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The Brand Custodian: My Years with the Tatas

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Why did Ratan Tata decide to pay for all the victims of 26/11 whether injured in the Taj or anywhere else? Why did HDFC 's Aditya Puri insist that employees leave for home by 5.30 p.m.? How did HUL develop a cheaper, better product to beat its competitor, Nirma? What do Taj Hotels, HDFC, HUL, L&T and BPCL have in common? They are the win-win corporations! Based on over a decade of research, Shashank Shah takes these truly outstanding Indian companies and studies how they do business. Each of these companies has exceptional practices when it comes to stakeholder management. Whether the stakeholder is an employee, customer, investor, vendor or even society at large, these companies reveal how looking at everyone else's interests doesn't really mean compromising on your own. Often, the two complement each other and that is what makes a win-win solution for everyone. This book gives an inside look into what motivates exceptional companies and how they are a cut above the rest. Full of fascinating anecdotes, leadership philosophy and background stories of organizations, Win-Win Corporations is an inspiring read into what makes companies great.

Informal Transport in the Developing World

Tired of forgetting your passwords, and having to reset them? Well, here is a handy little password journal for you. Organize your passwords in a simple manner and have them right at your fingertips. Competitive price!

The Wild Dead

In every angel a demon hides, And in every demon, an angel strides. Neel is a self-proclaimed demon, a slave to his desires, putting at stake even the purest of relationships for it. He lives for himself, takes life as it comes, and considers people who love as emotional fools. When he first sets his eyes on his new landlady, a widow who is eleven years older to him, all he can see is an opportunity. He has a plan to get rich and is working hard to achieve it, until he bumps into Pihu. She is an immature teenager who likes Neel for no apparent reason, and blindly believes that he is the angel who will take away all her life's troubles. Neel hates Pihu for her unexplained obsession, and her being a hindrance in his plan, but her firm resolve to see a good person in him shakes Neel to the core. Will Pihu make a difference? Does inner transformation come to a man who has gone to a point of no return? A Girl to Remember is an emotional roller coaster which will make you believe that confession is the best punishment.

A Paratransit-inspired Evolutionary Process for Public Transit Network Design

Are you wondering if engineering, science, or business will work as a career choice for a young woman? Do you question if a woman can pursue a successful career in these fields while enjoying a satisfying family life and still find a way to make meaningful social contributions? Then this book,

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which chronicles the lives and careers of women who managed to do just that, is the one for you. These 29 women all graduated from the oldest engineering college in India sometime between 1943 and 1971. This was a difficult time for these pioneering women to pursue their chosen path, yet they all went on to make their mark in their unique ways in various fields of work in India as well as the USA. Overcoming several obstacles to their careers, they managed to find a good balance between family and work. A few were, and are, also great community leaders. Their lives are models of courage, initiative, perseverance, innovation, entrepreneurship, resilience and flexibility. Enjoy the stories of these courageous women and be inspired.

Pollutants from Energy Sources

"Our sexual encounter played in my mind like it happened yesterday. Do you know that my body still reacts from that, from you? Just the memory of it still does something to me. Thinking about it now, I know it wasn't "just sex" to me. Being with you was an experience. The way you kissed me, the way you touched me. I can still remember the way I felt that night. Every time I lay in my bed I think about the way I laid there while your hands explored my body. This may sound weird, but I can still feel you inside me. At first, I thought it was just good sex, but then, I realized it was just you." Excerpt from *Infidelities I* "A collection of dirty short stories that stimulate the mind and introduce the possibilities of new fantasies." Shaniqua Westbury "This is a wonderful book of

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everyday real life stories that many can relate to."
Denishia Williams

Introduction to Solution Architecture

Founded by Jamsetji Tata in 1868, the Tata group is a global enterprise, headquartered in India, comprising thirty companies across ten clusters. The group operates in more than 100 countries across six continents. What does the Tata group do to encourage and enhance innovation in these companies that are well established and also several other smaller and fledgling companies? Tata InnoVista is a thirteen-year-old flagship innovation programme of the Tata Group. Over the years, Tata InnoVista has fired the imagination of people across Tata companies and has become one of the sought-after platforms for Tata managers. It has been presented to and researched by management experts globally, including those in Harvard Business School, London Business School and INSEAD. This book explores how InnoVista has inspired thousands of managers and is building a culture of innovation. It also explains how this programme is building capability on innovation and serves as a unique measurement system for companies on innovativeness.

