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JULY • AUGUST 2009
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VISIT OUR WEBSITE AT: www.mheducation.asia
ADVERTISING/MARKETING

MARKETING FOR FINANCIAL ADVISORS
Build Your Business by Establishing Your Brand, Knowing Your Clients and Creating a Marketing Plan
By Eric T Bradlow, Keith E Niedermeier and Patti Williams
July 2009 / Hardcover / 288 pages

Salespeople in the trenches need marketing help: the brokers, agents, financial planners and financial consultants who are the profit engines of the Citibank’s and Merrill’s of the world. These salespeople are successful entrepreneurs with trillions under management. But they are so busy reeling in new clients, managing their client’s money, and keeping up with new regulations, they never learned much about marketing. These super salespeople, most of whom are self-made, streetsmart and who lack MBAs, are hungry to learn the basics of marketing, specifically applied to their business. And they are not going to learn marketing theory or read case studies about marketing cars or computers.

This is the definitive marketing handbook targeted at legions of brokers, insurance agents, certified financial planners, both solo practitioners and corporate salespeople, who cater to the wealthy. It teaches all of the marketing skills necessary to build a successful financial advising practice: strategy, client segmentation, niche targeting, personal branding, and building client relationships. It is based on their original data from over 500 successful financial advisors and their most successful marketing practices.

CURRENT AFFAIRS

CITIZEN WEALTH
By Wade Rathke
July 2009 / Hardcover / 216 pages
ISBN: 9781576758625 / US$24.95
[A Berrett-Koehler Title]

America’s safety net is torn and tattered. Income inequality continues to grow the gap between rich and poor has expanded fivefold in the last twenty-five years. For millions of working families, achieving basic middle-class comforts has begun to seem as distant a dream as winning the lottery. What is needed, and what veteran organizer and ACORN founder Wade Rathke provides in this hard-hitting new book, is a comprehensive grassroots strategy to create what he calls citizen wealth: an enduring foundation on which working people can build a future that extends beyond paying next month’s rent. Rathke shares breakthrough strategies that have enabled ACORN and other organizations to help people secure the basics of citizen wealth a house and a decent income offering from-the-trenches advice on mounting successful living wage campaigns, battling unscrupulous and predatory lending practices, and developing new forms of worker organizations to protect wages and benefits. Existing antipoverty programs can provide critical support for citizen wealth-building efforts, but they’re woefully underutilized. Rathke shows how to cut through government indifference and bureaucratic obstacles to provide those in need with access to these vital resources.

But community organizations can’t do it alone. Rathke describes ACORN partnerships with HSBC Bank and H&R Block that helped these businesses see building citizen wealth as a new market opportunity a win for them and for the people they once exploited. And he looks at other examples of strange bedfellows in the fight for citizen wealth, including Citibank, once the target of massive protests by ACORN and now, working with it, a major investor in working-class communities.
THE DEATH OF “WHY?”
By Andrea Batista Schlesinger
2007 July / Hardcover / 200 pages
[A Berrett-Koehler Title]

Obsessed with answers, we have lost sight of the power and value of questions. Debates over globalization, climate change, health care, and poverty will not be “solved” with simple answers, but that’s what Americans are being trained to expect. Schlesinger argues that we’re besieged by cultural forces that urge us to avoid critical thinking and independent analysis. The media reduces politics to a spectator sport, standardized tests teach students to fill in the dots instead of opening their minds, and even the Internet promotes habits that discourage looking deeper.

But the situation isn’t hopeless. Schlesinger profiles individuals and institutions renewing the practice of inquiry—particularly in America’s youth—at a time when our society demands such activity from us all. Our resilience will depend on our ability to struggle with what we don’t know, to live and think outside comfortable bubbles of sameness, and, ultimately, to ask questions.

UNITE AND CONQUER
By Kyrsten Sinema
July 2009 / Softcover / 240 pages
[A Berrett-Koehler Title]

Too many progressives are still using old-school divide and conquer tactics: demonize the other side, frighten the voters, scheme, and maneuver to try to win on your own terms. This approach hasn’t been particularly successful and has led to widespread alienation and apathy, which plays into the hands of the status quo. And it’s a betrayal of some of the most cherished ideals of the progressive movement: inclusion, reason, justice, and hope. This is starting to change, but old habits die hard. Nobody is better positioned to help than Kyrsten Sinema. Arizona’s youngest state legislator, Sinema was a leader in the successful fight against banning gay marriage in 2006 and in the effort to divest state funds in Darfur unexpected victories in a traditionally conservative state. In Unite and Conquer, Sinema shares how we can put together broad-based coalitions that advance the progressive agenda rather than simply make us feel good about the purity of our ideals. Sinema argues that we must let go of our preconceived notions about who our opponents are, how they think, what specific outcomes we’re aiming for, even our notions of who we are. Identity politics have bred insularity and intolerance and closed us off from creating winning alliances and strategies. Using her experiences and examples from a host of campaigns from all over the country, she offers specific advice on how to forge connections personal and political with seemingly unlikely allies and define our values, interests, and objectives in ways that broaden our range of potential partners and expand our tactical options.

DESIGN-DRIVEN INNOVATION
By Roberto Verganti
August 2009 / Hardcover
ISBN: 9781422124826 / US$35.00
[A Harvard Business Press Title]

Until now, the literature on innovation has focused either on radical innovation pushed by technology or incremental innovation pulled by the market. In Design-Driven Innovation: How to Compete by Radically Innovating What Things Means, Roberto Verganti introduces a third strategy, a radical shift in perspective that introduces a bold new way of competing. Design-driven innovations do not come from the market; they create new markets. They don’t push new technologies; they push new meanings. It’s about having a vision, and taking that vision to your customers. Think of game changers like Nintendo’s Wii or Apple’s iPOD. They overturned our understanding of what a video game means and how we listen to music. Customers had not asked for these new meanings, but once they experienced them, it was love at first sight. But where does the vision come from? With fascinating examples from leading
European and American companies, Verganti shows that for truly breakthrough products and services, we must look beyond customers and users to those he calls "interpreters" - the experts who deeply understand and shape the markets they work in. Design-Driven Innovation offers a provocative new view of innovation thinking and practice.

CONTENTs
1. Design-Driven Innovation. An introduction
Part One: The Strategy of Design-Driven Innovation
2. Design and Meanings. Innovating by making sense of things
3. Radical Pushes. Placing design-driven innovation in the strategy of a firm
4. Technology Epiphanies. The interplay between technology-push and design-driven innovation
5. The Value and the Challenges. Why companies do or do not invest in design-driven innovation
Part Two: The Process of Design-Driven Innovation
6. The Interpreters. Doing research with the design discourse
7. Listening. Finding and attracting key interpreters
8. Interpreting. Developing your own vision
9. Addressing. Leveraging the seductive power of the interpreters
Part Three: Building Design-Driven Capabilities
10. The Design-Driven Lab. How to start
11. Businesspeople. The key role of top executives and their culture

DESIGN AND LAUNCH AN ONLINE SOCIAL NETWORKING BUSINESS IN A WEEK
By Julien Sharp
July 2009 / Softcover / 200 pages
ISBN: 9781599182681 / US$17.95

Are you a virtual social butterfly? Captivated by the buzz of new media? Interested in setting the online social scene for others? And making a profit doing so? Tap into the millions of MySpace users and Facebook friends to create your own specialized social site! In just seven days, identify your network niche; develop an inviting, interactive website; drive traffic and membership; build profitable online advertising relationships; and more!

CONTENTS
Introduction
2. The Evolution of Online Networking, and How You Can Ride the Trend to Financial Freedom
3. Seed Money: It Takes Less Than You May Think
4. The Financial and Legal Aspects of Setting Up and Online Business
5. Seven Days to Success: Your Business Building Week At-a-Glance
6. Setting Up Shop – A Home-Based vs. Outside Office
7. What Type of Networking Business is Right for You?
8. Your New Best Friend: Learn From Your Competition
9. Network Success Story #1: [name TBA]
10. Network Success Story #2: [name TBA]
11. What's In A Name: Discovering Your Business’s Identity
12. Choosing the Right Networking Host and Software Package for Your Business
13. Human Capital: Employees vs. Outside Contractors?
14. Revenue Streams: Developing Your Subscription and Advertising Pricing Structures
15. Creating the Buzz: e-Solutions for Advertising and Promotion
16. Building Your Community While Building Your Bottom Line
17. Let the “Customer” Guide You to Outstanding “Customer Service”
18. Business Essentials: From Human Resources to Health Care, and Everything in Between
19. It’s About Time: Wasting it is a Productivity-Buster!
20. And on the Eighth Day: Planning For Growth
References and Resources

Prices in US$ are subject to change without notice.
Shipping and handling charges are extra.
DESIGN AND LAUNCH AN ONLINE TRAVEL BUSINESS IN A WEEK

By Charlene Davis
July 2009 / Softcover / 200 pages
ISBN: 9781599182674 / US$17.95
[An Enterpreneur Press Title]

Love travel? Do you enjoy discovering new adventures, finding the best deals, and making plans? Would you like to work with people around the world from the comfort of home? In the trillion-dollar, worldwide travel and tourism industry, it’s easier than ever to tap into your enthusiasm for travel and turn it into your next paycheck. In just one week, discover how to establish your business, create an attractive and functional website, master online marketing tools, partner with qualified providers, and more!

CONTENTS
1. Preface: Are You Ready?
2. Take a Ride on the Wild Side
3. It's a Whole New World of Opportunities
4. Your Road Map to Success
5. What's the Take on Ticketing?
6. Mastering the Web: From Simple to Extreme
8. A is for Attraction, Accessibility, and Automation
9. The Essentials of eMarketing
10. Thinking Outside of the Box
11. Run a Tight Ship with Secure Solutions
12. Are We There Yet? Delivering First Class Service
14. Unexpected Turbulence: When Things Go Wrong
15. Future Forecast: Keep the Momentum Going
17. Appendix B: Additional Resources
18. Glossary

ENTREPRENEURSHIP

DESIGN AND LAUNCH AN ONLINE GIFT BUSINESS IN A WEEK

By Cheryl Kimball
July 2009 / Softcover / 200 pages
ISBN: 9781599182643 / US$17.95
[An Enterpreneur Press Title]

Are you creative? Interested in taking your favorite hobby or inventive attitude to a new, more profitable level? Would you like to work from the comfort home, making money around the clock? Thanks to today’s turnkey technology, in just a few clicks and a few days you can build a virtual gift store selling your favorite items to millions! Choose from today’s hottest online gift businesses, including food, pets, hobbies, home goods, and holiday items, or debut and sell your signature goodies. In just one week, break into the billion-dollar gift industry, create a fully-functioning website, tap into millions of eager online shoppers, and more!
GET CONNECTED: THE SOCIAL NETWORKING TOOLKIT FOR BUSINESS
By Starr Hall and Chadd Rosenberg
August 2009 / Softcover / 288 pages
[An Entrepreneur Press Title]

With this enlightening guide to mastering MySpace.com, Facebook.com and other top social networking sites, entrepreneurs discover how to quickly connect with today’s more social, more interactive consumers. Social media pros Starr Hall and Chadd Rosenberg give newbie networkers an in-depth look at the top 15 social networking sites, allowing them to cut through the clutter and immediately transition their business into the new media environment. Entrepreneurs uncover simple steps for establishing their online identity, proven techniques for engaging and attracting quality customers, and priceless tactics for building and managing their brand within the social consumer community—ultimately, boosting their customer base and their bottom line!

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Part 1: Introduction to Social Networking
1.1 What is Social Networking?
1.2 Types of Social Networking sites
1.3 Choosing the best Social Networking site for your business
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2.1 SOCIAL NETWORKING
2.1A Facebook.com
2.1B MySpace.com
2.1C Bebo.com
2.1D Hi5.com
2.1E Friendster.com
2.1F Xanga.com
2.1G Twitter.com
2.1H Tagged.com
2.2 PROFESSIONAL NETWORKS
2.2A LinkedIn.com
2.2B ZoomInfo.com
2.3 SOCIAL NEWS
2.3A Digg.com
2.4 BUSINESS DIRECTORIES
2.4A Yelp.com
2.4B CitySearch.com
2.5 FORUMS
2.5A Meetup.com

START YOUR OWN RESTAURANT BUSINESS AND MORE
Pizzeria, Coffeehouse, Deli, Bakery, Catering Business
By Jacquelyn Lynn
August 2009 / Softcover / 256 pages
[An Entrepreneur Press Title]

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1. Introduction
2. Operations
3. Developing Your Plan
4. Kitchen and Dining Room Basics
5. Restaurant
6. Pizzeria
7. Sandwich Shop and Delicatessen
8. Coffeehouse
9. Bakery
10. Food and Party Catering
11. Inventory
12. Structuring Your Business

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13. Locating and Setting up Your Business
14. Human Resources
15. Regulatory Issues
16. Equipment
17. Marketing
18. Financial Management
19. Tales from the Trenches

TAXPERTISE
The Complete Book of Dirty Little Secrets and Tax Deductions for Small Businesses the IRS Doesn’t Want You to Know
By Bonnie Lee
July 2009 / Softcover / 288 pages

Taxpayer champion and enrolled agent Bonnie Lee puts the IRS under the microscope and uncovers proven methods, and surprisingly simple strategies to minimize your taxable income, maximize deductions, and, ultimately—add thousands back to your business’ bottom line!

CONTENTS
Part 1 – Getting Organized and Tracking for Taxes
Part 2 – Cozy Business
Part 3 – Business Deductions
Part 4 – Bull and Red flags
Part 5 – Can’t They Just Leave Me Alone?
Part 6 – We’re in Real Trouble Now

FINANCE, INSURANCE, & REAL ESTATE

FINANCIAL STATEMENTS
A Step-by-Step Guide to Understanding and Creating Financial Reports
By Thomas R Ittelson
August 2009 / Softcover / 288 pages

Now the best-selling book of its kind has gotten even better. This revised and expanded second edition of Ittelson’s master work will give you that firm grasp of “the numbers” necessary for business success.

With more than 100,000 copies in print, Financial Statements is a perfect introduction to financial accounting for non-financial managers, stock-market investors, undergraduate business and MBA students, lawyers, lenders, entrepreneurs, and more. Most introductory finance and accounting books fail either because they are written “by accountants for accountants” or the authors “dumb down” the concepts until they are virtually useless. Financial Statements deftly shows that all this accounting and financial-reporting stuff is not rocket science and that you can understand it! Ittelson empowers non-financial managers by clearly and simply demonstrating how the balance sheet, income statement and cash flow statement work together to offer a “snapshot” of any company’s financial health. Every term is defined in simple, understandable language. Every concept is explained with a basic, straightforward transaction example. And with the book’s uniquely visual approach, you’ll be able to see exactly how each transaction affects the three key financial statement of the enterprise. Two new major sections with nine new chapters were added to this revised second edition of Financial Statements, simply the clearest and most comprehensive introduction to financial reporting available.
THE COMPLETE GUIDE TO OPTION SELLING
Second Edition
By James Cordier and Michael Gross
July 2009 / Hardcover / 272 pages
ISBN: 9780071622370 / US$44.95

Trading volume and volatility are at all-time highs, creating an environment that has made options selling more popular than ever. Fully up to date and expanded to be useful in today’s markets, this second edition of The Complete Guide to Option Selling covers new strategies and new ways to approach selling options and futures so the sophisticated investor can continue to produce surprisingly consistent results with only slightly increased risk.

This book remains the only guide that explores selling options exclusively, and is a cult favorite among the options-selling community.

CONTENTS
Why Sell Options
A Crash Course on Futures
Buying Options versus Selling Options
SPAN Margin: The Key to High Returns
Strike Price and Time Selection
Use and Abuse Spreads
Recommended Spread Strategies
Liquidity, Order Placement, Assignment, and Limit Moves
Risk Control in Option Selling
Fundamentals versus Technicals
Key Fundamentals of Select Markets
Seasonal Analysis and Option Selling
The Best Markets for Seasonal Option Sales
Mistakes New Option Sellers Make
Finding a Good Broker or Money Manager
Option Selling as an Investment
Pulling it All Together

INVESTMENT

APPLIED VALUE INVESTING
The Practical Application of Benjamin Graham and Warren Buffett's Valuation Principles to Acquisitions, Catastrophe Pricing and Business Execution
By Joseph Calandro
August 2009 / Hardcover / 336 pages
ISBN: 9780071628181 / US$59.95

The practice of value investing has spawned a large number of highly successful investors since it was first introduced in the 1930s. It has also been the subject of a number of popular books including Benjamin Graham’s own works, such as the seminal Security Analysis.

While other value-investing books introduce a new variation on the value-investing theme, Applied Value Investing adopts the modern Graham and Dodd approach and applies it in a variety of unique and practical ways. Sophisticated investors will learn innovative new ways of applying a value-investing approach to mergers and acquisitions (M&A) and alternative investing. This in-depth guide uses detailed case studies demonstrating how Graham and Dodd insights can be used in a macro-investing framework and applied to the emerging area of super-catastrophe valuation. It also shows financial analysts, money managers, and other professionals how to incorporate valuation in general into an integrated business analytical framework.

CONTENTS
1. Net Asset Valuation and Earnings Power valuation
2. Applying base case valuation to M&A: Sears
3. Growth based margin of safety acquisitions: GEICO
4. Risk: General Reinsurance Corp.
5. Macro-Investing
6. Alternative Investments including catastrophe-based alternatives
7. Buffett, Graham’s principles applied to business management

BENJAMIN GRAHAM ON INVESTING
The Early Works of the Father of Value Investing
By Benjamin Graham (deceased) and Rodney G Klein
July 2009 / Hardcover / 400 pages
ISBN: 9780071621427 / US$29.95

Considered the “father of value investing,” Benjamin Graham remains one of the most acclaimed financial thinkers of all time. He revolutionized investment philosophy with his concepts of security and fundamental analyses, and value investing—concepts he introduced in the classic Security Analysis. Benjamin Graham on Investing presents a selection of the financial genius’s early articles. First written during a time of great change—between World War I and the Great Depression—these articles are remarkably relevant to today’s changing market.

CONTENTS
Curiosities of the Bond List, 9/1917
Valuation Great Northern Oil Certificates, 9/1917
Inspiration Copper Value, 4/1918
Nevada Consolidated 5/1918
Rock Island vs. Missouri Pacific, 5/1918
Cash Position with Industrials, 7/1918
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Great Steel Tax Mystery 9/1918
American Agriculture and Virginia Caroline, 9/1918
Sad Case of MK&T Bonds, 10/1918
Attractive Peace Bonds, 10/1918
Safe Investments with High Yields 11/1918
Hidden Assets of Consolidated Gas 12/1918
Bargain Hunting Through Bond List, 1/1919
B&O for C&O, 2/1919
Where War Earnings Have Gone 3/1919
Attractive Industrial Preferred Stocks 4/1919
A Profitable Switch to Stocks 5/1919
Coal Situation and Coal Stocks 7/1919
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Van Swearingen Scheme 3/1926
The Reorganizing of St. Paul
Van Swearingen Scheme 1/1927
Riddle of US Steel’s Book Value 7/1926
Mr. Shareholder, Do You Know When Periodic Stock Dividends Help and When They Hurt You? 9/1926
New Era of Discrimination in Selection of Securities 1/1927
CORPORATE FINANCIAL ANALYSIS WITH MICROSOFT EXCEL

By Francis J Clauss

August 2009 / Hardcover / 512 pages
ISBN: 9780071628853 / US$79.00

Corporate Financial Analysis with Microsoft® Excel® combines both spreadsheet skills with management skills to build the reader’s proficiency with Excel®, the most important tool for those in finance and security analysis. The author includes questions designed to challenge readers to think not just about the quantitative side of financial management, but also the qualitative side.

CONTENTS
1: Corporate Financial Statements
2: Analysis of Financial Statements
3: Forecasting Annual Revenues
4: Forecasting Financial Statements
5: Forecasting Seasonal Revenues
6: Time Value of Money
7: Cash Budgeting
8: Cost of Capital
9: Profits, Leverage
10: Depreciation, Taxes
11: Capital Budgeting
12: Applications of Capital Budgeting
13: Capital Budgeting: Risk Analysis
14: Capital Budgeting: Monte Carlo

HOW TO BUILD YOUR FINANCIAL ADVISORY BUSINESS AND SELL IT AT A PROFIT

By Al Depman

August 2009 / Hardcover / 320 pages
ISBN: 9780071621571 / US$59.95

Consultant and practice management expert Al Depman, creator of The Practice Checkup, explains how to develop, manage, and grow a profitable financial services practice that will allow advisors to reap the rewards of their hard work when it’s time to sell.

CONTENTS
Part I: Why Practice Management Matters
Chapter 1: Bottling and Selling Your Genius: How to Increase the Value of Your Practice
Chapter 2: Enhancing Your Practice’s Book Value
Part II: The Practice Lifecycle
Chapter 3: The Practice Lifecycle: An Overview
Chapter 4: The Formative Year
Chapter 5: The Developing Years
Chapter 6: The Emerging Years
Chapter 7: The Mature Practice
Chapter 8: The Prime Practice
Part III: The Eight Essential Business Systems
Chapter 9: Ensuring Your Practice is Transferable
Chapter 10: Client Acquisitions
Chapter 11: Client Management
Chapter 12: Sales
Chapter 13: Case Development
Chapter 14: Time Management
Chapter 15: Communication
Chapter 16: Education
Chapter 17: Financial Management
Part IV: The 4 Cornerstones of Change
Chapter 18: Overview
Chapter 19: Personal and Professional Vision
Chapter 20: The 3 Levels of Accountability
Chapter 21: The Business Environment
Chapter 22: Balance and Blending

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INVESTING IN SOLAR STOCKS
What You Need to Know to make Money in the Global Renewable Energy Market
By Joseph Berwind
August 2009 / Hardcover / 352 pages

Renewable energy is a $100 billion market and solar power is its front runner, representing more than 30% of this global market. Written for institutional investors, asset managers, and fund managers, Investing in Solar Stocks describes the renewable energy landscape focusing specifically on solar power. In it, veteran energy investor Joseph Berwind delivers investment strategies for buying, selling and shorting solar stocks. Along with his own experiences, Berwind features perspectives from industry leading hedge fund managers. Written by a veteran energy investor, the book delivers strategies for buying, selling, and shorting solar stocks. Option strategies and advice from the top hedge fund managers active in the field are also included.

CONTENTS
Introduction
Chapter 1: Solar Technology
Chapter 2: Solar Business Models (Solar Value-Chain, Capital Intensity, Vertical Integration, Emerging Business Models)
Chapter 3: Solar Stock Valuation
Chapter 4: Volatility & Risk (Investing vs. Trading)
Chapter 5: Pulling the Trigger (Buy, Sell or Short--First Steps)
Chapter 6: Investing for the long-run (Successfully diversifying the risks)
Chapter 7: Rebalancing a Solar Portfolio (Selling losers and managing profits)
Chapter 8: Monitoring a Global Industry

PRIVATE WEALTH MANAGEMENT
The Complete Reference for the Personal Financial Planner
By G Victor Hallman, Wharton School and Jerry S Rosenbloom, University of Pennsylvania
August 2009 / Hardcover / 696 pages
ISBN: 9780071544214 / US$64.95

Formerly titled Personal Financial Planning: Private Wealth Management—the definitive go-to reference for you—has been thoroughly updated and revised to cover the most vital topics affecting the finances of your family. The book addresses everything from setting financial objectives and understanding the planning process to investing in equities and fixed income securities.

CONTENTS
Part I: Introduction
Part II: Capital Accumulation
Part III: Income Tax Planning
Part IV: Financing Education Expenses
Part V: Planning for Retirement
Part VI: Charitable Giving
Part VII: Insurance and Wealth Management
Part VIII: Estate Planning
Part IX: Planning for Business Interests
LEADERSHIP

CROSSING THE DIVIDE
By Todd Pittinsky
August 2009 / Hardcover / 320 pages
ISBN: 9781422118344 / US$35.00
[A Harvard Business Press Title]

Bringing groups together is a central and unrelenting task of leadership. CEOs must nudge their executives to rise above divisional turf battles, mayors try to cope with gangs in conflict, and leaders of many countries face the realities of sectarian violence. Crossing the Divide introduces cutting-edge research and insight into these age-old problems. Edited by Todd Pittinsky of Harvard’s Kennedy School of Government, this collection of essays brings together two powerful scholarly disciplines: intergroup relations and leadership. What emerges is a new mandate for leaders to reassess what have been regarded as some very successful tactics for building group cohesion. Leaders can no longer just “rally the troops.” Instead they must employ more positive means to span boundaries, affirm identity, cultivate trust, and collaborate productively.

In this multidisciplinary volume, highly regarded business scholars, social psychologists, policy experts, and interfaith activists provide not only theoretical frameworks around these ideas, but practical tools and specific case studies as well. Examples from around the world and from every sector - corporate, political, and social - bring to life the art and practice of intergroup leadership in the twenty-first century.

CONTENTS
Introduction: Intergroup Leadership: What It Is, Why It Matters, and How It Is Done
Part I Insights & Concepts
Chapter 1 Leadership Across Group Divides: The Challenges and Potential of Common Group Identity
Chapter 2 From Group Conflict to Social Harmony: Leading Across Diverse and Conflicting Identities
Chapter 3 On the Social Psychology of Intergroup Leadership: The Importance of Social Identity and Self-Categorization Processes
Chapter 4 United Pluralism: Balancing Subgroup Identification and Superordinate Group Cooperation
Chapter 5 Imaginative Leadership: How Leaders of Marginalized Groups Negotiate Intergroup Relations
PART II TOOLS AND PATHWAYS
Chapter 6 Creating Common Ground: Propositions About Effective Intergroup Leadership
Chapter 7 Boundary-Spanning Leadership: Tactics to Bridge Social Identity Groups in Organizations
Chapter 8 Trust-Building in Intergroup Negotiations: Challenges and Opportunities for Creative Leaders
Chapter 9 Boundaries Need Not Be Barriers: Leading Collaboration Among Groups in Decentralized Organizations
Chapter 10 Operating Across Boundaries: Leading Adaptive Change
Chapter 11 Leadership for Enhancing Coexistence: Promoting Social Cohesion Among Groups in Pluralistic Societies
Chapter 12 Bringing Groups Together: The Politics of Africa and Elsewhere
Chapter 13 The Context for Intergroup Leadership Among Women’s Groups in Saudi Arabia
Chapter 14 From Bolted-on to Built-In: Diversity Management and Intergroup Leadership in American Corporations
Chapter 15 Reaching Across the Aisle: Innovations for Cross-Party Cultural Collaboration
Chapter 16 Collective Memory and Intergroup Leadership: Israel as a Case Study
Chapter 17 Interfaith Leadership: Bringing Religious Groups Together

FEARLESS LEADERSHIP
How to Overcome Behavioral Blindspots and Transform Your Organization
By Loretta Malandro
August 2009 / Hardcover / 224 pages

It takes true vision and courage to meet the challenges of a changing global market. But to align new strategies, overcome obstacles, and enact real change, it’s necessary to change behavior on an individual level throughout an organization. Fearless Leadership offers managers and executives a unified game plan of specific behavioral techniques proven to promote positive change. Readers will learn how focus on everyday behaviors and work patterns to encourage collaboration, accountability, and confident decision making.

CONTENTS
1. A Stand for Your Success
2. The High Performance Difference
3. Engaging With Others in an Extraordinary Way

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4. A New Leadership Context
5. What Derails Leaders
6. The Need to Be Right
7. Shrinking the Game or Playing Big
8. Applying High Performance Practices

HARVARD BUSINESS REVIEW ON DEVELOPING HIGH-POTENTIAL LEADERS
By Harvard Business School Press
August 2009 / Softcover / 224 pages
ISBN: 9781422128701 / US$22.00
[A Harvard Business Press Title]

Many companies do not provide their managers with adequate development programs, failing to recognize how often new managers can become overwhelmed. How can you prevent your most promising employees from being derailed? Should you schedule more coaching or training - or is it simply too soon to promote an employee to the next level? In a world of intensifying talent wars, companies that can develop high-potential leaders throughout their ranks stand the best chance of consistently trouncing rivals. As a manager, you play a crucial role in cultivating leadership skills in your own teams.

