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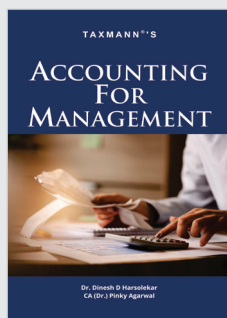
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Corporate Professionals Today	10,500	7,350
TAXMAN	14,800	10,360
Income-tax Tribunal Decisions	12,400	8,680

\*GST Extra

# ACCOUNTING & FINANCE

## Accounting for Management

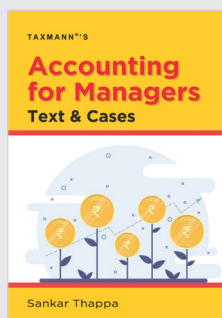


Authors : Dinesh D Harsolekar,  
Pinky Agarwal  
ISBN : 9789356224049  
Edition : 2022  
Pages : 540  
Binding : Paperback  
Price : Rs. 795

Amended & updated self-study book specifically for 'would-be managers' in simple language with illustrations, detailed examples, graded problems & exercises etc., for MBA/MMS/PGPM programs, etc.



## Accounting for Managers Text & Cases

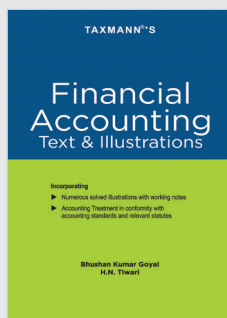


Author : Sankar Thappa  
ISBN : 9789356222700  
Edition : 2022  
Pages : 452  
Binding : Paperback  
Price : Rs. 750

This book presents the subject matter in lucid and simple language for students with a non-finance background in learning accounting for business. This book suits the Financial Accounting/Accounting for Managers' course.



## Financial Accounting Text & Illustrations

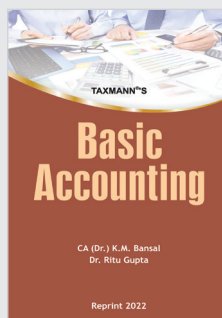


Authors : Bhushan Kumar Goyal,  
H.N. Tiwari  
ISBN : 9789356223448  
Edition : 2022  
Pages : 1306  
Binding : Paperback  
Price : Rs. 1050

This student-oriented book comprehensively presents the theory, procedure & practice of accounting for students of MBA/M.Com./PGPM. It presents the subject matter in simple language. It includes numerous solved illustrations with working notes.



## Basic Accounting



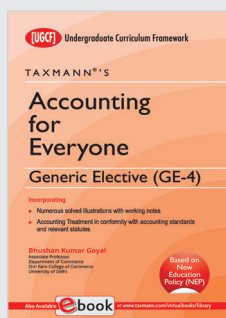
Authors : K.M. Bansal,  
Ritu Gupta  
ISBN : 9789356222984  
Edition : Reprint 2022  
Pages : 360  
Binding : Paperback  
Price : Rs. 475

This book provides a thorough analysis & new insights on basic accounting and interpretation in simple language. This book is specially prepared for non-commerce background students pursuing MBA or equivalent courses.



# ACCOUNTING & FINANCE

## Accounting for Everyone GE-4 | UGCF

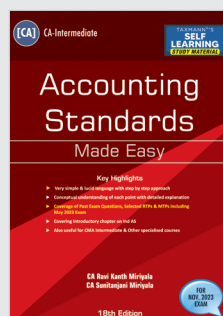


Authors : Bhushan Kumar Goyal  
ISBN : 9789356225022  
Edition : 2022  
Pages : 320  
Binding : Paperback  
Price : Rs. 495

This is a comprehensive, authentic textbook on 'Accounting for Everyone'. It will enable non-commerce students & other learners to analyze various terms used in accounting and information from the company's annual reports. It also allows the reader to make accounting entries and prepare cash books and other accounts necessary while running a business.



## Accounting Standards Made Easy

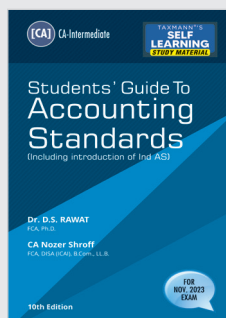


Authors : Ravi Kanth Miriyala, Sunitanjeni Miriyala  
ISBN : 9789357781176  
Edition : 18th Edition  
Pages : 432  
Binding : Paperback  
Price : Rs. 875

This book is a self-learning study material providing the subject matter in simple & lucid language with a step-by-step approach. It provides a conceptual understanding of each point with 500+ detailed examples & diagrammatic presentations.



## Students' Guide to Accounting Standards

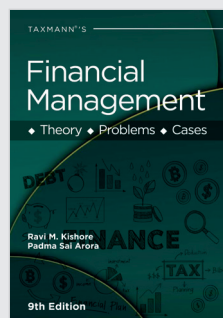


Authors : D.S. Rawat, Nozer Shroff  
ISBN : 9789357780803  
Edition : 10th Edition  
Pages : 452  
Binding : Paperback  
Price : Rs. 795

This book presents the accounting standards in simple language and equips the reader to apply the accounting standards. It is a student-oriented book covering Accounting Standards for Paper 1 (Accounting) & Paper 5 (Advanced Accounting).



## Financial Management Theory | Problems | Cases



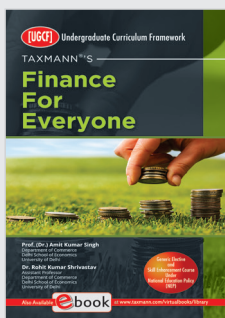
Authors : Ravi M. Kishore, Padma Sai Arora  
ISBN : 9789357780841  
Edition : 9th Edition  
Pages : 728  
Binding : Paperback  
Price : Rs. 895

This book adopts a business-oriented approach to teaching financial management, combining the theory with practical applications and enabling readers to analyze company reports effectively. Tailored primarily for postgraduate business students but also beneficial for certain undergraduates, it features detailed explanations, case studies, practice questions, and MCQs, aligning learning with industry trends.



# ACCOUNTING & FINANCE

## Finance For Everyone UGCF

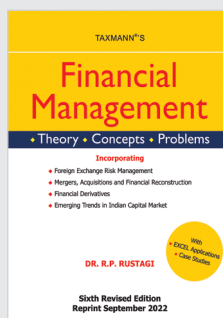


Authors : Amit Kumar Singh,  
Rohit Kumar Shrivastav  
ISBN : 9789357781442  
Edition : 2023 Edition  
Pages : 156  
Binding : Paperback  
Price : Rs. 325

This book aims to enhance financial literacy and independence by comprehensively covering essential finance topics such as budgeting, banking, and insurance. Crafted with simplicity and systematic approaches, it incorporates real-life examples, interactive activities, and end-of-chapter questions to foster a practical understanding of the financial world.



## Financial Management

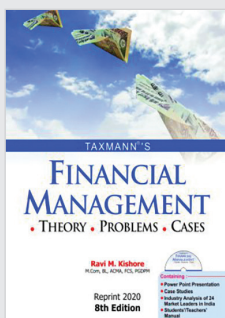


Author : R.P. Rustagi  
ISBN : 9789392211911  
Edition : Reprint 2022  
Pages : 1016  
Binding : Paperback  
Price : Rs. 995

This book is a self-sufficient treatise presenting concepts & theories underlying financial management in a systematic, precise & analytical manner. Maximizing share holders' wealth within the firm's risk-return set-up is the text book's unifying concept. The objective of this book is first to present the concepts, models, and theories of finance in a simple, comprehensive and lucid form.



