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THE BLACK BOOK OF CLINICAL EXAMINATION
Tey Hong Liang, and Erle Lim Chuen-Hian
June 2009 • Softcover • 384 pages
ISBN: 978-0-07-126836-3 • US$29.95

This book takes the medical student through the steps of a basic clinical examination. The authors, who have many years of experience coaching candidates for undergraduate and postgraduate examinations, stress the significance of important steps and relevant signs, highlight common errors, and provide useful advice to guide the student through the morass of information that is apt to trap the unguided. The book also takes the student through typical exam cases, providing answers to ‘favourite examiners’ questions’ and insights into the examiners’ perspective.

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THE CHINESE ECONOMY
Cai Fang, Justin Lin Yifu, and Cao Yong
June 2009 • Softcover • 880 pages
ISBN: 978-0-07-123206-7 • Price not available at press time

The Chinese economy is dynamic and complex. It has undergone rapid as well as radical structural changes over the past three decades since economic reform began in 1978. At the beginning of the reform, China was a closed economy with a highly undeveloped economic development. It has now become one of the most important players in the global economy in international trade, international finance, international environmental development, and many other areas. This book aims to study the Chinese economy by looking at the nation’s market-oriented reform of economic systems and market development. One has a direct impact on the other—China’s current economic success would not have been achieved without market-oriented reform, which progressed systematically and stably with the support of continuous economic development. The authors systematically discuss the progress of reform, the establishment of various markets and the market operation system, as well as the issues encountered in the process. With contributions from top economists in China today, The Chinese Economy is a must-read for international business investors, policy makers, researchers, and the layperson with a strong interest in understanding China’s challenging and amazing economy.

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1 Historical View of the Chinese Economy
2 Geographic Conditions and Natural Resources
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4 Allocation of Labor Force and Development of Labor Market
5 Reform of Banking System and the Development of Financial Market
6 Reforming and Developing Agricultural Economy
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11 Integration into the World Economy
12 Sustainable Development and Environmental Challenge to the Chinese Economy
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ADVERTISING/MARKETING

TEACH YOURSELF SUCCESSFUL SELLING WITH AUDIO CD
By Roger Brookbank
May 2009 / Softcover with Audio CD / 240 pages

Uniquely arranged into 52 sections, Teach Yourself Successful Selling allows you to learn one new winning selling technique a week. It also includes an audio CD with an additional 22 sales pitches and techniques! Completely unique from anything on the market, you'll hear both sides of a sales pitch and see where potential pitfalls (and opportunities!) lie. You will never miss an lead again once you learn the secrets of body language, storytelling, price concessions, and tactics of last resort.

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49 Trade a minor price concession
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51 Resort to a tactic of last resort
52 Bring your customer back down the mountain

Where to from here?

Postscript: A Code of Ethics for the Professional Salesperson

SECRETES OF THE MARKETING MASTERS
By Dick Martin
May 2009 / Hardcover / 288 pages
ISBN: 9780814409435 / US$24.00

All the rules of marketing are up for grabs. Markets are fragmenting and globalizing; consumers have greater control over when and what media they watch; and digital technologies have changed how people shop, work and relax. But a small number of senior marketing leaders have tapped into the secrets of what engages consumers and keeps them coming back. This book reveals the keys to their success. Featuring exclusive interviews with experts from Ogilvy and Mather, Digitas, and Booz Allen Hamilton, Secrets of the Marketing Masters offers tips drawn from the experiences of the world’s top marketers, from how to gain the confidence of your colleagues on the senior team, to how win your customers’ trust. With this real-world, insider advice readers can discover the techniques that will set them apart from the crowd and create lasting customer loyalty.

WORLD FAMOUS
By David Tyerman
May 2009 / Softcover / 224 pages
ISBN: 9780814409343 / US$17.95

There are masses of people just waiting to do business with you...once they are so inspired. Business is not just a transaction; it's an experience. People do more business with people and companies that engage them in the purchasing experience. When you attach meaning to the act of doing business with you, you stand out from the crowd. World Famous reveals what enormous possibilities await you once you put your energy into inspiring rather than selling, being authentic rather than trying to fit in, and working to engage the marketplace rather than focusing solely on your competitors. Tyerman guides the reader through a step-by-step process for becoming differentiated authentically by building a unique, kick-ass brand-identity. Filled with real-life stories and anecdotes. This inspiring book arms you with ways to command true loyalty just by being yourself...and attracting more attention to your business than ever before.
THE ONLINE PROFESSOR’S PRACTICAL GUIDE TO STARTING AN INTERNET BUSINESS

By Danielle Babb

May 2009 / Softcover / 288 pages

From ideas to future growth, successful online professor Dr. Danielle Babb and custom support network youronlineprofessor.com take you step by step to online success, delivering a host of tailor-made online tools, resources, templates, forums, and more with every chapter. Use online quizzes to discover your specialty, establish your business using downloadable forms and templates, streamline operations with real-time support from practicing netpreneurs, spread the word with help from your online network, and more! E-commerce, virtual services, online education … the online opportunities are endless! And the benefits—no startup costs, a world-wide market, setting your own hours, and huge profit potential—are unmatched!

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Chapter 1: OPPORTUNITIES—Anything is possible—find your passion (or a working business model!)
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PART 2: An Online Job for Everyone
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Chapter 8: ADVERTISING—How to advertise in a global market and work with people in other states and countries
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Chapter 10: AVOIDING PITFALLS—Avoiding “Gotchas” in the online business place

PART 4: Exploring Opportunities
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Chapter 12: AVOIDING SCAMS—Identifying and staying away from scams

Afterward: Moving Forward

APPENDIX A-F

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Shipping and handling charges are extra.
INVESTMENT

PORTFOLIO PERFORMANCE MEASUREMENT AND BENCHMARKING
By Jon A. Christopherson, David R. Carino, and Wayne E. Ferson
June 2009 / Hardcover / 480 pages
ISBN: 9780071496650 / US$95.00

The failure to choose the right investing performance benchmarks often leads to bad decisions or inaction and, inevitably, lost profits. Portfolio Performance Measurement and Benchmarking helps high-net-worth and institutional investors create a system they can use to accurately measure their performance. The authors highlight common mechanical problems involved in building benchmarks and clearly illustrate the resulting fallouts. They provide a foundation for benchmark construction and discuss methods for all different asset classes and investment styles.

CONTENTS
I: Measuring performance
II: Measuring risk
III: Portfolio return and risk
IV: Performance attribution
V: Benchmarking performance
VI: Determining investment style with effective mix
VII: CFA Institute standards for performance presentation
(There will be 37 chapters)

THE VAR MODELING HANDBOOK
Practical Applications in Alternative Investing, Banking, Insurance, and Portfolio Management
By Greg N. Gregoriou
June 2009 / Hardcover / 416 pages
ISBN: 9780071625159 / US$95.00

Value-at-Risk (VaR) is a powerful tool for assessing market risk while it happens—an important consideration when firms make trading or hedging decisions. The VaR Modeling Handbook collects the experience of 40 experts, academicians, and researchers from around the world to provide a complete guide to the latest strategies for effectively using VaR to manage risk for alternative investments, banking, insurance, and pension funds.

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Section 1: Alternative Investments And Optimization
1: Asset Allocation For Hedge Fund Strategies
2: Estimating Value-At-Risk Of Institutional Portfolios With Alternative Asset Classes
3: Optimal Allocations Based On The Modified VaR vs. Utility-Based Risk Measure
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9: Allocation Of Economic Capital In Banking:
10: Capital Requirement Calculation Of A General Insurance Undertaking
11: Economic Capital Management For Insurance Companies
12: Solvency II
PRIVATE WEALTH MANAGEMENT
The Complete Reference for the Personal Financial Planner
By G. Victor Hallman, Wharton School/Insurance Inst. of America, and Jerry S. Rosenbloom, University Of Pennsylvania
May 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.

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Part I: Introduction
Part II: Capital Accumulation
Part III: Income Tax Planning
Part IV: Financing Education Expenses
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Part VI: Charitable Giving
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Part IX: Planning for Business Interests

HOW TO MAKE MONEY IN STOCKS
A Winning System in Good Times and Bad
Fourth Edition
By William J. O’Neil, Investor’s Business Daily
June 2009 / Softcover / 464 pages
When it was first published, How to Make Money in Stocks hit the investing world like a jolt, providing readers with the first in-depth explanation of William J. O’Neil’s innovative CAN SLIM investing method. This technique, based on an exhaustive study of the greatest stock market winners dating back to 1953, is a straightforward, seven-step process for minimizing risk, maximizing return, and finding stocks that are poised to perform. Five years later, O’Neil, founder of the industry icon Investor’s Business Daily, revised his classic text and provided a glimpse on how the average investor can make money in today’s equities market. This fourth edition of How to Make Money in Stocks has been revised and updated with new chapters designed to help investors increase their performance in a turbulent economic climate.

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MICROFINANCE FOR BANKERS AND INVESTORS
Understanding the Opportunities and Challenges of the Market at the Bottom of the Pyramid
By Elizabeth Rhyne
June 2009 / Hardcover / 304 pages
ISBN: 9780071624060 / US$45.00

The popularity of microfinance banking has exploded in recent years. The sector has been growing at a rate of 30% annually and 65 of the world’s top firms have enjoyed average rates of return of approximately 2.5 percent of total assets. This detailed roadmap for hedge fund, private equity, venture capital and other investors explains how to enter this huge market, where to find lucrative investment opportunities, and how to act upon them.

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Chapter 1. Understanding the BOP Market
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Chapter 6. Commercial Banks as Microlenders
Chapter 7. Models of Micro-Insurance
Chapter 8. Retailers as Channels
Chapter 9. Financing Inclusive Finance
Chapter 10. Financial Infrastructure
Chapter 11. Payments Technologies Reduce Costs and Increase Convenience
Chapter 12 Approaches to Social Responsibility
Chapter 13 Measuring the Social Bottom Line
BUILDING FINANCIAL MODELS
Second Edition
By John Ija
June 2009 / Hardcover / 464 pages
ISBN: 9780071608893 / US$79.95

Building Financial Models has been widely acclaimed by accounting and finance professionals for its insight into determining a company’s current value and projecting its future performance. Building on this tradition, the updated and expanded Second Edition helps readers develop a financial model, complete with entirely new material on discounted cash flow (DCF) modeling. Professionals will find this guide invaluable for both its practical, step-by-step approach to creating a core model and its broad coverage of model mechanics and foundational accounting and finance concepts.

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1. A Financial Projection Model
2. Best Practices in Modeling
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7. Balancing the Balance Sheet
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9. Putting Everything Together
10. The IS and BS Output Sheets
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14. The Cash Sweep
15. The Cash Flow Variation for Cash Sweep
16. Recording macros
17. Discounted Cash Flow Valuation
18. On-screen controls
19. Bells and whistles
20. Writing a macro in visual basic for applications

LEADERSHIP

COLLABORATION
By Morton T. Hansen
May 2009 / Hardcover / 272 pages
ISBN: 9781422115152 / US$29.95

In Collaboration, author Morten Hansen takes aim at what many leaders inherently know: in today’s competitive environment, companywide collaboration is an imperative for successful strategy execution, yet the sought-after synergies are rarely, if ever, realized. In fact, most cross-unit collaborative efforts end up wasting time, money, and resources. How can managers avoid the costly traps of collaboration and instead start getting the results they need?

In this book, Hansen shows managers how to get collaboration right through “disciplined collaboration”. Based on the author’s long-running research, in-depth case studies, and company interviews, Collaboration delivers practical advice and tools to help your organization collaborate for real results.

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My Collaboration Journey
Chapter 1 Getting collaboration wrong …or getting it right
Part I: Opportunities and Barriers
Professional & Reference

Chapter 2 Know when to collaborate, and when not to
Chapter 3 Spot the four barriers to collaboration
Part II: Solutions
Chapter 4 Lever one: Unify people
Chapter 5 Lever two: Cultivate T-shaped management
Chapter 6 Lever three: Build nimble networks
Part III: A personal challenge
Chapter 7 Grow to be a collaborative Leader
Journey's end (for now)

PRACTICE OF ADAPTIVE LEADERSHIP
May 2009 / Softcover / 352 pages
ISBN: 9781422105764 / US$24.95

When change requires you to challenge people's familiar reality, it can be difficult, dangerous work. Whatever the context, whether in the private or the public sector, many will feel threatened as you push through major changes. But as a leader, you need to find a way to make it work. Ron Heifetz first defined this problem with his distinctive theory of 'adaptive leadership' in Leadership Without Easy Answers. In a second book, Leadership on the Line, Heifetz and coauthor Marty Linsky highlighted the individual and organizational dangers of leading through deep change in business, politics, and community life. Now, Heifetz, Linsky, and coauthor Alexander Grashow are taking the next step: The Practice of Adaptive Leadership is a hands-on, practical guide containing stories, tools, diagrams, cases, and worksheets to help you develop your skills as adaptive leader, able to take people outside their comfort zones and assess and address the toughest challenges. The authors have decades of experience helping people and organizations create cultures of adaptive leadership. In today's rapidly changing world, The Practice of Adaptive Leadership can be your handbook to meeting the demands of leadership in a complex world.

MANAGEMENT

MERGE AHEAD
Mastering the Five Enduring Trends of Artful M&A
By Gerald Adolph, strategy+business, Justin Pettit, strategy+business, and Michael Sisk
June 2009 / Softcover / 240 pages
ISBN: 9780071508322 / US$17.95

Corporate strategists live in a world of sweeping M&A activity. Merge Ahead provides a practical guide to the underlying shifts in this ever-fluctuating landscape. Rather than offer predictions of specific markets, the authors explain how certain short-term indicators point to long-term directions. For example, they take a close look at how specific activity of today might be a signal for the bubble burst of tomorrow. This practical, illuminating title allows corporate deal makers, CEOs, and businesspeople to learn from the lessons of the past two years of activity, and seize opportunities for advancement and profit.

CONTENTS
Chapter 1: M&A's Merganic Future
Chapter 2: Big is Bigger Than Ever
Chapter 3: Velocity and Impatience
Chapter 4: The Rise of New Blues and Rich New Markets
Chapter 5: Private Equity and Sovereign Wealth: Deep Pockets and Development
Chapter 6: Bubbles and Waves
Chapter 7: Merganic Strategy for a Hyperactive Era
Chapter 8: Crafting the New Deal
SILVER LINING
June 2009 / Hardcover / 145 pages
ISBN: 9781422139011 / US$25.00

Experts agree: The turbulence triggered by the economic shock of 2008 constitutes the “new normal.” Unfortunately, too many managers have become paralyzed by it, capable only of slashing costs indiscriminately. Though examining spending during recessions makes sense, the smartest executives do much more. As Scott Anthony reveals in The Silver Lining, these leaders continue innovating by stopping ineffective initiatives, changing key business processes, and starting more productive behaviors. Result? Their companies emerge from downturns stronger than ever. Providing a wealth of ideas, tools, and examples from diverse industries, Anthony explains how to safeguard your company’s profitability during even the toughest recessions. In today’s brutal economic climate, executives must pare costs to the bone while planting and nurturing seeds for tomorrow’s growth. The Silver Lining explains how to master this seemingly impossible challenge.

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Chapter 1: The Great Disruption
Chapter 2: Prune Prudently
Chapter 3: Re-feature to Cut Costs
Chapter 4: Increase Innovation Productivity
Chapter 5: Master Smart Strategic Experiments
Chapter 6: Share the Innovation Load
Chapter 7: Learn to Love the Low End
Chapter 8: Drive Personal Reinvention
Chapter 9: What’s Next for Innovation?

CEO MATERIAL
How to Be a Leader in Any Organization
By D. A. Benton
May 2009 / Hardcover / 256 pages

New York Times bestselling author D. A. Benton outlines proven prescriptions for building a reputation as a top-notch leader in any company or industry. CEO Material describes the core skills and competencies to cultivate, the critical relationships to build, and the key actions to take in order to get noticed by those who matter.

CONTENTS
Introduction
Chapter 1: You have a good track record
Chapter 2: You never rely on your technical brilliance
Chapter 3: You don’t know enough
Chapter 4: You have fire in your belly.
Chapter 5: You feel broadly adequate.
Chapter 6: You can be trusted.
Chapter 7: You cause people to follow you even though they don’t have to.
Chapter 8: Be visible; accept the need to stand out.
Chapter 9: You Fit in.
Chapter 10: You develop others to take your job
Chapter 11: You listen more than you talk
Chapter 12: You are decisive
Chapter 13: You can take bad news well
Chapter 14: You are willing to make mistakes
Chapter 15: You manage your career and don’t let others do it
Chapter 16: Have your personal life in check
Chapter 17: The Leadership Foursome—Confidence, Craftsmanship, Constant Communication, and Co-worker Collaboration
CREATING PASSION-DRIVEN TEAMS
How to Stop Micromanaging and Motivate People to Top Performance
by Dan Bobinski
June 2009 / Softcover / 224 pages

Can passion be taught? Can it be fostered? The answer is yes. But perhaps more accurately, a team leader must create the right conditions for passion to emerge. Those conditions must be nurtured, not unlike a gardener creating the right conditions for his plants to flourish. Make your job easier. Get the inside scoop on the secrets of success that motivate teams to top performance. In the matrix of workplace roles and responsibilities, managers are pivotal to corporate success. Yet a manager is often the unsung hero who must adapt to demands from all sides—and do so with little or no training, and without mentorship for the role. Learn from Dan Bobinski, who draws from 20 years of consulting experience, extensive studies of best practices, and the latest in neuroscience research. Today’s workforce requires managers to be more than just a person in charge. Creating Passion-Driven Teams show you how to tap your team’s natural motivations and achieve consistent, sustained top performance.

PEOPLE STYLES AT WORK...AND BEYOND
Second Edition
By Robert Bolton, and Dorothy Grover Bolton
May 2009 / Softcover / 208 pages

Why is it so hard to work well with and get along with some people? People Styles at Work....and Beyond presents a comprehensive, practical, and proven method readers can use in any situation. The book reveals the strengths and weaknesses of four different people styles, providing practical techniques that work both on the job and off. Now including all new chapters on personal relationships, parenting, and more, this is the ultimate guide anyone can use to enhance even the most difficult relationship.

COMMUNICATIONS SKILLS FOR PROJECT MANAGERS
By Michael Campbell
May 2009 / Hardcover / 224 pages

According to the Project Management Institute, over 80% of a project manager’s job is communication yet most project management books hardly discuss it. Communications Skills for Project Managers provides practical advice and strategies for ensuring success, even in the face of shifting organizational priorities, constantly evolving expectations, and leadership turnover. This important guidebook gives readers the practical strategies they need to keep everyone including themselves in the loop. Even a project that is brought in on time and on budget can be considered a failure if those outside a project team haven’t been clearly communicated with throughout the project lifespan. This book provides readers with the skills they need for ensured project success, every time.
LOOPS
The Seven Keys to Small Business Success
By Mike Chaet, Ph.D. Stephen C. Lundin, Ph.D. Vince Moravek, and Mary Chaet
May 2009 / Softcover / 144 pages

Drs. Mike Chaet and Steve Lundin, co-author of the bestselling management parable FISH!, team up to bring small business owners/managers a road map for entrepreneurial success. Inspired by Dr. Chaet’s phenomenal success helping hundreds of small businesses realize record profits, LOOPS is an inspiring, engaging business parable that cuts through corporate jargon to dramatize the core simplicities of running a successful company—from making business fundamentals fun and interesting to standardizing major processes, from leading by example to building a great company culture.

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Loop Three: A Support Group Keeps Fundamentals Fun
Loop Four: Standardize Every Major Process
Loop Five: Innovate Continuously
Loop Six: Live in the Real World
Loop Seven: Lead by Example
Section Three: A Surprise Loop
The Language of Loops
Final Thoughts

E-RICHES 2.0
By Scott Fox
May 2009 / Hardcover / 320 pages
ISBN: 9780814414620 / US$25.00

Whether you’re operating an online business or are looking to expand the Internet presence of your brick-and-mortar company, you’ll need surefire marketing techniques if you want to keep your customer base growing and make the kind of money you deserve. Featuring inspiring and instructive success stories, as well as easy-to-implement, step-by-step methods. Packed with simple money-making secrets for Web 2.0, this book provides powerful e-marketing strategies for the next generation of business.
LEADERSHIP LESSONS OF THE WHITE HOUSE FELLOWS
Learn How To Inspire Others, Achieve Greatness and Find Success in Any Organization
By Charles P. Garcia
May 2009 / Hardcover / 304 pages

Considered one of the nation’s most competitive and prestigious fellowships, the White House Fellowship program has produced an impressive roster of American leaders. The men and women of this select group spend an entire year working alongside top decision makers inside the nexus of global power. Each one emerges with life-changing thoughts and views about the nature of leadership and the qualities of great leaders. Now, former Fellow Charles P. Garcia opens the door to this distinguished program, revealing insights to achieve extraordinary leadership, which you can apply in any endeavor. Leadership Lessons of the White House Fellows is a profound education on the timeless tenets of successful leadership. Filled with entertaining and insightful stories gleaned from interviews with more than 200 former Fellows, this fast-paced book takes you behind the scenes of every presidential administration from Lyndon B. Johnson to George W. Bush, where America’s best and brightest learned their most valuable lessons. Each interviewee conveys invaluable advice that can be applied by anyone, in any field—from business and government to nonprofit and education. Leadership Lessons of the White House Fellows takes you where no reader has gone before. Apply the lessons of the White House Fellows, and your people will instantly take note of the newly inspired leader in their presence.

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17. Leaders Understand that Every Battle is Not the End of the War
18. Leaders Energize Their People
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22. Leaders are Problem Solvers
23. Leaders Lead by Walking Around
24. Leaders are Transformational Change Agents
25. Leaders Lead Through Experience and Competence, Not Through Title or Position
SUPER SERVICE
Seven Keys to Delivering Great Customer Service...Even When You Don’t Feel Like It!...Even When They Don’t Deserve It!, Completely Revised and Expanded
Second Edition
By Jeff Gee, and Val Gee
May 2009 / Softcover / 240 pages
ISBN: 9780071625791 / US$18.95

Originally published in 1999, the first edition of Super Service has sold more than 40,000 copies and become the go-to book customer service representatives and managers turn to for expert advice on how to deal with difficult customers and challenging situations. Now, it has been completely revised and expanded to address current issues faced by customer service professionals. This new edition includes chapters on understanding today’s more savvy customers, adopting a positive attitude, providing fast, efficient service, and more.

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1: Your Customer is The Most Important Person in the World
2: Customers Need to Feel Valued, Cherished and Taken Care of
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4: Listen to What Your Customer Really Wants
5: How to Make a Customer Feel Good about Spending Their Money
6: Always Give Fast, Accurate and Polite Service
Part II: WHY THE SEVEN KEYS TO DELIVERING SUPER SERVICE REALLY WORK
7: Key 1 — The Right Attitude
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Part III: UNLOCK YOUR SUPER SERVICE BRAIN
13: Human versus Animal
14: Creating Good Habits
15: Affirming Your Day
16: Ten Tactics on How to Provide Super Service Even When You Don’t Want to
17: Ten Tactics on How to Provide Super Service Even When They Don’t Deserve it

STRATEGIC CUSTOMER SERVICE
By John Goodman
May 2009 / Hardcover / 240 pages

The success of any organization depends on high-quality customer service. But for companies that strategically align customer service with their overall corporate strategy, it can transcend typical good business to become a profitable word-of-mouth machine that will transform the bottom line. The Author draws on over thirty years of research for companies such as 3M, American Express, Chik-Fil-A, USAA, Coca-Cola, FedEx, GE, Cisco Systems, Neiman Marcus, and Toyota. Filled with proven strategies and eye-opening case studies, this book challenges many aspects of conventional wisdom using hard data and reveals how any organization can earn more loyalty, win more customers...and improve their financial bottom line.
DEVELOPING EMPLOYEES
By Harvard Business School Press
June 2009 / Softcover / 112 pages
[A Harvard Business Press Title]

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. Managing employee growth is critical to your organization’s success. But to develop your employees effectively, you must have certain skills, such as the ability to seek out opportunities, set goals, and provide feedback.

PMS: PREPARING A BUDGET
By Harvard Business School Press
May 2009 / Softcover / 96 pages
[A Harvard Business Press Title]

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.

