an essential resource for anyone looking to enhance their knowledge and skills in cost accounting.

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### About the Author

Awassa Souad is an accomplished economist with over ten years of experience in the field. She holds a Master's degree in Economics from the Faculté des sciences économiques et de gestion Tunis Manar, where she gained a deep understanding of economic theory and analysis. Throughout her career, Awassa has worked with a variety of clients, including government agencies, non-profit organizations, and private sector companies. She has a proven track record of developing effective economic policies and strategies that help her clients achieve their goals. Awassa is well-versed in a wide range of economic models and methodologies. She has particular expertise in the areas of microeconomics, macroeconomics, and econometrics. She has also conducted extensive research in the field of development economics, focusing on issues related to poverty reduction and economic growth. In addition to her technical skills, Awassa is a strong communicator and collaborator. She enjoys working with others to develop solutions that are both effective and feasible. She is also committed to staying up-to-date with the latest trends and developments in the field of economics, and is always looking for ways to improve her skills and knowledge. Overall, Awassa's expertise, experience, and commitment to excellence make her a valuable asset to any organization or project in need of sound economic analysis and advice.



## Accounting Information Systems

**Jeff Struik**

This book explores the relationship between accounting and information technology. It provides an introduction to the fundamental concepts of accounting information systems, including database management, internal controls, and business processes. The book also covers the role of information systems in decision-making, financial reporting, and auditing. Whether you are a student of accounting, an accounting professional, or a business owner, this book provides valuable insights into the integration of technology and accounting.

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### About the Author

Jeff is a seasoned cybersecurity professional with a decade of experience working in the defense industry. He has a Doctor of Computer Science with a concentration in cybersecurity, and holds several industry certifications including CISSP, PenTest+, and Network+. Throughout his career, Jeff has developed a passion for conducting research and development pertaining to cybersecurity tools. He thrives on staying at the forefront of the industry, constantly seeking out new and innovative solutions to keep networks secure. Despite his impressive credentials and extensive experience, Jeff remains dedicated to sharing his knowledge and expertise with others. He has a deep-seated love of teaching and takes great joy in helping others to better understand the importance of cybersecurity. Whether he is working with colleagues in the industry or sharing his insights with students and other learners, Jeff is a true cybersecurity professional who is committed to advancing the field and making the digital world a safer place for all.



## Fundamentals of TQM

**Gabriel Afemei**

This book provides an introduction to Total Quality Management (TQM) and its principles. TQM is a management approach that focuses on continuous improvement of processes and products to enhance customer satisfaction. The book covers topics including TQM implementation, quality control, team-building, and customer service. It is an essential guide for professionals seeking to improve their organization's quality management system and increase customer loyalty.

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### About the Author

Gabriel is a graduate of the Technical University of Bucharest/Department of Transport Technology and graduated with a master's degree in International Logistics at the Bucharest Academy of Economic Studies in 2011. He has over 15 years of experience in all Supply Chain components in international environments. He received the European Logistics Association certification in 2018 (ELA is a federation of 30 National Logistics Associations, covering almost every country in Europe). In 2018 he graduated from the School of Advanced Studies in Journalism Bucharest. As a writer, he is the author and co-author of scientific books and didactic materials on Supply Chain Management and long-term development using new technologies. He loves to read, and in his free time he travels as much as possible.



## Macroeconomics

**Klevisa Kapo**

Macroeconomics is the branch of economics that studies the behavior and performance of an economy as a whole, focusing on topics such as inflation, unemployment, economic growth, and monetary and fiscal policies. This book provides a comprehensive study of the principles and methods underlying the field of macroeconomics. It covers a wide range of topics, including economic growth, inflation, unemployment, fiscal policy, monetary policy, international trade, and exchange rates. It is an essential textbook for students of economics, as well as a valuable resource for policymakers, business leaders, and anyone interested in understanding the workings of the economy at a national or global level. The book is written in a clear and concise manner, with numerous examples, graphs, and illustrations to aid understanding.

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### About the Author

*Klevisa Kapo is an experienced business researcher and projects' expert, specialized in providing professional independent services to start-ups, SMEs, NGOs and educational institutions. The catalog of the services she covers includes: market research, project proposal writing, project management, business plans' preparation, organization strategy design, data analysis, business and communication consultation and training. The main areas in focus are: entrepreneurship, innovation, sustainability, social entrepreneurship, tourism, culture, youth and education. She has an academic and professional background in Business and Organisation, Innovation, Leadership and Finance, provided by University of Ljubljana, School of Economics and Business, Global Innovation Management Institute, McCain Institute of Arizona State University, University of Tirana, Faculty of Economics. Klevisa is also contributing as a lecturer for the subjects of Business, Marketing, Business Communication and Economics.*



## Consumer Behavior

**Joao Heitor De Avila Santos**

Consumer behavior refers to the actions and decisions made by individuals and households when purchasing goods and services. This book explores how consumers make decisions when purchasing goods or services. It delves into the psychological, social, and cultural factors that influence consumer behavior, such as perception, learning, motivation, and attitudes. It presents real-life case studies and examples to illustrate how different factors can affect consumer decision-making. The book provides insights into how businesses can better understand and influence consumer behavior to improve their marketing efforts and achieve success.

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### About the Author

*João Heitor de Avila Santos, a distinguished expert in innovation, technology, and sustainability, brings his extensive experience in academia, consulting, and project management to his second book on consumer behavior. As an Associate Professor at UniLaSalle and a published author in the field of Innovation and Management of Technology, João's unique blend of expertise allows him to explore the intricacies of consumer behavior and its relationship with emerging technologies, sustainability, and social innovation. With this book he aims to make a global impact on understanding and shaping the future of consumer behavior.*



## Strategic Planning and Policy

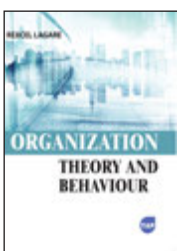
**Gabriel Afemei**

The strategy is the best plan opted from a number of plans, in order to achieve the organizational goals and objectives. This book explores the fundamental principles and practices of strategic planning and policy development. It offers practical insights and tools that can help organizations to develop effective strategies and policies that align with their goals and objectives. With its clear and concise writing style and real-world examples, this book is an invaluable resource for anyone involved in strategic planning and policy development.

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### About the Author

*Gabriel is a graduate of the Technical University of Bucharest/Department of Transport Technology and graduated with a master's degree in International Logistics at the Bucharest Academy of Economic Studies in 2011. He has over 15 years of experience in all Supply Chain components in international environments. He received the European Logistics Association certification in 2018 (ELA is a federation of 30 National Logistics Associations, covering almost every country in Europe). In 2018 he graduated from the School of Advanced Studies in Journalism Bucharest. As a writer, he is the author and co-author of scientific books and didactic materials on Supply Chain Management and long-term development using new technologies. He loves to read, and in his free time he travels as much as possible.*



## Organization Theory and Behaviour

**Rexcel Lagare**

Organizational behavior concepts and theories seek to recommend best practices for enhancing performance and improving management. A comprehensive text to the concepts, theories, and practices of organizational behavior. It covers various topics such as motivation, leadership, communication, decision-making, power, conflict, and organizational culture. The book presents a wide range of cases and examples to illustrate the practical applications of organizational behavior theories. It is an essential resource for students, scholars, and practitioners in the fields of management, organizational behavior, and human resource management.

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### About the Author

*Rex is an MBA graduate from Arizona State University's Thunderbird School of Global Management, ranked No. 1 in the world for international trade by the QS International Trade Rankings, ahead of Cambridge, Harvard, and Stanford. Arizona State University ranked No. 1 as the "Most Innovative School" in the nation by U.S. News & World Report for eight years in succession. Rex graduated magna cum laude with a bachelor's degree in accounting from the University of San Carlos in the Philippines. Spanning over a decade of experience in finance, supply chain & operations projects with Fortune 500 clients and Business World's Top 1000 Corporations, as well as with startup and midsize companies, Rexcel Lagare is proficient in guiding clients enhance their business performance in his role as a management consultant.*



## Production and Operations Management

**Abhishek Sharma**

Production and operations management applies business concepts to create goods and services. Production and Operations Management is an essential guide for anyone seeking to understand the concepts and principles that underpin the efficient management of production processes. The book explores key topics such as inventory management, quality control, and supply chain management, with real-world examples and case studies to illustrate their practical application. With a focus on continuous improvement and the latest technological advancements, the book offers a comprehensive overview of the field of production and operations management.

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### About the Author

Abhishek is a Global MBA graduate from Bologna Business School and a certified Project Management professional with an experience of more than 12 years in Project Management, ESG, sustainability, and corporate social responsibility across both the for-profit and nonprofit sectors and multiple public policy roles. He has considerable experience developing and implementing carbon management strategies, responsible sourcing programs, and community and stakeholder engagement initiatives. He is a passionate and vocal advocate of moving ESG issues from being a footnote in C-level discussions to the forefront of business strategy and Project management planning. He has also spent significant time managing large Projects. In the past, he has held multiple influential senior leadership roles as a Senior Project Manager and is an advisor to some Multinational organizations.



## Business Environment

**Dr. Risha Khandelwal**

The business environment enables foresight into future threats. This textbook provides a comprehensive analysis of the various factors that influence the functioning of the business world. It explores the economic, social, cultural, technological, legal, and political aspects of the business environment, and their impact on business operations. The book offers valuable insights into the

changing dynamics of the global business environment and the challenges faced by businesses in adapting to them. It provides readers with a critical understanding of the factors that shape business decisions and strategies, and the tools and techniques used to analyze them.

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### About the Editor

Dr. Risha Khandelwal has expertise in finance and global business as an academician and researcher. She has been teaching and conducting research for more than six years. She has held positions at JECRC University in Jaipur and GL A University in Mathura. She received the UGC fellowship after passing the NET-JRF. She has written case studies, book chapters, and research papers that have been indexed by Google Scholar and SCOPUS. She is proficient in utilizing econometrics to analyze secondary data. She is currently a freelancer, helping academics with their research projects.



## Business Communication

**Rexcel Lagare**

A practical guide for professionals looking to improve their communication skills in the workplace. The book covers a wide range of topics, including writing effective emails, creating compelling presentations, and delivering engaging speeches. Readers will learn how to communicate with confidence and clarity, build strong relationships with colleagues and clients, and navigate complex communication challenges. The book is filled with real-world examples and practical tips, making it an essential resource for anyone looking to succeed in the modern business world.

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### About the Author

Rex is an MBA graduate from Arizona State University's Thunderbird School of Global Management, ranked No. 1 in the world for international trade by the QS International Trade Rankings, ahead of Cambridge, Harvard, and Stanford. Arizona State University ranked No. 1 as the "Most Innovative School" in the nation by U.S. News & World Report for eight years in succession. Rex graduated magna cum laude with a bachelor's degree in accounting from the University of San Carlos in the Philippines. Spanning over a decade of experience in finance, supply chain & operations projects with Fortune 500 clients and Business World's Top 1000 Corporations, as well as with startup and midsize companies, Rexcel Lagare is proficient in guiding clients enhance their business performance in his role as a management consultant.



