

The background is a vibrant, abstract painting. It features swirling bands of color in shades of purple, blue, green, yellow, and red. Scattered throughout are numerous small, concentric circles, some in light blue and others in white, giving the impression of bubbles or distant stars. Dark, thin, black lines resembling tree branches or roots are scattered across the composition, some extending from the top and others from the bottom.

Own Publications

2018

ATLANTIC

PUBLISHERS & DISTRIBUTORS (P) LTD

ATLANTIC

PUBLISHERS & DISTRIBUTORS (P) LTD



- Established in 1977, acclaimed for excellence in academic, professional and general publishing
- Modern high-tech offices and distribution warehouses spread over 100,000 sq. ft.
- Professional and dedicated team of over 125 employees
- India's leading distributor of books
- Global supply chain of over 14 million titles with time-bound deliveries
- Millions of books available off-the-shelf in wide spectrum of subjects
- Covers all subjects including STM, Bio-Sciences, Geo-Sciences, Social Sciences, Humanities & Literature
- Pan-India presence through a strong network of distributors, booksellers, library vendors
- Major player on popular e-commerce portals like Amazon, Flipkart and Paytm
- Atlantic Library Division caters to leading universities, IITs, IIMs, educational and research institutions
- Covers over 20,000 institutions through exhibitions, print catalogues and e-marketing campaigns
- State-of-the-art printing, binding and logistics infrastructure
- Provides book production (POD), pick-pack-ship and warehousing services to publishers
- Four decades of experience in publishing and distribution



PUBLISHING



DISTRIBUTION



LIBRARY SUPPLIES



E-RETAILS



PRINT-ON-DEMAND



WAREHOUSING SERVICES

Contents

English Literature/Linguistics.....	2
Peacock Classics	22
Business Management.....	24
Economics.....	30
Politics and Current Affairs	33
Mass Media and Journalism.....	39
History	39
Education.....	44
Sociology and Anthropology	47
Law and Criminology.....	49
Religion and Philosophy	50
Psychology	52
Engineering/Computer/Chemistry	53
Physics and Astronomy	56
Mathematics and Statistics.....	57
Medical/Bio-Science	58
Earth-Science/Environment.....	61
Health	62
Library & Information Science	63
General.....	64

Corporate Office: 7/22, Ansari Road, Darya Ganj, New Delhi-110002
Ph.: +91-11-40775252, 23273880, 23275880
Fax: +91-11-23285873

Institutional Sales (Global): Amita Gupta, Director – Institutional
Sales • Email: amita@atlanticbooks.com
Ph.: 011-40775234, Mobile: +91 9999060050

International Sales: Naveen Saini, General Manager
Email: naveen@atlanticbooks.com • Ph.: 011-40775230
Mobile: +91 9711494595

Sales and Marketing (India and Nepal):
Nitin Sharma, General Manager–Sales
Email: nitin@atlanticbooks.com
Ph.: 011-40775247, Mobile: +91 9310043880

Ordering, Enquiries: Ram Nath Gaur, Sr. Manager – Sales
Email: orders@atlanticbooks.com • Ph.: 011-40775220

International Procurement: Email: procurement@atlanticbooks.com
Ph.: 011-40775223

Customer Service, Billing, Dispatch:
Email: despatch@atlanticbooks.com • Ph.: 011-40775204

Account Enquiries: Email: accounts1@atlanticbooks.com;
accounts@atlanticbooks.com • Ph.: 011-40775232, 011-40775224

Reception/General Enquiries: Ph.: 011-40775252, 011-40775214

Chennai Branch: 5, Nallathambi Street, Wallajah Road,
Chennai-600002 • Ph.: 044-64611085, 044-28411383
Email: chennai@atlanticbooks.com
S. Nagarajan, General Manager – South
Email: nagarajan@atlanticbooks.com • Mobile: +91 9445627797

Editorial, Manuscript Submission: Email: editorial@atlanticbooks.com
Ph.: 011-40775300

Publishing: Harjeet Singh, Sr. Manager – Publishing
Email: harjeet@atlanticbooks.com • Ph.: 011-40775301

Production: Anjani Sharma, Sr. Manager – Production
Email: anjani@atlanticbooks.com • Mobile: +91 9711557736

Management: Manish Kumar Gupta, Managing Director
Email: manish@atlanticbooks.com • Mobile: +91 9899995000

Ashish Kumar Gupta, Executive Director
Email: ashish@atlanticbooks.com • Mobile: +91 9811134611

Invitation to Authors

We have the pleasure of introducing ourselves as India's leading Publisher with over 3000 titles in print as well as e-books across a wide spectrum of subjects. Atlantic Publishers & Distributors (P) Ltd. provides an ideal platform for both established as well as budding authors to publish books in a comparatively short period. With in-house designing, typesetting, production and Print-on Demand facilities, we strive to match international standards in book publishing with strict quality controls. We are known for quality academic, professional and general publishing and ensure the best production quality with time-bound delivery.

Team Atlantic has over a hundred dedicated, trained and experienced industry professionals managing various operations like distribution, customer services, sales and marketing, print, production and e-promotions, along with the product acquisitions, editorials and publishing.

We are also India's leading Distributor of books from across the globe, partnering with world's leading publishers like Oxford University Press, Routledge, Sage, Wiley-Blackwell, Palgrave-Macmillan, Bloomsbury Publishing, Princeton University Press, Harvard and MIT, among many others. At any point of time, we have more than 50,000 titles on our shelves on various subjects.

Our strong network of channel partners consists of sub-distributors, booksellers and library vendors across the country. We are regular suppliers of books to libraries of leading universities, and research institutions in India. Our marketing endeavour through subject-wise printed catalogues and e-broachers covers over 20,000 institutions. We also have a strong online marketing and selling structure, and all our titles are prominently available through all major e-commerce portals like Amazon, Flipkart, PayTM, Snapdeal and others, both in India and abroad. All our new titles and key-back list is available simultaneously in print as well as e-book for a wider reader base.

With a view towards contributing to the advancement of learning globally, we invite writers and authors to join hands with us. We publish academic as well as non-academic high-standard books on a varied range of subjects as mentioned on our website. Those interested in getting their manuscripts published by us, may send details of their proposed manuscripts along with the *Manuscript Submission Form* (available on our site). The manuscripts can be in the form of typescript/ CD (MS Word or any other editable format).

The authors may e-mail the above details to editorial@atlanticbooks.com or may write to us at: Editorial Division, Atlantic Publishers & Distributors (P) Ltd., B-2, Vishal Enclave, Opp. Rajouri Garden, New Delhi – 110027 (INDIA), Phones: 91-11-40775300, 25413460, 25429987, 25466842.



A Brief History of Languages

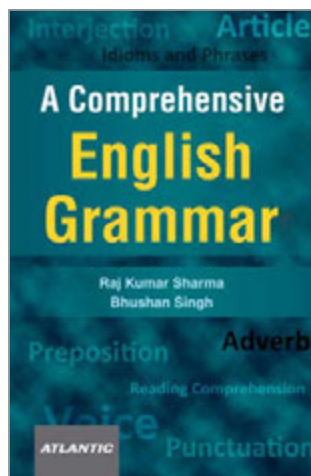
Atlantic • 2018 • 280 pp.
HB 9788126920990 ₹ 875.00

eBook
Available

Jaya S. Nagendra

She has a degree in Computer Science from University of Maryland, USA. She also has a Master's Degree in Information System from USA.

The book traces the evolution of languages in the history of mankind and describes many hypotheses regarding when, where, why, and how human languages emerged. The distinct features of the book are the description of origin and evolution of languages; primate language; importance of Broca and Wernicke portions of the Neocortex in the brain; theories of human language development; primary characteristics of human language; communication system in animals; animal intelligence; ancient languages and their scripts; living and extinguished languages and their scripts; modern languages; introduction to Indo-European and Indo-Dravidian languages; and the development of writing system and writing material. The book covers more than twenty major living and non-living languages along with their origins, scripts, grammar, inscriptions, and how respective literature helped the language to develop. The important characteristics of six main languages of the world—German, French, Spanish, Italian, Hindi and Japanese—and their daily usable phrases and basic grammar have been included. The book will be useful for students, teachers and scholars in the pertinent field. It will also appeal to those interested in knowing about the evolution of human language.



A Comprehensive English Grammar

Atlantic • 2018 • 400 pp.
HB 9788126920112 ₹ 895.00
PB 9788126920129 ₹ 295.00

eBook
Available

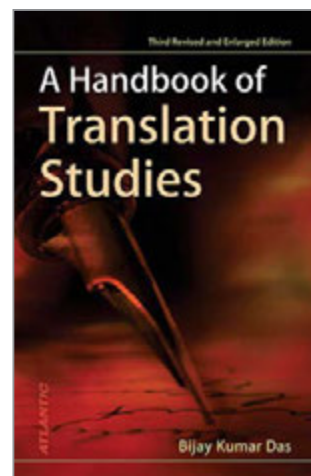
Raj Kumar Sharma

Head, Department of English at Purvottar Railway College, Sonpur (Saran)

Bhushan Singh

Head, Department of English, Railway College, Sonpur (Saran)

English has emerged as the leading language for write-ups, conversations, media and communication. English skills are generally considered a passport to success as they open floodgates of opportunities for the person who acquires them. Grammar is the base on which the correct structure of sentences is laid. The book encapsulates adequate description, apt explanation and scientific presentation of all the major aspects of English grammar. The grammar aims to describe the ways a language should be used to fulfill the communicative needs. This has been taken care of in the book. In addition, attempt has been made to explain the role of various constituents of grammar and their underlying patterns that form acceptable grammar structures. Apart from explaining the usage of parts of speech like noun, pronoun, adjective, verb, adverb, preposition, conjunction, article, etc. other important aspects of core grammar like sentence, time and tense, subject-verb agreement, voice, and narration have also been dealt with. Exclusive chapters have been devoted to punctuation and idioms and phrases. Since writing is an integral part of English skills, paragraph writing, precis writing, and letter writing have been included in the book, besides reading comprehension which is another important English skill. Latest trends in these areas have been given to keep the readers up-to-date. Another important feature of the book is the inclusion of a large number of examples and exercises for easy comprehension by the readers. The book is meant for all those who are interested in developing a competence in English in all possible ways, viz. language skills, pedagogy, grammatical operations, and writing skills. It has been designed to suit the needs of learners as well as teachers.



A Handbook of Translation Studies (Third Revised and Enlarged Edition)

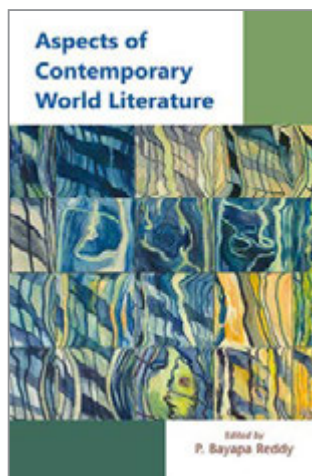
Atlantic • 2018 • 200 pp.
HB 9788126918058 ₹ 495.00
PB 9788126918065 ₹ 225.00

eBook
Available

Bijay Kumar Das

M.A., PhD., D.Litt., has retired as a Professor from Department of English and Culture Studies, University of Burdwan. He has also contributed to the *Encyclopaedia of World Literature in the 20th Century* (New York).

Like criticism, translation is always a text about a text and hence it is a metatext. We translate by intuition. There is no 'science of translating' though there are scientific theories of translation. In this revised and enlarged edition of *A Handbook of Translation Studies*, a thorough analysis of various aspects of translation studies—both in the East and the West has been made. Apart from making a background study of translation, the art of translation has been analysed as creative writing, as linguistic bridge-building and as nation building. A chapter each has been devoted to the important aspects of translation, like theory and practice of translation: the Indian context; comparative literature and translation studies: a correlation; the role of the translator; translation theories, and above all, the place of translation in the twenty-first century in the global context. This is an incisive and well researched book on translation studies in our country. In this revised and enlarged edition, a new chapter entitled "Translator's Dilemma: Agony or Ecstasy" has been added, while the importance of translation has been emphasized in "Translate or Perish". The Bibliography has also been updated. The book will be useful for those concerned with translation studies in India.



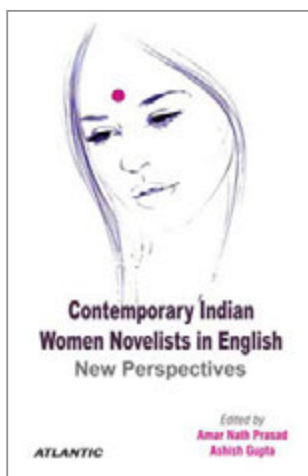
Aspects of Contemporary World Literature

Atlantic • 2018 • 304 pp.
HB 9788126909759 ₹ 895.00

Ed. by P. Bayapa Reddy

Formerly senior Professor of English at Sri Krishnadevaraya University, Anantapur, Andhra Pradesh (India).

Aspects of Contemporary World Literature is an unfailingly resourceful and informative book and its penetrating contemporary analyses bring into view immensely fruitful and illuminating new perspectives on contemporary world literature. It comprises five parts, and each part is closely-knit with the other parts with its overt emphasis on the strand of contemporaneity. Rooted as it is in concept of world literature, Part A studies interestingly major contemporary British literary artists like Pinter, Farrell and others. Part B examines not surprisingly but unabashedly the modern American artistic sensibilities like Rita Dove, Maya Angelou, Jerzy Kosinski, Thomas King and Toni Morrison. Part C analyses meaningfully and conveniently the most representative literary endeavours of Soyinka, Achebe, Ngugi, Naipaul, and Derek Walcott from the Third World. Part D scans authoritatively the selections from contemporary Indian writers in English like Vikram Seth, Badal Sircar, and Kiran Desai, besides the others. Part E heralds tacitly and also articulates compellingly a seamless global network of mass media including its affiliations with lexicography and critical theory. Internationally acclaimed critics like Howard R. Wolf, Wail S. Hassan, M.K. Naik, Prema Nandakumar, and Shyamala A. Narayan enrich this scholarly work with their perceptive insights into the fiesta of discourse on contemporary world literature. This book of engrossing interest will be a prized possession for any library—personal or institutional.



Contemporary Indian Women Novelists in English: New Perspectives

Atlantic • 2018 • 204 pp.
HB 9788126925223 ₹ 595.00

eBook
Available

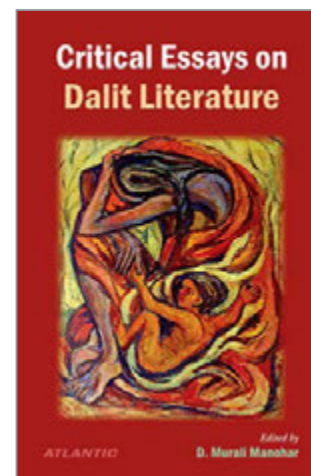
Ed. by Amar Nath Prasad

M.A. Ph.D., is Associate Professor and head at P.G. Deptt. of English, Jagdam College, J.P. University, Chhapra (Bihar).

Ashish Gupta

Associate Professor in the Department of Postgraduate Studies of Research in English in J.H. Govt. P.G. College, Betul (M.P.).

Contemporary Indian Women Novelists in English: New Perspectives attempts to study and analyse some prominent Indian women novelists whose contributions to English literature in general and Indian writing in English in particular are immense. The writers included in this anthology are: Anita Desai, Mahasweta Devi, Shashi Deshpande, Arundhati Roy, Bharati Mukherjee, Jhumpa Lahiri, Shobhaa De, Manju Kapur, Jai Nimbkar, Anuradha Roy, Meena Alexander, Lakshmi Kannan, Bama and Volga. The articles selected for this book present the various aspects of the above-mentioned authors as projected in their respective works. The book, we hope, will certainly be welcomed by the students as well as the teachers of English literature.



Critical Essays on Dalit Literature

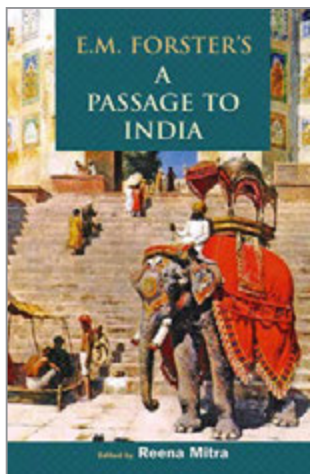
Atlantic • 2018 • 144 pp.
HB 9788126917846 ₹ 495.00

eBook
Available

Ed. by D. Murali Manohar

M.A., B.Ed., M.Phil. and Ph.D., is Associate Professor, Department of English, University of Hyderabad.

In the context of traditional Hindu society, Dalit status has often been historically associated with occupations considered ritually impure, such as any involving leatherwork, butchering, or removal of rubbish, animal carcasses, and waste. Engaging in these activities was considered to be polluting to the individual, and this pollution was considered contagious. As a result, Dalits were commonly segregated, and banned from full participation in Hindu social life. Social reality in India can be mapped along three axes—caste (social), profession (economic) and gender. Among these, within the social axes, Brahminism plays an important role in the identity and demarcation of Dalits who are still subjected to suppression. Gender is a key dimension in mapping the social reality but more so in the case of Dalits. The book is an anthology of illuminating articles highlighting various problems Dalits are facing in our society despite the equality they have been given by the Indian Constitution and notwithstanding a ban on untouchability. The exclusion of the Dalits on the basis of caste, gender, religion, etc. has been discussed in detail, besides the impact of globalization on Dalits. A comparison of Ambedkar and Gandhi has been made in the context of The Laws of Manu. Some other areas of focus include education and empowerment of Dalit women; Dalits and Hinduism; the contribution of a non-Dalit to Dalit literature; and the issue of untouchability in Arundhati Roy's *The God of Small Things*. The book will find favour with all those concerned with the plight of Dalits in our society and are desirous of bringing a positive change in their lives.



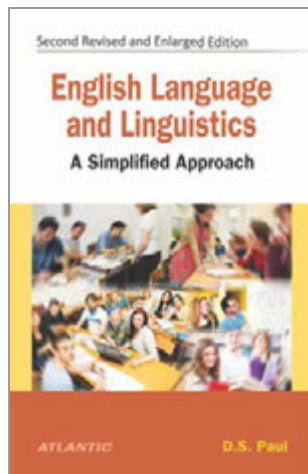
E.M. Forster's A Passage to India

Atlantic • 2018 • 116 pp.
HB 9788126910045 ₹ 450.00

Ed. by Reena Mitra

Senior Reader in the Department of English, Christ Church College, Kanpur.

Since the time of its publication in 1924 *E.M. Forster's A Passage to India*, often referred to as the novelist's *pièce de résistance*, has drawn marked critical attention, and the still growing analytical interest in this novel is a testimony of the author's "classic status" established by Malcolm Bradbury. Forster always wished that a novel could be "something different melody or perception of truth". In writing his own novels, specifically *A Passage to India*, Forster's thrust was always on "perception of truth". *A Passage to India* broke new grounds in fiction in terms of its potent symbolic representation of the truth of human relationships as reflected in the equation between the Indians and the British during the times of the British regime in India. At one level of interpretation, *A Passage to India* is clearly about Anglo-Indians and Indians in British India but the complexities of meaning in the novel do not allow one to take so simplistic an approach and one needs to be wary of overemphasizing the socio-political aspects of the work. The present anthology of essays on the novel examines this almost intractable protean text from varied angles and perspectives. This book comprising exploratory compositions on the multifarious aspects of the novel by eminent academicians provides a whiff of fresh air and adds considerably to the already existent corpus of criticism on this representative work of E.M. Forster. The book will be highly useful to the students, teachers and researchers of English Literature particularly those interested in the study of E.M. Forster.



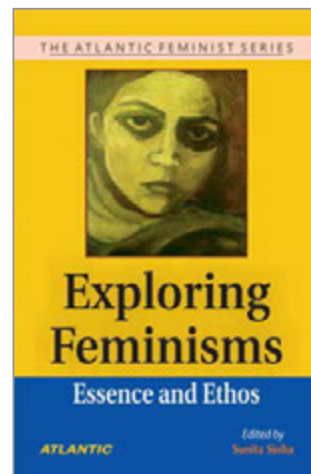
English Language and Linguistics: A Simplified Approach (Second Revised and Enlarged Edition)

Atlantic • 2018 • 384 pp.
HB 9788126926121 ₹ 795.00
PB 9788126926138 ₹ 375.00

D.S. Paul

M.A. English, has served as Lecturer in English in two colleges under Guru Nanak Dev University, Amritsar, and as guest faculty in institutes in New Delhi.

As English has evolved from Latin, Greek, Roman, etc. over centuries, assimilating their usages, there are many asymmetries and paradoxes, which are very interesting to read: (i) We *drive* in a parkway and *park* in a driveway. (ii) When we transport something by car, it is called *shipment*, but when we transport something by ship, it is called *cargo*. (iii) We call it *newsprint* when it contains no printing, but when we put print on it, we call it *newspaper*. The book presents a large number of such interesting incongruities about English language. There are many striking facts about English: (i) *Rhythm* is the longest common word in English made without using any vowel. (ii) *Dreamt* is the only word in English that ends in *mt*. (iii) Only one word starts and ends in letters *und*, *underground*. (iv) There is a sentence that uses a word seven times in a row and still makes sense: It is true for all that that that that 'that' that that refers to is not the same that that that refers to. The book presents a number of such interesting facts about English. This 2nd edition has three new chapters: One provides valuable material on how to avoid writing pitfalls like unclear pronoun reference, dangling modifier, comma splice, faulty parallelism, etc. The other two bring interesting examples of satire, irony, ridicule, sarcasm, and forms of wit and its applications like repartee and pun. Three other chapters have been revised, adding spicy examples from humour, and figures of speech. The book is designed to help the readers develop an in-depth understanding of various aspects of English language and linguistics.



Exploring Feminisms: Essence and Ethos (The Atlantic Feminist Series)

Atlantic • 2018 • 212 pp.
HB 9788126926602 ₹ 695.00

Ed. by Sunita Sinha

A gold medallist from Patna University, Bihar. She has been teaching as an Associate Professor in English in Women's College, Samastipur, L.N. Mithila University, Bihar.

Feminism ushered in as the primary lens for analysing differences of power in the world—differences in culture, race, sexuality and gender. *Exploring Feminisms: Essence and Ethos* presents feminism as a dynamic, multi-faceted and adaptive movement that has evolved in response to the changing practical and theoretical problems faced by women. The sixteen essays in the anthology attempt to examine how feminism reconfigured the world for women and men alike. This multilayered book—lucidly written and theoretically exhilarating—would prove to be a useful read to the students and academics in gender studies, literature, cultural studies and a range of other disciplines. The scholarly essays add into the scope of literary discussion, a whole new range of women's experiences and predicaments.



Facets of Indian Diasporic Writings

Atlantic • 2018 • 216 pp.
HB 9788126922598 ₹ 695.00

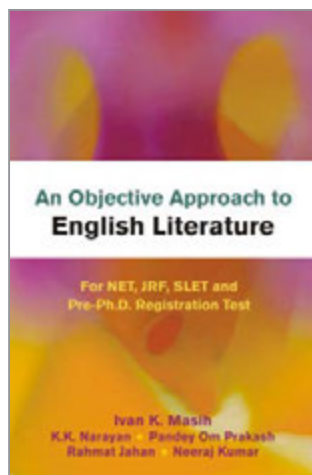
eBook
Available

Ed. by R.P. Pradhan

Associate Professor in the Department of English, V.S.S.D. College, Kanpur is a gold medalist in M.A. (English) from University of Allahabad.

Supriya Shukla

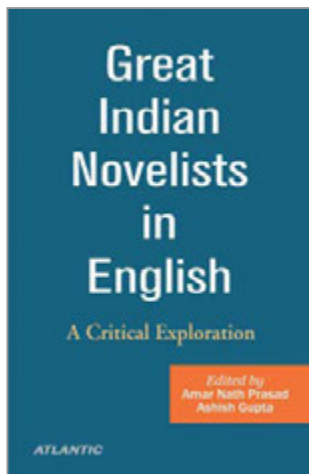
Associate Professor and Head, Department of English at V.S.S.D. College, Kanpur.



An Objective Approach to English Literature: For NET, JRF, SLET and Pre-Ph.D. Registration Test

Atlantic • 2018 • 600 pp.
HB 9788126906192 ₹ 995.00
PB 9788126907717 ₹ 450.00

Ivan K. Masih, K.K. Narayan, Pandey Om Prakash, Rahmat Jahan and Neeraj Kumar



Great Indian Novelists in English: A Critical Exploration

Atlantic • 2018 • 196 pp.
HB 9788126924561 ₹ 595.00

eBook
Available

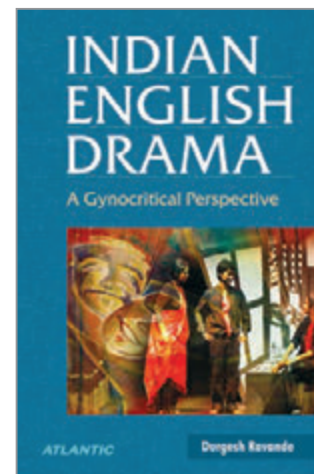
Ed. by Amar Nath Prasad

M.A. Ph.D., is Associate Professor and head at P.G. Deptt. of English, Jagdam College, J.P. University, Chhapra (Bihar).

Ashish Gupta

Associate Professor in the Department of Postgraduate Studies of Research in English in J.H. Govt. P.G. College, Betul (M.P.).

Great Indian Novelists in English: A Critical Exploration is an anthology of research papers contributed by teachers of English and research scholars hailing from different parts of India. It contains papers on the novelists of Indian Writing in English, i.e. Mulk Raj Anand, R.P. Jhabvala, Mahasweta Devi, Salman Rushdie, Anita Desai, Shashi Deshpande, Amitav Ghosh, Manju Kapur, Kiran Desai, Jhumpa Lahiri, Bharati Mukherjee, Chitra Banerjee Divakaruni, Shobha De, Rohinton Mistry, Aravind Adiga and Daxa Damodar. This book is concerned with the Indian fictions in English with a new perspective. It will certainly be welcomed by the connoisseurs of fictions, especially those teachers, students and research scholars who want to know more and more of Indian fiction writing in English.



Indian English Drama: A Gynocritical Perspective

Atlantic • 2018 • 176 pp.
HB 9788126920501 ₹ 595.00

eBook
Available

Durgesh Bhausaheb Ravande

M.A., Ph.D.

Former Asstt Professor, Dept. of English, K.K.M. College, Manwath, Maharashtra

Gynocriticism refers to the historical study of women writers as a distinct literary tradition. It denotes criticism that constructs a female framework for the analysis of women's literature, to develop new models based on the study of female experience, rather than adapt male models and theories. The book illustrates gender-centred reality, psychodynamics of language and stage strategy in the select plays of Bharati Sarabhai, Mahasweta Devi and Manjula Padmanabhan. It presents a gynocentric interpretation of Bharati Sarabhai's *The Well of the People* (1943), and *Two Women* (1952); Mahasweta Devi's *Mother of 1084* (1973); and *Bayen* (1976); and Manjula Padmanabhan's *Lights Out* (1986), and *Harvest* (1997).

Also of interest :

Indian Women Writing in English: A Feminist Study

Atlantic • 2018 • 266 pp.
HB 9788126922215 ₹ 895.00

eBook
Available

Ed. by Sunita Sinha

M.A.; Ph.D. in English, Associate Professor in English in Women's College, Samastipur, L.N. Mithila University, Bihar

The present anthology, *Indian Women Writing in English: A Feminist Study* is a comprehensive literary study of Indian fiction in English produced by Indian women writers. Each essay engages with significant questions relating to the society and the status of women in India's literature and history. The book brings together 19 essays which prioritize focus and the scope of literary discussion on a whole new range of women's experiences and predicament. It will undoubtedly prove valuable to the students, researchers, and scholars of English literature.

Indian English Poetry and Fiction: A Critical Evaluation

Atlantic • 2018 • 268 pp.
HB 9788126927203 ₹ 795.00

Ed. by **N.R. Gopal**

Ph.D. from Kashi Vidyapith in 1993 on the novels of Anita Desai. He is the author of *A Critical Study of Novels of Anita Desai* (1995).

S. Sachar

He was awarded the degrees of Master of Arts and Doctor of Philosophy in English by Himachal Pradesh University, Shimla.

The essays in the volume are by very established as well as up-coming scholars and the readers will realise the substantial values of the insights that the pieces contain. Most anthologies published carry a great load of articles on fiction writers who often are already familiar and researched. This anthology strikes a balance between poetry and fiction. It focuses upon relatively unknown poets whose poetry merits serious consideration for reason either of stylistic parameters or of thematological nemeses. Essays on poetry carry comparative, historical and formalistic approaches in relation to distinguished poets like Rabindranath Tagore, Nissim Ezekiel and Vikram Seth. The editor's interview with Charu Sheel Singh is added to bring variety and focus of perspective to what a creative writer feels about literature in question.

Also of interest :

Introducing Phonetics

Atlantic • 2018 • 164 pp.
HB 9788126921881 ₹ 550.00
PB 9788126921898 ₹ 300.00

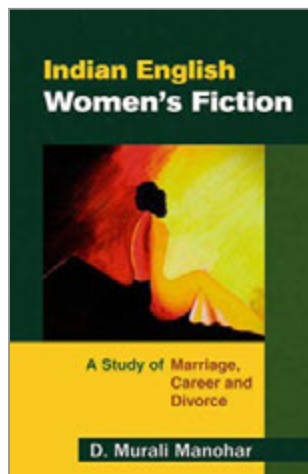
eBook
Available

S.S. Haider

He has taught English in Ranchi University, Jharkhand.

Raj Kumar Sharma

He has been teaching English and Linguistics at Ranchi University, Jharkhand.



Indian English Women's Fiction: A Study of Marriage, Career and Divorce

Atlantic • 2018 • 268 pp.
HB 9788126906833 ₹ 795.00

D. Murali Manohar

M.A., M.Phil., Ph.D., is Lecturer in English at the University of Hyderabad since 1998.

The present book traces the background to Indian English women's fiction, excluding the translated texts, from the late nineteenth century novels of Toru Dutt, Krupabai Sathianadhan, and Shevantibai M. Nikambe. Almost all the twentieth century major works of leading women writers such as Kamala Markandaya, Nayantara Sahgal, Anita Desai, Kamala Das, Gita Mehta, Shashi Deshpande, Shobha De to the emerging novelists like Anjana Appachana, Namita Gokhale, Githa Hariharan, Manju Kapur have been studied in depth to discuss the issues of marriage, career and divorce. The book attempts to delve into the life of "educated" women and traces the answers to the followings: • What kind of marriage should the women undergo: arranged marriage or love marriage or love-cum-arranged marriage? • What is the difference between a job and a career? • What kind of career should they choose? • Who is going to determine what career to choose? • What career options do the women have? • Do women want separation or divorce and why? • What is the right time for divorce? There are many other feminist issues which have been approached to realistically and analytically, with special reference to several literary works. The present book thus offers an in-depth study of elite women on one hand and caters to the academic needs of students and researchers of Indian English women fiction on the other. The general readers will definitely find it a real eye-opener and also interesting.



Indian Poetry in English: A Critical Study

Atlantic • 2018 • 160 pp.
HB 9788126920969 ₹ 595.00

eBook
Available

Sangita Padhi

M.A. (English); M.Phil.; Ph.D.
Reader in BJB (Autonomous) College, Bhubaneswar, Odisha

Indian English poetry is the oldest form of Indian English Literature. Henry Louis Vivian Derozio is considered the first poet in the lineage of Indian English poetry followed by Sri Aurobindo, Sarojini Naidu, and Toru Dutt, among others. Indian poetry in English established itself globally as a distinctive genre with the pioneering works by Nissim Ezekiel, A.K. Ramanujan, R. Parthasarathy, Kamala Das and Jayanta Mahapatra. Another significant poet of the post-Derozio and pre-Ezekiel times is Rabindranath Tagore but he wrote primarily in Bengali and was responsible for the translations of his own work into English. The book critically examines the poetry of Nissim Ezekiel, A.K. Ramanujan, R. Parthasarathy, Kamala Das and Jayanta Mahapatra, who are the major voices in the contemporary Indian poetry in English. It attempts to analyse different modes and strategies employed by these poets to substantiate the view that their poetry makes a persistent effort to construct the concept of home and/or nation and the urge behind such construction. Each of these poets follows the quest for the metaphoric and symbolic dimensions of home/nation, which is central to his/her poetry. The book also provides a historical perspective of Indian poetry in English from Derozio to the present time. It highlights how the English romanticism of the early Indian English poets makes a significant departure in the writings of poets of the post-Independence and post-colonial period. Strategies and paradigms employed by the latter have been discussed. A brief study of a few other poets who share the same vision has also been included. The book is rich with references from the poems of the celebrated poets taken up for study. Comments of well-known critics have been given at appropriate places. The secondary source materials have been incorporated from a post-modern and post-colonial perspective. There is Bibliography at the end for further reading.

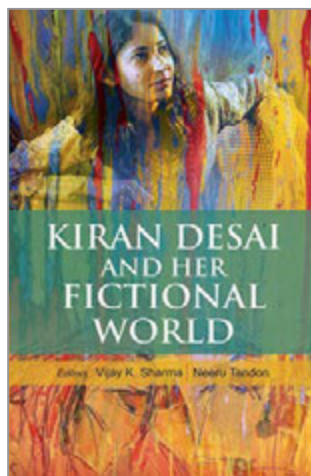
Indian Writing in English: A Critical Study

Atlantic • 2018 • 268 pp.
HB 9788126927210 ₹ 795.00

Ed. by K.A. Agrawal

M.A. Degree from Lucknow University and Ph.D. degree from Meerut University.

This book presents a collection of essays and research papers on Indian English Poetry and Fiction. It has been classified in two sections. Section A comprises essays on poets such as Toru Dutt, Aurobindo Ghose, Krishna Srinivas and Kamala Das. Section B contains essays on Indian English novelists like—R.K. Narayan, Raja Rao, Bhabani Bhattacharaya, Anita Desai, Khushwant Singh, Kamala Markandaya, Shashi Deshpande, Shobha De, and Arun Joshi. The research papers in the book by some distinguished university teachers and professors of English posted in Indian Universities cover a brief critical survey of Indian English poetry and novel since their birth upto the present day. A brief survey of Indian English Religious Poetry and Humanistic Trends in Contemporary Indo-English Fiction has also been included.



Kiran Desai and Her Fictional World

Atlantic • 2018 • 336 pp.
HB 9788126915149 ₹ 995.00

eBook
Available

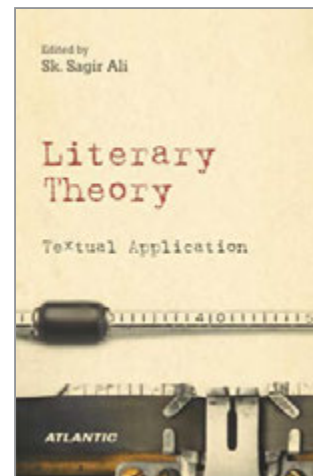
Ed. by Vijay K. Sharma

He is a distinguished researcher and teacher.

Neeru Tandon

M.A., L.L.B. (topper and gold medalist from Kanpur University), obtained her Ph.D. in Indian-English fiction.

India has been consistently producing award-winning authors or inspiring other writers to base their works on Indian colour, themes and identity. Kiran Desai has written an exquisite novel which won the prestigious Booker Award and found a place in the New York Times Most Notable Fiction list. This is a novel to be savored for its stunning prose, complex characters and finely captured sense of place. *Kiran Desai and Her Fictional World* is a collection of twenty-seven critical essays which treat Kiran Desai's works with infinite interest, respect and sensitive understanding. The contributors to the volume have studied the novels of this celebrated writer from various angles. The anthology presents the background of Man Booker Prize and introduces Kiran Desai. Editors have presented this anthology in two sections, each dedicated to one of her novels. This volume will be useful to not only the students of Kiran Desai's fiction, but also the common readers to understand Desai's fictional world better.



Literary Theory: Textual Application

Atlantic • 2018 • 212 pp.
HB 9788126926107 ₹ 595.00

Ed. by Sk. Sagir Ali

Assistant Professor and Head of the Department of English, Midnapore College (Autonomous), West Bengal.

Literary Theory: Textual Application provides a critical and thorough presentation of contemporary theoretical perspectives of different literary texts and it demonstrates how literary texts can be read from different theoretical approaches to develop skills at practicing literary theory. This book is aimed at developing the critical competence of the students by providing a sound grounding in literary theory and how it can be used in their writings. It contains critical essays built on Marxism, Feminism, Psychoanalysis, New Historicism, Deconstruction, Eco-Criticism and Postcolonialism in assonance with applications in literary texts. The anthology will introduce to the students the mechanics of reading literary/cultural texts using critical tools. It promises to, what it does, develop the inquisitiveness of the scholars and students to expand their horizon of critical aptitude. The study of literature through literary theory erases every type of prejudiced view of life. The acquaintance with the theoretical critical perspectives contained in the book hopes to anchor readers' depth of study.



Mahesh Dattani: Themes, Techniques and Issues

Atlantic • 2018 • 208 pp.
HB 9788126920471 ₹ 695.00

eBook
Available

Ed. by **Bishun Kumar**

M.A.; Ph.D.

Assistant Professor, Dept. of English, Babu Banarasi Das University, Lucknow

Neha Arora

M.A.; Ph.D.

Assistant Professor, Dept. of English, Central University of Rajasthan, Ajmer

The anthology is an assortment of scholarly research papers on fresh perspectives and explorations from the texts of Dattani, a renowned name in the history of contemporary Indian English drama. It covers Dattani's *Tara*, *Final Solution*, *Morning Raga*, *Seven Steps around the Fire*, *Thirty Days in September*, *Do the Needful*, *The Big Fat City* and *Brief Candle*, and pinpoints the smoldering issues like gender bias, child sexual abuse, incest, communal conflicts, suppression of sexual desires, marginalization of the third sex, humiliation of the homosexuals and lesbians, and deterioration at the cost of metropolis lifestyle, woven in Dattani's plays.

Also of interest :

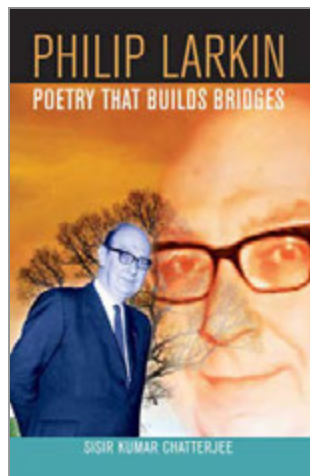
Research Methods in English

Atlantic • 2018 • 144 pp.
HB 9788126903580 ₹ 495.00

M.P. Sinha

A scholar of national repute, was Professor and Head, Department of English (1988–2002) in Kanpur University (now Chhatrapati Sahuji Maharaj University).

This book introduces postgraduate students and researchers to the basics and techniques of research methods in English literature and language. The book will be most useful for teachers, students, program administrators and researchers in their research work. It can be used as a basic text for research methodology paper in M.A. and M.Phil., and pre-Ph.D. courses.



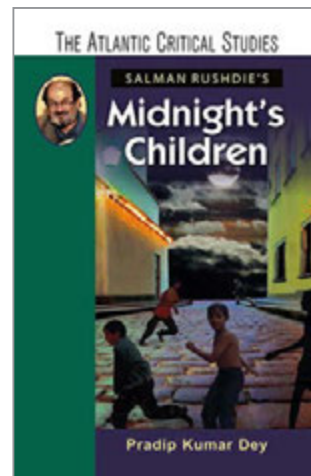
Philip Larkin: Poetry that Builds Bridges

Atlantic • 2018 • 400 pp.
HB 9788126906062 ₹ 1195.00

Sisir Kumar Chatterjee

He has been teaching English Literature and Language in Government Colleges in West Bengal for about twenty years.

Philip Larkin (1922–1985) is today acclaimed as a British national cultural icon. Historically a "Movementeer," Larkin followed the "pleasure principle" to democratize poetry by forging a distinctive philistine aesthetic, by employing a defiantly demotic diction, and by building his poems around a structure of rational discourse. Philip Larkin : Poetry that Builds Bridges is a well-researched and immensely readable book. It is perhaps the only work available today that offers a comprehensive critical account of the full range of Larkin's poetry. A significant contribution to Larkin studies, this book provides a between-the-lines analysis of almost all the poems embodied in the four major collections of Larkin—*The North Ship*, *The Less Deceived*, *The Whitsun Weddings* and *High Windows*. By exploiting the resources of Larkin's letters, his prose writings and his biography, the author traces, much against the grain of contemporary Larkin criticism, the poet's thematic, attitudinal and technical development from one book of his poetry to the next, and shows the trend of Larkin's evolution. With a holistic approach to the total corpus of Larkin's poetry, the author perspectivises the poet, and argues the Larkin's achievements lie in his success in building bridges between Aestheticism and Philistinism, between Empiricism and Transcendentalism, between Classicism and Romanticism, between Modernism and Postmodernism, between the native British poetic tradition and the Anglo-Franco-American Experimental line, and, above all, between poetry and the reading public. This book also contends the Larkin's vision of life is neither pessimistic nor optimistic, but tragic and melioristic.



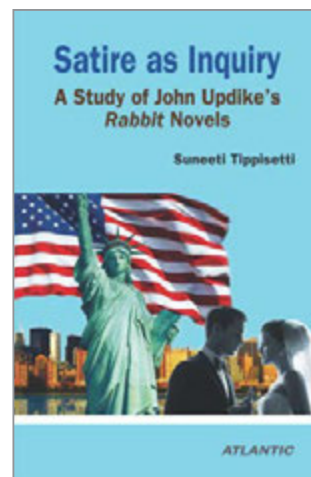
Salman Rushdie's Midnight's Children (The Atlantic Critical Studies)

Atlantic • 2018 • 168 pp.
HB 9788126909131 ₹ 550.00
PB 9788126909148 ₹ 225.00

eBook
Available

Pradip Kumar Dey

Professor of English, is a distinguished member of the University of Burdwan.



Satire as Inquiry: A Study of John Updike's Rabbit Novels

Atlantic • 2018 • 270 pp.
HB 9788126926237 ₹ 795.00

eBook
Available

Suneeti Tippiseti

M.A., M.Phil., Ph.D. in English, has been working as a Professor of English since 2010 at Hyderabad.