## Financial Management with CD

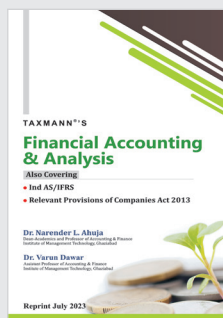


Author : Ravi M. Kishore  
ISBN : 9789389921748  
Edition : Reprint 2020  
Pages : 1108  
Binding : Paperback  
Price : Rs. 895

Theory/Problems/Cases



## Financial Accounting & Analysis



Authors : Narender L. Ahuja,  
Varun Dawar  
ISBN : 9789357782166  
Edition : Reprint July 2023  
Pages : 544  
Binding : Paperback  
Price : Rs. 695

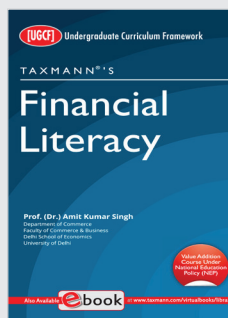
This book serves as a guide to understanding the essential accounting principles, offering an in-depth exploration of the subject. It achieves its objectives through financial statement analyses, supplemented by practical examples and real-world scenarios, all delivered in a clear, concise, and comprehensive manner.



# ACCOUNTING & FINANCE

## Financial Literacy

UGCF

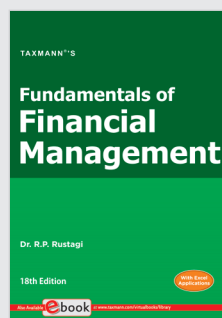


Author : Amit Kumar Singh  
ISBN : 9789357780216  
Edition : 2023 Edition  
Pages : 268  
Binding : Paperback  
Price : Rs. 375

This book is an authentic and comprehensive book on financial literacy. It aims to acquaint the reader with financial planning, financial products, banking & digital payments, investment planning & management, and personal tax with the help of solved problems, review questions, and practical exercises.



## Fundamentals of Financial Management

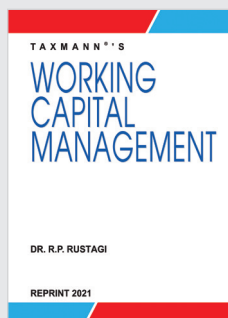


Author : R.P. Rustagi  
ISBN : 9789357780810  
Edition : 18th Edition  
Pages : 436  
Binding : Paperback  
Price : Rs. 695

This book is a comprehensive & authentic textbook designed to discuss the fundamental concepts, procedures, and practices of Financial Management. The subject matter is presented simply, systematically, and comprehensively. The student-oriented book features MCQs, graded illustrations & theoretical questions as well.



## Working Capital Management



Author : R.P. Rustagi  
ISBN : 9789390831241  
Edition : Reprint 2021  
Pages : 304  
Binding : Paperback  
Price : Rs. 495

Comprehensive & authentic bookon 'Working Capital Management', along-with Points to Remember, Graded Illustrations, Objective Type & Multiple Choice Questions, Assignments, Problems & Case Studies



## International Financial Management | Text & Cases



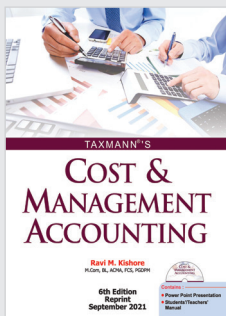
Author : Madhu Vij  
ISBN : 9789392211805  
Edition : 4th Edition  
Pages : 608  
Binding : Paperback  
Price : Rs. 995

International Financial Management provides an effective and detailed presentation of important concepts, and practical application in today's global business environment, including Foreign Exchange Market, International Financial System, Eurocurrency Market



# ACCOUNTING & FINANCE

## Cost & Management Accounting

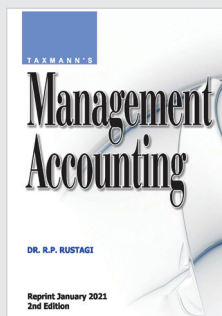


Author : Ravi M. Kishore  
ISBN : 9789392211133  
Edition : 6th Edition | Reprint  
Pages : 908  
Binding : Paperback  
Price : Rs. 1095

Cost & Management Accounting is a student-oriented book with a simple, systematic and comprehensive explanation of concepts. This book includes several illustrations & diagrams, practical problems and their solutions, chapter-wise PPTs, and students' & teachers' manuals.



## Management Accounting

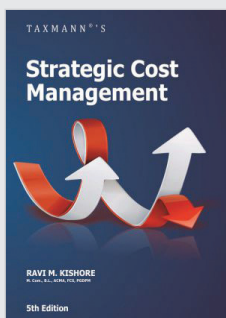


Author : R.P. Rustagi  
ISBN : 9788194924678  
Edition : 2nd Edition  
Reprint January 2021  
Pages : 560  
Binding : Paperback  
Price : Rs. 795

Comprehensive & Authentic Book on Management Accounting



## Strategic Cost Management

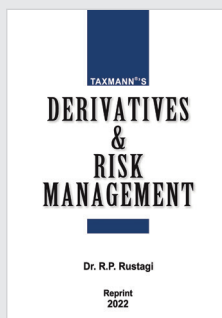


Author : Ravi M. Kishore  
ISBN : 9789386882189  
Edition : 5th edition 2018  
Pages : 868  
Binding : Paperback  
Price : Rs. 975

A Comprehensive and Authentic Text Book on Cost Management/Strategic Cost Management for MBA, MCom, B.Tech, CA, CMA & Other Management Courses



## Derivatives & Risk Management



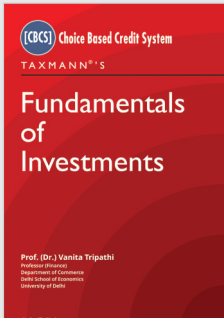
Author : R.P. Rustagi  
ISBN : 9789356221482  
Edition : Reprint 2022  
Pages : 516  
Binding : Paperback  
Price : Rs. 795

This book has been written with the primary objective that the reader should be acquainted with the theory and the practice of different types of derivatives with special reference to the Indian Market and the relevant regulatory and structural position of derivatives therein.



# ACCOUNTING & FINANCE

## Fundamentals of Investments

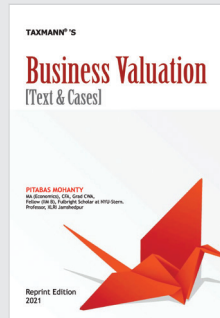


Author : Vanita Tripathi  
ISBN : 9789356225848  
Edition : 6th Edition  
Pages : 646  
Binding : Paperback  
Price : Rs. 645

This book is a comprehensive, up-to-date, and illustrated book for understanding the investment environment, the decision process, and the trading mechanism in stock markets. It also explains the various concepts, tools, and techniques related to investment in financial assets with lively examples and suitable illustrations.