This collection of HBR articles provides a range of advice on the best ways for companies to keep their next generation of leaders on the right track.

HOW I LEARNED TO LET MY WORKERS LEAD
By Ralph Stayer
August 2009 / Softcover / 64 pages
ISBN: 9781422138458 / US$8.95
[A Harvard Business Press Title]

Since 1922, Harvard Business Review has been a leading source of breakthrough ideas in management practice many of which still speak to and influence us today. The HBR Classics series now offers you the opportunity to make these seminal pieces a part of your permanent management library. Each volume contains a groundbreaking idea that has shaped best practices and inspired countless managers around the world and will change how you think about the business world today.

Ralph Stayer, head of family owned Johnsonville Sausage, saw that his employees were bored, made dumb mistakes, and didn’t care. By teaching himself to step back while teaching his employees to jump forward, he changed his workforce into self starting, responsibility grabbing, independent thinkers. In this classic article, Stayer describes how to let your employees manage themselves for greater productivity.

HOW TO CHOOSE A LEADERSHIP PATTERN
By Robert Tannenbaum and Warren H Schmidt
August 2009 / Softcover / 64 pages
ISBN: 9781422175521 / US$8.95
[A Harvard Business Press Title]

Since 1922, Harvard Business Review has been a leading source of breakthrough ideas in management practice many of which still speak to and influence us today. The HBR Classics series now offers you the opportunity to make these seminal pieces a part of your permanent management library. Each volume contains a groundbreaking idea that has shaped best practices and inspired countless managers around the world and will change how you think about the business world today.

Modern managers face a dilemma when leading. To relate to subordinates, they may choose a pattern of leadership that ranges from making all the decisions themselves to allowing their subordinates to make decisions within prescribed limits.
In deciding how to lead, managers must be aware of their values, confidence in subordinates, leadership inclinations, and tolerance for ambiguity. They must also consider whether their subordinates have the independence, maturity, interest, and knowledge to share in decision making.

**LEADING CLEVER PEOPLE**

*By Rob Goffee and Gareth Jones*

*August 2009 / Hardcover / 256 pages*  
*ISBN: 9781422122969 / US$26.00*

[A Harvard Business Press Title]

If your company is like most, it has a handful of people who generate disproportionate quantities of value: A researcher creates products that bankroll the entire organization for decades. A manager spots consumer-spending patterns no one else sees and defines new market categories your enterprise can serve. A strategist anticipates global changes and correctly interprets their business implications. Companies’ competitiveness, even survival, increasingly hinge on such “clever people.” But the truth is, clever people are as fiercely independent as they are clever—they don’t want to be led. So how do you corral these players in your organization and inspire them to achieve their highest potential?

In Clever, Rob Goffee and Gareth Jones offer potent insights drawn from their extensive research. Leading clever people can be enormously challenging, yet doing so effectively is the key to your organization’s sustained success. Lively and engaging, this book provides the ideas, practices, and examples you need to create an environment where your most brilliant people can flourish.

**THE OPPOSABLE MIND**

*By Roger L Martin, Harvard Business School Press*

*July 2009 / Softcover*  
*ISBN: 9781422139776 / US$14.95*

[A Harvard Business Press Title]

If you want to be as successful as Jack Welch, Larry Bossidy, or Michael Dell, read their autobiographical advice books, right? Wrong, says Roger Martin in The Opposable Mind. Though following ‘best practice’ can help in some ways, it also poses a danger. By emulating what a great leader did in a particular situation, you’ll likely be terribly disappointed with your own results. Why? Your situation is different. Instead of focusing on what exceptional leaders do, we need to understand and emulate how they think. Successful businesspeople engage in what Martin calls integrative thinking creatively resolving the tension in opposing models by forming entirely new and superior ones. Drawing on stories of leaders as diverse as AG Lafey of Procter & Gamble, Meg Whitman of eBay, Victoria Hale of the Institute for One World Health, and Nandan Nilekani of Infosys, Martin shows how integrative thinkers are relentlessly diagnosing and synthesizing by asking probing questions including What are the causal relationships at work here?? and What are the implied trade-offs??

Martin also presents a model for strengthening your integrative thinking skills by drawing on different kinds of knowledge including conceptual and experiential knowledge.

**PREPARING FOR LEADERSHIP**

*By Donna J Dennis and Deborah Dennis Meola*

*July 2009 / Softcover / 150 pages*  
*ISBN: 9780814414521 / US$17.95*

[An Amacom Title]

What makes a great leader? Confidence? Trust? Vision? The ability to inspire? The answer is complex. The good news is that great leaders are made, not born, and the characteristics associated with effective leadership can be assessed, taught, and developed. Based on the best-selling seminar by the American Management Association.

Containing practical tools, including assessments, tips, and evaluations, this book shows readers how to take their organizations into the future, inspire those around them…and achieve beyond what is expected.
ALL CUSTOMERS ARE IRRATIONAL
By William J Cusick
July 2009 / Hardcover / 240 pages
ISBN: 9780814414217 / US$24.95

As many businesses are discovering, what customers want doesn’t always seem to make sense. Often, their decisions are based on subconscious emotional desires, not on rational, practical choices. Combining recent research with real-world examples from his experiences as founder of a customer consulting firm, William J. Cusick examines how the subconscious part of the brain drives the decisions and behavior of every customer on a daily basis, and introduces the concept of “the irrational customer.” All Customers Are Irrational shows why businesses need to adopt a nontraditional approach to attract and retain customers, and proposes how they can alter their strategies on everything from customer research, product design and website development.

Both honest and insightful, All Customers Are Irrational will help businesses tap into the impulses and motivations that attract consumers, and make them stay loyal to their products.

BRIEFCASE SERIES: MANAGERS GUIDE TO MARKETING, ADVERTISING, AND PUBLICITY
By Barry Callen
August 2009 / Softcover / 240 pages

Marketing guru Barry Callen offers readers a comprehensive but concise overview of developing highly effective marketing, advertising, and publicity campaigns. Additionally, readers will learn how to brand and position products using the 12 Basic Principles of Marketing Communications.

CONTENTS
1. The Benefits of Marketing
2. Align Your Marketing and Your Business
3. The 12 Basic Principles of Marketing Communications Strategy
4. Types of Marketing and Communication and Expertise
5. Positioning and Brand Personality
6. Marketing Communication Experts and Tools
8. Creating Breakthrough Advertising Campaign Ideas
9. The Most Important Creative Elements of an Ad
10. Touchpoints and Paid Media Strategy
11. Print Advertising Media
12. Broadcast Advertising Media
13. Online Advertising Media

BRIEFCASE SERIES: THE MANAGER'S GUIDE TO FOSTERING INNOVATION AND CREATIVITY IN TEAMS
By Dr Charles Prather
August 2009 / Softcover / 240 pages

Managers will gain the skills needed to inspire the use of innovation and creative thinking to solve problems, generate ideas, and develop new products. Lessons are neatly broken down into The Four Tasks of Leaders of Innovation, which explain how to align teams and create a self-sustaining culture of innovative thinking, and much more.
CONTENTS
1. The Innovation Organization
2. Innovation 101
3. Creative Thinking
4. Thinking “Out of the Box”
5. Process of Innovative Problem-solving
6. Developing the overarching Challenge Statement
7. Defining the “Right” Problem
8. Generate Specific and Actionable Ideas
9. Convergence: Selecting the Best Ideas
10. Implementation Planning
11. For Leaders Only: The Four Tasks of Leaders of Innovation
12. Getting the Right People in the Right Jobs

BRIEFCASE SERIES: MANAGER’S GUIDE TO MENTORING
By Dr Curtis J Crawford
August 2009 / Softcover / 240 pages

Readers will learn the critical skills of mentoring, including how to harness the talent of those they mentor and how to implement a formal mentoring process within their organization. Mentoring is a hot subject in the business community today, and every serious manager needs to familiarize him or herself with it.

CONTENTS
1. Mentoring is Not Coaching
2. Managing and Mentoring Do Not Mix
3. Who Needs a Mentor?
4. What to Expect from a Mentor
5. The Professional Mentor
6. The Formal Corporate Mentor
7. The Informal Corporate Mentor
8. The Peer-to-Peer Mentor
9. The Minted
10. Homogeneity versus Heterogeneity
11. When to Seek a Mentor
12. How Long Should Mentoring Last
13. Why You Should Hire a Professional Mentor
14. How to Find a Mentor
15. Potential Pitfalls

BUYING STYLES
By Michael Wilkinson
July 2009 / Hardcover / 160 pages

[An Amacom Title]

Most sales professionals spend all their time and energy trying to perfect their own style of selling. Yet they fail to recognize that buyers all have their own individual “buying styles”...and when sellers learn how to adapt their own methods to best suit each buying style, they can dramatically increase their success rate. Presented as a “learning adventure,” Buying Styles begins with a fictional situation in which a salesperson has just lost a major sale...and decides to find out why. This quick and easy read, packed with tips, checklists, and on-the-go references, unveils powerful new insights for successfully selling to anyone.
CELEBRATING FAILURE
The Power of Taking Risk, Making Mistakes and Thinking Big
By Ralph Heath
July 2009 / Softcover / 192 pages
[A Career Press Title]
Celebrating Failure is the definitive how-to manual for leaders seeking to embrace the power of failure as a learning tool to improve their organizations and achieve ever-greater goals. The business world (and, lately, the political arena) is convinced that the number one topic is change. Heath posits that it might well be failure, because if you do it right, failure can become a launching pad for change. Heath contends that “positive failures” are not only necessary steps on the path to success, but encourage greater freedom to take risks in pursuit of one’s life goals. Heath’s insightful stories lay out his own failures and reveal his human side as a son, father, athlete, and business leader.

THE COACHING CONNECTION
By Paul J Gorrell and John Hoover
August 2009 / Hardcover / 272 pages
ISBN: 9780814414149 / US$29.95
[An Amacom Title]
Coaching has traditionally focused entirely on the individual...sometimes even at the expense of improving measurable business results for the company! The Coaching Connection shows managers how they can use coaching to simultaneously promote both individual and organizational growth. The book helps readers align what individual contributors do best with what organizations need most, ensuring everyone involved their highest probability for success. Readers will find a coaching methodology that takes into consideration organization-wide factors such as strategy, organizational structure, corporate culture, and company-wide communication. The book includes a 360-degree assessment covering the ten most essential skill sets of well-balanced and effective leaders, as well as systems for measuring and managing talent. This is an essential guidebook for companies seeking to improve their people...and their bottom line results.

DIGITAL STRATEGIES FOR POWERFUL CORPORATE COMMUNICATIONS
By Paul A Argenti and Courtney M Barnes
August 2009 / Hardcover / 272 pages
ISBN: 9780071606028 / US$34.95
The advents of blogging, mashups, and wiki programs have introduced chaos in the world of business communication. Digital Strategies for Powerful Corporate Communications explains how to use these same digital means, among many others, for bringing order to this information-saturated environment. Deploying the lessons inside, communication directors will be able to build symbiotic relationships with stakeholders, develop key messages based on customers' needs and desires, managing the company’s reputation, and executing efficient leadership strategies. Case studies of leading global companies are included.

CONTENTS
1: An Introduction to the New Business Environment
2: Digital Communications Platforms Redefine Corporate Reputation
3: Global Internal Communications Via the Information Superhighway
4: Employee Engagement through Digital Interactions
5: Communication in a New Era of Talent Management
6: Rebranding Customer Relationship Management
7: Demystifying Digital Media Relations
8: Crisis Management in a Virtual World
9: Promoting CSR & Sustainability Efforts Online
10: Measuring the Impact of Online Influencers
Organizations that don’t take steps to plan for future talent needs at all levels, will face certain disruptions, and even disasters, when key employees leave. Still the most comprehensive and authoritative book on the subject, this new edition of Effective Succession Planning presents strategies for creating a complete, systematic succession planning program. Updated and expanded to reflect the latest trends and best practices in succession management, the book contains 20% new material, including chapters on recruitment and retention as part of succession planning, as well as updated references and research. The book also includes a CD-Rom filled with worksheets, assessment tools, and training guides...everything readers need to help lead their organizations into the future.

Are you a staff member, a board member or a volunteer of a faith-based, human service, arts, or other nonprofit organization that needs additional funds to accomplish its mission? Are there not enough hours in the day to raise the money your agency needs? Do your colleagues not have the expertise or interest to generate the needed dollars? Do you need a quick source of practical information about ways to raise funds? Then you need The Essential Nonprofit Fundraising Handbook.

This book is for individuals who are dedicated to helping their communities but who need useful recommendations on how to raise money. How many times has a well-meaning board member suggested that you do a golf tournament (gala dinner dance, art auction, walkathon) because the Girl Scouts (local hospital, Rotarians, PBA) scored big with theirs—only no one has any experience with such an event? With The Essential Nonprofit Fundraising Handbook, you’ll learn exactly what to do, step by step, to pull off a successful event of any kind or size, or to raise badly needed funds in a wide variety of other ways.

When the economy turns rough, many companies sideline their green business initiatives. That’s a big mistake. In Green Recovery, Andrew Winston shows that no company can afford to wait for the downturn to ease before going green. Green initiatives ratchet up your company’s resource efficiency, creativity, and employee motivation. They save energy, waste, and money, preserving precious capital—and give precise focus to your innovation efforts and strategic priorities. Part manifesto and part how-to guide, this concise and engaging book provides a road map for using green initiatives to deliver short-term gains and position your company for long-term strategic growth.

Green Recovery is your guide to establishing your competitive positioning in difficult times and emerging even stronger into a vastly changed economy.

CONTENTS
Chapter 1: The Green Wave in Tight Times
The green pressures that continue to grow, and new ideas and strategies for hard times
Chapter 2: Get Lean
Efficiency for survival and short term profit when cash is tight
Chapter 3: Get Smart

Prices in US$ are subject to change without notice. Shipping and handling charges are extra.
Knowing your business better and knowing where to look for savings and innovation opportunities
Chapter 4: Get Creative
Strategic renewal and disruptive green innovation – Getting to the future first
Chapter 5: Get (Your People) Engaged
Using a green lens to keep your employees motivated and retain and recruit the best people in the worst of times
Conclusion: Survival, Relevance, and Advantage

THE HAMSTER REVOLUTION FOR MEETINGS
By Mike Song
July 2009 / Hardcover / 144 pages
[A Berrett-Koehler Title]
Are meetings taking over your life? You’re not alone. Meet Iris, a sales director so overwhelmed by meetings that she feels like a hamster on a wheel in fact, she’s turned into one. Just in time, she meets a coach a leading meeting efficiency expert with a simple system that helps her regain her sanity and humanity.

The coach’s secret is a laser-like focus on the five biggest meeting pain points:
1. Meeting overload: Professionals waste twenty-four days a year in useless meetings.
2. Missing success ingredients: ninety percent of all professionals attend meetings that lack a clearly stated objective and agenda.
3. Virtual-meeting chaos: Disinterested participants + endless technical glitches = huge amounts of wasted time.
4. Agenda adrift: Goals are missed when meetings veer off course.
5. Action distraction: Incomplete action items result in delayed projects and missed deadlines.

The coach demonstrates that these five challenges are damaging Iris’s career and costing the world over a trillion dollars each year. He provides practical new solutions that rapidly transform Iris from victim to victor. These solutions are tailored to the technology-driven world in which Iris lives she discovers how to use e-calendars, PDAs, and virtual meetings to make her life easier, not more complicated. She applies the solutions, gets immediate results, and reclaims her life. The Hamster Revolution for Meetings focuses on a small number of high-impact best practices that really work. Included is a landmark case study that shows how 3,000 Capital One associates reclaimed ten days per year while improving meeting effectiveness by over 35 percent.

HIGH PERFORMANCE HEALTHCARE
Using the Power of Relationships to Achieve Quality, Efficiency and Resilience
By Jody Hoffer Gittell, Harvard Business School
July 2009 / Hardcover / 288 pages
ISBN: 9780071621762 / US$34.95
In order to improve services, maximize efficiency, and compete effectively, the health care industry must use the communication and relationship-building strategies that have transformed successful companies in every industry.

An award winning professor of management and director of the MBA program at Brandeis University, Jody Hoffer Gittell’s Managing High Performance Healthcare taps 10 years of research in the field, delivering a program that helps healthcare professionals tackle obstacles, boost performance, and support high performance at both a provider and industry level.

CONTENTS
Part I: Relational Coordination and High Performance Healthcare
Chapter 1: The Challenges We Face
Chapter 2: Relational Coordination as a Driver of Cost and Quality Performance
Chapter 3: Relational Coordination and Resilience under Pressure
Part II: Building Relational Coordination
Chapter 4: Develop Leadership at the Front-Line
Chapter 5: Hire and Train for Relational Competence
Chapter 6: Measure and Reward Performance Broadly
Chapter 7: Resolve Conflicts Proactively
Chapter 8: Design Jobs for Focus
Chapter 9: Create Boundary Spanners
Chapter 10: Connect Through Pathways and Protocols
Chapter 11: Broaden Participation in Team Meetings
Chapter 12: Establish Information Systems
Chapter 13: Partner with Your Suppliers
Part III: Getting from Here to There
Chapter 14: Overcome the Obstacles to Change
Chapter 15: Support High Performance Healthcare at the Industry Level

HR TRANSFORMATION
Building Human Resources from the Outside In
By Dave Ulrich, Wayne Brockbank, Jon Younger, Mark Nyman and Justin Allen
July 2009 / Hardcover / 256 pages
ISBN: 9780071638708 / US$29.95

Named as BusinessWeek’s #1 Management Educator, expert Dave Ulrich and his team of authors bring human resources a whole new way of thinking and practicing—moving the focus from internal issues to actively helping to set business strategies. Businesses of the future need “all hands on deck” when implementing new ways to stimulate grown and cost efficiency, and this includes human resources.

This team presents a four-phase model of transformation that shows you step-by-step how to make meaningful progress in contributing to the performance of your company by redesigning HR to work as a strategic partnership.

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Foreword from the RBL Institute
I. A HANDBOOK FOR HR TRANSFORMATION
Chapter 1: Introduction to HR Transformation
Phase 1—Business Context (Why)
Chapter 2: Why Do the Transformation?
Phase 2—Lay the Groundwork (What)
Chapter 3: What Are the Outcomes of the HR Transformation?
Phase 3—Make the Transformation (How)
Chapter 4: Redesign the HR Department
Chapter 5: How to Do the Transformation
Chapter 6: Upgrade HR Professionals
Phase 4—Create New Patterns (Who)
Chapter 7: Share Accountability for the Transformation
Chapter 8: Making It Happen
II. TALES FROM THE TRENCHES: CASE STUDIES
Chapter 9: Flextronics: Building a Strategic HR Organization from Scratch
Chapter 10: Pfizer: A Journey to Smaller, Better, Faster
Chapter 11: Intel: Swinging the Pendulum from Tactical to Strategic
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**INNOVATION TOURNAMENTS**
By Christian Terwiesch and Karl Ulrich of University of Pennsylvania
July 2009 / Hardcover / 256 pages
ISBN: 9781422152225 / US$35.00
[A Harvard Business Press Title]
Managers, entrepreneurs, and venture capitalists all seek to maximize the financial returns from innovation, and profits are driven largely by the quality of the opportunities they pursue. Based on a structured and process driven approach “innovation tournaments” this book demonstrates how to systematically identify exceptional opportunities for innovation. An innovation tournament, just like its counterpart in sports, starts with a large number of candidates, with opportunities as the players. These opportunities are pitted against each other until only the exceptional survive.

This book provides a principled approach for the effective management of innovation tournaments identifying a wealth of promising opportunities and then evaluating and filtering them intelligently for greatest profitability. With a set of practical tools for creating and identifying new opportunities, it guides the reader in evaluating and screening opportunities. The book demonstrates how to construct an innovation portfolio and how to align the innovation process with an organization’s competitive strategy.

Innovation Tournaments employs quirky, fresh examples ranging from movies to medical devices. The authors’ tool kit is built on their extensive research, their entrepreneurial backgrounds, and their teaching and consulting work with many highly innovative organizations.

**JUST ASK LEADERSHIP**
Why Great Managers Always Ask the Right Questions
By Gary B Cohen
August 2009 / Hardcover / 208 pages
The only way to find the right answer is to ask the right questions. Just Ask Leadership helps anyone from department heads to CEOs direct, empower, and motivate their people by asking high-quality, open-ended questions.

The author unveils three dynamic processes that great leaders must build into their organization: gaining perspective, evaluating performance, and conducting energy. This fosters the positive communication necessary for directing, empowering, and motivating people.

CONTENTS
Chapter 1: Improve Vision—Gaining Insight from All Levels of the Organization
Chapter 2: Ensure Accountability—Increasing Team and Organization-wide Performance
Chapter 3: Build Unity and Cooperation—Creating a Culture of Trust
Chapter 4: Create Better Decisions—Getting the Right Answers by Asking the Right Questions
Chapter 5: Motivate to Action—Asking for Success

**CRISIS AS OPPORTUNITY**
By Fifty Lessons
August 2009 / Softcover
[A Harvard Business Press Title]
Wondering how the most accomplished leaders from around the globe have tackled their toughest challenges? Now you can find out with Lessons Learned. Concise and engaging, each volume in this new series offers 12-14 insightful essays by top leaders in industry, the public sector, and academia on the most pressing issues they’ve faced. The contributors share surprisingly personal anecdotes and offer authoritative and practical advice drawn from their years of hard-earned experience.

A crucial resource for today’s busy executive, Lessons Learned gives you instant access to the wisdom and expertise of the world’s most talented leaders.

CONTENTS
Giam Swiegers: Never Waste A Good Crisis
JW Marriott, Jr: Be Alert To New Opportunities
Anders Dahlgv: A Counter Intuitive Downturn Strategy
Mary Cantando: Playing A Poor Hand Well
David Bell: Customer Dissatisfaction Is A Great Opportunity
Richard Pascale: Embracing Conflict
David Brandon: Change Is Good
Sanjiv Ahuja: Leadership Is Not A Popularity Contest
Amelia Fawcett: Having The Courage Of Your Convictions
William Johnson: The Counter’ Intuitive Strategy
Clayton Christensen: Creating A Common Language For A New Course of Action
Paul Anderson: Finding Solutions For A Successful Turnaround
Robin Chase: Being Honest Prevents Failure And Amplifies Opportunity
Ken Freeman: Involving Customers In The Change Process

WEATHERING THE STORM
By Fifty Lessons
August 2009 / Softcover
[A Harvard Business Press Title]

Wondering how the most accomplished leaders from around the globe have tackled their toughest challenges? Now you can find out with Lessons Learned. Concise and engaging, each volume in this new series offers 12-14 insightful essays by top leaders in industry, the public sector, and academia on the most pressing issues they’ve faced. The contributors share surprisingly personal anecdotes and offer authoritative and practical advice drawn from their years of hard-earned experience. A crucial resource for today’s busy executive, Lessons Learned gives you instant access to the wisdom and expertise of the world’s most talented leaders.

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JW Marriott, Jr: Be Prepared For Adverse Business Conditions
William Harrison : Weathering The Perfect Storm
Erroll Davis Jr: Managing Through A Crisis
Sir Michael Rake: The Self-Reliant Leader
Sir Nick Scheele: Work On What You Can Control
Lyda Gratton: Finding The Flowers Amongst The Weeds
Ping Fu: Rising From The Ashes After A Crisis
Dame Barbara Stocking: Communicating Through Uncertain Times
Jimmy Wales: When Your Brand Is Under Fire, Honesty Is The Best Policy
Blythe Mcgarvie: Communicate Directly And Honestly With Investors
Richard Santulli: Riding Out A Recession
Sir Gerry Robinson: The Art Of The Turnaround
Maurice Levy: Re-inventing An Organization
Shelly Lazarus: Restoring Belief In A Struggling Business

MASTERING COMMUNICATION AT WORK
How to Lead, Manage, and Influence
By Ethan F Becker and Jon Wortmann
August 2009 / Hardcover / 240 pages

Communications experts Ethan F. Becker and Jon Wortmann dip into their vast playbook to teach corporate leaders and managers effective communication techniques designed to make them better leaders. Becker and Wortman show readers how to build trust, empower teams, serve clients, build relationships with everyone they meet and much more. Readers will find teachable techniques and skills drawn from case studies and success stories of notable clients who have used better communications to transform their organizations.

Prices in US$ are subject to change without notice.
Shipping and handling charges are extra.
THE POWER OF MANAGEMENT INNOVATION
24 Keys for Accelerating Profitability and Growth
By Armand V Feigenbaum, General Systems Co. and Donald S Feigenbaum
July 2009 / Hardcover / 128 pages
ISBN: 9780071625784 / US$12.95

The Power of Management Innovation distills the information in the authors’ 2003 classic, The Power of Management Capital. Management capital is the use of innovative management techniques and the implementation of technology solutions designed to help managers recognize, develop, accumulate, deploy, and measure the capacity and effectiveness of their organization. Readers will find 24 actionable lessons for applying valuable models in order to drive growth, improve results, and sustain profitability in today’s particularly competitive business environment. This title is part of the Mighty Manager series and is also available in a McGraw-Hill Professional Education edition.

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1. Promote management capital
2. Keep aware and agile
3. Focus on customers
4. Manage smart in new ways
5. Learn and innovate
6. Sustain and systematize
7. Grow through opportunism
8. Combine hard and soft
9. Operationalize concepts
10. Innovate constantly
11. Lead with heart and head
12. Manage better, not more
13. Drop dead doctrines
14. Network responsibility
15. Collaborate strategically
16. Compete using technology
17. Find and fix disconnects
18. End failure costs
19. Lead with the best
20. Cultivate best practices
21. Manage by the new model
22. Lead competitively
23. Lead your value chain
24. Capitalize and innovate

MILLION DOLLAR CONSULTING
Fourth Edition
By Alan Weiss
August 2009 / Softcover / 384 pages

In this long-awaited update, Alan Weiss combines the tried-and-true guidance that made Million-Dollar Consulting an instant classic with essential information for operating in today’s much-changed business environment. Independent consultants seeking to market their business and grow their client base will benefit from Weiss’s brand-new chapters on Internet marketing, global consulting, delegating labor, blogging, and other issues that play a critical role in expanding their businesses well into the 21st century.

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1. PART ONE: Preparing to be a Million Dollar Consultant
2. The State of the Art
3. Propulsion and Volition
4. Breakaway Speed
5. Guidance, or Why the Ski Instructor Should Be In Front of You
6. Racing Through the Turns
7. PART TWO: Implementing Million Dollar Consulting
8. Expanding Resources
9. Making Money When They Say They Have None
10. Fees: Stop Thinking That Time is Money
11. Bulletproof Proposals
Don’t rock the boat. Don’t make waves. Don’t offend anyone. There’s a palpable feeling that clouds many team meetings and keeps them from being productive: over-politeness. And while the conflict that naturally exists in most organizations hasn’t gone away, it manifests itself in passive aggression, mediocrity, and a molasses-like inability to get anything done. Nice Teams Finish Last provides the antidote to this all too common tendency, giving managers, team leaders and members, and facilitators the practical exercises and assessment tools they need to battle “the nice trap” and start getting results! The book helps readers encourage skills such as constructive criticism, honest communication, and the kind of conflict that drives innovation and quality. From giving clear, sharp feedback, to effectively challenging others, this book provides the eye-opening tools teams need to achieve very nice results!

While manufacturing fads like Six Sigma, Lean Manufacturing, and Reengineering are useful, they have failed to live up their promise. Optimizing Factory Performance rectifies the situation by taking a decidedly balanced approach to improving performance in factories, supply chains, and business operations.

Business, like sports, is all about performance. Performance Intelligence is the ability to perform your best when it matters the most. It is a skill that can be learned. In this hands-on “playbook” of team-building strategies and mindset techniques, a sports psychologist and corporate trainer reveals five key concepts of Performance Intelligence. These are the tools that motivate athletes to reach higher, play smarter, tackle harder, achieve goals, and beat the competition. Applied to real-life business situations, these proven concepts enhance performance on every level—from new hires to CEOs—to improve their individual performance for themselves, their team, and the organization.