The book will be useful for the students and teachers of American Literature, Post-Modern Literature, and researchers.



Shashi Deshpande's Novels: A Feminist Study

Atlantic • 2018 • 136 pp.
HB 9788126903856 ₹ 495.00

Siddhartha Sharma

Lecturer in English at the Mahatma Gandhi Chitrakoot Gramodaya Vishwavidyalaya, Chitrakoot, Satna (M.P.).

The present book seeks to study the feminist perspective in Shashi Deshpande's novels. It reveals Deshpande's sincerity and ability in voicing the concerns of the urban educated middle-class woman. Trapped between tradition and modernity, her sensitive heroines are fully conscious of being victims of gross gender discrimination prevalent in a conservative male-dominated society. A culture-specific approach has been adopted to unravel Shashi Deshpande's pragmatic resolution related to the modern Indian woman's beleaguered existence. The book, it is hoped, will make a rich contribution to women's studies.



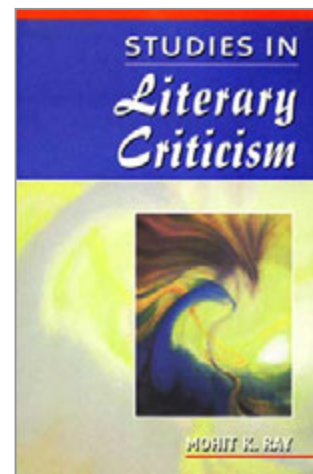
Studies in American Literature

Atlantic • 2018 • 248 pp.
HB 9788126910809 ₹ 695.00

Mallikarjun Patil

He is a novelist, short-story writer, translator and critic.

During its early history, America was a group of British colonies on the eastern coast of the present-day United States. Its literary tradition, therefore, began as closely linked to the broader tradition of English literature. However, the unique American characteristics and the breadth of its production are now considered a separate identity. The present work *Studies in American Literature* is like an anthology on seminal works in American literature. It presents a chronological account of American literature right from the beginning to the present day. The book includes articles on Franklin's Autobiography, Emerson's Essays, Thoreau's Walden, and the novels of Hawthorne, Stowe, Melville, Twain, James, Fitzgerald, Faulkner, Hemingway, Steinbeck, Bellow, Morrison and Amy Tan. Besides, there are articles on the poetry of Whitman, Dickinson, Frost, Stevens, Cummings, Hughes, Ginsberg and Plath. In addition, some major African-American writings have also been analysed to give the book a wider coverage. The book will be highly useful to the students and teachers of American literature and researchers in this field.



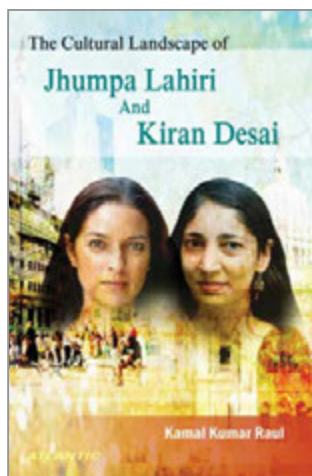
Studies in Literary Criticism

Atlantic • 2018 • 240 pp.
HB 9788126900022 ₹ 695.00

Mohit K. Ray

A full Professor since 1982, he is one of the seniormost professors in the country.

The twenty-five critical studies in the book which cover a wide spectrum of subjects, authors, titles and concepts across time and space, may be broadly classified into four categories : essays on (i) critical theory, (ii) on individual authors, (iii) in comparative literature and (iv) on language—in addition to a culture study focussed on the present-day American scenario. The essays which encompass the vast areas of knowledge from Plato to Derrida, from Bharata and Anandavardhana to Bankim, Tagore and contemporary Indian literary criticism as well as British, French, German, American and Indian authors are yet remarkable for profundity of thought, originality of approach and lucidity of expression. These highly perceptive explorations into the Western and the Indian intellectual traditions offer a rich aesthetic experience, and while scholars will immensely benefit from the book, the general readers will also find it highly interesting and enjoyable.



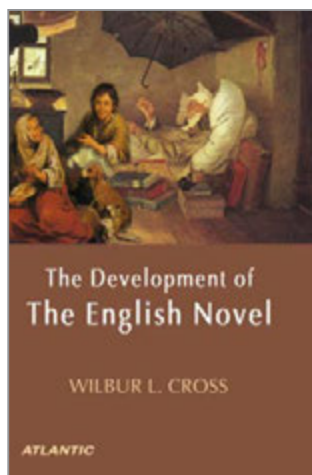
The Cultural Landscape of Jhumpa Lahiri and Kiran Desai

Atlantic • 2018 • 192 pp.
HB 9788126919277 ₹ 695.00

eBook
Available

Kamal Kumar Raul

Ph.D. from I.I.T., Roorkee, (Uttarakhand) with Fullbright fellowship, M.Phil. from Jamia Millia Islamia (Central University), New Delhi, and M.A. in English with Translation as Special Paper from Utkal University, Vani Vihar.



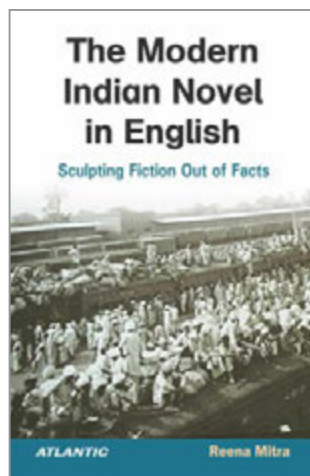
The Development of The English Novel

Atlantic • 2018 • 216 pp.
HB 9788126921607 ₹ 595.00

eBook
Available

Wilbur L. Cross

This book aims to trace the course of English fiction from earliest times to modern times and its continental sources. Wilbur Cross skilfully simplifies the process of change, of challenge and response, of interaction between the individual writer and his epoch and of the present with the past epochs. He adopts a scientific approach to the study of history of modern fiction in English.



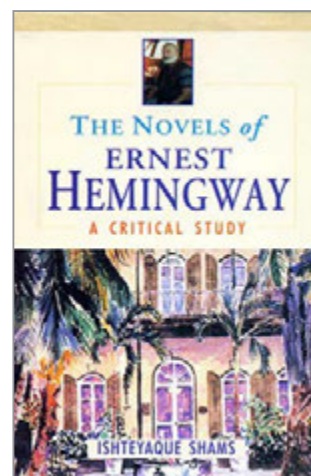
The Modern Indian Novel in English: Sculpting Fiction Out of Facts

Atlantic • 2018 • 258 pp.
HB 9788126927104 ₹ 795.00

Reena Mitra

Prof. (Dr.) Reena Mitra, M.Phil., Ph.D. (English), a gold medallist from the University of Lucknow, Uttar Pradesh.

The present work contains an in-depth analytical study of some aspects of considerably recent Indian history in six works of Indian English fiction, viz. *Train to Pakistan*, *The Dark Dancer*, *Sunlight on a Broken Column*, *A Bend in the Ganges*, *Azadi*, and *Midnight's Children*. These novels, written over a period of a quarter of a century, have been so selected as to afford us an understanding of the most important historical events of our near past from varying perspectives, which were largely determined by each writer's distance from the events and his perception of their import. The novels here are all imaginative depictions of crises in recent Indian history but the time span covered by each varies. One event common to all is the partition of the country which each writer has approached from a different angle of vision and given a distinctive treatment. The book will be useful for English literature, particularly Indian English literature, and researchers in these fields.



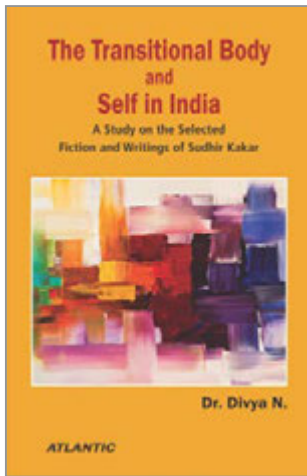
The Novels of Ernest Hemingway: A Critical Study

Atlantic • 2018 • 160 pp.
HB 9788126901678 ₹ 495.00

Ishteyaque Shams

Teaches English in R.L.S.Y. College, Bettiah, a constituent unit of Babasaheb Bhimrao Ambedkar Bihar University.

The present book provides a critical analysis of all the novels and short stories of Ernest Hemingway, a twentieth century American novelist who got Nobel Prize for Literature. Hemingway is a writer of lost generation, of an era of chaos and disillusionment, but his approach is neither defeatist nor negative in nature; instead, it is something vigorously optimistic and positive in spirit. What Hemingway seeks to tell us through his novels and short stories is indeed important, but far more important is the way, the mode in which he tells us. It is in this course that a proper emphasis has been given in the present book on the use of symbols and images in his novels and short stories besides other trends and techniques in his writings. Undoubtedly this book will be a boon for the scholars of Ernest Hemingway.

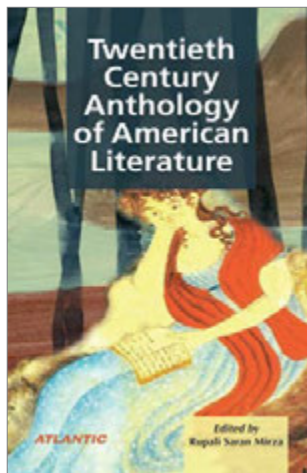


The Transitional Body and Self in India: A Study on the Selected Fiction and Writings of Sudhir Kakar

Atlantic • 2018 • 304 pp.
HB 9788126925858 ₹ 795.00

Dr. Divya N.

Ph.D. in English Language and Literature from Jawaharlal Nehru University, New Delhi. She is an Asstt. Professor in the Deptt. of English, Sree Kerala Varma College, Thrissur, Kerala.



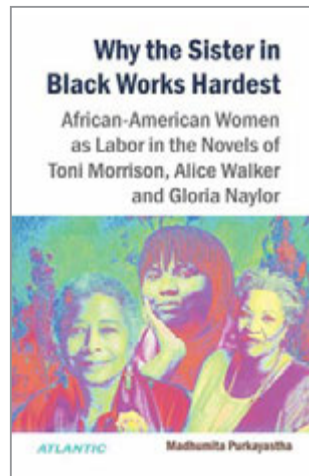
Twentieth Century Anthology of American Literature

Atlantic • 2018 • 166 pp.
HB 9788126922468 ₹ 695.00

eBook Available

Ed. by Rupali Saran Mirza

Assistant Professor in the Department of English at Integral University, Lucknow.



Why the Sister in Black Works Hardest: African-American Women as Labor in the Novels of Toni Morrison, Alice Walker and Gloria Naylor

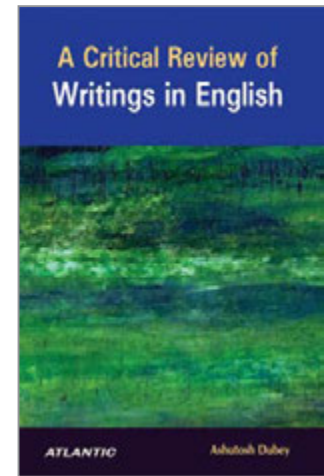
Atlantic • 2018 • 458 pp.
HB 9788126925797 ₹1,295.00

eBook Available

Madhumita Purkayastha

Associate Professor in the Department of English, D.H.S.K. College, Dibrugarh, Assam.

The book is a comprehensive and critical analysis of selected novels of Toni Morrison, Alice Walker and Gloria Naylor and attempts to examine the "Labor of Love, Labor of Sorrow" of the African-American women in America, who have been treated as "The Mules of the World". The book foregrounds palimpsests in history and imaging or representations in literary and cultural texts to highlight the unique and groundbreaking implications of relocating the dilemma of the African-American Diaspora in the context of their labor roles. Crosscutting issues of race, class and gender are engaged with and myths revisited to be debunked through perceptive readings of the novels of the aforesaid writers. The book encapsulates the academic intent and endeavor of its author to unfold further critical dimensions and possibilities of literary re-readings for present researchers in so far as it offers a deep critical comprehension of intersecting issues of ethnicity, identity, self-identification and literary representations in the tangled web of existential experience of the African-American Diaspora.



A Critical Review of Writings in English

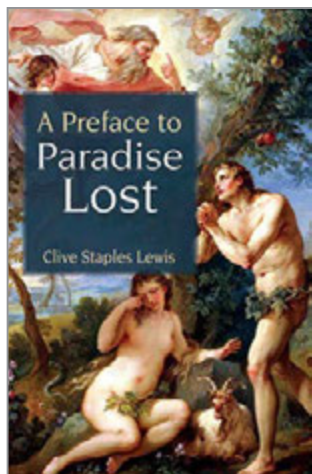
Atlantic • 2017 • 134 pp.
HB 9788126925162 ₹ 550.00

eBook Available

Ashutosh Dubey

Professor and Head, Department of English, Mata Jijabai Govt. Girls P.G. College, Motitabela, Indore.

Besides other essays, *A Critical Review of Writings in English* mainly includes essays on some eminent Indian writers in English with reference to their respective works. Here is an exploration of the generation clash in the world of Malgudi, so enchantingly created by R.K. Narayan. An attempt has been made to analyse the thematic web of Girish Karnad's multi-layered, though relatively less talked-about play—*Bali*. The intricate structural design of *The God of Small Things* offers a rewarding and fascinating study of the novel from this point of view. Jhumpa Lahiri's debut story collection *Interpreter of Maladies* does have many inviting facets to it and, therefore, apart from a critical appraisal of this book, there are two more essays separately on the immigrant experience and the portrayal of marital relationships in these stories. In Manju Kapur's novel, *Difficult Daughters* the protagonist, Virmati evokes a response that is replete with uneasy questions. This anthology also includes essays on two most outstanding bilingual poets—Arun Kolatkar and Dilip Chitre. Exile is not the same experience with a woman as it is for a man. The essay "Images of Women in Exile" takes into account the portrayal of the women character in exile as portrayed by Anita Desai, Bharati Mukherjee, Manju Kapur, and Jhumpa Lahiri. Not much has been written on Satyajit Ray as a sci-fi writer. One of the essays attempts to have a comparative look at him, viz. the fictional writings of Jayant Vishnu Narlikar. This book has also an essay on the short stories of Krishna Baldev Vaid who has translated some of his writings into English from Hindi and is one of the most experimental writers. One of the essays analyses Meena Alexander's novel *Nampally Road*, whereas another one examines the emerging Indian urban youth in the novels of Chetan Bhagat. Apart from these, this anthology includes essays on Tennessee Williams, Anne Tyler and Ibsen's *A Doll's House*. Also, two essays deal respectively with popular literature and the complex act of translation.



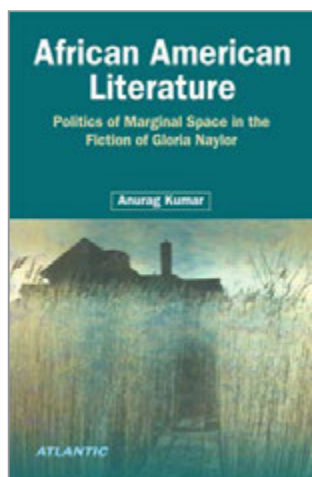
A Preface to Paradise Lost

Atlantic • 2017 • 152 pp.

HB 9788126904563 ₹ 595.00

Clive Staples Lewis

He was born on 29 November 1898 in Belfast and had his early education at Malvern College and then at University College, Oxford, where he distinguished himself as an Oxford Scholar and received Chancellor's Essay Prize in 1921.



African American Literature: Politics of Marginal Space in the Fiction of Gloria Naylor

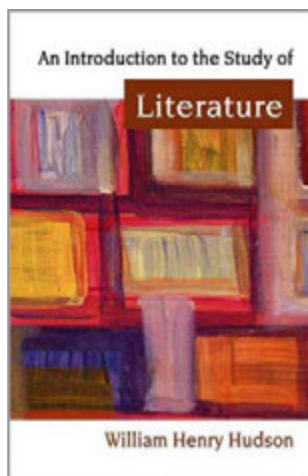
Atlantic • 2017 • 240 pp.

HB 9788126921461 ₹ 895.00

eBook
Available

Anurag Kumar

Assistant Professor, Department of Languages and Literature, Shri Mata Vaishno Devi University Katra, J&K.



An Introduction to the Study of Literature

Atlantic • 2017 • 352 pp.

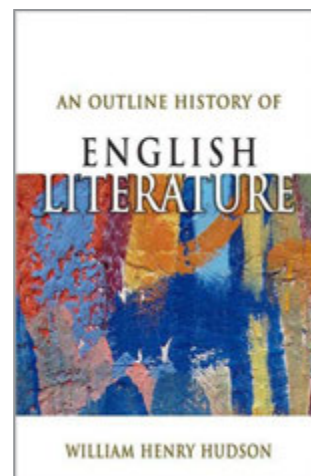
HB 9788171560653 ₹ 695.00

PB 9788126907397 ₹ 295.00

William Henry Hudson

He was a prolific author, naturalist and ornithologist. Generally recognised as a masterly writer on the natural world, his works like *Argentine Ornithology*, *British Birds*, *Birds in London*, *Nature in Downland* are notable.

Literature is a vital record of what men have seen in life, what they have experienced of it, what they have thought and felt about those aspects of it. Fundamentally, an expression of life through the medium of language, literature accordingly needs to be systematically studied. The present book is a treasure in this direction owing to its concise and easily comprehensible elucidation of ways of studying the varied genre of literature—poetry, prose fiction, drama, short story, essay and criticism. A great contribution of W.H. Hudson—a prominent 19th century literary figure, the present book is planned as a guide and companion to one's own study. It is self-contained, highly interesting and suggestive in itself. It is hoped that it will prove immensely useful to all those readers for whom literature is primarily a means of enjoyment and a help to life.



An Outline History of English Literature

Atlantic • 2017 • 228 pp.

HB 9788171568451 ₹ 595.00

PB 9788126909872 ₹ 275.00

eBook
Available

William Henry Hudson

He was born in Buenos Aires to American parents of English descent who had moved to Argentina. He spent his youth studying the local flora and fauna and observing both natural and human dramas, publishing his ornithological work, stories and articles in both English and Argentine journals.

A history of English literature is a chronological account of the books which have been written in the English language and their authors. Since literature as a whole grows and changes from generation to generation, in tracing this growth, history must show the place which each writer occupies in it, and also his relation with those who went before and those who came after him. *An Outline History of English Literature* focuses attention on general literature from the pre-Chaucerian period to the age of Tennyson. It will prove useful to the students and teachers of English literature and the researchers in this field.

Also of interest :

Southern Tradition and Women in Tennessee Williams's: The Glass Menagerie and A Streetcar Named Desire

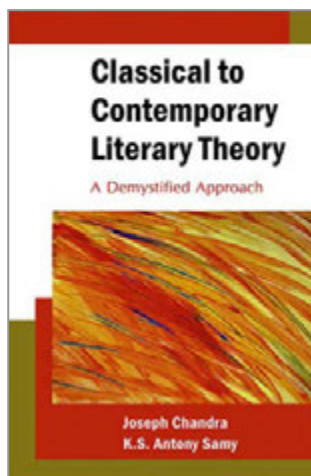
Atlantic • 2017 • 120 pp.

HB 9788126922970 ₹ 595.00

eBook
Available

Shahaji Gaikwad

Associate Professor and Head, UG & PG Department of English in M.S.S. Arts, Commerce and Science College, Jalna, Maharashtra.



Classical to Contemporary Literary Theory: A Demystified Approach

Atlantic • 2017 • 152 pp.

HB 9788126913497 ₹ 395.00

PB 9788126913640 ₹ 175.00

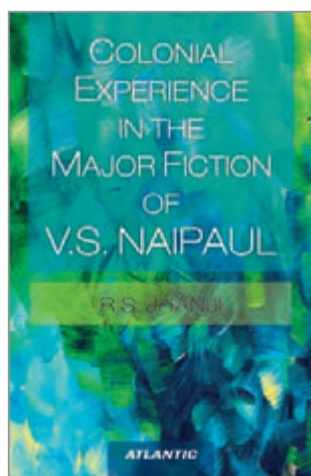
Joseph Chandra

He is currently Dean of Arts and Reader in English in Loyola College, Chennai.

K.S. Antony Samy

M.A., M.Phil., M.Ed., Ph.D., is currently Dean of students and Reader in English, Loyola College, Chennai.

Literary theory with an intellectual ancestry of over 2300 years is a highly complex and fascinating discipline. It is highly inter-disciplinary and intellectually very demanding to comprehend. Literary theory, from Aristotle (Classicism) to Alan Sinfield (Cultural Materialism) in the last decade of the twentieth century, is an unmanageably vast area for both our undergraduate and postgraduate students. The primary aim of writing this book is to simplify an essentially complex subject for the average college student in India. It is meant for the non-specialist in the field. Many difficult concepts have been explained in a manner that is easy to understand by the readers. In order to enable college students to get a complete grasp of theory, the basic terms and concepts are presented with great clarity. Further, to help the students gain a cognitive perspective of the subject, the various schools of theory, from Classicism to Eco-criticism, are arranged chapter-wise in a chronological manner and in terms of critical/theoretical approaches. Teaching and learning literary theory can be a delightful and rewarding exercise only if we relate it to a literary text, for there is no studying of literature as "pure" literature today. In the words of the eminent deconstructionist critic Paul de Man, "The first reading of a literary work is only an elementary reading. It only serves an utilitarian purpose by offering a paraphrasable summary. The second reading is a meta-reading of the text. It makes us intellectually vibrant and helps us explore new dimensions in the text."



Colonial Experience in the Major Fiction of V.S. Naipaul

Atlantic • 2017 • 216 pp.

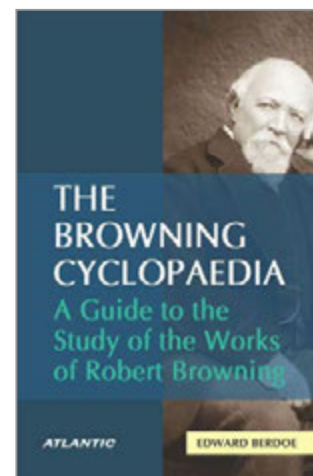
HB 9788126920389 ₹ 595.00

eBook
Available

R.S. Jhanji

M.A., M.Phil., Ph.D. (English)

V.S. Naipaul is a Trinidad-born Nobel Prize-winning British writer of Indian descent. He is best known for his early comic novels set in Trinidad, his later more serious novels of the wider world, and his autobiographical chronicles of life and travels. His realist fiction and application of postcolonial observations has made him a popular and widely read author. His canon has received appreciation for its meticulous political perspective and its questioning of the political ideologies on which society and culture have been based. He equips his observation and satirical technique with a keen political sense in order to project the idea of cultural dismissal, something which is a consequence of the destructive influences such as colonialism, imperialism, racism and cultural/economic discrimination which has disfigured the meanings of contemporary history. The book attempts to project the idea and the concept of marginality in the fictional vision and world view of V.S. Naipaul. The text moves from an overview of Naipaul's bio-literary legacy, saying that he has become a tradition and precursor in his own right, to colonial mimicry as subterfuge where it is established that Naipaul depicts rootlessness as a living experience, rather than as an observation from the fringes. It highlights the fact that Naipaul's novels like *A House for Mr. Biswas* transcend provincial boundaries and evoke concepts that are universal in their human implications. The postcolonial disorders and displacements as shown in the novels of Naipaul have been taken up in the subsequent chapters. The "Summing Up", which forms the last chapter of the book, attempts to show that although the tone of Naipaul's writing changed considerably from the broad comedy of *The Mystic Masseur* and *The Suffrage of Elvira* to a descriptive manner of *Guerrillas* and *A Bend in the River*, his fiction thus far seems to be one piece. The book will be useful for the students and teachers of English Literature, particularly Postcolonial Literature and researchers in these fields.



The Browning Cyclopaedia: A Guide to the Study of the Works of Robert Browning

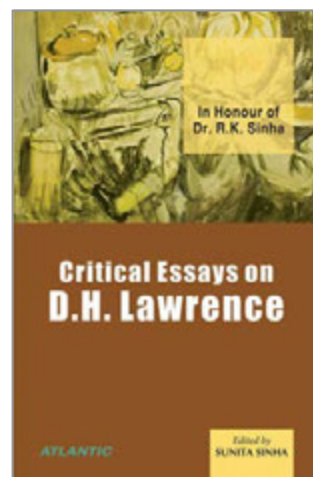
Atlantic • 2017 • 512 pp.

HB 9788126923526 ₹ 1295.00

Edward Berdoo

He was an English physician and author who wrote on the works of Robert Browning and campaigned against medical experiments on human patients and animals.

Browning is obscure but he is, thanks to books like *Browning Cyclopaedia* by Edward Berdoo, no longer frightening.



Critical Essays on D.H. Lawrence: In Honour of Dr. R.K. Sinha

Atlantic • 2016 • 288 pp.

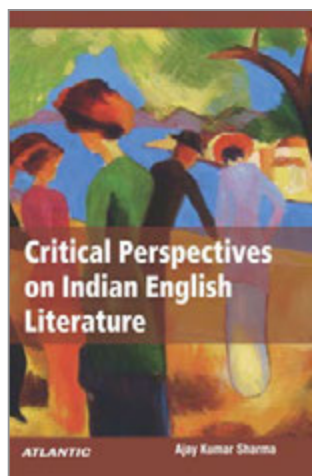
HB 9788126921362 ₹ 895.00

eBook
Available

Ed. by Sunita Sinha

A gold medallist from Patna University, Bihar.

Critical Essays on D.H. Lawrence: In Honour of Dr. R.K. Sinha is a humble effort to present a vital, complex, multifaceted, original and provocative Lawrence.



Critical Perspectives on Indian English Literature

Atlantic • 2017 • 278 pp.
HB 9788126924042 ₹ 795.00

eBook
Available

Ajay Kumar Sharma

Associate Professor and Head, Department of English, Maharaj Singh College, Saharanpur, Uttar Pradesh (India). Besides, he is Dean, Faculty of Arts and Dean, Students Welfare.

The book is a panorama of practical criticism so far as Indian English Literature is concerned. The chapters explore divergent critical perspectives on aesthetic and ethical evaluation of literature, democratic values, colourful paradigms, relevance of Gandhian philosophy, emotional and patriarchal hegemony of society, marginalized alienation, crusade against corruption, and religious fanaticism. Poetry, drama, and fiction are the fields cultivated by a sort of philosophical enquiry. The eminent authors coming under the critical purview in this anthology include Aravind Adiga, K.V. Raghupati, Nissim Ezekiel, Bhabani Bhattacharya, Vijay Tendulkar, Anita Desai, Toru Dutt, Sarojini Naidu, Chetan Bhagat, and R.K. Narayan. The readers will feel that they have become able to collect the essential raw material in a compact and concise form. Thus, the book is in all its totality a manifestation of brevity.

Also of interest :

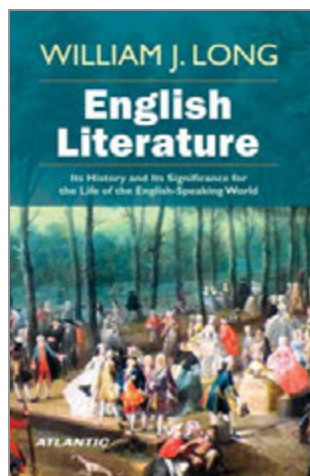
Feminist Approaches to Literature: Vistas and Perspectives (The Atlantic Feminist Series)

Atlantic • 2017 • 184 pp.
HB 9788126924714 ₹ 695.00

eBook
Available

Ed. by Sunita Sinha

A gold medallist from Patna University, Bihar. She has been teaching as an Associate Professor in English in Women's College, Samastipur, L.N. Mithila University, Bihar.



English Literature: Its History and Its Significance for the Life of the English-Speaking World

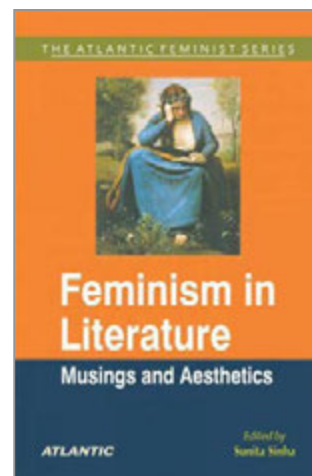
Atlantic • 2017 • 544 pp.
HB 9788126920563 ₹ 995.00
PB 9788126920570 ₹ 395.00

eBook
Available

William J. Long

An American writer, naturalist and minister, was born in 1866.

The book presents the history of English literature from Anglo-Saxon times to the close of the Victorian Era. It aims to create in every student the desire to read the best books in literature, and to know literature itself rather than what has been written about literature. It interprets literature both personally and historically and shows how a great book generally reflects not only the author's life and thought but also the spirit of the age in which he lived. By means of a study of each successive period, it attempts to show how English literature has steadily developed from its first simple songs and stories to its present complexity in prose and poetry. The book provides an accurate summary of historical events and social conditions in each period; a study of the various literary epochs, in turn, showing what each gained from the preceding epoch, and how each aided in the development of a national literature; and an accessible biography of every important writer, showing how he lived and worked, how he met success or failure, how he influenced his age, and how his age influenced him. It also gives an analysis of every author's best works, and of many of the books required for college-entrance examinations; and a discussion of each great writer's work as a whole, and a critical estimate of his relative place in, and influence on English literature. The rich content of the book, and lucid expression of William J. Long have made it a classic in English literature. It will be useful for the students and teachers of English literature, particularly history of English literature and researchers in these fields.



Feminism in Literature: Musings and Aesthetics (The Atlantic Feminist Series)

Atlantic • 2017 • 212 pp.
HB 9788126924011 ₹ 695.00

eBook
Available

Ed. by Sunita Sinha

Associate Professor in English in Women's College, Samastipur, L.N. Mithila University, Bihar.

The Atlantic Feminist Series—Feminism in Literature: Musings and Aesthetics engages with significant questions relating to the society and the status of women in English Literature.



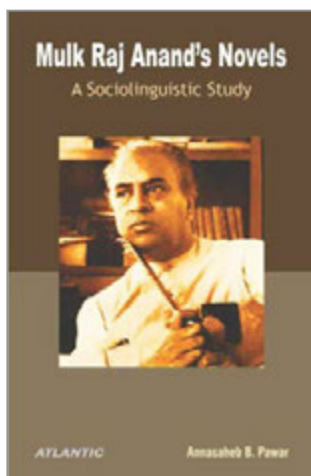
Growth and Structure of the English Language (Second Edition Revised)

Atlantic • 2017 • 192 pp.
HB 9788126920181 ₹ 495.00
PB 9788126920198 ₹ 195.00

eBook
Available

Otto Jespersen

A Danish linguist who specialized in the grammar of the English language, is widely recognized for his books



Mulk Raj Anand's Novels: A Sociolinguistic Study

Atlantic • 2017 • 178 pp.

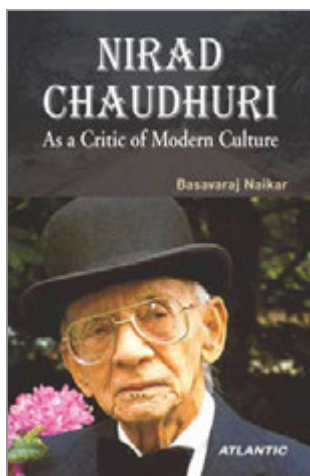
HB 9788126925186 ₹ 595.00

eBook
Available

Annasaheb B. Pawar

Born on 30 April 1962 in Ahmednagar, Maharashtra has completed his M.A. (English), M.Phil., L.L.B., and Ph.D. Degrees. He has thirty years of teaching experience at U.G. and P.G. levels.

Sociolinguistic approach is a vital tool to study the effects of all the aspects of society, including cultural norms, expectations, and context, in the way language is used, and the effects of language use on society. It investigates the interrelationship between language use and society. The Indian writers of the first generation such as R.K. Narayan, Raja Rao, and Mulk Raj Anand have skillfully used Indian English to describe and portray their characters. Mulk Raj Anand, in his novels, describes situations and portrays his characters using the language that suits them. Sociolinguistics differs from sociology of language. The focus of sociolinguistics is the effect of the society on the language, while the focus of the sociology of language is on the effect of the language on the society. The social stratification of language is now a prominent feature of sociolinguistic investigations. Mulk Raj Anand's characters come from different social background. Their use of language has the correlations with the social class, caste and gender of the study of sociolinguistics. Mulk Raj Anand is especially noted for introducing the quantitative study of language variation and change, making the sociology of language into a scientific discipline. Mulk Raj Anand has a prominent place in the Indian writing in English as a writer who depicts the realistic portrait of the first half of the twentieth century. He is the major Indian English novelist who has made sociolinguistic experiments in his novels, which are linguistically significant.



Nirad Chaudhuri as a Critic of Modern Culture

Atlantic • 2017 • 338 pp.

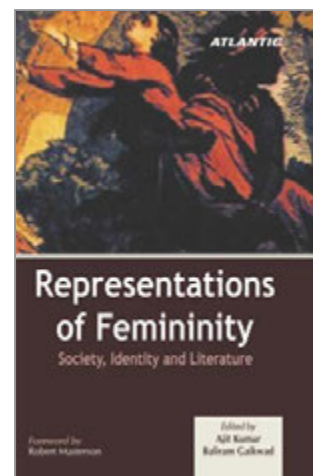
HB 9788126925780 ₹ 895.00

eBook
Available

Basavaraj Naikar

M.A., Ph.D., D.Litt. (California), UGC Emeritus Fellow and Former Professor and Chairman, Department of English, Karnatak University, Dhārward (India), is a bilingual writer in English and Kannada.

This book brings together critical articles on all the English works of the brilliant Indian writer Nirad Chaudhuri—from his *Autobiography of an Unknown Indian*—up to his last work, *The East is East and the West is West*. Though these chapters are independent in their chronological order, they are interconnected thematically. Nirad Chaudhuri happens to be an important prose writer in the tradition of Indian English prose writers like Jawaharlal Nehru, Sri Aurobindo, Vivekananda, Radhakrishnan and Khushwant Singh. Nirad Chaudhuri is a critic of modern culture having extensively commented on Indians and the British, their national character, behavior, their love-hate relationship, and their social and political life. The book also highlights the characteristic features of his prose style. It will be useful for the students and teachers of Indian English Literature, and researchers in the field.



Representations of Femininity: Society, Identity and Literature

Atlantic • 2017 • 208 pp.

HB 9788126923380 ₹ 695.00

eBook
Available

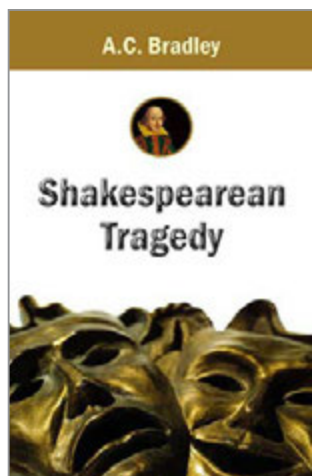
Ed. by Ajit Kumar

Ph.D. from Kurukshetra University, Kurukshetra. He has published a good number of research papers in national and international refereed journals and anthologies of English studies.

Baliram Gaikwad

Vice-Principal and Chairperson in Dept. of English at Acharya and Marathe College, Mumbai. He has been the Fulbright Post-Doctoral Fellow at African American Studies, University of Florida, USA.

The patriarch involves all the instincts of fatherly dominance that creates an environment where man emerges as institution, hegemony, power, and thus an oppressor at all levels of life. Literature in English has been an instrument to present the true picture of the gendered atmosphere. But, with the rise of feminine theories and strict efforts of female authors, there emerges a change in the position of women in society and it provides a psychological freedom from all the oppressive patriarchal restraints. A movement began by the prominent feminists like Mary Wollstonecraft, John Stuart Mill, Margaret Fuller, and later Virginia Woolf make an affirmative approach for all the female authors of the ages around. Later on, all the female authors address the position and role of women in society highlighting the representation of women in all the spheres of life. The literature by these authors takes the stream of consciousness to the stream of achievement by their adventurous and bold attempts.



Shakespearean Tragedy

Atlantic • 2017 • 456 pp.

HB 9788171563807 ₹ 995.00

PB 9788126914333 ₹ 450.00

eBook
Available

A.C. Bradley

He was born in 1851 in Cheltenham. He was the son of a clergyman and the younger brother of the philosopher F.H. Bradley.

In this book Bradley approaches the major tragedies of Shakespeare through an extended study of the characters, who were presented as personalities independent of their place in the plays. Though his approach has been questioned since the 1930s, the work is considered a classical masterpiece and is still widely read. The book studies in detail four tragedies of Shakespeare, namely, *Hamlet*, *Othello*, *King Lear* and *Macbeth*. But much that is said on the main preliminary subjects holds good, within certain limits, of other dramas of Shakespeare. Of course, it will apply to these other works only in part, and to some of them more fully than to others.

Also of interest :

The Female World in Shashi Deshpande's Novels

Atlantic • 2017 • 254 pp.

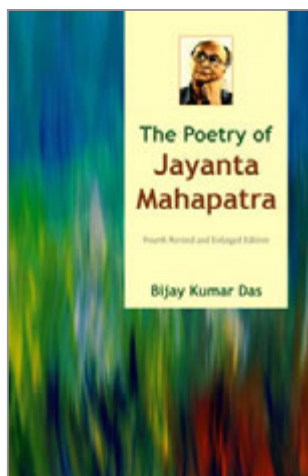
HB 9788126923328 ₹ 695.00

eBook
Available

Tukaram S. Sawant

Associate Professor of English at Tuljaram Chaturchand Arts, Science and Commerce College, Baramati, Dist. Pune (Maharashtra).

The book is an intensive study of the projection of the female world controlled and dominated by males in Indian patriarchy with special focus on Shashi Deshpande's novels.



The Poetry of Jayanta Mahapatra (Fourth Revised and Enlarged Edition)

Atlantic • 2017 • 152 pp.

HB 9788126910830 ₹ 495.00

PB 9788126910847 ₹ 250.00

eBook
Available

Bijay Kumar Das

Ph.D., D.Litt., is a contributor to *The Encyclopaedia of World Literature in the 20th Century* (New York).

The Poetry of Jayanta Mahapatra (Fourth Revised and Enlarged Edition, 2009) is an incisive and well-researched book. It makes an in-depth analysis of the corpus of Mahapatra's poetry from *Close the Sky: Ten by Ten* to *Random Descent* (2005). In this new edition, Mahapatra's latest two books of verse, *Bare Face* and *Random Descent*, have been evaluated in the context of global poetry written in the Third World countries. This edition also includes an interview with the poet which highlights the aspects of Mahapatra's art of writing poetry. The development of Mahapatra's poetry from Modernism to Post-modernism and again from Post-colonialism to Neo-colonialism has been analysed in a lucid manner. This is an invaluable book on Mahapatra's poetry.

Virginia Woolf: The Evolution of an Experimental Novelist

Atlantic • 2017 • 272 pp.

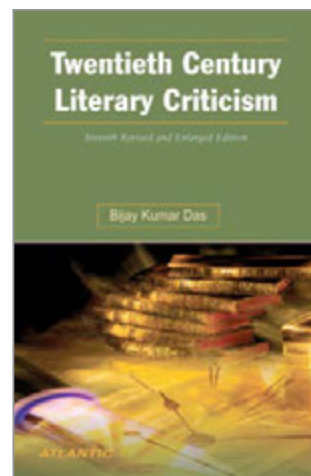
HB 9788126920860 ₹ 795.00

eBook
Available

M. Mani Meitei

Professor of English, Manipur University, Imphal

This scholarly book on Virginia Woolf's experimental novels is an outstanding contribution to Virginia Woolf scholarship. Each part is clearly focused with precision, and the argument is highly insightful, thorough and sharp. In its treatment of the subject matter that has become baffling and difficult to the common readers to the extent of misunderstanding a novelist of such fine artistic vision and passionate experimental accomplishment, the book is as refreshing as it is exhaustive.



Twentieth Century Literary Criticism (7th Revised Edition)

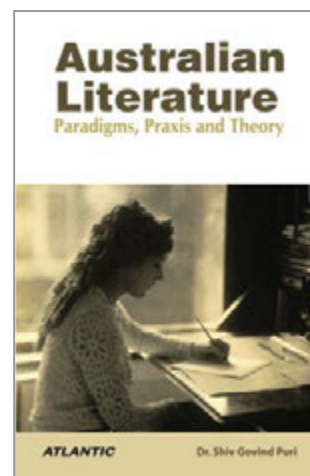
Atlantic • 2017 • 520 pp.

HB 9788126919178 ₹ 995.00

PB 9788126919185 ₹ 375.00

Bijay Kumar Das

The present seventh edition has been revised and enlarged by adding five new chapters. It now contains 60 chapters in all, organized into three parts.



Australian Literature: Paradigms, Praxis and Theory

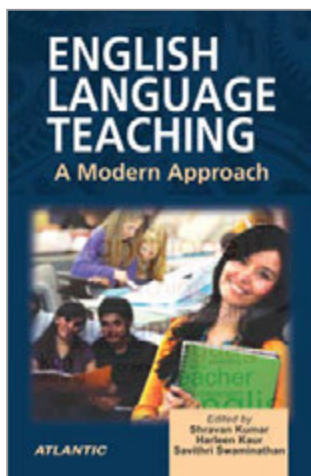
Atlantic • 2016 • 200 pp.

HB 9788126921133 ₹ 695.00

eBook
Available

Ed. by Dr. Shiv Govind Puri

Presently working as an Associate Professor in the Department of English and Modern European Languages, University of Lucknow, (U.P.).



English Language Teaching: A Modern Approach

Atlantic • 2016 • 298 pp.
HB 9788126922796 ₹ 895.00

eBook
Available

Ed. by Shravan Kuma

Assistant Professor at Raj Kumar Goel Institute of Technology.

Harleen Kaur

Assistant Professor in the Dept. of English at Raj Kumar Goel Institute of Technology for Women.

Savithri Swaminathan

Ph.D. (English) is currently working at Guru Nanak College, Chennai.

English Language Teaching (ELT) refers to the teaching of English language to students who have different first language/s. It can occur within the state school system, at a language institution or with a tutor. With English becoming the lingua franca of the world, including India, ELT has assumed greater significance during last 2-3 decades.

