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*In this signal work of history,
Bancroft Prize winner and Pulitzer
Prize finalist Lizabeth Cohen shows*

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how the pursuit of prosperity after World War II fueled our pervasive consumer mentality and transformed American life. Trumpeted as a means to promote the general welfare, mass consumption quickly outgrew its economic objectives and

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became synonymous with patriotism, social equality, and the American Dream. Material goods came to embody the promise of America, and the power of consumers to purchase everything from vacuum cleaners to convertibles gave rise to the power

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of citizens to purchase political influence and effect social change. Yet despite undeniable successes and unprecedented affluence, mass consumption also fostered economic inequality and the fracturing of society along gender, class, and

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racial lines. In charting the complex legacy of our “Consumers’ Republic” Lizabeth Cohen has written a bold, encompassing, and profoundly influential book.

“This book provides a good foundation for the beginning

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investor who is setting out to venture in the stock market. It tells you in plain English about the fundamentals of stock market and investment strategies to deepen your investing literacy. If you're looking for good advice on which stock to

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buy and when to sell it, you can find it in this book."—Best Ways to Invest Money Blog Investing in the stock market is a great way to build your wealth, but for those of us who aren't professional stockbrokers, knowing what information to trust

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and where to put your money can seem overwhelming. Stock Market Investing for Beginners provides you with the strategic advice and knowledge necessary to make informed investment decisions. Equipping you with everything you

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*need to take control of your
financial future, Stock Market
Investing for Beginners removes the
guesswork from investing. Stock
Market Investing for Beginners
gives you the tools to start investing
wisely and successfully, with: A*

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*Comprehensive Overview covering
the fundamentals of stock market
investing Strategic Advice on
buying, selling, owning, and
diversifying Invaluable Tips on
building your financial portfolio
through stock market investing “As*

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a financial advisor, I recommend this book to anyone wanting to learn the Wall Street stock market game and build wealth.”—Cheryl D. Broussard, reader and financial advisor Learn how to make the best of your investment with Stock

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*Market Investing for Beginners.
The 2020 edition of the 100 Best
Stocks series picks the top stocks for
you to buy based on authors Peter
Sander and Scott Bobo's value-
investing philosophy, the same
philosophy followed by Warren*

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Buffett. Even though the economy is in constant flux, there are still plenty of opportunities for smart investors to make a profit. The 100 Best Stocks to Buy in 2020 demonstrates how to protect your money with stock picks that have consistently

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performed. In their easy-to-understand and highly practical language, authors Peter Sander and Scott Bobo clearly explain their value-investing philosophy, as well as offer low-volatility investing tips and advice to finding stocks that

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consistently perform and pay dividends. The 100 Best Stocks to Buy in 2020 is an essential guidebook for anyone looking to invest in today's market providing a proven source of solid, dependable advice you can take to the bank.

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*The Politics of Mass Consumption
in Postwar America*

*Academic Foundation S Bulletin On
Money, Banking And Finance
Volume -40 Analysis, Reports,
Policy Documents*

Adobe 90 Preprints

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*Academic Foundation ` Bulletin on
Money, Banking and Finance
Volume -65 Analysis, Reports,
Policy Documents*

*Academic Foundation S Bulletin On
Money, Banking And Finance
Volume -66 Analysis, Reports,*

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Policy Documents

Stock Market Investing for

Beginners: Essentials to Start

Investing Successfully

***In order to do business
effectively in contemporary
South Asia, it is necessary***

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*to understand the culture,
the ethos, and the region's
new trading communities. In
tracing the modern-day
evolution of business
communities in India, this
book uses social history to
systematically document and*

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*understand India's new
entrepreneurial groups.
A hedge fund manager and
Columbia Business School
professor shows, in step-by-
step fashion, how "beating
the market" can be made
simple and easy for*

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investors of any age.

