

NEW ARRIVALS

Jan 04, 2010

1. Barnett, Raymond A, Ziegler, Michael R. **Student solution manual for college mathematics for business, economics, life sciences. 10th ed.** USA: Pearson Prentice Hall, 2005.
[Book location @UMT library 510 BAR-C]

STUDENT SOLUTIONS MANUAL



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“College mathematics for Business, Economics, Life sciences and Social sciences” covering finite mathematics and calculus for students in business, economics, social sciences, or life sciences departments. This mid-level text covers mathematics of finance, linear algebra, linear programming, probability, and descriptive statistics, with an emphasis on cross- discipline principles and practices. Student-friendly and accessible, it develops a thorough, functional understanding of mathematical concepts in preparation for their application in other areas. Coverage concentrates on developing concepts and ideas followed immediately by developing computational skills and problem solving.

2. SAARC. **Database profile on macroeconomic and HRD indicators in the SAARC region 1990-2006.** Islamabad: SHRDC, 2008
[Book location @UMT library W 315.4021 SAA-D]

The Fourth edition of the “**Database profile on macroeconomic and selected human development indicators in the SAARC Region**” presents time series data from 1990 to 2006. The statistical part of this issue has been further improved on the basis on comments and information received from various agencies in the SAARAC member state and gapes have been filled by using report of UNDP, Asian development Bank, World bank, ul haq Human development center and, other documents. The database ivied into two parts, part1 provide analysis of series data from 19990 to2006 on these indicators, incidence of poverty, trends in health & nutrition, education, gender and development, and Part 2 presents time series data from 1990 to 2006 on these indicators. The analysis of key macroeconomic and social indicators, where possible reflects updated position of South Asia.

3. Manjeet Jassal (Ed.). **Emerging trends in polymers & textile.** New Delhi: Department of textile and Technology, 2005
[Book location @UMT library 668.9 IND-P]

This publication is a compilation of papers presented at the international conference on Emerging trends in Polymers and Textile organized by the Deptt. Of Textile Technology, IIT Delhi held on 7th and 8th January, 2005 at the India Habitat Center, New Delhi India.” International Conference on Emerging Trends in Polymers and Textiles” is dedicated to the memory of Prof. Pushpa Bajaj (1939-2002)

4. Bowman, Colin J. **Focus on style.** England: Schofield & Sims ltd Huddersfield,1999
[Book location @UMT library 428 BOW-F]

The G.C.S.E. examination required students to be aware that different purposes and different audience call for different style from writers. "Focus on Style" offers a systematic programmed for promoting such awareness. Some twenty different styles are including in this book. This book is intended to be easy to use and keep teacher preparation time to a minimum. Though written for the 3rd, 4th, 5th, year of the secondary school, it could also be used as an introduction to post-G.C.S.E. language studies or varieties of English course.

5. SMEDA. **Looking good: an introduction designs for small and medium-sized enterprises in Pakistan.** Lahore: SMEDA, 2009 [Book location @UMT library P 338.642 SME-L]



This customized version of 'Looking Good' is focused on creating awareness among SMEs in Pakistan on benefits of protecting the Design/feature/appearance of their products illustrated with the help of examples of Pakistani businesses. The registration procedure of industrial designs in Pakistan as well as abroad (Especially for exporters) and other relevant information is also provided in the guide. It is mainly directed at creative SMEs who have designed a unique shape, feature, texture or surface of an article. The purpose of this Endeavour is to enable SMEs to seize the opportunity of industrial design protection rather than deferring the decision to adopt IP system on the assumption that IP protection is costly and time consuming or enforcement of the laws are ineffective.

6. SMEDA. **Making a mark: an introduction to trademarks for small and medium-sized enterprise.** Lahore: SMEDA, 2009 [Book location @UMT library P 338.642 SME-M]

This guide is the first in a series of guides on "Intellectual Property For Business". It is devoted to trademarks, a central element in the Marketing and branding strategy of any company. This guide seeks to explain trademarks from a business perspective. Its approach is practical and explanations are illustrated with examples and pictures to enhance the reader's understanding. Small and Medium-sized Enterprises (SMEs) are encouraged to use the guide with a view to integrating their trademark strategy into their overall business strategy. WIPO welcomes feedback to further refine the guide with a view to ensuring that it adequately meets the Needs of SMEs worldwide. Nationally customized versions of the guide could be developed in cooperation with national institutions and local partners which are encouraged to contact WIPO to obtain a copy of the guidelines on customization.