HOW TO USE A SHORT SALE TO STOP HOME FORECLOSURE AND PROTECT YOUR FINANCES
By Robert Irwin
May 2009 / Softcover / 208 pages
ISBN: 9780071635585 / US$18.95

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What You Need To Know

TOYOTA’S SUPPLY CHAIN MANAGEMENT
A Strategic Approach to Toyota’s Renowned System
By Ananth Iyer, Sridhar Seshadri, and Roy Vasher
June 2009 / Hardcover / 272 pages
ISBN: 9780071615495 / US$32.95

A Toyota insider and two supply chain experts reveal the top management secrets behind one of the most successful operations in the world. “Supply chain excellence” has become a hot-button phrase among managers in high-production industries. Few organizations have a more efficient supply chain than Toyota, which makes them the perfect model for your leadership mission. This step-by-step guide gives you an inside look at the company’s proven operational methods that connect offices, plants, facilities, and vendors around the world.

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Ch 13. How to apply Toyota Way principles to non-automotive supply chains

HOW TO RUN A MEETING
By Antony Jay
June 2009 / Softcover / 64 pages
ISBN: 9781422147900 / US$8.95

[A Harvard Business Press Title]

What makes for a great meeting? As a leader, how can you keep discussions on point and productive?

In How to Run a Meeting, Antony Jay argues that too many leaders fail to plan adequately for meetings. In this bestselling article, he defines the characteristics that contribute to success, from keeping formal minutes to acknowledging junior staff first. These guidelines will help you get demonstrably better results from every meeting you run. Since 1922, Harvard Business Review has been a leading source of breakthrough ideas in management practice. The Harvard Business Review Classics series now offers you the opportunity to make these seminal pieces a part of your permanent management library. Each highly readable volume contains a groundbreaking idea that continues to shape best practices and inspire countless managers around the world.
EFFECTIVE APOLOGY

By John Kador
May 2009 / Softcover

There’s nothing easy about apology. The news is filled with examples of leaders apologizing, needing to apologize, or failing miserably at the attempt. And certainly we all have occasion to apologize ourselves maybe more often than we realize. But we don’t need more apologies, says John Kador we need better ones. Too many people just go through the motions, missing out on the power of apology to restore strained relationships, create possibilities for growth, and generate better outcomes for all. Effective Apology challenges you to think about the fundamental value and importance of apology as it delivers detailed advice for making an apology that truly heals and renews. Kador explores the Five Rs of apology: Recognize the wrong and the person harmed, accept moral Responsibility for your actions, express Remorse, provide meaningful Restitution, and offer assurance that the offense will not be Repeated. Making apology work in the real world when and how to apologize, in what medium, and how to make it stick is made clear through over seventy examples of good and bad apologies drawn from the news, popular culture, and the experiences of Kador, his clients, and his friends.

INTROVERTED LEADER

By Jennifer Kahnweiler
May 2009 / Softcover / 192 pages

In our outgoing, Type-A business culture, introverts can feel excluded, overlooked or misunderstood, their reticence mistaken for arrogance or even lack of intelligence. And their inconsistent people skills often cause their careers to plateau. But Jennifer Kahnweiler shows that not only can introversion be managed, it can even be a source of strength. Ask Bill Gates or Warren Buffett, leaders she cites as shy introspectives who have developed ways to thrive in a challenging environment.

SKILLS OF AN EFFECTIVE ADMINISTRATOR

By Robert L. Katz
May 2009 / Softcover / 64 pages
ISBN: 9781422147894 / US$8.95

Since 1922, Harvard Business Review has been a leading source of breakthrough ideas in management practice. The Harvard Business Review Classics series now offers you the opportunity to make these seminal pieces a part of your permanent management library. Each highly readable volume contains a groundbreaking idea that continues to shape best practices and inspire countless managers around the world. While there is a widespread belief that some people are born to lead, the existence of an “ideal manager” is almost entirely a myth. Basic skills - the ones that most employees can learn - are often more important than personality traits. In Skills of an Effective Administrator, Robert L. Katz identifies the three fundamental abilities companies should seek to develop in their managers. Find out for yourself how these vital skills can be put to work today.
CHAOTICS
By Philip Kotler, Harvard Business School Press, and John A. Caslione
May 2009 / Softcover / 224 pages
ISBN: 9780814415214 / US$25.00

We have entered into an entirely new era, an age of increasingly frequent and intense periods of turbulence in the global economy. Unlike past recessions, today’s crises have precipitated a need for businesses to develop a new mindset, one that takes into account intermittent periods of disturbance, allowing them to thrive while under the constant threat of chaos. Complete with metrics and measurements, Chaotics outlines a powerful new system for managing waves of uncertainty affecting customers, employees, and other stakeholders. In this climate of increased turbulence, no organization can survive with less.

THE PURPOSE LINKED ORGANIZATION
How Passionate Leaders Inspire Winning Teams and Great Results
By Alaina Love, and Marc Cugnon
May 2009 / Hardcover / 256 pages
ISBN: 9780071624701 / US$27.95

Today’s employees want more than ever. They expect to find a sense of purpose and an outlet for their passions in their job. Too many employers, though, overlook this fact in their feverish attempt to fully utilize their people to gain ground against the competition. What they need to realize is that combining purpose and passion is the key to gaining a competitive advantage. Developed by human resource consultants, this groundbreaking guide shows CEOs, executives, and HR personnel how to recruit, manage, and cultivate the strongest leaders possible. Using a personalized “Passion Profiler,” the book identifies ten Archetypes, such as Builder, Connector, and Transformer. It offers specific ways to channel each type in a positive, purposeful direction, linking skills to values, personality to performance—and putting passion to work for maximum performance and new levels of profit.

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PART ONE: PURPOSE AND PASSION
1: Why Passion and Purpose Matter
2: Everyone Has a Passion Profile
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PART THREE: PUTTING PASSION AND PURPOSE TO WORK
13: Getting Results through Passion and Purpose
14: How Great Leaders Leverage Passion

Prices in US$ are subject to change without notice.
Shipping and handling charges are extra.
GET CONTENT GET CUSTOMERS
Turn Prospects into Buyers with Content Marketing
By Joel Palitz, and Newt Barrett
May 2009 / Softcover / 224 pages

The rules of marketing have changed. Today, savvy businesses are using compelling, target-driven content to create marketing messages that attract new customers and hold onto existing ones. Get Content Get Customers shows marketing professionals step by step how to create and execute a content marketing strategy for virtually every company, regardless of size or industry. The authors explain how to choose the best medium for marketing the content, i.e. print, blogs, web, newsletters, white papers, and more.

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Chapter One: The Shift to Content Marketing
Chapter Two: Six Reasons Businesses Are Making the Change Toward Content Marketing
Section Two: How to Put Content Marketing to Work
Chapter Three: How to Develop a Content Marketing Mindset—and a Process to Match—Within Your Organization
Chapter Four: How to Select the Content Types that Best Match Your Strategy
Chapter Five: Making Great Content Happen
Chapter Six: Putting the “Marketing” in Content Marketing
Section Three: Learning from Smart Marketers—Best Practice Success Stories
Chapter Seven: Best Practice Success Stories Overview
Chapter Eight: Yes, Content Marketing Can Make Welding Cool!
Chapter Nine: Creative Content Marketing Enables a David to Compete Successfully Against Goliaths
Chapter Ten: Finally, a PR Agency that Understands Both Boomers and Blogging!
Chapter Eleven: Perfectly Targeted Content for Customers and Prospects
Chapter Twelve: Solopreneur Sagas—Even Micro-Businesses Make Content Marketing Pay Off
Chapter Thirteen: Content Marketing Pays Off on the Bottom Line in Australia
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Chapter Fifteen: Leveraging Content Marketing to Strengthen Member and Community Relationships
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HOW TO MAKE MONEY WITH YOUTUBE
Earn Cash, Market Yourself, Reach Your Customers, and Grow Your Business on the World’s Most Popular Video-Sharing Site
By Brad Schepp, and Debra Schepp
May 2009 / Softcover / 240 pages

Ever since its creation in 2005 the video-sharing phenomenon has been newsworthy not only for videos: users were making media appearances about how they parlayed their hobbies into six-figure incomes, but they’ve been tight-lipped when it comes to their secrets. Luckily, e-commerce experts Brad and Debra Schepp have written this complete guide to using YouTube for fun and profit. By the time you’re done with this book, you’ll know everything there is to know about: * Planning, creating, and sharing your own videos that “don’t suck” * What makes a video go viral * Harnessing YouTube’s power for branding, advertising, and fundraising. Inside you’ll find real-life YouTube success stories—from video makers who used the site to launch successful consulting businesses to a company’s humorous “Will It Blend?” videos that brought thousands of new customers to its Web site.
MAKING THE GOOD LIFE LAST
By Michael A. Schuler
May 2009 / Hardcover

So many of us are beset by anxiety, depression, loneliness, and spiritual malaise, tense and unhappy despite our gadgets and goodies. Michael Schuler, leader of the nation’s largest Unitarian Universalist congregation, says it’s because, urged on by an aggressively materialist culture, we too often opt for short-term gratification and long-term denial. In this thoughtful and deeply honest book, he helps us find a life path that leads to treasures of perennial value: a beautiful and healthy earth home, enduring relationships, strong communities, work that contributes to the common good, and play that restores our bodies and lifts our souls. Deconstructing the assumption that consumption, stimulation, and constant motion comprise the good life, Schuler urges the wholesale embrace of sustainability as both an operational principle and a life-sustaining core value. His book presents sustainability as a coherent frame of reference that can ground us spiritually, heal us internally, and deepen our relationships. Schuler identifies four behavioral principles for living sustainably—Pay Attention, Stay Put, Exercise Patience, and Practice Prudence—and shows how to apply them in our daily lives. He uses stories from his own life to illuminate the rewards and challenges of sustainable living and shares insights from environmentalists, social commentators, writers, poets, businesspeople, and spiritual leaders.

WILD IDEA CLUB
By Lee Silber
May 2009 / Hardcover / 192 pages
ISBN: 9781601630575 / US$34.95

Imagine a workplace where employees don’t complain about problems but instead work together in idea-generating clubs to present positive solutions. The Wild Idea Club will help you get there there, by providing managers with an easy, step-by-step approach that harnesses the collective genius of their people to drive innovation, improve efficiency, and increase morale. In tough times like these—with managers facing increasing pressure to get more done with fewer people and less money—encouraging employees to work together to tackle tough issues on their own is not a luxury, but a survival tool. When people start seeing possibilities instead of problems—and can present their solutions to decision-makers who care—something amazing happens: They find themselves actually working together toward a common goal that benefits everyone and their organization. Written in a loose and light style, each chapter presents one facet of the concept, illustrated through a story based on real-life examples of Wild Idea Clubs in action. This book will help anyone learn exactly what’s needed to create a club in his or her company, no matter its industry, size, or history.

MANAGING ACROSS CULTURES
The 7 Keys to Doing Business with a Global Mindset
By Charlene Solomon, and Michael S. Schell
May 2009 / Hardcover / 368 pages
ISBN: 9780071605854 / US$34.95

With the increase of new global clients, customers, and suppliers and the advent of collaborative software and global teams, more businesses than ever are interacting with cultures around the world. This essential guide offers a complete course in the business styles unique to each culture. Filled with need-to-know advice and practical tips, this book shows businesspeople how to recognize and interpret seven universal behaviors—and adapt their own style for worldwide success.

CONTENTS
PART 1: Cultural Wisdom
1. Why Becoming CultureWise is More Important than Ever Before for Business Success
PART 2: What is Culture and What is Personal Style?
2. What is Culture? Understanding the CW Cultural Dimension and Your Personal Style
3. Hierarchy
4. Formality
5. Group Dependence
6. Relationships/Connections

Prices in US$ are subject to change without notice.
Shipping and handling charges are extra.
7. Communication Styles
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PART 3: Putting CultureWise to Work
11. Creating a Global Mindset
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13. Effective Leadership Across Cultures: Creating Global Strategies to Manage Culturally Diverse Workforce
14. Special Issues Women Managers Encounter
15. Becoming CultureWise on an International Assignment

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**BUILT TO WIN**
By Hallam Movius, and Lawrence Susskind
May 2009 / Hardcover / 256 pages
ISBN: 9781422110478 / US$29.95

Companies that consistently negotiate more valuable agreements in ways that protect key relationships enjoy an important but often overlooked competitive advantage. Until now, most companies have sought to improve their negotiation outcomes by sending individuals to training workshops. But this new groundbreaking book, using real-world examples from leading companies, shows a more powerful and less expensive way to achieve. In Built to Win, authors Susskind and Movius argue that negotiation must be a strategic core competency. Drawing on their decades of training and consulting work, as well as a robust theory of negotiation, the authors provide a step-by-step model for building organizational competence. They show why the approach of training and more training is a weak strategy. The authors also describe the organizational barriers that so often plague even experienced negotiators, and recommend ways of overcoming them. Built to Win explains the crucial role that leaders must play in setting goals, aligning incentives, pinpointing metrics, and supporting learning platforms to promote long-term success. A final chapter provides practical how-to tools to help you start your own organizational improvement process.

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**THE ORGANIZATIONAL CHAMPION**
How to Develop Passionate Change Agents at Every Level
By Mike Thompson
June 2009 / Hardcover / 272 pages
ISBN: 9780071624862 / US$29.95

The worlds of business and finance are utterly changed, and the need for trusted change-makers has never been greater. In this book, consultant Mike Thompson uncovers the core principles behind this special breed of leader—which he calls Organizational Champions—and shows how they and their companies thrive. By defining the essential character traits of “champions,” Thompson shows companies how to cultivate their own mavericks, enact change and promote productivity both vertically and horizontally, communicate across the board—and achieve bottom-line results. Filled with brilliant behavioral insights and value-based initiatives, it’s a proven way to turn top executives into true champions.

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PART I: THE PREMISE FOR THE ORGANIZATIONAL CHAMPION
Chapter 1: There are Holes in Leadership
Chapter 2: You Need a Champion to Win Championships
PART II: BECOMING AN ORGANIZATIONAL CHAMPION
Chapter 3: Discover Yourself
Chapter 4: Be an Energizer of the Culture
Chapter 5: Build Genuine & Mutually Beneficial relationships
Chapter 6: Create Organizational Agility
Chapter 7: Imagine Possibilities & Bust Traditional Boundaries
Chapter 8: What You Can Do to Become One
PART III: THE PROMISE OF THE ORGANIZATIONAL CHAMPION
Chapter 9: Unleashing the Organizational Champion
Chapter 10: What They Can Do for Your Company
Companies spend billions on recognition programs by one estimate, $27 billion on noncash incentives in a single year and yet last year 65 percent of employees reported they felt unrecognized. How is it that we are spending so much and achieving so little? Cindy Ventrice says it’s because few organizations understand what makes an employee feel truly recognized. Awards, perks, and privileges don’t really motivate people don’t knock themselves out for a plaque or a parking place. Effective recognition is integrated into the daily routine of the workplace, and the key elements are intangibles: praise, thanks, opportunity for growth, and respect. Ventrice explains what managers must do to make these kinds of rewards specific, relevant, and truly personal all vital aspects of effective recognition. She discusses the importance of peer recognition and even self-recognition too, but in survey after survey, employees report that the recognition they most value comes from their managers and supervisors. In this revised second edition, Ventrice offers new examples of successful recognition programs from around the world and addresses providing effective recognition in an increasingly virtual work environment. And there are two completely new chapters: on understanding cultural differences in reward preferences generational, international, and other factors and on ensuring that reward practices are perceived as fair and equitable. Make Their Day! reveals what employees should expect from recognition and what managers can do to give morale and productivity a genuine, lasting boost.

Even the most well-thought-out initiatives will fail without true employee ownership, accountability, and engagement. Yet most managers and executives don’t have a clear system for ensuring the support they need from those around them. The Power of Strategic Commitment helps readers improve their strategic processes by enlisting the support of managers, employees, boards, suppliers, investors, and others. The book outlines the key factors that determine commitment, providing powerful ways to build commitment that cost nothing. This book provides practical methods for getting everyone behind the kind of important organizational actions that drive results.

When it was first published in 2002, The Extraordinary Leader immediately drew a large, loyal audience drawn to the authors’ ground-breaking research and their focus on the importance of maximizing and balancing strengths, as opposed to merely correcting weaknesses. Now, Zenger and Folkman have updated the book to include brand-new research findings; a broader, more global outlook; and new chapters regarding the core topic of strengths. The result is an indispensable handbook arming leaders with the tools they need to excel in the increasingly competitive global economy.

CONTENTS
1. Demystifying Leadership
2. Great Leaders Make a Great Difference
3. Simplifying Leadership
4. The Competency Quest
5. Leaders Must Fit Their Organization
6. Great Leaders Possess Multiple Strengths
7. Fatal Flaws Must Be Fixed
8. New Insights into Leadership Development
9. A Case Study in Leadership Development—The U.S. Marine Corps
In their bestselling work The Extraordinary Leader, performance thought leaders John Zenger and Joseph Folkman revealed the 16 key competencies that separate the top 10% of leaders from the rest. Since that first book’s publication, they have discovered, through an extensive study with over 20,000 managers, that leaders who possessed the ability to motivate outperformed all others. The Inspiring Leader reveals the authors’ newest proprietary research on how top leaders inspire teams to greatness, including the nine behaviors exhibited by the most successful leaders and how to implement them.

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1. The most important leadership skill
2. The power of competency companions
3. Behaviors that clearly don’t work
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8. Developing others
9. Teamwork and collaboration
10. Fostering accountability and ownership for results
11. Championing change
12. Being a role model
13. Conclusion—How to implement these skills on a regular basis

More than ever before, consumers, employees, and investors share a common purpose and a passion for companies that do well by doing good. So any strategy without sustainability at its core is just plain irresponsible - bad for business, bad for shareholders, bad for the environment. These challenges represent unprecedented opportunities for big brands - such as Clorox, Dell, Toyota, Procter & Gamble, Nike, and Wal-Mart - that are implementing integral, rather than tangential, strategies for sustainability. What these companies are doing illuminates the book’s practical framework for change, which involves engaging employees, using transparency as a business tool, and reaping the rewards of a networked organizational structure. Leave your quaint notions of corporate social responsibility and environmentalism behind. Werbach is starting a whole new dialogue around sustainability of enterprise and life as we know it in organizations and individuals. Sustainability is now a true competitive strategic advantage, and building it into the core of your business is the only means to ensure that your company - and your world - will survive.
**TRAINING**

**RECESSION-PROOF YOUR FINANCIAL LIFE**

*By Nancy Dunnun*

**June 2009 / Softcover / 240 pages**

**ISBN: 9780071634601 / US$15.95**

As the recession hits with full force, readers are looking for simple explanations and actionable advice for shoring up their finances. Recession Proof Your Financial Life covers everything from short-term goals (taking inventory of assets, assessing debt, creating a budget, what to do if you’re laid off) to long-term aims (saving for college, avoiding foreclosure). Dunnun’s proven track record of tapping into readers’ specific concerns and providing clear solutions ensures that Recession Proof Your Financial Life will appeal to a large audience—at a time when such books are most needed.

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7. Surviving Credit Card Crunch
8. Managing Your Brokerage & 401(k) Accounts
9. Saving for and Paying for College
10. Helping Those of a Certain Age
11. Anticipating the Pink Slip
12. Surviving the Pink Slip
13. Getting Work When There is No Work
14. Having Fun: It’s Chic to be Cheap

**THE INVESTING REVOLUTIONARIES**

*How the World’s Greatest Investors Take on Wall Street and Win in Any Market*

*By James N. Whiddon, and Nikki Knotts*

**May 2009 / Hardcover / 368 pages**

**ISBN: 9780071623940 / US$27.95**

Market timing and Wall Street volatility are the Achilles heels of most portfolios; in the end, these factors will inevitably catch up to the average investor. These days, it takes a creative financial thinker—a revolutionary—to turn a profit over the long run. In this book, James Whiddon, host of the popular radio program “The Investing Revolution,” provides a platform for some of the world’s most successful, free-thinking investors to offer insights and strategies readers can use to increase their wealth and assets while avoiding common pitfalls. Maintaining that today’s investors are faced with a constant barrage of conflicting investment information, hit-and-miss approaches, and exaggerated return claims, Whiddon provides the best and most innovative advice gleaned from his close association with investing giants. Through his own experience as well as the perspectives of the industry’s most notable finance leaders, economists, and pundits, he reveals investment strategies grounded in Nobel Prize-winning research.
COMPTIA NETWORK+ ALL-IN-ONE EXAM GUIDE
Fourth Edition
By Y Michael Meyers
June 2009 / Hardcover with CDROM / 864 pages

Written by the number-one name in CompTIA training and exam preparation, the fourth edition of this comprehensive guide covers all of the topics on the new CompTIA Network+ exam. This definitive, CAQC-approved resource serves as both a study tool and an on-the-job reference. CompTIA Network+ All-in-One Exam Guide, Fourth Edition features learning objectives at the beginning of each chapter, helpful exam tips, and hundreds of challenging practice questions. The all-new CD-ROM includes three complete practice exams, a video presentation from Mike Meyers, and a new collection of Mike’s favorite shareware and freeware networking tools and utilities.

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Glossary
HOW TO DO EVERYTHING ADOBE INDESIGN CS4
By Donna Baker, and Laurie Ulrich Fuller
June 2009 / Softcover / 384 pages

This full-color guide shows you how to use the undisputed leader in desktop publishing tools to create any type of publication. Adobe Community Expert Donna Baker explains text, image, and drawing features; color and color management; and specialized types of output such as book and Web pages. The final chapters of the book are devoted to methods for evaluating and testing a publication and then generating high-quality print or PDF files. This book focuses on using program workflows for results instead of merely touring program interface elements. Examples from the book, including publications, settings, files, images, and templates, will be available for download.

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Part II: Tell the Tale in Text
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Chapter 6: Format Characters and Paragraphs
Chapter 7: Format Text Using Styles
Chapter 8: Design a Layout with Lists and Tables
Chapter 9: Work with Long Documents
Part III: A Picture is Worth a Thousand Words
Chapter 10: Place Images and Graphics
Chapter 11: Manage Files and Content
Chapter 12: Draw and Use Objects in InDesign
Chapter 13: Work with Layers and Effects
Part IV: Use and Manage Color
Chapter 14: Get a Handle on Color
Chapter 15: Control and Manage Color
Chapter 16: Color Manage Your Publication
Part V: Outputs and Exports
Chapter 17: Prepare Print Output
Chapter 18: Create Interactive PDF Content
Chapter 19: Create Buttons and Flash
Chapter 20: Create Other Forms of Output

MICROSOFT XNA GAME STUDIO CREATOR’S GUIDE
Second Edition
By Stephen Ca wood, and Pat McGee
May 2009 / Softcover / 608 pages

Develop complete 2D and 3D games with step-by-step hands-on instruction, advice, and tips from two industry professionals. Fully revised to cover the latest features, Microsoft XNA Game Studio Creator’s Guide, Second Edition lays out the essentials of game programming alongside exciting examples and C# code samples. Learn how to create 3D models, virtual worlds, and add stunning animation. You’ll also discover how to incorporate 3D audio into your projects and handle PC and game controller input devices.