*On October 14-19, 1990, the
6th International Conference
on the Conservation of
Earthen Architecture was
held in Las Cruces, New
Mexico. Sponsored by the
GCI, the Museum of New*

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*Mexico State Monuments,
ICCROM, CRATerre-EAG, and
the National Park Service,
under the aegis of
US/ICOMOS, the event was
organized to promote the
exchange of ideas,
techniques, and research*

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*findings on the conservation
of earthen architecture.
Presentations at the
conference covered a
diversity of subjects,
including the historic
traditions of earthen
architecture, conservation*

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and restoration, site preservation, studies in consolidation and seismic mitigation, and examinations of moisture problems, clay chemistry, and microstructures. In discussions that focused on

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*the future, the application
of modern technologies and
materials to site
conservation was urged, as
was using scientific
knowledge of existing
structures in the creation
of new, low-cost, earthen*

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architecture housing.

*Financial Derivatives: Text
& Cases*

Aircraft Year Book

*The Little Book That Beats
the Market*

*Waste Production and
Utilization in the Metal*

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***Extraction Industry
A Consumers' Republic
Lessons from India***

The Efficient Market
Hypothesis is an elegant
edifice that provides a
basis on which the
efficiency tests of a stock

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market are performed at three distinct levels: weak - form, semi-strong form and strong - form. This magnificent edifice of EMH rests on the Random Walk Theory which contends that all price changes reflect a

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random departure from previous prices. The weak form of the hypothesis states that prices efficiently reflect all information contained in the past series of stock prices whereas the semi-strong form

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efficiency contends that security prices factor in publicly available information in the market and that the price changes to new equilibrium levels are reflections of that information. The book checks

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the weak-form and semi-strong form efficiency of the Indian stock market by examining the behaviour of the stock prices in the Indian stock market after the introduction of the various financial sector

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reforms using different methodologies. By using NSE data over the period 1998-2005 - the period which witnessed some major crises, scams, intense capital market activities and introduction of many new

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financial instruments - the study examines the information contents of historical stock price data, quarterly earnings announcements, and stock splits. The book also checks for the presence of the Day-

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of- the- Week Effect in the Indian stock market and enquires whether the introduction of the various instruments and policy changes have made the Indian stock market weak-form and semi-strong form efficient

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i.e., whether the efficiency of the stock market has been restored in the post-reforms period compared to the situation in the pre-reform period.

This book is based on a study of referees' reports

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and letters from journal editors on reasons why papers written by non-native researchers are rejected due to problems with English (long sentences, redundancy, poor structure etc). It draws on English-related

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errors from around 5000
papers written by non-native
authors, around 3000 emails,
500 abstracts by PhD
students, and over 1000
hours of teaching
researchers how to write and
present research papers. The

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exercises are organized into ten chapters on: punctuation and spelling word order writing short sentences and paragraphs link words - connecting phrases and sentences together being concise and removing

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redundancy ambiguity and
political correctness
paraphrasing and avoiding
plagiarism defining,
comparing, evaluating and
highlighting anticipating
possible objections,
indicating level of

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certainty, discussion
limitations, hedging, future
work writing each section of
a paper Some exercises
require no actual writing
but simply choosing between
various options, thus
facilitating self-study, e-

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reading and rapid progress.
In those exercises where
extended writing is
required, model answers are
given. Exercise types are
repeated for different
contexts, for example the
importance of being concise

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is tested for use in papers,
referees' reports, and
emails of various types.

Such repetition of similar
types of exercises is design
ed to facilitate revision.

The exercises can also be
integrated into English for

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Academic Purposes (EAP) and English for Special Purposes (ESP) courses at universities and research institutes. The book can be used in conjunction with the other exercise books in the series and is cross-

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referenced to: English for
Research: Usage, Style, and
Grammar English for Writing
Research Papers

Why did Harsh Mariwala leave
his family business? Why did
the Burman family quit the
day-to-day operations of

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Dabur? How did the Dhingras turn a collapsing business into India's second-largest paint company? The Inheritors offers a fascinating behind-the-scenes look at what goes on in Marico, Dabur, Keventers,

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Berger Paints, Select Group,
Antara, Cyril Amarchand
Mangaldas, Luxor and Motilal
Oswal. The book focuses on
culture, family politics,
ego battles, business
rivalries and a lot more.
And then, of course, there

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are the inheritors
themselves-some take the
businesses to even greater
heights while others lead
them to doom.