The Preservation of Wood

This book discusses different aspects of energy consumption and environmental pollution, describing in detail the various pollutants resulting from the utilization of natural resources and their control

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techniques. It discusses diagnostic techniques in a simple and easy-to-understand manner. It will be useful for engineers, agriculturists, environmentalists, ecologists and policy makers involved in area of pollutants from energy, environmental safety, and health sectors.

Taking Stock of Industrial Ecology

A Girl to Remember

The Cognitive Science of Religion

The basis for the Academy Award®-winning movie! Kidnapped into slavery in 1841, Northup spent 12 years in captivity. This autobiographical memoir represents an exceptionally detailed and accurate description of slave life and plantation society. 7 illustrations. Index.

A Calmer You

This second edition of Career Counseling Across the Lifespan: Community, School, Higher Education, and Beyond is the latest volume in the Issues in Career Development Series, edited by Drs. Grafton Eliason, Mark Lepore, Jeff Samide, and John Patrick, from California University of Pennsylvania and Clarion University of Pennsylvania. The purpose of Career Development Across the Lifespan is to provide a broad and in-depth look at the field of career

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development as it applies to individuals involved in all areas of community counseling, school counseling, and higher education. The book will examine some of the field's major theories, themes, approaches, and newest models incorporating chapters from national and international career counseling experts. Specific emphasis is spent examining issues reflective of today's challenges in developing and maintaining a workforce that is diverse, flexible, and efficient. Readers will be provided with an action-based framework built on the best available research. This text book is truly the culmination of a decade's work, compiling comprehensive studies from four previous volumes and updating key concepts in career counseling with the most contemporary theories and innovations. We examine three primary domains of career counseling throughout all of the developmental stages of the lifespan: community, schools K-12, and higher education. We include a specific focus on career history and theories, to prepare students for both the counseling environment and for national exams leading to certification and licensure, such as the (NCE) National Counseling Exam. We also include cutting edge research on contemporary topics, including such areas as: military careers, life after the military, individuals with disabilities or special needs, career counseling in our current socio-economic environment, and current technologies such as virtual counseling. In addition, we have added case studies and key terms as study guides at the end of each chapter. We are fortunate to include many recognized experts in the field of career counseling. Career Counseling Across the Lifespan: Community, School, Higher Education, and Beyond is a comprehensive

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text, written to address the broad needs of career counselors, educators, and students today.

Jewish-Run Concentration Camps in the Soviet Union

In an easy and charming manner, Sonal Kalra helps us tackle the everyday irritants and stresses in life-be it the daily stresses relating to work and colleagues, traffic and road rage, etiquette or self-esteem, *A Calmer You* helps us put our priorities into perspective. Sonal's calmness tips are seemingly simple and amazingly effective. Her insights and experiences are situations we can all relate to, and the wise and often hilarious characters-the serene Pappu Singh, the incorrigible Chaddha ji and the indefatigable Bubbly Aunty-peppered throughout this book offer surprising nuggets of wisdom. You will be left with techniques to achieve tranquility and composure in the face of aggravation, and that too, with a big smile on your face!

Urban Public Transportation

Taming the Anarchy

How can we design more sustainable industrial and urban systems that reduce environmental impacts while supporting a high quality of life for everyone? What progress has been made towards reducing resource use and waste, and what are the prospects for more resilient, material-efficient economies? What

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are the environmental and social impacts of global supply chains and how can they be measured and improved? Such questions are at the heart of the emerging discipline of industrial ecology, covered in *Taking Stock of Industrial Ecology*. Leading authors, researchers and practitioners review how far industrial ecology has developed and current issues and concerns, with illustrations of what the industrial ecology paradigm has achieved in public policy, corporate strategy and industrial practice. It provides an introduction for students coming to industrial ecology and for professionals who wish to understand what industrial ecology can offer, a reference for researchers and practitioners and a source of case studies for teachers.