CONTENTS
Chapter 1: Set up an XNA Development Environment
Chapter 2: XNA Basics
Chapter 3. Introduction to 2D Games
Chapter 4: Introduction to 3D Graphics Programming
Chapter 5 Animation Introduction
Chapter 6: Character Movement
Chapter 7: Texturing Your Game World
Chapter 8: Adding Skies and Horizons to your Levels
Chapter 9: Index Buffers
Chapter 10: Enhanced Image Effects
Chapter 11: Score Tracking and Game Stats
Chapter 12: Creating and Loading 3D Models
Chapter 13: Vectors
Chapter 14: Matrices
Chapter 15: Building a Graphics Engine Camera
Chapter 16: Collision Detection
Chapter 17: Ballistics
Chapter 18: Particle Effects
Chapter 19: Keyframe Animations
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Chapter 21: Input Devices
Chapter 22: Content Pipeline
Chapter 23: Animated Models
Chapter 24: Adding Audio to Your Game
Chapter 25: Terrain with Height Detection
Chapter 26: Multi-player Gaming
Chapter 27: Networked Gaming
Chapter 23: The Xbox Creators' Club
Appendix: C# Quick Reference

PERFECT DIGITAL PHOTOGRAPHY
Second Edition
By Jay Dickman, and Jay Kinghorn
June 2009 / Softcover / 528 pages
This is a must-have resource for amateur photographers serious about improving both the quality of their photographs and their proficiency in the digital darkroom. The book is the perfect combination of a technical treatise on digital imaging and an artistic exploration of light, composition, and form. Perfect Digital Photography, Second Edition has been completely revised and updated to cover the latest cameras, including digital SLRs, and the sweeping changes in the way photographers catalog, process, and manage digital images. The book has an increased emphasis on building an efficient workflow using Camera RAW files and Adobe Lightroom, the new workflow application, and Adobe Photoshop, the preeminent image-editing software. This is the only four-color book to guide you through the entire photographic process, from composing photos through archiving and printing.

CONTENTS
Part I. Creating the Images
Ch 1. Power of Photography
Ch 2. Equipment
Ch 3. Using the Camera
Ch 4. Understanding Light
Ch 5. Creative Elements
Ch 6. Composition
Ch 7. Telling the Story
Ch 8. Photographing People
Ch 9. Travel & Documentary Photography
Ch 10. Photographing the Natural World
Part II. The Digital Darkroom
Ch 11. What is Workflow
Ch 12. Introduction to Lightroom
Ch 13. Importing and Editing Images
Ch 14. Image Corrections
Ch 15. Image Refinements
Ch 16. Advanced Image Corrections
Ch 17. Output
Ch 18. Printing
Ch 19. Web and Multimedia
Ch 20. Master Class
HOW TO DO EVERYTHING IPOD, IPHONE & ITUNES
Fifth Edition
By Guy Hart-Davis
May 2009 / Softcover / 512 pages

This fully updated bestselling guide covers all of the exciting features of the latest iPod and iPhone models, along with iTunes and App Store applications. If you’re using the iPod classic, iPod nano, iPod touch, iPod shuffle, or iPhone, you will find what you need in this easy-to-use resource. The book explains how to load songs, videos, applications, photos, podcasts, contacts, and more onto the device, as well as build and manage an extensive personal media library. Details on troubleshooting and adding accessories are also included. How to Do Everything: iPod, iPhone & iTunes, Fifth Edition covers it all!

CONTENTS
How to Do Everything: iPod, iPhone & iTunes
Part 1: Enjoy Audio with Your iPod or iPhone
Ch 1: Choose the Right iPod or iPhone and Prepare Your PC or Mac
Ch 2: Configure iTunes and Load Your iPod or iPhone with Music, Video, and Data
Ch 3: Enjoy Music and Video on Your iPod or iPhone
Ch 4: Make the Most of Your iPod or iPhone with Hardware Accessories
Ch 5: Turn Your iPod or iPhone into Your Home Stereo and Car Stereo
Part 2: Create and Manage Your Audio and Video Library
Ch 6: Create Audio Files, Edit Them, and Tag Them
Ch 7: Buy and Download Songs, Videos, and More Online
Ch 8: Create Video Files That Work with Your iPod or iPhone
Ch 9: Make Your Music Sound Great and Customize the iTunes Window
Ch 10: Manage Your Music and Video Library with iTunes
Part 3: Learn Advanced Techniques and Tricks
Ch 11: Use Multiple iPods or iPhones, Multiple Computers, or Both
Ch 12: Carry Your Data on Your iPod or iPhone
Ch 13: Recover Your Songs and Videos from Your iPod or iPhone
Ch 14: Use Your iPod or iPhone with Software Other Than iTunes
Ch 15: Troubleshoot the iPod or iPhone and iTunes
Part 4: Make the Most of the iPod touch and iPhone
Ch 16: Make Phone Calls on Your iPhone
Ch 17: Connect Your iPod touch or iPhone to Wireless Networks
Ch 18: Use E-mail and Browse the Web
Ch 19: Visit the App Store and Play Games

MIKE MEYERS’ COMPTIA NETWORK+ GUIDE TO MANAGING AND TROUBLESHOOTING NETWORKS
Second Edition
By Michael Meyers
June 2009 / Softcover with CDROM / 656 pages
ISBN: 9780071614832 / US$75.00

From Mike Meyers, the number-one name in CompTIA training and exam preparation, the new edition of this now full-color text helps you pass the latest release of the CompTIA Network+ exam and become an expert network technician. A hands-on, classroom-based tool, Mike Meyers’ CompTIA Network+ Guide to Managing and Troubleshooting Networks, Second Edition includes learning objectives at the beginning of each chapter, lab projects, end-of-chapter quizzes, and hundreds of photographs and illustrations. The CD-ROM includes two full practice exams, a video presentation from Mike Meyers, plus tools and utilities.

CONTENTS
Chapter 1: Introduction
Chapter 2: Defining Networks
Chapter 3: Building a Network with OSI
Chapter 4: Hardware Concepts
Chapter 5: Ethernet Basics
Chapter 6: Modern Ethernet
Chapter 7: Non-Ethernet Networks
Chapter 8: Installing a Physical Network
Chapter 9: Wireless Networking
HOW TO DO EVERYTHING GENEALOGY
Second Edition
By George G. Morgan
May 2009 / Softcover / 496 pages

Fully updated and revised, this is the only beginning genealogy book to address the different available record types along with both traditional and electronic research strategies in a comprehensive way. How to Do Everything: Genealogy explores basic rules of genealogical evidence, evaluation of source materials, research methods, and includes extensive guidance on Web-based research. New chapters cover: DNA-based records; using social networking sites to connect with family; and how blogs, podcasts, and videocasts can be effectively used by genealogists. The book has been updated to reflect: new and updated websites; improved strategies for locating, accessing, evaluating, and applying data; and the latest technological details-hardware, software, and other tools.

CONTENTS
How to Do Everything: Genealogy, Second Edition
Part I Begin Your Family History Odyssey
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Ch. 2 Begin Building Your Family Tree
Ch. 3 Place Your Ancestors into Context and Locate Their Personal Records
Ch. 4 Use Census Schedules and Records
PART II Expand Your Research
Ch. 5 Extend Your Research Using Advanced Record Types
Ch. 6 Locate and Use Military Records
Ch. 7 Don’t Be Afraid of Land and Property Records
Ch. 8 Locate and Use Emigration, Immigration and Naturalization Records
PART III Learn Research Methods and Strategies
Ch. 9 Discover Where to Locate Documents about Your Family
Ch. 10 Locate Your Ancestors on the Internet
Ch. 11 Follow Alternative Research Paths to Locate Difficult People
Ch. 12 Plan a Very Successful Research Trip
PART IV Use Genetics and Technology
Ch. 13 Explore Your Genetic Genealogy
Ch. 14 Use Technology to Streamline Your Genealogical Research
Ch. 15 Select and Use a Genealogical Database Program
Teach Yourself Dreamweaver CS3

By Ian Teich

May 2009 / Softcover / 384 pages

[Not for sale in British Commonwealth, Hong Kong & Japan]

Do you want to learn how to build your first website using Dreamweaver? From where to buy it and how to install it to building and releasing your website to the Internet, Teach Yourself Dreamweaver CS3 tells you all you need to know in one handy book. Areas covered include:

- Setting yourself up with Dreamweaver
- Building your first site
- Working with text & images
- Links
- Tables
- CSS--an overview
- Templates
- Releasing your site to the Internet
- Extending Dreamweaver

Throughout the book there are useful exercises to test your understanding. With its practical approach and clear illustrations Teach Yourself Dreamweaver CS3 is an essential resource for any user.

Contents

Ch 1. Introduction
Ch 2. Building Your First Site
Ch 3. HTML
Ch 4. Working with Text and Images
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Ch 9. Forms
Ch 10. Behaviors
Ch 11. Templates
Ch 12. SPRY
Ch 13. Going Live
Useful Resources
What Next?
COMPUTER SCIENCE

SCHAUM’S OUTLINE OF DATA STRUCTURES WITH JAVA
Second Edition
By John R. Hubbard, University Of Richmond
May 2009 / Softcover / 333 pages
ISBN: 9780071611619 / US$18.95

This Schaum’s Outline gives you * Practice problems with full explanations that reinforce knowledge *
Coverage of the most up-to-date developments in your course field *In-depth review of practices and applications.
Fully compatible with your classroom text, Schaum’s highlights all the important facts you need to know. Use
Schaum’s to shorten your study time-and get your best test scores!

CONTENTS
Chapter 1. Advanced Java
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Chapter 10. Hash Tables
Chapter 11. Recursion
Chapter 12. Trees
Chapter 13. Binary Trees
Chapter 14. Search Trees
Chapter 15. Heaps and Priority Queues
Chapter 16. Sorting
Chapter 17. Sets
Chapter 18. Graphs

DATABASE & ERP

ORACLE GENERAL LEDGER GUIDE
By Melanie Angele Cameron
May 2009 / Softcover / 336 pages

With this authoritative guide, you will move seamlessly from a business consideration of a General Ledger imple-mentation to detailed setup requirements to complete processing instructions. The book covers the latest version of the software—R12—including the most innovative new features such as Subledger Accounting. Oracle E-Business Suite: General Ledger Guide offers complete explanations of setup flows and processing details for each screen and field. This Oracle Press guide is ideal for users, support personnel, and consultants either considering or involved in an actual upgrade or implementation of Oracle E-Business Suite Financials.

CONTENTS
Ch 1. Business Considerations for New Implementations
Ch 2. Business Considerations for Upgrades or Reimplementations
Ch 3. Setup Considerations
Ch 4. Setups: Step-by-Step
Ch 5. Transaction Processing and Flows
Ch 6. Financial Statement Generator Report Writing
Ch 7. Consolidations
Ch 8. Budgets
Professional & Reference

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**ORACLE PROCURE-TO-PAY GUIDE**
By Melanie Anjole Cameron
May 2009 / Softcover / 336 pages

With this authoritative guide, you will move seamlessly from a business consideration of an Oracle Procure-to-Pay implementation to detailed setup requirements to complete processing instructions. The book covers the latest version of the software—R12—including the most innovative new features. Oracle E-Business Suite: Oracle Procure-to-Pay Guide offers complete explanations of setup flows and processing details for each screen and field. This Oracle Press guide is ideal for users, support personnel, and consultants either considering or involved in an actual upgrade or implementation of Oracle E-Business Suite Financials.

CONTENTS
- Ch 1. Business Considerations for New Implementations
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- Ch 7. Purchase Order Processing
- Ch 8. Receiving Purchase Orders
- Ch 9. Supplier Base
- Ch 10. Invoice Processing
- Ch 11. Check Processing
- Ch 12. Predefined Reports

**DATA WAREHOUSE DESIGN**
Modern Principles and Methodologies
By Matteo Golfarelli, and Stefano Rizzi
June 2009 / Softcover / 500 pages

Written by a team of global experts, this book explains how to design next-generation data warehouses using a structured approach inspired by the modern principles of software engineering. All of the design techniques featured in the book are placed within a practical framework so that solutions can be applied immediately. Data Warehouse Design: Modern Principles and Methodologies explains how to transform databases into data warehouses, allowing organizations to integrate and analyze data across the enterprise in order to make informed business decisions. The CD contains a CASE (computer aided software engineering) tool developed by the authors which implements the discussed methodologies in a practical way.

CONTENTS
- Chapter 1: Introduction to data warehousing
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- Chapter 3: Analysis and reconciliation of data sources
- Chapter 4: Conceptual modeling
- Chapter 5: Conceptual design
- Chapter 6: The workload and the data volume
- Chapter 7: Logical modeling
- Chapter 8: Logical design
- Chapter 9: Data staging design
- Chapter 10: Indexes for data warehouses
- Chapter 11: Physical design
- Chapter 12: The design documentation
- Chapter 13: A case study
- Chapter 14: Business intelligence: beyond data warehousing
- Glossary
- Bibliography
CISCO ASA CONFIGURATION

By Richard Deal

June 2009 / Softcover / 736 pages

The Cisco ASA product replaces Cisco PIX Firewalls, and Cisco expert Richard Deal updates his bestselling book, Cisco PIX Firewalls, to cover ASA. This book shows you how to configure and maintain a Cisco ASA appliance to control traffic in the corporate network and protect the network from internal and external threats and attacks. Cisco ASA Configuration covers the latest features available in versions 8.0 and 8.1, and includes detailed examples of complex configurations and troubleshooting. Implement and manage this powerful multifunction network adaptive security appliance with help from this expert guide.

CONTENTS

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Chapter 12: Protocols and Policies
Chapter 13: Data Applications and Policies
Chapter 14: Voice and Policies
Chapter 15: Multimedia and Policies

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Chapter 19: IPSec Remote Access Client
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Part VII: Management of the ASA
Chapter 27: Basic Management
Chapter 28: ASDM
SOA-BASED ENTERPRISE INTEGRATION
A Step-by-Step Guide to Services-based Application

By Waseem Roshen

June 2009 / Hardcover / 464 pages

Written by a senior IT architect from IBM, this is a practical guide to implementing Service-Oriented Architecture (SOA) within the enterprise. It is the first book to clearly explain the rationale for using SOA in enterprise integration, and the only book that explicitly explains the various options that are available for integrating mainframe applications, as well as packaged applications such as SAP, Oracle, and IBM. SOA-based Enterprise Integration is the first book to detail in a practical manner how to use Enterprise Service Bus (ESB) within an integration scenario. Auxiliary services and the tools that are available to develop, deploy and manage SOA-based integration are also covered.

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Chapter 1 Business case for integration
Chapter 2 Introduction to SOA
Chapter 3 Basic Concepts
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Chapter 6 Enterprise Service Bus
Chapter 7 Patterns for integrating existing applications
Chapter 8 Mainframe applications
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Chapter 15 Business process integration (BPEL)
Chapter 16 Service orchestration
Chapter 17 Boundary services
Chapter 18 Tools for SOA-based integration

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AVIATION

UNDERSTANDING FLIGHT
Second Edition
By David Anderson, and Scott Eberhardt
May 2009 / Softcover / 320 pages
ISBN: 9780071626965 / US$34.95

This longtime favorite is the most intuitive introduction to the basic mechanics of flight available. Now updated to include helicopter flight fundamentals and aircraft structures, this aviation classic remains required reading for new pilots and students. Understanding Flight, Second Edition addresses the science of flying in terms, explanations, and illustrations that make sense. The book clarifies a diverse range of topics, such as design, propulsion, performance, high-speed flight, and flight testing. The book’s popular Factoid feature has been completely refreshed and expanded.

MECHANICAL ENGINEERING

SOLID WASTE ANALYSIS AND MINIMIZATION
A Systems Approach
By Matthew J. Franchetti
June 2009 / Hardcover / 592 pages
ISBN: 9780071605243 / US$125.00

This authoritative guide provides a framework for the proper application of solid waste analysis tools and demonstrates the benefits in terms of environmental impact, process efficiencies, and financial enhancement. Solid Waste Analysis and Minimization offers a general approach on how to conduct solid waste assessments in a practical manner. It includes recommendations designed to increase manufacturing competitiveness by reducing solid waste disposal costs, reducing energy costs, and optimizing use of raw materials, packaging, and floor space. 75 case studies and a detailed reference list of vendors are included.

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Ch 2. Background and Fundamentals of SWA and Minimization
Ch 3. Benefits of SWA and Minimization
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Part 2. Solid Waste Assessment Strategies
Ch 5. Deployment Alternatives
Ch 6. Creating a Successful Assessment Launch
Ch 7. Metrics and Performance Measurement
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Ch 12. Mining Applications
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Ch 16. Transportation and Logistics Applications
Ch 17. Utility Applications
Ch 18. Health System Applications
Ch 19. Service Applications
CIVIL ENGINEERING ALL-IN-ONE PE EXAM GUIDE
Breadth and Depth
By Indranil Goswami, Morgan State University
June 2009 / Hardcover / 944 pages
Civil Engineering All-In-One PE Exam Guide is a complete review manual for the Principles and Practice of Civil Engineering (PE-CIVIL) Examination, given by the National Council of Examiners in Engineering and Surveying (NCEES). Presented in the Breadth and Depth format of the actual exam, this sure-fire study tool will equip you with everything you need to prepare for and pass the exam with flying colors. This comprehensive resource contains short modules targeting structural engineering, geotechnical engineering, water resources engineering, environmental engineering, and transportation engineering. Each module includes brief theory, supporting equations and diagrams, cross-references to other topics, analytical and design tools, and exam questions and solutions similar to those on the actual exam. The guide also features strategies for preparing for the PE Exam.

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Module I Structural Engineering
Module II Geotechnical Engineering
Module III Water Resources Engineering
Module IV Environmental Engineering
Module V Transportation Engineering

BIOMEDICAL ENGINEERING AND DESIGN HANDBOOK, VOLUME 1
By Myer Katz, Myer Katz Assoc., Inc.
June 2009 / Hardcover / 848 pages
ISBN: 9780071498388 / US$150.00
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.

CONTENTS
Biomedical System Analysis
1. Modeling & Simulation of Biomedical Systems
2. Biomechanics of the Human Body
3. Biofluid Mechanics
4. Bioheat Transfer
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7. Respiratory Mechanics and Gas Exchange
8. Biomechanics of Nasal Breathing
9. Biomechanics of Human Movement
10. Biomechanics of the Musculoskeletal System
11. Biodynamics
12. Bones Mechanics
13. Finite Element Analysis
14. Vibration, Mechanical Shock, and Impact
15. Biomaterials
16. Biopolymers
17. Biocomposites
18. Bioceramics
Cardiovascular Biomaterials
Dental Biomaterials
Biomaterials to Promote Tissue Regeneration
Bioelectronics
Bioelectricity and Its Movement
Biomedical Signal Analysis
Biomedical Signal Processing
Biomedical Sensors

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Shipping and handling charges are extra.
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 II 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.

**CONTENTS**

1. Medical Device Design  
2. Software Tools for Problem-Solving  
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32. Rehabilitators  
33. Clinical Engineering  
34. Technology Planning for Health Care Institutions  
35. Health Care Facilities Planning  
36. Dept/Program Management  
37. International Safety Standards and Regulations
FLUID MECHANICS DEMYSTIFIED

By Merle Potter

May 2009 / Softcover / 320 pages

This self-teaching guide introduces the topics most often covered in an introductory course in fluid mechanics. The book covers statics, fluids in motion, integral and differential equations, dimensional analysis and similitude, internal, external, and compressible flows, and more. Fluid Mechanics Demystified includes numerous calculations along with conversion charts. Detailed examples and concise explanations make it easy to understand the material, and end-of-chapter quizzes and a final exam help reinforce learning. This book is your shortcut to mastering the fundamentals of this essential engineering topic.

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Ch 1 Basic Information
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1.4 Properties of Fluids
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2.4 Accelerating Containers
Ch 3 Fluids in Motion
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3.2 Classification of Fluid Flows
3.3 Bernoulli’s Equation
Ch 4 Integral Equations
4.1 System-to-Control-Volume Transformation
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C.1 Properties of Water
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C.3 Properties of the Standard Atmosphere
C.4 Properties of Ideal Gases at 300 K

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C.5 Properties of Common Liquids
App D Compressible Flow Tables for Air
D.1 Isentropic Flow
D.2 Normal-Shock Flow
D.3 Prandtl-Meyer Function

**FLUID POWER ENGINEERING**
*By M Golal Rabie*

*June 2009 / Hardcover / 448 pages*
*ISBN: 9780071622462 / US$150.00*

This authoritative guide is essential for mechanical engineers who engage in the design and handling of fluid power equipment, which include both hydraulic and pneumatic power types of equipment. Fluid Power Engineering helps you to build a solid theoretical background, which will enable further study and analysis of static and dynamic performance of different fluid power elements and systems. The book features end-of-chapter problems and problem-solving case studies, making it appropriate for graduate level mechanical engineering students.

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- Ch 1. Introduction to Hydraulic Power Systems
- Ch 2. Hydraulic Oils and Theoretical Background
- Ch 3. Hydraulic Transmission Lines
- Ch 4. Hydraulic Pumps
- Ch 5. Hydraulic Control Valves
- Ch 6. Accessories
- Ch 7. Hydraulic Actuators
- Ch 8. Hydraulic Servo-Actuators
- Ch 9. Electro-Hydraulic Servovalve Technology
- Ch 10. Modeling and Simulation of Electro-hydraulic Servosystems
- Ch 11. Case Studies: Hydraulic Circuits
- Ch 12. Introduction to Pneumatic Systems

**WASTEWATER SOLIDS INCINERATION SYSTEMS MOP 30**
*By Water Environment Federation*

*May 2009 / Hardcover / 400 pages*
*ISBN: 9780071614719 / US$99.95*

This comprehensive manual offers you expert incineration guidance for biosolids and wastewater applications, covering current practice and environmentally friendly choices. The book fully explains the safety, permitting, design, operations, and maintenance of the incineration process. Filled with case studies and sample combustion calculations, this hands-on resource presents updated information on combustion theory and technology, heat recovery and reuse, emission control and monitoring, ash handling and recycling, regulation and permitting requirements, economics and environmental sustainability of combustion, and more.

**CONTENTS**

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- Incineration Operation
- Incineration Maintenance
- Appendix: Combustion Fundamentals
- Appendix: Incineration Systems
- Determination of Wasterwater Solids
- Incineration Costs
- Appendix: Case Studies
Written by a global team of expert contributors, this book offers details on the wide-range of antennas used in today’s wireless communication networks. Coverage includes low-cost suspended plate antennas, combined complementary antennas, electrical controlled antennas, multiple-input-multiple-output antenna systems, and smart antenna systems. Capacity optimization technology of antennas, electronically steerable antenna array systems, and broadband circularly polarized antennas are also covered. Antennas for Fixed Base-stations in Wireless Communications presents a complete picture of advanced modern base station antenna technology from fundamentals to engineering, and highlights new technologies in antenna design with enhanced performance. Real-world case studies provide you with practical examples that can be applied to your own system designs.

CONTENTS
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Chapter 9: Electronically Steerable Parasitic Radiator (ESPAR) Antennas
Chapter 10: Antennas and Arrays for Outdoor MIMO Systems
Chapter 11: MIMO Technologies for Indoor WLAN(WiFi)
Chapter 12: Antennas for WPAN-Short Range Connection:RFID reader/UWB-based location
WIRE BONDING IN MICROELECTRONICS
Third Edition
By George Harman
June 2009 / Hardcover / 336 pages
ISBN: 9780071476232 / US$89.95

Wire bonding is the attachment of fine wires from semiconductor chips to their substrates—a connection that is vital to the success of ever-shrinking consumer electronic devices, such as iPods. Long-established as the industry standard, this book has been completely revised and expanded to cover wire bonding advances for the era of super-small electronics. Wire Bonding in Microelectronics, Second Edition, equips you with everything needed to design and evaluate wire bonds engineered with cutting-edge metallurgies. The Second Edition provides full details and step-by-step instructions for engineering reliable bonds at a very high yield. The author presents up-to-the-minute information on utilizing fine-pitch wire bonds, low-looping bonds, wafer-level bumping.

ELECTRICAL SAFETY OF LOW-VOLTAGE SYSTEMS
By Massimo Mitolo
May 2009 / Hardcover / 352 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

ARTIFICIAL TACTILE SENSING IN BIOMEDICAL ENGINEERING
By Siamak Najarian, Javad Dargahi, and Ali Abouei Mehrizi
May 2009 / Hardcover / 256 pages
ISBN: 9780071601511 / US$125.00

This innovative guide focuses on the artificial sense of touch and its application in medicine and surgery. It explains the five natural senses in human beings and then explores the variety of tactile sensors and their potential for medicine.

