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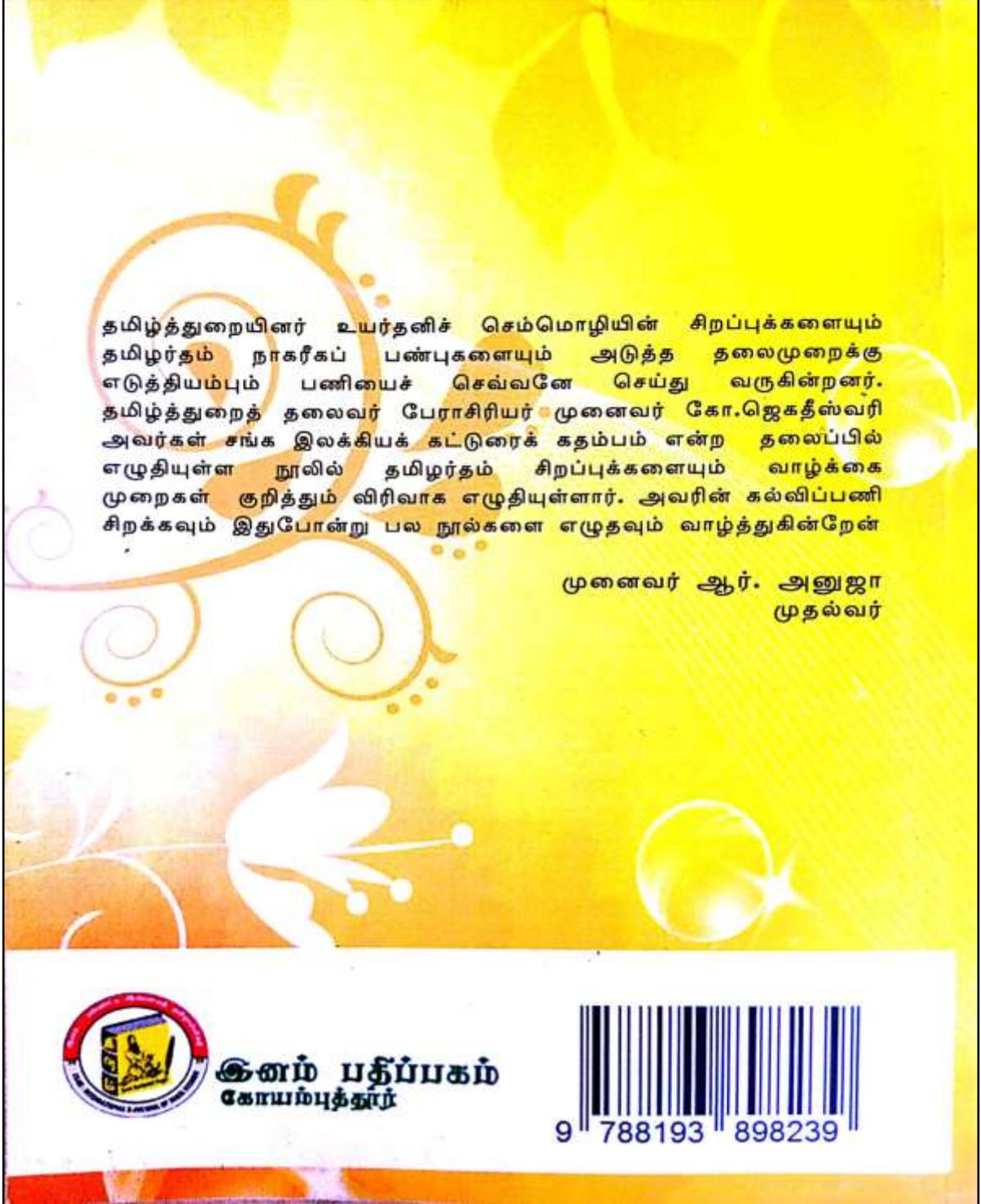
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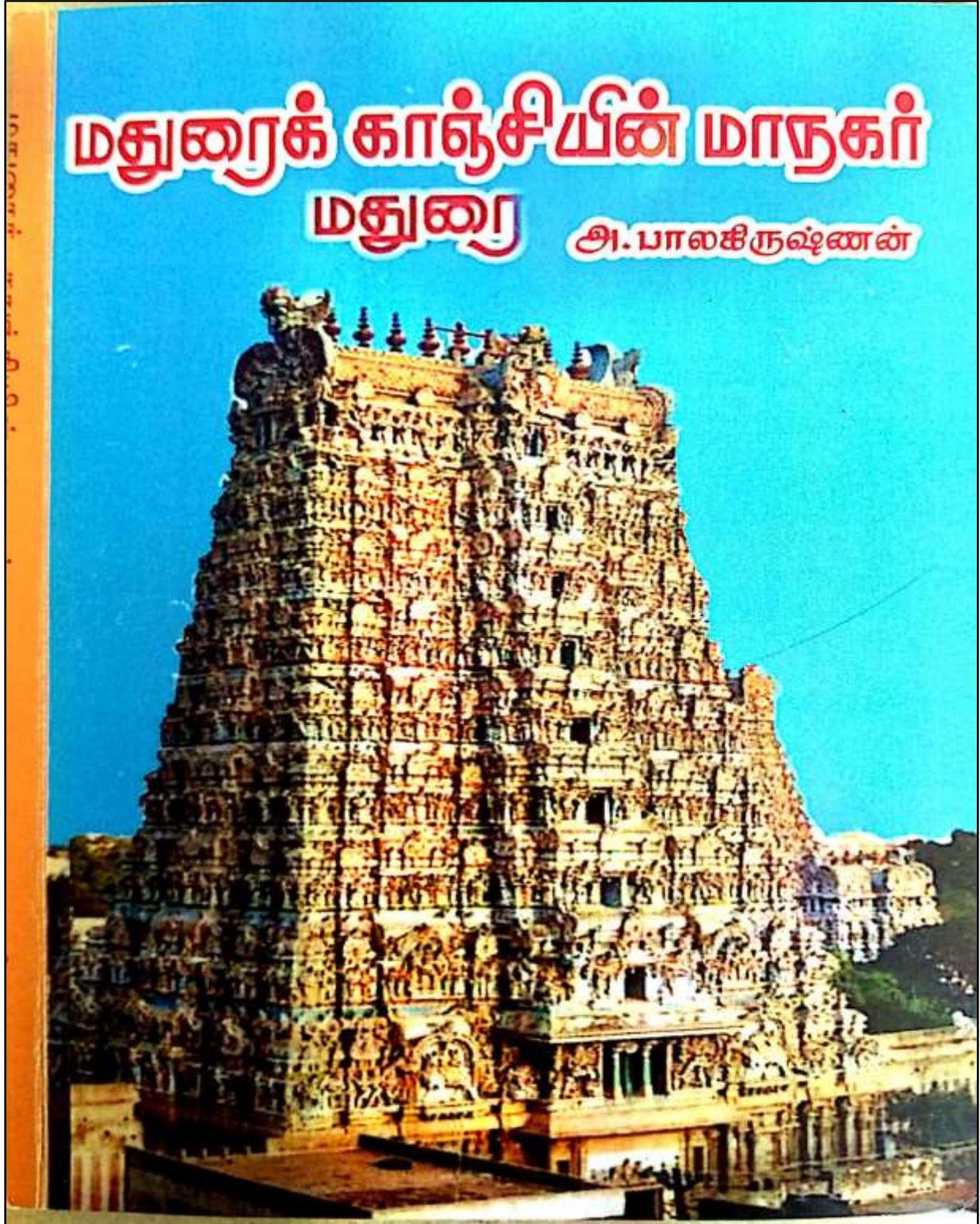
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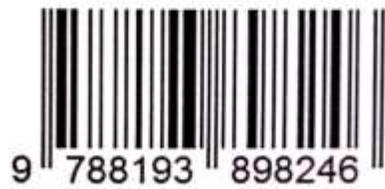


