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Accounting

Environmental Accounting: Concepts and Practices
 Forensic Accounting and Financial Frauds - Volume I
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 Activity Based Costing - Concepts and Cases
 Accounting Standards in India: Towards Convergence
 The New World of Accounting: Concepts and Cases
 Accounting Frauds - Occurrence and Deterrence
 Total Cost of Ownership - An Introduction
 Accounting Standards - Towards Harmonization and Convergence
 Finance and Accounting Outsourcing - An Introduction
 Forensic Accounting: An Introduction
 New Vistas in Accounting - Vol.III
 ABC of Activity-Based Costing - Concepts and Experiences
 Ethics in Accounting: Global Cases and Experiences
 Accounting Standards-Vol.XI
 New Vistas in Accounting - Vol.II
 Accounting Standards Vol.X
 Accounting Standards Vol.IX
 Accounting Standards Vol.VIII
 Accounting Standards Vol.VII
 Accounting Standards Vol.VI
 New Vistas in Accounting - Vol.I
 Accounting Standards Vol.V
 Accounting Standards Vol.IV
 Accounting Standards Vol.III
 Accounting Standards Vol.II
 Accounting Standards Vol.I

Advertising and Media

Women in Advertising: Changing Perceptions
 Managing Emotional Appeal in Advertising - Concepts and Cases
 Advergaming and Ingame Advertising - An Introduction
 Radio as an Advertising Medium - Riding the Wave
 Media Ethics - Global Dimensions
 Advertising Industry - Trends and Regulations
 In-Film Advertising: Brand Positioning Strategy
 Indian Film Industry - Some Perspectives
 Global Film Industry: Trends and Cases
 Internet Advertising - An Introduction
 Media Planning - From Recency to Engagement
 Television Medium : Trends and Cases
 Advertising Agencies: Trends and Cases
 Advertising - Innovative Media Options
 Reinventing Advertising: The New Reality
 BLOGS: Emerging Communication Media
 Media Convergence: Issues and Experiences
 Media Planning - Concepts and Experiences
 The Changing Face of Advertising
 Celebrity Endorsements: Perspectives and Cases
 Public Relations - Concepts and Cases
 Corporate Communication - Concepts and Cases
 Advertising - Concepts and Cases - Vol.II
 Media Management: Emerging Trends
 Advertising - Trends and Cases
 Media and Entertainment: Social Impact

Agriculture

Issues in National and International Agriculture
 Agribusiness - Transforming Indian Agriculture
 Alternative forms of farming in India
 Organic Farming: A Global Perspective
 Marketing of Organic Products: Global Experiences
 Agricultural Risks Management - Challenges and Strategies
 Contract Farming - International Experiences
 India's Agricultural Trade - Challenges and Opportunities
 Bt Cotton in India: An Introduction
 Agricultural Subsidies: Perspectives and Issues
 Contract Farming in India - An Introduction
 Global Food Security - An Introduction
 Agricultural Prosperity: The Road Map
 Agri Informatics: An Introduction
 Corporate Agribusiness - Concepts and Cases
 Genetically Modified Foods: An Introduction
 Indian Agriculture - Issues and Perspectives

The Agronomy and The Economy of Cardamom: The Queen of Spices
 E-Agriculture: Concepts and Applications

