

# **Ijermr December 2011 Vol 1 Issue 7 Online Issn 2249**

2015 Fifth International Conference on  
Communication Systems and Network Technologies  
(CSNT)International Conference on Issues and  
Challenges in Intelligent Computing Techniques  
(ICICT), 2014Intelligent Computing and Innovation on  
Data ScienceMutual FundsWorking LifeHandbook of  
the Economics of FinanceInvestment FablesWorking  
Capital ManagementIntelligent Computing in  
EngineeringRetailing ManagementEmployee  
EngagementMarketing 3.0FINANCEThe Consumer  
MindFINANCIAL DERIVATIVESNeuromarketing For  
DummiesInternational Perspectives on Gender and  
Higher EducationThe New Community RulesBank  
Finance for Rural  
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DevicesHandbook of Wireless Sensor Networks: Issues  
and Challenges in Current Scenario'sMeetings,  
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ManagementDifficult DaughtersSmart Innovations in  
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PerfectBrandChildDoing International  
ResearchFundamentals of WiMAXPirate TrailsThe  
Missing Entrepreneurs 2017 Policies for Inclusive  
EntrepreneurshipManagement Techniques for

Employee Engagement in Contemporary  
Organizations The Routledge Handbook of Events

## **2015 Fifth International Conference on Communication Systems and Network Technologies (CSNT)**

The Definitive Guide to WiMAX Technology WiMAX is the most promising new technology for broadband wireless access to IP services. It can serve an extraordinary range of applications and environments: data, voice, and multimedia; fixed and mobile; licensed and unlicensed. However, until now, wireless professionals have had little reliable information to guide them. Fundamentals of WiMAX is the first comprehensive guide to WiMAX—its technical foundations, features, and performance. Three leading wireless experts systematically cut through the hype surrounding WiMAX and illuminate the realities. They combine complete information for wireless professionals and basic, accessible knowledge for non-experts. Professionals will especially appreciate their detailed discussion of the performance of WiMAX based on comprehensive link- and system-level simulations. Whether you're a wireless engineer, network architect, manager, or system designer, this book delivers essential information for succeeding with WiMAX—from planning through deployment. Topics include Applications, history, spectrum options, technical and business challenges, and competitive technologies of WiMAX 802.16 standards: physical and MAC layers,

channel access, scheduling services, mobility, advanced antenna features, hybrid-ARQ, and more  
Broadband wireless channels: pathloss, shadowing, cellular systems, sectoring, and fading—including modeling and mitigation OFDM: from basic multicarrier concepts to synchronization, PAR reduction, and clipping MIMO: Multiple antennas, spatial diversity, beamforming, and a cutting-edge treatment of the use of MIMO in WiMAX OFDMA: multiple access, multiuser diversity, adaptive modulation, and resource allocation Networking and services aspects: architecture and protocols for IP QoS, session management, security, and mobility management Predicting performance using link-level and system-level simulations WiMAX network architecture: design principles, reference models, authentication, QoS, and mobility management

## **International Conference on Issues and Challenges in Intelligent Computing Techniques (ICICT), 2014**

Praise and Reviews "This is a must read book Lindstrom provides fascinating stories taking you into the mental and emotional life of this new generation" - Philip Kotler, S C Johnson & Sons Distinguished Professor of International Marketing, Northwestern University, Kellogg School of Management "BRANDchild will be a valuable addition to our industry's literature." - Lester Wunderman, Chairman Emeritus and founder of Wunderman Cato Johnson "Lindstrom's fascinating tour-de-force may have you staying awake for 60 hours in order to mine the kids-

focused marketing wisdom." - Stann Rapp, MRM Partners Worldwide and co-founder of Rapp Collins Tweens (8- to 14-year-olds) are an increasingly powerful and smart consumer group that spent \$300 billion across the globe last year and influenced another \$350 billion spend through their parents. Based on the world's most extensive study of tween attitudes and behaviours, and now available in paperback, BRANDchild is the first book to look in-depth at the phenomena behind global kids and their relationships with brands. Conducted by Millward Brown, the leading global market research agency, the BRANDchild survey involved several thousand kids from more than 70 cities in 14 countries (throughout Europe, Asia, the United States and South America). Several renowned experts share their unique views on kids' trends and fascinating marketing techniques. Packed with practical advice on how to create kids' brands, including more than 50 previously unpublished case studies, BRANDchild proposes innovative ways of marketing to this young audience.