CONTENTS
Part 1. The Five Senses of Human
Ch 1. Sense of Sight
Ch 2. Sense of Hearing
Ch 3. Sense of Smell
Ch 4. Sense of Taste
Ch 5. Sense of Touch
Part 2. Tactile Sensing and Tactile Sensor
Ch 6. Tactile Sensing
Ch 7. Tactile Sensors
7-1. Capacitive Sensors
7-2. Piezoelectric Sensors
7-3. Inductive Sensors
7-4. Optical Sensors
7-5. Other Pressure Sensors
Part 3. Tactile Sensing and Medicine
Ch 8. Applications of Tactile Sensing
Ch 9. Tactile Sensing, Diagnosis and Surgery
9-1. Open Surgery
9-2. Minimally Invasive Surgery (MIS)
9-3. Biological Tissues
9-4. Basic Components of Tactile Sensing System for MIS
9-5. Remote Palpation and endoscopic Surgery
9-6. Tactile Image Information
9-7. Breast Cancer
9-8. Robotics for Surgery
9-9. Teleoperation
9-10. Haptics-based Surgical Simulation

PHOTONICS ESSENTIALS
Second Edition
By Thomas P. Pearsall
June 2009 / Hardcover / 288 pages
ISBN: 9780071629355 / US$89.95
Here is an antidote to the traditional, mathematically dense photonics text. Fully updated throughout, Photonics Essentials is concise, mathematically clear, and focused on the practical tasks required of photonic devices—characterization and measurement. Examples showcase real measurements on commercial devices. Full of hands-on examples and experiments, this is a perfect learning tool for working engineers and students who want to move beyond theory into practice.

LINEMAN AND CABLEMANS FIELD MANUAL
Second Edition
By Thomas M. Shoemaker, and James E. Mack
May 2009 / Hardcover / 400 pages
ISBN: 9780071621212 / US$59.95
Completely revised and updated, the second edition of Lineman’s and Cableman’s Field Manual is a compact, portable guide containing crucial electrical data, calculations, and code information that are essential at any jobsite. The second edition of this indispensable resource presents vital coverage of grounding, protective grounds, and safety equipment and rescue.
EXTREME ULTRAVIOLET LITHOGRAPHY

By Banqiu Wu, and Ajay Kumar

May 2009 / Hardcover / 480 pages
ISBN: 9780071549189 / US$125.00

Produce high-density, ultrafast microchips using the latest EUVL methods. Written by industry experts, Extreme Ultraviolet Lithography details the equipment, materials, and procedures required to radically extend fabrication capabilities to wavelengths of 32 nanometers and below. Work with masks and resists, configure high-reflectivity mirrors, overcome power and thermal challenges, enhance resolution, and minimize wasted energy. You will also learn how to use Mo/Si deposition technology, fine-tune performance, and optimize cost of ownership.

CONTENTS

1. Introduction
2. EUV Lithography Tools
3. EUV Source
4. Multilayer EUV
5. EUV Optics
6. Resist
7. Mask Techniques
8. DICTIONARIES/REFERENCE
McGRAW-HILL'S CHINESE ILLUSTRATED DICTIONARY
By Live ABC
June 2009 / Hardcover with Audio CD / 176 pages
Whether you are 8 or 108, this fully illustrated dictionary makes building Mandarin Chinese vocabulary easy, stimulating, and fun. Each of the 1,500 entries is represented by its Chinese script as well as its official pinyin transliteration. But what really brings the language alive are the vibrant illustrations that will help you remember key terms and phrases. It also includes an MP3 disc that features pronunciation by native speakers of each entry, conveniently organized for quick-access on an iPod.

CONTENTS
1. Home
2. At School
3. At Hospital
4. People
5. Transportation
6. Air Travel
7. Around Town
8. Plants & Animals
9. Food
10. Leisure & Entertainment
11. Athletics
12. At a Restaurant
13. Equipment & Machinery
14. Miscellaneous

McGRAW-HILL'S CHINESE DICTIONARY AND GUIDE TO 20,000 ESSENTIAL WORDS
By Quanyu Huang
June 2009 / Softcover / 688 pages
ISBN: 9780071629249 / US$29.95
When he surveyed his students, author Quanyu Huang found that only two out of 300 used a Chinese dictionary. Their main obstacle is how existing dictionaries are organized; either a user needs to know the “radical” of a character, how to recognize or count writing strokes, or how a character is pronounced. In McGraw-Hill’s Chinese Dictionary and Guide to 20,000 Essential Words the author overcomes this problem with his unique “broken marks” method. Each character is comprised of different marks separated by a physical space or sharp change of direction at the end of a mark. Count these marks, and you can locate the Chinese character you need in less than a minute.

CONTENTS
Introduction
How to use this dictionary
Chinese-English Dictionary
Index: Broken Marks of Chinese Characters (Simplified)
Index: Broken Marks of Chinese Characters (Traditional)
Index: Chinese Pinyin
Index: Chinese Character Radicals
Index: English Vocabulary

Prices in US$ are subject to change without notice.
Shipping and handling charges are extra.
WRITING BETTER ENGLISH FOR ESL LEARNERS
Second Edition
By Ed Swick
May 2009 / Softcover / 256 pages
ISBN: 9780071628037 / US$11.95

Taking a developmental approach to improving writing skills, Writing Better English helps you increase your levels of proficiency in both grammar and vocabulary. Before tackling sentence structures, the book helps you reinforce those grammar elements you may have trouble with, like verb tenses and pronouns. You'll then expand your written communication abilities through comprehensive explanations, skill-building exercises, and practical writing activities.

CONTENTS
Introduction
1. Preparing to Write
2. Beginning to Write
3. Writing Original Sentences
4. Story Completion
5. Writing Letters
6. Writing Original Themes
Appendices
Answer Key

GENERAL INTEREST

WITNESS TO ROSWELL
Unmasking the Government’s Biggest Cover-Up
Revised and Expanded Edition
by Thomas J. Carey
May 2009 / Softcover / 192 pages
[A Career Press Title]

The best-selling UFO book of 2007/2008 is revised and updated with even more hard-hitting eyewitness testimony of one of the most important events of all time: the actual recovery of a UFO outside of Roswell, New Mexico, in 1947. For more than 60 years, government authorities have led us to believe the wreckage was merely a very conventional weather balloon—but the witnesses who were there continue to tell a different story. Witness to Roswell once again takes you on a “can’t put down” written account of what really transpired in Roswell, 61 years ago. It pries loose the truth the government doesn’t want us to know. This revised and expanded edition includes:

❖ A growing litany of deathbed confessions describing the “little people” recovered at the crash site.
❖ The most comprehensive time line of events ever published on this seminal event.
❖ The identity of the Boeing engineer called in to examine the exotic wreckage from the crash.
❖ What really took place at the Roswell base hospital and what nurse actually ordered the children’s caskets.
❖ The story of the soldier who wore gloves at the dinner table after guarding the “bodies.”

Clearly, the implications are foreboding, and one need just realize that officials now have four explanations to this historic event—but to which one do all the witnesses testify on their deathbeds? Witness to Roswell once again demonstrates to the world that no statute of limitation applies to the truth: We are not alone.
WEB CONTENT RX
A Quick and Handy Guide for Writers, Webmasters, eBayers, and Business People
by Wayne English
June 2009 / Softcover / 240 pages

Web Content Rx is a hands-on primer that shows anyone—even technical novices—how to write high-quality, keyword-laden, search engine optimized Web content. Based on the latest research on how people read the Web, it also includes numerous tips, tricks, and techniques on writing a blog, training, and creating an audio or video podcast. This must-have reference is for anyone working on the Web. Webmasters can avoid losing projects for lack of content. Business people can now create effective, readily understood Web content about their services or products. eBay sellers can create powerful online advertisements and photograph your products to maximize their appeal. Technical writers, and those who write for industry, will appreciate the extensive safety-related material.

DOUBLE DUTY
The Parents’ Guide to Raising Twins, from Pregnancy through the School Years
Second Edition
By Christina Baglivi Tinglof
May 2009 / Softcover / 224 pages

You’re excited to hear your baby’s heartbeat during the ultrasound. But what happens when you hear two heartbeats instead of one? Having a baby can cause any parent to feel overwhelmed, and with twins those concerns are multiplied by two. Having twins is a unique experience, and expert Christina Tinglof brings you the fully updated essential guide to help you cope with any issue that can arise—from pregnancy through the school years. With multiple pregnancies becoming more common, the second edition of this timely book provides you with the much needed information, practical tips, and strategies for handling the everyday challenges of parenting twins.

CONTENTS
Chapter 1. So You’re Having Twins
Chapter 2. Fifty Pounds and Still Gaining—Coping with Pregnancy
Chapter 3. It’s All in the Planning
Chapter 4. The first Month: Dirty Little Secrets Parents Won’t Tell You
Chapter 5. Months 2 through 6
Chapter 6. Months 7 through 12
Chapter 7. The Toddler Years
Chapter 8. School Days
OUTDOOR/LEISURE/HOBBIES

TEACH YOURSELF DRAWING
Fourth Edition
By Robin Capon
May 2009 / Softcover / 192 pages

Teach Yourself Drawing is a user-friendly and comprehensive guide that will prove indispensable whether you're a complete beginner or you have some drawing experience. Clearly structured with both black-and-white and color illustrations, you will be guided step-by-step through every aspect of the creative process, from the practicalities of materials to the technicalities of perspective and the creative impulse itself. Featuring sample projects broken down into their composition stages, with exercises to tackle, and plenty of advice on line, tone, texture and composition, this is a combination of practicality and inspiration in a portable yet comprehensive format.

CONTENTS
Ch 1: What is drawing?
Ch 2: Materials and equipment
Ch 3: Making a start
Ch 4: Light and dark
Ch 5: Drawing in color
Ch 6: Observation and interpretation
Ch 7: Keeping a sketchbook
Ch 8: Planning your drawing
Ch 9: Design principles
Ch 10: Subject matter
Ch 11: Developing your ability
Ch 12: Framing and presentation
Glossary
Taking it Further
Index

THE BLUE BOOK OF SAILING
By Adam Cott
May 2009 / Softcover / 272 pages

No other sport is as complex or as gear- and technique-intensive as sailing. The details and nuances are vast, but beneath the surface are 27 elements, or core areas of knowledge. By understanding these principles you can attain true mastery: tie any knot, shape any sail, take the helm of any boat, no matter how large or unfamiliar.

CONTENTS
1. Knowing the Angles
2. How to Make a Sailboat Go Where You Want It To
3. How to See the Wind
4. Catching the Wind, or Why Sails Are Curved
5. Steering with Your Sails
6. The Anatomy of a Rope
7. The Anatomy of a Knot
8. The Simple Secrets of Docking Under Sail
9. The Simple Secrets of Docking Under Power
10. Reading a Sail Plan Drawing
11. Keels and Rudders
12. Why Sailboats Don’t (Usually) Tip Over
13. Design Ratios and Boat Speed
14. The Nuts and Bolts of Design Ratios
15. Sailing Faster Using Telltales
16. Leaving a Dock Using Spring lines
17. Handling Heavy Weather
18. Why Sails Are Shaped Like Triangles
19. Why So Many Boats Have Two Sails
20. Tuning the Rig
21. What Makes a Good Boat
22. How Modern Boats Are Built
23. Keeping from Running Aground
24. Where Are We?
25. How Racing Tactics and Strategies Can Make You a Better Sailor
26. The Art of Avoiding Emergencies and the Tao of Handling Them
27. Why We Sail

THE COMPLETE TRAILER SAILOR
How to Buy, Equip, and Handle Small Cruising Sailboats
By Brian Gilbert
May 2009 / Softcover / 192 pages
ISBN: 9780071472586 / US$19.95

Trailer sailors—the smallest, most economical sailboats with sleeping accommodations—are a popular platform for learning the basics of sailing and are often considered to be the entry level to cruising under sail. Author Brian Gilbert shows how trailer sailors can be the ideal craft for a lifetime of enjoyment, including serious, long-distance cruising. This book covers all the bases, including how to inspect, buy, and equip a boat; how to trailer, sail, navigate, and cruise in small boats; how to use communications and navigation equipment; and more.

CONTENTS
PART 1 Getting a Boat
1. Finding the Right Boat for You
2. Evaluating Trailerable Sailboats
3. The Sailboats
4. Purchasing a boat
5. Tow Vehicles and Trailers
PART 2 Getting Your New Boat Ready for Sailing
6. Parts Common to most trailer-sailers
7. Trailer-Sailing equipment
PART 3 Taking Your Boat Out for the First Time
8. Ready to Sail
9. Sailing Knots
10. Sailing a Trailerable
PART 4 Expanding Your Experience and Ability
11. Rules Of The Road
12. Navigation and Piloting
13. Emergencies Under Sail
PART 5 Maintaining and Modifying your boat
15. Maintaining your Investment
16. Sailboat Improvements and Modifications
17. Getting Around when the Wind Won't Blow
18. Electricity on Your Boat
PART 6 Cruising in the Trailer-Sailer
19. Cruising Clothes and Stowage
20. Anchors and Anchoring
21. Meal Planning & Provisioning
22. What About the Bathroom?
23. Odds and Ends.
SEAMANSHIP SECRETS
By John Jamieson
May 2009 / Softcover / 336 pages
ISBN: 9780071605786 / US$18.95

These seamanship and navigation techniques are designed for maximum usefulness in the cockpits, pilothouses, and navigation stations of sail- and powerboats. Navigation techniques range from traditional to electronic and include highly useful tips for coastal cruise planning under sail or power. Seamanship techniques include docking and maneuvering, diesel engine maintenance, nighttime and heavy-weather passagemaking, weather tracking, collision avoidance, sailing, and sail repair.

GEORGE WASHINGTON'S SECRET NAVY
How the American Revolution Went to Sea
By James L. Nelson
May 2009 / Softcover / 400 pages
ISBN: 9780071628259 / US$17.95

From the author of the critically acclaimed Benedict Arnold’s Navy, here is the story of how America’s first commander-in-chief—whose previous military experience had been entirely on land—nursed the fledging American Revolution through a season of stalemate by sending troops to sea. Mining previously overlooked sources, James L. Nelson’s swiftly moving narrative shows that George Washington deliberately withheld knowledge of his tiny navy from the Continental Congress for more than two critical months, and that he did so precisely because he knew Congress would not approve.

CONTENTS
1 The Greatest Events...in the Present Age
2 "The amiable, generous and Brave George Washington, Esquire...”
3 New Lords, New Laws
4 The British Command
5 Noddies Island
6 Machias Sons of Liberty
7 "We Have the Utmost Reason to Expect Any Attack...”
8 The Navy Cabal
9 Our Weakness & the Enemy’s Strength at Sea
10 George Washington’s Secret Navy
11 Hannah Puts to Sea
12 Dolphin and Industry
13 Building and Equipping an American Fleet
14 Marblehead Boats at Beverly
15 Not a Moment of Time be Lost
16 Hancock and Franklin
17 Congress Pays a Visit
18 “For Gods Sake Hurry Off the Vessels...”
19 Lee’s Autumn Cruise
20 The Blundering Captn Coit...
21 The Nancy
22 John Manley, Naval Hero
23 Broughton and Selman Sail Home
24 An American Navy
25 1777
26 The Last of Washington’s Navy
WINGNUT'S COMPLETE SURFING
By Robert Weaver, and Scott Bannerot
May 2009 / Softcover / 224 pages
ISBN: 9780071497060 / US$17.95

Surfing is a sport that anyone can pick up and enjoy with the right instruction. Yet many how-to books fail to address crucial basics such as wave dynamics, board design and performance, and strategies for paddling out through the wave breaks. Wingnut's Complete Surfing covers all this and more, providing you with a complete guide.

CONTENTS
Preface
Introduction
1. Surfing Success: A Preview
2. Getting Started
3. Choosing the Wave
4. Learning Strategy
5. Rules of the Road
6. Safety in Surfing
7. Moving Up
8. All About Surf Boards
9. Surfing for Kids
10. Alternative Vehicles
11. Surfing by Boat
Appendix 1. Sources for Gear
Appendix 2. Further Reading

RAISING INTUITIVE CHILDREN
Guide Your Children to Know and Trust Their Gifts
By Caron B Goode, and Tara Paterson
May 2009 / Softcover / 224 pages

Raising Intuitive Children helps parents understand an intuitive child's world and teaches them how to validate, not suppress, these intuitive abilities. The stakes are high; if intuitive children get dismissed, they can lose their way, their joy, and their spirit. Psychotherapist Caron Goode teams up with parenting expert and coach Tara Paterson to share explanations, stories, and examples—many from Tara's own family—in this ground-breaking guide. It shows how to:

- Know if a child is intuitively gifted.
- Shift the parenting style to meet a child's style and strengths.
- Use breathing techniques to stay centered, calm, and optimistic.
- Create rituals so children can feel solid and bring forth their intuitive intelligence.
- Deal with environmental and nutrition elements that especially affect intuitives.
- Explore strategies for bonding and communication at each stage of development.
TEACH YOURSELF PARENTING YOUR TEENAGER
By Suzie Hayman
May 2009 / Softcover / 224 pages
[Not for sale in British Commonwealth, Hong Kong & Japan]

Teach Yourself Parenting Your Teenager gives you advice and encouragement to manage your child’s adolescence and turn these years of conflict into happy, hopeful times. It shows you how to improve communication with your teenager and gives you the insight to tackle all the areas of conflict calmly and confidently. In turn you will be helping your child become a strong, independent adult.

CONTENTS
INTRODUCTION
1. Changes; from child to adolescent
2. What do teenagers need?
3. Understanding behavior
4. Communication
5. Listening and talking, negotiating and compromising
6. Whose problem is this?/Separating out our problems from theirs
7. Points of conflict
8. Helping them fly
9. Looking after yourselves/How to be self-aware and look after yourself and each other
10. Final word--APPENDIX
Further Help – organizations providing help and recommended reading list.

TEACH YOURSELF HELPING YOUR CHILD TO GET FIT
By Ceri Roberts
May 2009 / Softcover / 192 pages
[Not for sale in British Commonwealth, Hong Kong & Japan]

This book will help you overcome all your concerns about your child’s health and fitness, giving you sensible advice for how to boost their activity levels and keep them active and healthy. It shows you things to do as a family, gives advice on how to motivate your child, and offers you tips on keeping their diet healthy— with plenty of sensible suggestions if you need to help your child lose weight.

CONTENTS
Introduction
Chapter 1: Why it’s important to be active
Chapter 2: Making changes
Chapter 3: Keeping fit as a family
Chapter 4: Starting early – activities for babies, toddlers and pre-schoolers
Chapter 5: Making exercise fun
Chapter 6: School sports
Chapter 7: Team games
Chapter 8: Individual activities
Chapter 9: Problems and concerns
Chapter 10: Overweight children
Chapter 11: Nutrition
Chapter 12: Fit for life
Taking it further
TEACH YOURSELF BRINGING UP HAPPY CHILDREN
By Glenda Weil, and Doro Marden
May 2009 / Softcover / 192 pages
[Not for sale in British Commonwealth, Hong Kong & Japan]

Teach Yourself Bringing Up Happy Children will help you to raise confident, happy and secure children and enjoy a happy and harmonious home. It offers plenty of sympathetic and practical support and advice for everything from the very basics of understanding your parenting to tackling tough issues such as sex, death and divorce. With lots of interactive exercises and situation-focused examples, you will be given all the tools you need to establish a warm environment in which your child can flourish.

SELF-HELP

TEACH YOURSELF CONFIDENCE AND SOCIAL SKILLS
By Paul Jenner
May 2009 / Softcover / 192 pages
[Not for sale in British Commonwealth, Hong Kong & Japan]

This book uses proven techniques, interactive tools, case studies, and motivational advice to help you communicate, socialize, and relate to others with real panache. If you've always been a little shy, it will give you step-by-step guides to becoming popular and confident, with practical tips on everything from body language to great conversation openers. Covering work, home, relationships, and every other area of your daily routine, this is an aspirational but achievable manual that will help you to feel better not only about yourself, but about the way in which you talk to people, make friends, and make an impression.

CONTENTS
01. introduction: acceptance
02. your secret weapons for overcoming shyness
03. how to make people like you – and love you
04. the easy art of conversation
05. where to make friends
06. I'll be me, you be you
07. does your body say hello?
08. if you're afraid of it, do it
09. being a 'yes' person, creating 'yes' people
10. if you want friends, learn to be alone
11. how to be calm and assertive without being aggressive
12. let people persuade themselves
13. helping other people to do their best
14. resolving disagreements
15. the opposite sex
16. taking it further

Prices in US$ are subject to change without notice.
Shipping and handling charges are extra.
TEACH YOURSELF MANAGING STRESS
Third Edition
By Terry Looker, and Olga Gregson
May 2009 / Softcover / 240 pages
[Not for sale in British Commonwealth, Hong Kong & Japan]

Teach Yourself Managing Stress explains why you feel stressed and how to do something about it. It will give you some simple guidelines about the sources of stress, and then explain all the different strategies you can use to deal with it. It shows you how better physical health can lead to better mental health, gives practical information on things like decluttering and work-life balance, and explains what the new discoveries of NLP and similar techniques can do to help you banish stress forever.

CONTENTS
Foreword
Introduction
1. Stress: a 21st century problem
2. What is Stress?
3. The Stress Response
4. Signs of Stress
5. Stress and Health
6. Stress and Performance
7. Sources of Stress
8. Personal Stress Management Planning
9. Improving coping ability
10. Altering Demands
11. Learning to Relax
12. Lifestyle Review
13. Modifying Type A behavior
14. Improving Personal Life Skills
15. Your Personal Stress Management Plan /Taking it further.

TEACH YOURSELF ART HISTORY
Second Edition
By Grant Poole, and Graham Whitham
May 2009 / Softcover / 224 pages
[Not for sale in British Commonwealth, Hong Kong & Japan]

Teach Yourself Art History is a comprehensive and unpretentious guide that will ensure you gain a solid grounding in this fascinating subject. It begins by asking the fundamental question, “what exactly is art?” before delving into the main historical approaches and interpretations, such as formalism, postmodernism and context. The different art periods, styles and genres are all considered in detail and illustrated with well-known examples, as are painting techniques and the way in which art is presented in museums and galleries. So, whether you are preparing for a course in art history or just want to gain confidence in your own opinions, this is the book for you.

CONTENTS
Ch 1: What is Art?
Ch 2: Judging by appearances: formalist approaches to art
Ch 3: Beyond the picture frame: art in context
Ch 4: Art today: contemporary ways of looking
Ch 5: Art in the galleries: spectacle and display
Ch 6: An ABC survey of sources
Ch 7: A guide to major galleries
A glossary of terms
TEACH YOURSELF BODY LANGUAGE

Third Edition
By Gordon Wainwright
May 2009 / Softcover / 224 pages

[Not for sale in British Commonwealth, Hong Kong & Japan]

We all use body language. Over 90 percent of all face-to-face communication is non-verbal, and the silent messages of body language often reveal more than the spoken word in conveying true feelings. These messages are particularly significant in influencing first impressions and the self-image we project to others. Now updated for the 21st century with the very latest research, Teach Yourself Body Language gives you the knowledge and understanding to be able to use and interpret body language more effectively. It includes practical exercises that will enhance your understanding of non-verbal communication. It also explores the use of body language in personal and professional situations.

CONTENTS
Ch 1: Introducing body language
Ch 2: Skills and techniques
Ch 3: Eye contact / facial expression
Ch 4: Head movements / gestures and body movements
Ch 5: Posture and stance / proximity and orientation
Ch 6: Bodily contact
Ch 7: Appearance and physique
Ch 8: Timing and synchronization
Ch 9: Body language and spoken language /
Ch 10: Body language around the world
Ch 11: Body language at work
Ch 12: Everyday encounters / personal attraction
Ch 13: Personal development
Conclusion
Further reading
Index

TEACH YOURSELF YOUR MENOPAUSE

By Janet Wright
May 2009 / Softcover / 192 pages

[Not for sale in British Commonwealth, Hong Kong & Japan]

Teach Yourself Your Menopause will give you a clear and steady path through the maze of conflicting information and instead offer a comprehensive guide to the years immediately before, during, and after the menopause. You learn how to treat menopause not as a disease but as another stage in your life. It will explain what exactly is happening in your body and help you understand the signs and symptoms of these changes as well as their physical, mental, and emotional impact. It will offer you support as you face the end of your fertile years, realistic advice for contraceptive choices, and insight into your sexuality at this stage.