Also of interest :

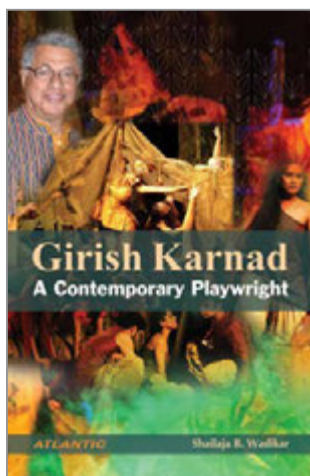
English Language Teaching in India: Problems and Issues

Atlantic • 2016 • 154 pp.
HB 9788171565542 ₹ 695.00

Kaiser Zoha Alam

His M.A. in English from Ranchi University in 1963. He received his Ph.D. in 1968. Later he also obtained a Postgraduate Diploma in the Teaching of English from the Central Institute of English and Foreign Languages, Hyderabad.

The book introduces some of the major areas that students and teachers of English in India should understand in order to follow a scientific approach. The book covers many topics that find place in the syllabi of universities. The author has discussed, in particular, some important aspects of Indian English. The present book, however, is a collection of simplistic studies and, as a book of this kind is difficult to find, it is useful in its own way.



Girish Karnad: A Contemporary Playwright

Atlantic • 2016 • 232 pp.
HB 9788126922581 ₹ 895.00

eBook
Available

Shailaja B. Wadikar

Assistant Professor in English at the School of Language, Literature and Culture Studies of the Swami Ramanand Teerth Marathwada University, Nanded.

Girish Karnad: A Contemporary Playwright reveals Karnad's contribution to contemporary Indian theatre which remains unparalleled in Indian theatre history. It brings out how Karnad has reshaped post-independence Indian theatre and has given it a new dimension. The book presents him as an avant-garde playwright who shocks the sensibility of the conventional readers by introducing the forbidden and sometimes even tabooed subjects. The plays based on myth, history and folklore throw light on his sense of tradition with both the Eliotian terms—the "pastness of the past" and the "presence of the past". It discusses how the latest plays such as Wedding Album, Boiled Beans on Toast and Driven Snow (still unpublished) bring forth the awesome, horrible reality of the contemporary life which compels the audience/readers see/read them with unblinking eyes.

Revisiting Mahesh Dattani

Atlantic • 2016 • 186 pp.
HB 9788126921966 ₹ 695.00

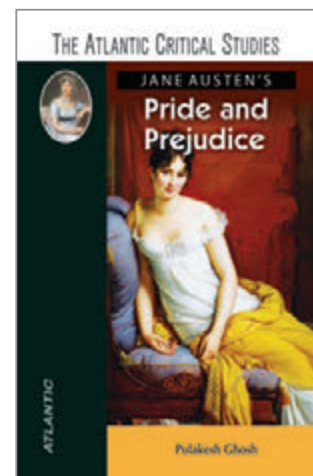
eBook
Available

Ed. by Vijay Kumar Sharma

A distinguished researcher and teacher, has been teaching English in Delhi University for more than four decades and is Principal of Ram Lal Anand College (University of Delhi).

Shyam Samtani

A Visiting Professor in School of Languages, Devi Ahilya University, Indore for more than two decades, Samtani had also been a Resource Person at the Refresher Courses in Indore, Jabalpur and Rewa.



Jane Austen's Pride and Prejudice (The Atlantic Critical Studies)

Atlantic • 2016 • 296 pp.
HB 9788126922727 ₹ 695.00
PB 9788126922734 ₹ 350.00

eBook
Available

Pulakesh Ghosh

An Assistant Professor under West Bengal Education Service, is serving as an Assistant Professor & Head of the Department of English at APCR Government College, affiliated to North Bengal University.

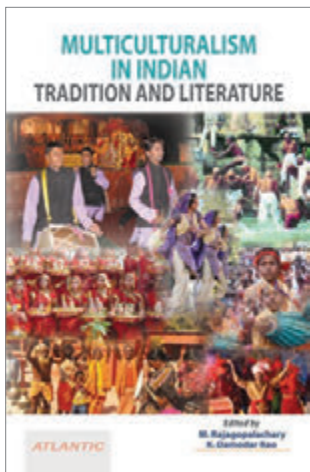
Pride and Prejudice is an outstanding English novel that shows Jane Austen at the height of her writing powers. Throughout the novel, the main vehicle of characterization, comedy, and satire is dialogue; narration and descriptions are given largely to placing conversation in its setting, and summarizing characters' thoughts and feelings. The action is organized not only by what happens, but where it happens; the place itself is relevant to what occurs. Austen has employed a complex plot in the novel. There are five stories evolving concurrently in the novel.

Joseph Conrad's Heart of Darkness (The Atlantic Critical Studies)

Atlantic • 2016 • 206 pp.
HB 9788126904716 ₹ 495.00
PB 9788126906000 ₹ 275.00

Mohit Kumar Ray

He was one of the seniormost Professors of English in the country. Professor Ray studied several languages, including Latin, Sanskrit, Arabic, French, and German.



Multiculturalism in Indian Tradition and Literature

Atlantic • 2016 • 264 pp.
HB 9788126921126 ₹ 795.00

eBook
Available

Ed. by **M. Rajagopalachary**

Former Professor, and presently Emeritus Fellow at the Department of English, Kakatiya University, Warangal

K. Damodar Rao

Associate Professor and Head, Dept. of English, Kakatiya University, Warangal

The book studies multiculturalism in Indian society as evinced in Indian English Literature, talking up the works of well-known writers like Salman Rushdie, Khushwant Singh, Raja Rao, Arundhati Roy, Amitav Ghosh, Mahasweta Devi, and Rohinton Mistry, among others. It also takes up other pertinent topics like Shiva canon in Indian literatures, bhakti as a counter-cultural discourse, socio-cultural significance in nativism, contribution of Persian sufism in Indian literature, and Dalit literature.

Also of interest :

Revisiting W.B. Yeats's World and Art

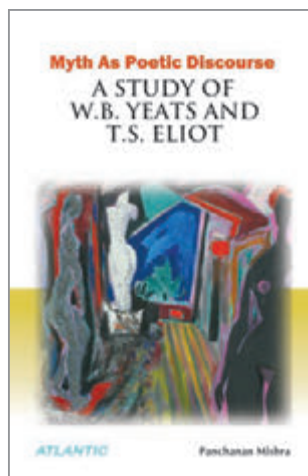
Atlantic • 2016 • 136 pp.
HB 9788126922451 ₹ 595.00

eBook
Available

Ed. by **Bijay Kumar Das**

Ph.D., D.Litt., is a contributor to The Encyclopaedia of World Literature in the 20th Century (New York).

Revisiting W.B. Yeats's World and Art is a well-researched book occasioned by the poet's 150th birth anniversary in 2015. This book is meant to be a tribute to the great poet W.B. Yeats from India by way of appreciation and admiration for him. Ten well-known Professors from India have analysed Yeats's work from new angles.



Myth As Poetic Discourse: A Study of W.B. Yeats and T.S. Eliot

Atlantic • 2016 • 160 pp.
HB 9788126921614 ₹ 695.00

eBook
Available

Panchanan Mishra

M.A., Ph.D., has the experience of teaching in various Government Colleges of Odisha.

W.B. Yeats, an Irish poet who was awarded the Nobel Prize in Literature in 1923, is one of the foremost figures of 20th century literature. T.S. Eliot, was a poet, playwright, literary and social critic, and is widely acclaimed as one of the major poets of 20th century. He was awarded the Nobel Prize in Literature in 1948. The book adopts a multi-disciplinary approach, and explicates how Yeats and Eliot, the two epoch-making and the most influential poets of twentieth century, extensively use myth in their poetry as an aesthetic device and poetic discourse. It shows how both the poets were adequately aware of the psychological, anthropological and historical perspectives, and how all these perspectives are inextricably fused together, transfiguring the human situation to a complex poetic utterance. The book will be useful for the students and teachers of modern English poetry and researchers in this field.

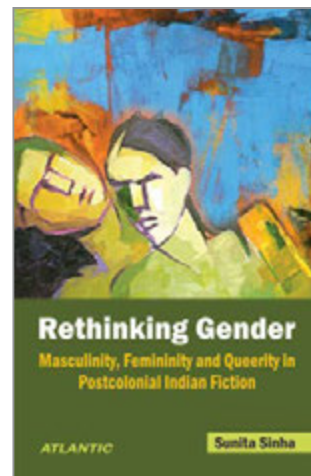
The Atlantic Critical Studies—Charles Dickens' Hard Times

Atlantic • 2016 • 312 pp.
HB 9788126921768 ₹ 795.00
PB 9788126921775 ₹ 350.00

eBook
Available

Pulakesh Ghosh

Assistant Professor under West Bengal Education Service, is currently serving as an Assistant Professor and Head of the Department of English, Krishnagar Govt. College, Kalyani.



Rethinking Gender: Masculinity, Femininity and Queerly in Postcolonial Indian Fiction

Atlantic • 2016 • 198 pp.
HB 9788126922758 ₹ 795.00

eBook
Available

Sunita Sinha

A gold medallist from Patna University, Bihar, She has been teaching English in Women's College, Samastipur, L.N. Mithila University, Bihar.

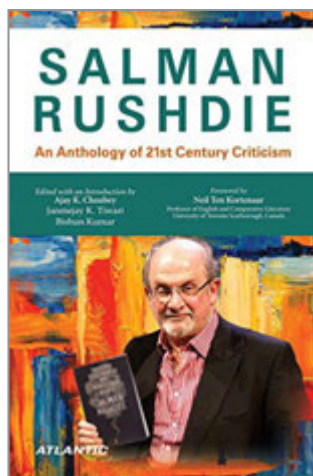
Since Simone de Beauvoir first proclaimed that 'One is not born a woman, one becomes one', the study of gender has become one of the most significant new disciplines in the humanities and social sciences. Enriching our knowledge of the representations that inform our understanding of masculinity, femininity and queerly, *Rethinking Gender: Masculinity, Femininity and Queerly in Postcolonial Indian Fiction* examines, amongst other things, the meaning and relevance of gender on various levels. This book will attempt to establish a central argument that will enable readers to see an emerging pattern in which issues of femininity, masculinity, and conflicting sexualities could be examined, thus, providing a multi-faceted approach to the central question of the way in which gender is being represented in literary works of the Indian novelists. This multilayered book, lucidly written and theoretically exhilarating, will be an invaluable addition to students and academics in gender studies, literature, cultural studies, and a range of other disciplines.

William Golding's Lord of the Flies (The Atlantic Critical Studies)

Atlantic • 2016 • 182 pp.
HB 9788126906413 ₹ 495.00
PB 9788126906420 ₹ 250.00

Santwana Haldar

Reader in English in F.M. Autonomous College, Balasore (Orissa), received her Ph.D. degree from the Burdwan University, West Bengal.



Salman Rushdie: An Anthology of 21st Century Criticism

Atlantic • 2016 • 300 pp.
HB 9788126920976 ₹ 995.00

eBook
Available

Ajay K. Chaubey

Ph.D., is Assistant Professor of English in the Department of Sciences and Humanities at the National Institute of Technology (NIT), Uttarakhand.

Janmejay K. Tiwari

Ph.D. degree on Salman Rushdie from the University of Allahabad.

Bishun Kumar

Ph.D. from University of Lucknow, is Assistant Professor of English in School of Humanities and Social Sciences, Babu Banarasi Das University, Lucknow.

Also of interest :

The Fiction of Raja Rao: Critical Studies

Atlantic • 2016 • 238 pp.
HB 9788126900183 ₹ 795.00

eBook
Available

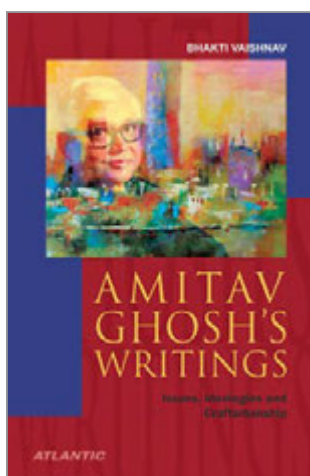
Ed. by Rajeshwar Mittapalli

Professor of English, Kakatiya University, Warangal, Telangana.

Pier Paolo Piciucco

Lecturer at the Department of Foreign Languages in the University of Turin.

Raja Rao is one of the triumvirate of the pioneering Indian novelists in English. His contribution to the growth of the English novel in India is enormous. Each of his novels is a trendsetter. His range and vision transcend all barriers. He used the fictional medium to portray his patriotic and philosophical concerns in a masterly way. In this volume, an attempt has been made to assess Raja Rao's novels and short stories in terms of his philosophy, vision, style, themes and techniques. It is hoped that Raja Rao scholars across the globe will find the book useful.



Amitav Ghosh's Writings: Issues, Ideologies and Craftsmanship

Atlantic • 2015 • 120 pp.
HB 9788126920310 ₹ 495.00

eBook
Available

Bhakti Vaishnav

Assistant Professor at Government Engineering College in Patan. She has also worked at CEPT University and Nirma University at Ahmedabad.

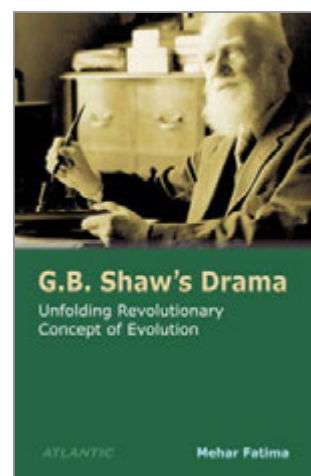
Amitav Ghosh is a well-known Indian English writer. The book explores how his writings creatively endeavour to negotiate through the complex web of historical, political, economic and cultural issues—past and contemporary—and brings forward his deep insight into events as well as human behaviour. He does hesitate from commenting on politics, wars, economy and other worldly affairs. The book provides a kaleidoscopic view of the subaltern, and a confluence of his ideology and craftsmanship.

A Defense of Poetry and Other Essays

Atlantic • 2015 • 88 pp.
HB 9788126920105 ₹ 225.00
PB 9788126920150 ₹ 100.00

P.B. Shelley

A Defence of Poetry and Other Essays contains Shelley's famous claim that "poets are the unacknowledged legislators of the world". Shelley's argument for poetry is written within the context of Romanticism. The book showcases Shelley's aesthetic philosophy accentuating his opinion that poetry brings about moral good. It exercises and expands the imagination, and the imagination is the source of sympathy, compassion, and love, which rest on the ability to project oneself into the position of another person.



G.B. Shaw's Drama: Unfolding Revolutionary Concept of Evolution

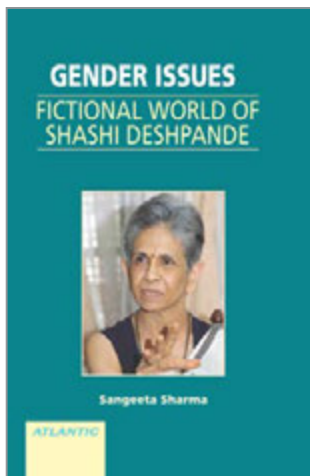
Atlantic • 2015 • 144 pp.
HB 9788126920334 ₹ 450.00

eBook
Available

Mehar Fatima

M.A., Ph.D.
Dept. of English at Jamia Millia Islamia, New Delhi

This book helps to explore and discover the emergence and remarkable acceptance of George Bernard Shaw in the world of drama with special emphasis on the playwright's dramatic art and philosophy. Here, a fresh critical approach is widened to incorporate our time's literary, artistic, educational, social, economic, religious, historical, as well as political agenda. The book dwells on an unavoidable literary necessity and passion, possessing the spirit of inquiry, enveloping various challenging issues of life and its institutions. Shaw's theories of Life Force and Creative Evolution, applied to art and life, interestingly, unfold a revolutionary concept of evolution. A comparative estimate of Shaw, the thinker dramatist, with the literary genius of yesterday and today in the realm of literary tradition occupies a considerable space in the book. Continuing with the essence of discussion and debate, it makes conceivable for the readers to think, rethink, agree or disagree and then to build upon the realities of life in the sorry world of intellectual surrender. It further provides scopes to speculate the progressive Shavian trends by interpreting the message that connects times and spaces, by swiftly transgressing the sketched boundaries of customs and conventions belonging to human civilizations. This book discusses various solutions to the problems exposed and explicitly establishes that in order to bring about reform, it is essential to produce awareness among the masses; the need for creating a better world often through order, construction, and reconstruction. Imbued with an artistic splendor and a revolutionary zeal, the book aims to ignite the thinkers so as to make themselves available for service to humanity, by carrying forward the process of evolution. It is suggestive of critical and evaluative outlook on life and literature.



Gender Issues: Fictional World of Shashi Deshpande

Atlantic • 2015 • 256 pp.
HB 9788126920839 ₹ 795.00

eBook
Available

Dr. Sangeeta Sharma

M.A., M.Phil., Ph.D. in English
Assistant Professor, Department of English,
Dronacharya Government College, Gurgaon

Shashi Deshpande is essentially a novelist of gender issues as she has touched upon almost all the issues of concern to the feminists, Indian feminists in particular. In her fictional works, she writes about the 'marginalized' community of women in India and expresses her concern for women's disadvantaged condition within patriarchy. The book helps to answer subtle questions that thinkers, social workers and well-wishers, and others who care for women and womanhood, most often ask about gender issues at various levels of debate and discussions. It explores the substantial axiological, psychological, sociological and emotional underpinnings of gender issues.

Also of interest :

Major Voices in New Literatures in English

Atlantic • 2015 • 312 pp.
HB 9788126919659 ₹ 795.00

eBook
Available

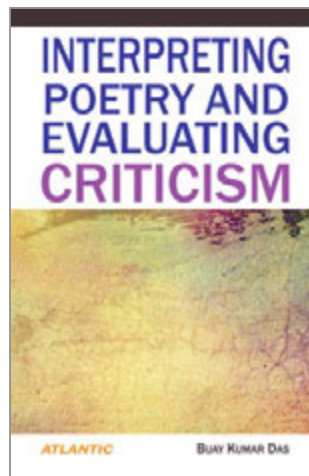
Ed. by Bishun Kumar

M.A.; Ph.D., Assistant Professor, Dept. English,
Babu Banarasi Das University

Neha Arora

M.A.; Ph.D., Assistant Professor, Department of
English, Central University of Rajasthan, Ajmer

The book discusses varying modes of colonial and postcolonial studies in the light of constantly changing human relations and their identity with the harmonizing effect of polyphony, dissolving national, geographical, communal and religious boundaries, and disrupting all levels of hierarchy. It shows the emergence of "New Literatures" as a reaction against British colonization of the Third World territories.



Interpreting Poetry and Evaluating Criticism

Atlantic • 2015 • 152 pp.
HB 9788126919987 ₹ 495.00
PB 9788126919994 ₹ 275.00

eBook
Available

Bijay Kumar Das

PhD., DLitt.
Professor of English at Burdwan University,
Burdwan (West Bengal)

The book seeks to evaluate canonical Indian English poetry and interpret the poetry of W.B. Yeats, T.S. Eliot, Seamus Heaney, Ted Hughes and Nissim Ezekiel as beacon light to English, Irish and Indian English poetry. The poetry of Sahitya Akademi Award winning poets, like Jayanta Mahapatra, Keki N. Daruwalla, Kamala Das, Shiv K. Kumar, Dom Moraes, A.K. Ramanujan, and Jeet Thayil, has been analysed. The book also interprets the criticism of Indian critics like Sri Aurobindo, Nissim Ezekiel, A.K. Ramanujan, and C.D. Narasimhaiah. There is an attempt to find out if it is possible to have canonical criticism, in the same way as we have canonical poetry.

Perspectives on New Literatures: Postcolonial Responses

Atlantic • 2015 • 264 pp.
HB 9788126920297 ₹ 695.00

eBook
Available

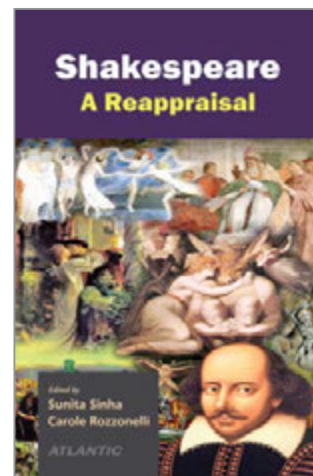
Ed. by R. Janatha Kumari

Asst. Professor of English, Sree Ayyappa College for
Women, Chukkankada, Tamilnadu

Chitra Thrivikraman Nair

Asst. Professor of English, University College,
Trivandrum

New Literatures in English is now a fast-growing vibrant body of literature, and thrust area of postcolonial research activities. The papers examine various ways in which different writers look at the local and global social conditions in the late 20th and early 21st centuries.



Shakespeare: A Reappraisal

Atlantic • 2015 • 280 pp.
HB Vol. 1 9788126919628 ₹ 995.00
HB Vol. 2 9788126919635 ₹ 995.00
HB Set 9788126919642 ₹ 1990.00

eBook
Available

Ed. by Sunita Sinha

M.A.; Ph.D. in English, Associate Professor in
English in Women's College, Samastipur, L.N.
Mithila University, Bihar

Carole Rozzonelli

Associate Professor of English, ITC and
Communications Law at the Institute for Information
and Communication, University of Lyon 2, France.

The book provides an overview of the genres on the Elizabethan stage, and casts a provocative look at a vast range of Shakespeare's comedies, histories, and tragedies. In his Foreword to the book, Prof. Amitava Roy, President, Shakespeare Society of Eastern India, and former Shakespeare Professor of English and Drama, Rabindra Bharati University, remarks, "The Editors, Dr. Sunita Sinha and Carole Rozzonelli, have brought together academics, theatre experts and scholars of high renown from all across the globe".

Rabindranath Tagore: On Literature (Translation of Tagore's Essays on the Aesthetics of Literature)

Atlantic • 2015 • 288 pp.
HB 9788126920396 ₹ 795.00

eBook
Available

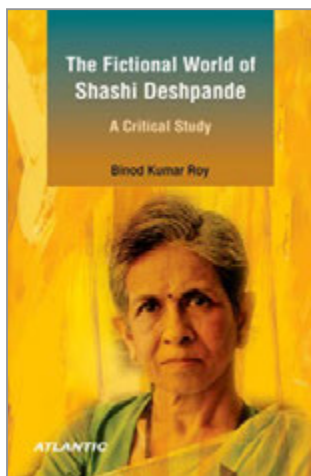
Prof. Mohit K. Ray

M.A.; Ph.D.; D. Litt., Retired Professor of English

Prof. Rama Kundu

Emeritus Fellow (UGC), and former Professor of
English, Department of English, Burdwan University,
West Bengal

The present volume comprises complete translations of two important collections of Tagore's essays on literature: *Sāhityer Pathe* and *Sāhityer Svarūp*. Tagore's literary essays, however, are certainly not confined to the essays included in these two collections.



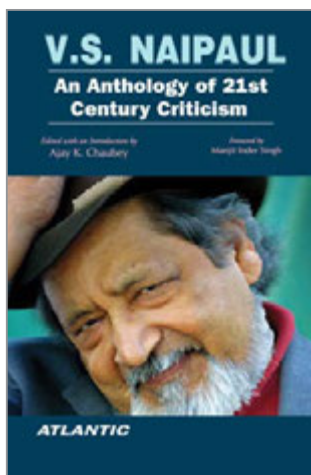
The Fictional World of Shashi Deshpande: A Critical Study

Atlantic • 2015 • 176 pp.
HB 9788126919840 ₹ 595.00

eBook
Available

Binod Kumar Roy

M.A., Ph.D.
Assistant Professor in English, R.S.S. College,
Chochahan, B.R.A. Bihar University



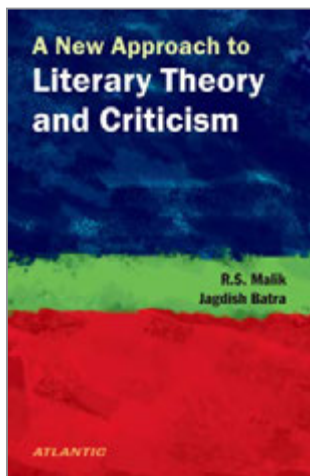
V.S. Naipaul: An Anthology of 21st Century Criticism

Atlantic • 2015 • 312 pp.
HB 9788126919048 ₹ 995.00

eBook
Available

Ed. by Ajay K. Chaubey

M.A., Ph.D.
Assistant Professor of English, Department of
Sciences and Humanities, National Institute of
Technology (NIT), Uttarakhand



A New Approach to Literary Theory and Criticism

Atlantic • 2014 • 216 pp.
HB 9788126919123 ₹ 595.00
PB 9788126919130 ₹ 250.00

eBook
Available

R.S. Malik

M.A. English; Ph.D.
Former Head Postgraduate Dept. of English, C.R.A.
College, Sonapat. Visiting faculty of G.V.M. Girls
College, Sonapat

Jagdish Batra

Professor Emeritus of English (JJTU)
Presently Head of the English Language Centre at
O.P. Jindal Global University, Sonapat (NCR)

Literary theory and literary criticism are interpretative tools that enable us to think insightfully about the literature we read. The book throws light on various literary theories and methods of criticism that are widely used to study literature. It is the result of cumulative endeavour of two erudite teachers with long experience of teaching literary theory. It has been for postgraduate students of Indian universities who have to deal with the ever-expanding domain of critical, literary and cultural theories. The book explains in a simple language and format, the broad outlines as also the fine nuances of 'theory'. An extra edge is provided through citations from valuable sources relevant to each area of study.

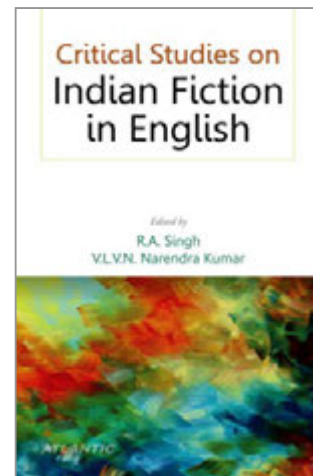
Also of interest :

Current Perspectives in Indian English Literature

Atlantic • 2014 • 216 pp.
HB 9788126906222 ₹ 595.00

Gauri Shankar Jha

M.A. in English and Hindi, LL.B., is posted as
Head, Department of English, R.F. Govt. College,
Changlang, Arunachal Pradesh.



Critical Studies on Indian Fiction in English

Atlantic • 2014 • 168 pp.
HB 9788171568598 ₹ 550.00

Ed. by R.A. Singh

Professor on the faculty of English, Veer Kunwar
Singh University, Ara (Bihar).

V.L.V.N. Narendra Kumar

Teaches English at Government Polytechnic for
Women, Ethamukkala (Andhra Pradesh).

The essays in this anthology focus on many aspects of Indian Fiction in English. It seeks to probe, discuss and analyse the issues arising out of the novels and offers deep insight to the readers. Important novelists covered in the Volume are : R.K. Narayan, Mulk Raj Anand, Anita Desai, Geeta Mehta, Salman Rushdie, Kavery Nambisan, Nayantara Sahgal, Arun Joshi, Shobha De and Arundhati Roy.

A Guide to English Literature

Atlantic • 2014 • 240 pp.
HB 9788126902293 ₹ 695.00

K.M. Jan

M.A. and Ph.D. from Bihar University, Muzaffarpur.

Shabnam Firdaus

M.A. from B.R.A. Bihar University, Muzaffarpur and
is working for her Ph.D. degree.

A Guide to English Literature embraces a wide spectrum of literary works in the field of the English novel, drama and poetry. It is meant to enhance the enjoyment and understanding of English literature through the critical discussion of particular works of a large number of writers including Shakespeare, Marlowe, Metaphysicals, Milton, Dryden, Pope, Wordsworth, Coleridge, Keats, Emily Bronte, Hardy, Eliot, Virginia Woolf, E.M. Forster, Hemingway and Mulk Raj Anand.



PEACOCK BOOKS

AN IMPRINT OF ATLANTIC PUBLISHERS & DISTRIBUTORS (P) LTD.

PEACOCK CLASSICS

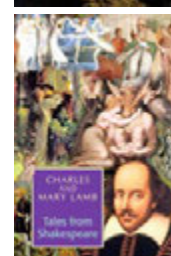


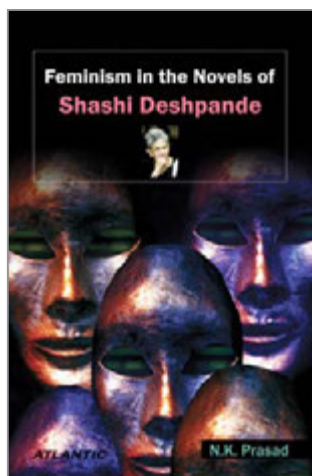
The Hound of the Baskervilles, A. PB 9788124804261 ₹ 150.00 <i>Conan Doyle</i> HB 9788124804254 ₹ 295.00	
Aesop's Fables, Aesop (Trs. by V.S. Vernon Jones) PB 9788124803752 ₹ 175.00 HB 9788124803745 ₹ 295.00	
The Adventures of Sherlock Holmes, Arthur Ignatius Conan Doyle PB 9788124803561 ₹ 199.00 HB 9788124803554 ₹ 395.00	
The Memoirs of Sherlock Holmes, Arthur Ignatius Conan Doyle PB 9788124803622 ₹ 150.00 HB 9788124803615 ₹ 450.00	
The Return of Sherlock Holmes, Arthur Ignatius Conan Doyle PB 9788124803608 ₹ 250.00 HB 9788124803592 ₹ 495.00	
The Alchemist, Ben Jonson PB 9788124802946 ₹ 95.00 HB 9788124802939 ₹ 250.00	
Volpone, Ben Jonson PB 9788124803011 ₹ 95.00 HB 9788124803004 ₹ 225.00	
Aristotle's Politics, Benjamin Jowett PB 9788124804056 ₹ 175.00 HB 9788124804049 ₹ 275.00	
Dracula, Bram Stoker PB 9788124800362 ₹ 150.00 HB 9788124801345 ₹ 295.00	
Tales from Shakespeare, Charles and Mary Lamb PB 9788124800942 ₹ 125.00 HB 9788124802311 ₹ 350.00	
The Origin of Species, Charles Darwin PB 9788124800997 ₹ 150.00 HB 9788124803059 ₹ 550.00	
The Voyage of the Beagle, Charles Darwin PB 9788124804469 ₹ 395.00 HB 9788124804452 ₹ 695.00	
A Christmas Carol, Charles Dickens PB 9788124803165 ₹ 95.00 HB 9788124803424 ₹ 195.00	
A Tale of Two Cities, Charles Dickens PB 9788124800027 ₹ 150.00 HB 9788124801505 ₹ 295.00	
Best Ghost Stories, Charles Dickens PB 9788124803967 ₹ 195.00 HB 9788124803950 ₹ 395.00	
Great Expectations, Charles Dickens PB 9788124800003 ₹ 175.00 HB 9788124801062 ₹ 350.00	
Hard Times, Charles Dickens PB 9788124800058 ₹ 125.00 HB 9788124801642 ₹ 250.00	
Oliver Twist, Charles Dickens PB 9788124800034 ₹ 165.00 HB 9788124801246 ₹ 395.00	
Jane Eyre, Charlotte Brontë PB 9788124800270 ₹ 160.00 HB 9788124801192 ₹ 295.00	
Lady Chatterley's Lover, D.H. Lawrence PB 9788124800973 ₹ 150.00 HB 9788124801048 ₹ 250.00	
Sons and Lovers, D.H. Lawrence PB 9788124800065 ₹ 150.00 HB 9788124801611 ₹ 350.00	
The Rainbow, D.H. Lawrence PB 9788124800089 ₹ 195.00 HB 9788124801390 ₹ 295.00	
Women in Love, D.H. Lawrence PB 9788124800287 ₹ 185.00 HB 9788124801635 ₹ 350.00	
Moll Flanders, Daniel Defoe PB 9788124800461 ₹ 150.00 HB 9788124802250 ₹ 250.00	
Robinson Crusoe, Daniel Defoe PB 9788124800478 ₹ 125.00 HB 9788124802038 ₹ 250.00	
The Age of Innocence, Edith Wharton PB 9788124800980 ₹ 135.00 HB 9788124802298 ₹ 250.00	
Wuthering Heights, Emily Brontë PB 9788124800096 ₹ 150.00 HB 9788124801338 ₹ 295.00	
The Great Gatsby, F. Scott Fitzgerald PB 9788124800706 ₹ 100.00 HB 9788124801468 ₹ 250.00	
English Fairy Tales, Flora Annie Steel PB 9788124804247 ₹ 175.00 HB 9788124804230 ₹ 375.00	
The Essays, Francis Bacon PB 9788124803707 ₹ 175.00 HB 9788124803691 ₹ 295.00	
Candida, George Bernard Shaw PB 9788124802922 ₹ 95.00 HB 9788124802915 ₹ 250.00	

Man and Superman: A Comedy and a Philosophy, George Bernard Shaw PB 9788124802588 ₹ 125.00 HB 9788124802571 ₹ 250.00	
Pygmalion, George Bernard Shaw PB 9788124802960 ₹ 95.00 HB 9788124802953 ₹ 195.00	
Saint Joan, George Bernard Shaw PB 9788124802908 ₹ 125.00 HB 9788124802892 ₹ 295.00	
Adam Bede, George Eliot PB 9788124800218 ₹ 195.00 HB 9788124802267 ₹ 295.00	
Silas Marner, George Eliot PB 9788124800454 ₹ 125.00 HB 9788124801260 ₹ 195.00	
The Mill on The Floss, George Eliot PB 9788124800164 ₹ 185.00 HB 9788124801697 ₹ 295.00	
Animal Farm, George Orwell PB 9788124802380 ₹ 95.00 HB 9788124802373 ₹ 195.00	
Nineteen Eighty-Four, George Orwell PB 9788124802601 ₹ 125.00 HB 9788124802595 ₹ 350.00	
Madame Bovary, Gustave Flaubert PB 9788124800911 ₹ 150.00 HB 9788124802663 ₹ 350.00	
King Solomon's Mines, H. Rider Haggard PB 9788124803202 ₹ 150.00 HB 9788124803462 ₹ 250.00	
The Invisible Man, H.G. Wells PB 9788124800348 ₹ 95.00 HB 9788124801284 ₹ 195.00	
The Time Machine, H.G. Wells PB 9788124800492 ₹ 95.00 HB 9788124801703 ₹ 195.00	
Joseph Andrews, Henry Fielding PB 9788124800669 ₹ 150.00 HB 9788124802274 ₹ 275.00	
The Ambassadors, Henry James PB 9788124800379 ₹ 175.00 HB 9788124801765 ₹ 295.00	
The Portrait of a Lady, Henry James PB 9788124800010 ₹ 195.00 HB 9788124801512 ₹ 375.00	
A Portrait of the Artist as a Young Man, James Joyce PB 9788124800171 ₹ 120.00 HB 9788124801666 ₹ 250.00	
Dubliners, James Joyce PB 9788124800317 ₹ 125.00 HB 9788124802014 ₹ 195.00	
Emma, Jane Austen PB 9788124800263 ₹ 150.00 HB 9788124801604 ₹ 295.00	
Mansfield Park, Jane Austen PB 9788124800201 ₹ 150.00 HB 9788124802113 ₹ 295.00	
Northanger Abbey, Jane Austen PB 9788124800249 ₹ 100.00 HB 9788124803882 ₹ 150.00	
Persuasion, Jane Austen PB 9788124800232 ₹ 125.00 HB 9788124803875 ₹ 250.00	
Pride and Prejudice, Jane Austen PB 9788124800195 ₹ 135.00 HB 9788124801079 ₹ 295.00	
Sense and Sensibility, Jane Austen PB 9788124800256 ₹ 135.00 HB 9788124801536 ₹ 350.00	
Three Men in a Boat, Jerome K. Jerome PB 9788124803141 ₹ 125.00 HB 9788124803400 ₹ 250.00	
The Pilgrim's Progress, John Bunyan PB 9788124803776 ₹ 250.00 HB 9788124803769 ₹ 375.00	
Two Treatises of Government, John Locke PB 9788124803646 ₹ 250.00 HB 9788124803639 ₹ 495.00	
Paradise Lost, John Milton PB 9788124803257 ₹ 175.00 HB 9788124803493 ₹ 450.00	
A Tale of Tub and other Works, Jonathan Swift PB 9788124803905 ₹ 150.00 HB 9788124803899 ₹ 350.00	
Gulliver's Travels, Jonathan Swift PB 9788124800683 ₹ 125.00 HB 9788124802151 ₹ 295.00	
Heart of Darkness, Joseph Conrad PB 9788124800713 ₹ 95.00 HB 9788124801598 ₹ 195.00	
Lord Jim, Joseph Conrad PB 9788124800294 ₹ 125.00 HB 9788124802106 ₹ 275.00	
The Nigger of the 'Narcissus', Joseph Conrad PB 9788124800386 ₹ 95.00 HB 9788124802045 ₹ 195.00	

The Secret Agent, Joseph Conrad PB 9788124800225 ₹ 125.00 HB 9788124801628 ₹ 195.00	
Around the World in Eighty Days, Jules Verne PB 9788124803134 ₹ 125.00 HB 9788124803394 ₹ 275.00	
Journey to the Centre of the Earth, Jules Verne PB 9788124803158 ₹ 150.00 HB 9788124803417 ₹ 250.00	
Twenty Thousand Leagues Under the Sea, Jules Verne PB 9788124803585 ₹ 175.00 HB 9788124803578 ₹ 395.00	
The Communist Manifesto, Karl Marx, Friedrich Engels PB 9788124803943 ₹ 275.00 HB 9788124803936 ₹ 495.00	
The Wind in the Willows, Kenneth Grahame PB 9788124803172 ₹ 150.00 HB 9788124803431 ₹ 250.00	
The Wonderful Wizard of Oz, L. Frank Baum PB 9788124804094 ₹ 125.00 HB 9788124804087 ₹ 295.00	
Alice's Adventures in Wonderland & Through the Looking-Glass, Lewis Carroll PB 9788124800904 ₹ 125.00 HB 9788124801024 ₹ 250.00	
The Travels of Marco Polo, Marco Polo PB 9788124803219 ₹ 275.00 HB 9788124803486 ₹ 495.00	
The Adventures of Huckleberry Finn, Mark Twain PB 9788124802410 ₹ 120.00 HB 9788124802434 ₹ 295.00	
The Adventures of Tom Sawyer, Mark Twain PB 9788124802403 ₹ 125.00 HB 9788124802427 ₹ 350.00	
The Adventures of Tom Sawyer and The Adventures of Huckleberry Finn, Mark Twain PB 9788124800447 ₹ 195.00 HB 9788124801277 ₹ 250.00	
Frankenstein, Mary Shelley PB 9788124800720 ₹ 125.00 HB 9788124802359 ₹ 250.00	
The Scarlet Letter, Nathaniel Hawthorne PB 9788124800102 ₹ 100.00 HB 9788124801307 ₹ 250.00	
The Prince, Niccolo Machiavelli PB 9788124803318 ₹ 125.00 HB 9788124803516 ₹ 225.00	
She Stoops to Conquer, Oliver Goldsmith PB 9788124802724 ₹ 95.00 HB 9788124802717 ₹ 250.00	
The Vicar of Wakefield, Oliver Goldsmith PB 9788124803127 ₹ 150.00 HB 9788124803387 ₹ 275.00	
The Rubaiyat of Omar Khayyam, Omar Khayyam (Trs. by Edward Fitzgerald) PB 9788124803295 ₹ 125.00 HB 9788124803509 ₹ 225.00	
The Importance of Being Earnest, Oscar Wilde PB 9788124803271 ₹ 125.00 HB 9788124803196 ₹ 225.00	
The Strange Case of Dr. Jekyll and Mr. Hyde, R.L. Stevenson PB 9788124803264 ₹ 125.00 HB 9788124803240 ₹ 225.00	
The Coral Island, R.M. Ballantyne PB 9788124804070 ₹ 175.00 HB 9788124804063 ₹ 295.00	
Gitanjali: Song Offerings, Rabindranath Tagore PB 9788124802458 ₹ 125.00	
Red Oleanders: A Drama in One Act, Rabindranath Tagore PB 9788124802618 ₹ 95.00 HB 9788124802366 ₹ 295.00	
The School for Scandal, Richard Brinsley Sheridan PB 9788124802984 ₹ 95.00 HB 9788124802977 ₹ 225.00	
Treasure Island, Robert Louis Stevenson PB 9788124800928 ₹ 100.00 HB 9788124801819 ₹ 195.00	
Just So Stories, Rudyard Kipling PB 9788124803226 ₹ 100.00 HB 9788124803479 ₹ 225.00	
Kim, Rudyard Kipling PB 9788124803189 ₹ 195.00 HB 9788124803448 ₹ 295.00	
The Best Short Stories, Rudyard Kipling PB 9788124803332 ₹ 175.00 HB 9788124803325 ₹ 450.00	
The Jungle Books, Rudyard Kipling PB 9788124800959 ₹ 135.00 HB 9788124802281 ₹ 250.00	
The Best of Saki, Saki (HH Munro) PB 9788124803301 ₹ 175.00 HB 9788124803288 ₹ 350.00	

A Defence of Poesie and Poems, Sir Philip Sidney PB 9788124804018 ₹ 150.00 HB 9788124804001 ₹ 295.00	
The Kama Sutra of Vatsyayana, Sir Richard F. Burton PB 9788124803998 ₹ 195.00 HB 9788124803981 ₹ 295.00	
Ivanhoe, Sir Walter Scott PB 9788124800935 ₹ 175.00 HB 9788124801031 ₹ 295.00	
Red Badge of Courage and Other Stories, Stephen Crane PB 9788124803684 ₹ 150.00 HB 9788124803677 ₹ 350.00	
Confessions of an English Opium-Eater, Thomas De Quincey PB 9788124804223 ₹ 170.00 HB 9788124804216 ₹ 395.00	
Far from the Madding Crowd, Thomas Hardy PB 9788124800072 ₹ 150.00 HB 9788124801826 ₹ 295.00	
Jude the Obscure, Thomas Hardy PB 9788124800300 ₹ 150.00 HB 9788124803066 ₹ 375.00	
Tess of the D'Urbervilles, Thomas Hardy PB 9788124800119 ₹ 150.00 HB 9788124801383 ₹ 295.00	
The Mayor of Casterbridge, Thomas Hardy PB 9788124800041 ₹ 125.00 HB 9788124801291 ₹ 275.00	
The Return of The Native, Thomas Hardy PB 9788124800508 ₹ 150.00 HB 9788124802205 ₹ 295.00	
Mrs Dalloway, Virginia Woolf PB 9788124800133 ₹ 100.00 HB 9788124801710 ₹ 250.00	
Orlando, Virginia Woolf PB 9788124800140 ₹ 125.00 HB 9788124801871 ₹ 250.00	
The Waves, Virginia Woolf HB 9788124801864 ₹ 195.00	
To the Lighthouse, Virginia Woolf PB 9788124800126 ₹ 125.00 HB 9788124801451 ₹ 195.00	
Selected Poems, William Blake PB 9788126920433 ₹ 195.00 HB 9788126920426 ₹ 375.00	
The Way of the World, William Congreve PB 9788124802649 ₹ 95.00 HB 9788124802632 ₹ 195.00	
A Midsummer Night's Dream, William Shakespeare PB 9788124800638 ₹ 95.00 HB 97881248002120 ₹ 195.00	
Antony and Cleopatra, William Shakespeare PB 9788124800614 ₹ 95.00 HB 9788124802342 ₹ 195.00	
As You Like It, William Shakespeare PB 9788124800607 ₹ 95.00 HB 9788124802083 ₹ 195.00	
Hamlet, William Shakespeare PB 9788124800539 ₹ 95.00 HB 9788124801802 ₹ 225.00	
Henry IV Part One, William Shakespeare PB 9788124800645 ₹ 95.00 HB 9788124801840 ₹ 195.00	
Henry V, William Shakespeare PB 9788124800652 ₹ 95.00 HB 9788124801185 ₹ 195.00	
Julius Caesar, William Shakespeare PB 9788124800584 ₹ 95.00 HB 9788124801208 ₹ 195.00	
King Lear, William Shakespeare PB 9788124800553 ₹ 95.00 HB 9788124802175 ₹ 195.00	
Macbeth, William Shakespeare PB 9788124800560 ₹ 95.00 HB 9788124801215 ₹ 250.00	
Measure for Measure, William Shakespeare PB 9788124800515 ₹ 95.00 HB 9788124802090 ₹ 225.00	
Much Ado About Nothing, William Shakespeare PB 9788124800522 ₹ 95.00 HB 9788124802144 ₹ 195.00	
Othello, William Shakespeare PB 9788124800546 ₹ 95.00 HB 9788124801253 ₹ 250.00	
Romeo and Juliet, William Shakespeare PB 9788124800775 ₹ 95.00 HB 9788124801444 ₹ 195.00	
The Merchant of Venice, William Shakespeare PB 9788124800621 ₹ 95.00 HB 9788124801529 ₹ 250.00	
The Tempest, William Shakespeare PB 9788124800577 ₹ 95.00 HB 9788124801321 ₹ 195.00	
Twelfth Night, William Shakespeare PB 9788124800591 ₹ 95.00 HB 9788124801055 ₹ 195.00	





Feminism in the Novels of Shashi Deshpande

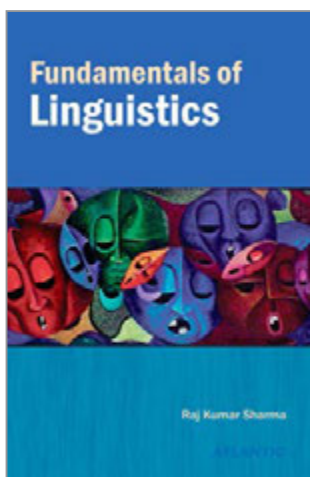
Atlantic • 2014 • 232 pp.
HB 9788126918973 ₹ 695.00

eBook
Available

N.K. Prasad

M.A.; Ph.D., Head, Department of English and Principal, Loyem Memorial College, Tuensang

Shashi Deshpande is well known for her short stories, children's books and novels. In these novels, she has voiced the agonies, sufferings, hopes, aspirations and frustrations through her protagonists and other characters who are representatives of middle class urban educated women. It explores the feminist concerns scattered in these novels and highlights Deshpande's instinctive ability to articulate the feelings of contemporary urban educated middle class women.



