

ACCESS MANOJ TIWARI WIKIPEDIA

Focus On: 100 Most Popular Male Actors in Hindi Cinema

What if what you thought all your life to be your zodiac sign was Wrong? People who think they are Arians, could actually have their Sun in Pisces. More than three quarters of the world's population have been assuming the wrong zodiac sign. Can 12 types capture the mind-boggling diversity of personalities in the world? Astronality-186 systematically demonstrates that the various permutations and combinations of Sun, Mercury and Moon, correctly placed, create 186 distinct personalitytypes, not just 12. Which of the 186 types are You? Narendra Modi is not just a meticulous and hard-working Virgo, but also a zealous and decisive Scorpio, aka VirScorp. Salman Khan is not a stuffy, politically correct and conservative Capricorn, but an outspoken, passionate and rebellious Scorpio-Sagittarius-Aquarius ie, ScorpSagAqua. Sachin Tendulkar is not a bull-headed Taurean, but a forceful, powerful, playful yet down-to-earth AriSagPisces. Barack Obama is not a flamboyant and arrogant Leo, but a sensitive yet tough TauCan. Etc... Know your true zodiac sign and understand the psyche of the people who matter in your life.

The Republic of India

Disha's ESSENTIAL ENGLISH, true to its name, covers every essential topic and every essential type and pattern of MCQs asked in various competitive examinations conducted in India. It will serve as a SINGULAR VOLUME to provide complete preparation for scoring high in the English section of any competitive exam. Essential features of the book • Organised into IV parts: Grammar, Verbal Aptitude, RC & Para jumbles; Descriptive English - including 40 Chapters grouped under 10 Segments. • Grammar topics and sub-topics explained in an easy-to-understand manner. • Classroom Exercises to test and reinforce in-depth understanding of Concepts. • Extensive Exam pattern MCQs on each Topic to give you complete practice. • Dedicated Chapters for every specific MCQ pattern. • Things To Remember/Strategies To Employ for solving each Question Type. • 5000+ MCQs in all with Answers and Explanations. • Descriptive composition – Essay, Précis, Letter.

What is Your True Zodiac Sign?

Exchange of information and innovative ideas are necessary to accelerate the development of technology. With advent of technology, intelligent and soft computing techniques came into existence with a wide scope of implementation in engineering sciences. Keeping this ideology in preference, this book includes the insights that reflect the 'Advances in Computer and Computational Sciences' from upcoming researchers and leading academicians across the globe. It contains high-quality peer-reviewed papers of 'International Conference on Computer, Communication and Computational Sciences (ICCCCS 2016), held during 12-13 August, 2016 in Ajmer, India'. These papers are arranged in the form of chapters. The content of the book is divided into two volumes that cover variety of topics such as intelligent hardware and software design, advanced communications, power and energy optimization, intelligent techniques used in internet of things, intelligent image processing, advanced software engineering, evolutionary and soft computing, security and many more. This book helps the perspective readers' from computer industry and academia to derive the advances of next generation computer and communication technology and shape them into real life applications.

Essential English for Competitive Examinations - 2nd Edition

This volume focuses on the life and times of the 'star of the millennium', Amitabh Bachchan, and goes on to describe his contemporaries such as Shashi Kapoor, Dharmendra and Vinod Khanna, and also the next generation of heroes, including the Khans, Govinda, Hrithik Roshan and others who have followed. Ashok Raj is a research coordinator based in New Delhi. An alumnus of the Indian Institute of Technology, New Delhi, he has served as a consultant to several national and international organizations and NGOs in various spheres such as science, culture and the media. His significant work is a sixteen-part series on cinema, which was published in *Screen* (in 1988).

Advances in Computer and Computational Sciences

Cruel landlords; crafty moneylenders; corrupt politicians; righteous heroes and uninhibited dancing girls—just some of the characters of a successful Bhojpuri film. Often considered kitschy and crude by 'polite' society; Bhojpuri cinema has had astounding success from the 1990s onwards; which can only be explained by its overwhelming popularity among the other half of new India. What is it that makes Bhojpuri cinema tick? What is the logic of its aesthetics? And most importantly; how did these regional language films become a profitable industry? Answering many of these questions and written with a deep sensitivity for the genre; *Cinema Bhojpuri* is the one of the first studies of the history and themes of Bhojpuri cinema—the poor cousin of Bollywood. Basing his research on extensive personal interviews and analyses of trade journals from the 1960s onwards; Avijit Ghosh's fascinating study unveils much about Bhojpuri cinema—from the making of the first Bhojpuri film; *Ganga Maiya Tohe Piyari Chadhaibo*; to the terrible lows of the 1980s when Bhojpuri cinema all but died; and right down to the present when the breathlessly-paced masala entertainers of Manoj Tiwari; Ravi Kishan and Dinesh Lal Yadav 'Nirahua' gave life to what Hindi cinema had left behind—rural India.

