

**Developer's Library**  
 Internet/Web Technologies  
 JavaScript  
**ISBN10: 0-321-82208-0**  
**ISBN13: 978-0-321-82208-6**  
 2013, 400 pp., Paper, 7" x 9"  
**\$39.99x US**

## jQuery, jQuery UI, and jQuery Mobile

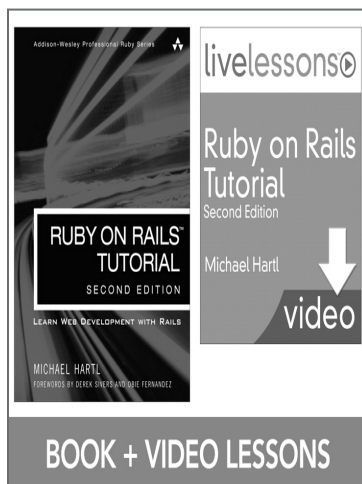
### Recipes and Examples

*Adriaan de Jonge / Phil Dutton*

**Complete, practical, easy-to-adapt recipes for solving real-world Web and mobile development problems with jQuery**

- Examples are directly usable in virtually any web or mobile app, with any server-side platform: PHP, .NET, Java, Ruby, Node.js, or Python
- Covers jQuery Core, UI, Plugins, and Mobile, with suggestions for using third-party plugins and complementary tools
- “Code first, explain later,” with pragmatic in-depth discussions developers can actually use to adapt and extend each recipe

Pub Date: 10/2012  
 EAN: 9780321822086



**LiveLessons**  
 Programming Languages  
 Ruby Programming Languages  
**ISBN10: 0-321-86297-X**  
**ISBN13: 978-0-321-86297-6**  
 2013, 600 pp., Kit/Package/ShrinkWrap,  
 Previous Edition ISBN: 0-13-249254-7  
**\$69.99x US**

## Ruby on Rails Tutorial and LiveLesson Video Bundle

### Learn Web Development with Rails

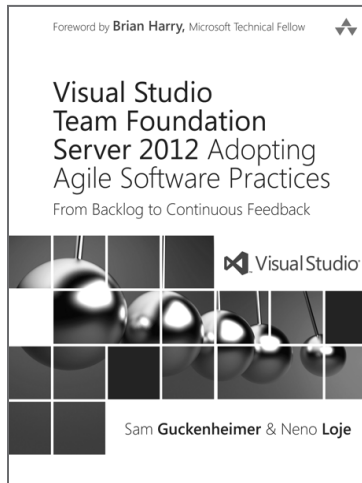
Second Edition  
*Michael Hartl*

**Learn Ruby on Rails 3.2 fast with this complete book/video training package—a \$195 value for just \$69.99!**

- Fully updated to cover Ruby 1.9 and Rails 3.2
- By widely-respected Rails expert Michael Hartl, creator of RailsSpace and the Rails-based Insoshi social networking platform
- Presents new techniques that make Rails development easier
- Early chapters will be provided at [rubyonrails.org](http://rubyonrails.org), a search optimized site that will drive extensive interest in this bundle

Pub Date: 10/2012  
 EAN: 9780321862976





**Microsoft Windows Development Series**

Object Technologies

.NET Framework

ISBN10: 0-321-86487-5

ISBN13: 978-0-321-86487-1

2013, 350 pp., Paper, 7" x 9-1/8",

Previous Edition ISBN: 0-321-68585-7

\$44.99y US

## Visual Studio Team Foundation Server 2012

### Adopting Agile Software Practices: From Backlog to Continuous Feedback

Third Edition

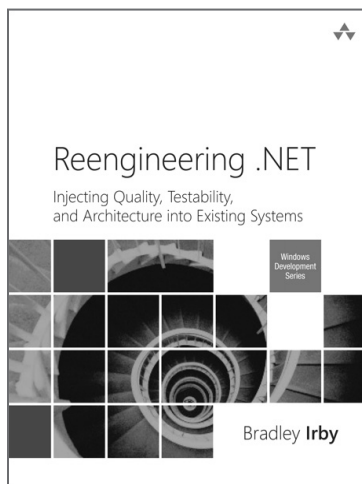
Sam Guckenheimer / Neno Loje

**This is the definitive guide to the application of agile development and modern software engineering practices using Visual Studio 2012**

- Focuses on succeeding with new VS 2012 ALM products in real-world environments, with exclusive "Lessons Learned at Microsoft"
- Thoroughly covers VS 2012's new capabilities for team development
- Contains extensive new coverage of implementing Scrum and related practices
- Covers the entire lifecycle: requirements, architecture, construction, build, and test

Pub Date: 09/2012

EAN: 9780321864871



**Microsoft Windows Development Series**

.NET

ISBN10: 0-321-82145-9

ISBN13: 978-0-321-82145-4

2013, 550 pp., Paper, 7" x 9-1/8"

\$49.99y US

## Reengineering .NET

### Injecting Quality, Testability, and Architecture into Existing Systems

Bradley W. Irby

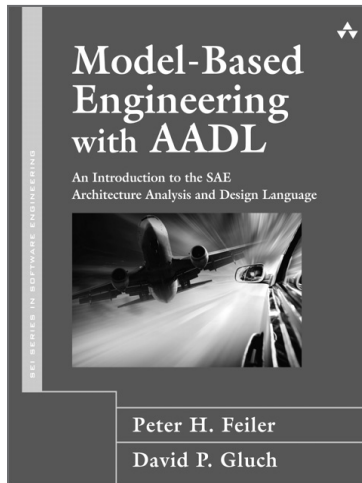
**Reengineer existing .NET code to reduce defects, update architecture, access new tools, and simplify and accelerate new feature development**

- Shows .NET developers, architects, and managers how to overcome the growing crisis of aging .NET code
- Offers a step-by-step approach to .NET system and application reengineering that has been proven successful in a wide spectrum of projects
- Guides readers in comparing architectural options and design patterns, and then choosing the right alternatives for their systems

Pub Date: 10/2012

EAN: 9780321821454





**SEI Series in Software Engineering**  
Software Engineering  
Software Architecture  
**ISBN10: 0-321-88894-4**  
**ISBN13: 978-0-321-88894-5**  
2013, 304 pp., Cloth, 7" x 9-1/8"  
**\$49.99y US**

## Model-Based Engineering with AADL

### An Introduction to the SAE Architecture Analysis Design Language

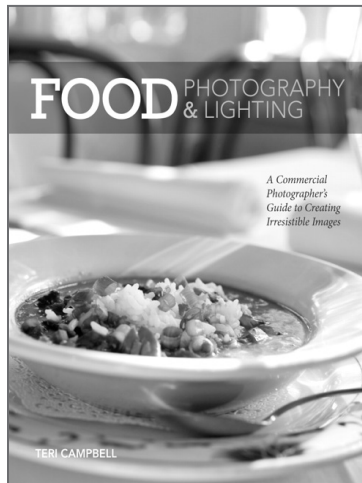
*Peter H. Feiler / David P. Gluch*

**The first complete guide to SAE AADL: written by the standard's author, completely authoritative, and promoted by both SAE and SEI**

- Thoroughly explains the new SAE AADL architecture notation for model-based analysis and validation of mission/safety-critical software-reliant systems
- Presents many real-world examples: ideal for self-learning, instruction, and as a working reference
- Addresses a key standard pioneered by Boeing, Lockheed Martin, Rockwell Collins, DOD, FAA, NASA, ESA, JAXA, and many top universities

Pub Date: 09/2012  
EAN: 9780321888945  
UPC: 785342888942





**Voices That Matter**  
 Computer Graphics/Multimedia  
 Digital Photography  
**ISBN10: 0-321-84073-9**  
**ISBN13: 978-0-321-84073-8**  
 2013, 288 pp., Paper, 8" x 9-1/8"  
**\$44.99x US**

## Food Photography Lighting

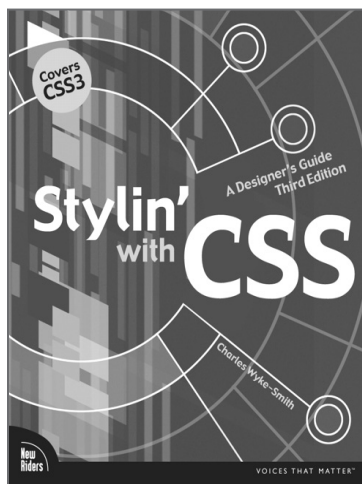
### A Commercial Photographer's Guide to Creating Irresistible Images

*Teri Campbell*

**Lighting guru Teri Campbell provides a detailed look at the world of commercial food photography for working or aspiring food photographers**

- Dubbed "lighting master" by Photo District News, Teri Campbell's client list includes big names like Kellogg's, KFC, Duncan Hines, Hershey's, and more
- Chapters on equipment, studio set-up, and key players give the insider perspective only Teri can deliver
- Stories about specific assignments show set-up details, lighting diagrams, styling, and specific challenges of the shoot

Pub Date: 10/2012  
 EAN: 9780321840738



**Voices That Matter**  
 Internet/Web Technologies  
 Web Design  
**ISBN10: 0-321-85847-6**  
**ISBN13: 978-0-321-85847-4**  
 2013, 312 pp., Paper, 7" x 9", Previous Edition ISBN: 0-321-52556-6  
**\$44.99x US**

## Stylin' with CSS

### A Designer's Guide

Third Edition  
*Charles Wyke-Smith*

**This book helps you build your CSS skills quickly through a considered step-by-step development of concepts and practical exercises.**

- Master professional development techniques to create beautiful, fast-loading, maintainable sites.
- Deliver great user experience across browsers, tablets and phones.
- Combine HTML, CSS, and jQuery to create modern, interactive online experiences.

Pub Date: 10/2012  
 EAN: 9780321858474





**Voices That Matter**  
Electronic and Desktop Publishing  
Design  
**ISBN10: 0-321-84427-0**  
**ISBN13: 978-0-321-84427-9**  
2013, 216 pp., Paper, 5-1/2" x 8-1/2"  
**\$29.99x US**

## Work for Money, Design for Love

Answers to the Most Frequently Asked Questions About Starting and Running a Successful Design Business

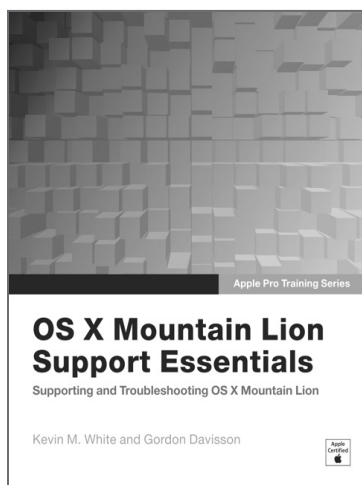
*David Airey*

Popular Logo Design Love blogger and author, David Airey, answers his readers' questions about how to run a successful design business.

