

Management
Operations Management
ISBN10: 0-13-308801-4
ISBN13: 978-0-13-308801-4
2013, 300 pp., Cloth, 6" x 9"
\$89.99r US

Demand and Supply Integration

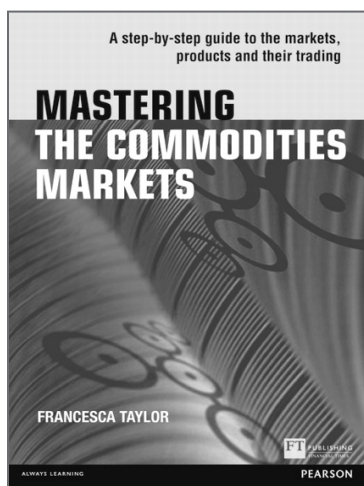
The Key to World-Class Demand Forecasting

Mark A. Moon

Integrate demand and supply needs from all over the organization to create forecasts that are world class.

- Master pioneering demand forecasting techniques that integrate crucial knowledge from sales, marketing, and beyond
- Identify and remedy problems caused by inadequate demand-supply integration
- Effectively measure forecasting performance
- For supply chain specialists in any business, government, or military organization: addresses key elements of APICS certification

Pub Date: 01/2013
EAN: 9780133088014



Finance
ISBN10: 0-273-76812-3
ISBN13: 978-0-273-76812-8
2012, 336 pp., Paper, 6-3/4 X 9-1/2
\$119.99y US

Mastering the Commodities Markets

A step-by-step guide to the markets, products and their trading

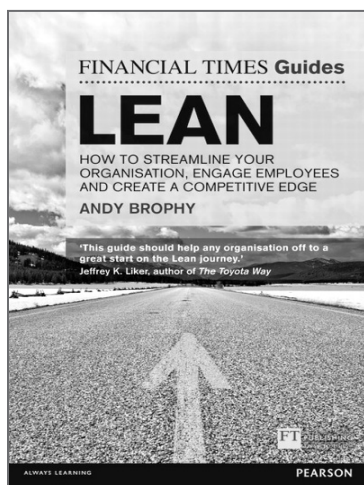
Francesca Taylor

The complete, up-to-date, accessible guide to commodities markets for all non-specialists, from bankers to fund managers.

- Covers key concepts, derivatives, and all these markets: oil, gas, coal, alternative energy, carbon, precious and base metals, rare earths, food, agriculture, and water
- Practical coverage includes news clips, real data, screen shots, diagrams, and worked examples
- By world-renowned financial author and trainer Francesca Taylor (Mastering Derivatives Markets)

Pub Date: 06/2012
EAN: 9780273768128





Management
Process Development and Quality
Improvement
ISBN10: 0-273-77050-0
ISBN13: 978-0-273-77050-3
2012, 320 pp., Paper, 6-1/4 X 9-1/4
\$34.99y US

FT Guide to Lean

How to streamline your organisation, engage employees and create a competitive edge

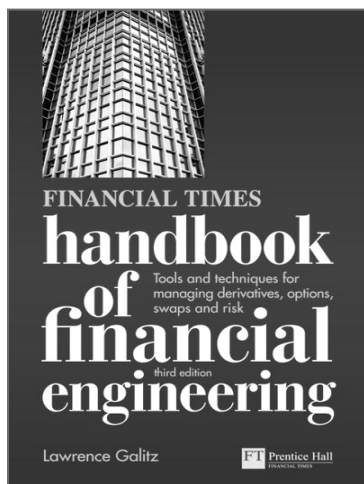
Andy Brophy

Use lean management to improve efficiency, increase customer value, cut waste, and make the most of limited resources!

- In today's economic climate, lean techniques are more valuable than ever: this book will help you understand and apply them
- Covers all of today's most valuable lean tools, showing how to choose amongst them and integrate them into your organization
- Includes expert coverage of lean culture, the technical and "people" side of lean, and building a "Lean Roadmap to Transformation"

Pub Date: 01/2012
EAN: 9780273770503

FT Press
FINANCIAL TIMES



Finance
ISBN10: 0-273-74240-X
ISBN13: 978-0-273-74240-1
2013, 688 pp., Paper, 6-1/4 X 9-1/4,
Previous Edition ISBN: 0273615920
\$169.99y US

Financial Times Handbook of Financial Engineering

Tools and Techniques for Managing Derivatives, Options, Swaps and Risk

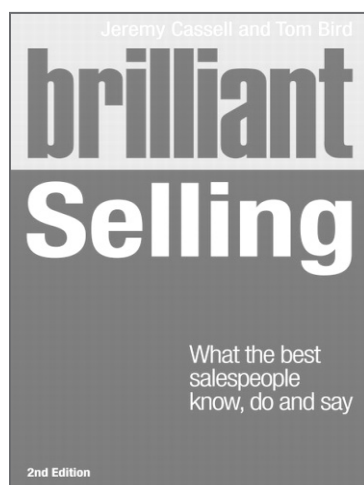
Third Edition
Lawrence Galitz

Today's #1 guide to managing derivatives, options, swaps, and risk: how today's financial engineering tools work, and how to use them safely

- Fully updated for today's instruments, market environments, and rules.
- Clearly explains how to create new financial products that reduce or eliminate risk and restructure financial exposure.
- Includes recommended tactics and techniques, all tested with recent data.
- Packed with up-to-date, fully-worked, practical examples.

Pub Date: 11/2011
EAN: 9780273742401

FT Press
FINANCIAL TIMES



Marketing
Sales

ISBN10: 0-273-77120-5

ISBN13: 978-0-273-77120-3

2012, 352 pp., Paper, 6 X 9,

Previous Edition ISBN: 0-273-72646-3

\$24.99t US

Brilliant Selling 2nd edn

What the best salespeople know, do and say

Second Edition

Tom Bird / Jeremy Cassell

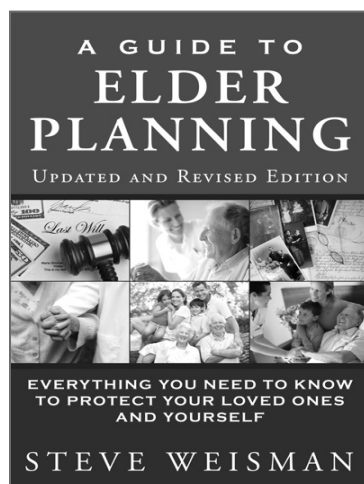
Get the lowdown on how to be a brilliant salesperson.

- Packed with practical tips and advice from sales professionals who know what works and what doesn't, you'll discover trade secrets to guarantee your success.
- As well as learning all the key skills, find out how to use your personality to perfect your technique and understand customer's needs so that you are always one step ahead.

Pub Date: 11/2012

EAN: 9780273771203

FT Press
FINANCIAL TIMES



Finance

Personal Finance

ISBN10: 0-13-309192-9

ISBN13: 978-0-13-309192-2

2013, 350 pp., Paper, 6" x 9",

Previous Edition ISBN: 0-13-142520-X

\$29.99t US

A Guide to Elder Planning

Everything You Need to Know to Protect Your Loved Ones and Yourself

Second Edition

Steve Weisman

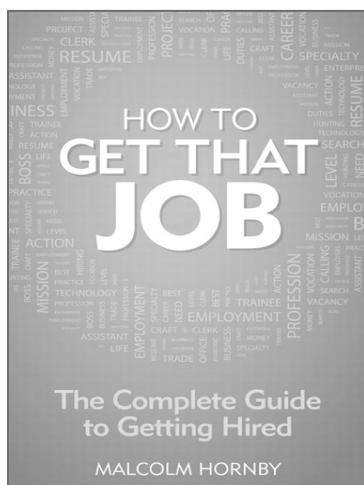
Thorough, friendly, and easy to read, the new edition of this popular guide covers all the challenges faced by seniors and their families.

- Completely updated with clear, simple explanations of the new realities of Medicare, Social Security, and long-term care
- How to avoid scams targeting the elderly and protect your family legally and financially
- Insights and solutions for estate planning, investment planning, housing, substitute decision making, income tax planning, age discrimination, end of life issues, and more

Pub Date: 02/2013

EAN: 9780133091922

FT Press
FINANCIAL TIMES



General Nonfiction
Careers
ISBN10: 0-273-77212-0
ISBN13: 978-0-273-77212-5
2012, 312 pp., Paper, 6 X 9,
Previous Edition ISBN: 0273702122
\$22.99t US

How to get that job

The complete guide to getting hired

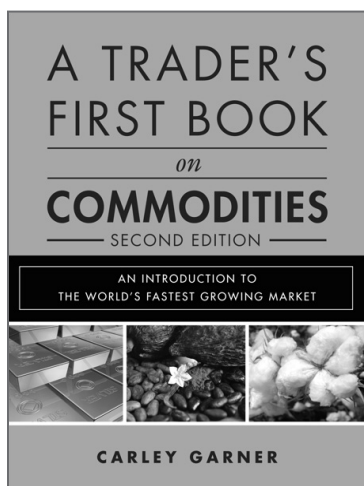
Fourth Edition
Malcolm Hornby

The ultimate up-to-the-minute all-in-one guide to job hunting success!

- Everything you need to know and do to get your next (or first) great job: from planning your search to “wowing” at your interview, and beyond
- No-nonsense, relentlessly practical, 100% outcomes-focused, friendly, and honest
- Covers resumes, aptitude tests, phone interviews, social networking, crucial listening skills, and a whole lot more

Pub Date: 06/2012
EAN: 9780273772125

FT Press
FINANCIAL TIMES



Finance
Investments
ISBN10: 0-13-324783-X
ISBN13: 978-0-13-324783-1
2013, 264 pp., Cloth, 7" x 9-1/8",
Previous Edition ISBN: 0-13-701545-3
\$39.99t US

A Trader's First Book on Commodities

An Introduction to the World's Fastest Growing Market

Second Edition
Carley Garner

The popular, practical, hands-on introduction to profitable commodity trading: updated with new tools, platforms, risks and strategies.

- Shows traders how to maximize their odds of profitability long before they even start trading
- Updated with new examples, charts, and extensive new coverage of the implications of the MF Global and PFGBEST collapses
- Answers all the questions beginning commodities traders ask -and the crucial questions they don't realize they need to ask

Pub Date: 12/2012
EAN: 9780133247831
UPC: 076092049395

FT Press
FINANCIAL TIMES



Management
Project Management
ISBN10: 0-273-77509-X
ISBN13: 978-0-273-77509-6
2012, 200 pp., Paper,
Previous Edition ISBN: 0-273-72232-8
\$24.99t US

Brilliant Project Management

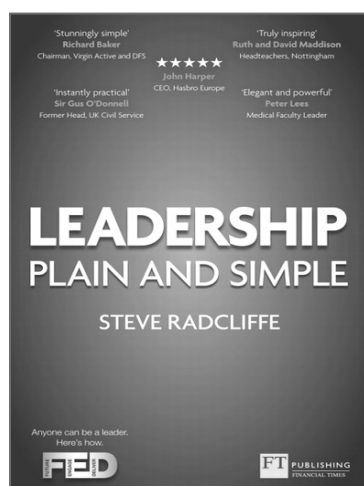
What the best project managers know, do and say

Third Edition
Stephen Barker / Rob Cole

Manage projects brilliantly! Today's best techniques, distilled to their essence, so you can start using them right now

- Save money, time, and sanity: successfully deliver projects on or ahead of schedule
- Covers planning; managing risks, issues, resources, and teams; meetings, facilitation, quality, and more
- Updated with new Agile and PRINCE2 methodologies, including their pros and cons
- Perfect for any project, business or personal -from launching a product to planning a wedding

Pub Date: 06/2012
EAN: 9780273775096



Management
Leadership
ISBN10: 0-273-77241-4
ISBN13: 978-0-273-77241-5
2012, 192 pp., Paper,
Previous Edition ISBN: 0-273-73089-4
\$22.99t US

Leadership

Plain and Simple

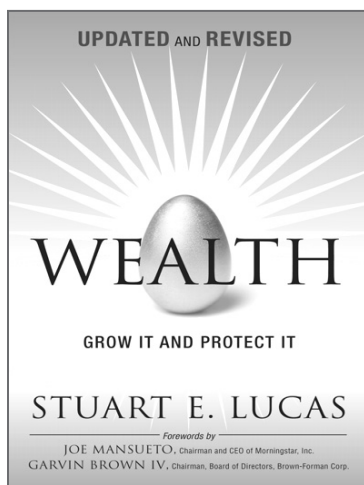
Second Edition
Steve Radcliffe

Leadership isn't complicated. Keep it simple. Make it count.

- Steve Radcliffe's uniquely powerful, successful and practical framework will show you how to develop faster as a more confident and capable leader.
- This compact, instantly-applicable guide to developing leadership skills contains practical insights, straightforward actions and plain guidelines to accelerate your growth as a leader.

Pub Date: 06/2012
EAN: 9780273772415





Finance
Personal Finance
ISBN10: 0-13-313281-1
ISBN13: 978-0-13-313281-6
2013, 400 pp., Cloth, 6" x 9"
\$34.99t US

Wealth

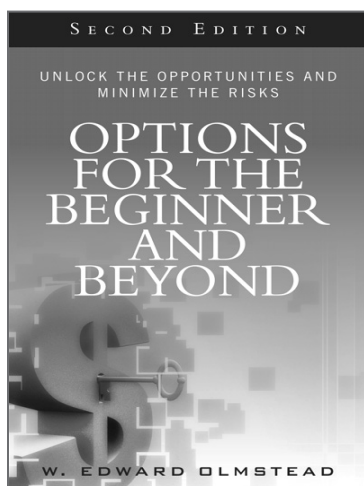
Grow It and Protect It, Updated and Revised

Stuart E. Lucas

The definitive guide to strategic wealth management, now completely updated: indispensable for everyone who possesses or aspires to wealth.

- Comprehensive, strategic, actionable wealth management advice from leading expert Stuart Lucas, heir and wealth manager for one of America's wealthiest families
- Updates the author's Strategic Wealth Management Framework to serve an even wider audience of wealthy individuals, families, and business owners
- Offers deeper coverage of Entrepreneurial Stewardship: the best way to help descendants of wealth flourish, and sustain wealth across generations

Pub Date: 12/2012
EAN: 9780133132816
UPC: 076092049272



Finance
Investments
ISBN10: 0-13-265568-3
ISBN13: 978-0-13-265568-2
2014, 272 pp., Cloth, 6" x 9",
Previous Edition ISBN: 0-13-172128-3
\$29.99t US

Options for the Beginner and Beyond

Unlock the Opportunities and Minimize the Risks

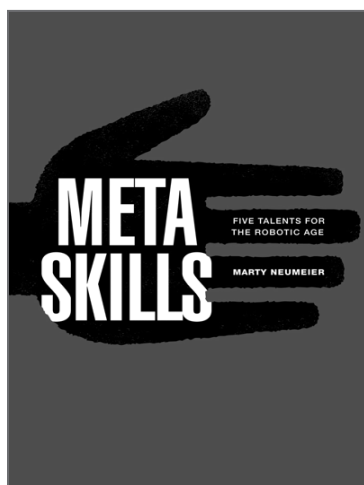
Second Edition
W. Edward Olmstead

International best seller on option trading is now updated and includes coverage of new weekly options, updated tax strategies, and more.

- Teaches options trading through short, plain-English, hands-on lessons that build mastery one step at a time
- Gently guides beginners from the absolute basics to advanced strategies most other books ignore
- Very effective verbal explanations of concepts and strategies
- Now contains updated tax strategies, and integrates weekly options trading throughout

Pub Date: 12/2012
EAN: 9780132655682





Voices That Matter
Management
Executive Skills Development
ISBN10: 0-321-89867-2
ISBN13: 978-0-321-89867-8
2013, 320 pp., Cloth, 6" x 9"
\$27.99x US

Metaskills

Five Talents for the Robotic Age

Marty Neumeier

This is a big-idea book with the potential to redefine the future of work--Metaskills is the new Megatrends!

- This book reframes the current "jobs crisis" as a "talent crisis," promising to put readers back in control of their lives.
- In this sweeping vision for personal mastery in a post-industrial era, Neumeier presents five metaskills--feeling, seeing, dreaming, making, and learning--that can help you reach your true potential and keep you ahead of the curve in the Robotic Age.
- Filled with practical take-aways with topics such as "Six ways to think like Steve Jobs," "10 strategies to trigger breakthrough ideas," "How to develop a personal mission for the real world," and more.

Pub Date: 01/2013
EAN: 9780321898678

New
Riders



Voices That Matter
Game Development
Game Development
ISBN10: 0-321-90249-1
ISBN13: 978-0-321-90249-8
2013, 240 pp., Paper, 8" x 10"
\$59.99y US

Game Design Principles

120 Expert Secrets

Wendy Despain

Soon to be a classic, this beautifully designed book contains 120 key principles game designers need to know for developing and designing games.

