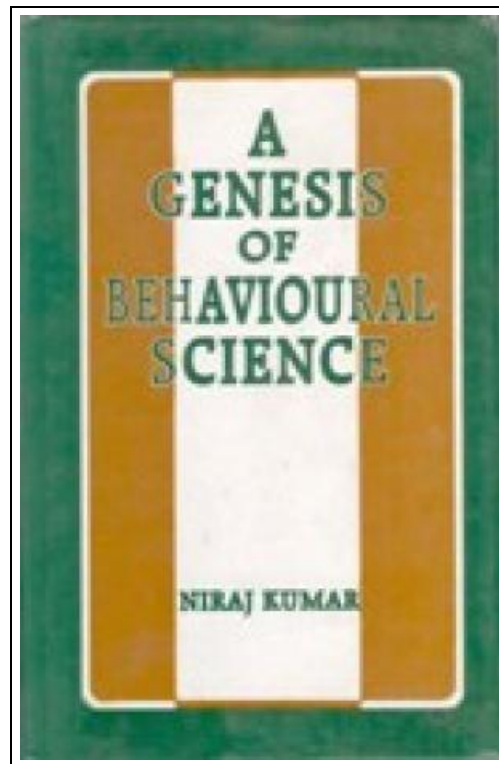


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1998. Hardcover. Book Condition: New. 464 In this painstaking study the author has made all possible efforts to cover major areas of genesis, its development, use relation to the other disciplines and possibilities. A bible for the students and practioners of management. About The Author:- Dr. Niraj Kumar (b. 1952) holds a doctorate in Business Administration. Having a brilliant record with merit scholarships and gold medals, he has been honoured with the Vice Chancellor's Testimonial of being one of the finest students on the rolls of the Lucknow University. He was an U.G.C. Research Fellow and was on the teaching faculty of Banaras Hindu University in the area of Commerce and Management Studies. Besides varied experience in journalism, he is a regular contributor to research and professional journals on Management, with specialisation in Behavioural Science. Personal Management and Labour Relations. He is a management consultant to a number of national and international organisations. He has widely travelled abroad number of times as a management consultant and has presented number of papers in various technical sessions, besides conducting Management Development Programme. Several books are to his credit, out of which, Communication in Indian Industires, A Genesis of Behavioural Science, Peoples Paradise in the East has the credit of being the first book on the subject by an Indian author. His forthcoming publications are: Dictionary of Management, Marketing Communications: Theory and Practice and Managerial Interface. Presently, he is a senior faculty member of Department of Business Administration, University of Lucknow and Director of its B.B.A. Programme and Coordinator of M.B.A. Three-year Programme. Dr. Shiba Charan Panda is currently senior Lecturer in the Department of Commerce 'satyawati Co-ed. College', University of Delhi, Delhi. Besides, he is a visiting faculty member, Deptt. of Commerce, South Delhi Campur; Institute of Management and Research Bharatiya Vidyapeeth,...

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