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MAXIMO HAROLD

IMPACT OF E-RECRUITMENT ON HUMAN RESOURCE Sage Publications Pvt. Limited

An imaginative and passionate synthesis of form and function, Landing on the Wrong Note goes beyond mainstream jazz criticism, outlining a new poetics of jazz that emerges not from the ivory tower but from the clubs, performances, and lives of today's jazz musicians.

Rewired Simon and Schuster
BHISHMA, THE NOBLE PATRIARCH of Hastinapura, is struggling to maintain the unity of his empire, aided by his able Prime Minister, Vidhura. But beyond the Vindhya, in the deep South, the enigmatic Guru of the powerful Southern Confederacy, bides his time to take over Hastinapura and impose his dark will upon all of India. On the throne sit Dhritarashtra the blind king, and his foreign-born queen the Gandhari. A rival queen the Kunti, stands in the shadow of the throne, ambition burning in her heart to see her eldest son become King, aided by his four Pandava brothers. An unscrupulous Priest, and a man who wishes to be king-maker, conspire with the Pandavas to ensure Prince Suyodhana, the rightful heir, is denied

his legacy. In the dark forests of India, where poverty alone rules, a revolution is brewing; Ekalavya, a young Nishada, yearns for the knowledge of warriors; Karna, a humble charioteer's son, travels to the South to become the greatest archer in the land; Aswathama, a Brahmin youth, disobeys Drona, his illustrious father, to stand beside his friend and Prince; and Balarama, charismatic leader of the Yadavas, dreams of building the perfect city by the sea. And a beggar and a blind dog walk the dusty streets of India, witness to those far greater than he, become puppets in the hands of their searing destinies. Amidst the chaos, Prince Suyodhana, heir of Hastinapura, stands tall, determined to claim his birthright and act according to his conscience. Neither God nor Man can stop him from doing what he thinks is right. He is the maker of his own destiny. For so he believes. But in the shadows of the Court, a foreigner gambles his dream to destroy India. And the dice falls. *OUCH! The Pain of Modern Civilization* One Point Six Technology Pvt Ltd
Ajaya learns what he needs to do so he can become healthier and play with his friends.

Unconventional Warfare (Special Forces, Book 1) Penguin Random House India Private Limited

Isn't it ironic that information about healthy living is in such abundance yet people are more confused than ever? In excess of 80% of today's healthcare costs are spent treating chronic diseases like diabetes, hypertension, high cholesterol, heart disease, cancer, and obesity. This is a function of our modern society, characterized by Overnutrition, Under-activity, Circadian rhythm disruption, and a Hectic and stressful lifestyle—or OUCH—unlike any we've seen before. In OUCH! The Pain of Modern Civilization, authors Dr. Ajay Issar and Alka Issar offer a four-factor model of chronic disease that not only links these behaviours with their physical consequences, but explains in detail the means of assailing them. Here is a practical, personalized approach aimed at health promotion and shared compellingly by way of case studies, recipes, and advice for exercise and creating structure in your day. This book clarifies common myths about chronic disease and extends tools readers can employ in their own war against OUCH. OUCH! The Pain of Modern Civilization is unique for its consideration of the person as a whole and its prescription of timeless and proven solutions for optimal health. This book is for anyone who cares about their well-being, including individuals who are already suffering from a chronic disease and those who are keen to avoid them. Rebel Musics, Volume 2 Routledge

* A SUNDAY TIMES CRIME BOOK OF THE MONTH * 'Hugely entertaining' - ANN CLEEVES 'An outstanding debut' - SUNDAY TIMES

Ex-detective Kamil Rahman is embroiled in a case that might just change his life - for better or for worse . . . Disgraced detective Kamil Rahman moves from

Kolkata to London to start afresh as a waiter in an Indian restaurant. But the peace of his new life is soon shattered. The day Kamil caters an extravagant party, the powerful host, Rakesh, is found dead in his swimming pool. Suspicion falls on Rakesh's young and glamorous new wife, and Kamil is called to investigate for the family. Kamil and Anjoli, his boss's daughter, prove a winning team - yet as the case progresses, and their relationship grows, the events of Kamil's past threaten to catch up with him . . .