Banking

Indian Banking : Recent Reforms And Regulations
 Efficiency of Commercial Banks in Backward Region
 Consolidation in the Banking Industry: Global Perspective
 Co-operative Banking - Indian and Global Perspectives
 Innovations in Banking: Some new concepts and cases
 Customer Management in Retail Banking
 IUP Series on Risk Management in Banks: Current Developments
 RBI and financial reforms
 Global Banking- Emerging Trends
 Pricing and Branding of Financial Products - The Road Ahead
 Banking and The Law - A User's Manual
 Efficiency in Commercial Banks - A Global Perspective
 Internet Banking: Multi-Dimensional Perspectives
 Banking Reforms in China: Changing Horizon
 Financial System Stability : Asian Perspectives
 The Icfai University Press on Retail Banking: An Introduction
 Credit Cards - Issues and Perspectives
 Asset Liability Management in Banks: Emerging Challenges
 Social Banking: Perspectives and Experiences
 Marketing in Banks - Concepts and Approaches
 Indian Banking: The New Vision
 Indian Commercial Banking - The New Dynamics
 Financing of Small and Medium Enterprises (SMEs): Indian and Global Scenario
 NPAs in the Banking System: Trends and Challenges
 Customer Service in Indian Banks - An Overview
 Towards Better Working Capital Management
 Indian Banking in the 21st Century - Emerging Perspectives
 Bank Mergers - The Indian Scenario
 Bank Mergers - The Global Scenario
 New Trends in Banking
 Mergers in the Banking Industry: A Global Perspective
 Cash to Plastic: Issues and Perspectives
 Risk Measurement and Management in Banks
 Universal Banking: Global Perspectives
 Bancassurance - Trends and Opportunities
 Asset-Liability Management in Banks: Concepts and Cases
 Banking in European Union
 US Banking: Strategic Issues
 Innovations in Banks
 The Rise and Fall of Global Trust Bank
 US Banking: Emerging Trends
 Banking: The New Challenges
 Frauds in Banks
 Banking - The Changing Landscape
 Asset Reconstruction Companies - Concepts and Country Experiences
 Indian Banking - Emerging Issues
 Indian Banking - Strategic Issues
 Banking Reform and Restructuring - Country Experiences
 Banking Reform and Restructuring: An Introduction
 The New Basel Accord - Implementation Perspectives
 Banking Crises in Europe: Country Experiences
 BECON 2002 - Vol.VI - Technology
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 Islamic Banking - Cases and Profiles
 Corporate Governance in Banks - An Introduction
 The New Basel Accord
 Global Banking - Asia Pacific Region
 Islamic Banking - An Introduction
 Management of Investment Banks - Advanced Topics
 Managing IPOs - The Role of Investment Bankers

Managing Investment Banks - Marketing the Services
 Indian Banking System - The Changing Scene
 Managing Investment Banks - An Introduction
 Retail Banking - Emerging Trends
 Banking Strategy - Vol. II
 Banking Strategy - Vol. I
 Bank Credit - Emerging Trends
 Risk Management in Banks
 Banking and Financial Services
 Banking in the New Millennium
 Role of Central Banks in Supervision and Regulation
 Indian Rural Banking - Changing paradigm

BPO and Outsourcing

IUP Series on Voice Based BPOs: HRM Practices
 Engineering Services Outsourcing: Emerging Trends
 Business Process Outsourcing - Growth and Country Experiences
 Multisourcing - Concepts and Applications
 Business Transformation Outsourcing - An Introduction
 The Icfai University Press on Business Process Outsourcing - Concepts and Perspectives
 BPOs: An Emerging Paradigm
 Performance Management in Call Centres - An Introduction
 Business Process Outsourcing - The Indian Experience
 Human Resources Outsourcing - An Introduction
 Business Process Outsourcing - Vol.II - An Indian Perspective
 Business Process Outsourcing - Vol.I

Brand Management

Brand Building: New Dimensions
 Emotional Branding - An Introduction
 Branding Services - Indian Perspective
 Commodity Branding: Concepts and Cases
 Branding Services - Global Perspectives
 Brand Portfolio Management - Concepts and Applications
 Brand Extensions - Concepts and Cases
 Branding-Paradigms and Prognostications
 India - The Emerging Brand
 Brand India - An Evaluation
 Total Brand Management - An Introduction
 New Age Branding - Concepts and Cases: II
 Brands and Firebrands - Insights from Experts
 New Age Branding - Concepts and Cases
 Brand Management - Perspectives and Practices
 Global Brands

Branding

Rebranding: Concepts, Cases and Applications
 Brands In Retailing - Trends, Opportunities and Challenges
 Lifestyle Products and Brands: Concepts and Cases
 Brand Alliances - New Models of Networking
 Destination Branding: An Introduction

Business and finance specials

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 US Subprime Market - Evolution, Growth and Crisis
 Management of NPAs - Country Experiences
 Behavioral Finance - An Introduction
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 Proceedings of the International Conference, 2004 on Business & Finance – Vol. VI (International Finance and Asset Pricing)
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 Proceedings of the International Conference, 2004 on Business and Finance – Vol. II (Capital Markets)
 Proceedings of the International Conference, 2004 on Business and Finance – Vol. III (Corporate Finance)