Corporate Governance
Mechanisms and Firm
Performance

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Major Companies of Asia and
Australasia

Accounting for Managers

Reports of the Board of
Directors

How To Use What You Already
Know To Make Money In The
Market

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English for Academic

Research: Writing Exercises

Financial Derivatives—Text and
Cases has been written primarily
for the students of MBA, MCom,
MFC, MIB and so on, who wish
to study the subject as a part of

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their specialization in the area of finance. It will also be useful to finance professionals. It is written in a very simple language and presented in a neat style, covering the entire spectrum ranging from basics to advanced

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aspects of financial derivatives. The focus is on recent developments in the area. The book sets the direction of every chapter by laying down course outcomes at the beginning of each chapter. Judicially

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supplementing and
substantiating the main text are
figures and charts, tables,
numerical illustrations, different
types of questions such as fill in
the blanks, true/false, short
answer questions and essay

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type questions. Every chapter ends with a brief summary of the entire text of the chapter which helps the reader to grasp its important aspects.

This book offers a comprehensive account of the

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nature and development of political communication in Africa. In light of the growing number of African states now turning towards democratic rule, as well as the growing utilization of information technologies in

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Africa, the contributors examine topics such as: the role of social media in politics, strategic political communication, political philosophy and political communication, Habermas in Africa, gender and political

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communication, image dilemma in Africa, and issues in political communication research in Africa, and identify the frontiers for future research on political communication in Africa.

The present book is based on

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the research papers presented in
the International Conference on
Emerging Trends in Science,
Engineering and Technology
2012, held at Tiruchirapalli, India.
The papers presented bridges
the gap between science,

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engineering and technology. This book covers a variety of topics, including mechanical, production, aeronautical, material science, energy, civil and environmental energy, scientific management, etc. The prime

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objective of the book is to fully integrate the scientific contributions from academicians, industrialists and research scholars.

ICIEMS 2015

Returns, Risk and Price Multiples

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Academic Foundation`s Bulletin
on Money, Banking and Finance
Volume -64 Analysis, Reports,
Policy Documents

The Illustrated London News

Equity Markets in India

Semi-Strong Form Efficiency of

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Indian Stock Market in Post- Reform Period

What makes a company truly outstanding? What is the secret sauce of delivering successful results over multiple decades? What is

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common to Asian Paints,
HDFC Bank, Axis Bank,
Marico, Berger Paints,
Page Industries and Astral
Poly? They are Unusual
Companies, built by
Unusual Billionaires. This

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book tells the story of these seven companies, handpicked out of 5000 listed on the stock exchange. Built by visionary business leaders, they have

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delivered outstanding results for a decade and more. How did these companies do it? Why couldn't this be replicated by other companies? What are they

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doing differently? Saurabh Mukherjea, bestselling author of Gurus of Chaos, delivers an exceptional book with lessons to learn from these seven businesses. Mukherjea

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tells you why focusing on the core business is central to corporate success and how a promoter giving up control to the top management could be a boon. He also explains how

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investors can generate market-beating investment returns from identifying companies such as these using a simple set of metrics. Packed with these learnings are riveting

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corporate stories of how Hindustan Unilever made an aggressive bid to buy Harsh Mariwala's business, but had to sell a business to him in a few years, or how Page Industries found

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an innovative way to stop unionization at their manufacturing units. Other stories include the turnaround of Axis Bank and the boardroom coup that led to its chairman's

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exit and how Vijay Mallya sold Berger Paints to the Dhingra brothers. This book is mandatory reading for anyone who wants to understand how business is done successfully in

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India.

