

## Hmt By Senthil

Smart Intelligent Computing and Applications  
F&S Index International  
Annual  
Engineering Applications of Nanotechnology  
Press in India  
Glucose Sensing  
Dynamic Vision for Perception and Control of Motion  
A Textbook of Strength of Materials  
Indian Society : For Civil Services Main Examination GS Paper I  
Genetic Enhancement of Crops for Tolerance to Abiotic Stress: Mechanisms and Approaches  
Hole-Making and Drilling Technology for Composites  
Cryptography Made Simple  
Advances in Micro and Nano Manufacturing and Surface Engineering  
Fundamentals of Gas Dynamics  
Information, Communication and Computing Technology  
Basic Of Heat & Mass Transfer (Up)  
Pure and Functionalized Carbon Based Nanomaterials  
Advances in Materials and Metallurgy  
Formwork for Concrete Structures  
Advanced Manufacturing and Materials Science  
Heat And Mass Transfer (Two Colour)  
Biocontrol of Lepidopteran Pests  
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Recent Advances in Mechanical Engineering  
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Heat & Mass Transfer 2E  
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Topics in Igneous Petrology  
India Major

Manufacturers

## **Smart Intelligent Computing and Applications**

Brand Vinci decodes the concept of branding here and now, with a fresh and unique perspective. The decoded facets are practical and useful not only to marketing professionals but also to entrepreneurs, B-school students and could also be highly applicable to one's own personal life. Written by a brand practitioner and corporate trainer and based on interactions with marketing professionals during workshop and client engagements, this book demystifies branding concepts for brand owners, managers and students.

## **F&S Index International Annual**

Reports for 1958-1970 include catalogues of newspapers published in each state and Union Territory.

## **Engineering Applications of Nanotechnology**

Abiotic stresses such as drought (water deficit), extreme temperatures (cold, frost and heat), salinity (sodicity) and mineral (metal and metalloid) toxicity limit

productivity of crop plants worldwide and are big threats to global food security. With worsening climate change scenarios, these stresses will further increase in intensity and frequency. Improving tolerance to abiotic stresses, therefore, has become a major objective in crop breeding programs. A lot of research has been conducted on the regulatory mechanisms, signaling pathways governing these abiotic stresses, and cross talk among them in various model and non-model species. Also, various 'omics' platforms have been utilized to unravel the candidate genes underpinning various abiotic stresses, which have increased our understanding of the tolerance mechanisms at structural, physiological, transcriptional and molecular level. Further, a wealth of information has been generated on the role of chromatin assembly and its remodeling under stress and on the epigenetic dynamics via histones modifications. The book consolidates outlooks, perspectives and updates on the research conducted by scientists in the abovementioned areas. The information covered in this book will therefore interest workers in all areas of plant sciences. The results presented on multiple crops will be useful to scientists in building strategies to counter these stresses in plants. In addition, students who are beginners in the areas of abiotic stress tolerance will find this book handy to clear their concepts and to get an update on the research conducted in various crops at one place

**Press in India**

As nanotechnology has developed over the last two decades, some nanostructures, such as nanotubes, nanowires, and nanoparticles, have become very popular. However, recent research has led to the discovery of other, less-common nanoforms, which often serve as building blocks for more complex structures. In an effort to organize the field, the Handbook of Less-Common Nanostructures presents an informal classification based mainly on the less-common nanostructures. A small nanotechnological encyclopedia, this book: Describes a range of little-known nanostructures Offers a unifying vision of the synthesis of nanostructures and the generalization of rare nanoforms Includes a CD-ROM with color versions of more than 100 nanostructures Explores the fabrication of rare nanostructures, including modern physical, chemical, and biological synthesis techniques The Handbook of Less-Common Nanostructures discusses a classification system not directly related to the dimensionality and chemical composition of nanostructure-forming compounds or composite. Instead, it is based mainly on the less-common nanostructures. Possessing unusual shapes and high surface areas, these structures are potentially very useful for catalytic, medical, electronic, and many other applications.