CONTENTS
1. It’s All in Your MIND
2. Sports Psychology: A Healthy Model
3. What is Performance Intelligence?
4. The Three R’s You Need To Know
5. A Winning Game Plan
6. A Matter of Confidence
7. Self-Discipline

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THE POWER OF MANAGEMENT INNOVATION
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21. Manage by the new model
22. Lead competitively
23. Lead your value chain
24. Capitalize and innovate

POWERPOINT® PRESENTATIONS THAT SELL
Simple Techniques to Plan, Design and Deliver Sales Presentations that Get Results
By Adam B Cooper
August 2009 / Softcover / 240 pages
ISBN: 9780071626804 / US$18.95
The sales presentation is perhaps the most important tool reps have for closing any sales deal. But most presentations focus too much on features and benefits and not enough on closing the deal.
With every page illustrating a sample PowerPoint slide, PowerPoint Presentations That Sell offers strategies for designing and delivering a presentation where every moment counts. Sales reps will learn how to completely rethink their entire presentation process, from inception to delivery. The book shows readers how to use “storytelling” to conceptualize the presentation, and then it explains how to organize and emphasize the most pertinent content.
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Introduction
I. Structuring your project’s activities
II. Structuring your slides
III. Creating your slides quicker
IV. Practicing the book’s approaches
PROACTIVE SALES MANAGEMENT
Second Edition
By William J. Miller
July 2009 / Hardcover / 224 pages
[An Amacom Title]
Few sales managers are true managers, often falling back on the skills that made them great at sales. This essential book, now updated with strategies in line with the changes in sales since the book’s original publication, provides readers with a proven method for managing the sales process, as well as the salespeople. Packed with specific, field-tested techniques. Packed with all new metrics and tactics for making the numbers in today’s competitive sales environment, this is an important resource no sales manager should be without.

THE PROGRAM MANAGEMENT OFFICE ADVANTAGE
By Lia Tjahjana, Paul Dwyer and Mohsin Habib
August 2009 / Hardcover / 288 pages
ISBN: 9780814414262 / US$34.95
[An Amacom Title]
Already a best practice for the majority of Fortune 500 companies, program management has now been embraced by large and small organizations eager to fluidly and efficiently manage all their projects from one central department. This book introduces readers to the fundamentals of program management, detailing the reasons for setting up a program management office, and showing them step-by-step how to do so.

Readers will find clear, detailed information on a PMO’s major functions such as selecting projects, conducting project health checks, providing program management training to the organization, creating and implementing a standardized program management process, and monitoring and controlling the overall status of all running projects. Readers will also find helpful definitions and sample forms they can use in completing administrative tasks such as maintaining a Risk and Issue Log, and producing internal and external reports. Both comprehensive and easy to understand, this book is an indispensable introduction to this important and powerful trend in project management.

THE INVESTOPEDIA GUIDE TO WALL SPEAK
The Terms You Need to Know to Talk like Cramer, Think Like Soros, and Buy Like Buffett
By Jack Guinan (Edited by)
August 2009 / Softcover / 256 pages
ISBN: 9780071624985 / US$18.95

With an average of 3 million page views a month and more than 5,000 dictionary entries, Investopedia.com is one of the largest online web sites devoted exclusively to investing education. Investopedia’s Guide to Wall Speak is a compilation of the web site’s top searched terms. It takes readers beyond the average dictionary definition by providing concise but thorough encyclopedic explanations of terms and concepts. The “Investopedia Says” feature demystifies confusing, complex financial terms and concepts.
THINK LIKE A MARKETER
What It Really Takes to Stand Out From the Crowd, The Clutter, and The Competition
By Lauron Sonnier
July 2009 / Softcover / 224 pages
[A Career Press Title]
Do you find marketing to be confusing, difficult, or overwhelming? Are you not sure where to begin? Do you have a plan, but don’t know how to make it happen?
To act and succeed like a marketer, you must first think like one. When you do, marketing becomes routine, focused, and successful as you take clear, confident steps to grow your business every day. Think Like a Marketer takes the mystery out of marketing. It addresses head-on the principles that must guide every action, decision, and communication that affect your business. In addition, it gives you practical, real-life guidance that you can apply immediately after reading.
With Think Like a Marketer, you’ll be prepared to put marketing into action and turn yourself and your business into a marketing machine!

THE TROUBLE WITH HR
By Johnny C Taylor, Gary H Stern and A Gary Shilling & Co., Inc
August 2009 / Hardcover / 300 pages
ISBN: 9780814413449 / US$27.95
[An Amacom Title]
Anyone seeking to get the best results for their organization must find and keep great employees. Yet many HR departments are still using cookie-cutter approaches to finding new hires. This book gives readers practical guidance on what they can do to attract, and hang onto, the best and the brightest talent. The book explores the latest thinking in employee relations, compensation and benefits, training, onboarding, and development practices. This is a unique, powerful book no one concerned with finding and retaining the best people should be without

WHY ICELAND?
By Ásgeir Jónsson
July 2009 / Hardcover / 224 pages
ISBN: 9780071632843 / US$22.95
How did a nation of 300,000 build an international banking empire of assets equaling 12 times its GDP—and then lose it all overnight? Ásgeir Jónsson, head of research and chief economist for Iceland’s biggest bank, was in the midst of it all. Here, he explains the whole story of how Iceland grew into a banking empire and then collapsed, including the theory that Iceland’s fall was the result of a speculative attack by hedge funds on the nation’s banking system. He examines the roles played by the United States and United Kingdom, and predicts how the collapse will, in turn, affect them.
CONTENTS
1. Why Iceland?
2. A Brief Discussion of the Icelandic Economy and History
3. The Building of a Banking Empire
4. The Geyser crisis of 2006
5. The Walk of the Hedge Funds
6. The Road To Perdition
7. Our Iceberg is Melting
8. Behind the Barricades
WINNING SALES LETTERS FROM PROSPECT TO CLOSE
By Ralph Allora
August 2009 / Softcover / 272 pages
ISBN: 9780071628112 / US$16.95

The salesperson’s best tool for establishing credibility at the initial point of contact is the sales letter. Most high-energy salespeople and entrepreneurs, though, are more comfortable on the phone than behind the keyboard. Help has arrived with Winning Sales Letters—From Prospect to Close. Designed to provide maximum information in minimum space, this collection of tips and techniques aids readers in crafting letters, emails, and text messages sure to give them an advantage over the competition. Readers will learn how to use persuasive language, bring a message to life, and keep their writing smart, professional, and engaging.

THE BUSY MANAGER’S GUIDE TO DELEGATION
By Richard A Luecke and Perry McIntosh
August 2009 / Softcover / 100 pages
ISBN: 9780814414743 / US$12.00

Delegation amounts to a lot more than just passing work off onto subordinates. When handled correctly, it gives managers a chance to strengthen their departments by developing the skills and organizational competencies of their people. Filled with quick tips, exercises, self-assessments, and practical worksheets, this book presents an easy-to-master, five-step process for effective delegation. The book shows readers how to set the stage for excellent results, what to do if things go wrong, and how to ensure that all their people benefit from the experience. This is a fundamental guide to an essential and sometimes overlooked—management competency.

Y IN THE WORKPLACE
Managing the “Me First” Generation
By Nicole A Lipkin and April J Perrymore
July 2009 / Softcover / 224 pages

Flip-flops, iPods, MySpace, “Dude,” Instant Messaging. Whatever happened to dress shoes, sir/ma’am, in-person meetings, and traditional work etiquette?

A workplace revolution is underway, one that is stimulating new methods of thinking, behaving, communicating, and doing business as Generation Y continues to infiltrate the workplace and influence corporate culture. This revolution is lead by approximately 60 million Gen Yers, the largest bloc to hit the workforce since the 72 million baby boomers. Company owners and managers are worried, because this generation has created its own unique culture... and demands.

Y in the Workplace illustrates how the values, attitudes, and expectations of Generation Y have had an impact on corporate environments, intergenerational functioning, and management strategies. To help this generation successfully transition into the workplace while creating a shared vision, authors Lipkin and Perrymore provide you, the manager, with the following:

- Psychological insight into the character of this generation.
- Strengths and challenges that Generation Y is bringing to the workplace.
- Coaching strategies and ways to harness their strengths, minimize their weaknesses, and illuminate their talents.
- Hope about their abilities as supervisors and managers, and about their positive impact on the future of your company.

Whether you are a small business owner, manager, HR professional, or teacher working with Generation Y, this book is a must-read to gain insight into why this generation is the way it is, how to help them become the best they can be, and how to integrate them into your company and work with them.
**WINNING IN TURBULENCE**

*By Darrell Rigby*

**August 2009 / Hardcover / 128 pages**

ISBN: 9781422139158 / US$18.00

[A Harvard Business Press Title]

The current downturn may prove more brutal than most previous recessions. It’s already hammering companies in markets around the globe. It will test businesses to their fullest—many won’t survive. But downturns present strategic opportunities, too. In fact, many more companies achieve dramatic gains during recessions than in normal times.

How to ensure your company emerges successful? In Winning in Turbulence, a new volume in the Memo to the CEO series, Bain & Company downturn strategist Darrell Rigby provides the playbook. He presents a powerful framework and diagnostic tool (available in the book and online) for assessing three dimensions of your situation:

- Your industry’s sensitivity: How hard is it hit by this downturn?
- Your company’s strategic position: Are you an industry leader or follower?
- Your firm’s financial position, including cash reserves.

The author then explains how to craft an action plan tailored to the situation you’ve diagnosed, providing tools for:

- Cutting costs intelligently—sustaining your margins and brand
- Boosting revenue by refocusing your sales force on the right customers
- Channeling resources into your core businesses
- Preparing for bold moves, such as game-changing acquisitions

Timely and practical, this book positions you to survive a downturn and emerge stronger once the recovery begins.

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**HARVARD BUSINESS REVIEW ON MANAGING EXTERNAL RISK**

*By Harvard Business School Press*

**August 2009 / Softcover / 224 pages**

ISBN: 9781422138441 / US$22.00

[A Harvard Business Press Title]

It’s one thing to anticipate and mitigate risks that arise within your own company and quite another to manage risks that arise from uncontrollable events in the outside world. This cutting-edge collection includes advice on effective forecasting, making sound strategic decisions that are based on more than just today’s headlines, and understanding how to align your strategy decisions with the financial markets. The HBR Paperback series is designed to bring today’s managers and professionals the fundamental information they need to stay competitive in a fast-moving world. From the preeminent thinkers whose work has defined an entire field to the rising stars who will redefine the way we think about business, here are the leading minds and landmark ideas that have established the Harvard Business Review as required reading for ambitious business people in organizations around the globe.
EXECUTING STRATEGY
*By Harvard Business School Press*
August 2009 / Softcover / 96 pages
[A Harvard Business Press Title]

Tough objectives require more than smart thinking; they require effective follow-through. This book helps you understand what strategy is and how to translate that knowledge into the elements of a strategic plan. It then helps you to execute those plans and ensure that they remain aligned with corporate strategy in the long term.

The Pocket Mentor series offers immediate solutions to the challenges managers face on the job every day. Each book in the series is packed with handy tools, self-tests, and real life examples to help you identify strengths and weaknesses and hone critical skills. Whether you’re at your desk, in a meeting, or on the road, these portable guides enable you to tackle the daily demands of your work with greater speed, savvy, and effectiveness.

TRAINING

THE DIVERSITY TRAINING ACTIVITY BOOK
*By Jonamay Lambert and Selma Myers*
July 2009 / Softcover / 320 pages
ISBN: 9780814415368 / US$34.95
[An Amacom Title]

With our workforce becoming increasingly diverse, encouraging sensitivity and understanding in the workplace is a top priority for businesses everywhere. The Diversity Training Activity Book addresses such fundamental issues as change, communication, gender at work, and conflict resolution. Tested with hundreds of participants to ensure the appropriateness and effectiveness for a variety of diversity training needs, the simple activities in this book will help employees at all levels cope with cultural and gender differences and master new skills for communicating more effectively. Filled with activities, role playing exercises, sample icebreakers, and case studies, this book will help all employees create a more harmonious, open workplace no matter what their cultural background.

SUPER TRADER
*Making Consistent Profits in Good and Bad Markets*
*By Van K Tharp, International Institute of Trading*
August 2009 / Hardcover / 240 pages

Written in his trademark avuncular style that has drawn legions of readers to Van Tharp, Super Trader combines keen insight into both trading practices and behavioral patterns to help readers achieve the best conditions for performing at peak levels. Traders will learn how to cut losses short and meet investment goals by carefully determining risk/reward ratios and what they expect from an average trade. Tharp’s approach is both performance driven and grounded in trading psychology. The book helps readers reinforce what they learn with the use of charts, figures, and illustrations.

CONTENTS

Introduction
1. The Holy Grail
2. Understanding the Big Picture
3. Ways to Make Money Trading
4. Starting with a Healthy Psychological Profile
5. Overcoming a Stuck State of Mind
6. Developing Your Business Plan
7. Six Keys to a Great Trading System
8. Designing a Trading System that Fits You
9. The Snow Fight Metaphor and Trading
THE SECRET LANGUAGE OF MONEY
Understanding Your Emotional Relationship to Money, Wealth, and Success
By David Krueger and John David Mann
August 2009 / Hardcover / 256 pages
ISBN: 9780071623391 / US$25.95

People do strange things with money. Intelligent people spend money they don’t have. Sophisticated people get scammed. Rational people trade in their leisure time for money in hopes of eventually gaining somehow in the end.

Drawing from the fundamental belief in behavioral finance that much of the meaning we give to money is hidden, The Secret Language of Money explores the buried assumptions, associations, biases, and feelings about money that individuals don’t even realize they have. Each person’s “money story” shapes the meaning he or she assigns to money and, in turn, the financial decisions he or she makes. In this insightful book, author David Krueger blends cutting-edge research in psychology, neuroscience, and behavioral economics with his 25 years of experience as a clinical psychiatrist and a decade as an executive coach. While other such books are strictly conceptual in nature, The Secret Language of Money covers the concept of neuroeconomics while also providing readers with practical advice about how they can consciously and strategically direct their financial decisions for maximum gain.

CONTENTS
Introduction
Part I. Your Money Story
1. Money Talks ? But What Is It Saying?
2. Your Life Is a Story and You Are the Author
3. Your Money Story and Where It Came From
4. What Does Money Mean to You?
5. What Are You Compromising for Money?
Part II. Your Brain on Money: The Strange Inner World of Wealth
6. Into Thin Air: The Abstraction of Money
7. Cautionary Tales: Money Stories from the Edge
8. The Psychology of Wealth
9. Green Matter: Money and the Neuroscience of Your Brain
Part III. Solving Money Problems
10. Why Do We Spend?
11. His Money, Her Money
**CBAP CERTIFIED BUSINESS ANALYSIS PROFESSIONAL ALL-IN-ONE EXAM GUIDE WITH CD-ROM**

By Joseph Phillips  
July 2009 / Hardcover with CD-ROM / 608 pages  

Filled with real-world examples, checklists, and technical sidebars, this guide covers all the IIBA exam objectives for the challenging Certified Business Analysis Professional exam. Written by industry expert, trainer, and project management consultant Joseph Phillips, this comprehensive volume serves as both a study tool and an on-the-job reference.

CBAP Certified Business Analysis Professional All-in-One Exam Guide includes more than 300 practice exam questions and covers the Guide to the Business Analyst Body of Knowledge (BABOK), on which the certification exam objectives are based. The CD contains two practice exams, four videos, score tracker spreadsheets, and an electronic book.

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Chapter 1: Earning the CBAP  
Chapter 2: Working as an Enterprise Business Analyst  
Chapter 3: Requirements Management and Planning  
Chapter 4: Eliciting Requirements  
Chapter 5: Analyzing and Documenting Project Requirements  
Chapter 6: Managing Requirements Communication  
Chapter 7: Assessing and Validating Solutions  
Chapter 8: Evaluating Technology Options  
Chapter 9: Managing Projects  
Chapter 10: Passing the CBAP Exam  
Glossary  
Appendix A: Exploring the BABOK Versions  
Appendix B: Considering Additional Professional Certifications  
Appendix C: About the CD

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**CCNA CISCO CERTIFIED NETWORK ASSOCIATE SECURITY STUDY GUIDE WITH CD-ROM (EXAM 640-553)**

By Richard Deal  
August 2009 / Softcover with CD-ROM / 656 pages  

The CCNA Security Certification will meet the needs of IT professionals who are responsible for network security. This study guide offers authoritative test preparation and an integrated network lab simulator that provides the hands-on practice you need to pass this new, difficult exam. You will learn practical skills through step-by-step exercises, exam watch notes, on-the-job elements, and chapter self-tests.

CCNA Cisco Certified Network Associate Security Study Guide offers complete coverage of all the exam topics. You can test your knowledge with hundreds of practice questions. The CD-ROM includes a custom version of the number-one virtual network simulator from Boson Software with 12+ integrated lab exercises, practice exam software with 100+ questions, 20+ CertCam videos, an electronic book, and more.

**CONTENTS**

Chapter 1: Security Threats  
Chapter 2: Securing Cisco routers  
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Chapter 5: Implementing Secure Network Management  
Chapter 6: Mitigating Common Layer 2 Attacks  
Chapter 7: Implementing the Cisco IOS firewall  
Chapter 8: Implementing the Cisco IOS IPS  
Chapter 9: Implementing Site-to-site VPNs
CISA CERTIFIED INFORMATION SYSTEMS AUDITOR ALL-IN-ONE EXAM GUIDE
By Peter Gregory and Kalani Kirk Haasman
August 2009 / Hardcover with CD-ROM / 800 pages

Filled with case studies, checklists, technical sidebars, and real-world examples, this book covers all the official exam objectives for the highly coveted CISA certification from ISACA, the global leader in information governance and security.

CISA Certified Information Systems Auditor All-in-One Exam Guide is ideal for self-study or use in the classroom and serves not only as an exam preparation tool but also as a comprehensive on-the-job reference. The CD-ROM features more than 200 simulated practice questions.

CONTENTS
Chapter 1—Introduction/Pre-Assessment Test
Chapter 2—Exam Objectives and Overview
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Chapter 8—Systems and Infrastructure Lifecycle
Chapter 9—IT Service Delivery and Support
Chapter 10—Protection of Information Assets
Chapter 11—Physical Security
Chapter 12—Business Continuity and Disaster Recovery
Appendix A—Glossary
Appendix B—About the CD

MIKE MEYERS’ COMPTIA NETWORK+ CERTIFICATION PASSPORT
Third Edition
By Glen E Clarke and Michael Meyers
August 2009 / Softcover with CD-ROM / 480 pages

Get on the road to becoming a CompTIA Network+ certified professional with this concise, affordable, and portable study tool. Certification training guru Mike Meyers guides you on your career path, providing expert tips and sound advice along the way.

With an intensive focus on only what you need to know to pass the latest release of the exam, Mike Meyers’ CompTIA Network+ Certification Passport is your ticket to success on exam day. The all-new CD-ROM includes four complete practice exams, a new collection of Mike’s favorite shareware and freeware PC tools and utilities, and an electronic copy of the book.

PMP PROJECT MANAGEMENT PROFESSIONAL STUDY GUIDE WITH CD-ROM
Third Edition
By Joseph Phillips
August 2009 / Softcover with CD-ROM / 608 pages

Completely revised throughout, this book provides in-depth details and key exam information to help program managers pass the PMP exam from PMI, the Project Management Institute. This authoritative guide delivers comprehensive coverage of the PMBOK (Project Management Body of Knowledge), and serves as a valuable reference after the exam. A fully integrated study system, PMP Project Management Professional Study Guide, Third Edition includes 300 practice questions, step-by-step exercises, exam watch notes, and on-the-job elements. The CD contains two practice exams, four videos, score tracker spreadsheets, and an electronic book.
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Chapter 2: Examining the Project Life Cycle
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Chapter 9: Implementing Project Human Resources
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Chapter 11: Managing Project Risks
Chapter 12: Leading Project Procurement Management
Chapter 13: Abiding by the PMP Code of Conduct
Glossary
Appendix 1: PMP Exam Information
Appendix 2: About the CD

PHOTOSHOP CS4 QUICKSTEPS

By Carole Matthews and Gary David Bouton
August 2009 / Softcover / 368 pages

In this thoroughly revised guide, full-color screenshots and brief instructions show you how to use the latest version of Photoshop quickly and easily. Learn how to edit and retouch photos, work with the drawing and painting tools, add text, use layers, create special effects, and prepare art for print or the Web.

Photoshop CS4 QuickSteps covers the latest photography-related tools and techniques, including RAW file formats, Bridge, special effects, and more. Screenshots with callouts show and explain exactly what you’ll see on your computer screen while you’re doing a task, and color-coded tabs make it easy to find just the information you need.

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Chapter 1 Stepping into Photoshop CS4
Chapter 2 Creating, Importing, and Saving Images
Chapter 3 Using Adobe Bride and the RAW Editor
Chapter 4 Adjusting Tone and Color in your Photographs
Chapter 5 Making Selections
Chapter 6 Editing Layers and Selections
Chapter 7 Using Paint and Layer Blend Modes
Chapter 8 Making Local Adjustments with the Tool Palette
Chapter 9 Restoring and Repairing Images
Chapter 10 Using Filters
Chapter 11 Using Type and Type Effects
Chapter 12 Printing and Exporting Images
Chapter 13 Preparing Your Images for the Web
Chapter 14 Tricks of the Trade
ORACLE DATA GUARD 11G HANDBOOK
By Larry Carpenter, Joseph Meeks, Charles Kim, Bill Burke, Sonya Carothers, Joydip Kundu, Michael Smith and Nitin Vengurlekar
August 2009 / Softcover / 544 pages

Written by a team of Oracle Data Guard experts, this Oracle Press guide offers undocumented best practices and real-world techniques for Oracle’s data availability and protection solution. Extensive automated scripts are included, enabling you to successfully set up and manage Data Guard. Oracle Database 11g Data Guard Handbook begins by covering architecture, configuration, and infrastructure. Next, you will find details on Data Guard Broker, Oracle Enterprise Manager Grid Control, active standby databases, Data Guard failover, backup and recovery considerations, troubleshooting, and more. A case study chapter brings together much of the content covered in the book.

CONTENTS
Chapter 1 Data Guard Architecture
Chapter 2 Data Guard Setup, Configuration, and Infrastructure
Chapter 3 Physical Standby Database
Chapter 4 Logical Standby Database
Chapter 5 Data Guard Broker
Chapter 6 Monitoring and Management Using Enterprise Manager Grid Control
Chapter 7 Monitoring Data Guard Implementations
Chapter 8 Switchover and Failover
Chapter 9 Active Standby Databases
Chapter 10 Automating Site and Client Failover
Chapter 11 Minimizing Planned Downtime Using Data Guard Switchover
Chapter 12 Backup and Recovery Considerations
Chapter 13 Troubleshooting
Chapter 14 Data Guard Reference Architectures
Appendices

MICROSOFT VIRTUALIZATION WITH HYPER-V
By Jason A Kappel and Anthony Velte and Tobe Velte of Velte Systems Inc
August 2009 / Softcover / 512 pages

In this book, two Microsoft MVPs show you how to choose, understand, deploy, and manage Microsoft’s virtualization technologies. The book explains how to consolidate physical server resources with Hyper-V, solve distributed application problems with Microsoft Application Virtualization, support secure and standard corporate PC images with Microsoft Virtual PC, and move to a green datacenter. Microsoft Virtualization provides in-depth, hands-on coverage of the new features of Windows virtualization technologies, and teaches you how to implement different types of virtualization technologies into a network. The book shows when and where virtualization can be used to consolidate servers, desktops and applications.

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Chapter 1: Virtualization Overview
Chapter 2: Planning and Installing Hyper-V
Chapter 3: Configuring Hyper-V Components
Chapter 4: Planning and Installing System Center Virtual Machine Manager
Chapter 5: Creating and Managing Virtual Machines
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Chapter 7: Virtual Desktop Infrastructure
Chapter 8: Managing the Virtual Solution
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Chapter 11: Backing up and Restoring the Virtual Solution
Appendix A: Hyper-V Command Line reference
Appendix B: Resources for Hyper-V
Appendix C: Third Party Tools

PROGRAMMING & WEB DEVELOPMENT

PROGRAMMING: A BEGINNER'S GUIDE
By Richard Mansfield
August 2009 / Softcover / 368 pages

This up-to-date introductory guide to programming focuses on basics, teaching fundamental concepts and hands-on techniques to beginners. The book introduces you to real-world programming using Microsoft’s free but powerful Visual Basic 2008 Express Edition. Unlike other so-called introductory guides to programming, Programming: A Beginner’s Guide stays focused on exactly the information beginners need to know. Step-by-step tutorials take you through the process of creating practical programs for Windows. Plenty of examples of executable code are available for download from the book’s website.

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PART III: Building Practical Programs
9. Organizing a Large Program
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12. Getting Help
13. Where to Go from Here
Part IV: Appendices
A: The 17 Primary Visual Basic Express Commands
B: Variable and Control Naming Conventions
C: Keyboard Shortcuts
Glossary
SITE PLANNING AND DESIGN HANDBOOK
Second Edition
By Thomas Russ
July 2009 / Hardcover / 528 pages
ISBN: 9780071605588 / US$99.95

Incorporating sound environmental considerations into traditional site design process contributes to better site planning and design. This authoritative guide combines established approaches to site planning with sustainable practices and increased environmental sensitivity in site work. The book addresses the challenges associated with site planning and design and lays the groundwork for success. Site Planning and Design Handbook, Second Edition includes an updated review of the ADA standards contained in the recently updated National Building Code, a revised discussion of urban landfill projects, expanded coverage of site security issues, and the latest information on LEED as it relates to site planning and design.

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Ch 1. Site Planning and Design
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Ch 5. Designing for People
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2009 INTERNATIONAL BUILDING CODE NEED TO KNOW
The 20% of the Code You Need 80% of the Time
By R Dodge Woodson
July 2009 / Softcover / 304 pages
ISBN: 9780071592574 / US$29.95

This is an essential, hands-on guide for builders, developers, carpenters, and installers. You will have the most commonly used ICC (International Code Council) building information at your fingertips. 2009 International Building Code Need To Know features easy-to-understand explanations and interpretations, calculations and formulas, and plenty of visual references such as maps, charts, and handy tables. This book helps you save time and money, reduce errors, stay in compliance, and increase job site safety.

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Ch 1. Administration
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Ch 3. Use and Occupancy Classification
Ch 4. Detailed Requirements Based on Use and Occupancy
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Ch 8. Interior Finishes
Ch 9. Fire-Protection Systems
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Ch 15. Roof Assemblies and Rooftop Structures
Ch 16. Structural Design
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Ch 25. Gypsum Board and Plaster
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Ch 34. Existing Structures
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2009 INTERNATIONAL PLUMBING CODE NEED TO KNOW
The 20% of the Code You Need 80% of the Time
By R Dodge Woodson
July 2009 / Softcover / 256 pages
ISBN: 9780071544498 / US$29.95

Here is an essential, hands-on guide for plumbers, building inspectors, and general contractors. You will have the most commonly used ICC (International Code Council) plumbing and septic information at your fingertips. 2009 International Plumbing Code Need To Know features easy-to-understand explanations and interpretations, calculations and formulas, and plenty of visual references such as maps, charts, and handy tables. This book helps you save time and money, reduce errors, stay in compliance, and increase job site safety.

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1. Definitions
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8. Indirect and Special Waste
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12. Special Piping & Storage Systems
13. Recycling Gray Water
14. Referenced Standards
15. Rainfall Rates
16. Degree Days & Design Temperatures
17. Using the Code in the Real World

Prices in US$ are subject to change without notice.
Shipping and handling charges are extra.
CONSTRUCTION ADMINISTRATION FOR ARCHITECTS
By Greg Winkler and Gary Chiumento
August 2009 / Softcover / 320 pages
ISBN: 9780071622318 / US$59.95

This invaluable book on construction administration leads the architect through a typical project—from contract to closeout—illustrating topics such as how to spot problems before they occur, how to mitigate change orders and disputes, and how to use submittals and RFIs. Co-written by an architect and an attorney, Construction Administration for Architects provides basic information for emerging professionals and in-depth strategies for experienced industry veterans. Useful tips, checklists, and real-life examples are included throughout.

