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The innate immune system comprises the cells and mechanisms that are the first line of defence against infection by other organisms. This book provides a comprehensive synopsis of eye diseases, their immunological mechanisms and the role of the immune cells and mediators. Beginning with an introduction to the role of the innate immune system, the following chapters discuss the different types of immune cells in the eye and their role in the etiopathogenesis of various diseases including glaucoma and age-related macular degeneration. Edited by Manfred Zierhut, recognised expert from the University of Tuebingen Germany, this book is presented in an easy to read format, enabling practitioners to understand even the most sophisticated eye disorders from an immunological perspective. Key points Comprehensive synopsis of the role of the innate immune system in eye diseases Covers different types of immune cells Edited by internationally recognised specialist in Germany Arun is a bestselling author, and the heartthrob of thousands of readers. While on a book promotion tour, he is injured and agrees to call a masseuse. Little did he know that the masseuse would turn out to be someone with a secret! Arun sees a story in her, and in digging deeper, is amazed to discover her strength of character. Even though Lalita is a young survivor of human trafficking, she has unmatched determination. A single encounter with her makes Arun take decisions that he had never even thought of. He is willing to risk everything for her, his own life too. But the more he tries to help her, the deeper he drowns in the swamp. Will two broken people be able to heal each other? Will society ever accept a girl from the forbidden alleys of the city? The Girl in the Red Lipstick is a charming story of friendship, life and finding love where we least expect to. Various Aspects Of Overtrading In Corporate Business Have Been Analysed In This Book. THEORIES IN SOCIAL PSYCHOLOGY Theories in Social Psychology develops a deeper, more robust understanding of the theoretical framework underlying the field. Providing rich insights into the central theories and perspectives that continue to shape the discipline, this edited volume brings together a panel of distinguished scholars to address thirteen social psychological theories relating to social cognition, social comparison, social reinforcement, and self. In-depth critical discussions examine topics including cognitive dissonance, reactance, attribution, social comparison, relative deprivation, equity, interdependency, social identity, and more. The expanded second edition fills a substantial gap in current literature by articulating the important psychological theories rather than placing emphasis on applied research. New and revised content helps students understand the construction and complexity of key theories while inspiring researchers of social behavior to reflect on their current work and consider future areas of investigation. This comprehensive resource: Identifies and discusses the theoretical perspectives and specific theories that form the foundation of the study of social psychology Features work from leading scholars including Bertram F. Malle, Paul R. Nail, Richard E. Petty, Thomas Mussweiler, Faye J. Crosby, and Miles Hewstone Helps students move from introductory concepts to multifaceted theoretical frameworks Theories in Social Psychology, Second Edition, remains the perfect textbook for academics and students wanting to study and discuss important social psychological perspectives and theories and attain a deeper understanding of the theoretical framework. "This book will be a very valuable tool for students and professionals alike who wish to learn theories in social psychology and the role they have played in the development of the discipline. It is comprehensive in its coverage and covers the theories in an objective and engaging way." —Robert J. Sternberg, Professor, Department of Psychology, College of Human Ecology, Cornell University, Honorary Professor of Psychology, University of Heidelberg, Germany "In this wonderful new edition of compilation of theories, at the core of modern social psychology, presented to us by Derek Chadee, we are given a special gift that enriches scholars, teachers and students of psychology in social and general psychology. We are treated to a clear exposition of these theories some of the research and controversy that each has generated, and are given some guidelines to new paths for future exploration of their implications. My research career has benefitted from working in the domains of dissonance, attribution, and social comparison theories, but my teaching and textbook writing has relied on all of the theories and their concepts so elegantly orchestrated here." —Phillip G. Zimbardo, Ph.D., Professor Emeritus, Stanford University The world of investment is fascinating and, at the same time, enigmatic. The investor's behaviour the world over had oscillated between panic and enthusiasm, guided by the psychological forces of fear and greed. Only knowledgeable investors can minimize investment-related risks through systematic planning and efficient and effective management of their investments. Investment Analysis and Portfolio Management helps you gain that knowlegde. It will be useful to academicians and practitioners and offers a scientific approach to investment management, comprehensive coverage of theory, tools, and techniques of investments, a focus on stock market instruments and is richly illustrated to help understand methods of processing investment information. 