### **Glucose Sensing**

Ecology has long been shaped by ideas that stress the sharing of resources and the competition for those resources, and by the assumption that populations and

communities typically exist under equilibrium conditions in habitats saturated with both individuals and species. However, much evidence contradicts these assumptions and it is likely that nonequilibrium is much more widespread than might be expected. This book is unique in focusing on nonequilibrium aspects of ecology, providing evidence for nonequilibrium and equilibrium in populations (and metapopulations), in extant communities and in ecological systems over evolutionary time, including nonequilibrium due to recent and present mass extinctions. The assumption that competition is of overriding importance is central to equilibrium ecology, and much space is devoted to its discussion. As communities of some taxa appear to be shaped more by competition than others, an attempt is made to find an explanation for these differences.

### **Dynamic Vision for Perception and Control of Motion**

This book describes in a comprehensive manner latest studies conducted by various research groups worldwide focusing on carbon and related nanomaterials. Fourteen chapters of this book deal with a number of key research topics and applications of pure and functionalized carbon nanomaterials and their hybrid nanocomposites. Specifically, the authors have presented interdisciplinary investigations including: (i) carbon nanoparticles and layers synthesis, (ii) analytical aspects of carbon nanomaterials and their characterisation under different conditions as well as (iii) various applications of carbon nanoparticles.

They have reported and summarised key applications of carbon particles or nanoobjects in pharmacy, biomedicine, agriculture and food industry, water treatment, physicochemical analysis, optoelectronics, electronic and magnetic materials for supercapacitors or radar adsorbing materials, tribology, chromatography, electrophoresis, bioanalysis, nanobiocatalysis, biofuels production as well as environmental remediation.

### **A Textbook of Strength of Materials**

This volume describes the various applications of entomopathogenic soil microorganisms in the management and control of the devastating lepidopteran pest. An introduction describes the insecticidal properties of viruses, bacteria, fungi, nematodes and their metabolites, as well as their applications in the context of crop improvement. Subsequent chapters focus on topics such as insecticidal proteins; the role of nucleopolyhedroviruses; Bt toxins and their receptors; control of lepidopterans using entomopathogenic fungi; management of cotton defoliators; and sustainable use of entomopathogenic nematodes and their bacterial symbionts. An overview of culture collections of entomopathogenic microorganisms rounds out the volume.

**Indian Society : For Civil Services Main Examination GS Paper I**

Beneficial Microbes in Agro-Ecology: Bacteria and Fungi is a complete resource on the agriculturally important beneficial microflora used in agricultural production technologies. Included are 30 different bacterial genera relevant in the sustainability, mechanisms, and beneficial natural processes that enhance soil fertility and plant growth. The second part of the book discusses 23 fungal genera used in agriculture for the management of plant diseases and plant growth promotion. Covering a wide range of bacteria and fungi on biocontrol and plant growth promoting properties, the book will help researchers, academics and advanced students in agro-ecology, plant microbiology, pathology, entomology, and nematology. Presents a comprehensive collection of agriculturally important bacteria and fungi Provides foundational knowledge of each core organism utilized in agro-ecology Identifies the genera of agriculturally important microorganisms

### **Genetic Enhancement of Crops for Tolerance to Abiotic Stress: Mechanisms and Approaches**

PRINCIPLES OF HEAT TRANSFER was first published in 1959, and since then it has grown to be considered a classic within the field, setting the standards for coverage and organization within all other Heat Transfer texts. The book is designed for a one-semester course in heat transfer at the junior or senior level, however, flexibility in pedagogy has been provided. Following several

recommendations of the ASME Committee on Heat Transfer Education, Kreith, Manglik, and Bohn present relevant and stimulating content in this fresh and comprehensive approach to heat transfer, acknowledging that in today's world classical mathematical solutions to heat transfer problems are often less influential than computational analysis. This acknowledgement is met with the emphasize that students must still learn to appreciate both the physics and the elegance of simple mathematics in addressing complex phenomena, aiming at presenting the principles of heat transfer both within the framework of classical mathematics and empirical correlations. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