- Knowledge gleaned from various fields like architecture and neuroscience are brought together and presented in ways designers can apply directly to games
- Written by a team of instructors at a top games school in the U.S, with references to the world's leading authorities on game design
- Principles are paired with illustrations so that each design concept stands out beautifully and simply on its own for an easy-to-digest reference

Pub Date: 12/2012
EAN: 9780321902498

New
Riders



Visual QuickStart Guide
Microsoft Windows Technology
Microsoft Windows 8
ISBN10: 0-321-88895-2
ISBN13: 978-0-321-88895-2
2013, 368 pp., Paper, 7" x 9"
\$34.99x US

Windows 8

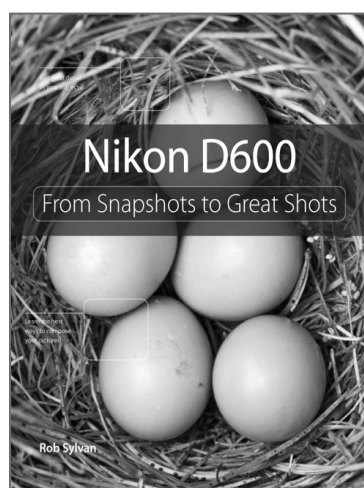
Visual QuickStart Guide

Barrie Sosinsky

Master the latest version of Microsoft Windows with this task-based tutorial

- With plenty of screenshots to clearly illustrate techniques, this guide is everything readers need to master the essentials of Windows 8
- From installing Windows 8 to using its new capabilities, users will learn step by step how to use the new Windows OS
- Includes an hour-long HD video and free eBook (ePub, Mobi, and PDF)

Pub Date: 10/2012
EAN: 9780321888952
UPC: 785342888959



From Snapshots to Great Shots
General Nonfiction
Photography
ISBN10: 0-321-90495-8
ISBN13: 978-0-321-90495-9
2013, 312 pp., Paper, 7-1/2" x 9-1/8"
\$29.99x US

Nikon D600

From Snapshots to Great Shots

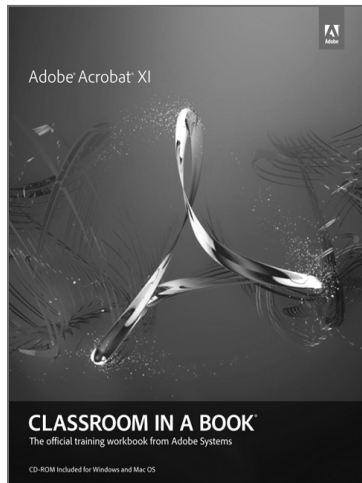
Rob Sylvan

Unlike a textbook-style manual, this handy guide's main focus is on taking great pictures with the new Nikon D600

- Goes beyond a tour of the camera's capabilities to teach users how to take great photos with the Nikon D600
- Shows beginning and intermediate photographers how to utilize their creativity and the power of the camera to take great photos
- Features beautiful images; clear design; and a friendly, knowledgeable voice.

Pub Date: 12/2012
EAN: 9780321904959





Classroom in a Book

Electronic and Desktop Publishing
Postscript/PDF/Adobe

ISBN10: 0-321-88679-8

ISBN13: 978-0-321-88679-8

2013, 336 pp., Paper Bound w/CD-ROM,
7-3/8" x 9-1/8"

\$54.99x US

INCLUDES CD-ROM



Adobe Acrobat XI Classroom in a Book

Adobe Creative Team

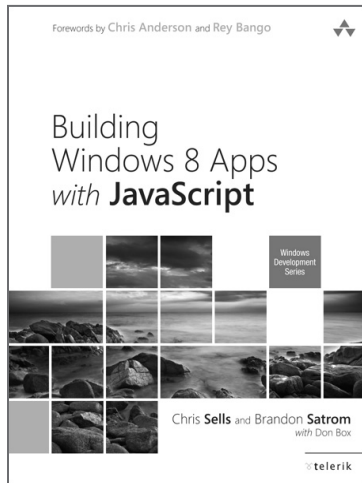
World's best-selling book on Adobe Acrobat--now fully revised for version XI

- Comprehensive, project-based lessons teach key concepts for creating and delivering high-impact PDFs with Adobe Acrobat XI
- All-updated lessons demonstrate new features, including the built-in Adobe FormsCentral, integrated Acrobat toolbar for Microsoft and browser apps, and more
- Official training series from Adobe Systems Inc., developed with the support of Adobe product experts

Pub Date: 12/2012

EAN: 9780321886798

Adobe Press



Microsoft Windows Development Series

Microsoft Windows Technologies

Application Development

ISBN10: 0-321-86128-0

ISBN13: 978-0-321-86128-3

2013, 656 pp., Paper, 7" x 9-1/8"

\$49.99x US

Building Windows 8 Apps with JavaScript

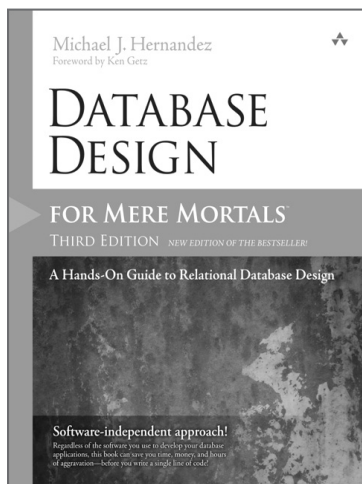
Chris Sells / Brandon Satrom / Don Box

The easy, hands-on, end-to-end tutorial introduction for everyone who wants to write Windows 8 Metro apps with JavaScript!

- Shows how to use Metro/JS to build apps that follow Windows 8 style guidelines and leverage Windows 8's full power
- Covers binding, templates, controls, layout, styling, responsiveness, media, networking, PLM, app state, Immersive Shell, and more
- Co-authored by Chris Sells, a repeat best-selling author who helped create Windows 8 for HTML/JS and Microsoft's associated developer tools

Pub Date: 01/2013

EAN: 9780321861283



For Mere Mortals

Database Technology
Design

ISBN10: 0-321-88449-3

ISBN13: 978-0-321-88449-7

2013, 600 pp., Paper, 7-3/8" x 9-1/8",
Previous Edition ISBN: 0-201-75284-0

\$49.99x US

Database Design for Mere Mortals

A Hands-On Guide to Relational Database Design

Third Edition

Michael Hernandez

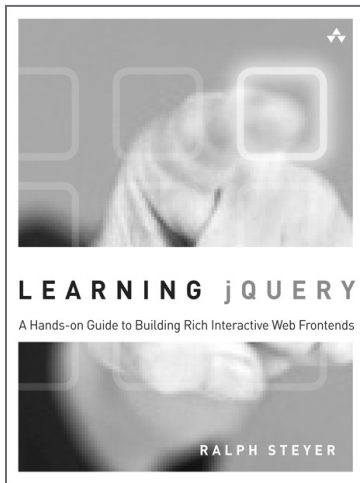
The all-time best-selling database design book: clear, accessible, hands-on, software-independent -and now fully updated!

- Mike Hernandez's common-sense guide to database design: the fastest way to start solving real problems, and build foundational knowledge to go even further
- Includes new chapter on incorporating normalization into database designs
- Contains improved coverage of data types
- Brand-new instructor resources available: Word templates, PowerPoints, and test questions

Pub Date: 01/2013

EAN: 9780321884497





Learning

Internet/Web Technologies

JavaScript

ISBN10: 0-321-81526-2

ISBN13: 978-0-321-81526-2

2013, 500 pp., Paper, 7" x 9"

\$39.99x US

Learning jQuery

A Hands-on Guide to Building Rich Interactive Web Frontends

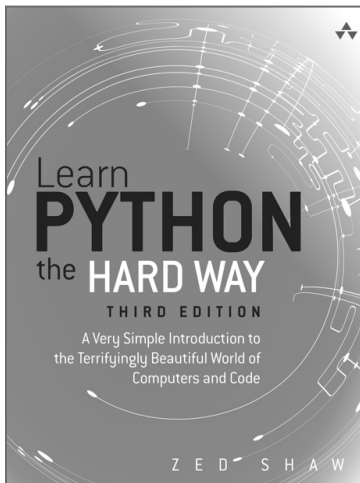
Ralph Steyer

The clearest, most example-rich introduction to web programming with jQuery, today's most widely-used cross-platform JavaScript library!

- The first jQuery tutorial for all working web developers, not just experts
- Practical, hands-on coverage of effects, animations, multimedia, sortable lists, drag-and-drop, image resizing, interactive forms, and server scripts
- Walks through building mobile front-ends with jQuery Mobile
- Covers new features and add-ons throughout, so developers get the most out of jQuery

Pub Date: 01/2013

EAN: 9780321815262



Programming Languages

Python

ISBN10: 0-321-88491-4

ISBN13: 978-0-321-88491-6

2013, 320 pp., Paper Bound w/CD-ROM, 7" x 9-1/8"

\$39.99x US

INCLUDES CD-ROM



Learn Python the Hard Way

A Very Simple Introduction to the Terrifyingly Beautiful World of Computers and Code

Third Edition

Zed Shaw

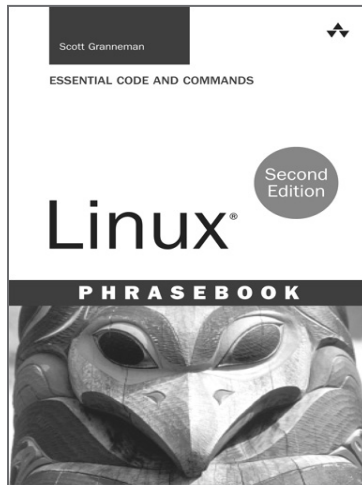
The Python programming book (and video) for everyone who always wanted to learn programming, but never thought they could!

- Python for beginners: a disciplined, practice-driven training method that works!
- By Zed Shaw: top blogger, outstanding teacher, renowned open source project leader
- CD contains 5+ hours of teaching video
- Refined through Shaw's extensive instructional work online, where he attracts 10-20K visitors per day: an earlier online version of this book earned 500K+ downloads

Pub Date: 01/2013

EAN: 9780321884916





Operating Systems
 LINUX General
ISBN10: 0-321-83388-0
ISBN13: 978-0-321-83388-4
 2013, 400 pp., Paper, 4-1/2" x 7",
 Previous Edition ISBN: 0-672-32838-0
\$24.99x US

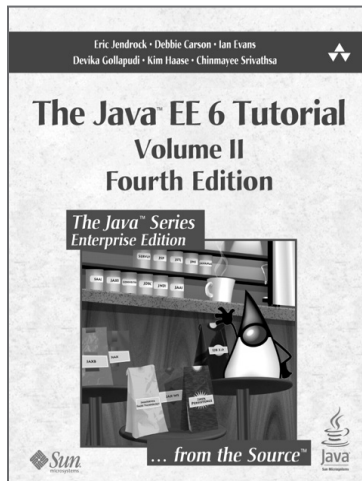
Linux Phrasebook

Second Edition
 Scott Granneman

The #1 pocket guide to the Linux command line: instant solutions to hundreds of everyday tasks, now fully updated for the newest distros!

- The quick, functional, portable, and practical Linux command line reference: straight-to-the-point information that can be used anytime, anywhere
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- Contains an all-new chapter on manipulating text files

Pub Date: 01/2013
 EAN: 9780321833884



The Java Series
 Programming Languages
 JAVA
ISBN10: 0-13-708186-3
ISBN13: 978-0-13-708186-8
 2013, 560 pp., Paper, 7" x 9-1/8",
 Previous Edition ISBN: 0-321-49029-0
\$49.99x US

The Java EE 6 Tutorial

Advanced Topics

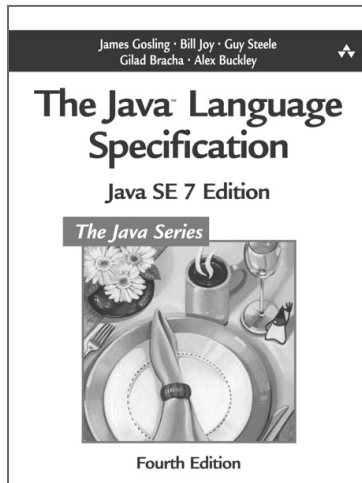
Fourth Edition
 Eric Jendrock / Ian Evans / Devika Gollapudi / Kim Haase / Chinmayee Srivathsa /
 Ricardo Cervera-Navarro / William Markito Oliveira

Volume II of Oracle's definitive Java™ "From the Source" tutorial/reference: advanced coverage of Java EE 6 platform technologies and APIs!

- Presents advanced new techniques for developing Java enterprise applications far more rapidly, easily, and effectively
- Introduces state-of-the-art solutions for web tiers, web services, Enterprise Beans, contexts, dependency injection, persistence, security, and more
- Enterprise case study section thoroughly updates the familiar "Duke's Bank" with new techniques and best practices
- **Previously Announced in 09/2011 Catalog.**

Pub Date: 12/2012
 EAN: 9780137081868





The Java Series

Programming Languages
JAVA

ISBN10: 0-13-326022-4

ISBN13: 978-0-13-326022-9

2013, 688 pp., Paper, 7" x 9-1/4",
Previous Edition ISBN: 0-321-24678-0

\$59.99y US

The Java Language Specification, Java SE 7 Edition

Fourth Edition

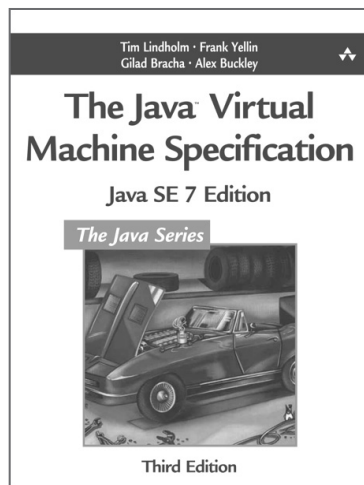
James Gosling / Bill Joy / Guy Steele / Gilad Bracha / Alex Buckley

The definitive, up-to-the-minute Java SE 7 reference, written by the language's inventors and current stewards!

- Meticulous coverage of Java SE 7 syntax, semantics, and constructs: the complete current state of the language
- Packed with ready-to-execute Java SE 7 sample programs
- Full chapter on thread and lock semantics, including complete memory model for high-performance shared-memory multiprocessor implementations
- Covers new JSR 334 features and non-Java language support

Pub Date: 11/2012

EAN: 9780133260229



The Java Series

Programming Languages
JAVA

ISBN10: 0-13-326044-5

ISBN13: 978-0-13-326044-1

2013, 608 pp., Paper, 7" x 9-1/4",
Previous Edition ISBN: 0-201-43294-3

\$59.99y US

The Java Virtual Machine Specification, Java SE 7 Edition

Third Edition

Tim Lindholm / Alex Buckley / Frank Yellin / Gilad Bracha

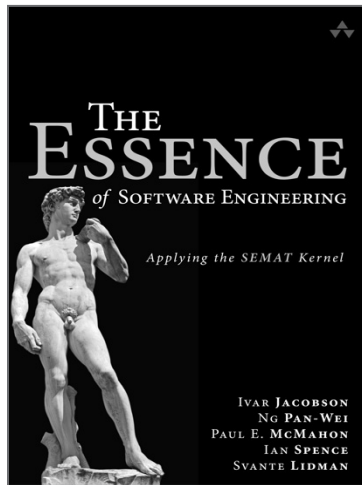
A comprehensive, detailed, and up-to-date presentation of the complete JVM specification: now fully updated for Java SE 7

- Authoritative knowledge for implementing fully compatible, modern Java Virtual Machines
- Reflects massive changes to JVMs and Java since the previous 1999 edition
- Unparalleled insights into how Java's compiler and interpreter work, with extensive source code
- By engineers who implemented Sun's original JVM; fully updated by Alex Buckley and today's Oracle JVM team

Pub Date: 12/2012

EAN: 9780133260441





Software Engineering
ISBN10: 0-321-88595-3
ISBN13: 978-0-321-88595-1
2013, 224 pp., Paper, 6-1/4" x 9-1/8"
\$39.99y US

The Essence of Software Engineering

Applying the SEMAT Kernel

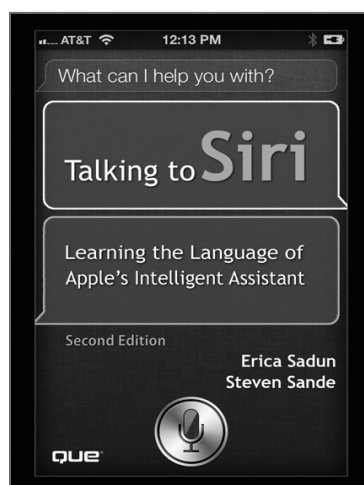
Ivar Jacobson / Pan-Wei Ng / Paul McMahon / Ian Spence / Svante Lidman

The authoritative guide to SEMAT: the new standard for re-founding software engineering on solid theory, principles, and best practices

- Addresses an initiative that is focused on overcoming the software engineering profession's core challenges, and is supported by many industry leaders
- Fully covers the proposed SEMAT kernel and language, and their effective use
- By a team of SEMAT and software engineering pioneers, led by Dr. Ivar Jacobson, the legendary "father" of innovations ranging from components to UML

Pub Date: 01/2013
EAN: 9780321885951


Addison
Wesley



Mobile Devices and Music Players
iPhone (end user)
ISBN10: 0-7897-5069-4
ISBN13: 978-0-7897-5069-3
2013, 245 pp., Paper, 5" x 7", Previous
Edition ISBN: 0-7897-4973-4
\$14.99x US

Talking to Siri

Learning the Language of Apple's Intelligent Assistant

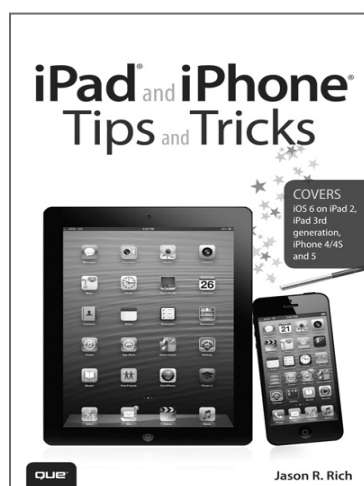
Second Edition
Erica Sadun / Steve Sande

A guide to Siri, Apple's "Intelligent Assistant," in the palm of your hand.

- Improve Siri's recognition, discover where it works best, manage conversations more efficiently, and use Siri more creatively
- Packed with practical how-tos and examples for everything from weather and search to math problem-solving
- Introduces many new features that will help both original users and those just getting to know Siri, especially as it extends to new devices like the iPad.

Pub Date: 01/2013
EAN: 9780789750693

que®



Tips and Tricks
Mobile Devices and Music Players
iPod / iPod Touch/ iPad (end user)
ISBN10: 0-7897-5096-1
ISBN13: 978-0-7897-5096-9
2013, 432 pp., Paper, 6" x 9", Previous
Edition ISBN: 0-7897-4912-2
\$24.99x US

iPad and iPhone Tips and Tricks

For iOS 6 on iPad and iPhone

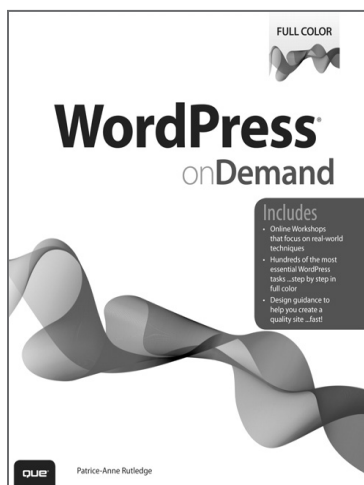
Second Edition
Jason Rich

Discover the amazing new power and time saving shortcuts built into Apple's new iOS 6: get more out of your iPhone and iPad than ever!