Proceedings of the International Conference on Business and Finance – Vol. IV
 Financial Markets - Emerging Scenario
 Proceedings of the International Conference on Business and Finance - Vol. I
 Proceedings of the International Conference on Business and Finance - Vol. III
 Proceedings of the International Conference on Business and Finance - Vol. II

Business Strategy

Cisco's Growth and Business Strategy
 Microsoft Way: A Growth Strategy
 Outward Foreign Direct Investment: Issues and Perspectives
 IUP on Dell Business Strategy: Growth and Success
 Google's Growth: A Success Story
 Co-opetition and Strategic Collaboration: The New Age Business Strategy
 The Value Chain Revolution

Capital Market

Reflections on Free Market: Economy, Capital Markets, Banking, Forex Markets and Governance
 Collateralized Debt Obligations - An Introduction
 Credit Derivatives: Effective Credit Risk Management Tools
 Commodities Market - An Introduction
 New Financial Instruments - An Introduction
 Indian Financial Markets - Emerging Scenario
 Financial Markets and Institutions - The Changing Landscape
 Financial Bubbles
 Indian financial Markets - The Regulatory Framework
 Real Options: Concepts and Applications
 Weather Derivatives - An Introduction
 Global Financial Markets - An Introduction
 Indian Financial Markets: An Introduction - Vol.I
 Advanced Portfolio Management
 Global Bond Markets: Trends and Issues
 Credit Derivatives - An Introduction
 Portfolio Management - Basic Issues
 Portfolio Structuring
 Portfolio Optimization
 Bond Valuation and Analysis - Vol.II
 Bond Valuation and Analysis - Vol.I
 Equity Valuation and Analysis - Vol.II
 Equity Valuation and Analysis - Vol.I
 Financial Derivatives: Options
 Indian Money Markets - An Introduction
 Global Financial Markets - Issues and Perspectives
 Financial Markets and Services - Emerging Trends
 Derivatives Market
 Financial Derivatives - Swaps and Futures
 Equity Markets - A New Paradigm
 Debt Markets - New Horizons
 Financial Services - E-Business Series

Case Study Collection

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 Case Studies on Market Entry Strategies - Vol. I
 Case Studies on Competitive Strategies - Vol.I
 Case Studies on Competitive Strategies - Vol.II

Consumer Behaviour

Consumer Behavior: Effective Measurement Tools
 Indian Consumers - Emerging Trends
 Consumer Behavior: Approaches and Applications
 The Indian Consumer - A Changing Profile
 Consumer Behavior: Implications for Marketing Strategies
 Consumer Behavior - Emerging Trends and Issues

Corporate Finance

Shareholder Activism: An Emerging Paradigm
 Corporate Governance and Sarbanes Oxley Act: An Introduction
 Innovations in Financial System
 The New World of Derivatives
 Financial Strategy - An Introduction
 Financial Strategy - Policy Issues
 Bankruptcy Financing - An Introduction
 Revenue Recognition in Financial Statements - An Introduction
 Effective CFO - Roles and Responsibilities
 Corporate Restructuring - Concepts and Cases
 Shareholder Value Creation - Concepts and Cases
 Corporate Finance - Research Insights
 Corporate Finance - Vol.VI - Concepts and Cases
 Capital Restructuring - Concepts and Cases
 Corporate Finance - Vol.V - Concepts and Cases
 Financial Services
 Economic Value Added - Concepts and Cases
 Financial Intermediation - Basic Issues
 Corporate Finance - Vol.III
 Corporate Finance - Vol.IV
 Company Valuation - A Strategic Approach
 Corporate Financial Management Vol III
 Corporate Finance Vol.II
 Corporate Financial Management Vol. II
 Corporate Financial Management Vol. I
 Corporate Finance Vol. I
 Financial Management

Corporate Social Responsibility

Corporate Social Responsibility in India: Past, Present and Future
 Green Business: An Introduction
 Promoting Sustainable Livelihoods: Concepts and Approaches
 Kyoto Protocol: Socio-Economic Impact
 Sustainability Reporting - Concepts and Experiences
 Corporate Philanthropy - A Win-Win Model
 Business Frontiers: Social Responsibility, Sustainable Development and Economic Justice
 Corporate Philanthropy - Global Experiences
 Corporate Citizenship: The Social Aspects
 Corporate Social Responsibility: Sustainable Supply Chains
 Representations of Social Responsibility - Vol.I
 Representations of Social Responsibility - Vol.II
 International Dimensions of Corporate Social Responsibility - Vol.I
 International Dimensions of Corporate Social Responsibility - Vol.II
 Corporate Social Responsibility - Cases
 Corporate Social Responsibility - Contemporary Insights
 Corporate Social Responsibility - The Environmental Aspects
 Corporate Social Responsibility - Concepts and Cases