## **Hole-Making and Drilling Technology for Composites**

## **Cryptography Made Simple**

## **Advances in Micro and Nano Manufacturing and Surface Engineering**

## **Fundamentals of Gas Dynamics**

## **Information, Communication and Computing Technology**

## **Basic Of Heat & Mass Transfer(Up)**

In this introductory textbook the author explains the key topics in cryptography. He takes a modern approach, where defining what is meant by "secure" is as important as creating something that achieves that goal, and security definitions are central to the discussion throughout. The author balances a largely non-rigorous style — many proofs are sketched only — with appropriate formality and depth. For example, he uses the terminology of groups and finite fields so that the reader can understand both the latest academic research and "real-world" documents such as application programming interface descriptions and cryptographic standards. The text employs colour to distinguish between public and private information, and all chapters include summaries and suggestions for further reading. This is a suitable textbook for advanced undergraduate and graduate students in computer science, mathematics and engineering, and for self-study by professionals in information security. While the appendix summarizes

most of the basic algebra and notation required, it is assumed that the reader has a basic knowledge of discrete mathematics, probability, and elementary calculus.

### **Pure and Functionalized Carbon Based Nanomaterials**

This book provides an in-depth insight into the Indian society and the varied social issues it is currently faced with. While serving as a foundation and ready-reference resource, the book covers all important topics such as the role of Women in Indian Society, Population, Poverty, Urbanization and related issues of Communalism and Social Empowerment. It aims to not only equip an aspirant with all the relevant information required for scoring high marks but also help the future policy-makers to have a better understanding of what Indian society needs.

### **Advances in Materials and Metallurgy**

This book presents the selected peer-reviewed papers from the National Conference on Advances in Mechanical Engineering (NCAME 2019), held at the National Institute of Technology Delhi, India. The book covers different areas of mechanical engineering from design engineering to manufacturing engineering. A wide range of topics are discussed such as CAD/CAM, additive manufacturing, fluid dynamics, materials science and engineering, simulation and modeling, finite

element analysis, applied mechanics to name a few. The contents provide an overview of the state-of-the-art in mechanical engineering research in the country. Given the scope of the topics covered, the book will be of interest for students, researchers and professionals working in mechanical engineering.

### **Formwork for Concrete Structures**

### **Advanced Manufacturing and Materials Science**

This book constitutes the refereed proceedings of the 4th International Conference on Information, Communication and Computing Technology, ICICCT 2019, held in New Delhi, India, in May 2019. The 23 full papers and one short paper presented in this volume were carefully reviewed and selected from 120 submissions. The papers are organized in topical sections on communication and network systems; and emerging computing technologies.

### **Heat And Mass Transfer (Two Colour)**

The definitive guide to formwork design, materials, and methods--fully updated Formwork for Concrete Structures, Fourth Edition, provides current information on

designing and building formwork and temporary structures during the construction process. Developed with the latest structural design recommendations by the National Design Specification (NDS 2005), the book covers recent advances in materials, money- and energy-saving strategies, safety guidelines, OSHA regulations, and dimensional tolerances. Up-to-date sample problems illustrate practical applications for calculating loads and stresses. This comprehensive manual also includes new summary tables and equations and a directory of suppliers. Formwork for Concrete Structures, Fourth Edition, covers: Economy of formwork Pressure of concrete on formwork Properties of form material Form design Shores and scaffolding Failures of formwork Forms for footings, walls, and columns Forms for beams and floor slabs Patented forms for concrete floor systems Forms for thin-shell roof slabs Forms for architectural concrete Slipforms Forms for concrete bridge decks Flying deck forms

### **Biocontrol of Lepidopteran Pests**

This book comprises select peer-reviewed proceedings from the International Conference on Innovations in Mechanical Engineering (ICIME 2019). The volume covers current research in almost all major areas of mechanical engineering, and is divided into six parts: (i) automobile and thermal engineering, (ii) design and optimization, (iii) production and industrial engineering, (iv) material science and metallurgy, (v) nanoscience and nanotechnology, and (vi) renewable energy

sources and CAD/CAM/CFD. The topics provide insights into different aspects of designing, modeling, manufacturing, optimizing, and processing with wide ranging applications. The contents of this book can be of interest to researchers and professionals alike.