CONTENTS
Ch 1. Construction Documents
Ch 2. Liability Reduction
Ch 3. Construction-Related Issues
Ch 4. Completing Construction
Ch 5. Closing Out the Contract
Ch 6. Beyond Contract Close Out

DESIGN FOR ENVIRONMENT
A Guide to Sustainable Product Development
Second Edition
By Joseph Fiksel
July 2009 / Hardcover / 432 pages
ISBN: 9780071605564 / US$125.00

Drawing upon the experiences of dozens of major U.S. corporations, Design for Environment provides a unifying framework, based on sound management principles by which companies can simultaneously improve financial performance and benefit the global environment. At the heart of this approach is the concept of “eco-efficiency,” a measurable characteristic of products and processes that quantifies how companies generate more value with less adverse environmental impact. The book emphasizes a life-cycle approach, which considers the costs and benefits associated with material acquisition, transportation, production, product use, and recovery for recycling or remanufacture. Design for Environment includes examples of leading companies that have put DFE into practice across a range of industries, including electronics, automotive, consumer, and chemical. For the benefit of more senior managers, the book also provides a sweeping overview of the cultural, political, and economic changes that are transforming the role of environmental management in the business world.

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Ch 2. Motivating Forces
Ch 3. External Drivers: The Voice of Society
Ch 4. Business Value Drivers
Part 2. Charting the Course: The Art and Science of DFE
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Ch 7. Performance Indicators and Metrics
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Ch 11. Electronic Equipment Industries
Ch 12. Transportation Industries
Ch 13. Chemical Industries
Ch 14. Medical and Pharmaceutical Industries
Ch 15. Food and Beverage Industries
Ch 16. Consumer Products Industries
Ch 17. Materials Production Industries
Ch 18. Energy Production Industries
Ch 19. Service Industries
Part 4. Conclusion
Ch 20. The Road Ahead
Ch 21. Summary
GREEN ROOF CONSTRUCTION AND MAINTENANCE
(GREENSENSOR BOOKS)
By Kelly Luckett
July 2009 / Hardcover / 208 pages
ISBN: 9780071608800 / US$59.95

New in the GreenSource series, this book presents all of the information needed to skillfully design, construct, and maintain green roofs—benefiting buildings and the environment. A practical guide to this emerging trend in the sustainability movement, Green Roof Construction and Maintenance explains, step-by-step, how to select, place, and maintain soil and plants on the tops of buildings. These roofs will reduce the amount of storm water that surges into sewer systems; lower cooling and heating costs; and prolong roof life by as many as 25 years. The book includes construction techniques for new and existing buildings, illustrations, and color photographs of successfully installed green roofs.

CONTENTS
Ch 1. Introduction
Ch 2. Design
Ch 3. Structural Design
Ch 4. Waterproofing
Ch 5. Green Roof Soil
Ch 6. Construction
Ch 7. Plants
Ch 8. Maintenance
Ch 9. Realistic Expectations
Ch 10. The Environment
Ch 11. Return on Investment
Ch 12. Quantifying the Benefits

THE NALCO WATER HANDBOOK
Third Edition
By Nalco Company
August 2009 / Hardcover / 1280 pages
ISBN: 9780071548830 / US$125.00

Developed by the world’s leading integrated water treatment and process improvement company, The Nalco Water Handbook, Third Edition provides comprehensive guidance on the use and conditioning of water and wastewater in any industrial or institutional facility. Reflecting major advances in technology and the latest regulatory requirements, this thoroughly revised classic covers basic water chemistry and explains how to improve water quality, minimize water usage, and implement more efficient treatment processes. The Third Edition features new information on wastewater, cooling systems, microbiological control, energy conservation, environmental hygiene, and steam generation problems and prevention. Every essential water treatment topic is covered in this authoritative volume.

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Chapter 1 Introduction
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Section 1—Basic Water Chemistry
Chapter 3 Water Resources
Chapter 4 Water Chemistry
Chapter 5 Impurities in Water
Section 2—Applications
Impurity Removal
Chapter 6 Raw Water Clarification and Filtration
Chapter 7 Ion Exchange
Chapter 8 Membrane Separation
Steam Generation
Chapter 9 Boiler Systems
Chapter 10 Oxygen Removal

Prices in US$ are subject to change without notice.
Shipping and handling charges are extra.
Chapter 11 Boiler Feedwater Treatment
Chapter 12 Turbines
Chapter 13 Condensate Systems
Cooling Water Systems
Chapter 14 Cooling System Dynamics
Chapter 15 Cooling Water Deposition
Chapter 16 Cooling System Corrosion
Chapter 17 Cooling Water Biology
Chapter 18 Legionella and Legionellosis
Chapter 19 Environmental Hygiene for Legionella Control
Chapter 20 Cooling Water Monitoring
Chapter 21 Cooling Water Treatment and Control Waste Water
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Chapter 26 Sludge Manipulation
Chapter 27 Emulsions
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Chapter 38 The Coal And Synfuels Industry
Chapter 39 The Textile Industry
Chapter 40 The Automotive Industry
Chapter 41 The Microelectronics Industry
Chapter 42 The Corrugated Container Industry
Chapter 43 The Building Materials Industry
Chapter 44 The Institutional and Commercial Industries
Chapter 45 The Food & Beverage Industry
Chapter 46 The Municipal Industry

CONSTRUCTION

2009 INTERNATIONAL PLUMBING CODES HANDBOOK
By R Dodge Woodson
August 2009 / Hardcover / 464 pages
ISBN: 9780071606066 / US$59.95

Fully updated to reflect the changes in the ICC 2009 International Plumbing Code, this authoritative resource follows the IPC chapter by chapter. Real-world examples and tip boxes transform complex code into easy-to-understand information. 2009 International Plumbing Codes Handbook is less text heavy than the previous edition with more data displayed in bulleted lists, tables, and graphics. The Private Sewage Disposal Code has been updated to conform to the 2009 standards. This all-in-one manual provides ready-to-use answers to help you get jobs done right, on time, and up to the standards of the 2009 codes. It’s all the plumbing information you need!

CONTENTS
Ch 1. Definitions
Ch 2. Administrative Policies and Procedures
Ch 3. General Regulations
Ch 4. Fixtures
ELECTRICITY/ELECTRONICS

MASTER HANDBOOK OF ACOUSTICS
Fifth Edition
By F. Alton Everest (deceased) and Ken C. Pohlmann
July 2009 / Softcover / 528 pages

The first four editions of this classic guide were written by the late F. Alton Everest, for many years the leading authority on acoustical principles. Now updated by another sound guru, Ken Pohlmann, the Fifth Edition of Master Handbook of Acoustics shows you how to achieve professional recording results at home, build an audio/video tech room for cutting-edge voice-over recording, control reverberation, interference, noise distortion in the air, and more. You will find new information on hardware and software tools for performing acoustic measurements, subjective perception of acoustic space, noise control techniques, absorption measurements, and room impulse response measurements. The Fifth Edition also explores room design for surround-sound playback and professional studios, concert hall and auditorium acoustics, and room acoustics measurement and modelling software.

CONTENTS
Ch 1. Fundamentals of Sound
Ch 2. Sound Levels and the Decibel
Ch 3. The Ear and the Perception of Sound
Ch 4. Speech, Music, and Noise
Ch 5. Reverberation
Ch 6. Absorption of Sound
Ch 7. Reflection of Sound
Ch 8. Diffraction of Sound
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Ch 11. The Schroeder Diffuser
Ch 12. Modal Resonances in Enclosed Spaces
Ch 13. Sound Reflections in Enclosed Spaces
Ch 14. Adjustable Acoustics
Ch. 14. Control of HVAC Noise
Ch. 15. Control of Interfering Noise
Ch. 16. Recording Studio Acoustics
Ch. 17. Studio Control Room Acoustics
Ch. 18. Audio/Video Tech Room and Voice-Over
Ch. 19 Home Listening Room Acoustics
Ch. 20 Concert Hall Acoustics
Ch. 21 Acoustical Distortion
Ch. 22 Room Acoustics Measurement Software
Ch. 23. Room Optimizer
Ch. 24. Desktop Auralization
Ch. 25. Electro-Acoustic Software for Engineers

RENEWABLE ENERGIES FOR YOUR HOME
Real-World Solutions for Green Conversions
By Russel Gehrke
July 2009 / Softcover / 224 pages
ISBN: 9780071622851 / US$24.95
Enrich your life—and your wallet—by incorporating alternative energy into your daily home life. A new TAB Green Guru Guide, this book offers authoritative, practical, and fun do-it-yourself projects and tips for greening your home. Renewable Energies for Your Home covers biodiesel, ethanol, CNG, hydrogen, electricity, waste vegetable oil, and biomass. You will find the following information for each fuel: how it works; carbon footprint; efficiency; strengths; drawbacks; where to get it; applications; a dabbler’s guide; and tips. Projects include solar water heaters, solar curtains, small wind turbines, a vegetable oil-powered diesel engine-generator, and more.

BUILD YOUR OWN PLUG-IN HYBRID ELECTRIC VEHICLE
By Seth Leitman
July 2009 / Softcover / 320 pages
ISBN: 9780071614733
Filled with detailed diagrams, this book provides reliable, cutting-edge technical information and easy-to-follow instructions for building a plug-in hybrid electric vehicle (PHEV). You will find details on both electric and hybrid electric cars. Building Your Own Plug-In Hybrid Vehicle includes information the hybrid drive train and the necessary components for a PHEV, such as batteries, controllers, and motors. The book covers plug-in-hybrids currently on the market as well as hybrid conversion companies, conversion kits, and related resources. Pictures, diagrams, charts, and graphs provide details on energy consumption, environmental effects, costs, and solutions. This is a start-to-finish guide for building a plug-in hybrid.

ELECTRICAL SAFETY OF LOW-VOLTAGE SYSTEMS
By Massimo Mitolo
July 2009 / Hardcover / 304 pages
ISBN: 9780071508186 / US$89.95
Electrical Safety of Low-Voltage Systems offers you a comprehensive safety regimen, based on the fundamental characteristics of low-voltage electrical systems. Fully explaining the grounding and bonding of low-voltage systems as they relate to article 250 of the National Electrical Code®, this essential safety tool provides an analytical approach to accident control to replace the haphazard rules of thumb currently in use.

CONTENTS
1. Definitions and Nomenclature
2. Principles of Electrical Safety
3. The Ground Resistance
4. Human Body, Electrical Currents, and Bonding Requirements
5. TT Grounding System
6. TN Grounding System
7. Shock Hazard in the Presence of Protective Residual Current Devices
8. Protective Bonding Conductors: Are they always necessary?
9. Sizing Protective Conductors
10. Protection Against Indirect Contact without Automatic Disruption of Supply
11. Protection Against Indirect Contacts in Substations
12. Safety Issues in Interfacing with Electrical Voltage Systems at Different Power Levels
ORGANIC ELECTRONICS IN SENSORS AND BIOTECHNOLOGY
By Ruth Shinar and Joseph Shinar
July 2009 / Hardcover / 448 pages
ISBN: 9780071596756 / US$150.00

Recent progress in the field of organic electronics (OE), combined with the need for versatile, compact, inexpensive, high-throughput, and field-deployable chemical and biological sensors, has led to the development of OE-based sensors. This multi-disciplinary book provides comprehensive information about the growing field of organic electronics and is the first to detail their use in sensing applications. Organic Electronics in Sensors and Biotechnology features contributors from leading U.S. and international researchers and academics in the OE field. The book will promote innovations in this field at the interface between electrical and computer engineering, physics, material science, chemistry, and biology, contributing to the field's development.

CONTENTS
Ch 1. Scaling Effects in Organic Transistors and Transistor-based Chemical Sensors
Ch 2. Organic Thin-film Transistors for Inorganic Substance Monitoring
Ch 3. Strain and Pressure Sensors Based on Organic Field Effect Transistors
Ch 4. Integrated Pyroelectric Sensors
Part I. Electrical Semiconductor and Dielectric Analysis
Part II. Integrated Pyroelectric Sensors
Ch 5. Progress and Challenges in Organic Light Emitting-Diode (OLED)-based Chemical and Biological Sensors
Ch 6. An Introduction to Organic Photodetectors
Ch 7. Organic Semiconductor Lasers as Integrated Light Sources for Optical Sensors
Ch 8. Organic Electronics in Memories and Sensing Applications
Ch 9. Luminescent Conjugated Polymers for Staining and Characterization of Amyloid Deposits
Ch 10. Electrochemically Deposited Polymers for Organic Electronics
Ch 11. Electrochemical Surface Switches and Electronic Ion Pumps Based on Conjugated Polymers

RUNNING SMALL MOTORS WITH PIC MICROCONTROLLERS
By Harprit Singh Sandhu
August 2009 / Softcover / 368 pages
ISBN: 9780071633512 / US$29.95

This easy-to-follow tutorial explores the techniques--both in hardware and software--that you need to understand in order to run small motors with PIC microcontrollers. All material is covered in a non-mathematical way so anyone interested in computer control of motors can do so even with a minimal technical background. Running Small Motors with PIC Microcontrollers contains more than 2,000 lines of PicBasicPro code and dozens of circuit diagrams with the focus on controlling motors. Hands-on tutorials, program listings, and resources are included.

CONTENTS
1: Introduction to the MELabs LAB X-1 Board
2: The Hardware and Software Set Up
3: Understanding the PIC 16F877A Chip
4: Software, Compilers, and Editors
5: Controlling the Input and Output
6: Timers and Counters
7: Sockets U3 to U8, Clocks, and Memory
8: Sockets U9 and U10, Serial Communications
9: Liquid Crystal Displays
10: The PIC 18F14431: An Introduction
11: Running Motors: A Preliminary Discussion
12: Motor Amplifiers
13: Running Hobby R/C Servo Motors
14: Running Small DC Motors
15: Running DC Motors with Quadrature Encoders
16: Running Bipolar Stepper Motors
17: Running Small AC Motors, Solenoids, and Relays
18: Debugging

Prices in US$ are subject to change without notice.
Shipping and handling charges are extra.
**BUILD YOUR OWN ELECTRIC MOTORCYCLE**
*By Carl Vogel*
July 2009 / Softcover / 384 pages  

Complete with hundreds of step-by-step pictures, charts, and graphs for the latest and most efficient technologies, this new TAB Green Guru Guide shows you how to build an electric motorcycle from scratch. Written by an electric vehicle expert, Build Your Own Electric Motorcycle provides current data on all required materials, components, and specifications. The book covers basic calculations and assumptions, and includes information on sources, parts, companies, and experts. Have fun and save energy at the same time with help from this hands-on guide.

**ENGINEERING TECHNOLOGY**

**GREEN TECH**  
*By Lawrence Webber and Michael Wallace*  
July 2009 / Hardcover / 304 pages  
ISBN: 9780814414460 / US$27.95

With today’s electronic systems consuming massive amounts of energy, and improper disposal of old equipment threatening to release dangerous toxicity into the atmosphere, any company whose IT department isn’t actively working to shrink its carbon footprint isn’t just hurting the environment...it is also probably wasting money. Green Tech provides readers with practical, easily implemented strategies for sustainable computing.

**MECHANICAL ENGINEERING**

**BIOMEDICAL ENGINEERING AND DESIGN HANDBOOK, VOLUMES 1 & 2**  
*By Myer Kutz*  
July 2009 / Hardcover / 688 pages  
ISBN: 9780071498401 / US$250.00

Biomedical engineering is the application of engineering principles and techniques to the medical field. The two-volume Biomedical Engineering and Design Handbook offers you unsurpassed coverage of the entire biomedical engineering field, including the fundamental concepts, design processes and procedures, and applications. This landmark work contains contributions on a wide range of engineering and design problems from over 40 leading experts at universities and medical centers around the globe.

Volume 1 focuses on the basics of biomedical engineering, taking you step-by-step through biomedical systems analysis, biomechanics of the human body, diagnostic instrumentation, design of medical devices, biomaterials, and bioelectronics. Filled with over 500 detailed illustrations, this superb volume will give you the foundation of information needed to understand the development of new devices, techniques, and treatments.

Volume 2 provides a wealth of timely information on breakthrough developments in medical device design, diagnostic equipment design, therapy and surgery, rehabilitation and prosthetic design, and the clinical engineering of healthcare facilities. Packed with 400 instructive illustrations, this indispensable volume provides you with details on new design methods for cardiovascular and respiratory devices, imaging instrumentation, artificial limbs, healthcare facilities planning, and much more.
MANURE PATHOGENS
Manure Management, Regulations, and Water Quality Protection
By Dwight D Bowman
July 2009 / Hardcover / 608 pages
ISBN: 9780071546898 / US$125.00

Addressing the increasing concern about how pathogens present in animal manure affect human health, this is the first comprehensive work to cover what these pathogens are, how they can be managed properly, and current regulations.

CONTENTS
Chapter 1. Introduction To Manure Pathogens, Manure Management, And Regulations
Chapter 2. A Description Of The Environmental Pollution That Can Result From Concentrated Animal Feeding Operations
Chapter 3. Pathogens In Manure – The Usda’s Perspective
Chapter 4. Introduction To Animal Waste Management
Chapter 5. Introduction To Drinking Water Treatment
Chapter 6. Pathogen Removal From Drinking Waters: Regulations And Process Effectiveness
Chapter 7. Potential Viral Transmission Through Animal Manure
Chapter 8. Bacterial Pathogens In Animal Manure
Chapter 9. Protozoan And Helminth Parasites Of Animal Manure
Chapter 10. Potential Threat Of Prions In Manure
Chapter 11. Details Of Some Manure Associated Pathogen Outbreaks In People
Chapter 12. Antibiotics In Manure
Chapter 13. Manure Pathogens And Their Effects On Humans
Chapter 14. Risk Assessment As Applied To Manure-Borne Pathogens
Chapter 15. Environmental Survival Of Parasites
Chapter 16. Pathogens, Water And Transport
Chapter 17. Persistence And Transport Of Pathogens From Animal Agriculture In Soil And Water
Chapter 18. Introduction To Processes Used For Pathogen Destruction In Solids And Effluents
Chapter 19. Detecting Parasites In Environmental Samples
Chapter 20. Industrial Composting
Chapter 21. Swine Waste Generation, Collection, Storage, And Treatment Options
Chapter 22. On Farm Processing Of Dairy Manure
Chapter 23. In-Vessel Composting Systems: A Potential Turn-Key Process For Calf-Greenhouse Waste
Chapter 24. The Realities Of Handling Poultry Waste
Chapter 25. The Advent Of Value-Added Products From Manure And Municipal Biosolids
Chapter 26. Future Directions In Animal Waste Management

TELECOMMUNICATION

PLANNING FIBER OPTICS NETWORKS
By Bob Chomycz
July 2009 / Hardcover / 400 pages
ISBN: 9780071499194 / US$79.95

The huge volume of video and other bandwidth-heavy content is forcing IT and telecom companies to rethink their network pipelines, in order to insure access to customers. This book shows you how to effectively design and deploy bandwidth-rich networks for all major types of data traffic.

Planning Fiber Optic Networks describes available technologies used to transport traffic over fiber—such as LAN, IP, and voice traffic—and shows how to plan and develop each of these technologies. Throughout the volume, renowned fiber optic expert Bob Chomycz focuses on the relative cost-effectiveness of competing fiber technologies, highlighting methods for optimizing fiber bandwidth potential. You will find timely information on SONET, WDM, Metropolitan, and Long-Haul networks, plus full coverage of dark fiber.
MAINTAIN AND IMPROVE YOUR POWERBOAT
By Paul Esterle
August 2009 / Softcover / 304 pages

This wide-ranging projects book covers maintenance, repairs, and upgrades to improve comfort, utility, appearance, value, safety, and enjoyment of powerboats up to 35 feet long. Projects include standard maintenance like changing engine oil and preparing for winter storage; minor repairs like rebedding deck hardware; and upgrades like creating new storage and improving your boat’s fuel efficiency.

CONTENTS
1. How They’re Made and Why It Matters
2. Cockpit
3. Galley
4. Cabin
5. Decks
6. T-Tops, Biminis and Canvas Enclosures
7. Hulls
8. Electrical Systems
9. Electronics
10. Engine & Drive Train
11. Trailers & Trailering
12. Operational Issues
13. Winterizing

PRACTICAL BOAT MECHANICS
Commonsense Ways to Prevent, Diagnose, and Repair Engines and Mechanical Problems
By Ben L. Evridge
July 2009 / Softcover / 320 pages

Practical Boat Mechanics belongs onboard every boat that has a gasoline, diesel, inboard, or out-board engine. This practical collection of fast fixes enables you to repair failed machinery with basic tools under adverse conditions. Designed and written for non-mechanics, it also presents do-it-yourself maintenance procedures and schedules that will prevent most problems from occurring.

CONTENTS
Part 1 How Boat Things Work
1. “Meet Your Boat”
2. Getting Familiar with Marine Engines
3. Cooling Systems
4. Belts and Hoses
5. Fuel, Lubricating Oil, Filters
6. Drive Train and Power-Take-Offs
7. Marine Electrical Systems
8. Exhaust Systems
9. Marine Steering
Part 2 Troubleshooting
10. Conventional Troubleshooting
11. Troubleshooting by the Five Senses
12. Gasoline Engines, Inboard & Outboard
13. Cabin and Engine Room
14. Marine Gear and Drive train
15. Steering and Controls
Part 3 The Resourceful Boat Mechanic
16. Crack Detection, Pressure Testing
17. Engine and Shaft Alignment
**THE INSIDER’S GUIDE TO BOAT CLEANING AND DETAILING**

**Professional Secrets to Make Your Sail-or Powerboat Shine**

*By Natalie Sears*

*July 2009 / Softcover / 192 pages*

*ISBN: 9780071596930 / US$19.95*

Boat cleaning isn’t as simple as taking a can of kitchen cleanser and scrubbing away, and improper procedures can cause damage to the boat or the environment. This is the only stem-to-stern guide to all aspects of boat cleaning and detailing. The book recommends both generic and brand-name cleaning and maintenance materials to help you make the right selections.

**CONTENTS**

Preface/Introduction
1. But First, A Little About Fiberglass Gelcoat
2. Wash Your Cares Away
3. Wax On, Wax Off
4. It’s All In The Details
5. Teak Decks
6. Brightwork Maintenance
7. Interior Cleaning
8. Fabrics and Upholstery
9. Mildew Prevention
10. Using Natural Cleaning Products
11. Critter Prevention
12. Cleaning While Cruising
13. Hiring A Detailer
14. A Year-Round Plan

Appendices
Keep It Up or Let It Go
Organizing For Small Spaces
Environmental Issues
Selling Your Boat
Resources

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**GENERAL INTEREST**

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**101 GAMES AND ACTIVITIES FOR CHILDREN WITH AUTISM, ASPERGER’S AND SENSORY PROCESSING**

*By Tara Delaney*

*August 2009 / Softcover / 240 pages*

*ISBN: 9780071623360 / US$16.95*

One of the best ways for children with autism, Asperger’s, and sensory processing disorders to learn is through play. Children improve their motor skills, language skills, and social skills by moving their bodies and interacting with their environment. Yet the biggest challenges parents, teachers, and loved ones face with children on the autism spectrum or with sensory processing disorders is how to successfully engage them in play. Pediatric occupational therapist Tara Delaney provides the answer. In 101 Games and Activities for Children with Autism, Asperger’s, and Sensory Processing Disorders, she shows you how to teach your children by moving their bodies through play. These interactive games are quick to learn but will provide hours of fun and learning for your child. And many of the games can be played indoors or outdoors, so your child can enjoy them at home, outside, or on field trips.

**CONTENTS**

Chapter 1: The Importance of Play
Chapter 2: The How of Engagement
Chapter 3: Games to Improve Sensory Development
Chapter 4: Games to Improve Gross Motor Skills
Chapter 5: Games to Improve Fine Motor Skills
Chapter 6: Games to Improve Language Engagement
Chapter 7: Games to Improve Learning Behaviors
Chapter 8: Games to Improve Social Sense
Chapter 9: Games to Help Your Child Get Ready for School
Chapter 10: Adapting Brand Name Games

RAISING A SELF-DISCIPLINED CHILD
Help Your Child Become More Responsible, Confident, and Resilient
By Robert Brooks and Sam Goldstein
July 2009 / Softcover / 304 pages
ISBN: 9780071627115 / US$15.95

Raising a Self-Disciplined Child is the groundbreaking book parents have been waiting for—a remarkably positive approach to a style of discipline that builds children up—from the acclaimed authors of Raising Resilient Children. Filled with realistic, practical strategies and sample scenarios, it shows you ways to teach children of any age, from preschool to adolescence, the value of self-control, self-reliance, and self-assurance—the all-important skills that will last a lifetime.

CONTENTS
Chapter 1: Developing Self-Discipline in Our Children
Chapter 2: The Mindset for Effective Discipline
Chapter 3: Helping Your Child Take Control
Chapter 4: Teaching Your Child to Solve Problems
Chapter 5: Showing your Child That He or She is Competent
Chapter 6: Teaching Your Child How to React to Mistakes
Chapter 7: Helping Your Child Cope with Doubts and Disappointments
Chapter 8: Responding Constructively When Life Seems Unfair
Chapter 9: Encouraging Your Child to Make a Difference
Chapter 10: The Lessons and Power of Self-Discipline
Index

THE RESONANCE KEY
Exploring the Links between Vibration, Consciousness, and the Zero Point Grid
By Marie D Jones and Larry Flaxman
August 2009 / Softcover / 256 pages

What if the true nature of reality were like an onion, made up of layer upon layer that, when peeled back, would reveal a creative, self-regenerating, weblike core? A center that could contain the whole of all that is, was, and will be?

As physicists search for a Theory of Everything, those who dare explore the paranormal are similarly searching for a unifying theory to explain the vast unknown, from UFOs, ghosts, and cryptids to clairvoyance, remote viewing, and teleportation. How do these things occur? Where do they come from? What triggers their manifestation in our simple, three-dimensional reality? Scientists and paranormal researchers alike are looking to resonance as the theory that could bridge the gap between science and the supernatural...and explain every facet of reality in between. The Resonance Key dives into the most amazing new ideas, theories, and research that link vibration, mind, and matter, including:

- What ancient civilizations knew about resonance and the use of vibratory patterns found in art, nature, and science, and how they incorporated resonance into their sacred temples, megaliths, and churches.
- The most cutting-edge research into the brain and human consciousness, and their roles in perceiving, and creating reality.
- Why the Zero Point Grid may be the most foundational infrastructure of reality itself.

The Resonance Key opens the door to a stunning new vision of what may finally be the holy grail of science and the paranormal.
THE BIG BOOK OF ENGLISH VERBS WITH CD-ROM (SET)
By Mark Lester, Daniel Franklin and Terry Yokota
August 2009 / Softcover with CD-ROM / 624 pages
This comprehensive guide is your one-stop resource for learning English verbs. It includes 555 of the highest frequency verbs—unlike Barron’s 501, which excludes common verbs such as “answer” and “wash”—with conjugations and sample sentences. The Big Book of English Verbs also has a list of all complement types that are used by each verb, as well as all the common phrasal verb constructions that the verb can be used with in a sentence. The CD-ROM contains more than 200 interactive practice exercises, plus diagnostic and review tests to assess competency.

AM I THE ONLY SANE ONE WORKING HERE?
101 Solutions for Surviving Office Insanity
By Albert J Bernstein
July 2009 / Softcover / 304 pages
You can’t stop office madness, but you can stop the madness from getting to you. Gossipy coworkers, unmanageable managers, and cranky clients have got you pulling your hair out and gnawing your nails down to nubs. From teammates who drop the ball on deadlines to corporate bullies who try to run your show, your work environment can be lethal to your health and your career.

Change Your Reaction, Not Their Actions. When things get crazy, you may not be able to control how others behave, but you can change how you respond. Al Bernstein shows you how understand the situation, how to keep the craziness from bothering you, how to keep things from getting worse, and how you can make them better.