Currencies

The Future of the Dollar
 Currency Market Derivatives
 Devaluation - Concepts and Cases
 Dynamics of Exchange Rates - Concepts and Cases
 Dollarization - Concepts and Cases
 Euro-Issues and Challenges

Customer Relationship Management

Customer Service In Airline Industry
 The Icfai University Press on Customer Retention Management - Concepts and Applications
 Customer Loyalty Programs - Trends and Experiences
 CRM Implementation: A Strategic Approach
 CRM: A Strategic Approach
 Customer Experiential Marketing: Concepts and Cases
 Partner Relationship Management - An Introduction
 Service Lifecycle Management - Transforming the After-Sales Service
 CRM: Case Studies
 Implementation of CRM in services: Concepts and Cases
 CRM in Services Sector - A Practical Approach
 CRM in Telecom: Concepts and Cases
 Understanding CRM: Present and Future
 eCRM - Concepts and Cases
 CRM in Insurance - An Introduction
 CRM in Travel and Tourism: Concepts and Cases
 CRM in Banking: Concepts and Cases
 Effective CRM - Concepts and Applications
 CRM - The New Face of Marketing

E-Business/E-Gov/E-Learning

The Icfai Dictionary of E-business Terms
 Internet Collaboration: An Introduction
 E-Business - Emerging Models, Strategies and Practices
 Web Services - Industry Applications
 E-Finance - Vol. II
 E-Healthcare - Concepts and Cases
 Digital Business - An Introduction
 E-Procurement - Concepts and Cases
 E-Government - Concepts and Cases
 E-Learning and Technology - New Opportunities in Training and Development
 E-Learning-Concepts and Cases
 Managing E-Business
 E-Finance - Vol.I
 Mobile Business - Emerging Trends
 E-Government - The New Revolution
 E-Banking - Global Perspectives
 E-Business - Organizing for Success
 E-Marketing - The Emerging Trends
 Software and Services
 E-tailing Vol. II
 E-tailing Vol. I
 Portals
 Planning e-Business for Competitive Advantages

Economics

Urbanization - Insights and Experiences
 Prosperity Index: An Introduction
 Gender Equality - Economic Implications
 Africa and Globalization
 Investment in Art: A New Asset Class
 Contemporary Trends in Corporate Budgeting

Economy

Economic Sovereignty and Global Capital Flows
 India and Japan: Economic and Strategic Partnership
 National Happiness-Thinking Beyond Gdp
 Health Economics: Concepts and Experiences
 Preferential Trade Agreements: Global Experiences
 Economic Integration - New Global Dynamics
 Dynamics of rural labor market
 Selected Essays in Macroeconomics: A Study
 Global Exports: An Overview
 Issues and Experiences in Service Sector Growth
 IUP Series on FDI Inflows in India and China - Sectoral Experiences
 Public-Private Partnership and Health Sector - Challenges and Opportunities
 Security of Maritime Trade: New Dimensions
 Case Studies on Growth : Exploring and Exploiting New Avenues
 Public-Private Partnerships: A New Paradigm
 Tobacco Consumption: Socio-Economic Implications
 Marriage and Migration: Socio-Economic Implications
 Millennium Development Goals: Country Perspectives
 India's Northeast Economy: Problems and Prospects
 Singapore Economy - An Overview
 Globalization and Income Inequality: Cross Country Experiences
 Emerging Trends in Tourism

Economic Effects of an Australia-China FTA - Challenges and Opportunities for Bilateral Trade Policy
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 Power Sector Reforms in Developing Countries
 Social Security: Paradigm Shift
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 Growth, Inequality and Poverty: Perspectives and Insights
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 Global Economic Trends and South Asia
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 US Trade Deficit: Some Insights
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 GDP Estimation: The Need for a Relook
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 Foreign Institutional Investments: Perspectives and Experiences
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 Economic Reforms In India : An Appraisal
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 Japanese Economy - Growth, Decline and Recovery
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 China and The WTO - Some Reflections
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 International Trade and WTO
 Global Conglomerates