## **Intelligent Computing and Innovation on Data Science**

### **Mutual Funds**

The book presents high-quality research papers presented at the first international conference, ICICCD 2016, organised by the Department of Electronics, Instrumentation and Control Engineering of University

of Petroleum and Energy Studies, Dehradun on 2nd and 3rd April, 2016. The book is broadly divided into three sections: Intelligent Communication, Intelligent Control and Intelligent Devices. The areas covered under these sections are wireless communication and radio technologies, optical communication, communication hardware evolution, machine-to-machine communication networks, routing techniques, network analytics, network applications and services, satellite and space communications, technologies for e-communication, wireless Ad-Hoc and sensor networks, communications and information security, signal processing for communications, communication software, microwave informatics, robotics and automation, optimization techniques and algorithms, intelligent transport, mechatronics system, guidance and navigation, algorithms, linear/non-linear control, home automation, sensors, smart cities, control systems, high performance computing, cognition control, adaptive control, distributed control, prediction models, hybrid control system, control applications, power system, manufacturing, agriculture cyber physical system, network control system, genetic control based, wearable devices, nano devices, MEMS, bio-inspired computing, embedded and real-time software, VLSI and embedded systems, FPGA, digital system and logic design, image and video processing, machine vision, medical imaging, and reconfigurable computing systems.

## **Working Life**

## **Handbook of the Economics of Finance**

Each book in the series cuts through the jargon and mystique of the financial markets to give the reader a clear picture of how and why these markets function as they do. Key features include: clear definitions of financial terms worked examples of transactions and contracts summaries and overviews valuation techniques quick Quiz questions to reinforce the learning experience strip cartoons to explain complex trades entertaining cartoons from Alex to lighten the load war stories and anecdotes from Mark Mobius based on his remarkable experiences other Resources section to guide the reader to other useful books, websites and reference material

## **Investment Fables**

One of the world's leading investment researchers runs the numbers on some of today's most widely touted strategies, objectively answering the questions brokers cannot answer and presents exactly what works and what doesn't.

## **Working Capital Management**

## **Intelligent Computing in Engineering**

This highly acclaimed text, designed for postgraduate students of management, commerce, and financial studies, has been enlarged and updated in its second edition by introducing new chapters and topics with

its focus on conceptual understanding based on practical examples. Each derivative product is illustrated with the help of diagrams, charts, tables and solved problems. Sufficient exercises and review questions help students to practice and test their knowledge. Since this comprehensive text includes latest developments in the field, the students pursuing CA, ICWA and CFA will also find this book of immense value, besides management and commerce students. THE NEW EDITION INCLUDES • Four new chapters on 'Forward Rate Agreements', 'Pricing and Hedging of Swaps', 'Real Options', and 'Commodity Derivatives Market' • Substantially revised chapters—'Risk Management in Derivatives', 'Foreign Currency Forwards', and 'Credit Derivatives' • Trading mechanism of Short-term interest rate futures and Long-term interest rate futures • Trading of foreign currency futures in India with RBI Guidelines • Currency Option Contracts in India • More solved examples and practice problems • Separate sections on 'Swaps' and 'Other Financial Instruments' • Extended Glossary

## **Retailing Management**

The book is for the use of professionals in all walks of life with a view to assisting them in effectively accomplishing their professional goals using the appropriate mindset and attitude. An assist in helping those who choose to, to become better leaders, managers, academic heads, and personnel.

## **Employee Engagement**

For use in events and convention management courses Experience the World of Meetings, Expositions, Events, and Conventions Meetings, Expositions, Events, and Conventions: An Introduction to the Industry acquaints readers with the burgeoning field of event planning. Constructed with the Delphi method based on the opinions of experts and educators, the text is divided into the most up-to-date and relevant topics of the MEEC world. A comprehensive overview of all aspects of the MEEC industry, the Fourth Edition is the ideal text with which to introduce newcomers to this broad field. The text features case studies and examples that help readers relate the material to a future career in Event Planning, as well as major trends in this fast-growing field.