## Operations Research

**Mansi Bhatnagar**

Operations Research is a field that applies advanced analytical methods to help make better decisions. This book provides a comprehensive introduction to the subject, covering topics such as optimization, modeling, simulation, and decision analysis. The book also includes real-world examples and case studies to illustrate how operations research can be applied to solve complex problems in various industries. Whether you're a student or a professional, this book is an essential resource for anyone interested in operations research and its practical applications.

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### About the Author

Mansi Bhatnagar is an experienced researcher in the computer science and network security industry. She specializes in computer vision, deep learning, image processing, natural language processing, machine learning, and intrusion detection systems. Mansi earned her Master of Technology degree in Cybersecurity and is pursuing her Ph.D. in Telecommunication with a focus on Artificial Intelligence. With a proven track record of successful projects and exceptional research and analytical skills, Mansi is known for her strong work ethic, problem-solving abilities, and excellent communication skills. She is a valuable asset to any team and remains passionate about her work, continually seeking out new knowledge and advancements in her field.





## Managerial Economics

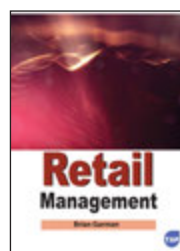
**Aboneh Teshome**

Managerial Economics is a comprehensive textbook to the application of economic principles and concepts in managerial decision-making. It covers topics such as demand analysis, production and cost analysis, market structure, pricing strategies, and risk analysis. This book is specially written to help managers make informed decisions by providing them with a deeper understanding of economic concepts and their application in business.

Copyright 2024 | PB 9781774697689 | Price: \$110 | Publisher: Toronto Academic Press

### About the Author

Aboneh Teshome is a finance professional with over five years of experience in various roles. He holds a Bachelor of Science degree in Finance from Hawassa University. Aboneh began his career as a Finance Officer at the Ethiopian Lawyers Association, where he managed financial transactions, prepared financial reports, and ensured compliance with accounting standards. He later served as a Finance and Administrative Officer at World Vision International, where he managed financial resources, prepared budgets and reports, and ensured compliance with internal policies and donor regulations. Aboneh also worked as a Finance Manager at Ethiopian Social Accountability Program Phase 2, where he managed finances and provided financial management support to partners and stakeholders. Currently, Aboneh is the Program Director at PHE Ethiopia Consortium, where he leads the finance and administration team in managing financial resources and ensuring compliance with regulations. He is responsible for preparing budgets, financial reports, and providing financial management support to the organization's programs. Aboneh's experience in finance has equipped him with the skills and knowledge needed to manage financial resources effectively and ensure compliance with regulations. He has a proven track record of providing financial management support to programs and stakeholders.



## Retail Management

**Brian Garman**

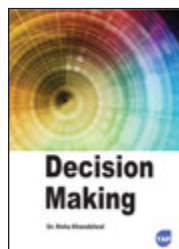
Retail management is the process of overseeing the day-to-day operations of retail establishments to ensure that they function efficiently, provide high-quality products and services, and remain profitable. The book on retail management covers various aspects of the retail sector, including operations, store planning, marketing, and the use of the latest technologies. It provides readers

with a comprehensive understanding of the retail industry, its challenges, and opportunities. The book focuses on effective management practices, which can help retailers to achieve their goals and objectives, and maintain a competitive edge in the market.

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### About the Author

Brian Garman is a seasoned software developer with over 20 years of experience in the field. He currently works as a Technical Director at a software development firm in South Africa. Brian is well-versed in programming languages such as C++, Python, and Java, and has a strong interest in machine learning and artificial intelligence. Throughout his career, Brian has developed a reputation as a reliable problem-solver, contributing to a variety of projects from large-scale enterprise applications to research and development initiatives. He is an active member of the software development community, participating in industry events and sharing his expertise with others through mentoring and training. Brian's innovative solutions have had a positive impact on many industries, making him a highly respected and accomplished software developer. His passion for learning and problem-solving continues to drive him forward in pushing the boundaries of what is possible in software development.



## Decision Making

**Dr. Risha Khandelwal**

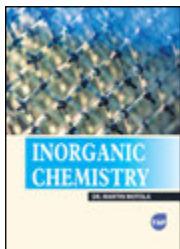
The ability to make effective and timely decisions is critical for executives who want to be successful in their roles. This book explores a decision-making framework that is linked to strategic thinking. It provides readers with the tools and knowledge they need to evaluate various decision options and select the ones that best support organizational success. Through real-world examples, the book highlights the importance of making

informed decisions and demonstrates how the decision-making framework can be applied in practice.

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### About the Author

Dr. Risha Khandelwal has expertise in finance and global business as an academician and researcher. She has been teaching and conducting research for more than six years. She has held positions at JECRC University in Jaipur and GL A University in Mathura. She received the UGC fellowship after passing the NET-JRF. She has written case studies, book chapters, and research papers that have been indexed by Google Scholar and SCOPUS. She is proficient in utilizing econometrics to analyze secondary data. She is currently a freelancer, helping academics with their research projects.



## Inorganic Chemistry

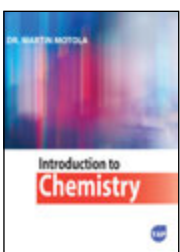
**Dr. Martin Motola**

This text explores the fundamental principles and concepts of inorganic chemistry. The book covers topics such as chemical bonding, acids and bases, redox reactions, coordination compounds, and solid-state chemistry. It provides a comprehensive overview of the structure, properties, and reactivity of inorganic compounds. This book is an essential resource for students, researchers, and professionals in the field of chemistry who seek a deeper understanding of inorganic chemistry.

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### About the Author

Martin Motola is an accomplished academic researcher who has made significant contributions to the fields of photocatalysis and atomic layer deposition. He is currently affiliated with the University of Pardubice, where his work has earned him an h-index of 9 and co-authorship of 22 publications, receiving a total of 191 citations. With over 20 years of experience in academic research, Martin has become a well-respected member of the scientific community. His previous affiliation with Comenius University in Bratislava served as a launching pad for his career. He has since become a leading authority in the field of photocatalysis and atomic layer deposition. Martin's innovative research has pushed the boundaries of scientific knowledge, contributing to our understanding of these fields and positively impacting the world. He is a dedicated and talented researcher whose work inspires and informs the scientific community.



## Introduction to Chemistry

**Dr. Martin Motola**

This is a comprehensive textbook that covers the basic principles and concepts of chemistry. It serves as a foundation for students who are just starting their journey in the field of chemistry. The book covers topics such as atoms, molecules, chemical reactions, stoichiometry, thermodynamics, and chemical bonding. It also includes practical applications of chemistry, such as environmental issues, energy production, and pharmaceuticals. This book is an essential resource for anyone seeking a thorough understanding of chemistry.

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### About the Author

Martin Motola is an accomplished academic researcher who has made significant contributions to the fields of photocatalysis and atomic layer deposition. He is currently affiliated with the University of Pardubice, where his work has earned him an h-index of 9 and co-authorship of 22 publications, receiving a total of 191 citations. With over 20 years of experience in academic research, Martin has become a well-respected member of the scientific community. His previous affiliation with Comenius University in Bratislava served as a launching pad for his career. He has since become a leading authority in the field of photocatalysis and atomic layer deposition. Martin's innovative research has pushed the boundaries of scientific knowledge, contributing to our understanding of these fields and positively impacting the world. He is a dedicated and talented researcher whose work inspires and informs the scientific community.



## Biochemistry

**M. Bilal Hanif**

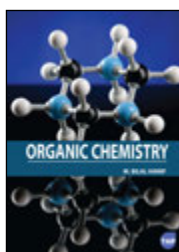
This text explores the chemical processes that occur in living organisms. It provides a comprehensive overview of the molecular basis of life, including topics cell biology, metabolism, genetics, and molecular biology. The book is designed to help students and researchers understand the fundamental principles of biochemistry and the complex interactions that occur within cells.

Whether you are studying biochemistry for the first time or looking to deepen your knowledge, this book is an essential resource for anyone interested in the science of life.

Copyright 2024 | PB 9781774697733 | Price: \$110 | Publisher: Toronto Academic Press

### About the Author

Muhammad Bilal Hanif is working as a research assistant at the Department of Inorganic Chemistry, Faculty of Natural Sciences, Comenius University in Bratislava, Slovakia. He obtained his graduation degree under a Chinese government scholarship at Xi'an Jiaotong University (XJTU), China. After obtaining his degree, He worked as a researcher at XJTU from 2018-2020. His research mainly focuses on solid oxide fuel cells, photocatalysis, and solid oxide electrolysis cells for energy conversion applications. He published articles in ACS Applied Materials & Interfaces; Chemical Engineering Journal; Energy & Environmental Materials and several high-quality journals articles. He has achieved Research Fund from Comenius University Bratislava, Slovakia for Young Scientists. He is also working as a Guest editor in Materials Journal.



## Organic Chemistry

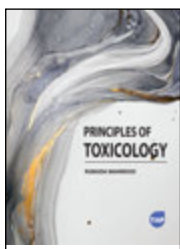
**M. Bilal Hanif**

Organic Chemistry is a textbook that provides an introduction to the study of organic chemistry, the chemistry of carbon-based compounds. It covers the structure, properties, and reactions of organic molecules and their applications in the real world. The book is designed to help students develop a strong foundation in organic chemistry, including the principles of chemical bonding, stereochemistry, and reaction mechanisms. With numerous examples and practical problems, the book is a valuable resource for students and professionals as well.

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### About the Author

Muhammad Bilal Hanif is working as a research assistant at the Department of Inorganic Chemistry, Faculty of Natural Sciences, Comenius University in Bratislava, Slovakia. He obtained his graduation degree under a Chinese government scholarship at Xi'an Jiaotong University (XJTU), China. After obtaining his degree, He worked as a researcher at XJTU from 2018-2020. His research mainly focuses on solid oxide fuel cells, photocatalysis, and solid oxide electrolysis cells for energy conversion applications. He published articles in ACS Applied Materials & Interfaces; Chemical Engineering Journal; Energy & Environmental Materials and several high-quality journals articles. He has achieved Research Fund from Comenius University Bratislava, Slovakia for Young Scientists. He is also working as a Guest editor in Materials Journal.



## Principles of Toxicology

Rubaida Mahmood

This text covers the basic principles of toxicology, including the nature, effects, and detection of toxic substances. It explores the mechanisms of toxicity, including the ways in which toxic substances interact with living organisms. The book also examines the different types of toxic agents and their effects on human health and the environment. It is an essential resource for toxicologists, public health officials, and environmental scientists seeking to understand the impact of toxic substances on human health and the environment.