### **Press in India**

### **Recent Advances in Mechanical Engineering**

The one thing that all well-run, profitable construction projects have in common is that they benefit from good project managers. People who have the skills to plan the project, manage it and keep it on track whenever tight timescales, costs, people or other difficulties threaten to derail it. The good news is that there is no secret art to project management. These are the skills that any manager can learn and use. Project Management in Construction is a practical, easy-to-read guide to defining, organizing, planning, and executing a construction project so that it is completed to the satisfaction of the principal stakeholders. The book is part of the Leading Construction Series co-published by Gower and CITB-ConstructionSkills. The Leading Construction Series is part of a CITB-ConstructionSkills initiative to develop management skills within the industry. The books in this series are

designed to be essentially practical, with a firm grounding in the construction industry.

### **Molecular Biology of the Cell**

### **Textbook on Professional Ethics and Human Values**

This book presents selected papers from the international conference on advanced manufacturing and materials sciences (ICAMMS 2018). The papers reflect recent advances in manufacturing sector focusing on process optimization and give emphasis to testing and evaluation of new materials with potential use in industrial applications.

### **Oxidative Stress in Heart Diseases**

Revised extensively and updated with several new topics, this book discusses the principles and applications of "Heat and Mass Transfer". It is written with extensive pedagogy, clear explanations and examples throughout to elucidate the concepts and facilitate problem solving.

## **Principles of Heat Transfer, SI Edition**

This volume presents the proceedings of the Fifth International Conference on the Development of Biomedical Engineering in Vietnam which was held from June 16-18, 2014 in Ho Chi Minh City. The volume reflects the progress of Biomedical Engineering and discusses problems and solutions. It aims at identifying new challenges, and shaping future directions for research in biomedical engineering fields including medical instrumentation, bioinformatics, biomechanics, medical imaging, drug delivery therapy, regenerative medicine and entrepreneurship in medical devices.

## **A Textbook of Manufacturing Technology**

This book presents select proceedings of the International Conference on Engineering Materials, Metallurgy and Manufacturing (ICEMMM 2018), and covers topics regarding both the characterization of materials and their applications across engineering domains. It addresses standard materials such as metals, polymers and composites, as well as nano-, bio- and smart materials. In closing, the book explores energy, the environment and green processes as related to materials engineering. Given its content, it will prove valuable to a broad readership of students, researchers, and professionals alike.

## **Beneficial Microbes in Agro-Ecology**

This book gathers high-quality papers presented at the Third International Conference on Smart Computing and Informatics (SCI 2018-19), which was organized by the School of Computer Engineering and School of Computer Application, Kalinga Institute of Industrial Technology, Bhubaneswar, India, on 21-22 December, 2018. It includes advanced and multi-disciplinary research on the design of smart computing and informatics. Thematically, the book broadly focuses on several innovation paradigms in system knowledge, intelligence and sustainability that can help to provide realistic solutions to various problems confronting society, the environment, and industry. The respective papers offer valuable insights into the how emerging computational and knowledge transfer approaches can be used to deliver optimal solutions in science, technology and healthcare.

## **5th International Conference on Biomedical Engineering in Vietnam**

This book on autonomous road-following vehicles brings together twenty years of innovation in the field. The book uniquely details an approach to real-time machine vision for the understanding of dynamic scenes, viewed from a moving platform

that begins with spatio-temporal representations of motion for hypothesized objects whose parameters are adjusted by well-known prediction error feedback and recursive estimation techniques.

## **Sustainable Material Forming and Joining**

## **Project Management in Construction**

Hole-Making and Drilling Technology for Composites: Advantages, Limitations and Potential presents the latest information on hole-making, one of the most commonly used processes in the machining of composites. The book provides practical guidance on hole-making and drilling technology and its application in composite materials and structures. Chapters are designed via selected case studies to identify the knowledge gap in hole-making operations in composites and to highlight the deficiencies of current methods. The book documents the latest research, providing a better understanding of the pattern and characterization of holes produced by various technologies in composite materials. It is an essential reference resource for academic and industrial researchers and professional involved in the manufacturing and machining of composites. In addition, it is ideal for postgraduate students and designers working on the design and fabrication of

polymeric composites in automotive and aerospace applications. Features updated information on the most relevant hole-drilling methods and their potential in aircraft and other structural applications Features practical guidance for the end user on how to select the most appropriate method when designing fiber-reinforced composite materials Demonstrates systematic approaches and investigations on the design, development and characterization of 'composite materials'