_____ 'A rip-roaring mystery that's engrossing from start to finish' - ABIR MUKHERJEE 'This detective waiter has all the ingredients for a great crime series' - SUN '[Kamil is a] likeable inspector . . . We shall hear much more of him' - DAILY MAIL 'An elegantly constructed thriller' - THE TIMES

An Introduction to Machine Learning
Routledge

Just like electricity, Machine Learning will revolutionize our life in many ways - some of which are not even conceivable today. This book provides a thorough conceptual understanding of Machine Learning techniques and algorithms. Many of the mathematical concepts are explained in an intuitive manner. The book starts with an overview of machine learning and the underlying Mathematical and Statistical concepts before moving onto machine learning topics. It gradually builds up the depth, covering many of the present day machine learning algorithms, ending in Deep Learning and Reinforcement Learning algorithms. The book also covers some of the popular Machine Learning applications. The material in this book is agnostic to any specific programming language or hardware so

that readers can try these concepts on whichever platforms they are already familiar with. Offers a comprehensive introduction to Machine Learning, while not assuming any prior knowledge of the topic; Provides a complete overview of available techniques and algorithms in conceptual terms, covering various application domains of machine learning; Not tied to any specific software language or hardware implementation.

Peep Peep, Don't Sleep Charlesbridge
As India enters its seventy-fifth year of independence, conventional policy is unlikely to combat the breadth of its economic challenges. Across a range of areas-human capital, technology, agriculture, finance, trade, public service delivery and more-new ideas must now be on the table. The COVID-19 pandemic has not only cost India many lives and livelihoods, it has also exposed major structural weaknesses in the economy. A huge farm and jobs crisis, rising and massive inequalities, tepid investment growth, and chronic banking sector challenges have plagued the economy, exacerbated by the COVID-19 pandemic. It has also exposed the limitations of the Indian state, which tries to control too much-and ends up stifling the economy and the inherent energies of its young population. Climate change is no longer a distant threat, while disruptive technology has huge implications for India's demographic dividend. In addition, the dangerous lurch towards majoritarianism will cast its shadow on India's pursuit of prosperity for all. Unshackling India examines the question: Can India use the next twenty-five years, when it will reach the hundredth year of independence, to restructure not only its economy but rejuvenate its democratic energy and unshackle its potential-to become a

genuinely developed economy by 2047? The book argues that India can foster a prosperous and inclusive economy if it sets its mind to it, acknowledges the hard truths, and lays out the clear choices and new ideas India must adopt towards that end.

Landing on the Wrong Note Scholastic Inc.

AJAYAOne Point Six Technology Pvt Ltd
Buy-to-Let Bible HarperCollins

Discover the secret missions behind America's greatest conflicts. Danny Manion has been fighting his entire life. Sometimes with his fists. Sometimes with his words. But when his actions finally land him in real trouble, he can't fight the judge who offers him a choice: jail... or the army. Turns out there's a perfect place for him in the US military: the Studies and Observation Group (SOG), an elite volunteer-only task force comprised of US Air Force Commandos, Army Green Berets, Navy SEALs, and even a CIA agent or two. With the SOG's focus on covert action and psychological warfare, Danny is guaranteed an unusual tour of duty, and a hugely dangerous one. Fortunately, the very same qualities that got him in trouble at home make him a natural-born commando in a secret war. Even if almost nobody knows he's there. National Book Award finalist Chris Lynch begins a new, explosive fiction series based on the real-life, top-secret history of US black ops.

Plastics in Medical Devices for Cardiovascular Applications Himalayan Inst Press

Marketing has changed substantially in the last few years. With more and more research conducted in marketing and consumer behaviour fields, and technological advances and applications occurring on a regular basis, the future

of marketing opens up a world of exciting opportunities. Going beyond a state-of-the-art view of the discipline, this innovative volume focuses on the advances being made in many different areas such as; critical thinking, new paradigms, novel conceptualisations, as well as key technological innovations with a direct impact on the theory and practice of marketing. Each chapter presents an expert overview, and an analytical and engaging discussion of the topic, as well as introducing a specific research agenda paving the way for the future. The Routledge Companion to the Future of Marketing provides the reader with a comprehensive set of visionary insights into the future of marketing. This prestigious collection aims to challenge the mindset of marketing scholars, transforming current thinking into new perspectives and advances in marketing knowledge.