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### About the Author

Rubaida Mehmood is a professional writer who has built an impressive career over the past 17 years. She has worked with clients from a variety of industries, including healthcare, finance, technology, and education, and has written everything from blog posts and articles to white papers and case studies. What sets Rubaida apart is her ability to create content that is both engaging and informative. She has a talent for weaving together complex ideas and concepts in a way that is easy for readers to understand, making her writing accessible to a broad audience. In addition to her writing skills, Rubaida is a skilled communicator and collaborator. She understands the importance of building strong relationships with her clients, and takes the time to truly understand their unique needs and goals. This allows her to create content that is tailored to their specific requirements and delivers the results they are looking for.



## Heat Transfer Principles

Artem Shlyakhov Marie-Magdeleine

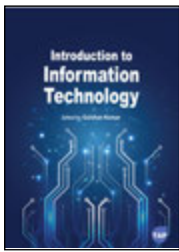
This text covers the fundamental principles of heat transfer, including conduction, convection, and radiation. It provides readers with a thorough understanding of the mechanisms and processes involved in heat transfer, and how they apply to various engineering and industrial applications. The book also includes practical examples, problems, and solutions, making it an essential resource for students, researchers, and professionals in the field of heat transfer. Therefore, Heat Transfer Principles is a valuable reference for anyone interested in the science of heat transfer and its practical applications.

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### About the Author

Artem Marie-Magdeleine is a Chartered Mechanical Ph.D. engineer with 8 years of experience in turbomachinery fluid mechanics, CFD, CAD, and technical software development. He's authored five utility patents and two scientific publications, making significant contributions to the industry. Beyond his technical expertise, Artem Marie-Magdeleine is a linguist, fluent in English, French, Russian, and German, allowing him to work with diverse teams and collaborate with professionals from different parts of the world. Driven, ambitious, and committed to achieving his goals, Artem Marie-Magdeleine inspires many aspiring engineers and professionals. He believes in the power of education and continues to explore new fields of study to expand his knowledge and expertise. In short, Artem Marie-Magdeleine is a highly accomplished mechanical engineer with a remarkable track record of accomplishments. His work is a testament to his dedication, hard work, and passion for engineering.





## Introduction to Information Technology

**Gulshan Kumar**

Information Technology (IT) refers to the use of computers, software, and telecommunications equipment to store, retrieve, transmit, and manipulate data, often in the context of business or other organizational operations. This book presents the fundamentals of information technology. The book aims to provide readers with a thorough understanding of the basic concepts and principles of information technology. It is an ideal textbook for students of computer science and related fields, as well as a useful reference for professionals in the industry. The book emphasizes the practical applications of information technology, providing real-world examples and case studies to illustrate key concepts. It is written in a clear and concise style, making it accessible to readers with varying levels of technical expertise.

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### About the Editor

Gulshan Kumar received his MCA degree from Guru Nanak Dev University, Amritsar (Punjab), India, in 2001, and a Doctorate from IKG Punjab Technical University, Jalandhar (Punjab) -India, in 2014. He has 22 years of teaching experience. He has 70+ international and national publications to his name. His research interests involve Artificial Intelligence, Network Security, Machine Learning and Databases. He has supervised 06 Research scholars for their Master's degree thesis and supervising 06 scholars for their PhD degrees. Currently, he is working as an Associate Professor and Head of the Department of Computer Applications at Shaheed Bhagat Singh, State University, Ferozepur (Punjab)-India.



## Information Technology Project Management

**Robert Martirosyan**

This text provides a comprehensive guide to managing IT projects effectively. It covers topics such as project planning, risk management, team building, communication, and project evaluation. The book is written to help IT professionals navigate the challenges of project management and develop effective strategies to deliver successful IT projects. Whether you are a project manager or a member of an IT project team, this book is an essential resource for anyone looking to succeed in the field of IT project management.

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### About the Author

Robert Martirosyan completed his Master's in Means of Communication and Telecommunication from the State Engineering University of Armenia in 2000. His first, Bachelor, rank, in the field of Radiotechnic and Communication, was secured at the State Engineering University of Armenia in 1998, he has been graded a diploma with excellence. In the course of his studies at the University he worked as an installation engineer in "AATV communications" from 1998 to 2000, where he installed and supported the MMDS (Micro-wave Multipoint Distribution System / Multichannel Multipoint Distribution Service), CATV (Cable Television) and Broadcast television systems. After studying at the university he was called into the army. After military service, he continued to work in the telecommunications and IT/ICT sectors, worked as an engineer, then as head of the infrastructure department, next up to Deputy Director on Technical Affairs and Deputy Director on Infrastructure Design and Planning. Robert Martirosyan has about 20 years of experience in the networking and telecommunications sector, particularly designing, engineering and leading many projects for networks and infrastructures such as Fiber Optics networks (FTTH, FTTB, FTTC, FTTN, P2P, P2MP, CWDM, PON/EPON, etc.), other wired and structured cabling networks (PEN, etc.), wireless networks, IP cameras network (NVR system), global (WAN, SD-WAN, etc.) and local (LAN, etc.) networks.



## Computer Systems Application

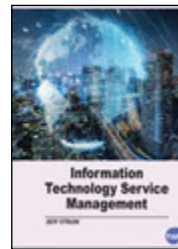
**Viktor Borodin**

Computer systems application refers to the utilization of software and hardware components to perform various tasks and activities such as data processing, communication, entertainment, and business operations. This textbook covers the fundamental concepts of computer systems and their applications in various fields. It provides an in-depth understanding of computer architecture, operating systems, networking, and database management systems. With its practical approach, Computer Systems Application equips readers with the knowledge and skills needed to design, develop, and implement computer-based systems. It serves as a valuable resource for students of computer science, software engineering, and related fields, as well as professionals in the technology industry who wish to enhance their knowledge and skills.

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### About the Editor

Viktor Borodin is Computer Science PhD at T.Shevchenko Kyiv National University, Kyiv, Ukraine. His interest areas are lying on the composite domains of AI and CS: medical image processing, machine learning, data analysis and Applied Mathematics: computational geometry, differential equations, number theory. Viktor Borodin is the author of several papers in the fields of Math and Computer Engineering and has 20+ years of teaching experience to engineering and math graduates and postgraduates, and 10+ years of practical SW programming.



## Information Technology Service Management

**Jeff Struik**

This text is a comprehensive guide to the management of IT services in organizations. It covers topics such as service strategy, service design, service transition, service operation, and continual service improvement. The book is designed to help IT professionals develop effective strategies for delivering high-quality IT services that meet the needs of their organizations. It is an essential resource for anyone involved in IT service management, including IT managers, service desk staff, and IT consultants.

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### About the Author

Jeff is a seasoned cybersecurity professional with a decade of experience working in the defense industry. He has a Doctor of Computer Science with a concentration in cybersecurity, and holds several industry certifications including CISSP, PenTest+, and Network+. Throughout his career, Jeff has developed a passion for conducting research and development pertaining to cybersecurity tools. He thrives on staying at the forefront of the industry, constantly seeking out new and innovative solutions to keep networks secure. Despite his impressive credentials and extensive experience, Jeff remains dedicated to sharing his knowledge and expertise with others. He has a deep-seated love of teaching and takes great joy in helping others to better understand the importance of cybersecurity. Whether he is working with colleagues in the industry or sharing his insights with students and other learners, Jeff is a true cybersecurity professional who is committed to advancing the field and making the digital world a safer place for all.

# Computer and Information Science



## Cyber Security

**Dr. Iqra Ameer**

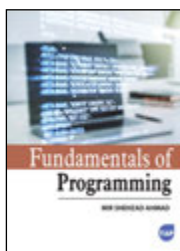
This text provides an in-depth overview of the ever-evolving field of cybersecurity. It covers a range of topics, including information security, network security, cryptography, and ethical hacking. The book is designed to help individuals and organizations understand the threats and vulnerabilities that exist in the digital world, and to develop strategies to protect themselves from cyber-attacks.

Whether you are an IT professional, a business owner, or just someone interested in the topic, this book is an essential resource for anyone looking to enhance their understanding of cybersecurity.

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### About the Author

Iqra Ameer is an Assistant Professor at Penn State University, PA, USA. She received her Ph.D. in computer science with Distinction from the Instituto Politécnico Nacional, Mexico in 2022. During her Ph.D., she focused on multi-label emotion classification on code-mixed and monolingual text. She has extensive experience in tackling various challenges related to social media text, such as emotion classification, mental health illness, fake news, hate speech, toxic speech detection, and author profiling. Additionally, she has worked on suicide tendency prediction during her postdoc at Yale University and the University of Texas at Houston using clinical text. With her expertise in NLP, she has published several papers in top-tier conferences and journals.



## Fundamentals of Programming

**Mir Shehzad Ahmad**

This text is a comprehensive guide to computer programming, covering the basic principles, concepts, and techniques of programming. The book provides a detailed overview of programming languages, algorithms, data structures, and software development methodologies. With clear explanations and practical examples, this book is an excellent starting point for anyone interested

in learning programming fundamentals. It is an essential resource for students and professionals who want to develop their programming skills and enhance their understanding of computer science.

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### About the Author

Mir Shehzad Ahmad is an accomplished information security expert with over seven years of experience in the field. With a passion for cybersecurity and a drive to keep individuals and businesses safe from cyber threats, Mir has become a respected authority in his field. Mir's expertise lies in understanding the ever-changing landscape of cyber threats and developing effective strategies to mitigate risks. He has worked with a wide range of clients, from small businesses to multinational corporations, helping them to safeguard their data and systems. Throughout his career, Mir has developed a reputation for his ability to communicate complex cybersecurity concepts in a clear and concise manner. He has authored numerous articles on the subject and is a sought-after speaker at conferences and events. Mir is also an experienced educator, having trained a number of individuals and organizations on best practices in cybersecurity. He holds several certifications in the field, including CISSP, CEH, and CISM. Mir is dedicated to helping businesses and individuals stay ahead of the curve when it comes to cybersecurity. His insights and expertise make him a valuable resource for anyone looking to protect themselves from cyber threats.



## Computer Networking

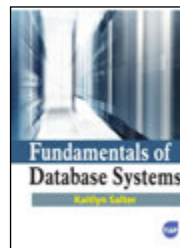
**Zeeshan Qaiser**

This text explores the fundamentals of networking technology and its applications in modern computing. The book covers topics such as network architectures, protocols, security, and wireless networking. It is designed to provide readers with a comprehensive understanding of how computer networks function and how they can be configured and managed effectively. Whether you are a student, a professional, or an enthusiast in the field of computer networking, this book is an essential resource for gaining knowledge and expertise in this dynamic and rapidly evolving field.

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### About the Author

Zeeshan Qaiser is a dynamic and accomplished professional with over 15 years of experience in the fields of IT, project management, and business development. He is currently serving as the CEO of Axondevs, a leading software development company based in Islamabad, Pakistan. Zeeshan's passion for technology and entrepreneurship led him to co-found Axondevs in 2013, which has since grown into a highly respected and sought-after firm in the software industry. Under his leadership, the company has successfully completed numerous projects for clients in Pakistan, the Middle East, Europe, and the United States. Prior to founding Axondevs, Zeeshan worked as a project manager and IT consultant for several prestigious organizations in Pakistan and the United States. He holds a bachelor's degree in computer science from the University of Central Punjab and a master's degree in business administration from the University of Illinois at Urbana-Champaign. Zeeshan is a forward-thinking and results-driven leader who is constantly seeking new opportunities to innovate and grow. His expertise in software development, project management, and business development, combined with his exceptional communication and leadership skills, make him an invaluable asset to any organization.