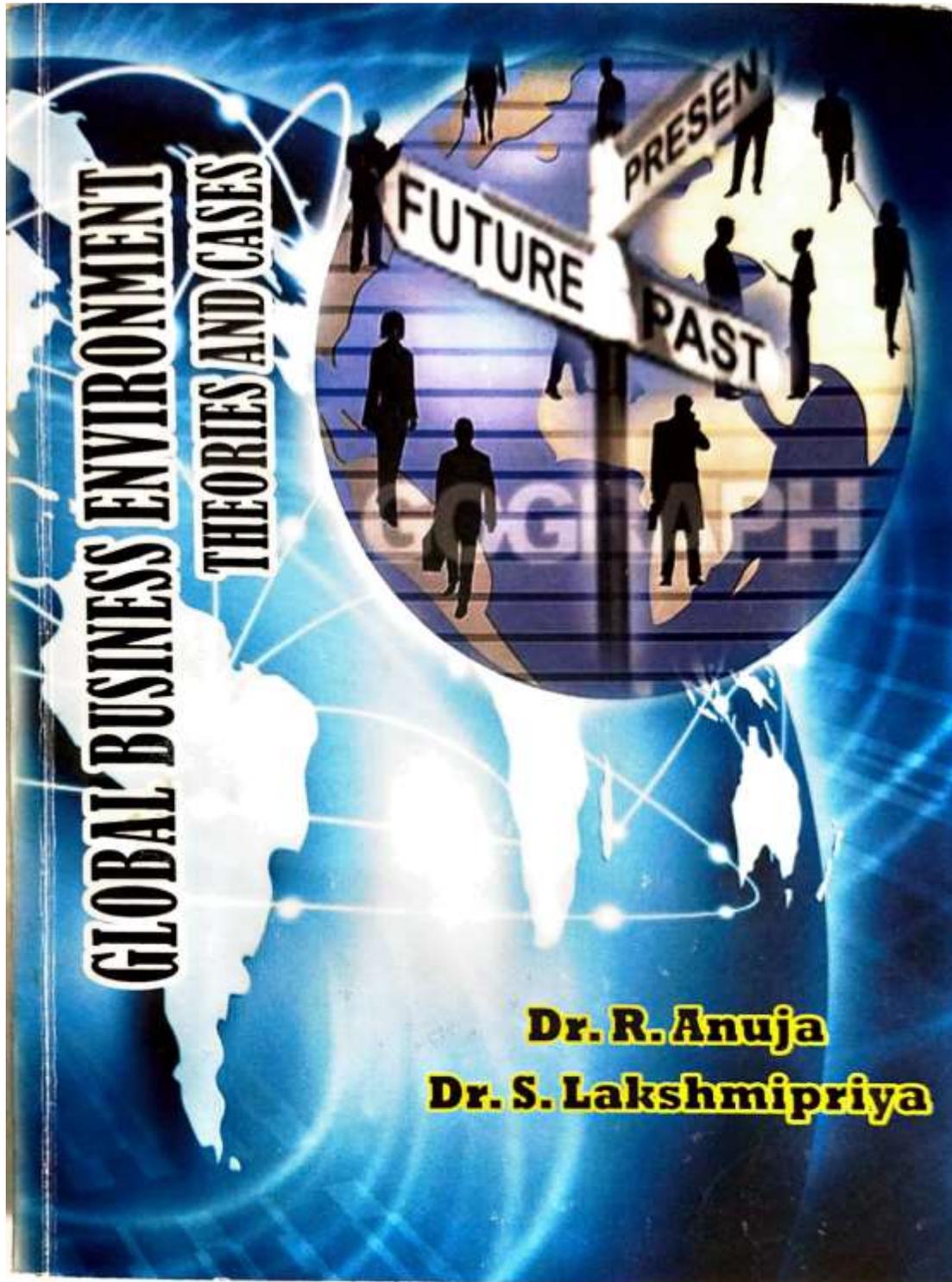






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GLOBAL BUSINESS ENVIRONMENT

Theories and Cases

Dr. R. Anuja
Principal

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Theories and Cases**

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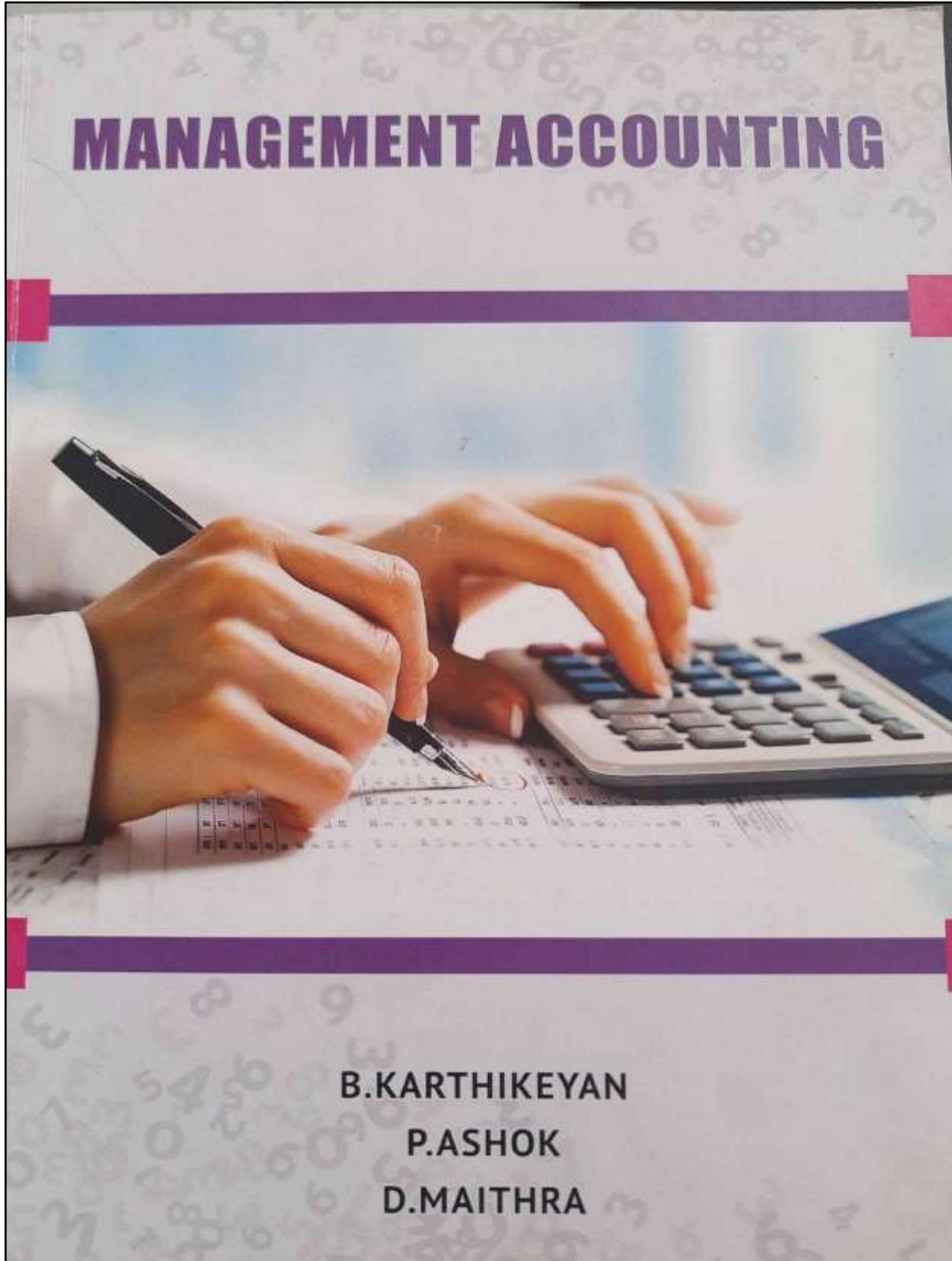
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ABOUT THIS BOOK

The information is made useful by analysis and interpretation of financial statement with the help of management accounting. Financial accounting provides necessary accounting information to the management. In present days the management accounting has become an integral part of business. It helps the management in planning, coordinating, communicating and controlling.

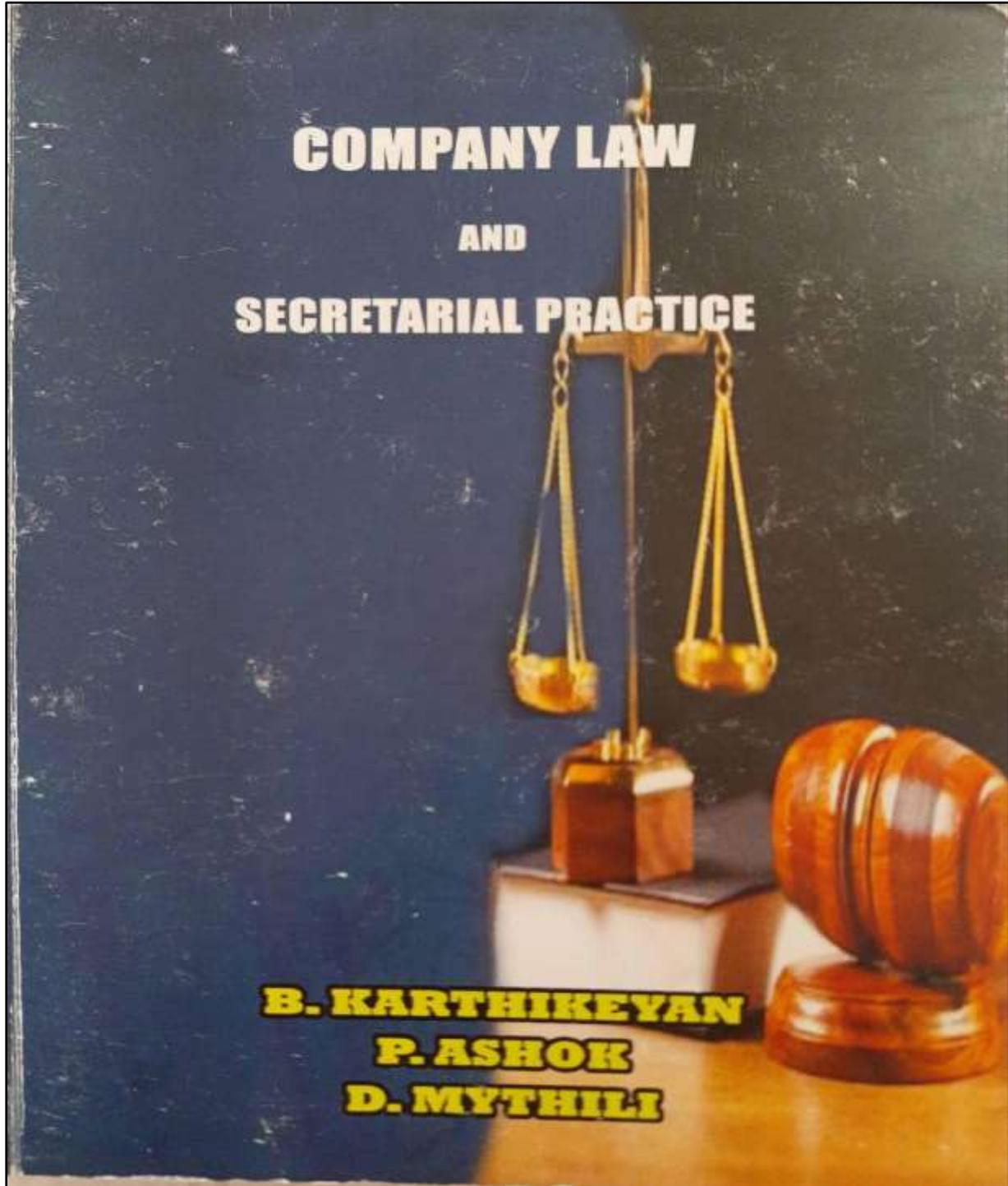
The area covered in this subject is very wide, it not only includes the tools and techniques for analysis and interpretation of financial statements like common size statement, comparative statement, ratio analysis, fund flow and cash flow statement, marginal costing, budgetary control but it also covers management reporting. The knowledge of all these areas are imperative for commerce and management students. We have tried to bring forth the complex subject in a systematic and simple language. This book has been exhaustively dealt with simple presentation of theoretical concept.

