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Geneva Conference on the Discontinuance of Nuclear Weapon Tests - United States. Disarmament Administration 1961

Disarmament Series - United States. Dept. of State 1961

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Honours, Books etc.

Dare to Lead - Anil K. Khandelwal 2011-05-05

Dare to Lead is the fascinating story of how Anil K. Khandelwal transformed Bank of Baroda (BOB) from being just another public sector bank into one of the most valuable brands in Indian banking. This is the story of the leadership challenges, management solutions and personal and professional excitement the author experienced in transforming the 97-year-old bank into a modern, tech-savvy, customer-centric bank. This book is an excellent blueprint for undertaking transformation in large, geographically dispersed public sector enterprises. It describes how a large-sized bank was transformed on all parameters with clear vision, execution discipline, customer centricity and people engagement. The author emphasizes that large-scale transformation can be undertaken successfully only if the CEO shows courage to change the status quo

and mobilize the human effort within the organization. The story of BOB's transformation has captured international attention and finds its mention in Harvard Business Review, Human Resource Development International and the book The India Way by the Wharton School faculty.

Social Media for Strategic Communication - Karen Freberg 2018-07-13

"At last, a book that covers social media strategy in a practical, timely way that will help guide our students as they transition to the professional world." —Gina Baleria, San Francisco State University Social Media for Strategic Communication: Creative Strategies and Research-Based Applications teaches students the skills and principles needed to use social media in persuasive communication campaigns. The book combines cutting-edge research with practical, on-the-ground instruction to prepare students for the real-world

challenges they'll face in the workplace. The text addresses the influence of social media technologies, strategies, actions, and the strategic mindset needed by social media professionals today. By focusing on strategic thinking and awareness, it gives students the tools they need to adapt what they learn to new platforms and technologies that may emerge in the future. A broad focus on strategic communication—from PR, advertising, and marketing, to non-profit advocacy—gives students a broad base of knowledge that will serve them wherever their careers may lead. Visit the author's blog at <http://karenfreberg.com/blog/> to get tips for teaching the course, industry related news, & more! The free, open-access Student Study site at study.sagepub.com/freberg features carefully selected video links, flashcards, social media accounts to follow, and more! Instructors, sign in at study.sagepub.com/freberg for additional resources!

Emissary of the Doomed - Ronald Florence

2010-01-07

The official little known WWII story of a desperate attempt to save Hungary's Jewish population. When Nazi troops invaded in March 1944, Hungary contained the largest intact Jewish population in Europe. Until then, stories of Auschwitz and other "resettlement camps" were still treated as unconfirmed rumors inside Hungary and among the Allied powers. With the arrival of Adolf Eichmann—and reports from the first escapees from Auschwitz confirming the most horrifying rumors about the camps—the 850,000 Jews of Hungary faced annihilation. *Emissary of the Doomed* is the riveting and heartbreaking account of the heroic attempt to save Hungary's Jewish population. Learning that Eichmann and Himmler were willing to bargain for the lives of as many as one million Jews, Joel Brand and the Jewish rescue committee in

Budapest took up the German offer and embarked on a desperate race across Europe and the Middle East to persuade the reluctant Allies to trade funds and matériel for Jewish lives. Against the backdrop of the Normandy invasion, the Soviet advance across Eastern Europe, and the American advances up the Italian peninsula, Brand and his colleagues tried to stop the final push of the Nazis to destroy the Jews of Europe. This untold chapter will appeal to all readers of World War II literature.