CONTENTS
Introduction
The Hormone Story
Physical Effects
Mind and Mood
Midlife Health
Fertility
Contraception
Sexuality
Hormone Replacement Therapy
Other Medical Help
Complementary Therapies
A Lifestyle That Works for You
Fitness
Nutrition
Early and Premature Menopause
THE OTHER KIND OF SMART
By Harvey Deutschendorf
May 2009 / Softcover / 224 pages
ISBN: 9780814414057 / US$17.95

We have known for years that the difference between those who become successful in life and those who struggle is their degree of emotional intelligence (EI), or “people skills.” Now, The Other Kind of Smart shows readers how they can increase their emotional intelligence and overcome the barriers that are preventing them from realizing their true potential. Emotional intelligence coach Harvey Deutschendorf has shown thousands of people how to relate emotional intelligence to everyday situations. Here, he uses the proven techniques of storytelling, combined with quotes and exercises, to show readers how to apply the principles of EI on the job. Filled with real-life scenarios and solutions, the book offers tools that will bring results in as little as five minutes a day and shows how to develop stress tolerance, cultivate empathy, increase flexibility with co-workers, boost assertiveness, and resolve problems successfully. Complete with an EI quiz that will help readers measure their own level of emotional intelligence, this invaluable guide will enable everyone to improve their relationships and increase their effectiveness at work in a practical, accessible way.

CLICK
Ten Truths for Building Extraordinary Relationships
By George C. Fraser
May 2009 / Softcover / 256 pages

Personal growth guru Stephen Covey calls George Fraser a “masterful teacher.” TV host and journalist Tony Brown calls him a “visionary with the rare combination of leadership and management skills.” And each year, tens of thousands of people attend his seminars and conferences to learn how to move beyond networking and start truly connecting to take their relationships to the next level. Fraser shares the insider secrets that will help you to tap into the richest resource on the planet—other people—to achieve goals and share your talents in business and in life.

CONTENTS
1. Know Who’s on Your Side
2. Prune Your Relationship Tree Regularly
3. Trust First; Distrust Must be Earned!
4. Communicate with Your Heart
5. Always Give, Share, and Add Value—First!
6. Every Day is a Performance. Be Authentic.
7. Be Open to Everything. Attached to Nothing. The Best Ideas Win!
8. Treat Others as they Wish to be Treated
9. Make Peace, Not War, with Words
10. Pamper Your Relationships!

BEYOND SUCCESS
By Jeff Gitterman
May 2009 / Hardcover / 240 pages
ISBN: 9780814413364 / US$22.00

Ask those who have achieved what they once thought of as their ultimate dream whether it’s related to money, career, family, or relationships and they will most likely tell you that something is still missing. When it comes to success, happiness, and contentment, we surprisingly tend to find more exhilaration in chasing our goals than in attaining them. But what does this mean for those of us who strive for meaning in our lives? We can’t just stop trying, can we? Is there any way to truly feel fulfilled? This book provides a down-to-earth process for finding peace and contentment within the real world…and redefines the meaning of success.
TRAUMA STEWARDSHIP
An Everyday Guide to Caring for Self While Caring for Others
by Connie Bark, and Laura Van Dernoot Lipsky
May 2009 / Softcover / 264 pages
[A Berrett-Koehler Title]
Working to make the world a more hopeful and sustainable place can mean having to confront trauma head-on, day in and day out. Over months and years this takes an enormous toll, one that were often not even fully aware of until the day we feel like we just cant go on any more. And the work is too important to risk that happening.

HOW TO INSTANTLY CONNECT WITH ANYONE
96 All-New Little Tricks for Big Success in Relationships
by Leil Lowndes
May 2009 / Softcover / 336 pages
Meet new people and converse with confidence. Be credible and charismatic in every social and business situation. Make friends and important contacts wherever you go. Command the respect of everyone you meet. You know who they are. They’re the people who, regardless of money, education, looks, or personality, make an impression wherever they go. They are master communicators, and everyone enjoys talking to them. How to Develop Great People Skills shows you how to be one of those lucky few. Communication guru Leil Lowndes arms you with ninety-six all-new, cutting edge, research-based communications techniques for success in life, love, and business. You will smash the invisible glass ceiling that keeps many people down both personally and professionally. Your new weapon is a neurologically and psychologically sound concept called “Emotional Prediction,” or E.P. Leil Lowndes explains the power of EP and shows you how to harness it through deceptively simple methods to reach greater success in all of your relationships.

CONTENTS
Section I: Make a Great Impression Before They Even Meet You
Section II: Take the “Hell” Out of Hello and Make Your Goodbye Good
Section III: Develop An Extraordinary Gift of Gab
Section IV: Be a Cool Communicator and Win Everyone’s Affection & Admiration (Including Your Own)
Section V: Avoid the 15 Most Common Things You Should Never Say or Do

TOO BUSY FOR YOUR OWN GOOD
Get More Done in Less Time—With Even More Energy
By Connie Merritt
June 2009 / Softcover / 256 pages
For the woman who has everything except the time to do anything comes this empowering handbook of proven techniques for reducing the busy-ness levels in our crazy, hectic lives. Written by a recovered Superwoman who tried to do it all, the book shows you how to prioritize, how to say no, how to deal with difficult people, and how to get more done in less time without multi-tasking. Best of all, it teaches you to relax and enjoy the things that really matter and become reenergized and excited about life!

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Chapter 4: Dissecting Disharmony—Tame the Lions in Your Life
Chapter 5: People Extinguishing Your Spark
Part III: Stress and the City (or Country)
Chapter 6: The proper care and feeding of co-workers and bosses
Part III: Stress and the City (or Country)
Chapter 7: Stress—Good News or Bad?
There is no more stressful and traumatic experience than coping with the death of a loved one. There are various stages of grief and loss, which often take months or even years for many people to overcome. But with the right guidance, readers can learn to lessen the pain and live happy lives. Solace provides soothing comfort and hope for those who are suffering. As an award-winning bereavement expert, Roberta Temes believe all of us experience and process grief in our own way. Here she helps readers through the stages of grief, tells them when they should worry, helps them consider the pros and cons of bereavement groups and counselors, and shows them how to use visualization to help the healing process. Featuring anecdotes drawn from her bereavement practice so readers may learn from the experiences of others who have also gone through and struggled with loss, Solace is also filled with comforting affirmations, quotations and words of encouragement. Dealing with loss is never easy, but this book provides a calming companion to help readers through their mourning and begin enjoying life again.

**Sports/Fitness**

In My View from the Corner, Dundee delivers a candid, behind-the-scenes look at his involvement in some of boxing’s most controversial and historic moments. Pulling no punches and telling it like it really was, Dundee breaks decades of silence to reveal how he had to talk Ali into not quitting during his first fight with champion Sonny Liston; the truth about the “phantom punch” that KO’d Liston in their rematch; what he did and did not do to assure an Ali victory against George Foreman during their “Rumble in the Jungle” in Zaire; how Howard Cosell filed a false report about the Ray Leonard-Roberto Duran fight that will not die to this day; the mob’s influence on boxing; his true feelings on Ali’s conversion to Islam; and what it was like to train Russell Crowe for his role in Cinderella Man.

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Afterword by George Foreman

TEST PREP

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By Christopher Black, and Mark Anestis
June 2009 / Softcover / 784 pages
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By Steven Dulan, Advantage Education
June 2009 / Softcover / 544 pages

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By Steven Dulan, Advantage Education
June 2009 / Softcover / 480 pages
ISBN: 9780071624305 / with CD-Rom / US$33.95

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Third Edition

By Educational Testing Service

June 2009 / Softcover with CDROM / 374 pages
ISBN: 9780071624053 / US$36.00
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By Karen Higeman, Kristin D. Sherman, and Winifred Ho

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May 2009 / Softcover
ISBN: 9780071605830 / US$74.95
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By Rebecca A. Schmidt, Psychiatrist

May 2009 / Softcover

ISBN: 9780071549714 / US$64.95

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**EXAM REVIEW/MANUALS**

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*Fifth edition*

By McGraw-Hill

June 2009 / Softcover / 300 pages


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INTENSIVE REVIEW FOR THE EMERGENCY MEDICINE QUALIFYING EXAMINATION
By Sassan Naderi, Bellevue Hospital, and Richard Park
Long Island Jewish Medical Center
May 2009 / Softcover with CDROM / 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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June 2009 / Softcover / 544 pages
ISBN: 9780071448710 / US$42.95

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By John Wasson, Stanford University, B. Timothy Walsh, Einstein College of Medicine, Harold Sox, Stanford University, Robert Pantell, Mary C. LaBrecque, Elizabeth Scott Wasson

May 2009 / Softcover / 400 pages
ISBN: 9780071625692 / US$44.95

The Common Symptom Guide is the most trusted and easy-to-use reference for quickly and accurately evaluating and treating patients based on presenting symptoms. The Guide includes lists of pertinent questions, physical findings, and differential diagnosis for more than 100 of the most common adult and pediatric symptoms so you can instantly diagnose and treat the complaint.

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By Karen Kim
May 2009 / Hardcover / 272 pages
ISBN: 9781556428371 / US$99.95

Colorectal cancer is the third most common malignancy in the United States and the third leading cause of cancer mortality in both men and women. As gastroenterologists and primary care physicians are faced with patients with colorectal cancer, the future road to decreasing these numbers begins with increased knowledge and awareness of the effects that biology, genetics, environment, and lifestyle have on the disease. In Early Detection and Prevention of Colorectal Cancer, Dr. Karen Kim and her esteemed contributors take a comprehensive look into the world of colorectal cancer and the ways that today’s physician can positively impact the patient’s outcome. With cutting-edge technology and information, Early Detection and Prevention of Colorectal Cancer should be in the hands of all gastroenterologists, primary care physicians, and those in training.

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By David Rubin MD; Sonia Friedman MD; Francis A. Farraye MD
May 2009 / Softcover / 240 pages
ISBN: 9781556428562 / US$79.95

Are you looking for concise, practical answers to questions that are often left unanswered by traditional IBD references? Are you seeking brief, evidence-based advice for complicated cases or complications? Curbside Consultation in IBD: 49 Clinical Questions provides quick and direct answers to the thorny questions commonly posed during a “curbside consultation” between colleagues. Dr. David Rubin, Dr. Sonia Friedman and Dr. Farraye have designed this unique reference, which offers expert advice, preferences, and opinions on tough clinical questions commonly associated with IBD. The unique Q&A format provides quick access to current information related to IBD with the simplicity of a conversation between two colleagues. Numerous images, diagrams, and references are included to enhance the text and to illustrate IBD. Curbside Consultation in IBD: 49 Clinical Questions provides information provides information that high-volume clinicians will appreciate, and yet is basic enough for residents. Gastroenterologists, fellows and residents in training, surgical attendings, and surgical residents will benefit from the user-friendly and casual format and the expert advice contained within.

ACING THE GI BOARD EXAM

The Ultimate Crunch-Time Resource

By Brennan Spiegel MD, MSHS
May 2009 / Softcover / 256 pages
ISBN: 9781556428685 / US$79.95

In today’s fast-paced world, gastroenterology & hepatology residents and fellows struggle to find the time to study for the board exams, prepare for teaching rounds, or just plain read. What is the best way to effectively prepare and study if reading multiple resources can’t seem to fit into your daily schedule? The answer to your study questions (and study time!) can be found inside: Acing the GI Board Exam: The Ultimate Crunch-Time Resource. Traditional textbooks usually feature long and detailed discussions that are not directly relevant to board and re-certification exams. On the flip side, many board review manuals provide lists and bullet points lacking sufficient background and context. Acing the GI Board Exam by Dr. Brennan Spiegel aims to fill the unmet need in board review by presenting time-tested and high-yield information in a rational, useful, and contextually appropriate format. With its focus on pearl after pearl, emphasis on images, and attention to high-yield “tough stuff” vignettes you don’t know the answers to (yet), Acing the GI Board Exam is truly the ultimate crunch-time resource for acing the GI and Hepatology examination, taking re-certifying examinations, looking good on clerkship rounds, or for just challenging yourself with interesting and entertaining vignettes.
COSMETIC DERMATOLOGY: PRINCIPLES AND PRACTICE
Second Edition
By Leslie S. Baumann
May 2009 / Hardcover / 336 pages
ISBN: 9780071490627 / US$149.00

Cosmetic Dermatology offers complete coverage of the latest, most effective skin care agents and procedures. Spanning the entire spectrum of cosmetic dermatology, it takes you through the most current medications, cosmeceuticals, and procedures. Presented in full color, the book is firmly grounded in an evidence-based, clinically-relevant approach—making it perfect for use in everyday practice.

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McGRAW-HILL SPECIALTY BOARD REVIEW PAIN MEDICINE
By Salahadin Abdin, Pradeep Chopra, Howard Smith
June 2009 / Softcover / 512 pages
ISBN: 9780071443449 / US$64.95

Pain Medicine: McGraw-Hill Specialty Board Review is the perfect way to prepare for the American Board of Anesthesiology exam as well as exams given by the American Board of Pain Medicine and the American Academy of Pain Medicine. It’s also great for recertification! You’ll find everything you need in one comprehensive review: questions, answers, explanations, practice tests, and references.

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NEONATOLOGY
Management, Procedures, On Call Problems, Diseases, and Drugs
Sixth Edition
By Tricia Lucy Gomella, Johns Hopkins School Of Medicine, M. Douglas Cunningham, Pediatric Medical Group, Fabien G. Eyol, Johns Hopkins School Of Medicine
June 2009 / Softcover / 768 pages
ISBN: 9780071544313 / US$54.95

The best quick-reference guide to treating common and rare problems in newborns--completely updated to reflect the latest research and advances. 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.

DERMATOLOGY FOR SKIN OF COLOR
By A. Paul Kelly, Susan C. Taylor, St. Luke’s-Rossevelt Hospital
May 2009 / Hardcover / 748 pages
ISBN: 9780071446716 / US$169.00

Dermatology for Skin of Color is a comprehensive reference thoroughly detailing every aspect of dermatologic science as it applies to skin of color - from the development of the skin to the biology of hair and nails. All commonly encountered dermatologic problems of Africans, Asians, Native American, and other peoples are covered as are other diseases with significant skin manifestations. For each problem/disorder discussed, the authors offer detailed, specialized advice on diagnosis and treatment methods. Both medical and surgical treatment options are discussed as is cosmetic dermatology. In addition, folk remedies and over-the-counter treatments specifically targeting this population are also covered.
INTERNAL MEDICINE

CURRENT DIAGNOSIS AND TREATMENT IN GASTROENTEROLOGY, HEPATOLOGY, AND ENDOSCOPY
By Norton Greenberger, Richard Blumberg, Robert Burakoff
May 2009 / Softcover / 400 pages
ISBN: 9780071490078 / US$69.95
ISBN: 9780071640022 [IE]

Authored by expert physicians at Harvard Medical School and Brigham and Women’s Hospital, CURRENT Diagnosis & Treatment in Gastroenterology, Hepatology, and Endoscopy offers a streamlined, templated presentation that simplifies the diagnosis and medical management of digestive and liver diseases.

PLASTIC SURGERY
Clinical Problem Solving
By Peter J. Taub, and R. Michael Koch
May 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.

THE BLACK BOOK OF CLINICAL EXAMINATION
By Tey Hong Liang, and Erle Lim Chuen-Hian
June 2009 / Softcover / 384 pages
ISBN: 9780071268363 / US$29.95
[An Asian Publication]

This book takes the medical student through the steps of a basic clinical examination. The authors, who have many years of experience coaching candidates for undergraduate and postgraduate examinations, stress the significance of important steps and relevant signs, highlight common errors, and provide useful advice to guide the student through the morass of information that is apt to trap the unguided. The book also takes the student through typical exam cases, providing answers to ‘favourite examiners’ questions’ and insights into the examiners’ perspective.

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CLINICAL BRAIN MAPPING
By Daniel Yoshor, and Eli Mizrahi
May 2009 / Hardcover / 420 pages
ISBN: 9780071484411 / US$159.00
Clinical Brain Mapping provides a practical guide to mapping brain function prior to neurosurgery. Featuring 350 illustrations, this step-by-step guide provides complete coverage of mapping methods from the classic Wada test to the newest fMRI and magnetoencephalography procedures. The authors review the systems that are mapped with a multi-modality approach and include chapters on specific applications of each technique.

CONTENTS
I) Techniques: How to Map Brain Function
1. Stuctural MRI: Techniques and Imaging Clues for Identification of Functional Brain Regions
2. Surface Anatomy as a Guide to Cerebral Localization
3. Functional MRI: Technique and Practical Application in Clinical Practice
4. Magnetoencephalography
5. Intraoperative Physiological Mapping: Direct Cortical Stimulation and Electroencephalographic Recordings of Somatosensory Evoked Potentials
6. Optical Imaging
7. Anesthetic Techniques for Intraoperative Brain Mapping
9. Brain Mapping in Pediatric Patients: Special Considerations
II) Mapping Specific Functions
10. Somatomotor and Somatosensory
11. Language
12. Vision
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III) Clinical Applications:
15. Brain Mapping in the Treatment of Epilepsy
16. Brain Mapping in the Treatment of Tumors and AVMs

NURSING

TELEPHONE TRIAGE WITH CD-ROM
Protocols for Adult Populations
By Sheila Wheeler, TeleTriage Systems
May 2009 / Softcover / 600 pages
ISBN: 9780071598002 / US$59.95
Written by Sheila Wheeler, one of the world’s leading experts in telephone triage, this functional reference provides the guidelines nurses need for the safe, effective, and fast disposition of 1,000 health related problems by telephone. Organized by anatomical site and written in lay language, Telephone Triage eliminates the extra step of translating home treatment, first aid, or self-assessment instructions when performing telephone triage with the layperson. The format incorporates a critical-thinking process that mimics how nurses naturally solve problems in real-world situations. This “4 in 1” package contains everything you need to implement a telephone triage program: Comprehensive training, protocols, standards and a CD with case studies for analysis and critique, plus an optional telehealth continuing education website.

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User’s Guide and Operating Standards
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Abdomen Problem
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Back Problem (Upper & Lower)
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AN OCCUPATIONAL PERSPECTIVE ON LEADERSHIP
Theoretical and Practical Dimensions

By Sandra Barker Danbar DPA, OTR/L

June 2009 / Softcover / 128 pages
ISBN: 9781556428739 / US$51.95

With consistent efforts of current professional leadership to encourage occupational therapists to increase their visibility in local, state, and national affairs related to the profession, it is necessary to provide specific tools for bridging the gap in knowledge concerning leadership. An Occupational Perspective on Leadership: Theoretical and Practical Dimensions is a unique text that will serve to provide an overview of current theoretical perspectives of leadership and an application of these theories to occupational therapy academic, and practice arenas. In addition to leadership theories, An Occupational Perspective on Leadership provides an overview of occupational theoretical models for occupational therapists to formulate an integrated approach that is also founded on core concepts of the profession. Theoretical models such as the Person-Environment-Occupation Model will be used to exemplify how leadership can be viewed through an occupation-oriented lens. As the profession continues to promote leadership, An Occupational Perspective on Leadership: Theoretical and Practical Dimensions is a must-have text for entry-level professionals, as well as doctoral students. Practicing occupational therapists will also benefit from the exposure to leadership theories and their application in the clinical realm.
LIFE BALANCE
Multidisciplinary Theories and Research
By Kathleen Matuska MPH, OTR/L; Charles H. Christiansen Ed D, OTR, OT(C), FAOTA
June 2009 / Hardcover / 300 pages
ISBN: 9781556429064 / US$49.95

Life Balance: Multidisciplinary Theories and Research is a unique text that offers empirical research and theories to a concept not yet recognized in the scientific community. Dr. Kathleen Matuska and Dr. Charles Christiansen are joined by Dr. Helene Polatajko and Jane Davis to proficiently address the various ways to conceptualize life balance as distinguishable among other positive state constructs.

PHARMACOLOGY

PHARMACY STUDENT SURVIVAL GUIDE
Second Edition
By Ruth E. Nemire, Nova Southeastern University, Karen L. Kier, Ohio Northern University
2009 / Softcover / 528 pages
ISBN: 9780071603874 / US$49.95

Pharmacy Student Survival Guide is a one-of-a-kind roadmap for excelling in pharmacy practice courses. A combination calculations, kinetics, drug information, medical terminology, and laboratory data book all in one, the Guide helps you organize case information, improve problem-solving skills, learn terminology, and impress faculty during rounds.

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Section I Systems and Expectations
1. What to expect
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Section I- Pharmacists role in the Global Community (WHO, CDC, Public Health)
PHYSICAL THERAPY

ADMINISTRATIVE TOPICS IN ATHLETIC TRAINING
Concepts to Practice
By Gary Harrelson EdD, ATC; Greg Gardner EdD, ATC; Andrew Winterstein PhD, ATC
May 2009 / Hardcover / 320 pages
ISBN: 9781556427398 / US$63.95

Administrative Topics in Athletic Training: Concepts to Practice is a dynamic text that addresses important administrative issues and procedures as well as fundamental concepts, strategies, and techniques related to the management of all aspects of an athletic training health care delivery system. Unlike traditional organization and administration textbooks, this text delivers a multitude of content focused on classical management theory. Drs. Gary Harrelson, Greg Gardner, and Andrew Winterstein have presented a balance of theory and application in Administrative Topics in Athletic Training: Concepts to Practice, including case studies and scenarios in each chapter to help students realize immediate application of the content.

ATHLETIC TRAINING STUDENT PRIMER
A Foundation for Success
By Andrew Winterstein PhD, ATC
June 2009 / Softcover / 256 pages
ISBN: 9781556425707 / US$49.95

The Athletic Training Student Primer: A Foundation for Success is a dynamic text that supplements the core concepts, terminology, and educational requirements of athletic training with the combination of academic and clinical education to establish a foundation of knowledge. This valuable resource is designed for both prospective and current athletic training students. Topics include the history of the National Athletic Trainers Association, diversity, employment settings, emerging trends, and educational resources. Unlike other introductory athletic training texts, much of the information is derived from interviews with a diverse group of professionals. This method allows for insight and advice on work environments, ethics, professional preparation, maximizing clinical education opportunities, and building a successful career. The reader is provided with a multitude of answers to many “real-life” athletic training situations. To further facilitate learning, an interactive website companion has been developed to complement the text. Through this website you will find a range of helpful features including web resources pertaining to the corresponding chapter topics, flash cards teaching important concepts, and quizzes testing the knowledge presented. The Athletic Training Student Primer: A Foundation for Success effectively blends the core concepts in athletic training with guidance on the human elements of the profession to provide a springboard for future study.
McGRAW-HILL CONCISE ENCYCLOPEDIA OF SCIENCE AND TECHNOLOGY
Sixth Edition
By McGraw-Hill
June 2009 / Hardcover / 2688 pages
ISBN: 9780071613668 / US$295.00
www.accessscience.com

A major revision of this classic encyclopedia covering all areas of science and technology, the McGraw-Hill Concise Encyclopedia of Science and Technology, Sixth Edition, is prepared for students, professionals, and general readers seeking concise yet authoritative overviews of topics in all major fields in science and technology. The McGraw-Hill Concise Encyclopedia of Science and Technology, Sixth Edition, satisfies the needs of readers for an authoritative, comprehensive reference work in a relatively compact format that provides the breadth of coverage of the McGraw-Hill Encyclopedia of Science & Technology, 10th Edition.