- Focuses on what's new in iOS 6, and goes way beyond the basics!
- All-new tips and tricks for using Notification Center, PC Free, Reminders, iMessage, iCloud, and more
- Great new solutions for iPad, iPhone, and iPod touch not just a single device
- Packed with full-color screen shots and step-by-step directions by one of the world's top authors of easy-to-use tech books

Pub Date: 12/2012
EAN: 9780789750969

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**On Demand**

Internet/Web Technologies

Blogging

ISBN10: 0-7897-5037-6

ISBN13: 978-0-7897-5037-2

2013, 480 pp., Paper, 7-1/2" x 9-1/8"

\$29.99x US

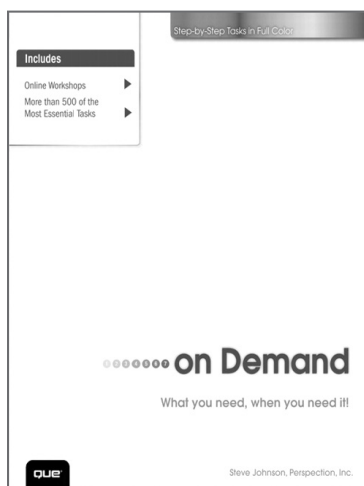
WordPress On Demand*Patrice-Anne Rutledge*

WordPress On Demand is for readers who are visual learners and want clear, step-by-step guidance on how to make the most of WordPress.

- First released in 2003, WordPress has become one of the most popular content management systems (CMS) on the web
- Shows readers how make the most of WordPress.com free and premium features
- Contains workshops that show readers how to enhance their feeds, create a private WordPress site, optimize their site for search engines, and more

Pub Date: 01/2013

EAN: 9780789750372

QUE®**On Demand**

Internet/Web Technologies

ISBN10: 0-7897-4936-X

ISBN13: 978-0-7897-4936-9

2013, 300 pp., Paper, 7-1/2" x 9-1/8"

\$24.99x US

Adobe Edge Animate on Demand*. Perspection Inc. / Steve Johnson*

Quickly and easily learn Adobe's new web motion design tool to create animated websites using HTML5, JavaScript, and CSS3.

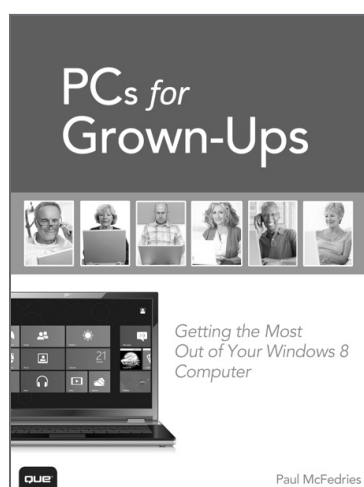
- Less reading, more learning! Quick-reference plus complete step-by-step training in an easy full-color format
- Includes bonus online workshop content for hands-on learners
- Coverage includes how to publish web content for the iPhone and iPad which has not been possible in the past with Flash.
- **Previously Announced in 01/2012 Catalog.**

Pub Date: 12/2012

EAN: 9780789749369

UPC: 029236749361

QUE®



General Computing
General PC Technology
ISBN10: 0-7897-4961-0
ISBN13: 978-0-7897-4961-1
2013, 360 pp., Paper, 7-1/2" x 9-1/8"
\$24.99x US

PCs for Grown-Ups

Getting the Most Out of Your Windows 8 Computer

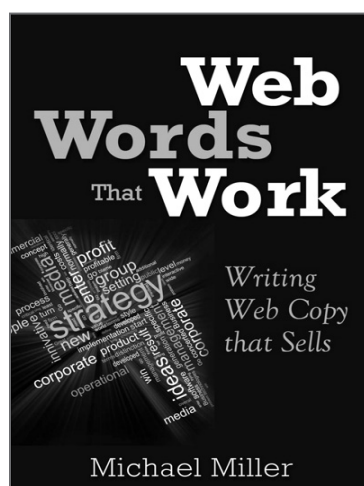
Paul McFedries

The perfect guide to PCs running Windows 8 for everyone who's been around the block a few times!

- All the basics, in a friendly, lightly humorous tone: makes readers feel at home, and NEVER patronizes or disrespects them
- Large print, clear zoomed-in images, simple tips, and handy shortcuts make it easier to use, maintain, fix and upgrade Win8 PCs
- Helps readers make smart, informed PC buying decisions

Pub Date: 12/2012
EAN: 9780789749611
UPC: 029236749613

QUE®



Marketing
Online Marketing
ISBN10: 0-7897-5059-7
ISBN13: 978-0-7897-5059-4
2013, 288 pp., Paper, 6" x 9"
\$24.99x US

Web Words that Work

Writing Online Copy that Sells

Michael Miller

Write punchy, effective, search-optimized online copy -even if you've never done it before!

- Online copywriting tips and tricks from the pros: perfect for entrepreneurs, bloggers, site owners -anyone who needs to write for the web, social media, or mobile sites and apps!
- Find your voice, keep it short, fire up your readers, organize your content, use links, optimize for SEO, and more
- By top how-to author Michael Miller, whose books have sold over 1 million copies!

Pub Date: 01/2013
EAN: 9780789750594

QUE®

Cover Not Available

General Computing
Kindle / Nook / eReader
ISBN10: 0-7897-5060-0
ISBN13: 978-0-7897-5060-0
2013, 368 pp., Paper, 6" x 9", Previous
Edition ISBN: 0-7897-4848-7
\$17.99x US

The NOOK Book

An Unofficial Guide: Everything you need to know about the NOOK HD, NOOK HD+ and NOOK SimpleTouch

Fourth Edition
Patrick Kanouse

There's more to the NOOK HD and other NOOK models than just reading books. This best-selling guide digs deep into all the features that might go unnoticed!

- Fully updated for the new versions of the NOOK, including NOOK HD, NOOK HD+, NOOK SimpleTouch, and NOOK Apps
- Provides clear, easy-to-read instructions for users of any NOOK device
- Goes way beyond basic usage, including coverage of rooting (or jailbreaking) to add applications from the Android Market; using email; and the NOOK kids for iPad app

Pub Date: 03/2013
EAN: 9780789750600

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Cover Not Available

My...
Mobile Devices and Music Players
iPod / iPod Touch/ iPad (end user)
ISBN10: 0-7897-4876-2
ISBN13: 978-0-7897-4876-8
2013, 384 pp., Paper, 6" x 9"
\$24.99x US

My iPad mini

Gary Rosenzweig

My iPad Mini is the ideal end user resource for anyone who wants to quickly learn to use their iPad Mini and iOS 6. No prior iPad experience necessary!

- Everything users need to know to use the new iPad Mini, with the new iOS version 6 features
- Full-color, step by step format with plenty of visuals to help with even the trickiest of tasks
- Written by Gary Rosenzweig , Apple gadget guru and author of *My iPad*

Pub Date: 12/2012
EAN: 9780789748768

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Using

Microsoft Windows Technology

Microsoft Windows 8

ISBN10: 0-7897-5051-1

ISBN13: 978-0-7897-5051-8

2013, 360 pp., Paperback with DVD, 6" x 9", Previous Edition ISBN: 0-7897-4291-8

\$24.99x US

Using Windows 8

J. Peter Bruzzese

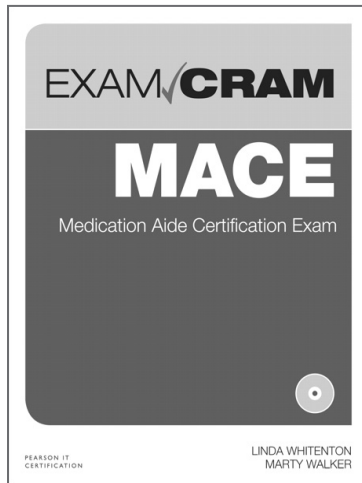
Get comfortable with Windows 8 through a media-rich, customized learning experience: a comprehensive, hands-on resource at your fingertips!

- Practical, approachable coverage that completely flattens the Windows 8 learning curve
- Tightly integrated with online video, screencast tutorials, podcasts, and more: the total learning experience for new Windows 8 users
- World-class Windows trainers and screencasters J. Peter Bruzzese and Nick Saccomanno reveals powerful tips and tricks for getting the most out of Windows 8, fast!

Pub Date: 12/2012

EAN: 9780789750518

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Exam Cram

Study Aids

Nursing Exams

ISBN10: 0-7897-4960-2

ISBN13: 978-0-7897-4960-4

2013, 450 pp., Paper Bound w/CD-ROM,
7-3/8" x 9-1/8"

\$34.99x US

INCLUDES CD-ROM



MACE Exam Cram

Medication Aide Certification Exam

Linda Whinton / Marty Walker

The smartest, fastest, most effective preparation for the latest MACE exam for medication aides!

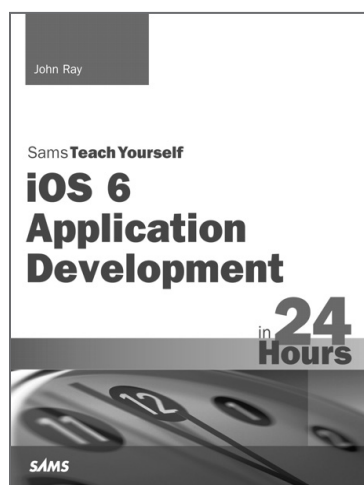
- The first and only MACE review guide: covers every topic on NCSBN's MACE exam, used to certify medication aides in 32 states
- Helps candidates quickly assess where they stand, and master what they need to learn
- Test-taking strategies, time-saving tips, chapter-review questions, tear-out Cram Sheet, and sample exams delivered by a state-of-the-art CD-based test engine

Pub Date: 01/2013

EAN: 9780789749604

UPC: 029236749606

PEARSON



Sams Teach Yourself
Mobile Devices and Music Players
iPhone / iPod Touch / iPad Development
ISBN10: 0-672-33443-7
ISBN13: 978-0-672-33443-6
2013, 864 pp., Paper, 7" x 9-1/8",
Previous Edition ISBN: 0-672-33576-X
\$44.99x US

Sams Teach Yourself iOS 6 Application Development in 24 Hours

Fourth Edition
John Ray

A clear, easy-to-understand tutorial for developers who want to write software for today's hottest market: iPhone, iPad, and App Store!

- The start-to-finish, hands-on introduction to iPhone and iPad programming for every developer, regardless of experience, fully updated for iOS 6
- Introduces the iOS development environment and teaches every essential Objective-C concept with fully-documented, carefully-explained code
- Each new technology introduced is backed up with fully-documented code samples

Pub Date: 01/2013
EAN: 9780672334436

SAMS



Unleashed
Mobile Devices and Music Players
Android Development
ISBN10: 0-672-33628-6
ISBN13: 978-0-672-33628-7
2013, 600 pp., Paper, 7" x 9-1/8"
\$49.99x US

Android Programming Unleashed

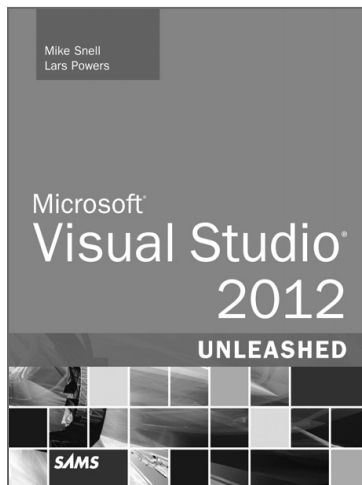
B.M. Harwani

The most comprehensive, up-to-date guide to pro-quality mobile/tablet development with Android 4.1 Jelly Bean and 4.0.3 Ice Cream Sandwich

- Technically sophisticated and comprehensive coverage of all key Android programming topics: focused on applying modern best practices to producing production-ready code
- Explains each topic through a complete and self-contained practical example
- Delivers the breadth of coverage working developers have learned to expect from the Unleashed series

Pub Date: 01/2013
EAN: 9780672336287
UPC: 752063336281

SAMS



Unleashed

.NET

Programming Languages

ISBN10: 0-672-33625-1

ISBN13: 978-0-672-33625-6

2013, 1,224 pp., Paper, 7" x 9-1/8",
Previous Edition ISBN: 0-672-33081-4

\$49.99x US

Microsoft Visual Studio 2012 Unleashed

Second Edition

Mike Snell / Lars Powers

An in-depth, all-in-one, practical reference to developing applications using Microsoft Visual Studio 2012

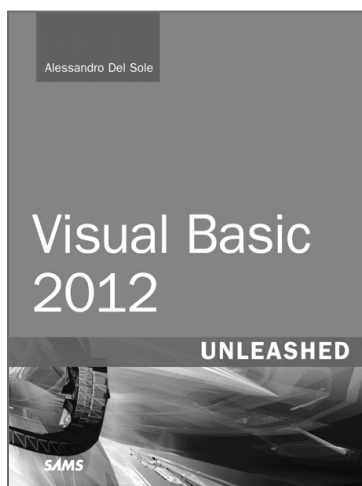
- Offers the perfect blend of in-depth coverage of the Visual Studio toolset with practical advice based on real-world use
- Thoroughly covers all new features of Visual Studio 2012
- One of the few books that brings all of Visual Studio together in one volume
- Equally applicable to developers new to Visual Studio and those with experience on previous versions

Pub Date: 11/2012

EAN: 9780672336256

UPC: 752063336250

SAMS



Unleashed

Programming Languages

Visual Basic

ISBN10: 0-672-33631-6

ISBN13: 978-0-672-33631-7

2013, 1,300 pp., Paper, 7" x 9-1/8",
Previous Edition ISBN: 0-672-33100-4

\$59.99x US

Visual Basic 2012 Unleashed

Second Edition

Alessandro Del Sole

More than just a language reference: the most comprehensive guide to building outstanding software with Visual Basic 2012

- Packed with practical examples, robust sample code, and expert tips from a leader of the worldwide VB community
- Fully updated for Windows 8, .NET 4.5, and Windows Phone development
- Offers invaluable guidance for thousands of long-time VB developers who want to learn the right way to develop object-oriented software

Pub Date: 01/2013

EAN: 9780672336317

UPC: 752063336311

SAMS

Cover Not Available

Reading
Literacy

ISBN10: 0-13-290755-0
ISBN13: 978-0-13-290755-2
2014, 240 pp., Paper, 8-1/2" x 11"
\$29.99y US

Core Ready Lesson Sets for Grades 3-5

A Staircase to Standards Success for English Language Arts, The Road to Knowledge: Information and Research

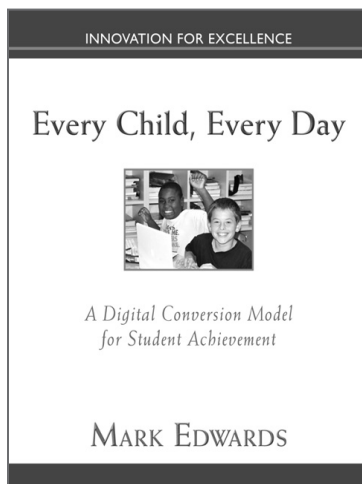
Pam Allyn

a dynamic series of books providing educators with critical tools for navigating the Common Core Standards.

- Educators are better able to plan, teach, and assess curriculum to help all students achieve the Common Core Standards for reading, writing, speaking, and listening through the book's complete alignment with the standards.
- Teachers become more familiar with the meanings and implications of Core words and phrases and are guided toward the academic language standards students need to read, write, and converse.

Pub Date: 01/2013
EAN: 9780132907552

PEARSON



Professional Development
ISBN10: 0-13-292709-8
ISBN13: 978-0-13-292709-3
2014, 140 pp., Paper, 7-1/2" x 9-1/4"
\$29.99y US

Every Child, Every Day

A Digital Conversion Model for Student Achievement

Mark Edwards

Improve student performance and achieve outstanding results in digital conversion

- Valuable help for understanding fundamental change concepts for digital conversion.
- The mission and vision that inspired the digital conversion effort are explained.
- The opportunity to learn from the successes of the Mooresville, NC graded school district.
- How staff and students can go "above and beyond" on a regular basis.
- The concepts of digital conversion come to life.

Pub Date: 01/2013
EAN: 9780132927093

PEARSON

Cover Not Available

Reading
Literacy

ISBN10: 0-13-290754-2

ISBN13: 978-0-13-290754-5

2014, 240 pp., Paper, 8-1/2" x 10-7/8"

\$29.99y US

Core Ready Lesson Sets for Grades 3-5

A Staircase to Standards Success for English Language Arts, The Power to Persuade: Opinion and Argument

Pam Allyn

The Power to Persuade focuses on the recognition and development of opinion and argument through reading, writing, listening, and speaking.

- Educators receive ample opportunities to provide close reading of text experiences for their students in every lesson set. Icons mark the close reading opportunities.
- Differentiating instruction with individuals and small groups is supported through suggestions for student practice in every lesson plan. Included are assessment checklists and rubrics for gauging student progress and making adjustments as needed.

Pub Date: 01/2013

EAN: 9780132907545

PEARSON

Cover Not Available

Reading
Literacy

ISBN10: 0-13-290753-4

ISBN13: 978-0-13-290753-8

2014, 240 pp., Paper, 8-1/2" x 11"

\$29.99y US

Core Ready Lesson Sets for Grades 3-5

A Staircase to Standards Success for English Language Arts, The Shape of Story: Yesterday and Today

Pam Allyn

A dynamic series of books providing educators with critical tools for navigating the Common Core Standards effectively.

- The interests and capacities of each grade level are captured. *The sometimes-overwhelming amount of content in the Common Core is streamlined.
- Educators see how to choose and teach language standards to allow maximum student opportunities for applying language skills directly and meaningfully.
- Options for using both high and low tech approaches to achieve instructional goals.

Pub Date: 01/2013

EAN: 9780132907538

PEARSON

Cover Not Available

Reading
Literacy

ISBN10: 0-13-290756-9

ISBN13: 978-0-13-290756-9

2014, 240 pp., Paper, 8-1/2" x 11"

\$29.99y US

Core Ready Lesson Sets for Grades 3-5

A Staircase to Standards Success for English Language Arts, The Journey to Meaning: Comprehension and Critique

Pam Allyn

a dynamic series of books providing educators with critical tools for navigating the Common Core Standards effectively.