## Fundamentals of Database Systems

**Kaitlyn Salter**

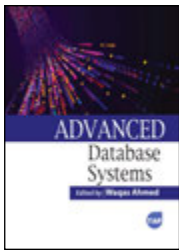
This book covers various aspects of database systems such as data modeling, relational databases, SQL programming, database design, and database administration. It is an essential resource for students and professionals in computer science and information technology who are interested in developing their knowledge of database systems. The book is designed to provide a clear and concise overview of the fundamentals of database systems, making it an excellent starting point for anyone looking to enter the field.

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### About the Author

Kaitlyn Salter is an accomplished marketing professional with over a decade of experience in the industry. She currently serves as the Director of Marketing at a leading digital agency, where she oversees the development and execution of marketing strategies for a diverse range of clients. Kaitlyn's expertise spans a wide range of marketing disciplines, including digital marketing, branding, social media, content marketing, and advertising. Her extensive knowledge of industry trends and consumer behavior allows her to develop effective campaigns that drive engagement, conversions, and ROI. Prior to her current role, Kaitlyn worked as a Marketing Manager at several leading companies, where she honed her skills in brand development, campaign management, and customer acquisition. She has also worked as a freelance consultant, helping businesses of all sizes to create and execute effective marketing strategies. Kaitlyn holds a Bachelor of Science in Marketing from the University of California, Los Angeles (UCLA), where she graduated with honors. She is a member of several professional organizations, including the American Marketing Association (AMA) and the Digital Marketing Association (DMA).





## Advanced Database Systems

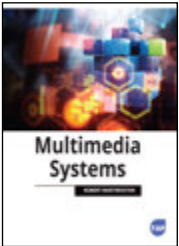
**Waqas Ahmed**

This book provides an in-depth study of the advanced concepts and technologies in database systems. It covers topics such as distributed databases, object-oriented databases, data mining, and big data analytics. The book is written for students and professionals in the field of computer science who want to enhance their knowledge and skills in advanced database technologies. This book will provide you with a solid understanding of the latest developments in database systems and their applications.

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### About the Editor

Waqas Ahmed completed his Ph.D in Cyber security from East London University in 2022. He was awarded for academic excellence in his Master's degree. He qualified data scientist in January 2020. He has more than 5 years of teaching and research experience at different universities. Waqas Ahmed published 5 research papers, 3 conference papers, and 1 book chapter in well-established journals. He works in the area of computer networks, system security, and programming. He loves to read and share interesting aspects of computer science in books. In his free time, he loves to travel and explore and give talks on spirituality, ancient customs, and traditions.



## Multimedia Systems

**Robert Martirosyan**

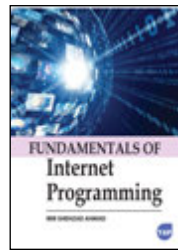
This text covers the design, development, and implementation of multimedia applications and systems. The book explores various topics such as multimedia hardware and software, digital media representation and compression, multimedia communication, and multimedia databases. It is an essential resource for students and professionals in the field of multimedia, providing a thorough understanding of the principles and practices of multimedia

systems. This book will equip you with the knowledge and skills needed to create and manage multimedia systems in a rapidly evolving technological landscape.

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### About the Author

Robert Martirosyan completed his Master's in Means of Communication and Telecommunication from the State Engineering University of Armenia in 2000. His first, Bachelor, rank, in the field of Radiotechnic and Communication, was secured at the State Engineering University of Armenia in 1998, he has been graded a diploma with excellence. In the course of his studies at the University he worked as an installation engineer in "AATV communications" from 1998 to 2000, where he installed and supported the MMDS (Microwave Multipoint Distribution System / Multichannel Multipoint Distribution Service), CATV (Cable Television) and Broadcast television systems. After studying at the university he was called into the army. After military service, he continued to work in the telecommunications and IT/ICT sectors, worked as an engineer, then as head of the infrastructure department, next up to Deputy Director on Technical Affairs and Deputy Director on Infrastructure Design and Planning. Robert Martirosyan has about 20 years of experience in the networking and telecommunications sector, particularly designing, engineering and leading many projects for networks and infrastructures such as Fiber Optics networks (FTTH, FTTB, FTTC, FTTN, P2P, P2MP, CWDM, PON/EPON, etc.), other wired and structured cabling networks (PEN, etc.), wireless networks, IP cameras network (NVR system), global (WAN, SD-WAN, etc.) and local (LAN, etc.) networks.



## Fundamentals of Internet Programming

**Mir Shehzad Ahmad**

This text introduces readers to the basic principles of programming for the internet. It covers essential topics such as web development, client-server architecture, database management, and security. The book is written for beginners who have little to no experience in programming and want to learn how to develop websites and web applications. With clear explanations and practical examples, this book is an excellent starting point for anyone interested in internet programming.

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### About the Author

Mir Shahzad Ahmad is an accomplished information security expert with over seven years of experience in the field. With a passion for cybersecurity and a drive to keep individuals and businesses safe from cyber threats, Mir has become a respected authority in his field. Mir's expertise lies in understanding the ever-changing landscape of cyber threats and developing effective strategies to mitigate risks. He has worked with a wide range of clients, from small businesses to multinational corporations, helping them to safeguard their data and systems. Throughout his career, Mir has developed a reputation for his ability to communicate complex cybersecurity concepts in a clear and concise manner. He has authored numerous articles on the subject and is a sought-after speaker at conferences and events. Mir is also an experienced educator, having trained a number of individuals and organizations on best practices in cybersecurity. He holds several certifications in the field, including CISSP, CEH, and CISM. Mir is dedicated to helping businesses and individuals stay ahead of the curve when it comes to cybersecurity. His insights and expertise make him a valuable resource for anyone looking to protect themselves from cyber threats.



## Computer Graphics

**Hamza Zubair**

This book introduces readers to the world of digital art and design. It explores the principles, techniques, and tools used to create images and animations on a computer. The book covers topics such as 2D and 3D graphics, rendering, shading, and lighting. It is an essential resource for students, artists, and designers looking to expand their knowledge and skills in the field of computer graphics.

With the growing demand for digital media, this book is a valuable asset for anyone interested in creating visually stunning graphics and animations.

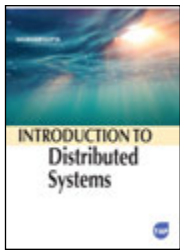
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### About the Author

Hamza Zunzuniya is a dynamic and passionate professional with a track record of success in the field of digital marketing. With over five years of experience in the industry, Hamza has developed a strong skillset in SEO, SEM, social media marketing, and content creation. After earning his Bachelor's degree in Business Administration from the University of Mumbai, Hamza began his career as a digital marketing intern at a leading agency in the city. He quickly demonstrated his talent and was promoted to the role of Digital Marketing Manager within a year. Over the course of his career, Hamza has worked with a diverse range of clients, from small startups to large multinational corporations. He has consistently delivered outstanding results, helping his clients to increase their online visibility, drive traffic to their websites, and generate leads. In addition to his work in digital marketing, Hamza is also an accomplished writer and blogger. He has contributed articles to a number of leading publications in the industry and has established a strong personal brand online. Hamza is a true professional who is committed to excellence in everything he does. He is a natural leader who inspires his team to achieve their full potential, and he is always looking for new and innovative ways to help his clients succeed. If you are looking for a dedicated and talented digital marketing professional, Hamza Zunzuniya is the ideal choice.



# Computer and Information Science



## Introduction to Distributed Systems

**Shubham Gupta**

This book provides a comprehensive overview of the fundamental principles, concepts, and technologies of distributed computing. It covers various topics including the architecture of distributed systems, communication protocols, distributed file systems, distributed databases, and distributed algorithms. The book is written to help readers understand the complexities of distributed systems and how to design and develop distributed applications that are reliable, scalable, and efficient. This book is an essential text for understanding the concepts and principles of distributed systems.

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### About the Author

Shubham Gupta is a highly skilled software engineer with over seven years of experience in the field. He holds a Master's degree in Software Engineering from KIET Group of Institutes, where he gained a deep understanding of software development methodologies and best practices. Throughout his career, Shubham has worked with a variety of clients, from small startups to large corporations. He is dedicated to delivering high-quality software solutions that meet the unique needs of his clients and help them achieve their business goals. Shubham is well-versed in a wide range of programming languages, frameworks, and technologies. He has a particular expertise in web development, and has worked on numerous projects involving the development of web-based applications and services. In addition to his technical skills, Shubham is also a strong communicator and team player. He enjoys collaborating with other professionals to develop solutions that are both technically sound and user-friendly. Shubham is passionate about his work and is always looking for ways to improve his skills and stay up-to-date with the latest industry trends and technologies. His commitment to excellence has earned him a reputation as a trusted and reliable software engineer.



## Software Design

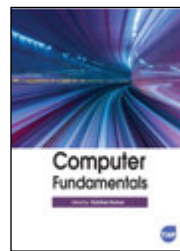
**Dr. Bechoo Lal**

This book is a comprehensive guide to the principles and practices of designing software systems. It covers topics such as software architecture, design patterns, object-oriented design, and software development methodologies. The book is intended for software developers, architects, and project managers who want to learn how to design effective software systems. By following the guidelines provided in this book, readers can create software that is maintainable, scalable, and adaptable to changing requirements.

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### About the Author

Bechoo Lal, PhD, became a Member (M) of IAENG: International Association of Engineers, USA with membership (108820) in 2010, a Senior Member (SM) in 2019. I am doctorate PhD in Computer Science, PhD- Information System from University of Mumbai, Master from Banaras Hindu University (BHU), PGP- Data Science from Purdue University, USA. Currently working as a Associate Professor in Department of Computer Science & Engineering, KLEF- KL University Vijayawada Campus Andhra Pradesh, India. His research areas are data science, big data analytics and Machine Learning.



## Computer Fundamentals

**Gulshan Kumar**

Computer Fundamentals is an introductory book that provides a comprehensive understanding of the basic principles and concepts of computers. The book covers a wide range of topics, including computer hardware, software, operating systems, and networks. It also explores the evolution of computers and their impact on society. The book is written for beginners with little or no prior knowledge of computers and is an essential resource for anyone looking to develop a fundamental understanding of computer technology.

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### About the Editor

Gulshan Kumar received his MCA degree from Guru Nanak Dev University, Amritsar (Punjab), India, in 2001, and a Doctorate from IKG Punjab Technical University, Jalandhar (Punjab) -India, in 2014. He has 22 years of teaching experience. He has 70+ international and national publications to his name. His research interests involve Artificial Intelligence, Network Security, Machine Learning and Databases. He has supervised 06 Research scholars for their Master's degree thesis and supervising 06 scholars for their PhD degrees. Currently, he is working as an Associate Professor and Head of the Department of Computer Applications at Shaheed Bhagat Singh, State University, Ferozepur (Punjab)-India.