ICIEMS 2015 is the conference aim is to provide a platform for researchers, engineers, academicians as well as industrial professionals

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from all over the world to
present their research
results and development
activities in Engineering
Technology, Industrial
Engineering, Application
Level Security and

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Management Science. This conference provides opportunities for the delegates to exchange new ideas and application experiences face to face, to establish business or

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research relations and to
find global partners for
future collaboration.

Most people invest in the
usual assets: real estate,
gold, mutual funds, fixed
deposits and stock

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markets. It's always the same four or five instruments. All they end up making is a measly 8 to 12 per cent per annum. Those who are exceptionally unfortunate

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get stuck in the middle of
a crash and end up losing
a lot of money. What if
there was another way?
What if you could make not
10 not 15 but 20 per cent
compound annual growth

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rate (CAGR) on your investments? What if there was a way to grow your money four to five times whilst taking half the risk compared to the overall market?

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Bestselling author of
Gurus of Chaos and The
Unusual Billionaires,
Saurabh Mukherjea puts his
money where his mouth is.
Saurabh follows the Coffee
Can approach to high-

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quality, low-risk investing. His firm, Ambit Capital, is one the largest wealth managers in India which invests with this approach and delivers stupendous returns. In

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Coffee Can Investing,
Saurabh will show you how
to go about low-risk
investments that generate
great returns.
South West Asia

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The Unusual Billionaires
Academic Foundation`S
Bulletin On Money, Banking
And Finance Volume -54
Analysis, Reports, Policy
Documents
Proceedings of

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International Conference,
INCOSET 2012

Academic Foundation`S

Bulletin On Money, Banking
And Finance Volume -38

Analysis, Reports, Policy
Documents

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Increasingly stringent
environmental
regulations and industry
adoption of waste
minimization guidelines
have thus, stimulated
the need for the

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development of recycling
and reuse options for
metal related waste.

This book, therefore,
gives an overview of the
waste generation,
recycle and reuse along

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the mining,
beneficiation,
extraction,
manufacturing and post-
consumer value chain.
This book reviews
current status and

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future trends in the recycling and reuse of mineral and metal waste and also details the policy and legislation regarding the waste management, health and

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environmental impacts in
the mining,
beneficiation, metal
extraction and
manufacturing processes.
This book is a useful
reference for engineers

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and researchers in
industry, policymakers
and legislators in
governance, and
academics on the current
status and future trends
in the recycling and

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reuse of mineral and metal waste. Some of the key features of the book are as follows: Holistic approach to waste generation, recycling and reuse along the

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minerals and metals
extraction. Detailed
overview of
metallurgical waste
generation. Practical
examples with complete
flow sheets, techniques

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and interventions on
waste management.

Integrates the technical
issues related to
efficient resources
utilization with the
policy and regulatory

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framework. Novel
approach to addressing
future commodity
shortages.

Accounting for Managers
explains how accounting
information is used by

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non-financial managers.
The book emphasises the
interpretation, rather
than the construction,
of accounting
information and
encourages a critical,

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rather than unthinking acceptance, of the underlying assumptions behind accounting. It links theory with practical examples and case studies drawn from

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real life business
situations in service,
retail and manufacturing
industries.

This authoritative
directory has been
expanded to cover 13,000

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major companies and
includes the contact
names of more than
81,000 senior
executives. major
companies and includes
the contact names of

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more than 81,000 senior
executives. Entries
typically include
company name; address;
telephone and fax
numbers; e-mail and Web
addresses; names of

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senior management and
board members;
description of business
activities; brand names
and trademarks;
subsidiaries and
affiliates; number of

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employees; financial
information for the last
two years; principal
shareholders; and
private/public status.
Academic Foundation`S
Bulletin On Money,

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Banking And Finance
Volume -57 Analysis,
Reports, Policy
Documents
The 100 Best Stocks to
Buy in 2020
Stories of