I am HIV Positive, So What? - Jayanta Kalita

2017-10-25

Until December 15, 2007, Khundrakpam Pradipkumar Singh was nobody. The very next day he was known across his state as 'Mr Manipur'. Pradip's incredible story of how an HIV-positive person mended his failing health, overcame psychological trauma, fought stigma and discrimination to become an international

bodybuilding champion is told in the pages of this book. Like legendary basketball player Magic Johnson, Pradip too disclosed his HIV status through the media, not giving a damn about society's shocked reaction. However, there is something unique in Pradip's story. While Johnson called it quits after being diagnosed with HIV, Pradip remained undaunted in the face of all odds. He was determined to excel in his chosen field despite warnings from doctors and adverse comments from society. And he went on to win several medals and titles, defeating the virus in his body. Pradip's extraordinary courage and sheer determination caught everyone by surprise. He became a role model for people living with HIV in India and other parts of the globe. He was made Brand Ambassador for HIV/AIDS by the Manipur State AIDS Control Society and was roped in by the India chapter of a global non-profit to lead a pan-India

HIV awareness campaign from Delhi. Pradip also took up the cudgels to sensitise people to the ill-effects of drug abuse, to which Manipur is the biggest victim in Northeast India. Given the fact that he contracted the 'deadly virus' through sharing of needles, he sincerely appeals to youngsters to say no to drugs. Pradip has been living with HIV for more than 15 years and continues to be unbelievably strong in mind and body. A true iconoclast, Pradip never gets tired of saying: 'HIV does not kill people, it's society that kills HIV positive people.

Germany and the Papal Peace Proposal of August, 1917 - Charles Joseph Herber 1965

Handbook of Research on the Future of Advertising and Brands in the New Entertainment Landscape - Miguélez-Juan, Blanca 2023-01-09

In a globalized world full of noise, brands are

constantly launching messages through different channels. For the last two decades, brands, marketers, and creatives have faced the difficult task of reaching those individuals who do not want to watch or listen to what they are trying to tell them. By producing fewer ads or making them louder or more striking, more brands and communications professionals are not going to get those people to pay more attention to their messages; they will only want to avoid advertising in all media. The Handbook of Research on the Future of Advertising and Brands in the New Entertainment Landscape provides a theoretical, reflective, and empirical perspective on branded content and branded entertainment in relation to audience engagement. It reviews different cases about branded content to address the dramatic change that brands and conventional advertising are facing short term. Covering topics such as branded

content measurement tools, digital entertainment culture, and government storytelling, this major reference work is an excellent resource for marketers, advertising agencies, brand managers, business leaders and managers, communications professionals, government officials, non-profit organizations, students and educators of higher education, academic libraries, researchers, and academicians.

Why I Love My Gay Boyfriend - Sabrina Zollo
2012-09-28

When Veronica graduated with an MBA and dreams of saving the world, she never knew she would end up a corporate slave to the lipstick gods, in love with her playboy boss and in need of a gay best friend to make her feel fabulous. Straight out of school, bright-eyed and bushy-tailed, Veronica has her heart set on an honorable job, such as saving starving children. Instead, she accepts a job at Gisele,

a global cosmetics empire that seems to mock her every value. Veronica struggles to fit in until she meets Stevie, a gay co-worker, who immediately assumes the role of fashion counselor and fabulousness. Under Stevie's mentorship, Veronica flourishes as a vixen and marketing peon. But for Veronica to truly succeed at Gisele and seduce her boss, she must bequeath her soul to the makeup gods and sacrifice her friends in a ritual known as corporate brainwash. How far does Veronica go before she realizes she is losing everything she once valued, including herself?

The Most Spectacular Restaurant in the World -
Tom Roston 2019-09-10

An “engrossing” history of the restaurant atop the World Trade Center “that ruled the New York City skyline from April 1976 until September 11, 2001” (Booklist, starred review). In the 1970s, New York City was plagued by crime, filth, and an

ineffective government. The city was falling apart, and even the newly constructed World Trade Center threatened to be a fiasco. But in April 1976, a quarter-mile up on the 107th floor of the North Tower, a new restaurant called Windows on the World opened its doors—a glittering sign that New York wasn't done just yet. In *The Most Spectacular Restaurant in the World*, journalist Tom Roston tells the complete history of this incredible restaurant, from its stunning \$14-million opening to 9/11 and its tragic end. There are stories of the people behind it, such as Joe Baum, the celebrated restaurateur, who was said to be the only man who could outspend an unlimited budget; the well-tipped waiters; and the cavalcade of famous guests as well as everyday people celebrating the key moments in their lives. Roston also charts the changes in American food, from baroque and theatrical to locally sourced and organic. Built on

