

Wishing You All
A very
Happy New Year
2018

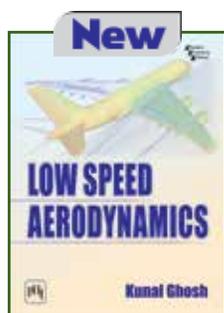
PHI LEARNING

Monthly Book News BULLETIN JANUARY 2018



Eastern
Economy
Editions

NEW ARRIVALS



Low Speed Aerodynamics

KUNAL GHOSH

Primarily intended for the UG students of aeronautical engineering and aerospace engineering, the book explains the fundamental principles of aerodynamics. It is about low speed motion of air over objects and primarily concerned with bodies of interest to the aircraft industry, bodies such as airfoils, wings, etc. However, the principles enunciated here apply equally to road vehicles, wind turbines, civil structures, etc. It emphasises the physics of various aspects of the fluid flow phenomenon so that the reader develops a 'physical feel' of the subject. It includes a large number of flow visualisation photographs used for illustration and provides an adequate number of worked-out examples at the end of chapters.

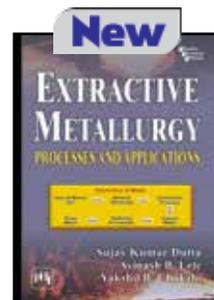
₹ 395.00

ISBN: 978-93-87472-02-0 (Print Book) 978-93-87472-03-7 (eBook)

Extractive Metallurgy: Processes and Applications

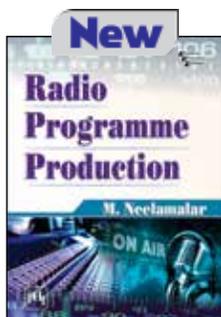
DUTTA, et al.

Primarily intended for the undergraduate students of metallurgical and materials engineering, this textbook will help the students to grasp the subject matter of extractive metallurgy in a simple and easy to understand manner. It presents a comprehensive view of extractive metallurgy, especially principles and fundamental aspects, in concise form. The book explains various concepts step by step by narrating their importance. Even without much of background in specialized subjects, the students will be able to understand the topics without any difficulty. It covers a brief summary of the metallurgical processes including physical chemistry, thermodynamics, kinetics, and heat/mass balance.



₹ 250.00

ISBN: 978-93-87472-04-4 (Print Book) 978-93-87472-05-1 (eBook)



Radio Programme Production

NEELAMALAR

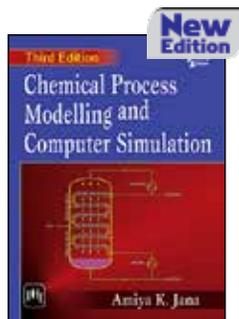
Radio programme production is a creative subject, therefore to make it interesting, one has to be inquisitive, enthusiastic and hardworking; and most importantly, keep pace with the advancement in technologies. Considering the requirement of radio professionals and media students, this illustrative, well-structured book explains all key features and stages of live and recorded programme production. This compact yet comprehensive text provides various formats of radio programmes such as documentary, feature, drama, interview, docudrama, radio news, discussion and phone-in programmes. The book focuses on the viability of the subject with a number of engaging practical exercises and field projects

which provide hands-on experience to the students who aspire to have a career in radio. Besides, it also lays emphasis on the basics of script writing, studio setup, special audience, specialized broadcasting and ethics related to broadcasting in India. Topics such as community radio and radio journalism further add value to the book.

₹ 295.00

ISBN: 978-93-87472-16-7 (Print Book) 978-93-87472-17-4 (eBook)

NEW EDITIONS



Chemical Process Modelling and Computer Simulation, 3rd ed.

JANA

This thoroughly revised text, now in its third edition, continues to present the fundamental concepts of how mathematical models of chemical processes are constructed and demonstrate their applications to the simulation of three of the very important chemical engineering systems: the chemical reactors, distillation systems and vaporizing processes. It includes three new chapters—Gas Absorption, Liquid-Liquid Extraction Column and Once-Through Steam Generator. This book is designed for senior level undergraduate and first-year postgraduate level courses in “Chemical Process Modelling and Simulation”. The book will also be useful for students of petrochemical engineering, biotechnology, and biochemical engineering.