- The 600K+ monthly visitors to Airey's blogs serve as the focus group and built-in market for this honest, practical guide on surviving and thriving as a self-employed designer
- Airey's friendly, straightforward writing makes readers feel like they're getting solid business advice from a trusted friend
- Features case studies and advice from successful designers including Ivan Chermayeff, Jerry Kuyper, Maggie Macnab, Eric Karjaluoto, and Von Glitschka

Pub Date: 10/2012  
EAN: 9780321844279





**Apple Pro Training Series**  
 Operating Systems  
 Macintosh  
**ISBN10: 0-321-88719-0**  
**ISBN13: 978-0-321-88719-1**  
 2013, 888 pp., Paper, 7-3/8" x 9-1/8"  
**\$64.99y US**

## Apple Pro Training Series

### OS X Mountain Lion Support Essentials: Supporting and Troubleshooting OS X Mountain Lion

*Kevin M. White / Gordon Davison*

**The only Apple-certified book on OS X Mountain Lion, this revised best-seller will take you deep inside the latest big-cat operating system.**

- Comprehensive reference to the Mac operating system is revised for OS X Mountain Lion
- Self-paced course-in-a-book is a must-have for anyone who troubleshoots OS X Mountain Lion computers
- Step-by-step exercises reinforce the concepts taught through practical application
- Prepares readers for the Apple Certified Support Professional exam

Pub Date: 10/2012  
 EAN: 9780321887191



Computer Graphics/Multimedia  
 Photoshop  
**ISBN10: 0-321-83456-9**  
**ISBN13: 978-0-321-83456-0**  
 2013, 352 pp., Paperback with DVD,  
 7-3/8" x 9-1/8"  
**\$44.99x US**

## Video in Photoshop CS6

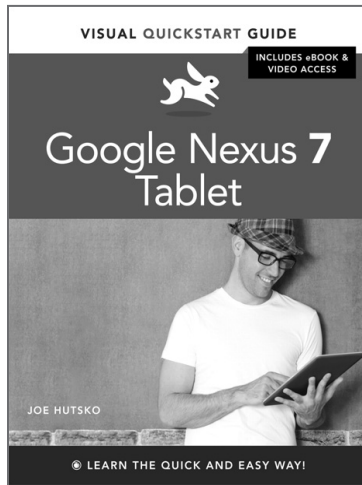
*Richard Harrington*

**The only book on the market to focus on the new video features in Photoshop CS6.**

- Focuses on the hot new video features in Photoshop CS6 that allow busy professionals to edit and correct their footage without leaving Photoshop!
- Beautiful four-color images throughout makes this book both an aspirational and practical guide.
- Engaging and friendly instruction on creating beautiful video files for any type of output from a top Adobe trainer and video expert

Pub Date: 10/2012  
 EAN: 9780321834560





**Visual QuickStart Guide**  
Networking/Communications  
Mobile Wireless  
**ISBN10: 0-321-88734-4**  
**ISBN13: 978-0-321-88734-4**  
2013, 240 pp., Paper, 7" x 9"  
**\$24.99x US**

## Google Nexus 7 Tablet

### Visual QuickStart Guide

*Joe Hutsko*

**Get up and running quickly with the Nexus 7, Google's flagship tablet.**

- Easy visual approach uses color pictures to guide readers through the features of Google's Nexus 7 tablet and show them what to do step by step.
- Concise steps and explanations lets the reader get up and running with the tablet in no time.
- Includes an hour-long HD video and free eBook (ePub, Mobi, and PDF)

Pub Date: 09/2012  
EAN: 9780321887344



Cover Not Available

## Canon EOS Rebel T4i / 650D

### From Snapshots to Great Shots

*Jeff Revell*

**Take great shots with the Canon T4i/650D! From Snapshots to Great Shots is an innovative approach focusing on both the shot and the gear.**

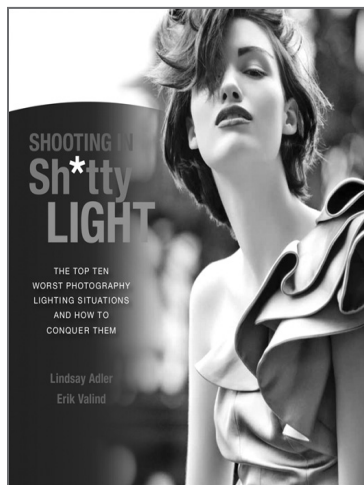
- Goes beyond a tour of the camera's capabilities to teach you how to take great photos and shoot HD video with your Canon T4i / 650D--the latest camera in this bestselling DSLR series ever!
- Beautiful and inspiring images, clear design, and a friendly and knowledgeable voice throughout
- Not a rehash of the confusing, textbook-style camera manual (like so much of the competition)

Pub Date: 10/2012  
EAN: 9780321886910

**From Snapshots to Great Shots**  
Computer Graphics/Multimedia  
Digital Photography  
**ISBN10: 0-321-88691-7**  
**ISBN13: 978-0-321-88691-0**  
2013, 288 pp., Paper, 7-1/2" x 9-1/8"  
**\$24.99x US**







Computer Graphics/Multimedia  
 Digital Photography  
**ISBN10: 0-321-86269-4**  
**ISBN13: 978-0-321-86269-3**  
 2013, 264 pp., Paper, 8" x 9-1/8"  
**\$34.99x US**

## Shooting in Sh\*tty Light

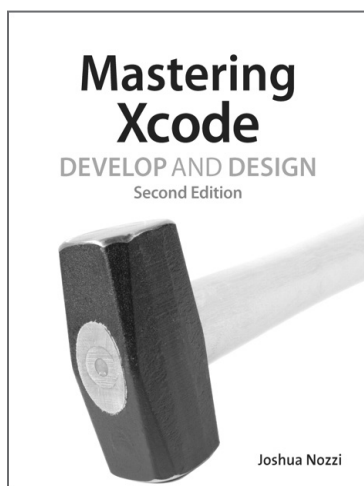
The Top Ten Worst Photography Lighting Situations and How to Conquer Them

Lindsay Adler / Erik Valind

This practical, light-hearted guide will show photographers how to take great photographs in even the most challenging lighting situations.

- Shows how to deal with ten of the worst lighting situations, such as harsh mid-day light, extremely low light, and mixed light.
- Offers real-life examples and practical solutions for handling poor light, such as using natural reflectors or bouncing light off a wall.
- Author Lindsay Adler uses her fun, light tone and humor--that have made her such a successful speaker--to show how to easily improve your photographs.

Pub Date: 10/2012  
 EAN: 9780321862693



Operating Systems  
 Macintosh  
**ISBN10: 0-321-86162-0**  
**ISBN13: 978-0-321-86162-7**  
 2013, 432 pp., Paper, 7-1/2" x 9-1/8",  
 Previous Edition ISBN: 0-321-76752-7  
**\$49.99x US**

## Mastering Xcode

Develop and Design

Second Edition  
 Joshua Nozzi

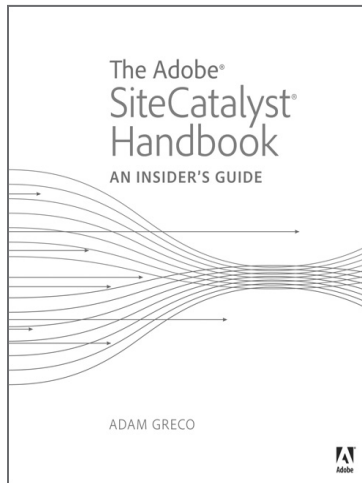
Complete guide to using Xcode to build iOS and Mac OS X applications

- The book's hands-on, project-based approach lets readers easier transfer what they learn in the book with their own projects.
- Real-world advice, guidance, and a full color layout make learning the Xcode tools a breeze
- Expert author with tons of practical experience

Pub Date: 10/2012  
 EAN: 9780321861627







Marketing  
 Online Marketing  
**ISBN10: 0-321-85991-X**  
**ISBN13: 978-0-321-85991-4**  
 2013, 368 pp., Paper, 7-1/2" x 9-1/8"  
**\$44.99x US**

## The Adobe SiteCatalyst Handbook

### An Insider's Guide

*Adam Greco*

**Longtime Adobe SiteCatalyst expert and former Omniture staffer shows you how to get the most out of this powerful Web analytics tool**

- The only guide to SiteCatalyst on the market
- Distilled from the author's ten years as a SiteCatalyst user, evangelist, and consultant
- A source of concrete advice for anyone trying to hone their web analytics skills

Pub Date: 10/2012  
 EAN: 9780321859914

Adobe Press



**Studio Techniques**  
 Computer Graphics/Multimedia  
 Premiere  
**ISBN10: 0-321-83997-8**  
**ISBN13: 978-0-321-83997-8**  
 2013, 496 pp., Paperback with DVD,  
 7-3/8" x 9-1/8"  
**\$64.99x US**

## Adobe Premiere Pro CS6 Studio Techniques

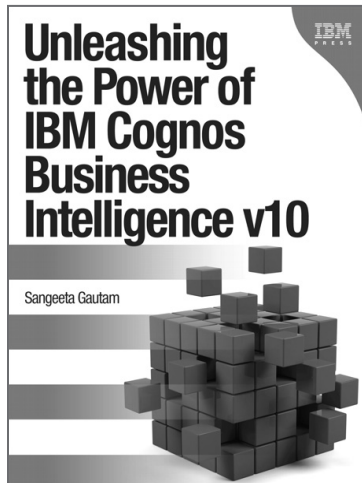
*Jacob Rosenberg*

**The classic book on Adobe Premiere Pro thoroughly revised for CS6 is written by one of the hottest filmmakers in Hollywood.**

- Includes clear and logical insight into using Premiere Pro and is written by an expert in Premiere Pro and filmmaking techniques.
- Delves deeply into the topics that are most important to professional broadcasters and filmmakers.
- Companion DVD includes professional footage so readers can experiment and follow along.

Pub Date: 10/2012  
 EAN: 9780321839978

Adobe Press



Business and Productivity Application  
 Other Productivity Application  
**ISBN10: 0-13-272472-3**  
**ISBN13: 978-0-13-272472-2**  
 2013, 700 pp., Paper, 7" x 9-1/8"  
**\$69.99y US**

## Unleashing the Power of IBM Cognos Business Intelligence v10

*Sangeeta Gautam*

The only complete, hands-on guide to unleashing the power of business intelligence with IBM Cognos 10 and earning Cognos certification!

- An easy read for technical and non-technical readers, packed with practical "how-tos"
- Fully covers IBM's latest release of Cognos, today's #1 Business Intelligence platform
- Provides a complete solution implementation methodology and convenient templates for project managers
- Sample questions and exercises help readers efficiently prepare for IBM Cognos certification

Pub Date: 10/2012  
 EAN: 9780132724722

**IBM**  
**Press™**



**LiveLessons**  
 Internet/Web Technologies  
 Web Usability/Architectures  
**ISBN10: 0-13-262045-6**  
**ISBN13: 978-0-13-262045-1**  
 2012, DVD, 6" x 9"  
**\$149.99x US**

## Search Engine Marketing, Inc. I, II, III, and IV LiveLessons (Video Training)

### Driving Search Traffic to Your Company's Web Site

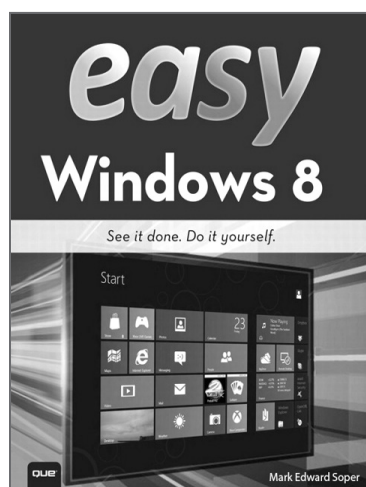
*Mike Moran*

More than fourteen hours of video training from one of the leading experts on search engine marketing

- Perfect for people who learn better visually
- The same lessons for which the author charges thousands of dollars for in person training
- Balances technical and marketing content

Pub Date: 07/2012  
 EAN: 9780132620451

**IBM**  
**Press™**

**Easy**

Microsoft Windows Technology

Microsoft Windows 8

**ISBN10: 0-7897-5013-9****ISBN13: 978-0-7897-5013-6**

2013, 408 pp., Paper, 8" x 10"

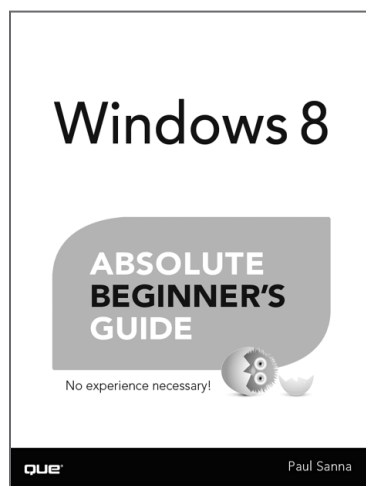
**\$24.99x US****Easy Windows 8***Mark Soper***The easiest, friendliest, most visual guide to Windows 8, Microsoft's newest, most powerful version of Windows**

- For every novice Windows 8 user including millions who are upgrading from older versions of Windows
- The perfect step-by-step, full-color, visual guide to Windows 8's revolutionary new Metro interface
- Thoroughly revamped for Windows 8's latest capabilities

Pub Date: 10/2012

EAN: 9780789750136

UPC: 029236750138

**QUE®****Absolute Beginner's Guide**

Microsoft Windows Technology

Microsoft Windows 8

**ISBN10: 0-7897-4993-9****ISBN13: 978-0-7897-4993-2**

2013, 432 pp., Paper, 7" x 9-1/8"