## Business Valuation Text & Cases

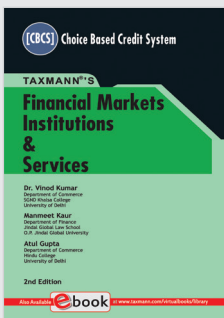


Author : Pitabas Mohanty  
ISBN : 9789390831487  
Edition : Reprint Edition 2021  
Pages : 456  
Binding : Paperback  
Price : Rs. 650

This book is a comprehensive & authentic book on 'Business Valuation'. The objective of this book is to include a judicious mixture of corporate finance theory and business valuation practice.



## Financial Markets Institutions & Services

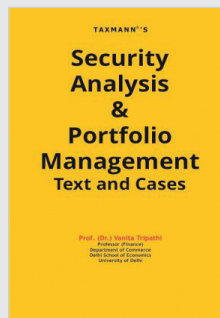


Authors : Vinod Kumar,  
Manmeet Kaur Bawa,  
Atul Gupta  
ISBN : 9789391596279  
Edition : 2nd Edition  
Pages : 284  
Binding : Paperback  
Price : Rs. 350

Financial Markets Institutions & Services is a comprehensive & authentic textbook providing basic working knowledge in a simple & systematic manner, along with illustrations, practical case studies, illustrations, figures, graphs, tables, etc.



## Security Analysis & Portfolio Management Text and Cases



Author : Vanita Tripathi  
ISBN : 9789389368109  
Edition : 2019 Edition  
Pages : 624  
Binding : Paperback  
Price : Rs. 775

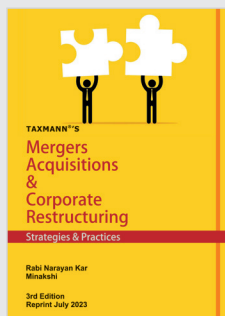
A Comprehensive and Authentic Text Book on Security Analysis and Portfolio Management/Investments Management for MBA/PGPM/M.Com and allied courses.





# ACCOUNTING & FINANCE

## Mergers Acquisitions & Corporate Restructuring Strategies & Practices

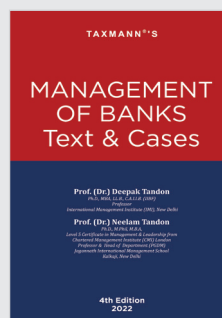


Authors : Rabi Narayan Kar,  
Minakshi  
ISBN : 9789357782067  
Edition : 3rd Reprint Edition  
Pages : 456  
Binding : Paperback  
Price : Rs. 695

The all-encompassing book on M&A and corporate restructuring suits students and professionals. This book delves into the theoretical and practical aspects of M&As, including Indian and international experiences, deal valuation, financing options, and business integration strategies. Revised and updated in its 3rd edition, it offers insights into the dynamics of the changing business environment and incorporates the latest legislation, case studies, and research literature.



## Management of Banks Text & Cases

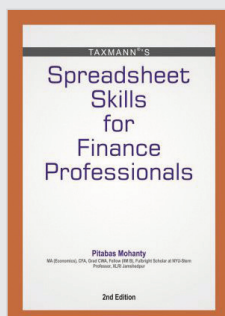


Authors : Deepak Tandon,  
Neelam Tandon  
ISBN : 9789356222229  
Edition : 4th Edition  
Pages : 308  
Binding : Paperback  
Price : Rs. 575

This is the first book on Management of Banks that comprehensively covers the entire gamut of opportunities & challenges faced in Indian Banking, particularly on credit management, non-performing asset management, insolvency & bankruptcy code, etc.



## Spreadsheet Skills for Finance Professionals

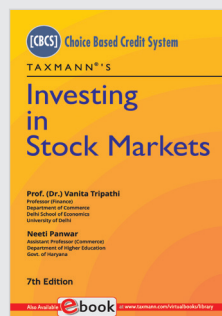


Author : Pitabas Mohanty  
ISBN : 9789390128228  
Edition : 2nd Edition 2020  
Pages : 388  
Binding : Paperback  
Price : Rs. 575

The book is comprehensive and authentic book on spreadsheet skills for Students, Professionals, Practitioners etc. in the field of Commerce and Management.



## Investing in Stock Markets



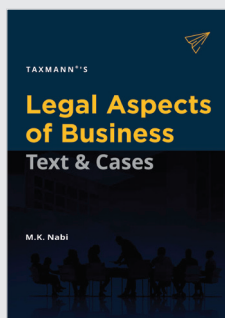
Authors : Vanita Tripathi,  
Neeti Panwar  
ISBN : 9789356226425  
Edition : 7th Edition  
Pages : 352  
Binding : Paperback  
Price : Rs. 475

This book has been written to provide a comprehensive understanding of the investment environment, the investment decision process, and the trading mechanism in stock markets. It also explains the various concepts, tools, and techniques related to investment in financial assets with lively examples and suitable illustrations. The book's focus is investment in stock markets, primarily equity shares.



# BUSINESS LAW/COMPANY LAW

## Legal Aspects of Business Text & Cases

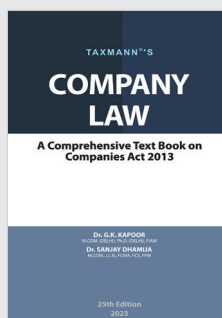


Author : M.K. Nabi  
ISBN : 9789356221802  
Edition : 2022 Edition  
Pages : 622  
Binding : Paperback  
Price : Rs. 750

This student-friendly book explores over ten business laws, presenting the material in a simple, methodical manner enriched with a multitude of case studies and examples. Tailored to meet the requirements of MBA, PGP, and M.Com. students, as well as those undertaking related courses, the book aims to equip its readers for the points where business and law intersect.



## Company Law

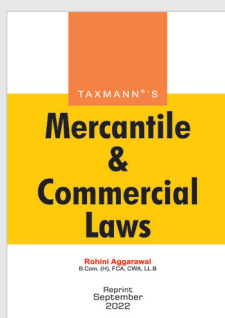


Authors : G.K. Kapoor,  
Sanjay Dhamija  
ISBN : 9789356226586  
Edition : 25th Edition  
Pages : 740  
Binding : Paperback  
Price : Rs. 850

This book is the most amended & updated book to represent an impressive and judicious blending of the Companies Act, Judicial Decisions, Clarifications issued by SEBI, etc. The text is interspersed with interpretations, explanations & illustrations to help the reader assimilate the provisions better. This book will be helpful for CA/CS/CMA/CFA/LL.B./LL.M./M.Com. & other professional courses.



## Mercantile & Commercial Laws

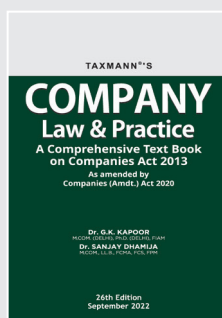


Author : Rohini Aggarwal  
ISBN : 9789356223981  
Edition : Reprint  
September 2022  
Pages : 604  
Binding : Paperback  
Price : Rs. 825

This book is a comprehensive and authentic textbook on mercantile and commercial laws such as the Indian Contract Act, Sale of Goods Act, Partnership Act, Negotiable Instruments Act, Consumer Protection Act, Arbitration and Conciliation Act.



## Company Law & Practice



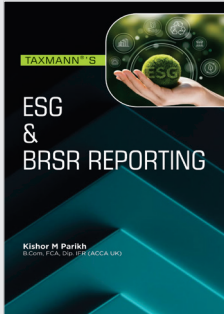
Authors : G.K. Kapoor,  
Sanjay Dhamija  
ISBN : 9789356223844  
Edition : 26th Edition  
Pages : 1156  
Binding : Paperback  
Price : Rs. 1495

This book represents an impressive and judicious blending of the provisions of the Companies Act, Judicial Decisions, Clarifications issued by SEBI, etc. The text is interspersed with interpretations, explanations & illustrations to help the reader assimilate the provisions better.