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. Efficient financial management is the essence of business. This book analyses and evaluates core financial management practices of corporate enterprises in India across diverse sectors including realty, FMCG, pharmaceutical, automobile, IT, chemical and BPO sectors. It emphasizes the importance of the integrated process of capital investments, financing policy, working capital management and dividend distribution for shareholders for a developing economy as India. It further highlights the need for financial viability both in totality and segmental performance. The volume also offers a comparative study of the practices of the companies in different sectors to allow a better appreciation of the issues and challenges regarding management of finances. Rich in case studies, this book will be an indispensable resource for scholars, teachers and students of financial management, business economics as also corporate practitioners. The study examines the tourism and tourism financing in triangular form. The first is the impact of tourism and tourism financing on the economic growth and development of the country. The second is the response of the Tourism Business Enterprises (demand side) about the pattern and effectiveness of tourism financing and the third one is the views of the Banks and Financial Institutions (supply side). It uses both primary and secondary data and applies various mathematical and statistical tools such as ratio analysis, correlation coefficient, Phi-coefficient, Chi-square test, t-Test for two sample means and regression analysis (OLS). It found a significant impact of tourism and tourism financing in the economic development of the country. Added to this, it found a significant variation in the structure of financing among various types of business (accommodation, travel, adventure and other business) and ownership forms of businesses (proprietorship firm, partnership firm, private limited and Public limited) based on the common size statements. It incorporated the magnitude of tourism financing, structure, pattern and the indicators of financing as well as the effectiveness of tourism financing. Traditional research methods in marketing can be illuminating when used well, but all too often their data-driven results fail to provide the depth of understanding that organisations need to anticipate market needs. Alternative Market Research Methods: Market sensing is a new approach that enables researchers to get greater depth and meaning from their research and organisations to make smarter strategic decisions. This book, the first text dedicated to the topic, explains market sensing simply and practically and demonstrates how it can benefit researchers. It teaches non-mainstream and alternative research methods which facilitate innovative research design, and achieves deep insights into the mindsets of consumers. The methods explored in this book include: emotional scaling ; discourse analysis; consumer ethnography; social media networks; narrative and story telling; gamification. With a wealth of case studies and pedagogy to aid student learning, as well as online teaching aids including PowerPoint presentations and video content, this ground-breaking textbook is an essential resource for anyone that wants to expand their repertoire of marketing research methods to create a research project that will be original and insightful. For many centuries, fenugreek has been one of the most popular spices and vegetables serving as an integral part of culinary practices across many cultures. Fenugreek contains exceptional nutritional and medicinal properties, but scientific evidence for its potential health benefits has been considerably understudied and is beginning to grow. This book is a comprehensive compilation and documentation on the scientific profile of fenugreek and its phytoconstituents, including their most known applications and health benefits. It features a wide range of chapters written by highly experienced academics and industrial professionals. Topics cover applications of fenugreek including information on nutrition, fitness supplements, functional food, and excipients of novel drug delivery systems. In addition, it features topics on related products in the areas of nutraceuticals, functional food preparations, and complementary medicines. Features: · Comprehensive review of traditional wisdom and modern scientific evidence on fenugreek · Presents scientific evidence of fenugreek as an ingredient for product development formulation · Contains information on extraction methods, risk assessment, claim validations, and the regulatory status of fenugreek-based products · Covers broad physiological benefits of fenugreek in management of diabetes mellitus, primary hyperlipidemia, inflammation and pain, neuropathy and neuroinflammation, neurological and psychological disorders, kidney and lung disorders, as well as immunological, infectious, and malignant disorders · Enhances awareness of existing scientific knowledge surrounding fenugreek, whilst encouraging future scientific research towards better and safer nutritional and medicinal applications This book is a valuable resource of information on fenugreek for researchers, students, nutritionists, sport medicine practitioners, fitness enthusiasts and trainers, naturopaths, traditional practitioners, and toxicologists. This book helps industries in the fields of nutraceuticals, fitness and sports medicine products to develop their future products. However, this book is not a substitute for medical advice or recommendations. This book on Security Analysis and Portfolio Management is a comprehensive source of information and analysis for students and practitioners. The distinguishing feature of the book is the detailed coverage of the regulatory environment, which consists of the current and updated rules and regulations, tax-environment and the practice of investment in the securities market in India. The book has been written keeping in mind the potential investor and an average student. It addresses all their doubts and concerns and makes them informed about the money market. This well organised, lucidly written text covers various aspects of the portfolio management, ranging from analysis to revision and then performance evaluation of the portfolio. Also discusses in detail the securities market, derivatives and risk evaluation that helps in understanding the trading system better and making quality investment decisions. Besides explaining the theoretical concepts of portfolio management, the book provides a