**\$24.99x US****Windows 8 Absolute Beginner's Guide***Paul Sanna***Absolutely no experience required! Informative and easy-to-understand instruction for the new Windows 8 user**

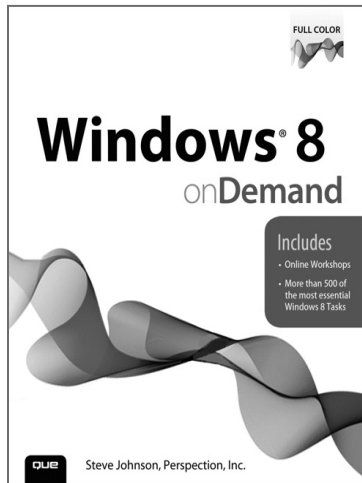
- Doesn't just tell you what to do, but explains, advises, and sets the context
- Includes descriptions, overviews, workarounds, traps, tables, short tips and notes, and rich screenshots with callouts
- Contains graphics which clearly illustrate the hand gestures that touch devices and apps require

Pub Date: 10/2012

EAN: 9780789749932

UPC: 029236749934

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**On Demand**

Microsoft Windows Technology

Microsoft Windows 8

**ISBN10: 0-7897-4999-8**

**ISBN13: 978-0-7897-4999-4**

2013, 576 pp., Paper, 7-1/2" x 9-1/8",

Previous Edition ISBN: 0-7897-4201-2

**\$39.99x US**

## Windows 8 On Demand

*Steve Johnson / Perspection Inc.*

**Spend less time reading, more time learning! Master Windows 8 visually, from start to finish fast!**

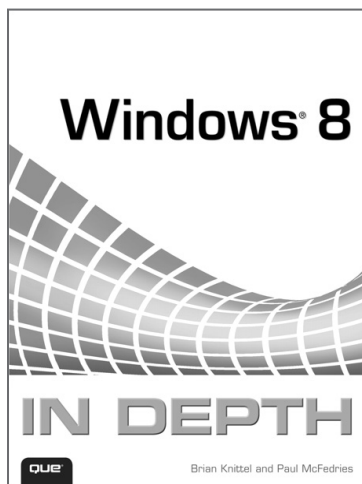
- Windows 8 will have the biggest changes to Windows since Windows 3.1
- Users will need help learning the new Metro interface, and the full-color visual instructional style of the On Demand series is perfectly suited to teaching Metro
- Features real-world projects, step-by-step tutorials, and in-depth workshops in logically laid-out, 4-color pages

Pub Date: 10/2012

EAN: 9780789749994

UPC: 029236749996

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**In Depth**

Microsoft Windows Technology

Microsoft Windows 8

**ISBN10: 0-7897-5012-0**

**ISBN13: 978-0-7897-5012-9**

2013, 1,200 pp., Paper, 7" x 9-1/8"

**\$49.99x US**

## Windows 8 In Depth

*Brian Knittel / Paul McFedries*

**The definitive, comprehensive guide to Windows 8 for everyone who's no longer a beginner!**

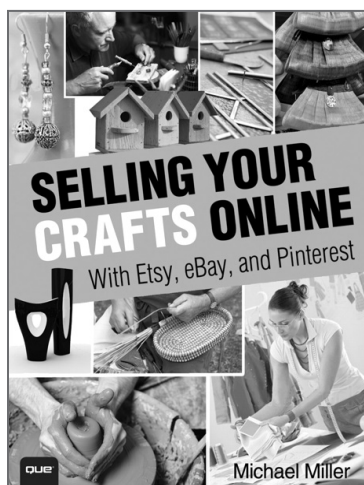
- The only book experienced Windows users will need in order to learn the radically different features in Windows 8
- Includes detailed, expert help for migrating to Windows 8 from Windows XP or Windows 7 invaluable information for both individuals and businesses
- Thorough coverage of Metro, the new user interface

Pub Date: 10/2012

EAN: 9780789750129

UPC: 029236750121

**QUE®**



General Business  
E-Business  
ISBN10: 0-7897-5032-5  
ISBN13: 978-0-7897-5032-7  
2013, 224 pp., Paper, 7" x 9-1/8"  
\$19.99x US

## Selling Your Crafts Online

With Etsy, eBay, and Pinterest

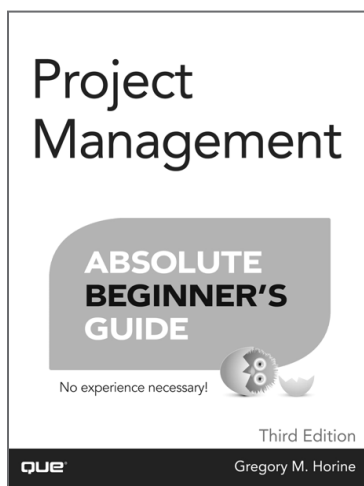
Michael Miller

**A beautiful, 4-color book that shows you how to make money selling your crafts online!**

- More than 5 million Americans earn part of their income from making and selling crafts
- The first crafts book to cover promoting your crafts on Pinterest
- Walks sellers step-by-step through the process of preparing for online sales, choosing the best online marketplace(s), and maintaining an ongoing craft selling business

Pub Date: 10/2012  
EAN: 9780789750327  
UPC: 029236750329

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**Absolute Beginner's Guide**  
Management  
Project Management  
ISBN10: 0-7897-5010-4  
ISBN13: 978-0-7897-5010-5  
2013, 432 pp., Paper, 7" x 9-1/8", Previous Edition ISBN: 0-7897-3821-X  
\$29.99x US

## Project Management Absolute Beginner's Guide

Third Edition  
Greg Horine

**A single resource that will quickly have you on your way to being a better project manager.**

- Teaches crucial concepts and techniques new project managers can utilize with any project, in any environment, using any tool
- The closest thing to having one's own personal project management mentor and coach!
- Includes a section on accelerating the learning curve: techniques, tools, scenarios, and hot topics for becoming an effective project manager even faster

Pub Date: 10/2012  
EAN: 9780789750105  
UPC: 029236750107

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**My...**  
 Mobile Devices and Music Players  
**ISBN10: 0-7897-5002-3**  
**ISBN13: 978-0-7897-5002-0**  
 2013, 384 pp., Paper, 6" x 9"  
**\$24.99x US**

## My PlayStation Vita

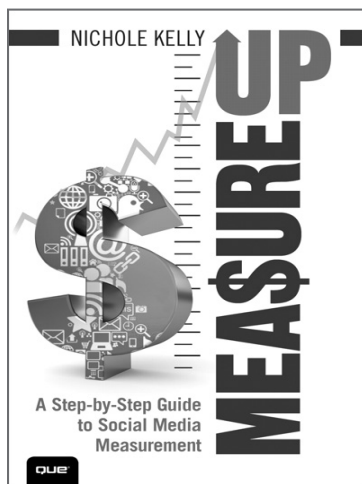
*Bill Loguidice / Christina T. Loguidice*

**The clear, friendly, one-stop visual guide to having maximum fun with Sony's brand-new PlayStation Vita multimedia gaming handheld!**

- Full-color, step-by-step tasks help PS Vita users do more (and have more fun) than they ever imagined!
- Packed with screen captures that show users exactly what to do, and reveal surprising hidden features
- Thoroughly covers PS Vita's social gaming, media, and Internet features
- Covers everything users need to know to expand their Vitas, use PSP games, and more

Pub Date: 10/2012  
 EAN: 9780789750020  
 UPC: 029236750022

**QUE®**



Marketing  
 General Marketing  
**ISBN10: 0-7897-4985-8**  
**ISBN13: 978-0-7897-4985-7**  
 2013, 275 pp., Paper, 6" x 9"  
**\$24.99t US**

## Measure Up

**A Step-by-Step Guide to Social Media Measurement**

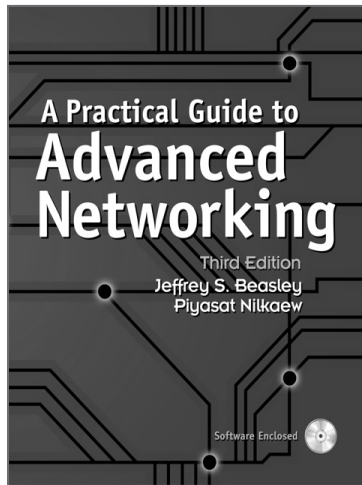
*Nichole Kelly*

**The first actionable, practical guide to measuring social media performance: real techniques that will stand up to the toughest questioning**

- Reflects lessons learned by top marketer Nichole Kelly in 14 years proving marketing's value in the boardroom
- Focuses on 3 core metrics -sales, revenue and cost -making measurement easier for marketers, while giving finance-oriented executives credible, accurate, and detailed data
- Helps marketers tightly link social media to business goals in ways their bosses will respect

Pub Date: 10/2012  
 EAN: 9780789749857  
 UPC: 029236749859

**QUE®**



Networking/Communications  
 Computer Networking  
**ISBN10: 0-7897-4904-1**  
**ISBN13: 978-0-7897-4904-8**  
 2013, 500 pp., Cloth Bound w/CD-ROM,  
 7-3/8" x 9-1/8" Previous Edition ISBN:  
 0-13-135838-3  
**\$75.00k US**

INCLUDES CD-ROM 

## A Practical Guide to Advanced Networking

Third Edition  
 Jeffrey S. Beasley / Piyasat Nilkaew

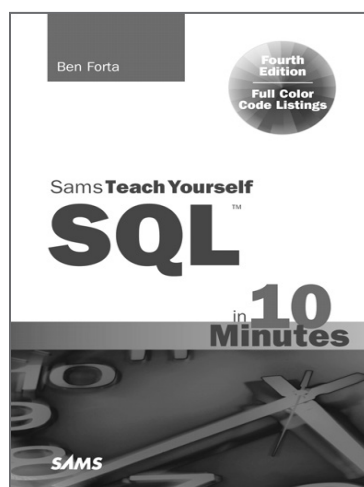
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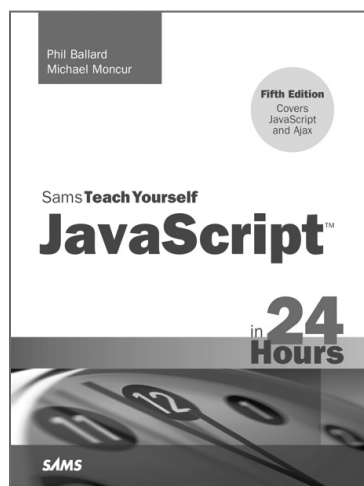
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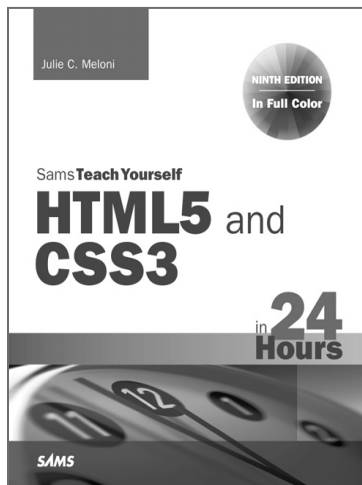
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**ISBN10: 0-672-33614-6**  
**ISBN13: 978-0-672-33614-0**  
 2013, 456 pp., Paper, 7-1/2" x 9-1/8",  
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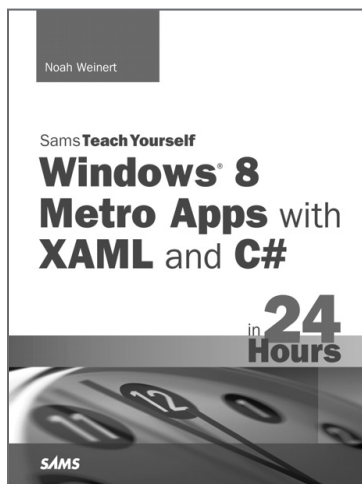
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 UPC: 752063336144



**Sams Teach Yourself**  
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**ISBN10: 0-672-33618-9**  
**ISBN13: 978-0-672-33618-8**  
 2013, 420 pp., Paper, 7" x 9-1/8"  
**\$39.99x US**