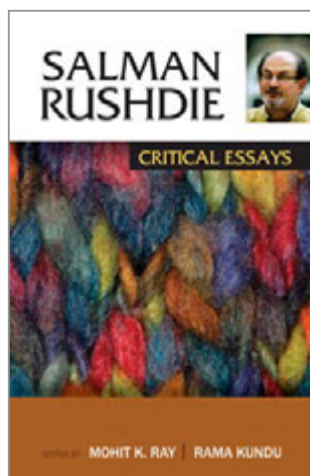
Fundamentals of Linguistics

Atlantic • 2014 • 224 pp.
HB 9788126918904 ₹ 650.00
PB 9788126918911 ₹ 225.00

eBook
Available

Raj Kumar Sharma

Head of English Department of Simdega College, Simdega



Salman Rushdie: Critical Essays (2 Vols.)

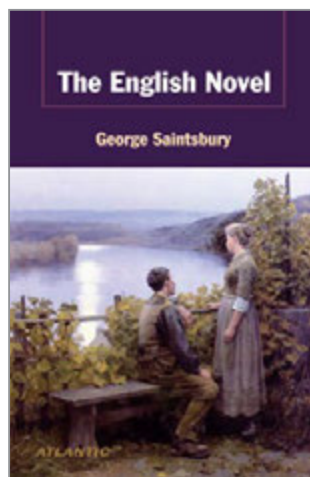
Atlantic • 2014 • 424 pp.
HB Vol. 1 9788126906307 ₹ 575.00
HB Vol. 2 9788126906314 ₹ 675.00
HB Set 9788126906321 ₹ 1250.00

Ed. by Mohit K. Ray

He was one of the senior most Professors of English in the country. He studied several languages, including Latin, Sanskrit, Arabic, French, and German.

Rama Kundu

She is a full Professor of English. She has been teaching in the Postgraduate Department of English, Burdwan University, West Bengal, since 1976.



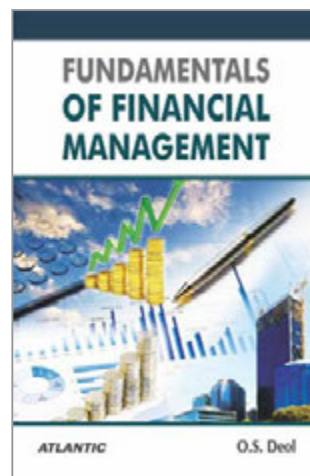
The English Novel

Atlantic • 2014 • 328 pp.
HB 9788171567454 ₹ 975.00

George Saintsbury

1845-1933 Literary historian, biographer and critic.

The book is a standard and comprehensive study of the English Novel. It would be found highly useful by the students, researchers and teachers of English Literature.



Fundamentals of Financial Management

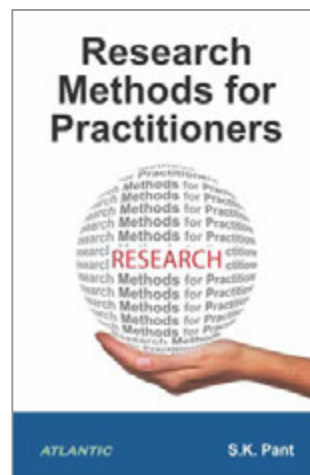
Atlantic • 2018 • 332 pp.
HB 9788126926084 ₹ 895.00
PB 9788126926206 ₹ 495.00

eBook
Available

O.S. Deol

He is presently Associate Professor of Commerce at Shaheed Bhagat Singh (E) College, University of Delhi, Delhi.

The book, *Fundamentals of Financial Management*, aims to impart fundamental knowledge of financial management to the undergraduate students.



Research Methods for Practitioners

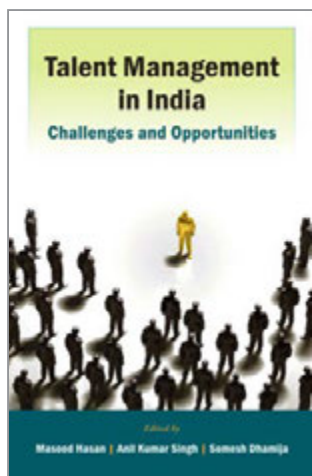
Atlantic • 2018 • 224 pp.
HB 9788126926565 ₹ 595.00
PB 9788126926572 ₹ 295.00

eBook
Available

S.K. Pant

He has been associated with Govind Ballabh Pant Social Science Institute, Allahabad which is a deemed Institute of Allahabad Central University for over three decades.

The proposed book explains various aspects and methods of research.



Talent Management in India: Challenges and Opportunities

Atlantic • 2018 • 440 pp.

HB 9788126912650 ₹ 995.00

eBook
Available

Ed. by Masood Hasan

He has long experience of forty-two years in teaching and research, both in India and abroad, serving in Department of Business Economics, in various universities, namely University of Delhi; AMU, Aligarh; Goa University; University of Maiduguri and Bayero University, Kano, in Nigeria.

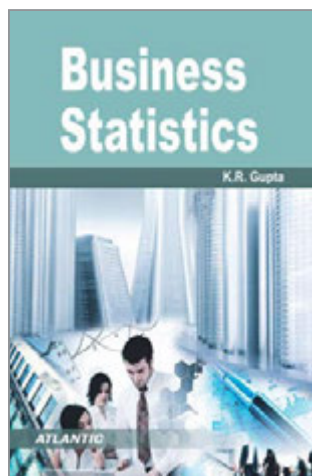
Anil Kumar Singh

Reader in Strategic Management at GLA Group of Institutions, has a rich blend of experience spanning nearly two decades in industry and academia.

Somesh Dhamija

He is a renowned academician. He is a well-known Human Resource Management expert and has conducted various Management Development Programmes and training sessions in India and abroad.

Talent management refers to the process of integrating new workers, developing and retaining current workers and attracting highly skilled personnel to work for your company. It is indispensable for survival and sustainable development of any business organisation. Neglect of talent management is suicidal for the organisation particularly in the current business scenario of high competition. Opportunities to hire qualified and talented employees abound in India due to expansion of higher education and coming up of a large number of institutes promoting professional courses in various streams. But, it is important to train the employees and place them according to their suitability, aptitude and interest, so that the ill consequences of putting a square peg in a round hole—which leads to distortion in the organisational structure and low productivity—could be avoided. The book *Talent Management in India: Challenges and Opportunities* covers various aspects of talent management such as talent management practices, challenges and opportunities, developing talent for nation building, retaining talent through organisation culture, hunting and developing talent, acquisition of talents, etc.



Business Statistics

Atlantic • 2017 • 980 pp.

HB Vol. 1 9788126924219 ₹ 1495.00

HB Vol. 2 9788126924578 ₹ 1295.00

HB Set 9788126924592 ₹ 2790.00

PB Vol. 1 9788126924226 ₹ 595.00

PB Vol. 2 9788126924585 ₹ 495.00

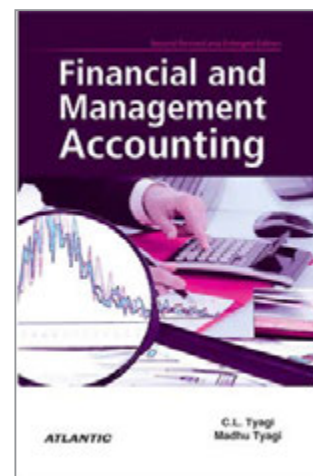
PB Set 9788126924608 ₹ 1090.00

eBook
Available

K.R. Gupta

M.A., Ph.D., is a well-known Economist. He has studied Mathematics, Mathematical Statistics, Economic Statistics as well as Business Statistics.

The book *Business Statistics* has been designed to cover a comprehensive course in Business Statistics for the students of Commerce and Business Management. It presents a thorough treatment of statistical tools in such a way that a previous acquaintance with Statistics and Mathematics is not necessary. For the students of non-mathematical background, all the mathematical tools such as permutation, combination, set theory, factorial, etc. required for the study of probability have been properly dealt with. As far as possible, mathematical complexity has been avoided and wherever necessary, the notations and terminologies have been clearly described with detailed explanation of mathematical steps involved. Numerous real-world examples and applications have been provided throughout the book to reinforce basic statistical concepts used in commerce and business. This book follows a *concept-example-exercise* approach in all chapters for better understanding of the topics covered.



Financial and Management Accounting (2nd Revised and Enlarged Edition)

Atlantic • 2017 • 582 pp.

HB Vol. 1 9788126925124 ₹ 895.00

HB Vol. 2 9788126925131 ₹ 895.00

HB Set 9788126925148 ₹ 1790.00

PB 9788126925155 ₹ 695.00

eBook
Available

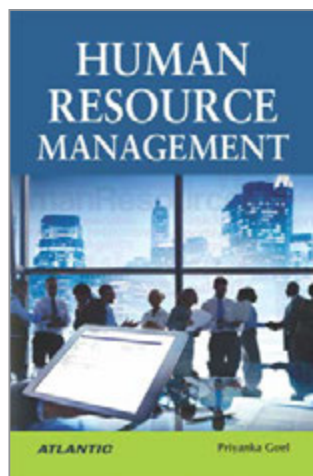
C.L. Tyagi

M.Com., LL.B., Ph.D., has to his credit teaching experience of 45 years including 20 years experience of foreign universities.

Madhu Tyagi

M.Com., Ph.D., is at present Director, School of Management Studies, Indira Gandhi National Open University, New Delhi.

The book has been designed to achieve a specific objective for certain group of readers, such as B.Com., M.Com., M.B.A., M.C.A., and P.G.D.B.M. students. It has been divided into two parts—first part explaining accounting subject upto the stage of preparation of financial statements and the second part dealing with foundation for management accounting. The scope of this book is very broad and is both comprehensive and dynamic in nature. The students appearing in C.A., I.C.W.A., and I.C.S.I. may also find it very useful as the book provides excellent material on all management accounting purposes. The book contains many examples explained lucidly to tackle difficult problems.



Human Resource Management

Atlantic • 2017 • 326 pp.

HB 9788126923007 ₹ 795.00

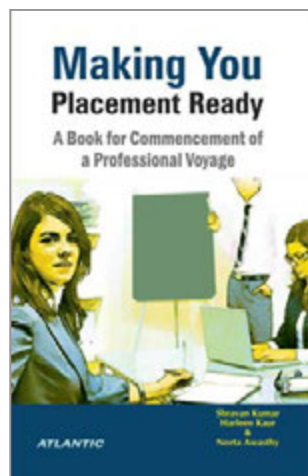
PB 9788126923014 ₹ 375.00

eBook
Available

Priyanka Goel

PGDBM, MBA (Ex), M.Com. and Pursuing Ph.D., is an Assistant Professor in Management/HR in Jagan Institute of Management Studies (JIMS), New Delhi.

Human Resource Management is the process of managing people in organizations in a structured manner. It encompasses the management of people in organizations in the form of a collective relationship between management and employees. The present text is the most authentic presentation of contemporary concepts and practices in Human Resource Management. It is a matter of great satisfaction to bring out the present edition of Human Resource Management for the students of Business Administration, Management, Commerce and other technical courses. This volume covers not only traditional personnel functions, viz. procurement, training, compensation, appraisal and maintenance of the personnel, but also the emerging horizons in managing human resources, viz. Human Resource Information System, International HRM, Workforce Diversity, as well as HR Accounting and Audit. Salient Features: • Systematic arrangement and analytical presentation of the subject matter. • Contemporary approach. • Proper arrangement of topics. • Adequate material for an indepth understanding of the subject.



Making You Placement Ready: A Book for Commencement of a Professional Voyage

Atlantic • 2017 • 258 pp.

HB 9788126923731 ₹ 695.00

PB 9788126923748 ₹ 375.00

eBook
Available

Shravan Kumar

Assistant Professor at Raj Kumar Goel Institute of Technology & Management, Ghaziabad.

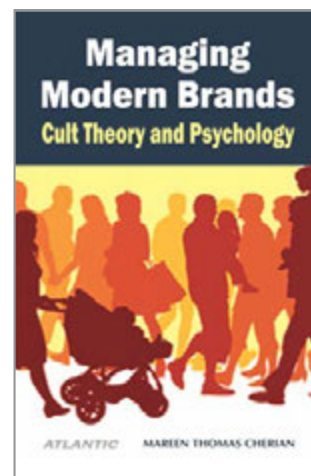
Harleen Kaur

Assistant Professor in the Dept. of English at Raj Kumar Goel Institute of Technology, Ghaziabad.

Neeta Awasthy

She is an alumna of Harcourt Butler Technological University (Erstwhile HBTI) Kanpur.

Soft skills are the soul of any expression. They can be inculcated and attained by minute observation of one's own self. Lau Tse said, "Watch your thoughts; they become words. Watch your words; they become actions. Watch your actions; they become habits. Watch your habits; they become character. Watch your character; it becomes your destiny." The book is comprised of 6 chapters along with worksheets. We have tried to cater to the content based on practical approach, surveys and face-to-face conversations with placed students.



Managing Modern Brands: Cult Theory and Psychology

Atlantic • 2017 • 194 pp.

HB 9788126923175 ₹ 595.00

PB 9788126923182 ₹ 275.00

eBook
Available

Mareen Thomas Cherian

Completed her Masters in Business Administration from Indore in the year 2002.

Managing Modern Brands: Cult Theory and Psychology is a succinct work that explores the emotional connect that brand managers crave to establish between their brands and consumers. The book embodies a step-by-step methodology for creating a brand with values that are required to generate a cult-like following and knit an eternal sense of belonging. It introduces its readers to the theory of cult brands and also takes them through another exclusive theory known as the Snowball Upshot. For students who are pursuing courses in marketing and management studies, this book will provide a distinct and modern perspective on managing brands and help them in understanding the concept of cult brands and their worth in contemporary times. The book will be equally beneficial for advertising agencies, brand strategists, academicians, and researchers who can take cues from the case studies, brand stories, marketing strategies, and history of various cult brands mentioned in the book. The contents of the book include cult philosophy, managing cult brands through storytelling, role of psychology in cult branding, marketing strategies, growth and future of cult brands. The structure of this book has been developed akin to carving a chef-d'oeuvre with attention to every detail and thoughtful presentation, so that those who dive into it can take a leaf from it.



Principles of Management

Atlantic • 2017 • 334 pp.

HB 9788126924752 ₹ 1195.00

PB 9788126923090 ₹ 350.00

eBook
Available

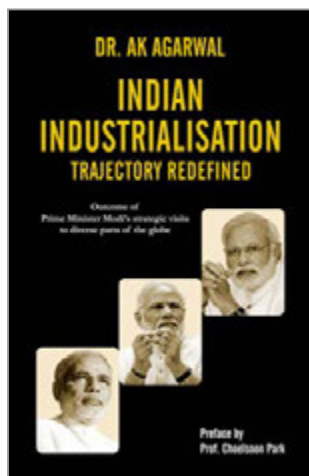
Pushpinder Singh Gill

Ph.D. (Punjabi University), M.B.A., has 25 years of working experience including research and consulting in the fields of Global Business Strategy, Competitive Strategy, Organizational Culture and Chain Management.

Paramjeet Kaur

M.Phil. (Himachal Pradesh University), M.Com, UGC-NET, Ph.D. (pursuing), has more than 6 years of working and teaching experience.

The book *Principles of Management* is an attempt to present a clear and logical view of concepts, theories, and principles of management. In this book, it has been tried to analyse the role and importance of the practice of management from historical to modern perspectives. This book contains twenty-three chapters which include the meaning and process of management; historical roots of management thought; classical era of management; neo-classical era of management; modern management school; contemporary management thinkers; management planning; decision making; meaning, definition, features, and process of management by objectives; meaning, definitions, characteristics, principles, and process of organizing; meaning, definitions, and principles of delegation of authority; span of management; staffing, direction, supervision, leadership, motivation, communication, and coordination; control and controlling techniques; etc.



Indian Industrialisation: Trajectory Redefined

Atlantic • 2016 • 280 pp.

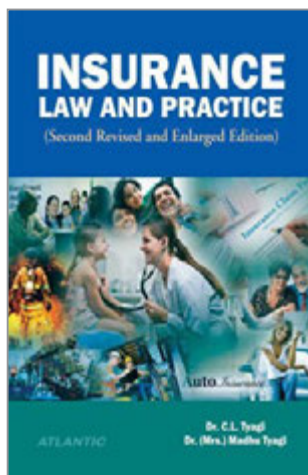
HB 9788126921331 ₹ 595.00

PB 9788126921324 ₹ 375.00

eBook
Available

Dr. AK Agarwal

The author of the book, Dr. AK Agarwal, a technocrat with over 30 years' experience in amplifying the growth in hi-tech engineering companies and in spearheading successful global business alliances has travelled to diverse parts of the globe, extensively interacted with international business community and intelligently crystallised a niche in technology management and innovation.



Insurance Law and Practice (Second Revised and Enlarged Edition)

Atlantic • 2016 • 392 pp.

HB 9788126921140 ₹ 1195.00

PB 9788126921157 ₹ 550.00

eBook
Available

Dr. C.L. Tyagi

M.Com., LL.B., Ph.D.

Dr. (Mrs.) Madhu Tyagi

M.Com., Ph.D. is Professor, School of Management Studies, Indra Gandhi National Open University.



Marketing Management

Atlantic • 2016 • 288 pp.

HB 9788126918621 ₹ 895.00

PB 9788126918638 ₹ 375.00

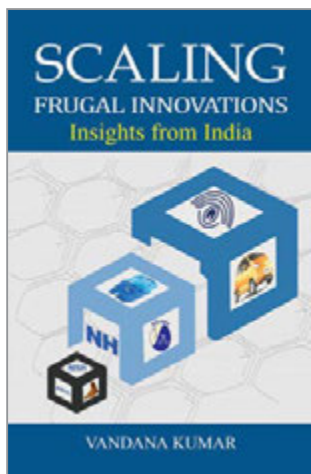
eBook
Available

Priyanka Goel

PGDBM, M.Phil.

Former Assistant Professor in Management/HR in Jagan Nath Institute of Management Sciences (JIMS); former Assistant Professor in SRCC, and Laxmi Bai College, University of Delhi.

Marketing management can be defined as a business discipline which is focused on the practical application of marketing techniques and the management of a firm's marketing resources and activities. In the present times, globalization has led firms to market beyond the borders of their home country, making international marketing an integral part of a firm's marketing strategy. Marketing managers have to be wide awake to the level, timing, and composition of customers' demand. In part, this is because the role of a marketing manager can vary significantly, based on a business's size, corporate culture, and industry context. In order to create an effective, cost-efficient marketing management strategy, the firms must possess a detailed and objective understanding of their own business as well as of the market in which they operate. In marketing management, various types of tools from economics and competitive strategy are employed to analyze the industry context in which a firm operates. These include Porter's five forces, analysis of strategic groups of competitors, and value chain analysis, among others. Depending on the industry, the regulatory context may also be important to examine in detail. The book covers all these areas of marketing management in simple language and lucid manner for easy understanding by the readers. Definitions and views of experts in the field have been given at appropriate places. Important questions from the examination point of view have been given at the end of each chapter to help the students prepare accordingly. The book will be useful for the students pursuing various courses on management where marketing management is an integral part.



Scaling Frugal Innovations: Insights from India

Atlantic • 2016 • 206 pp.

HB 9788126922253 ₹ 595.00

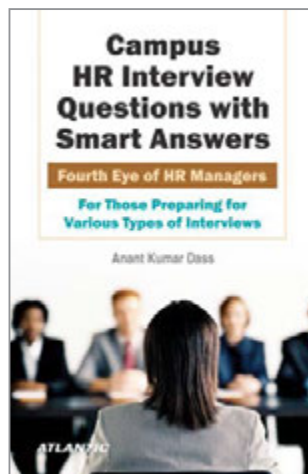
PB 9788126922260 ₹ 295.00



Vandana Kumar

Officer of the Indian Defence Accounts Service, is a graduate from Delhi University and a postgraduate from Carnegie Mellon University.

In the last decade, many authors have written about the Indian brand of frugal innovation, particularly the success of Aravind Eye Hospital, and more recently, the debacle of Tata Nano. An impressive body of work has been created on examples of frugal innovation from India. Yet, scaling up of frugal innovation remains largely unexplored and a relatively new dimension. *Scaling Frugal Innovations: Insights from India*, unpacks the scaling dimension of the widely known examples of frugal innovation from the Indian landscape. It presents the stories of pioneers of affordable solutions in speech areas of health care, like Aravind Eye Care System, Narayana Health, Jaipur Foot and National Institute of Speech & Hearing which scaled up their services to broaden and deepen access to their chosen constituency—the blind, the sick, the physically handicapped and the hearing impaired. The book travels beyond the health care domain to inspiring transformation stories from India covering Amul and Sulabh International, which started small—yet scaled big. Amul not just helped farmers free up from the clutches of middlemen, but through many technological and management innovations, helped Amul become a big brand, and transformed India from a milk-deficient country into a milk-surplus nation. Sulabh—the affordable twin pour toilet not only helped millions access toilets, but also reduced open defecation, tackled a serious public health problem, and strongly advocated abolishment of the pernicious practice of manual scavenging. Finally, the book touches upon stellar examples of frugal innovation emerging from corporate India. Tata Nano, the famed 2000 dollar car and Tata Swach, the 20 dollar water filter, aimed at improving the life of Indians—one to provide safe and affordable personal transport to an Indian family—and the other to provide an affordable solution for clean drinking water.



Campus HR Interview Questions with Smart Answers: Fourth Eye of HR Managers

Atlantic • 2015 • 232 pp.

HB 9788126920082 ₹ 550.00

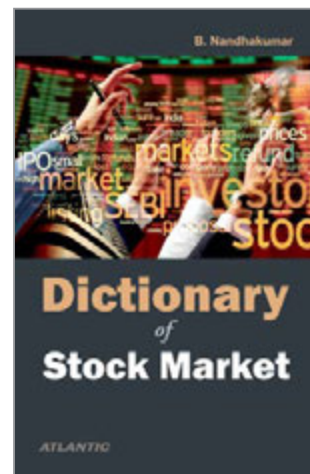
PB 9788126920099 ₹ 350.00



Anant Kumar Dass

B.Sc.; DCA in Computer Science; Postgraduate Diploma in Business Management in Finance and Human Resources (HR)
National trainer, educationist and soft skills guru

The book is written for students of universities, colleges, and institutes pursuing their academic or professional education, either as regular students or through distance education, and will be appearing for interview for any type of jobs, either in Government institutions or in private companies, including Multinational Companies (MNCs). It will also help those preparing for interviews for admission in top management institutes, and business schools for MBA, MCA, B.Tech., etc. The book is the result of the author's academic interaction with teachers, postgraduate students, and practicing executives and managers from all the fields of management and engineering. It aims to provide knowledge of soft skills, GD skills, interview tips, and general know-how to aspirants of lucrative positions in management and other fields. The book is based on the following simple rules of HR Interview: 1. Educate, 2. Encourage, 3. Motivate, 4. Never discourage, 5. Inspire, 6. Ignite, and 7. Develop team. Other features of the book are, emphasis on clarity and a simple, down-to-earth style; smart answers to all the questions; tips and tricks at the end of the questions as and when required; and inclusion of all possible questions-answers for appearing in interviews.



Dictionary of Stock Market

Atlantic • 2015 • 296 pp.

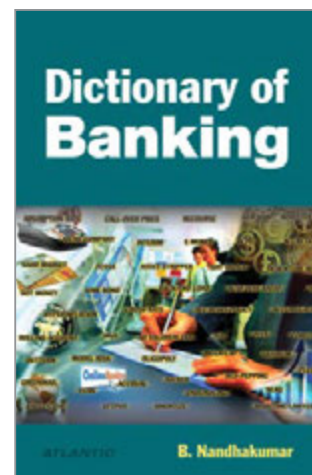
HB 9788126920037 ₹ 695.00

PB 9788126920044 ₹ 295.00



B. Nandhakumar

Faculty in Hindustan College of Arts and Science, Department of Management Studies, Coimbatore



Dictionary of Banking

Atlantic • 2014 • 232 pp.

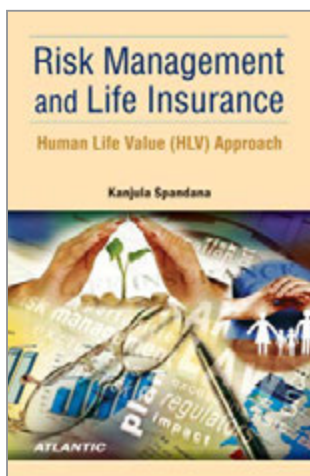
HB 9788126918959 ₹ 595.00

PB 9788126918966 ₹ 250.00



B. Nandhakumar

Faculty in Hindustan College of Arts and Science, Department of Management Studies, Coimbatore.



Risk Management and Life Insurance: Human Life Value (HLV) Approach

Atlantic • 2015 • 360 pp.

HB 9788126920266 ₹ 895.00

PB 9788126920273 ₹ 495.00

eBook
Available

Kanjula Spandana

MBA; Ph.D. in Management Studies
Part-time Lecturer engaged in teaching-blended e-courses at SIM University, Singapore.

The importance of this study lies in establishing a conceptual framework for estimating the value of assets in the form of human capital and applying risk management principles to personal risks in order to safeguard human life values. Furthermore, it shows how, approached from the human life value (HLV) viewpoint, life insurance acquires a new dimension. It reinforces the view that in its economic mission, life insurance is not limited to the indemnification of the loss of life and property values, but extended to serve productive purposes and provide an economic security that motivates one to accomplish higher needs like self-esteem and self-actualization, thereby finding greater meaning in life.

Also of interest :

Green Banking

Atlantic • 2014 • 520 pp.

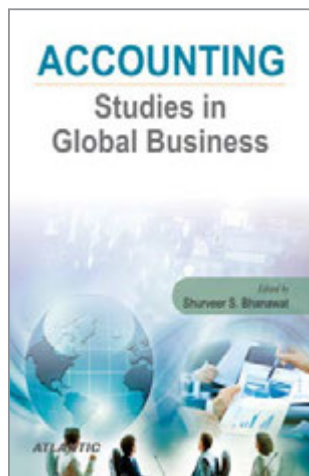
HB 9788126919413 ₹ 1295.00

eBook
Available

Dr. A.N. Sarkar

Doctorate in Biochemistry from the University of Wales. Senior Professor (International Business), Asia-Pacific Institute of Management, New Delhi

The book covers wide-ranging themes including innovation in banking technology to cut costs; improving operational efficiency; maintaining ethical standards under sound regulatory regime; enhancing responses to society, environment and consumers at large; and setting up replicable and sustainable business models that are eco-friendly, and contribute to green growth to create new business opportunities for the Green investors.



Accounting: Studies in Global Business

Atlantic • 2014 • 252 pp.

HB 9788126919321 ₹ 1195.00

eBook
Available

Ed. by Shurveer S. Bhanawat

M.A.; Ph.D., Associate Professor, Dept. of Accountancy and Statistics, University College of Commerce and Management Studies, Mohanlal Sukhadia University, Udaipur

The book is based on the proceedings of International Conference on Global Business Research. It highlights the relevant issues of accounting with special reference to global business research. It comprises relevant, authoritative and thought-provoking articles written by prominent academicians and research scholars. The articles are organized in a sequential and logical way that makes reading continuous, and helps the reader acquire a holistic view of accounting. This also enables the readers stretch their thoughts beyond the content of the book. The book will be useful for executives, research scholars, academicians and students of professional programmes on mathematics and global business.

Labour and Industrial Relations Law

Atlantic • 2014 • 552 pp.

HB 9788126919291 ₹ 1495.00

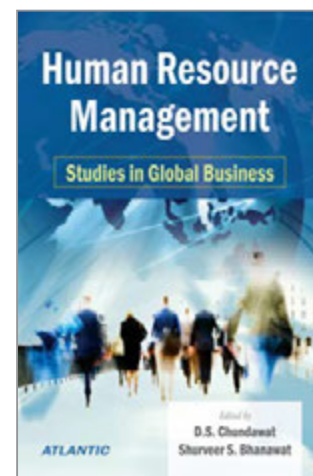
PB 9788126919307 ₹ 595.00

eBook
Available

T. Vijaya Kumar

Doctorate in Management; MBA; M.Com.; M.A. Sociology; L.L.B., Professor of Management of SXCCCE, affiliated to Anna University of Technology, Chennai

Labour law mediates the relationship between workers, employers, trade unions and the government. The book is an attempt to focus the attention of the readers to the current and controversial problems relating to the settlement of industrial disputes and allied problems in a concise, systematic and objective manner.



Human Resource Management: Studies in Global Business

Atlantic • 2014 • 372 pp.

HB 9788126918980 ₹ 1495.00

eBook
Available

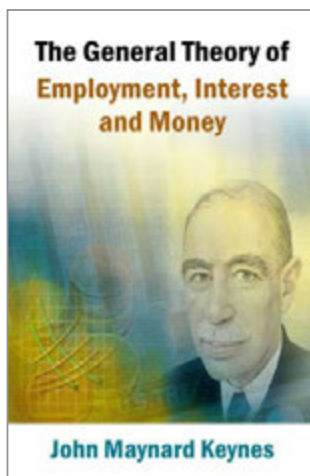
Ed. by D.S. Chundawat

Professor, Dept. of Business Administration, University College of Commerce and Management Studies, Mohanlal Sukhadia University, Udaipur

Shurveer S. Bhanawat

Associate Professor, Dept. of Accountancy and Statistics, University College of Commerce and Management Studies, Mohanlal Sukhadia University, Udaipur

This book is based on the proceedings of international conference on Global Business Research (special reference to Human Resource, Banking and Accounting), and it intends to highlight all the relevant issues of Human Resource with special reference to global business research. It consists of relevant, authoritative and thought-provoking articles written by eminent academicians and research scholars. These articles are organized in a sequential and logical way that makes reading continuous and helps the readers acquire a holistic view of the Human Resource so as to enable them stretch their thoughts beyond the content of the book.



The General Theory of Employment, Interest and Money

Atlantic • 2018 • 352 pp.
HB 9788126905911 ₹ 695.00
PB 9788126906581 ₹ 375.00

John Maynard Keynes

John Maynard Keynes is the great British economist of the twentieth century.

The General Theory of Employment, Interest and Money is undoubtedly the century's most important book on economics—strongly influencing economic theory and practice, particularly with regard to the role of government in stimulating and regulating a nation's economic life. Keynes's work has undergone significant revaluation in recent years, and "Keynesian" views which have been widely defended for so long are now perceived as at odds with Keynes's own thinking. Recent scholarship and research has demonstrated considerable rivalry and controversy concerning the proper interpretation of Keynes's works, such that recourse to the original text is all the more important. Although considered by a few critics that the sentence structures of the book are quite incomprehensible and almost unbearable to read, the book is an essential reading for all those who desire a basic education in economics. The key to understanding Keynes is the notion that at particular times in the business cycle, an economy can become over-productive (or under-consumptive) and thus, a vicious spiral is begun that results in massive layoffs and cuts in production as businesses attempt to equilibrate aggregate supply and demand. Thus, full employment is only one of many or multiple macro equilibria. If an economy reaches an underemployment equilibrium, something is necessary to boost or stimulate demand to produce full employment. This something could be business investment but because of the logic and individualist nature of investment decisions, it is unlikely to rapidly restore full employment. Keynes logically seizes upon the public budget and government expenditures as the quickest way to restore full employment.



Banking Reforms in India

Atlantic • 2017 • 266 pp.
HB 9788126923397 ₹ 795.00

eBook
Available

M.S. Shetty

Retired General Manager of a nationalized bank.

Banking reforms in India started in the real sense with the nationalization of 14 banks in 1969 and six more in 1980, and licensing of a number of small private banks post liberalization. These new banks came to be known as New Generation tech-savvy banks. Following the merger of some banks, the banking sector was revitalized and since then has registered a rapid growth with strong contribution from all the three types of banks, namely government banks, private banks and foreign banks. The use of computers has led to the introduction of online banking in India, making it very convenient for the customers to make transactions. The introduction of MICR technology in the banks has provided for the use of standardized cheque forms and encoders. In 1995 was introduced the Electronic Funds Transfer (ETS) system. In 2008, RBI brought a system to allow cheque truncation which was first rolled out in the National Capital Region and then all over India.

Also of interest :

Global Trade in Services: A WTO Perspective

Atlantic • 2017 • 374 pp.
HB 9788126925179 ₹ 1195.00

eBook
Available

Ed. by O.S. Deol

M.Phil, Ph.D. from Delhi School of Economics, University of Delhi, is Associate Professor of Commerce at Shaheed Bhagat Singh (E) College, University of Delhi.

The book has been based on the papers presented in a two-day national seminar on "Global Trade in Services: A WTO Perspective" organized by Shaheed Bhagat Singh (E) College (University of Delhi). The papers have been revised and updated, and two more papers have been added. Consisting of three parts, the book takes up tourism services and other trade-related issues; educational, environmental and health-related services; telecommunication, business and financial services; and includes illuminating articles in each part for focused, yet detailed study.



Economics of India: How to Fool all People for all Times

Atlantic • 2017 • 312 pp.
HB 9788126923816 ₹ 795.00
PB 9788126923823 ₹ 295.00

eBook
Available

Madan Sabnavis

He is a postgraduate in Economics from Delhi School of Economics and graduated in Economics (Honours) from St Stephen's College, Delhi University.

The book *Economics of India: How to Fool all People for all Times* has been presented in a series of articles and essays on different subjects of the Indian economy and attempts to provide a different view. Most of the subjects are contemporary and hence can be related with the controversies and the view being provided by the author. A lot of data has been used to substantiate the arguments made. This book will be useful for the students of Economics, particularly those taking competitive exams such as Civil Services, RBI, banks, etc. Also, it will be useful for policy makers and business professionals.

360 Degree Virtual World: A 360 Degree Life of a Human in a Virtual World

Atlantic • 2015 • 336 pp.
HB 9788126919789 ₹ 895.00

eBook
Available

Ekambar Kodali

B.Tech (Karnatak University); MBA (Osmania University)

The book attempts to make the reader understand the black holes of human world. It tries to show an understanding of this world from a different perspective which is the lateral stage of understanding. It exposes virtual concepts.



Indian Economy

Atlantic • 2017 • 1344 pp.

HB Vol. 1 9788126909254 ₹ 895.00

HB Vol. 2 9788126909261 ₹ 895.00

HB Vol. 3 9788126914616 ₹ 995.00

HB Set 9788126909278 ₹ 2785.00

PB Vol. 1 9788126914890 ₹ 275.00

PB Vol. 2 9788126914906 ₹ 275.00

PB Vol. 3 9788126914630 ₹ 375.00

PB Set 9788126914913 ₹ 925.00 **eBook Available**

K.R. Gupta

M.A., Ph.D., is a well-known Economist. He has studied Mathematics, Mathematical Statistics, Economic Statistics as well as Business Statistics.

J.R. Gupta

He is currently UGC Emeritus Fellow at the Punjabi University, Patiala.

The book studies the structure and features of Indian economy and analyses all the important issues relating thereto. It includes latest facts and figures. It will be useful to the economists, government executives, parliamentarians and legislators to frame effective policies. The coverage and treatment of the subject will immensely help students of Economics and the aspiring candidates of various competitive examinations.

Also of interest :

Skeptical Voices: Economic, Political Optimism, Social Actors' Visions, Ideologies, Actions

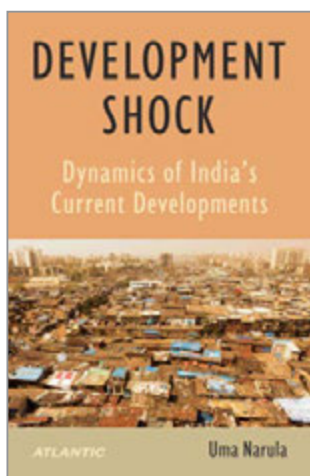
Atlantic • 2015 • 496 pp.

HB 9788126920808 ₹ 1295.00 **eBook Available**

Uma Narula

Ph.D. in Communication from University of Massachusetts, Amherst, USA.

The book focuses on assessing India's perspective on how people and governance together are shaping their lives or are defaulting in doing so; and how global efforts are accelerating or upgrading India's efforts by improving the quality, standard, or performance by incorporating new advancements.



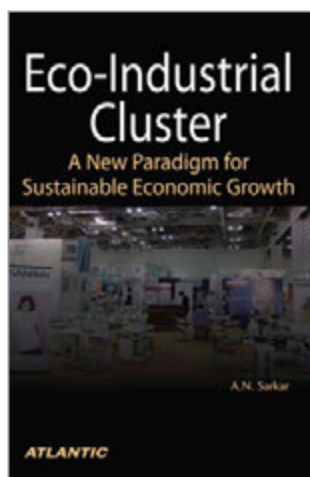
Development Shock: Dynamics of India's Current Developments

Atlantic • 2015 • 424 pp.

HB 9788126920457 ₹ 1195.00 **eBook Available**

Uma Narula

Ph.D. in Communication from University of Massachusetts, Amherst, USA. Director/ Communication Consultant (Research & Training) with Communication Networks (CNET), New Delhi, India.



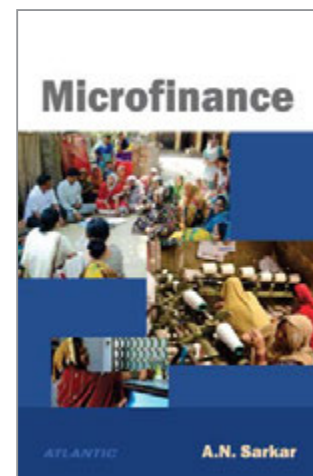
Eco-Industrial Cluster: A New Paradigm for Sustainable Economic Growth

Atlantic • 2015 • 604 pp.

HB 9788126919864 ₹ 1895.00 **eBook Available**

A.N. Sarkar

Doctorate in Biochemistry (University of Wales, UK) Presently, Senior Professor (International Business) and Dean (Research) at Asia-Pacific Institute of Management, New Delhi



Microfinance

Atlantic • 2015 • 608 pp.

