

NEW BOOKS
2018-2019

Corporate Vaastu

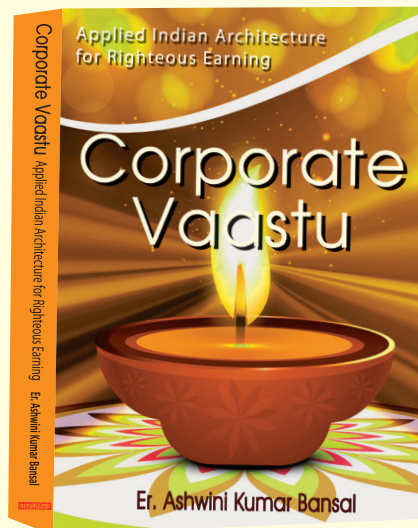
Applied Indian Architecture for Righteous Earning

Corporate Vaastu: Applied Indian Architecture for Righteous Earning offers an introduction to the principles of business Vaastu - including the vaastu of offices, shopping malls, factories, educational and religious premises, resorts, housing societies, modern apartments, pent houses, service apartments, agricultural land and farmhouses, hotels and restaurants – virtually all the aspects of public-related vaastu. This book is mainly intended to systematise and standardise the techniques and methodologies of the corporate and office vaastu.

CONTENTS: Chapter 1: Principles of Vaastu Shastra • Chapter 2: Vaastu Gods and Goddesses • Chapter 3: Principles of Business Vaastu • Chapter 4: Classical Principles of Administrative, Business, Professional, Public, and Religious Vaastu • Chapter 5: Workplace Vaastu • Chapter 6: Applied Vaastu of the Masses • Chapter 7: Modern Perspective of Vaastu • Chapter 8: Diminutive Vaastu • Chapter 9: 15 Case Studies



Ashwini Kumar MA (Philosophy), MIE (Civil Engg), LL B. was awarded a Gold Medal of Jyotish Acharya in 1997 from Bhartiya Vidya Bhawan, New Delhi. Presently, the author is honorary guide and professor of Vaastu Shastra and Palmistry at the Centre of Indology.



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A New Magnificent Treatise on SHIRDI SAI BABA

The author presents the book not in a complex and highly intellectual style but in a poignant manner which appeals to the sentiments of the readers.

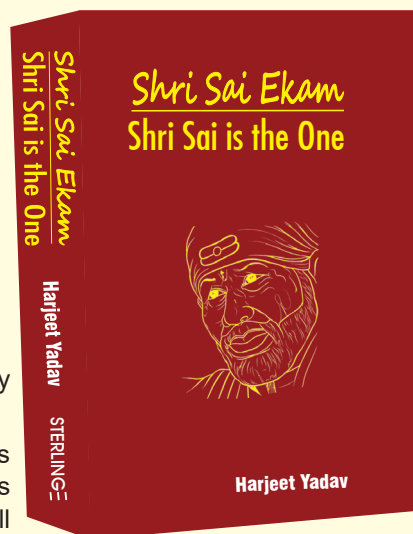
Shri Sainath Maharaj was basically a humanist and humanitarian in his approach towards all persons and issues. He believed more in God being here and now than God being in the skies. His humanitarian efforts are as important as His precepts.

from the foreword by Dr. C.B. Satpathy

This monumental work on Shri Sai Baba of Shirdi is the result of many years of hard labour.

It is a unique book on Baba with a comprehensive account of His divine incarnation. It tries to put some light on every aspect of Baba's life in an interesting manner. It is a guidebook and a moral tutor for all the spiritual seekers.

Shri Sai Ekam is a parayan (holy book) for the daily devout reading of a few pages till its completion. The devotee who attaches himself heart and soul to Shri Sai Baba will get salvation and get rid of the cycles of birth and death. For, as we know, Baba is constantly present among us and blesses us from His Samadhi.



The Book is divided in VII Sections (containing 66 chapters)

Highlights of the book:

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- A self-development book (A gift for your soul – a life changing book)
- Solution to all your problems (Solves all worldly & spiritual difficulties)
- Foreword by Dr. C.B. Satpathy (Revered by Sai devotees world-over)



Dr. Harjeet Yadav is a dental surgeon and a spiritual researcher. He is a devotee of Shri Sai Baba, completely soaked in the gentle rain of Baba's love. He is involved in many humanitarian and social causes.

Dr. Harjeet believes that he is especially blessed as Shri Sai Baba has allowed him to dedicate this book in His lotus feet on the auspicious occasion of His centenary Mahasamadhi Divas, which will be celebrated by His devotees with fervour all over the world.

Dr. Harjeet continues to investigate and research on Shirdi Sai Baba and is working on two more books on Him. The author is also researching on Shri Neem Karoli Baba.