Hero Vol.2

In 2001, India had 4 million cell phone subscribers. Ten years later, that number had exploded to more than 750 million. Over just a decade, the mobile phone was transformed from a rare and unwieldy instrument to a palm-sized, affordable staple, taken for granted by poor fishermen in Kerala and affluent entrepreneurs in Mumbai alike. The *Great Indian Phone Book* investigates the social revolution ignited by what may be the most significant communications device in history, one which has disrupted more people and relationships than the printing press, wristwatch, automobile, or railways, though it has qualities of all four. In this fast-paced study, Assa Doron and Robin Jeffrey explore the whole ecosystem of the cheap mobile phone. Blending journalistic immediacy with years of field-research experience in India, they portray the capitalists and bureaucrats who control the cellular infrastructure and wrestle over bandwidth rights, the marketers and technicians who bring mobile phones to the masses, and the often poor, village-bound users who adapt these addictive and sometimes troublesome devices to their daily lives. Examining the challenges cell phones pose to a hierarchy-bound country, the authors argue that in India, where caste and gender restrictions have defined power for generations, the disruptive potential of mobile phones is even greater than elsewhere. The *Great Indian Phone Book* is a rigorously researched, multidimensional tale of what can happen when a powerful and readily available technology is placed in the hands of a large, still predominantly poor population.

CINEMA BHOJPURI

Thirteen of the most widely-read writers in contemporary India write about films and filmmaking.

The Great Indian Phone Book

This book is recognized as a classic study both of the politics of language and religion in India and of ethnic and nationalist movements in general. It received overwhelmingly favorable reviews across disciplinary and international boundaries at first publication, characterized as "a masterly conceptual analysis of language,

religion, ethnic groups, and nationhood\

Popcorn Essayists

This book traces the historical evolution of Indian cinema through a number of key decades. The book is made up of 14 chapters with each chapter focusing on one key film, the chosen films analysed in their wider social, political and historical context whilst a concerted engagement with various ideological strands that underpin each film is also evident. In addition to exploring the films in their wider contexts, the author analyses selected sequences through the conceptual framework common to both film and media studies. This includes a consideration of narrative, genre, representation, audience and mise-en-scene. The case studies run chronologically from Awaara (The Vagabond, 1951) to The Elements Trilogy: Water (2005) and include films by such key figures as Satyajit Ray (The Lonely Wife), Ritwick Ghatak (Cloud Capped Star), Yash Chopra (The Wall) and Mira Nair (Salaam Bombay!).

Language, Religion and Politics in North India

Who continues to pay the costs of war long after our soldiers are gone? There are many stories of courageous heroes at the borders, but how much do we know about the women standing strong behind them? The Force behind the Forces is a collection of seven true stories of eternal love, courage and sacrifice. Written by an army wife, Swapnil Pandey, this book brings to light moving stories of unimaginable valour in the face of broken dreams, lost hopes and shattered families. It proves that bullets and bombs can only pierce the bodies of our soldiers, for their stories will live on in the hearts of these brave women forever, women who have dedicated their lives to the nation, without even a uniform to call their own.

Studying Indian Cinema

Beyond the hill stations, the mall roads and the 'points' is the 'other Himalaya'. A Himalaya where flowers bloom in the green rolling meadows, the streams are bubbly, no pedal boats ply in the lakes, the glaciers can be felt and the passes crossed to more magical lands (where you might find flying lamas too). It's the real Himalaya and it's the real stories from the travels of people like you and me in this Himalaya that make this book. The grand plan is that the next time you are looking for a family vacation or an adventure trek or a soul-searching solo trip, these stories from different regions of Indian Himalaya will provide you a few more options to choose from. There is also a special chapter by Rujuta Diwekar, India's top fitness professional, on why you must trek, the physiological benefits for your body and what to eat to get the best out of your Himalayan trek.

Focus On: 100 Most Popular Indian Drama Films

This book constitutes the refereed proceedings of the Second International Conference on Intelligent Interactive Technologies and Multimedia, IITM 2013, held in Allahabad, India, in March 2013. The 15 revised full papers and the 12 revised short papers were carefully reviewed and selected from more than 90 submissions. The papers present the latest research and development in the areas of intelligent interactive technologies, human-computer interaction and multimedia.