## Information Security and CCP Scheme

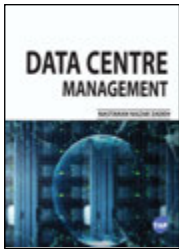
**Waqas Ahmed**

The Cyber Certified Professional (CCP) scheme certifies your ability to enforce cyber security knowledge and expertise in real-world situations. The book is designed to help information security professionals understand the CC scheme and how it can be used to evaluate and certify the security of IT products. Whether you are involved in information security management or product development, this book is an essential resource for understanding the CCP scheme and its role in information security.

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### About the Editor

Waqas Ahmed completed his Ph.D in Cyber security from East London University in 2022. He was awarded for academic excellence in his Master's degree. He qualified data scientist in January 2020. He has more than 5 years of teaching and research experience at different universities. Waqas Ahmed published 5 research papers, 3 conference papers, and 1 book chapter in well-established journals. He works in the area of computer networks, system security, and programming. He loves to read and share interesting aspects of computer science in books. In his free time, he loves to travel and explore and give talks on spirituality, ancient customs, and traditions.



## Data Centre Management

**Nastaran Nazar Zadeh**

This text provides an overview of the principles and practices involved in managing and operating data centers. It covers topics such as data center design, infrastructure management, virtualization, cloud computing, and security. The book is intended for IT professionals and data center managers who are responsible for the operation and maintenance of data centers. It provides valuable insights and best practices for optimizing data center performance, reliability, and efficiency.

Copyright 2024 | PB 9781774697870 | Price: \$110 | Publisher: Toronto Academic Press

### About the Author

Nastaran Nazar Zadeh is a highly experienced computer engineer, researcher, and advisor in the fields of robotics, artificial intelligence and computer science. She holds a Master of Science in Computer Engineering from Mapua University of the Philippines and pursued her Ph.D. in Electronic Engineering at the same institution. With over seven years of teaching experience, Nastaran has taught electronic and computer engineering programs at several reputable academic institutions, where she has also led numerous thesis studies. Her research focuses on developing robotics systems with A.I. and machine learning, which enables her to stay up-to-date with the latest advancements in the field and implement cutting-edge technologies.



## Principles of Internet Technologies

**Hamza Zubair**

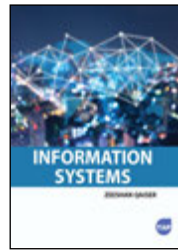
This book deals with the basic principles, concepts, and protocols that underpin the Internet. It provides an overview of the technologies used to build the Internet and how they work together to create a global network. The book covers topics such as web technologies, network protocols, security, and mobile computing. It is a valuable resource for anyone interested in understanding the

technology behind the Internet and how it has evolved to become an essential part of modern life.

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### About the Author

Hamza Zunzuniya is a dynamic and passionate professional with a track record of success in the field of digital marketing. With over five years of experience in the industry, Hamza has developed a strong skillset in SEO, SEM, social media marketing, and content creation. After earning his Bachelor's degree in Business Administration from the University of Mumbai, Hamza began his career as a digital marketing intern at a leading agency in the city. He quickly demonstrated his talent and was promoted to the role of Digital Marketing Manager within a year. Over the course of his career, Hamza has worked with a diverse range of clients, from small startups to large multinational corporations. He has consistently delivered outstanding results, helping his clients to increase their online visibility, drive traffic to their websites, and generate leads. In addition to his work in digital marketing, Hamza is also an accomplished writer and blogger. He has contributed articles to a number of leading publications in the industry and has established a strong personal brand online. Hamza is a true professional who is committed to excellence in everything he does. He is a natural leader who inspires his team to achieve their full potential, and he is always looking for new and innovative ways to help his clients succeed. If you are looking for a dedicated and talented digital marketing professional, Hamza Zunzuniya is the ideal choice.



## Information Systems

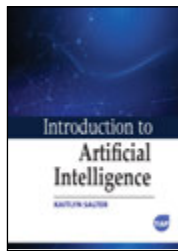
**Zeeshan Qaiser**

Information Systems is a comprehensive text to the design, development, and management of information systems. The book covers topics such as system analysis and design, database management, computer networks, security, and decision support systems. The book also explores emerging trends in information systems, such as cloud computing, big data, and artificial intelligence. It is written to help students and professionals understand how information systems can be used to support business operations and achieve strategic objectives.

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### About the Author

Zeeshan Qaiser is a dynamic and accomplished professional with over 15 years of experience in the fields of IT, project management, and business development. He is currently serving as the CEO of Axondevs, a leading software development company based in Islamabad, Pakistan. Zeeshan's passion for technology and entrepreneurship led him to co-found Axondevs in 2013, which has since grown into a highly respected and sought-after firm in the software industry. Under his leadership, the company has successfully completed numerous projects for clients in Pakistan, the Middle East, Europe, and the United States. Prior to founding Axondevs, Zeeshan worked as a project manager and IT consultant for several prestigious organizations in Pakistan and the United States. He holds a bachelor's degree in computer science from the University of Central Punjab and a master's degree in business administration from the University of Illinois at Urbana-Champaign. Zeeshan is a forward-thinking and results-driven leader who is constantly seeking new opportunities to innovate and grow. His expertise in software development, project management, and business development, combined with his exceptional communication and leadership skills, make him an invaluable asset to any organization.



## Introduction to Artificial Intelligence

**Kaitlyn Salter**

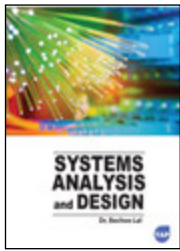
This text explores the fundamental concepts and techniques of AI. It covers topics such as problem-solving, knowledge representation, natural language processing, machine learning, and robotics. The book is written to provide a comprehensive introduction to the field of AI, including its applications and ethical considerations. This book is an essential resource for a student, researcher, or practitioner in the field of AI gaining a solid understanding of this rapidly evolving field.

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### About the Author

Kaitlyn Salter is an accomplished marketing professional with over a decade of experience in the industry. She currently serves as the Director of Marketing at a leading digital agency, where she oversees the development and execution of marketing strategies for a diverse range of clients. Kaitlyn's expertise spans a wide range of marketing disciplines, including digital marketing, branding, social media, content marketing, and advertising. Her extensive knowledge of industry trends and consumer behavior allows her to develop effective campaigns that drive engagement, conversions, and ROI. Prior to her current role, Kaitlyn worked as a Marketing Manager at several leading companies, where she honed her skills in brand development, campaign management, and customer acquisition. She has also worked as a freelance consultant, helping businesses of all sizes to create and execute effective marketing strategies. Kaitlyn holds a Bachelor of Science in Marketing from the University of California, Los Angeles (UCLA), where she graduated with honors. She is a member of several professional organizations, including the American Marketing Association (AMA) and the Digital Marketing Association (DMA).

# Computer and Information Science



## Systems Analysis and Design

**Dr. Bechoo Lal**

This book explores the process of developing effective and efficient information systems. It covers topics such as requirements gathering, system design, implementation, and maintenance. The book provides a structured approach to systems development and emphasizes the importance of understanding business processes and user needs. This book is a valuable resource for anyone involved in systems analysis and design.

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### About the Author

Bechoo Lal, PhD, became a Member (M) of IAENG: International Association of Engineers, USA with membership (108820) in 2010, a Senior Member (SM) in 2019. I am doctorate PhD in Computer Science, PhD- Information System from University of Mumbai, Master from Banaras Hindu University (BHU), PGP- Data Science from Purdue University, USA. Currently working as a Associate Professor in Department of Computer Science & Engineering, KLEF- KL University Vijayawada Campus Andhra Pradesh, India. His research areas are data science, big data analytics and Machine Learning.



## Object Oriented Programming

**Motopeda Oluyide**

This text introduces readers to the principles and concepts of object-oriented programming. It covers topics such as classes, objects, inheritance, encapsulation, and polymorphism. The book provides a hands-on approach to learning programming and includes examples in various programming languages. This book is a valuable resource for understanding the fundamental principles of object-oriented programming and applying them to real-world problems.

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### About the Author

Motopeda Oluyide is a highly experienced business professional with over 17 years of expertise in the oil and gas industry. He currently serves as the Managing Director of East & West African Gas Pipeline Company, where he oversees the strategic direction and growth of the company. Motopeda started his career at British American Tobacco as a Sales Representative and later joined African Petroleum Plc, where he held various roles, including Operations Officer and Sales Manager. He then moved to the oil and gas industry, working as a Business Development Manager at Petrofac and a Project Manager at Saipem. Throughout his career, Motopeda has received several awards and recognition for his contributions to the energy industry, including being named one of the Top 100 Oil and Gas Leaders in Africa by Energy Capital & Power in 2019. Motopeda holds a Bachelor's degree in Chemical Engineering from the University of Lagos and a Master's degree in Business Administration from the Lagos Business School. He is a member of the Nigerian Society of Engineers and the Project Management Institute. Motopeda is passionate about mentoring young professionals and supporting community development initiatives.



## Web Engineering

**Dr. Iqra Ameer**

This textbook focuses on the development of large-scale web-based applications, websites, and software systems. It covers various topics such as web design, web programming, web testing, and web project management. The book is an essential resource for software engineers, web developers, project managers, and anyone involved in the development of web-based applications. It provides readers with a comprehensive understanding of the process of web engineering and the skills required to develop high-quality web-based systems.

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### About the Author

Iqra Ameer is an Assistant Professor at Penn State University, PA, USA. She received her Ph.D. in computer science with Distinction from the Instituto Politécnico Nacional, Mexico in 2022. During her Ph.D., she focused on multi-label emotion classification on code-mixed and monolingual text. She has extensive experience in tackling various challenges related to social media text, such as emotion classification, mental health illness, fake news, hate speech, toxic speech detection, and author profiling. Additionally, she has worked on suicide tendency prediction during her postdoc at Yale University and the University of Texas at Houston using clinical text. With her expertise in NLP, she has published several papers in top-tier conferences and journals.



## Operating Systems

**Nastaran Nazar Zadeh**

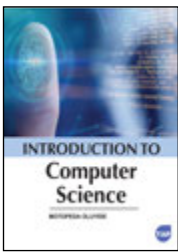
This book provides a comprehensive overview of the core principles and functionality of computer operating systems. The book covers various topics, including process management, memory management, file systems, device management, and security. It is written to provide readers with a deeper understanding of how operating systems work and how they can be used to optimize computer performance. This book is an essential resource for understanding the intricacies of operating systems.

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### About the Author

Nastaran Nazar Zadeh is a highly experienced computer engineer, researcher, and advisor in the fields of robotics, artificial intelligence and computer science. She holds a Master of Science in Computer Engineering from Mapua University of the Philippines and pursued her Ph.D. in Electronic Engineering at the same institution. With over seven years of teaching experience, Nastaran has taught electronic and computer engineering programs at several reputable academic institutions, where she has also led numerous thesis studies. Her research focuses on developing robotics systems with A.I. and machine learning, which enables her to stay up-to-date with the latest advancements in the field and implement cutting-edge technologies.