nearly 150 original interviews, *The Most Spectacular Restaurant in the World* is the story of New York City's restaurant culture and the quintessential American drive to succeed. "Roston also digs deeply into the history of New York restaurants, and how Windows on the World was shaped by the politics and social conditions of its era." —*The New York Times* "The city's premier celebration venue, deeply woven into its social, culinary and business fabrics, deserved a proper history. Roston delivers it with power, detail, humor and heartbreak to spare." ?*New York Post* "A rich, complex account." ?*Kirkus Reviews* (starred review)

Congressional Record - United States. Congress 1969
The *Congressional Record* is the official record of the proceedings and debates of the United States Congress. It is published daily when Congress is in session. The *Congressional Record* began publication

in 1873. Debates for sessions prior to 1873 are recorded in The Debates and Proceedings in the Congress of the United States (1789-1824), the Register of Debates in Congress (1824-1837), and the Congressional Globe (1833-1873)

Trail Tested - Justin Lichter 2020-12-07

Justin Lichter, a.k.a. Trauma, divulges hundreds of valuable tips and advice based on his more than 35,000 miles of hiking across the country and beyond. Trail Tested is a comprehensive guide to hiking and backpacking. Whether you're a new hiker looking for expert advice, an experienced hiker looking to hone your skills, or a thru-hiker gearing up for a 6-month trip, this book is packed with priceless information to make your trip a successful and comfortable one. Vibrant images from Trauma's treks will entice all readers of all skill levels to get out and enjoy the backcountry. You'll learn why getting the right gear and learning

outdoor skills are integral to making the most out of your next backpacking trip. Some topics included in this guide are: * Gear advice, including backpacks, sleeping bags, tents, ultralight shelters, and clothing * Gear maintenance and repair * Ultralight tips for novices to gram-counters * Low-impact camping and hiking * Campsite selection * Hiking with dogs * Navigating the backcountry * Winter camping * First aid * Weather forecasting * Advanced techniques for creating routes, cross-country hiking, fording rivers, multi-sport adventures, and animal encounters

SSC General Awareness Chapter Wise Note Book / Complete Preparation Guide For CGL/CPO/CHSL/GD/MTS - EduGorilla Prep Experts 2022-10-01

- Best Selling Topic Wise Book for SSC General Awareness Exam with objective-type questions as per the latest syllabus.
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The Regulation of Social Media Influencers -
Catalina Goanta 2020-05-29

In today's society, the power of someone's reputation, or influence, has been turned into a job: that of being a social media influencer. This role comes with promises, such as aspirational work, but is rife with challenges, given the controversy that often surrounds influencers. This is the first book on the regulation of social media influencers, that brings together legal, economic and ethical angles to further unveil the implications of influencer marketing.

Foreign Relations Authorization - United States.
Congress. Senate. Committee on Foreign Relations.
Subcommittee on International Operations 1978

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Fibre2Fashion - Textile Magazine - April 2018 -
Fibre2Fashion 2018-04-01

ITM Istanbul is one of the must-attend exhibitions for those who are from the textiles and apparel industry. The lead article of April 2018 serves as a curtain-raiser to the event. Additionally, the issue turns the spotlight on Turkey, and analyses the situation of Nigerian textile industry. Latest sizing technology and trends that could disrupt retail globally are other must-read features. Also covered are Apparel Sourcing Trade Fair and Milan

Women's Fashion Week, and other regular features. Fibre2Fashion magazine—the print venture of Fibre2Fashion.com since 2011—is circulated among a carefully-chosen target audience globally, and reaches the desks of top management and decision-makers in the textiles, apparel and fashion industry. As one of India's leading industry magazines for the entire textile value chain, Fibre2Fashion Magazine takes the reader beyond the mundane headlines, and analyses issues in-depth.