# BUSINESS LAW/COMPANY LAW

## ESG & BRSR Reporting



Author : Kishor M Parikh  
ISBN : 9789357789080  
Edition : 2023 Edition  
Pages : 460  
Binding : Paperback  
Price : Rs. 995

The book thoroughly overviews Environmental, Social and Governance (ESG) and Business Responsibility & Sustainability Reporting (BRSR). It covers key concepts, practices, challenges, and the format of BRSR. This discussion in this book ranges from sustainability reporting to responsible investment and guides professionals and leaders to comprehend ESG significance and reporting.



## Benchmarking ESG & CSR



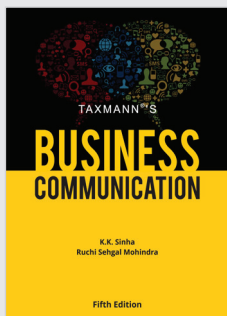
Author : Garima Dadhich,  
Ravi Raj Atrey  
ISBN : 9789356222618  
Edition : 2022  
Pages : 330  
Binding : Paperback  
Price : Rs. 695

This book is a compilation of case studies on best practices of Environmental, Social and Governance (ESG) & Corporate Social Responsibility (CSR) initiatives taken by Companies in India. It provides an opportunity for the readers to learn from the ESG & CSR practices of companies of different sizes, nature, and sectors.



## BUSINESS COMMUNICATION/SOFT SKILL

### Business Communication

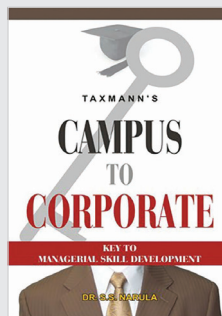


Authors : K.K. Sinha,  
Ruchi Sehgal Mohindra  
ISBN : 9789356227064  
Edition : 5th Edition  
Pages : 468  
Binding : Paperback  
Price : Rs. 695

This book addresses new learning objectives in the context of online communication, which gained importance due to the pandemic, along with the core understanding of business communication. It aims to be interesting and valuable to managerial students by covering various aspects of communication, using case studies, key points, and review questions for effective learning.



### Campus to Corporate

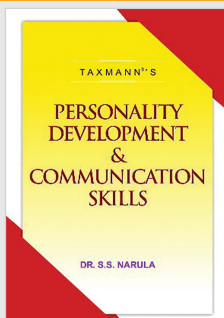


Author : S.S. Narula  
ISBN : 9789350710043  
Edition : 2012  
Pages : 184  
Binding : Paperback  
Price : Rs. 225

This book provides a valuable key for students and working professionals to make successful careers in the corporate.



### Personality Development and Communication Skills



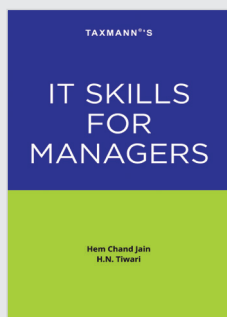
Author : S.S. Narula  
ISBN : 9788171949540  
Edition : Reprint August 2013  
Pages : 192  
Binding : Paperback  
Price : Rs. 225

Personality Development enhances and grooms the outer and inner self of a person in order to bring positive change in a person's life. Each individual has a distinct personality that can be developed and refined by promoting one's confidence, improving communication and speaking abilities, learning fine etiquettes and manners, adding style and grace to the way one looks, talks and walks and filling oneself with positivity, liveliness and peace.



## BUSINESS COMPUTING/IT

### IT Skills for Managers

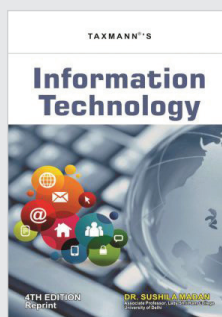


Authors : H.N. Tiwari,  
Hem Chand Jain  
ISBN : 9789356223820  
Edition : 2022  
Pages : 640  
Binding : Paperback  
Price : Rs. 795

This book provides the requisite skill for commerce and management students to use computers in areas that require data analysis, such as finance, accounting, costing, marketing, etc. This book will be helpful for the students of MBA/M.Com., PGDM/PGPM, etc.



### Information Technology



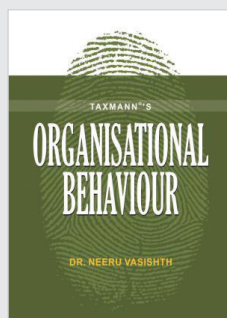
Author : Sushila Madan  
ISBN : 9788184782578  
Edition : 4th Edition (Reprint)  
Pages : 504  
Binding : Paperback  
Price : Rs. 395

A Comprehensive & Authentic Text book on Information Technology for MBA/B. Tech./BCA/BBA/BA Computer Application/DOEACC O' Level



## ORGANISATIONAL BEHAVIOUR/ HUMAN RESOURCE MANAGEMENT

### Organisational Behaviour

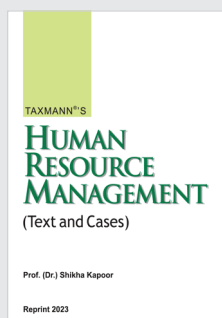


Author : Neeru Vasishth  
ISBN : 9789389368826  
Edition : 2019 Edition  
Pages : 424  
Binding : Paperback  
Price : Rs. 445

A comprehensive and authentic text book on organisational behaviour for undergraduate students of commerce and business administration.



### Human Resource Management | Text & Cases



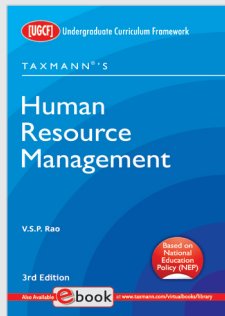
Author : Shikha Kapoor  
ISBN : 9789357780247  
Edition : Reprint 2023  
Pages : 792  
Binding : Paperback  
Price : Rs. 1195

This book is a comprehensive Human Resource (HR) handbook (covering all the basic & advanced aspects) which deals with a strategic approach to Human Resource Management. It presents the link between theory, practice, critical thinking and current examples relevant to the present industry.



# ORGANISATIONAL BEHAVIOUR/ HUMAN RESOURCE MANAGEMENT

## Human Resource Management | UCGF

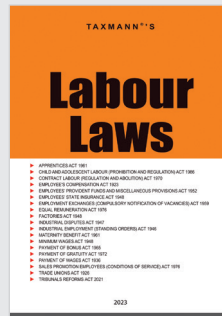


Author : V.S.P. Rao  
ISBN : 9789356227095  
Edition : 3rd Edition  
Pages : 502  
Binding : Paperback  
Price : Rs. 595

A UGC & University of Delhi recommended, comprehensive & authentic textbook that is the most updated & amended student-oriented book. It presents the subject matter in an easy and simple language. It also includes various test questions and case studies for B.Com. (Hons.) & B.Com. under UCGF programme as per the NEP.