Keep Calm and Love Unicorns

An anti-Communist book from 1937 which revealed that Communist Jews were the commandants of 11 out of the 12 main Stalinist-era Gulags, or concentration camps, including the camp system directors Matvei Berman and Hershel Jehuda. Ultimately, some 14 million people would be detained in the 53 camps which operated from 1934 to 1953. According to official Soviet data, some 1,053,829 people died in the camps from various causes. The modern-day Russian industrial cities of the Arctic, such as Norilsk, Vorkuta, and Magadan, were originally Gulags. Now with a new introduction, this version contains the original text and photographs. Cover image: The Mask of Sorrow near Magadan, Russia. A 1996 monument commemorating the

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prisoners of the Gulag concentration camps. Contents
Introduction to the 2011 edition by Francis Dupont
Introduction to the 1999 Edition by Dr. E.R. Fields
About This Book Foreword to the 1937 Edition Preface
to the 1937 Edition Chapter One: The Jewish Terror
Grips Russia Chapter Two: The Origin of the
Compulsion Workers Chapter Three: The Cry for
Redemption of the Exiles Chapter Four: The Division
of the Compulsion Workers Chapter Five: The
Construction of the Stalin White Sea Canal Notes

The Moment of Truth

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important part of keeping this knowledge alive and relevant.

Outlines of Indian Legal & Constitutional History

The workshop of new-product managers, market-research practitioners, and academics, which was the genesis of this work, was held in Feb. 1986, U. of Cal., Riverside. Addresses management of the development process, design, pretest market models, conjoint and related analysis techniques, new-product-diffusion and consumer-behavior models. No index. Annotation copyrighted by Book News, Inc., Portland, OR

Annual Report: 13-14

This book brings together new studies on regional disparities in the provision and maintenance of health in Asia. Specifically, the individual chapters shed light on the various health challenges that Asian regions face with regard to environmental health, communicable and non-communicable diseases, reproductive health, and the development of health systems. The book departs from the existing literature on this subject in three ways. First, it explicitly recognizes that health is essential to the daily lives of human beings. Second, it underscores the fact that good health improves learning, employee productivity, and incomes. Third, the book demonstrates the ways in which an understanding of the preceding two points contributes to our grasp of

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economic growth and development. Because Asia is now the fastest-growing and most dynamic continent in the world, the respective chapters provide practical guidance concerning two key questions: First, how do we effectively address the health challenges in individual regions of Asia? Second, how do we ensure that the proposed health interventions lead to sustainable economic growth and development? To this end, the book emphasizes modeling and illustrates the role that sound empirical modeling can play in developing measures that sustainably address the health challenges confronting disparate Asian regions. All chapters were written by international experts who are active researchers in their respective fields. Hence, this book is highly recommended to all readers seeking an in-depth and up-to-date perspective on some of the most important issues at the interface of human health and regional growth and development in Asia.

Adios, Strunk and White

In 1947, British India—the part of South Asia that is today's India, Pakistan, and Bangladesh—emerged from the colonial era with the world's largest centrally managed canal irrigation infrastructure. However, as vividly illustrated by Tushaar Shah, the orderly irrigation economy that saved millions of rural poor from droughts and famines is now a vast atomistic system of widely dispersed tube-wells that are drawing groundwater without permits or hindrances. *Taming the Anarchy* is about the development of this chaos and the prospects to bring it under control. It is

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about both the massive benefit that the irrigation economy has created and the ill-fare it threatens through depleted aquifers and pollution. Tushaar Shah brings exceptional insight into a socio-ecological phenomenon that has befuddled scientists and policymakers alike. In systematic fashion, he investigates the forces behind the transformation of South Asian irrigation and considers its social, economic, and ecological impacts. He considers what is unique to South Asia and what is in common with other developing regions. He argues that, without effective governance, the resulting groundwater stress threatens the sustenance of the agrarian system and therefore the well being of the nearly one and a half billion people who live in South Asia. Yet, finding solutions is a formidable challenge. The way forward in the short run, Shah suggests, lies in indirect, adaptive strategies that change the conduct of water users. From antiquity until the 1960s, agricultural water management in South Asia was predominantly the affair of village communities and/or the state. Today, the region depends on irrigation from some 25 million individually owned groundwater wells. Tushaar Shah provides a fascinating economic, political, and cultural history of the development and use of technology that is also a history of a society in transition. His book provides powerful ideas and lessons for researchers, historians, and policymakers interested in South Asia, as well as readers who are interested in the water and agricultural futures of other developing countries and regions, including China and Africa.