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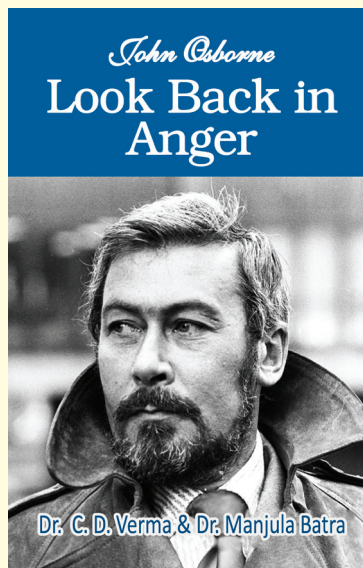
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Look Back in Anger was first performed in Britain at the Royal Court Theatre on 8th May 1956: it immediately became the outstanding dramatic success. Since then John Osborne gained worldwide attention as one of the most provocative and gifted dramatists writing in English in the later—half of the 20th century. It is a genuine drama about real events and people. In fact, with Osborne's *Look Back in Anger* officially began a "new Movement" in the British drama.

The hero of the play, Jimmy Porter, who hails from the working class, is provided with an intellect which only shows him that everything that might have justified pride in the old England (its opportunity, adventure, material well-being, etc.) has disappeared without being replaced by anything worthwhile. That is why this "angry young man" fumes, rages, nags at a world which he finds as "out of joint." Undoubtedly, *Look Back in Anger*, is painful in its accuracy and immediacy.

The present book has brought to the surface the hidden contours of the thematic layers as we delve deep into the text and lucidly examine its socio-human nuances.



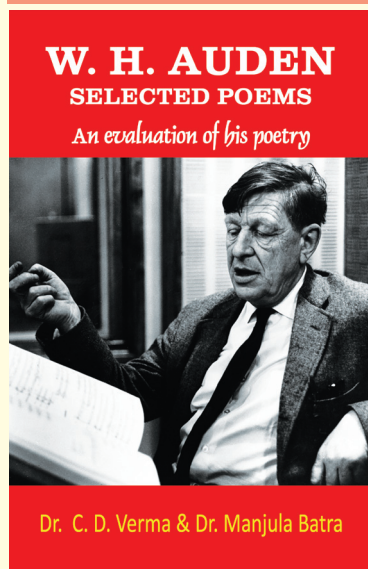
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Wystan Hugh Auden (1907 – 1973) is a widely read man, well-versed with well-known intellectuals, such as Freud, Marx, Lawrence, who immensely inspired his poetry. So magnetic was Auden's name and presence that by 1939, then only 32 years old, he had become something of a monument of contemporary poets. Throughout the 1930s Auden had been recognized by the poets who are often thought of as belonging to Auden's "group" Cecil Day Lewis, Auden himself, MacNeice and Stephen Spender.

There is no gainsaying the fact that Auden had influenced many poets in Britain and America, who specifically assimilated his scientific outlook and technique of approach, and this is all that a great poet needs for his writing. He is a sort of musician and ritualist which makes Auden a poet with a difference.

While teaching modern poetry to B.A (Hons.) and M.A. English students I invariably felt that the students, by and large, found Auden to be a difficult poet, and obscure. In the present book, an attempt has been made to make Auden comprehensible and interesting to the students.

ISBN 978-93-86245-20-5

Pages 288

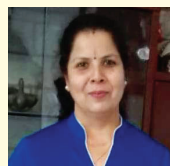
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Dr. C. D. Verma is a former Associate Professor, and Head, Department of English, Hans Raj College, a premier institution of Delhi University. During his four decades of long teaching career, he has written a number of books and articles. His articles have been published in leading magazines, newspapers and research journals. His books, *The Gita in World Literature*, and *The Exile Hero and the Reintegrating Vision* (Sterling), have been widely acclaimed.



Dr. Manjula Batra is working as an Associate Professor in English in a reputed college in Haryana. She is the daughter of Dr. C. D. Verma, and hails from a family of academicians. She has inherited a legacy of high intellectual acumen and fruitful literary activities, given to reading and writing. Her book *T. S. Eliot: Pattern of Images* (Sterling), has been greatly admired. Her collection of poems on different episodes of the *Mahabharata*, will soon be published by Sterling.

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Some 60 years ago, Bill Lall arrived in England to start a new life. It was not an easy start. Notices on shop windows read, 'Room available. Sorry, no coloureds, no Irish, no dogs.' Thankfully, things have now moved on, both for England and for Bill Lall himself.

Today, Bill Lall, Chartered Accountant by profession, is a successful, retired businessman and author of two very successful books. He has been awarded an Honorary Doctorate of Business Administration by the University of East London (2003), Freedom of the City of London in 2012, and the British Empire Medal in the Queen's Birthday Honours list of 2014. He also holds the title of Lord of the Manor (Woodlands).