## Labour Laws

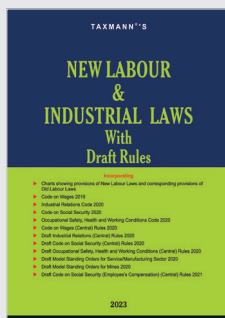


Author : Taxmann  
ISBN : 9789356225985  
Edition : 2023  
Pages : 792  
Binding : Paperback  
Price : Rs. 895

This book is the most authentic & comprehensive book covering India's 20+ Labour Laws, including Factories Act, Industrial Disputes Act, Maternity Benefit Act, etc. The readers also get a specially curated & 50+ pages' Guide to Labour Laws' to better understand the laws governing labour & industrial disputes.



## New Labour & Industrial Laws with Draft Rules

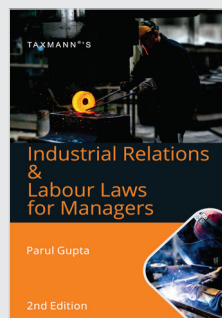


Author : Taxmann  
ISBN : 9789393656285  
Edition : 2023  
Pages : 752  
Binding : Paperback  
Price : Rs. 1195

This book provides complete coverage of the new Labour & Industrial Laws of India, which includes four Codes, six Draft Rules, and three Draft Model Standing Orders. It also compares the provisions of four new labour codes with the corresponding provisions of the twenty-two previous labour laws.



## Industrial Relations & Labour Laws for Managers



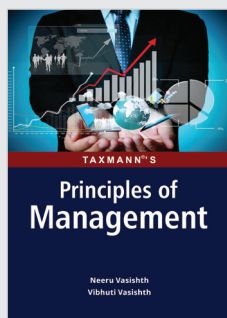
Author : Parul Gupta  
ISBN : 9789356226944  
Edition : 2nd Edition  
Pages : 604  
Binding : Paperback  
Price : Rs. 750

This book provides an extensive overview of Indian labour legislation to enrich the understanding of HR and IR professionals. The second edition is student-focused, featuring lucid language, a practical approach, amendments, case studies, and question sets, discussing industrial relations, wages, work conditions, and social security.



## GENERAL MANAGEMENT

### Principles of Management

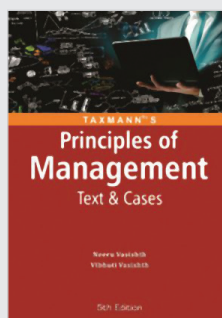


Authors : Neeru Vasishth,  
Vibhuti Vasishth  
ISBN : 9789356223868  
Edition : 2022  
Pages : 956  
Binding : Paperback  
Price : Rs. 795

This book is a student-oriented self-sufficient treatise presenting concepts of business management. The subject matter has been explained in simple and student-friendly language. This book will be helpful to the students of MBA, PGPM, MCA, BBA & other professional courses.



### Principles of Management Text & Cases

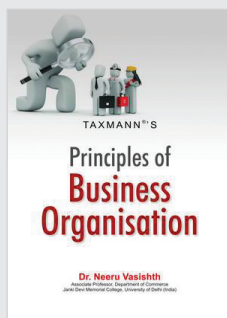


Authors : Neeru Vasishth,  
Vibhuti Vasishth  
ISBN : 9789388983228  
Edition : 5th Edition 2019  
Pages : 892  
Binding : Paperback  
Price : Rs. 750

A Comprehensive and Authentic Text Book on "Principles of Management" for B.Com./BBA/BCA/MBA/MIB/MCA & other professional courses



### Principles of Business Organisation

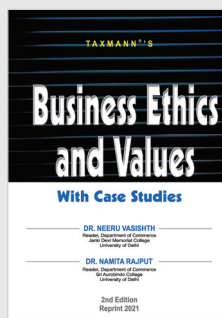


Author : Neeru Vasishth  
ISBN : 9789350712733  
Edition : 2013 Edition  
Pages : 316  
Binding : Paperback  
Price : Rs. 295

An authentic, simple and crisp presentation of the subject matter and designed for Commerce and Management Students.



### Business Ethics and Values With Case Studies



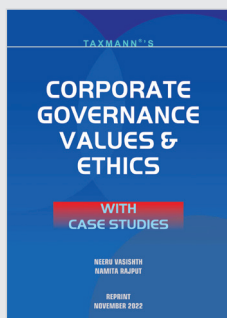
Authors : Namita Rajput,  
Neeru Vasishth  
ISBN : 9789390585243  
Edition : 2nd Edition  
(Reprint 2021)  
Pages : 296  
Binding : Paperback  
Price : Rs. 375

This book attempts to draw various concepts of ethics & values and analyse their relevance in the fields of business management and organisation behaviour.



## GENERAL MANAGEMENT

### Corporate Governance Values & Ethics with Case Studies

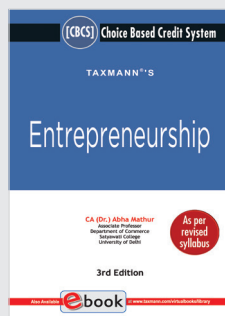


Author : Neeru Vasishth,  
Namita Rajput  
ISBN : 9789356224957  
Edition : Reprint  
November 2022  
Pages : 352  
Binding : Paperback  
Price : Rs. 495

This book draws on various concepts of ethics & values and analyses their relevance in business management and organisational behaviour. It covers multiple concepts of ethics used in business, along with relevant case studies. It is designed to cater to the needs of MBA and other allied courses.



### Entrepreneurship

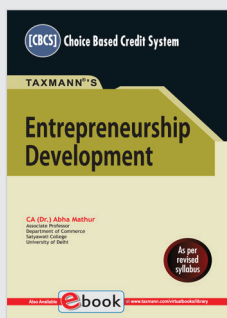


Author : Abha Mathur  
ISBN : 9789390831845  
Edition : 3rd Edition  
Pages : 384  
Binding : Paperback  
Price : Rs. 550

This book is a comprehensive & authentic book on 'Entrepreneurship'. The basic aim of the book is to orient the students towards entrepreneurship as a career option along-with creative thinking and behaviour for effectiveness at work.



### Entrepreneurship Development



Author : Abha Mathur  
ISBN : 9789391596088  
Edition : 1st Edition  
Pages : 364  
Binding : Paperback  
Price : Rs. 495

Entrepreneurship Development is a comprehensive & authentic textbook written to familiarize the students with entrepreneurship as a career option and creative thinking and behaviour for effectiveness at work. This book is helpful for students of B.Com. (Hons.)/B.Com., NCWEB, SOL, and Central Universities throughout India.





# MARKETING

## Marketing Management Text & Cases

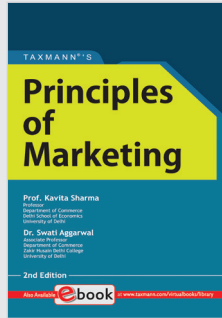


Author : Tapan K Panda  
ISBN : 9789356222212  
Edition : 3rd Edition  
Pages : 868  
Binding : Paperback  
Price : Rs. 995

This book is an exhaustive treatise to understanding Indian Marketing through simplistic and lucid language with examples, exercises, and projects. At the end of every chapter, the conclusion, key terms, conceptual/application questions, etc., are also given.



