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Today, more and more organizations are realizing the importance of practising ethics in their business dealings. And the engineering profession is no exception to this. For, any policy or practice that gives a go-by to professional ethics—which essentially entails fair and transparent dealings based on sound moral principles—cannot enjoy the confidence of the customer for long. It is in this context that a book on Professional Ethics is very significant. This systematically organized text opens with an introduction to Human Values and discusses, with great skill and expertise, the various approaches to the study of ethical behaviour, ethical theories, value-based ethics and the engineers' responsibility for

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safety and risk, collegiality and loyalty. Besides, the responsibilities of engineers in organizational setting, and global issues such as environmental ethics, computer ethics, and Intellectual Property Rights (IPRs) are also covered in this text. The Case Studies lend a practical orientation to the book, and the Review Questions sharpen the analytical skills of the students. This is a must have book for the students of engineering and management.

In the current market scenario, packaging provides the most important first point of contact by which a company presents its products to consumers. Though packaging has to perform functions such as product protection and preservation, it is now being accepted

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as a value addition process. This compact textbook is designed primarily for the undergraduate students of printing technology and mechanical engineering. The text introduces the concepts and techniques relevant to packaging of industrial, pharmaceutical and food products. It covers the package design concepts with emphasis on graphics and colours, as innovation in packaging is taking place at a rapid pace due to the competition among brands for shelf appeal and space. Besides, it also discusses importance of glass as a packaging material, label types and their design, bulk packaging and test procedures on package to evaluate its worthiness in distribution and storage. In the second edition, the book has been updated wherever necessary. Chapter 7 on “ Plastics

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and Speciality Packaging ” has been completely overhauled and split to introduce a new chapter on “ Package Finishing and Security (Chapter 8). Thus, in contrast to eight chapters of the previous edition, the book now comprises total nine chapters. Besides undergraduate students, this book will also be useful for diploma students of packaging, researchers and professionals in printing and packaging field. Key Features

- A Case Study lends a practical orientation towards the subject of study.
- Review questions, arranged in a graded manner, sharpen the analytical skills of the students.
- Solved problems reinforce the understanding of the subject.

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The primary focus of this book is on building up a conceptual framework for developing marketing strategies for the corporate enterprise. The book offers an insight into each facet of the marketer ' s role in relationship to an organization. It highlights the knowledge, the skills and the competencies necessary for marketers to succeed in today ' s competitive world, and bridges the gap between the theory of marketing and the realities of the high-tech market. This NEW edition includes comprehensive coverage of the funda-mentals of marketing and a discussion on market-

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ocused business strategy. It offers several case study scenarios that let students analyse decisions and practices of marketing wisdom. There is a series of chapter vignettes on contemporary issues in marketing. Chapter-end self-testing material includes a summary, numerous review questions and several discussion questions to help students understand the major concepts and tools of marketing. This book is primarily written for postgraduate students of Business Administration (MBA) for courses in Principles of Marketing/Marketing Management. This book can also be used to advantage by undergraduate students of Business Administration (BBA) for courses in marketing, and by students of engineering where an elective course on Marketing Management is

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What does it mean to live and die in relation to other animals? *Animal Intimacies* posits this central question alongside the intimate—and intense—moments of care, kinship, violence, politics, indifference, and desire that occur between human and non-human animals. Built on extensive ethnographic fieldwork in the mountain villages of India's Central Himalayas, Radhika Govindrajan's book explores the number of ways that human and animal interact to cultivate relationships as interconnected, related beings. Whether it is through the study of the affect and ethics of ritual animal sacrifice, analysis of the right-wing political project of cow-protection, or examination of

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Villagers' talk about bears who abduct women and have sex with them, Govindrajan illustrates that multispecies relatedness relies on both difference and ineffable affinity between animals. *Animal Intimacies* breaks substantial new ground in animal studies, and Govindrajan's detailed portrait of the social, political and religious life of the region will be of interest to cultural anthropologists and scholars of South Asia as well.

Bridging the gap between theory and practice, *ENGINEERING ETHICS, Fifth Edition*, will help you quickly understand the importance of your conduct as a professional and how your actions can affect the health, safety, and welfare of the public. *ENGINEERING ETHICS, Fifth Edition*, provides dozens of diverse

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Engineering cases and a proven and structured method for analyzing them; practical application of the Engineering Code of Ethics; focus on critical moral reasoning as well as effective organizational communication; and in-depth treatment of issues such as sustainability, acceptable risk, whistleblowing, and globalized standards for engineering. Additionally, a new companion website offers study questions, self-tests, and additional case studies. Available with InfoTrac Student Collections

<http://gocengage.com/infotrac>.

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personal, organizational and
corporate standards of behaviour
expected of professionals

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