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 Indo-US Economic Relations - Then and Now
 Re-emerging India - A Global Perspective
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 Foreign Direct Investment in India
 Housing Finance in India
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 Trade Policies in India: The New Agenda
 Vision 2020-What India Can Be, and How to Make that Happen
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 Indian Economic Miracle: The Agenda for Achieving 8% Growth Rate
 Uncaging the Tiger: Industry Sector Reforms
 Transformation of Indian Economy: Manmohan to McKinsey Vol.II
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Perspectives on Inclusive Growth in India
 Demographic Dividend: Concepts and Experiences
 J-Curve - Experiences of Different Countries: Issues in Economic Development
 The Employment Paradox
 Inflation Targeting - Issues in Economic Development
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 Education and Development - Issues in Economic Development
 Technology and Poverty - Issues in Economic Development
 Poverty - Issues in Economic Development
 Economic Liberalization and Trade - Issues in Economic Development
 Issues in Economic Development - Education and Human Capital

Economy: World

Economic Downturns - Lessons from Country Experiences
 Community Investing
 Dubai Economy: Insights
 Global Warming: Significance and Impact
 Migration and Remittances in Developing Countries
 Women s Participation in Rural Development: Emerging Trends in Developing Countries
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 Asian Economic Crisis - Perspectives and Implications
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 Business Cycles - Country Experiences
 Sri Lankan Economy: Policies and Achievements
 China's Globalization - An Introduction
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 International Trade - An Introduction
 Japan - In Search of a New Paradigm
 Japan s Global Companies
 Chinese Odyssey Mao to Market

Education

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 Leadership for Institution Building in Education
 Higher Education - Emerging Trends
 Higher Education in India: Quality Perspectives
 Secrets of Good Teaching
 Towards Achieving Excellence in Teaching and Learning - Some Thoughts
 Reconstruction of Higher Education in India
 Changing Teacher Behaviour through Feedback
 Education and Rural Development
 Management of Change in Education
 Technical Education - Current Status and Future Directions - Vol.I
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 Technical Education - Current Status and Future Directions - Vol.III
 The Challenge of Education
 Issues in Higher Education - Vol. I
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Enterprise IT

Business Intelligence Implementation: Issues and Perspectives
 Enterprise Architecture - An Introduction
 Business Activity Monitoring - An Introduction
 Real-Time Enterprise - An Introduction
 Agile Enterprise - An Introduction
 IT-Enabled Manufacturing
 Enterprise IT-Emerging Landscape
 Virtual Enterprise - An Introduction
 Enterprise Software - An Introduction
 New Age Enterprise IT
 Decision Support Systems: Concept and Cases
 Web Services - Concepts and Cases
 ERP - New Insights
 IT-Enabled Enterprise Asset Management
 Wireless Enterprise-Concepts and Cases
 Enterprise Application Integration: An Introduction
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 IT and Systems Vol.I
 IT Infrastructure

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 Corporate Entrepreneurship: Strategic Imperative for Growth
 Venture Capital Industry - An Introduction
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 Entrepreneurial Development - An Introduction
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 Medical Ethics: Issues and Implications
 Case Studies on Business Ethics and Corporate Governance- Promoting Social Responsibility
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 Business Ethics - Perspectives and Cases
 Spirituality in the Workplace
 Corporate Governance - The Current Crisis and the Way Out
 Spirituality, Ethics and the Meaning of Work: A Philosophical Perspective
 Corporate Governance in Emerging Markets - Vol.I
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 Boards and Governance - The New Agenda
 Business Ethics and Corporate Governance - Vol. I
 Corporate Governance - Principles and Paradigms

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 Socially Responsible Investing: Perspectives and Country Experiences
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 Global Stock Exchanges: The Dawn of a New Era
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 Indian Financial System: Emerging Trends
 Global Capitalism: The Road Ahead
 Household Savings: Perspectives and Country Experiences
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 Creative Accounting - Concepts and Cases
 Advanced Trading Strategies In Options
 Financial Inclusion: Concepts and Strategies
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