The Tata Group

This work has been selected by scholars as being culturally important and is part of the knowledge base of civilization as we know it. This work is in the public domain in the United States of America, and possibly other nations. Within the United States, you may freely copy and distribute this work, as no entity (individual or corporate) has a copyright on the body of the work. Scholars believe, and we concur, that this work is important enough to be preserved, reproduced, and made generally available to the public. To ensure a quality reading experience, this work has been proofread and republished using a format that seamlessly blends the original graphical elements with text in an easy-to-read typeface. We appreciate your support of the preservation process, and thank you for being an important part of keeping this knowledge alive and relevant.

Career Development Across the Lifespan

Clerk

Meera

This informative and widely-used text is now available in a third edition. Building on the success of previous editions, it continues to provide a clear and accessible introduction to the complexities of political ideologies. The latest edition of *Political Ideologies*: introduces

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and considers the future of all the most widely studied ideologies: liberalism; conservatism; socialism; democracy; nationalism; fascism; ecologism and feminism sets each ideology clearly within its historical and political context includes a new final chapter that examines the impact of recent theoretical developments of ideologies and charts the challenges that they face in the twenty-first century has been fully revised and up-dated and provides an annotated guide for further reading.

Christabel

This Unicorn Quote Journal / Notebook makes the IDEAL appreciation gift for any family members or friends. This Unicorn notebook features 110 blank pages and is 6 x 9 inches in size.

Passwords

This book focuses on value addition to various waste streams, which include industrial waste, agricultural waste, and municipal solid and liquid waste. It addresses the utilization of waste to generate valuable products such as electricity, fuel, fertilizers, and chemicals, while placing special emphasis on environmental concerns and presenting a multidisciplinary approach for handling waste. Including chapters authored by prominent national and international experts, the book will be of interest to researchers, professionals and policymakers alike.

Igniting Innovation: The Tata Way

Biohydrogen

Aarna's marriage is in the doldrums yet she has lost the zeal to save it. The death of her mother shakes her. Heart broken she stumbles upon her mother's diary .Written some thirty three years ago, it talks about someone she met and fell in love at first sight. What follows is a fairy tale . A girl in her early twenties is swept off her feet by the man of her dreams. It's a passionate, selfless tale of two lovers . Does this love story see the light of the day ? Is love alone enough or is togetherness a part of it? Is Aarna prepared to face the truth about her mother and this mystery man ? Love was never easy and if it was, it wasn't love.

Infidelities 1

The minibus model of this thesis automatically adapts the supply to the demand. Applications include the simulation of real paratransit systems and the network planning of formal transit authorities.

Political Ideologies

“The Wild Dead is a tightly plotted mind-thrill . . . This is the feminist dystopian mystery series you didn’t know you needed.” — Meg Elison, Philip K. Dick Award-winning author of The Road to Nowhere series
Mysteries and murder abound in the sequel to the Philip K. Dick Award-winning Bannerless A century after environmental and economic collapse, the

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people of the Coast Road have rebuilt their own sort of civilization, striving not to make the mistakes their ancestors did. They strictly ration and manage resources, including the ability to have children. Enid of Haven is an investigator, who with her new partner, Teeg, is called on to mediate a dispute over an old building in a far-flung settlement at the edge of Coast Road territory. The investigators' decision seems straightforward — and then the body of a young woman turns up in the nearby marshland. Almost more shocking than that, she's not from the Coast Road, but from one of the outsider camps belonging to the nomads and wild folk who live outside the Coast Road communities. Now one of them is dead, and Enid wants to find out who killed her, even as Teeg argues that the murder isn't their problem. In a dystopian future of isolated communities, can our moral sense survive the worst hard times? "An intriguing mystery made compelling by its post-apocalyptic setting . . . Another great read from Vaughn." — S. M. Stirling, New York Times best-selling author of *The Sky-Blue Wolves* and *Dies the Fire* A Mariner Original A John Joseph Adams Book