ADVANCED BRAND MANAGEMENT - 3RD EDITION - Paul Temporal 2019-02-25

Brands have never been more important than they are today. As Paul Temporal explains in this fully revised and updated third edition of his classic bestseller, the challenges of the business world are greater now than ever before. Brand managers have to cope with a broader range of variables and

pressures from the marketplace and consumers. The lifeline of a strong brand can mean the difference between success and failure, or survival and extinction, in this turbulent environment. But what constitutes a strong brand? How should it be developed and managed? How do you activate and manage a winning brand strategy? Advanced Brand Management is the indispensable guide that provides all the answers. Paul Temporal addresses every issue related to brand management in the 21st century, providing the background theory and illustrating this with thoughtful case studies from across the business world. In this third edition, all chapters have been updated, and a completely new chapter is included on the growth of the digital world and the use of the Internet. Throughout, there is an increased emphasis on brand strategy and updates to case studies, with entirely new cases being added. If you want to make your own

branding a success, you can't afford to be without
Advanced Brand Management.

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important news including National & International
Affairs, Defence, Sports, Person in News, MoU &
Agreements, Science & Tech, Awards & Honours,
Books etc.

Growth Hacking Your First Startup - Deepak
Sharma 2019-09-05

Launching your first startup is tough! Let's make it
easier. In this simple guide to growth hacking, you
will learn some unique and battle-tested techniques
of new-age marketing. Written for rising startups
and bootstrapped entrepreneurs, this book takes you
through the stages of finding, retaining and
expanding customers. In between, you will learn

everything from marketing funnels to customer
journeys. You will see how to boost your startup
with tactics such as gamification and viral content.
And, you will understand why the customer
always has to be the protagonist of your startup
story. The aim is simple: to teach you how to think
about growth in a new manner – one that builds
around faster releases, dynamic feedbacks, and
product iterations. Half of entrepreneurship is
perseverance; this book will teach you the rest.

Cine Blitz - 2004

Palestine in the Second World War - Dafnah
Sharfman 2014

While the conflicts and national aspirations in
British mandatory Palestine in particular and the
Middle East in general were evident before the
outbreak of the Second World War, the war itself
accelerated and enhanced national expectations and

presented continuing tactical and strategic dilemmas to British, Arab, and Jewish leaders. British strategic policy during the war failed to provide answers to the political issues of the growing national demands in Palestine, and led to severe distrust of British policy among Arabs and Jews, as the two communities were framing mostly opposing reactions to wartime developments, and to conflicting expectations and policies toward postwar solutions for Palestine. The aim of this work is to analyze the continual development of strategic plans and political dilemmas that arose during the war period, which led to the subsequent postwar circumstance where American and Soviet involvement impacted on the strategic thinking of all involved parties, notwithstanding the British military victory. Analysis includes: the prewar British strategic situation in Palestine, and the war events in Palestine and its Middle East neighbor

countries (at the military-strategic level and the repercussions of the outcome of the war for the local Palestinian population). At the heart of the discussion lies British interests and policies framed toward Jews and Arabs; analysis of the two communities' conflicting interests and policies; and the resultant sea-change in the establishment of the Jewish state which brought in its wake the emergence of a New Middle East.

Everyday Communication Strategies - Amanda Coleman 2022-11-03

Protect your brand's reputation and maintain public confidence by successfully managing everyday incidents and issues and preventing them from escalating into a corporate crisis. For most companies and communicators, dealing with a full-blown crisis is few and far-between. But there are still everyday problems, challenges and incidents to be faced, including customer complaints, campaign failure,

staff comments and online criticism. Everyday Communication Strategies shows how to effectively contain these emerging situations and prevent them from destabilizing your business and damaging consumer confidence. It provides a blueprint to help you move from identification to intervention to action. The book explores how to develop appropriate messaging, work with the media and manage social media to minimize negative publicity. It also explains how to build resilience and make effective decisions under pressure. The book contains tips, checklists and flowcharts, as well as a range of case studies and examples from organizations including KPMG, Jo Malone and General Mills. Everyday Communication Strategies is an indispensable guide to averting a crisis and preventing your business or brand from being plunged into a reputational storm.