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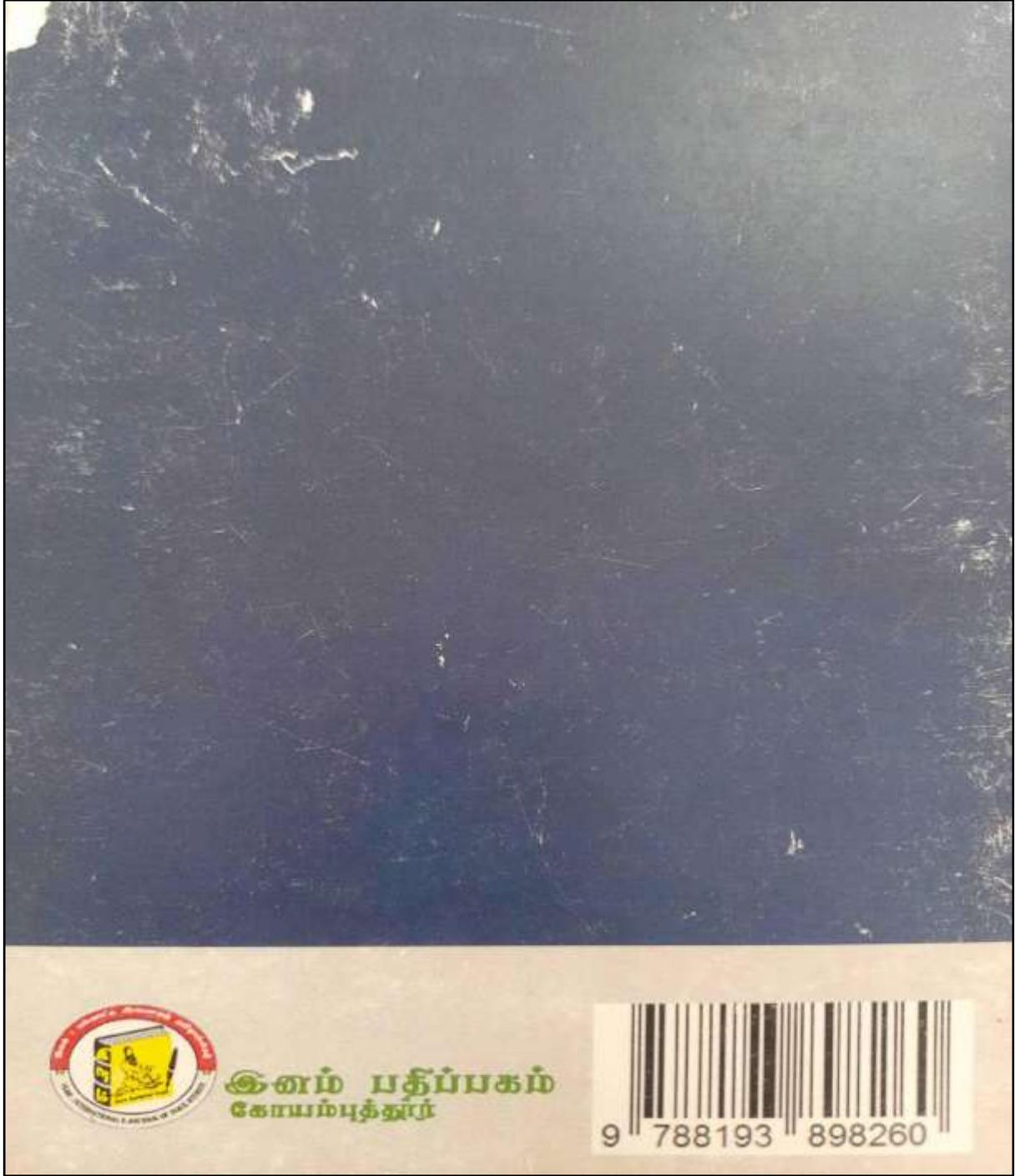
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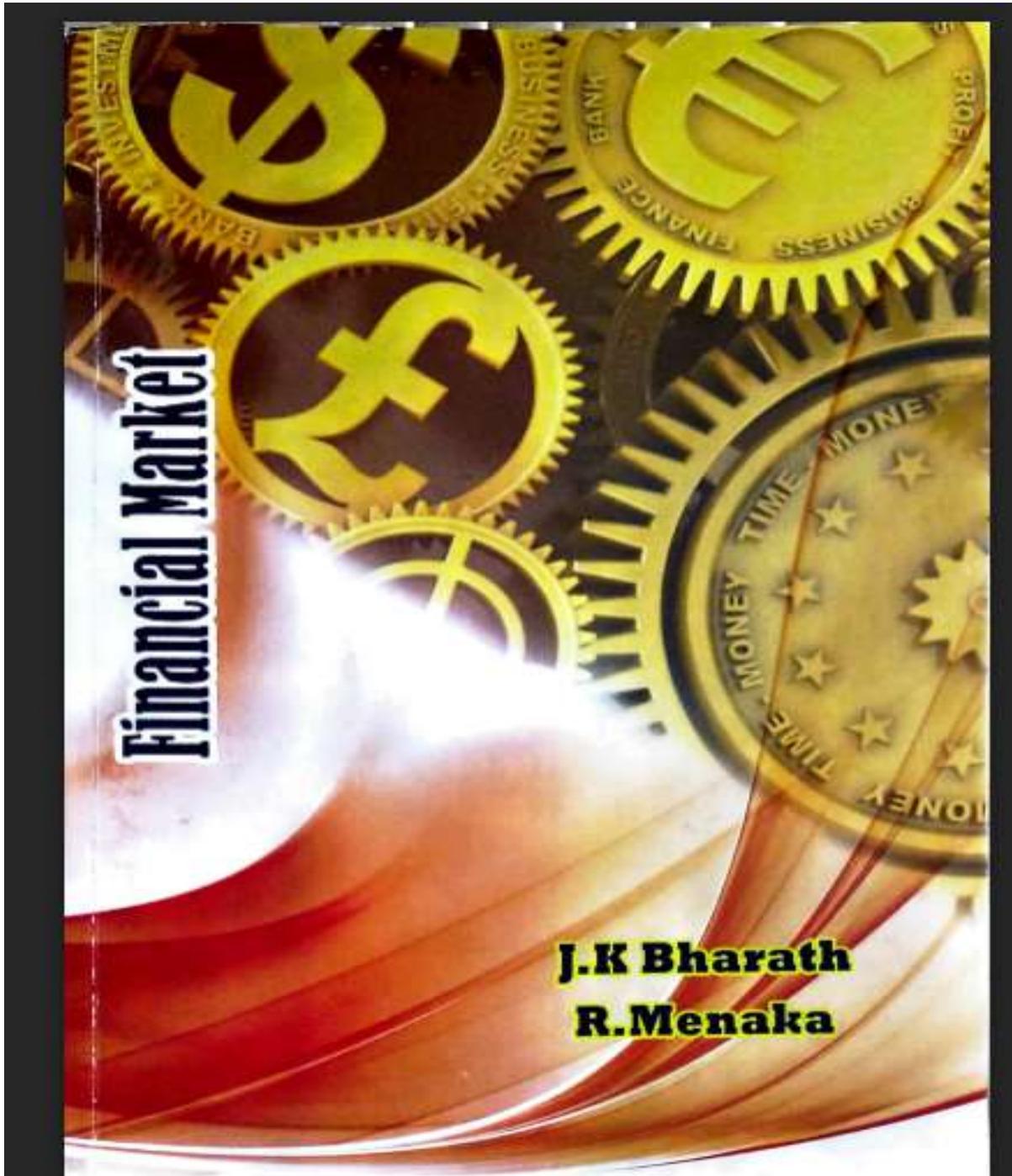
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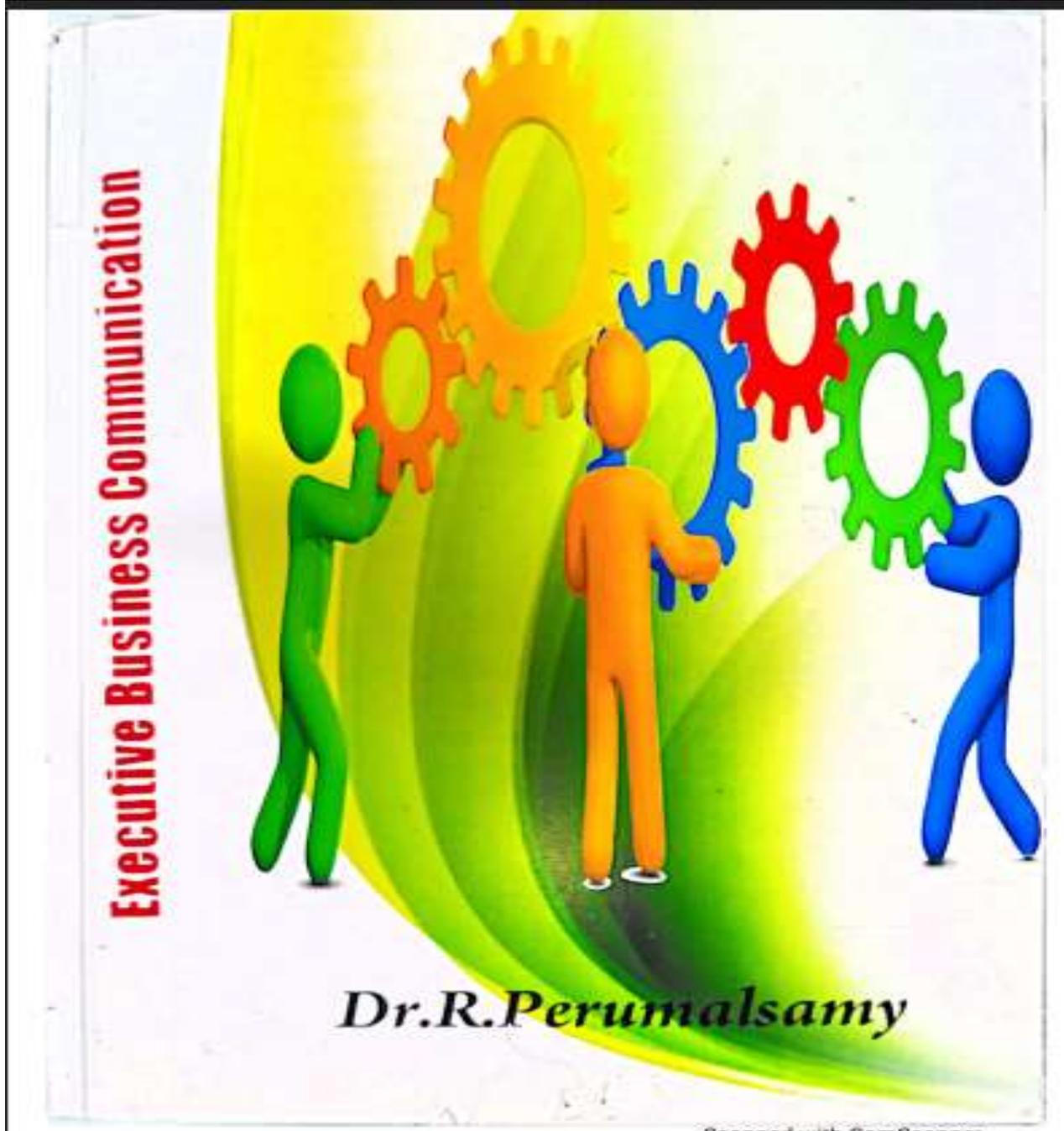