SCHAUM'S OUTLINE OF DIFFERENTIAL EQUATIONS
Third Edition
By Richard Bronson, Fairleigh Dickinson University
May 2009 / Softcover / 385 pages
ISBN: 9780071611626 / US$18.95

CONTENTS
1. Basic Concepts
2. An Introduction to Modeling and Qualitative Methods
3. Classifications of First-Order Differential Equations
4. Separable First-Order Differential Equations
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SCHAUM'S OUTLINE OF MATHEMATICA
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By Eugene Don
May 2009 / Softcover / 384 pages
ISBN: 9780071608282 / US$18.95

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1. Getting Acquainted
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SCHAUM'S OUTLINE OF COMPLEX VARIABLES
Second Edition
By Murray R. Spiegel (deceased), Seymour Lipschutz, Temple University-Philadelphia, John J. Schiller, and Dennis Spellman, Temple University-Philadelphia
May 2009 / Softcover / 384 pages

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1. Complex Numbers
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SCHAUM'S OUTLINE OF VECTOR ANALYSIS
Second Edition
By Murray R. Spiegel (deceased), and Seymour Lipschutz, Temple University-Philadelphia
May 2009 / Softcover / 264 pages
ISBN: 9780071615457 / US$19.95

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1. Vectors and Scalars
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3. Vector Differentiation
4. Gradient, Divergence and Curl
5. Vector Integration
6. The Divergence Theorem, Stokes' Theorem, and Related Integral Theorems
7. Curvilinear Coordinates
8. Tensor Analysis
McGRAW-HILL'S PODCLASS MACBETH STUDY GUIDE (SET)

By Anthony J. Armstrong

June 2009 / Softcover with Audio CD / 8 pages

In this unique audio series, 21st century technology brings alive a 16th century writer and his work so students can fully understand the genius of William Shakespeare. McGraw-Hill's PodClass: Macbeth Study Guide helps you reinforce what you have learned in class or even fill in the bits you may have missed. This program includes more than 50 mini lectures on main topic points, engaging scene summaries, and “drama bytes”—key quotes and dialogues from the play, as well as insider guidance on approaching tests, papers, and essays. This is not an abridged recording of the play; rather this dynamic audio program reveals what it means, which characters are important, what themes Shakespeare was exploring—all the issues that you need to know to ace your test.

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01 Context
  (background, sources, Shakespearean cannon, etc.)
02 Well digested in the scenes
  (act & scene summaries; quotes sorted by scene)
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  (lectures on key themes & motifs)
04 In thy memory lock’d
  (Key quotes & monologs split into manageable bytes)
05 Macbeth
  (lectures on all aspects of central character & his relationships)
06 Other players
  (lectures on & quotes from all other main characters)
07 An understanding school’d
  (insights for viewers, actors, and students—incl. test questions)
08 Reference
  (audio glossary of difficult terms)

McGRAW-HILL'S PODCLASS ROMEO & JULIET STUDY GUIDE (SET)

By Anthony J. Armstrong

June 2009 / Softcover / 8 pages

In this unique audio series, 21st century technology brings alive a 16th century writer and his work so students can fully understand the genius of William Shakespeare. McGraw-Hill's PodClass: Romeo & Juliet Study Guide helps you reinforce what you have learned in class or even fill in the bits you may have missed. This program includes more than 50 mini lectures on main topic points, engaging scene summaries, and “drama bytes”—key quotes and dialogues from the play, as well as insider guidance on approaching tests, papers, and essays. This is not an abridged recording of the play; rather this dynamic audio program reveals what it means, which characters are important, what themes Shakespeare was exploring—all the issues that you need to know to ace your test.

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07 An understanding school’d
  (insights for viewers, actors, and students—incl. test questions)
THE TEACHER’S CALENDAR SCHOOL YEAR 2009-2010

By Editors of Chase’s Calendar of Events
May 2009 / Softcover / 304 pages

For more than a decade, K–8 teachers, librarians, and other educators have turned to The Teacher’s Calendar to capture the attention of their students. The Teacher’s Calendar offers you innovative classroom ideas for every day of the year, from August 1 to July 31. Each page is packed with suggestions for class activities, bulletin boards, and school calendars. Special sidebars highlight specific dates and provide curriculum ideas, lists of appropriate books, and related websites.

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Book organized by the school year, from August 2009 through July 2010

McGRAW-HILL’S PODCLASS HAMLET STUDY GUIDE (SET)

By Jane Mollison
June 2009 / Softcover with Audio CD / 8 pages

In this unique audio series, 21st century technology brings alive a 16th century writer and his work so students can fully understand the genius of William Shakespeare. McGraw-Hill’s PodClass: Hamlet Study Guide helps you reinforce what you have learned in class or even fill in the bits you may have missed. This program includes more than 50 mini lectures on main topic points, engaging scene summaries, and “drama bytes”—key quotes and dialogues from the play, as well as insider guidance on approaching tests, papers, and essays. This is not an abridged recording of the play; rather this dynamic audio program reveals what it means, which characters are important, what themes Shakespeare was exploring—all the issues that you need to know to ace your test.

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(lectures on all aspects of central character & his relationships)
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07 An understanding school’d
(insights for viewers, actors., and students—incl. test questions)
08 Reference
(audio glossary of difficult terms)
**McGRAW-HILL'S PODCLASS A MIDSUMMER NIGHT'S DREAM STUDY GUIDE (SET)**

*By Jane Maltison*

June 2009 / Softcover with Audio CD / 8 pages  

In this unique audio series, 21st century technology brings alive a 16th century writer and his work so students can fully understand the genius of William Shakespeare. McGraw-Hill's PodClass: A Midsummer Night's Dream Study Guide helps you reinforce what you have learned in class or even fill in the bits you may have missed. This program includes more than 50 mini lectures on main topic points, engaging scene summaries, and “drama bytes”—key quotes and dialogue from the play, as well as insider guidance on approaching tests, papers, and essays. This is not an abridged recording of the play; rather this dynamic audio program reveals what it means, which characters are important, what themes Shakespeare was exploring—all the issues that you need to know to ace your test.

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05 The players  
(lectures on & quotes from all main characters)  
07 An understanding school’d  
(insights for viewers, actors, and students—incl. test questions)  
08 Reference  
(audio glossary of difficult terms)

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**THE MASTER TEACHER**

*By Steve Springer, Brandy Alexander, and Kimberly Persiani-Becker*

June 2009 / Softcover / 304 pages  

Master Teachers are those laudable figures who have decades of experience, passion, and great advice for you, the new teacher on the block. Full of exercises, reproducible checklists, and sophisticated advice, The Master Teacher shares the wisdom and hard skills that will guide you in shaping your “Teaching Goals” and techniques.

**CONTENTS**

1. Setting Goals For Yourself as a Teacher  
2. Developing Analytic and Problem-Solving Skills  
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5. Developing a Mentor Program in Your School  
6. Fostering Great Relationships with Your Principal and School Board  
7. Reaching Out to Others in Your District  
8. Be the Best That You Can Be: Certification
Perfect Phrases in Italian for Confident Travel
By Salvatore Bancheri, and Michael Lettieri
June 2009 / Softcover / 208 pages

More than your average phrasebook, this portable title shows you how to be a well-mannered visitor and speak the local language in the correct context. 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 Italian 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 Italy.

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14. Health Issues
15. Making Plans
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17. Keeping in Touch
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19. Weather
20. Conversational Phrases Index

Teach Yourself Business Mandarin Chinese
By Sarah Carroll
June 2009 / Softcover with Audio CD / 128 pages

[Not for sale in British Commonwealth, Hong Kong & Japan]

In the global market, you need to be able to say more than just “hello” in another language. You need to talk about money, trade, labor, and more. Teach Yourself Business Mandarin Chinese will give you all you need to feel confident about doing business in China. On the three audio CDs, you get the essential Mandarin Chinese you will need for all general transactions as well as some industry-specific jargon. The recordings feature native speakers, so you will hear how the language really sounds and have ample opportunities for practice.

Contents
Culture Book:
1. Chinese in the World
2. The Chinese Language
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4. Become a Global Businessman
5. Getting Academic
6. Chinese Business Culture
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Reference
McGRAW-HILL'S PODCLASS FRENCH ALL-IN-ONE MP3 DISC (SET 3)

By Alex Chapin

June 2009 / Softcover with Audio CD / 16 pages
ISBN: 9780071627627 / US$18.95

Designed by technology expert and creator of the bestselling iSpeak series Alex Chapin, McGraw-Hill’s PodClass: French All-in-One tackles three key areas of language learning—vocabulary, verbs, and phrases—giving you a portable tool for reference and review. McGraw-Hill’s PodClass: French All-in-One gives you the flexibility of learning on the go and the ability to target those language skills which need more work. This package features common verbs conjugated in 10 different tenses, 30 thematic vocabulary lists than contain more than 900 essential words, and over 100 key conversational phrases. Using the iPod’s easy navigation, you can find what you are looking for quickly, whether you are searching for a word’s meaning or need to hear how a phrase is pronounced. By using the Playlist feature, you can customize your learning experience; for instance, you could create a playlist of vocabulary you need to know for a test or phrases you want to use in everyday conversation. Best of all, you can hear and see your new language!

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30 Key Verbs Conjugated in Eleven Tenses
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900 Essential Vocabulary Words

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McGRAW-HILL'S PODCLASS ITALIAN ALL-IN-ONE (MP3 DISC)

By Alex Chapin

June 2009 / Softcover with Audio CD / 16 pages
ISBN: 9780071627528 / US$18.95

Designed by technology expert and creator of the bestselling iSpeak series Alex Chapin, McGraw-Hill’s PodClass: Italian All-in-One tackles three key areas of language learning—vocabulary, verbs, and phrases—giving you a portable tool for reference and review. McGraw-Hill’s PodClass: Italian All-in-One gives you the flexibility of learning on the go and the ability to target those language skills which need more work. This package features common verbs conjugated in 10 different tenses, 30 thematic vocabulary lists than contain more than 900 essential words, and over 100 key conversational phrases. Using the iPod’s easy navigation, you can find what you are looking for quickly, whether you are searching for a word’s meaning or need to hear how a phrase is pronounced. By using the Playlist feature, you can customize your learning experience; for instance, you could create a playlist of vocabulary you need to know for a test or phrases you want to use in everyday conversation. Best of all, you can hear and see your new language!

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30 Key Verbs Conjugated in Ten Tenses
100 Conversational Phrases
900 Essential Vocabulary Words

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Prices in US$ are subject to change without notice.
Shipping and handling charges are extra.
McGRAW-HILL'S PODCLASS SPANISH ALL-IN-ONE (MP3 DISC)
By Alex Chapin
June 2009 / Softcover / 16 pages
ISBN: 9780071627665 / US$18.95

Designed by technology expert and creator of the bestselling iSpeak series Alex Chapin, McGraw-Hill's PodClass: Spanish All-in-One tackles three key areas of language learning--vocabulary, verbs, and phrases--giving you a portable tool for reference and review. McGraw-Hill's PodClass: Spanish All-in-One gives you the flexibility of learning on the go and the ability to target those language skills which need more work. This package features common verbs conjugated in 10 different tenses, 30 thematic vocabulary lists than contain more than 900 essential words, and over 100 key conversational phrases. Using the iPod's easy navigation, you can find what you are looking for quickly, whether you are searching for a word's meaning or need to hear how a phrase is pronounced. By using the Playlist feature, you can customize your learning experience; for instance, you could create a playlist of vocabulary you need to know for a test or phrases you want to use in everyday conversation. Best of all, you can hear and see your new language!

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30 Key Verbs Conjugated in Ten Tenses
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900 Essential Vocabulary Words

SAY IT RIGHT IN CHINESE (BOOK AND AUDIO CD)
By: EPLS
May 2009 / Softcover with Audio CD / 64 pages

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.

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8. Dictionary

SAY IT RIGHT IN FRENCH (AUDIO CD AND BOOK)
By: EPLS
May 2009 / Softcover with Audio CD / 64 pages

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
May 2009 / Softcover with Audio CD / 64 pages

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)
By EPLS
May 2009 / Softcover with Audio CD / 64 pages

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.
ENGLISH GRAMMAR DRILLS
By Mark Lester
May 2009 / Softcover / 336 pages
ISBN: 9780071598118 / US$12.95

For learning grammar, you'll find the most success in retaining your skills through drills, drills, and more drills. English Grammar Drills reinforces your knowledge and enhances your ability to read, write, and speak in English. Each chapter deals with only one subject, so you are not overwhelmed with information and drills and can proceed at a comfortable pace. With close to 200 exercises you will get plenty of opportunities to practice what you have learned.

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SCHAUM'S OUTLINE OF RUSSIAN GRAMMAR
Second Edition
By James S. Levine
May 2009 / Softcover / 368 pages

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Chapter 1. The Sounds of Russian
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SCHAUM'S OUTLINE OF CHINESE VOCABULARY
By Yanping Xie, and Du-an Duan Li
May 2009 / Softcover / 304 pages
ISBN: 9780071611602 / US$18.95

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At The Airport
On The Airplane
Passport Control And Customs
At The Train Station
Public Transportation
The Automobile
Asking For Directions
Making a Telephone Call
At The Hotel
RELAX AND LEARN FRENCH
By The Publishing Cupboard
June 2009 / Softcover with Audio CD / 48 pages

If you want to learn French but find the idea a bit intimidating, or if you have tried before but had a bad experience, Relax and Learn French is the answer to your audio-learning dreams. Just like the title says, you will relax as you absorb French and its grammar. The program begins with a short relaxation session. Once you are relaxed, you are introduced to grammar—delivered by a bilingual presenter and reinforced with numerous examples. In 70 minutes, you will have a comfortable knowledge of the language's grammar—without breaking a sweat.

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3 Pronouncing and writing French
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13 Regular verbs
14 Irregular verbs
15 Root-changing verbs
16 Negatives
17 Questions
18 Exit relaxation/Learning tips
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June 2009 / Softcover with Audio CD / 48 pages

If you want to learn Italian but find the idea a bit intimidating, or if you have tried before but had a bad experience, Relax and Learn Italian is the answer to your audio-learning dreams. Just like the title says, you will relax as you absorb Italian and its grammar. The program begins with a short relaxation session. Once you are relaxed, you are introduced to grammar--delivered by a bilingual presenter and reinforced with numerous examples. In 70 minutes, you will have a comfortable knowledge of the language's grammar--without breaking a sweat.

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15. Negatives
16. Questions
17. Exit Relaxation

RELAX AND LEARN SPANISH
By The Publishing Cupboard
June 2009 / Softcover with Audio CD / 48 pages

If you want to learn Spanish but find the idea a bit intimidating, or if you have tried before but had a bad experience, Relax and Learn Spanish is the answer to your audio-learning dreams. Just like the title says, you will relax as you absorb Spanish and its grammar. The program begins with a short relaxation session. Once you are relaxed, you are introduced to grammar--delivered by a bilingual presenter and reinforced with numerous examples. In 70 minutes, you will have a comfortable knowledge of the language’s grammar--without breaking a sweat.

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19 Learning Tips/Coming out of relaxation
PERFECT PHRASES IN SPANISH FOR CONFIDENT TRAVEL TO MEXICO
By Eric Vogt, Seattle Pacific University
June 2009 / Softcover / 208 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 Spanish for Confident Travel to Mexico 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 Mexico.

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1. Good Manners
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20. Conversational Phrases Index

THE ULTIMATE SPANISH PHRASE FINDER
By Whit Wirsing
May 2009 / Hardcover / 960 pages
ISBN: 9780071433037 / US$27.95

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.

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**DESIGNING CARE**
*By Richard Bohmer*
June 2009 / Hardcover / 256 pages
ISBN: 9781422175606 / US$29.95
[A Harvard Business Press Title]

Today's health-care providers face growing criticism from policy makers and patients alike. As costs continue to spiral upward and concerns about quality of care escalate, the debate has focused on how to finance health care. Yet funding solutions can’t address the underlying questions: Why have costs risen in the first place? And how can we improve the quality and affordability of care? In Designing Care, Harvard Business School professor Richard Bohmer argues that these fundamental questions must be answered.

A medical doctor himself, Bohmer explains that health-care professionals are tasked with providing two very different types of care - sequential and iterative. With sequential care, a patient can be quickly diagnosed and given predictable, reliable, and low-cost care. But in the case of iterative care, a patient’s condition is unknown, and tremendous resources may be required for diagnosis and treatment, often with uncertain outcomes. Bohmer shows that to reduce costs and manage care effectively, sequential and iterative care situations require different management systems. Through stories and cases drawn from years in the field, he reveals how health-care providers can successfully manage both modes. To do so, they must reevaluate traditional roles and embrace continuous learning across the organization. The benefits of this operational redesign? The predictable, responsive, and lower-cost care today’s health-care leaders - and patients - seek.

**CONQUER THE FAT-LOSS CODE**
*By Wendy Chant*
May 2009 / Softcover / 304 pages
ISBN: 9780071630078 / US$16.95

Conquer the Fat-Loss Code takes the bestselling Crack the Fat-Loss Code to the next level-for even faster, easier, longer-lasting results. Nutrition expert Wendy Chant builds upon her scientifically designed program of “macro-patterning,” a simple routine of alternating carb-up, carb-down, and baseline days to outsmart your body, increase your metabolism, and burn away fat. Once you “conquer the code,” you can conquer your dieting problems for life.

Featuring all-new meal plans, easy recipes, and startling information about the timing of your exercise, Conquer the Fat-Loss Code offers a complete, personalized eight-week success planner so you can: MONITOR YOUR EATING with easy-to-follow guidelines. RECORD YOUR PROGRESS with fill-in success trackers. SPEED UP YOUR RESULTS with proven metabolic boosters. GET AND STAY FIT FOREVER while exercising less.

**THE FERTILITY DIET**
*Groundbreaking Research Reveals Natural Ways to Boost Ovulation and Improve Your Chances of Getting Pregnant*
*By Jorge Chavarro, Harvard School of Public Health, Walter C. Willett, Harvard Medical School, and Patrick J. Skerrett*
Harvard Heart Letter
May 2009 / Softcover / 288 pages

The Fertility Diet reveals startling new research from the landmark Nurses’ Health Study, which shows that the food you eat can boost your fertility. The book prescribes ten simple changes in diet and activity that can increase your chances of getting pregnant. These changes include:

- Cutting back on red meat and trans fats
- Getting protein and iron from veggies and nuts
- Choosing whole-fat milk and even ice cream
- Drinking coffee, tea, and alcohol in moderation
- Losing weight (if needed) and exercising
The Nurses’ Health Study exhaustively examined the effects of diet and other lifestyle changes on fertility among nearly 20,000 female nurses. Two of the study’s lead researchers translate its groundbreaking findings into changes you can put into practice today, setting the stage for a healthy pregnancy and forming the foundation for an eating strategy that will serve you well for the rest of your life. The Fertility Diet also offers a week’s worth of meal plans and delicious recipes that will make following the guidelines easy and tasty.

SUPER IMMUNITY FOODS
A Complete Program to Boost Wellness, Speed Recovery, and Keep Your Body Strong
By Frances Sheridan Goulart
June 2009 / Softcover / 272 pages

Who doesn’t want fewer colds, softer skin, or youthful vitality? Frances Sheridan Goulart, author of the ever-popular Super Healing Foods, now brings you a program for the 25 foods that strengthen the body’s six immune centers and help heal and reverse the most common ailments. Focusing on the top 25 foods provides a simple plan that you can easily incorporate into your lifestyle. With delicious recipes and complete menus, the newer, healthier you is just within reach.

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2. The Top 25 Foods
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3. Eating for 20 Health Conditions that Compromise Immunity
Part 3: The Super Immunity Kitchen
4. 150 Recipes with 100 Variations
5. 50 Super Immunity Menus
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BUILDING BONE VITALITY
A Revolutionary Diet Plan to Prevent Bone Loss and Reverse Osteoporosis—Without Dairy Foods, Calcium, Estrogen, or Drugs
By Amy J. Lanou, and Michael Castleman
May 2009 / Softcover / 256 pages

For years, doctors have been telling us to drink milk, eat dairy products, and take calcium pills to improve our bone vitality. The problem is, they’re wrong. This groundbreaking guide uses the latest clinical studies and the most up-to-date medical information to help you strengthen your bones, reduce the risk of fractures, and prevent osteoporosis. You’ll learn why there’s no proof of calcium’s effectiveness, despite what doctors say, and why a low-acid diet is the only proven way to prevent bone loss.

CONTENTS
Part 1: Why Can’t We Make Bone Loss Go Away?
Chapter 1 Calcium Is No Cure
Chapter 2 Not All Research Is Equal
Chapter 3 What a Closer Look Reveals about Milk, Calcium Supplements, and Vitamin D
Part 2: The Bone Vitality Cure: Low-Acid Eating and Daily Walking
Chapter 4 The Key to Building Strong Bones and Preventing Fractures: The Acid/Alkaline Balance
Chapter 5 If Calcium Is the Bricks, Where’s the Mortar We Need for Strong Bones?
Chapter 6 Why a 40-Year-old “New” Theory Has Been So Long in Coming

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Shipping and handling charges are extra.
TELL ME WHAT TO EAT IF I HAVE CELIAC DISEASE

Nutrition You Can Live With
by Kimberly A. Tessmer
May 2009 / Softcover / 224 pages

Celiac disease affects at least 3 million Americans. Left untreated, it can lead to the development of a number of serious health conditions and numerous unpleasant side effects. Currently, following a life-long gluten-free diet is the only means to treat this medical condition. Tell Me What to Eat if I Have Celiac Disease is an informative and non-technical book written to guide anyone with celiac disease to a better understanding of a gluten-free diet. It begins with a simple overview of the disease and the diet, and follows with practical advice, tasty recipes, and valuable resources.

INDIGO ADULTS

Understanding Who You Are and What You Can Become
by New Page Books
May 2009 / Softcover / 336 pages

Are you an Indigo Adult Soul and don’t know it?

A new type of person is coming into incarnation right now, almost a “next step” in human evolution. These people hold great hope for the future—the promise of a new humanity and civilization. They are visionary and creative, progressive and independent. They carry new energies and manifest different ways of thinking and feeling. These people are called “Indigo,” because the color indigo (the color seen in the “third eye”) is unusually prominent in their aura. You may be familiar with the concept of “Indigo Children” and never realized that there are also Indigo adults...or that you might be one of them!

Do you feel different? Have your differences created unusual challenges and situations? Do you experience:

- Unusual sensitivities?
- Feelings of being separate or misunderstood?
- Frustrations and dissatisfactions with the “normal” world?
- A deep feeling, thinking, and introspective nature?
- A driving need to contribute to creating a better world?
- A powerful longing for something more?

Indigo Adults is rooted in the authors’ personal experiences of the subtle dimension of life and reflects their explorations into the esoteric and mystic teachings of many traditions. This subtle dimension is not tangible to our “normal”
analytical mind, and it is only beginning to be scientifically documented. Take what the authors are presenting as a hypothesis. Experiment with it, and come to your own conclusions. Indigo Adults will help you identify if you (or your children) are Indigos and understand yourself, and especially your purpose as an Indigo here on Earth more clearly.

GRIMOIRE FOR THE APPRENTICE WIZARD
Master Edition
by Oberon Zell-Ravenheart
June 2009 / Hardcover / 408 pages
ISBN: 9781601630742 / US$150.00

Lurking within the pages of Grimoire for the Apprentice Wizard are:

- Biographies of famous wizards of history and legend.
- Detailed descriptions of magickal tools and regalia (with full instructions for making them).
- Rites and rituals for special occasions.
- The Laws of Magick.
- Myths and stories of gods and heroes.
- Lore and legends of the stars and constellations.
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Exclusive Features to this Edition:

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- Up to 16 pages of information not in the regular edition.
- New Appendices.
Presenting accounting theory as a vibrant, relevant topic in a changing world, this text has established itself as the market leader in Australia and New Zealand.

The third edition retains core strengths that appeal both to academics and students; critical evaluation, a writing style that is easy to read and understand, and a balanced discussion of different theories of accounting to stimulate student interest. Contemporary examples and questions have been included and other content (such as the topical area of debt contracting) extensively updated. With twelve chapters that are arranged in a logical sequence, this text is ideally suited for one-semester subjects. It is also an ideal text for those undertaking further research at post graduate levels; comprehensive internal referencing guides point the reader to undertake further reading or investigate aspects at a deeper level.

CONTENTS
1 Introduction to financial accounting theory
2 The financial reporting environment
3 The regulation of financial accounting
4 International accounting

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TAXATION OF BUSINESS ENTITIES, 2010 EDITION

By Brian C. Spilker, Brigham Young University-Provo, Benjamin C. Ayers, University Of Georgia, John Robinson, University Of Texas At Austin, Edmund Outslay, Michigan State University-East Lansing, Ronald G. Worsham, Brigham Young University-Provo, John A. Barrick, Brigham Young University-Provo, and Connie Weaver, Texas A & M University

May 2009 / Hardcover / 736 pages
ISBN: 9780073404035 / US$185.00

www.mhhe.com/spilker2010

The basic approach to teaching taxation hasn’t changed in decades. Today’s student deserves a new approach. McGraw-Hill’s Taxation of Business Entities is a bold and innovative new textbook that’s already generating enthusiasm across the country. McGraw-Hill’s Taxation Series is designed to provide a unique, innovative, and engaging learning experience for students studying taxation. The breadth of the topical coverage, the storyline approach to presenting the material, the emphasis on the tax and nontax consequences of multiple parties involved in transactions, and the integration of financial and tax accounting topics make this book ideal for the modern tax curriculum.