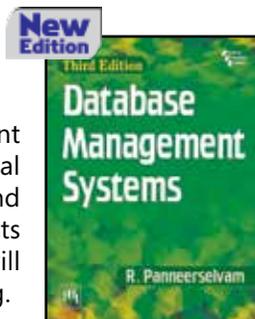
₹ 495.00

ISBN: 978-93-87472-07-5 (Print Book) 978-93-87472-08-2 (eBook)

Database Management Systems, 3rd ed.

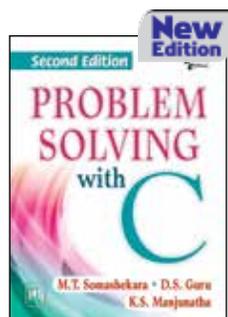
PANNEERSELVAM

This updated third edition includes three new chapters relating to Relational Database Management Systems: Oracle 11g SQL, Relational Database Management Systems: Oracle 11g PL/SQL and Relational Database Management Systems: Access 2013. Inclusion of over a hundred screenshots, figures and tables makes the text more comprehensive and user-friendly. Intended for the postgraduate students of management, software engineering, computer science and information technology, this book will also be useful for B.E./B.Tech. students of Computer Science Engineering and Software Engineering.



₹ 495.00

ISBN: 978-93-87472-09-9 (Print Book) 978-93-87472-10-5 (eBook)



Problem Solving with C, 2nd ed.

SOMASHEKARA, et al.

Primarily intended for UG and PG students of Computer Science, Computer Applications, and Information Technology, the book, now in its Second Edition, is an extended version of Dr. M.T. Somashekara's previous book titled *Programming in C*. In addition to two newly introduced chapters on 'Graphics using C' and 'Searching and Sorting', all other chapters of the previous edition have been thoroughly revised and updated. The concepts have been well-organized into 18 chapters with very useful examples, programs, review questions, programming exercises, true/false questions and interview questions with solutions. The usage of pseudocodes as a problem solving tool has been explored throughout the book before providing C programming solutions for the problems, wherever necessary.

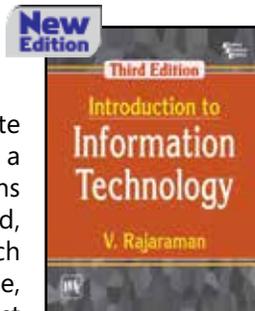
₹ 595.00

ISBN: 978-93-87472-22-8 (Print Book) 978-93-87472-21-1 (eBook)

Introduction to Information Technology, 3rd ed.

RAJARAMAN

This textbook is designed to teach a first course in Information Technology (IT) to all undergraduate students. The book emphasizes the fundamental “Science” of Information Technology rather than a cook book of skills. Skills can be learnt easily by practice with a computer and by using instructions given in simple web lessons that have been cited in the References. As IT is a rapidly changing field, the author has taken the approach to emphasize reasonably stable, fundamental concepts on which the technology is built. A unique feature of the book is the discussion of topics such as image, audio and video compression technologies from first principles. The book also describes the latest technologies such as ‘e-wallets’ and ‘cloud computing’. Those who are curious to know, the principles used to design jpg, mp3 and mpeg4 compression, the image formats—bmp, tiff, gif, png, and jpg, search engines, payment systems such as BHIM and Paytm, and cloud computing, to mention a few of the technologies discussed, will find this book useful.



₹ 395.00

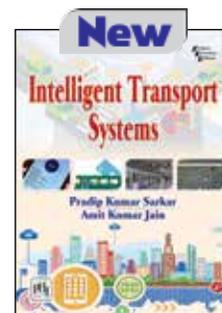
ISBN: 978-93-87472-29-7 (Print Book) 978-93-87472-30-3 (eBook)

PHI Learning

Intelligent Transport Systems

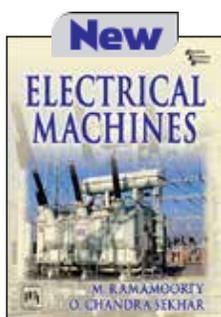
SARKAR & JAIN

Primarily intended as a text for PG students of transportation engineering and a reference for professionals such as transport planners, town planners, traffic engineers, transit operators and consultants, the book covers basic principles of various technologies used in ITS and ITS architecture with a number of real-life case studies from both road and railway sectors. It also includes ITS technologies used in smart cities, besides explaining the concept of smart city and the importance of advanced transport system. Considering the need of huge funds required for ITS implementation, the book also discusses various funding options available. Conclusively, it is a unique book on all the issues related to ITS which a student is expected to know.