## Principles of Marketing

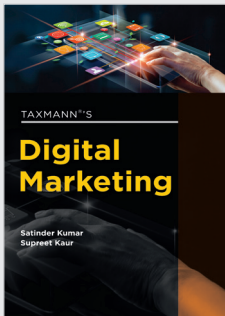


Author : Kavita Sharma,  
Swati Aggarwal  
ISBN : 9789391596095  
Edition : 2nd Edition  
Pages : 296  
Binding : Paperback  
Price : Rs. 375

Principles of Marketing is a complete & lucid textbook to bring an understanding of marketing practices with case studies, examples, discussion questions in simple language



## Digital Marketing



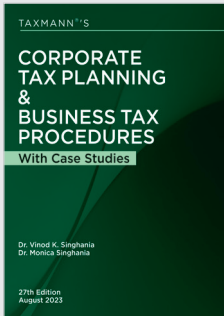
Author : Satinder Kumar,  
Supreet Kaur  
ISBN : 9789356223462  
Edition : 2023  
Pages : 408  
Binding : Paperback  
Price : Rs. 695

This book is an academic resource exploring digital marketing principles, tools, ethics, analytics, and emerging trends, including AI, AR, VR, and e-business analytics. It enhances understanding through case studies, visual data presentations, web snapshots, and practical application of digital marketing tools.



# TAXATION

## Corporate Tax Planning & Business Tax Procedures with Case Studies

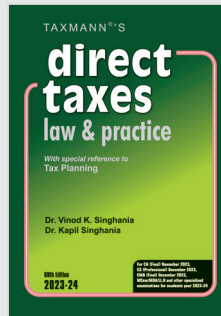


Authors : Vinod K. Singhania,  
Monica Singhania  
ISBN : 9789357784153  
Edition : 27th Edition  
Pages : 524  
Binding : Paperback  
Price : Rs. 1195

Taxmann's flagship Corporate Tax Planning & Business Tax Procedures publication has been the 'go-to guide' for the past 25 years. The strength of this book lies in the exclusive emphasis on legitimate tax planning, which should go a long way in facilitating a viable tax-saving strategy.



## Direct Taxes Law & Practice

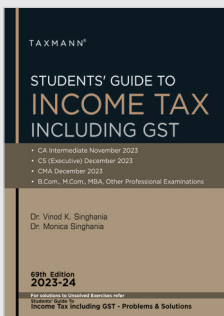


Authors : Vinod K. Singhania,  
Kapil Singhania  
ISBN : 9789357782005  
Edition : 69th Edition  
Pages : 1770  
Binding : Paperback  
Price : Rs. 2275

This book by Vinod K. Singhania & Kapil Singhania is for A.Y. 2023-24 and has been the 'go-to-guide' for Students & Professional Practitioners for over 40 years. It aims to make the reader understand the Law and develop the ability to apply it. It will be helpful for students appearing in CA, CS, ICWA, M.Com., LL.B., and MBA examinations. It will also be helpful for those appearing in the income-tax departmental examination.



## Students' Guide to Income Tax Including GST

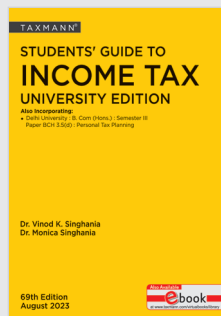


Author : Vinod K. Singhania,  
Monica Singhania  
ISBN : 9789357780568  
Edition : 69th Edition  
Pages : 1066  
Binding : Paperback  
Price : Rs. 1650

Taxmann's flagship publication for Students on Income Tax & GST Law(s) is designed to bridge the gap between theory and application. This book is written in simple language, explaining the provision of the law in a step-by-step manner with the help of suitable illustrations, without resorting to paraphrasing of sections and legal jargons.



## Students' Guide to Income Tax University Edition



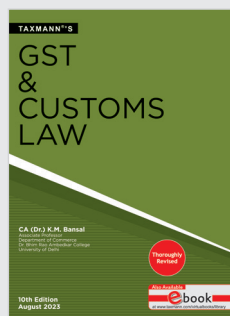
Authors : Vinod K. Singhania,  
Monica Singhania  
ISBN : 9789357782326  
Edition : 69th Edition  
Pages : 616  
Binding : Paperback  
Price : Rs. 995

Taxmann's flagship publication for Students on Income Tax has been designed to bridge the gap between theory and application. This book is written in simple language, explaining the provision of the law in a step-by-step manner. This book has been designed to assist students of B.Com., M.Com., MBA and other Professional Examinations.



# TAXATION

## GST & Customs Law

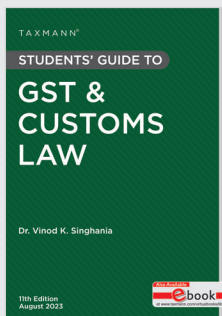


Author : K.M. Bansal  
ISBN : 9789357783149  
Edition : 10th Edition  
Pages : 642  
Binding : Paperback  
Price : Rs. 895

Taxmann's flagship publication on GST & Customs Law aims to fulfil the requirement of students of undergraduate courses in commerce and management. This book is written in simple language, explaining the provision of the law in a step-by-step manner with the help of suitable illustrations. This book helps bridge the gap between theory and application of the subject matter.



## Students' Guide to GST & Customs Law

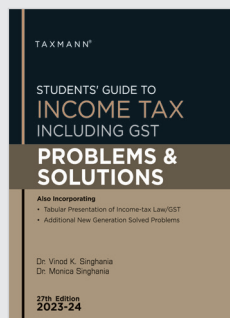


Author : Vinod K. Singhania  
ISBN : 9789357782388  
Edition : 11th Edition  
Pages : 360  
Binding : Paperback  
Price : Rs. 895

This book is an authentic, up-to-date & amended study material on GST & Customs Law for students of CA Intermediate (Nov. 2023 Exams), B.Com. (Hons.), and other Professional Examinations. It comprehensively covers GST & Customs Law.



## Students' Guide to Income Tax Including GST Problems & Solutions



Author : Vinod K. Singhania, Monica Singhania  
ISBN : 9789357780353  
Edition : 27th Edition  
Pages : 598  
Binding : Paperback  
Price : Rs. 1295

Taxmann's flagship publication for Students on Income Tax & GST Laws focuses on New Problems & Different Solutions. Besides illustrations & solved problems, it also contains unsolved exercises based on the readers' queries received by the authors over the years.



## जीएसटी एवं कस्टम कानून | पाठ्य पुस्तक



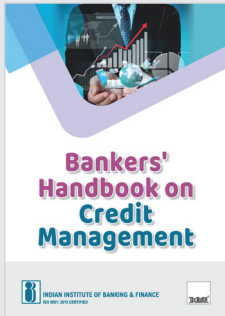
Author : Shripal Saklecha, Anit Saklecha  
ISBN : 9789356223882  
Edition : 2nd Edition | Revised  
Pages : 568  
Binding : Paperback  
Price : Rs. 745

जीएसटी पर टैक्समैन का प्रमुख प्रकाशन जिसका उद्देश्य बी.कॉम/एम.कॉम, सीए और सीएस, जीएसटी और अप्रत्यक्ष करों में अन्य शैक्षणिक/प्रमाणन पाठ्यक्रम के छात्रों की आवश्यकता को पूरा करना है। यह पुस्तक सरल भाषा में उपयुक्त उदाहरणों एवं क्रमबद्ध तरीके से, कानून के प्रावधान की व्याख्या करते हुए लिखी गई है। यह पुस्तक विषयवस्तु के सिद्धांत और अनुप्रयोग के बीच के अंतराल को भरने में मदद करती है।



# BANKING & FINANCE

## Bankers Handbook on Credit Management



Author : IIBF  
ISBN : 9789357788496  
Edition : 3rd Edition  
Pages : 836  
Binding : Paperback  
Price : Rs. 1300

This book is designed for banking professionals to manage credit portfolios effectively. It offers insights into credit functions supplemented by practical examples, regulatory guidelines, etc. Published exclusively by Taxmann for IIBF, it includes modules on the analysis of financial statements, working capital management, other credits and monitoring, supervision/follow-up, and management of impaired assets.