Foreword Wayne S. DeSarbo, Smeal College of Business, Pennsylvania State University, USA "The Future of Marketing" presents 22 different chapters written by some of the top scholars in the field of Marketing. These 22 chapters are organized into four topical areas: (1) New paradigms and philosophical insights (Chapters 1-5), (2) Contributions from other scientific fields (Chapters 6-9), (3) Reconnecting with consumers and markets (Chapters 10-17), and (4) New methodological insights in scholarly research in the field (Chapters 18-22). Thus, there are a number of diverse areas treated here ranging from futuristic managerial philosophies to state of the art qualitative and quantitative methodologies applicable to the various types of Marketing problems to be faced in the future. There are a number of implicit guidelines (and future research areas and needs) that can be

gleaned for (quantitative) modelers in terms of the issues and considerations that their constructed models should explicitly accommodate in future empirical endeavors: Heterogeneity

When modeling consumer perceptions, preferences, utility structures, choices, etc., it is important to avoid potential masking issues that aggregate models are subject to in many cases. In the simple case, consider a regression scenario where there are two equal sized segments whose utility functions (as a function of price) are opposite reflections of each other. Aggregating the sample in one large analysis yields a non-significant price elasticity coefficient, whereas estimating separate utility functions by segment displays the true structure in the data. While latent structure and hierarchical Bayesian methods have been developed for disaggregate analyses, a number of methodological issues exist with such existent approaches that provide fertile ground for future research. Competition

Many quantitative models are estimated at a brand level and reflect only the efforts of that sole brand. For example, in many customer satisfaction studies, attention is often paid to the consumers of a particular client brand or service in an effort to portray their performance and derive the important drivers of satisfaction. Financial optimization models are then often constructed to examine where a company should invest its resources to best improve sales, retention, word of mouth, loyalty, etc. These studies need to occur in a fully competitive setting where one derives a full picture of the competitive market place. Managers need to know the relative importance of the drivers of satisfaction for their brand/service as well as for their competitors. In addition,

knowledge of the relative performance of their brand relative to competitors is necessary information for strategy formation. Ideally, one would hope to see modeling efforts which also examine cross effects in terms of how Brand A's policy affects other brands. Over time, competitive dynamics are also important as discussed next. Dynamics As seen in the various chapters, this can assume many different manifestations. Related to the previous category above related to competition, it is often necessary to examine competitive dynamics as opposed to comparative statics where the modeler of the future examines simultaneous and/or sequential optimization by each of the competitors in a market place in a game theoretic context. In such a manner, it will not be the case that all competitors end up enacting the same exact identical strategies. Alternatively, the models of the future should be adaptive and have the ability to "learn" from past data, as well as benefit from informed managerial expert input and constraints. Parameter values that change/adapt during the duration of the data are also a desirable feature. Non-Linearity Traditional linear response functions do not typically yield realistic normative managerial guidelines or optimized solutions. End point solutions that suggest "all or none" types of resource allocations are useless in most realistic Marketing applications. A large amount of work is required in this area as Marketing often lacks the strong theory necessary to provide such insight regarding the models that are constructed. In addition, multiple objective functions need to be accommodated with the use of multicriterion optimization methods Endogeneity Often times, there are hidden effects embedded in the various

independent variables the Marketer believes are exogenous and truly independent. These may be due to effect of lagged variables, managerial decision making practice, etc. To ignore such effects, threatens the integrity of the models Marketers construct. For example, in traditional regression models, such endogeneity often produces a correlation between the independent variable in question and the error term, often resulting in biased estimates when employing ordinary least-squares estimation.

Moderation/Mediation There are times particularly in regression approaches where the relationships between two variables are affected by values of a third variable. In such cases, we need to employ selected interaction effects to measure such moderated effects.

Interaction effects are often needed to model the synergistic or catalytic effects of various independent variables.

Alternatively, in a mediation regression model, rather than hypothesizing a direct causal relationship between the independent variable and the dependent variable, a mediational model hypothesizes that the independent variable influences the mediator variable, which in turn influences the dependent variable. Thus, such moderator and mediator variables serve to clarify the nature of the relationship between the independent and dependent variables. Marketers need to be aware of such potential inter-relationships. Models Guided by Theory Ideally, the models we construct should be more than just data analytic structures which approximate the relationships found in the data. Where possible, models should be constructed on the basis of available sound Marketing theory describing the process

being modeled. One of the advantages of structural equation models is that one can utilize such a methodology to test and implement some a priori theory describing the relationship or causal nature of various inter-related constructs. This feature has been lacking in the general modeling efforts to date. A major reason for this is due to the lack of adequate theory development for most of the processes encountered in Marketing. For example, we have no solid Marketing theory regarding the structure of marketing mix response models. Thus progress must be advanced in such areas so that the models we construct are more robust and explainable. I wish to personally thank the co-editors and various authors of the "Future of Marketing" for opening the door to get a glimpse of the future in the field of Marketing. The hope is that this new book will provide fresh ideas to guide future research to improve the field of Marketing and define the next generation of research efforts as the torch gets passed to future generations.