- The sometimes-overwhelming amount of content in the Common Core is streamlined into manageable units through the book's clear, detailed lesson plans.
- Educators can plan, teach, and assess curriculum. *The interests and capacities of each grade level are captured through the book's unique staircase approach to curriculum
- Support for English Language Learners and struggling readers and writers is strong.

Pub Date: 01/2013

EAN: 9780132907569

PEARSON

Cover Not Available

Early Childhood
Administration

ISBN10: 0-13-265823-2

ISBN13: 978-0-13-265823-2

2014, 216 pp., Paper, 8-1/2" x 10-7/8"

\$26.99y US

Developing Mentoring and Coaching Relationships in Early Care and Education

A Reflective Approach

Marilyn Chu

Nurture teachers, guide them toward professional effectiveness, and bridge the gap between the vision for quality and actual practices

- Gain a solid, workable understanding of how to use relationship-based mentoring strategies to promote professional learning.
- See how to increase effectiveness in building professional development relationships.
- Apply adult learning theories and approaches to mentoring and coaching processes.
- Initiate professional development leadership and planning for mentoring systems.

Pub Date: 01/2013

EAN: 9780132658232

PEARSON

Programming Languages
C++

ISBN10: 0-13-325281-7
ISBN13: 978-0-13-325281-1
Prev. ISBN 0-13-609720-0
2014, 672 pp., Paper, 8" x 10"
\$122.00k

Introduction to Programming with C++ 3/E

Liang, Y. Daniel (Armstrong Atlantic State University) (Engineering and Computer Science)

KEY BENEFIT: This solid foundation in the basics of C++ programming will allow readers to create efficient, elegant code ready for any production environment. **KEY TOPICS:** Introduction to Computers, Programs, and C++; Elementary Programming; Selections; Mathematical Functions, Characters, and Strings; Loops; Function; Single-Dimensional Arrays and C-Strings; Multidimensional Arrays; Objects and Classes; Object-Oriented Thinking; Pointers and Dynamics Memory Management; Templates, Vectors, and Stacks; File Input and Output; Operator Overloading; Inheritance and Polymorphism; Exception Handling; Recursion. The following bonus chapters are on the book's Web site: Developing Efficient Algorithms; Sorting; Linked Lists, Queues, and Priority Queues; Binary Search Trees; STL Containers; STL Algorithms; Graph Applications; Weighted Graph Applications; AVL Trees and Splay Trees. **MARKET:** Ideal for beginning programmers.

General Computing
Introduction to Computing

ISBN10: 0-13-311068-0
ISBN13: 978-0-13-311068-5
Prev. ISBN 0-13-137625-X
2014, 440 pp., Paper, 10" x 10"
\$125.80k

Visualizing Technology, Introductory 2/E

Geoghan, Debra (Information Technology)

KEY BENEFIT: This book is unlike anything you've seen before. You won't find long paragraphs of text that go on forever; instead you will find a highly visual layout with bite-sized chunks of texts, images used to represent concepts, making them easy to remember, chapters organized as articles with catchy headlines, and a Facebook page to stimulate and foster discussion. **KEY TOPICS:** What is a computer? Hardware. File Management. Digital Devices and Multimedia. Application Software. System Software. The Internet and World Wide Web. Communicating and Sharing: The Social Web. Networks and Communication. Security and Privacy. Databases. Software and Application Development. Blogger. Mind Maps. Google Docs. **MARKET:** With an innovative and easy to read writing style, Visualizing Technology teaches readers the basics of using a computer, from File Management to Hardware and Software and the Internet.

General Computing
Introduction to Computing

ISBN10: 0-13-311070-2
ISBN13: 978-0-13-311070-8
Prev. ISBN 0-13-705634-6
2014, 552 pp., Paper, 10" x 10"
\$151.20k

Visualizing Technology, Complete 2/E

Geoghan, Debra (Information Technology)

KEY BENEFIT: This book is unlike anything you've seen before. You won't find long paragraphs of text that go on forever; instead you will find a highly visual layout with bite-sized chunks of texts, images used to represent concepts, making them easy to remember, chapters organized as articles with catchy headlines, and a Facebook page to stimulate and foster discussion. **KEY TOPICS:** What is a computer? Hardware. File Management. Digital Devices and Multimedia. Application Software. System Software. The Internet and World Wide Web. Communicating and Sharing: The Social Web. Networks and Communication. Security and Privacy. Databases. Software and Application Development. Blogger. Mind Maps. Google Docs. **MARKET:** With an innovative and easy to read writing style, Visualizing Technology teaches readers the basics of using a computer, from File Management to Hardware and Software and the Internet.

COMPUTER SCIENCE & ENGINEERING

Business and Productivity Application
Office
ISBN10: 0-13-310990-9
ISBN13: 978-0-13-310990-0
2014, 576 pp., SpiralBound, 10" x 8-1/2"
\$100.00k

Skills for Success Mac Office 2011 Essentials

Hayes, Darren Ri(Pace University); Townsend, Kris(Spokane Falls Community College); Vargas, Alicia(Pasadena City College);(Information Technology)

KEY BENEFIT: *Skills for Success* is written with today's students in mind. **KEY TOPICS:** The book provides step-by-step guidance in an easy-to-use format. Each skill is presented on a two-page spread with clearly numbered steps and clear instruction. Key skills required to get started with Microsoft Office are covered, giving readers a complete introduction to the core tools. **MARKET:** Ideal for readers and students that need to get started with Microsoft Office 2011 for Macs.

Civil Engineering
Civil Engineering: General
ISBN10: 0-13-700940-2
ISBN13: 978-0-13-700940-4
Prev. ISBN 0-13-236512-X
2014, 576 pp., Cloth, 7-3/8" x 9-1/8"
\$111.20k

Surveying: Principles Applications 9/E

Mastin, Tom;Kavanagh, Barry(Health Science Careers)

Surveying: Principles Applications, 9/e is the clearest, easiest to understand, and most useful introduction to surveying as it is practiced today. It brings together expert coverage of surveying principles, remote sensing and other new advances in technological instrumentation, and modern applications for everything from mapping to engineering. Designed for maximum simplicity, it also covers sophisticated topics typically discussed in advanced surveying courses. This edition has been reorganized and streamlined to align tightly with current surveying practice, and to teach more rapidly and efficiently. It adds broader and more valuable coverage of aerial, space and ground imaging, GIS, land surveying, and other key topics. An extensive set of appendices makes it a useful reference for students entering the workplace.

Civil Engineering
Architectural
ISBN10: 0-13-157965-7
ISBN13: 978-0-13-157965-1
2014, 612 pp., Cloth, 9" x 10-7/8"
\$100.00f

Architecture Principia

Borden, Gail P.;Andrews, Brian D.(Health Science Careers)

Principia: Architectural Principles of Material Form provides a comprehensive look at the foundational themes of architecture. Simultaneously fundamental and advanced, the text employs comparative precedents, case studies from across the history of architecture, consistent and clear graphic language, and a parallel visual and textual presentation of each architectural principle. Written by designers, for designers, the text is intended to serve as an analytical handbook of the concepts behind these diverse, formal principles as viewed through the history of architecture.

Electrical Engineering
Electrical Computer Engineering:
General

ISBN10: 0-13-311664-6

ISBN13: 978-0-13-311664-9

Prev. ISBN 0-13-213006-8

2014, 912 pp., Cloth, 8" x 10"

\$175.00k

Electrical Engineering: Principles Applications 6/E

Hambley, Allan R. (Engineering and Computer Science)

KEY BENEFIT: *Electrical Engineering* helps readers learn electrical engineering fundamentals with minimal frustration. Its goals are to present basic concepts in a general setting, to show readers how the principles of electrical engineering apply to specific problems in their own fields, and to enhance the overall learning process. Circuit analysis, digital systems, electronics, and electromechanics are covered. **KEY TOPICS:** Resistive Circuits; Inductance and Capacitance; Transients; Steady-State Sinusoidal Analysis; Frequency Response, Bode Plots, and Resonance; Logic Circuits; Computer-Based Instrumentation Systems; Diodes; Amplifiers; Field-Effect Transistors; Bipolar Junction Transistors; Operational Amplifiers; Magnetic Circuits and Transformers; DC Machines; AC Machines. **MARKET:** A clear introduction to electrical engineering fundamentals.

Mechanical Engineering
Materials Engineering

ISBN10: 0-13-325442-9

ISBN13: 978-0-13-325442-6

Prev. ISBN 0-13-602230-8

2014, 880 pp., Cloth, 8" x 9-1/4"

\$209.20k

Mechanics of Materials 9/E

Hibbeler, Russell C. (Engineering and Computer Science)

KEY BENEFIT: This clear, comprehensive presentation discusses both the theory and applications of mechanics of materials. It examines the physical behavior of materials under load, and then proceeds to model this behavior to development theory. This book is in four-color with a photorealistic art program designed to help readers visualize difficult concepts. The concise writing style and multiple examples further contribute to readers' ability to master the material. **KEY TOPICS:** Stress; Strain; Mechanical Properties of Materials; Axial Load; Torsion; Bending; Transverse Shear; Combined Loadings; Stress Transformation; Strain Transformation; Design of Beams and Shafts; Deflection of Beams and Shafts; Buckling of Columns; Energy Methods. **MARKET:** A useful, thorough reference for engineers and students.

Business Law
Other Business Law
ISBN10: 0-13-310929-1
ISBN13: 978-0-13-310929-0
Prev. ISBN 0-13-506400-7
2014, 336 pp., Paper, 8" x 10"
\$120.00f

Ethics for the Legal Professional 8/E

Orlik, Deborah K.(Health Science Careers)

Ethics for the Legal Professional, 8e by Deborah Orlik sets the standard for professional responsibility textbooks. Written for the paralegal, its upbeat tone encourages students to stay engaged in the reading. Margin "Challenge Assignments" invite students to research and apply their own state laws to common ethical problems. Video cases are available online and offer a contemporary approach to class discussion. Additional cases and vignettes fill each chapter and help students apply concepts to real situations. This edition includes more on online self-testing and research assignments, while referencing the latest case law for each of the 50 states. With its lively narrative and state-specific approach, this book tackles important ethical issues and builds marketable research and critical-thinking skills.

Business Math
ISBN10: 0-13-314042-3
ISBN13: 978-0-13-314042-2
Prev. ISBN 0-13-277008-3
2014, 704 pp., Paper, 9" x 11-7/8"
\$130.60k

Business Math Brief 10/E

Cleaves, Ph.D., Cheryl(State Technical Institute at Memphis);Hobbs, Ph.D., Margie(University of Mississippi);Noble, Jeffrey(Health Science Careers)

Business Math Brief, Tenth Edition unlocks the world of math by showing how it is used in the business world. Written in a conversational style, the book covers essential topics such as banking, interest, insurance, taxes, depreciation, and inventory. It carefully explains common business practices such as markup, markdown, and cash discounts—showing students how these tools work in small business or personal finance. Authors encourage self-starters from the beginning, with the review of basic math, annotated examples, stop and check exercises, skill builders and application exercises. This edition includes updated problem sets, new trends and laws, and the one-of-a-kind MyMathLab website.

Business Math
ISBN10: 0-13-289835-7
ISBN13: 978-0-13-289835-5
Prev. ISBN 0-13-506394-9
2014, 912 pp., Paper, 8-1/2" x 10-7/8"
\$193.80k

Mathematics for Business 10/E

Salzman, Stanley;Miller, Charles D.(American River College);Clendenen, Gary(Health Science Careers)

Mathematics for Business provides practical, up-to-date coverage of the mathematical techniques students must master to succeed in business today. Covering more algebra than competing books, it looks at a range of topics such as payroll records, inflation and the time value of money, range and standard deviation and index numbers. Examples and problems relate to real world events and personal finance issues so material is relevant to students. This tenth edition is supported by MyMathLab, includes over 150 new problems, uses Apple as a case study illustration, and addresses the global financial crisis and personal debt.

BUSINESS

Business Math

ISBN10: 0-13-301120-8

ISBN13: 978-0-13-301120-3

Prev. ISBN 0-13-510817-9

2014, 912 pp., Cloth, 9" x 11-7/8"

\$183.47k

Business Math 10/E

Cleaves, Ph.D., Cheryl(State Technical Institute at Memphis);Hobbs, Ph.D., Margie(University of Mississippi);Noble, Jeffrey(Health Science Careers)

Business Math, Tenth Edition unlocks the world of math by showing how it is used in the business world. Written in a conversational style, the book covers essential topics such as banking, interest, insurance, taxes, depreciation, inventory, and financial statements. It carefully explains common business practices such as markup, markdown, and cash discounts--showing students how these tools work in small business or personal finance. Authors encourage self-starters from the beginning, with the review of basic math, annotated examples, stop and check exercises, skill builders and application exercises. This edition includes updated problem sets, new trends and laws, a revised financial statements chapter and the one-of-a-kind MyMathLab website.

Marketing

Customer Service/Customer Relationship

ISBN10: 0-13-305625-2

ISBN13: 978-0-13-305625-9

2014, 280 pp., Paper, 8" x 10"

\$86.67f

Customer Service: Career Success Through Customer Loyalty 6/E

Timm, Paul R.(Brigham Young University)(Health Science Careers)

Customer Service: Career Success through Customer Loyalty, 6e provides a systematic process for building service skills that all business people need. Presented in a friendly, conversational manner, the text is filled with examples that demonstrate the link between service skills and career achievement. This edition features more on social networking, trustability, and customer service trends. Information is also included on internal customers, emerging technologies, and stress-reducing techniques. Throughout the text, there is an emphasis on transforming good service intentions into a workable plan that yields loyalty and success.

Management

Personnel Development/Human Resources

ISBN10: 0-13-297440-1

ISBN13: 978-0-13-297440-0

2014, 576 pp., Paper, 8-1/2" x 10-7/8"

\$146.67k

Human Relations for Career and Personal Success: Concepts, Applications, and Skills 10/E

DuBrin, Andrew J.(Health Science Careers)

Human Relations for Career and Personal Success: Concepts, Applications, and Skills, Tenth Edition, shows how you can become more effective in your work and personal life by developing your human relations skills. Offering more insight into human behavior, the text covers topics such as career advancement, developing good work habits, and managing stress and personal problems. With his proven approach, DuBrin delves into human relations by looking at basic concepts followed by a heavy component of skill development and self-assessment. This tenth edition features over 60 new cases, exercises, assignments and assessments and a new MyBizSkillsKit website.

Information Technology
Information Technology Concepts
ISBN10: 0-13-314102-0
ISBN13: 978-0-13-314102-3
Prev. ISBN 0-13-283863-X
2014, 550 pp., Paper, 8-1/2" x 10-7/8"
\$125.80k

Technology in Action, Introductory 10/E

Evans, Alan; Martin, Kendall; Poatsy, Mary Anne (Montgomery County Community College)
(Information Technology)

KEY BENEFIT: In today's technology-focused world, computer literacy is important for everyone. **KEY TOPICS:** Why Computers Matter to You: Becoming Computer Literate; The History of the PC; Looking at Computers: Understanding the Parts; Using the Internet; Ethics; Application Software: Programs That Let You Work and Play; Using System Software: The Operating System, Utility Programs, and File Management; Understanding and Assessing Hardware; Networking and Security: Hackers and Viruses; Protecting Your Computer and Backing Up Your Data. **MARKET:** With an array of fun and engaging learning tools, *Technology in Action* teaches students computer fundamentals, from learning Microsoft Office to setting up their own home network.

Humanities
English Composition
ISBN10: 0-321-88169-9
ISBN13: 978-0-321-88169-4
2012, 624 pp., Paper,
\$77.67k

Connecting with Culture: Readings for Writers with NEW MyCompLab

Barnhisel, Greg (Duquesne University) (English, Math, Student Success)

The reader encourages the reader to read deeply and uncover connections writers make as they build texts, read critically to recognize connections across texts, and think analytically about connections between texts and larger issues in the culture. Instructional chapters and apparatus are designed to help develop these critical reading, critical thinking, and writing skills fundamental to success in their careers.

Humanities
Technical Communication
ISBN10: 0-321-85281-8
ISBN13: 978-0-321-85281-6
Prev. ISBN 0-321-33082-X
2011, 432 pp., Paper,
\$113.27k

Technical Editing with NEW MyTechCommLab Access Card 5/E

Rude, Carolyn D. (Virginia Polytechnic Institute and State University); Eaton, Angela (Texas Tech University) (English, Math, Student Success)

KEY BENEFIT: This market-leading text, which reflects recent changes in technology, workplace practices and the global marketplace, progresses from concepts and basic copyediting to comprehensive editing, management and production issues. **KEY TOPICS:** Technical Editing approaches editing comprehensively, defining editorial responsibility not as sentence-level revisions for correctness but rather in terms of information design and the overall effectiveness of a document in helping readers understand and complete tasks. Readers learn that the measure of a "good" document is in part outside that document, in the document's "match" to the users' needs and the author's goals. **MARKET:** For anyone wanting to improve their technical writing skills.