detailed analysis of the latest development in the securities trading. It is meant to be a 'single window book' covering the SAPM syllabus of almost all the Indian Universities and institutes conducting MBA/PGDM or MCom programmes. The book will be equally useful for the students of ICAI, ICWAI as well as for investment courses conducted by NSE. Key Features • Easy to understand by the readers even if they have not been exposed to higher mathematics. • Vast coverage of the SAPM topics. • Several worked-out problems in relevant chapters to aid and assist students and teacher alike. • Detailed discussion on Indian stock and share market in context to the country's current scenario. Are you stressed? The workplace has become increasingly competitive, family life has its never-ending complications, and when you step outside, you have to deal with heavy traffic, aggression, and massive pollution. No wonder that you're tense and agitated, have hyper reflexes and blood pressure that's higher than the midday sun. But you're not alone. Fifty percent of Indian professionals suffer from stress with stress-related diseases from depression to lack of fertility drastically on the rise. In I'm Not Stressed, Deanne Panday, one of the country's leading health and fitness experts, shares with you her secrets to tackle this looming lifestyle problem. She tells you what stress really means, how to know when you have a serious case of it, and most importantly how to deal with it through a simple plan of diet, exercise, sleep, meditation, and breathing. With advice from leading psychiatrists, cardiologists, endocrinologists, and celebrities who have to deal with high-level stress, I'm Not Stressed is your mantra for enduring health and happiness. This book is devoted to the 19th Meeting of the EURO Working Group on Financial Modelling. Its basic aim is to present some new operational approaches (i.e. neural nets, multicriteria analysis, new optimization algorithms, decision software, etc.) for financial modelling, both in a theoretical and practical levels. About the Book: Financial management is a core subject which provides unavoidable part of the overall business management. This book adopts a fresh and innovative approach to the study of financial management for the students of B.Com., B.B.A., M.Com., M.B.A. and other professional courses like C.A., ICWA, C.S. The text is presented in the simplest language with easy concepts. Each paragraph has been arranged under a suitable heading for quick retention of concepts. This book also contains the suitable illustrations, solved problems and model questions. Contents: Introduction to financial. 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. On the concept of communitisation and a first-hand account of its application in Nagaland, India. 1. Entrepreneurship—Meaning, Concept and Forms, 2. Entrepreneurship—Meaning, Theories and Role of Socio- Economic Environment, 3. Meaning and Definition of Leadership, 4. Promotion of a Venture and Opportunity Analysis, 5. External Environment Analysis, 6. Concept of a Project and Legal Requirements for Establishing a New Unit, 7. Sources of Raising Funds, 8. Venture Capital, 9. Entrepreneurial Behaviour : Meaning and Concept, 10. Innovation and Entrepreneur, 11. Entrepreneur Development Programmes, 12. Critical Evaluation of Entrepreneur Development Programmes, 13. Role of Entrepreneur in Economic Growth as an Innovator and in Generation of Employment Opportunities, 14. Role of Entrepreneur in Balanced Economic Development, 15. Export Promotion and Import Substitution, 16. Augmenting and Meeting Local Demand and Forex Earnings, 17. Small Scale Industry : Role and Performance. A "what" and "how" guide for managers who do not have a formal background in finance, this book equips them to perform their tasks more effectively and efficiently. It describes the application of concepts of finance in the decision-making of operating managers. The book follows a simple, non-technical language in explaining the concepts of finance. The text is divided into three parts : Part I on Financial Analysis deals with profit and loss statement, financial ratios and funds flow statement. Part II on Cost Analysis is devoted to a discussion on the concepts of cost, utility of costs in decision making, and profit planning and control. Part III on Funds Management explains the techniques of fund allocation, working capital management, and financial planning and policy. This book is made reader-friendly by its lucid presentation of topics and by adopting a practical situational approach in solving problems. Besides practising operational managers, all those preparing for professional examinations would find this book to be of enormous help to them. The book is also suitable for students of business management. 1. General Knowledge 2021 is a compact version of all current events of the whole year. 2. Divided into 5 Key Sections; History, Geography, Indian Polity, Indian Economy, General Science and General Knowledge. 3. A separate section has been provided for Current Affairs 4. Provides accurate, perfect and complete coverage of facts. 