₹ 550.00

ISBN: 978-93-87472-06-8 (Print Book) 978-81-935938-4-4 (eBook)



Electrical Machines

RAMAMOORTHY & CHANDRA SEKHAR

The contents of the book cover the syllabi of many universities in India for Electrical Machines and will serve the needs of the UG students of electrical engineering. It covers a brief history of electricity, fundamentals of electrostatic and electromagnetic fields, torque generation, magnetic circuits and detailed performance analysis of transformers and rotating machines. It also discusses the concept of generalised machine which can emulate the dynamic and steady state performance of DC and AC machines. To serve the specific applications of drive systems in industries, many new types of motors are developed in the last few decades. A separate chapter on 'Special Machines' is included in it so that the students should be made aware of these new developments.

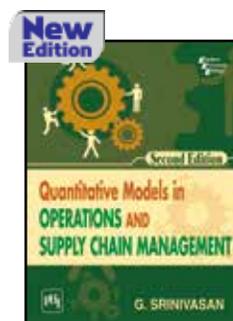
₹ 425.00

ISBN: 978-81-935938-0-6 (Print Book) 978-81-935938-2-0 (eBook)

Quantitative Models in Operations and Supply Chain Management, 2nd ed.

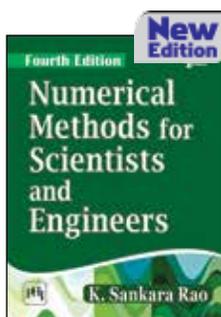
SRINIVASAN

Designed as a textbook for the students of Mechanical and Industrial Engineering, the book would also be useful to postgraduate students of Management. This thoroughly revised and updated book, now in its second edition, continues to present a comprehensive view of the concepts and applications of various quantitative models used in the study of operations and supply chain management. In this edition, it incorporates two new chapters, and Forecasting and Aggregate Planning are described in two separate chapters. It includes new sections, additional examples, illustrations, short questions and exercises in each chapter and provides solutions to the exercises.



₹ 495.00

ISBN: 978-81-935938-6-8 (Print Book) 978-81-935938-7-5 (eBook)



Numerical Methods for Scientists and Engineers, 4th ed.

RAO

Primarily intended for the undergraduate and postgraduate students in many branches of Engineering, Physics, Mathematics and all those pursuing Bachelors/Masters in Computer Applications, the book, now in its fourth edition, is updated with two new chapters on Finite Element Method and the Coordinate Systems in Finite Element Method, besides introducing basics in computing. It discusses various direct and iterative methods for solving algebraic and transcendental equations, a system of non-linear equations, linear system of equations, matrix inversion and computation of eigenvalues and eigenvectors of a matrix. With more than 350 examples including numerous worked-out problems, the text is interspersed with figures for an in-depth understanding of the topics, and each chapter is supplemented with review questions and answers.

₹ 425.00

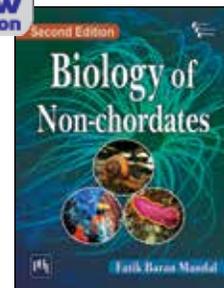
ISBN: 978-81-935938-8-2 (Print Book) 978-81-935938-9-9 (eBook)

Biology of Non-chordates, 2nd ed.