The End of the Holocaust - Michael Robert Marrus

1989-01-01

Diese Reihe bietet erstmals eine Basissammlung von Faksimiles englischsprachiger historischer Artikel zu allen Aspekten der Vernichtung der europäischen Juden. Die große Anzahl von annähernd 300 Aufsätzen aus 84 Zeitschriften und Sammlungen ermöglicht den Lesern, sich einen Überblick über diesen Themenkomplex zu verschaffen. Die Reihe beginnt mit einem Rückblick auf die Wurzeln des Antisemitismus und einer Darstellung der verschiedenen wissenschaftlichen Methoden zur Erforschung des Holocaust. Die Reihe endet mit der Dokumentation der Befreiung der Konzentrationslager und mit Aufsätzen zu den Kriegsverbrecherprozessen. Der Erscheinungszeitraum umfasst die Jahre 1950 bis 1987, zu den Verfassern gehören beispielsweise Jakob Katz, Saul Friedländer, Eberhard Jäckel, Bruno Bettelheim und Herbert A. Strauss.

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IAS Prelims 2017 Current Affairs ebook - Jagran Josh 2017-06-14

Current Affairs has been proved as a major basis of the IAS Prelims Exam as well as of UPSC IAS Mains Exam and remained invisible in the question paper due to the evolving Pattern of the UPSC IAS Exam. The Questions of UPSC IAS Exam are mostly based on the issues happened in the recent period with their orientation towards the background and the causes and effects of the current events in the future. This eBook is a comprehensive coverage of

the Current Affairs important from the point of view of IAS Prelims and covers the period from July 2016 to May 2017. This e-Book is well equipped for the Civil Services Exam and Indian Forest Service Prelims Exam and all the PCS exams. Besides, the eBook will also be useful for different types of competitive exams like SSC, Banking, LIC, Railway and all other competitive exams. This e-book is specifically made for the purpose of the IAS Prelims Exam 2016. We tried to ensure that this book filters out the unnecessary information and provides the most authentic and exam oriented current affairs news. This book covers the Current Events of National and International Importance with the detailed classification of the events for the ease of searching and understanding. This eBook is divided into eleven important sections. These sections are National, International, Economy, Environment,

and Ecology, News from States, Discussion and Analysis. All the sections covered provide the detailed description of the news and events that made headlines. Representation of verified facts and figures along with fine-tuned analysis and comment makes the events easy to understand and perceive. The aspirants of competitive exams will definitely be benefitted by the content of the eBook. Key Points: The current affairs question bank has comprehensive coverage of important events happened during the whole year. The study material is very helpful for selective and smart study during the last leg of IAS preparation and it will help to save precious time for other subjects. The current affairs study material follows the latest and trending approaches of asking questions in IAS Prelims Exam. The study material—current affairs for IAS consists of 700 important questions related to social, political, economic,

environmental and cultural events that took place in India and around the world from the month of August 2016 onwards until today. Every current affair quiz has in-depth explanation will help IAS aspirants to understand the related topics in detail. Overall, after solving current affairs quizzes, the IAS aspirants will be in a position to assess their own level of IAS preparation.