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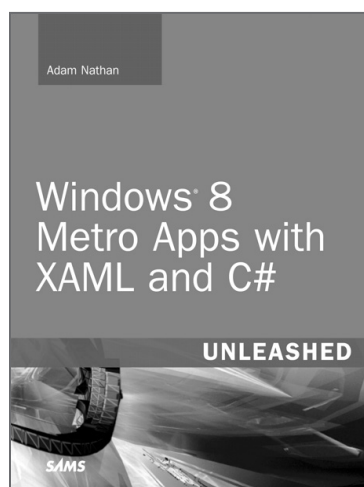
*David Davis / Richard Crane / John Pelak*

**The easy, step-by-step tutorial for building next-generation Metro applications for Windows 8, Windows Phone, and brand-new Windows tablets!**

- Provides hands-on coverage of the entire Metro application development lifecycle, with all the C# and XAML knowledge developers need
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- Written by developers now working at the cutting edge of Microsoft development

Pub Date: 09/2012  
 EAN: 9780672336188  
 UPC: 752063336182





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 C#  
**ISBN10: 0-672-33601-4**  
**ISBN13: 978-0-672-33601-0**  
 2013, 700 pp., Paper, 8" x 9-1/8"  
**\$59.99x US**

## Windows 8 Metro Apps with XAML and C# Unleashed

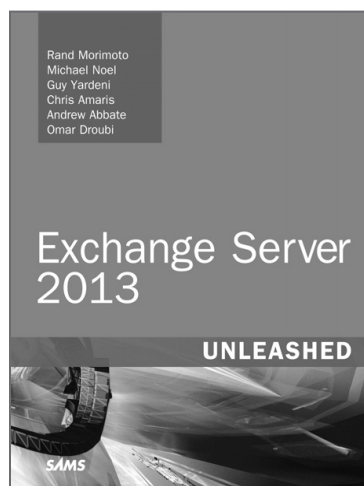
*Adam Nathan*

**Everything experienced programmers need to build Windows 8 Metro apps with XAML and C#: in-depth coverage for working developers**

- Shows programmers exactly how to leverage the most valuable innovations in Metro and Windows 8, including touch interfaces
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- By top Microsoft programming guru Adam Nathan, author of the best-selling WPF 4 Unleashed, .NET and COM, and many other classics

Pub Date: 10/2012  
 EAN: 9780672336010  
 UPC: 752063336014

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 Exchange Server  
**ISBN10: 0-672-33611-1**  
**ISBN13: 978-0-672-33611-9**  
 2013, 1,320 pp., Paper, 7" x 9-1/8"  
**\$59.99x US**

## Exchange Server 2013 Unleashed

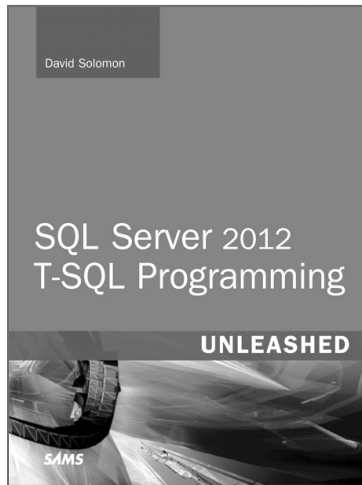
*Rand Morimoto / Michael Noel / Guy Yardeni / Chris Amaris / Andrew Abbate*

**The most extensive Exchange reference, from some of the world's leading experts, is now fully revised for the latest version of Exchange**

- Exchange 2013 is expected to be a major release, with significant changes
- This book contains hard-to-find beginner to advanced coverage, including installation, migration, configuration, and troubleshooting an Exchange 2013 environment
- Will be the first book published on this important software release

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 EAN: 9780672336119  
 UPC: 752063336113

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Database Technology  
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**ISBN10: 0-672-33620-0**  
**ISBN13: 978-0-672-33620-1**  
2013, 850 pp., Paper, 7" x 9-1/8"  
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David Solomon

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EAN: 9780672336201  
UPC: 752063336205

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Programming Languages  
C++

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ISBN13: 978-0-13-312807-9

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2013, 720 pp., PaperBoundw/CD-ROM,  
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\$119.00k

## Starting Out with Games Graphics in C++ 2/E

Gaddis, Tony(Haywood Community College)(Engineering and Computer Science)

**KEY BENEFIT:** This accessible, step-by-step presentation uses graphical examples and simple, complete, video games to teach programming skills and C++. **KEY TOPICS:** Introduction to Computers and Programming; Graphics Programming with C++ and the App Developer Kit; Variables, Colors, and Calculations; void Functions; Working with Images; Control Structures; The Game Loop and Animation; Value-Returning Functions and Mouse Input; Arrays and Text Processing; Working with Files; and Object-Oriented Programming. Game Projects: Scones McNabb; Vulture Trouble; Object-Oriented Vulture Trouble. **MARKET:** Ideal for beginning C++ programmers.

Programming Languages  
Alice

ISBN10: 0-13-312974-8

ISBN13: 978-0-13-312974-8

Prev. ISBN 0-321-54587-7

2013, 384 pp., PaperBoundw/CD-ROM,  
8" x 10"

\$81.00k

## Starting Out with Alice 3/E

Gaddis, Tony(Haywood Community College)(Engineering and Computer Science)

**KEY BENEFIT:** *Starting Out with Alice: A Visual Introduction to Programming* presents a fun and motivational way for novice programmers to learn the basic tenets of programming. Using Alice, an innovative and increasingly popular teaching tool, readers from a variety of backgrounds create virtual programming worlds of animations and computer games. **KEY TOPICS:** Introduction to Alice and Objects; Programming in Alice; Variables, Functions, Math, and Strings; Decision and Repetition Structures; Methods, Functions, and More about Variables; Events; Lists and Arrays; Recursion. **MARKET:** For all readers interested in learning to program using Alice.

Operating Systems

ISBN10: 0-13-304602-8

ISBN13: 978-0-13-304602-1

2013, 104 pp., Paper, 8-1/2" x 10-7/8"

\$33.00k

## Your Office: Getting Started with Windows 8

Kinser, Amy S.(Indiana University);Cameron, Eric(Passaic County Community College)  
(Information Technology)

**KEY BENEFIT:** *Your Office is the Office Applications* textbook that bridges the gap between skill and application, and empowers students to master Office 2010 as a tool to solve problems and make decisions. **KEY TOPICS:** The cases progress readers from learning the skills in each Office Application to using the applications as tools to make business decisions. The Your Office series' unique modular structure provides a strong foundation for readers through practice in each workshop and then synthesizes the objectives covered over two workshops, challenging readers to really retain what they learned as opposed to learning and then forgetting soon after. The series scenario introduces a large global business (the resort and spa) made up of smaller businesses (golf pro shop, spa, restaurants, event planning, etc) featured in the cases that run throughout all four applications. This approach gives students a solid understanding of how an organization works by exposing them to how individuals in all facets of a business interact with tools like Microsoft Office and use that information to make decisions. **MARKET:** For students and readers interested in learning more about Windows 8. This is a one-chapter supplement.

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Business and Productivity Application  
Office

**ISBN10: 0-13-305158-7**

**ISBN13: 978-0-13-305158-2**

Prev. ISBN 0-13-260429-9

2013, 1,184 pp., SpiralBound, 8-1/2" x  
10-7/8"

**\$154.20k**

### Your Office: Microsoft Office 2010, Volume 1 2/E

*Kinser, Amy S.(Indiana University);Hammerle, Patti(Indiana University-Purdue University Indianapolis);Lending, Diane(James Madison University);(Information Technology)*

**KEY BENEFIT:** *Your Office is the Office Applications* textbook written for instructors who want more than a "skill and drill" book that enables students to learn discreet tasks but fails to illustrate the big picture of how these skills work together. *Your Office* bridges the gap between skill and application, and empowers students to master Office 2010 as a tool to solve problems and make decisions. **KEY TOPICS:** Our cases progress students from learning the skills in each Office Application to using the applications as tools to make business decisions. Our unique modular structure provides a strong foundation for students through practice in each workshop and then synthesizes the objectives covered over two workshops, challenging students to really retain what they learned as opposed to learning and then forgetting soon after. Our series scenario introduces a large global business (the resort and spa) made up of smaller businesses (golf pro shop, spa, restaurants, event planning, etc) featured in the cases that run throughout all four applications. This approach gives students a solid understanding of how an organization works by exposing them to how individuals in all facets of a business interact with tools like Microsoft Office and use information to make decisions. **MARKET:** For introductory computer courses on Microsoft Office 2010 or courses in computer concepts with a lab component for Microsoft Office 2010 applications.

Microsoft Windows 7

**ISBN10: 0-13-302891-7**

**ISBN13: 978-0-13-302891-1**

2013, 900 pp., SpiralBound, 8-1/4" x  
10-7/8"

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### GO! with Windows 8 Introductory

*Gaskin, Shelley(Pasadena City College);Supplements Author, AAuthor(Information Technology)*

**KEY BENEFIT:** The primary goal of the GO! Series, aside from teaching computer applications, is ease of implementation, with an approach that is based on clearly-defined projects for students and a one of a kind supplements package. GO!'s project-based approach clusters the learning objectives around the projects rather than around software features. Teaches students to solve real problems as they practice and learn the features. **MARKET:** Ideal for students and individuals seeking an introduction to Microsoft Windows 8.

Microsoft Windows Technology

Microsoft Windows 8

**ISBN10: 0-13-311256-X**

**ISBN13: 978-0-13-311256-6**

2013, 150 pp., Paper, 8-1/2" x 10-7/8"  
**\$32.00f**

### Exploring Getting Started with Microsoft Windows 8

*Evans, Alan;Poatsy, Mary Anne;Grauer, Robert(Information Technology)*

For introductory computer courses or courses in Computer Concepts which include coverage of Windows 8. The goal of the Exploring series has been to move students beyond the point and click, helping them understand the why and how behind each skill.

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Groundwater/Hydrology  
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**ISBN13: 978-0-13-283321-9**  
Prev. ISBN 0-13-148192-4  
2014, 984 pp., Cloth, 8" x 10"  
**\$179.00k**

## Water-Resources Engineering 3/E

*Chin, David A. (Engineering and Computer Science)*

**KEY BENEFIT:** This in-depth review of water-resources engineering essentials focuses on both fundamentals and design applications. **KEY TOPICS:** Emphasis on fundamentals encourages readers' understanding of basic equations in water-resources engineering and the background that is necessary to develop innovative solutions to complex problems. Comprehensive design applications illustrate the practical application of the basic equations of water-resources engineering. Full coverage of hydraulics, hydrology, and water-resources planning and management is provided. Hydraulics is separated into closed-conduit flow and open-channel flow, and hydrology is separated into surface-water hydrology and ground-water hydrology. **MARKET:** For professionals looking for a reference book on water-resources engineering.

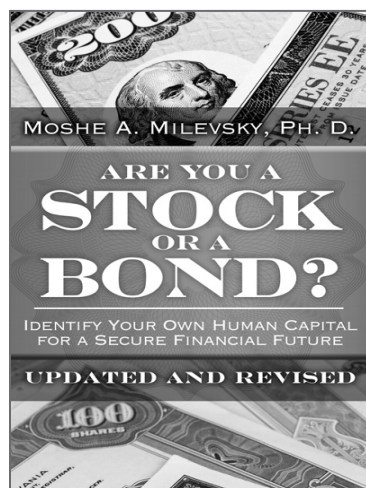
Electrical Engineering  
Optical Electronics  
**ISBN10: 0-13-215149-9**  
**ISBN13: 978-0-13-215149-8**  
Prev. ISBN 0-201-61087-6  
2013, 450 pp., Cloth, 7" x 9-1/4"  
**\$133.33k**

## Optoelectronics Photonics: Principles Practices 2/E

*Kasap, Safa O. (University of Saskatchewan) (Engineering and Computer Science)*

**KEY BENEFIT:** This book takes a fresh look at the last three decades and enormous developments in the new electro-optic devices and associated materials. General Treatment and various proofs are at a semiquantitative level without going into detailed physics. Contains numerous worked examples and solved problems. **KEY TOPICS:** Chapter topics include wave nature of light, dielectric waveguides and optical fibers, semiconductor science and light emitting diodes, photodetectors, photovoltaic devices, and polarization and modulation of light. **MARKET:** For the study of optoelectronics by electrical engineers.