CONTENTS
1. People Skills
2. People Problems
3. Worst Case Scenarios
4. Are You Out of the Loop?
5. Boss Problems
6. Managing
7. Relationships at Work
8. Customers Aren’t Always Right
9. Other Specific Situations

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**CAN I HAVE YOUR ATTENTION?**

*How to Think Fast, Find Your Focus, and Sharpen Your Concentration*

*By Joseph Cardullo*

August 2009 / Softcover / 224 pages

[An image of the book]

Can I Have Your Attention? is not your traditional self-help book that offers 12 simple steps to enhance brainpower. Nor is it a book on Eastern Wisdom, spirituality, or conventional meditation. It is an eye-popping adventure that combines ancient, high-speed attention-building processes with cutting-edge attention research in psychology, neurology, and biology. Through Joseph Cardillo's engaging personal account of the world of human attention—which synthesizes the stories of more than two dozen experts—you will uncover surprising secrets about the workings of your own mind.

This fresh look at ancient attention skills and new science will transform your thinking about what human attention is as well as offer a guide to incorporating its insights into your daily life. Can I Have Your Attention? even presents a redefinition of attention deficit and reveals a variety of natural, non-medical tools that can significantly amp up anyone's attention!

**CHANGE ONE THING**

*Discover What's Holding You Back – and Fix It – With the Secrets of a Top Executive Image Consultant*

*By Anna Soo Wildermuth and Jodie Gould*

July 2009 / Softcover / 224 pages

Change One Thing is your new secret weapon in the quest to look, feel, and be your best—by transforming those little things that keep you from shining like you should. Be it an outdated wardrobe or an understated personality, executive image consultant Anna Soo Wildermuth gives you the tools you need to change how others see you—and how you see yourself. Her self-assessment quizzes show you where you’re coming up short, help you shake up your usual routine, and point you in your new direction. Change One Thing is the first step to finding out what’s keeping you from the job, the relationship, or the life you want.

**CONTENTS**

Chapter One: The Ten Most Common Excuses for Failure
Chapter Two: Foolproof Self-Assessment Tests
Chapter Three: Change One Thing About Your Personal Image
Chapter Four: Change One Thing About Your Business Image
Chapter Five: Change One Thing About Your Social Image
Chapter Six: Change One Thing About Your Attitude
Chapter Seven: Change One Thing About Your Body Image
Chapter Eight: Change One Bad Habit
Chapter Nine: Change One Thing About Your Interviewing Style
Chapter Ten: Anna’s Confidence Workshop Exercises
Conclusion: The Snowball Effect

**GETTING BACK TO WORK**

*Everything You Need to Bounce Back and Get a Job After a Layoff*

*By Linda K Rolie*

August 2009 / Softcover / 272 pages
ISBN: 9780071638678 / US$15.95

Losing a job can be devastating—financially, professionally, and emotionally. This comprehensive guide, written by a career consultant with a background in psychiatric therapy, goes further than other job search guides by addressing the full range of issues facing the newly unemployed—from dusting off old resumes, polishing networking skills, and preparing for interviews, to dealing with the emotional fallout of losing a job, staying motivated, and rebuilding a dream career.
CONTENTS
1. The Psychology of Job Change
2. Moving Through the Stages
3. The Effect on Your Self and Relationships
4. Career vs. Job Change
5. Finances: Resources and Budgets
6. Identifying Your Transferrable Skills
7. How to Describe Yourself
8. Awareness of Your Work Values and Preferences
9. Assessment Instruments
10. Repackaging Yourself
11. How to Find Work
12. Networking
13. The 10,000 pound Telephone
14. Resumes
15. Cover Letters
16. References & Recommendations
17. Job Application Forms
18. Job Interviews
19. Negotiating Job Offers
20. Your Self and Your Job
21. The Mature Worker
22. Disability and Employment
23. Epilogue
24. Appendix
25. Index

GOODBYE ED, HELLO ME
Recover from Your Eating Disorder and Fall in Love with Life
By Jenni Schaefer
August 2009 / Softcover / 240 pages

Renowned author Jenni Schaefer offers inspiring and creative tools that show you how you too can fully recover from—and not just live with—an eating disorder. Eating disorders have deeper underlying issues and in Goodbye Ed, Hello Me, Jenni shares her own triumphant story, and guides you through these issues toward a more positive body image, healthier self-esteem, and renewed interest in life.

Unlike other books in the field, Goodbye Ed, Hello Me stresses the importance of hope and faith in recovery and touches upon the significance of spirituality. Filled with personal anecdotes, unfailing encouragement, and concrete practical tools that you can apply to your own life, Goodbye Ed, Hello Me helps you become whole again—making peace with your body and learning to love yourself.

PROTEIN SHAKES FOR THE BRAIN
91 Games and Exercises to Work Your Mind’s Muscle to the Max
By Michel Noir and Bernard Croisile
July 2009 / Softcover / 128 pages

You’re brain is like any other muscle in your body: if you don’t use it, you lose it. Since you may not have time to take a class or learn a new language to keep your mind fit and to ward off memory loss, Protein Shakes for the Brain is a quick brain boost filled with puzzles, memory games, and attention grabbers—all the ingredients you need to keep your brain young, healthy and in terrific shape!

CONTENTS
1. Introduction
2. 30 Easy Exercises
3. 30 Medium-Difficulty Exercises
4. 30 Difficult Exercises

Prices in US$ are subject to change without notice.
Shipping and handling charges are extra.
THE PERMANENT PAIN CURE
The Breakthrough Way to Heal Your Muscle and Joint Pain for Good
By Ming Chew and Stephanie Golden
July 2009 / Softcover / 272 pages
FEATURED ON ESPN—the proven pain relief program used by professional athletes No drugs. No surgery. No pain!
“The Ming Method” for pain relief has worked wonders for New Jersey Nets star Jason Kidd, New York Yankees’ Jason Giambi, movie star Matt Dillon, and other celebrities. Now, licensed physical therapist Ming Chew shares his world-famous program in this illustrated home guide, filled with innovative stretching techniques, hydration and supplementation tips, and prevention strategies. His method doesn’t just manage the pain, it cures it—for good.

CONTENTS
Part 1: What you Need to Know
1 Introduction: The Body United by the Fascia
2 Fascia: The Unifying Tissue
3 The Ming Method: No Excuses—It Will Work
Part 2: The Program
4 Prepare: Water, Diet, Supplements
5 Getting Ready to Stretch
6 The Spinal Stretches
7 The Fascial Stretches
8 The Strengthening Exercises
9 Self-Release Techniques
10 Choosing the Stretches You Need
11 The Last Word

TEACH YOURSELF RELAXATION (BOOK & AUDIO CD)
Third Edition
By Alice Muir
August 2009 / Softcover with Audio CD / 192 pages
[Not for sale in British Commonwealth, Hong Kong & Japan]
Teach Yourself Relaxation includes a 60-minute CD containing practice exercises on physical and mental relaxation, breathing, and basic meditation aimed at helping you learn how to cope with stress at home and on the job. In addition to updated text, it includes information on further reading materials and resources.

CONTENTS
Ch 1: What is Stress?
Ch 2: Relaxed lifestyles
Ch 3: Physical relaxation
Ch 4: Mental relaxation
Ch 5: Mediation as relaxation
Ch 6: Unwinding
Ch 7: Emotional relaxation
Ch 8: Stress at work
Ch 9: Relaxation goals
CD Contents:
1. Physical relaxation.
2. Breathing relaxation.
3. Relaxation Exercises.
4. Warm up exercises for above.
5. Mental relaxation.
WHAT'S YOUR BODY TELLING YOU
Tuning in to Your Body's Signals to Gain Confidence, Sharpen Your Focus and Make Better Decisions
By Steve Sisgold
July 2009 / Hardcover / 240 pages

Feeling stressed out, sick, or anxious? Not sure what your next move should be—or why your thinking is so cloudy? Time to get out of your head and into your body, that brilliant vehicle that is communicating with you all the time. Your body not only knows what you truly want: it can help you handle any situation you find yourself in. Unfortunately, most of us never learned how to read our body's clues—and as a result, we go through life disconnected from our true desires, acting instead in accordance with what the world wants from us. This book shows you how to stop overthinking every decision and start living a life in which happiness and fulfillment are the natural byproducts of being true to yourself. This step-by-step guide shows you how to unlock your body's natural intelligence, free your mind of negative thoughts, and map your path to greater satisfaction. This life-changing book walks you through a complete body-mind integration process that attunes and harmonizes your entire being. As you read, reflect, and immerse yourself in the exercises, you will develop a closer relationship with your body—and discover an expanded sense of purpose, a greater faith in humanity, and an increased capacity for love and happiness that emanates from your true core.

CONTENTS
Chapter 1: Your Body Rocks: A New Kind of Awareness
Chapter 2: Living In Spin: Stop the Unnecessary Noise
Chapter 3: Whole Body Inquiry: How high is your BQ?
Chapter 4: Ready-SET-Go!: Access the now with SET (Self-Evident Truth)
Chapter 5: Viral Beliefs: Develop Immunity with Whole Body Consciousness
Chapter 6: Letting Go of the Past: Face the Shadows and Chase Them Away
Chapter 7: The Discovery of Purpose: Remember and Reclaim what You Really Want
Chapter 8: Boost Your Relationship Mojo: Using Whole Body Communication
Chapter 9: Boost Your Health and Wellbeing: Get it Off Your Chest
Chapter 10: Boost Your Prosperity: Be the CEO of Your Life
Chapter 11: Practice Makes Perfect: Daily Rituals That Work Every Time

SPORTS/FITNESS

BUSINESS LESSONS FROM THE EDGE
Learn How Extreme Athletes Using Intelligence Risk Taking to Succeed in Business
By Jim McCormick and Maryann Karinch
July 2009 / Hardcover / 256 pages

What does it take to succeed in business? Risk-taking, Preparation. Self-confidence. The same principles that drive extreme athletes to the highest peaks of performance. This action-ready guide shows readers how to capture the winning mindsets of champions—for extreme success in business and life. They’ll learn inspiring lessons from the careers of skateboarding star Tony Hawk and business partner Per Welinder (co-founders of the world’s hottest skateboard company), freestyle motocross rider Carey Hart (owner of a tattoo/clothing line), and surfers Izzy and Coco Tihany (owners of a surf school and apparel company).
THE COMPLETE BOOK OF BASKETBALL DRILLS
Game-Changing Drills from Around the World
By Giorgio Gandolfi
August 2009 / Softcover / 304 pages
ISBN: 9780071635868 / US$18.95

Giorgio Gandolfi, editor-in-chief of FIBA Assist Magazine (the official technical publication of the International Basketball Federation), has collected instructional drills from around-the-world to bring to light the most effective coaching innovations being used today. Gandolfi’s unique access to the world’s best coaches, through his position with FIBA as well as his role organizing clinics and camps with Converse shoes and other sponsors, has allowed him to assemble this thorough encyclopedia of practice plans that provides coaches exactly what they need to better prepare their teams at every level. Inside, readers will find over 100 drills that cover everything from basic footwork, ball handling, and defensive situation to zone defense, half-and full-court presses. Along with a description of the action to follow, each drill entry summarizes the people and equipment necessary, instructional points, the skill level, and variations for more advanced players—illustrated with detailed diagrams featuring player-icons in motion. Youth level coaches will quickly adapt Gandolfi’s simple but innovative drills to improve their team’s fundamentals; while advanced level coaches will find a complete reference with everything they need to build an offensive and defensive philosophy, ideal for off-season, pre-season, and in-season practice sessions.

CONTENTS
Chapter 1: Why and How to Choose a Drill
OFFENSE
Chapter 2: Basic footwork drills
Chapter 3: Offensive Moves without the Ball Drills
Chapter 4: Ball Handling
Chapter 5: Dribbling
Chapter 6: Passing Drills
Chapter 7: Shooting Drills
Chapter 8: Post Play Drills
Chapter 9: Spacing
Chapter 10: Fast Break
Chapter 11: Screening
DEFENSE
Chapter 12: Defensive Slides
Chapter 13: Individual Defensive Situations
Chapter 14: Team Defensive Situations
Chapter 15: Zone Defense Drills
Chapter 16: Half Court Zone Press Drills
Chapter 17: Full Court Press
Chapter 18: Conditioning Drills

FOOTBALL FOR THE UTTERLY CONFUSED
By Tom Flores and Bob O’Connor
August 2009 / Softcover / 208 pages
ISBN: 9780071628587 / US$17.95

New to the Utterly Confused series, this step-by-step football guide makes understanding the most popular American sport a breeze. It provides new fans or spouses of die-hard fanatics with the ins and outs of what’s going on on the field as well as insight into the historic rivalries, traditions like “the wave”, and the greatest moments in both college and professional leagues. Readers of Football for the Utterly Confused will get in-depth coverage of everything from the basics to history—with special call-out boxes that draw attention to key moments and elements of the game. New fans will be able to follow games or schmooze with their boss about the big play or latest draft pick.

CONTENTS
1. The Rules
2. The Positions
3. What the Offense is Doing
4. What the Defense is Doing
5. Points on the Board
6. Penalties
7. From High School to College to the Pros
8. Big Games, Rivalries, and Superstars
9. Traditions
10. What about my Fantasy Team?
THE BAFFLED PARENT’S GUIDE TO FIX-IT DRILLS FOR YOUTH SOCCER

By Robert Koger

July 2009 / Softcover / 240 pages
ISBN: 9780071628662 / US$17.95

Soccer is an exciting sport, but it is even better when your team is playing at its best. The Baffled Parent’s Guide to Fix-It Drills for Youth Soccer addresses specific team concerns with energetic drills that will improve your players’ skills and help them to properly execute the correct tactics and techniques on the field. Written by an expert, this extensive collection focuses on problem areas and provides practice activities to ensure you get the best from your young players. Robert Koger looks at each of the problems most commonly faced by youth team coaches and prescribes proper drills to get players and teams to be their best and have fun doing it.

CONTENTS

Foreword
1. General Information: Laws, Field
2. Getting Started: Parents, Players, Equipment
4. Warm Up, Stretch, And Ball Control Drills: Warm Up, Stretches Drills 4.1 through 4.14
5. Cool Down Drills
Drills 5.1 through 5.6
6. Problems & Solutions
7. Questions & Answers
8. Dribbling Drills
Drills 8.1 through 8.7
9. Passing Drills
Drills 9.1 through 9.10
10. Shooting Drills
Drills 10.1 through 10.7
11. Combination Shooting Drills
Drills 11.1 through 11.17
12. Offense And Defense Drills
Drills 12.1 through 12.23
13. Goal Keeper Drills
Drills 13.1 through 13.10
14. Conditioning Drills
Drills 14.1 through 14.10
15. Position Play, Formations, and Fun
Drills: Diamond, Triangle Position, Position Play, Formations, Fun Drills

TEST PREP

McGRAW-HILL'S ASVAB
Second Edition
By Dr. Jane E. Wall

July 2009 / Softcover / 608 pages
ISBN: 9780071626613 / US$18.95
ISBN: 9780071626651 (with CD-ROM Set 2) / US$29.95

To reach your military career goals, it is necessary for you to score high on the ASVAB—the exam used to qualify and place recruits in all branches of the armed services. Written by a former key member of the ASVAB team at the Department of Defense, McGraw-Hill’s ASVAB provides you with insider advice to achieve exam success. This guide includes four complete sample ASVABs with explanations, as well as tips and strategies for succeeding on the Verbal and Math test sections you must pass to qualify for enlistment. The CD-ROM features computer-adaptive tests just like the real ones that recruits take at Military Entrance Processing Stations (MEPS).

Prices in US$ are subject to change without notice.
Shipping and handling charges are extra.
McGRAW-HILL’S GMAT 2010

Fourth Edition

By James Hasik and Stacey Rudnick

July 2009 / Softcover / 496 pages
ISBN: 9780071624169 (with CD-ROM Set 2) / US$36.00

Completely revised and updated for 2010, McGraw-Hill’s GMAT brings all of McGraw-Hill’s business and education expertise to bear on helping you achieve the best score possible. It’s packed with topic reviews, test-taking strategies, up-to-the-minute test information, and plenty of practice tests and drills. This authoritative and practical guide has been fully updated, with additional practice online and important information. The enhanced, fully redesigned CD-ROM is also now both PC- and Mac-compatible.

CONTENTS

Foreword
McGraw-Hill’s GMAT: Introduction
Welcome to the GMAT
Attaining Your Competitive Edge: McGraw-Hill’s GMAT
Meet the GMAT
Achieving Your Goals on the GMAT
Registering for the GMAT
Additional Practice
Some Final Advice
Acknowledgement
GMAT Information for International Test Takers
Registering for the Test
Finding a Test Center
On Test Day
Test Preparation for International Test Takers
Another Hurdle for Internationals: the TOEFL
Business School Admissions
The Business School Interview
One Last Hurdle: the Student Visa
Part One: The Quantitative Section
Chapter 1. The Techniques of GMAT Problem-Solving
Chapter 2. Data Sufficiency
Chapter 3. Basic Principles of Numbers
Chapter 4. Algebra
Chapter 5. Probability and Statistics
Chapter 6. GMAT Geometry
Chapter 7. Boolean Problems and Combinatorics
Part Two: The Verbal and Writing Sections
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Chapter 9. Sentence Correction
Chapter 10. Reading Comprehension
Chapter 11. The analytical Writing Assessment
Part Three: Beyond the GMAT
Chapter 12. Choosing the Right Program
Chapter 13. Getting Admitted
Chapter 14. Getting Ready to Survive B-School
Chapter 15. Recruiting and Career Management
Part Four: The Practice Tests
Instructions for the GMAT Practice Tests
Practice Tests
Answer Keys
Answer Sheets
If you want to shore up your skills before the big test, McGraw-Hill's PodClass: GRE Vocabulary makes memorization, comprehension, and test efficiency easier and more comprehensive than ever. In this program, words are batched in groups of 10 to 12, and all are accompanied by a memorable example sentence. The iPod technology allows you to get to what you need in just a few clicks and lets you create your own playlists so you can focus on the tougher words. When test time comes, you will remember your vocabulary quickly and anxiety-free.

CONTENTS
GRE Vocabulary: Score Level (words grouped by difficulty: 500, 600, 700, 800)
GRE Vocabulary: Thematic (words grouped by meaning)
GRE Vocabulary: Word Roots (words grouped by origins)

If you want to shore up your skills before the big test, McGraw-Hill's PodClass: SAT Vocabulary makes memorization, comprehension, and test efficiency easier and more comprehensive than ever. In this program, words are batched in groups of 10 to 12, and all are accompanied by a memorable example sentence. The iPod technology allows you to get to what you need in just a few clicks and lets you create your own playlists so you can focus on the tougher words. When test time comes, you will remember your vocabulary quickly and anxiety-free.

CONTENTS
SAT Vocabulary: Score Level (words grouped by difficulty: 500, 600, 700, 800)
SAT Vocabulary: Thematic (words grouped by meaning)
SAT Vocabulary: Word Roots (words grouped by origins)

If you want to shore up your skills before the big test, McGraw-Hill's PodClass: TOEFL Vocabulary makes memorization, comprehension, and test efficiency easier and more comprehensive than ever. In this program, words are batched in groups of 10 to 12, and all are accompanied by a memorable example sentence. The iPod technology allows you to get to what you need in just a few clicks and lets you create your own playlists so you can focus on the tougher words. When test time comes, you will remember your vocabulary quickly and anxiety-free.

CONTENTS
TOEFL Vocabulary: Score Level (words grouped by difficulty)
TOEFL Vocabulary: Thematic (words grouped by meaning)
TOEFL Vocabulary: Word Roots (words grouped by origins)
THE OFFICIAL GUIDE TO THE TOEFL iBT WITH CD-ROM
Third Edition
By Educational Testing Service
July 2009 / Softcover with CD-ROM / 374 pages
ISBN: 9780071624053 / US$36.00
ISBN: 9780071267892 [IE]

The Official Guide to the TOEFL® iBT is the leading guide to the most widely accepted English-language proficiency test in the world—the TOEFL test. Written by ETS, the makers of the test, this book includes real TOEFL test questions for practice, as well as explanations of every section of the test and information on what is expected of you for every speaking and writing task. You will learn how to construct your answers and integrate the four skills needed to demonstrate academic English-language proficiency: reading, listening, speaking and writing. The accompanying CD-ROM provides authentic TOEFL iBT test sections just like the ones you will encounter on test day.

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   All About the TOEFL iBT
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   Listening Practice Sets
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   Style
   Organization and Development
   Advice to Writers
   Revising, Editing, and Proofreading
   Glossary
CLINICAL MANUAL SERIES

BASIC AND CLINICAL PHARMACOLOGY
Eleventh Edition
By Bertram G. Katzung, Anthony J. Trevor and Susan B. Masters of University of California—San Francisco

July 2009 / Softcover / 1200 pages
ISBN: 9780071604055 / US$64.95
ISBN: 9780071271189 [IE]

Organized to reflect the syllabi in Pharmacology courses, Basic & Clinical Pharmacology covers all the important concepts students need to know about the science of pharmacology and its application to clinical practice. It is acknowledged worldwide as the field’s most current, authoritative, and comprehensive textbook. To be as clinically-relevant as possible, the book features a strong focus on the choice and use of drugs in patients and the monitoring of their effects.

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Section I. Basic Principles
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3 Pharmacokinetics & Pharmacodynamics: Rational Dosing & the Time Course of Drug Action
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9 Adrenoceptor-Activating & Other Sympathomimetic Drugs
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Section IV. Drugs With Important Actions on Smooth Muscle
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18 The Eicosanoids: Prostaglandins, Thromboxanes, Leukotrienes, & Related Compounds
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41 Pancreatic Hormones & Antidiabetic Drugs

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CLINICAL NEUROANATOMY
Twenty-Six Edition
By Stephen G Waxman, Yale University School Medicine
August 2009 / Softcover / 352 pages
ISBN: 9780071638531 [IE]
ISBN: 9780071603997 / US$54.95

For more than seventy years, Clinical Neuroanatomy has delivered a streamlined, comprehensive, and easy-to-remember synopsis of neuroanatomy and its functional and clinical applications. Emphasizing the most important concepts, facts, and structures, this well-illustrated and enjoyable-to-read text reflects the state-of-the-art in pathophysiology and the diagnosis and treatment of neurological disorders.

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21. Higher Cortical Functions

VI. Diagnostic Aids
22. Imaging of the Brain
23. Electrodiagnostic Tests
24. Cerebrospinal Fluid Examination

VII. Discussion of Cases
25. Discussion of Cases

Appendix

CURRENT DIAGNOSIS AND TREATMENT SURGERY
Thirteenth Edition
By Gerard N Doherty
August 2009 / Softcover with DVD / 1100 pages
ISBN: 9780071635158 / US$74.95
ISBN: 9780071638494 [IE]

This comprehensive, yet concise textbook delivers to-the-point information on 1000 diseases and disorders that surgeons are most often required to treat. Unique in that it encompasses both general surgery and the surgical sub-specialties, CURRENT Diagnosis & Treatment Surgery features a consistent find-it-now presentation highlighted by the frequent use of headings, brief and clearly written text, and references appearing within sections.

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1. Approach to the Surgical Patient
2. Preoperative Care
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4. Postoperative Complications
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8. Inflammation, Infection, & Antimicrobial Therapy
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10. Surgical Metabolism & Nutrition
11. Anesthesia
12. Shock & Acute Pulmonary Failure in Surgical Patients
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15. Head & Neck Tumors
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17. Breast
18. Thoracic Wall, Pleura, Mediastinum & Lung
19. The Heart
20. Esophagus & Diaphragm
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24. Liver & Portal Venuous System
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30. Large Intestine
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33. Adrenals
34. Arteries
35. Amputation
36. Veins & Lymphatics
37. Neurosurgery & Surgery of the Pituitary
38. Otolaryngology--Head & Neck Surgery

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39. The Eye & Other Adnexa
40. Urology
41. Gynecology
42. Orthopedics
43. Plastic & Reconstructive Surgery
44. Hand Surgery
45. Pediatric Surgery
46. Oncology
47. Organ Transplantation

GANONG’S REVIEW OF MEDICAL PHYSIOLOGY
Twenty-Third Edition
By Kim E Barrett, Heddwen Brooks, Scott Boitano and Susan M Barman
August 2009 / Softcover / 732 pages
ISBN: 9780071605670 / US$64.95
ISBN: 9780071270663 [IE]

For more than four decades, Ganong’s Review of Medical Physiology has been the leader in helping medical stu-
dents and clinicians understand the fascinating subject of human and mammalian physiology. Concisely covering
every important topic without sacrificing depth or readability, Ganong’s delivers more clinically-relevant, high-yield
information per page than any similar text or review. You’ll find more than 600 full-color illustrations and text that
strikes the perfect balance between detailed and concise. Thoroughly updated to reflect the latest research and
developments in important areas such as the cellular basis of neurophysiology, Ganong’s Review of Medical
Physiology incorporates examples from clinical medicine throughout the chapters to illustrate important physiologic
concepts. Whether you’re a student who needs an outstanding review for the USMLE or a physician who wants
to keep pace with the ever-changing field of medical physiology, there’s no better place to turn than Ganong’s
Review of Medical Physiology.

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III. Functions of the nervous System
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9. Hearing & Equilibrium
10. Smell & Tasts
11. Alert Behavior, Sleep & Electrical Activity of the Brain
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15. Neural Basis of Instinctual Behavior & emotions
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17. Energy Valance, Metabolism & Nutrition
18. The Thyroid Gland
19. Endocrin Functions of the Pancreas & Regulation of Carbohydrate Metabolism
20. The Adrenal Medulla & Adrenal Cortex
21. Hormonal Control of Calcium Metabolism & the Physiology of Bone
22. The Pituitary Gland
24. Endocrine Functions of the Kidneys, Heart & Isneal Gland
V. Gastrointestinal Function
25. Digestion & Absorption
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VI
27. Circulating Body Fluids
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HARPER'S ILLUSTRATED BIOCHEMISTRY
Twenty-Eight Edition
By Robert K Murray, University of Toronto, Victor R Rodwell, Purdue University-West Lafayette, David Bender, Kathleen M Botham, P Anthony Weil and Peter J Kennelly
July 2009 / Softcover / 704 pages
ISBN: 9780071625913 / US$54.95
ISBN: 9780071638272 [IE]

Comprehensive, concise, and up-to-date, Harper’s is unrivaled in its ability to clarify the link between biochemistry and the molecular basis of health and disease. The Twenty-Eighth Edition has undergone sweeping changes -- including a conversion to full-color artwork and the substantial revision and updating of every chapter -- all to reflect the latest advances in knowledge and technology and to make the text as up-to-date and clinically relevant as possible.

Combining outstanding full-color illustrations with integrated coverage of biochemical diseases and clinical information, Harper’s Illustrated Biochemistry offers an organization and clarity not found in any other text on the subject. Striking just the right balance between detail and brevity, Harper’s Illustrated Biochemistry is essential for USMLE review and is the single best reference for learning the clinical relevance of a biochemistry topic.

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1. Biochemistry and Medicine
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3. Amino Acids and Peptides
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17. Glycolysis and Oxidation of Pyruvate
18. Metabolism of Glycogen
19. Gluconeogenesis and Control of the Blood Glucose
20. The Pentose Phosphate Pathway & other Pathways of Hexose Metabolism
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22. Oxidation of Fatty Acids: Ketogenesis
23. Metabolism of Unsaturated Fatty Acids & Eicosanoids
24. Metabolism of Acyglycerols and Sphingolipids
25. Lipid Transport And Storage
27. Integration of Metabolism- the Provision of Metabolic Fuels
28. Biosynthesis of Nutritionally Nonessential Amino Acids
29. Catabolism of Proteins & of Amino Acid Nitrogen
30. Catabolism of the Carbon Skeletons of Amino Acids
31. Conversion of Amino Acids
32. Porphyrins & Bile Pigments
33. Nucleotides
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35. Nucleic Acid Structure and Function
36. DNA Organization, Replication and Repair
37. RNA Synthesis, Processing and Modifications
38. Protein Synthesis and Genetic Code
39. Regulation of Gene Expression
40. Molecular Genetics, Recombinant DNA and Genomic Technology
41. Membranes: Structure and Function
42. The Diversity of Endocrine System
43. Hormone Action and Signal Transduction
44. Nutrition, Digestion and Absorption
45. Vitamins and Minerals
46. Intracellular Traffic and Sorting of Proteins
47. Glycoprotein
48. The Extracellular Matrix
49. Muscle and the Cytoskeleton
50. Plasma Proteins and Immunoglobulins
51. Homeostasis and Thrombosis
52. The Red and White Blood Cells
53. Metabolism of Xenobiotics
54. The Human Genome Project

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**JUNQUEIRA'S BASIC HISTOLOGY WITH CD-ROM**

Twelfth Edition

By Anthony Mescher, University of Indiana School of Medicine

August 2009 / Softcover with CD-ROM / 525 pages

ISBN: 9780071630207 / US$69.95

Featuring more than 600 state-of-the-art photographs and drawings, Junqueira’s has been the leading text in medical histology and microscopic anatomy for more than three decades. The Twelfth Edition has been revised to feature a new full-color presentation, totally new art, and the addition of an online learning center.

