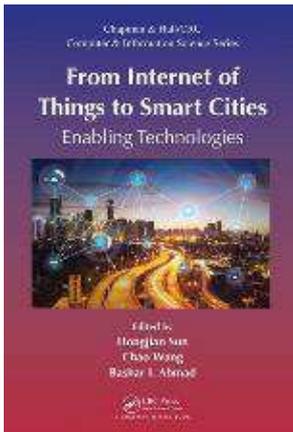


BOOKS



From Internet of Things to Smart Cities: Enabling Technologies

Edited by Hongjian Sun, Chao Wang, Bashar I. Ahmad

2017 / 430 Pages / hardcover / UKP 92

ISBN: 9781498773782 / Chapman and Hall/CRC

This book explores the information and communication technologies (ICT) needed to enable real-time responses to current environmental, technological, societal, and economic challenges. ICT technologies can be utilized to help with reducing carbon emissions, improving resource utilization efficiency, promoting active engagement of citizens, and more. This book in three parts, aims to introduce the latest ICT technologies and to promote international collaborations across the scientific community, and eventually, the general public. The first part explores the involvement of enabling technologies from basic machine-to-machine communications to IoT technologies. The second part of the book focuses on state of the art data analytics and security techniques, and the last part of the book discusses the design of human-machine interfaces, including smart home and cities. Some of the features of

the book include: Extended literature review of relevant technologies, in addition to detailed comparison diagrams, making new readers be easier to grasp fundamental and wide knowledge; Contains the most recent research results in the field of communications, signal processing and computing sciences for facilitating smart homes, buildings, and cities; Includes future research directions in IoT, smart homes, smart buildings, smart grid, and smart cities; and Presents real examples of applying these enabling technologies to smart homes, transportation systems and cities With the increasing interest in Smart Cities around the world, this book has a potential to be a reference volume to the professionals.



Neoskilling for Digital Transformation and the Artificial Intelligence Revolution

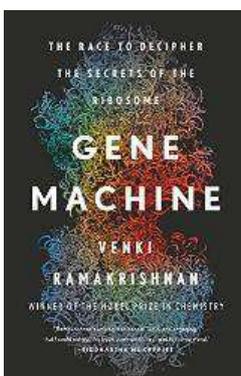
By Prof. L Prasad, S. Ramachandran

2018 / 180 Pages / Paperback / Rs. 729 (Rs. 700 on Amazon India)

ISBN: 9788126577156 / Wiley India

Managers reskill their teams, to meet today's needs. Leaders think ahead, for the futuristic long-term needs of their organization and the overall ecosystem to excel and reap the benefits of Digital Transformation we are undergoing - "neoskilling" in short. Neoskilling is holistic and beyond formal class-room training, requiring a mental metamorphosis. It includes soft skills, cultural aspects and instills higher-order thinking in individuals and groups in preparation for the Workplace of the Future. Leaders must avoid a strategically Myopic, INtellectually IMpoverished, Ethically

Challenged, obtuse management approach, ensuring that they do not fall into the MINIMEC trap as they undertake this journey. For influencers and policymakers, neoskilling helps in socially inclusive growth, taking digitization and its benefits beyond corporates to every section of the society and for employability.



Gene Machine: The Race to Decipher the Secrets of the Ribosome

By Venki Ramakrishnan

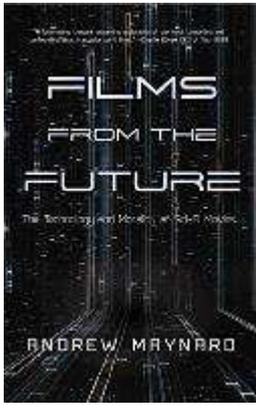
2018 / 288 pages / Hardcover / Rs. 699 (On Amazon India Rs. 436)

ISBN: 978-9353023232 / HarperCollins India

Everyone has heard of DNA. But by itself, DNA is just an inert blueprint for life. It is the ribosome--an enormous molecular machine made up of a million atoms--that makes DNA come to life, turning our genetic code into proteins and therefore into us. Gene Machine is an insider account of the race for the structure of the ribosome, a fundamental discovery that both advances our knowledge of all life and could lead to the development of better antibiotics against life-threatening diseases. But this is also a human story of Ramakrishnan's unlikely journey, from his first fumbling experiments in a biology lab to being the dark horse in a fierce competition with some of the world's best scientists. In the end, Gene Machine is a frank insider's account of the

pursuit of high-stakes science. This book is a must reading for life sciences professionals, academicians and students.

About the Author: Sir Venki (Venkataraman) Ramakrishnan is an Indian-born British structural biologist. He won the 2009 Nobel Prize in Chemistry for his work on ribosomal structure, and was knighted in 2012. In 2015, he was elected President of the Royal Society. He lives in Cambridge, England.