The Force Behind the Forces

This is an investigation of arts and aesthetics in their widest senses and experiences, presenting a variety of perspectives which range from the metaphysical to the political. Moving beyond art as an expression of the inner mind and invention of the individual self, the volume bridges the gap between changing perceptions of contemporary art and aesthetics, and maps globalizing currents in a number of contexts and regions. The volume includes an impressive variety of case studies offered by established leaders in the field and original

and emerging scholarly talent covering areas in India, Nepal, Indonesia, Iran, Russia, Rwanda, and Germany, as well as providing transnational or diasporic perspectives. From the contradictory demands made on successful artists from the south in the global art world such as Anish Kapoor, to images of war and puppetry created by female political prisoners, the volume compels creative and political interpretations of the ever-changing and globalizing terrain of arts and aesthetics.

The Land of Flying Lamas & Other Real Travel Stories from the Indian Himalaya

This book encapsulates current information about the science behind solar energy and the solar thermal systems available to meet domestic needs. Several scholars have contributed to the chapters in the text in an effort to distill research-oriented topics for learners. The book starts with an explainer on the fundamentals of thermodynamics, heat transfer and solar energy in the first 2 chapters. The basics of some solar thermal devices along with their thermal modeling are covered in the next few chapters, along with solar distillation systems. This is followed by information about the design, development and applications of solar cookers along with their thermal modeling. Thermal modeling of semi-transparent PVT systems and their applications are discussed in Chapter 9. Chapter 10 covers the development in solar photovoltaic technology. Chapter 11 and Chapter 12 discusses thermal modeling of greenhouse solar dryers and presents a case study on a hybrid active greenhouse solar dryer. Chapter 13 covers the thermal analysis of photovoltaic thermal (PVT) air heaters employing thermoelectric modules (TEM). The applications of various solar systems in building sectors and the development in this field are covered in Chapter 14. Chapter 15 deals with energy and environ- economics analysis of bio-gas integrated semi-transparent photo-voltaic thermal (Bi-iSPVT) systems for Indian climates. The book has a broad scope and is intended as a resource for students, researchers and teachers in universities, industries, and national and commercial laboratories to help learn the fundamentals and in-depth knowledge of thermal modeling and recent developments in solar heating systems.

Intelligent Interactive Technologies and Multimedia

The book provides a thorough survey of current research in quantum dots synthesis, properties, and applications. The unique properties of these new nanomaterials offer multifunctional applications in such fields as photovoltaics, light-emitting diodes, field-effect transistors, lasers, photodetectors, solar cells, biomedical diagnostics and quantum computing. Keywords: Quantum Dots (QD), Photovoltaics, Light-emitting Diodes, Field-effect Transistors, Lasers, Photodetectors, Solar Cells, Biomedical Diagnostics, Quantum Computing, QD Synthesis, Carbon QDs, Graphene QDs, QD Sensors, Supercapacitors, Magnetic Quantum Dots, Cellular/Molecular Separation, Chromatographic Separation Column, Photostability, Luminescence of Carbon QDs, QD Materials for Water Treatment, Semiconductor Quantum Dots, QD Drug Delivery, Antibacterial Quantum Dots.

Arts and Aesthetics in a Globalizing World

Arjun Bedi's college dreams include an education, meeting new friends and hopefully launching a successful music career. With the notes in his soul, he feels the rhythm in his rhymes and the beat of the instruments even when he closes his eyes. When he meets Saatvika Lakhiani, her voice and her form inspire that music and shine through every interaction they have. There is something about her that pulls him and calls to him... an underlying feeling that maybe she is the one who will complete him and be the partner he need. However, sorority princess Abhilasha walks and talks as if Arjun is already hers, a fact that seems surer by the day. While Saatvika is not exactly looking for a relationship, there is something about Arjun that makes her catch her breath - and ensures that a confrontation with Abhilasha is inevitable.