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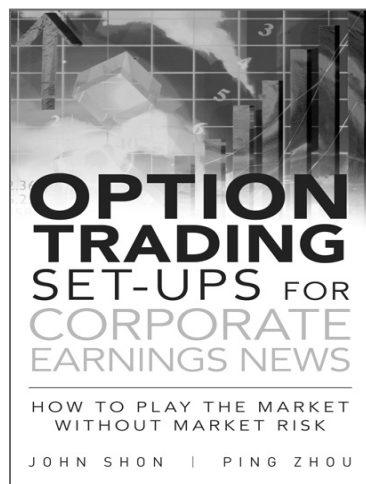
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 UPC: 076092049135



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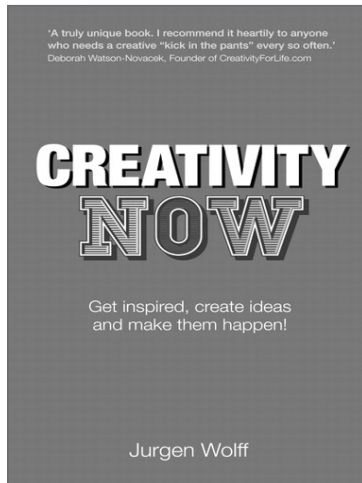
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**\$22.99t US**

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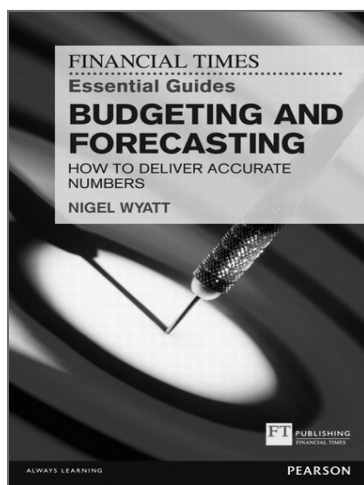
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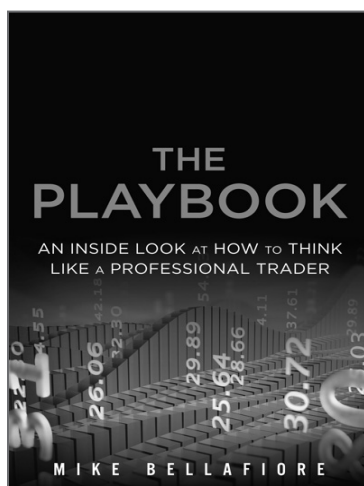
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 EAN: 9780132937641





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**ISBN10: 0-13-308907-X**  
**ISBN13: 978-0-13-308907-3**  
 2013, 300 pp., Paper, 6" x 9", Previous  
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 EAN: 9780133089073



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**ISBN10: 0-13-274346-9**  
**ISBN13: 978-0-13-274346-4**  
Prev. ISBN 0-13-609668-9  
2013, 648 pp., Cloth, 7-1/2" x 9-1/4"  
**\$186.67k**

## Multinational Business Finance 13/E

*Moffett, Michael H. (Thunderbird The Garvin School of International Management); Stonehill, Arthur I. (University of Hawaii at Manoa); Eiteman, David K. (University of California, Los Angeles) (Business)*

**KEY BENEFIT:** Renowned for its authoritative, comprehensive coverage of contemporary international finance. **KEY TOPICS:** Globalization and the Multinational Enterprise; Financial Goals and Governance; The International Monetary System; The Balance of Payments; Current Multinational Financial Challenges: Crisis; The Foreign Exchange Market International Parity Conditions; Foreign Currency Derivatives; Interest Rate and Cross Currency Swaps; Foreign Exchange Rate Determination and Forecasting; Transaction Exposure; Operating Exposure; Translation Exposure; The Global Cost and Availability of Capital; Sourcing Equity Globally; Sourcing Debt Globally; International Portfolio Theory and Investment; Foreign Direct Investment Theory and Strategy; Multinational Capital Budgeting; Multinational Tax Management; Working Capital Management; International Trade Finance **MARKET:** For the leaders of tomorrow's multinational enterprises who will recognize and capitalize on the unique characteristics of global markets.

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**\$153.33k**

## Derivatives Markets 3/E

*McDonald, Robert L. (Northwestern University) (Business)*

**KEY BENEFIT:** To be financially literate in today's market, business professionals must have a solid understanding of derivatives concepts and instruments and the uses of those instruments in corporations. The Third Edition has an accessible mathematical presentation, and more importantly, helps readers gain intuition by linking theories and concepts together with an engaging narrative that emphasizes the core economic principles underlying the pricing and uses of derivatives. **MARKET:** For anyone looking for an up-to-date book on derivatives markets.

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2013, 372 pp., Cloth, 7-1/2" x 9-1/4"  
**\$61.33k**

## Best Practice Cases in Branding, Strategic Brand Management 4/E

*Keller, Kevin Lane (Dartmouth University) (Business)*

**KEY BENEFIT:** Kevin Lane Keller is recognized as one of the international leaders in the study of strategic brand management and integrated marketing communications. The twelve cases he wrote for this book feature some of the world's most successful brands and companies, such as Apple, Intel, Nike, and DuPont. The marketers behind these brands and companies have all made noteworthy contributions to our understanding of the strategic brand management process and how to best build and manage brand equity. **KEY TOPICS:** Building a Technology Brand; Branding a Commodity; Branding in Business-to-Business; Building Brand Equity in Non-Traditional Ways; Building Brand Resonance; Building a Global Brand; Creating an Iconic Brand; Managing a Corporate Brand; Creating a Sub-Brand; Managing a Multi-Category Brand; Managing an Online Brand; Managing a Financial Services Brand; Managing a High Growth Brand; Revitalizing a Brand; Rebranding a Global Brand **MARKET:** For executives and managers in marketing and/or brand management. This book is suggested for use with Strategic Brand Management, 4e, also by Kevin Lane Keller and published by Pearson.

Marketing  
Global Marketing  
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Prev. ISBN 0-13-033271-2  
2013, 625 pp., Cloth, 8" x 10"  
**\$160.00k**

## Global Marketing Management 8/E

*Keegan, Warren J. (Pace University) (Business)*

**KEY BENEFIT:** This leading book in international marketing features comprehensive cases that cover consumer, industrial, low tech and high tech, product and services marketing. **MARKET:** For individuals interested in a career in marketing.

Management  
Management Strategy  
**ISBN10: 0-13-262055-3**  
**ISBN13: 978-0-13-262055-0**  
Prev. ISBN 0-13-608392-7  
2013, 768 pp., Cloth, 8-1/2" x 10-7/8"  
**\$227.33k**

## Business and Its Environment 7/E

*Baron, David P. (Stanford University) (Business)*

**KEY BENEFIT:** Businesses compete in many ways, including nonmarket areas like corporate responsibility. Learn how to sharpen your firm's competitive edge. Baron's integrated approach combines the disciplines of economics, political science, law, and ethics to provide a deeper understanding of the managerial issues that arise in the business landscape. **KEY TOPICS:** Strategy and the Non-Market Environment; Public Politics and Non-Market Strategy; Government and Markets; Global Non-Market Strategy; Ethics and Corporate Social Responsibility **MARKET:** Today's businesses need to compete in both the market and nonmarket arenas. Written to assist managers improve the performance of their businesses, this text teaches readers how to balance shareholder profits and the consumer appeal of corporate social responsibility.

Information Technology  
**ISBN10: 0-13-280718-1**  
**ISBN13: 978-0-13-280718-0**  
2013, 672 pp., Paper, 8" x 10"  
**\$126.67k**

## Project Management: Process, Technology and Practice

*Vaidyanathan, Ganesh (Business)*

**KEY BENEFIT:** *Project Management: Process, Technology and Practice* provides readers with theoretical concepts, applications, the newest technology concepts, a variety of tools and processes, and practical insights to help them understand how to successfully manage projects in a wide variety of industries including software development, information technology, construction, government, pharmaceutical, manufacturing, and RandD. This first edition is packed with learning aids, real-time projects, and tools to provide plenty of hands-on practice and to prepare readers for both the PMP and CAPM certification exams. **KEY TOPICS:** Projects and Project Management; Process and Methods; Project Management Tools; Project Initiation; Project Planning; Risk Management; Quality, Performance and Value; Project Scheduling; Resources, Costing, and Control; Project Closure; Project Organizational Structures; Project Success **MARKET:** With its thorough coverage of concepts and applications, and rich variety of tools and practical insights, this a must-have desk reference for anyone responsible for managing projects.



Humanities  
Applied Arts  
**ISBN10: 0-205-94978-9**  
**ISBN13: 978-0-205-94978-6**  
2013, 450 pp., PaperPackage,  
**\$66.67k**

## Handbook for the Humanities Plus NEW MyArtsLab with eText

*Benton, Janetta Rebold; DiYanni, Robert (Humanities Social Sciences)*

**KEY BENEFIT:** *Handbook for the Humanities*, 1e provides a foundation of the most pertinent information needed to appreciate all that the Humanities has to offer. **KEY TOPICS:** Have a greater understanding of the essentials of the Humanities. Gain a fuller understanding and appreciation of the arts. **MARKET:** For those interested in a greater understanding of the essentials of the Humanities. **0205949789 / 9780205949786 Handbook for the Humanities Plus NEW MyArtsLab with eText Package consists of 0205161626 / 9780205161621 Handbook for the Humanities 0205206565 / 9780205206568 NEW MyArtsLab with Pearson eText -Access Card**

Humanities  
English Composition  
**ISBN10: 0-321-88196-6**  
**ISBN13: 978-0-321-88196-0**  
Prev. ISBN 0-205-57443-2  
2012, 416 pp., PaperPackage,  
**\$110.47k**

## Ancient Rhetoric for Contemporary Students with NEW MyCompLab 5/E

*Crowley, Sharon (Arizona State University); Hawhee, Debra (Pennsylvania State University) (English, Math, Student Success)*

*Ancient Rhetorics for Contemporary Students* revives the classical strategies of ancient Greek and Roman rhetoricians and adapts them to the needs of contemporary writers and speakers. This fresh interpretation of the ancient canons of composing--invention, arrangement, style, memory, and delivery--shows that rhetoric, as it was practiced and taught by the ancients, was an intrinsic part of daily life and of communal discourse about current events. The book presents stasis theory, common and special topics, formal topics, ethos, pathos, extrinsic proofs, and Aristotelian means of reasoning, and it places particular emphasis on the classic balance between principles and practice by offering ample opportunities for students to develop habits of rhetorical thinking and composing. The authors' engaging discussion and their many contemporary examples of ancient rhetorical principles present rhetoric as a set of flexible, situational practices. This practical history draws the most relevant and useful concepts from ancient rhetorics and discusses, updates, and offers them for use in the contemporary composition classroom. **0321881966 / 9780321881960 Ancient Rhetoric for Contemporary Students with NEW MyCompLab Package consists of 0205175481 / 9780205175482 Ancient Rhetorics for Contemporary 020589190X / 9780205891900 NEW MyCompLab Access Card**

Humanities  
English Composition  
**ISBN10: 0-321-84849-7**  
**ISBN13: 978-0-321-84849-9**  
Prev. ISBN 0-205-70678-9  
2013, 384 pp., Paper, 5-1/2" x 8-1/2"  
**\$37.00k**

## Fifty Great Essays 5/E

*DiYanni, Robert (English, Math, Student Success)*

*Fifty Great Essays* collects one-hundred of the most teachable and rewarding essays used in today's college composition class. The anthology combines classic, commonly taught essays with frequently anthologized contemporary essays by today's most highly regarded writers. The selections are broadly diverse in both subject matter and authorship. Essays have been selected as both models for good writing and useful springboards for student writing. An introductory section discusses the qualities of the essay form and offers instruction on how to read essays critically, and shows students how to use the writing process to develop their own essays