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Executive Business Communication

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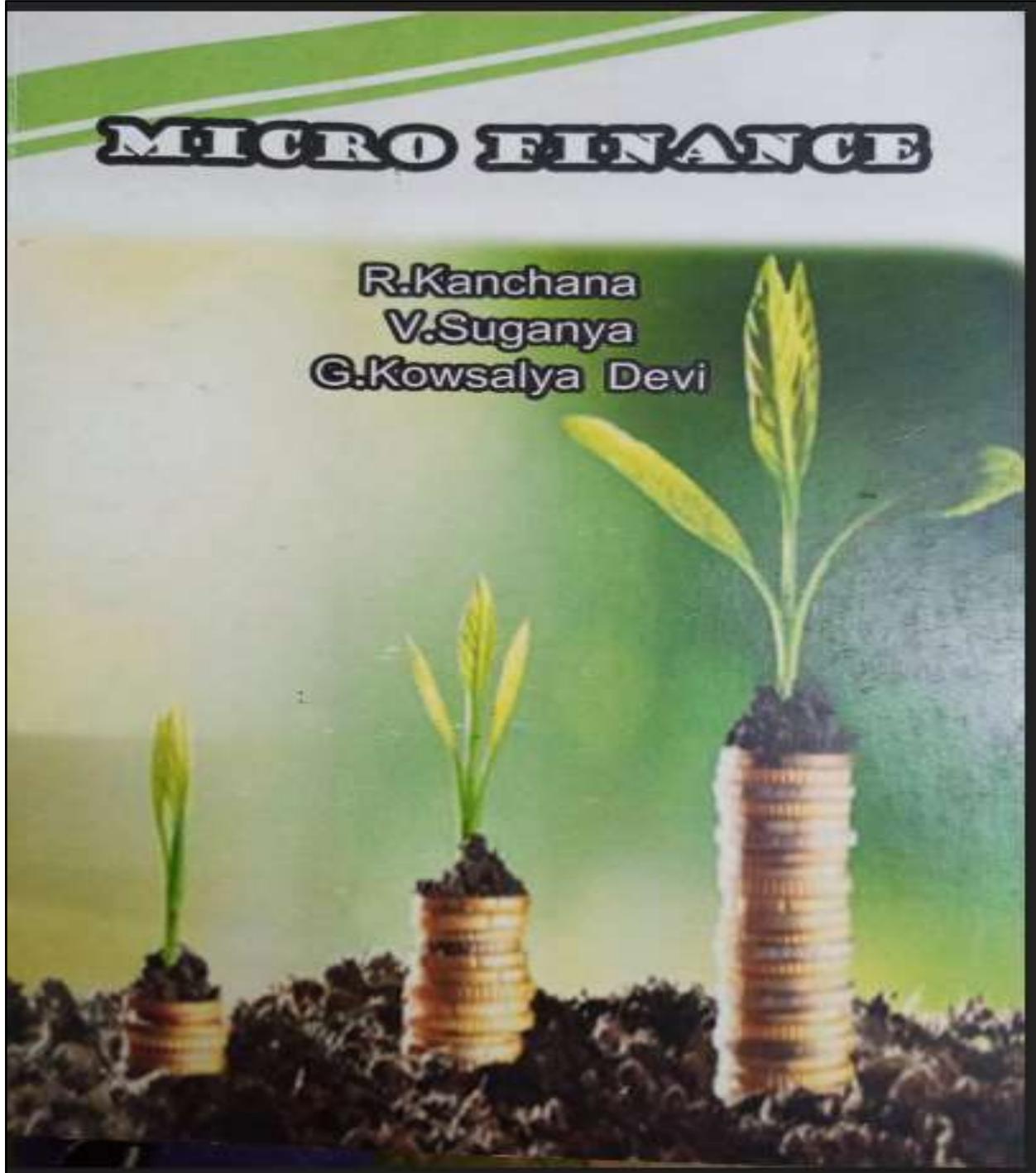
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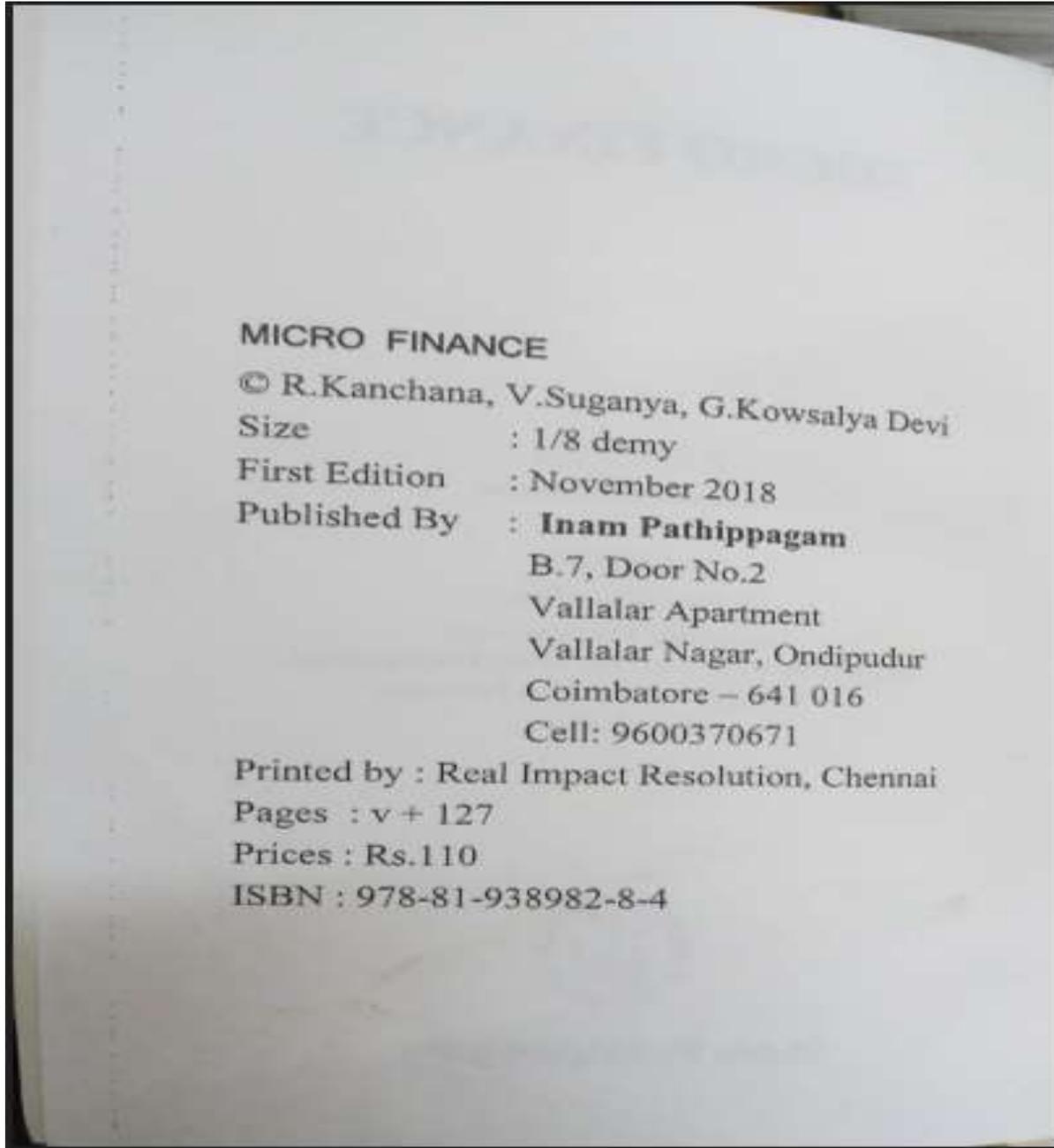
MICRO FINANCE

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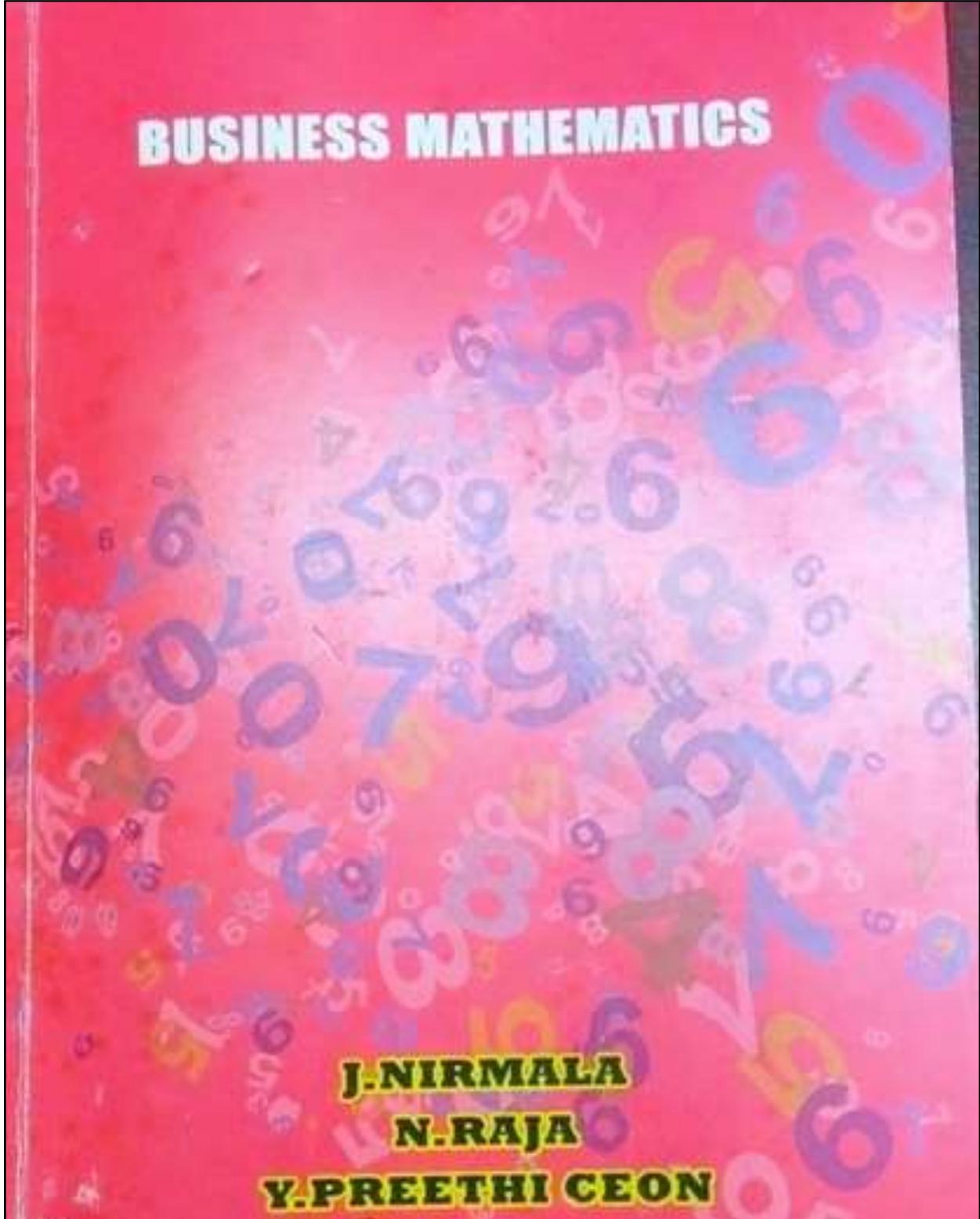