Solar Thermal Systems: Thermal Analysis and its Application

One Of The Most Enduring Love Stories Of Our Times. First Published In Bengali In 1917, Saratchandra

Chattopadhyay's Tragic Tale Of Devdas Has Become Synonymous With A Passionate, Intense Love That Does Not Find Consummation. It Is The Story Of Devdas And Paro, Childhood Sweethearts Who Are Torn Apart When Devdas Is Sent Away To Calcutta By His Father, The Local Zamindar. When Devdas Returns To His Village, Now A Handsome Lad Of Nineteen, Paro Asks Him To Marry Her. But Devdas Is Unable To Stand Up To Parental Opposition To The Match And Rejects The Proposition. Stunned, Paro Agrees To Marry An Elderly Widower. Devdas Returns To Calcutta, But Every Waking Hour Of His Is Now Filled With Thoughts Of Paro And His Unfulfilled Love For Her. Desperate To Resolve The Situation Somehow, He Runs To Paro Who Is Now Married And Asks Her To Elope With Him, But She Refuses. Heartbroken, He Seeks Solace In Alcohol And In The Company Of The Courtesan Chandramukhi. Chandramukhi Falls In Love With Devdas, But Even When He Is With Her He Can Only Think Of Paro. It Is Now His Destiny To Hurtle On Relentlessly On The Path To Self-Destruction. Devdas S Tortured Life Ends When, Dying Of A Liver Ailment Brought On By Alcoholism, He Journeys To Paro S House To See Her One Last Time. Arriving In The Middle Of The Night, He Dies Unknown, Untended, On Her Doorstep. Paro Comes To Know Of His Death Only The Following Morning. Devdas Has Enthralled Readers And Filmgoing Audiences Alike For The Better Part Of A Century. This New Translation Brings The Classic Tale Of Star-Crossed Lovers Alive For A New Generation Of Readers. The Classic Novel Brought To Life In A New, Lucid, Extremely Readable Translation.

Quantum Dots

When The Accidental Prime Minister was published in 2014, it created a storm and became the publishing sensation of the year. The Prime Minister's Office called the book a work of 'fiction', the press hailed it as a revelatory account of Prime Minister Manmohan Singh's first term in UPA. Written by Singh's media adviser and trusted aide, the book describes Singh's often troubled relations with his ministers, his cautious equation with Sonia Gandhi and how he handled the big crises from managing the Left to pushing through the nuclear deal. Insightful, acute and packed with political anecdotes, The Accidental Prime Minister is one of the great insider accounts of Indian political life.

Once Upon Us

An Introduction to 5G Wireless Networks book is for students, engineers, managers and for marketing/sales executives, to develop a good understanding of the 5G technology. This book covers the 5G architecture, 5G New Radio (NR), 5G Next Generation Core (NG-Core), Network Slicing, Virtualization of 5G Components, Multi-access Edge Computing (MEC) and the various 5G use cases. This book provides details on the evolution of the wireless networks from 1G to 5G, status of 5G deployments and the 5G marketplace (standard bodies, open source communities and vendors). After reading this book, you will be able to have discussions with customers, interviewers and other stakeholders on the 5G concepts, ecosystem and use-cases.

Devdas

This open access book provides an overview of the recent advances in representation learning theory, algorithms and applications for natural language processing (NLP). It is divided into three parts. Part I presents the representation learning techniques for multiple language entries, including words, phrases, sentences and documents. Part II then introduces the representation techniques for those objects that are closely related to NLP, including entity-based world knowledge, sememe-based linguistic knowledge, networks, and cross-modal entries. Lastly, Part III provides open resource tools for representation learning techniques, and discusses the remaining challenges and future research directions. The theories and algorithms of representation learning presented can also benefit other related domains such as machine learning, social network analysis, semantic Web, information retrieval, data mining and computational biology. This book is intended for advanced undergraduate and graduate students, post-doctoral fellows, researchers, lecturers, and industrial engineers, as well as anyone interested in representation learning and

natural language processing.

The Accidental Prime Minister

This book is the first of its kind to chart the terrain of contemporary India's many place names. It explores different 'place connections', investigates how places are named and renamed, and looks at the forces that are remaking the future place name map of India. Lucid and accessible, this book explores the bonds between names, places and people through a unique amalgamation of toponymy, history, mythology and political studies within a geographical expression. This volume addresses questions on the status and value of place names, their interpretation and classification. It brings to the fore the connections between place names and the cultural, geographical and historical significations they are associated with. This will be an essential read for scholars and researchers of geography, law, politics, history and sociology, and will also be of interest to policy-makers, administrators and the reader interested in India.