Twelve Years a Slave

New-product Development and Testing

Introduction to Adaptive Arrays serves as an introduction to the subject of adaptive sensor systems whose principle purpose is to enhance the detection and reception of certain desired signals. The field of

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array sensor systems is now a maturing technology. With applications of these systems growing more and more numerous, there is a wealth of widely scattered literature on various aspects of such systems. Unfortunately, few books attempt to provide an integrated treatment of the entire system that gives the reader the perspective to organize the available literature into easily understood parts. Intended for use both as a graduate level textbook and as a reference work for engineers, scientists, and systems analysts, this book provides such an integrated treatment by emphasizing the principles and techniques that are of fundamental importance in modern adaptive array systems.

Waste to Wealth

Biohydrogen (H₂) production from renewable wastewater signifies a sustainable alternative to a fossil fuel-based economy. H₂ is deemed to be the futuristic energy carrier with a high-energy yield. This chapter specifically addresses H₂ production through wastewater remediation. A comprehensive emphasis is made on the fermentative routes, namely, light-driven and light-independent processes, encompassing wastewater and mixed culture application as a focal point. Important process parameters that have critical roles on process efficiency are elaborated. Some of the persistent limitations encountered during the process operation are delineated. Stress is made on the pertinent discussion on biocatalyst pretreatment methods in the context of mixed culture wastewater usage.

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Reported strategies to overcome the limitations are discussed to make the process economically viable, especially for large-scale applications.

2015 4th International Conference on Reliability, Infocom Technologies and Optimization (ICRITO 2014) - Trends and Future Directions

Two delightfully dark tales of Gothic romance. In *A VERY PROPER MONSTER*, Josephine Shaw spends long nights filling the pages of her Gothic stories with the fantastic and the macabre, unaware that the suitor her father has arranged is one of the dark creatures she's always dreamed. For Tom Dargin, courting an ailing spinster was only one duty in a long life of service to his sire. But after he meets the curious Miss Shaw, will Tom become the seducer or the seduced? Can a love fated to end in tragedy survive a looming grave? In *GASLIGHT HADES*, Nathaniel Gordon walks two worlds—that of the living and the dead. Barely human, he's earned the reputation of a Bonekeeper, the scourge of grave robbers. He believes his old life over, until one dreary burial he meets the woman he once loved and almost married. Lenore Kenward stands at her father's grave, begging the protection of the mysterious guardian, not knowing he is her lost love. Resolved to keep his distance, Nathaniel is forced to abandon his plan and accompany Lenore on a journey into the mouth of Hell where sea meets sky, and the abominations that exist beyond its barrier wait to destroy them.

Roots and Wings

The cognitive science of religion is a relatively new academic field in the study of the origins and causes of religious belief and behaviour. The focal point of empirical research is the role of basic human cognitive functions in the formation and transmission of religious beliefs. However, many theologians and religious scholars are concerned that this perspective will reduce and replace explanations based in religious traditions, beliefs, and values. This book attempts to bridge the reductionist divide between science and religion through examination and critique of different aspects of the cognitive science of religion and offers a conciliatory approach that investigates the multiple causal factors involved in the emergence of religion.

Fundamentals of Legal Research

Solution architecture is concerned with the design and definition of (information technology) solutions so they can be subsequently implemented, used, operated and supported securely and efficiently. The solution exists to operate business processes in order to achieve business objectives, meet a business need and deliver business value. Solution architecture is concerned with engaging with the originating business function looking for the solution to create a solution vision and design a solution that meet their needs, subject to a range of constraints such as cost and affordability, time to deliver and organisational standards. The solution must exist as a coherent