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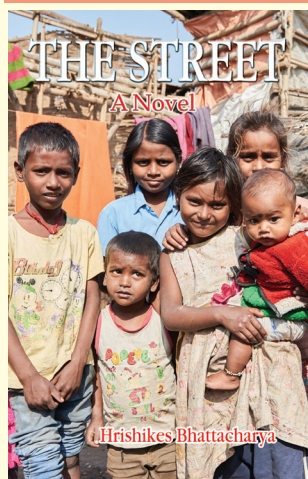
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She was abandoned at the Sealdah Railway station by her husband as she was barren. When *Mashi* sought help from the police they gang raped her. But she didn't feel humiliated. Her husband had done worse. Over time she became the richest and most powerful woman of *The Street*!

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The Street goes beyond and explores the daily struggle for survival of street children, and the freedom they cherish and aspire.



Hrishikes Bhattacharya was a professor at Indian Institute of Management Calcutta. The present book is the product of intensive research spanning over a decade on street children. Besides publishing extensively on economics and management, the author has published several short stories, two novels in Bengali—*Dwandik* and *Nitya Nithur Danda*, and a book of poems in English—*Genesis*.

ISBN 978-93-86245-39-7

Pages 272

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For a first novel, that too by a person still in his early teens, *The Yin to my Yang* is a marvellous effort. Written as part of a school project, Jai has managed with felicity the difficult task of seamlessly weaving together good writing with a theme (on twins). His first work is sensitive and indicative of his potential as a writer. I do hope he will continue to explore his inner self and the world around him through his writings. I wish him all the best!

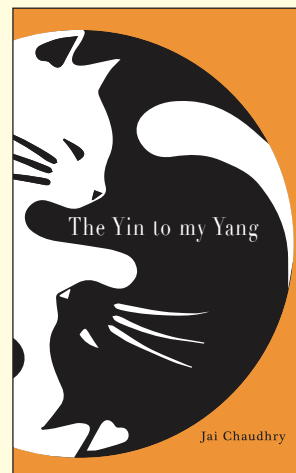
Parul Chandra, Deputy Editor, *Strategic News International*

A truly imaginative piece of writing by young Jai Chaudhry, where he has drawn from one's own life, and weaved together a compelling story about twins. This work of fiction shows maturity much beyond the author's age and proves that creativity is not constrained by one's experience or age!

Rohit Pandit, Economist and CEO, *IPMA*



15-year-old **Jai Chaudhry** is a student of Pathways School, Gurgaon. He studies in grade 10 and loves listening to music and reading fiction. He is an introvert, sensitive and emotional boy whose life is confined within his parents and sisters. Jai is extremely imaginative and to an extent empathetic. He has a good sense of humour and is always receptive to new learnings.



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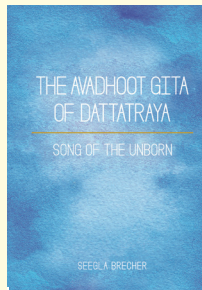
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SEEGLA BRECHER

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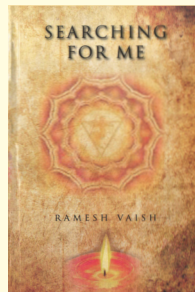
The poem elucidates the universal Self, indestructible, immortal and free from the duality of bondage and attachment, knowledge and ignorance. Readers of philosophy and poetry will appreciate the deep, meditative exploration in this 9th-century Advaita Vedanta text. The comprehensive Sanskrit-English word-for-word translation is an invaluable resource for scholars and students of Sanskrit literature.



Seegla Brecher, born in Montreal, has studied and taught Advaita Vedanta philosophy, meditation and Sanskrit texts since the 1980s.

RAMESH VAISH

Searching for Me



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Do you ever think about questions such as: Who am I? Why is there so much conflict in my life? How can I be my true self? Where am I going?

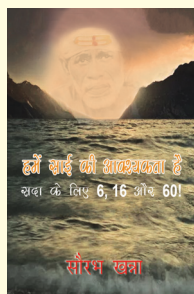
The book examines these questions and takes you through an insightful journey inward in search of meaningful answers.



Dr. Ramesh Vaish is a distinguished economist, chartered accountant and lawyer. He obtained his Ph.D. in Economics from University of Florida, U.S.A. His previous book *Our Existence - A Holistic View* was widely acclaimed in intellectual circles.

सौरभ खन्ना

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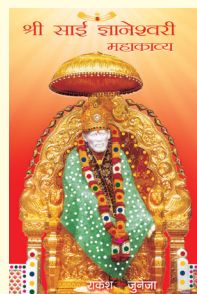
इस पुस्तक का मुख्य उद्देश्य आज के युवा वर्ग को साई के साथ जोड़ना है क्योंकि उन्हें इस आयु में साई की नितांत आवश्यकता है। साई जाति, धर्म, वर्ग, वर्ण आदि सीमाओं से परे हैं। लेखक का यह विश्वास है कि इस पुस्तक में उल्लिखित साई के मार्गदर्शन से सभी पाठकों और हर आयु के लोगों को यथोचित मार्गदर्शन प्राप्त होगा जो न केवल उनके जीवन के लिए बहुमूल्य होगा, अपितु असंख्य दिशाहीन व्यक्तियों को सन्मार्ग प्रदान करेगा।



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