7. Higher Education Publications. **MBA text book: analysis of financial statements.** Lahore: Higher Education Publications, 2009 [Book location @UMT library 657.3 HIG-A]

This study text book has been designed to help students and lecturers to get to grip as effectively as possible with the content and scope of "Analysis of Financial Statements". The frame work of this study text is close to the structure and topic order of the syllabus. Many will find it to be the most coherent way of covering the syllabus. However that is aimed to help those who choose to take a different path by indicating (in the introduction section at the beginning of each chapter) those areas which naturally precede the current chapter, and those chapters in which topics introduced can be further explored.

8. Sanjay Gupta (Ed.). **Proceedings innovation: the New Paradigm for the textile and fashion industry**. New Delhi: The North India Section of Textile Institute, 2004
[Book location @UMT library 338.47687 INN-]

This Publication is a compilation of papers presented at the second international conference of the North India Section of The Textile Institute, Manchester on the subject of Innovation: The Paradigm for the Textile & Fashion industry held on 2nd and 3rd of December 2004 at India Habitat center in New Delhi, India. The aim of the conference is to provide a forum to leading product and process innovators to discuss achievements in their field of specialization with leading personalities of research, management and technology background from many parts of the world. It aims to help intensify and promote cooperation between the end users, Producers, designers and scientists in the fashion and textile industry.

9. Sanjay Gupta (Ed.). **Proceedings smart textile: their production and marketing strategies**. New Delhi: Department of textile and Technology, 2000
[Book location @UMT library 667.0688 PRO-]

This book is a compilation of papers to be presented at Texpression 2000, the sixth international conference of Textile Design & development Department on the National Institute of Fashion Technology. The objectives of Texpression have been to identify areas of immediate concern to the Indian Textile and Fashion Industry, to collect the world leaders in the identified areas, and facilitate interactive exchange of ideas among the participants leading to specific recommendations.

10. SMEDA. **SME development report 2007-08**. Lahore: SMEDA, 2009
[Book location @UMT library P 338.642 SME-S]



The Report, first of its kind to be published in Urdu, deals with the subject of SME development holistically and aims to provide an objective policy analysis. It highlights some of the initiatives taken by the Government for SME development over the years.

11. SMEDA. **SME policy 2007: SME led economic growth**. Lahore: SMEDA, 2007
[Book location @UMT library P 338.642 SME-S]

The broader objectives to be achieved by SME Policy as contained in this document are; across the board recognition of SMEs as a sector requiring separate policy & regulatory space, define SMEs that qualify for support, propose counterbalancing measures to eliminate disadvantage of size, remove unnecessary regulatory burden, institute SME support mechanism in both public & private sectors, improve support delivery mechanisms and establish policy evaluation and review systems. Specifically the policy envisions increasing the share of manufacturing small enterprises from 5.5% to 7%, while decreasing the threshold and density of Regulations thereby reducing the cost of doing business. It also sets the target of increasing the share of SMEs in value added production to 40%, and women ownership to increase to 6%. A number of measures are proposed to achieve these Objectives including setting up SME support funds and creating a mutually Cooperative & facilitative, hassle free business environment.

12. SMEDA. **SME sector: genesis, challenges and prospects.** Lahore: SMEDA, 2009

[Book location @UMT library P 338.642 SME-S]



The publication attempts to trace the history of SME development from the archives of public policy and planning, and the long way they have come from just another item on the development agenda of the Government to the main policy imperative over the past six decades.

13. SMEDA. **SMEDA journey through the decade: an organizational biography.** Lahore: SMEDA, 2009

[Book location @UMT library P 338.642SME-S]

This book tries to capture the story of SMEDA. It is also its history thus far. It looks at the initial heady days when there was more excitement than uncertainty which, within a year, was replaced by more uncertainty and less excitement threats, and emerging as a potent presence, Through these vicissitudes, SMEDA emerged as a necessary institution, a sort of a 'sole spoken' for SMEs. This publication, for some, may be a banal account of the mundane activities of a public sector organization. It takes them through a series of business development support services, sector strategies, studies, reports, policy papers and common facility center project.

14. B.K.Behera (Ed.). **Yarn preparation for handloom weaving.** New Delhi: Department of Textile Technology, 1999

[Book location @UMT library 677.02842 YAR-]

This volume comprises various topics of yarn preparation with special emphasis to fundamental aspects of each process. Author have tried to give solutions to achieves those objectives for production of quality fabrics., Besides conventional processes of yarn preparation, other important areas like splicing, modern development in winding, wrapping and sizing etc. are also covered in order to enlighten the vision of handloom technocrats so that they can well imagine the competition and threat of organized high tech weaving sectors to the handloom industry. Couples of papers are on properties and applications of non conventional and fancy yarns available in the market, which can be used for the production of various fabrics on handloom. Among the new yarns, rotor and dref yarns are cheaper as compared to ring yarn and they can be used for some products being traditionally produced in handloom sector.