## Non Banking Financial Companies

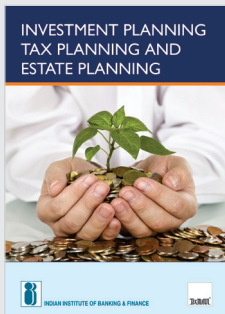


Author : IIBF  
ISBN : 9789386635921  
Edition : 2017  
Pages : 512  
Binding : Paperback  
Price : Rs. 615

Non Banking Financial Companies covers the regulatory framework and operations of the NBFCs. This book majorly covers the Indian Financial System, Regulatory Requirements for NBFCs, Resource Mobilisation for NBFC & Capital Adequacy Norms, Customer Service & Deposits, and Loans & Advances and Investments.



## Investment Planning Tax Planning And Estate Planning



Author : IIBF  
ISBN : 9789386394835  
Edition : 2017 Edition  
Pages : 432  
Binding : Paperback  
Price : Rs. 420

Investment Planning Tax Planning and Estate Planning provides comprehensive coverage of the securities market and related financial investment products. This book focuses on the Indian debt market, types of debt securities, repos, bond valuation, fixed income derivatives, etc.



## International Trade Finance



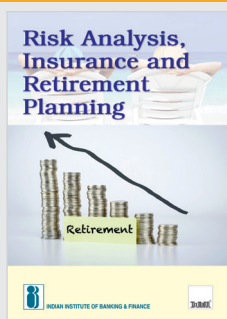
Author : IIBF  
ISBN : 9789386394729  
Edition : 2017 Edition  
Pages : 304  
Binding : Paperback  
Price : Rs. 255

International Trade Finance provides a systematic and comprehensive overview of the international trade finance practices, emphasising the Procedures, Documentation, and Regulatory Framework. This book aims to facilitate practitioners and students to acquire a sound understanding of relevant theoretical and practical concepts on international trade finance and apply these principles in real-life situations



## BANKING & FINANCE

### Risk Analysis, Insurance and Retirement Planning

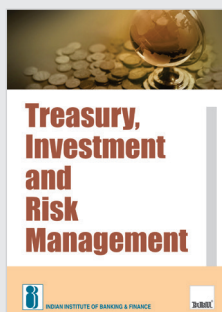


Author : IIBF  
ISBN : 9789386394644  
Edition : 2017 Edition  
Pages : 232  
Binding : Paperback  
Price : Rs. 240

Risk Analysis, Insurance and Retirement Planning is a dissertation on two aspects, i.e., Insurance Products and Retirement Planning.



### Treasury, Investment and Risk Management



Author : IIBF  
ISBN : 9789386394576  
Edition : 2nd Edition  
Pages : 592  
Binding : Paperback  
Price : Rs. 595

Treasury, Investment and Risk Management explains the theory followed by practical application to understand Money, Capital & Foreign Exchange Markets, Risk Management & BASEL Norms.



### Introduction to Financial Planning



Author : IIBF  
ISBN : 9789386394552  
Edition : 4th Edition  
Pages : 392  
Binding : Paperback  
Price : Rs. 390

Introduction to Financial Planning covers the Indian financial system, elements of financial planning, ways & means of meeting clients' needs through financial planning, and aspects of creating a financial plan

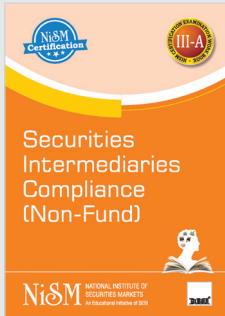


Titles also available with us \_\_\_\_\_

S. No.	ISBN	PRODUCT TITLE	AUTHOR	PRICE (INR)
1	9789392211164	<b>Business Mathematics</b>	S R Arora/Kavita Gupta	795
2	9789390585328	<b>Principle of Economics</b>	Prem J. Bhutani	575
3	9788171949632	<b>Business Environment: Text &amp; Cases</b>	M.B Shukla	595
4	9789388983020	<b>Certified Credit Research Analyst CCRA (Level-I)</b>	Aditya Gadge/ Biharilal Deora/ Revati Kasture	730
5	9789388983013	<b>Certified Credit Research Analyst CCRA (Level-II)</b>	Aditya Gadge/ Biharilal Deora/ Revati Kasture	870
6	9789390831951	<b>Project Appraisal &amp; Management</b>	Rashmi Agrawal/ Yogieta S. Mehra	625
7	9789386189271	<b>Strategic Management- Text &amp; Cases</b>	Ravi M Kishore	525
8	9788171947379	<b>Research Methodology</b>	Prasant Sarangi	475

# SECURITIES MARKET

## Securities Intermediaries Compliance (Non-Fund)

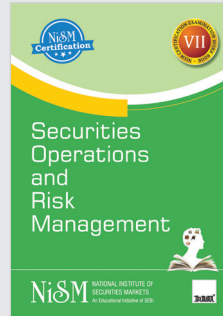


Author : NISM  
ISBN : 9789392211560  
Edition : June 2021  
Pages : 506  
Binding : Paperback  
Price : Rs. 580

This book is a compendium of important regulations for the Compliance Officers working with various intermediaries in the securities markets. It aims at ensuring the Compliance Officers are aware of the different regulations that govern the securities market.



## Securities Operations and Risk Management

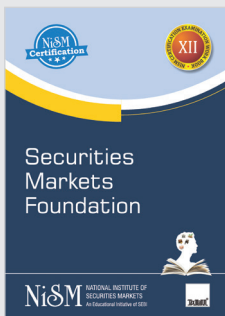


Author : NISM  
ISBN : 9789356224063  
Edition : August 2022  
Pages : 264  
Binding : Paperback  
Price : Rs. 300

This book covers all essential aspects of stock broker operations, from client onboarding to the trade life cycle. It also includes compliance requirements related to report submission and redressal of investor grievances.



## Securities Markets Foundation

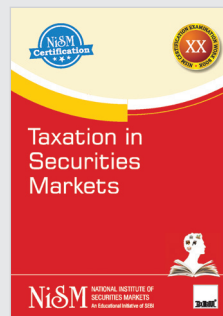


Author : NISM  
ISBN : 9789356222267  
Edition : March 2022  
Pages : 266  
Binding : Paperback  
Price : Rs. 300

This book covers all important topics to impart the basic knowledge of Indian Securities markets and related Rules & Regulations. It also covers the processes involved in primary & secondary markets, financial planning process, etc.



## Taxation in Securities Markets



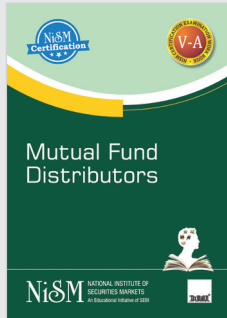
Author : NISM  
ISBN : 9789356223967  
Edition : July 2022  
Pages : 504  
Binding : Paperback  
Price : Rs. 575

This book provides complete information about the Income-tax & GST implications of the securities market transactions, covering 30+ securities transactions. This book covers provisions applicable to traders/brokers & investors.