## **Marketing 3.0**

This book covers a very broad range of topics in marketing, communication, and tourism, focusing especially on new perspectives and technologies that promise to influence the future direction of marketing research and practice in a digital and innovational era. Among the areas covered are product and brand management, strategic marketing, B2B marketing and sales management, international marketing, business communication and advertising, digital and social marketing, tourism and hospitality marketing and management, destination branding and cultural management, and event marketing. The book comprises the proceedings of the International Conference on Strategic Innovative Marketing and



Tourism (ICSIMAT) 2018, where researchers, academics, and government and industry practitioners from around the world came together to discuss best practices, the latest research, new paradigms, and advances in theory. It will be of interest to a wide audience, including members of the academic community, MSc and PhD students, and marketing and tourism professionals.

## **FINANCE**

Traditionally piracy has produced sentimental notions of adventure, freedom, and independence. However, piracy is a criminal act and often involves high levels of violence that can have a devastating impact on the victims. This book attempts to understand the illicit financial flows from the proceeds of piracy.

## **The Consumer Mind**

Contents: Venue Capital: Recent Trends in the Liberalization Context, Role of Financial Institutions and Developmental Organizations in Promoting Rural Non-farm Small Enterprises, Challenges for Indian Banking Industry, HRD Practices in Banking Sector: An Analysis, The Balance Sheet of Liberalization: A Study of the Banking Sector, The Menace of Non-performing Assets: Challenges and Remedial Measures, Credit Disbursement by Commercial Banks After Second Generation Reforms, Financial Sector Reforms and Their Impact on Banks, Voluntary Retirement Scheme: Impact on Banking Sector, Emerging Challenges of Electronic Banking,

Information Technology in Banks, Relationship Between Stock Prices and Exchange Rates, Corporate Governance: An Overview, Corporate Frauds: A Model for Good Governance, Development of Technical Entrepreneurship, Perspectives of Entrepreneurship Development Role of STEPs, and Innovation and Business Incubators, Management of Human Resource, Human Resource Managers Challenges, Managing Talent: A Market Driven Approach, Hallmarks of High Performing Organizations, India Shining with Human Strategic Strength, Human Resource Management with Specific Case Studies in India, Human Resource Management: Challenges in the New Millennium, Traditional Professional Communities: Their Reorientation, Human Resource Development As Strategic Strength, HRD As A Strategic Power, Developing Human Resource As A Strategic Strength, Transcultural Human Values, Rationalisation: A Competitive Advantage.

## **FINANCIAL DERIVATIVES**

The Routledge Handbook of Events explores and critically evaluates the debates and controversies associated with this rapidly expanding discipline. It brings together leading specialists from range of disciplinary backgrounds and geographical regions, to provide state-of-the-art theoretical reflection and empirical research on the evolution of the subject. It is the first major study to examine what events is as a discipline in the twenty-first century, its significance in contemporary society and growth as a mainstream subject area. The book is divided in to five inter-

related sections. Section one evaluates the evolution of events as a discipline and defines what events studies is. Section two critically reviews the relationship between events and other disciplines such as tourism and sport. Section three focuses on the management of events, section four evaluates the impacts of events from varying political, social and environmental perspectives and section five examines the future direction of growth in event-related education and research. It offers the reader a comprehensive synthesis of this field, conveying the latest thinking and research. The text will provide an invaluable resource for all those with an interest in Events Studies, encouraging dialogue across disciplinary boundaries and areas of study.