Humanities
Fine Arts
ISBN10: 0-205-95550-9
ISBN13: 978-0-205-95550-3
Prev. ISBN 0-13-606206-7
2013, Paper,
\$96.67k

History of Modern Art Volume I Plus MySearchLab with eText 7/E

Arnason, H. H.; Mansfield, Elizabeth C. (New York University) (Humanities Social Sciences)

KEY BENEFIT: A Comprehensive Overview -available in digital and print formats. *History of Modern Art* is a visual comprehensive overview of the modern art field. **KEY TOPICS:** Traces the trends and influences in painting, sculpture, photography and architecture from the mid-nineteenth century to the present day. **MARKET:** For those interested in an analysis of artworks based on formal and contextual elements

HUMANITIES

Humanities

Fine Arts

ISBN10: 0-205-95548-7

ISBN13: 978-0-205-95548-0

Prev. ISBN 0-205-95548-7

2014, PaperBoundwithAccessCard,

\$96.67k

History of Modern Art volume II Plus MySearchLab with eText -Access Card Package 7/E

Arnason, H. H.; Mansfield, Elizabeth C. (New York University) (Humanities Social Sciences)

KEY BENEFIT: A Comprehensive Overview -available in digital and print formats. *History of Modern Art* is a visual comprehensive overview of the modern art field. **KEY TOPICS:** Traces the trends and influences in painting, sculpture, photography and architecture from the mid-nineteenth century to the present day. **MARKET:** For those interested in an analysis of artworks based on formal and contextual elements

Humanities

Nutrition

ISBN10: 0-321-90183-5

ISBN13: 978-0-321-90183-5

Prev. ISBN 0-321-64316-X

2014, 976 pp., ClothPackage, 8-1/2 X
10-7/8

\$166.87k

Science of Nutrition Plus MasteringNutrition with eText -Access Card Package 3/E

Thompson, Janice (The University of Bristol The University of New Mexico); Manore, Melinda (Oregon State University); Vaughan, Linda (Arizona State University) (Academic Science)

KEY BENEFIT: Bring introductory nutrition into focus with a functional approach. *The Science of Nutrition*, Third Edition offers the best combination of text and media to help students master the toughest nutrition concepts in the course, while providing the richest support to save instructors time. This thoroughly current, research-based nutrition text is uniquely organized around the highly regarded applied approach, which organizes vitamins and minerals based on their functions within the body and is easily seen in the organization of the micronutrient (vitamin and mineral) chapters. **MARKET:** Intended for those who would like to gain a basic knowledge of nutrition.

Humanities

Developmental Reading

ISBN10: 0-205-90230-8

ISBN13: 978-0-205-90230-9

Prev. ISBN 0-205-61766-2

2014, 480 pp., Paper, 6" x 9"

\$33.67k

World of Short Stories, A : 20 Short Stories from Around the World 3/E

Sisko, Yvonne Collioud (Middlesex County College) (English, Math, Student Success)

KEY BENEFIT: *The World of the Short Story*, 2/e introduces a selection of short stories from around the globe into the developmental reading course. With an outstanding selection of authors and carefully designed apparatus, the book is the ideal vehicle for introducing literature to developing readers. **KEY TOPICS:** Organized around different literary elements, such as plot, theme, and character, the selections in the text are surrounded by pedagogy including vocabulary exercises, pre-reading questions, comprehension quizzes, and writing prompts. **MARKET:** Anyone interested in a collection of short stories from around the globe.

Humanities

Developmental Reading

ISBN10: 0-205-87412-6

ISBN13: 978-0-205-87412-5

Prev. ISBN 0-321-36523-2

2014, 208 pp., Paper, 6" x 9"

\$36.00k

Sterling Stories 2/E*Sisko, Yvonne Collioud(Middlesex County College)(English, Math, Student Success)*

Sterling Stories is a collection of very short stories written by a diverse collection of authors. The twelve-piece anthology was carefully designed to maximize reading and writing abilities using a rich and diverse literature collection. The anthology begins with a sample lesson introducing reading skills, note-taking, and literary terms. Following the sample lesson, the stories are arranged by literary elements, and each story contains pre-reading vocabulary exercises and questions, headnotes, a journal entry worksheet, comprehension quizzes, and writing prompts. Comprehension Quizzes, three per story, test understanding through multiple choice, short answer, and essay questions.

Social Science

Political Science

ISBN10: 0-205-86575-5

ISBN13: 978-0-205-86575-8

Prev. ISBN 0-13-256693-1

2013, 832 pp., Cloth, 8-1/2" x 10-7/8"

\$113.33k

Government in America: People, Politics, and Policy, AP Edition 16/E*Edwards, III, George C.(Texas AM University);Lineberry, Robert L.(University of Houston);Wattenberg, Martin P.(University of California Irvine)(Humanities Social Sciences)*

KEY BENEFIT: Learn how American politics affect public policy--looks at government's impact on the daily lives of Americans with a public policy approach. **KEY TOPICS:** Improve Critical Thinking-Learning objectives in every chapter help students focus on important topics. Analyze Current Events--Coverage of the 2012 elections keeps the study of politics relevant and shows how political scientists look at the development of the American political system. **MARKET:** For those interested in American politics and government.

Social Science

Psychology

ISBN10: 0-13-297319-7

ISBN13: 978-0-13-297319-9

Prev. ISBN 0-13-505050-2

2014, 672 pp., Cloth, 8-1/2" x 10-7/8"

\$113.33f

Criminal Behavior: A Psychological Approach 10/E*Bartol, Curt R.;Bartol, Anne M.(Health Science Careers)*

A comprehensive psychological approach to criminal behavior. Accurate, researched-based, contemporary, and comprehensive: *Criminal Behavior: A Psychological Approach*, Tenth Edition, builds on the excellence established in previous editions. The text offers a detailed look at crime, what may lead to it, and how criminal behavior may be prevented, all from a psychological perspective. Focusing on serious crimes, particularly those involving violence, *Criminal Behavior* offers a comprehensive look at this complex field with effective and engaging material that has been classroom-tested for over thirty years.

Social Science
Geography
ISBN10: 0-273-72727-3
ISBN13: 978-0-273-72727-9
2011, 352 pp., Paper,
\$186.20k

Introduction to Economic Geography: Globalization, Uneven Development and Place 2/E

Mackinnon, Danny; Cumbers, Andrew (Academic Science)

An Introduction to Economic Geography comprehensively guides students through the core issues and debates of the vibrant and exciting geographical global economic perspective, whilst simultaneously exploring the range of approaches and paradigms currently invigorating the wider discipline.

Assessment, Test Measurement
ISBN10: 0-13-286860-1
ISBN13: 978-0-13-286860-0
 Prev. ISBN 0-13-700233-5
 2014, 408 pp., Paper, 7-1/2" x 9-1/4"
\$96.00k

Classroom Assessment: What Teachers Need to Know 7/E

Popham, W. James (Professor Emeritus, University of California Los Angeles) (Teacher Education)

KEY BENEFITS: The new seventh edition is a user-friendly text filled with details of the purposes and methods of classroom assessment, practical information for conducting assessment in the classroom, and self-assessment and reflection exercises. **KEY TOPICS:** This text covers developing and evaluating classroom assessment methods, the No Child Left Behind Act, the Common Core State Standards, formative assessments, instructor accountability, assessment reliability, and assessment validity. **MARKET:** Pre-service teachers taking courses on assessment and established or new K-12 teachers needing to know the current direction of assessment guidelines and federally or state-mandated practices in the United States.

Assessment, Test Measurement
 Research Methods in Education
ISBN10: 0-13-288776-2
ISBN13: 978-0-13-288776-2
 Prev. ISBN 0-13-700314-5
 2014, 272 pp., Paper, 7-3/8" x 9-1/4"
\$50.67k

Action Research: A Guide for the Teacher Researcher 5/E

Mills, Geoffrey E. (Southern Oregon University) (Teacher Education)

KEY BENEFIT: Known for its practical, step-by-step guidance for teachers, *Action Research: a Guide for the Teacher Researcher* shows teachers how to do research in classrooms using concrete cases and examples. It will help to develop teachers and administrators with professional attitudes, who embrace action, progress, and reform. **KEY TOPICS:** Unlike a lot of action research books, this book provides information on how to work with both qualitative (interview/questionnaire-type) and quantitative (test score-type) data and maintains a clear focus on ensuring the ethical integrity of the teacher researcher. Another unique feature of this book is its chapter on analyzing and evaluating action research--this gives readers the skills to look critically at and respond to a colleague's action research. **MARKET:** General K-12 classroom teachers and administrators.

Early Childhood
 Discipline/Classroom Management
ISBN10: 0-13-286862-8
ISBN13: 978-0-13-286862-4
 Prev. ISBN 0-13-610088-0
 2014, 272 pp., Paper, 7-3/8" x 9-1/8"
\$75.00k

Principles of Classroom Management: A Professional Decision-Making Model 7/E

Levin, James (Penn State University); Nolan, James F. (Penn State University) (Teacher Education)

KEY BENEFIT: The only text that takes a decision-making model approach to classroom management. It provides teachers with a very practical system to influence students to choose to behave productively and to strive for academic success. **KEY TOPICS:** This widely used text presents an array of decision-making options that guide teachers in developing positive, pro-social classroom learning environments through relationship building, effective teaching strategies, and deliberate structuring of the classroom environment. The text also provides sets of principles to intervene when students are not focused in the way they should be and to help them choose more productive behaviors. The text also addresses working within the classroom and with families and other school resources to help students who exhibit chronic behavior problems.

EDUCATIONAL

Early Childhood
Families

ISBN10: 0-13-309027-2

ISBN13: 978-0-13-309027-7

Prev. ISBN 0-13-700231-9

2014, 168 pp., Paper, 8-1/2" x 10-7/8"

\$27.60k

50 Strategies for Communicating and Working with Diverse Families 3/E

Gonzalez-Mena, Janet(Emerita, Napa Valley College)(Teacher Education)

KEY BENEFIT: A practical and easy book to use, it focuses on family-centered care and education for young children and emphasizes partnering with families. The goal is to create inclusive programs that respect and honor differences in families and individuals, and at the heart of all these strategies remains the welfare of the child. **KEY TOPICS:** This resourceful book offers the most practical strategies for partnering with families to support, enhance, and maximize the quality of care and education of young children. It presents a plethora of ideas for creating the trust necessary for true collaboration between families and the early childhood professional, and guides on how to develop useful programs that include all families and individuals. The book is constructed of 50 concise chapters, all structured around eight main sections, including: welcoming everyone, partnerships with families, honoring and working with diversity, family participation and education, communication, meetings and conferences, working with parents around specific issues, and handling challenging conversations. **MARKET:** Written for early childhood educators and administrators, and early care and education staff.

Early Childhood
Development in ECE

ISBN10: 0-13-286859-8

ISBN13: 978-0-13-286859-4

Prev. ISBN 0-13-501646-0

2014, 560 pp., Paper, 8-1/2" x 10-7/8"

\$84.00k

Early Childhood Development: A Multicultural Perspective 6/E

Trawick-Smith, Jeffrey(Eastern Connecticut State University)(Teacher Education)

KEY BENEFIT: This text's unique, multicultural perspective provides a more comprehensive view of development, helping to prepare adults to meet the distinct needs of every child. **KEY TOPICS:** Beginning with an overview of development in a diverse world, this text explores typical and atypical development across domains at each age level, prenatal through age 8. **MARKET:** For a wide range of courses in child development.

Educational Leadership

ISBN10: 0-13-277895-5

ISBN13: 978-0-13-277895-4

2014, 264 pp., Paper, 7-3/8" x 9-1/8"

\$30.00r

Leadership and Teams: The Missing Piece of the Educational Reform Puzzle

Kirtman, Lyle(Teacher Education)

KEY BENEFIT: Proven ways to become a high performance leader. **KEY TOPICS:** Learn the seven competencies of high performance leadership. Look beyond instructional leadership to universal leadership skills that work in all environments. Learn proven ways to build high performance teams. Read authentic cases that address real leadership challenges. Use popular assessment instruments to determine your own leadership style. Reference sample leadership development plans for superintendents, principals, central administrators. **MARKET:** For principals, superintendents and central educational administrators.

Educational Technology
Computers in Education
ISBN10: 0-13-309531-2
ISBN13: 978-0-13-309531-9
Prev. ISBN 0-13-703405-9
2014, 336 pp., Paper, 7-3/8" x 9-1/8"
\$86.67k

Building Classroom Discipline 11/E

Charles, C. M.(Emeritus, San Diego State University)(Teacher Education)

This book has two main goals. The first is to help readers understand and become highly competent in today's major concepts, terminology, approaches, and strategies in discipline. Toward that end, information is presented on the nature of behavior and misbehavior, students' behavioral traits, teachers' obligations in discipline, and the goals and procedures of today's most respected approaches in management. The second goal is to assist teachers in organizing systems of management that best meet their needs and those of their students. A comprehensive review of outstanding strategies and tactics is presented with further information and guidance to help teachers develop effective, well-rounded systems of management and discipline for any class.

Guidance and Counseling
ISBN10: 0-13-285181-4
ISBN13: 978-0-13-285181-7
Prev. ISBN 0-13-701671-9
2014, 528 pp., Paper, 7-3/8" x 9-1/8"
\$113.00k

Ethical, Legal, and Professional Issues in Counseling 4/E

Remley, Jr., Theodore P.(University of New Orleans);Herlihy, Barbara P.(Teacher Education)

KEY BENEFIT: From two leading scholars in the field of counseling, this comprehensive volume offers an in-depth examination of the counseling profession. **KEY TOPICS:** The authors approach each professional issue in counseling from both an ethical and a legal point of view, offering readers a complete, integrated exploration of all facets. Difficult issues are addressed in a straightforward manner, and practical, realistic advice is proffered through vignettes that showcase typical situations and dilemmas faced by practicing counselors. **MARKET:** This book was written specifically for the future practicing counselor.

Guidance and Counseling
ISBN10: 0-13-285102-4
ISBN13: 978-0-13-285102-2
Prev. ISBN 0-13-243241-2
2014, 640 pp., Cloth, 7-3/8" x 9-1/8"
\$100.00k

Developing Multicultural Counseling Competence: A Systems Approach 2/E

Hays, Danica G.;Erford, Bradley T.(Teacher Education)

KEY BENEFIT: Balances scholarship with a highly integrative approach to give graduate students and new counselors what they need to become multiculturally competent counselors **KEY TOPICS:** Key concepts and terms regarding multicultural constructs and cross-cultural communication; a definition of social advocacy; identification of the major forms of privilege and oppression; the major cultural and diversity groups; developing trainee skills for working with diverse clients **MARKET:** Graduate students preparing to become counselors. New counselors

EDUCATIONAL

Guidance and Counseling
ISBN10: 0-13-294696-3
ISBN13: 978-0-13-294696-4
Prev. ISBN 0-13-243177-7
2014, 304 pp., Paper, 7-3/8" x 9-1/8"
\$46.67k

Crisis Assessment, Intervention, and Prevention 2/E

Erford, Bradley T.; Jackson-Cherry, Lisa R. (Teacher Education)

KEY BENEFIT: An effective training tool for various mental health professionals, this text-book includes perspectives and roles of clinical mental health counselors, school counselors, and pastoral counselors when assisting in crisis situations. **KEY TOPICS:** This short but informative book includes vital information on assessing and reacting to various crises of our time. Readers will be presented with the most important topics related to successfully intervening and responding in a series of crisis situations that are unfortunately common, but warrant preparation by helping professionals today. **MARKET:** Written as a training resource for various mental health professionals in the field including clinical mental health counselors, school counselors, and pastoral counselors, similarly, schools of social work, psychology, and criminal justice will find applicable information for how to address crisis situations.

Guidance and Counseling
College Placement
ISBN10: 0-321-90270-X
ISBN13: 978-0-321-90270-2
2014, 64 pp., Paper, 8-1/2" x 10-7/8"
\$16.00k

College Experience for Men of Color, The

Baldwin, Amy (Pulaski Technical College); Tietje, Brian (California Polytechnic State University); Fellingner, Ann (Pulaski Technical College); (English, Math, Student Success)

KEY BENEFIT: *The College Experience for Men of Color* is the only book on the market with research-based, culturally-relevant content and activities that speak directly to a broad cross-section of men of color enrolled in college. **KEY TOPICS:** This text, "keeps it real," as the saying goes, and has the courage to address pressing issues facing black men today. It includes profiles written by successful students and working professionals who come from a variety of backgrounds to provide insight into handling college challenges from a black male's perspective. Each unit begins with a selection of black history to open discussion about people and events that have affected the black experience in America. **MARKET:** For First-Year Experience, College Orientation, Student Success, Student Development, or Special Populations Student Success courses (e.g., African American males, men of color, marginalized men). Attractive to institutions that focus on or have high enrollments of men of color.

Guidance and Counseling
Professional Resources
ISBN10: 0-13-283562-2
ISBN13: 978-0-13-283562-6
Prev. ISBN 0-205-59178-7
2014, 496 pp., Cloth, 7-3/8" x 9-1/8"
\$126.80k

Fundamentals of Clinical Supervision 5/E

Bernard, Janine M. (Syracuse University); Goodyear, Rodney K. (University of Southern California) (Teacher Education)

KEY BENEFIT: The standard for clinical supervision. **KEY TOPICS:** Understand what it means to be a clinical supervisor for the health professions. Learn how to conduct formative and summative evaluations. Consider ethical and legal issues related to supervision. Examine the current models of supervision and their theoretical underpinnings. Reflect on the supervisor-supervisee relationship. Learn to organize the supervision experience. Master individual, group and live supervision interventions. Reference sample forms, assessments, contracts and guidelines. Get access to all content areas required for certification as an Approved Clinical Supervisor. **MARKET:** For Clinical Supervisors in the mental health professions.

Science Health
Anatomy Physiology
ISBN10: 0-321-88507-4
ISBN13: 978-0-321-88507-4
Prev. ISBN 0-321-65180-4
2014, 392 pp., SpiralBound, 8-1/2" x 10-7/8"
\$97.40k

Laboratory Manual for Anatomy Physiology 5/E

Marieb, Elaine N. (Holyoke Community College) (Academic Science)

KEY BENEFIT: This full-color laboratory manual is designed for instructors who teach a two-semester introductory anatomy and physiology course, but do not require the full range of laboratory exercises found in Marieb's best-selling *Human Anatomy and Physiology Lab Manuals (Cat, Fetal Pig, and Man)*. **KEY TOPICS:** The Language of Anatomy, Organ Systems Overview, The Cell Anatomy and Division, Cell Membrane Transport Mechanisms, Classification of Tissues, The Skin (Integumentary System), Overview of the Skeleton, The Axial Skeleton, The Appendicular Skeleton, Joints and Body Movements, Microscopic Anatomy and Organization of Skeletal Muscle, Gross Anatomy of the Muscular System, Neuron Anatomy and Physiology, Gross Anatomy of the Brain and Cranial Nerves, Spinal Cord and Spinal Nerves, Human Reflex Physiology, The Special Senses, Functional Anatomy of the Endocrine Glands, Blood Anatomy of the Heart, Anatomy of Blood Vessels, Human Cardiovascular Physiology--Blood Pressure and Pulse Determinations, Anatomy of the Respiratory System, Respiratory System Physiology, Functional Anatomy of the Digestive System, Functional Anatomy of the Urinary System, Anatomy of the Reproductive System **MARKET:** Intended for those who would like to gain a basic knowledge of anatomy and physiology.