HB 9788126920013 ₹ 995.00 **eBook Available**

A.N. Sarkar

Masters in Science from Madras University, and a Doctorate degree in Biochemistry from University of Wales

The book covers wide-ranging themes—extending from the concept, achievements, and emerging issues—in implementation and institutional governance, innovations in the development of microfinance delivery models, and enlarged role of Microfinance Institutions in mobilizing financial resources for funding micro-enterprises. It showcases some representative research-based analyses of the impact of microfinance on socio-economic development in a global perspective with due emphasis on the entrepreneurship and micro-enterprise development. The book also addresses the emerging issues of gender sensitivity in microfinance development programmes and broadly covers the regulatory dimensions and the governance aspects of microfinance.

Challenges of Globalization

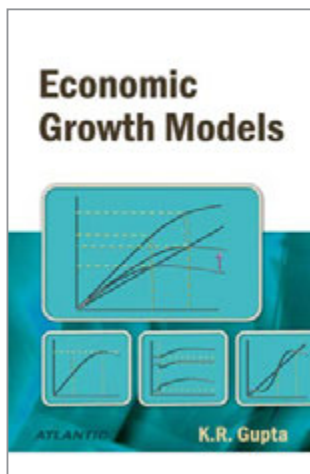
Atlantic • 2014 • 304 pp.

HB 9788126919536 ₹ 895.00 **eBook Available**

Ed. by Anupama Tandon

M.A., M.Phil., and Ph.D. in Economics, is Associate Professor and Head, Economics Deptt., St. Bede's College, Shimla

The book addresses a range of critically important areas relating to globalization. It focuses on the raging debates surrounding the economic, social and environmental dimensions of globalization. The contributors to this volume look at global financial crisis; free trade; the evidence on poverty and global inequality; capital flows and impact of foreign direct investments in developing countries; climate change and food security; environmental consequences of unrestrained markets; hunger, poverty and food security.



Economic Growth Models

Atlantic • 2014 • 312 pp.

HB 9788126913381 ₹ 895.00

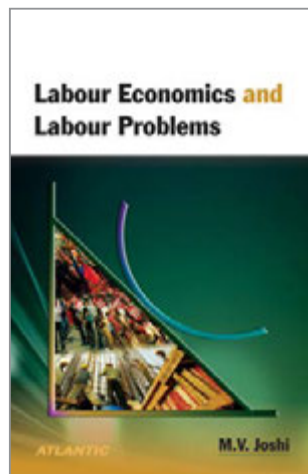
PB 9788126913459 ₹ 395.00

eBook
Available

K.R. Gupta

M.A., Ph.D. He had been teaching postgraduate classes, and guiding research in the University of Jammu and Kurukshetra University.

The primary purpose of bringing out the book *Economic Growth Models* is to present a clear, straightforward, and current account of the main models of the growth theory, which have become standard tools for policy design and evaluation at central banks and governments around the world. An attempt has been made to keep the student's perspective constantly in mind and to make the explanations both intuitively appealing and rigorous. The book presents a detailed discussion of theoretical issues involved in deterministic and stochastic, exogenous and endogenous growth models. A detailed description of the analytical and numerical approach for solving each of the different models covered in this book has been provided so that they can be used as reference for forecasting purposes.



Labour Economics and Labour Problems

Atlantic • 2014 • 172 pp.

HB 9788171568697 ₹ 550.00

M.V. Joshi

He obtained his Ph.D. degree from Saurashtra University, Rajkot.

The book is very useful for the students, teachers, researchers and scholars, working in colleges and universities. It has been written according to syllabi prescribed for postgraduate and undergraduate level in Arts, Commerce, Law and Labour Faculties. It combines labour theories and labour problems. It includes recent labour issues like labour problems of economic reforms, female and child labour. A lot of reference work has been done for preparing this book, yet the language and style are very simple and lucid.

Also of interest :

Public Finance: Principles, Policies and Practices

Atlantic • 2014 • 312 pp.

HB 9788126919147 ₹ 795.00

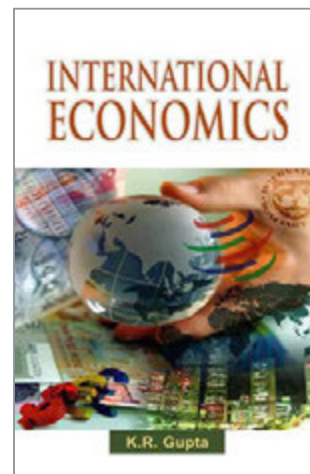
PB 9788126919154 ₹ 395.00

eBook
Available

Arjun Y. Pangannavar

Ph.D. in Economics
Associate Professor and Head of Dept. of Studies in Economics, JSS Arts, Science and Commerce College, Gokak, Karnataka

Public Finance occupies a significant place in the decision-making process and is a vital instrument for the growth and development of modern economies. It is not only an important branch of the Economics but also the science of management of 'public funds'. The book elaborates the principles, policies and practices of Public Finance, and deals with its various aspects. The analogy between public and private finance and 'principle of maximum social advantage' are also discussed in a precise way. The book exclusively explains theory and practice of government finance.



International Economics (6th Edition)

Atlantic • 2009 • 1104 pp.

HB Vol. 1 9788126913251 ₹ 995.00

HB Vol. 2 9788126913268 ₹ 995.00

HB Set 9788126913275 ₹ 1990.00

PB Vol. 1 9788126913282 ₹ 350.00

PB Vol. 2 9788126913299 ₹ 350.00

PB Set 9788126913305 ₹ 700.00

eBook
Available

K.R. Gupta

M.A., Ph.D., is a well-known Economist. He has been teaching postgraduate classes and guiding research in the University of Jammu and Kurukshetra University.

The sixth edition of *International Economics* has been thoroughly revised and considerably enlarged. While new materials have been incorporated in almost all chapters, the major change in this edition is the addition of five new chapters, viz. (i) Theories of Foreign Trade—Adam Smith and Before Him, (ii) Nature and Significance of International Trade, (iii) Optimum Tariff, (iv) World Trade Organisation, and (v) A Note on Recent Theories of International Trade. This has made the book more up to date and complete in its coverage. The book is intended to meet the requirements of the students of B.A. (Hons.), M.A. (Economics), M.Com., MBA and related courses and candidates preparing for competitive examinations such as IAS, IES and Provincial Civil Service examinations of the States. It will also be useful as supplementary reading for students of international relations and money and banking courses.



Comparative Politics (2nd Revised and Enlarged Edition)

Atlantic • 2018 • 248 pp.

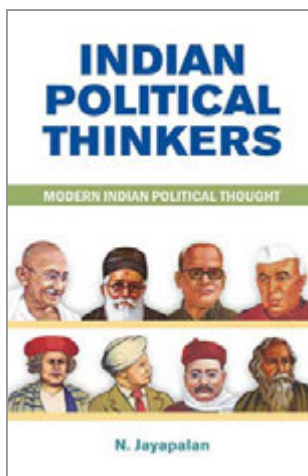
HB 9788171566754 ₹ 495.00

PB 9788171566761 ₹ 275.00

Vidya Bhushan

M.A., Ph.D., she was

Comparative Politics, which helps in the study of ever increasing political problems in a scientific and systematic way, has witnessed not only development on a scale never reached so far but has become more and more popular in these days. Moreover, by providing fresh and exciting new laboratories for the analysis of political developments, the emerging states of Asia, Africa, South East Asia, Latin America and Middle East, have significantly expanded the universe of Comparative Politics. In spite of all these development, not many broad-ranged books on this discipline are available to the Indian students. Thus, in order to introduce the Indian students to the subject of 'Comparative Politics', the present Volume though rich in material, written in simple language and handy in size, is designed to present a simplified description of different aspects of Comparative Politics. The book will not only cater well to the requirements of those engaged in the study of Comparative Politics for Postgraduate degree in Indian Universities but also be equally useful to those interested in acquiring a core knowledge of this fast expanding discipline of Political Science.



Indian Political Thinkers: Modern Indian Political Thought

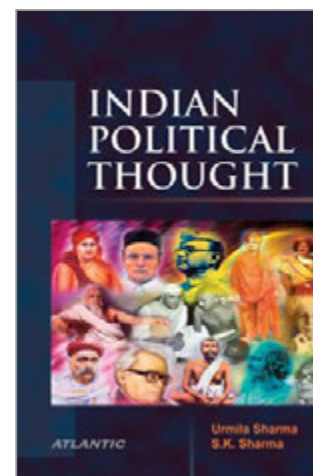
Atlantic • 2018 • 366 pp.

HB 9788171569298 ₹ 895.00

N. Jayapalan

Government Arts College, Karur (Tamilnadu) did his post-graduation in History from Pachaiyappa's College, Chennai (Madras University).

For a proper understanding of Indian political scene as we find it today, a thorough study of the prominent political thinkers is very essential. The book depicts a beautiful picture of the Indian political thinkers, their career, political life and political thoughts. It studies many great leaders from Raja Ram Mohan Roy to Sarvapalli Radhakrishnan. The Introduction provides the readers a peep into the manner in which the Indian political ideas were adopted from time to time by the political leaders. Impact of these ideas on the political action of the people, particularly, during the Ram Mohan Roy, Gandhi and Nehru era has been specially emphasised. Chapter 12 lays overwhelming stress on the political thought of Mahatma Gandhi. His ideas are always the guiding principles of the people of the world, in general, and the people of India, in particular, for all ages i.e., past, present and future. Chapters 17 to 20 deal with the political, social and economic ideas of the socialist and the communist leaders of India in an excellent manner. The book would be of great value for the students as well as the teachers. Even laymen would enjoy reading the book because of its simple style.



Indian Political Thought

Atlantic • 2018 • 416 pp.

HB 9788171566785 ₹ 995.00

PB 9788171566792 ₹ 395.00

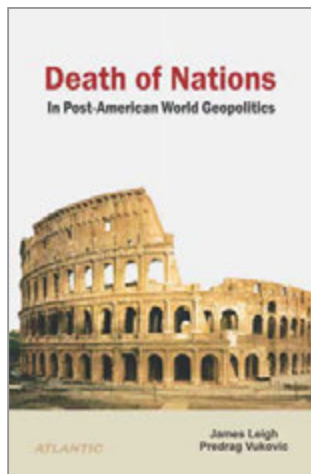
Urmila Sharma

M.A., Ph.D., she was lecturer in P.G. Department of Political Science at R.G. College, Meerut.

S.K. Sharma

M.A. (History), M.A. (Pol. Sc), LL.B., Ph.D. (London), retired as Head of the Department of Political Science, Meerut College, Meerut.

The book covers University syllabi in Political Science in the papers of Hindu Polity, Indian Political Thought and Modern Indian Political Thought etc. Divided into three parts—the ancient, the modern and the contemporary, this book analyses Indian political thought from Manu to M.N. Roy. In order to keep it brief and precise only selected thinkers have been included while those of only historical importance have been left out. The method followed is construction through criticism so that besides knowing the thought of eminent Indian political thinkers, the reader may develop an insight into political processes, their causes and consequences. While matter has been drawn from authentic sources, it has been narrated in simple language. A balanced holistic approach has been maintained in controversial matters. The authors have left no stone unturned to make this book an ideal textbook for students and reference book for teachers.



Death of Nations in Post-American World Geopolitics

Atlantic • 2017 • 454 pp.
HB 9788126925445 ₹ 1295.00

eBook
Available

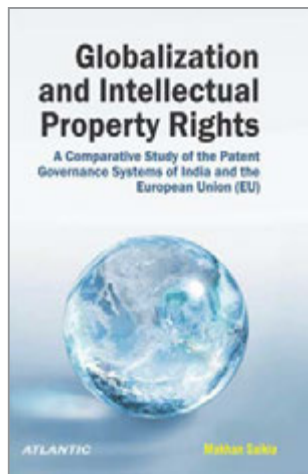
James Leigh

PhD, has international experience and a lifelong interest in geopolitics and civilization clash, and more recently a fascination with crude oil geopolitics.

Predrag Vukovic

MA, has established interests in Realist Geopolitics and International Relations in post-Anglo Saxon civilization clash and oil geopolitics.

The book is based on predictive geopolitics and focuses on the territorial supremacy of nations and superpowers—both onshore and offshore. It attempts to help the reader develop a world geopolitical view to interpret events and trends. The book suggests that there will be two main continent-wide civilizational superpowers and two political blocs of nations: a German-led Catholic Europe, an Asian conglomerate mainly centered around China and Russia, and a largely pan-Arab Islamist bloc under Iran. The book is a must read, and gives the reader a conceptual geopolitical superstructure to make sense of world events. If the authors are right, we should all be prepared for the dramatic years ahead confronting us all with the ultimate challenges of worldwide peace and prosperity hosted by a changed mind in mankind from one of conflict to that of cooperation under the guidance of world government.



Globalization and Intellectual Property Rights: A Comparative Study of the Patent Governance Systems of India and the European Union (EU)

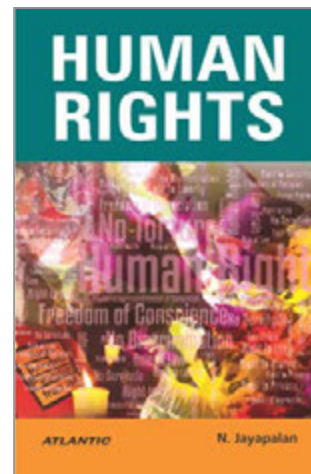
Atlantic • 2017 • 478 pp.
HB 9788126922987 ₹ 1295.00

eBook
Available

Makhan Saikia

He has taught Political Science and International Relations in the past for almost a decade in institutions of national and international importance across the country.

The book brings forth both a theoretically and empirically grounded scholarly account of one of the most important aspects of the global governance system, i.e. Intellectual Property (IP) by comparing the patent governance of India and the European Union (EU). It highlights the unprecedented growth, significance and dominance of the patent aspect, especially after the introduction of the WTO-TRIPS Agreement in 1995. By enumerating the differences between the two giant IP governance systems of the world wherein, ironically, one draws its origin from the other, indeed, this work remarkably traverses through a sizeable portion of the global IP governance regime. The book would serve as a guiding light for researchers, scholars, policymakers, legal experts and government officials working in the fields of international trade and IP governance.



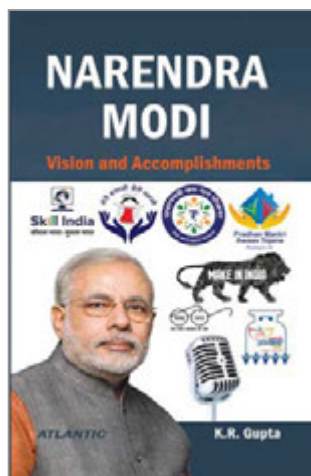
Human Rights

Atlantic • 2017 • 266 pp.
HB 9788171568710 ₹ 795.00

N. Jayapalan

Government Arts College, Karur (Tamil Nadu) did his postgraduation in History from Pachaiyappa's College, Chennai (Madras University).

Human Rights are of universal importance. Human Rights has become a thought-provoking subject and also a challenge all over the world. The book Human Rights is an encyclopaedia on Human Rights, their violations and remedies. It has touched upon every aspect of civil, political, economic, social, cultural, educational and judicial Human Rights. The book has also covered all aspects of the Universal Declaration of Human Rights, International Covenants on Civil and Political Rights, Economic, Social and Cultural Rights and Optional Protocols. The book also gives a clear picture about the Indian constitutional guarantee of these rights in Parts III and IV in a lucid language. The Right of Dissent for the welfare of the people has also been included in the book. The book will surely be useful and fruitful not only for the student community but also for the academicians, lawyers, social workers, politicians and others interested in Human Rights.



Narendra Modi: Vision and Accomplishments

Atlantic • 2017 • 478 pp.

HB 9788126925827 ₹ 995.00

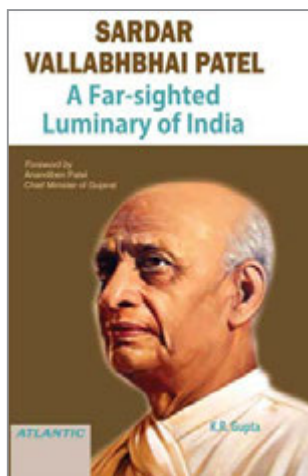
PB 9788126926596 ₹ 450.00

eBook
Available

K.R. Gupta

M.A., Ph.D., had been teaching postgraduate classes and guiding research in the University of Jammu and Kurukshetra University.

Modi took oath as India's 15th Prime Minister on 26 May 2014. He is the first ever PM to be born after India attained Independence. Dynamic, dedicated, and determined, Narendra Modi reflects the hopes and aspirations of over a billion Indians. Ever since assuming office, Narendra Modi has embarked on a journey of all-round and inclusive development in which the people of India can live in peace and prosperity. Through a number of innovative ideas and initiatives, his government has been trying to ensure that India achieves fast socio-economic progress and gets a high place in the comity of nations. Narendra Modi and his government have focused on reforming and modernizing India's infrastructure and governance, reducing bureaucracy, encouraging increased foreign direct investment, improving national standards of health and sanitation, and improving India's relations with other countries. The book is a delineation of Narendra Modi as a politician, as India's Prime Minister, and as a dynamic personality. It also assesses his policies, achievements, and the degree of success he and his government have achieved in bringing the desired transformation in India's economy, society, and work culture, and how far they have fulfilled the promises made to the people during 2014 election campaigns. The book throws ample light on the personality, vision, and achievements of Narendra Modi, India's most dynamic Prime Minister so far. It will apprise the readers about the governance of Modi and his determination to transform India into a modern and prosperous country. It will also serve as a source of inspiration for people who want to emulate him.



Sardar Vallabhbhai Patel: A Far-sighted Luminary of India

Atlantic • 2017 • 432 pp.

HB 9788126920891 ₹ 895.00

PB 9788126923809 ₹ 395.00

eBook
Available

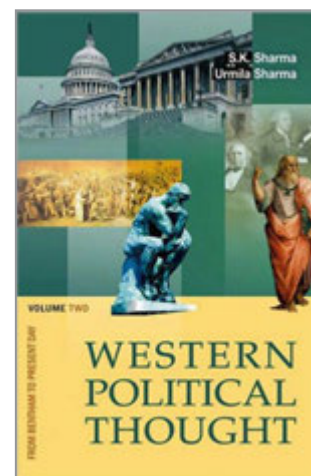
K.R. Gupta

M.A., Ph.D., had been teaching postgraduate classes and guiding research in the University of Jammu and Kurukshetra University.

Foreword by Anandiben Patel

Chief Minister, Gujarat State

Vallabhbhai Patel is rightly said to be the architect of India's political integration, and is often compared to Otto von Bismarck of Germany, who did the same for his country. The integration of nearly six hundred princely states is attributed to him. In case of problematic states like Kashmir, Hyderabad and Junagarh he had to use a combination of frank diplomacy and force. The book is a tribute to Sardar Patel. While recounting his life, works and achievements, it traverses all the major events of India's struggle for independence and multitudes of problems that arose in social, political and economic spheres and how Patel stood up to meet the challenges of his time. More than one hundred letters out of his 10,000 during the years 1945-1950 have been included in the book. They mirror his personality, statesmanship and spirit of patriotism. These letters, mostly unknown to the present generation, have great relevance these days as we often talk about "good governance" today.



Western Political Thought: From Bentham to Present Day

Atlantic • 2017 • 968 pp.

HB Vol. 1 9788171566839 ₹ 995.00

HB Vol. 2 9788171567355 ₹ 995.00

HB Set 9788171567812 ₹ 1990.00

PB Vol. 1 9788171566846 ₹ 450.00

PB Vol. 2 9788171567362 ₹ 425.00

PB Set 9788171567805 ₹ 875.00

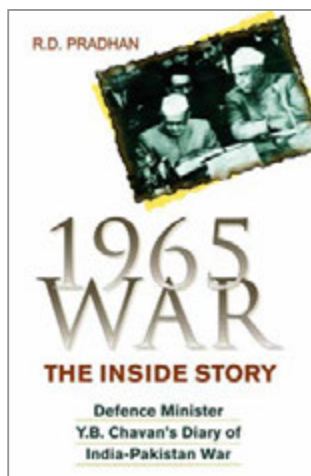
S.K. Sharma

M.A. (History), M.A. (Political Science), LL.B., Ph.D. (London), taught Political Science to under-graduate and post-graduate students for three decades and retired as Head of the Department of Political Science, Meerut College, Meerut.

Urmila Sharma

M.A., Ph.D., daughter of renowned Indian Political Scientist Dr. B.M. Sharma, stood first in B.A. in 1st Division at Mahila College in 1956; she stood first in first division in M.A. (Political Science) in 1958 receiving highest marks in all the faculties of Lucknow University and was awarded four gold medals.

The significance of political thought cannot be overemphasized. The task of understanding the deeper implications of the present situation and the future planning can be assisted by a careful study of political thought of the ages. The study of political thought in the historical perspective leads to mature thinking and enables the political leaders to solve contemporary problems in a better way. The political thought of modern world is based on Western political thought. It is always preferred to begin the study of political thought with the Western thinkers, better say Greeks, because unlike their Eastern counterpart, their speculations are exclusively contained in independent treatises and do not form part of literature which was predominantly religious and ethical. Accordingly, the present Volume begins with Homer and includes in its study the prominent thinkers of the West of all ages—Plato, Aristotle, Aquinas, Machiavelli, Hobbes, Locke, Rousseau, Hume, Burke to name but a few.



1965 War: The Inside Story

Atlantic • 2016 • 160 pp.
HB 9788126907625 ₹ 375.00

eBook
Available

R.D. Pradhan

He is Vice-chairman of the Nehru Center and a Trustee of the Y.B. Chavan Foundation.

1965 War was the first all-out clash between the two nations—India and Pakistan, after the Partition in 1947. Y.B. Chavan, India's former Defence Minister, recorded in his own hand the 22-day war. The book is a tribute to the IAF that was deployed in war for the first time after the Independence. Also to India's armoured Regiments that fought valiantly and destroyed myth of superiority of the Pattons.

Also of interest :

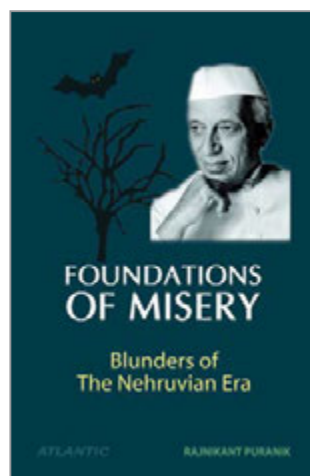
AAP and Kejriwal: Great Expectations of Irrational Expectations

Atlantic • 2016 • 264 pp.
HB 9788126921102 ₹ 495.00
PB 9788126921119 ₹ 275.00

Rajnikanth Puranik

B.S. (Hons.) and M.Sc. in Physics from the Indian Institute of Technology, Kharagpur.

The book highlights the fact that people had high expectations when they voted in favour of BJP at the centre and AAP in New Delhi. However, the hopes have been belied to some extent. While Modi government has taken a number of good steps and is certainly far superior to the previous UPA government, it has failed to measure up to the expectations of its own promises. Much was expected from AAP but it has been a bit of a disappointment though it has taken some commendable steps.



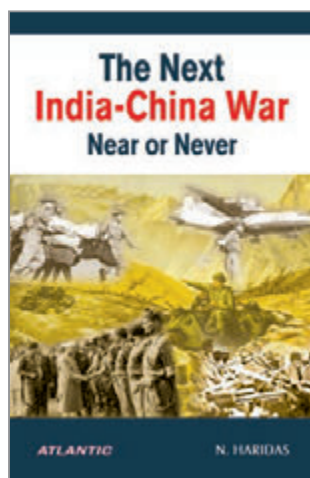
Foundations of Misery: Blunders of The Nehruvian Era

Atlantic • 2016 • 472 pp.
HB 9788126921188 ₹ 895.00
PB 9788126921195 ₹ 495.00

Rajnikanth Puranik

He has been a physicist, a banker and a software professional.

Foundations of Misery focuses on the blunders of the Nehruvian era, many of which still affect and vitiate India's present.



The Next India-China War: Near or Never (2 Vols.)

Atlantic • 2016 • 636 pp.
HB Vol. 1 9788126922086 ₹ 895.00
HB Vol. 2 9788126922093 ₹ 895.00
HB Set 9788126922109 ₹ 1790.00
PB 9788126922116 ₹ 695.00

eBook
Available

N. Haridas

A Lawyer and a Judge.
An alumnus of University College, and Government Law College, Trivandrum



India Becoming a Global Power in the Twenty-first Century: Rising Challenges and Newer Opportunities

Atlantic • 2016 • 332 pp.
HB 9788126921904 ₹ 795.00

eBook
Available

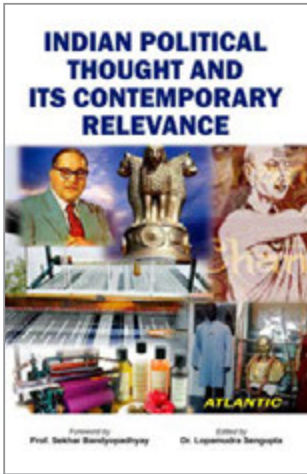
Ed. by Raj Kumar Kothari

Professor and former Head of the Department of Political Science at Vidyasagar University, Midnapore, West Bengal.

Eyasim Khan

M.A., M.Phil., is Assistant Professor in the Dept. of Political Science at Vidyasagar University, West Bengal.

During the cold war era, India was positioned on the periphery of global politics resulting in minimal or no influence on major issues affecting the international system. New Delhi had focused on the Third World solidarity through Non-aligned Movement, and complete nuclear disarmament to make its presence felt on the international stage. Today, because of its meteoric rise in economic strength and military capability, India has moved to the centre of global politics. In this backdrop, the present volume extensively focuses on the conceptual and theoretical aspects centring on the myth and reality of India's rise as a global power.



Indian Political Thought and Its Contemporary Relevance

Atlantic • 2016 • 480 pp.

HB 9788126921454 ₹ 1250.00



Ed. by Lopamudra Sengupta

Associate Professor of Political Science, Bangabasi College, University of Calcutta

Foreword by Sekhar Bandyopadhyay

The book contains twenty-six chapters. The contributors have analysed the intellectual traditions that have enriched Indian political thought and revisited the 'indigenous' practices laid down by these thinkers. The book is edited by the academician and award-winning human rights activist, Dr. Lopamudra Sengupta which will be of great interest to the undergraduate and postgraduate students of Indian Universities. It will also be a valuable guide for UGC-NET and civil service examinations.

Also of interest :

International Law of the Sea

Atlantic • 2016 • 490 pp.

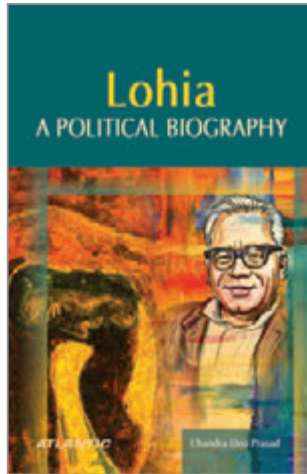
HB 9788126922741 ₹ 1895.00



M. Habibur Rahman

Former Vice-Chancellor, Dr. Ambedkar University, Agra; Former Dean, Faculty of Commerce, Aligarh Muslim University.

The treatise, *International Law of the Sea* is an analytically descriptive as well as thought-provoking creative work. It ensures work-forward outlook to new vision and mission as embodied together with enriching peaceful uses of the seas, oceans, ocean bed, ocean floor, subsoil, and resources thereof within and beyond national jurisdiction. Specifically, emphasis has been given to treat "common heritage of mankind" doctrine as the rule applicable to International Law of the Sea.



Lohia: A Political Biography

Atlantic • 2016 • 152 pp.

HB 9788126921423 ₹ 495.00

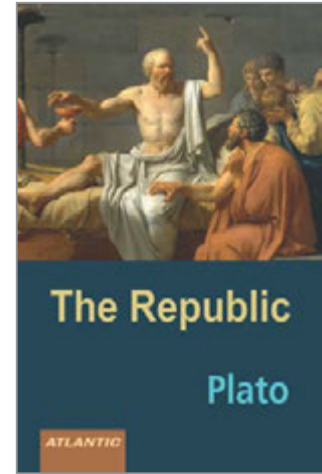
PB 9788126921430 ₹ 295.00



Chandra Deo Prasad

Gold Medalist (M.A. Political Science); M.A. (History) and Ph.D. from Magadh University.

Dr. Lohia (23 March 1910-12 October 1967), was the leader of the Socialist Party of India who advocated socialism as the solution of all ills of the suffering humanity. He also dealt with social, economic and political problems, depicting his vision of a new world. He said that the system of caste and subjection of women must go away at once, and "Socialism should act more powerfully with regard to issues of caste and in relation to woman." The present book is not only a detailed study on the career of the great Indian political thinker, Dr. Lohia but also a comprehensive study of many national and international happenings, aptly written and documented in 13 chapters. It touches upon deeply every aspect of Dr. Lohia, his revolutionary thoughts and his socio-political concepts, envisioned by him throughout his lifetime. Himself a great author and orator as he was, Dr. Lohia wrote and expressed his thoughts vividly on various subject areas including foreign policy, world mind, India's freedom and partition, India, China and neighbouring countries, the third camp in world affairs, the Congress and Socialists, democracy and intellectualism, in addition to his political concepts. The text is well illustrated through a great deal of research work, and will be immensely useful for the students at undergraduate/postgraduate level and researchers of political science and modern history of India.



The Republic

Atlantic • 2016 • 287 pp.

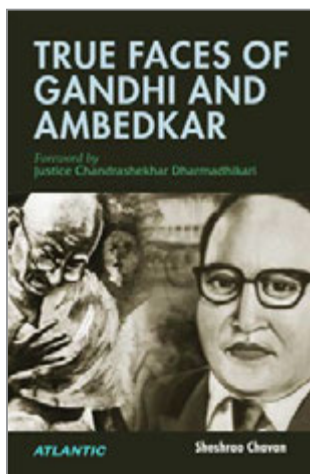
HB 9788126921065 ₹ 450.00

PB 9788126921058 ₹ 275.00

Plato

He was a philosopher and mathematician in Classical Greece.

The Republic is a Socratic dialogue, written by Plato around 380 BC regarding the definition of justice, the order and character of the just city-state and the just man. It has been widely acknowledged as one of the world's most influential works of philosophy and political theory, both intellectually and historically. In it, Socrates along with various Athenians and foreigners, discuss the meaning of justice and examine whether or not the just man is happier than the unjust man. They consider a series of different cities coming into existence "in speech", culminating in a city called Kallipolis, which is ruled by philosopher-kings. The participants also have discussion on the theory of forms, the immortality of the soul, and the roles of the philosopher in society. The Republic is most widely taught of Plato's writings. Although it contains some dramatic moments and makes use of certain literary devices, it is not a play, a novel, or a story; it is also not an essay, in a strict sense. It is a kind of extended conversation that embraces a central argument advanced by the proponent Socrates. The Republic may be seen as a kind of debate, a fitting description for most of the dialogues. Plato's intent in this book is to establish, philosophically, the ideal state, a state that would stand as a model for the existing or emerging societies functioning during Plato's time and extending into the present times. The readers are to infer that any proposed changes in the policy of effecting justice in any state would have to meet the criteria of the ideal state: the Republic.



True Faces of Gandhi and Ambedkar

Atlantic • 2016 • 368 pp.
HB 9788126920938 ₹ 895.00

eBook
Available

Sheshrao Chavan

Had been an astute university administrator and Chairman of Bharatiya Vidya Bhavan's Aurangabad Kendra

Foreword by Justice Chandrasekhar Dharmadhikari

The relationship between M.K. Gandhi and B.R. Ambedkar has been analyzed by most commentators and critics based on the political thought and ways of working of these two great men of India. The book presents before the readers the thoughts, views, and feelings of Mahatma Gandhi and Dr. Ambedkar in a subjective manner and being dispassionate about the controversies in their relationship. The relevant and important material is provided to the readers without the imposition of particular ideas on them. Both sides of the issues dealt with have been brought before the readers so that they may form their own opinion.

Also of interest :

Corruption in India: Causes, Effects and Reforms

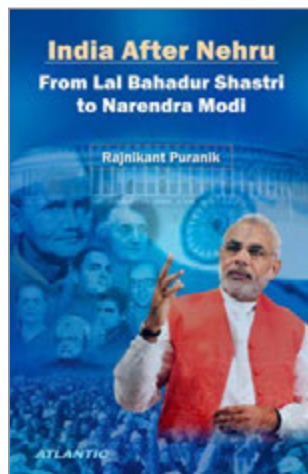
Atlantic • 2015 • 160 pp.
HB 9788126920372 ₹ 450.00

eBook
Available

Chitra G. Lele

Keynote speaker, peace ambassador, and management consultant

The palette of layers of corruption has become an unwanted part and parcel of a common man's life in India. The Indian media is overflowing with the stories of scams, administrative failures and high-level cover-ups, which have deeply degraded the moral fiber of the society. The book covers the dimensions of corruption in India as well as those in the world to provide a handle on the agents of corruption and to present a balanced view of the desired reforms. It deals with topics like History of Corruption in India; Major Scams and Scandals in India; Types of Corruption—Political, Moral, Bureaucratic, Corporate, etc.



India After Nehru: From Lal Bahadur Shastri to Narendra Modi

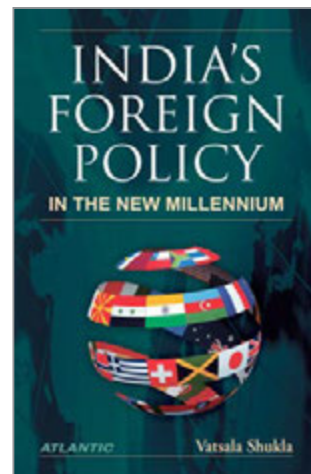
Atlantic • 2015 • 288 pp.
HB 9788126919666 ₹ 695.00
PB 9788126919772 ₹ 375.00

eBook
Available

Rajnikant Puranik

B.Sc. (Hons.) and M.Sc. in Physics from the Indian Institute of Technology, Kharagpur

Unfortunately for the millions of Indians, particularly its poor, Jawaharlal Nehru, despite his best intentions, remained grievously ineffective, unwittingly laying the foundations of India's grinding poverty and misery, condemning it to be a third-rate, third-world country (detailed in the book Foundations of Misery, India 1947-64: Blunders of the Nehruvian Era). Sadly, Nehru's dynasty reinforced those blighted foundations. The book covers the post-Nehru period of that calamitous reinforcement. Part-reversal of those world's-worst-economic-practices by the wise non-dynasts like Narasimha Rao and Vajpayee dramatically turned hopelessness into hope. However, with the return of the dynasts as UPA-I and II and their rollback to the bad-old-ways, it again turned into gray cynical hopelessness. It is hoped that Narendra Modi would usher in a new era helping India emerge from its misery, and propel it forward into the ranks of the prosperous First-World. Starting from the post-Nehru period of Lal Bahadur Shastri, the book covers the period of Indira Gandhi, Morarji Desai, Rajiv Gandhi, Narasimha Rao, Vajpayee and others; the last decade of Sonia-Rahul-Manmohan Singh; and the AAP, the BJP, and Narendra Modi. Not comprehensively but selectively, it picks up only those aspects considered critical if India has to rise from the depths to which it has been consigned. The book devotes a separate detailed chapter to interesting and thought-provoking FAQs and issues relating to India. The book contends that had India embraced competitive capitalism and free market economy after independence, rather than pretentious, successful-in-no-country poverty-perpetuating and misery-multiplying Nehruvian socialistic claptrap, India would have been a far more firmly united and prosperous first-world country like Singapore, South Korea, Australia, and the like by 1980.

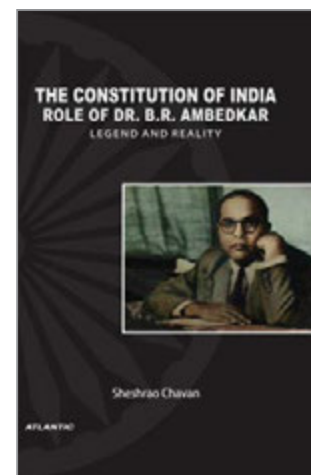


India's Foreign Policy: In the New Millennium

Atlantic • 2014 • 320 pp.
HB 9788126905232 ₹ 975.00

Vatsala Shukla

Ph.D. from Allahabad University, is a Research Fellow at the Center for Study of Society and Secularism (CSSS), Santacruz, Mumbai.



The Constitution of India: Role of Dr. B.R. Ambedkar—Legend and Reality

Atlantic • 2014 • 376 pp.
HB 9788126919420 ₹ 995.00

eBook
Available

Sheshrao Chavan

Had been an astute university administrator and Chairman of Bharatiya Vidya Bhavan's Aurangabad Kendra



How to Become a Good Journalist (2nd Revised Edition)

Atlantic • 2016 • 112 pp.

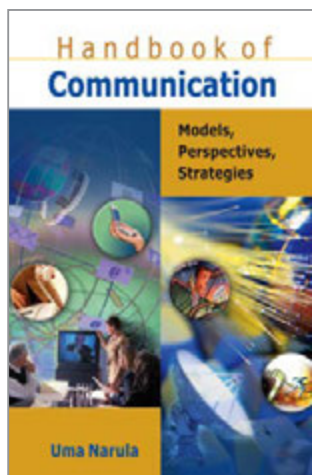
HB 9788126921089 ₹ 395.00

PB 9788126921096 ₹ 250.00

eBook
Available

Raza Elahi

Postgraduate in Journalism
Senior journalist, author and media career
counsellor



Handbook of Communication: Models, Perspectives, Strategies

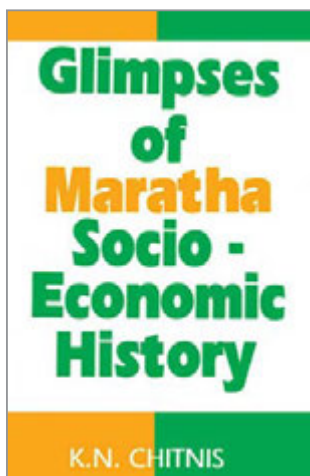
Atlantic • 2014 • 448 pp.

HB 9788126905133 ₹ 1195.00

PB 9788126906710 ₹ 495.00

Uma Narula

Ph.D. in Communication from the University of
Massachusetts, Amherst USA.



Glimpses of Maratha Socio-Economic History

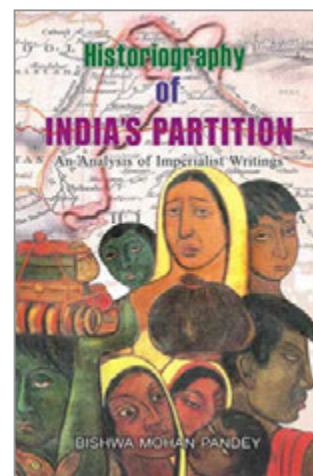
Atlantic • 2018 • 152 pp.

HB 9788171563470 ₹ 495.00

K.N. Chitnis

Professor and Head of the Department of History at
the University of Poona.

The book deals with the administration and economic life of the people in the Southern Maratha Country which was generally situated between the Krishna and Tungabhadra rivers, mostly in North Karnataka during the Wilaratha period. This region had an admixture of Vijayanagara, Adilshahi, Maratha and indigenous systems of administration. The author has for the first time made a searching analysis of the Maratha rule in this region, basing his conclusions on a study of the primary documents lying scattered in various archives. This book explains the administrative system obtaining in this area under the Marathas, focuses our attention on the land revenue system, highlights the commercial activities, and brings into relief the monetary system in the Southern Maratha Country. Briefly, it gives us a clear picture of the complicated power structure, complex administrative system, intriguing land system with its queer land terms and minute revenue figures and finally the trading and financial activities of the people in the Southern Maratha Country under the Marathas.



Historiography of India's Partition

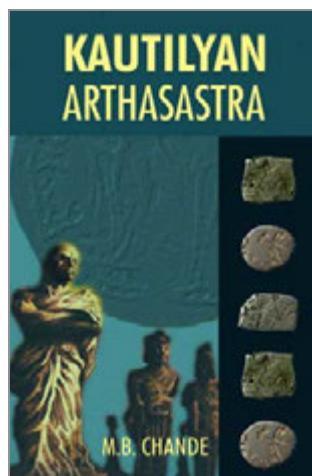
Atlantic • 2018 • 248 pp.

HB 9788126903146 ₹ 695.00

Bishwa Mohan Pandey

Senior Lecturer in the Department of History
Government P.G. College, Ramnagar in Uttaranchal.

An attempt has been made in this book to examine the writings of the Oxbridge scholars who have based their studies on different assumptions and have tried to cover various issues related to the partition of India. The author has made a serious effort to trace the course of the British historiography of India's partition. In the light of new research and facts, several age-old, deliberate but fallacious assumptions and constructs have been deconstructed. In the process of this analysis several gaps have been detected and the underlying aims of the imperialist efforts have been exposed. On the top of it, various sophisticated versions of the theories of 'civilizing mission' and 'whiteman's burden' in the post-colonial context have been challenged on several counts. In spite of several changes in the imperialist writings, it has been found that even the neo-imperial historians have been extending their support to the several myths, deliberately created by the orthodox imperial ideologues about India's past and present. The only difference is that the former have been more delicate and sophisticated in their presentations. Thus, this book opens up new areas for further research and will generate more curiosity among the students of Indian, Pakistani and British history and those who are concerned with the problems of nationalism and decolonisation.



Kautilyan Arthasastra

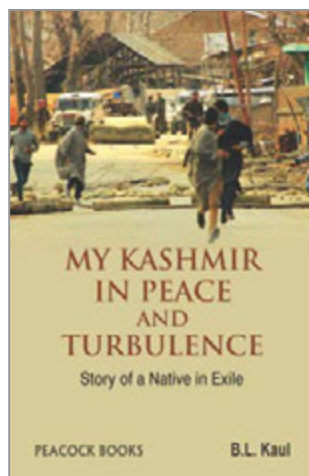
Atlantic • 2018 • 488 pp.