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21. Dispositions of Partnership Interests and Partnership Distributions
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Higher Education

Part IV: Multijurisdictional Taxation and Transfer Taxes
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25. Transfer Taxes and Wealth Planning
Appendix A: Tax Forms
Appendix B: Tax Terms Glossary
Appendix C: Comprehensive Tax Return Problems
Appendix D: Code Indices
Appendix E: Table of Cases Cited

REVISED TAXATION OF INDIVIDUALS 2010 EDITION
By Brian C. Spilker, Brigham Young University-Provo, Benjamin C. Ayers, University Of Georgia, John Robinson, University Of Texas At Austin, Edmund Ousley, Michigan State University-East Lansing, Ronald G. Worsham, Brigham Young University-Provo, John A. Barrick, Brigham Young University-Provo, and Connie Weaver, Texas A & M University
May 2009 / Hardcover
ISBN: 9780077345402 / US$185.00

The basic approach to teaching taxation hasn’t changed in decades. Today’s student deserves a new approach. McGraw-Hill’s Taxation of Individuals is a bold and innovative new textbook that’s already generating enthusiasm across the country. McGraw-Hill’s Taxation Series is designed to provide a unique, innovative, and engaging learning experience for students studying taxation. The breadth of the topical coverage, the storyline approach to presenting the material, the emphasis on the tax and nontax consequences of multiple parties involved in transactions, and the integration of financial and tax accounting topics make this book ideal for the modern tax curriculum.

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Appendix A: Tax Forms
Appendix B: Tax Terms Glossary
Appendix C: Comprehensive Tax Return Problems
Appendix D: Code Indices

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TAXATION OF INDIVIDUALS AND BUSINESS ENTITIES, 2010 EDITION
By Brian C. Spilker, Brigham Young University-Provo, Benjamin C. Ayers, University Of Georgia, John Robinson, University Of Texas At Austin, Edmund Outslay, Michigan State University-East Lansing, Ronald G. Worsham, Brigham Young University-Provo, John A. Barrick, Brigham Young University-Provo, and Connie Weaver, Texas A & M University

May 2009 / Hardcover / 1024 pages
ISBN: 9780073526966 / US$186.25
www.mhhe.com/spilker2010

The basic approach to teaching taxation hasn’t changed in decades. Today’s student deserves a new approach. McGraw-Hill’s Taxation of Individuals and Business Entities is a bold and innovative new textbook that’s already generating enthusiasm across the country. McGraw-Hill’s Taxation Series is designed to provide a unique, innovative, and engaging learning experience for students studying taxation. The breadth of the topical coverage, the storyline approach to presenting the material, the emphasis on the tax and nontax consequences of multiple parties involved in transactions, and the integration of financial and tax accounting topics make this book ideal for the modern tax curriculum.

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18. Corporate Taxation: Nonliquidating Distributions
19. Corporate Taxation: Formation, Reorganization, and Liquidation
Part VI: Taxation of Flow-Through Entities
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23. State and Local Taxes
24. The U.S. Taxation of Multinational Transactions
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Appendix A: Tax Forms
Appendix B: Tax Terms Glossary
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INTRODUCTION TO FINANCIAL ACCOUNTING
Sixth Edition
By Andrew Thomas, University of Birmingham Business School, and Anne Marie Ward, University of Ulster at Jordanstown
May 2009 / Softcover / 768 pages
ISBN: 9780077122805 / US$87.50
www.mcgraw-hill.co.uk/textbooks/thomas

The sixth edition of Introduction to Financial Accounting has been fully revised and updated to provide comprehensive coverage of accounting in the 21st century. Retaining its short, student-friendly chapters and practical approach, it’s an essential text for students studying accounting for the first time.

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33. UK accounting: institutional framework and standards
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37. The role of computers in accounting
38. Accounting for changing price levels

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THE ECONOMICS OF EUROPEAN INTEGRATION
Third Edition
By Richard Baldwin, and Charles Wyplosz
May 2009 / Softcover / 560 pages
ISBN: 9780077121631 / US$79.50
www.mcgraw-hill.co.uk/textbooks/baldwinandwyplosz

The Economics of European Integration, 3rd edition, builds on the success and popularity of the 2nd edition and provides students with an accessible presentation of the facts, theories and controversies driving rapid change in the heart of Europe. The authors combine essential elements of European history, institutions, law, politics and policies with clear and accessible explanations of the economic principles of European integration. The result is an expert analysis of the contemporary status of integration within the European Union. Designed for students taking modules in European economics, the book offers a rigorous yet clear exposition of economic arguments alongside examples, illustrations, and questions that bring the contemporary topic to life. The up-to-date economics coverage is also ideal for students taking economics modules that do not require extensive analysis of social and policy issues.

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THE CHINESE ECONOMY
By Cai Fang, Justin Lin Yihe, and Cao Yong
June 2009 / Softcover / 880 pages
ISBN: 9780071232067 / Price not available at press time
[An Asian Publication]

The Chinese economy is dynamic and complex. It has undergone rapid as well as radical structural changes over the past three decades since economic reform began in 1978. At the beginning of the reform, China was a closed economy with a highly undeveloped economic development. It has now become one of the most important players in the global economy in international trade, international finance, international environmental development, and many other areas. This book aims to study the Chinese economy by looking at the nation’s market-oriented reform of economic systems and market development. One has a direct impact on the other—China’s current economic success would not have been achieved without market-oriented reform, which progressed systematically and stably with the support of continuous economic development. The authors systematically discuss the progress of reform, the establishment of various markets and the market operation system, as well as the issues encountered in the process. With contributions from top economists in China today, The Chinese Economy is a must-read for international business investors, policy makers, researchers, and the layperson with a strong interest in understanding China’s challenging and amazing economy.

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4  Allocation of Labor Force and Development of Labor Market
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6  Reforming and Developing Agricultural Economy
7  Reforms of Industrial Enterprise System and Development of Industrial Economy
8  Aggregate Economy and Macroeconomic Dynamics
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12 Sustainable Development and Environmental Challenge to the Chinese Economy
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15 Concluding Remarks: Achievement and Challenge

ESSENTIALS OF ECONOMETRICS
Fourth Edition
By Damodar N. Gujarati, U S MILITARY ACADEMY
May 2009 / Hardcover / 552 pages
ISBN: 9780073375847 / US$140.63
ISBN: 9780071276078 [IE]
www.mhhe.com/gujaraties4e

The primary objective of the fourth edition of Essentials of Econometrics is to provide a user-friendly introduction to econometric theory and techniques. This text provides a simple and straightforward introduction to econometrics for the beginner. The book is designed to help students understand econometric techniques through extensive examples, careful explanations, and a wide variety of problem material. In each of the editions, I have tried to incorporate major developments in the field in an intuitive and informative way without resort to matrix algebra, calculus, or statistics beyond the introductory level. The fourth edition continues that tradition.

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Chapter 5: Functional Forms of Regression Models
Chapter 6: Dummy Variable Regression Models
Part II: Regression Analysis in Practice
Chapter 7: Model Selection: Criteria and Tests
Chapter 8: Multicollinearity: What Happens if Explanatory Variables are Correlated?
Chapter 9: Heteroscedasticity: What Happens if the Error Variance is Nonconstant?
SYSTEM LEADERSHIP IN PRACTICE

By Rob Higham, David Hopkins Institute of Education, University of London, and Peter Matthews

June 2009 / 192 pages
ISBN: 9780335236121 / Hardcover / US$130.00
ISBN: 9780335236114 / Softcover / US$45.95

[An Open University Press Title]

System leadership is a new, exciting and growing phenomenon in education. It refers to leadership that goes beyond a single school, where leaders work directly for the success and welfare of students in other institutions as well as their own. In this inspirational book, the authors offer you new perspectives, support and guidance – whether you are a school leader, policy-maker or advisor – and show how working collaboratively and leading networks can bring about positive change. They encourage you to innovate, develop rigorous partnerships, take managed risks and deploy resources creatively in order to build sustained improvements in student learning and well-being. This much-needed book provides the first in-depth analysis of a term on the lips of many in the educational world. There is detailed reference to real cases of system leadership in practice, as well as recent legislation and relevant literature. At a time when prescription, bureaucracy and targets remain for many an impediment to the aims of education, school-led system leadership is seen to offer a means for professionals to take more control of educational renewal. This book is indispensable reading for school leaders and senior teachers, educational policy makers and advisors, as well as anyone involved or interested in education and its leadership.

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Chapter 1: Power to the professionals; the emergence of system leadership
Chapter 2: Mapping the system leadership landscape
Chapter 3: Leadership of sustained improvement in challenging contexts
Chapter 4: Leading innovation and improvement partnerships: the case of leading edge
Chapter 5: Leadership in the context of ‘Every Child Matters’: extended, full service and community schools
Chapter 6: Executive leadership and federations
Chapter 7: Change agents of school transformation: consultant leaders, national leaders of education and their schools
Chapter 8: The prospects for system leadership
Delivering what we’ve come to expect from this author team, McShane/Von Glinow 5e helps everyone make sense of OB, and provides the conceptual tools to work more effectively in the workplace. In their new Fifth Edition, McShane and Von Glinow continue the trailblazing innovations that made previous editions of Organizational Behavior recognized and adopted by the new generation of organizational behavior (OB) instructors. Reality is that everyone: sales representatives, production employees, physicians – needs OB knowledge to successfully thrive in and around organizations. The authors’ ability to engage students by introducing cutting edge OB topics while providing relevancy to OB concepts through the ‘linking theory with reality’ approach, is the reason OB 5e remains unparalleled in it’s ability to engage students. Hundreds of fascinating real-life stories captured from around the world, ‘Linking Theory with Reality’, remains one of the text’s key, hearty features. The first to bring OB cutting edge topics, OB 5e continues introducing students to the present and future context of emerging workplace realities: social networks and virtual teams replacing committee meetings, knowledge replacing infrastructure, values and self-leadership replacing command-and-control management; companies looking for employees with emotional intelligence and team competencies, not just technical smarts. Diversity and globalization have become challenges as well as competitive opportunities for organizations. Coworkers aren’t just down the hall; they’re at the other end of an Internet connection located around the world, and much, much, more.

CONTENTS
PART 1 INTRODUCTION
1 Introduction to the Field of Organizational Behavior

PART 2: INDIVIDUAL BEHAVIOR AND PROCESSES
2 Individual Behavior, Personality, and Values
3 Perception and Learning in Organizations
4 Workplace Emotions, Attitudes, and Stress
5 Foundations of Employee Motivation
6 Applied Performance Practices
7 Decision Making and Creativity

PART 3: TEAM PROCESSES
8 Team Dynamics
9 Communicating in Teams and Organizations
10 Power and Influence in the Workplace
11 Conflict and Negotiation in the Workplace
12 Leadership in Organizational Settings

PART 4: ORGANIZATIONAL PROCESSES
13 Organizational Structure
14 Organizational Culture
15 Organizational Change

Appendix A: Theory Building and Systematic Research Methods
Appendix B: Scoring Keys for Self-Assessment Activities
SOFTWARE PROJECT MANAGEMENT
Fifth Edition
By Bob Hughes, University of Brighton, and Mike Cotterell, University of Brighton
May 2009 / Softcover / 400 pages
ISBN: 9780077122799 / US$65.50
www.mcgraw-hill.co.uk/textbooks/hughes

Software project management is a crucial element in successful software and IT development, and requires students to develop an understanding of technical methodology and an appreciation of the many human factors that can play a part in software projects. The new fifth edition of Software Project Management has been fully revised and updated to help students to grasp these contrasting skills, and learn about new developments in the discipline. It provides both undergraduate and postgraduate students with a comprehensive introduction to software project management and has enjoyed a loyal following of users since the first edition published.

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Guided tour
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NUMERICAL METHODS FOR ENGINEERS
Sixth Edition
By Steven C. Chapra, Tufts University, and Raymond P. Canale, Emeritus University of Michigan
May 2009 / Hardcover / 960 pages
ISBN: 9780071267595 [IE]

www.mhhe.com/chapra

Instructors love Numerical Methods for Engineers because it makes teaching easy! Students love it because it is written for them—with clear explanations and examples throughout. The text features a broad array of applications that span all engineering disciplines. The sixth edition retains the successful instructional techniques of earlier editions. Chapra and Canale’s unique approach opens each part of the text with sections called Motivation, Mathematical Background, and Orientation. This prepares the student for upcoming problems in a motivating and engaging manner. Each part closes with an Epilogue containing Trade-Offs, Important Relationships and Formulas, and Advanced Methods and Additional References. Much more than a summary, the Epilogue deepens understanding of what has been learned and provides a peek into more advanced methods. Helpful separate Appendices. “Getting Started with MATLAB” and “Getting Started with Mathcad” which make excellent references. Numerous new or revised problems drawn from actual engineering practice, many of which are based on exciting new areas such as bioengineering. The expanded breadth of engineering disciplines covered is especially evident in the problems, which now cover such areas as biotechnology and biomedical engineering. Excellent new examples and case studies span all areas of engineering disciplines; the students using this text will be able to apply their new skills to their chosen field. Users will find use of software packages, specifically MATLAB®, Excel® with VBA and Mathcad®. This includes material on developing MATLAB® m-files and VBA macros.

CONTENTS
Part 1 Modeling, Computers, and Error Analysis
1 Mathematical Modeling and Engineering Problem Solving
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3 Approximations and Round-Off Errors
4 Truncation Errors and the Taylor Series
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26 Stiffness and Multistep Methods
27 Boundary-Value and Eigenvalue Problems
28 Case Studies: Ordinary Differential Equations
Part 8 Partial Differential Equations
29 Finite Difference: Elliptic Equations
30 Finite Difference: Parabolic Equations

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Shipping and handling charges are extra.
ELECTRIC MOTORS AND CONTROL SYSTEMS

By Frank D. Petracella
May 2009 / Softcover / 480 pages
ISBN: 9780071220330 [IE]

www.mhhe.com/emcs1e

This book has been written for a course of study that will introduce the reader to a broad range of motor types and control systems. It provides an overview of electric motor operation, selection, installation, control and maintenance. Every effort has been made in this first edition text to present the most up-to-date information which reflects the current needs of the industry. The broad based approach taken makes this text viable for a variety of motors and control systems courses. Content is suitable for colleges, technical institutions, vocational/technical schools as well as apprenticeship and journeymen training. Electrical apprentices and journeymen will find this book to be invaluable due to Electrical Code references applicable to the installation of new control systems and motors, as well as information on maintenance and troubleshooting techniques. Personnel involved in the motor maintenance and repair will find this book to be a useful reference text. The text is comprehensive! It includes coverage of how motors operate in conjunction with their associated control circuitry. Both older and newer motor technologies are examined. Topics covered range from motor types and controls to installing and maintaining conventional controllers, electronic motor drives and programmable logic controllers.

CONTENTS
Chapter 1 – Safety in the Workplace
PART 1 PROTECTING AGAINST ELECTRIC SHOCK
PART 2 GROUNDING – LOCKOUT – CODES
Chapter 2 – Understanding Electrical Drawings
PART 1 SYMBOLS – ABBREVIATIONS – LADDER DIAGRAMS
PART 2 WIRING – SINGLE LINE – BLOCK DIAGRAMS
PART 3 MOTOR TERMINAL CONNECTIONS
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PART 5 MANUAL AND MAGNETIC STARTERS
Chapter 3 – Motor Transformers and Distribution Systems
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PART 2 TRANSFORMER PRINCIPLES
PART 3 TRANSFORMER CONNECTIONS AND SYSTEMS
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PART – 6 MOTOR SELECTION
PART – 7 MOTOR INSTALLATION
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Chapter 6 – Contactors and Motor Starters
PART – 1 MAGNETIC CONTACTOR
PART – 2 CONTACTOR RATINGS, ENCLOSURES AND SOLID-STATE TYPES
PART – 3 MOTOR STARTERS
Chapter 7 – Relays
PART – 1 ELECTROMECHANICAL CONTROL RELAYS
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Chapter 8 – Motor Control Circuits
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PART – 1 SEMICONDUCTOR DIODES
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PART – 1 AC MOTOR DRIVE FUNDAMENTALS
PART – 2 VFD INSTALLATION AND PROGRAMMING PARAMETERS
PART – 3 DC MOTOR DRIVE FUNDAMENTALS
PART – 4 PROGRAMMABLE LOGIC CONTROLLERS (PLCs)

ACTIVITIES MANUAL FOR ELECTRIC MOTORS AND CONTROL SYSTEMS WITH CONSTRUCTOR CD
By Frank D. Petruccia
May 2009 / Softcover with CDROM
ISBN: 9780077342579 / US$72.81

This manual contains quizzes, practical assignments, and computer generated simulated circuit analysis assignments.

FEATURES

✓ Quizzes made up of multiple choice, True/False, and completion type questions are provided for each part of each chapter.

✓ Practical assignments designed to give the student an opportunity to apply the information covered in the text in a hands-on motor installation.

✓ The Constructor motor control simulations are included on the Online Learning Center. This special edition of the program contains some 45 pre-constructed simulated motor control circuits. The Constructor analysis assignments provide students with the opportunity to test and troubleshoot the motor control circuits discussed in the text. The Constructor simulation engine visually displays power flow to each component and using animation and sound effects, each component will react accordingly once power is supplied.
AutoCAD 2010 Instructor includes instruction in all the new features of AutoCAD 2010, while maintaining the pedagogy and complete coverage that have always been a hallmark of the Leach text. The text is command-oriented so chapters are centered around groups of related commands. The full range of AutoCAD commands, concepts, and features is explained in the text. The author’s simple writing style enables students to grasp concepts easily. Fundamental concepts are discussed first, then more advanced and specialized features. Command tables throughout the text indicate how each command can be invoked.

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1 Getting Started
2 Working with Files
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4 Selection Sets
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6 Basic Drawing Setup
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8 Draw Commands I
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39 Advanced Solids Features
40 Surface Modeling
41 Rendering [Web-only chapter]
42 Creating 2D Drawings From 3D Models [Web-only chapter]
43 Miscellaneous Commands and Features [Web-only chapter]
44 Basic Customization [Web-only chapter]
45 Menu Customization [Web-only chapter]
46 CAD Management [Web-only chapter]
47 Express Tools and Batch Plotting [Web-only chapter]
Appendix A System Variables
Appendix B Command Alias List Sorted by Command
Plesha, Gray, and Costanzo’s Engineering Mechanics: Statics & Dynamics presents the fundamental concepts clearly, in a modern context using applications and pedagogical devices that connect with today’s students. The text features a problem-solving methodology that is consistently used throughout all example problems. This methodology helps students lay out the steps necessary to correct problem-formulation and explains the steps needed to arrive at correct and realistic solutions. Once students have fully mastered the basic concepts, they are taught appropriate use of modern computational tools where applicable. Further reinforcing the text’s modern emphasis, the authors have brought engineering design considerations into selected problems where appropriate. This sensitizes students to the fact that engineering problems do not have a single answer and many different routes lead to a correct solution. The first new mainstream text in engineering mechanics in nearly twenty years, Plesha, Gray, and Costanzo’s Engineering Mechanics: Statics and Dynamics will help your students learn this important material efficiently and effectively.

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STATICS
Chapter 1 Introduction
Chapter 2 Vectors: Force and Position
Chapter 3 Equilibrium of Particles
Chapter 4 Moment of a Force and Equivalent Force Systems
Chapter 5 Equilibrium of Bodies
Chapter 6 Structural Analysis and Machines
Chapter 7 Centroids and Distributed Force Systems
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Chapter 9 Friction
Chapter 10 Moments of Inertia
Appendix A Technical Writing
Appendix B Answers to Selected Problems

DYNAMICS
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Chapter 9 Mechanical Vibrations
Chapter 10 Three-Dimensional Dynamics of Rigid Bodies
(Chapter available online)
Appendix A Mass Moments of Inertia
Appendix B Angular Momentum of Rigid Body
Appendix C Answers to Selected Problems
MENTAL HEALTH AND WELL BEING IN LATER LIFE
By Mima Cattan, Leeds Metropolitan University
June 2009
ISBN: 9780335228911 / Hardcover / US$120.00
ISBN: 9780335228928 / Softcover / US$43.95

[Mental health issues amongst older adults are becoming ever more prevalent. This fascinating book looks broadly at the mental health and well being issues that affect adults in later life. Taking a holistic approach to mental health and mental health promotion, the book explores the debates around what is meant by mental health and mental illness and the wider social determinants of mental health. All chapters have a common thread running through them – each of which was identified as being a key theme for mental health and well-being by adults in later life. Among them are issues relating to: * Gender * Ethnicity * Societal diversity * Poverty * Class * Cultural differences. A range of examples from the UK and other countries, along with insights gained from older people’s own perspectives, are used to emphasise the evidence base for effective interventions to promote mental health. Case studies, vignettes and quotes demonstrate how social theory and principles of health promotion can be effectively applied to improve practice. Mental Health and Well Being in Later Life is key reading for those working or intending to work in public health, health promotion and health and social care professions, especially those who work with older people.

INTERMEDIATE ALGEBRA WITH MATHZONE ONLINE ACCESS
Second Edition
By Julie Miller, Daytona State College-Daytona Beach, Molly O’Neill, Daytona State College-Daytona Beach, and Nancy Hyde
May 2009 / Package
ISBN: 9780077332129 / US$223.44

Intermediate Algebra offers a refreshing approach to the traditional content of the course. Presented in worktext format, Intermediate Algebra offers a review of problem solving, solving equations in two and three variables, a chapter devoted to functions, polynomials, radicals and complex numbers, factoring and quadratic functions, rational expressions, and inequalities. Other topics include exponential and logarithmic functions and conic sections. The text reflects the compassion and insight of its experienced author team with features developed to address the specific needs of developmental level students.

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1.2 Operation on Real Numbers
1.3 Simplifying Expressions
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2.3 Equations of a Line
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8.4 Absolute Value Inequalities—Problem Recognition Exercises: Equations and Inequalities
8.5 Linear Inequalities in Two Variables
Chapter 9 Exponential and Logarithmic Functions
ANTHROPOLOGY

UNDERSTANDING AND APPLYING MEDICAL ANTHROPOLOGY
Second Edition
By Peter Brown, Emory University, and Ron Barrett, Emory University
May 2009/ Softcover / 448 pages
ISBN: 9780073405384 / US$87.50

This collection of 49 readings with extensive background description exposes students to the breadth of theoretical perspectives and issues in the field of medical anthropology. The text provides specific examples and case studies of research as it is applied to a range of health settings: from cross-cultural clinical encounters to cultural analysis of new biomedical technologies to the implementation of programs in global health settings.

NEW TO THIS EDITION

- 17 new articles in this Second Edition include, R. Nesse, Culture and Medicine: How is Darwinian Medicine Useful?; Alan Goodman, Why Genes Don’t Count (For Racial Differences in Health); Merrill Singer, Why is it Easier to Get Drugs than Drug Treatment in the United States?; Linda M. Hunt, Strategic Suffering: Illness Narratives as Social Empowerment among Mexican Cancer Patients.
- Section introductions feature updated “Conceptual Tools” - brief summaries that help students better understand the theoretical concepts at work in medical anthropology.
- New sections on cultural approaches in Part One include coverage of key topics such as “The Meaning and Experience of Illness” and “Biomedicine, Technology, and the Body”.
- Increased attention to new theoretical developments will more closely fit the interests of cultural anthropologists teaching medical anthropology, broadening the uses of this text.
- Context Boxes describing the author and the intellectual framework in which the article first appeared, now follow the Article Introduction for each piece.

BIOLOGICAL ANTHROPOLOGY
Sixth Edition
By Michael Alan Park, Central Connecticut State University
May 2009 / Softcover / 512 pages
ISBN: 9780078140006 / US$100.00

This concise introduction to biological anthropology discusses the core areas of the discipline within a unique framework modeled on the scientific method. Emphasizing themes and theories, the text presents facts as supportive evidence rather than dissociated pieces of information. Each chapter explores questions that get at the heart of the field, and then reexamines them in the same way that scientists generate and test hypotheses. Designed from its inception as a concise text, Biological Anthropology covers topics in a carefully managed level of detail, and offers examples of the everyday uses of biological anthropology.