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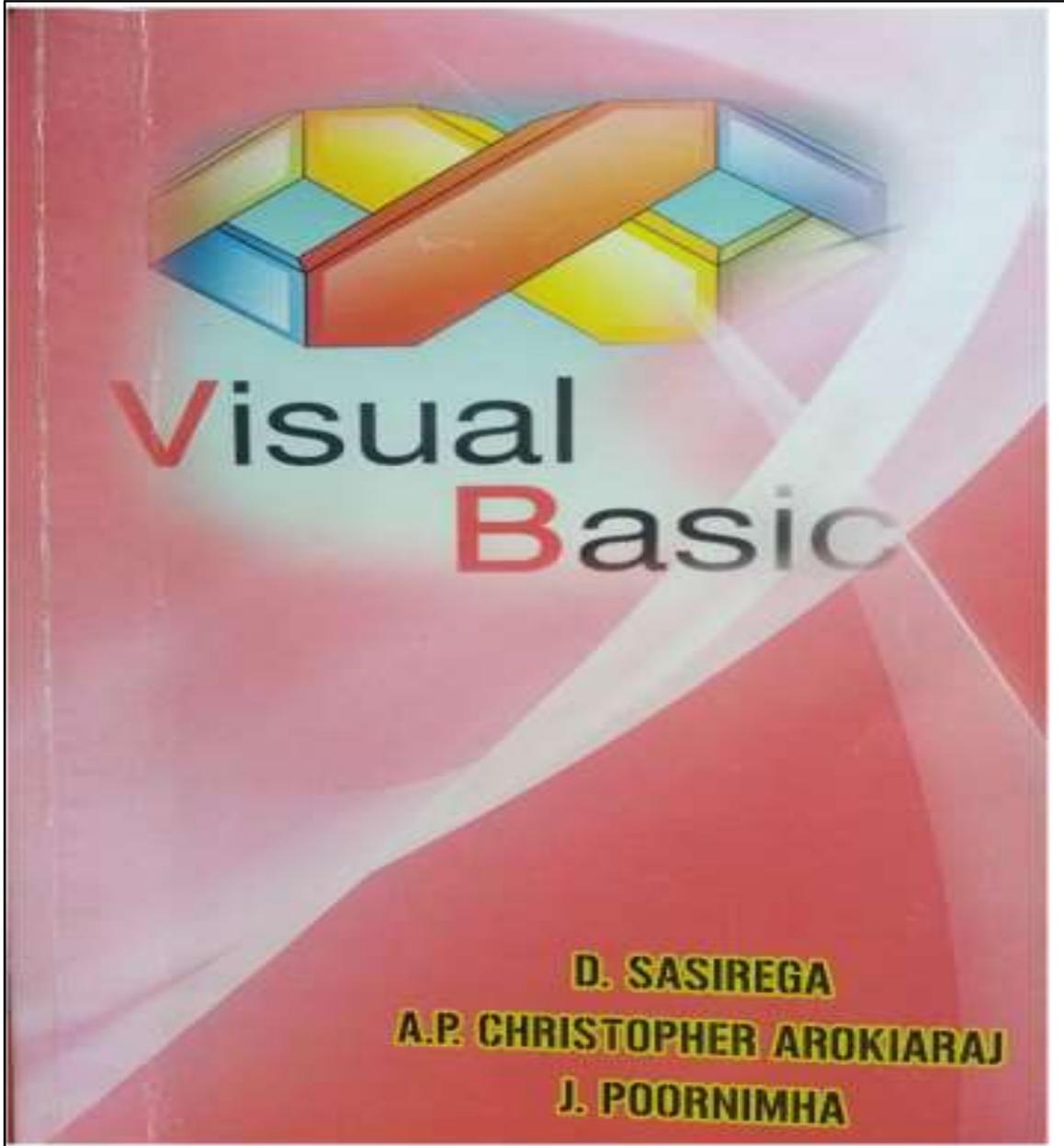


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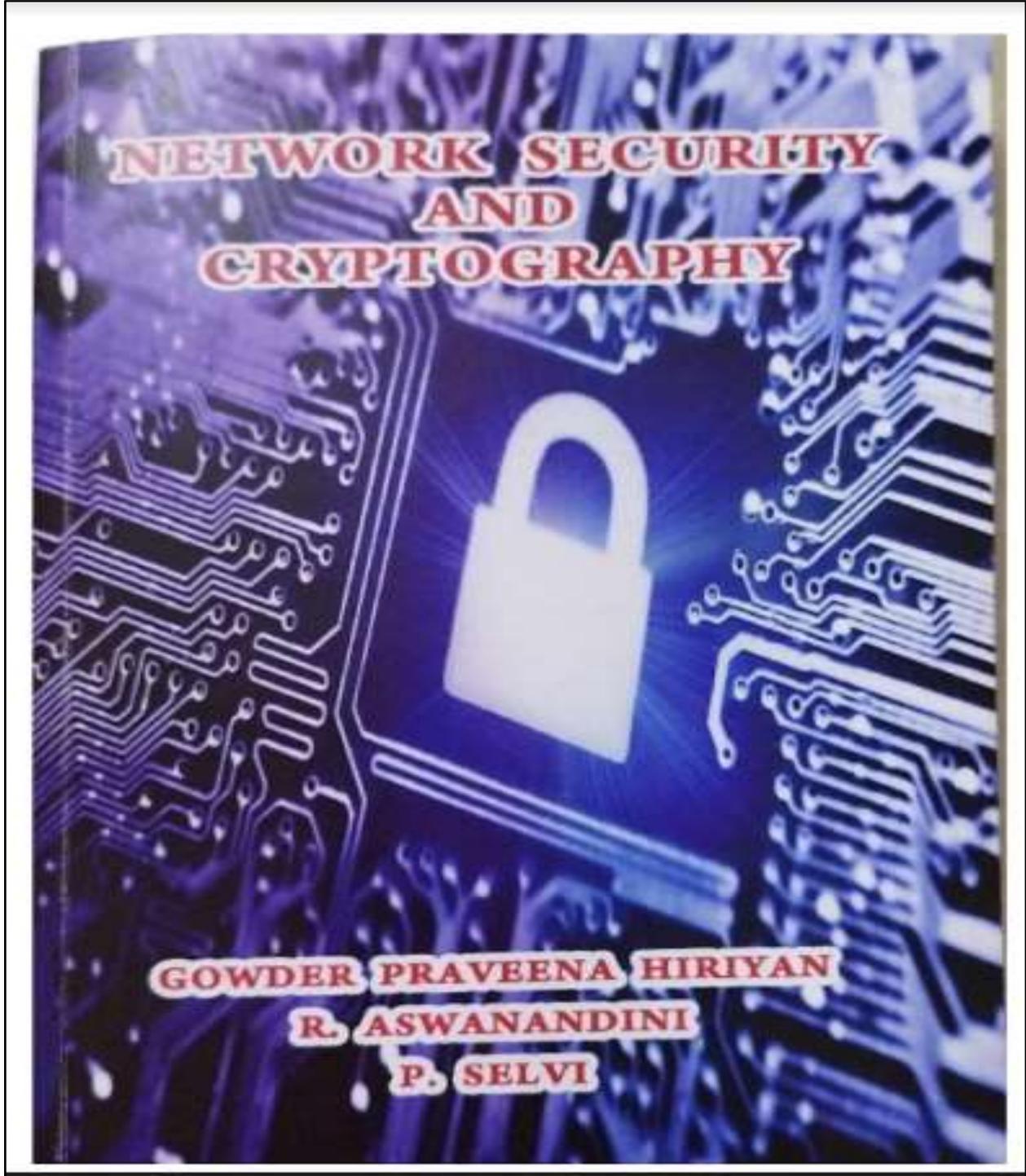
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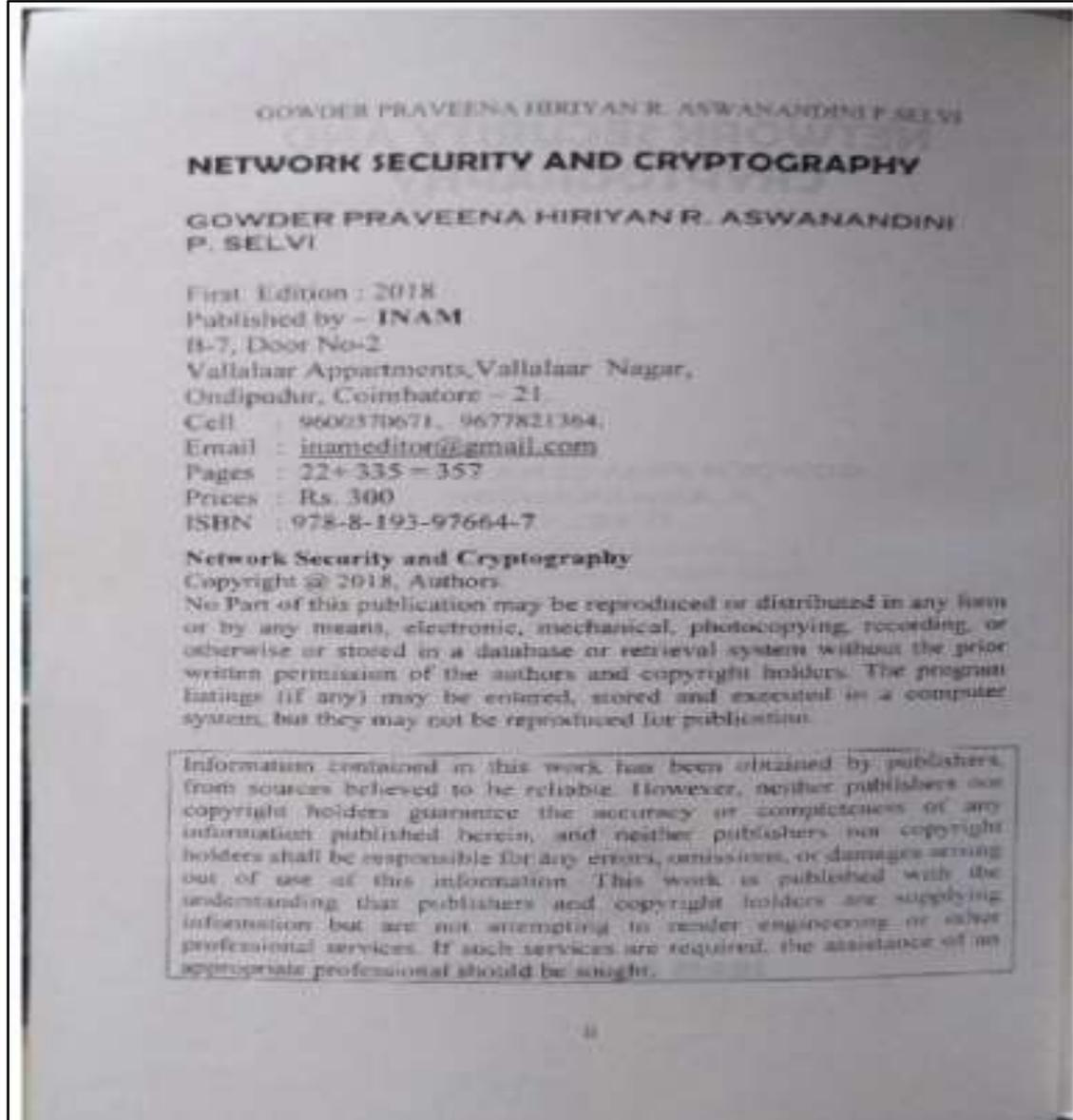
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SOFTWARE ENGINEERING AND SOFTWARE PROJECT MANAGEMENT