HB 9788171567331 ₹ 1195.00

M.B. Chande

After his college education joined the Police Service in the erstwhile State of Madhya Pradesh; and during the Reorganization of States, he was inducted to Maharashtra Police Service, from which he retired in 1978, as Assistant Commissioner of Police.

An exhaustive Kautilyan administrative system, incorporating multi-dimensional parameters of police, defence, espionage, counter-espionage, punishments, judicial process—both criminal and civil, finance, economy, trade, intelligence, and the entire gamut of home and foreign affairs, including the executive machinery, inter alia, the king—ruler of the state, and its subject, and the methods of ensuring their sustained beneficence, well-being and protection have been discussed in this book. The prevalent abhorable conduct of public servants and their despicable and disparaging attitude and apathy towards public interest and their lawful needs, and ways of keeping them in check are not very much different from those expressed by Kautilya in this flower of Indian Political Thought—the Arthashastra in the antiquity of 330 B.C. Its essential aim is the welfare of the subjects together with the advancement of the state. Its teaching, which is based on the very realities, cannot be rendered superfluous in view of the existing and unavoidable rivalry and the struggle for supremacy between nations. Contrarily, it has crowned perennial and sublime glory on this treatise and its progenitor KAUTILYA, the GREAT.



My Kashmir in Peace and Turbulence: Story of a Native in Exile

Peacock • 2018 • 308 pp.

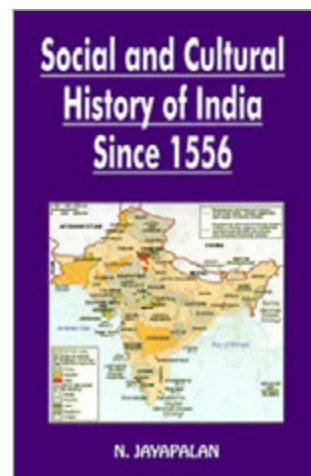
HB 9788124804445 ₹ 695.00

eBook
Available

B.L. Kaul

He is former Principal, Govt. SPMR College of Commerce and Management, Jammu.

The book is in the form of memoirs by the author who is a native of Kashmir but his community was forced to leave their homes and hearths in 1990, due to dangerous conditions prevailing there, perpetrated by terrorists and fundamentalists, aided by Pakistan. It is a first-hand account of the state of affairs in Jammu & Kashmir after India's partition in 1947. Since the author has been an eye-witness to the periods of peace and turmoil in Kashmir, his narration makes a compelling reading. He underscores the importance of building peaceful relations between India and Pakistan so that peace and progress return to the valley. The book is structured in 18 chapters, each taking up an important event or period from Kashmir's recent socio-political history. Certain recent developments, including Prime Minister Narendra Modi's efforts to develop peaceful relations with Pakistan by meeting Nawaz Sharif in Russia during SCO Summit in July 2015, visiting Lahore to wish Nawaz Sharif in December 2015 on his birthday and take part in the marriage ceremony of Sharif's granddaughter, and then the deterioration of relations between the two countries due to terrorist attacks on Indian army men, have been given in the Epilogue. Some incidents have been authenticated by quotes from books and papers (duly acknowledged). The book will find favour with all those interested in knowing about the events that took place in Kashmir after India's independence.



Social and Cultural History of India Since 1556

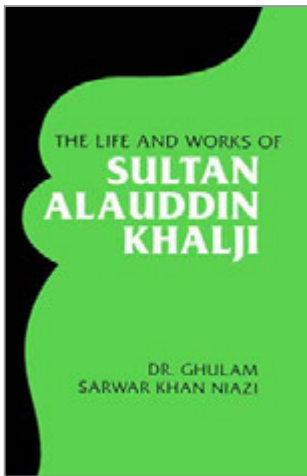
Atlantic • 2018 • 218 pp.

HB 9788171568260 ₹ 695.00

N. Jayapalan

Government Arts College, Karur (Tamilnadu) did his post-graduation in History in Pachaiyappa's College, Chennai (Madras University).

The book deals with all aspects of *Social and Cultural History of India Since 1556* in detail and in a simple lucid manner. The first five chapters of the book make a quick survey of the Social and Cultural History of India from Mughals to the 19th Century. The next five chapters deal with Indian Islam, Growth of New India, Regeneration of Indian Society, the Freedom Struggle and March of Free India. Overwhelming stress has been laid on Social and Cultural affairs throughout this book. An attempt has been made to describe how men and women lived and thought and how their lives influenced by the great figures that have passed were of human history. The descriptions are brief and accurate. The chapter on 'The Freedom Struggle' takes readers back again to British India where the intense struggles were at length fought out during the British period with its far-reaching results for good and ill. The book would be of great value to the students as well as the teachers. Even a laymen would enjoy reading the book because of its simple style.



The Life and Works of Sultan Alauddin Khalji

Atlantic • 2018 • 218 pp.
HB 9788171563623 ₹ 595.00

Ghulam Sarwar Khan Niazi

The pre-Moghul Muslim presence in the sub-continent is very important from many angles. In this phase the basic structure of an efficient administration evolved and from this point of view Alauddin Khalji holds a cardinal importance. His administration resulted in the prosperity of his subjects and kept his treasury filled. Literature and learning, art and architecture and public morality reached a new peak. It is a deplorable irony of time that we do not possess an accurate and detailed historical record of the achievements of such a great ruler. Sultan Ala-ud-Din has not been dealt fairly by the historians for one reason or the other. It was necessary to present this great Sultan in his true colours. Dr. Ghulam Sarwar Khan Niazi, the author of this book has carefully examined the accounts of all known contemporary and early writers and has drawn a picture of the Sultan, based on true and accepted facts provided by contemporary historians, which is, to say the least, different. The freshness of the point of view emerges from a genuine erudition and scholarly perception of the subject.

Also of interest :

A Comprehensive History of India: Civil, Military and Social (3 Vols.)

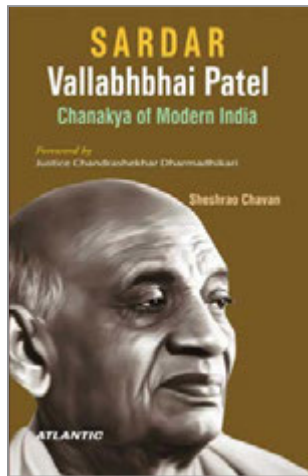
Atlantic • 2017 • 2760 pp.
HB Vol. 1 9788126922901 ₹ 2495.00
HB Vol. 2 9788126922918 ₹ 2495.00
HB Vol. 3 9788126922925 ₹ 2495.00
HB Set 9788126922932 ₹ 7485.00

eBook Available

Henry Beveridge

He was an English historian and translator.

This three-volume book traverses through the history of India from the ancient times to the suppression of the revolt of 1857 and extinction of the East India Company.



Sardar Vallabhbhai Patel: Chanakya of Modern India

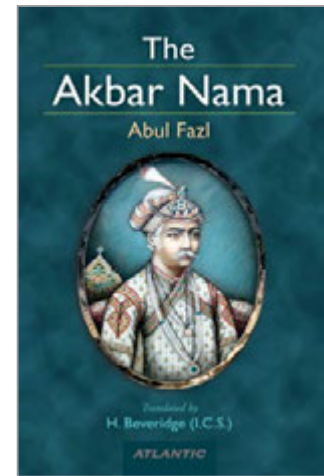
Atlantic • 2017 • 332 pp.
HB 9788126924738 ₹ 895.00

eBook Available

Sheshrao Chavan

He is a prolific writer. He has to his credit over two dozen books.

The book Sardar Vallabhbhai Patel: Chanakya of Modern India highlights the indispensably wise, critical, mature, decisive, responsible, and steering leadership role played by Sardar Patel. The book covers the pre-independence and the post-independence scenario taking Sardar Patel at the central role and takes stock of the crucial period between 1945 and 1950 and the critical decisions taken at that time on which the future of India was to be built. It also covers the important events of the independence movement. It describes the leading leadership role played by Sardar Patel in terms of critical and risky decision-making, and devising winning strategies and tactics during 1945-50. This book provides interesting details on the integration of 548 Princely States, which constitutes the 40% geographical area of India, into it. It discusses all the critical details on both Hyderabad and Kashmir, and tries to substantiate that Kashmir would not have been a perennial problem as it has become today, and Kashmiri Pandits would not have seen the terrible days that they have, had Nehru allowed Sardar to handle J & K too. Justice Chandrashekhar Dharmadhikari of Mumbai High Court has expressed a great pleasure in writing a Foreword to this informative and analytical book based on the life and thoughts of Sardar Patel. The book will be useful for all those who are interested in Sardar Patel and his philosophy of united India. It will be also useful for the students of history and political science.

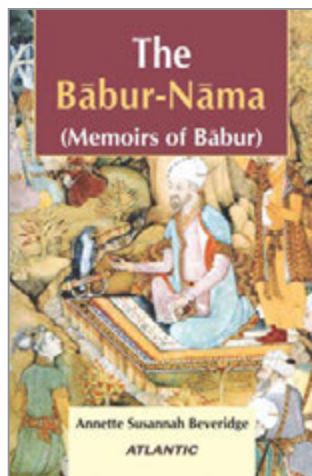


The Akbar Nama (3 Vols.)

Atlantic • 2017 • 2720 pp.
HB Vol. 1 9788171560462 ₹ 750.00
HB Vol. 2 9788171560479 ₹ 650.00
HB Vol. 3 9788171560486 ₹ 1100.00
HB Set 9788171560493 ₹ 2500.00

Abu-fazl

Allamah Abul Fazl's *The Akbar Nama* will always retain its fascination and charm as a minute account of the customs and traditions of the people of India during the reign of Akbar, the ablest of the Mughal emperors, who has been so much extolled by historians for his sagacious statesmanship, dexterous diplomacy and military skill. The historical importance of this admirable treatise of reference is further enhanced by the fact that its author was Akbar's intimate friend and confidential adviser, and therefore, had access to information at first hand. The three volumes cover the period from 1542 A.D. to 1605 A.D., and each volume contains introduction, various explanatory notes from Mr. Beveridge and an index at the end. H. Beveridge, with occasional interruptions, spent over twenty years in translating this monumental work in three volumes from the Bibliotheca Indica edition of the text after consulting many manuscripts in the British Museum, the India Office, and the Royal Asiatic Society's Library. Originally published from 1902 to 1939 by the Royal Asiatic Society of Bengal, Calcutta, the volumes have now been reprinted.



The Bābur-Nāma (Memoirs of Bābur)

Atlantic • 2017 • 1040 pp.

HB Vol. 1 9788126925193 ₹ 995.00

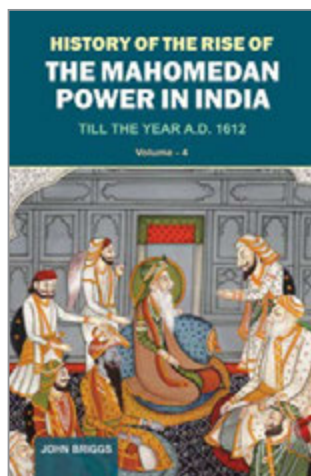
HB Vol. 2 9788126925209 ₹ 995.00

HB Set 9788126925216 ₹ 1990.00

Annette Susannah Beveridge

She was a British Orientalist known for her translation of the *Humayun-nama* and the *Babur-nama*.

Bābur-Nāma (Memoirs of Bābur) contains the memoirs of Zahir-ud-Din Muhammad Bābur (1483-1530), the founder of the Mughal Empire in India and a great-great-great-grandson of Timur. It is an autobiographical work, written in Turki, the spoken language of the Andijan-Timurids. The prose, though highly Persianized in its sentence structure, morphology, and vocabulary, makes an interesting reading. It is a widely translated work and is part of textbooks in over 25 countries, mostly in Central, Western, and Southern Asia. It was first translated by John Leyden and William Erskine, and later by the British orientalist scholar, Annette Susannah Beveridge (1842-1929). The book (in two volumes) describes Bābur's fluctuating fortunes as a minor ruler in Central Asia, in which he took and lost Samarkand twice, and his move to Kabul in 1504. There is a break in the manuscript for 12 years starting from 1508. By 1519, Bābur was established in Kabul and from there he launched an invasion into Northwestern India. The final section of the book covers the years 1525 to 1529 and the establishment of the Mughal empire in India, where Bābur's descendants ruled for three centuries. "Babur's memoirs are no rough soldier's chronicle of marches and countermarches... they contain the personal impressions and acute reflections of a cultivated man of the world, well read in Eastern literature, a close and curious observer, quick in perception, a discerning judge of persons, and a devoted lover of nature; one, moreover, who was well able to express his thoughts and observations in clear and vigorous language." —Stanley Lane-pool



History of the Rise of the Mahomedan Power in India: Till the Year A.D. 1612 (4 Vols.)

Atlantic • 2016 • 1670 pp.

HB Vol. 1 9788126921003 ₹ 995.00

HB Vol. 2 9788126921010 ₹ 995.00

HB Vol. 3 9788126921027 ₹ 995.00

HB Vol. 4 9788126921034 ₹ 995.00

HB Set 9788126921041 ₹ 3980.00 **eBook Available**

John Briggs

Trs. by Mahomed Kasim Ferishta

A Persian historian was born at Astrabad on the borders of Caspian Sea in 1570 A.D.

The book was first published in 1829, at the court of Bijapur, where Ferishta spent most of his life under the patronage of King Ibrahim Adil Shah II. It covers Muslim India from around AD 975 to AD 1612. Although Ferishta had a close involvement with some of the events and people he records, there is a fine balance in the narration. There are valuable additions to the text by the translator, John Briggs—an East India Company officer who enriched it by inserting genealogical tables and notes, as well as a comparative chronology of events in Europe and India. The book also examines the descendants of Timurlane and the founding of the Mughal dynasty by Babur in the early sixteenth century.

Also of interest :

History of the United States of America

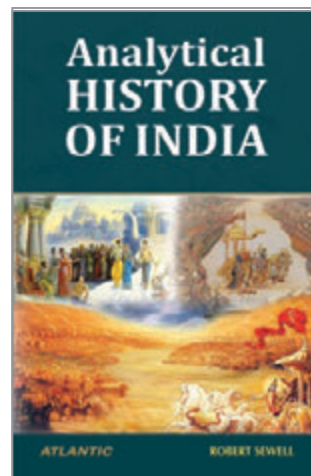
Atlantic • 2016 • 254 pp.

HB 9788171568277 ₹ 895.00

N. Jayapalan

M.Phil.

Government Arts College, Karur, Tamilnadu.



Analytical History of India

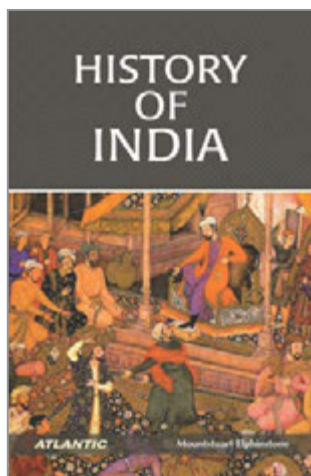
Atlantic • 2016 • 368 pp.

HB 9788171560448 ₹ 995.00

Robert Sewell

Worked in the civil service of the Madras Presidency during the period of colonial rule in India.

The book covers in a single volume complete history of India beginning from the earliest days to the establishment of the British rule. The work is divided into four parts: (1) Embracing a period dating from the earliest days to the establishment of the Moguls at Delhi, in A.D. 1526; (2) The Mogul Empire of India (1526-1761); (3) The rise and consolidation of the British power in India, being the period between the years 1600 and 1827 A.D.; and (4) The interval between 1827 and 1858 A.D. from the full establishment of the authority of the East India Company to its final extinction, and the absorption of the government of the country by the imperial authorities of Great Britain. The treatment is highly analytical. The book will serve as an authentic document on Indian history for students and researchers in the field. The simple style and lucid manner in which the text has been written make reading of the book accessible and enjoyable even to the common readers.



History of India (2 Vols.)

Atlantic • 2016 • 888 pp.

HB Vol. 1 9788126922871 ₹ 1200.00

HB Vol. 2 9788126922888 ₹ 1200.00

HB Set 9788126922895 ₹ 2400.00

Mountstuart Elphinstone

He was undoubtedly one of the best and noblest administrators of the Raj.

The History of India went into four editions in Elphinstone's lifetime; it was republished after his death to remain, 'the best standard work' for over half a century. In 1910, Alfred Lyall praised Elphinstone as still 'the best and, most readable of Anglo-Indian historians'. Elphinstone's *History of India* was read and appreciated by the intellectual class, who were broad minded and imperial enough to acknowledge that it was better than the prejudiced account of India by Mill who had never visited it. Elphinstone was then sometimes called the "Tacitus of Modern Historians".

Also of interest :

Decisive Indian Battles and Wars: From Kurukshetra to Kargil

Atlantic • 2015 • 200 pp.

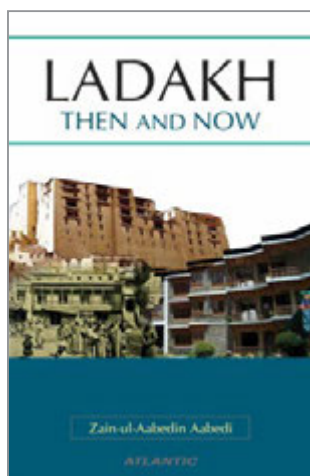
HB 9788126920075 ₹ 495.00

eBook
Available

Savita Singh

M.A. (Hon.), Psychology; M.Phil., Psychology

Countless wars have been fought on India's soil by various powers. Of these, 24 wars have been chosen on the basis of the effect they had on the history of India. These wars marked decisive moments in history as they either signified the establishment and beginning of an empire or sounded the death knell of some empires. Each one of them was a turning point in the history of India, affecting its course. The book has been written to present the history of India in an interesting way to the younger generation of today who have mainly lost touch with it.



Ladakh Then and Now

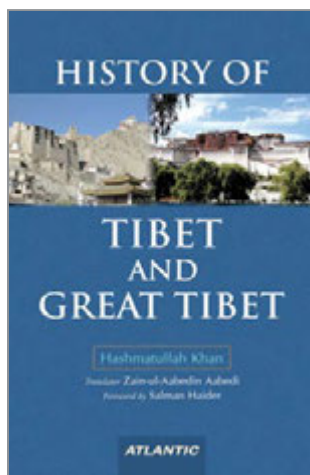
Atlantic • 2015 • 280 pp.

HB 9788126920020 ₹ 795.00

eBook
Available

Zain-ul-Aabedin Aabedi

M.A., M.Ed. from Kashmir University
Retired Principal, Boys Higher Secondary School,
Leh



History of Tibet and Great Tibet

Atlantic • 2014 • 264 pp.

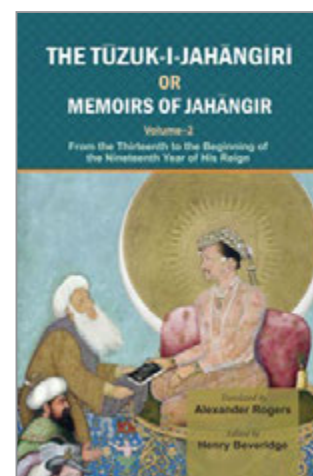
HB 9788126918942 ₹ 695.00

eBook
Available

Hashmatullah Khan

M.A. and M.Ed. from Kashmir University; Retired
Principal, Boys Higher Secondary School, Leh

Translator: Zain-ul-Aabedin Aabedi



The Tuzuk-I-Jahangiri or Memoirs of Jahangir (2 Vols.)

Atlantic • 2015 • 816 pp.

HB Vol. 1 9788126920617 ₹ 895.00

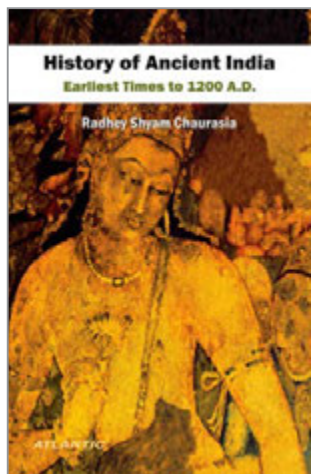
HB Vol. 2 9788126920624 ₹ 795.00

HB Set 9788171561315 ₹ 1690.00

Ed. by Henry Beveridge

Trs. by Alexander Rogers

Emperor Nuru-d-din Jahangir hails from the illustrious Babur family. The memoir writing trend descended to Babur down from his great ancestor, Amir Timur. In spite of his varied preoccupations in battles and other political knottings, Babur had well afforded to roll out his memoirs which outline more vividly as compared to those of his ancestors. Jahangir kept up to the scene as the Ruling Soul for a long duration of twenty-two years. The incentive of carrying on his memoirs ended in the seventeenth year of his rule due to breakdown in his health after which they were continued by Mu'tamad Khan till the 19th year of Jahangir's power, under his pseudo name. The memoirs were conclusively written out in the narrative of Iqbal-nama of which Mu'tamad Khan was the distinguished author.



History of Ancient India: Earliest Times to 1200 A.D.

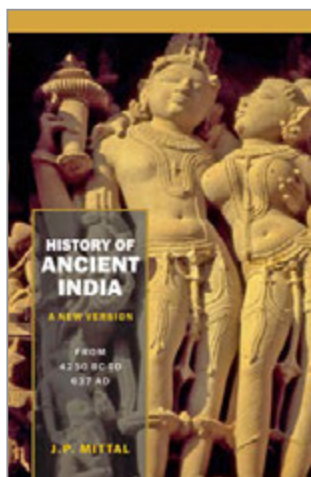
Atlantic • 2014 • 320 pp.

HB 9788126900275 ₹ 895.00

PB 9788126919314 ₹ 395.00

Radhey Shyam Chaurasia

M.A. in English, History, Economics, Political Science, LL.B., holds Ph.D. degree in History.



History of Ancient India: A New Version (From 7300 B.C. to 637 A.D.) (2 Vols.)

Atlantic • 2014 • 744 pp.

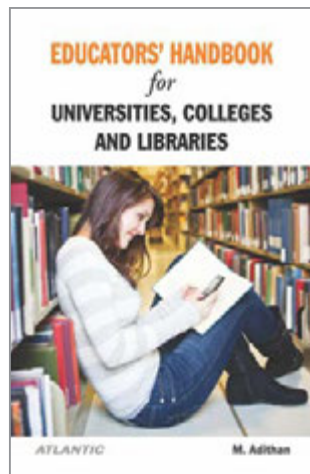
HB Vol. 1 9788126906154 ₹ 995.00

HB Vol. 2 9788126906161 ₹ 895.00

HB Set 9788126906178 ₹ 1890.00

J.P. Mittal

Professionally a Civil Engineer, is a retired Joint Director from Indian Defence Estates Service.



Educators' Handbook for University Colleges and Libraries

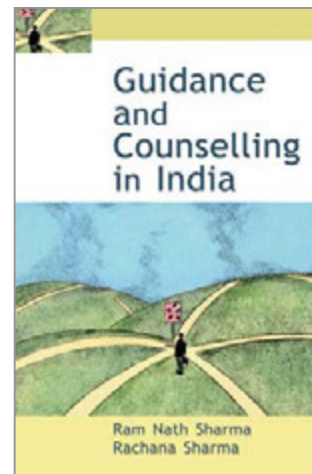
Atlantic • 2018 • 510 pp.

HB 9788126925803 ₹ 1295.00

M. Adithan

He was Professor and Head of the Department of Mechanical Engineering at NITTTR (National Institute of Technical Teachers' Training and Research) at Chandigarh.

The book *Educators' Handbook for Universities, Colleges and Libraries* is a compendium of best practices in university and college education which will help the faculty, educators, educational planners, and administrators in their academic career and professional life. It contains insightful information covering more than 50 chapters. To make the reading pleasant, a lot of inspiring quotations are given in this book. It broadly includes topics such as University and College Mission and Vision; Quality and Excellence in Teaching and Research; Soft Skills, Transferable Skills, Communication and Presentation Skills; Learning Process, Theories of Learning and Instruction; Bloom's Taxonomy, Course Planning and Course File; Time Management, Students' Evaluation Assignments, and Term Papers; Academic Integrity and Ethics, etc. Appendix and Glossary of Academic Terms have been given at the end of the book to make it more useful. It will be very useful to faculty, educators, educational planners, and administrators for planning and executing educational programmes.



Guidance and Counselling in India

Atlantic • 2018 • 496 pp.

HB 9788126903511 ₹ 1250.00

PB 9788126903962 ₹ 450.00

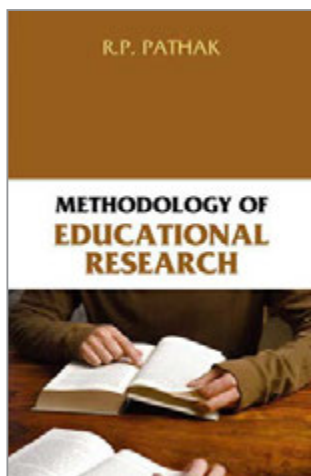
Ram Nath Sharma

M.A., D.Phil., D.Lit., has been President of U.P. Philosophers Association for a decade.

Rachana Sharma

Daughter of Dr. Ram Nath Sharma, a renowned author in Psychology, had been guiding retarded Children and Clinical Psychologist in Delhi and providing counselling to parents.

Guidance and Counselling is very important part of activity in educational institutions all over the world, but in India literature on this subject is very scanty. In the present book, *Guidance and Counselling in India*, an attempt has been made to fulfil this need in the wake of changing pattern of socio-economic, socio-educational and socio-cultural systems which are forming complex shape owing to advancement in science and technology and changing nature of human behaviour and a person's adjustment with his family, community and society. This voluminous work on Guidance and Counselling fulfills the requirements of students, teachers, psychologists, professional counselors and practitioners in this field.



Methodology of Educational Research

Atlantic • 2018 • 200 pp.

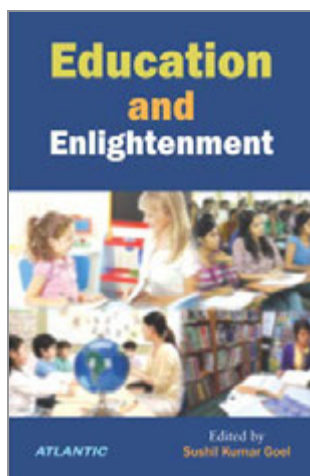
HB 9788126909230 ₹ 499.00

PB 9788126909247 ₹ 199.00

R.P. Pathak

He is a Sr. Reader (Department of Education) in L.B.S. Vidyapeeth (Deemed University), New Delhi, teaching B.Ed. and M.Ed. classes.

Research deals with the application of the scientific method to problem solving. It has not always been realized by teachers and teacher-educators that scientific methodology is of importance in education. Most probably this neglect of scientific methodology has occurred because research has been considered irrelevant to educators, which in fact is altogether untrue. On the contrary, the application of research principles can make the educators more effective in their work of promoting teaching-learning. Accordingly, educational planning has to be based on sound research findings. The researches carried out at other places may also help us in many ways. We need to adopt an Indianised approach to the problems and requirements of Indian education. It is hoped that the book will prove highly useful to the students, teachers, teacher-educators and research scholars of education. It is an ideal reference source for all those who need to understand educational research in depth and who may conduct original research for a dissertation or thesis.



Education and Enlightenment

Atlantic • 2017 • 352 pp.

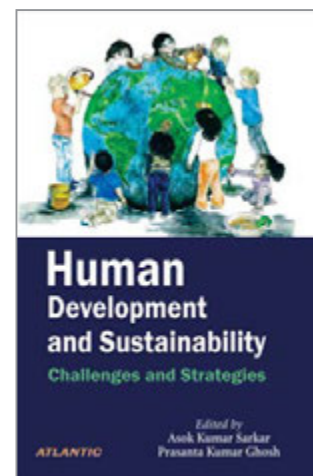
HB 9788126923311 ₹ 995.00

eBook
Available

Ed. by Sushil Kumar Goel

Ph.D. (Psy), M.A. (Psy.), M.A. (Phill.), B.Sc., B.Lib.Sc., CPR, CTW (New York), PGDMIT, is an educationist, author, editor and a teacher.

The book *Education and Enlightenment* is an anthology discussing various conceptual and qualitative issues on education. It contains 17 chapters contributed by various authors from premier institutions who are the experts in their fields. It is very informative, intellectually stimulating and interesting, describing various important issues in the field of education. The new and innovative teaching methods have been discussed in this book. It also contains a glossary of important terms and definitions. To make the book more useful solved papers of UGC-NET/JRF Examination on education have been included in this book. The language as well as the presentation of the book is good. The subject matters have been arranged in a systematic manner in 17 chapters, starting with "Quality Education: A Pathway for Advancing Sustainable Development" and ending at "Control and Purification of the Mind to deal with Stress: Traditional Techniques". The book will be very useful to students of Education who are appearing for UGC-NET/JRF examination, academics, and educationist.



Human Development and Sustainability: Challenges and Strategies

Atlantic • 2017 • 432 pp.

HB 9788126923076 ₹ 1195.00

eBook
Available

Ed. by Asok Kumar Sarkar

An alumnus of Tata Institute of Social Sciences and Jawaharlal Nehru University, is Professor and former Head of Department of Social Work, Visva-Bharati 'Sriniketan'.

Prasanta Kumar Ghosh

Professor and Head of the Department of Social Work, Visva-Bharati.

The book on *Human Development and Sustainability: Challenges and Strategies* is the outcome of the Fifth Biannual Seminar of International Consortium for Social Development—Asia Pacific (ICSADAP) held at the Department of Social Work, Visva-Bharati 'Sriniketan', India. It has unleashed main challenges and strategies for human development and sustainability in the Asian century. The book also critically analyzes growing inequality and neglect of local level development. There are total 28 papers divided into three sections. "Human Development and Sustainability: A Discourse," "Sectoral Issues and Challenges", and "Strategies for Human Development." The book will be useful for the multidisciplinary professionals and practitioners from the field of social work, social welfare, social development, education, health, and management, including policymakers. Readers will find it informative, constructive and redolent in the context of diversified emerging social issues and methodology.



Campus Group Discussion with Smart Answers: Third Eye of HR Managers

Atlantic • 2016 • 272 pp.

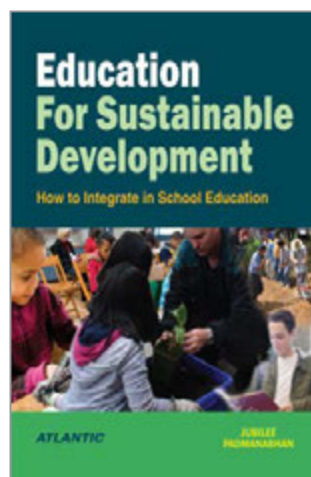
HB 9788126921669 ₹ 595.00

PB 9788126921676 ₹ 299.00

eBook Available

Anant Kumar Dass

National trainer, educationist and soft skills Guru with full time work experience of more than 18 years.



Education for Sustainable Development: How to Integrate in School Education

Atlantic • 2016 • 252 pp.

HB 9788126922543 ₹ 895.00

eBook Available

Jubilee Padmanabhan

Ph.D., Assistant Professor in the Centre for Education at Central University of Punjab.



An Introduction to Teaching

Atlantic • 2015 • 128 pp.

HB 9788126920006 ₹ 475.00

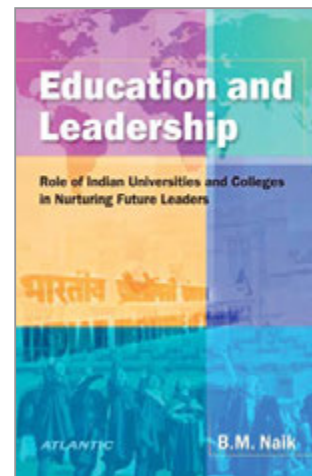
eBook Available

Dipak Chatterjee

M.A., Ph.D.

Retired Professor and Head of Mathematics Department St. Xavier's College, Kolkata

Education can be defined as a form of learning in which the knowledge, skills, values, and beliefs are transferred from one human being to another through discussion, teaching, training, and/or research. Any experience that has a formative effect on the way one thinks, feels, or acts may be considered educational. Teaching, which is the job or profession of a teacher, is an integral part of education. The book, which is the result of the author's more than four decades of experience and experimentation in teaching profession, covers all the important aspects of teaching. Ten important rules of pedagogy—the discipline that deals with the theory and practice of education—have been explained. After reflecting on what is good teaching, the book covers a wide range of topics, including effective assignment preparation, the relevance of project works, the art of paper setting, resolving the heterogeneity of class structure, achievement assessment, moderation and its importance, teaching of mathematics, thesis writing, interviewing, and how to fare well in an academic interview. The book also covers vital parameters of academic administration which is an important aspect of the system of education. Besides, it diagnoses the problems arising in the teaching learning process, giving new insights into the subject. The book comes as a friend, philosopher and guide for everyone in the field of education. It will be useful for teachers of every level and standard, and academic administrators and educators.



Education and Leadership: Role of Indian Universities and Colleges in Nurturing Future Leaders

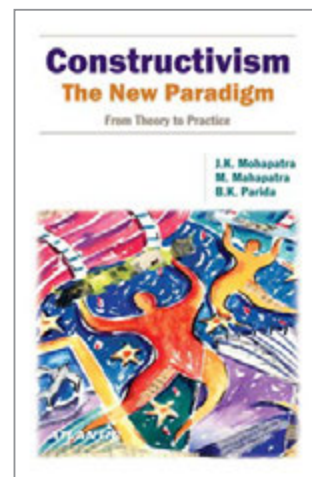
Atlantic • 2015 • 320 pp.

HB 9788126920303 ₹ 695.00

eBook Available

B.M. Naik

Founder Principal of Shri Guru Gobind Singhji Institute of Engineering & Technology, Nanded



Constructivism: The New Paradigm

Atlantic • 2015 • 504 pp.

HB 9788126920228 ₹ 995.00

PB 9788126920235 ₹ 495.00

eBook Available

J.K. Mohapatra

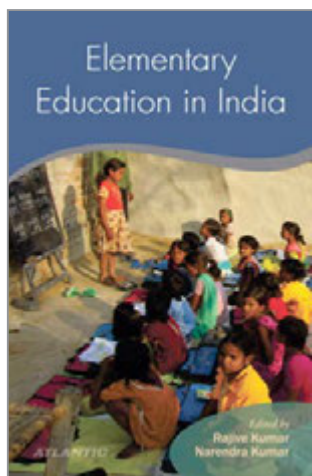
M.Sc. Physics, Retired professor and Dean Regional Institute of Education, (RIE) Bhubaneswar

M. Mahapatra

M.Sc. and M.Phil. in Physics, Associate Professor, RIE Bhubaneswar

B.K. Parida

M.Sc. (Physics); Ph.D; M.A., Distance Education, Professor of Physics and Dean of Instructions, RIE, Bhubaneswar



Elementary Education in India

Atlantic • 2014 • 352 pp.
HB 9788126918393 ₹ 995.00

eBook
Available

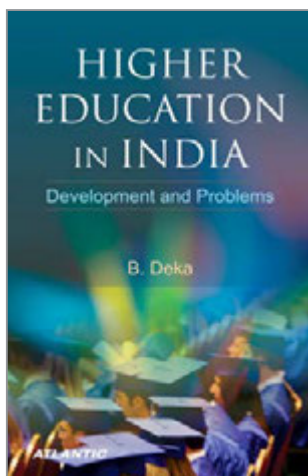
Ed. by Rajive Kumar

He is working as Assistant Professor in the Department of Education, N.A.S. College, Meerut.

Narendra Kumar

He is working as Assistant Professor in the Department of Education in S.G.P.G. College, Sarurpurkhurd, Meerut.

Free and compulsory education to all children up to the age of fourteen years is the Constitutional commitment in India. At the time of adoption of the Constitution in 1950, the aim was to achieve the goal of universalisation of elementary education within the next ten years. The goal was far too ambitious considering the lack of proper educational facilities available in the country at that time. Hence, the target date was shifted a number of times. Till 1960, all efforts were focused on provision of schooling facilities. Thereafter, some other components like universal enrolment and retention started receiving attention of planners and policy-makers. The book traces the development of ideas about basic education provision and its expansion through the colonial and post-Independence periods to the present, with attention to the influence of key political and philosophical traditions, including the ideas of Mahatma Gandhi and the opposing views rooted in modernisation, human capital and technical-scientific conceptions of development.

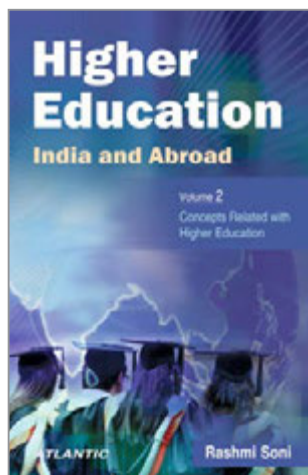


Higher Education in India: Development and Problems

Atlantic • 2014 • 142 pp.
HB 9788171569243 ₹ 450.00

B. Deka

M.A., Ph.D. (G.U.), P.G.D.H.E. (IGNOU).



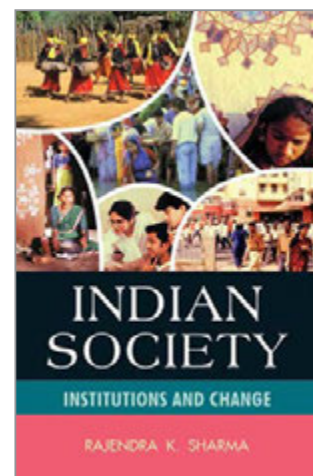
Higher Education: India and Abroad (2 Vols.)

Atlantic • 2014 • 928 pp.
HB Vol. 1 9788126918775 ₹ 1095.00
HB Vol. 2 9788126918782 ₹ 1195.00
HB Set 9788126918799 ₹ 2290.00

eBook
Available

Rashmi Soni

B.Ed.; M.Ed.; M.A. Psychology and Economics;
Ph.D. in Education. Faculty Member in Department of Teacher Education in Mahila Vidyalyaya PG College, Lucknow



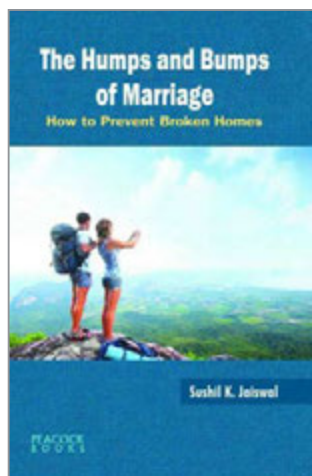
Indian Society, Institutions and Change

Atlantic • 2018 • 384 pp.
HB 9788171566655 ₹ 595.00
PB 9788171566662 ₹ 295.00

Rajendra Kumar Sharma

M.A., M.Phil., Ph.D., U.G.C. Research Fellow, Panjab University, Chandigarh (1985-1988), worked in I.C.S.S.R. Sponsored Project (1987) on 'Overseas Indian Entrepreneurs in Kenya'.

The book highlights the nature and features of Indian Society and the changes that has taken place in various social institutions during different historical phases. This is comprehensive book and covers subjects widely prescribed in the syllabi of various Indian universities at the Under-graduate and Post-graduate levels in Sociology. The topics covered include Indian Society, Indian Society and Culture, Indian Society and Social Institutions, Social Change in India and Indian Social Institutions, Contemporary Indian Society and Culture. While the subject has been presented in an analytical style with central, side and running headings, integral and holistic view has been adopted, in matters having different opinions. The language is easy and free of technical jargon as far as possible. At the end of each chapter, questions of university examinations have been given to help the students for preparing well for the examination. This ideal textbook will prove most useful to the students, teachers, policymakers and common readers.



The Humps and Bumps of Marriage: How to Prevent Broken Homes

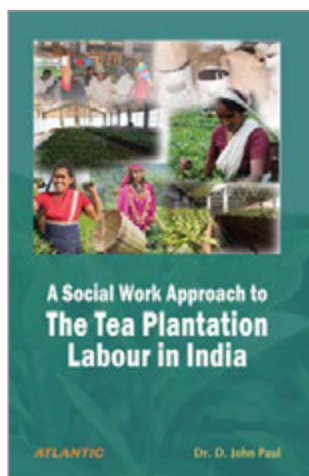
Peacock • 2017 • 118 pp.
PB 9788124804032 ₹ 250.00

eBook
Available

Sushil K. Jaiswal

M.B.B.S., F.A.O.S. (USA), F.C.I.P., F.C.G.P.,
M.R.S.H., F.R.S.H. (London), is a senior Ear, Nose
and Throat Surgeon from Ambala.

This book has been written to try and minimize the incidence of broken homes and also to encourage the youth to marry at the right age and not to be afraid of this age-old tradition of marriage. It dives deep into reasons of dissatisfaction and disharmony amongst married couples and discusses in detail, the remedial measures that need to be taken to prevent broken homes. The book mentions the changes the marriage system has gone through in the last 50 years and the effect it has had on the life of people. Questions like, "Who is bearing the brunt of the change and has it been worth all the trouble?", and "Why one should get married and how to make the right choice?" are dealt with.



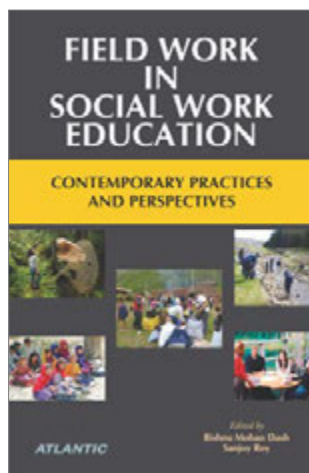
A Social Work Approach to The Tea Plantation Labour in India

Atlantic • 2016 • 264 pp.
HB 9788126921638 ₹ 995.00

eBook
Available

Dr. D. John Paul

M.A., M.Phil., Ph.D.
Assistant Professor, P.G. Research Department
of Social Work, Loyola College (Autonomous),
Chennai.