## **Neuromarketing For Dummies**

Praise for Socialnomics "It's obvious that Erik Qualman's passion is social media." —Dan Heath, New York Times bestselling coauthor of Made to Stick and Switch "People are hot for social media . . . Erik Qualman says it's about listening first, then selling." —Forbes "Erik Qualman has been doing his homework on the social media phenomenon." —The Huffington Post "This is a must-read for anyone trying to leverage the social graph rather than be squashed by it." —Steve Kaufer, CEO, TripAdvisor "You learn a lot about someone from how they treat their moms. Erik is a trustworthy guy." —Chris Brogan, New York Times bestselling author of Trust Agents and Social Media 101 "Qualman is to social media what Demming is to quality and Drucker to management." —Scott

Galloway, Professor, Stern School of Business, NYU  
The newly revised and updated guide to the social media revolution! Welcome to the world of Socialnomics—where consumers and the societies they create online have profound effects on our economy and the businesses that operate within it. Online word of mouth, social search, social commerce, and the influence of peer groups are making traditional marketing strategies obsolete. As a result, we no longer have a choice on whether we do social media; the question is how well we do it. Join Erik Qualman in Socialnomics for a fascinating look at the business implications of social media, and tap its considerable power to increase sales, cut marketing costs, and communicate directly with consumers.

## **International Perspectives on Gender and Higher Education**

### **The New Community Rules**

The International Conference on Communications, Management, and Information Technology (ICCMIT'16) provides a discussion forum for scientists, engineers, educators and students about the latest discoveries and realizations in the foundations, theory, models and applications of systems inspired on nature, using computational intelligence methodologies, as well as in emerging areas related to the three tracks of the conference: Communication Engineering, Knowledge, and Information Technology. The best 25 papers to be included in the book will be

carefully reviewed and selected from numerous submissions, then revised and expanded to provide deeper insight into trends shaping future ICT.

## **Bank Finance for Rural Development**

This book comprises select papers from the international conference on Research in Intelligent and Computing in Engineering (RICE 2019) held at Hanoi University of Industry, Hanoi, Vietnam. The volume focuses on current research on various computing models such as centralized, distributed, cluster, grid and cloud. The contents cover recent advances in wireless sensor networks, mobile ad hoc networks, internet of things, machine learning, grid and cloud computing, and their various applications. The book will help researchers as well as professionals to gain insight into the rapidly evolving fields of internet computing and data mining.

## **Socialnomics**

Blogs, networking sites, and other examples of the social web provide businesses with a largely untapped marketing channel for products and services. But how do you take advantage of them? With *The New Community Rules*, you'll understand how social web technologies work, and learn the most practical and effective ways to reach people who frequent these sites. Written by an expert in social media and viral marketing, this book cuts through the hype and jargon to give you intelligent advice and strategies for positioning your business on the social web, with case

studies that show how other companies have used this approach. The New Community Rules will help you: Explore blogging and microblogging, and find out how to use applications such as Twitter to create brand awareness Learn the art of conversation marketing, and how social media thrives on honesty and transparency Manage and enhance your online reputation through the social web Tap into the increasingly influential video and podcasting market Discover which tactics work -- and which don't -- by learning about what other marketers have tried Many consumers today use the Web as a voice. The New Community Rules demonstrates how you can join the conversation, contribute to the community, and bring people to your product or service.

## **Proceeding of International Conference on Intelligent Communication, Control and Devices**

Understand the next level of marketing The new model for marketing-Marketing 3.0-treats customers not as mere consumers but as the complex, multi-dimensional human beings that they are. Customers, in turn, are choosing companies and products that satisfy deeper needs for participation, creativity, community, and idealism. In Marketing 3.0, world-leading marketing guru Philip Kotler explains why the future of marketing lies in creating products, services, and company cultures that inspire, include, and reflect the values of target customers. Explains the future of marketing, along with why most marketers are stuck in the past Examines companies that are

ahead of the curve, such as S. C. Johnson Kotler is one of the most highly recognized marketing gurus, famous for his "4 P's of Marketing" In an age of highly aware customers, companies must demonstrate their relevance to customers at the level of basic values. Marketing 3.0 is the unmatched guide to getting out front of this new tide sweeping through the nature of marketing.