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ABOUT THIS BOOK

Software engineering is the subject of this book. It covers software engineering principles to the creation, operation, maintenance and modification of the software components of various systems. The major focus of the book is on planning, analysis, design, coding, testing for the production of software to solve the user's problems. All the major fields are covered in the process as users, as analysts, as programmers, as managers, etc.

This book has been prepared considering the syllabus for B.Sc. Computer Science. The book is divided into three parts. The first two units describe the software engineering concepts and its development models. The third unit introduces the different types of testing. The fourth and fifth unit consists of software project management techniques including configuration management, quality assurance, estimation techniques and project development phases in management perspective. The book will be very useful not only to the students but also to the subject teachers.

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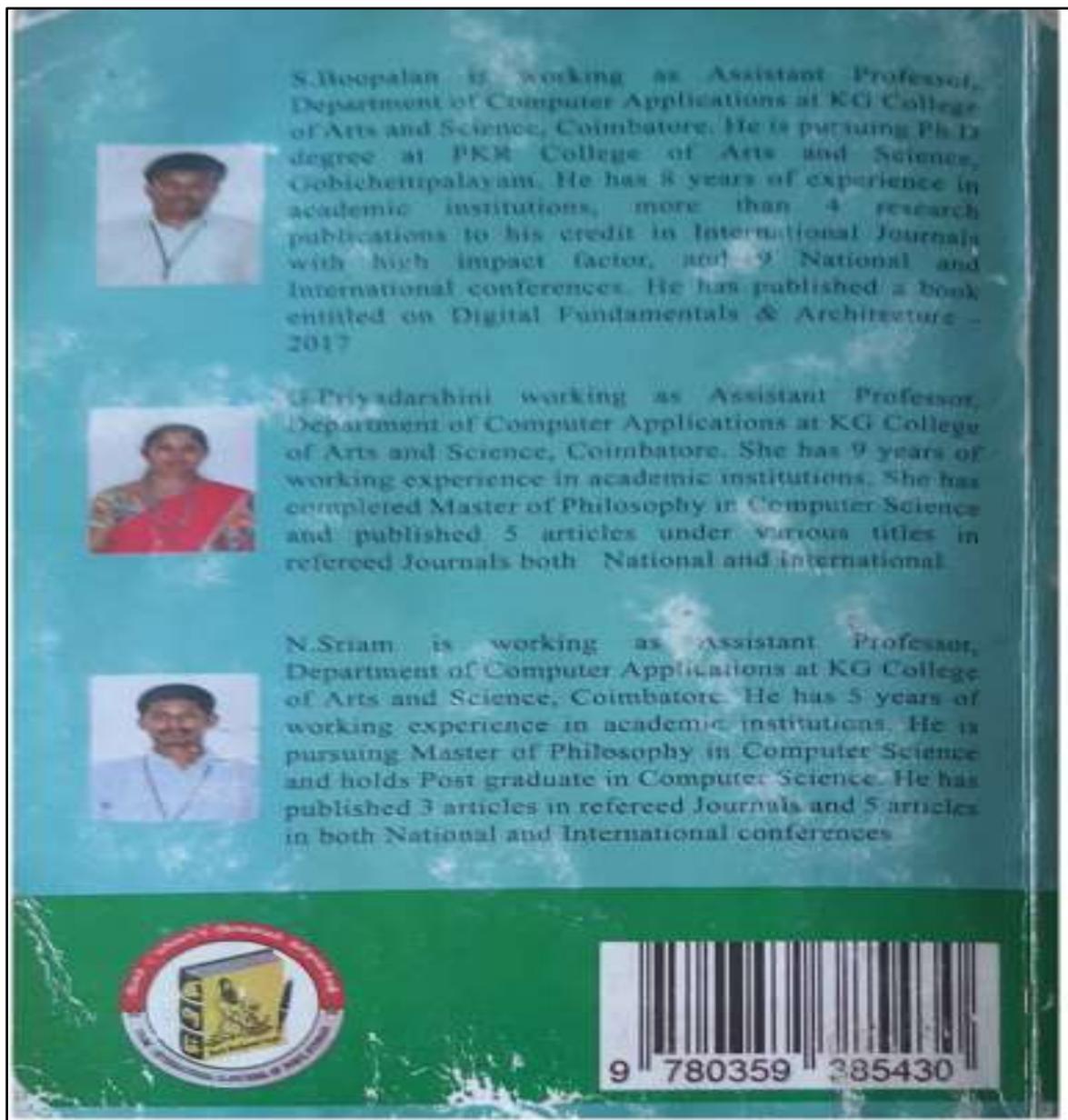
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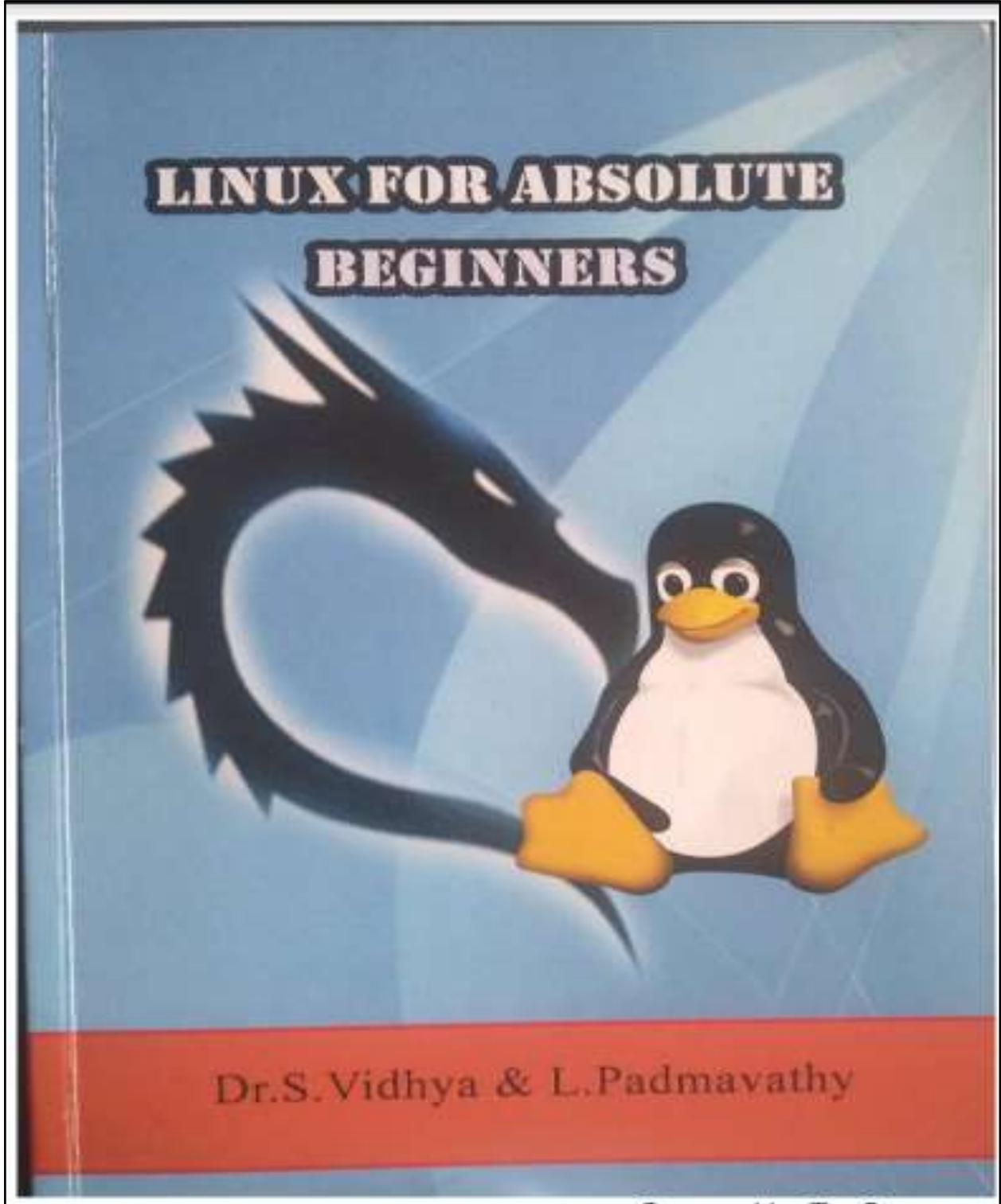