Field Work in Social Work Education: Contemporary Practices and Perspectives

Atlantic • 2016 • 406 pp.
HB 9788126922994 ₹ 1095.00

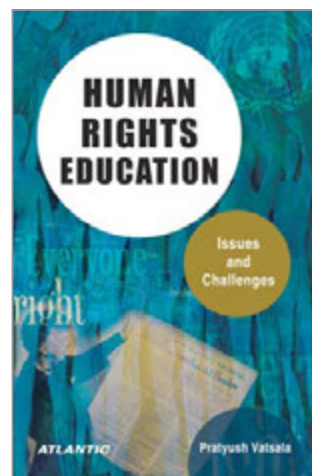
eBook
Available

Ed. by Bishnu Mohan Dash

MSW, M.Phil., Ph.D.
Assistant Professor in Social Work at Bhim Rao
Ambedkar College (University of Delhi).

Sanjoy Roy

MSW, M.Phil., Ph.D.
Associate Professor in Social Work in Delhi University.



Human Rights Education: Issues and Challenges

Atlantic • 2016 • 216 pp.
HB 9788126919888 ₹ 650.00

eBook
Available

Ed. by Pratyush Vatsala

(MA English and Hindi), Ph.D. (English), PGDEA,
PGDHR & CHRM
Associate Professor in English at D.B.S. (PG)
College, Dehradun

Human Rights Education (HRE) refers to education, training and information aimed at building a universal culture of human values and rights. It makes us aware of our dignity and status as human beings, encompassing all human values, attitudes and behaviour, upholding human rights ethics and promoting human action. It has relevance in almost all the stages of education. The book takes up the major aspects of HRE, including human rights movement in India, human rights framework and gender equity, revising human rights in the light of future threats, ethical quotient in HRE, development of HRE for the tribals, environment law and HRE, and gender disparity in HRE.

Also of interest :

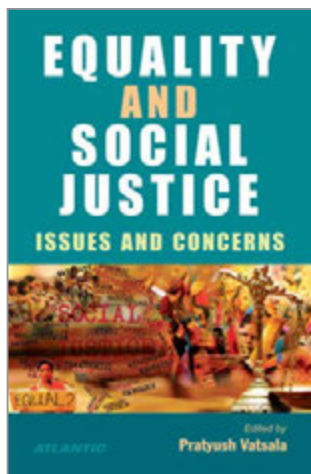
Abuse of Child and Childhood: The Case of Kerala

Atlantic • 2014 • 176 pp.
HB 9788126918591 ₹ 695.00

eBook
Available

N.V. Raveendran

Holds Research Degrees from the CIEFL and
Calicut University
He has been on the teaching staff of different NSS
Colleges in Kerala



Equality and Social Justice: Issues and Concerns

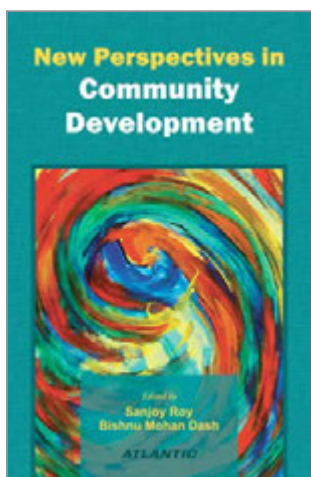
Atlantic • 2015 • 128 pp.
HB 9788126919871 ₹ 395.00

eBook
Available

Ed. by Dr. Pratyush Vatsala

(MA English and Hindi), Ph.D. (English), PGDEA, PGDHR & CHRM

Associate Professor in English, D.B.S. (PG) College, Dehradun



New Perspectives in Community Development

Atlantic • 2015 • 440 pp.
HB 9788126920358 ₹ 1195.00

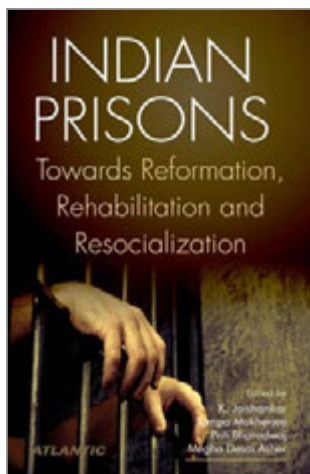
eBook
Available

Ed. by Sanjoy Roy

M.S.W., M.Phil., Ph.D. and UGC-NET. Associate Professor in Social Work in Delhi University

Bishnu Mohan Dash

M.S.W., M.Phil., Ph.D., Assistant Professor in Social Work at Bhim Rao Ambedkar College (University of Delhi)



Indian Prisons: Towards Reformation, Rehabilitation and Resocialization

Atlantic • 2014 • 328 pp.
HB 9788126919505 ₹ 995.00

eBook
Available

Ed. by K. Jaishankar

Senior Assistant Professor, Dept. of Criminology and Criminal Justice.

Tumpa Mukherjee

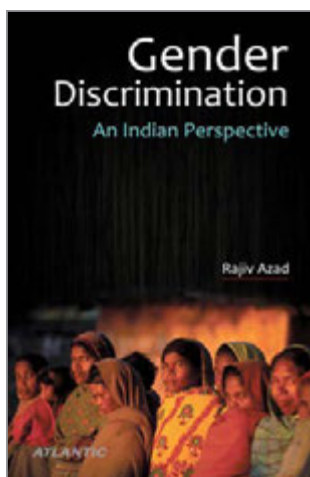
M.A.; Ph.D. in Sociology, Assistant Professor in Sociology, Women's Christian College, Kolkata

Priti Bharadwaj

Independent researcher specializing in prisoners' rights and prison reforms

Megha Desai Asher

Academician in Criminology and Criminal Justice System



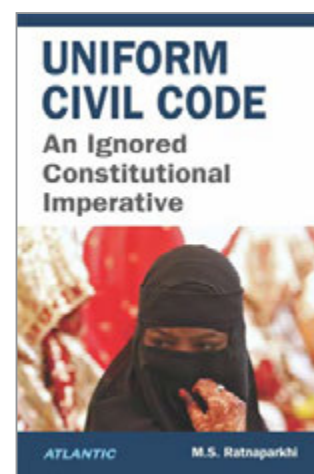
Gender Discrimination: An Indian Perspective

Atlantic • 2014 • 216 pp.
HB 9788126919369 ₹ 695.00

eBook
Available

Rajiv Azad

M. Phil in Sociology. He has spearheaded content development, marcomm, editing, brand building, CSR, and R&D



Uniform Civil Code: An Ignored Constitutional Imperative

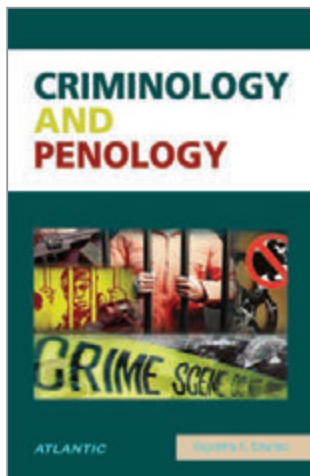
Atlantic • 2017 • 124 pp.
HB 9788171567225 ₹ 495.00

eBook
Available

M.S. Ratnaparkhi

Soon after his M.A. L.L.B. degree, M.S. Ratnaparkhi practised at the Bar in Amravati (Maharashtra) and subsequently, joined the judiciary in 1953.

The book contains an analytical, graphic and yet, judicious study of the much debated and controversial topic of a suitable legislation on "Uniform Civil Code" for all the citizens of India despite their religion or race or ethnicity in compliance with the constitutional mandate under Article 44. The author has most capably and creditably examined the subject in all its multidimensional aspects and in view of the fact that, like in India, in almost all countries of the world, Muslims co-exist with other religion/ethnic or racial groups and are governed by the same Civil Laws without any animus or discordant relationship with their fellow countrymen. Relevant "Ayyats" have been quoted from the *Quran* along with various judicial verdicts, vis-a-vis the reforms made in other Islamic countries of the world, wherein personal laws have been subjected to suitable change in view of the prevalent local conditions.



Criminology and Penology

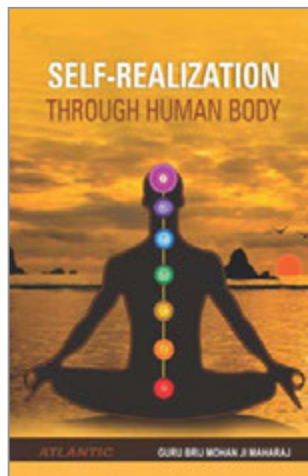
Atlantic • 2016 • 264 pp.
HB 9788171567546 ₹ 895.00

eBook
Available

Rajendra Kumar Sharma

M.A., M.Phil, U.G.C. Research Fellow; Ph.D., LML: Indian Sociological Society, U.P. Sociology Association, Uttar Pradesh Samaj Shashtra Parishad, is teaching post-graduate classes at N.A.S. P.G. College, Meerut.

The book covers university syllabi in Sociology in the papers : Criminology, Penology and Criminology and Penology. Analytic in presentation, holistic in interpretation, with examples drawn from Indian situations and narration in simple language, this book has been planned as a textbook for students and reference manual for teachers.



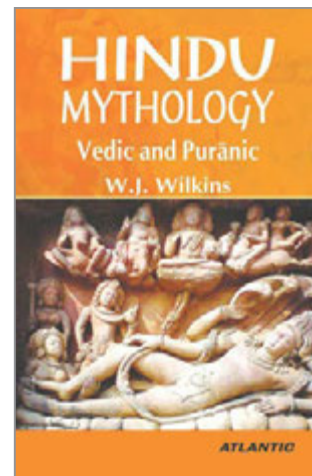
Self-Realization Through Human Body

Atlantic • 2018 • 196 pp.
PB 9788126926220 ₹ 295.00

Guru Brij Mohan Ji Maharaj

Took *deeksha* (initiation) at a very young age, and has ever since been teaching and preaching people about the ways of reaching God.

It is believed that human body is attained after going through 84 lakhs of forms as various types of living beings. It is extremely precious because we can acquire knowledge of self and elevate the soul in our lifetime. Knowledge of self is the only way through which we can be in communion with God and be face-to-face with Him. In order to achieve this stage, it is necessary to make knowledge of the self the most important objective of life and then to mingle it up with self-meditation. Without self-realization no value can be attached to the human being. It is only after self-realization that the aim of coming in this world as human being is accomplished. An effort has been made through this book to draw attention of the readers towards realization of self. Those who attain self-realization, get salvation and supreme state of tranquility, and ultimately reach their real abode, which is full of bliss and happiness. They do not come to this mortal world again and again to suffer. The book highlights and clarifies this grand objective of human life, and answers the questions: What is self-realization? How can we be free from the bondage of worldly ties? How can the soul be one with God? Those who read it seriously and follow its message will achieve the real objective of their life.



Hindu Mythology: Vedic and Puranic

Atlantic • 2017 • 416 pp.
HB 9788126923113 ₹ 695.00
PB 9788126923120 ₹ 375.00

eBook
Available

W.J. Wilkins

He was a well-known historian of the colonial period.

The book gives a full and trustworthy account of the mythology of the Hindus. The materials collected over a number of years have been arranged in such a way that anyone without much labour might gain a good general idea of the names, character, and relationship of the principal deities of Hinduism. A fair and impartial account of the deities has been given, as far as possible, in the words of the sacred books, which speak for themselves. The author has honestly striven to keep his account free from prejudice and theological bias, and has refrained from commenting on the passages quoted, except where some explanation seemed necessary. The texts which describe only the darker side of the Hindu gods have not been included, though they have not been altogether suppressed. An honest effort has been made to give a reliable account of the things commonly believed by millions of Hindus.

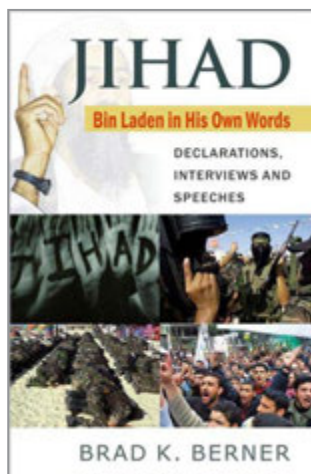
Also of interest :

Sri Aurobindo's Philosophy of Social Development

Atlantic • 2017 • 232 pp.
HB 9788171562626 ₹ 695.00

Ramnath Sharma

M.A., D.Phil., D.Litt.
Reader and Head of the Deptt. of Post-graduate Studies and Research at Meerut College.

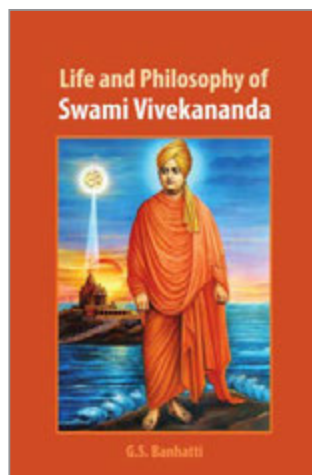


Jihad: Bin Laden in His Own Words

Peacock • 2017 • 316 pp.
HB 9788124801123 ₹ 795.00

Brad K. Berner

Professor at Western International University, Phoenix, Arizona, and at Estrella Mountain Community College, Avondale, Arizona.

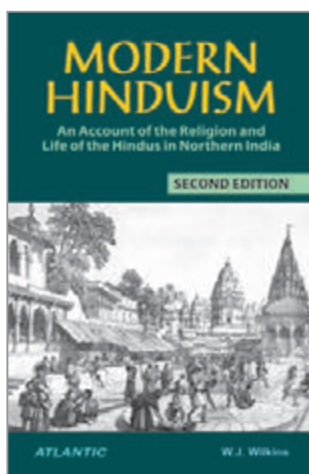


Life and Philosophy of Swami Vivekananda

Atlantic • 2017 • 250 pp.
HB 9788171562916 ₹ 550.00

G.S. Banhatti

M.A. in Pali, M.A., Ph.D. in English and retired as the principal of a senior college.



Modern Hinduism: An Account of the Religion and Life of the Hindus in Northern India (Second Edition)

Atlantic • 2016 • 278 pp.
HB 9788126922826 ₹ 495.00

eBook Available

W.J. Wilkins

He was a well-known historian of the colonial period.

The book gives an account of the life of the Hindus, which is largely the result of the worship of their deities. Having lived for many years in India, and met with all classes of the community in the cities and in the villages, and having conversed with them in their own language, the author has learned much that is not to be found in books written on this most interesting subject.

Also of interest :

Prophet Muhammad as the Exalted Ruler of Arabian Peninsula

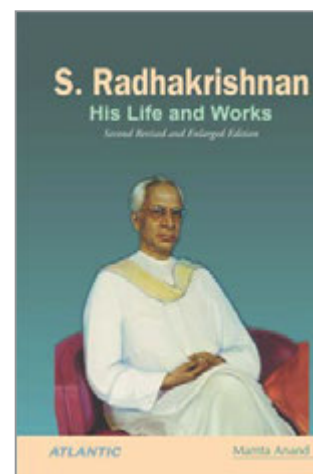
Atlantic • 2015 • 184 pp.
HB 9788126920365 ₹ 595.00

eBook Available

Habibur Rehman

Former Vice-Chancellor, Dr. Ambedkar University, Agra; Former Dean, Faculty of Commerce, Aligarh Muslim University

The book describes the life and accomplishments of Prophet Muhammad in a lucid style. After covering major events—from His birth and proclamation as the Ruler—to His migration to Medina, it delineates how the Prophet established a new society and undertook Islam's reconnaissance missions by adopting a holistic approach. Two chapters have been devoted to the major and the minor battles fought by Him, and their aftershocks. The Prophet through letters, envoys and delegations to emperors, monarchs, and governors spread the message of peace.



S. Radhakrishnan: His Life and Works (2nd Revised and Enlarged Edition)

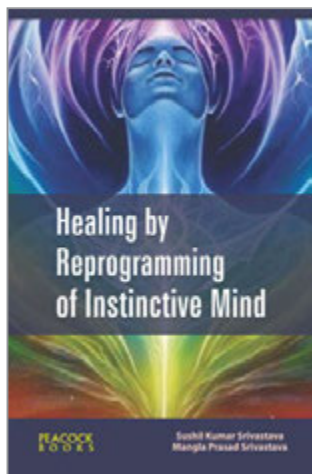
Atlantic • 2015 • 248 pp.
HB 9788126920884 ₹ 695.00

eBook Available

Mamta Anand

Assistant Professor, Dept. of Humanities and Social Sciences (English Language and Literature), Indian Institute of Information Technology Design and Manufacturing, Jabalpur

The First Edition of the book, *S. Radhakrishnan: His Life and Works* (2006) received an overwhelming response from the readers. This Second Revised Edition has been enlarged by adding one more chapter, entitled "Ideas and Ideals: A Creative Quantum" and making suitable changes in Glossary, Bibliography and Index, commensurate with the new Edition. The author enjoys a rare opportunity of bringing out the Second Edition of her maiden book, for which Dr. APJ Abdul Kalam, Hon'ble former President of India has conveyed his greetings and best wishes. Dr. S. Radhakrishnan, whose birthday in India is celebrated as "Teachers' Day", was an international scholar face of India. As the second President of India, he was acclaimed as an eminent statesman, and as a teacher-leader he is remembered as a 'philosopher-savant'. His writings and works are a glorious heritage for India. Dr. Radhakrishnan wrote when India faced dire times, virtually opening horizons for a new morning on an ancient land of Vedas, seers and saints. Not only did his work spread light in India, but it also built a platform for her to rise as a spokesperson for the conscience of the people of the world. This Edition is dedicated to the same spirit in the service of humankind.



Healing by Reprogramming of Instinctive Mind

Peacock • 2017 • 324 pp.
PB 9788124804025 ₹ 495.00

eBook
Available

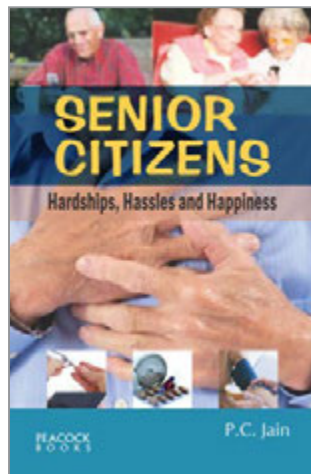
Sushil Kumar Srivastava

Mechanical Engineer, worked for over 33 years in Alloy Steels Plant, Durgapur of Steel Authority of India Ltd. (SAIL), and retired, in the year 1995 as Chief Mechanical Engineer.

Mangla Prasad Srivastava

Electrical Engineer, worked for two years as lecturer in Government Central Textile Institute, Kanpur, UP.

Eating a nutritious diet, taking healthy drinks, keeping hygienic environment, exercising regularly, maintaining a healthy weight, getting eight hours of sleep, taking necessary vitamins, balancing our hormones and visiting our doctor for regular physical check-up are important for keeping a good health. However, it is more important to keep a properly programmed mind as most of our diseases originate in our mind because of suppressed emotions and other negativities ingrained there. This harms us in many ways, such as in the reduction of body's self-healing capability, restriction of smooth 'prana' or life force flow and also increase of toxins in our blood, which all are root causes of most ailments.



Senior Citizens

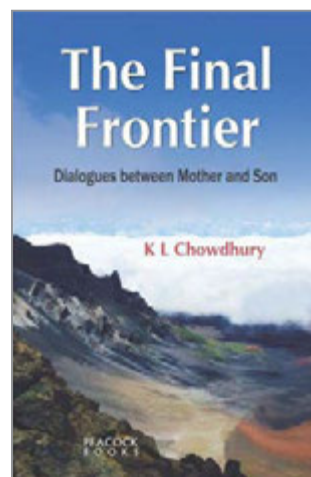
Peacock • 2017 • 206 pp.
PB 9788124803974 ₹ 350.00

eBook
Available

P.C. Jain

Retired Professor of Political Science, Bundelkhand College, Jhansi.

The book describes various types of ailments that most people encounter in old age, like weak heart, high blood pressure, diabetes, sleeplessness, respiratory problems, etc. and suggests ways and means to avoid serious medical condition.



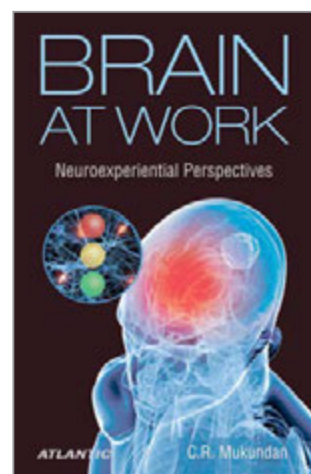
The Final Frontier: Dialogues between Mother and Son

Peacock • 2017 • 190 pp.
PB 9788124803929 ₹ 350.00

eBook
Available

K L Chowdhury

He is a medical professional of repute and an award winning writer, with three published anthologies, a travelogue, and two short story collections.



Brain at Work: Neuroexperiential Perspectives

Atlantic • 2014 • 504 pp.
HB 9788126919604 ₹ 995.00
PB 9788126919611 ₹ 495.00

eBook
Available

C.R. Mukundan

Ph.D., D.M. and S.P.
Professor Emeritus, Institute of Behavioral Science of the Gujarat Forensic Sciences University, Gandhinagar, Gujarat

Brain at Work deals with neurocognitive functions of the brain. The emergence of the functional properties is defined as the mind. Findings of several early clinical neuropsychological studies are brought out with meta-analysis, based on the findings of contemporary clinical lesion studies, studies using functional neuroimaging and cognitive electrophysiology. The bottom-up approach used by the author helps identify elementary inputs into the brain, build diverse functional systems from the inputs, and manifest as complex behavioral expressions. Findings of clinical neuropsychological assessments in patients with brain lesions are discussed in the two diverse modes of sensory inputs and internally retrieved information. The sequential and parallel processing necessitated by sensory inputs, their unconscious and conscious processing, conditioned responses and actions initiated as part of complex motor programming, and the role of emotional arousal for initiation of responses and actions are discussed in detail. The book provides students with classical, but sensitive and accurate methods of assessment of cognitive processes and behavioral expressions in patients with brain lesions, and their critical discussions. It will prove useful and interesting to the students and teachers of neuropsychology. The detailed References included in the book will facilitate pursuing the studies further.

A Basic Concept of Civil Engineering

Atlantic • 2018 • 254 pp.

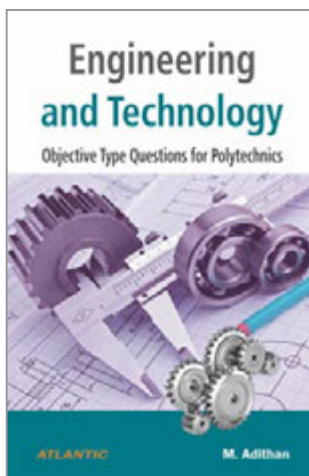
HB 9788126927142 ₹ 750.00

PB 9788126927159 ₹ 325.00

Sunder Narayan

M.E. in Structural Engineering (S.R.M. Engineering College, University of Madras), has 20+ years of experience in Project Management, Feasibility Study, Design, Valuation, Systems and Training in various organizations.

The book A Basic Concept of Civil Engineering has been written to explore and explain to the aspiring civil engineers the concept of who, what and why of being a civil engineer. The book tries to explain the concept rather than the details of the topics covered in the field of civil engineering. It explores and explains what the civil engineering is, the history of where it started, who laid the foundation, why it is being done and some basic principles being applied. This book has been written basically for the students of civil engineering and contains ten chapters covering various aspects of civil engineering such as history and branches of civil engineering, professions in civil engineering, civil engineers and the society, building materials and structure, construction process and project management, quality of materials, surveying, civil engineering in transportation, tall structures and urban planning. The first chapter tries to educate the students on what is civil engineering and scope of a civil engineer. And in the subsequent chapters, the concepts and the processes of civil engineering have been briefly explained, which will not only help a civil engineer but also even architects and non-engineers who have a keen interest for a better understanding of the field. The language as well as presentation of the book is good and the subject matters have been explained with the help of line drawings and photographs for clear understanding of the subject. At the end of each chapter references have been provided for further readings. This book will be useful for the students of civil engineering (both B.E. and diploma), architecture, and working professionals. Since it is a basic book, it can be used by anyone who is interested in construction works.



Engineering and Technology: Objective Type Questions for Polytechnics

Atlantic • 2018 • 186 pp.

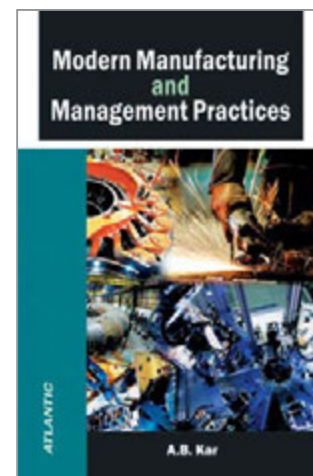
HB 9788126926213 ₹ 495.00

PB 9788126926145 ₹ 275.00

M. Adithan

Professor and Head of the Department of Mechanical Engineering at NITTTR (National Institute of Technical Teachers' Training and Research) at Chandigarh.

The objective of the book is to enable the students to learn the basic concepts and acquire the relevant knowledge in the various Engineering and Technology disciplines through exercises/tests and make them industry ready with the necessary competencies and skills. A quick review of the fundamentals and principles in the various topics will improve their mental agility and sharpen their knowledge which will be useful to them when they are pursuing their studies, as well as later in their jobs/professional career. A special feature of the book is the uniqueness of the test items thereby arousing curiosity in the students, diversity in the selection of topics, emphasis on both theory and practice and an Appendix containing useful data and information for ready reference.



Modern Manufacturing and Management Practices

Atlantic • 2016 • 260 pp.

HB 9788126922574 ₹ 895.00

eBook Available

A.B. Kar

He worked with Caterpillar Tractor Company, UK and Larsen & Toubro Ltd., India. He was Adjunct Professor with IIT, Kharagpur.



From Smoke Signals to Smartphones: Brief History of the Evolution of Communication Engineering and Electronics

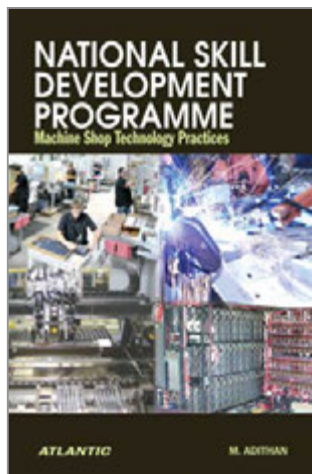
Atlantic • 2015 • 120 pp.

HB 9788126920419 ₹ 495.00

eBook Available

P.K. Sinha Roy

M.Sc. (Tech) in Radio Physics & Electronics; D.Phil. Guest Professor, Institute of Engineering and Management, Salt Lake, Kolkata



National Skill Development Programme: Machine Shop Technology Practices

Atlantic • 2015 • 472 pp.

HB 9788126919826 ₹ 1195.00

PB 9788126919833 ₹ 595.00

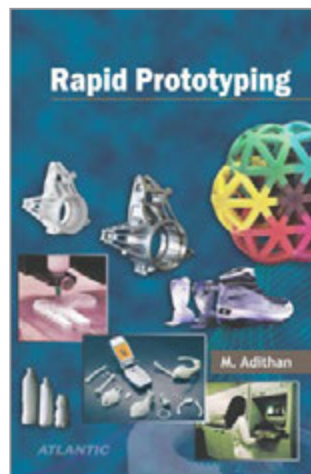
eBook Available

M. Adithan

B.E. (Hons.); M.Sc.; Ph.D.

Former Visiting Professor, Brigham Young University, U.S.A., and University of Technology, Malaysia

The book illustrates various machine shop technology processes, including safety in machine shop; lathe operations; drilling, reaming and tapping; milling and grinding machines; boring, broaching and grinding; jigs and fixtures; microfinishing processes; machine shop measuring devices; robotics and computer-aided processes; planning, product development cycle; and the impact of innovations on production, among others. Various processes of skill development have also been explained. The book contains a large number of labelled diagrams of machines, tools and parts. Besides explanations of operations, there are objective-type questions in each chapter with Answer Keys to help the students. A glossary of technical terms has been provided at the end.



Rapid Prototyping

Atlantic • 2015 • 144 pp.

HB 9788126920549 ₹ 495.00

PB 9788126920556 ₹ 295.00

eBook Available

M. Adithan

B.E. (Hons.); M.Sc.; Ph.D., Former Visiting Professor, Brigham Young University, U.S.A., and University of Technology, Malaysia

Development of a new product involves carrying out a series of activities such as need analysis, ideation, conceptual design, preliminary design and detailed design, manufacturing, assembly, and testing. The book deals with various Rapid Prototyping Processes: Stereo-lithography, Selective Laser Sintering, Fusion Deposition, Modelling, Solid Ground Curing, Laminated Object Manufacturing, Vacuum Casting, 3D Printing, Rapid Tooling and Softwares for Rapid Prototyping, and Evaluative Questions. It will be useful for those pursuing professional courses in design engineering, mechanical engineering, production engineering, and automobile engineering. It will also benefit manufacturing technology students studying in engineering colleges and institutes of technology.

Also of interest :

The Essential Guide to Telecommunications and Data Communications

Atlantic • 2015 • 392 pp.

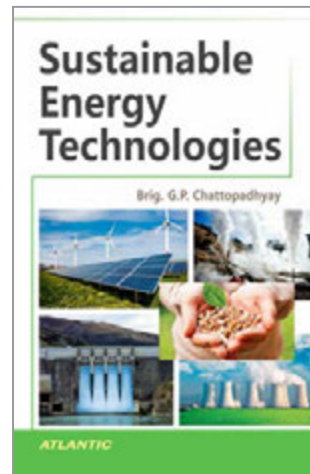
HB 9788126919857 ₹ 1195.00

eBook Available

Pankaj Mitra

Electrical Engineer from Bengal Engineering College, Sibpur. Former Chairman of CEI (ER) Telecom Task Force, and Telecom Sub-Committee

The book attempts to appraise individuals and multi-locational organizations (MLOs) the right perspective of various communication tools available in the world today. It not only describes the communication needs of people, the optimum communication options available, but also delves into the uses of telephony, next generation networks, private networks, special requirements for enterprises, computation of bandwidth, and cloud computing, among others.



Sustainable Energy Technologies

Atlantic • 2015 • 240 pp.

HB 9788126920327 ₹ 795.00

eBook Available

Brig. G.P. Chattopadhyay

Master of Engineering from Indian Institute of Science, Bangalore; Served in the Indian Army for 34 years in various capacities

The book starts with the basics of energy, greenhouse effect, energy scenario of India and the world at large. Then it broadly describes wide range of renewable energy technologies like wind, solar, hydropower, geothermal energy, and biomass. Finally, the book analyzes the areas of sustainability, covering nuclear energy, clean coal technology, carbon capture and storage, and more importantly, energy efficiency in the building, transportation and smart grid. Besides describing relevant technologies of renewable and sustainable energy, various academic programmes in India and abroad in these areas, and huge career prospect in the emerging green field areas have been prioritized.

What Every Engineering College Student Should Know: Be Competitive

Atlantic • 2015 • 184 pp.

HB 9788126920914 ₹ 595.00

PB 9788126920921 ₹ 375.00

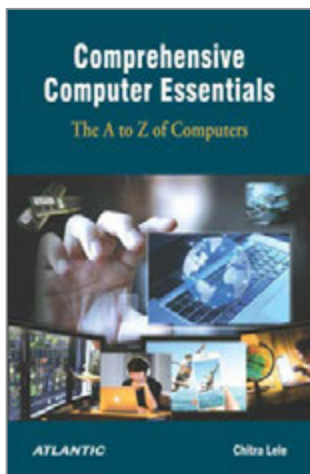
eBook Available

M. Adithan

B.E. (Hons.); M.Sc.; Ph.D.

Former Visiting Professor Brigham Young University, U.S.A., and University of Technology, Malaysia

Studying in an engineering college provides an opportunity for students to transition into adulthood through a continuous development of their beliefs, desires, aspirations, goals, values, morals and changing lifestyles. In this life-changing exploration, students should take a lead in the development of healthy relationships with other students, faculty and public at large. The book will help the students in developing these skills.



Comprehensive Computer Essentials: The A to Z of Computers

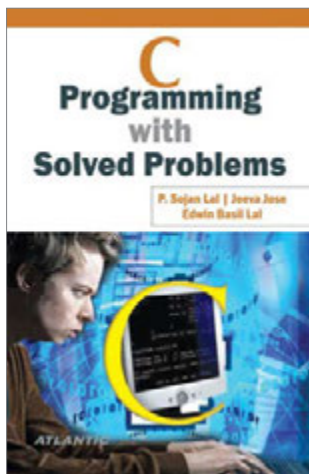
Atlantic • 2018 • 292 pp.

HB 9788126926916 ₹ 795.00

Chitra Lele

She is a young record-setting author, award-winning poet and software consultant.

Computers are the gateway to global growth. *Comprehensive Computer Essentials: The A to Z of Computers* discusses the global importance and impact of computers. It deals with fundamental topics like the history, types, generations, applications and programming concepts; comprehensive information about the internal architecture of a computer system; various aspects that computers have a tremendous impact on, right from education to the World Wide Web; intricacies of the Internet; recent developments and future trends; and much more. Chitra Lele has attempted to condense her knowledge of this complex subject into a student-friendly, user-friendly, jargon-free explanation. In-depth information of each of the important areas of computers will help the students to reach a good level of proficiency in this dynamic discipline, and will also help them to consolidate their skills. The book will be useful for the students who are either honing their skills in computer science or are preparing for any competitive examination. Through the three sections in this book, Chitra provides comprehensive coverage of *who, when, where, why, how, what, and what next* of computers.



C Programming with Solved Problems

Atlantic • 2016 • 222 pp.

HB 9788126922642 ₹ 495.00

PB 9788126922659 ₹ 275.00

eBook
Available

P. Sojan Lal

Ph.D.

Professor, Department of Computer Science and Engineering, MBITS, Kerala.

Jeeva Jose

Ph.D.

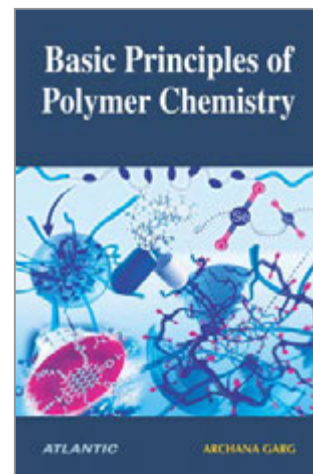
Faculty member at BPC College, Kerala.

Edwin Basil Lal

M.Tech.

Academic Coordinator at Asian Institute of Petroleum and Construction Technology (AIPCT), Kadavanthra, Cochin, Kerala.

C is a general-purpose, imperative computer programming language, supporting structured programming, lexical variable scope and recursion. As it provides the constructs that map efficiently to typical machine instructions, it has found lasting use in various types of applications. The book *C Programming with Solved Problems* is authored focusing on the syllabi of Indian universities offering courses in B.Tech., B.E., M.C.A., M.Sc., M.Com. with Computer, B.Sc. (Maths, Physics, Computer, Electronics, IT), B.Com. with Computer, B.A. with Computer, and Engineering Diploma. Each chapter has solved programs, and many previous years' solved university programming questions have been given at the end of the book. The number of solved programs in the book is more than 250.



Basic Principles of Polymer Chemistry

Atlantic • 2017 • 174 pp.

HB 9788126922475 ₹ 550.00

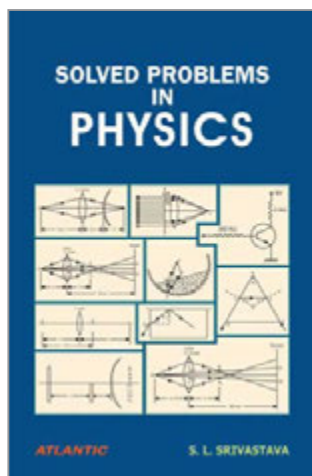
PB 9788126922482 ₹ 295.00

eBook
Available

Archana Garg

Professor in the Department of Chemistry, Maharshi Dayanand University, Rohtak, Haryana.

Polymer Chemistry is a multidisciplinary science dealing with the chemical synthesis and chemical properties of polymers. The book covers most of the basic concepts of synthesis, characteristics, and the structure of polymers. It presents the interdisciplinary scope of polymers and their peculiar traits in a simplified manner for easy comprehension by the readers. Organic as well as inorganic polymers are emerging new materials which find enormous range of applications that make the field important. The special properties of polymers provide the scientific community with important materials that could be new and evolved to improve life of entire humanity and help various types of researches. The straightforward and simplified descriptions provided in this book will cater to the needs of students studying polymers. It will prove an indispensable reading for undergraduate and postgraduate students as well as professionals who want to study about this subject.



Solved Problems in Physics

Atlantic • 2018 • 1312 pp.

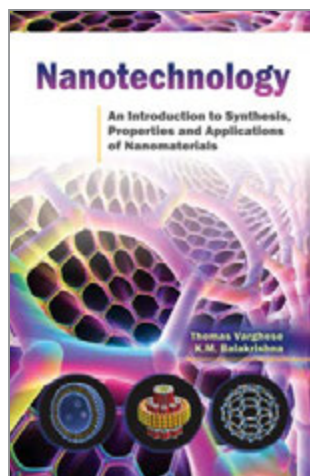
HB	Vol. 1	9788126904020	₹ 995.00
HB	Vol. 2	9788126904037	₹ 995.00
HB	Set	9788126904044	₹ 1990.00
PB	Vol. 1	9788126921256	₹ 495.00
PB	Vol. 2	9788126921263	₹ 495.00
PB	Set	9788126921270	₹ 990.00

eBook Available

S.L. Srivastava

Obtained his Master degree in Physics from the University of Gorakhpur in 1963.

A systematic study of Physics at 10+2 level, premedical test, IIT (JEE), first year B.E./B.Tech. course, National Eligibility Test (NET) and civil services involves solution of numerical problems of varying standards the understanding of which is important. An attempt has been made in clarifying the basic concepts for the benefit of students in making their bright career. This book, consisting of more than two thousand solved problems, has been designed to provide an approach for solving problems for those who are studying the subject and are appearing for the examinations mentioned above. In fact, the basic idea in bringing out this ideal book is to develop an insight in the candidates in solving numerical problems which in turn strengthen their grasp over the fundamental aspects of Physics.



Nanotechnology: An Introduction to Synthesis, Properties and Applications of Nanomaterials

Atlantic • 2016 • 215 pp.

HB	9788126916375	₹ 695.00
PB	9788126916382	₹ 350.00

eBook Available

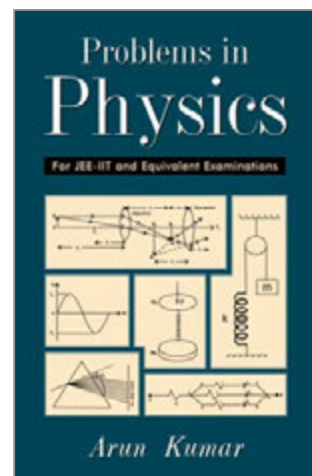
Thomas Varghese

M.Sc., is currently Associate Professor in the Department of Physics, Nirmala College, Muvattupuzha, Kerala.

K.M. Balakrishna

Chairman in the Department of Studies in Physics, Mangalore University, Managalagangothri, Karnataka.

Nanotechnology is the design, fabrication and application of nanostructures or nanomaterials, and fundamental understanding of the relationships between physical properties and material dimensions. Nanostructured inorganic, organic, and biological materials may have existed in nature since the evolution of life started on Earth. Nanotechnology deals with materials or structures in nanometer scales, typically ranging from 1–100 nm. Size reduction can lead to a whole range of new physico-chemical properties and thus offer a wealth of potential applications. However, access to these nanostructured entities requires the development of suitable methods for their elaboration. Nanotechnology has become a very active and vital research topic which is rapidly developing in industrial sectors and spreading to almost every field of science and engineering. Several major research and development programs on nanostructured materials and nanotechnology have been launched by governments worldwide. This field of research has become an area of great scientific and commercial interest because of its rapid expansion to academic institutes, laboratories and industries.



Problems in Physics: For JEE-IIT and Equivalent Examinations (4 Vols.)

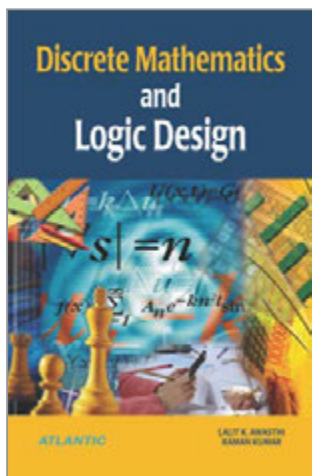
Atlantic • 2016 • 1624 pp.

HB	Vol. 1	9788126902453	₹ 995.00
HB	Vol. 2	9788126902460	₹ 995.00
HB	Vol. 3	9788126902477	₹ 995.00
HB	Vol. 4	9788126902484	₹ 995.00
HB	Set	9788126902491	₹ 3980.00
PB	Vol. 1	9788126921201	₹ 395.00
PB	Vol. 2	9788126921218	₹ 395.00
PB	Vol. 3	9788126921225	₹ 395.00
PB	Vol. 4	9788126921232	₹ 395.00
PB	Set	9788126921249	₹ 1580.00

Arun Kumar

Ph.D. from Ranchi University and P.G. diploma in Computer Applications from Indian Institute of Science, Ranchi.

The book contains a variety of problems, selected from the books by renowned authorities on the subject and also from different engineering entrance examinations. Although the book presupposes the knowledge of +2 level Physics from some standard text, nevertheless a brief summary of necessary definitions and formulae is given at the beginning of each chapter. Unlike many other books on this subject, derivation of different formulae is altogether avoided, except in certain cases where it was found necessary. This book differs from most of the other books available in the market in one respect: whereas in the existing books the problems have been solved by the direct application of the formulae without explaining the underlying principle involved, this book lays emphasis on both the basic principle involved and the technique required to solve a problem. The solution provided in this book for any given problem is far more superior, in terms of comprehensiveness and giving insight to the students, to those provided in the other existing books. Moreover, all the steps leading to the answer have been fully explained.



Discrete Mathematics and Logic Design

Atlantic • 2017 • 390 pp.

HB 9788126923236 ₹ 1495.00

PB 9788126923243 ₹ 595.00

eBook
Available

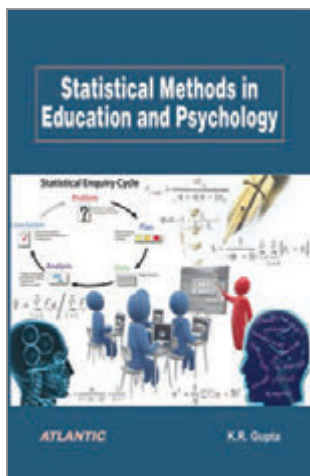
Lalit K. Awasthi

Ph.D. (IIT, Roorkee), M.Tech. (IIT, Delhi),
Director-Principal, JN Govt. Engineering College,
Sundernagar (H.P.).