Teaching and Learning
ISBN10: 0-13-283563-0
ISBN13: 978-0-13-283563-3
2014, 560 pp., Paper, 8-1/2" x 10-7/8"
\$154.40k

Introduction to Teaching: Becoming a Professional 5/E

Kauchak, Don P. (University of Utah); Eggen, Paul D. (University of North Florida) (Teacher Education)

KEY BENEFIT: The fifth edition of this renowned text contextualizes the fundamentals of education with real world settings and applications. **KEY TOPICS:** The new edition uses issues as a way of explaining the relevance of foundational topics and discussions, drawing attention to the day to day issues teachers face concerning reform, diversity, and the realities of classroom teaching. **MARKET:** Prospective teachers and students taking courses in Foundations/Intro to Education.

Professional Development
ISBN10: 0-13-249184-2
ISBN13: 978-0-13-249184-6
2014, 240 pp., Paper, 8-1/2" x 10-7/8"
\$36.99r

Strategies for Teaching Content Effectively in the Inclusive Secondary Classroom

Dieker, Lisa A. (University of Central Florida); Hines, Rebecca A. (Teacher Education)

KEY BENEFIT: *Strategies for Teaching Content Effectively in the Inclusive Secondary Classroom* provides classroom applications, school-wide recommendations and content-specific strategies to support students with disabilities in secondary general education settings. **KEY TOPICS:** Learn how to develop inclusive climates in the general education classroom and across the entire school; implement content-specific teaching strategies; build stronger partnerships between general and special educators; promote social success among middle and high school students; motivate low achieving students; and assess secondary students with disabilities. **MARKET:** Written for secondary special education teachers, general education teachers and support staff

General Nonfiction
 Fashion/Interior Design
ISBN10: 0-13-278600-1
ISBN13: 978-0-13-278600-3
 Prev. ISBN 0-13-500814-X
 2014, 480 pp., Paper, 9" x 10-7/8"
\$118.67f

Beginnings of Interior Environments 11/E

Jones, ASID, IIDA, IDEC, Lynn M. (Brenau University) (Health Science Careers)

What designers really do: A practical introduction to interior design. *Beginnings of Interior Environments*, 11e, provides a practical approach to introductory interior design. The text addresses interior design holistically, stressing the importance of commercial and residential environments equally. Students are introduced to the history, design fundamentals, and building systems (construction, electrical, mechanical) of design through practical examinations and engaging discussions that encourage them to analyze the needs and desires of clients, and through the synthesis of this information, create healthful, safe, and sustainable environments that enhances their clients' quality of life.

General Health
ISBN10: 0-321-88344-6
ISBN13: 978-0-321-88344-5
 Prev. ISBN 0-321-59641-2
 2014, 336 pp., Cloth, 7" x 9-1/4"
\$149.60k

Research Techniques for the Health Sciences 5/E

Rubinson, Lurna; Neutens, James J. (University of Tennessee) (Academic Science)

KEY BENEFIT: *Research Techniques for the Health Sciences* focuses on pragmatic aspects of health science research. Underlying concepts and theory are explained and illustrated through a common-sense approach utilizing case studies. **KEY TOPICS:** What is Research?, Developing the Research Proposal, Critical Review of the Literature and Information Sources, Considering Ethics in Research, Conducting Experimental and Quasi-Experimental Research, Conducting Survey and Self-Report Research, Conducting Qualitative Research, Conducting Evaluation Research and Mixed Designs, Conducting Analytical Epidemiologic Research, Sampling Designs and Techniques, Analyzing and Interpreting Data: Descriptive Analysis, Analyzing and Interpreting Data: Inferential Analysis, Techniques for Data Presentation, Communicating Your Research Common Statistical Procedures **MARKET:** Intended for those who would like to gain a basic knowledge of health science research techniques.

Health-Related Professions

ISBN10: 0-13-284323-4

ISBN13: 978-0-13-284323-2

2014, 560 pp., PaperBoundw/CD-ROM,
8-1/2" x 10-7/8"

\$64.00b

Becoming a Health Care Professional

Badasch, Shirley;Chesebro, Doreen;Makely, Sherry(Clarian Health System)(Health Science Careers)

Becoming A Health Care Professional is the ideal text for every student who is interested in exploring, planning, and preparing for a career in health care. Its information and supplemental resources apply to all health occupations and settings, including hospitals, outpatient clinics, physician offices, dental practices, nursing homes, rehabilitation facilities, and biotechnology research and development labs. Comprehensive, informative, inspiring, and timely, it presents real-world insights emphasizing both the challenges and rewards of a health career. It helps future workers understand what it takes to develop and maintain the reputation of a health care professional. Content stresses the importance of a professional image, a strong work ethic, good character, teamwork, cultural competence, and effective communication with coworkers, patients, and physicians. Readers will find expert, up-to-date insights into identifying the right health occupation, legal and ethical responsibilities, clinical internships, credentialing requirements, personal wellness, workplace safety, and much more.

Health-Related Professions

ISBN10: 0-13-306562-6

ISBN13: 978-0-13-306562-6

Prev. ISBN 0-13-171877-0

2014, 336 pp., Paper, 8-1/2" x 10-7/8"

\$56.95k

Medical Emergencies: Essentials for the Dental Professional 2/E

Grimes, Ellen B.(Vermont Technical College)(Health Science Careers)

Updated for the latest knowledge and practice standards, *Medical Emergencies: Essentials For The Dental Professional, 2/e* thoroughly discusses the essential elements of 30 different medical emergencies dental professionals may encounter, including etiology, signs, symptoms and treatment. It presents case scenarios and resolutions designed to promote critical thinking and problem solving; demonstrates the importance medical histories and vital signs in preventing emergencies; and guides students in developing appropriate medical emergency kits. Case Scenarios and Case Resolutions promote critical thinking skills Critical thinking is in the previous sentence, and easy-to-follow Treatment Flow Charts walk students visually through emergency procedures. Easy-to-use (Easy to follow was in the sentence before tables present the Signs and Symptoms of each emergency, and an At-A-Glance table summarizes the essentials of all emergencies. Student practice tests are now offered online, and extensive instructor support materials are available, including PowerPoint® presentations for each chapter.

Health-Related Professions

ISBN10: 0-13-310720-5

ISBN13: 978-0-13-310720-3

2014, 448 pp., Paper, 8-1/2" x 10-7/8"

\$66.67b

Ratio and Proportion Dosage Calculations 2/E

Giangrasso, Anthony;Shrimpton, Dolores(Health Science Careers)

Ratio And Proportion Dosage Calculations, 2/e offers an exceptional solution for instructors using the ratio and proportions method of dosage calculations. Streamlined in this edition, it walks readers step-by-step through solving dosage problems using this time-tested technique. Unit I provides a firm foundation with a diagnostic arithmetic test, review of basic math skills, and basic concepts in medication administration. Unit II addresses systems of measurement—including metric and household medication systems and conversions. Unit III and Unit IV delve into calculating oral and parenteral medications, solutions, infusions, flow rates, pediatric dosages, and daily fluid maintenance. More than just math skills, this is an introduction to the professional context of safe drug administration.

PROFESSIONAL

Health-Related Professions

ISBN10: 0-13-284570-9

ISBN13: 978-0-13-284570-0

Prev. ISBN 0-13-241223-3

2014, 512 pp., Paper, 8-1/2" x 10-7/8"

\$90.51b

Primary Preventive Dentistry 8/E

Harris, Norman; Garcia-Godoy, Franklin; Nathe, Christine N. (Health Science Careers)

Organized for consistency, coherence, and readability, this fully updated text covers all areas of prevention in dental care. *Primary Preventive Dentistry*, 8/e first describes dental diseases and conditions, helping students clearly understand the processes that can be prevented through the use of preventive modalities or ideas. Next, it presents detailed strategies to prevent these diseases and conditions. Throughout, specific target populations are defined and described based upon scientifically valid preventive strategies aimed at their needs. This edition improves student understanding with more photos, illustrations, diagrams, and tables; highlights “fun facts” about the topic; adds a new chapter on the important influence culture plays in preventive dental care; and is supported by many new web-based review questions and case studies for each chapter.

Health-Related Professions

ISBN10: 0-13-292071-9

ISBN13: 978-0-13-292071-1

2014, 680 pp., Paper, 8-1/2" x 10-7/8"

\$66.60b

Guided Approach to Intermediate and Advanced Coding, A

Lame, Jennifer; Young, Glenna (Health Science Careers)

A Guided and Practical Application in Intermediate and Advanced Coding is a one-of-a-kind book that moves beyond basic coding to the advanced skills that get job candidates hired. Using real medical documentation, students learn key parts of the medical record, how to analyze records, what to code, what not to code, and the rationale behind these decisions. Practice exercises introduce students to different coding settings (physician office, hospital inpatient, hospital outpatient) and leveled cases build analytic skills. Covering ICD-9 and ICD-10 coding sets, the text bridges the gap between beginning and intermediate/advanced level coding so students are more prepared for the real world.

Health-Related Professions

ISBN10: 0-13-254546-2

ISBN13: 978-0-13-254546-4

2014, 250 pp., Paper, 7" x 9-1/8"

\$48.95b

Professionalism in Medical Assisting

Routh, Kristiana Sue (Health Science Careers)

Professionalism In Medical Assisting will give students a competitive edge in medical assisting by helping them achieve the level of professionalism that today's medical employers demand. Clear and easy to read, it guides students in working cohesively as team members, treating all patients with respect and kindness, and behaving with a strong moral and ethical compass. Chapters are organized to flow in succession for medical assistants who are completing classroom training, progressing into externships, and then seeking to enter the field. Case studies and role-play scenarios have been carefully crafted to help readers develop critical thinking skills, anticipate challenges, and prepare professional responses.

Health-Related Professions
ISBN10: 0-13-234437-8
ISBN13: 978-0-13-234437-1
 2014, 312 pp., Paper, 8-1/4" x 10-7/8"
\$39.33b

Clinical Laboratory Mathematics

Ball, Mark(Health Science Careers)

This accessible text brings together mathematical techniques that will be indispensable to every student, teacher, practitioner, and user of chemistry or biology-related laboratory work. Responding to the concerns of both instructors and students, *Clinical Laboratory Mathematics* begins with a review of arithmetic and algebra. Next, it presents example-rich chapters on exponential notation and logarithms, rounding and figure significance, measurement systems, solutions and concentrations, dilutions, proportionality, graphs, rates of change, statistics, chemistry, quality control, and method evaluation. It answers frequently asked questions, identifies common misunderstandings, and offers an optional advanced section online. Throughout, the author explains why a solid understanding of math is critical in today's high-technology clinical laboratories. Practice problems are strategically designed to present real-world scenarios with both context and consequence. Supporting both self-guided study and traditional lecture-discussion, the text is logically organized and liberally cross-referenced, revealing hidden connections and common motifs.

Health-Related Professions
ISBN10: 0-13-265317-6
ISBN13: 978-0-13-265317-6
 2014, 192 pp., Paper, 8-1/2" x 10-7/8"
\$48.95b

Ethics and Professionalism for Massage Therapists and Bodyworkers

Giroud, Beverly A.(Health Science Careers)

Ethics And Professionalism In Massage Therapy is a clear, down-to-earth guide to ethics and professionalism for every aspiring and practicing massage therapist and body worker. Focused on the real-world ethical challenges professionals face, it provides clear rationales for ethical behavior, encourages introspection, conversation, critical thinking, and problem solving, and promotes meaningful conversation about ethical concepts and dilemmas. Maintaining a clear focus on the health and welfare of the healing arts profession and those it touches, it covers boundaries, relationships with clients and colleagues, legal requirements, sexual conduct, confidentiality, business practices, and more. It concludes with a full chapter on practical applications that go "beyond the textbook." Ethical codes from leading professional organizations are quoted and cited throughout, and many cases and exercises are presented. This concise book provides exceptionally meaningful information on ethics for every student, while also supporting schools seeking to streamline their curricula.

Law
ISBN10: 0-13-306794-7
ISBN13: 978-0-13-306794-1
 Prev. ISBN 0-13-500055-6
 2014, 552 pp., Paper, 8-1/2" x 10-7/8"
\$137.80k

Tort Law for Paralegals 2/E

Guay III, George E.;Cummins, Robert(Health Science Careers)

Tort Law for Paralegals, Second Edition offers a unique perspective that frames torts within the context of the litigation process. Covering all major torts, it breaks each one down into its essential elements so readers learn what the plaintiff will have to prove to win the case. With this court room focus, the authors explore negligence, business torts, liabilities and intentional torts. Filled with updated cases and laws, this edition includes a new chapter on torts and relationships. Unique in perspective, it encourages students to move beyond just memorization using critical thinking questions and hypothetical scenarios that encourage application.

Nursing

ISBN10: 0-13-324977-8

ISBN13: 978-0-13-324977-4

Prev. ISBN 0-13-178972-4

2014, 504 pp., Paper, 8" x 10"

\$41.16h

Pearson Reviews and Rationales: Pathophysiology with "Nursing Reviews Rationales" 3/E

Hogan, Mary Ann(Health Science Careers)

Pearson Reviews And Rationales: Pathophysiology With "Nursing Reviews And Rationales", 3/e provides a clear, concentrated, and up-to-date review of today's "need to know" knowledge for understanding pathophysiology. Developed by Mary Ann Hogan, RN and reviewed by a large team of nurse educators, this program can be used by current nursing students as a course study aid, for NCLEX-RN® exam preparation, or by practicing nurses seeking comprehensive yet concise review of this discipline. Fully reflective of the NEW (2013) NCLEX-RN® Test Plan, this text presents complete chapters on respiratory, cardiac, vascular, neurological, musculoskeletal, eye/ear/nose/throat, gastrointestinal, hepatobiliary, endocrine/metabolic, renal/urinary, reproductive, immunological, infectious, integumentary, hematological/oncological, genetic/developmental, and multisystem health problems. Its complete support package includes access to additional questions and the complete eText online, and a tear-out NursingNotes card for clinical reference and quick review.

Nursing

ISBN10: 0-13-302618-3

ISBN13: 978-0-13-302618-4

Prev. ISBN 0-13-508981-6

2014, 928 pp., Cloth, 8-1/2" x 10-7/8"

\$99.93b

Pharmacology for Nurses: A Pathophysiologic Approach 4/E

Adams, Michael Patrick(Pasco-Hernando Community College);Holland, Ph.D., Leland N.(Hillsborough Community College Ruskin, Florida);Urban, Carol(Health Science Careers)

This up-to-date text helps nursing students master pharmacology by tightly linking it to therapeutic goals and patient wellness. Organized by body systems (units) and diseases (chapters), *Pharmacology For Nurses: A Pathophysiologic Approach, 4/e* provides complete information on the drug classifications used to treat each disease class. Students can easily locate all relevant anatomy, physiology, pathology, and pharmacology in the same chapter where each drug is discussed. Exclusive Nursing Process Focus features clearly and concisely relates pharmacotherapy to patient assessment, nursing diagnoses, planning patient outcomes, implementing patient-centered care, and evaluating the outcomes. This new Fourth Edition links pharmacology to patient care through exceptionally accurate, attractive graphics, rich media resources, extensive self-assessment tools, and features covering complementary medicine; diverse patient/lifestyle considerations; and evidence-based practice. It has been thoroughly updated to reflect current pharmacologic drugs, drug classes, processes, mechanisms, and warnings; and the newest QSEN competencies and NCLEX question formats.

Nursing

ISBN10: 0-13-308360-8

ISBN13: 978-0-13-308360-6

Prev. ISBN 0-13-178970-8

2014, 672 pp., Paper, 8" x 10"

\$41.16h

Pearson Reviews Rationales: Medical-Surgical Nursing with "Nursing Reviews Rationales" 3/E

Hogan, MaryAnn(Health Science Careers)

This book provides a clear, concentrated, and up-to-date review of today's "need to know" knowledge for understanding medical-surgical nursing. Developed by Mary Ann Hogan, RN and reviewed by a large team of nurse educators, this program can be used by current nursing students as a course study aid, for NCLEX-RN® exam preparation, or by practicing nurses seeking comprehensive yet concise review of this discipline. Fully reflective of the NEW (2013) NCLEX-RN® Test Plan, it begins by introducing the basics of the medical-surgical nursing process, physical assessment, and common tests. Next, it provides complete chapters on each of these sets of disorders: respiratory, cardiac, peripheral vascular, neurological, renal/urinary, hepatobiliary/pancreatic, gastrointestinal, musculoskeletal, integumentary, immunologic, cellular, endocrine/metabolic, hematologic, reproductive, and eye/ear. The text concludes with a full chapter on common problems encountered in emergency and critical care nursing, with solutions. It comes with a complete support package, including access to additional questions and the complete eText online, and a tear-out NursingNotes card for clinical reference and quick review.

Nursing

ISBN10: 0-13-295631-4

ISBN13: 978-0-13-295631-4

Prev. ISBN 0-13-503810-3

2014, 792 pp., Cloth, 8" x 10"

\$68.73b

Gerontological Nursing 3/E

Tabloski, Patricia A. (Boston College, School of Nursing) (Health Science Careers)

Gerontological Nursing, 3/e is a comprehensive, research-based, and up-to-date guide to nursing care for older adults in all settings. It brings together essential information about normal and pathological changes associated with aging; healthy aging; common diseases of aging; and key psychosocial, cultural, and public health issues. Reflecting today's emphasis on evidence-based practice and appropriate delivery of scarce healthcare resources, this text presents new best practices and QSEN standards throughout, promoting more effective assessment, diagnosis, planning, and outcome evaluation. The text's multidisciplinary approaches help nurses "add life to years," not just extend life. Its coverage of acute and chronic diseases includes nursing implications, atypical presentation, functional implications, pharmacology, evaluation, etiology, risk factors, and complications; the text also includes a full chapter on multisystem diseases. This book supports safe, effective, and appropriate practice in the home, hospitals, long-term care, and hospice settings.