## Introduction to Computer Science

**Motopeda Oluyide**

This text is a comprehensive guide to the basic principles and concepts of computer science. The book covers a wide range of topics, from computer hardware and software to programming languages and algorithms. It is written to provide readers with a solid foundation in computer science, regardless of their background or level of experience. The book is an excellent resource for anyone interested in learning about the field of computer science, including students, professionals, and hobbyists.

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### About the Author

*Motopeda Oluyide is a highly experienced business professional with over 17 years of expertise in the oil and gas industry. He currently serves as the Managing Director of East & West African Gas Pipeline Company, where he oversees the strategic direction and growth of the company. Motopeda started his career at British American Tobacco as a Sales Representative and later joined African Petroleum Plc, where he held various roles, including Operations Officer and Sales Manager. He then moved to the oil and gas industry, working as a Business Development Manager at Petrofac and a Project Manager at Saipem. Throughout his career, Motopeda has received several awards and recognition for his contributions to the energy industry, including being named one of the Top 100 Oil and Gas Leaders in Africa by Energy Capital & Power in 2019. Motopeda holds a Bachelor's degree in Chemical Engineering from the University of Lagos and a Master's degree in Business Administration from the Lagos Business School. He is a member of the Nigerian Society of Engineers and the Project Management Institute. Motopeda is passionate about mentoring young professionals and supporting community development initiatives.*



## Data Structures and Algorithms

**Shubham Gupta**

This book introduces the fundamental concepts of data structures and algorithms. It covers topics such as arrays, linked lists, stacks, queues, trees, graphs, sorting, searching, and hashing. The book is written to help students and professionals in computer science and programming understand how to use data structures and algorithms to solve complex problems efficiently. Whether you are a beginner or an experienced programmer, this book provides valuable insights into the world of data structures and algorithms.

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### About the Author

*Shubham Gupta is a highly skilled software engineer with over seven years of experience in the field. He holds a Master's degree in Software Engineering from KIET Group of Institutes, where he gained a deep understanding of software development methodologies and best practices. Throughout his career, Shubham has worked with a variety of clients, from small startups to large corporations. He is dedicated to delivering high-quality software solutions that meet the unique needs of his clients and help them achieve their business goals. Shubham is well-versed in a wide range of programming languages, frameworks, and technologies. He has a particular expertise in web development, and has worked on numerous projects involving the development of web-based applications and services. In addition to his technical skills, Shubham is also a strong communicator and team player. He enjoys collaborating with other professionals to develop solutions that are both technically sound and user-friendly. Shubham is passionate about his work and is always looking for ways to improve his skills and stay up-to-date with the latest industry trends and technologies. His commitment to excellence has earned him a reputation as a trusted and reliable software engineer.*



## Software Testing and User Experience

**Nastaran Nazar Zadeh**

This book explores the relationship between software testing and user experience. It provides an overview of the importance of user experience in software testing and the impact it has on software development. The book covers various techniques and strategies for testing software to ensure optimal user experience, including usability testing, accessibility testing, and performance testing. Whether you are a software developer, tester, or UX designer, this book is a valuable resource for improving the quality and user-friendliness of your software applications.

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### About the Author

*Nastaran Nazar Zadeh is a highly experienced computer engineer, researcher, and advisor in the fields of robotics, artificial intelligence and computer science. She holds a Master of Science in Computer Engineering from Mapua University of the Philippines and pursued her Ph.D. in Electronic Engineering at the same institution. With over seven years of teaching experience, Nastaran has taught electronic and computer engineering programs at several reputable academic institutions, where she has also led numerous thesis studies. Her research focuses on developing robotics systems with A.I. and machine learning, which enables her to stay up-to-date with the latest advancements in the field and implement cutting-edge technologies.*



## Project and Programme Management

**Fabio A. Guilherme da Silva**

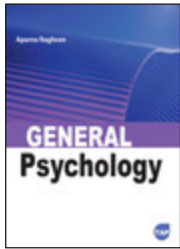
This book covers the principles, tools, and techniques of managing projects and programs effectively. It provides practical guidance for planning, executing, and controlling projects and programs, including risk management, stakeholder engagement, and quality assurance. The book also explores the importance of leadership and communication skills for successful project and program management. This book is a valuable resource for an experienced project manager or a novice, improving the skills and achieving project success.

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### About the Author

*Fabio Guilherme da Silva is an academic, analyst, and software developer with over 25 years of experience in the field. He obtained a Bachelor's in Mathematics (with a specialisation in Informatics) from the State University of Rio de Janeiro (UERJ) in 1994, and began working as a software developer and business analyst right away. He worked on projects for numerous companies in Brazil, including giants such as TV Globo, Halliburton, UBS, and the government of the State of Rio de Janeiro. In 2010, he obtained his Master's in Information Systems from the Federal University of the State of Rio de Janeiro (UNIRIO), and in 2015, a Doctorate in Computer Science from the Pontifical Catholic University of Rio de Janeiro (PUC-Rio). His research was dedicated to the use of artificial intelligence in games and interactive storytelling, and for both of these latest two degrees, he was awarded a full scholarship from the Brazilian government. During his doctoral degree, he worked as a researcher at ICAD/IGames/VisionLab at PUC-Rio, producing reports that helped win some game copyright infringement cases in court, including one for Zynga. In 2012, he was awarded an Honourable Mention (Interactivity) by the International Telecommunication Union (ITU) for his work. He then worked as a lecturer at PUC-Rio and FUCAPE Business School before leaving Brazil in 2018 to work for companies in Argentina, Germany, the USA, and the UAE. He currently lives in Portugal where he works as a researcher and assistant professor at the European University of Lisbon, focusing his research and teaching on Artificial Intelligence, Games, and Programming Languages. In addition to his pursuits in Computer Science and IT, Fabio also holds a diploma in International Relations and is fluent in eight languages. In his free time, he enjoys travelling, sports and playing music, having already toured and played in multiple countries in Europe and the Americas.*

## Education & Psychology



### General Psychology

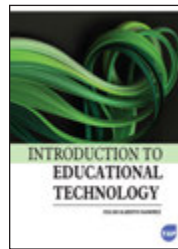
**Aparna Raghavan**

Psychology is the scientific study of behavior and mental processes. This book presents a comprehensive study of the fundamental principles, issues, and methodologies that form the basis of the field of psychology. It explores various areas of psychology, including human behavior, growth, and development, emotions, motivation, learning, perception, thinking, memory, intelligence, personality, psychological testing, and behavior. The book aims to provide readers with a broad understanding of the field of psychology, covering a wide range of topics from basic human behavior to complex mental processes. It serves as an introductory textbook for students of psychology, as well as a reference guide for professionals and researchers in the field.

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#### About the Author

Aparna Raghavan is a Counseling Psychologist with experience for about 9 years. She has done her M Phil from the University of Madras. She is an in house counselor at one of the top university in India. She has published multiple papers in many journals and have already published a number of books. She also has her experience and expertise in teaching children for more than 9 years.



### Introduction to Educational Technology

**Oscar Alberto Ramirez**

Technology can be a powerful tool for transforming learning. It can help affirm and advance relationships between educators and students. This book explores the use of technology in education. The book covers a range of topics, including the history of educational technology, instructional design, multimedia and online learning, and the use of technology in assessment. Written in an accessible and engaging style, the book provides readers with a solid foundation in the theory and practice of educational technology. It also offers practical strategies for integrating technology into the classroom and enhancing the learning experience for students. Whether you are a teacher, instructional designer, or student of education, this book is an essential resource for understanding the role of technology in modern education.

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#### About the Author

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.



### Engineering Mechanics

**Dr. Abdul Basit Saim**

This book explores the fundamental principles of mechanics, including statics and dynamics. It covers topics such as forces, vectors, equilibrium, motion, energy, and momentum. The book is designed to provide a solid foundation for students of engineering and physics, and to prepare them for more advanced coursework in the field. With

its comprehensive coverage and practical approach, Engineering Mechanics is an essential resource for anyone studying or working in the field of engineering.

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#### About the Author

*“Dr. Muhammad Abdul Basit who is currently serving as Associate Professor at primarily did his Bachelors in Metallurgy and Materials Engineering from UET Lahore, Pakistan in 2006. Owing to his R&D experience in automotive manufacturing experience and academic career at Bahauddin Zakariya University, Multan, he was awarded MS-leading PhD scholarship by HEC, Pakistan, so he joined Nano-device Engineering Laboratory at Hanyang University South Korea in 2011. He is an expert in the area of fabrication processes for photo-electrochemical solar cells, screen-printing process for development of sensitizable photoanodes using various semi-conduction materials, various wet-chemistry techniques for development of quantum-dots and counter electrodes for photo-electrochemical solar cells. His area of specialization is quantum-dot-sensitized solar cells. He more than 100 international publications in reputed journals including various prestigious conference proceedings and has delivered many an invited talks at local and international forums. In addition, he has published multiple book chapters and covers articles (including Chemistry of Materials), while he has also been selected for a prestigious fully funded Postdoc-NeT 2017 Researchers Networking program by DAAD (German Academic Exchange Service) regarding the perspectives in German materials science and nanotechnology.*



### Instrumentation and Control

**Dr. Yasser Elsayed**

This text is a comprehensive guide to the principles and practices of instrumentation and control systems. The book covers various topics related to measurement, control, and automation, including sensors, transducers, signal conditioning, data acquisition, process control, and system analysis. It is designed to provide an understanding of the

fundamental concepts and techniques used in modern instrumentation and control systems. The book is an essential resource for students and professionals in the fields of engineering, science, and technology who work with instrumentation and control systems.

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#### About the Author

*Yasser Elsayed works as a postdoc in energy and Power Systems, Faculty of Energy Systems and Nuclear in Ontario tech university, Canada in Energy Safety and Control Lab (ESCL). He received his B.Sc., M.Sc. (2015), and Ph.D. (2020) from Ain Shams university, Cairo, Egypt. His area of research expertise is in smart grid, microgrid, hybrid renewable energy systems, and electrical vehicles.*



# Hospitality and Tourism

## Community Based Tourism



**Deepak Juyal**

Tourism is the act of traveling to different places for pleasure, leisure, or business purposes. This textbook explores the concept of sustainable tourism development in local communities. The book highlights the importance of involving local communities in tourism planning and management processes to ensure that the benefits of tourism are shared fairly. It also discusses various approaches and strategies that can be used to promote community-based tourism. It provides a valuable resource for anyone interested in sustainable tourism development and its potential to benefit local communities.