5. It is useful for the preparation of SSC, Bank, Railway, Police, NDA/CDS and various other competitive exams. General knowledge carries an important section in many competitive examinations. Keeping an updated knowledge of the current events helps not only in exams but also in the everyday life. The New Edition of General Knowledge 2022 provides you the current events of the whole year. It is prepared for the students who are going to appear for the various upcoming examinations. It covers the key subjects like History, Geography, Polity, Finance, Economics and General Science and General Knowledge, supported with the latest facts and figures. A separate section is allotted to current affairs giving total summary of the events happening around the globe. With the use of latest figure, graphics and table, it serves as an accurate, perfect and coverage compact version of General Knowledge. This book is highly useful for the SSC, Banks, Railways, Police, NDA/CDS other examinations. TABLE OF CONTENT Current Affairs, History, Geography, Indian Polity, Indian Economy, General Science and General Knowledge. Capital Structure decision is one of the crucial decisions to be taken by a company. There are divergent views regarding Capital Structure and Firm Value. There is dearth of studies in the area of Pharma Industry regarding Capital Structure and Firm Value. Therefore, the present study seeks to answer the following questions: what are the factors determining the Capital Structure decision in Pharma sector in India? What is the relationship between select variable and company value? What is the impact of leverage on stock price volatility of Pharma Companies? Period of the study is eleven years from 2005 to 2015. The panel data regression model has been employed. It can be concluded that Debt-Equity Ratio has negative impact on capital structure of a company. It was revealed from the findings that majority of the select variables have significant impact on the capital structure. The study also brings to light the fact that leverage effect is dominant in the stock market. Findings of the present study are useful in gaining valuable insights into the intricacies of capital structure, firm value and leverage effect. The study is useful to finance managers, investors, researchers and also to academicians doing research in the area of corporate finance. In Indian context. This book is an endeavor to guide and help those, who wish to be updated in Venture Capital and the field, concerned to Indian Economy. Besides, this is also an attempt to enlighten and inform anyone, who have an interest to know about Economy and so more A comprehensive guide to managing and mitigating natural disasters Recent years have seen a surge in the number, frequency, and severity of natural disasters, with further increases expected as the climate continues to change. However, advanced computational and geospatial technologies have enabled the development of sophisticated early warning systems and techniques to predict, manage, and mitigate disasters. Techniques for Disaster Risk Management and Mitigation explores different approaches to forecasting disasters and provides guidance on mitigation and adaptation strategies. Volume highlights include: Review of current and emerging technologies for disaster prediction Different approaches to risk management and mitigation Strategies for implementing disaster plans and infrastructure improvements Guidance on integrating artificial intelligence with GIS and earth observation data Examination of the regional and global impacts of disasters under climate variability This chapter describes a study conducted at the Swinburne University of Technology in Australia, in their School of Business. The study was to explore the applicability of a judgment-analytic decision support system to the assessment of the likelihood of an applicant being selected for admission to the School's Graduate Certificate in Business Administration (GCBA) program. The likelihood of a program administrator selecting a particular applicant is directly linked to the assessment of the likelihood of that applicant's success in the GCBA program. The purpose of this study, in effect, was to analyze the administrative judgment process in assessment of an applicant's likelihood of success in the program. THE PROCESS OF HUMAN JUDGMENT Human judgment is a process through which an individual uses social information to make decisions. The social information is obtained from an individual's environment and is interpreted through the individual's cognitive image of the environment. The cognitive image provides a representation of the environment based on past experiences and training, and essentially predisposes the person to respond to social information in predictable ways. An individual's policies or beliefs about the environment represent these patterns. Human judgments are based then upon one's interpretation of available information. They are probability statements about one's environment and how one reacts to it. This condition leads to the human judgment process being inherently limited. It is fundamentally a covert process. It is seldom possible for an individual to accurately describe his or her judgment process accurately. British military history in India has been amply documented, but From Sepoy to Subedar by Sita Ram is the only published account by an Indian soldier of his experiences serving in the East India Company's Army. These memoirs cover a span of more than forty years of active service, and provide a fascinating insight into the lives of the Indian soldiers serving under the British. Performance Metrics for Sustainable Cities provides an overview of measurement systems and tools to enable communities to self-assess and benchmark their progress along a continuum of smart, intelligent, and sustainable development. It begins by explaining the importance of measurement and evaluation for cities and smaller communities, as well as future factors that will need to be considered and embedded into planning processes. Across 14 chapters, the book describes existing evaluation mechanisms that are being used for government funding decisions, awards of recognition, and new measurement systems to assess what makes a city smarter and more sustainable, such as broader sustainable goal targets (UN SDGs), green cities, fabrication cities, and compassionate cities. It presents examples of metrics used for important sustainability and liveability concepts for cities such as how to measure trust, engagement, compassion, circular economy, and so forth. The book ends with reflections on the feasibility of a holistic system of measurement and the implications of its implementation. This volume will be of great interest to students, researchers, and professionals of urban sustainability, planning, smart cities, and sustainable communities.