Raman Kumar

M.Tech. (Computer Science Engineering), Asstt.
Prof. in Department of Computer Science &
Engineering and Information Technology, Green
Hills Engineering College, Kumarhatti (H.P.).

A discrete mathematics course has more than one purpose. Students should learn a particular set of mathematical facts and how to apply them; more importantly, such a course should teach students how to think logically and mathematically. To achieve these goals, the book *Discrete Mathematics and Logic Design* has been written which stresses on mathematical reasoning and the different ways problems can be solved. The book interweaves the five important elements—mathematical reasoning, combinatorial analysis, discrete structures, algorithmic thinking, and applications and modeling; and it carefully blends and balances all these five elements. Mathematical reasoning is very essential in order to read, comprehend, and construct mathematical arguments. This book starts with a discussion of mathematical logic, which serves as the foundation for the subsequent discussions of methods of proof.



Statistical Methods in Education and Psychology

Atlantic • 2016 • 736 pp.

HB 9788126921485 ₹ 1695.00

PB 9788126921492 ₹ 795.00

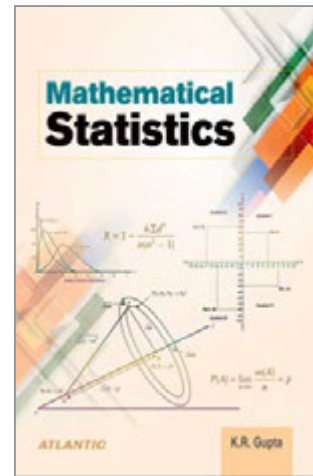
eBook
Available

K.R. Gupta

M.A., Ph.D. He had been teaching postgraduate classes, and guiding research in the University of Jammu and Kurukshetra University

This book covers comprehensively the statistical methods and tools used to solve the problems in education and psychology. It explains very amply and cautiously the manner of handling each tool and takes great pains to make clear the use and limitations of each tool. For the students of non-mathematical background, all the mathematical tools required for the study of statistics for education and psychology have been properly dealt with. As far as possible, mathematical complexity has been avoided and wherever necessary, the notations and terminologies have been clearly described with detailed explanation of mathematical steps involved.

The fundamental principles and techniques of statistics used in education and psychology explained in this book provide a firm foundation to all those who are pursuing courses in education, psychology, and sociology, both at the undergraduate and postgraduate levels. In order to enable the students to have a proper appreciation of the subject matter and to fortify their confidence in the understanding and application of statistical methods, a large number of problems—mostly drawn from various university examination papers—have been given as exercises for self-assessment at the end of each chapter.



Mathematical Statistics (2 Vols.)

Atlantic • 2015 • 1312 pp.

HB Vol. 1 9788126919697 ₹ 1495.00

HB Vol. 2 9788126919703 ₹ 1495.00

HB Set 9788126919710 ₹ 2990.00

PB Vol. 1 9788126919727 ₹ 595.00

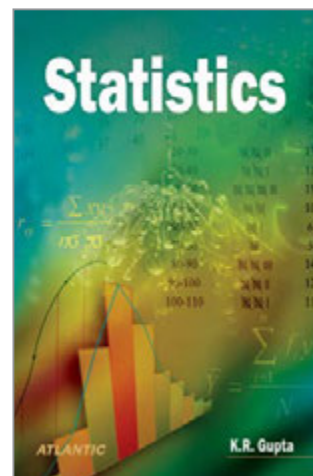
PB Vol. 2 9788126919734 ₹ 595.00

PB Set 9788126919741 ₹ 1190.00

eBook
Available

K.R. Gupta

M.A., Ph.D. He had been teaching postgraduate classes, and guiding research in the University of Jammu and Kurukshetra University



Statistics (2 Vols.)

Atlantic • 2014 • 1536 pp.

HB Vol. 1 9788126918843 ₹ 1795.00

HB Vol. 2 9788126918867 ₹ 1795.00

HB Set 9788126918881 ₹ 3590.00

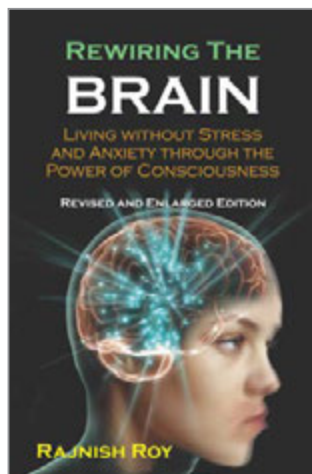
PB Vol. 1 9788126918850 ₹ 795.00

PB Vol. 2 9788126918874 ₹ 795.00

PB Set 9788126918898 ₹ 1590.00

eBook
Available

K.R. Gupta



Rewiring the Brain: Living without Stress and Anxiety Through the Power of Consciousness (Revised and Enlarged Edition)

Atlantic • 2018 • 352 pp.

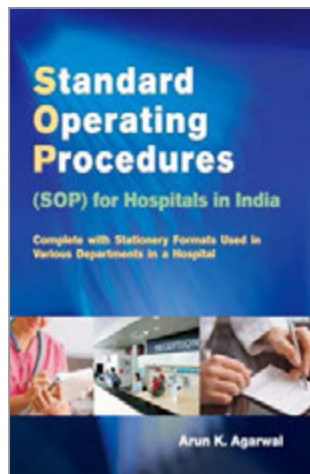
HB 9788126927180 ₹ 695.00

PB 9788126927197 ₹ 395.00

Rajnish Roy

India's ambassador to Turkmenistan. As a career diplomat, he also worked in Austria, Germany, Nepal, Afghanistan, Kenya, and with the Indian mission to the United Nations, Geneva.

This is not just another book on stress. It explores a daring and innovative path to accessing the power of consciousness as a more effective and lasting solution to tackle stress and emotional afflictions. Rewiring the Brain is a fascinating journey to the inner world of self—its constructs of emotions, thoughts and memories—to discover why one behaves the way one does. It outlines certain practical methods that slow down aging process, and enhance memory, attention span and emotional equilibrium. The book has a refreshingly open-minded approach, devoid of religious or mystical beliefs, and does not involve psychological escapes. Roy has made extensive use of research by neurologists and scientists to build his case and uphold his bold speculations. Rewiring the Brain is a brilliant endeavor to synthesize the latest research on human brain with the ancient disciplines of harnessing the power of consciousness, such as meditation and yoga. This revised edition contains objective and practical guidelines, which would further help the readers in achieving emotional equilibrium and tackling stress.



Standard Operating Procedures (SOP) for Hospitals in India: Complete with Stationery Formats Used in Various Departments in a Hospital

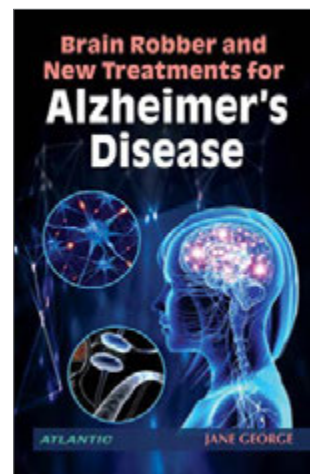
Atlantic • 2017 • 524 pp.

HB 9788126907762 ₹ 1750.00

Arun K. Agarwal

He graduated in Medicine (MBBS) from G.S.V.M. Medical College, Kanpur (UP) in 1973. After serving Government of UP, he served in Iran under Ministry of Health, Government of Iran.

Every medical facility tries to provide best possible services to its customers. Standard Operating Procedures (SOP) of various departments together constitute a hospital manual which significantly determines the performance of a hospital in practical terms. Thus, every hospital must prepare SOP in a way that it ensures consistency in working of varied departments on the one hand and enables to obtain best results in a cost-effective manner on the other. The present book will prove a useful aid in preparing SOPs. It is written keeping in mind the problems usually faced by middle and small size hospitals during the first few years of their operation. It not only lays down the basic duties and responsibilities of staff members, procedures and policies but also provides many sample stationery formats applicable to various departments. The standards laid down here are most common and easy to adopt by hospitals owing to their flexibility which enables their modification so as to suit one's needs, be it any department—OPD, IPD, Emergency, Investigation, Administrative, Accounts, etc.



Brain Robber and New Treatments for Alzheimer's Disease

Atlantic • 2016 • 302 pp.

HB 9788126922499 ₹ 995.00

PB 9788126922505 ₹ 495.00

eBook
Available

Jane George

Ph.D., Graduated in Clinical Psychology/ Neuropsychology, trained at Mayo Hospital, University of Minnesota, USA and Christian Medical College and Hospital, Vellore. She has also an additional postgraduate degree in Social Psychology and Experimental Psychology.

Neuropsychologists are trained to assess Alzheimer's disease and make differential diagnosis, especially differentiating between Major Depression and AD. The National Institute on Aging (NIA) is the lead agency for AD research at the National Institutes of Health (NIH). Thousands of scientists, voluntary organizations, and health care professionals are studying AD so that they can find ways to manage, treat, and one day prevent this horrendous disease. AD attacks the brain's neurons which are vital in producing the brain chemical or neurotransmitter called acetylcholine, associated with memory and learning. Two types of abnormal lesions clog the brains of Alzheimer's: Beta-amyloid plaques and neurofibrillary tangles.



How to Set Up A Hospital Along with SOPs

Atlantic • 2015 • 660 pp.
HB 9788126920952 ₹ 1995.00



Arun K. Agarwal

MBBS; DHA

He served Government of UP; Ministry of Health, Government of Iran; Planning Team of G.M. Modi Hospital at Saket, New Delhi

The book is based on the author's experience in the field of hospital planning and administration, and undertaking various hospital projects as a Hospital Consultant and Medical Administrator. It gives us standard operating procedures (SOPs) for some important departments, and provides guidance not only for setting up a new multispecialty hospital but also to run it profitably and follow all rules and norms set up by Government and various accreditation agencies. Nowadays, if you do not have accreditation, you may not be empanelled with companies engaged in medical insurance business. If not empanelled, it will be difficult to run the hospital profitably.

Also of interest :

Stroke Rehabilitation: A Functional Activity Based Approach

Atlantic • 2014 • 216 pp.
HB 9788126918546 ₹ 995.00



K. Hariohm

Physiotherapist with a Master's degree in neuro-physiotherapy.

R. Vasanthan

Professor, Oxford College of Physiotherapy, Bangalore.



A Textbook of Agricultural Extension Management

Atlantic • 2018 • 184 pp.
HB 9788126908745 ₹ 395.00
PB 9788126908752 ₹ 250.00

C. Karthikeyan

Ph.D. (Gold Medalist), is presently working as Associate Professor (Agricultural Extension) in the Department of Agricultural and Rural Management, Tamil Nadu Agricultural University, Coimbatore.

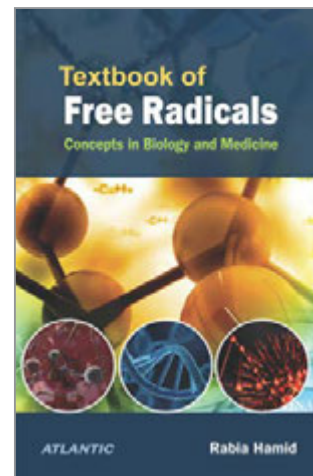
R. Sendilkumar

M.Sc. (Ag.), PG Diploma in Personnel Management and Industrial Relations, is presently working as Assistant Professor (Agricultural Extension) in the College of Cooperation, Banking and Management, Thrissur in Kerala Agricultural University.

D. Jaganathan

M.Sc. (Ag.), Ph.D., is presently working in the Centre for Agricultural and Rural Development Studies in Tamil Nadu Agricultural University, Coimbatore.

The present book deals with all the important dimensions of Agricultural Management—Management Process in Development Organizations, Development Programmes, Human Resource Planning, Management Techniques and Tools, Management of Information Systems, to name a few. It helps to enrich the managerial and technical skills of extension managers, scientists and administrators. Well supplemented with illustrations, questions for discussion and glossary, the book is comprehensive and easily accessible even to average readers for its simple language, lucid style and reader-friendly approach to the subject matter. While it serves as a textbook for students and teachers of Agriculture and Agri-business Management, it is a valuable reference source for all those concerned with Home Science, Veterinary Science, Rural Development, Social Work, Extension Education and other allied fields.



Textbook of Free Radicals: Concepts in Biology and Medicine

Atlantic • 2018 • 242 pp.
HB 9788126926435 ₹ 695.00
PB 9788126926589 ₹ 295.00



Rabia Hamid

Associate Professor in Biochemistry in the University of Kashmir, Srinagar.

The proposed book aims to give a detailed description of the biology behind the formation of free radicals, their scavenging in the body and their role in the progression of several chronic diseases like diabetes. There are seven chapters, each dealing with a particular topic on the subject. Chapter 1 is an introduction to free radicals. Antioxidant compounds and enzymes, and oxidation stress in diabetes have been taken up in chapters 2 and 3, respectively. Oxidation stress in inflammatory diseases, and in neurodegenerative diseases are dealt with in chapters 4 and 5. Chapter 6 takes up reactive oxygen species in cancer. Chapter 7 deals with plants as sources of antioxidants. The book is well written and includes illustrated diagrams where necessary. It will be useful for students and teachers of life sciences and medicine, and researchers in these fields.



Fishery Biology

Atlantic • 2017 • 340 pp.

HB 9788126922178 ₹ 1495.00

PB 9788126922185 ₹ 695.00

eBook
Available

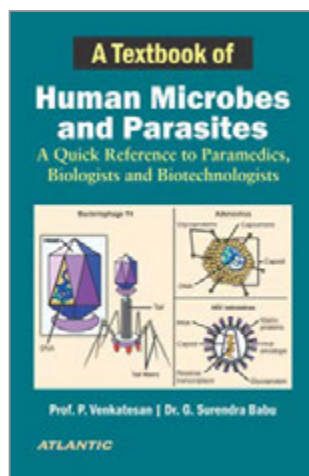
C.B.L. Srivastava

D.Phil., D.Sc., FNASc., is a veteran Indian ichthyologist internationally well known.

S. Srivastava

Head of the Department of Zoology, MM (PG) College, Modinagar (UP), is a gold medallist from University of Allahabad from where she obtained her D.Phil.

Fishery Biology is primarily intended to serve as both a textbook for the graduate/postgraduate courses and a reference book for researchers, teachers and fishery biologists. Teachers imparting advanced teaching will get contemporary view of the topics they teach in this area. It is also a much sought-after subject of specialization at PG level at Indian universities. Comprehensive treatment of fishery aspect of fish biology by Indian authors is hardly available in book form. It is one of the factors impeding the updating of syllabus. The book is intended to fill this void by bringing such topics as fish health, stress, growth, reproduction as well as management aspects of production, the economics of yield and marketing under its fold alongside fish biology topics concerning daily life of fish.



A Textbook of Human Microbes and Parasites: A Quick Reference to Paramedics, Biologists and Biotechnologists

Atlantic • 2016 • 184 pp.

HB 9788126922697 ₹ 595.00

PB 9788126922703 ₹ 295.00

eBook
Available

P. Venkatesan

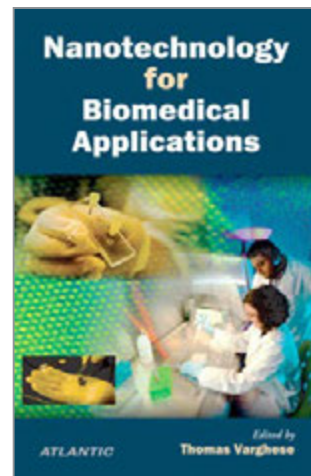
Ph.D., D.Sc.

Principal of Shri Academy for Paramedical Education, Chennai.

G. Surendra Babu

Senior Consultant Physician, Keerthana Nursing Home, T.V. Koil, Trichy, Tamil Nadu.

Human microbes are microorganisms that reside in human bodies, on or within tissues and biofluids, including the skin, mammary glands, seminal fluid, ovarian follicles, lungs, saliva, oral mucosa, conjunctiva, and gastrointestinal tracts. They include bacteria, fungi, and archaea. Human parasites are various protozoa and worms which may infect humans, causing parasitic diseases. Phenomenal growth of laboratories in recent times, with aseptic and hygienic conditions, has led to precise identification of microbes and parasites. In addition, the development in the disciplines of human microbes and human parasites has resulted in the contribution to scientific knowledge and human welfare in many other ways. The book is a study that deals with microbes and parasites that infect humans, the diseases they cause, as well as their diagnosis, prevention and treatment.



Nanotechnology for Biomedical Applications

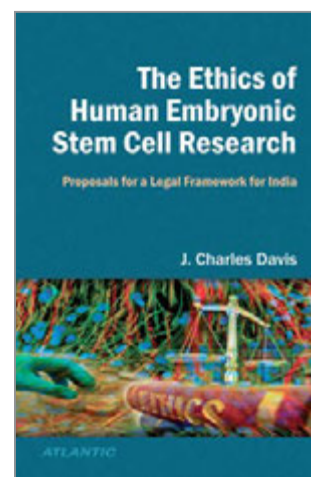
Atlantic • 2014 • 328 pp.

HB 9788126918751 ₹ 1495.00

eBook
Available

Ed. by Thomas Varghese

Associate Professor, Dept. of Physics, Nirmala College, Muvattupuzha, Kerala



The Ethics of Human Embryonic Stem Cell Research: Proposals for a Legal Framework for India

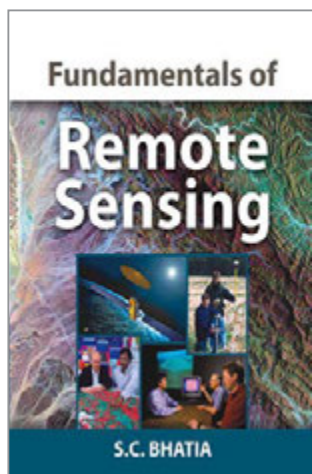
Atlantic • 2014 • 528 pp.

HB 9788126918706 ₹ 1995.00

eBook
Available

J. Charles Davis

Catholic Priest of the Diocese of Jammu-Srinagar; Consultant for Pastoral, Educational, Health and Social Projects

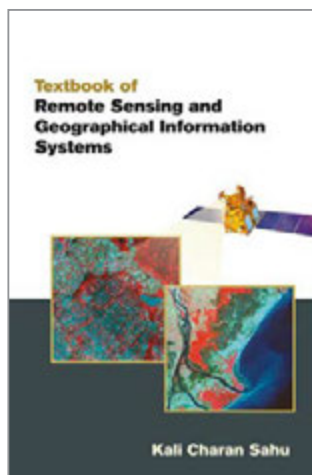


Fundamentals of Remote Sensing

Atlantic • 2018 • 552 pp.
HB 9788126909315 ₹ 1495.00

S.C. Bhatia

Chemical Engineer from BITS, Pilani and also an MBA, is a consultant on Environmental and Pollution Control, Energy Conservation and Polymer Sciences.

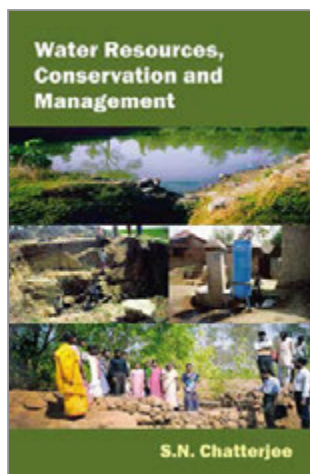


Textbook of Remote Sensing and Geographical Information Systems

Atlantic • 2018 • 512 pp.
HB 9788126909094 ₹ 1295.00
PB 9788126909100 ₹ 450.00

Kali Charan Sahu

Previously Head of the Department of Marine Sciences and Research Coordinator of Ocean Science & Technology Cell, Department of Ocean Development, Govt. of India, at Berhampur University, Orissa.



Water Resources, Conservation and Management

Atlantic • 2018 • 208 pp.
HB 9788126908684 ₹ 495.00

S.N. Chatterjee

Former Head of the Department of Social Studies and Rural Development (Palli Charcha Kendra), Visva Bharati, Sriniketan, took his M.A. degree in Geography from the Calcutta University and Ph.D. in Geography from the Visva Bharati, Santiniketan.

Water is a prime renewable national asset and a precious natural resource. It is essential for existence of life and is used for various purposes—domestic, agricultural and industrial. In order to solve the water problems, conservation and recycling of water should be made mandatory for all domestic, industrial and agricultural projects. Apart from priority to watershed development, rainwater harvesting and other appropriate conservation measures should be taken up to create awareness among the people so that their mindset, attitudes and habits change proactively and they adopt sustainable practices rather than wait for legislation and regulations. The book gives an up-to-date, systematic and scientific analysis of water problems and suggests measures to overcome these problems through effective water management. It will prove immensely useful to students, researchers, water resource managers, hydrologists and all those who are engaged or interested in any aspect of water conservation and management of water resources in the country.



Global Issues in Environmental Discourse

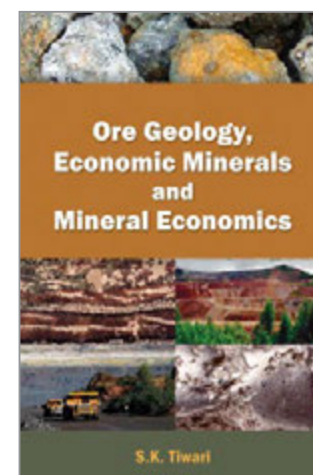
Atlantic • 2016 • 408 pp.
HB 9788126921591 ₹ 995.00

eBook
Available

Ashutosh Kumar

Assistant Professor in the department of history in Deshbandhu College, University of Delhi.

Post-Rio Earth Summit (1992), the debate on environment has moved beyond just science and scientific concerns. Today our understanding of environment has certainly become more scientific as well as more humane.



Ore Geology, Economic Minerals and Mineral Economics (2 Vols.)

Atlantic • 2014 • 776 pp.
HB Vol. 1 9788126914005 ₹ 1195.00
HB Vol. 2 9788126914012 ₹ 1195.00
HB Set 9788126914029 ₹ 2390.00
PB 9788126914036 ₹ 695.00

S.K. Tiwari

Associate Professor at U.G.C. Academic Staff College, Banaras Hindu University (BHU).



Life After Sixty: Secrets of Remaining Young

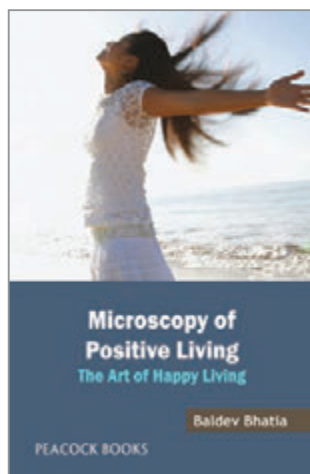
Peacock • 2016 • 112 pp.
PB 9788124803547 ₹ 175.00

eBook
Available

Dr. Sushil K. Jaiswal

M.B.B.S., F.A.O.S. (USA), F.C.I.P., F.C.G.P.,
M.R.S.H., F.R.S.H. (London); Senior Ear, Nose and
Throat Surgeon

This book has been written with an aim to make the evening of your life as rosy as your youth. It speaks about the 'fountain of youth', and discloses the secrets of remaining young. It explains how you can write your own destiny; how you can decrease your suffering and remain happy; how your lifespan is in your hands; and how you can alter it. It is not God Who decides your destiny or how long you will live. He has better things to do! The book discloses the power of your thoughts and tells how to control them and use them to your benefit. It discusses both the scientific as well as the spiritual aspects of human life and goes deep into the philosophy of human existence on earth. This book is not to be read like a novel. You will have to read between the lines to understand the secrets embedded in its depths to derive the maximum benefit from it. Some parts you may have to read over and over again to grasp the inner sense of its philosophy and use the book as a fitness manual rather than a story book.



Microscopy of Positive Living: The Art of Happy Living

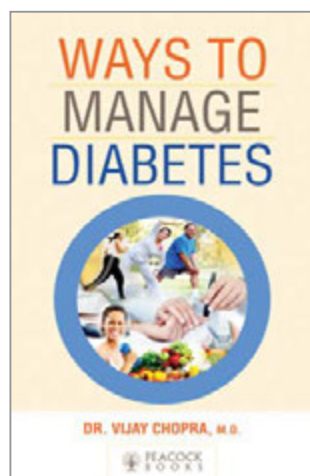
Peacock • 2015 • 224 pp.
PB 9788124803233 ₹ 395.00

eBook
Available

Baldev Bhatia

Renowned and world famous astrologer

The book highlights the importance of positive thinking in our life. It attempts to guide the readers to live happily by adopting a positive attitude and to see the brighter side of things even in tough situations, rather than being tense and worried which will only complicate matters.



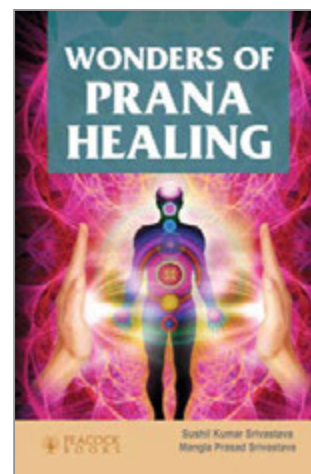
Ways to Manage Diabetes

Peacock • 2015 • 312 pp.
HB 9788124803523 ₹ 750.00
PB 9788124803370 ₹ 350.00

eBook
Available

Dr. Vijay Chopra

MD; AFISC, PCMS-1 (Ex)
Diabetologist and Cardiologist, Consultant Physician



Wonders of Prana Healing

Peacock • 2015 • 280 pp.
PB 9788124803356 ₹ 350.00

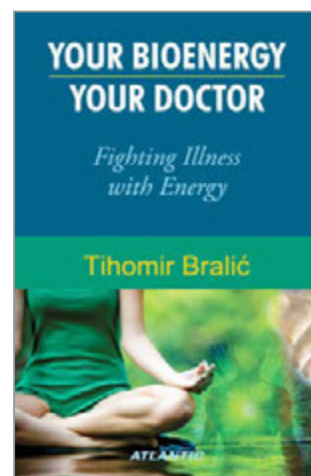
eBook
Available

Sushil Kumar Srivastava

He has studied different aspects of prana healing

Mangla Prasad Srivastava

Prashikshak (Trainer) from Patanjali Yogapeeth and
Divya Yog Mandir, Haridwar



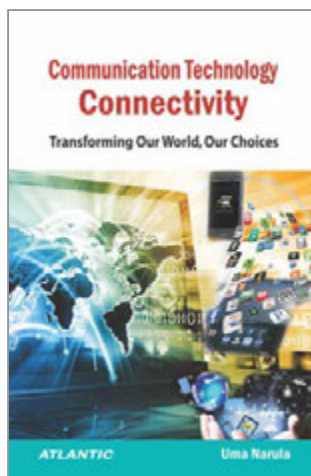
Your Bioenergy—Your Doctor: Fighting Illness with Energy

Atlantic • 2014 • 96 pp.
PB 9788126918836 ₹ 175.00

eBook
Available

Tihomir Bralic

Well-known Bioenergy therapist



Communication Technology Connectivity: Transforming Our World, Our Choices

Atlantic • 2018 • 418 pp.

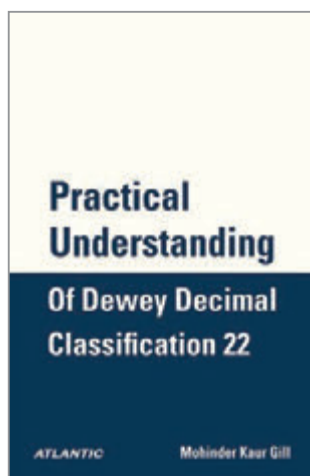
HB 9788126927166 ₹ 1095.00

PB 9788126927173 ₹ 495.00

Uma Narula

Ph.D. in Communication from the University of Massachusetts, Amherst USA.

Digital technologies and digital economy are the focus globally and in India in the current decade. It is an era of bio-modal technologies—the most disruptive technologies coexist with the digital-transient and even the traditional analogue technologies. Since technology scenario in any country is the interaction of financial resources available, technology accessible, and the political will and ideology, there are wide variations around the world in different countries. Disruptive technologies focusing on Connectivity, Convergence and Digitalization have created not just ripples, but also Three Waves of Technologies and Seven Communication Revolutions over time. These are transforming our choices tremendously; new technologies are becoming a way of life in work, leisure and entertainment. All of us are looking for what is new, innovating and satisfying technology. Futuristic trends in technologies from developing high speed international flights, hyperloop technologies, flying cars, autonomous cars, electric cars, space technologies missiles technology and nanotechnologies on one hand, and the robotics, artificial intelligence, machine learning, and mobile phone technologies with all their apps on the other, are creating different choices for us. The dynamics of mass media technologies and interpersonal communications, viz. economics, literacy, social change, technology and globalization are transforming human condition. New ideas, new models of communication, newer perspectives and new technologies through which communication is applied or practiced, have evolved and changed over time and that has changed its dynamics both in theory and practice. There is relevance and significance of dynamics of these communications in every walk of human life.



Practical Understanding of Dewey Decimal Classification 22

Atlantic • 2018 • 148 pp.

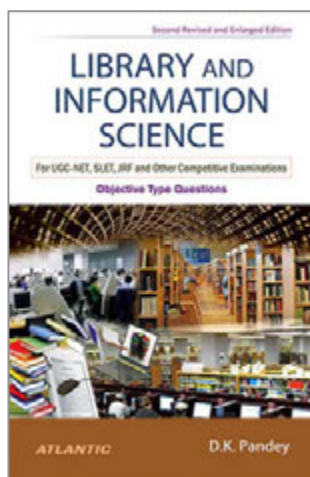
HB 9788126923786 ₹ 495.00

PB 9788126923793 ₹ 275.00

eBook Available

Mohinder Kaur Gill

M.A. (Political Science), M.Lib. & Inf. Science is serving as a librarian at Dev Samaj College for Women, Ferozepur, Punjab.



Library and Information Science for UGC-NET, SLET/JRF and Other Competitive Examinations (2nd Revised & Enlarged Edition)

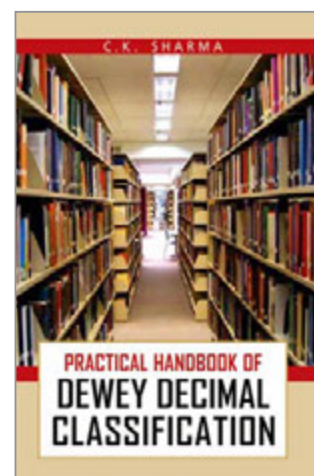
Atlantic • 2015 • 616 pp.

HB 9788126919512 ₹ 1495.00

PB 9788126919529 ₹ 595.00

D.K. Pandey

Assistant Librarian in Rajiv Gandhi University, Itanagar, Arunachal Pradesh.



Practical Handbook of Dewey Decimal Classification

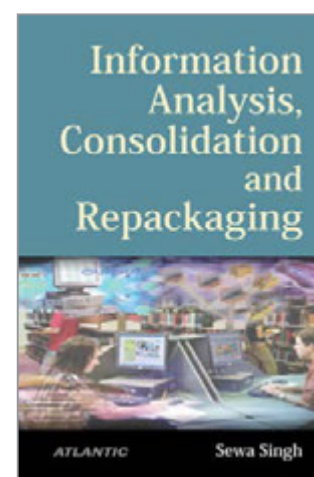
Atlantic • 2014 • 228 pp.

HB 9788126906116 ₹ 695.00

PB 9788126906123 ₹ 275.00

C.K. Sharma

Ph.D., is a known figure in the field of Library and Information Science.



Information Analysis, Consolidation and Repackaging

Atlantic • 2014 • 264 pp.

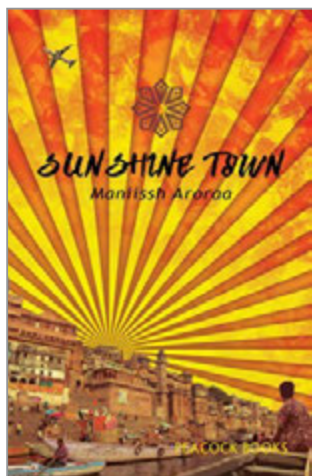
HB 9788126918614 ₹ 795.00

eBook Available

Sewa Singh

Ph.D. in Library & Information Science

This book covers all the aspects of information analysis, packaging, repackaging and consolidation so as to enable the students and working professionals to understand various steps, processes and methodologies.



Sunshine Town

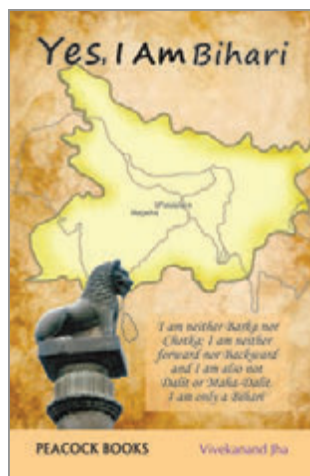
Peacock • 2018 • 194 pp.
PB 9788124804506 ₹ 250.00

eBook
Available

Maniish Arora

He is a published author and IT professional, living in Bangalore.

Shlok, a lanky teenager, a daydreamer, doesn't want much from his life. A dream to make his parents happy and affection of his neighbourhood sweetheart, Natasha. Though both are poles apart, their interests bring them close. Together, they experience new emotions. But, just when they are ready to acknowledge their feelings of love for each other, it is too late. The rapids of life set Shlok on an unexpected journey, and he realizes one can't always be in control of circumstances. Unable to crack an important entrance exam and geographical difficulties affecting his love life, Shlok's life goes through turbulent times. All the while, his faith in God ebbs and flows, but like a wave, it ends up breaking on the shore before returning to the sea. He is confronted with a perennial question—am I good enough for anything? Holding a mirror to himself, he is faced with a decision to give up on everything he thought was right for him. Set in Varanasi, a city in North India, during the late 90s, before the pervasiveness of technology, *Sunshine Town* is about the aspirations and emotional turmoil of being a teenager. This story deals with the themes of love, career, and personal fulfilment.



Yes, I Am Bihari

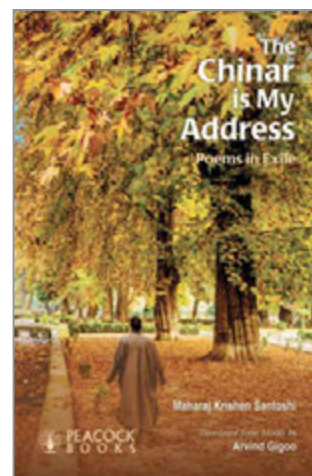
Peacock • 2016 • 272 pp.
PB 9788124803660 ₹ 250.00

eBook
Available

Vivekanand Jha

A well-known political thinker and a motivational speaker, he is a prolific writer, who has contributed hundreds of articles on national politics. His book *Delhi Beckons: RaGa for NaMo*, was launched by Shri Narendra Modi in vibrant Gujarat education summit.

The book portrays the saga of gory incidents which shook Mumbai in the wake of the students from Bihar and Uttar Pradesh having gone there to take the railway examination, were severely assaulted by the local goons, and sent back home without taking the railway examination. The book encapsulates a sincere longing for discovering an identity which must define the people of a particular state. Ironically, the book explores through the adventurous journey of Prabhash Chandra that such an identity significantly remains non-existent. 'Yes, I am Bihari' identity is a sacred discovery and intrinsic realisation of the central character of this novel, Prabhash Chandra throughout his roller coaster journey to Mumbai from Darbhanga district in Bihar. The book incisively explores the concepts of 'Marathi Asmita', 'Marathi Manos' and 'Bihari Asmita' in the light of the contemporary turbulent times where regional chauvinistic identity assumes the subterfuge for glorifying the Indian nationalism. 'Yes, I am Bihari' is a clarion call of Prabhash Chandra to his fellow brethren from Bihar to rise above the curse of caste syndrome and embrace the solitary identity of being 'Biharis' which alone is the magical mantra for transforming Bihar and making it a role model for the other states of the country as reflected in the Chief Minister's speech: "As Netajee Subhas Chandra Bose had said: 'Give me your blood, I will give you freedom'; I say with authority, give me your unstinted support, I will give you a transformed Bihar—a Bihar that will be a model for the other states and the model for the country and each 'Bihari' will be the role model for any Indian from outside our state."



The Chinar is My Address: Poems in Exile

Peacock • 2015 • 112 pp.
PB 9788124803363 ₹ 125.00

eBook
Available

Maharaj Krishen Santoshi

He did M.A. in English literature from the Punjab University.

Translator Arvind Gigoo

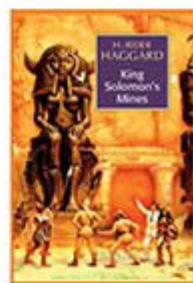
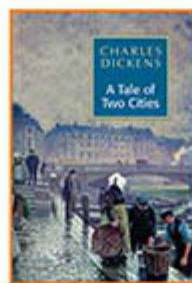
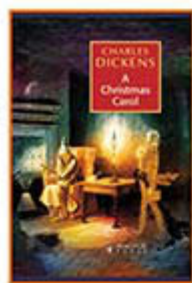
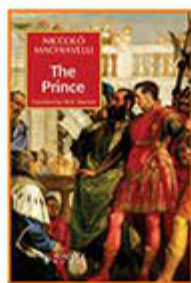
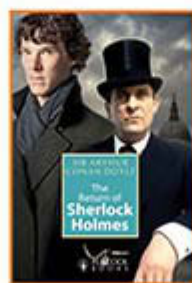
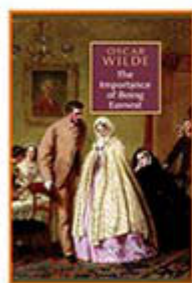
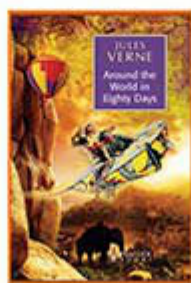
The Chinar is My Address: Poems in Exile contains English translation of fifty Hindi poems of Maharaj Krishen Santoshi. The translator, Arvind Gigoo selected the original poems from various Hindi poetry books authored by Santoshi. The poems in this anthology are about the pain of migration/exile. Kashmiri Pandits have been living hollow and miserable lives since 1990 when they were forced to flee from the beautiful valley of Kashmir. The poet himself is a victim of sorrow, torture and hopelessness inflicted upon him and others by displacement and exodus. The poems reflect the despair, angst and tragedy of the old, middle-aged, women, and children expressing the innermost feelings of a community affected by militancy, terrorism, political blunders and apathy of the rulers. The references to myths and historical happenings in the poems enhance the tragedy of existence of the exiles, their wounded sensibility, and nostalgia. The symbols and metaphors used in the poems mirror the uncertainty, pessimism and darkness of the soul as the migrants have been living in an alien land far away from their homeland. Some of the poems are allegorical in nature. At times the poet is a fabulist. In "The Hawk", the hawks are the persecutors, and the sparrows are the persecuted. "Ration Card" and "My Name" depict how these refugees have lost their identity in their own country. In "Minority", the poet says that he saved his life in the horrible atmosphere of death and decay in order to survive. The dream sequences in some poems are surrealistic in nature. "Monsoons in Pakistan" presents the innocence of a young girl; "The Hood" describes the horror of living in a hot climate; "Snow" reminds an old lady of her own house in Kashmir. The anthology is a significant contribution to the genre of Literature in Exile, perhaps for the first time in India.



PEACOCK BOOKS

An Imprint of Atlantic Publishers & Distributors (P) Ltd.

PEACOCK BOOKS brings to you the works of the great writers of the world like Shakespeare, Rudyard Kipling, Mark Twain, Charles Dickens, Thomas Hardy, Jane Austen, D.H. Lawrence and a host of other masters. The books are beautifully produced as per the international standards, with glossy covers and at prices that every one can afford. Complete, unabridged and authentic versions have been designed for easy reading, beautiful looks and are suitable for lasting collection.



OXFORD
UNIVERSITY PRESS

WILEY

CENGAGE
Learning

SAGE

Springer

Routledge
Taylor & Francis

CAMBRIDGE
UNIVERSITY PRESS

ELSEVIER

BLOOMSBURY
PUBLISHING

palgrave
macmillan

AP Academic Press
Trusted Scholarly Excellence

BAKER & TAYLOR

Pearson

The MIT Press

UNIVERSITY OF
CALIFORNIA
PRESS

YALE
UNIVERSITY
PRESS

PRINCETON
University Press

COLUMBIA
UNIVERSITY
PRESS

NYU Press

The University of
Chicago Press

facet
publishing

Fairchild
Books

HBS
PRESS

EDINBURGH
UNIVERSITY PRESS

BERG

EDWARD ELGAR
Publishing

CRC

Psychology
Press

THE POLICY
PRESS

Royal Society
of Chemistry

Focal
Press

ice
publishing

PRAEGER

VERSO

WOODHEAD
CHANDOS

HUMAN
KINETICS

ASHGATE
GOWER

GUILFORD
PRESS

polity

ROWMAN &
LITTLEFIELD

frontpage

INGRAM.

Bookazine

Bertrams

Gardners

PLUTO

ARTECH
HOUSE

Emerald
Books

RUPA

Samya

PENTAGON
PRESS

Mapin
Publishing

Seagull
BOOKS

Tulika
Books

zubaan

YODA
PRESS

Manas
Publications

Manas
Publications

WE
DISTRIBUTE

ATLANTIC

PUBLISHERS & DISTRIBUTORS (P) LTD

www.atlanticbooks.com

CORPORATE OFFICE

7/22, Ansari Road, Darya Ganj, New Delhi-110 002

Ph.: +91-11-4077 5252, 2327 3880, 2327 5880 Fax: +91-11-2328 5873

Email: orders@atlanticbooks.com

CHENNAI BRANCH

5, Nallathambi Street, Wallajah Road, Chennai – 600 002

Ph.: 044-6461 1085 • Mobile: +91 9445627797

Email: chennai@atlanticbooks.com