Nursing

ISBN10: 0-13-284321-8

ISBN13: 978-0-13-284321-8

Prev. ISBN 0-13-502585-0

2014, 864 pp., Cloth, 8-1/2" x 10-7/8"

\$105.27b

Contemporary Maternal-Newborn Nursing 8/E

Ladewig, Patricia W. (Regis University); London, Marcia L. (Beth-El College of Nursing and Sciences); Davidson, RN, Ph.D., CNM, Michele W. (George Mason University) (Health Science Careers)

Accurate, readable, and up-to-date, this "high-tech, high-touch" text presents pregnancy and childbirth as normal life processes with family members as co-participants in care. *Contemporary Maternal-Newborn Nursing, 8/e* thoroughly illuminates all aspects of maternal-newborn nursing and many opportunities for nurses to make a difference in a changing healthcare environment. After introducing key concepts, it progresses through the steps of the nursing process, clearly delineating nurses' roles throughout pregnancy, labor, birth, the newborn period, and postpartum care. For each, it presents basic theory followed by chapters on assessment and care for essentially healthy women or infants, and then by complications and treatment. Recurring themes include evidence-based practice, critical thinking, clinical decision-making, community-based care, patient and family teaching, safety, cultural competence, complementary/alternative therapies, and health promotion. This edition's significant updates include revisions reflecting the latest recommendations of AACN Baccalaureate Essentials, QSEN, the Institute of Medicine (IOM), and Healthy People 2020.

Nursing

ISBN10: 0-13-308359-4

ISBN13: 978-0-13-308359-0

Prev. ISBN 0-13-224078-5

2014, 336 pp., Paper, 8" x 10"

\$41.20h

Pearson Reviews Rationales: Nursing Fundamentals with "Nursing Reviews Rationales" 3/E

Hogan, MaryAnn (Health Science Careers)

Pearson Reviews And Rationales: Nursing Fundamentals With "Nursing Reviews And Rationales", 3/e provides a clear, concentrated, and up-to-date review of today's "need to know" knowledge for understanding nursing fundamentals. Developed by Mary Ann Hogan, RN and reviewed by a large team of nurse educators, this program can be used by current nursing students as a course study aid, for NCLEX-RN® exam preparation, or by practicing nurses seeking comprehensive yet concise review. Fully reflective of the NEW (2013) NCLEX-RN® Test Plan, it begins with overviews of the nursing process, health assessment, communication, and professional standards; health promotion throughout the life span, skills needed for safe practice. Next, it presents concise chapters on meeting basic human needs, as well as the needs of clients with pain; perioperative clients; and those with altered skin integrity, sensory perception, or mobility. The text concludes with a full chapter on safely administering medications and intravenous fluids. A complete support package includes access to additional questions and the complete eText online, and a tear-out NursingNotes card for clinical reference and quick review.

Biological Sciences

ISBN10: 0-321-81556-4

ISBN13: 978-0-321-81556-9

Prev. ISBN 0-321-66766-2

2014, 904 pp., ClothPackage, 9-1/4" x 10-7/8"

\$186.67k

Microbiology with Diseases by Taxonomy Plus MasteringMicrobiology -Access Card Package 4/E

Bauman, Ph.D., Robert W.(Amarillo College)(Academic Science)

KEY BENEFIT: The Fourth Edition of *Microbiology with Diseases by Taxonomy* is the most cutting-edge microbiology book available, offering unparalleled currency, accuracy, and assessment. The state-of-the-art approach includes 18 new Video Tutors written and developed by the author to walk students through key microbiology concepts, bringing the textbook to life. QR codes in the textbook enable readers to use their smartphone or tablet to instantly interact with these step-by-step tutorials and visualize important concepts and processes. Compelling clinical case studies and emerging disease case studies give students opportunities to apply new knowledge and explore real-world microbiology. Reader comprehension is ensured with end-of-chapter practice that encompasses both visual and conceptual understanding. In this revision, both students and instructors benefit from the additional robust tutorial and assessment content in the unrivaled MasteringMicrobiology® program, including the author's new Video Tutors! **MARKET:** Intended for those who want to gain a basic knowledge of microbiology

Biological Sciences

General Biology

ISBN10: 0-321-84022-4

ISBN13: 978-0-321-84022-6

Prev. ISBN 0-321-65133-2

2014, 560 pp., SpiralBound, 8-1/2" x 10-7/8"

\$97.07k

Microbiology: A Laboratory Manual 10/E

Cappuccino, James(SUNY, Rockland Community College);Sherman, Natalie(SUNY, Rockland Community College)(Academic Science)

KEY BENEFIT: Versatile, comprehensive, and clearly written, this competitively priced laboratory manual can be used with any undergraduate microbiology text--and now features brief clinical applications for each experiment, MasteringMicrobiology® quizzes that correspond to each experiment, and a new experiment on hand washing. *Microbiology: A Laboratory Manual* is known for its thorough coverage, descriptive and straightforward procedures, and minimal equipment requirements. A broad range of experiments helps to convey basic principles and techniques. Each experiment includes an overview, an in-depth discussion of the principle involved, easy-to-follow procedures, and lab reports with review and critical thinking questions. Ample introductory material and laboratory safety instructions are provided. **MARKET:** Intended for those who want to gain a basic knowledge of microbiology lab

Chemistry

ISBN10: 0-321-71048-7

ISBN13: 978-0-321-71048-2

2014, 552 pp., Cloth, 8" x 10"

\$120.00k

Medicinal Chemistry: The Modern Drug Discovery Process

Stevens, Erland(Academic Science)

Emphasizing applications of chemistry while reinforcing theory — especially in the areas of organic and physical chemistry — this new text prepares students for career success in the pharmaceutical, medical, and biotech industries. *Medicinal Chemistry: The Modern Drug Discovery Process* delivers a comprehensive introduction to medicinal chemistry at an appropriate level of detail for a diverse range of undergraduate students (pharmaceutical, chemical engineering, premed, biotechnology). By highlighting the concepts and skills related to drug discovery, Stevens deepens students' understanding of the knowledge and techniques necessary for their careers.

Chemistry

ISBN10: 0-321-81463-0

ISBN13: 978-0-321-81463-0

Prev. ISBN 0-321-66604-6

2014, 720 pp., Paper, 8" x 10"

\$124.80k

Introduction to Chemical Principles 11/E

Stoker, H. Stephen(Weber State University)(Academic Science)

KEY BENEFIT: Newly updated based on extensive reviewer feedback, this introductory text remains focused on the essentials necessary for success in General Chemistry. Introduction to *Chemistry Principles*, Eleventh Edition focuses on the most important topics -omitting organic and biochemistry chapters -and teaches the problem-solving skills students need. Each topic is introduced and developed step by step until reaching the level of sophistication required for further course work. This two-color paperback is available through the Pearson Custom Library, giving you the flexibility to choose course content while controlling the cost of the text to your student. **MARKET:** Intended for those who would like to gain a basic knowledge of chemical principles.

Chemistry

Inorganic

ISBN10: 0-321-81105-4

ISBN13: 978-0-321-81105-9

Prev. ISBN 0-13-612866-1

2014, 768 pp., Paper, 8" x 10"

\$195.60k

Inorganic Chemistry 5/E

Miessler, Gary L.(St. Olaf College);Tarr, Donald A.(St. Olaf College);Fischer, Paul J.(Macalester College)(Academic Science)

KEY BENEFIT: With its updates to quickly changing content areas, a strengthened visual presentation and the addition of new co-author Paul Fisher, the new edition of this highly readable text is more educational and valuable than ever. *Inorganic Chemistry*, Fifth Edition delivers the essentials of Inorganic Chemistry at just the right level for today's classroom -neither too high (for novice students) nor too low (for advanced students). Strong coverage of atomic theory and an emphasis on physical chemistry give students a firm understanding of the theoretical basis of inorganic chemistry, while a reorganized presentation of molecular orbital and group theory highlights key principles more clearly. **MARKET:** Intended for those who would like to gain a basic knowledge of inorganic chemistry.

Chemistry

Physical

ISBN10: 0-321-80345-0

ISBN13: 978-0-321-80345-0

Prev. ISBN 0-13-613106-9

2014, 744 pp., Cloth, 8" x 10"

\$177.20k

Quantum Chemistry 7/E

Levine, Ira N.(Brooklyn College, City University of New York)(Academic Science)

KEY BENEFIT: Known for its solid presentation of mathematics, this bestseller is a rigorous but accessible introduction to both quantum chemistry and the math needed to master it. *Quantum Chemistry*, Seventh Edition covers quantum mechanics, atomic structure, and molecular electronic structure, and provides a thorough, unintimidating treatment of operators, differential equations, simultaneous linear equations, and other areas of required math. Practical for students in all branches of chemistry, the new edition reflects the latest quantum chemistry research and methods of computational chemistry, and clearly demonstrates the usefulness and limitations of current quantum-mechanical methods for the calculation of molecular properties. **MARKET:** Intended for those who would like to gain a basic knowledge of quantum chemistry.

Chemistry
Physical

ISBN10: 0-13-605606-7

ISBN13: 978-0-13-605606-5

Prev. ISBN 0-13-095943-X

2014, 724 pp., Cloth Package, 8" x 10"

\$177.93k

Physical Chemistry: Principles and Applications in Biological Sciences Plus MasteringChemistry with eText -Access Card Package 5/E

Tinoco, Jr., Ignacio (University of California, Berkeley); Sauer, Kenneth (University of California, Berkeley); Wang, James C. (Harvard University); (Academic Science)

KEY BENEFIT: Written specifically for the life-science student, the Fifth Edition of the bestselling *Physical Chemistry: Principles and Applications in Biological Sciences with MasteringChemistry®* covers core aspects of biophysical chemistry—while showing how Biochemists and Biophysicists use principles of Physical Chemistry to solve real problems in biological systems. The addition of MasteringChemistry® to the program puts a host of effective online homework, tutorial, and assessment tools at students' and instructors' fingertips. **MARKET:** Intended for those who would like to gain a basic knowledge of physical chemistry.

Mathematics
General Math

ISBN10: 0-13-311653-0

ISBN13: 978-0-13-311653-3

Prev. ISBN 0-13-814226-2

2014, 1,176 pp., Cloth, 8" x 10"

\$208.00k

Basic Technical Mathematics with Calculus 10/E

Washington, Allyn J. (Dutchess Community College) (Health Science Careers)

This tried-and-true text from Allyn Washington preserves the author's highly regarded approach to technical math, while enhancing the integration of technology. Appropriate for a three- to four-semester course, *Basic Technical Mathematics With Calculus* shows how algebra, trigonometry, and basic calculus are used on the job. It addresses a vast number of technical and pre-engineering fields, including computer design, electronics, solar energy, lasers fiber optics, and the environment. Known for its exceptional problem sets and applied material, the book offers practice exercises, writing exercises, word problems, and practice tests. This edition features more technical applications, over 2300 new exercises, additional graphing calculator screens and the innovative MyLab websites.

Mathematics
General Math

ISBN10: 0-321-83699-5

ISBN13: 978-0-321-83699-1

Prev. ISBN 0-321-57594-6

2014, 816 pp., Cloth, 8-1/2" x 10-7/8"

\$116.00k

Mathematics All Around 5/E

Pirnot, Tom (Kutztown University of Pennsylvania) (English, Math, Student Success)

Students who enter a liberal arts math course often come with a fear of math, or they may struggle with topics during the course. Pirnot's *Mathematics All Around* offers the supportive and clear writing style that students need to develop their math skills. By helping to reduce students' math anxiety, Pirnot helps students to understand the use of math in the world around them. Students appreciate that the author's approach is like the help they would receive during their own instructors' office hours. The Fifth Edition increases the text's emphasis on developing problem-solving skills with additional support in the text and new problem-solving questions in MyMathLab. Quantitative reasoning is brought to the forefront with new Between the Numbers features and related exercises. Since practice is the key to success in this course, exercise sets are updated and expanded. MyMathLab offers additional exercise coverage plus new question types for problem-solving, vocabulary, reading comprehension, and more.

Mathematics
General Math

ISBN10: 0-321-82604-3

ISBN13: 978-0-321-82604-6

2014, 1,296 pp., Paper, 9" x 10-7/8"

\$176.00k

Developmental Mathematics through Applications: Basic College Mathematics and Algebra

Akst, Geoffrey(Borough of Manhattan Community College, City University of New York);*Bragg, Sadie*(Borough of Manhattan Community College, City University of New York)(English, Math, Student Success)

The Akst/Bragg series' success is built around clear and concise writing, a side-by-side "teach by example" approach, and integrated applications throughout that help students achieve conceptual understanding. The user-friendly design offers a distinctive side-by-side format that pairs examples and their solutions with corresponding practice exercises. Students understand from the very beginning that doing math is an essential part of learning it. Motivational, real-world applications demonstrate how integral mathematical understanding is to a variety of disciplines, careers, and everyday situations.

Mathematics
Developmental Algebra

ISBN10: 0-321-85446-2

ISBN13: 978-0-321-85446-9

Prev. ISBN 0-321-59920-9

2014, 1,400 pp., Paper, 8-1/2" x 11"

\$176.00k

Developmental Mathematics: Basic Mathematics and Algebra 3/E

Hornsby, John;Lial, Margaret;McGinnis, Terry;(English, Math, Student Success)

The Support You Need to Succeed. The Lial Series has helped thousands of students succeed in developmental mathematics by providing the best learning and teaching support to students and instructors. With the new editions, the approachable writing and pedagogy, varied exercise sets, and robust ancillary resources have been updated, and a tightly integrated MyMathLab course, new Lial Video Library, and fresh, interactive PowerPoint slides meet the changing needs of today's students and instructors. Teaching and Learning Experience To provide a better teaching and learning experience, for both instructors and students, this program will: Improve Results: MyMathLab delivers proven results in helping students succeed and provides engaging experiences that personalize learning. Drive Student Success: The Lial team combines approachable writing with supportive pedagogy, ample exercise sets, and extensive end of chapter material to ensure student success. Support Students and Instructors: Beyond the core support in the text and MyMathLab, the program offers additional supplemental student and instructor support.

Mathematics
Developmental Algebra

ISBN10: 0-321-87218-5

ISBN13: 978-0-321-87218-0

Prev. ISBN 0-321-57497-4

2014, 912 pp., Paper, 8-1/2" x 10-7/8"

\$162.00k

Intermediate Algebra 10/E

McGinnis, Terry;Hornsby, John;Lial, Margaret(English, Math, Student Success)

The Support You Need to Succeed. The Lial Series has helped thousands of students succeed in developmental mathematics by providing the best learning and teaching support to students and instructors. With the new editions, the approachable writing and pedagogy, varied exercise sets, and robust ancillary resources have been updated, and a tightly integrated MyMathLab course, new Lial Video Library, and fresh, interactive PowerPoint slides meet the changing needs of today's students and instructors. Teaching and Learning Experience To provide a better teaching and learning experience, for both instructors and students, this program will: Improve Results: MyMathLab delivers proven results in helping students succeed and provides engaging experiences that personalize learning. Drive Student Success: The Lial team combines approachable writing with supportive pedagogy, ample exercise sets, and extensive end of chapter material to ensure student success. Support Students and Instructors: Beyond the core support in the text and MyMathLab, the program offers additional supplemental student and instructor support.

Mathematics
Developmental Algebra
ISBN10: 0-321-84828-4
ISBN13: 978-0-321-84828-4
Prev. ISBN 0-321-55718-2
2014, 800 pp., Cloth, 8-1/2" x 10-7/8"
\$114.67k

Intermediate Algebra: Concepts Applications 9/E

Johnson, Barbara L.; Bittinger, Marvin L.; Ellenbogen, David J. (English, Math, Student Success)

The Bittinger Concepts and Applications Program delivers proven pedagogy, guiding students from skills-based math to the concepts-oriented math required for college courses. The new editions support students with a tightly integrated MyMathLab course, quality applications and exercises, and a new MyMathGuide workbook and video program. Teaching and Learning Experience To provide a better teaching and learning experience for both instructors and students, this program will: Improve Results: MyMathLab delivers proven results in helping students succeed and provides engaging experiences that personalize learning. Teach Conceptual Understanding: Proven pedagogy, robust exercise sets, and end-of-chapter material are all geared towards ensuring students grasp the concepts. Guide Students' Learning: The new Bittinger video program and MyMathGuide work hand in hand to guide students to success.

Mathematics
Developmental Algebra
ISBN10: 0-321-84502-1
ISBN13: 978-0-321-84502-3
Prev. ISBN 0-321-56792-7
2014, 864 pp., Paper, 8-1/2" x 10-7/8"
\$162.00k

Prealgebra 5/E

Lial, Margaret; Hestwood, Diana (English, Math, Student Success)

The Support You Need to Succeed. The Lial Series has helped thousands of students succeed in developmental mathematics by providing the best learning and teaching support to students and instructors. With the new editions, the approachable writing and pedagogy, varied exercise sets, and robust ancillary resources have been updated, and a tightly integrated MyMathLab course, new Lial Video Library, and fresh, interactive PowerPoint slides meet the changing needs of today's students and instructors. Teaching and Learning Experience To provide a better teaching and learning experience, for both instructors and students, this program will: Improve Results: MyMathLab delivers proven results in helping students succeed and provides engaging experiences that personalize learning. Drive Student Success: The Lial team combines approachable writing with supportive pedagogy, ample exercise sets, and extensive end of chapter material to ensure student success. Support Students and Instructors: Beyond the core support in the text and MyMathLab, the program offers additional supplemental student and instructor support.

Mathematics
Developmental Algebra
ISBN10: 0-321-85922-7
ISBN13: 978-0-321-85922-8
Prev. ISBN 0-321-57873-2
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\$176.00f

Prealgebra and Introductory Algebra 4/E

Lial, Margaret; Hornsby, John; Hestwood, Diana; (English, Math, Student Success)

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SCIENCE

Mathematics

Developmental Algebra

ISBN10: 0-321-86553-7

ISBN13: 978-0-321-86553-3

Prev. ISBN 0-321-57569-5

2014, 864 pp., Paper, 8-1/2" x 10-7/8"

\$176.00k

Introductory and Intermediate Algebra 5/E

McGinnis, Terry;Hornsby, John;Lial, Margaret(English, Math, Student Success)

The Support You Need to Succeed. The Lial Series has helped thousands of students succeed in developmental mathematics by providing the best learning and teaching support to students and instructors. With the new editions, the approachable writing and pedagogy, varied exercise sets, and robust ancillary resources have been updated, and a tightly integrated MyMathLab course, new Lial Video Library, and fresh, interactive PowerPoint slides meet the changing needs of today's students and instructors. Teaching and Learning Experience To provide a better teaching and learning experience, for both instructors and students, this program will: Improve Results: MyMathLab delivers proven results in helping students succeed and provides engaging experiences that personalize learning. Drive Student Success: The Lial team combines approachable writing with supportive pedagogy, ample exercise sets, and extensive end of chapter material to ensure student success. Support Students and Instructors: Beyond the core support in the text and MyMathLab, the program offers additional supplemental student and instructor support.