[Marketing by the Dashboard Light: How to Get More Insight, Foresight, and Accountability from Your Marketing Investments](#) - Patrick LaPointe 2005

Arrows in the Dark (Volumes 1 and 2) - Tuvia Friling 2005-07-25

Arrows in the Dark recounts and analyzes the many efforts of aid and rescue made by the Jewish community of Palestine—the Yishuv—to provide assistance to European Jews facing annihilation by

the Nazis. Tuvia Friling provides a detailed account of the activities carried out at the behest of David Ben-Gurion and the Yishuv leadership, from daring attempts to extract Jews from Nazi-occupied territory, to proposals for direct negotiations with the Nazis. Through its rich array of detail and primary documentation, this book shows the wide scope and complexity of Yishuv activity at this time, refuting the idea that Ben-Gurion and the Yishuv ignored the plight of European Jews during the Holocaust.

Appointments Current Affairs Yearly Review 2021 E-book PDF - testbook.com 2022-01-18

Make yourself aware of the new appointments and resignations with this Appointments Current Affairs Yearly Review 2021 E-book and check who is the advisor to PM, Chairman of Audit Bureau of Circulations, Chief of IAF, DG of Indian Coast Guard etc.

American Jewry and the Holocaust - Yehuda Bauer
2017-12-01

In this volume Yehudi Bauer describes the efforts made to aid European victims of World War II by the New York-based American Jewish Joint Distribution Committee, American Jewry's chief representative abroad. Drawing on the mass of unpublished material in the JDC archives and other repositories, as well as on his thorough knowledge of recent and continuing research into the Holocaust, he focuses alternately on the personalities and institutional decisions in New York and their effects on the JDC workers and their rescue efforts in Europe. He balances personal stories with a country-by-country account of the fate of Jews through ought the war years: the grim statistics of millions deported and killed are set in the context of the hopes and frustrations of the heroic individuals and small groups who actively worked to prevent

the Nazis' Final Solution. This study is essential reading for anyone who seeks to understand the American Jewish response to European events from 1939 to 1945. Bauer confronts the tremendous moral and historical questions arising from JDC's activities. How great was the danger? Who should be saved first? Was it justified to use illegal or extralegal means? What country would accept Jewish refugees? His analysis also raises an issue which perhaps can never be answered: could American Jews have done more if they had grasped the reality of the Holocaust?

Precarious Creativity - Michael Curtin 2016-02-17

At free ebook version of this title is available through Luminos, University of California Press's new open access publishing program. Visit www.luminoso.org to learn more. **Precarious Creativity** examines the seismic changes confronting media workers in an age of

globalization and corporate conglomeration. This pathbreaking anthology peeks behind the hype and supposed glamor of screen media industries to reveal the intensifying pressures and challenges confronting actors, editors, electricians, and others. The authors take on pressing conceptual and methodological issues while also providing insightful case studies of workplace dynamics regarding creativity, collaboration, exploitation, and cultural difference. Furthermore, it examines working conditions and organizing efforts on all six continents, offering broad-ranging and comprehensive analysis of contemporary screen media labor in such places as Lagos, Prague, Hollywood, and Hyderabad. The collection also examines labor conditions across a range of job categories that includes, for example, visual effects, production services, and adult entertainment. With contributions from such leading scholars as John

Caldwell, Vicki Mayer, Herman Gray, and Tejaswini Ganti, *Precarious Creativity* offers timely critiques of media globalization while also intervening in broader debates about labor, creativity, and precarity.

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Designing B2B Brands - Carlos Martinez Onaindia 2013-02-19

“As an in-depth explanation of one organisation’s brand strategy, this guide is both fascinating and full of useful insights.” — The CA magazine (UK) Get tactical insight from the top business-to-business branding experts—and gain a global presence This comprehensive manual lays out the steps necessary

for creating an iconic global identity. It uses the lessons and inside knowledge of Deloitte, the world's largest professional services organization, to help other business-to-business operations deliver a high-impact, value-added brand experience. This book will illustrate all the components of an integrated brand identity system, and how they can be crafted and implemented for optimal effect. Here, the speculative is replaced by the proven: a seamless framework for global brand success, created and followed by an organization renowned for its consulting and advisory services. Features essential up-to-date strategies for keeping your brand fresh and enduring Addresses the role of designers; the marketing and communication function; human resources and talent teams; agencies and vendors; and more Considers the impact of digital and social media, two massive forces requiring new thinking for B2B brands

Incorporates best practices for emerging markets
With guidance that takes you on a clear, linear path toward achieving your brand objectives, this impressive single-source volume is the one book no business marketing professional should be without.