15. Hirschey, Mark. **Economics for managers**. New Delhi: Taj Pres, 2006

[Book location @UMT library 330.024 HIR-E]



The Eleventh Edition of this market-leading text continues its tradition of providing a solid foundation of economic understanding for use in managerial decision making. It offers a practical treatment of economic theory and analysis in an intuitive, calculus-based format. Its focus is on presenting those aspects of economic theory and analysis that are most relevant to students of business administration, and a wide variety of examples and simple numerical problems are used to illustrate the application of managerial economics to a vast assortment of practical situations. The nature of the decision process and the role that economic analysis plays in that process are emphasized throughout. This major revision is designed to maximize accessibility for a student audience with little or no background in economics, and no previous training in calculus.

16. Husain jah, Muhammad. **Hoshrubia: the land and the tilism**. Noida: Random House publisher, 2003

[Book location @UMT library P823 HUS-H]

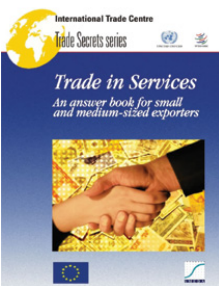


In late nineteenth century Lucknow, two rival story-tellers, Syed Muhammad Husain Jah and Ahmed Husain Qamar, wrote a fantasy in the Urdu language whose equal had not been heard before, and which has never been rivalled since. It was called *Tilism-e Hoshrubia*. The writers claimed that the tale had been passed down to them from story-tellers going back centuries: it was a part of the beloved oral epic, *The Adventures of Amir Hamza* which had come to the Indian subcontinent via Persia and had gained in popularity during the reign of Akbar, the Mughal emperor.

The *Tilism-e-Hoshrubia* is the subcontinent's first wholly indigenous Indo-Islamic fantasy epic. It tells the stories of Amir Hamza's military forces, his grandson and his loyal band of tricksters (masters of wit and disguise) as they go to war with Afrasiyab, the sorcerer who rules the magical land of Hoshrubia. Fantasy, the occult, adventure and romance play themselves out in a typically Indian setting as wizards, sorceresses, tricksters and royalty pitch themselves into the battle for Hoshrubia. The characters of the epic are marvels of literary creation, and are much more colorful and dashing than those of the Amir Hamza cycle of tales.

17. SMEDA. **Trade in services: an answer book for small and medium-sized export**. Lahore: SMEDA, 2007

[Book location @UMT library P 338.642 SME-T]



The adapted version of the ITC publication Trade in Services: An answer book for Small and Medium-sized exporters provides a useful resource for Pakistan services exporters and SMEs. Using a question and answer format it provides practical advice to help them improve their export performance or enter new markets.

18. SMEDA. How to approach banks. Lahore: SMEDA, 2007	<i>[Book location @UMT library P 332.P SME-H]</i>
<p>'How to Approach Banks' is a guide for Pakistani entrepreneurs; aimed at introducing them to ways and means of obtaining short-term credit from banks, negotiating terms and conditions associated with it, assessing their financial needs and analyzing payment methods. In doing so, the book also highlights: Various options available for trade credit facilities; A number of financial institutions and offers recommendations on how to approach them and The method of preparation of your business plan.</p>	
19. International crisis group. Pakistan: countering militancy in FATA. Belgium: International Crisis Group, 2009	<i>[Book location @UMT library RR 347.9P INT-P]</i>
Synopsis not available.	
20. SAARC. Annual report 2007. Lahore: SAARC Human Resource Development Center, 2007	<i>[Book location @UMT library 341.24 SAA-S]</i>
Synopsis not available.	
21. Gulrajani, ML (Ed.). Chemical Processing of Silk. New Delhi: Department of Textile and Technology IIT, 1993	<i>[Book location @UMT library 677.93 CHE-]</i>
Synopsis not available.	
22. Aggarwal, VK (Ed.). Weaving technology: New Delhi: Department of Textile and Technology IIT, 2000	<i>[Book location @UMT library 677.028242 WEA-]</i>
Synopsis not available.	
23. Hari, PK (Ed.). Design development for handloom weaving. New Delhi: Department of Textile and Technology IIT, 1999	<i>[Book location @UMT library 677.028242 DES-]</i>
Synopsis not available.	
24. SECP. Annual Report 2008. Islamabad: Securities and Exchange Commission of Pakistan, 2008	<i>[Book location @UMT library RR 332.64 SEC-A]</i>
Synopsis not available.	