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Entrepreneurship and
Success
India Today
6th International
Conference on the
Conservation of Earthen
Architecture

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Proceedings of the
International Conference
on Information
Engineering, Management
and Security 2015
Corporate Governance
Mechanisms and Firm

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PerformanceLessons from
IndiaSpringer
NatureAcademic
Foundation`S Bulletin On
Money, Banking And Finance
Volume -41 Analysis,
Reports, Policy

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DocumentsAcademic
FoundationProceedings of
the International
Conference on Information
Engineering, Management
and Security 2015ICIEMS
2015Association of

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Scientists, Developers and
Faculties (ASDF)

The manager of a top
investment fund discusses
how individuals can make a
killing in the market
through research and

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investment techniques that
confound conventional
market wisdom.

The book presents a
comprehensive view of the
Indian equity markets over
the past two decades

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(1994-2014). Equity markets constitute the most important segment of stock exchanges; in fact, the status of equity returns is, by and large, considered as a barometer

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of the state of a country's economy. Returns earned by the equity investors on their funds invested in equity markets have become a decisive factor in the growth of

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such markets. In this context, the book discusses all the major aspects of equity returns and also conducts a disaggregative analysis based on underlying factors like

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age, size, ownership structure, industry affiliation/sector, among others, to explain the factors affecting returns and risk. While on the one hand the study ascertains

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the market rates of return (earned) on equities from the investors' perspective (by including both the capital gains and the dividend income), it also shows how to compute the

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rates of returns on equities from the corporate perspective (that is, rate of return earned on equity funds). It further assesses the required/expected rate of

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return and examines the volatility in stock returns, with a focus on its behaviour during the period of the study. It deepens investors' understanding of equity

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investment, helping them to make more-informed investments. While of interest to the investor community, this book also contributes significantly to the existing literature

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on market returns and is a
valuable reference
resource for academics,
researchers and market
participants, financial
institutions and other
intermediaries, regulators

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and policy makers.
the low risk road to
stupendous wealth
Academic Foundation`S
Bulletin On Money, Banking
And Finance Volume -39
Analysis, Reports, Policy

Online Library Berger Paints India Ltd Nse

Documents

Coffee Can Investing

Caste, Business, and

Industry in a Modern

Nation

India's New Capitalists

One Up On Wall Street

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"The Indian entrepreneur is spearheading India's advance towards the forefront of the world economy. This book reviews and retraces the formidable path of those individuals who have spurred

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the growth of Indian businesses and are at the heart of India's economic fabric today. Be they "first" or "second" wave businessmen and women, they stand out by their creativity,

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sharp-mindedness, and hard work and self confidence. They have opened a new chapter in India's history by propelling their businesses into internationally competitive multinationals and are sources

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of inspiration and hope for the young citizens of India."

--Colette Mathur, Senior Advisor to the World Economic Forum for India, Co-President of the EuroIndia Centre
BI"India's Global Wealth Club

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is a fascinating read on today's India and what it can offer for the future. It provides rich insights on the confusing topic of what makes India tick, by describing it through the minds and intellects of Indian

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business leaders from a wide spectrum of industries."

--Rama Bijapurkar, Author of
Winning in the Indian Market:
Understanding the
Transformation of Consumer
India "Mr Hiscock's book will

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prove an essential resource for anybody contemplating venturing into the highly lucrative but deeply complex Indian marketplace. The industry case studies and personal profiles hold valuable

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and often unmatched insights
into the financial secrets of the
subcontinent's restive tiger."
--Grant Holloway, Managing
Editor, The Australian - Online
Academic Foundation`S
Bulletin On Money, Banking

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And Finance Volume -67
Analysis, Reports, Policy
Documents
Annual Report 2021-22
LexisNexis Corporate
Affiliations
Academic Foundation`S

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Bulletin On Money, Banking
And Finance Volume -48
Analysis, Reports, Policy
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Emerging Trends in Science,
Engineering and Technology
Political Communication in

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Africa