CONTENTS

Preface
To the Student
1 Biological Anthropology
2 The Evolution of Evolution
3 Evolutionary Genetics
4 The Processes of Evolution
5 The Origin of Species and the Shape of Evolution
6 A Brief Evolutionary Timetable
7 The Primates
8 Primate Behavior and Human Evolution
9 Studying the Human Past
10 Evolution of the Early Hominins
11 The Evolution of Genus Homo
12 The Debate Over Modern Human Origins
CRIMINAL JUSTICE

KEY PERSPECTIVES IN CRIMINOLOGY
By John Tierney, University of Durham
June 2009 / 176 pages
ISBN: 9780335229130 / Hardcover / US$130.00
ISBN: 9780335229147 / Softcover / US$43.95
[An Open University Press Title]

This book is an invaluable reference for those new to the field of criminology, who are looking for a clear outline of the major perspectives and traditions found in criminology. The author has outlined the ideas, concepts and traditions of the key theoretical perspectives that drive contemporary debate. Key Perspectives in Criminology is not simply a dictionary of criminology, but a welcome introduction for those with a genuine interest in the terms, concepts, themes and debates in the field.

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Introduction
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Classical Criminology
Control Theory
Crime/Deviance
Critical Criminology
Cultural Criminology
Feminism
Labelling Theory
Left Realism
Masculinities
Positivism
Postmodernism
Right Realism
Subcultural Theory
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HOW TO BE AN EFFECTIVE SUPERVISOR
By Adrian Eley, University of Sheffield, and Rowena Murray, University of Strathclyde
May 2009 / 200 pages
ISBN: 9780335222964 / Hardcover / US$130.00
ISBN: 9780335222957 / Softcover / US$43.95

This timely new book is based on the precepts of the Quality Assurance Agency’s recent Code of Practice for the management of Postgraduate Research Programmes. It presents practical information on the QAA Code of Practice, to serve both as a ready reference source for supervisors and as a manual for research supervisor training. Examples of problems and suggested solutions, reflecting both supervisor and student perspectives, guide supervisors through issues they may face. There are also recommendations for further reading. How to be an Effective Supervisor is essential reading for all postgraduate research supervisors including those involved in supervising Professional Doctorates and Masters degrees, plus Graduate Deans and Associate Deans, together with programme managers and postgraduate administrative staff. Case studies also make this a key text for supervisor development programmes.

CONTENTS
1 Introduction
2 Institutional Environment
3 Selection and Admission of Students
4 Supervision Arrangements
5 Monitoring and Review Arrangements
6 Induction and Training in Research and Generic Skills
7 Feedback Mechanisms
8 Good Examination Practice
9 Complaints and Appeals Procedures
10 Features of Other Research Degrees
11 Future Directions and Conclusions
Appendix 1: Training and Accreditation Programme for Postgraduate Supervisors (TAPPS) as a National Accreditation Scheme/Bologna Process/EU Charter
Appendix 2: Case Studies for Supervisor Development Programmes
Appendix 3: Precepts and Explanations

ASSESSMENT IS ESSENTIAL
By Susan Green, Winthrop University, and Robert L. Johnson, University of South Carolina
June 2009 / Softcover / 416 pages
ISBN: 9780073378725 / US$69.69

Assessment is Essential offers a novel approach for educational assessment courses. Stressing a practical approach that encourages students to think critically about designing the appropriate assessment for a wide range of situations, Green provides students with tools they can use in their future classrooms.

FEATURES
❖ Case Studies. All relevant chapters include a case study describing at least one of three teachers’ instructional units — elementary science, middle school math, and high school English.
❖ Flexible assessment design. Discussions of specific accommodations for students with several characteristics (e.g. short attention span, learning English, lower reading skills) are provided for each type of assessment design (e.g., multiple choice, essay, performance assessment).
❖ Real world perspectives. In feature boxes throughout the text, teacher field experiences and student reflections on assessment are highlighted.
❖ Ethics Alerts. These recurring boxes highlight ethical issues and considerations that students should be aware of in their assessment practices.
❖ Five Common Errors. Each chapter describing assessment design includes a section detailing the five most common errors made by novices when first attempting to devise that type of assessment.
Higher Education

Higher Education in the United Kingdom since 1945
By Malcolm Tight, Lancaster University
June 2009 / Softcover / 288 pages
ISBN: 9780335216420 / US$159.00

Essential reading for all higher education policy makers, managers, administrators and academics, this book provides an authoritative account of the development of higher education in the UK since 1945. The changes in the system have been far-reaching and numerous, affecting a wide range of people beyond those who work or study in universities or colleges, including parents, employers and policy makers. This book takes both chronological and thematic approaches. Only a thorough understanding of the background to the present day realities of higher education will enable lessons to be learned for the future of higher education in the UK.

Contents
1. Introduction
2. Higher education before 1945
3. A tabular summary of post-war developments
4. Policy and funding: from elite to mass participation
5. Institutions: continuing diversity?
6. Institutional management and relationships
7. Course design
8. Research and knowledge
9. The student experience I: full-time undergraduate students
10. The student experience II: postgraduate students, international students and widening participation
11. The staff experience
12. The (changing?) idea of the university

References

Rules of Thumb
Eighth Edition
By Jay Silverman, Nassau Community College, Elaine Hughes (deceased), and Diana Roberts Wienbroer, Nassau Community College
June 2009 / Softcover / 224 pages

Rules of Thumb is a concise, user-friendly, and affordable handbook developed around students’ real writing needs. An invaluable companion for writers at all levels, it gives students the advice they need on writing, research, grammar, and style in a clear and engaging voice. Reflecting the most current APA documentation styles, the eighth edition remains the ideal handbook for improving grammar without overwhelming student writers with specialized terminology.

Contents
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The Meaning of “Rule of Thumb”
How to Use Rules of Thumb
PART 1: THE BASICS: SPELLING, PUNCTUATION, AND GRAMMAR
PART 2: PUTTING A PAPER TOGETHER
PART 3: THE RESEARCH PAPER
PART 4: STYLE

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Shipping and handling charges are extra.
HEALTH/PHYSICAL ED/NUTRITION

BASIC WEIGHT TRAINING FOR MEN AND WOMEN
Seventh Edition
By Thomas D. Fahey, California State University-Chico
June 2009 / Softcover / 288 pages
ISBN: 9780073376585 / US$34.69
www.mhhe.com/faheywt7e

This popular text is a comprehensive, practical guide to developing a personalized weight-training program with both free weights and machines. Weight training concepts and specific exercises are grouped by body region, and many photographs, illustrations, diagrams, and figures demonstrate proper technique and form.

CONTENTS
1. Basic Weight Training
2. Weight Training and Your Body
3. Weight Training Guidelines
4. How Weight Training Improves Your Body
5. Getting Started: The Basics
6. Developing the Lower Body
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8. Developing the Abdominal Muscles
9. Developing the Chest and Shoulders
10. Developing the Arms
11. Exercises to Develop Speed and Power
12. Nutrition for Weight Training
13. Ergogenic Aids: Drugs and Supplements
APPENDIX 1: Muscular System
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APPLIED SPORT PSYCHOLOGY
Personal Growth to Peak Performance
Sixth Edition
By Jean M. Williams, University Of Arizona
June 2009 / Softcover / 640 pages
ISBN: 9780071267984 [IE]

Drawing upon the expertise of more than twenty leaders of their fields, this is a comprehensive and practical guide to psychological concepts and theories as well as to strategies and techniques designed to help future coaches and sport psychologists cultivate peak performance and personal growth through recent advances in sport psychology. The text’s four-part organization focuses on motivation and leadership, social interactions, mental training, program implementation, and issues that go beyond performance enhancement. Contributing authors are experts in their topic, and each chapter has been written specifically for this collection.

CONTENTS
Part 1: Learning, Motivation, and Social Interaction
Part 2: Mental Training for Performance Enhancement
Part 3: Implementing Training Programs
Part 4: Enhancing Health and Well-Being
ADVOCACY FOR CHILDREN AND YOUNG ADULTS
By Jane Boylan, and Jane Dalrymple, University of the West of England
June 2009 / 160 pages
ISBN: 9780335223725 / Hardcover / US$120.00
ISBN: 9780335223732 / Softcover / US$43.95

Presenting children and young people’s advocacy as an exciting, radical and constantly developing way of working, Boylan and Dalrymple explore its controversial and challenging nature through a comprehensive examination of the theory and practice of advocacy. Readers are invited to consider advocacy as a powerful tool for promoting change in attitudes towards children and young people. The development of meaningful participation in decision making and systemic change in the provision of services for children and young people is identified as key to this process. While advocacy now has a higher profile within health, welfare and education services, the authors argue for critical engagement with the dilemmas and paradoxes it continues to present. More traditional ways of advocacy practice are evaluated alongside newer approaches such as non-instructed advocacy and e-advocacy. The authors draw on their own research and the experiences of young people, advocates and professionals working with children and young people to examine key messages and debates that have emerged. Case examples are used to illustrate advocacy dilemmas in a range of settings. Understanding Advocacy for Children and Young People is an essential text for advocates and professionals working with children and young people. It is also suitable as a key resource for health and social care practitioners, educators, commissioners and policy makers.

CONTENTS
Introduction
1 The historical context of advocacy
2 Constructions of childhood and children’s rights
3 Theorising advocacy
4 What is advocacy and who defines it?
5 Forms of advocacy
6 Frameworks for providing advocacy
7 Advocacy as a tool for anti-oppressive practice
8 Conclusions

A READER IN HEALTH POLICY AND MANAGEMENT
By Ann Mahon, Kieran Walshe, University of Manchester, and Naomi Chambers
May 2009 / 312 pages
ISBN: 9780335233670 / Hardcover / US$140.00
ISBN: 9780335233687 / Softcover / US$57.95

This reader offers instant access to fifty classic and original readings in health policy and management. Compiled by experts, the editors introduce a framework setting out the key policy drivers and policy levers, giving a conceptual framework that provides context for each piece. Ten key themes are covered that are relevant to managers and practitioners working in healthcare systems throughout the world and reflect much of the content of postgraduate programmes in health policy and management. Each section containing a set of readings has an introduction and a summary of key points, references and further reading so readers can explore areas of interest in more depth. A Reader in Health Policy and Management is an ideal companion text to Healthcare Management (edited by Kieran Walshe and Judith Smith) and is key reading for postgraduate students, managers, leaders and clinicians working in healthcare. It will also be of interest to those working in partnership with healthcare organisations and located in the public sector, independent and voluntary sectors.

CONTENTS
Part one: The role of the State in healthcare
Part two: The policy making process
Part three: The allocation and distribution of resources
Part four: Markets and choice in healthcare
Part five: Accountability and regulation
Part six: Quality and safety (Editor Kieran Walshe)
Part seven: General management and governance
Part eight: Workforce (Editor Ann Mahon)
**HOW TO DESIGN AND DELIVER ENHANCED MODULES**

*By Diana Medlicott*

June 2009 / 144 pages  
ISBN: 9780335233960 / Hardcover / US$120.00  

[An Open University Press Title]

- Would you like to make the modules you teach more engaging?  
- Do you want to deliver enjoyable and effective learning?  
- Are you interested in a model that has been proven to work?  
- Would you like to evaluate the quality of what you deliver?

This book is key reading for university and further education tutors who want to engage and motivate their students, and create learning environments that cater for diversity whilst producing more successful outcomes. The book has two sections – the first focuses on design, and the second on delivery and evaluation. It details practical ideas for seminars, lectures, assessment, feedback and student support that readers will be able to apply immediately to their own teaching practice. As such, the book provides key reading for all those interested in improving student learning and retention.

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**MEDIA AND SOCIETY**

*Second Edition*  
*By Graeme Burton, Visiting Lecturer, University of Teesside*  
June 2009 / Softcover / 424 pages  
ISBN: 9780335227235 / US$47.95  

[An Open University Press Title]

This book introduces undergraduates to critical perspectives on the relationship between media and society, and to ideas about the production of meaning through media. The opening chapters provide a foundation to understanding the triangular relationship between media businesses (institutions) and texts and audiences. Succeeding chapters look at specialist areas such as popular music, news, new technologies, advertising and globalization. There is a development and application of ideas about such key terms as representation, difference, discourse and ideology. The student reader is encouraged to take on different views around issues relating to questions of media power, media influence, audience consumption. There is an emphasis on applying ideas to media practices and media texts. There is engagement with debates around such topics as public service broadcasting and the public sphere. Students are introduced to a range of key thinkers and their ideas as concepts, issues and debates are introduced. The reader is engaged through key questions, case studies, illustrations and diagrams, as well as a clearly argued text bedded in examples. This book is already used both as a foundation at level 1 for degree courses in media studies, as a key text for general media modules at different levels, and as a key text at various levels in respect of specific chapters supporting specific modules and their topics.

**CONTENTS**

- Media Institutions  
- Media Texts  
- Audiences and Effects  
- Women’s Magazines  
- Popular Music  
- Film  
- Media and New Technology  
- Advertising
ELECTRONIC MEDIA: AN INTRODUCTION
Tenth Edition
By Lynne Schaefer S. Gross, California State University-Fullerton
May 2009 / Softcover / 464 pages
ISBN: 9780073378862 / US$104.69
ISBN: 9780070169005 [IE]

This concise, student-friendly text teaches the essentials of electronic media and telecommunications. Exploring both the background and structure of this ever-evolving industry and the many ways in which media affects our lives, the text is directed at all students as consumers of media, as well as at students who plan to be media producers. The first section focuses on the various media forms (e.g. radio, the Internet), while the second addresses the functions of media (programming, advertising, etc.). The tenth edition features expanded coverage of contemporary methods and usages of communication, as well as the social significance of media, and how to obtain a job in electronic media.

CONTENTS
Part 1—Electronic Media Forms
Chapter 1
The Significance of Electronic Media
Suggested Websites
Notes
Chapter 2
The Internet, Portable Devices, and Video Games

USING VISUAL EVIDENCE
By Richard Howells, and Robert Matson
June 2009 / 200 pages
ISBN: 9780335228638 / Hardcover / US$130.00
ISBN: 9780335228645 / Softcover / US$43.95

Visual evidence encompasses a diverse range of media, from painting, cartoons and photography, to film, television and documentary. The central argument of this book is that visual evidence is a key to understanding both history and the present day and should not be relegated to a supporting role as merely illustrating the written word. The book shows students, scholars and researchers how to read the visual media to elicit meaning. As primary sources, visual texts can be studied not only for what is directly depicted in the painting or film but also for what it tells us about the people, cultures and societies that made them. Each chapter features fascinating case studies and examples which situate theory in real life. A major appeal of the book is the wealth of illustrations and photographs of visual texts which are included throughout. The authors make detailed reference to these examples to illustrate the theory surrounding visual evidence. An intriguing case study of an unknown girl’s photo album is just one of many examples offered, showing how we can analyze and learn from the visual text. This comprehensive and insightful edited collection brings together international media and cultural theorists, historians and art historians to demonstrate the value of visual evidence not only to media and cultural studies, but also to history, the general humanities and the social sciences.

CONTENTS
1. Painting As Visual Evidence
2. Showing Politics to the People: Cartoons, Comics and Satirical Prints
3. ‘Impressed by Nature’s Hand’: Photography and Authorship
4. Actuality and Affect in Documentary Photography
5. Interpreting Vernacular Photography, Finding ‘Me’: A Case Study
6. Newsreels: Form and Function
7. Documentaries: A Gold Mine Historians Should Begin to Exploit
8. More than Just Entertainment: The Feature Film and the Historian
9. The Visual Culture of Television News
10. ‘What Planet Are We On?’ Television Drama’s Relationships With Social Reality
11. The Privileged Discourse: Advertising as an Interpretive Key to the Consumer Culture
LOOKING AT PHILOSOPHY
The Unbearable Heaviness of Philosophy Made Lighter
Fifth Edition
By Donald Palmer
June 2009 / Softcover / 456 pages
ISBN: 9780073407487 / US$42.19

Distilled from Donald Palmer’s more than 30 years of teaching experiences, this approachable, historically organized text exemplifies Dr. Palmer’s very successful light-hearted approach to teaching introduction to philosophy. Through the use of humor, drawings, charts, and diagrams, serious philosophical topics come alive for the readers—without compromising the seriousness of the subject matter. The text can be used as a core text or as a supplement to any reader.

CONTENTS
1. THE PRE-SOCRATIC PHILOSOPHERS: SIXTH AND FIFTH CENTURIES B.C.E.
   Thales / Anaximander / Anaximenes / Pythagoras / Heraclitus / Parmenides / Zeno / Empedocles / Anaxagoras / Leucippus and Democritus / Xenophanes
2. THE ATHENIAN PERIOD: FIFTH AND FOURTH CENTURIES B.C.E.
   The Sophists: Protagoras, Gorgias, Thrasymachus, Callicles and Critias / Socrates / Plato / Aristotle
3. THE HELLENISTIC AND ROMAN PERIODS: FOURTH CENTURY B.C.E THROUGH FOURTH CENTURY C.E.
   Epicureanism / Stoicism / Neoplatonism
4. MEDIEVAL AND RENAISSANCE PHILOSOPHY: FIFTH THROUGH THE FIFTEENTH CENTURIES
5. CONTINENTAL RATIONALISM AND BRITISH EMPIRICISM: THE SEVENTEENTH AND EIGHTEENTH CENTURIES
   Descartes / Hobbes / Spinoza / Leibniz / Locke / Berkeley / Hume / Kant
6. POST-KANTIAN BRITISH AND CONTINENTAL PHILOSOPHY: THE NINETEENTH CENTURY
   Hegel / Schopenhauer / Kierkegaard / Marx / Nietzsche / Utilitarianism: Bentham, Mill / Frege
   Glossary
   Bibliography
   Index
POLITICAL SCIENCE

INTERNATIONAL POLITICS ON THE WORLD STAGE, BRIEF
Eighth Edition
By John T. Rouke, University Of Connecticut-Storrs, and Mark A. Boyer, University Of Connecticut-Storrs
June 2009 / Softcover / 448 pages
ISBN: 9780073378992 / US$65.94
www.mhhe.com/boyer8e

This concise text provides students and instructors with a comprehensive overview of world politics, inviting them in a straightforward and accessible way to explore international relations and its new challenges. A hallmark of the text is the authors’ position that politics affect the lives of all of us, and that the individual can have an impact, whether small or large, by being politically aware and by taking action. The ninth edition includes an enhanced art program with 7 more charts and analyses and updates of currents including economic trends, possibilities of a new direction in U.S. foreign policy under the Obama administration, global environment issues and much more.

PSYCHOTHERAPY/COUNSELING

PHARMACOLOGY AND CALCULATIONS FOR NURSES AND MIDWIVES
By Paul Barber, and Deborah Robertson
June 2009 / 264 pages
ISBN: 9780335234035 / Hardcover / US$130.00
ISBN: 9780335234042 / Softcover / US$45.95

This accessible book introduces pharmacology and calculations in a friendly, informative way. The book focuses on the pharmacology knowledge needed at pre-registration level and does not assume previous knowledge of pharmacology, or a level of confidence with maths and drugs calculations. Barber and Robertson build on your existing knowledge of anatomy and physiology to help give a holistic understanding of body systems. This user-friendly guide includes:

- Calculation sections containing 90 calculations to help you perfect your skills
- 100 multiple choice questions to help the reader assess learning
- Clinical tip boxes linking pharmacology to the role of the nurse or midwife
- Patient scenarios from a range of different clinical settings, demonstrating pharmacology in clinical settings

The book emphasises application of pharmacological principles to all areas of practice including drug action, interaction and side effects. Among the topics covered are:

- Local anaesthetics and analgesics
- Anti-inflammatory drugs
- Drugs used for chronic conditions
- Drugs in mental health
- Legal and professional issues

Essentials of Pharmacology for Nurses and Midwives is core reading for all pre-registration nurses and midwives.
The capacity to observe, interpret and understand human behaviour is vital for effective social work practice. By choosing to enter a profession that requires high levels of astute observation and listening skills in the interpretation of people’s behaviour, social work students have undertaken a demanding task. Using a bio-psychosocial framework, this fascinating book provides a wide basis of perspectives on human behaviour on which to build understanding of and responses to people’s behaviours, along with an enhanced appreciation of some of the circumstances that shape behaviour. Margarete Parrish covers the key theories of human growth and development in the context of social relationships, providing a frame of reference from which to explore various aspects of human behaviour. This is particularly relevant to students’ preparedness to practice social work with complex populations. By drawing from biological, psychological and sociological perspectives, the book aims to provide social work students with a theoretically informed basis to observe, understand, and interpret people’s behaviours in ways that will contribute to excellent practice.

CONTENTS

Introduction–What is behaviour?
1. The Role Played by Theory in Understanding Behaviour
2. Psychoanalytic and Eriksonian Theories of Behaviour
3. Neo-Freudian or Ego psychology
4. Humanism
5. Behaviourism
6. Cognition and Learning Theories
7. Systems Theory and Ecological Perspectives
8. Family Theory
9. Feminist Perspectives
10. Personal-Cultural-Social (CPS) Perspectives
11. Theories of Socioeconomics and Their Influences on Behavior
12. Socialisation and Culture
13. Biological and Developmental Influences on Behaviour
14. Models and Considerations of Early Development
15. Influences of Trauma on Behaviour
16. Influences of Mental illness, Alcohol, and Other Drugs on Behaviour
17. Stereotypes and Labelling
18. Distinctions of Social Work Perspectives on Human Behaviour
RESEARCHING RACE
By Hassina Rangji
May 2009 / 136 pages
ISBN: 9780335223022 / Hardcover / US$120.00
ISBN: 9780335223015 / Softcover / US$41.95

Researching race has become ever more urgent in order to advance our understanding of how race operates in our society and the implications it has for social cohesion. Aimed at a upper-level student audience this book wishes to combine a critical methodological engagement with an exploration of contemporary dilemmas related to researching race to help address the current dominance of highly theoretical work in this area and render the complex but important debates emerging in this area more accessible for students. The book will seek to provide theoretical and empirical tools to explore some of the questions whichlie at the heart of current debates around researching race especially with regard to ‘Western’ societies. It considers issues such as how can ‘race’ be sociologically understood? Do different methodological approaches operate with different conceptualizations of ‘race’? What difficulties is a researcher likely to face when researching a different racial group to their own? These theoretical engagements would facilitate case-study explorations around issues which have been concerning popular and expert attention in recent years in contemporary societies. For example is there an emergence of new forms of identification based on race? How does race impact on an individual’s experience of education and employment? The book aims to provide students with access to a balanced range of approaches and will be available for them to use as a basis for mapping the strengths and weaknesses of each approach.

CONTENTS
1: Introduction
2 Theoretical and Methodological Debates in the Research of Race
3 Surveying Race
4 Race Interviewing
5: Locating ‘Race’ in Social Research
6: Shifting races and shifting racisms
Conclusions

EFFECTIVE GROUP WORK WITH YOUNG PEOPLE
By Jane Westergaard
May 2009 / 176 pages
ISBN: 9780335234172 / Hardcover / US$120.00

This essential, step-by-step guide is ideal for anyone involved in planning, preparing and delivering group work to young people. Written in a practical style, the book contains case study examples and suggests questions and activities to assist learning whether in a school or another learning context. It explains what is meant by ‘Personal Learning and Development’ (PLD) group work and guides the reader through the process from identifying a focus and setting session objectives, to planning activities and evaluating the session outcomes. This book offers practical advice on all aspects of group work with young people. Effective Group Work with Young People is the essential handbook for all youth support workers including teaching assistants, learning mentors, personal advisers, classroom assistants and careers advisers.

CONTENTS
1 The role of Youth Support Workers with groups of young people
2 Applying learning theory to personal learning and development groupwork
3 Assessing needs and identifying a topic
4 Setting aims and objectives leading to positive outcomes
5 Activities to enable personal learning and development
6 Getting the structure of sessions right
7 Skills to facilitate personal learning and development
8 Group dynamics
9 Managing challenging behaviour and attitudes
10 Evaluating personal learning and development

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