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whole. Solutions must be designed consistently across the solution landscape and make optimum use of appropriate technologies. Solution architecture must focus on creating usable and useful solutions. Solution architecture must have a standard reliable approach to business engagements and the design of solution that emerge from them. Solution architecture must work collaboratively with other information technology functions - other architecture roles, business analysis and service management - to ensure continuity along the solution delivery journey. Effective solution architecture involves: -Have a depth and breadth of solution delivery and technical experience to be able to identify solution design options quickly-Being able to understand the detail of the solution while maintaining a view of the wider (and higher) context of the business need for the solution and being able to explain both these views of sets of information-Being able to communicate effectively with all parties - technical and business - involved in the solution design and delivery journey, assist with decision-making, be realistic and make appropriate compromises and design choices in order to create the best solution design-Being able to apply technology appropriately and with selective innovation (and the desire to constantly acquire new knowledge and ways of applying technology)-Being involved in the solution delivery journey along its entire length-Being able to be the solution advocate and subject matter expert This book is aimed at a variety of potential readers: -Existing solution architects who want to have a more theoretical and a broader understanding of their role-Existing or new managers of solution architecture functions who want

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to create a high-performing practice within their organisations and who want to articulate the benefits and value solution architect can contribute to the information technology function and the wider business and the potential it can offer to the business organisation- Managers of information technology functions who want to understand what solution architecture is, where it fits into the wider architecture context and disciplines and solution delivery and operation and the value it can contribute to both the information technology function and the wider business- Other information technology architects who want to understand how the architecture disciplines can work together to deliver value- Business analysts and managers of business analysis functions who want to understand how they can work more closely with the solution architecture function in order to provide the business with a better overall service- Other information technology personnel who want to move into solution architecture and who want to understand what it is- Consulting organisations and individuals who want to develop and offer value-adding solution architecture services

The Ethanol Papers

With over 100 companies offering products and services across 150 countries, 700,000 employees contributing a revenue of US\$100-billion, the Tata Group is India's largest and most globalized business conglomerate. The Tata name is known for salt, software, cars, communications, housing and

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hospitality. How did they come so far? How did they groom leadership, delight customers and drive business excellence? How did they maintain a brand and corporate values that are considered gold standard? A deep-dive into the Tata universe brings forth hitherto lesser-known facts and insights. It also brings you face-to-face with business decisions and outcomes that are most intriguing: - How did Tata Motors turnaround Jaguar Land Rover when Ford failed to do so? - Why wasn't TCS listed during the IT-boom? - Why wasn't Tata Steel's Corus acquisition successful? This definitive book tells riveting tales and gives insider accounts of adventure and achievement, conflict and compassion, dilemmas and decisions across twenty-five Tata companies. With over a decade of rigorous research, interviews with 100 senior Tata leaders, and pan-India site visits, this book decodes the Tata principles of business. It's an exceptional blend of a business biography and a management classic.

Beneath a Waning Moon

| LONGLISTED FOR THE TATA LITERATURE LIVE BUSINESS BOOK OF THE YEAR AWARD 2019 |
Immediately upon completing his DPhil degree, Mukund Rajan came back to India and joined the Tata group as Ratan Tata's executive assistant. Over the next twenty-three years, as he worked closely with Ratan Tata, he got an inside view of the ups and downs, the controversies and achievements of the Tata group. In this book, his memoirs, he talks of what really went on during those turbulent times and how

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the Tatas pulled through each of these situations. Along with that, this book offers a close portrait of the enigmatic Ratan Tata from his longest-serving executive assistant. The Brand Custodian is a study of the Tata group's evolution and explains the relevance of the conglomerate to the world we live in.

Introduction to Adaptive Arrays

Notebook Large Size 8.5 x 11 Ruled 150 Pages
Softcover

Disease, Human Health, and Regional Growth and Development in Asia

Win-Win Corporations

In this brash and audacious debunking of the myths and manipulation that brought the world to oil addiction, alt fuel expert Marc J. Rauch brilliantly lays out how ethanol can change the planet for the better--and along the way helps us navigate the noise of petroleum advocates. The Ethanol Papers is a rough-and-tumble, no holds-barred crystallization of the ethanol vs. gasoline conflict. Written in plain jargon, non-scientists, non-academics, and politicians alike will find it compelling. Yet this is no "Idiots Guide to Biofuels" or "Alt Fuels for Dummies." Rather, The Ethanol Papers is the most in-depth and complete explanation of the ethanol-oil problem now available, targeted for smart people who demand facts.

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