An Introduction to 5G Wireless Networks

Dear Reader! Welcome to the proceedings of the First International Conference on Intelligent Human Computer Interaction (IHCI 2009) organized by the Indian Institute of Information Technology Allahabad. This is the first International Conference focused on Human Computer Interaction being organized in India. There is an increased interest in the human factors issues of computer use with a number of systems. The conference aims to provide an excellent opportunity for the dissemination of interesting new research, discussion about them and the generation of new ideas in these areas. We planned to organize the conference around the following five tracks: Signal and Vision Processing Language Processing Cognitive modeling Sensors and Embedded systems for HCI Graphics, Animation and Gaming Graphics, Animation and Gaming, Signal and Vision Processing, Language Processing and Cognitive modeling attracted due attention in the conference program. Very few papers were submitted in Sensors and Embedded systems and Graphics and Animation. Language is the primary means of communication between humans though usually neglected from HCI perspective. It will be better if human-computer interaction can be done in the same model as human-human communication. This was the main motivation behind including Language Processing as a separate track in the conference. However, some of the papers could not really achieve the application aspect from the HCI perspective. We will improve on this point in the next conference.

Focus On: 100 Most Popular 2010s Comedy-drama Films

Television is probably the most important mass medium in India today. In this pioneering volume of television studies reputed scholars from across the globe address a series of questions that help us gain a deeper understanding of its nature and function within contemporary Indian society: What makes television occupy a pivotal place in India's public and private cultures? How has television changed from the early days of Doordarshan to the current age of set top boxes and hundreds of channels? What makes news, soap opera and Reality TV an integral part of our daily lives? Why is our popular culture so orchestrated by the 4 Cs (cricket, crime, cinema and celebrity)? Why is television indispensable at times of crises like a 'terrorist' attack? How different is regional television from its national and global counterparts? By analyzing different aspects of content, policy, and broadcasting philosophy, the volume enables the reader to arrive at a deeper understanding of the role television plays in representing and constructing Indian modernity.

Representation Learning for Natural Language Processing

'Divya writes of difficult times with candour and heart-rending simplicity' Shabana Azmi Capturing the beauty of a mother–daughter relationship, Divya Dutta in this moving memoir celebrates her mother's struggles to turn her into the woman she is today. Divya walks us through the most intimate memories of her life, those that strengthened her relationship with her mother. The incredible bond she forged with her mother helped her through tragedies and difficulties, discouragements and failures and led her to become an award-

winning actor of stature, both in the Hindi as well as the Punjabi film industry. *Me and Ma* is a celebration of Divya's exemplary achievements. It is also an honest, intimate and heartfelt tribute to the force behind her success—her mother.

Mapping Place Names of India

An authentic, heartfelt and compelling narrative – straight from the horse's mouth – that reveals for the first time numerous unknown aspects of the life and times of one of the greatest legends of all time who stands out as a symbol of secular India. Dilip Kumar (born as Yousuf Khan), who began as a diffident novice in Hindi cinema in the early 1940s, went on to attain the pinnacle of stardom within a short time. He came up with spellbinding performances in one hit film after another – in his almost six-decade-long career – on the basis of his innovative capability, determination, hard work and never-say-die attitude. In this unique volume, Dilip Kumar traces his journey right from his birth to the present. In the process, he candidly recounts his interactions and relationships with a wide variety of people not only from his family and the film fraternity but also from other walks of life, including politicians. While seeking to set the record straight, as he feels that a lot of what has been written about him so far is 'full of distortions and misinformation', he narrates, in graphic detail, how he got married to Saira Banu, which reads like a fairy tale! Dilip Kumar relates, matter-of-factly, the event that changed his life: his meeting with Devika Rani, the boss of Bombay Talkies, when she offered him an acting job. His first film was *Jwar Bhata* (1944). He details how he had to learn everything from scratch and how he had to develop his own distinct histrionics and style, which would set him apart from his contemporaries. After that, he soon soared to great heights with movies such as *Jugnu*, *Shaheed*, *Mela*, *Andaz*, *Deedar*, *Daag* and *Devdas*. In these movies he played the tragedian with such intensity that his psyche was adversely affected. He consulted a British psychiatrist, who advised him to switch over to comedy. The result was spectacular performances in laugh riots such as *Azaad* and *Kohinoor*, apart from a scintillating portrayal as a gritty tonga driver in *Naya Daur*. After a five-year break he started his 'second innings' with *Kranti* (1981), after which he appeared in a series of hits such as *Vidhaata*, *Shakti*, *Mashaal*, *Karma*, *Saudagar* and *Qila*.