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**USMLE ROAD MAP PATHOLOGY**

By George R Wetach, Terry Morgan and Thomas W Palmrose of Oregon Health & Science University

July 2009 / Softcover / 368 pages


You’ll never find an easier, more efficient, and more focused way to ace pathology and pathology-related questions on the USMLE and course examinations than USMLE Road Map. Designed to provide maximum learning in minimum time this unique review offers a concise, creative, and well-illustrated new approach to mastering pathology.

**CONTENTS**

1. Autopsy and Forensic Medicine: Cellular Injury and Repair
2. Molecular Diagnostics
3. Skin
4. Head and Neck
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6. Heart and Circulation
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8. Gastrointestinal System
9. Liver and Biliary Tract
10. Kidney and Lower Urinary Tract
11. Endocrine and Nutrition
12. Breast
13. Female Genital Tract and Placenta
14. Male Genital Tract
15. Bone and Soft Tissue
17. Lymph Nodes, Bone Marrow, Spleen, and Thymus
18. Bleeding Disorders and Transfusion Medicine
CASE FILES EMERGENCY MEDICINE
Second Edition
By Eugene C Toy, Christus-St. Joseph Hospital, Barry Simon, Terrence H Lia of University of CA-Sch of Med, Kay Takenaka, University of Tx Houston Medical School and Adam J Rosh, Bellevue Hospital Center
August 2009 / Softcover / 480 pages
ISBN: 9780071598996 / US$32.95
ISBN: 9780071639422 [IE]
You need exposure to high-yield cases to excel on the emergency medicine clerkship and the shelf-exam. Case Files: Emergency Medicine presents 50 real-life cases that illustrate essential concepts in emergency medicine. Each case includes a complete discussion, clinical pearls, references, definitions of key terms, and USMLE-style review questions. With this system, you'll learn in the context of real patients, rather than merely memorize facts.

CONTENTS
Section 1: How to Approach Clinical Problems
Section 2: 50 Clinical Cases
Section 3: Listing of Cases by Topic and Alphabetically

CASE FILES INTERNAL MEDICINE
Third Edition
By Eugene C Toy, Christus-St. Joseph Hospital and John T Patlan
August 2009 / Softcover / 608 pages
ISBN: 9780071613644 / US$32.95
ISBN: 9780071639057 [IE]
You need exposure to high-yield cases to excel on the Internal Medicine clerkship and the shelf-exam. Case Files: Internal Medicine presents 60 real-life cases that illustrate essential concepts in Internal Medicine. Each case includes a complete discussion, clinical pearls, references, definitions of key terms, and USMLE-style review questions. With this system, you'll learn in the context of real patients, rather than merely memorize facts.

CONTENTS
Section I: How to Approach Clinical Problems Approach to the Patient History, Physical, Laboratory Studies, and Imaging
How to Interpret Laboratory Results Approach to Clinical Problem-Solving Approach to Reading
Section II: Clinical Cases
Section III: Listing of Cases (by number and alphabetically)
You need exposure to high-yield cases to excel on the psychiatry clerkship and the shelf-exam. Case Files: Psychiatry presents 60 real-life cases that illustrate essential concepts in psychiatry. Each case includes a complete discussion, clinical pearls, references, definitions of key terms, and USMLE-style review questions. With this system, you’ll learn in the context of real patients, rather than merely memorize facts.

CONTENTS
Section I: How to Approach Clinical Problems
1. Approach to the Patient
2. Approach to Clinical Problem-Solving
3. Approach to the DSM-IV
4. Approach to Reading
Section II: Approach to Psychiatric Therapeutics
5. Psychotherapy
6. Psychopharmacotherapy
Section III: Clinical Cases
Section IV: Listing of Cases (by number and alphabetically)

You need exposure to high-yield cases to excel on the surgery clerkship and the shelf-exam. Case Files: Surgery presents 55 real-life cases that illustrate essential concepts in surgery. Each case includes a complete discussion, clinical pearls, references, definitions of key terms, and USMLE-style review questions. With this system, you’ll learn in the context of real patients, rather than merely memorize facts.

CONTENTS
Section 1: How to Approach Clinical Problems
Section 2: 60 Clinical Cases
Section 3: Listing of Cases by Topic and Alphabetically
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You need exposure to high-yield cases to excel on the Obstetrics and Gynecology clerkship and the shelf-exam. Case Files: Obstetrics and Gynecology presents 60 real-life cases that illustrate essential concepts in Obstetrics and Gynecology. Each case includes a complete discussion, clinical pearls, references, definitions of key terms, and USMLE-style review questions. With this system, you’ll learn in the context of real patients, rather than merely memorize facts.

CONTENTS
Section 1: How to Approach Clinical Problems
INTENSIVE REVIEW FOR THE EMERGENCY MEDICINE QUALIFYING EXAMINATION

By Sassan Naderi and Richard Park of Long Island Jewish Medical Center

August 2009 / Softcover with CD-ROM / 600 pages
ISBN: 9780071502801 / US$99.95

Based on the acclaimed Manhattan Review Course and drawing on valuable insights from top New York City emergency departments, this review has everything you need to pass the Emergency Medicine written boards on your very first try. Here, you'll get a concise walk-through of key emergency medicine topics, board-format Q&A, and a full-color image review with cases on CD—all designed to give you a solid idea of what to expect on exam day. Intensive Review for the Emergency Medicine Written Boards features a succinct outline format, yet it leaves nothing out, covering the full range of emergency medicine specialties. It all adds up to the ultimate board study companion—one that can help you recall information pertinent to the practice of emergency medicine, and approach the exam with confidence.

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Intensive Review for the Emergency Medicine Written Boards
1. Environmental Emergencies
2. Orthopedics
3. Trauma
4. Cardiac Emergencies
5. Toxicologic Emergencies
6. Gastroenterology
7. Dental and ENT Emergencies
8. EMS, Administration, and Ethics
9. Geriatric Emergencies
10. Immunologic and Rheumatic Emergencies
11. Dermatology
12. Endocrinology, Metabolism, and Nutrition
13. Pulmonology
14. Emergency Procedures
15. Urologic and Renal Emergencies
16. Obstetrics/Gynecology
17. Hematology/Oncology
18. Neurology
19. Ophthalmology
20. Pediatrics
21. Infectious Disease
22. Ultrasound in the ED
23. Psychiatry
24. 300-Question Practice Test
CD: Visual Stimulants & Board-Simulating Q&A
ADULT CHEST SURGERY
By David J Sugarbaker, Raphael Bueno, Mark J Krasna, Steven Mentzer and Lambros Zellos
July 2009 / Hardcover / 1264 pages
ISBN: 9780071434140 / US$299.00

Here, in a single all-inclusive volume, is the sum of clinical knowledge in chest surgery, primarily drawn from the perspectives of internationally known innovators in thoracic surgery. In this text you will find all of the concepts and procedures that comprise the core of the discipline, making it unique among all other general surgery textbooks. Completely up-to-date with the latest non-invasive techniques, Adult Chest Surgery features a logical organization based on anatomy, and each section has an overview chapter, which summarizes the relevant anatomy, pathophysiology, and diagnostic and procedural options. Throughout, operations and diagnostic procedures are highlighted in succinct, illustrated technique chapters, making the book ideal for practicing cardiothoracic, thoracic, and general surgeons, as well as for residents, fellows, and allied healthcare providers.

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Preface
Part 1: Care and Management of the Thoracic Surgery Patient
Part 2: Esophageal and Proximal Stomach Malignancy
Part 3: Esophageal Motility Disorders
Part 4: Esophageal Reflux Disorders
Part 5: Benign Congenital and Traumatic Esophageal Disorders
Part 6: Benign Disorders of the Upper Airways
Part 7: Cancer of the Upper Airways
Part 8: Lung Cancer
Part 9: Benign Tumors and Conditions of the Lung
Part 10: Chronic Obstructive Pulmonary Disease
Part 11: Lung Infections and Interstitial Lung Disease
Part 12: Lung Transplantation
Part 13: Diffuse Pleural Malignancies and Effusions
Part 14: Benign Pleural Conditions
Part 15: Chest Wall and Sterna Tumors
Part 16: Benign Disorders of the Chest Wall
Part 17: Diaphragmatic Diseases, Benign or Malignant
Part 18: Mediastinal Diseases, Benign Or Malignant
Part 19: Robotics
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ATLAS AND SYNOPSIS OF CONTACT AND OCCUPATIONAL DERMATOLOGY
By Sanjay Ghosh
July 2009 / Hardcover / 130 pages
ISBN: 9780071632300 / US$89.95

[Not for sale in Sub-Continent]

This is an outstanding book on the subject of dermatology. In the rapidly growing urban culture and fast life pattern changes, the conception of diseases is also becoming very distinct. Consequently, the suffering and work-day-loss due to contact and occupational dermatoses create a tremendous impact on the health system. Therefore, this book is of prime importance for studies and treatment of disease occurring due to occupational conditions or hazards. It is an atlas giving visual descriptions with synopsis for the dermatologists who see and treat all types of skin cases but face difficulty to deal with cases of contact or occupational dermatoses. This book deals in detail with footwear dermatitis, airborne contact dermatitis, cosmetic and medicament dermatitis. Special focus is laid on regional contact dermatitis, occupational dermatoses, non-eczematous contact dermatitis, contact urticaria, etc.

CONTENTS
1. Classification of Contact Dermatitis
2. Irritant Contact Dermatitis
3. Allergic Contact Dermatitis
4. Investigations of Allergic Contact Dermatitis
ATLAS OF CATARACT SURGERY
By K Ravi Kumar Reddy
July 2009 / Hardcover with DVD / 198 pages
ISBN: 9780071634458 / US$129.00
[Not for sale in Sub-Continent]

This atlas is intended to serve upcoming ophthalmologists and surgeons who are interested to master the techniques of cataract surgery. This book appreciates the limitations faced by Indian doctors in their stressful transition. The book explains all the angles involved in cataract surgery so as to make it useful and practical. It will serve as a guide to budding surgeons and upcoming postgraduates in cataract surgery. It presents all the aspects of present day cataract surgery with photographic and diagrammatic illustrations. It deals with various aspects of SICS and phacoemulsification. It provides a brief description about preoperative evaluation, operating room set-up, some of the aspects in cataract surgery with practical tips for beginners about the phacoemulsifier and the techniques of nucleus management in phacoemulsification have been described. It deals with cataract surgery in typically special situations, the management of complications arising in it. It illustrates procedure for ideal use in the clinical setting.

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*9780071634458*
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July 2009 / Hardcover with DVD / 198 pages
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CLINICAL CASE BASIC SCIENCE
By Geoffrey Couser, Royal Hobart Hospital and Justin Walls, University of Tasmania
August 2009 / Softcover / 200 pages
ISBN: 9780070165625 / US$40.50
Clinical Cases Basic Sciences provides students with 10 cases - a collection of cases derived from everyday practice in the emergency department of a tertiary hospital. The authors have adopted the novel approach of a case timeline with accompanying clinical and physiological commentary to illustrate the links between the basic sciences and clinical practice. Progressing from fundamental concepts, pathophysiology, and assessment of fluid and electrolyte balance through coverage of major clinical problems, this text offers everything the student needs. New features and information prepare students for challenges they may face in today’s environment.

CONTENTS
Introduction
CASE 1 Diuretic use – Underpinning knowledge
CASE 2 Inadequate fluid intake in hot weather
CASE 3 Vomiting gastric region, hypotonic fluid loss resulting in hypotension
CASE 4 Vomiting and diarrhoea – gastroenteritis hyponatremia
CASE 5 Haemorrhage
CASE 6 Insulin dependant diabetic with viral illness
CASE 7 Congestive heart failure
CASE 8 Pancreatitis
CASE 9 Asthma attack vs. COPD, respiratory failure
CASE 10 Salicylate overdose

DONALD SCHOOL ULTRASOUND IN OBSTETRICS AND GYNECOLOGY
By Badreldeen Ahmed
July 2009 / Softcover / 610 pages
ISBN: 9780071632393 / US$79.95
[Not for sale in Sub-Continent]
This book features the latest studies and developments in the field of ultrasound technologies and their application in ultrasonic diagnosis. It elaborates about the nature and general physical principles of the ultrasound interaction with our tissue and how that reflects on images. Its special application in obstetrics and gynecology with techniques, instrumentation and safety, basic biometry, sonographic assessment of the umbilical cord, fetal anatomy, abnormalities etc. is explained in an easy language. It is an excellent reference tool for the masters of feto-maternal medicine, ultrasound physicians, technicians, midwives, etc.
Dr. Ashok Garg has met the needs of the general ophthalmologist as well as those who have a keen interest in oculoplastic surgery with excellent and comprehensive handbook for ophthalmic plastic and orbital conditions. Its value is in its concise and structured format which includes most of the eyelid and orbital topics. The book deals with oculoplastic surgery in excellent and comprehensive manner. It provides various clinical condition and surgical procedures alongwith their very useful figures. It presents complete and useful clinical information to ophthalmologists all around the world and helps them to accurately and precisely diagnose, treat and manage their clinical cases confidently to the satisfaction and expectations of their valued patients. As a ready reckoner, it serves as a useful companion on every clinician desk. This format includes an introduction, causes, pathophysiology, presentation, investigational techniques, differential diagnosis, medical and surgical treatment options, prognosis and complications. It is supported with clear clinical photos, artistic drawings and instrumentation.

This handbook provides the ophthalmic surgeon an up-to-date reference source to be able to solve diagnostic problems and have choices in surgical management.

The book presents update information on the topic of retina. It covers all the clinical conditions of retina-pathophysiology, clinical signs and symptoms, investigations, differential diagnoses, treatment and prognosis in a simplified manner. All the disease states are discussed in a comprehensive and lucid style alongwith high quality clinical photographs in an easy to read format. As a ready reckoner, it serves as a useful companion on every clinician’s desk.

CONTENTS
1. Age Related Macular Degeneration
2. Macular Diseases
3. Macular Disorders
4. Vascular Disorders
5. Diabetic Retinopathy
6. Pediatric Diseases
7. Inflammatory and Infective Disorders of Retina
8. Vitreous Diseases
9. Retinal Detachment
10. Hereditary Retinal Dystrophies
11. Eales Disease
12. Tumors
13. Trauma
14. White Dot Syndrome
15. Miscellaneous
MANUAL OF NEURO-OPHTHALMOLOGY
By Amar Agarwal and Athiya Agarwal
July 2009 / Softcover / 272 pages
ISBN: 9780071632317 / US$64.95
[Not for sale in Sub-Continent]

The book explains accurately and concisely the basics of neuro-ophthalmology. It gives a thorough understanding of the subject. The text includes 19 chapters and deals with all ophthalmic nerve physiology, diseases and their management. The book is an excellent reference for a full spectrum of readers from medical students to practicing.

CONTENTS
1. Supranuclear Pathways for Eye Movements
2. Supranuclear Disorders of Eye Movements
3. Nystagmus
4. The Pupil
5. Visual Pathway
6. Anatomy of the Optic Nerve
7. Oculomotor Nerve
8. Lesions of the Oculomotor Nerve
9. Trochlear Nerve and its Lesions
10. Abducent Nerve and its Lesions
11. Trigeminal Nerve
12. Facial Nerve and its Lesions
13. Congenital Optic Nerve Anomalies
14. Optic Nerve Tumors
15. Abnormalities of Optic Nerve Head
16. Ocular Myopathies
17. Miscellaneous
18. Examination of a Neuro-ophthalmology Case
19. Imaging in Neuro-ophthalmology
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MASTERING THE TECHNIQUES OF IOL POWER CALCULATIONS
By Ashok Garg, JT Lin, Robert Latkany, Jerome Bovet and Wolfgang Haigis
July 2009 / Hardcover / 399 pages
ISBN: 9780071634366 / US$99.95
[Not for sale in Sub-Continent]

In the past, patients quietly accepted needing an eyeglass prescription after cataract surgery. That is no longer true. Patient expectations today are that their postoperative refractive error will be what they expect it to be and at no time is this more important than when performing a clear lens extraction to correct ametropia or implanting a phakic IOL. It behoves every surgeon implanting IOLs to become an expert in this subject and this textbook will help in that regard. Obtaining the exact IOL power desired is the biggest practice builder there is. Making patients happy, however, is the most gratifying compensation and what this is all about. This textbook by Internationally Eminent Dr. Ashok Garg and co-authors will explain just why a more complex evaluation of the eye is needed, and will describe the state of the art in the technology we use to ensure the best possible results today. IOL power calculation is a complex and important subject. A number of new formulas have come up for cataract and refractive surgeons which deliver good outcomes and provide another avenue to validate our IOL selections.
MEDICAL STATISTICS & DEMOGRAPHY MADE EASY
By Devashish Sharma
July 2009 / Softcover with DVD / 358 pages
ISBN: 9780071634472 / US$49.95
[Not for sale in Sub-Continent]

The book explains the topics of vital statistics, statistical methods in epidemiology and health information. It provides solved examples on various medical problems, necessary to understand the computational point in research works. The book emphasizes on general concepts and various statistical methods and formulae useful in computation. It includes about 50 unsolved questions and nearly 300 MCQs.

CONTENTS
1. Classification and Tabulation
2. Measure of Central Tendency
3. Measure of Dispersion
4. Theoretical Discrete and Continuous Distribution
5. Correlation and Regression
6. Probability
7. Sampling and Design of Experiments
8. Testing of Hypothesis
9. Non-parametric Tests
10. Statistical Methods in Epidemiology
11. Vital Statistics (Demography)
12. Health Information
Unsolved Questions
Answers of MCQs and Unsolved Questions
Appendix : Statistical Tables
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NAIL ATLAS
A Clinical Approach
By KJPS Puri
July 2009 / Hardcover / 138 pages
ISBN: 9780071632362 / US$99.95
[Not for sale in Sub-Continent]

The book provides a unique compilation of author’s 25 years clinical experience in the field of dermatology. It reflects a colossal view on patterns of nail disturbances and pathophysiological conditions. It presents lucid, clear and excellent photographs accompanied by short description of each disease condition. Its chapters are arranged in a logical sequence for easy comprehension of the subject.

NEONATOLOGY
Management, Procedures, On Call Problems, Diseases, and Drugs
Sixth Edition
By Tricia Lacy Gomella, Johns Hopkins School of Med, M Douglas Cunningham, Pediatrix Medical Group and Fabien G Eyal, Johns Hopkins Sch of Medicine
July 2009 / Softcover / 880 pages
ISBN: 9780071544313 / US$54.95
ISBN: 9780071638487 [IE]

For more than two decades, Neonatology has been the field’s go-to guide for practical, up-to-date, and readily-accessible information on basic and advanced management techniques for the neonate. Featuring a logical outline approach that highlights essential information, this quick reference covers everything you need to know about on-call neonatal problems, procedures, diseases and disorders, and pharmacology.
A PRACTICAL OPERATIVE GUIDE FOR TOTAL KNEE AND HIP REPLACEMENT
By Ajit Kumar Mehta
July 2009 / Hardcover with DVD / 232 pages
ISBN: 9780071634373
[Not for sale in Sub-Continent]

In severe arthritis among the advanced age persons the painful and disabling knee and hip joints are required to be replaced. Its replacement provides relief from pain and disability and also helps to perform activities to a great extent with normally. It improves the quality of life significantly, but total knee and hip replacement surgeries are special operations. The surgeons require having highest order of aseptic precaution, surgical skill and a team specialists in preoperative, peroperative and postoperative techniques and protocols. This book fully explains step-by-step procedure and precautions to be observed in undertaking this kind of surgery. The operation theatre setup has been described. It describes postoperative management. The protocols and techniques of TKR surgeries are mentioned in a sequential order. Technique of high tibial osteotomy by hemicallotasis using a dynamic axial fixator for isolated medial compartment osteoarthritis of knee has been mentioned in sequential order.

RETINA ATLAS
A Global Perspective
By Sandeep Saxena
July 2009 / Hardcover with DVD / 1040 pages
ISBN: 9780071634403 / US$175.00
[Not for sale in Sub-Continent]

This book is an esteemed masterwork of the two most distinguished authorities of international fame who provide best answers of the questions arising in the field of ophthalmology in general and retinal disorders in particular. This atlas is extensively illustrated with hundreds of full colour clinical photographs of the highest quality. It delivers a step-by-step visual guidance one needs to obtain with the best possible pictures on a wide range of retinal disorders. It contains a wealth of colour images along with differential diagnoses in side-by-side page layouts to assist the reader to identify a full range of retinal disorders. It includes the basics of fluorescein angiography, ido-cyanine green angiography, scanning laser ophthalmoscope based angiography, time-domain and fifteen videos of spectral domain high-resolution optical coherence tomography with perimeter and multifocal electrotinography; these are the specialty of this atlas.

STATE-OF-THE-ART VAGINAL SURGERY
By Neerja Goel
July 2009 / Hardcover with DVD / 476 pages
ISBN: 9780071634434 / US$159.00
[Not for sale in Sub-Continent]

For the gynecological conditions and medical management surgical therapy continues to be vital and more so to deal with the disorders of pelvic floor, pelvic organ prolapse, benign vulval, vaginal, uterine and urogical conditions, ablative and excision therapy for intraepithelial neoplasia along with radical surgeries for genital malignancies are treated through the vaginal route. To acquaint upcoming gynecologists with surgical procedures and especially vaginal surgery this book plays a vital role and covers almost all aspects of vaginal surgery, ranging from surgical anatomy, preoperative care, anesthetic considerations, and surgical techniques keeping with the advances like video demonstrations of LEEP, TVT and TVTO, laparoscopic adnexectomy, etc. Full colour illustrations help to familiarize with the latest surgical techniques and instrumentation. The text is written in a user friendly style. This book will serve the needs of postgraduate students and practicing gynecologists.
**SURGICAL ATLAS OF ORBITAL DISEASES**

By Subrahmanyam Mallajosyula  
July 2009 / Hardcover with DVD / 390 pages  
ISBN: 9780071634267 / US$139.00  
[Not for sale in Sub-Continent]

Surgical Atlas of Orbital Disease provides in simplified form the oculoplastic and orbit care by synthesising advances in imaging, pathology and genetics. It is a most useful book for graduate students, residents of ophthalmology, fellows in oculoplastic and orbital services. The book is meant to provide precise and succinct information on orbital disease, its evaluation and management. It provides appropriate information in uncommon conditions supported with illustrations.

**TEXTBOOK OF PRACTICAL LAPAROSCOPIC SURGERY**  
Second Edition  
By RK Mishra  
July 2009 / Hardcover with DVD / 456 pages  
ISBN: 9780071634496 / US$159.00  
[Not for sale in Sub-Continent]

The art and science of minimal access surgery is explained giving a true overall view as well as the recent technological advances made in this field. The book is intended for those who are conversant with operative surgical and gynecological procedures. Its scope is broad and deep. The illustrations and diagrams are provided to facilitate faster learning of minimal access surgery. It is a self-sufficient book which explains the concept of ergonomics, task analysis and practical problems encountered in laparoscopic operative surgery. Also an overall view of the latest instruments and techniques of their application is presented. The medical terminology used is simple to understand complex and intricate aspects of this science. Because of the overwhelming surgeon and patient preference for laparoscopy, education and training in the laparoscopic arena have been in high demand. Although many textbooks have been written to help satisfy this void, few are as easy to read and as informative about the gamut of laparoscopic themes.

**INTERNAL MEDICINE**

**PLASTIC SURGERY**  
Clinical Problem Solving  
By Peter J Taub and R Michael Koch  
July 2009 / Softcover / 336 pages  
ISBN: 9780071481502 / US$89.95

Covering head, neck, trunk, extremities, and cosmetic concerns, this sourcebook uses numerous, unknown clinical scenarios to illustrate essential plastic and reconstructive surgical principles. Each chapter is organized by an unknown case, followed by algorithms that take you through effective management strategies and clinically relevant information. The result is an ideal resource for oral board preparation and a valuable primer for students, residents and attending physicians from diverse specialties.
HEROIC ACTS IN HUMBLE SHOES
America’s Nurses tell their Stories
By Irene Stemler (Editor)
August 2009 / Softcover / 200 pages
ISBN: 9781556429040 / Price not available
[A Slack Title]
They are compassionate voices, they are dedicated professionals, they are critical players in the health care system with worn pairs of shoes that have miles of stories to tell. They are America’s nurses.

Heroic Acts in Humble Shoes: America’s Nurses Tell Their Stories is more than just a quick glance into the trials, tribulations, joys and rewards of nursing. It is a gateway to understanding what today’s nurses are challenged with everyday. Irene Stemler, RN, BSN, goes beyond the research and gives a voice to the millions of nurses who directly or indirectly make a difference in the lives of patients. Each story opens with a photograph of the nurse’s shoes and offers a unique, passionate, personal, and sometimes controversial perspective on nursing in today’s health care environment. Each story offers a unique, passionate, personal, and sometimes controversial perspective on nursing in today’s health care environment.

NURSING SPECTRUM DRUG HANDBOOK 2010
Fifth Edition
By Patricia Dwyer Schull
July 2009 / Softcover with Access Card / 1376 pages
ISBN: 9780071622783 / US$29.95
Nursing Spectrum Drug Handbook delivers what nurses from around the world said they wanted most in such a publication: ease of use and a strong emphasis on patient safety. As convenient as it is thorough, the handbook enables nurses to carry essential drug information around with them wherever they go.

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Foreword
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Drugs A to Z
Safe drug administration
Photogallery of common tablets and capsules
Drug classes
Vitamins and minerals
Herbs and supplements
Appendices
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NURSE TO NURSE TRAUMA CARE
By Donna A Nayduch
August 2009 / Softcover with Access Card / 304 pages
ISBN: 9780071596770 / US$29.95
Nurse to Nurse: Trauma Care is the only portable and comprehensive quick-reference manual for the trauma nurse. Written by a nurse with more than two decades of clinical and management experience in trauma care, the book distills essential information into rapidly-accessible clinical directions through the use of algorithms, tables, boxes, clinical pearls, and nursing alerts.
MASTERING PHACO CHOP TECHNIQUES
By Ashok Garg
July 2009 / Hardcover with DVD / 302 pages

This unique textbook is dedicated to the art and science of the chop procedure. Contributors with vast experience and varied geographic practice settings offer their individual perspectives on the technique. The reader can benefit not only from the written words, but also from the videos of the contributors’ surgical experiences.

This book is specially written to cover all aspects of phaco chop techniques under one roof for the benefit of novice and expert phaco surgeons. Forty-three chapters of this book are divided in four sections. Section 1 is devoted to phaco chop phacodynamics, various choppers and optimizing machine parameters for phaco chop. Section 2 deals with the choppers, prechop and phaco chop techniques step by step. Section 3 shows various phaco chop complications management beautifully. Finally, Section 4 is quite interesting as it deals with recent advances and new developments in phaco chop techniques. Master video DVD is an added attraction of this book showing various phaco chop techniques step by step by international masters of this field.