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### About the Author

Deepak Juyal is an accomplished tourism professional with over 15 years of experience in the industry. He completed his MBA in Tourism from Garhwal University, Uttarakhand in 2005 and went on to work with some of the most reputed names in the business viz. KUONI & TUI, where he managed inbound operations for clients from France, Switzerland, UK, USA & Australia. He also handled domestic operations for the renowned IRCTC brand. Deepak's expertise in tourism operations earned him the position of Assistant General Manager with Purequest Adventures (soft adventure brand of TUI) in 2018. He played a key role in developing the company's business strategy and ensuring its successful implementation. However, his passion for education led him back to his hometown Dehradun, where he joined Graphic Era University as Assistant Professor. He has qualified UGC-NET and is currently pursuing his PhD in Sustainable Tourism. Apart from his professional achievements, Deepak is an avid traveler and adventurer. He has explored many parts of India, including Rajasthan, Himachal Pradesh, Ladakh, Madhya Pradesh, Uttarakhand, Karnataka, and Maharashtra. He has also done trekking in Himachal Pradesh and Uttarakhand and went on a thrilling bike ride to Ladakh. Deepak's love for travel has also taken him to neighboring country Bhutan. Overall, Deepak Juyal is a dynamic professional with a passion for tourism and a commitment to sustainable practices.

## Introduction to Hotel Management



**Deepak Juyal**

Hotel management involves overseeing all aspects of a hotel's operations, including customer service, staff management, financial planning, and marketing. This book covers the fundamental principles and practices of the hospitality industry. The book offers insight into the various aspects of hotel management, including operations, marketing, sales, human resources, and finance. It also delves into the importance of customer service and the role of technology in the hotel industry. The book is suitable for students pursuing a degree in hospitality management, as well as for professionals seeking to expand their knowledge and skills in the field.

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### About the Author

Deepak Juyal is an accomplished tourism professional with over 15 years of experience in the industry. He completed his MBA in Tourism from Garhwal University, Uttarakhand in 2005 and went on to work with some of the most reputed names in the business viz. KUONI & TUI, where he managed inbound operations for clients from France, Switzerland, UK, USA & Australia. He also handled domestic operations for the renowned IRCTC brand. Deepak's expertise in tourism operations earned him the position of Assistant General Manager with Purequest Adventures (soft adventure brand of TUI) in 2018. He played a key role in developing the company's business strategy and ensuring its successful implementation. However, his passion for education led him back to his hometown Dehradun, where he joined Graphic Era University as Assistant Professor. He has qualified UGC-NET and is currently pursuing his PhD in Sustainable Tourism. Apart from his professional achievements, Deepak is an avid traveler and adventurer. He has explored many parts of India, including Rajasthan, Himachal Pradesh, Ladakh, Madhya Pradesh, Uttarakhand, Karnataka, and Maharashtra. He has also done trekking in Himachal Pradesh and Uttarakhand and went on a thrilling bike ride to Ladakh. Deepak's love for travel has also taken him to neighboring country Bhutan. Overall, Deepak Juyal is a dynamic professional with a passion for tourism and a commitment to sustainable practices.

## Introduction to Travel and Tourism



**Israel Tinoco Cajiao**

Travel and tourism is a dynamic industry that allows people to explore new places, cultures, and experiences. This book provides an overview of the travel and tourism industry. It covers the history, development, and impact of tourism, as well as the various segments of the industry, such as transportation, lodging, attractions, and events. The book also discusses the key trends and issues affecting the industry, such as sustainability, globalization, and technology. It provides practical insights and real-world examples to help readers understand the business of travel and tourism. The book is written for students, professionals, and anyone interested in learning about the travel and tourism industry.

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### About the Author

Israel is an expert on hotelier activity, with an experience of more than 10 years in hotel Marketing, Sales, and Management. Passionate about tourism investigation. Currently Regional Sales Manager of nine group hotels in Florida. Expert in the development of marketing strategies to make a business profitable based on an efficient investigation. Make research about the expats living in Cuenca Ecuador and the features of this type of tourism. Expert Marketing Research Skills for tourism products and destinations. Tourism degree from the University of Cuenca and a Masters's Degree in Marketing from one of the most valuable universities in Ecuador, ESPOL.

## Front Office Management



**Israel Tinoco Cajiao**

The Front Office department of a hotel is responsible for developing and maintaining the guest database, coordinating guest services, and ensuring guest satisfaction. This is a comprehensive guide to managing the front office operations of hotels, resorts, and other hospitality establishments. The book covers essential topics such as guest services, reservation management, room assignment, and billing and accounting procedures. It also explores important areas such as staff training and development, customer service, and the use of technology in front office operations. The book is written to help hospitality professionals develop the skills and knowledge required to effectively manage front office operations and ensure guest satisfaction.

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### About the Author

Israel is an expert on hotelier activity, with an experience of more than 10 years in hotel Marketing, Sales, and Management. Passionate about tourism investigation. Currently Regional Sales Manager of nine group hotels in Florida. Expert in the development of marketing strategies to make a business profitable based on an efficient investigation. Make research about the expats living in Cuenca Ecuador and the features of this type of tourism. Expert Marketing Research Skills for tourism products and destinations. Tourism degree from the University of Cuenca and a Masters's Degree in Marketing from one of the most valuable universities in Ecuador, ESPOL.



## Room Service Management

**Deepak Juyal**

Room service is a hotel amenity for ordering food and drink to guest rooms. This book is a comprehensive text for managing and improving the quality of room service in the hospitality industry. It provides practical tips and strategies for creating efficient room service operations that meet and exceed guest expectations. Whether you're a hotel manager or a food service professional, this book is an essential resource for optimizing your room service operations.

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### About the Author

Deepak Juyal is an accomplished tourism professional with over 15 years of experience in the industry. He completed his MBA in Tourism from Garhwal University, Uttarakhand in 2005 and went on to work with some of the most reputed names in the business viz. KUONI & TUI, where he managed inbound operations for clients from France, Switzerland, UK, USA & Australia. He also handled domestic operations for the renowned IRCTC brand. Deepak's expertise in tourism operations earned him the position of Assistant General Manager with Purequest Adventures (soft adventure brand of TUI) in 2018. He played a key role in developing the company's business strategy and ensuring its successful implementation. However, his passion for education led him back to his hometown Dehradun, where he joined Graphic Era University as Assistant Professor. He has qualified UGC-NET and is currently pursuing his PhD in Sustainable Tourism. Apart from his professional achievements, Deepak is an avid traveler and adventurer. He has explored many parts of India, including Rajasthan, Himachal Pradesh, Ladakh, Madhya Pradesh, Uttarakhand, Karnataka, and Maharashtra. He has also done trekking in Himachal Pradesh and Uttarakhand and went on a thrilling bike ride to Ladakh. Deepak's love for travel has also taken him to neighboring country Bhutan. Overall, Deepak Juyal is a dynamic professional with a passion for tourism and a commitment to sustainable practices.



## Food and Beverage Service

**Israel Tinoco Cajiao**

F&B department maintains food quality & service, manages restaurants/bars, and oversees food costing for high quality. Covering all aspects of the food and beverage industry, from basic food preparation to customer service, this textbook is written to provide readers with a thorough understanding of the various roles and responsibilities in the industry. With its practical approach, the book is an essential resource for students and professionals alike, providing valuable insights into the latest trends and best practices in the food and beverage industry. Whether you are just starting out or looking to advance your career, this book is an indispensable tool for anyone interested in the food and beverage industry.

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### About the Author

Israel is an expert on hotelier activity, with an experience of more than 10 years in hotel Marketing, Sales, and Management. Passionate about tourism investigation. Currently Regional Sales Manager of nine group hotels in Florida. Expert in the development of marketing strategies to make a business profitable based on an efficient investigation. Make research about the expats living in Cuenca Ecuador and the features of this type of tourism. Expert Marketing Research Skills for tourism products and destinations. Tourism degree from the University of Cuenca and a Masters's Degree in Marketing from one of the most valuable universities in Ecuador, ESPOL.



## Housekeeping Management

**Deepak Juyal**

This book covers all aspects of managing a successful housekeeping department. The book includes essential information on organizing, staffing, training, and supervising a housekeeping team. It also provides insights into effective communication, time management, and budgeting skills for running a successful operation. The book is a must-read for hospitality professionals and students, providing practical tips and strategies to optimize housekeeping services and enhance the guest experience. Whether you are a seasoned housekeeping manager or just starting your career in hospitality, this book provides valuable insights into the crucial role that housekeeping plays in the overall success of a hotel or resort.

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### About the Author

Deepak Juyal is an accomplished tourism professional with over 15 years of experience in the industry. He completed his MBA in Tourism from Garhwal University, Uttarakhand in 2005 and went on to work with some of the most reputed names in the business viz. KUONI & TUI, where he managed inbound operations for clients from France, Switzerland, UK, USA & Australia. He also handled domestic operations for the renowned IRCTC brand. Deepak's expertise in tourism operations earned him the position of Assistant General Manager with Purequest Adventures (soft adventure brand of TUI) in 2018. He played a key role in developing the company's business strategy and ensuring its successful implementation. However, his passion for education led him back to his hometown Dehradun, where he joined Graphic Era University as Assistant Professor. He has qualified UGC-NET and is currently pursuing his PhD in Sustainable Tourism. Apart from his professional achievements, Deepak is an avid traveler and adventurer. He has explored many parts of India, including Rajasthan, Himachal Pradesh, Ladakh, Madhya Pradesh, Uttarakhand, Karnataka, and Maharashtra. He has also done trekking in Himachal Pradesh and Uttarakhand and went on a thrilling bike ride to Ladakh. Deepak's love for travel has also taken him to neighboring country Bhutan. Overall, Deepak Juyal is a dynamic professional with a passion for tourism and a commitment to sustainable practices.



## General Biology

**Dr. Ihsan Gadi**

General Biology is a comprehensive text that covers the fundamental principles of biology. It explores various topics including cell biology, genetics, ecology, evolution, and biodiversity. The book is written to provide students with a thorough understanding of the principles that underpin life on Earth. It is an essential resource for anyone looking to develop a strong foundation in the field of biology.

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### About the Editor

*“Dr. Ihsan Gadi is a highly experienced editor and researcher in the field of biological sciences. After earning his bachelor’s degree as a Doctor of Veterinary Medicine, he went on to obtain a Master of Science in Molecular Biology and a PhD in a related field. Dr. Gadi is currently working as a research scientist in multiple disciplines, including diabetes-induced cardiovascular and chronic kidney diseases. Dr. Gadi’s extensive research experience has resulted in numerous publications in high-impact international journals in the field of biological sciences. As an editor, he has contributed to the writing and editing of several books, with a particular focus on addressing the needs of students. In addition to his editorial work, Dr. Gadi has several years of teaching experience in the biological sciences. He is passionate about education and has been dedicated to sharing his knowledge with students at all levels of education. Overall, Dr. Gadi’s extensive experience in research, teaching, and editing has made him a highly respected figure in the field of biological sciences. His commitment to excellence and passion for sharing knowledge make him an invaluable contributor to any project he is involved in.”*



## Cell Biology

**Dr. Ihsan Gadi**

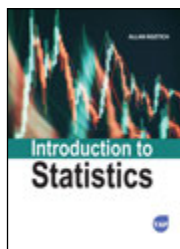
The Cell Biology textbook covers the fundamental principles and concepts of cellular biology. The book explores the structure, function, and organization of cells, as well as the mechanisms of cell division, differentiation, and communication. It also covers the molecular biology of cells, including DNA replication, transcription, and translation. This book is an invaluable resource for understanding the complexities of cellular biology.