Proceedings of the First International Conference on Intelligent Human Computer Interaction

This book includes high-quality research papers presented at the Third International Conference on Innovative Computing and Communication (ICICC 2020), which is held at the Shaheed Sukhdev College of Business Studies, University of Delhi, Delhi, India, on 21–23 February, 2020. Introducing the innovative works of scientists, professors, research scholars, students and industrial experts in the field of computing and communication, the book promotes the transformation of fundamental research into institutional and industrialized research and the conversion of applied exploration into real-time applications.

Channeling Cultures

A special limited edition of nine classic novels produced to coincide with Weidenfeld & Nicolson's 60th anniversary. Designed by the award-winning advertising agency Fallon with special endpapers commissioned from ground-breaking artists. The endpapers for this title have been designed by Yehrin Tong. Vikram Seth's novel is at its core a love story, the tale of Lata - and her mother's attempts to find her a suitable husband, through love or through exacting maternal appraisal. Set in post-Independence India and involving the lives of four large families and those who orbit them, it is also a vast panoramic exploration of a whole continent at a crucial hour as a sixth of the world's population faces its first great General Election and the chance to map its own destiny. 'A SUITABLE BOY may prove to be the most fecund as well as the most prodigious work of the latter half of this century - perhaps even the book to restore the serious reading public's faith in the contemporary novel ... You should make time for it. It will keep you company for the rest of your life' Daniel Johnson, *The Times*

Me and Ma

As applied life science progresses, becoming fully integrated into the biological, chemical, and engineering sciences, there is a growing need for expanding life sciences research techniques. Anticipating the demands of various life science disciplines, *Laboratory Protocols in Applied Life Sciences* explores this development. This book covers a wide spectrum of areas in the interdisciplinary fields of life sciences, pharmacy, medical and paramedical sciences, and biotechnology. It examines the principles, concepts, and every aspect of applicable techniques in these areas. Covering elementary concepts to advanced research techniques, the text analyzes data through experimentation and explains the theory behind each exercise. It presents each experiment with an introduction to the topic, concise objectives, and a list of necessary materials and reagents, and introduces step-by-step, readily feasible laboratory protocols. Focusing on the chemical characteristics of enzymes, metabolic processes, product and raw materials, and on the basic mechanisms and analytical techniques involved in life science technological transformations, this text provides information on the biological characteristics of living cells of different origin and the development of new life forms by genetic engineering techniques. It also examines product development using biological systems, including pharmaceutical, food, and beverage industries. *Laboratory Protocols in Applied Life Sciences* presents a nonmathematical account of the underlying principles of a variety of experimental techniques in disciplines, including: Biotechnology Analytical biochemistry Clinical biochemistry Biophysics Molecular biology Genetic engineering Bioprocess technology Industrial processes Animal Plant Microbial biology Computational biology Biosensors Each chapter is self-contained and written in a style that helps students progress from basic to advanced techniques, and eventually design and execute their own experiments in a given field of biology.

Dilip Kumar

Poor people confront the state on an everyday basis all over the world. But how do they see the state, and how are these engagements conducted? This book considers the Indian case where people's accounts, in particular in the countryside, are shaped by a series of encounters that are staged at the local level, and which are also informed by ideas that are circulated by the government and the broader development community. Drawing extensively on fieldwork conducted in eastern India and their broad range of expertise, the authors review a series of key debates in development studies on participation, good governance, and the structuring of political society. They do so with particular reference to the Employment Assurance Scheme and primary education provision. Seeing the State engages with the work of James Scott, James Ferguson and Partha Chatterjee, and offers a new interpretation of the formation of citizenship in South Asia.

International Conference on Innovative Computing and Communications

This book examines issues and implications of digital and social media marketing for emerging markets. These markets necessitate substantial adaptations of developed theories and approaches employed in the Western world. The book investigates problems specific to emerging markets, while identifying new theoretical constructs and practical applications of digital marketing. It addresses topics such as electronic word of mouth (eWOM), demographic differences in digital marketing, mobile marketing, search engine advertising, among others. A radical increase in both temporal and geographical reach is empowering consumers to exert influence on brands, products, and services. Information and Communication Technologies (ICTs) and digital media are having a significant impact on the way people communicate and fulfil their socio-economic, emotional and material needs. These technologies are also being harnessed by businesses for various purposes including distribution and selling of goods, retailing of consumer services, customer relationship management, and influencing consumer behaviour by employing digital marketing practices. This book considers this, as it examines the practice and research related to digital and social media marketing.

Digital and Social Media Marketing

Anasar - Gujarati eBook

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