Healing the Whole Person Srithi

Publishers & Distributors

When it was first published in 2003, Rebel Musics sought to explore how musical activism resonates as resistance to the dominant culture, and how political action through music increases the potential for people to determine their own fate. If anything, these issues seem to be even more pressing today. Rebel Musics offers a fascinating journey into a rich, complex world where music and politics unite, and where rebel musicians are mobilizing for political change, resistance, and social justice. Daniel Fischlin and Ajay Heble cover a wide range of artists, genres, and topics, including Thomas Mapfumo, Bob Marley, William Parker, Frank Zappa, Edgard

Varese, Ice-T, American blues, West African drumming, hip hop, gospel, rock'n'roll cabaret, Paul Robeson, and free jazz. This book shows how rebel music is at the heart of some of the most incisive critiques of global politics. With explosive lyrics and driving rhythms, rebel musicians are helping to mobilize movements for political change and social justice, at home and around the world. In celebration of the 50th anniversary of Black Rose Books, this revised and expanded edition of Rebel Musics will include all the original essays, as well as a new contribution by the editors. Rounding out the new edition will be several new pieces from artists and scholars that will continue to spark debate about these vital topics in compelling ways.

A Single Roll of the Dice AJAYA

The huge expansion of the chemical and petroleum industries in the twentieth century has resulted in the production of a vast array of chemical compounds and materials that have transformed our lives. The associated large-scale manufacturing, processing and handling activities have caused a serious deterioration in environmental quality and created threats to human health. These negative impacts have led to responses and regulations requiring remedial action in support of environmental sustainability. of biotechnological methods through bioremediation, Application has gained prominence as an option for soil remediation methods. Bioremediation is a multidisciplinary approach where biologists, chemists, soil scientists and engineers work as team to develop and implement remediation processes. Bioremediation has now been used successfully to remediate many petroleum-contaminated sites. However,

there are as yet no commercial technologies commonly used to remediate the most recalcitrant contaminants. Nevertheless, bioremediation is a rapidly advancing field and new bio-based remedial technologies are continuing to emerge.

Unshackling India Penguin Random House India Private Limited

Illustrations of road signs in India with special reference to places in Himachal Pradesh and Ladakh.

Ajaya Routledge

Throughout history, Central Asia has formed an important strategic link between the East and the West and been described as the 'great pivot' in the early-twentieth century. This book looks at the relations between the Central Asian states and major external powers. It shows how these nations have kept the fragile geopolitics of the region free of the so-called 'New Great Game'. The volume evaluates the roles of major powers such as Russia, United States, China, Iran, and Turkey, as well as India and its 'Silk Road Strategy'. It also compares the regional geopolitics of Central Asia with its neighbour Caucasus. The study indicates how, despite limited inter-state cooperation, the region has prevented conflicts and wars, due to which these states have been able to enjoy greater strategic autonomy in their dealings with other countries. The book will benefit scholars and researchers of international relations, political and strategic studies, area studies, and Central Asian studies apart from the interested general reader.

Applied Bioremediation and

Phytoremediation Himalayan Inst Press

A raccoon bite on the arm doesn't seem that serious, but it soon becomes a life-or-death medical crisis for Melissa

Loomis. After days of treatment for recurring infection, it becomes obvious that her arm must be amputated. Dr. Ajay Seth, the son of immigrant parents from India and a local orthopaedic surgeon in private practice, performs his first-ever amputation procedure. In the months that follow, divine intervention, combined with Melissa's determination and Dr. Seth's disciplined commitment and dedication to his patients, brings about the opportunity for a medical breakthrough that will potentially transform the lives of amputees around the world. Rewired is the inspirational, miraculous story of Dr. Seth's revolutionary surgery that allows Melissa to not just move a prosthetic arm simply by thinking, but to actually feel with the prosthetic hand, just as she would with her natural arm. This resulted in what others have recognized as the world's most advanced amputee, all done from Dr. Seth's private practice in a community hospital, using a local staff, and with no special training or extensive research funding.

