

### **Clearing The Digital Blur**

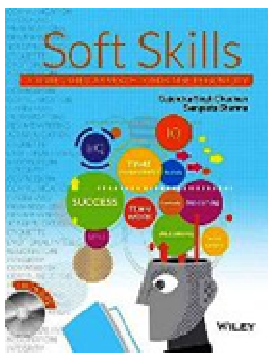
**By Rajiv Jayaraman**

**2019/ 340 Pages / Hardcover / Rs. 695 (Rs. 578 on Amazon India)**

**ISBN: 978-8126578160 / Wiley**

What do Google, Amazon, Facebook and Alibaba have in common? Collectively referred to as “GAFA”, these companies represent a new breed of competitors who are disrupting one industry after another using a playbook that most incumbent companies fail to understand. This book will help you understand how these digital born organizations look at the world around them, and more importantly, help you transform your own organization to compete and ultimately, thrive in the digital age. With management playbooks from the industrial age offering very little meaningful guidance, we need a fresh perspective to respond to the digital challenge. Clearing the Digital BLUR fills the gap by providing a guidebook for leaders and managers to leapfrog into the digital world, supported by a modern approach to strategy, execution, leadership and culture.

Digital disruption is a real phenomenon having an impact on every industry. This book is a prescription and provides an actionable framework to Deal with digital fault lines that show up during the digital transformation journey; Embrace new leadership models required to achieve results in the digital age.



### **Soft Skills: An Integrated Approach to Maximise Personality**

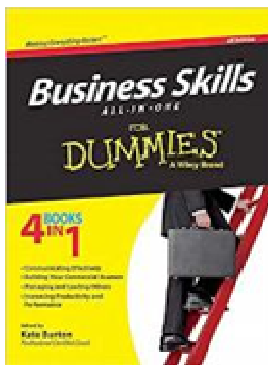
**By Gajendra Singh Chauhan & Sangeeta Sharma**

**2015 / 268 Pages / Paperback / Rs 489 (Rs. 448 on Amazon India)**

**ISBN: 978-8126556397 / Wiley**

The book features a practical and time-tested learning program on soft skills that prepares job aspirants to build employment skills quickly. The book is designed with a clear objective to identify the need of the present generation and empower them with the right set of skills to make them employable. With the bunch of soft skills, the book chips in to fill the void between the university curriculum and current industrial needs. The book gives them an inner edge and effectiveness to work with people and excel at workplace. Special Features: The strategic division of soft skills under three categories: Social, Academic & Professional; Teaching – Learning Tools to prepare for career advancement such as: Learning Roadmap, Perspectives, Instant Idea Boxes, Worldly Wise Comic Strips, Expert’s Speak, Exhibits, Resources for Further Reflections, Caselets; and Self-Analysis Tools such as Review Questions Critical Analysis Questions and Direct Questions are included. The add-on CD includes videos that facilitate understanding about Interviews, Group Discussions and Professional Presentations. This book will be useful to both students and professionals.

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### **Business Skills All-in-One For Dummies**

**By Kate Burton (Editor)**

**2013 / 616 Pages / Paperback / Rs. 499 (rs. 419 on Amazon India)**

**ISBN: 978-8126541461 / Wiley India Pvt Ltd**

Written by a team of experts, Business Skills All-in-One for Dummies is your complete guide to perfecting your communication, management and organizational skills. Inside you'll find simple techniques for improving your performance at work - everything from presentation skills, project management, persuading and influencing people, motivating (yourself and others!), managing your workload, managing a team and much more. No other book offers you this much in one volume. It's like having a whole team of business, communication and management experts sitting on your bookshelf...but much less crowded! Inside this you'll find

the following four books in one volume:

Book I: Communicating Effectively (covering communication, presentations, body language, confidence, persuasion & influence); Book II: Building Your Commercial Acumen (covering accounting and budgeting, technology, selling, negotiation); Book III: Managing and Leading Others (recruiting, working in teams and groups, dealing with ethics and office politics, coaching, leadership); and Book IV: Increasing Productivity and Performance (time management, project management, achieving goals, motivation, managing stress, organising time, managing meetings and dealing with emails).

With this book, one can Improve the soft skills, Nail down the hard skills, Boost performance and productivity, and Manage for excellence.