## HUMANITIES

Humanities  
English Composition  
**ISBN10: 0-321-87189-8**  
**ISBN13: 978-0-321-87189-3**  
Prev. ISBN 0-205-74144-4  
2013, 528 pp., Paper, 6" x 9"  
**\$78.67k**

Humanities  
English Composition  
**ISBN10: 0-321-89127-9**  
**ISBN13: 978-0-321-89127-3**  
Prev. ISBN 0-205-75163-6  
2013, 208 pp., PaperPackage,  
**\$31.07k**

Humanities  
Fine Arts  
**ISBN10: 0-205-94953-3**  
**ISBN13: 978-0-205-94953-3**  
Prev. ISBN 0-13-240934-8  
2012, 400 pp., PaperPackage,  
**\$122.07k**

### Contemporary Reader, The 11/E

*Goshgarian, Gary J. (Northeastern University) (English, Math, Student Success)*

A best-selling popular culture reader, *The Contemporary Reader* offers more than 70 readings taken from today's headlines to inspire students to write on topics that really matter to them. This collection offers over 70 current, well-written, provocative readings that students can relate to--readings that stimulate class discussion, critical thinking, and writing. Over 90% of the readings were written within the last five years. The text's nine tightly focused thematic chapters provide balanced readings with multiple perspectives on issues that students care about

### A Little Argument Plus NEW MyCompLab Student Access Code Card 2/E

*Faigley, Lester (University of Texas at Austin); Selzer, Jack (The Pennsylvania State University) (English, Math, Student Success)*

This remarkable, inexpensive guide packs a comprehensive look at writing (and analyzing) arguments into 200 brief, accessible pages. Best-selling authors Lester Faigley and Jack Selzer offer clear, engaging chapters covering what argument is, how to read (and view) arguments critically, how to write a variety of persuasive arguments, and how to support your arguments with good reasons and appropriate documentation. This remarkable, inexpensive guide packs a comprehensive look at writing (and analyzing) arguments into 200 brief, accessible pages. Best-selling authors Lester Faigley and Jack Selzer offer clear, engaging chapters covering what argument is, how to read (and view) arguments critically, how to write a variety of persuasive arguments, and how to support your arguments with good reasons and appropriate documentation. **0321891279 / 9780321891273**  
**A Little Argument Plus NEW MyCompLab Student Access Code Card Package consists of 020589190X / 9780205891900 NEW MyCompLab Access 0321852761 / 9780321852762 Little Argument,**

### Greek Art and Archaeology Plus MySearchLab 5/E

*Pedley, John G. (University of Michigan) (Humanities Social Sciences)*

**KEY BENEFIT:** Extensively illustrated and clearly written, this book examines the major categories of Greek architecture, sculpture, vasepainting, wallpainting, and metalwork in a historical, social, and archaeological context. It blends factual information with stimulating interpretation and juxtaposes long-standing notions with the latest archaeological discoveries and hypotheses. **KEY TOPICS:** Focusing on form, function, and history of style, the book explores art and artifacts chronologically from the Early Bronze through the Hellenistic eras (ca. 3000 to ca. 30 BC)--and by medium. **MARKET:** For individuals who appreciate--and want to better understand--the art and history of Greece. **0205949533 / 9780205949533 Greek Art and Archaeology Plus MySearchLab Package consists of: 0205001335 / 9780205001330 Greek Art and 0205699421 / 9780205699421 MySearchLab -Access Card**

Humanities  
 Mass Communication  
**ISBN10: 0-205-85638-1**  
**ISBN13: 978-0-205-85638-1**  
 Prev. ISBN 0-205-83162-1  
 2013, 656 pp., Paper, 7-3/8" x 9-1/8"  
**\$122.20k**

## Law of Public Communication 2013 Update 8/E

*Middleton, Kent R.; Lee, William E. (Humanities Social Sciences)*

**KEY BENEFIT:** The most current developments in media law--the authors ensure that students will acquire a firm grasp of the legal issues affecting the media. **KEY TOPICS:** Understand the legal issues affecting the media today; understand the dynamic changes in electronic communication **MARKET:** For those looking to understand legal issues affecting the media

Humanities  
 Philosophy  
**ISBN10: 0-205-25711-9**  
**ISBN13: 978-0-205-25711-9**  
 Prev. ISBN 0-13-218790-6  
 2013, 352 pp., Paper, 6" x 9"  
**\$67.00k**

## Health Care Ethics 6/E

*Baillie, Harold M.; McGeehan, John M.; Garrett, deceased, Thomas M. (Humanities Social Sciences)*

**KEY BENEFIT:** Provides students with tools to identify the problems in health care Health Care Ethics is a clear, accessible text/reference that explores the full range of contemporary issues in health care ethics from a practical wisdom approach. **KEY TOPICS:** Identify the problems in health care ranging from end of life issues to testing and research. Develop a more well-rounded understanding of cultural traditions that are not a part of the mainstream discussion of American medical ethics. **MARKET:** For those interested in Medical Ethics, Biomedical Ethics, Nursing Ethics, or Health Care Ethics.

Humanities  
 Literature  
**ISBN10: 0-321-84592-7**  
**ISBN13: 978-0-321-84592-4**  
 Prev. ISBN 0-205-74178-9  
 2012, 720 pp., PaperPackage,  
**\$111.87k**

## Student's Book of College English: Rhetoric, Reader, Research Guide and Handbook with NEW MyCompLab with eText 13/E

*Skwire, David; Wiener, Harvey S. (City College of New York) (English, Math, Student Success)*

This classic rhetoric/ reader/ research guide/ handbook offers the reader a complete course in writing in the rhetorical modes in one comprehensive volume. Includes critical reading/writing; research, readings that serve as models for good writing. **0321845927 / 9780321845924 Student's Book of College English: Rhetoric, Reader, Research Guide and Handbook with NEW MyCompLab Student Access Card Package consists of: 0205171672 / 9780205171675 Student's Book of College English: Rhetoric, Reader, Research Guide and 0205890776 / 9780205890774 NEW MyCompLab with Pearson eText -Access Card**

## HUMANITIES

Humanities  
Literature

**ISBN10: 0-321-88234-2**  
**ISBN13: 978-0-321-88234-9**  
Prev. ISBN 0-205-65513-0  
2012, 480 pp., Paper,  
**\$57.67k**

### Fiction Pocket Anthology with NEW MyLiteratureLab 7/E

*Gwynn, R. S. (Lamar University) (English, Math, Student Success)*

**KEY BENEFIT:** A perfect alternative to massive fiction anthologies, this brief, affordable collection of 44 short stories from the past three centuries provides a concise yet comprehensive introduction to the study of fiction. **KEY TOPICS:** Chronologically organized, the anthology includes classic tales from 19th century authors like Hawthorne, Poe, Jewett, and de Maupassant; 20th century gems by Hawthorne, Irving, Poe, Cather, Hurston, Faulkner, O'Connor, and Richard Wright, among others; and admired stories from contemporary authors like Alice Walker, Jamaica Kincaid, Sherman Alexie, and Jhumpa Lahiri—reflecting a diverse range of writers and styles. **MARKET:** For anyone that enjoys classic to contemporary fiction at an affordable price. **0321882342 / 9780321882349 Fiction Pocket Anthology with NEW MyLiteratureLab Package consists of 0205032133 / 9780205032136 Fiction: A Pocket Anthology (Penguin Academics Series) 0205883583 / 9780205883585 NEW MyLiteratureLab -Access Card**

Humanities  
Developmental Reading  
**ISBN10: 0-321-86455-7**  
**ISBN13: 978-0-321-86455-0**  
Prev. ISBN 0-321-85040-8  
2008, 560 pp., PaperPackage,  
**\$102.87k**

### Active Reading Skills (with NEW MYREadingLab Student Access Code Card) 3/E

*McWhorter, Kathleen T. (Niagara County Community College); Sember, Brette M. (English, Math, Student Success)*

*Active Reading Skills* focuses on essential skill areas for college-reading success, and improves students' reading through concise instruction, and extensive practice and testing. Each chapter focuses on a specific reading and thinking skill, and contains exercises that get students applying the learned skill to textbooks and ends with a vocabulary enrichment exercise. **0321864557 / 9780321864550 Active Reading Skills (with NEW MYREadingLab Student Access Code Card) Package consists of: 0205028438 / 9780205028436 Active Reading Skills: Reading and Critical Thinking in College 0205869262 / 9780205869268 NEW MyReadingLab -Access Card**

Humanities  
Developmental Writing  
**ISBN10: 0-321-88145-1**  
**ISBN13: 978-0-321-88145-8**  
2013, 720 pp., PaperPackage,  
**\$90.67k**

### Ticket to Write: Writing Skills for Success with NEW MyWritingLab with eText Access Code Card

*Thurman, Susan Sommers (Henderson Community College); Gary, William (Henderson Community College) (English, Math, Student Success)*

*Ticket to Write* is a contemporary and cutting edge developmental writing textbook with simultaneous paragraph and essay development coverage and a "solutions approach" to grammar. *Ticket to Write* engages novice and ELL writers via issues in pop culture and contemporary life and addresses students' increased use of technology with an all encompassing media theme that utilizes online videos, MyWritingLab, and other contemporary academic sites that keep students connected and engaged like no other writing book. **0321881451 / 9780321881458 Ticket to Write: Writing Skills for Success with NEW MyWritingLab with eText Access Code Card Package consists of 0205752624 / 9780205752621 MyWritingLab with Pearson eText -Access Card 0205822754 / 9780205822751 Ticket to Write: English Skills for Success**

Foreign Languages  
Spanish  
**ISBN10: 0-205-00085-1**  
**ISBN13: 978-0-205-00085-2**  
2013, 256 pp., Paper, 6" x 9"  
**\$33.33k**

## Language at Play: Digital Games in Second and Foreign Language Teaching and Learning

*Sykes, Julie;Reinhardt, Jonathon;Liskin-Gasparro, Judith E.(University of Iowa, Series Editor);(World Languages)*

The potential of digital games in the second and foreign (L2) classroom is enormous but harnessing their potential for application in the L2 classroom, however, presents complex challenges. In *Language at Play: Digital Games in Second and Foreign Language Teaching and Learning*, Sykes and Reinhardt combine research from a variety of perspectives in applied linguistics, educational gaming, and games studies, and structure their discussion of five major concepts central to these areas: goal, interaction, feedback, motivation and context. While theoretically grounded, the volume's audience is primarily practicing L2 professionals with classroom experience. Intended for current and future foreign language teaching professionals, volumes in the Theory and Practice in Second Language Classroom Instruction series examine issues in teaching and learning in language classrooms. The topics selected and the discussions of them draw in principled ways on theory and practice in a range of fields, including second language acquisition, foreign language education, educational policy, language policy, linguistics, and other areas of applied linguistics.

Foreign Languages  
Spanish  
**ISBN10: 0-205-83784-0**  
**ISBN13: 978-0-205-83784-7**  
2013, 256 pp., Paper, 6" x 9"  
**\$33.33k**

## Language Program Direction: Theory and Practice

*Lord, Gillian;Lacorte, Manel E(University of Maryland, Series Editor);Liskin-Gasparro, Judith E.(University of Iowa, Series Editor)(World Languages)*

*Language Program Direction: Theory and Practice* combines helpful, practical, everyday advice with research and theory to offer a rich, contemporary resource for Language Program Directors or anyone involved in administering a language program. Intended for current and future foreign language teaching professionals, volumes in the Theory and Practice in Second Language Classroom Instruction series examine issues in teaching and learning in language classrooms. The topics selected and the discussions of them draw in principled ways on theory and practice in a range of fields, including second language acquisition, foreign language education, educational policy, language policy, linguistics, and other areas of applied linguistics.

Social Science  
Psychology  
**ISBN10: 0-205-02198-0**  
**ISBN13: 978-0-205-02198-7**  
Prev. ISBN 0-321-04711-7  
2013, 456 pp., Cloth, 7-3/8" x 9-1/8"  
**\$182.40k**

## Engineering Psychology Human Performance 4/E

*Wickens, Christopher D.(University of Illinois at Urbana-Champaign);Hollands, Justin G.(University of Idaho);Parasuraman, Raja;(Humanities Social Sciences)*

**KEY BENEFIT:** Forming connections between human performance and design *Engineering Psychology and Human Performance*, 4e is organized directly from the psychological perspective of human information processing. The text examines human-machine interaction. **KEY TOPICS:** Identify how human ability contributes to the design of technology. Understand the connections within human information processing and human performance. **MARKET:** This book is ideal for a psychology student, engineering student, or actual practitioner in engineering psychology, human performance, and human factors.