Creative Use of Emotion Routledge

This book is not only one of the numerous acquaintances with E-Recruitment and different strategies of e-recruitment in HR that are distributed. Authors of those presentations confront many difficulties, for example, the need to produce something that is both theoretically sound and practically significant, or to figure out how to incorporate discourses on an assortment of themes into one conceivable teaching tool. The result is a book that serves to start Indian students in the overall E-recruitment, while at the same time empowering them to create their own E-recruitment policies in understanding with conditions in their nations.

Accordingly, it is certainly a one of a kind

book.

What We Did in the Dark Springer Science & Business Media

Baali and Sugreeva of the Vana Nara tribe were orphan brothers who were born in abject poverty and grew up as slaves like most of their fellow tribesmen. They were often mocked as the vanaras, the monkey men. Sandwiched between the never-ending war between the Deva tribes in the north and the Asura tribes in the south, the Vana Naras seemed to have lost all hope. But Baali was determined not to die a slave. Aided by his beloved brother, Sugreeva, Baali built a country for his people. The capital city, Kishkindha, became a beacon of hope for emancipated slaves from across the world. It was a city of the people, by the people, for the people, where there was no discrimination based on caste, creed, language or the colour of skin. For a brief period in history, it seemed as if mankind had found its ideal hero in Baali. But then fate intervened through the beautiful Tara, the daughter of a tribal physician. Loved by Baali and lusted after by Sugreeva, Tara became the cause of a fraternal war that would change history for ever. The love triangle between Baali, Tara and Sugreeva is arguably the world's first. Written by Anand Neelakantan who gave a voice to Ravana in Asura, Duryodhana in the Ajaya series and Sivagami in the Baahubali series, Vanara is a classic tale of love, lust and betrayal.

Shakespearean in its tragic depth and epic in its sweep, Vanara gives voice to the greatest warrior in the Ramayana-Baali.

A Girl to Remember Horizon Books (A Division of Ignited Minds Edutech P Ltd) His father's over expectations only ruined his self-confidence further with

each failure. A ray of hope walked into his life as his wife, a charismatic personality spreading joy wherever she went. Everything is going per plan, but darkness comes knocking soon. He finds out that she does not have much time to live and takes it upon himself to fight all odds – even his family, if need be – to help her fight her medical condition. His father sees his own redemption in helping them; he knows his son will be a winner only if he will fight for her, with her. Will a defeated son prove himself to be a good husband? Will the father-son duo together be able to change the course of fate? Her Last Wish is an inspiring story of love, relationships and sacrifice, which proves once again how a good wife makes the best husband.

Happy, Healthy Ajay! Himalayan Institute Press

Ajay believes in living for himself; Bhavna teaches him to live for others. Ajay is a planner for life; Bhavna makes him live in every moment. You are the Best Wife is a story of two people with contradictory ideologies who fall in love. It changes them for good. It changes the way they look at the world and the way the world looks at them. Until destiny reveals its plans. This is a true inspiring story of the author and his struggle with life, after his beloved wife left him halfway through their journey. But her last words, 'you are the best husband' gave him the strength to live on, and fulfil his promise of love. Told with frankness and doses of humor, this heartwarming tale of a boy and a girl who never gave up on their love in face of adversities, ends on a bittersweet and poignant note as Ajay comes to terms with the biggest lesson life has to offer.

AJAYA William Andrew

Have the diplomatic efforts of the Obama administration toward Iran

failed? Was the Bush administration's emphasis on military intervention, refusal to negotiate, and pursuit of regime change a better approach? How can the United States best address the ongoing turmoil in Tehran? This book provides a definitive and comprehensive analysis of the Obama administration's early diplomatic outreach to Iran and discusses the best way to move toward more positive relations between the two discordant states. Trita Parsi, a Middle East foreign policy expert with extensive Capitol Hill and United Nations experience, interviewed 70 high-ranking officials from the U.S., Iran, Europe,

Israel, Saudi Arabia, Turkey, and Brazil—including the top American and Iranian negotiators—for this book. Parsi uncovers the previously unknown story of American and Iranian negotiations during Obama's early years as president, the calculations behind the two nations' dealings, and the real reasons for their current stalemate. Contrary to prevailing opinion, Parsi contends that diplomacy has not been fully tried. For various reasons, Obama's diplomacy ended up being a single roll of the dice. It had to work either immediately—or not at all. Persistence and perseverance are keys to any negotiation. Neither Iran nor the U.S. had them in 2009.