Films from the Future: The Technology and Morality of Sci-Fi Movies

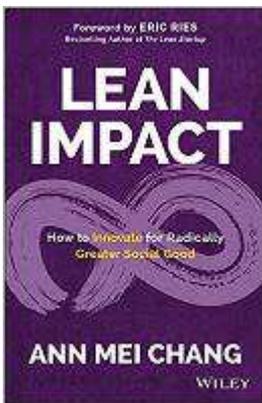
By Andrew Maynard

2018 / 256 pages / Hardcover / Rs. 2037 (at Amazon India)

ASIN: B07FTSXZN9 / Mango Media Inc

Physicist Andrew Maynard threads together his love of science fiction movies with his expertise on emerging technologies to engage, entertain, and make you think about the relationship between technology and society as humanity continues to push the boundaries on advances in science. Through the imagination and creativity of science fiction movies, Maynard introduces readers to the profound capabilities presented by new and emerging technologies, and the complex personal and societal challenges they present. Each movie in *Films from the Future* provides the starting point for exploring potentially life-changing technologies and trends, from genetic engineering (*Jurassic Park*) and brain-enhancing drugs (*Limitless*), to human augmentation (*Ghost in the Shell*), and artificial intelligence (*Ex Machina*). These are woven

together with emerging ideas on technological convergence and responsible and ethical innovation to provide a sweeping perspective on where our technologies are taking us, and how we ensure this is where we want to go. With each examination, you will take a progressive journey through the fascinating worlds of biological and genetic manipulation, human enhancement and cyber technologies, and nanotechnology. Maynard shows that the fantastical worlds of the movies might not be as impossible as we think. With a focus on hard science, economics, the social implications of technological feats, and the movies that could very well become our real-life future, *Films from the Future* will be sure to educate and entertain



Lean Impact: How to Innovate for Radically Greater Social Good

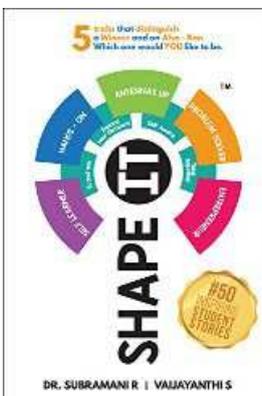
By Ann Mei Chang

2018 / 304 pages / Hardcover / Rs. 1830 (on Amazon India)

ISBN: 978-1119506607 / John Wiley & Sons

Lean Impact is a hands-on guide designed to exponentially increase the impact of our time and money. Building on the modern innovation practices that have fueled the technological breakthroughs that have touched every aspect of our lives, *Lean Impact* puts the focus on a new purpose -- radically great social good. Of course, making the world a better place is far more complicated than building an app. It involves more listening, more care, and more stakeholders to ensure solutions are fully embraced, address root causes, and include an engine that will drive growth. *Lean Impact* offers practical tools and strategies that are inspired by the customer-centered, fast iteration, and data-driven approaches popularized by *The New York Times* bestseller, *The Lean Startup*. *Lean Impact* is designed to maximize social benefit in the face of

the complex challenges in today's world. At the heart of the model is the scientific method that relies on hypothesis-driven experiments to reduce risk and increase the pace of learning. It accepts the reality that no solution is likely to be designed perfectly at the outset, thus the ability to rapidly adapt is essential. *Lean Impact* draws on best practices from *The Lean Startup* and beyond and introduces new techniques that are tailored to the unique nature and needs of mission-driven organizations. This combination of scientific rigor and entrepreneurial agility can dramatically increase both the depth and breadth of an organization's impact. Ann Mei Chang brings a rare perspective from across sectors, with her executive roles at top Silicon Valley companies, nonprofits, and government. She vividly illustrates the book with the inspiring, real-life stories and lessons from nonprofits, social enterprises, companies, foundations, government agencies, philanthropists, and impact investors across the United States and around the world. *Lean Impact* is the essential guidebook for social change that will help you think big, start small, and relentlessly seek impact.



SHAPE IT: A Perfect Gift for Budding Engineers to Become Industry Ready

By Subramani R. & Vaijyanthi S

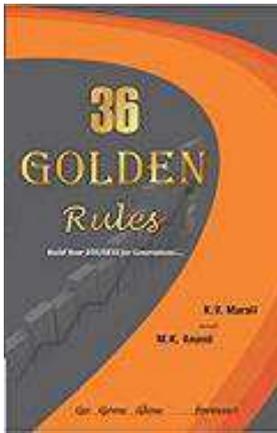
2017 240 pages / Softcover / Rs. 250

ISBN: 978-1946869166 / Notion Press

The job market is shifting from qualification-based to skill-based setup. To stay relevant you have to SHAPE IT or ship-out. One needs to be a life-long learner to survive and succeed at workplace. SHAPE IT takes a

commonsensical approach to skill enhancement, to make budding engineers industry ready. The 50+ student stories provide prescription for success, and motivate young graduates to explore new opportunities. The SHAPE IT traits are vital ingredients to enrich your career, have to be practiced in actual settings and perfected over time. The book covers the life skills in detail with anecdotes and real life examples. The book aims to expand the horizons of learning beyond the curriculum an also to expand the industry academia partnership and develop new initiatives

to make students industry ready. While SHAPE IT is a framework designed for students, even the experienced professionals would benefit going through this book and refreshing their insights.