MANDAL

The book entitled Invertebrate Zoology, published in the year 2012, has been elaborated and revised under the title 'Biology of Non-chordates' and has been presented as the second edition for the readers to connect it to the previous publication. The new edition also incorporates latest developments in the field of Zoology. It provides systematic detailed description of representative genus in each major group studied at undergraduate and postgraduate courses in zoology and other related life science disciplines. This book now gives an account of 36 Phyla in comparison of 12 phyla in the previous edition. Phyla such as Placozoa, Myxozoa, Nemertea, Gnathostomulida, Micrognathozoa, Cyclophora, Xenoturbellida, Acoelomorpha, Orthonectida, Rhombozoa, Gastrotricha, Kinorhyncha, Loricifera, Priapulida, Nematoda, Nematomorpha, Acanthocephala, Entoprocta, Sipuncula, Echiura, Pentastomida, Onychophora, Tardigrada, Brachiopoda and Chaetognatha have been explained in detail with well-labelled figures and tables to provide complete information to the students within the scope of the book.

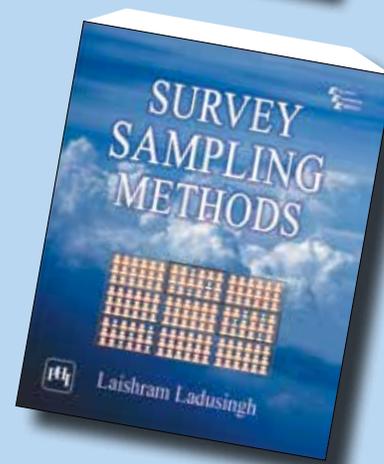
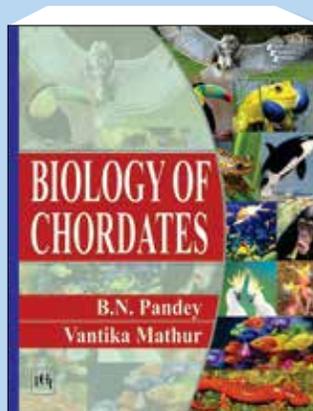
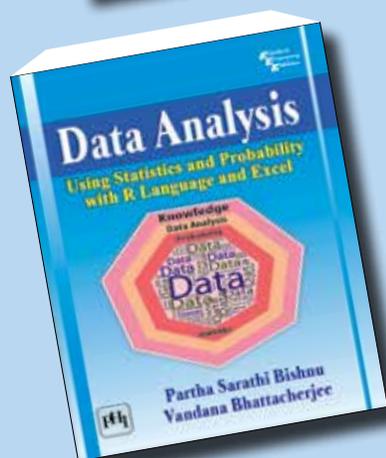
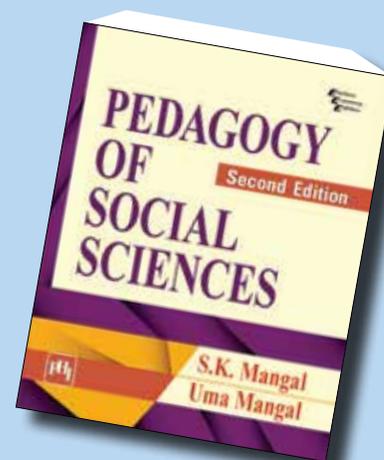
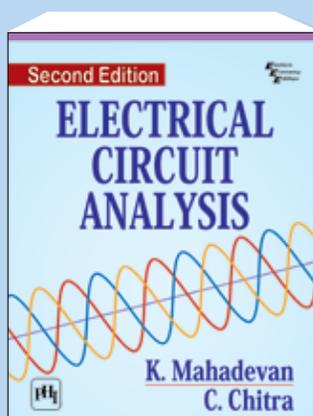
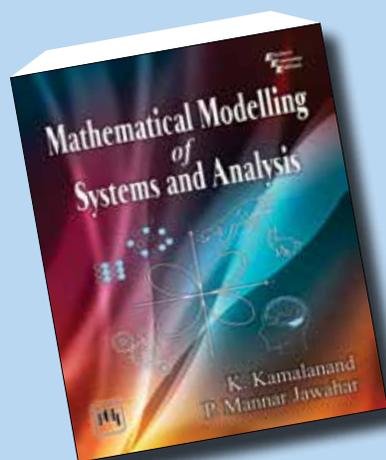
New
Edition



₹ 650.00

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