## **Handbook of Wireless Sensor Networks: Issues and Challenges in Current Scenario's**

### **Meetings, Expositions, Events, and Conventions**

Engaged employees are assets to every company because they are not only more productive but are also open to new ideas and technologies that often lead to significant business outcomes. Businesses need to establish credible antecedents to employee engagement based on their own culture and needs to develop a pool of highly engaged employees. Management Techniques for Employee Engagement in Contemporary Organizations provides theoretical frameworks and the latest empirical research findings on management strategies for the promotion, adoption, and implementation of work engagement policies. The content within this publication examines gamification, employee engagement, and management techniques and is designed for academicians, managers, business professionals,

human resources officers, policymakers, and researchers.

## **Statistics for Management**

### **Construction Project Management**

Learn how to use neuromarketing and understand the science behind it. Neuromarketing is a controversial new field where researchers study consumers' brain responses to advertising and media. Neuromarketing and the brain sciences behind it provide new ways to look at the age-old question: why do consumers buy? *Neuromarketing For Dummies* goes beyond the hype to explain the latest findings in this growing and often misunderstood field, and shows business owners and marketers how neuromarketing really works and how they can use it to their advantage. You'll get a firm grasp on neuromarketing theory and how it is impacting research in advertising, in-store and online shopping, product and package design, and much more. Topics include: How neuromarketing works  
Insights from the latest neuromarketing research  
How to apply neuromarketing strategies to any level of advertising or marketing, on any budget  
Practical techniques to help your customers develop bonds with your products and services  
The ethics of neuromarketing  
*Neuromarketing for Dummies* demystifies the topic for business owners, students, and marketers and offers practical ways it can be incorporated into your existing marketing plans.



## **Difficult Daughters**

This book covers both basic and high-level concepts relating to the intelligent computing paradigm and data sciences in the context of distributed computing, big data, data sciences, high-performance computing and Internet of Things. It is becoming increasingly important to develop adaptive, intelligent computing-centric, energy-aware, secure and privacy-aware systems in high-performance computing and IoT applications. In this context, the book serves as a useful guide for industry practitioners, and also offers beginners a comprehensive introduction to basic and advanced areas of intelligent computing. Further, it provides a platform for researchers, engineers, academics and industrial professionals around the globe to showcase their recent research concerning recent trends. Presenting novel ideas and stimulating interesting discussions, the book appeals to researchers and practitioners working in the field of information technology and computer science.

## **Smart Innovations in Communication and Computational Sciences**

Set against the tumult of the 1947 Partition, Manju Kapur's acclaimed first novel captures a life torn between family, desire, and love. The one thing I had wanted was not to be like my mother. Virmati is the eldest of eleven children, born to a respectable family in Amritsar. Her world is shaken when she falls in love with a married man. Charismatic Harish is a respected professor and her family's tenant. Virmati takes up

with Harish and finds herself living alongside his first wife. Set in Amritsar and Lahore and narrated by Virmati and her daughter, Ida, a divorcée on a quest to understand and connect with her departed mother, *Difficult Daughters* is a stunning tale of motherhood, love, and finding one's identity in a nation struggling to discover its own. Winner of the 1999 Commonwealth Writers' Prize for best first book (Eurasia Region) and shortlisted for the Crossword Book Award in India.

## **Banking Sector and Human Resources**

The *Consumer Mind* explores the relationship between consumers and brands, analysing the types of communication and their perception of brands. Based on research from Millward Brown, one of the world's leading research agencies, it provides expert advice for marketing practitioners on how brands, products, services and communications reach the mind of the consumer. With insights based on the latest advances in neuroscience and psychology, it analyses the daily mental functions of consumers, in relation to others and their environment, and the implications for brands. The *Consumer Mind* encourages marketers to think about people and their everyday lives, enabling them to influence the way that their brands are perceived and to encourage trial and repeat purchases.

## **Management in the 21st Century**

This book explores various challenging problems and

applications areas of wireless sensor networks (WSNs), and identifies the current issues and future research challenges. Discussing the latest developments and advances, it covers all aspects of in WSNs, from architecture to protocols design, and from algorithm development to synchronization issues. As such the book is an essential reference resource for undergraduate and postgraduate students as well as scholars and academics working in the field.

## **Human Resource Management in Organisations**

The book presents the latest advances and research findings in the fields of computational science and communication. The areas covered include smart innovation; systems and technologies; embedded knowledge and intelligence; innovation and sustainability; advanced computing; and networking and informatics. It also focuses on the knowledge-transfer methodologies and the innovation strategies employed to make these effective. This fascinating compilation appeals to researchers, academics and engineers around the globe.