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### About the Editor

*“Dr. Ihsan Gadi is a highly experienced editor and researcher in the field of biological sciences. After earning his bachelor’s degree as a Doctor of Veterinary Medicine, he went on to obtain a Master of Science in Molecular Biology and a PhD in a related field. Dr. Gadi is currently working as a research scientist in multiple disciplines, including diabetes-induced cardiovascular and chronic kidney diseases. Dr. Gadi’s extensive research experience has resulted in numerous publications in high-impact international journals in the field of biological sciences. As an editor, he has contributed to the writing and editing of several books, with a particular focus on addressing the needs of students. In addition to his editorial work, Dr. Gadi has several years of teaching experience in the biological sciences. He is passionate about education and has been dedicated to sharing his knowledge with students at all levels of education. Overall, Dr. Gadi’s extensive experience in research, teaching, and editing has made him a highly respected figure in the field of biological sciences. His commitment to excellence and passion for sharing knowledge make him an invaluable contributor to any project he is involved in.”*





### Introduction to Statistics

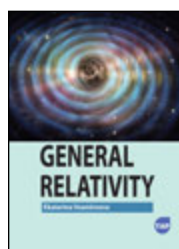
Allan Ngetich

Introduction to Statistics is a comprehensive textbook that provides a foundational understanding of statistics. It covers topics such as data collection, descriptive statistics, probability, statistical inference, and regression analysis. The book is designed to help students develop the skills and knowledge needed to analyze and interpret data, and to make informed decisions based on statistical analysis. This book is an essential resource for anyone seeking to understand the fundamental principles of statistics.

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#### About the Author

Allan Ngetich is a highly skilled accounting and finance professional with five years of experience in the field. He holds a Master's degree in Accounting and Finance from Jomo Kenyatta University of Agriculture and Technology, where he gained a deep understanding of financial analysis, reporting, and management. Throughout his career, Allan has worked with a diverse range of clients, including small businesses, multinational corporations, and government agencies. He is dedicated to providing high-quality financial services that help his clients achieve their financial goals. Allan is well-versed in a wide range of accounting and finance tools, techniques, and methodologies. He has particular expertise in financial reporting, budgeting and forecasting, and financial analysis. He is also skilled in the use of accounting software, including QuickBooks and Sage. In addition to his technical skills, Allan is a strong communicator and team player. He enjoys collaborating with others to develop effective financial strategies and solutions. He is also committed to staying up-to-date with the latest trends and developments in the field of accounting and finance. Overall, Allan's expertise, experience, and commitment to excellence make him a valuable asset to any organization or project in need of sound financial advice and support.



### General Relativity

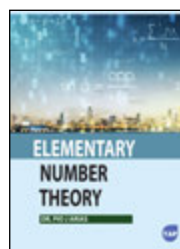
Ekaterina Vsemirnova

This book explores Einstein's theory of general relativity, which revolutionized our understanding of gravity and space-time. The book covers topics such as the curvature of space-time, black holes, and the expanding universe. It also discusses the applications of general relativity in modern physics and cosmology. This book is a must-read for anyone interested in understanding one of the most significant scientific theories of the 20th century.

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#### About the Author

Ekaterina Vsemirnova is an exploration geophysicist and numerical modeller with over 10 years of experience in the field. Her research focuses on the use of controlled seismic source and Ground Penetrating Radar (GPR) for investigations of the deep crust, subsurface collapse structures, soil pipe networks, outcrop and subsurface fracture mapping, and more. With specialties in numerical simulations, marine geophysics, seismic tomography, oceanography, seismic oceanography, seismic data processing, scientific programming, computational geoscience, mathematical statistics, fracture network analysis, stochastic analysis, and ground penetrating radar acquisition and processing, Ekaterina Vsemirnova's work is highly method-driven and versatile. Through her research, Ekaterina Vsemirnova has made important contributions to the field of exploration geophysics and numerical modelling, shedding new light on some of our planet's most intriguing and mysterious aspects. Their dedication to pushing the boundaries of exploration geophysics and developing new techniques and tools has earned them a reputation as a valued member of the scientific community. Passionate about science and with a tireless dedication to their work, Ekaterina Vsemirnova is an expert in their field and a true asset to any project they undertake.



### Elementary Number Theory

Dr. Pio J. Arias

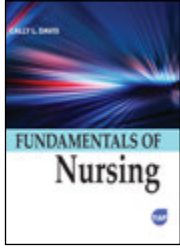
This book explores the basic concepts and properties of numbers. It covers topics such as divisibility, primes and composites, modular arithmetic, Diophantine equations, and number-theoretic functions. The book is designed to introduce readers to the fundamental ideas of number theory and develop their problem-solving skills.

This book is an excellent resource for anyone interested in the fascinating world of number theory.

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#### About the Author

Pio J. Arias is a prominent physicist with a Ph.D. from the Universidad Simón Bolívar, Venezuela. He is currently an Associate Professor of Physics and Astronomy at the University of Utah, where he researches condensed matter physics, quantum mechanics, and solid-state physics. Dr. Arias has published numerous articles in top-tier scientific journals, and grants from the National Science Foundation and the Department of Energy have supported his research. Dr. Arias began his career as a postdoctoral fellow at the University of Illinois at Urbana-Champaign, where he conducted groundbreaking research on novel materials' electronic and optical properties. He then joined the faculty at the University of Colorado Boulder, where he served as an assistant professor of physics and applied mathematics before joining the faculty at the University of Utah in 2011.



## Fundamentals of Nursing

**Cally L. Davis**

This text covers the basic principles and practices of nursing. It explores various topics such as patient care, nursing theories, communication, pharmacology, and ethical and legal issues in nursing. The book is written to provide students with a solid foundation in the fundamentals of nursing, and to help them develop the knowledge and skills necessary for a successful nursing career.

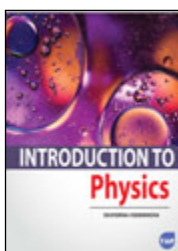
With its emphasis on evidence-based practice and patient-centered care, this book is an essential resource for nursing students and professionals alike.

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### About the Author

*Cally is a Licensed Practical Nurse graduate from Wayne County Schools Career Center in Smithville, Ohio. She has 14 years of experience as an LPN for long term care facilities and outpatient surgical offices where she served as a charge nurse/office supervisor for up to six Certified Nursing Assistants and Medical Assistants. She is currently serving as an LPN at an elementary school enrolling approximately 500 students grades Pre-kindergarten to 5th grade.*



## Introduction to Physics

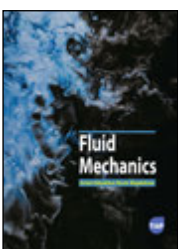
**Ekaterina Vsemirnova**

This text provides an overview of the fundamental concepts and principles of physics. It covers topics such as mechanics, electromagnetism, thermodynamics, and modern physics. The book is designed to help students develop a deep understanding of the physical world and to prepare them for more advanced studies in physics. It also includes numerous examples, illustrations, and practice problems to help students master the material.

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### About the Author

*Ekaterina Vsemirnova is an exploration geophysicist and numerical modeller with over 10 years of experience in the field. Her research focuses on the use of controlled seismic source and Ground Penetrating Radar (GPR) for investigations of the deep crust, subsurface collapse structures, soil pipe networks, outcrop and subsurface fracture mapping, and more. With specialties in numerical simulations, marine geophysics, seismic tomography, oceanography, seismic oceanography, seismic data processing, scientific programming, computational geoscience, mathematical statistics, fracture network analysis, stochastic analysis, and ground penetrating radar acquisition and processing, Ekaterina Vsemirnova's work is highly method-driven and versatile. Through her research, Ekaterina Vsemirnova has made important contributions to the field of exploration geophysics and numerical modelling, shedding new light on some of our planet's most intriguing and mysterious aspects. Their dedication to pushing the boundaries of exploration geophysics and developing new techniques and tools has earned them a reputation as a valued member of the scientific community. Passionate about science and with a tireless dedication to their work, Ekaterina Vsemirnova is an expert in their field and a true asset to any project they undertake.*



## Fluid Mechanics

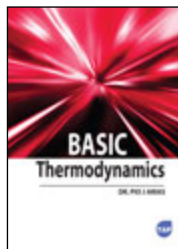
**Artem Shlyakhov Marie-Magdeleine**

This text deals with the behavior of fluids, both liquids and gases, and their interaction with solid objects. The book covers topics such as fluid statics, fluid dynamics, Bernoulli's equation, flow measurement, and viscosity. The book is designed to provide students with a thorough understanding of the principles of fluid mechanics and their applications in engineering and science. This book is an essential resource for understanding the behavior of fluids and their impact on the world around us.

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### About the Author

*Artem Marie-Magdeleine is a Chartered Mechanical Ph.D. engineer with 8 years of experience in turbomachinery fluid mechanics, CFD, CAD, and technical software development. He's authored five utility patents and two scientific publications, making significant contributions to the industry. Beyond his technical expertise, Artem Marie-Magdeleine is a linguist, fluent in English, French, Russian, and German, allowing him to work with diverse teams and collaborate with professionals from different parts of the world. Driven, ambitious, and committed to achieving his goals, Artem Marie-Magdeleine inspires many aspiring engineers and professionals. He believes in the power of education and continues to explore new fields of study to expand his knowledge and expertise. In short, Artem Marie-Magdeleine is a highly accomplished mechanical engineer with a remarkable track record of accomplishments. His work is a testament to his dedication, hard work, and passion for engineering.*



## Basic Thermodynamics

**Dr. Pio J. Arias**

This book provides a comprehensive introduction to the principles of thermodynamics, including the laws of thermodynamics, thermodynamic processes, and thermodynamic cycles. The book covers topics such as thermodynamic systems, properties of pure substances, heat transfer, and power cycles. It is designed to help students and professionals in the fields of engineering and physics develop a strong understanding of the fundamental principles of thermodynamics. With clear explanations and numerous examples, this book is an essential resource for anyone studying or working in the field of thermodynamics.

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### About the Author

*Pio J. Arias is a prominent physicist with a Ph.D. from the Universidad Simón Bolívar, Venezuela. He is currently an Associate Professor of Physics and Astronomy at the University of Utah, where he researches condensed matter physics, quantum mechanics, and solid-state physics. Dr. Arias has published numerous articles in top-tier scientific journals, and grants from the National Science Foundation and the Department of Energy have supported his research. Dr. Arias began his career as a postdoctoral fellow at the University of Illinois at Urbana-Champaign, where he conducted groundbreaking research on novel materials' electronic and optical properties. He then joined the faculty at the University of Colorado Boulder, where he served as an assistant professor of physics and applied mathematics before joining the faculty at the University of Utah in 2011.*