Social Science  
Psychology

ISBN10: 0-205-84107-4

ISBN13: 978-0-205-84107-3

2013, 624 pp., Cloth, 9" x 10-7/8"

\$172.80k

## Child Development: A Cultural Approach

Arnett, Jeffrey Jensen(Clark University);Maynard, Ashley(Humanities Social Sciences)

**KEY BENEFIT:** Help students understand how culture impacts developmentand why it matters. *Child Development: A Cultural Approach*, teached students to think culturally.

**KEY TOPICS:** Engage Students -Students are fascinated to learn about the different forms development takes in various cultures.. Understand Culture and Diversity --Extensive Cultural Coverage is woven into the narrative and on vivid display in images. Learning objectives are listed at the start of each chapter as well as within the chapter along every section to help students better organize and understand the material. **MARKET:** For those interested in learning about Child Development through a cultural perspective.

Social Science  
Psychology

ISBN10: 0-205-94972-X

ISBN13: 978-0-205-94972-4

2013, 624 pp., PaperPackage,

\$179.47k

## Child Development Plus New MyDevelopmentLab with eText

Arnett, Jeffrey Jensen(Clark University);Maynard, Ashley(Humanities Social Sciences)

**KEY BENEFIT:** Help students understand how culture impacts developmentand why it matters. *Child Development: A Cultural Approach*, teached students to think culturally.

**KEY TOPICS:** Engage Students -Students are fascinated to learn about the different forms development takes in various cultures.. Understand Culture and Diversity --Extensive Cultural Coverage is woven into the narrative and on vivid display in images. Learning objectives are listed at the start of each chapter as well as within the chapter along every section to help students better organize and understand the material. **MARKET:** For those interested in learning about Child Development through a cultural perspective.

**020594972X / 9780205949724 Child Development Plus New MyDevelopmentLab with eText Package consists of 0205841074 / 9780205841073 Child Development: A Cultural Approach 0205206522 / 9780205206520 NEW MyDevelopmentLab with Pearson eText -Access Card**

Social Science  
Psychology

ISBN10: 0-205-73578-9

ISBN13: 978-0-205-73578-5

2013, 272 pp., Cloth, 7-3/8" x 9-1/8"

\$165.80k

## I/O Psychology

Lawson, Ph.D., Robert B.(University of Vermont);Anderson, E. Doris;Rudiger, Larry(Humanities Social Sciences)

**KEY BENEFIT:** Understand the nature of contemporary organizations through systems thinkingemphasizes the relationships between parts (rather than the parts themselves) as well as the context in which an organization is nested. **KEY TOPICS:** Design systems that are flexible to the fast changing environment. Understand the basic foundations that shape organizations behavior **MARKET:** For these interested in understanding the nature of contemporary organizations.

Social Science  
Psychology  
**ISBN10: 0-205-20927-0**  
**ISBN13: 978-0-205-20927-9**  
2013, 480 pp., Cloth, 7-3/8" x 9-1/8"  
**\$132.00k**

## Forensic Psychology

*Pozzulo, Joanna (Carleton University); Bennell, Craig (Carleton University); Forth, Adelle (Carleton University) (Humanities Social Sciences)*

**KEY BENEFIT:** *Forensic Psychology* takes a broad-based perspective, incorporating both experimental and clinical topics. **KEY TOPICS:** Apply Forensic Psychology in everyday life. Apply research to the Forensic Psychology field. **MARKET:** For those interested in learning how Forensic Psychology plays a role in everyday life.

Social Science  
Psychology  
**ISBN10: 0-205-91839-5**  
**ISBN13: 978-0-205-91839-3**  
Prev. ISBN 0-13-603599-X  
2013, 352 pp., Paper, 6" x 9"  
**\$55.60k**

## Forty Studies that Changed Psychology 7/E

*Hock, Ph.D., Roger R. (Mendocino College) (Humanities Social Sciences)*

**KEY BENEFIT:** *Forty Studies that Changed Psychology, 7e* provides a glimpse of the science of psychology, unraveling the complexities of human nature. **KEY TOPICS:** Learn about detailed studies in an easy, understandable manner. Understand scientific research, through closer examination of major topics. **MARKET:** For those interested in a closer examination of psychological studies.

Social Science  
Psychology  
**ISBN10: 0-205-94958-4**  
**ISBN13: 978-0-205-94958-8**  
2013, 768 pp., PaperPackage,  
**\$143.93k**

## Psychology Plus NEW MyPsychLab with eText

*Marin, Ph.D., Amy (Phoenix College); Hock, Ph.D., Roger R. (Mendocino College) (Humanities Social Sciences)*

**KEY BENEFIT:** *Psychology in a Dynamic World* is written to help introductory psychology students succeed in this important gateway course and get them to take psychology with them in their lives. **KEY TOPICS:** Improve Critical Thinking -Assessments at the end of interactive sessions allow student to assess their knowledge and understanding of the textbook content. Explore Research -The book has a variety of pedagogical features allowing students the opportunity to tie what they've learned to personal experiences and everyday life. **MARKET:** For those interested in success in their psychology course and persistence in their degree. **0205949584 / 9780205949588 Psychology Plus NEW MyPsychLab with eText Package consists of 0205010415 / 9780205010417 Psychology 0205206514 / 9780205206513 NEW MyPsychLab with Pearson eText -Access Card**



Social Science  
Psychology  
**ISBN10: 0-205-91412-8**  
**ISBN13: 978-0-205-91412-8**  
Prev. ISBN 0-205-68590-0  
2013, 256 pp., Paper, 6" x 9"  
**\$55.00k**

## How to Think Straight About Psychology 10/E

*Stanovich, Keith E. (University of Toronto) (Humanities Social Sciences)*

**KEY BENEFIT:** Teaching students to become better consumers of psychological research—*How to Think Straight about Psychology*, 10e helps students recognize pseudoscience and be able to distinguish it from true psychological research, aiding students to become more discriminating consumers of psychological information. **KEY TOPICS:** Evaluate psychological claims reader encounter in the general media. Distinguish between pseudoscience and true psychological research. **MARKET:** For those interested in a better understanding of psychology and identifying pseudoscience.

Social Science  
Sociology  
**ISBN10: 0-205-94960-6**  
**ISBN13: 978-0-205-94960-1**  
2013, 600 pp., PaperPackage,  
**\$86.67k**

## Sociology Project, The: Introducing the Sociological Imagination Plus NEW MySocLab with Pearson eText

*Manza, Jeff; Haney, Lynne; Arum, Richard (Humanities Social Sciences)*

**KEY BENEFIT:** Inspiring the Sociological Imagination—*The Sociology Project* conveys the power of the sociological imagination and engages us to interact with the questions, mysteries, and challenges of our world. **KEY TOPICS:** Improve Critical Thinking The Big Questions pedagogical framework is designed to foster intellectual curiosity. Engage Students The text provides links to a wider world of content, including interactive maps, videos, and activities. **MARKET:** For those interested in learning about Introductory Sociology.

Social Science  
Sociology  
**ISBN10: 0-205-94919-3**  
**ISBN13: 978-0-205-94919-9**  
Prev. ISBN 0-205-17231-8  
2013, 600 pp., Paper,  
**\$127.87k**

## Social Problems Plus NEW MySocLab with Pearson eText 5/E

*Macionis, John J. (Kenyon College) (Humanities Social Sciences)*

**KEY BENEFIT:** Frames social problems and solutions through politics—*Social Problems*, 5e is the only social problems text that explains how society frames social problems and solutions through politics. **KEY TOPICS:** Engage Students -International, national, and personal examples help students understand issues better. Understand Diversity -Features help students think globally about defining a solution to social problems. **MARKET:** For those interested in learning about Social Problems. **0205949193 / 9780205949199 Social Problems Plus NEW MySocLab with Pearson eText Package consists of 0205206530 / 9780205206537 NEW MySocLab with Pearson eText -Access Card 0205881394 / 9780205881390 Social Problems**



Assessment, Test Measurement  
Motivation

ISBN10: 0-321-88609-7

ISBN13: 978-0-321-88609-5

2013, 168 pp., PaperPackage,

\$60.00k

## Cornerstones for College Success Compact Plus NEW MyStudentSuccessLab 2012 Update

*Sherfield, Robert M. (College of Southern Nevada); Moody, Patricia G. (The University of South Carolina) (English, Math, Student Success)*

**KEY BENEFIT:** Written specifically for hybrid and online students, *Cornerstones for College Success Compact* addresses the needs and challenges of students as digital learners. It aligns with learning outcomes from both the Student Success CourseConnect online course and MyStudentSuccessLab. Designed for use as a stand alone text or a print companion with one of these technologies for hybrid, online, or 1 credit hour student success courses. **KEY TOPICS:** Offers hallmark coverage of Bloom's taxonomy, SQ3R integration, Information and Financial literacy, and more. The print component provides an instructional foundation addresses the "why" of learning. When paired with CourseConnect or MyStudentSuccessLab as an online companion, it actively augments learning with activities, assessments, and extended thought-provoking exercises students need in order to understand how to apply the techniques. The lessons in Compact reflect the lessons found in CourseConnect and modules in MyStudentSuccessLab. **MARKET:** For courses in First Year Experience, Student Success, and Introduction to College. **0321886097 / 9780321886095 Cornerstones for College Success Compact Plus NEW MyStudentSuccessLab 2012 Update Package consists of: 0321856767 / 9780321856760 NEW MyStudentSuccessLab 2012 Update -Access Card 0321860357 / 9780321860354 Cornerstones for College Success Compact**

Educational Leadership

ISBN10: 0-13-267807-1

ISBN13: 978-0-13-267807-0

Prev. ISBN 0-205-57844-6

2013, 432 pp., Paper, 7-3/8" x 9-1/8"

\$100.00k

## Instructional Leadership: A Research-Based Guide to Learning in Schools 4/E

*Woolfolk, Anita E. (The Ohio State University); Hoy, Wayne Kolter (Ohio State University) (Teacher Education)*

**KEY BENEFIT:** A first-of-its-kind book offering principals and other instructional leaders up to date knowledge and theories of teaching and learning, plus practical curriculum applications of those perspectives **KEY TOPICS:** Student differences, learning, student motivation, teaching, classroom management, assessing student learning, and assessing and changing school climate and culture **MARKET:** Principals and other instructional leaders Pre-service students of Supervision and Educational Administration

Educational Technology

ISBN10: 0-13-248314-9

ISBN13: 978-0-13-248314-8

2012, 100 pp., Paper, 6 X 9

\$25.99k

## Stratosphere: Integrating Technology, Pedagogy, and Change Knowledge

*Fullan, Michael (Professor Emeritus University of Toronto) (Teacher Education)*

In *Stratosphere*, Michael Fullan takes a close look at the fast-paced world of emerging technologies and argues that the inevitable influence of technology on teaching and learning must not be resisted, but rather embraced and applied in meaningful ways to positively impact school classrooms.

Social Studies  
Methods

**ISBN10: 0-13-269810-2**  
**ISBN13: 978-0-13-269810-8**  
Prev. ISBN 0-13-159181-9  
2013, 264 pp., Paper, 8" x 10"  
**\$118.00k**

## Teaching Social Studies in Middle and Secondary Schools 6/E

*Beal, Candy M. (North Carolina State University); Mason Bolick, Cheryl (University of North Carolina, Chapel Hill) (Teacher Education)*

This comprehensive introduction to the art, science, and craft of social studies teaching in the middle and secondary grades examines the origins and evolving state of the social studies and citizenship across the United States, provides "hands-on" guidelines for applying social studies theory to actual classroom practice, and explores the ferment, controversies, and challenges that characterize social studies teaching in the middle and secondary grades today. It features an abundance of instructional models, applications, and examples—all thoroughly grounded in proven theory, research, and practitioner wisdom.

