STERLING = Newsletter

January 2019

Dear Sir,

Wish you a Happy New Year 2019

With the onset a New Year, Sterling is happy to introduce its New Books, revised edition and reprinted versions November-December 2018.

New Books



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*!

But Boomba and Toomba and many others like them exist—with their philosophy, their aspirations of life and love, their challenges, thrills and excitements. Is it time society began treating them like human beings?

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 Size 5.5×8.5" Paperback Price ₹ 350

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!

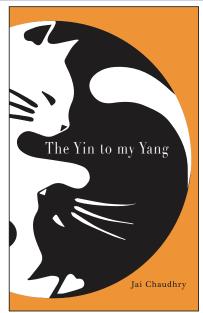
Parul Chandra, Deputy Editor, Strategic News International

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



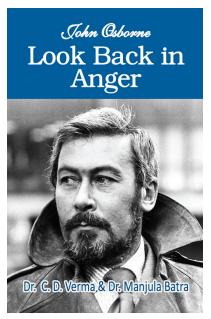
15-year-old Jai Chaudhry is a student of Pathways School, Gurgaon. He studies in grade 10 and loves listening to music and reading fiction. He is an introvert, sensitive and emotional boy whose life is confined within his parents and sisters. Jai is extremely imaginative and to an extent empathetic.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



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.





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.

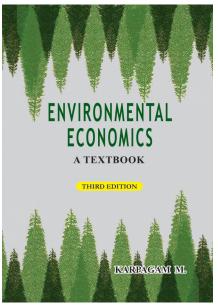
ISBN 978-93-86245-37-3 Pages 208 Size 5.5×8.5" Paperback Price ₹ 190

Third Revised Edition 2019

ENVIRONMENTAL ECONOMICS

KARPAGAM M.

Section 1: Economics, Ecology and Ethics • Basic Ecology • Economics—Environment Inter-Linkages • Environmental Ethics • Environmental Movements • Section 2: Environmental Degradation • Air Pollution • Water Pollution • Pollution by Solid Wastes • Population and Environment • Urbanisation and its Impact • Energy And Environment • Forests And Environmental Quality • Section 3: Economic Development and Environmental Quality • Economic Growth and Environmental Quality • Limits to Growth • Environmental Kuznet's Curve • Economics of Sustainable Development • Section 4: Welfare Economics and Environmental Economics • Paretian Welfare Economics • Market Failure • Consumer's Surplus and Producer's Surplus • Welfare Criteria • Section 5: Environmental Economics • Economics of Pollution • Natural Resource Economics • Accounting for Environment • The Environment and International Trade • Section 6: Environmental Policy • Environmental Policy — An Introduction • Principles of Pollution Control • Environmental



ISBN 978 93 86245 42 7 Pages488 Size 6.75x9.5" Price ₹ 399

Policy Tools –Command and Control • Pollution Control: Market Using Instruments • Pollution Control - Market Creating Instruments • Comparison of Pollution Control Policy Instruments • Environmental Protection – Voluntary Participation • Section 7: Cost - Benefit Analisis • Cost Benefit Analysis – An Introduction • Economic Evaluation of Environmental Benefits • Environmental Impact Assessment • Section 8: Corporate Environmental Management • Sustainable Industrialisation • Corporate Strategies for Environmental Management • Section 9: Environmental Policy in Practice • Environmental Challenges and Policy in India • Global Environment: Problems and Policies • Global Warming • Ozone Depletion Biodiversity Loss • Hazardous Wastes • Major International Conferences on Environmental Protection • Glossary • References – Websites • Articles, Books and Reports

REPRINTS

Paperbacks

Autobiography of A Yogi	P. Yogananda	ISBN 978 81 207 2524 9 Pages 504	4 ₹150
Sai Baba Faqir Of Shirdi	Kevin R.D. Shepherd	ISBN 978 93 86245 06 9 Pages 286	0 ₹350
Secrets of Numerology	Dr. Ravindra Kumar	ISBN 978 81 207 8472 7 Pages 286	0 ₹300
Firaq Gorakhpuri	K. C. Kanda	ISBN 978 81 207 2242 2 Pages 286	0 ₹400
Secrets of Good Parenting	Dr. Brij Bhushan Goel	ISBN 978 81 207 7994 5 Pages 24	8 ₹275
VAASTU Vedic Architectural Wisdom for Modern Buildings	Naresh Singal Bharat Singal	ISBN 978 81 207 9654 6 Pages 168	8 ₹225
वास्तु फॉर हारमनी	नरेश सिंगल	ISBN 978 81 207 8983 8 Pages 176	₹200
साई का संदेश	डॉ. रबिन्द्र नाथ ककरिया	ISBN 978 81 207 2879 0 Pages 288	3 ₹200
श्री साई बाबा के परम भक्त	डॉ. रबिन्द्र नाथ ककरिया	ISBN 978 81 207 2779 3 Pages 190) ₹125
Textbooks			
History of Modern Andhra Pradesh (1858-2016)	P.V. Rao	ISBN 978 81 207 9492 4 Pages 248	₹190
History of Modern Andhra Pradesh (Telegu)	P.V. Rao	ISBN 978 81 207 6165 0 Pages 408	₹250
Ancient and Medieval History of Andhra Pradesh	P.V. Rao	ISBN 978 81 207 1522 6 Pages 112	2 ₹90
General Psychology	S.K. Mangal	ISBN 978 81 207 0798 6 Pages 320) ₹275
Statistical Methodes Concepts Application and Compotation	Y P Aggarwal	ISBN 978 81 207 2002 2 Pages 316	3 ₹350

Please let us know your requirements and we look forward to hearing from you.

With gratitude for your continued patronage! S.K. Ghai