CONTENTS
Section 1: Phacodynamics and Preliminary Considerations in Phaco Chop
Section 2: Various Phaco Chop Techniques
Section 3: Phaco Chop in Complicated Cases and Complications Management
Section 4: Recent Advances in Phaco Chop Techniques
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MULTIFOCAL IOLs
By Frank Joseph Goes
July 2009 / Hardcover / 248 pages
ISBN: 9780071634328 / US$99.95

The book provides a concise and simplified text. It emphasizes the state-of-art technique of multifocal IOLs. It represents the current knowledge of the technique, the most widely used approaches, clinical experiences, surgical outcomes, patient selection and also the basics. It helps the surgeon understand the different types of multifocal IOLs. Multifocals are top products with more and more extra features. It is an up-to-date treatise on multifocal IOLs and their development.

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Section Three: Multifocal And AccommodativeIols/Overview
Section Four: Iol Power Calculation For Multifocal Iols
Section Five: Patient Selection
Section Six: Clinical Experience With Different Multifocal Iols
Section Seven: Customizing Multifocal Iols
Section Eight: Surgical Finesses
Section Nine: Future

Prices in US$ are subject to change without notice.
Shipping and handling charges are extra.
ORTHOPAEDICS

**ARTHROSCOPIC TECHNIQUES OF THE HIP**  
A Visual Guide (Visual Arthroscopy) 
By Bryan T Kelly and Marc J Philippon 
August 2009 / Softcover / 200 pages 

As minimally invasive surgeries for commonly scoped joints increase, the Visual Arthroscopy Series led by Dr. James R. Andrews and Dr. Tal S. David will answer the call for all in orthopedic surgery seeking succinct and highly visual books that will provide step-by-step instructions on arthroscopic techniques for the shoulder, knee, and hip.

Arthroscopic Techniques of the Hip: A Visual Guide by Dr. Bryan Kelly and Dr. Marc J. Philippon is unique in that it includes intraoperative photos taken with the scope, detailing and illustrating each step in arthroscopic surgery of the hip from start to finish. With the precise instructions of an illustrative cookbook, Arthroscopic Techniques of the Hip: A Visual Guide is a highly organized and easy-to-read resource perfect for orthopedic residents, fellows, and surgeons involved with sports arthroscopy.

PATHOLOGY

**LANGE HIGH YIELD PATHOLOGY FLASH CARDS**  
Second Edition  
By Suzanne Baron and Christopher Lee of Yale University School Medicine  
July 2009  
ISBN: 9780071613057 / US$34.95 

Written by medical students at Yale University, LANGE Pathology Flash Cards offer concise, yet complete coverage of the subject. Each pack contains 320 cards, with each card covering a specific disease or drug with high-yield facts in bold. Every card also includes a clinical vignette.

PEDIATRICS

**PEDIATRIC EMERGENCY MEDICINE**  
Third Edition  
By Gary R Strange and William R Ahrens of University of Illinois, Robert W Schafermeyer, Carolina’s Health Care System and Robert A Wiebe, University of Texas  
August 2009 / Hardcover / 1248 pages  
ISBN: 9780071597371 / US$49.95 

A clinically-focused, practical reference for evaluating and treating pediatric complaints most often encountered in an emergency setting. Endorsed by the American College of Emergency Physicians and written by a renowned team of pediatric emergency physicians, this well-illustrated guide delivers an unmatched review of pediatric emergency medicine. It spans the full scope of pediatric emergencies—from trauma care to psychosocial emergencies--in all the detail you need, yet still maintains a concise, find-it-now presentation ideal for use in the emergency department or pediatric clinic.
PHARMACOLOGY

LANGE PHARMACOLOGY FLASH CARDS
Second Edition
By Suzanne Baron and Christopher Lee of Yale University School Medicine
July 2009 / 300 pages
ISBN: 9780071622417 / US$34.95

Christopher Lee and Suzanne Barron have created a product that will provide students a quick review of Pharmacology with convenient, pocket-sized cards. Fully updated with the most current facts, these Pharmacology Flash Cards feature 320 cards and a comprehensive survey of Pharmacology for both course and exam review. Each card covers a specific drug, with the key high yield drug facts highlighted in bold print. The Lange Flashcards series have been a popular study tool for medical students since 2004. The cards represent an efficient way to learn about the highest yield diseases and drugs tested in medical school courses and on Board exams. Each card covers a specific disease or drug, with the key high yield disease and drug facts highlighted in bold print. A clinical vignette is presented on the front of each card, such that the medical student can test themselves and think of the clinical scenario in which these key diseases and drugs will be represented on exams. Given their comprehensiveness and unique format, medical students are picking up on the high yield nature of the Lange Flashcards and making them a core resource in their studies.

RADIOLOGY/RADIO THERAPY

CASES IN PEDIATRIC RADIOLOGY
By Ammar Haouimi
July 2009 / Softcover / 236 pages
ISBN: 9780071632287 / US$74.95
[Not for sale in Sub-Continent]

The book presents 200 common cases with detailed, highly organized radiological description of the diseases. It classifies all the cases in a series of sections on head and neck, chest and respiratory system, gastrointestinal system, genitourinary system, musculoskeletal system and miscellaneous topics. It covers all imaging modalities including conventional radiology, ultrasound, angiography, computerized tomography, MRI and nuclear medicine. The text is presented in a very lucid style.

CRITICAL CARE ULTRASONOGRAPHY
By Alexander Levitov, Paul H Mayo and Anthony D Slonim
August 2009 / Hardcover with DVD / 400 pages
ISBN: 9780071592970 / US$175.00

Witten by top practitioners in the field, this all-in-one text/DVD package is filled with practical guidance that helps you master clinical ultrasonography in a critical care environment. Here, you’ll learn exactly how to utilize diagnostic ultrasound as part of the physical exam, as the book examines current evidence supporting its use in the critically ill adult and child.

Organized by body system, Critical Care Ultrasonography features self-contained chapters that can be used as individual reference guides for a range of interventions, from transthoracic echocardiography to echocardiographic evaluation of cardiac trauma. Through this in-depth coverage, you’ll get a sense of how this essential technology supports the cross-disciplinary nature of critical care. The book’s authoritative content is reinforced throughout by a full-color presentation and hundreds of concept-clarifying illustrations, figures, and images.

Prices in US$ are subject to change without notice.
Shipping and handling charges are extra.
**ANAESTHESIA IN LAPAROSCOPIC SURGERY**

*By Jayashree Sood*

July 2009 / Hardcover / 272 pages

ISBN: 9780071633208 / US$129.00

[Not for sale in Sub-Continent]

This textbook takes care of the specialized field of laparoscopic surgery and the issues pertaining to anesthesia. Laparoscopic surgery is performed in all types of patients, i.e. neonate, pregnant morbidly obese, trauma victims and other patients with co-morbid medical condition. This book enables the readers to diagnose effectively and treat common pain syndromes by following a step-by-step approach that progresses from signs and symptoms through physical findings, laboratory and radiographic testing treatment options and diagnostic codes. It comprehensively covers all aspects of laparoscopic and thoracoscopic procedures. It is intended to be a resource for anesthesiologists, both in practice and training, as well as for other healthcare professionals involved in laparosco-pic surgery.

**STEP-BY-STEP COLPOSCOPY, CRYOSURGERY AND LEEP**

*By B Shakuntala Baliga*

July 2009 / Softcover with DVD / 276 pages

ISBN: 9780071634281 / US$49.95

[Not for sale in Sub-Continent]

The book covers all aspects of colposcopic techniques in a concise manner. It is meant to be a quick reference, especially for the beginners. The step-by-step details of colposcopy, cryosurgery and LEEP and the proformas for recording the colposcopy findings and procedure notes are enclosed to grasp the subject well. It serves as a useful tool to initiate the learning process for the readers.

**CONTENTS**

1. Histological basis of colposcopy
2. Colposcopic terminology and interpretation of abnormal colposcopic findings of the cervix
3. Equipment, instruments, reagents and drugs for colposcopy
4. Step by step colposcopy of the cervix
5. Indications, interpretation of colposcopic findings, and step by step colposcopy of the vagina
6. Indications, interpretation of colposcopic findings, and step by step colposcopy of the vulva
7. Problems and errors in colposcopy
8. Management of women with cervical intraepithelial neoplasia
9. Cryosurgery in gynecologic practice
10. Step by step cryosurgery of the cervix
11. Loop electrosurgical excision procedure (LEEP) in gynecologic practice
12. Step by step loop electrosurgical procedure (LEEP) of the cervix
13. Decontamination, cleaning and sterilization of instruments and equipment in the colposcopy clinic
SCHAUM'S OUTLINE OF GENERAL, ORGANIC, AND BIOCHEMISTRY FOR NURSING AND ALLIED HEALTH

**Second Edition**

By George Odian and Ira Blei of College of Staten Island of Cuny

July 2009 / Softcover / 528 pages

ISBN: 9780071611657 / US$18.95

Schaum's Outline of General, Organic, and Biological Chemistry for Allied Health provides a systematic review of chemistry, with clear and concise explanations, accompanied by numerous exercises that will allow students to work on their own, for both initial learning and review. The revised edition will include compounds and chemical bonding, nuclear chemistry and radioactivity, organic compounds, unsaturated hydrocarbons, and nucleic acids.

**CONTENTS**

1. Chemistry and Measurement
2. Atomic Structure and the Periodic Table
3. Compounds and Chemical Bonding
4. Chemical Calculations
5. Physical Properties of Matter
6. Concentration and Its Units
7. Solutions
8. Chemical Reactions
9. Aqueous Solutions of Acids, Bases, and Salts
10. Nuclear Chemistry and Radioactivity
11. Organic Compounds; Saturated Hydrocarbons
12. Unsaturated Hydrocarbons: Alkenes, Alkynes, Aromatics
13. Alcohols, Phenols, Ethers, and Thioalcohols
14. Aldehydes and Ketones
15. Carboxylic Acids, Esters, and Related Compounds
16. Amines and Amides
17. Optical Isomerism
18. Carbohydrates
19. Lipids
20. Proteins
21. Nucleic Acids and Heredity
22. Metabolic Systems
23. Digestion, Nutrition, and Gas Transport

BRAINSENSE

By Faith Byrne

August 2009 / Softcover / 240 pages

ISBN: 9780814413241 / US$24.00

BrainSense explores brain function and the senses, and offers new insight about what makes us tick. Based on new research and interviews with renowned scientists, readers will discover how the brain really works. Divided into chapters, one for each sense, BrainSense offers a new perspective into how we process the world around us. Both enlightening and engaging, this book will help us understand the elusive mysteries of the brain.
PRESCRIPTION ALTERNATIVES
Hundreds of Safe, Natural, Prescription-Free Remedies to Restore and Maintain Your Health
Fourth Edition
By Earl Mindell and Virginia Hopkins
July 2009 / Softcover / 448 pages

From America's trusted nutrition and health experts, Dr. Earl Mindell and Virginia Hopkins, comes this updated fourth edition of their authoritative guide to prescription drugs and their natural alternatives. Prescription Alternatives draws from the most up-to-date research to give you the complete story on commonly prescribed drugs—including FDA warnings, little-known side effects, vitamin robbers, and other dangers—and provides a range of safer alternatives, such as natural home remedies, herbs, and other supplements.

CONTENTS
Part 1: Laying the Foundation for Good Health
1. Changing the Pill-popping Mindset
2. Avoid Prescription Drug Abuse
3. How Your Body Processes Drugs
4. How Drugs Interact with Food, Drink, and Supplements
5. How Drugs Interact with Other Drugs
6. Surgery, Drugs, and Nutrition
7. How to Read Drug Labels and Information Inserts
Part 2: Prescription Drugs and their Natural Alternatives
8. The 6 Core Principles for Health
9. Drugs for Heart Disease
10. Drugs for the Digestive Tract
11. Cold, Cough, Asthma and Allergy Drugs
12. Drugs for Pain Relief
13. Antibiotics and Antifungals
14. Drugs for Insomnia, Anxiety, and Depression
15. Diabetes Drugs and Obesity Drugs
16. Drugs for Eye Disease
17. Drugs for the Prostate
18. Synthetic Hormones
19. Drugs for Osteoporosis
20. Drugs for Herpes
21. Drugs for Impotence
22. Drugs for ADHD

FOREIGN LANGUAGE

PERFECT PHRASES IN GERMAN FOR CONFIDENT TRAVEL
By Hyde Flippo
July 2009 / Softcover / 192 pages

Any phrasebook can give you a line listing of essential phrases. But if you use a phrase or term without knowing the correct way to use it, you can find yourself in an embarrassing situation. Perfect Phrases in German for Confident Travel addresses this problem expertly. Yes, you get the basics but you get a lot more background and guidance on how to use these words and phrases correctly without making a faux pas. With the confidence that you are using a phrase correctly, you will enjoy a smoother adventure in Germany.
**Professional & Reference**

**PRACTICE MAKES PERFECT ENGLISH SENTENCE BUILDER**
*By Ed Swick*
July 2009 / Softcover / 192 pages
ISBN: 9780071599603 / US$11.95

You may have all the vocabulary down pat and every grammar point nailed—but without the skill of knowing how to put these elements together, communicating in your second language would be nearly impossible. Practice Makes Perfect: English Sentence Builders picks up from where other grammar books leave off, showing you the variety of structures and how to combine them to make solid sentences. And like every Practice Makes Perfect title, these books feature crystal-clear explanations, numerous realistic examples, and dozens of opportunities to practice, practice, practice!

**PRACTICE MAKES PERFECT FRENCH SENTENCE BUILDER**
*By Eliane Kurbegov*
July 2009 / Softcover / 192 pages
ISBN: 9780071600378 / US$11.95

You may have all the vocabulary down pat and every grammar point nailed—but without the skill of knowing how to put these elements together, communicating in your second language would be nearly impossible. Practice Makes Perfect: French Sentence Builders picks up from where other grammar books leave off, showing you the variety of structures and how to combine them to make solid sentences. And like every Practice Makes Perfect title, these books feature crystal-clear explanations, numerous realistic examples, and dozens of opportunities to practice, practice, practice!

**PRACTICE MAKES PERFECT GERMAN SENTENCE BUILDER**
*By Ed Swick*
July 2009 / Softcover / 192 pages
ISBN: 9780071599627 / US$11.95

You may have all the vocabulary down pat and every grammar point nailed—but without the skill of knowing how to put these elements together, communicating in your second language would be nearly impossible. Practice Makes Perfect: German Sentence Builders picks up from where other grammar books leave off, showing you the variety of structures and how to combine them to make solid sentences. And like every Practice Makes Perfect title, these books feature crystal-clear explanations, numerous realistic examples, and dozens of opportunities to practice, practice, practice!

**PRACTICE MAKES PERFECT SPANISH SENTENCE BUILDER**
*By Gilda Nissenberg*
July 2009 / Softcover / 192 pages
ISBN: 9780071600392 / US$11.95

You may have all the vocabulary down pat and every grammar point nailed—but without the skill of knowing how to put these elements together, communicating in your second language would be nearly impossible. Practice Makes Perfect: Spanish Sentence Builders picks up from where other grammar books leave off, showing you the variety of structures and how to combine them to make solid sentences. And like every Practice Makes Perfect title, these books feature crystal-clear explanations, numerous realistic examples, and dozens of opportunities to practice, practice, practice!
SAY IT RIGHT IN CHINESE (BOOK AND AUDIO CD)
By EPLS
July 2009 / Softcover with CD / 64 pages
The revolutionary system that eliminates common Chinese pronunciation mistakes, now with audio flashcards! With Easily Pronounced Language Systems’ revolutionary pronunciation system, more than 50,000 users have been able to read and pronounce essential words and phrases with ease and confidence—without any existing knowledge of Chinese. Now EPLS has added an audio CD to Say It Right that features pronunciation of 350 Chinese key words and phrases in the book. Also on the audio CD is a 30-minute program containing 75 audio flashcards for use on an iPod or other MP3 device. These flashcards emphasize the most essential phrases that you need to know when traveling.

SAY IT RIGHT IN FRENCH (AUDIO CD AND BOOK)
By EPLS
July 2009 / Softcover with Audio CD / 64 pages
The revolutionary system that eliminates common French pronunciation mistakes, now with audio flashcards! With Easily Pronounced Language Systems’ revolutionary pronunciation system, more than 50,000 users have been able to read and pronounce essential words and phrases with ease and confidence—without any existing knowledge of French. Now EPLS has added an audio CD to Say It Right that features pronunciation of 350 French key words and phrases in the book. Also on the audio CD is a 30-minute program containing 75 audio flashcards for use on an iPod or other MP3 device. These flashcards emphasize the most essential phrases that you need to know when traveling.

SAY IT RIGHT IN ITALIAN (AUDIO CD AND BOOK)
By EPLS
July 2009 / Softcover with Audio CD / 64 pages
The revolutionary system that eliminates common Italian pronunciation mistakes, now with audio flashcards! With Easily Pronounced Language Systems’ revolutionary pronunciation system, more than 50,000 users have been able to read and pronounce essential words and phrases with ease and confidence—without any existing knowledge of Italian. Now EPLS has added an audio CD to Say It Right that features pronunciation of 350 Italian key words and phrases in the book. Also on the audio CD is a 30-minute program containing 75 audio flashcards for use on an iPod or other MP3 device. These flashcards emphasize the most essential phrases that you need to know when traveling.

SAY IT RIGHT IN SPANISH (AUDIO CD AND BOOK)
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The revolutionary system that eliminates common Spanish pronunciation mistakes, now with audio flashcards! With Easily Pronounced Language Systems’ revolutionary pronunciation system, more than 50,000 users have been able to read and pronounce essential words and phrases with ease and confidence—without any existing knowledge of Spanish. Now EPLS has added an audio CD to Say It Right that features pronunciation of 350 Spanish key words and phrases in the book. Also on the audio CD is a 30-minute program containing 75 audio flashcards for use on an iPod or other MP3 device. These flashcards emphasize the most essential phrases that you need to know when traveling.
THE ULTIMATE SPANISH PHRASE FINDER
By Whit Wirsing
July 2009 / Hardcover / 960 pages

Get instant access to thousands of common Spanish phrases. As you know it is next to impossible to deduce the Spanish equivalents of common English phrases such as “take a break” or “have an idea” using only a bilingual dictionary. That’s where The Ultimate Spanish Phrase Finder comes in. Containing 37,000 common phrases and idiomatic expressions in each language, The Ultimate Spanish Phrase Finder gives you invaluable guidance on phrase construction, along with a range of synonyms to choose from. Examples—including common proverbs and book and movie titles—provide you with vivid illustrations of how specific word combinations are used in everyday contexts in Spain and Latin America.

TUNE UP YOUR FRENCH WITH MP3 DISC
Second Edition
July 2009 / Softcover with Audio CD / 288 pages
ISBN: 9780071627955 / US$18.95

Turn your rusty French language skills into polished conversation confidence. Tune Up Your French offers you an entertaining and practical way to hone your French-language conversation skills. This book is structured around numerous key areas for improvement, covering everything from tricky grammatical structures to gestures, slang, and humor. In each area, key phrases are presented in “Top Ten” lists, including everyday expressions for filling pauses, icebreakers, and more. This book is excellent for brushing up on the French you studied in high school or college.

TUNE UP YOUR SPANISH WITH MP3 DISC
Second Edition
By Mary McVey Gill and Brenda Wegmann
July 2009 / Softcover with Audio CD / 288 pages

Turn your rusty Spanish language skills into polished conversation confidence. Tune Up Your Spanish offers you an entertaining and practical way to hone your Spanish-language conversation skills. This book is structured around numerous key areas for improvement, covering everything from tricky grammatical structures to gestures, slang, and humor. In each area, key phrases are presented in “Top Ten” lists, including everyday expressions for filling pauses, icebreakers, and more. This book is excellent for brushing up on the Spanish you studied in high school or college.

TEACH YOURSELF BULGARIAN COMPLETE COURSE
Third Edition
By Michael Holman and Mira Kovatcheva
August 2009 / Softcover / 336 pages
(Not for sale in British Commonwealth, Hong Kong & Japan)

Build your language confidence in Bulgarian with Teach Yourself. With this bestselling program, you can learn Bulgarian from the comfort of your own home, at your own pace. This revised and updated course introduces you to practical themes, such as making travel arrangements, meeting someone new, shopping, and other every day activities.

Prices in US$ are subject to change without notice.
Shipping and handling charges are extra.
**TEACH YOURSELF DEVELOPING YOUR CHILD'S CREATIVITY**

*By Victoria Wilson*

August 2009 / Softcover / 192 pages  
*(Not for sale in British Commonwealth, Hong Kong & Japan)*

Bring out your child’s creativity with help from Teach Yourself. Every parent wants their child to achieve their full potential. Whatever your child’s interest or inclination, from art to music, sport to cooking, this book contains hundreds of practical and proven suggestions that will help them not only to develop certain skills, but also to feel socially and mentally confident. Designed for all ages from birth to preschool, the everyday activities, games, tasks and exercises in this easy to follow book will really help your young child to get the best possible head start.

**TEACH YOURSELF GROWING YOUR OWN FRUITS AND VEGETABLES**

*By Mike Thurlow*

August 2009 / Softcover / 192 pages  
*(Not for sale in British Commonwealth, Hong Kong & Japan)*

Teach Yourself Growing Your Own Fruits and Vegetables is your guide to growing fresh produce in any patch of earth, be it a garden, a backyard, or series of containers. It gives specific instructions on when, where and how to grow and maintain various fruit and vegetables, from the more basic to the exotic, without the use of chemicals. It includes an A-Z list of plants together with ease of growth ratings and an approach that welcomes involvement from your whole family.

**TEACH YOURSELF HOW TO WRITE YOUR LIFE STORY**

*By Ann Gawthorpe*

August 2009 / Softcover / 192 pages  
*(Not for sale in British Commonwealth, Hong Kong & Japan)*

Write the greatest story ever—yours! If you’ve ever wanted to write down your life story, but never found the time or the confidence, this book is for you. It will help you to find a style that suits you, to collect and structure all the information you need, to plan your story and discover your voice. There are lots of practical tips and reassuring advice if you’re feeling daunted, and there is a complete list of all the options available for publishing your book.

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HISTORY

RICH: THE RISE AND FALL OF AMERICAN WEALTH CULTURE
By Larry Samuel
August 2009 / 304 pages
ISBN: 9780814413623 / US$24.95
[An Amacom Title]

As Americans, we have been taught to be obsessed with money and the people who have it. We are curious about what they buy, where they vacation, and what separates them from the rest of us. Rich puts the American obsession with all things money into much-needed perspective and context, exposing the origins of the upper class. The book traces the history of the American rich from 1920 up to today, examining the who, what, when, where, and why of the wealthy elite. With its hundreds of compelling, real-life stories, Rich offers a fascinating window into this world few ever see. Samuel delves into the secrets about the rich and famous: Who were the Gateses, Bransons, and Trumps (and even Paris Hiltons) of the past? How did the rich show off their status? What did they splurge on and how did they scrimp when times got tough? Rich also explores the rise of the first mass affluent class in America and the virtual demise of old money as we knew it. Enlightening and often surprising, Rich gives us a deeper understanding of our country’s wealthiest and most enigmatic class.

PHILOSOPHY/RELIGION

THE SORCERER’S SECRETS
Strategies in Practical Magick
By Jason Miller
August 2009 / Softcover / 224 pages
[A Career Press Title]

There are some books on magick that teach it purely as spiritual advancement. Others teach it as a form of psychological self-help that effects only inner change. While magick can and should be both of these, it is also something more. The Sorcerer’s Secrets is about success in practical magick; it is a book that aims at changing both the outer and inner worlds. Beyond a mere spell book or training course, The Sorcerer’s Secrets is a field manual on successful sorcery written by a professional sorcerer. The first part of the book lays out the qualities, concepts, and exercises necessary to attempt practical magick. The second part presents clear strategies for tackling almost any type of issue with sorcery. The Sorcerer’s Secrets will help rescue the art of Magick from those who have ignored, downplayed, or just outright denied the existence of practical sorcery in favor of arcane titles, intangible results, and fantasy attainments.
HISTORY IS WRONG

By Erich Von Daniken

August 2009 / Softcover / 224 pages

Erich von Daniken again shows his flair for revealing the truths that his contemporaries have missed. After closely analyzing hundreds of ancient and apparently unrelated texts, he is now ready to proclaim that human history is nothing like the world religions claim and he has the proof!

In History Is Wrong, Erich von Daniken takes a closer look at the fascinating Voynich manuscript, which has defied all attempts at decryption since its discovery, and makes some intriguing revelations about the equally incredible Book of Enoch. Von Daniken also unearths the astounding story of a lost subterranean labyrinth in Ecuador that is said to be home to an extensive library of thousands of gold panels. He supplies evidence that the metal library has links not only to the Book of Enoch but also to the Mormons, who have spent decades searching for it, believing it to contain the history of their forefathers.

And what about the mysterious lines in the desert of Nazca that resemble landing strips when viewed from the air? Archeologists claim they are ancient procession routes. Think again! cries von Daniken, as he reveals the data that the archeologists never even thought to check. History Is Wrong will challenge your intellect...and maybe a few long-held beliefs. This is Erich von Daniken’s best book in years!
ECONOMICS

PRINCIPLES OF MACROECONOMICS, BRIEF EDITION
With Economy 2009 Updates
By Robert H Frank, Cornell University and Ben Bernanke, Princeton University
July 2009 / Mandatory Package
ISBN: 9780077354343 / US$110.00
http://www.mhhe.com/fbbrief1e

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PRINCIPLES OF MICROECONOMICS
With Economy 2009 Update
Fourth Edition
By Robert H Frank, Cornell University and Ben Bernanke, Princeton University
July 2009 / Mandatory Package

In recent years, innovative texts in mathematics, science, foreign languages, and other fields have achieved dramatic pedagogical gains by abandoning the traditional encyclopedic approach in favor of attempting to teach a short list of core principles in depth. Two well-respected writers and researchers, Bob Frank and Ben Bernanke, have shown that the less-is-more approach affords similar gains in introductory economics. Although a few other texts have paid lip service to this new approach, Frank/Bernanke is by far the best throughout, and the best executed principles text in this mold. Avoiding excessive reliance on formal mathematical derivations, it presents concepts intuitively through examples drawn from familiar contexts. The authors introduce a coherent short list of core principles and reinforce them by illustrating and applying each in numerous contexts. Students are periodically asked to apply these principles and to answer related questions and exercises.

Frank/Bernanke also encourages students to become “Economic Naturalists,” by employing basic economic principles to understand and explain what they observe in the world around them. An economic naturalist understands, for example, that infant safety seats are required in cars but not in airplanes because the marginal cost of space to accommodate these seats is typically zero in cars but often hundreds of dollars in airplanes. Such examples engage student interest while teaching them to see each feature of their economic landscape as the reflection of an implicit or explicit cost-benefit calculation.
**PRINCIPLES OF MICROECONOMICS, BRIEF EDITION**  
With Economy 2009 Updates  
By Robert H Frank, Cornell University and Ben Bernanke, Princeton University  
July 2009 / Mandatory Package  
ISBN: 9780077354336 / US$110.00

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Ch 11 Using Economics to Make Better Policy Choices

**THE ECONOMY TODAY**  
With Economy 2009 Updates  
Eleventh Edition  
By Bradley Schiller  
July 2009  
ISBN: 9780077354152 / US$182.50

http://www.mhhe.com/schiller11e

Brad Schiller’s text, The Economy Today, 11e, is noted for three great strengths: readability, policy orientation, and pedagogy. His accessible writing style engages students and brings some of the excitement of domestic and global economic news into the classroom. Schiller emphasizes how policymakers must choose between government intervention and market reliance to resolve the core issues of what, how, and for whom to produce. This strategic choice is highlighted throughout the full range of micro, macro, and international issues. Every chapter ends with a policy issue that emphasizes the markets vs. government dilemma. And Schiller packs his chapters with the facts of economic life—real stories and applications. This is a book that teaches economics in a relevant context with careful pedagogy. It is also the only principles text that presents all macro theory in the single consistent context of the AS/AD framework. Schiller, 11e is for students motivated by real-world policy issues who want to become economically literate. This is a book students actually READ. Schiller is also known for its cutting-edge and current coverage of today’s issues.