Mathematics

Calculus

ISBN10: 0-321-84883-7

ISBN13: 978-0-321-84883-3

Prev. ISBN 0-321-56856-7

2014, 576 pp., Cloth, 8-1/2" x 10-7/8"

\$157.33k

Brief Calculus Its Applications 13/E

Goldstein, Larry J.(Goldstein Educational Technologies);Lay, David C.(University of Maryland);Asmar, Nakhle I.(English, Math, Student Success)

This is the brief version of *Calculus and Its Applications*, Thirteenth Edition, containing chapters 1--9. For the main text, please see ISBN 978-0-321-84890-1. *Calculus and Its Applications*, Thirteenth Edition is a comprehensive, yet flexible, text for students majoring in business, economics, life science, or social sciences. The authors delve into greater mathematical depth than other texts while motivating students through relevant, up-to-date, applications drawn from students' major fields of study. The authors motivate key ideas geometrically and intuitively, providing a solid foundation for the more abstract treatments that follow. Every chapter includes a large quantity of exceptional exercises--a hallmark of this text--that address skills, applications, concepts, and technology. The MyMathLab® course for the text features thousands of assignable exercises, built-in support for gaps in basic skills, and an array of interactive figures designed to help students visualize key concepts. The Thirteenth Edition includes updated applications, exercises, and technology coverage. The authors have also added more study tools, including a prerequisite skills diagnostic test and a greatly improved end-of-chapter summary, and made content improvements based on user reviews.

Mathematics

Calculus

ISBN10: 0-321-84890-X

ISBN13: 978-0-321-84890-1

Prev. ISBN 0-321-57130-4

2014, 736 pp., Cloth, 8-1/2" x 10-7/8"

\$157.33k

Calculus Its Applications 13/E

Goldstein, Larry J.(Goldstein Educational Technologies);Schneider, David I.(University of Maryland);Lay, David;(English, Math, Student Success)

Calculus and Its Applications, Thirteenth Edition is a comprehensive, yet flexible, text for students majoring in business, economics, life science, or social sciences. The authors delve into greater mathematical depth than other texts while motivating students through relevant, up-to-date, applications drawn from students' major fields of study. The authors motivate key ideas geometrically and intuitively, providing a solid foundation for the more abstract treatments that follow. Every chapter includes a large quantity of exceptional exercises--a hallmark of this text--that address skills, applications, concepts, and technology. The MyMathLab® course for the text features thousands of assignable exercises, built-in support for gaps in basic skills, and an array of interactive figures designed to help students visualize key concepts. The Thirteenth Edition includes updated applications, exercises, and technology coverage. The authors have also added more study tools, including a prerequisite skills diagnostic test and a greatly improved end-of-chapter summary, and made content improvements based on user reviews.

Mathematics

Calculus

ISBN10: 0-321-83820-3**ISBN13: 978-0-321-83820-9**

2014, 984 pp., Cloth, 8-1/2" x 10-7/8"

\$174.67k

Calculus and its Applications, Expanded Version

Bittinger, Marvin L.;Ellenbogen, David J.;Surgent, Scott(English, Math, Student Success)

This is an expanded version of *Calculus and its Applications*, Tenth Edition, by Bittinger, Ellenbogen, and Surgent. This edition adds coverage of trigonometric functions, differential equations, sequences and series, probability distributions, and matrices. *Calculus and Its Applications* has become a best-selling text because of its accessible presentation that anticipates student needs. The writing style is ideal for today's students, providing intuitive explanations that build on students' earlier mathematical experiences. Explanations are often coupled with figures to help students visualize new calculus concepts. Additionally, the text's numerous and up-to-date applications from business, economics, life sciences, and social sciences help motivate students. Algebra diagnostic and review material is available for those who need to strengthen basic skills. Every aspect of this text is designed to motivate and help students to more readily understand and apply the mathematics.

Mathematics

Advanced Topics in Mathematics

ISBN10: 0-321-79697-7**ISBN13: 978-0-321-79697-4**

Prev. ISBN 0-13-600926-3

2013, 504 pp., Cloth, 8" x 10"

\$156.67k

Linear Algebra with Applications 5/E

Bretscher, Otto(English, Math, Student Success)

Offering the most geometric presentation available, *Linear Algebra with Applications*, Fifth Edition emphasizes linear transformations as a unifying theme. This elegant textbook combines a user-friendly presentation with straightforward, lucid language to clarify and organize the techniques and applications of linear algebra. Exercises and examples make up the heart of the text, with abstract exposition kept to a minimum. Exercise sets are broad and varied and reflect the author's creativity and passion for this course. This revision reflects careful review and appropriate edits throughout, while preserving the order of topics of the previous edition.

Mathematics

Advanced Topics in Mathematics

ISBN10: 0-321-87805-1**ISBN13: 978-0-321-87805-2**

Prev. ISBN 0-321-57189-4

2014, 768 pp., Cloth, 8-1/2" x 10-7/8"

\$157.33k

Finite Mathematics Its Applications 11/E

Siegel, Martha J.(Towson State University);Goldstein, Larry J.(Goldstein Educational Technologies);Schneider, David I.(University of Maryland)(English, Math, Student Success)

Finite Mathematics, Eleventh Edition is a comprehensive, yet flexible, text for students majoring in business, economics, life science, or social sciences. The authors delve into greater mathematical depth than other texts, while motivating students through relevant, up-to-date applications drawn from students' major fields of study. Every chapter includes a large quantity of exceptional exercises--a hallmark of this text--that address skills, applications, concepts, and technology. The MyMathLab® course for the text features thousands of assignable exercises, built-in and just-in-time support for gaps in basic skills, and an array of interactive figures designed to help students visualize key concepts. The Eleventh Edition includes updated applications, exercises, and technology coverage. In addition, modern and relevant topics such as health statistics have been added. The authors have also added more study tools, including a prerequisite skills diagnostic test and a greatly improved end-of-chapter summary, and made content improvements based on user reviews.

SCIENCE

Space Science Technology
Astronomy

ISBN10: 0-321-83950-1

ISBN13: 978-0-321-83950-3

Prev. ISBN 0-321-62090-9

2014, 832 pp., PaperPackage, 8-1/2" x
10-7/8"

\$159.13k

Cosmic Perspective Plus MasteringAstronomy with eText -Access Card Package 7/E

Bennett, Jeffrey O. (University of Colorado, Boulder); Donahue, Megan (Michigan State University); Schneider, Nicholas (University of Colorado, Boulder); (Academic Science)

KEY BENEFIT: Building on a long tradition of effective pedagogy and comprehensive coverage, *The Cosmic Perspective*, Seventh Edition provides a thoroughly engaging and up-to-date introduction to astronomy for non-science majors. The text provides a wealth of features that enhance reader skill-building, including new group work exercises that engage readers in active learning, helping them retain concepts longer and build communication skills for the future. The Seventh Edition has also been fully updated to include the latest astronomical observations, results from recent space missions, and new theoretical developments that inform our understanding of the early universe. **MARKET:** Intended for those interested in gaining a basic knowledge of astronomy

Transportation
Automotive

ISBN10: 0-13-302774-0

ISBN13: 978-0-13-302774-7

Prev. ISBN 0-13-512406-9

2014, 528 pp., Cloth, 8-1/2" x 10-7/8"

\$100.00f

Automotive Electricity and Electronics 4/E

Halderman, James D. (Health Science Careers)

Automotive Electricity and Electronics, Fourth Edition, provides complete coverage of the parts, operation, design, and troubleshooting of automotive electricity and electronics systems. Real examples and full color images throughout the text offer readers a practical approach to the diagnosis and repair of the NATEF tasks for the Automotive Electricity/Electronic Systems (A6) content area. Thoroughly revised and updated, the fourth edition has been peer reviewed by automotive instructors and experts in the field to ensure technical accuracy. This text is fully integrated with MyAutomotiveKit—an online resource for instructors and students that provides time-saving help for homework, quizzing, testing, multimedia activities, and videos. For more information: <http://www.myautomotivekit.com>.

Transportation
Automotive

ISBN10: 0-13-281474-9

ISBN13: 978-0-13-281474-4

Prev. ISBN 0-13-507934-9

2014, 448 pp., Paper, 8-1/2" x 10-7/8"

\$100.00f

Automotive Brake Systems 6/E

Halderman, James D. (Health Science Careers)

Automotive Brake Systems, Sixth Edition, provides complete coverage of the parts, operation, design, and troubleshooting of brake systems. Real examples and full color images throughout the text offer readers a practical approach to the diagnosis and repair of the NATEF tasks for the Automotive Brake Systems (A5) content area. Thoroughly revised and updated, the sixth edition has been peer reviewed by automotive instructors and experts in the field to ensure technical accuracy. This text is fully integrated with MyAutomotiveKit—an online resource for instructors and students that provides time-saving help for homework, quizzing, testing, multimedia activities, and videos. For more information: <http://www.myautomotivekit.com>.

Transportation
Automotive

ISBN10: 0-13-274776-6

ISBN13: 978-0-13-274776-9

Prev. ISBN 0-13-610001-5

2014, 504 pp., Paper, 8-1/2" x 10-7/8"

\$100.00b

Auto Steering, Suspension, Alignment 6/E

Halderman, James D. (Health Science Careers)

Automotive Steering, Suspension, and Alignment, Sixth Edition, provides complete coverage of the parts, operation, design, and troubleshooting of automotive steering and suspension systems. Real examples and full color images throughout the text offer readers a practical approach to the diagnosis and repair of the NATEF tasks for the Automotive Steering, Suspension, and Alignment (A4) content area. Thoroughly revised and updated, the sixth edition has been peer reviewed by automotive instructors and experts in the field to ensure technical accuracy. This text is fully integrated with MyAutomotiveKit—an online resource for instructors and students that provides time-saving help for homework, quizzing, testing, multimedia activities, and videos. For more information: <http://www.myautomotivekit.com>.

VOCATIONAL

Transportation

Automotive

ISBN10: 0-13-302775-9

ISBN13: 978-0-13-302775-4

Prev. ISBN 0-13-508504-7

2014, 600 pp., Cloth, 8-1/2" x 10-7/8"

\$123.33f

Automotive Engine Performance 4/E

Halderman, James D. (Health Science Careers)

Automotive Engine Performance, Fourth Edition, provides complete coverage of the parts, operation, design, and troubleshooting of automotive engines. Real examples and full color images throughout the text offer readers a practical approach to the diagnosis and repair of the NATEF tasks for the Automotive Engine Performance Systems (A8) content area. Thoroughly revised and updated, the fourth edition has been peer reviewed by automotive instructors and experts in the field to ensure technical accuracy. This text is fully integrated with MyAutomotiveKit—an online resource for instructors and students that provides time-saving help for homework, quizzing, testing, multimedia activities, and videos. For more information: <http://www.myautomotivekit.com>.

Construction

Construction: General

ISBN10: 0-13-249501-5

ISBN13: 978-0-13-249501-1

Prev. ISBN 0-13-159923-2

2014, 576 pp., Cloth, 8-1/2" x 10-7/8"

\$130.00f

Principles Practices of Commercial Construction 9/E

Andres, P.E., Retired, Cameron K. (Southern Alberta Institute of Technology); Smith, R.C.; Woods, Ronald (Health Science Careers)

This up-to-date and practical text offers a complete and well-rounded approach to modern construction principles and practices. Each chapter, while complementary to other chapters, can be taught on a standalone basis, maximizing instructional flexibility in diverse construction, architecture, and engineering courses. *Principles And Practices Of Commercial Construction*, 9/e shows how to apply design theory to the final constructed process, and provides crucial working knowledge for all contractors who must effectively manage subcontractors. Progressing from basic through advanced material, it enables students to follow design specifications through a complete project. Since this text is on the approved reference list for numerous states that require contractors to pass licensing exams, it offers even more value for students who may need to pass these exams later. This edition's enhancements include improved chapter organization; a new introductory chapter; and valuable new coverage of Proctor curves.

Construction

Construction: General

ISBN10: 0-13-294866-4

ISBN13: 978-0-13-294866-1

2013, 400 pp., Paper, 8-1/2" x 10-7/8"

\$120.00c

Power Line Worker Substation Level 3 Trainee Guide

NCCER, (Health Science Careers)

This exceptionally produced trainee guide features a highly illustrated design, technical hints and tips from industry experts, review questions and a whole lot more! Key content includes: Temporary Grounding, Advanced Drawing Reading, Medium-and High-Voltage Equipment Installation, Control House, Connectors, Conductor Terminations, and Splicing, Equipment Testing, Troubleshooting, and Maintenance, System Protection and Control, and Fundamental Skills for the Crew Leader.

Health Occupations
Emergency Medical Services
ISBN10: 0-13-289777-6
ISBN13: 978-0-13-289777-8
Prev. ISBN 0-13-119265-5
2014, 1,464 pp., Paper, 8-1/2" x 10-7/8"
\$110.67b

EMT Complete: A Comprehensive Worktext 2/E

Limmer, EMT-P, Daniel J. (Southern Maine Technical College); Le Baudour, Chris (Assessment Training Institute, Inc.); Dickinson, Edward T. (Health Science Careers)

EMT Complete: A Comprehensive Worktext, Second Edition, is the first and only worktext to combine the elements of the traditional textbook and a workbook into one easy-to-use student resource. Conceived, written, and reviewed by some of the most dedicated professionals in EMS education today, this worktext is designed to help you develop the critical thinking skills needed to get the best outcomes possible for your patients. Updated and expanded to meet the latest national standards and treatment guidelines, the worktext is also supported with a wealth of on-line resources, offering a learning package designed to help you succeed in your EMT course.

Hospitality/Travel/Tourism
ISBN10: 0-13-278402-5
ISBN13: 978-0-13-278402-3
Prev. ISBN 0-13-504559-2
2014, 704 pp., Cloth, 8-1/2" x 10-7/8"
\$137.33h

Marketing for Hospitality and Tourism 6/E

Kotler, Philip R. (Northwestern University); Makens, Ph.D., James (Wake Forest University); Bowen, John T. (University of Houston) (Health Science Careers)

Marketing for Hospitality and Tourism, 6e is the definitive source for hospitality marketing courses. Taking an integrative approach, this highly visual, four-color book discusses hospitality marketing from a team perspective, examining each hospitality department and its role in the marketing mechanism. These best-selling authors are known as leading marketing educators and their book, a global phenomenon, is the most frequent adoption for the course. Developed with extensive student and professor reviews, this edition includes new coverage of social media, discussion of current industry trends, and hands-on application assignments.

Hospitality/Travel/Tourism
ISBN10: 0-13-311353-1
ISBN13: 978-0-13-311353-2
Prev. ISBN 0-13-714729-5
2014, 432 pp., Cloth, 8-1/2" x 10-7/8"
\$114.67k

Tourism Hospitality 5/E

Cook, Roy A.; Marqua, Joseph J.; Hsu, Cathy J. (Health Science Careers)

Tourism: The Business of Hospitality and Travel, 2e views the industry from a business perspective--examining the management, marketing and finance issues most important to industry members. Chapters reveal an integrated model of tourism and address consumer behavior, service quality and personal selling. Readings and integrative cases close each part and end-of-chapter exercises offer application activities for students. This edition includes early coverage of geography, more international examples, new case studies and expanded application and web-based exercises.

VOCATIONAL

Hospitality/Travel/Tourism

ISBN10: 0-13-273992-5

ISBN13: 978-0-13-273992-4

2014, 432 pp., Paper, 8-1/2" x 10-7/8"

\$90.67f

Professional Restaurant Manager, The

Hayes, David K.; Miller, Allisha A.; Ninemeier, Jack D. (Health Science Careers)

The Professional Restaurant Manager covers the topics all restaurant managers must know to be successful in the industry. Organized in a quick-read, four-part format, the book offers a fresh look at the restaurant business, back-of-house management, front-of-house management, and financial management. Discussion prompts are built right in so students can respond to real case studies and illustrations. Financial documents reference the newest version of the Uniform System of Accounts for Restaurants. An extensive glossary is provided and authors review important trends in sustainability, green practices and farm-to-fork movements.

Criminal Justice

Enforcement

ISBN10: 0-13-505049-9

ISBN13: 978-0-13-505049-1

Prev. ISBN 0-13-219370-1

2014, 432 pp., Cloth, 8" x 10"

\$84.00f

Police Field Operations 8/E

Adams, Thomas F. (Santa Ana College and Former Lieutenant, Santa Ana Police Department) (Health Science Careers)

The authoritative text in police field operations. The result of over two years of revisions, *Police Field Operations*, Eight Edition brings this essential text up to date with the most recent developments in police practices and procedures. For years, Adams has served as the textbook standard for police departments and academies and academic programs across the country. Written from the perspective of a working police officer, the text presents the real-life scenarios an officer is likely to encounter while on-duty. It focuses on community policing, details how and why certain procedures are used, and provides instructional techniques from leading police academies.

Technical Math

ISBN10: 0-13-308350-0

ISBN13: 978-0-13-308350-7

Prev. ISBN 0-13-814225-4

2014, 792 pp., Cloth, 8" x 10"

\$193.33k

Basic Technical Mathematics 10/E

Washington, Allyn J. (Dutchess Community College) (Health Science Careers)

For courses in Introductory Technical Math. This tried-and-true text from Allyn Washington preserves the author's highly regarded approach to technical math, while enhancing the integration of technology. Appropriate for a two or three-semester course, *Basic Technical Mathematics* shows how algebra and trigonometry are used on the job. It addresses a vast number of technologies including aeronautics, construction, energy, environmental, electronics, computer design, automotive, fire science and more! Known for its exceptional problem sets and applied material, the book offers practice exercises, writing exercises, word problems, and practice tests. This edition features more technical applications, over 1300 new exercises, additional graphing calculator screens and the innovative MyLab websites.