36 Golden Rules - Build Your Business for Generations...

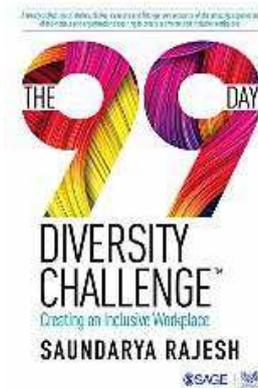
By K V Murali (& M K Anand

2015 / 160 Pages / Softcover / Rs. 180

ISBN: 978-8193248713 / See Change Consulting

This book is an attempt to deal with what we could state as "Excellence in Execution is through an effective hand holding techniques with the tool knowledge". It enables everyone to look at the basics of business in the manner they wish to, and create and lay solid foundations to "stick to the bill" as they say, in order to build a lasting impact, which the business owners or entrepreneurs wish to make according to the DREAM or PASSION in which the whole enterprise is launched by him/her. The rules have been grouped under four broad categories: Market & Consumer, Supplier Governance, Business Management, and Employee Relationship. Success is a journey and not a destination. Keep Going, Growing and growing every day until the last minute of your lives. According to the authors, this book is an attempt

to share their 40 years of collective business experience with MSME / SME relationship pan India and is a small step to contribute for an entrepreneur to build his dream with fervor and a guided approach.



The 99 Day Diversity Challenge: Creating an Inclusive Workplace

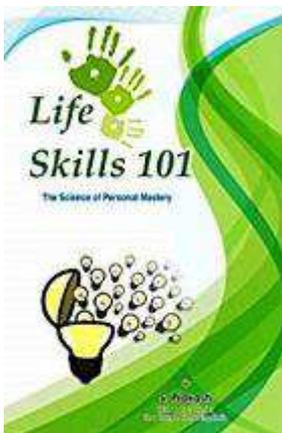
By Saundarya Rajesh

2018 / 328 Pages / Paperback / Rs 495 (Rs. 392 on Amazon India)

ISBN : 978-9352808311 / Sage Publications India Private Limited

Is it really possible for an individual or an organization to develop an inclusion and diversity mindset within the proverbial 99 days? Award-winning social entrepreneur Dr Saundarya Rajesh, one of India's most prominent diversity strategists who is credited with having ushered in the 'second-career' revolution for women professionals, believes it is. In an engaging, gentle, often light-hearted way, Dr Rajesh demystifies this vast subject of Diversity and Inclusion (D and I) for the business leader, the diversity enthusiast and even the young professional who is curious about this topic. Over a set of 99 stories, anecdotes and thought blogs, this book sequentially uncovers what inclusion and diversity means and how this can be absorbed by just about everyone. At the core of The 99 Day Diversity Challenge is the belief that the

organizational practice of inclusion actually results in us becoming better human beings. For when we break down differences and create greater connectedness between people, we are building a better world. What is The 99 Day Diversity Challenge? A never-before account of the nascent experiences of implementing the culture of D and I at the Indian workplace; A precise explanation on the different strands of diversity, how to leverage each strand and the future of the D and I thought; A handy guide to set organizational inclusion goals, design a methodology to accomplish them and track your progress. This book is a collection of stories, fables, caselets and first-person accounts of the amazing experiences of individuals and organizations aspiring to create a diverse and inclusive workplace. It is aimed to be an user manual to unlock the diverse human potential at your workplace and presents the content in 10 sections namely: The basics of diversity; The dimensions of diversity; Gender and Generation: Important imperatives; Initiating the discussion around Diversity; Demystifying Diversity in your workplace; The role of leadership and strategy in Diversity and Inclusion; Actioning your D&I vision; Biases and how to find them; Creating Equity in the workplace; and Infusing the spirit of inclusion in your workplace.



Life Skills 101 - The Science of Personal Mastery

By S Prakash

2016 / 154 Pages / Paperback / Rs. 195

ISBN: 978-8193248720 / See Change Consulting

Life is a dynamic process providing a series of challenges from which one can learn. Time immemorial, human beings have been trying various means and methods to deal with klife effectively. This book introduces a large spectrum of life skills (101 in total) through simple and easy to understand ideas and tools and presents them in 12 distinct chapters namely: Attitude Building; Building self-belief and Self-confidence; Time Management; Communication Skills; Effective Interpersonal Skills; Team Effectiveness; Emotional Intelligence; Creative Thinking Skills; Goal Setting & Planning; Leadership Perspectives; Work Life Balance; and Striving for Excellence. The author believes in Success is all about continuous learning and putting the learning into practice by consistent, repetitive action and wishes everyone to start the success voyage by learning these skills.