**THE MACRO ECONOMY TODAY**  
With Economy 2009 Updates  
Eleventh Edition  
By Bradley Schiller  
July 2009  

http://www.mhhe.com/schiller11e

Brad Schiller’s text, The Macro Economy Today, 11e, is noted for three great strengths: readability, policy orientation, and pedagogy. His accessible writing style engages students and brings some of the excitement of domestic and global economic news into the classroom. Schiller emphasizes how policymakers must choose between government intervention and market reliance to resolve the core issues of what, how, and for whom to produce. This strategic choice is highlighted throughout the full range of micro, macro, and international issues. Every chapter ends with a policy issue that emphasizes the markets vs. government dilemma. And Schiller packs his chapters
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THE MICRO ECONOMY TODAY

With Economy 2009 Update

Eleventh Edition

By Bradley Schiller

July 2009


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MANAGEMENT

INTERNATIONAL MANAGEMENT

By Ashok Som, ESSEC Business School Paris

August 2009 / 400 pages / Softcover

ISBN: 9780077117375 / US$91.50

http://www.mcgraw-hill.co.uk/textbooks/som

[A McGraw-Hill UK Title]

International Management by Ashok Som offers a concise European approach to the subject, ideal for MBA students. It first considers management theory and moves on to apply it to European companies in an integrated, user-friendly style.

CONTENTS

PART 1: The GLOBAL STRATEGY IMPERATIVE

CHAPTER 1: Globalization and Expansion Imperatives

CHAPTER 2: Developing Strategic Capability: Evolution of the Multinational Corporation

PART 2: The ORGANIZATIONAL IMPERATIVE

CHAPTER 3: Organizing International Operations

CHAPTER 4: Managing Across Cultures

PART 3: The CHANGE IMPERATIVE

CHAPTER 5: Managing Alliances, JVs and Mergers and Acquisitions

CHAPTER 6: Organizational Restructuring: Adapting to Global Challenges

PART 4: The EMERGING MANAGEMENT IMPERATIVE

CHAPTER 7: Strategies for Emerging Markets

CHAPTER 8: Ethics and Corporate Social Responsibility Challenges

CHAPTER 9: Preparing for the Future: Leadership Challenges

Prices in US$ are subject to change without notice.
Shipping and handling charges are extra.
TAKING SIDES: CLASHING VIEWS IN MANAGEMENT
Third Edition
By Marc D Street
August 2009 / Softcover / 416 pages
ISBN: 9780073527321 / US$32.50
http://www.mhcls.com/text-data/catalog/0073527327.mhtml
[A Dushkin Title]

Taking Sides volumes present current controversial issues in a debate-style format designed to stimulate student interest and develop critical thinking skills. Each issue is thoughtfully framed with an issue summary, an issue introduction, and a postscript or challenge questions. Taking Sides readers feature an annotated listing of selected World Wide Web sites. An online Instructor’s Resource Guide with testing material is available for each volume. Using Taking Sides in the Classroom is also an excellent instructor resource.

CIVIL ENGINEERING

DESIGN OF CONCRETE STRUCTURES
Fourteenth Edition
By Arthur H Nilson, Cornell University-Ithaca, David Darwin, University of Kansas-Lawrence and Charles W Dolan, University of Wyoming-Laramie
July 2009 / Hardcover / 864 pages
ISBN: 9780073293493 / US$188.44
ISBN: 9780071267779 [IE]

The 14th edition of the classic text, Design of Concrete Structures, is completely revised using the newly released 2008 ACI (American Concrete Institute) Code. This new edition has the same dual objectives as the previous editions; first to establish a firm understanding of the behavior of structural concrete, then to develop proficiency in the methods used in current design practice. Design of Concrete Structures covers the behavior and design aspects of concrete and provides updated examples and homework problems. New material on slender columns, seismic design, anchorage using headed deformed bars, and reinforcing slabs for shear using headed studs has been added. The notation has been thoroughly updated to match changes in the ACI Code.

The text also presents the basic mechanics of structural concrete and methods for the design of individual members for bending, shear, torsion, and axial force, and provides detail in the various types of structural systems applications, including an extensive presentation of slabs, footings, foundations, and retaining walls.
CONTENTS

Part 1: Groundwork
Chapter 1: Exploring AutoCAD
Chapter 2: User Interface
Chapter 3: Workspaces, Toolbars, and Palettes
Chapter 4: Command Entry
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Chapter 6: Object Selection
Chapter 7: Entering Coordinates
Chapter 8: Getting Help
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Part 2: Drawing Aids and Controls
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Chapter 13: Zooming
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Part 3: Drawing and Editing
Chapter 15: Solid and Curved Objects
Chapter 16: Adding and Altering Objects
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Chapter 18: Modifying and Maneuvering
Chapter 19: Hatching and Sketching
Part 4: Text and Tables
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Chapter 21: Text Editing and Spell Checking
Chapter 22: Tables
Part 5: Preparing and Printing a Drawing
Chapter 23: Drawing Setup
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Chapter 39: The Third Dimension
Chapter 40: Drawing Objects in 3D
Chapter 41: User Coordinate Systems
Part 9: Solid Molding
Chapter 42: Primitives
Chapter 43: Basic Modeling
Chapter 44: Boolean Operations
Chapter 45: Adjusting Solid Models
Chapter 46: Documenting Solid Models
Chapter 47: Visualization and Navigation
Chapter 48: Benefits of Solid Modeling
Simulation with Arena provides a comprehensive treatment of simulation using industry-standard Arena software. The text starts by having the reader develop simple high-level models, and then progresses to advanced modeling and analysis. Statistical design and analysis of simulation experiments is integrated with the modeling chapters, reflecting the importance of mathematical modeling of these activities. An informal, tutorial writing style is used to aid the beginner in fully understanding the ideas and topics presented. The academic version of Arena and example files are available through the book’s website.

Contents
1. What is Simulation?
2. Fundamental Simulation Concepts
3. A Guided Tour Through Arena
4. Modeling Basic Operations and Inputs
5. Modeling Detailed Operations
6. Statistical Design and Analysis of Terminating Simulations
7. Intermediate Modeling and Steady-State Statistical Analysis
8. Entity Transfer
9. A Sampler of Further Modeling Issues and Techniques
10. Arena Integration and Customization
11. Continuous and Combined Discrete/Continuous Models
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**BIOLOGICAL SCIENCES**

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**HUMAN ANATOMY**

*Second Edition*

*By Michael McKinley, Glendale Community College and Valerie O’Loughlin, Indiana University-Bloomington*

August 2009 / Hardcover

ISBN: 9780077361365 / US$168.75

With its unrivaled art program and accessible writing style, McKinley/O’Loughlin’s Human Anatomy stands apart from other anatomy texts. High-quality photographs paired with brilliantly rendered illustrations help students visualize, understand, and appreciate the wonders of human anatomy. Student-friendly Study Tips, Clinical View boxes, and progressive question sets motivate students to internalize and apply what they’ve learned. The second edition has been refined based on reviewer feedback to offer an even stronger version of this highly acclaimed textbook.

**CONTENTS**

1 A First Look at Anatomy
2 The Cell: Basic Unit of Structure and Function
3 Embryology
4 Tissue Level of Organization
5 Integumentary System
6 Skeletal System
7 Cartilage and Bone Connective Tissue
8 Appendicular Skeleton
9 Articulations
10 Muscular System
11 Axial Muscles
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13 Muscular System and Organization
14 Axial Skeleton
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16 Surface Anatomy
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18 Brain and Cranial Nerves
19 Spinal Cord and Spinal Nerves
20 Pathways and Integrative Functions
21 Autonomic Nervous System
22 Senses: General and Special
23 Endocrine System
24 Cardiovascular System
25 Blood
26 Heart
27 Vessels and Circulation
28 Lymphatic System
29 Respiratory System
30 Digestive System
31 Urinary System
32 Reproductive System

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*Prices in US$ are subject to change without notice.*

*Shipping and handling charges are extra.*
RENOWNED FOR HER EFFECTIVE LEARNING SYSTEMS, RESPECTED AUTHOR SYLVIA MADER HAS HELPED THOUSANDS OF ENTRY-LEVEL STUDENTS UNDERSTAND AND ENJOY THE PRINCIPLES OF HUMAN ANATOMY AND PHYSIOLOGY. NOW, SUSANNAH LONGENBAKER IS BUILDING ON DR. MADER’S FORMAT AND ENGAGING WRITING STYLE WHILE ADDING HER OWN PERSONAL TOUCH TO THIS SUCCESSFUL TITLE. THE WRITING IS STILL CLEAR, DIRECT AND USER-FRIENDLY, BUT IS NOW ENRICHED WITH NEW CLINICAL INFORMATION, TERMINOLOGY AND CLASSROOM-TESTED FEATURES SUCH AS “FOCUS ON FORENSICS” READINGS AND IN-TEXT “CONTENT CHECK-UP” QUESTIONS.

DRAWING ON OVER TWENTY YEARS OF TEACHING EXPERIENCE, SUE LONGENBAKER WRITES FOR THE NEXT GENERATION OF STUDENTS THAT WILL LEARN ANATOMY AND PHYSIOLOGY FROM THIS CLASSIC TEXTBOOK.

CONTENTS

Part I Human Organization
1. Organization of the Body
2. Chemistry of Life
3. Cell Structure and Function
4. Body Tissues and Membranes

Part II Support, Movement, and Protection
5. The Integumentary System
6. The Skeletal System
7. The Muscular System

Part III Integration and Coordination
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9. The Sensory System
10. The Endocrine System

Part IV Maintenance of the Body
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13. The Lymphatic System and Body Defense
14. The Respiratory System
15. The Digestive System
16. The Urinary System and Excretion

Part V Reproduction and Development
17. The Reproductive System
18. Human Development and Birth
19. Human Genetics

Appendix A Reference Figures: The Human Organism
Appendix B Understanding Medical Terminology

PRINCIPLES OF ANATOMY AND PHYSIOLOGY IS DESIGNED TO HELP STUDENTS DEVELOP A BASIC UNDERSTANDING OF THE CONCEPTS OF ANATOMY AND PHYSIOLOGY WITHOUT OVERWHELMING THEM WITH CHATTY ANECDOTES OR IN-DEPTH COVERAGE THAT MAY BE TOO DETAILED FOR THEIR NEEDS. THE TATE TEXT FEATURES REALISTIC AND BEAUTIFULLY RENDERED FIGURES, CLEAR, STRAIGHT-FORWARD WRITING, AND AN EMPHASIS ON CLINICAL MATERIAL. SO HOW IS THIS NEW TEXTBOOK DIFFERENT? EXPLANATIONS HAVE JUST THE RIGHT AMOUNT OF DETAIL, AND THEREFORE ARE SHORTER, WITH USUALLY ONLY ONE EXAMPLE INSTEAD OF TWO OR THREE; THERE ARE LESS BOXED READINGS; OTHER TEXTS USE SEVERAL COMPLEX FIGURES TO ILLUSTRATE MANY CONCEPTS—TATE USES LESS, BUT MORE EFFICIENT, ART. THE RESULT IS A SHORTER, SIMPLIFIED TEXTBOOK THAT COVERS ALL OF THE MAJOR POINTS FOUND IN MORE LENGTHY TEXTS, BUT IS EASIER TO READ AND MORE ECONOMICAL IN PRICE.

CONTENTS

1. The Human Organism
2. The Chemical Basis of Life
3. Cell Structures and Their Functions
4. Tissues, Glands, and Membranes
5. Integumentary System
6. Histology and Physiology of Bones
7. Anatomy of Bones and Joints
IMPROVING TEACHING AND LEARNING
By Harvey Grout and Gareth Long
July 2009 / 224 pages
ISBN: 9780335234059 / Hardcover / US$120.00
ISBN: 9780335234066 / Softcover / US$45.95

This book will support you in your initial teacher training programme and beyond, taking you through the wide range of issues that you need to consider in order to become a successful teacher and develop successful learners.

There is a sample lesson plan at the end of every chapter which shows the reader how to incorporate aspects of the PE National Curriculum into each lesson. Reflection tasks are included throughout to encourage trainee teachers to critically analyze their own practice. This is supported with real life examples of teacher and trainee experiences of teaching PE in secondary schools. The book also provides guidance to the trainee teacher applying for their first post in a school. The authors offer common interview questions to help the reader formulate and justify a personal philosophy of teaching PE which will be vital to their personal and professional development, as well as the interview process itself.

CONTENTS
Introduction
Chapter 1: Planning teaching activities to increase pupils’ learning
Chapter 2: Assessment and reflection within the PE lesson
Chapter 3: Lesson organization and managing behaviour for learning
Chapter 4: Maintaining a safe teaching and learning environment
Chapter 5: Inclusion in PE lessons through differentiated teaching approaches and removing barriers to learning
Chapter 6: Teaching cross-curriculum aspects within physical education
Chapter 7: ICT in Physical Education
Chapter 8: Teaching theoretical Physical Education
Chapter 9: Conclusion
MANAGING INFORMATION FOR RESEARCH
Second Edition
By Elizabeth Orna and Graham Stevens
July 2009 / 272 pages
ISBN: 9780335221431 / Hardcover / US$120.00
[An Open University Press Title]

This book is aimed at students from all disciplines undertaking research projects for the first time. Unusually for a book of this kind it also deals with the design issues involved in presenting information. It focuses on handling the information used in research projects and writing about the results with chapters on managing the information, documenting the research, transforming knowledge into written form, time management and design. The new edition will include greater emphasis on real life examples. The book will also be in a larger format and will be completely redesigned.

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Foreword
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First things first
Part 1 The territory
Dear Reader ...
Mapping the research domain
Part 2 Managing two kinds of information
Information to support research--and how to manage it
Keeping the record straight: documenting the research
Keeping on good terms with Time
Part 3 Planning the end products
Thinking ahead: questions and decisions
A design brief for your dissertation
Part 4 The final transformation
Integrating design and writing
Design is more than cosmetic: background and observations
Design is more than cosmetic: a basic toolkit for dissertation design
Design is more than cosmetic: seeing is perceiving
Designing your writing

THE STUDENT WRITER: EDITOR AND CRITIC
Eighth Edition
By Barbara Fine Clouse
July 2009 / 736 pages / Softcover
ISBN: 9780073383804 / US$95.00

This eighth edition of The Student Writer: Editor and Critic strengthens the text’s commitment to helping students become better writers by helping them develop their own successful writing processes and by helping them become reliable critics and editors of their own texts. It also maintains the text’s commitment to demonstrating the importance of writing across the curriculum, in the workplace, and in students’ private lives.

CONTENTS
Part 1 Strategies for Reading and Writing
Chapter 1: The Reading-Writing Connection
Chapter 2 Getting Started
Chapter 3 Organizing and Drafting
Chapter 4 Revising for Content and Organization
Chapter 5 Revising for Effective Expression
Part 2 Patterns of Development
Chapter 6 Description
Chapter 7 Narration
Chapter 8 Exemplification
Chapter 9 Process Analysis
Chapter 10 Comparison-Contrast
Chapter 11 Cause-and-Effect Analysis
Chapter 12 Definition
Chapter 13 Classification and Division
Chapter 14 Combining Patterns of Development
Part Three Using the Patterns of Development
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Chapter 16 Writing with Sources
Chapter 18 Assessment: Assembling a Writing Portfolio and Writing Essay Examination Answers
Chapter 19 Writing about Literature
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Chapter 21 Sentence Fragments
Chapter 22 Run-On Sentences and Comma Splices
Chapter 23 Verbs
Chapter 24 Pronouns
Chapter 25 Modifiers
Chapter 26 Punctuation
Chapter 27 Capitalization, Spelling, Abbreviations, and Numbers

MAKING EUROPEAN HEALTH POLICY IN GERMANY, FRANCE, SPAIN AND THE UNITED KINGDOM
By Scott Greer
August 2009 / 208 pages
ISBN: 9780335236237 / Hardcover / US$140.00
ISBN: 9780335236244 / Softcover / US$53.95
[An Open University Press Title]
This important new book explains how European Union (EU) developed policies shape and constrain health services. It answers the key questions asked of EU health policy: What is it? Why did it happen? What does it take to influence it and how can it be changed? Using extensive new data, Greer discusses how EU policy is influenced by lobbies in Brussels and by four big member states: France, Germany, Spain and the United Kingdom. Shaping EU health policy takes information, coordination, nimbleness and focus. The book examines the ways that the successful health lobbies and member states work, identifies weaknesses, and emphasizes the challenge to health policymakers: if they do not influence EU health policies, they will lose influence over their own health systems. The Politics of European Union Health Policies will be of great interest to students and academics of EU policy and politics, as well as health policy makers.

THE NEW HEALTH POLICY
By Robin Gauld, University of Otago, New Zealand
July 2009 / 192 pages
ISBN: 9780335229024 / Hardcover / US$130.00
ISBN: 9780335229031 / Softcover / US$49.95
[An Open University Press]
This book analyzes the issues that form the nucleus of the emerging ‘new health policy’ agenda. Robin Gauld brings together in one volume a comprehensive picture of the health policy challenges facing contemporary developed world health systems, as well as the strategies for tackling these. The book highlights the importance to policy makers of each subject, overviews research into it, and discusses policy responses in Britain, New Zealand and the United States.

The New Health Policy is essential reading for all students of health policy and health care, along with policy makers and health care professionals.

CONTENTS
1. Introduction: the new health policy
2. Health sector funding and organization
3. Health care quality and safety
4. Health care information and communication technology
5. Governance, the professions and patient power
6. Health determinants, population health and disease control
7. The private sector
8. Conclusion

Prices in US$ are subject to change without notice.
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UNDERSTANDING HEALTH INEQUALITIES
Second Edition
By Hilary Graham, University of York
August 2009 / Softcover / 248 pages
ISBN: 9780335234592 / US$53.95

Understanding Health Inequalities 2/e provides an accessible and engaging exploration of why the opportunity to live a long and healthy life remains profoundly unequal.

Hilary Graham and her contributors outline the enduring link between people’s socioeconomic circumstances and their health and tackle the questions at the forefront of research and policy on health inequalities. All the chapters have been specially written for the new edition by internationally-recognised researchers in social and health inequalities. The book provides an authoritative guide to these fields as well as presenting new research.

CONTENTS
Introduction
1. The challenge of health inequalities
Part I: Health inequalities: understanding patterns over time and place
2. Life course influences on children’s futures
3. Life course influences on health at older ages
4. Geographical inequalities in health over the last century
5. Neighbourhoods, social class and health
Part II: Health inequalities: understanding intersections
6. Religion, ethnicity and health inequalities
7. Negotiating ethnic identities and health
8. Gender and socioeconomic inequalities in mortality and health behaviours: an overview
9. Class cultures and the meaning of young motherhood
Part III: Health inequalities: understanding policy impacts
10. Unequal consequences of ill-health: researching the role of public policy
11. Tackling health inequalities: the scope for policy

MUSIC

EAR TRAINING, REVISED
Seventh Edition
By Bruce Benward (deceased) and J Timothy Kolosick, University of Arizona
July 2009 / 288 pages / Spiral Bound
ISBN: 9780073401362 / US$81.25
http://www.mhhe.com/et7

Combining a proven technique with an effective and easy-to-use supplements package, Ear Training: A Technique for Listening is the ideal text for college aural skills courses. Its logical progression in the coverage of skills enables students to build gradually to full proficiency, while ensuring that material they learn early in the course remains fresh. Its flexibility makes it equally effective in a lab-based course, in an instructor-guided setting, or in a course that combines the two. For the revised edition, the online site developed in conjunction with Ear Training: A Technique for Listening has been totally revised to provide a reliable and user-friendly environment for drill, practice, and testing of the skills developed in the text. Activities such as melodic dictation, interval detection, chord quality identification, and rhythmic error detection mirror similar exercises in the text and serve to reinforce a broad range of aural skills.
MUSIC: THE ART OF LISTENING
Eighth Edition
By Jean Ferris, Arizona State University-Tempe and Larry Worster, Metro State College of Denver
July 2009 / 464 pages
ISBN: 9780077342609 / with 4-CD Set / US$106.56

Music: The Art of Listening weaves the story of great music into the fabric of cultural and social history to provide the reader with a context for developing appreciation. In a clear and accessible format, Jean Ferris and new coauthor Larry Worster introduce music from across several centuries, helping the listener develop techniques to fully appreciate music along the way. Using listening guides, insights into the composers, and illustrations from other arts, Music: The Art of Listening provides every student with a way to engage with great music and to carry that engagement into their wider listening world.

THE WORLD OF MUSIC
Seventh Edition
By David Willoughby, Eastern New Mexico University
August 2009 / 384 pages
ISBN: 9780073401416 / Softcover / US$76.88
ISBN: 9780077342616 / with 3-CD Set / US$115.31
http://www.mhhe.com/willoughby7e

The World of Music is a music appreciation book designed for instructors who want to focus on listening to music as it exists in the real world of their students. Expanding the traditional repertoire used for music study, this popular text begins with American folk, religious, jazz, popular, and ethnic music before introducing some world music and concluding with a thorough overview of Western classical music. The approach captures the essence of each repertoire, and equips students to recognize different styles, appreciate their different functions, and possess a solid foundation for a lifetime of musical appreciation.

PSYCHOLOGY

ESSENTIALS OF UNDERSTANDING PSYCHOLOGY WITH CONNECT PSYCHOLOGY ACCESS CARD
Ninth Edition
By Robert Feldman, University of Massachusetts, Amherst
July 2009 / Mandatory Package

Understanding Psychology guides students through introductory psychology concepts in an accessible manner, bringing comprehension of difficult material into the grasp of all students. The thoroughly revised Ninth Edition integrates a variety of elements that foster students’ understanding of psychology and its impact on their everyday lives, including a new Neuroscience In Your Life feature, alerts to key topics, and study skills for specific concepts.
UNDERSTANDING PSYCHOLOGY WITH CONNECT PSYCHOLOGY ACCESS CARD
Ninth Edition
By Robert Feldman, University of Massachusetts, Amherst
July 2009 / Package
ISBN: 9780077346744 / US$143.44
Understanding Psychology guides students through introductory psychology concepts in an accessible manner, bringing comprehension of difficult material into the grasp of all students. The thoroughly revised Ninth Edition integrates a variety of elements that foster students' understanding of psychology and its impact on their everyday lives, including a new Neuroscience In Your Life feature, alerts to key topics, and study skills for specific concepts.

PSYCHOTHERAPY/COUNSELING

AN INTRODUCTION TO COUNSELLING
Fourth Edition
By John McLeod, University of Abertay, Dundee
July 2009 / Softcover / 696 pages
ISBN: 9780335225514 / US$63.95
http://www.openup.co.uk/mcleod
[An Open University Press Title]
This bestseller provides a comprehensive introduction to the theory and practice of counselling and therapy. The book has been thoroughly updated with new references and examples and now has information on topics such as:
- Transactional analysis
- The use of natural environment in counselling
- The contribution of arts-based approaches
- Integrating theory into practice

To help readers, the author has extended the introduction to the book in order to outline the aims of the book and explain its structure so that this is clear to the reader from the outset. The pedagogy of this edition has also been improved in order to enhance learning. This book remains the book of choice for students and tutors on introductory counselling courses.

INTRODUCTION TO MENTAL HEALTH NURSING
By Nick Wrycraft
July 2009 / 368 pages
ISBN: 9780335233571 / Hardcover / US$130.00
ISBN: 9780335233588 / Softcover / US$45.95
[An Open University Press Title]
This engaging new textbook provides a student focused introduction to the main issues and themes in mental health nursing. The book requires no previous knowledge and the content has been carefully chosen to reflect the most significant aspects of this important and rewarding area of nursing. Scenarios and exercises are used to demonstrate integration of theory and practice. These can be easily linked to your placement experience and overall learning and development. Readers are encouraged to develop an analytical and investigative approach to their studies. Other important areas covered in the book include the National Service Framework (NSF) for Mental Health, the Care Programme Approach (CPA) and the Tidal Model of mental health nursing.

Introduction to Mental Health Nursing is the perfect introduction for all nursing students with an interest in a career in mental health nursing.
Victims and Victimisation
By Brian K Williams and Hannah Goodman Chong
July 2009 / 320 pages
ISBN: 9780335225262 / Hardcover / US$130.00
ISBN: 9780335225279 / Softcover / US$49.95
[An Open University Press Title]

Victimology is an important area of study in criminology as an academic subject, but is also taken seriously by governments and agencies in their assessment of criminal behaviour and their policies on crime. Victimology looks at why people or groups of people are victims of crime, why some crimes go unreported, why victims respond in the way that they do, what the state can do to stop certain groups becoming victims and how victims can be looked after post the event. This Reader brings together some of the classic readings in criminology, dating back to the origins of victimology as a subject. It will then include more recent texts which will map out policies, religious effects and implications, corporate and state crime and concepts around the theory of victimology (a section suggested by the readers). As with other Readers the book will have an editorial introduction to the volume and an introduction to each thematic section.

The Stata Survival Manual
By David Pevalin and Karen Robson
July 2009 / 256 pages
ISBN: 9780335223879 / Hardcover / US$140.00
ISBN: 9780335223886 / Softcover / US$57.95
[An Open University Press Title]

If you are new to using the Stata software, and concerned about applying it to a project, help is at hand. David Pevalin and Karen Robson offer you a step by step introduction to the basics of the software, before gently helping you develop a more sophisticated understanding of Stata and its capabilities.

The book will guide you through the research process offering further reading where more complex decisions need to be made and giving ‘real world’ examples from a wide range of disciplines and anecdotes that clarify issues for readers.

Taking Sides: Clashing Views in Science, Technology and Society
Ninth Edition
By Thomas A Easton, Thomas College
August 2009 / 448 pages / Softcover
ISBN: 9780078139406 / US$32.50
[A Dushkin Title]

http://www.mhcls.com/text-data/catalog/0078139406.mhtml

Taking Sides volumes present current controversial issues in a debate-style format designed to stimulate student interest and develop critical thinking skills. Each issue is thoughtfully framed with an issue summary, an issue introduction, and a postscript or challenge questions. Taking Sides readers feature an annotated listing of selected World Wide Web sites. An online Instructor’s Resource Guide with testing material is available for each volume. Using Taking Sides in the Classroom is also an excellent instructor resource. Visit www.mhcls.com for more information.

Contents
Unit 1 The Place of Science and Technology in Society
Unit 2 Energy and the Environment
Unit 3 Human Health and Welfare
Unit 4 Space
**WHO RULES AMERICA? CHALLENGES TO CORPORATE AND CLASS DOMINANCE**

*Sixth Edition*

By G William Domhoff

July 2009 / 288 pages / Softcover

ISBN: 9780078111563 / US$38.75

Drawing from a power elite perspective and the latest empirical data, this classic text is an invaluable tool for teaching students about how power operates in U.S. society. Domhoff argues that the owners and top-level managers in large income-producing properties are far and away the dominant figures in the U.S. Their corporations, banks, and agribusinesses come together as a corporate community that dominates the federal government in Washington and their real estate, construction, and land development companies form growth coalitions that dominate most local governments. By providing empirical evidence for his argument, Domhoff encourages students to think critically about the power structure in American society and its implications for our democracy.

**CONTENTS**

Introduction
1. Class and Power in America
2. The Corporate Community
3. The Corporate Community and the Upper Class
4. The Policy-Planning Network
5. The Role of Public Opinion
6. Parties and Elections
7. How the Power Elite Dominates Government
8. The Big Picture
9. Potential Challenges to Class Domination
Appendix A: Indicators of Upper-Class Standing

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**THEATRE**

**THEATRE: THE LIVELY ART**

*Seventh Edition*

By Edwin Wilson, City University of New York and Alvin Goldfarb, Western Illinois University

July 2009 / 464 pages / Softcover


http://www.mhhe.com/livelyart7e

Theatre: The Lively Art, is a comprehensive introductory theatre text that combines an introduction to the audience’s experience of theatre, an investigation of its elements, and a survey of the important developments in its history. Written by Edwin Wilson and Alvin Goldfarb, this best-selling text is appropriate for introductory theatre courses at any level.

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Preface
Introduction
Part 1: Today’s Global Theatre
Part 2: Creating Theatre: The Blueprint
Part 3: Creating Theatre: The Production
Part 3: Global Theatre: Past and Present
Appendix: Play Synopses
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