Nothing But! - Brigadier Samir Bhattacharya
2014-01-24

This is the FIFTH PART of the six part saga titled "NOTHING BUT!" and subtitled 'ALL IS FAIR IN LOVE AND WAR' This part covers the period 1971 to 1984 and tells the story of how Bangladesh came into being--the rise of Sikh militancy in India --the proxy war in Kashmir --the assassination of Mrs Indira Gandhi and the beginning of the love story between a Bengali Hindu girl and a Muslim army officer.and how circumstances separated them.It also covers the hanging of Mr Bhutto the military regime of General Zia and the assassination of Sheikh Mujibur Rehman.The political turmoil in

India, Pakistan and the Bangladesh and the advent of dynastic and commmunal political parties in India.

Bank Exam Pedia - Bharath Seeman 2015-02-17
In this present era of competition, every competitive examination consists of 5 sections Quantitative Aptitude,Reasoning, General English, Computer Science and General Awareness related to banking industry. After teaching more than 18,000 students in 28 years, we have seen a lot of students spending their time practicing aptitude and reasoning alone. But the students who cleared the exam would definitely say the above method of practicing would not help because merely passing in Aptitude and Reasoning sections will not help. Students should also think about the other sections and overall cut off. We know a lot of students who cleared all the sections but failed to clear the overall cut off. In fact, Practicing GK and English is the

only way to raise the overall cut-off. So, we have decided to dedicate this entire magazine just for General Awareness & Banking awareness. We sincerely believe that students who practice the next 100 pages would secure 40 marks from the Banking awareness section. We thank Google Play for publishing our e-magazine on their mobile platform. We also thank our students who assisted to bring this magazine out.

Employer Branding for Competitive Advantage -

Geeta Rana 2021-03-22

This book shows how to build and maintain a distinctive and credible employer brand and develop a set of relevant success metrics to help measure return on investment (ROI). Starting with the current interest in employer branding, this book looks at the historical roots of brand management and the practical steps to achieve employer brand management success. The book

will review the pressures that have generated current interest in employer branding. It goes on to look at the historical roots of brand management and the practical steps necessary to achieve employer brand management success. The book includes the business case, research, positioning, implementation, management and measurement, and case studies of big-named employer brand stories. This book will provide new insights into the field of employer branding and provide directions and tools for organizational brand building. It will be beneficial for research scholars, engineers, practitioners, and management students.

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Mexico and the United States in the Oil Controversy, 1917–1942 - Lorenzo Meyer 2014-11-06

From reviews of the Spanish edition: “Meyer’s perceptive commentary on Mexican power politics presents new insights into the petroleum lobbies in Mexico City and Washington. With unbiased empathy he shows the validity of Mexico’s complaints about foreigners’ deriving an

overabundance of profit from a nonrenewable natural resource. He understands United States history and never abuses his license to criticize.” —Hispanic American Historical Review “This useful addition to the literature on twentieth-century Mexican–United States diplomatic relations is a scholarly work, worthy of consideration by all students of the subject.”—American Historical Review *Mexico and the United States in the Oil Controversy, 1917–1942* explores the relationship between the United States and Mexico during the first half of the twentieth century, with special attention to the Mexican nationalization of the oil industry. Relying on Mexican archival material never before analyzed, the author presents a unique perspective on the period following the Mexican Revolution and Mexico’s efforts to diminish its economic dependency on the United States. This work not only describes the political and economic

struggle between the Mexican government and the U.S. oil companies but also serves to illustrate in general the nature of dependency between Latin

American countries and the United States. It will be of interest not only to Mexican specialists but also to diplomatic and economic historians.