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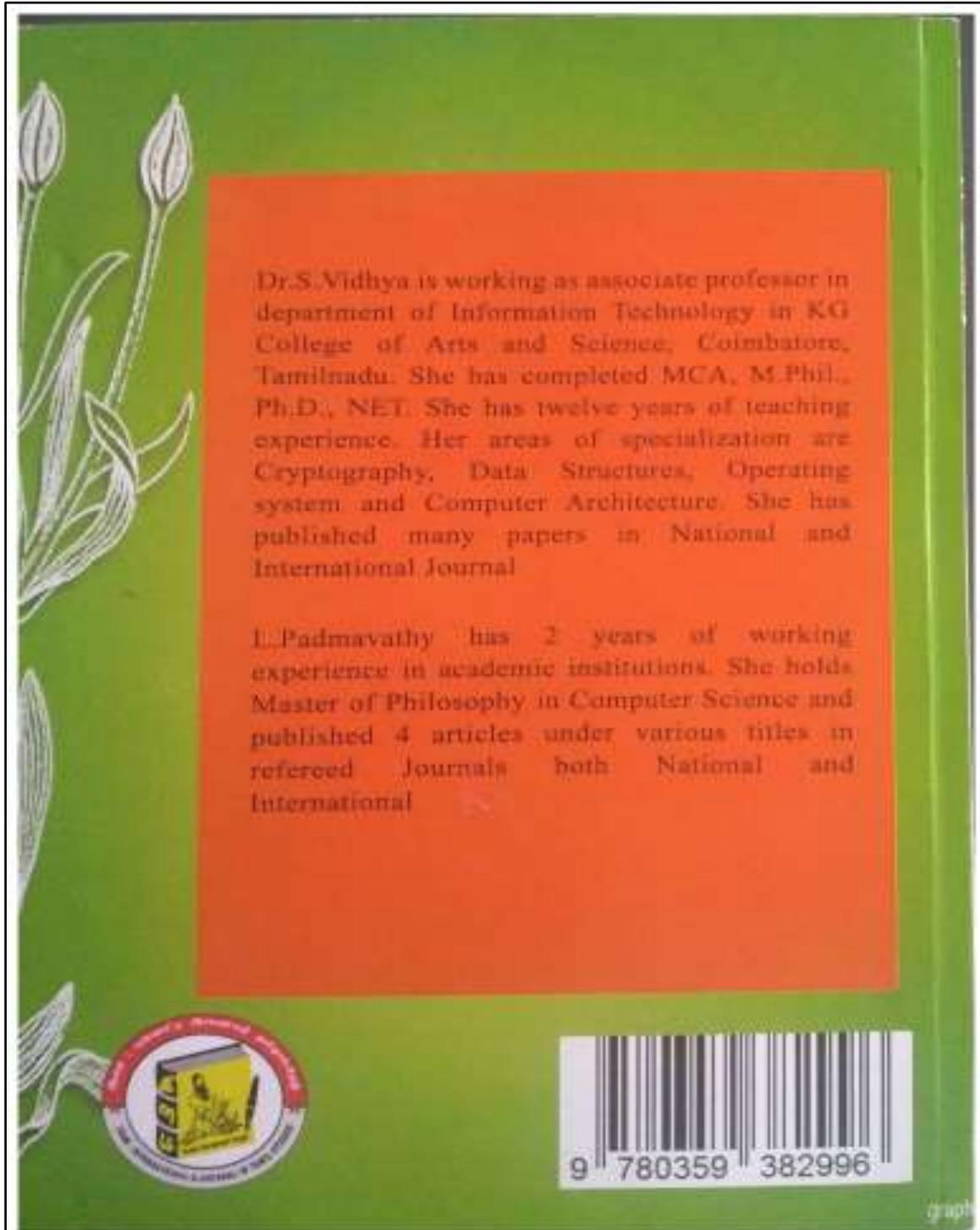
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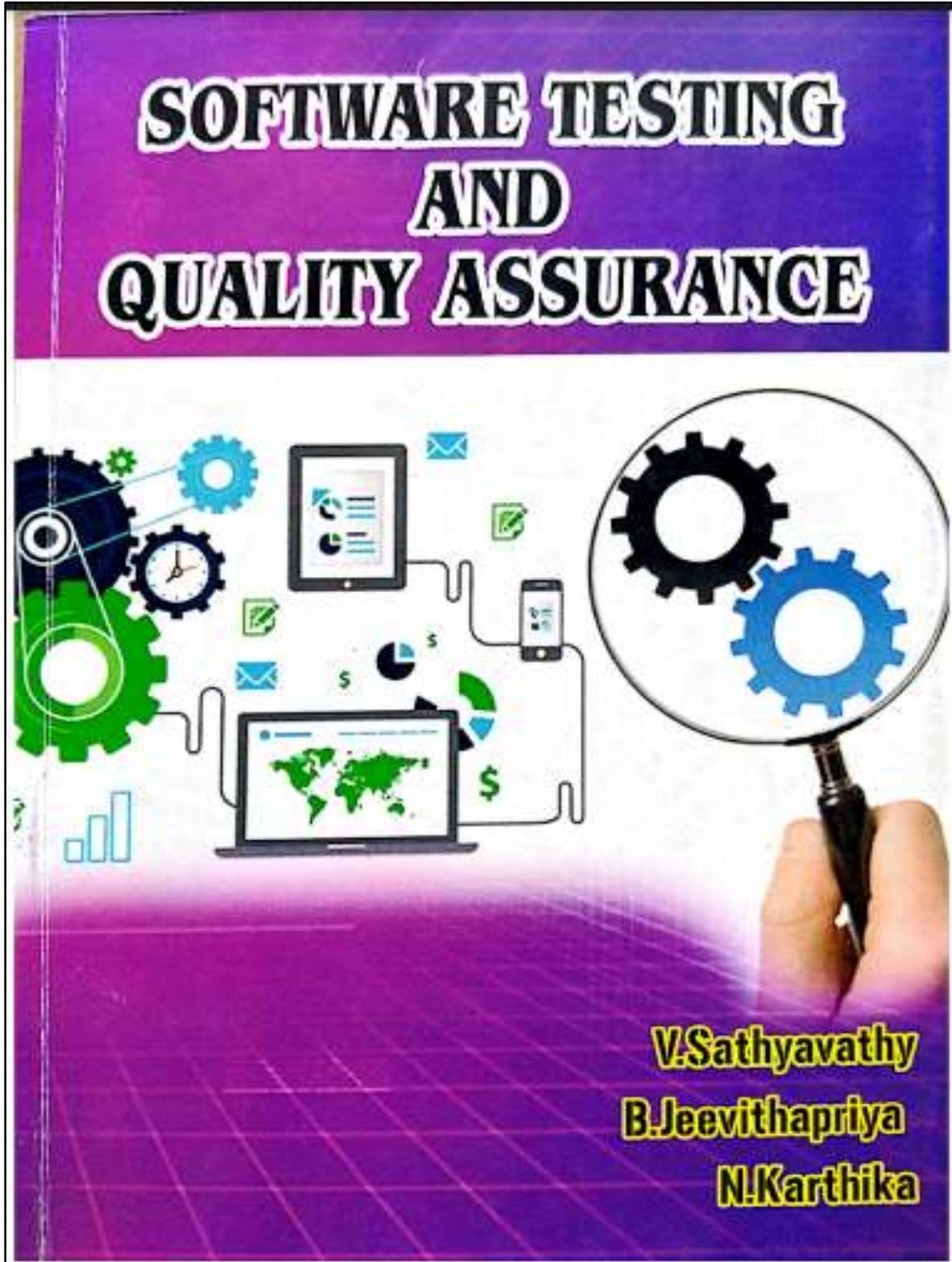
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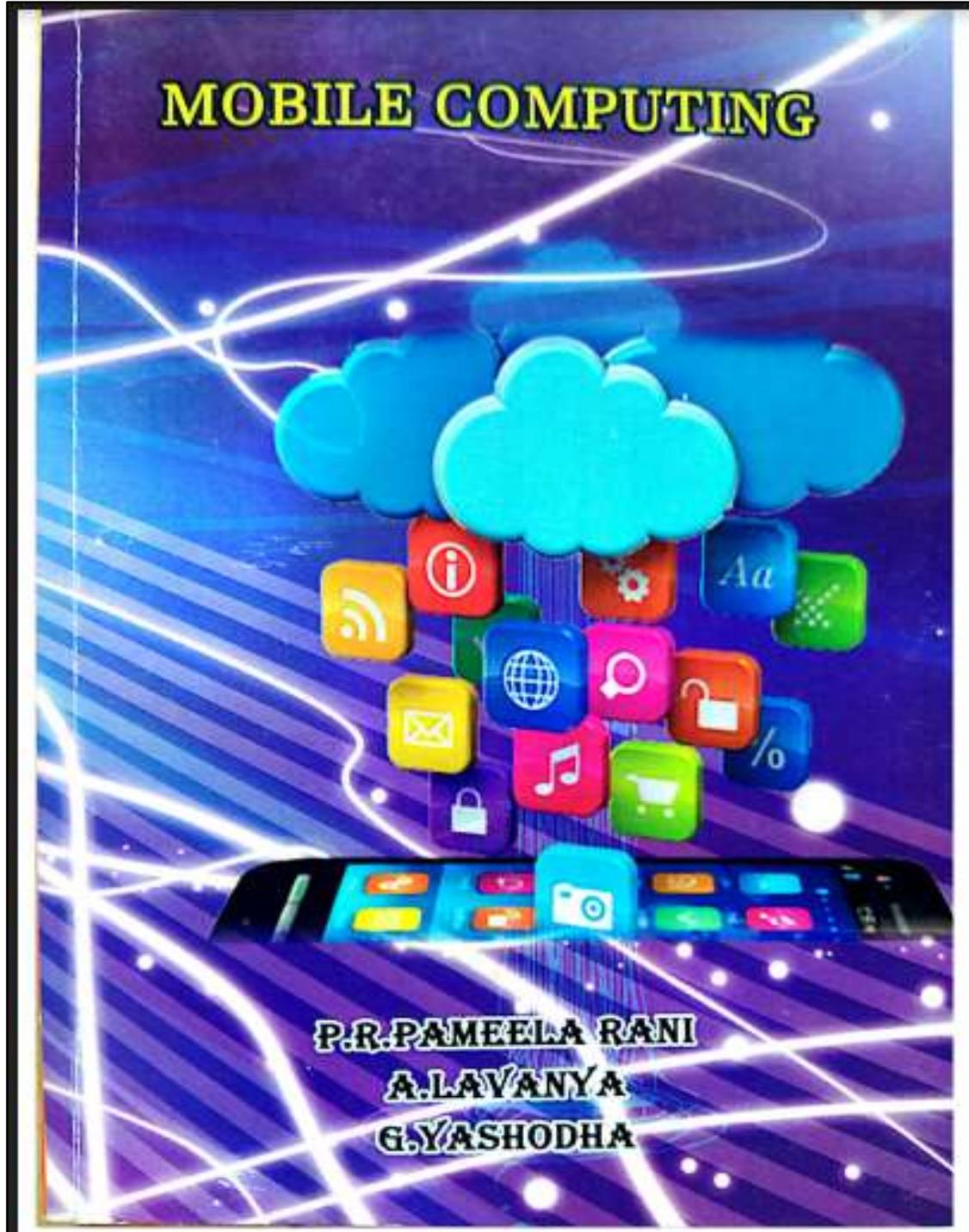