## **Strategic Innovative Marketing and Tourism**

The Missing Entrepreneurs 2017 is the fourth edition in a series of publications that examine how public policies at national, regional and local levels can support job creation, economic growth and social

inclusion by overcoming obstacles to business start-ups and self-employment by people from dis

## **Shaping the Future of ICT**

### **Virtually Perfect**

This energetic and thought-provoking book encourages a reflexive, non-nationalistic approach to doing world research and sets out how to understand, plan, do and use this research. Williams introduces a range of frameworks, from desk-based studies and traditional ethnography to the use of internet, satellites, robots, drones and 'big data', and provides exciting, interdisciplinary examples. This book is presented in a clear international style and uses creative approaches to researching peoples, places and world systems. It explains: desk-based research using international data including documentaries, museum objects, archives, data-sets and working with groups such as refugees, tourists and migrants distance research using online videos, surveys and remote methods such as video conferencing and crowdsourcing fieldwork abroad, including ethnography, street observation and mapping. The book is also accompanied by a website, with the following features: For Students Weblinks for each chapter Examples/summaries/templates related to text marked with Additional thinking zones An overview of data capture technologies For Lecturers Copies of all the figures and thinking zones for use in teaching material PowerPoint slides for each chapter

Built upon the foundations of the author's 30 years of research experience, and including original case studies from international students, this is an essential guide for anyone in the social sciences using or doing international and global research.

## **BrandChild**

This book is meant for students and professionals having fundamental engineering knowledge and familiarity with construction process and practices. It includes 18 chapters - each accompanied with an appendix - along with abbreviations and glossary of terms. Each chapter has been ensured to provide an optimal mix of theory and application. The subject covered in this book provides practical relevance to current project management techniques and practices.

## **Doing International Research**

Arbitrage, State Prices and Portfolio Theory / Philip h. Dybvig and Stephen a. Ross / - Intertemporal Asset Pricing Theory / Darrell Duffie / - Tests of Multifactor Pricing Models, Volatility Bounds and Portfolio Performance / Wayne E. Ferson / - Consumption-Based Asset Pricing / John y Campbell / - The Equity Premium in Retrospect / Rainish Mehra and Edward c. Prescott / - Anomalies and Market Efficiency / William Schwert / - Are Financial Assets Priced Locally or Globally? / G. Andrew Karolyi and Rene M. Stuli / - Microstructure and Asset Pricing / David Easley and Maureen O'hara / - A Survey of Behavioral Finance /

Nicholas Barberis and Richard Thaler / - Derivatives /  
Robert E. Whaley / - Fixed-Income Pricing / Qiang Dai  
and Kenneth J. Singleton.

## **Fundamentals of WiMAX**

How do employees feel about their work? And what can employers do to raise levels of engagement? This report is based on a nationwide survey of 2,000 employees conducted in July 2006. The report is the latest in a long-running series for CIPD and provides an independent picture of the state of the employment relationship.

## **Pirate Trails**

Despite improved access to higher education for women, the distribution of women and men varies considerably between fields of study. The chapters in this edited collection explore the participation status of women in higher education across the varying socio-economic and sociological backgrounds observed in different countries and regions.

## **The Missing Entrepreneurs 2017 Policies for Inclusive Entrepreneurship**

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.

## **Management Techniques for Employee Engagement in Contemporary Organizations**

### **The Routledge Handbook of Events**

"Human Resource Management in Organisations" identifies and discusses key developments within a variety of organisations including the public sector, privatised utilities, Small Medium Enterprises and the not-for-profit sectors, and looks at Human Resource Management within an organisational context. With the use of practical, real life case studies, this text provides students with a sound understanding of the theoretical approaches to the management of people

together with an appreciation of their application within different organisational contexts. Designed to cater for students studying a Human Resource Management module on undergraduate programmes, or postgraduate programmes as part of an HRM or business degree programme, it is also suitable for students taking the CIPD Managing and Leading People module



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