# MUTUAL FUND

## Mutual Fund Distributors

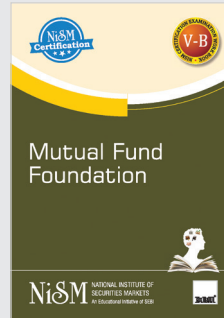


Author : NISM  
ISBN : 9789356223943  
Edition : June 2022  
Pages : 440  
Binding : Paperback  
Price : Rs. 500

The book covers all important topics to enhance the quality of sales, distribution and related support services in the mutual fund industry. It covers the basics of mutual funds, their role and structure, different kinds of mutual fund schemes and their features, accounting, valuation and taxation aspects underlying mutual funds and their distribution



## Mutual Fund Foundation



Author : NISM  
ISBN : 9789356220843  
Edition : November 2021  
Pages : 318  
Binding : Paperback  
Price : Rs. 360

The book covers all important topics to enhance the quality of sales, distribution and related support services in the mutual fund industry. It covers topics related to the basics of mutual funds, their role and structure, different kinds of mutual fund schemes and their features, accounting, valuation and taxation aspects underlying mutual funds and their distribution.



## Mutual Fund Distributors | Level 2

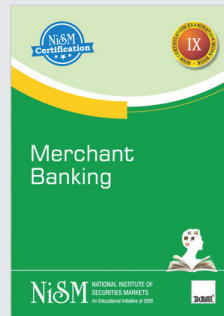


Author : NISM  
ISBN : 9789356221864  
Edition : January 2022  
Pages : 262  
Binding : Paperback  
Price : Rs. 300

The book covers advanced concepts of mutual funds such as fund of funds, exchange-traded funds, real estate mutual funds, venture capital funds, private equity funds and international funds. It also covers the new distribution channels for mutual funds, fund valuation, fund performance measures, etc. It will benefit all those who want to understand the Indian mutual fund industry better.



## Merchant Banking



Author : NISM  
ISBN : 9789357781534  
Edition : May 2023  
Pages : 286  
Binding : Paperback  
Price : Rs. 425

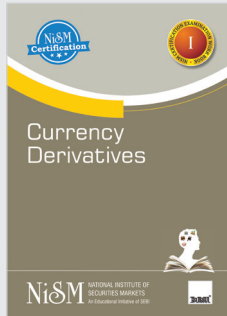
This comprehensive book offers insights into the role and responsibilities of merchant bankers, with a special focus on the Indian financial structure and securities market. It is ideal for investors, intermediaries, and individuals managing operational risks





# COMMON DERIVATIVES

## Currency Derivatives

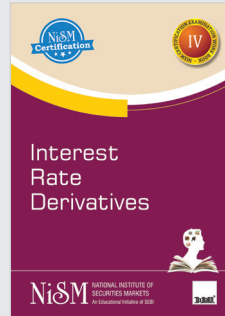


Author : NISM  
ISBN : 9789356224698  
Edition : September 2022  
Pages : 308  
Binding : Paperback  
Price : Rs. 350

The book covers the basics of currency derivatives, trading strategies using currency futures and currency options, clearing, settlement and risk management, and the regulatory environment in which the currency derivatives markets operate in India.



## Interest Rate Derivatives

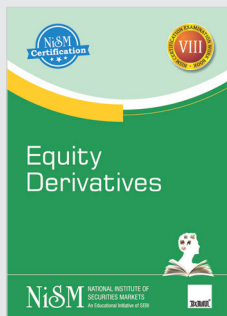


Author : NISM  
ISBN : 9789356223271  
Edition : March 2022  
Pages : 364  
Binding : Paperback  
Price : Rs. 415

This book covers the basics of interest rate derivatives, trading strategies using interest rate derivatives, clearing, settlement and risk management, and the regulatory environment in which the interest rate derivatives markets operate in India.



## Equity Derivatives

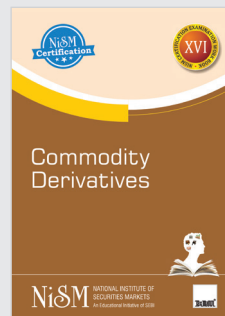


Author : NISM  
ISBN : 9789357782258  
Edition : May 2023  
Pages : 244  
Binding : Paperback  
Price : Rs. 360

This book provides comprehensive insights into the intricacies of equity derivatives in the Indian market, elucidating various products, associated risks, and exchange mechanisms for clearing and settlement. It further enhances understanding of India's financial structure and the rules regulating the securities market, with a special focus on the equity derivatives segment.



## Commodity Derivatives



Author : NISM  
ISBN : 9789356224001  
Edition : May 2022  
Pages : 248  
Binding : Paperback  
Price : Rs. 285

Covering basics of the commodity derivatives, commodity indices, commodity futures and commodity options, clearing, settlement and risk management, and the regulatory environment in which the commodity derivatives markets operate in India. It will benefit all those who want to understand better various derivatives products available in Indian commodity derivatives markets.



# ALTERNATIVE INVESTMENT FUNDS

## Alternative Investment Funds (Category I and II) Distributors



Author : NISM  
ISBN : 9789356224124  
Edition : May 2022  
Pages : 328  
Binding : Paperback  
Price : Rs. 375

Covering all important aspects of the Alternative Investment Funds (AIFs) in India, focusing on Category I and Category II AIFs. These include a basic understanding of the alternative asset classes, alternative investment funds in India, the role and functions of various stakeholders in the AIF domain, etc.



## Alternative Investment Funds (Category III) Distributors

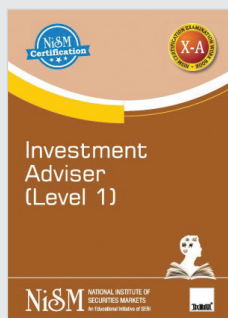


Author : NISM  
ISBN : 9789393880970  
Edition : October 2021  
Pages : 388  
Binding : Paperback  
Price : Rs. 445

The book covers a basic understanding of the alternative asset classes, alternative investment funds in India, role and functions of various stakeholders in the AIF ecosystem (such as Sponsor, Investment Management Company, Distributors, Investors). The book also discusses, in-depth, about the Category III AIFs, its suitability and related regulations.



## Investment Adviser | Level 1



Author : NISM  
ISBN : 9789392211591  
Edition : July 2021  
Pages : 534  
Binding : Paperback  
Price : Rs. 610

This book covers all important topics to enhance the quality of investment advisory and related services in the financial services industry. This book aims to create a common minimum knowledge benchmark for all associated individual investment advisers or principal officers of a non-individual investment adviser and persons associated with investment advice under SEBI (Investment Advisers) Regulations, 2013 and offering investment advisory services.



## Investment Adviser | Level 2



Author : NISM  
ISBN : 9789392211461  
Edition : July 2021  
Pages : 580  
Binding : Paperback  
Price : Rs. 665

This book covers all important topics to enhance the quality of investment advisory and related services in the financial services industry. It covers all important topics related to risk management, insurance, retirement & estate planning, taxation, behavioural finance, comprehensive investment advice, etc.



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