### **Handbook of Less-Common Nanostructures**

The second half of the past century witnessed a remarkable paradigm shift in approach to the understanding of igneous rocks. Global literature records a change from a classical petrographic approach to emphasis on mineral chemistry, trace element characteristics, tectonic setting, phase relations, and theoretical simulation of magma generation and evolution processes. This book contains contributions by international experts in different fields of igneous petrology and presents an overview of recent developments. This book is dedicated to the late Dr Mihir K. Bose, former professor of the Department of Geology, Presidency College, Calcutta, India, who actively participated in the development of this new global view of igneous petrology.

## **Recent Trends in Mechanical Engineering**

This book bridges the gap between fundamental and translational research in the area of heart disease. It describes a multidisciplinary approach, and demonstrates biochemical mechanisms associated with dysregulation of redox signaling, which leads heart disease. Presenting recent studies on improved forms of ROS scavenging enzymes; specific inhibitors for different ROS generating enzymes; and oxidant induced signaling pathways and their antagonists that allow subtle modulation of redox signaling, it also discusses the spatial and temporal aspects of oxidative stress in the cardiovascular system, which are of vital importance in developing better strategies for treating heart disease. Each chapter offers researchers valuable insights into identifying targets for drug development for different types of heart disease.

## **Advances in Manufacturing Processes**

An essential reference for any laboratory working in the analytical fluorescence glucose sensing field. The increasing importance of these techniques is typified in one emerging area by developing non-invasive and continuous approaches for physiological glucose monitoring. This volume incorporates analytical fluorescence-based glucose sensing reviews, specialized enough to be attractive to professional

researchers, yet appealing to a wider audience of scientists in related disciplines of fluorescence.

### **Brand Vinci**

This book comprises selected proceedings of the International Conference on Engineering Materials, Metallurgy and Manufacturing (ICEMMM 2018). It discusses innovative manufacturing processes, such as rapid prototyping, nontraditional machining, advanced computer numerical control (CNC) machining, and advanced metal forming. The book particularly focuses on finite element simulation and optimization, which aid in reducing experimental costs and time. This book is a valuable resource for students, researchers, and professionals alike.

### **Heat & Mass Transfer 2E**

This volume presents research papers on micro and nano manufacturing and surface engineering which were presented during the 7th International and 28th All India Manufacturing Technology, Design and Research conference 2018 (AIMTDR 2018). The papers discuss the latest advances in miniature manufacturing, the machining of miniature components and features as well as improvement of surface properties. This volume will be of interest to academicians, researchers,

and practicing engineers alike.

### **Nonequilibrium Ecology**

The main objective of the book is to expose readers to the basics of sustainable material forming and joining technologies, and to discuss the relationship between conventional and sustainable processes. It also provides case studies for sustainable issues in material forming and joining processes, workouts for converting conventional processes to green processes, and highlights the importance of awareness on sustainable and green manufacturing through education. The book will include green and sustainability concepts in material forming like bulk forming and sheet forming emphasizing hot forming, materials development, lubrication, and minimizing defects. Key Features Conceptualizes green and sustainability issues towards efficient material forming and joining Addresses important aspects of sustainable manufacturing by forming operations Presents comparison between traditional and sustainable manufacturing processes Includes practical case studies from industry experts Discusses green and sustainability concepts in material forming like bulk forming and sheet forming emphasizing hot forming, materials development, lubrication, and minimizing defects

## **Topics in Igneous Petrology**

This book focuses on the use of nanotechnology in several fields of engineering. Among others, the reader will find valuable information as to how nanotechnology can aid in extending the life of component materials exposed to corrosive atmospheres, in thermal fluid energy conversion processes, anti-reflection coatings on photovoltaic cells to yield enhanced output from solar cells, in connection with friction and wear reduction in automobiles, and buoyancy suppression in free convective heat transfer. Moreover, this unique resource presents the latest research on nanoscale transport phenomena and concludes with a look at likely future trends.

## **India Major Manufacturers**

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