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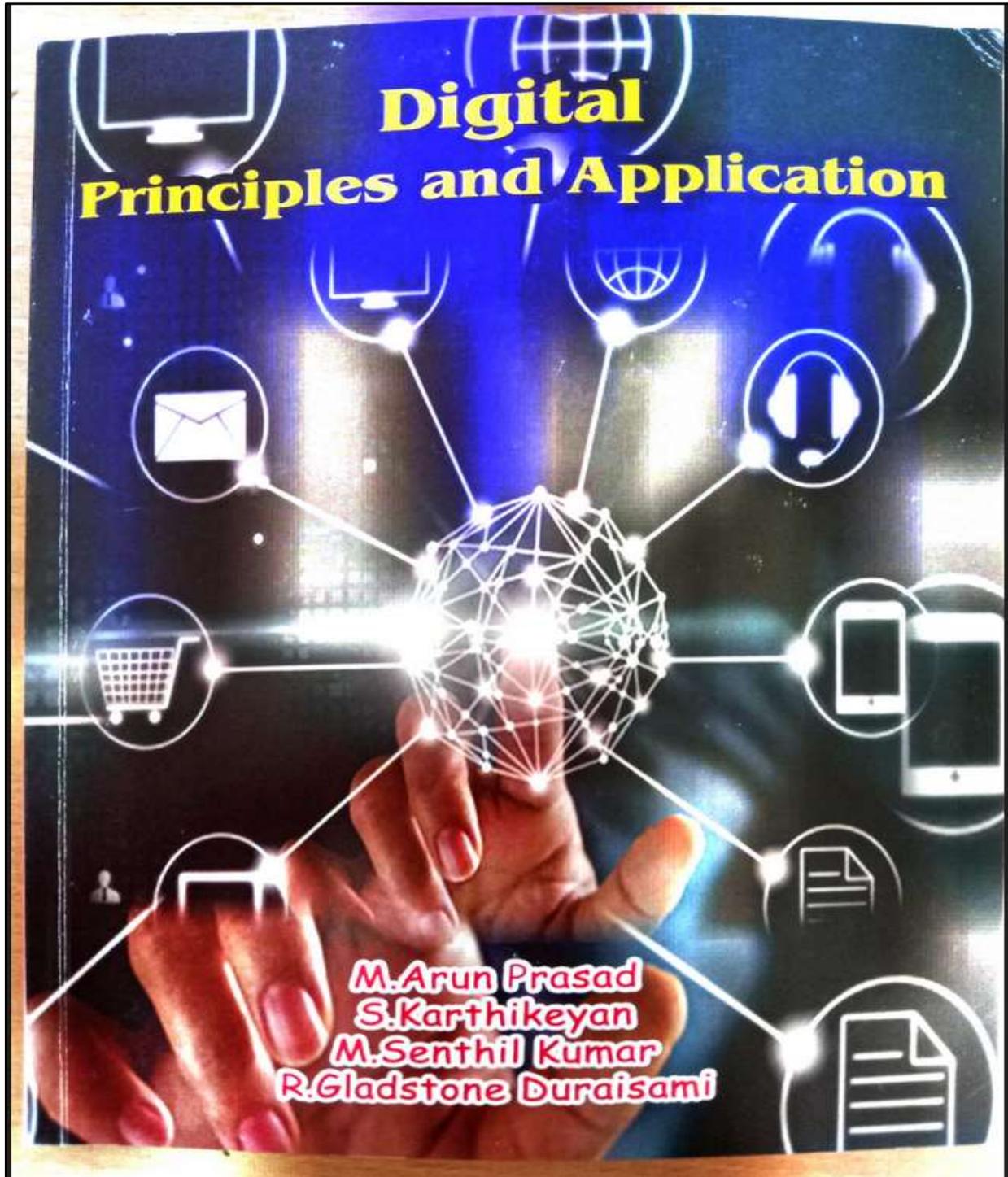
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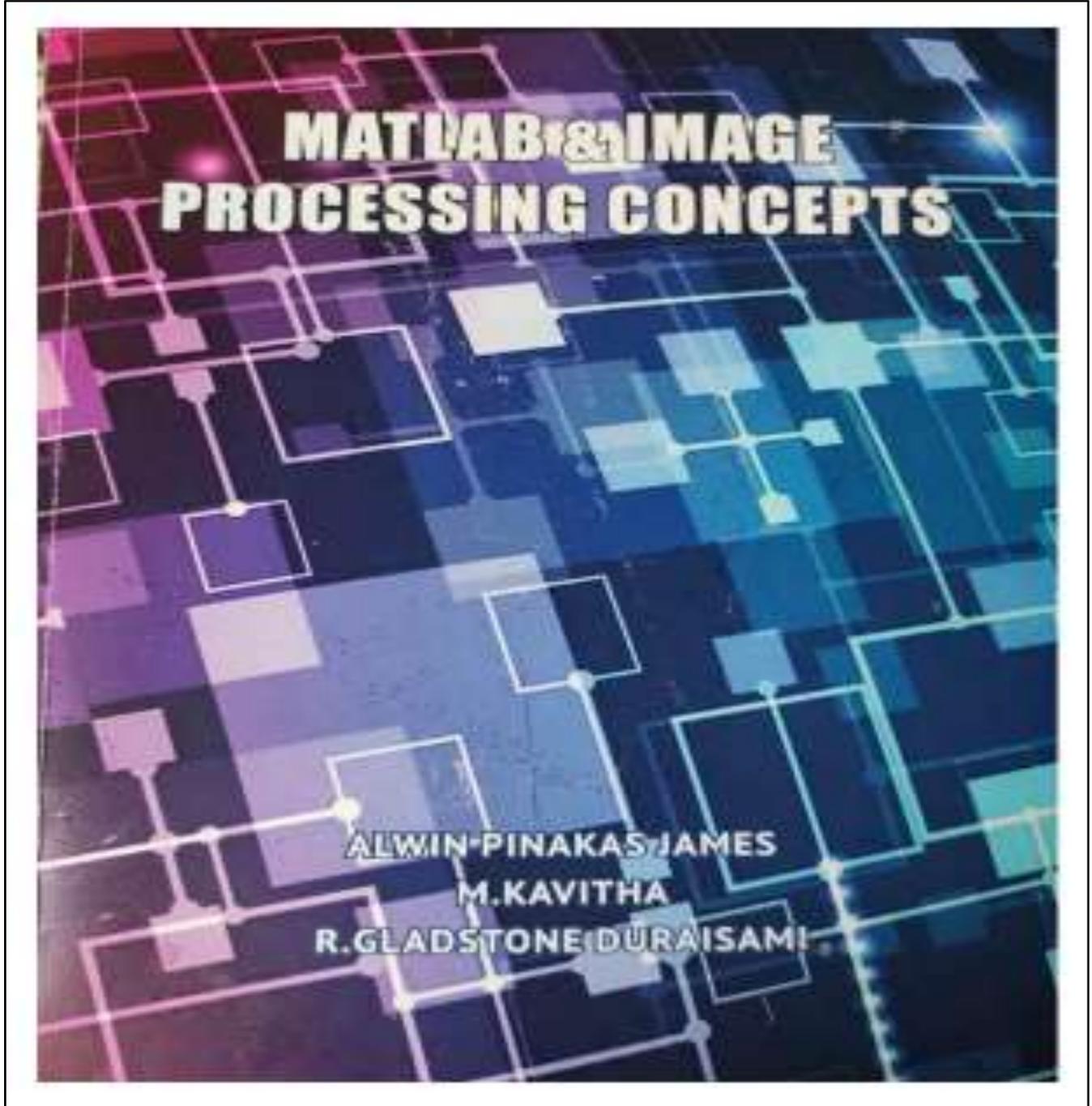
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MATLAB & IMAGE PROCESSING CONCEPTS

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ABOUT THIS BOOK

MATLAB AND IMAGE PROCESSING CONCEPTS is a well-structured book for all graduate students of engineering, computer science diploma and who are all working in the field of image processing. This book fulfills the requirements of BE / MCA / MSc / DCA / BCA / Diploma and other relevant degree by various Universities all over the world.

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