Teaching and Learning  
Student Teaching

**ISBN10: 0-13-265706-6**  
**ISBN13: 978-0-13-265706-8**  
Prev. ISBN 0-13-199502-2  
2013, 264 pp., Paper, 8-1/2" x 10-7/8"  
**\$45.60k**

## Early Childhood Field Experience: Learning to Teach Well 2/E

*Browne, Kathryn W. (Skyline College); Gordon, Ann M. (National Association of Episcopal Schools) (Teacher Education)*

**KEY BENEFIT:** *Early Childhood Learning Experience: Learning to Teach Well*, 2nd edition, is an accessible, interactive guide to the early childhood practicum, student teaching, or other fieldwork. **KEY TOPICS:** From getting started through the next steps in your pre-teaching journey, *Early Childhood Learning Experience: Learning to Teach Well* is an excellent preparation tool for student teachers in the early childhood classroom. Supporting students by easing the move from "instructed" to "instructor," this textbook shares real life situations and illustrates teaching practices to help connect knowledge and theory with classroom experiences. It offers basic principles, including Top Ten lists, as well as concise and relevant tips for teaching. **MARKET:** Written for student teachers of early childhood education, those engaged in a practicum/field experience course or related fieldwork.

Professional Development  
**ISBN10: 0-13-287542-X**  
**ISBN13: 978-0-13-287542-4**  
2013, 128 pp., Paper, 7-3/8" x 9-1/8"  
**\$30.99r**

## Evidence-Based Instruction in Reading: A Professional Development Guide to Family Involvement

*Rasinski, Timothy V. (Kent State University, Emeritus); Fawcett, Gay V. (Kent State University); Padak, Nancy D. (Kent State University, Emeritus) (Teacher Education)*

**KEY BENEFIT:** Accessible and focused, this book offers dozens of easy-to-implement, research-based strategies teachers can use to get families involved in their child's literacy development. **KEY TOPICS:** Understand what the research tells us about family involvement and its benefits. Learn family involvement strategies that can be implemented at the classroom level—such as vocabulary development activities, read to your child routines, and a family involvement homework calendar. Learn about effective school-wide family involvement programs—from easy first steps to effective parent volunteer programs. Discover how to assess the level and impact of family involvement on literacy development. Explore the book points and additional resources using book club activities and conversation-starting discussion questions. **MARKET:** For classroom teachers, school administrators, and literacy coaches.

Professional Development  
**ISBN10: 0-13-268580-9**  
**ISBN13: 978-0-13-268580-1**  
Prev. ISBN 0-13-240504-0  
2013, 312 pp., Paper, 8" x 10"  
**\$73.40k**

## Literature for Young Children: Supporting Emergent Literacy, Ages 0-8 7/E

*Giorgis, Cyndi*(University of Nevada, Las Vegas);*Glazer, Joan I.*(retired, Rhode Island College)(Teacher Education)

**KEY BENEFIT:** Provides early childhood teachers and child-care professionals what they need to recognize and select high quality children's literature that impacts the lives of young children--infants, toddlers, preschoolers, and primary-age children. **KEY TOPICS:** Defining and evaluating literature for children; sharing literature through various instructional approaches including reading aloud, storytelling, and media; discussing strategies to support English language learners and struggling readers; using literature across the curriculum; developing a literature-rich program; and supporting children's language, intellectual, personality, social and moral, and aesthetic and creative development. **MARKET:** Early childhood teachers and child-care professionals

General Nonfiction  
Careers  
**ISBN10: 0-321-88333-0**  
**ISBN13: 978-0-321-88333-9**  
2013, 32 pp., Paper, 8-1/2" x 11"  
**\$13.33k**

## Identity Series: Identity: Passport to Success

*Graham, Stedman(English, Math, Student Success)*

**KEY BENEFIT:** *IDentity: Passport to Success* asks students “Have you ever thought about the connection between knowing who you are and success?” Identity can serve as your greatest asset. **KEY TOPICS:** Enduringly successful people know who they are, are clear about what matters to them, have established powerful identities, and create value in the world. The process for discovering and understanding identity is brought to life through Stedman Graham’s personal experiences and the stories of individuals that will help students resolve questions of identity. Students will learn to build a life that matters to them and those around them by taking control of who they are and their lives, to achieve lasting success. **MARKET:** For use in Student Orientation to support students in developing their identity. Infuse student success into any program with our “IDentity” Series booklets. Written by national subject matter experts, the material contains strategies and activities for immediate application. If you like this IDentity Series: Identity: Passport to Success, you will love the other options available: Financial Literacy (Farnoosh Torabi), Financial Responsibility (Clearpoint Financial), Now You’re Thinking about Your Career and Now You’re Thinking about College (Judy Chartrand et.al.), and Ownership (Megan Stone).

Health-Related Professions

ISBN10: 0-13-314131-4

ISBN13: 978-0-13-314131-3

2013, 1,146 pp., PaperPackage, 8-1/2 X

10-7/8

\$126.60b

## Medical Coding: A Journey Plus NEW MyHealthProfessionsLab with Pearson eText

*Rich, Beth A. (Health Science Careers)*

Designed for the beginning student, *Medical Coding: A Journey* is a comprehensive textbook for learning and assigning diagnosis and procedure codes including code sets that all U.S. healthcare providers and insurance companies are required to use. Highlighting ICD-10-CM, ICD-10-PCS, and ICD-9-CM (vol. 1, 2, and 3), as well as HCPCS and CPT-4, the book teaches code sets and addresses medical terms, medical specialties, medical records and healthcare issues. Examples, photos, and guidelines walk students through each step of the coding process and explain common medical procedures and diagnoses. Unique exercises use video, chart audits, online research, and medical record interpretation to reinforce coding skill and accuracy. **0133141314 / 9780133141313**

**Medical Coding: A Journey Plus NEW MyHealthProfessionsLab with Pearson eText Package consists of 0132541777 / 9780132541770 Medical Coding: A Journey 0133109585 / 9780133109580 NEW MyHealthProfessionsLab with Pearson eText -Access Card -for Medical Coding**

Health-Related Professions

ISBN10: 0-13-314132-2

ISBN13: 978-0-13-314132-0

2013, 984 pp., PaperPackage, 8-1/2 X

10-7/8

\$137.33b

## Comprehensive Health Insurance: Billing, Coding Reimbursement Plus NEW MyHealthProfessionsLab with Pearson eText

*Vines Allen, Deborah;Braceland, Ann;Rollins, Elizabeth;(Health Science Careers)*

*Comprehensive Health Insurance: Billing, Coding And Reimbursement, 2/e* provides students with the knowledge and skills needed to work in a variety of medical billing and coding positions in the medical field. Comprehensive in approach, it covers the foundations of insurance, billing, coding and reimbursement. Students learn not only the submission of claims to the insurance carrier, but also reviewing medical records, verifying patient benefits, submitting a secondary claim, posting payments and appealing the insurance carrier's decision. **0133141322 / 9780133141320 Comprehensive Health Insurance: Billing, Coding and Reimbursement Plus NEW MyHealthProfessionsLab with Pearson eText Package consists of 0132966891 / 9780132966894 Comprehensive Health Insurance: Billing, Coding and 013297410X / 9780132974103 NEW MyHealthProfessionsLab with Pearson eText -Access Card -f**

Health-Related Professions

ISBN10: 0-13-314133-0

ISBN13: 978-0-13-314133-7

2013, 688 pp., PaperPackage,

\$122.60b

## ICD-10-CM/PCS Coding: A Map for Success Plus NEWMyHealthProfessionsLab with Pearson eText

*Papazian-Boyce, Lorraine M. (Health Science Careers)*

Featuring a four-color presentation and student-centered approach, this medical coding book references ICD-10-CM/ICD-10-PCS codes and offers a new approach to teaching this skill. ICD-10-CM/PCS CODING: A ROAD MAP is flexible in organization--appropriate for traditional, modular, linear, and wheel courses--and progressive in its numerous exercises of varying levels. Chapters are constructed around three basic coding skills (abstracting, assigning, and sequencing codes) so students get a strong foundation in these essential competencies. Guided examples teach the coding process, while mini-medical records help students learn how to identify and abstract pertinent information from medical documentation. **0133141330 / 9780133141337 ICD-10-CM/PCS Coding: A Map for Success Plus NEWMyHealthProfessionsLab with Pearson eText Package consists of: 0132860368 / 9780132860369 ICD-10-CM/PCS Coding: A Map for 013286052X / 9780132860529 NEW MyHealthProfessionsLab with Pearson eText -Access Card -for ICD-10-CM/PCS Coding: A Map for Success**

Health-Related Professions  
Speech Pathology  
**ISBN10: 0-13-258257-0**  
**ISBN13: 978-0-13-258257-5**  
Prev. ISBN 0-205-48292-9  
2013, 528 pp., Cloth, 7-3/8" x 9-1/8"  
**\$145.40k**

## Introduction to Audiologic Rehabilitation 6/E

*Schow, Ronald L.(Idaho State University);Nerbonne, Michael A.(Central Michigan University)(Teacher Education)*

**KEY BENEFIT:** Gives readers a thorough look at the changing state of audiology through coverage of important contemporary issues such as professional practice documents, evidence based practice, multicultural issues, and advances in computer and web-based rehabilitation activities. **KEY TOPICS:** The latest information on new hearing aid/cochlear implant/and assistive technology; vestibular and tinnitus issues; current approaches to providing relevant audiologic rehabilitation; working with all age groups from infants to adults. **MARKET:** Students and clinicians involved in auditory rehabilitation.

Health-Related Professions  
Speech Pathology  
**ISBN10: 0-13-174741-X**  
**ISBN13: 978-0-13-174741-8**  
2013, 384 pp., Paper, 8" x 10"  
**\$120.00k**

## Hearing Sciences: A Foundational Approach

*Feth, Lawrence L.;Durrant, John D.(Teacher Education)*

**KEY BENEFIT:** Gives readers a comprehensive look at hearing science and includes broad coverage of auditory mechanisms and functions, plus tools for building upon knowledge. **KEY TOPICS:** The capacities of the auditory system; basic concept of quantification and physics; in-depth treatment of the decibel; peripheral and central auditory systems; auditory physiology and neurophysiology; hearing capacities and proclivity **MARKET:** For students and teachers of hearing science, or introduction to hearing (and speech) at the upper level.

Health-Related Professions  
Speech Pathology  
**ISBN10: 0-13-261263-1**  
**ISBN13: 978-0-13-261263-0**  
Prev. ISBN 0-205-56926-9  
2013, 480 pp., Cloth, 7-3/8" x 9-1/8"  
**\$143.80k**

## Articulation and Phonological Disorders: Speech Sound Disorders in Children 7/E

*Bernthal, John E.(University of Nebraska, Lincoln);Bankson, Nicholas W.(James Madison University);Flipsen, Peter(Idaho State University)(Teacher Education)*

**KEY BENEFIT:** A classic in the field, this text presents the most up-to-date perspectives on the nature, assessment, and treatment of speech sound disorders. **KEY TOPICS:** Learn about speech sound disorders of unknown causes. Become familiar with important clinical literature shaping the field. Understand the normal aspects of speech sound articulation and acquisition. Understand the classification of and factors related to the presence of phonological disorders, the assessment and remediation of speech sound disorders, and the phonology as it relates to language and dialectal variations. Discover evidence-based practices for treatment including motor-based and linguistically-based treatment approaches. **MARKET:** For speech, language, and hearing clinicians and therapists.

Nursing  
**ISBN10: 0-13-304599-4**  
**ISBN13: 978-0-13-304599-4**  
 Prev. ISBN 0-13-243710-4  
 2013, 600 pp., Paper, 8" x 10"  
**\$41.16h**

## Pearson Reviews and Rationales: Pharmacology with "Nursing Reviews Rationales" 3/E

*Hogan, Mary Ann(Health Science Careers)*

*Pearson Reviews And Rationales: Pharmacology With "Nursing Reviews And Rationales"*, 3/e provides a clear, concentrated, and up-to-date review of today's "need to know" knowledge for effective pharmacology. Developed and reviewed by a large team of nurse educators, it can be used by current nursing students as a study aid, for NCLEX-RN® exam preparation, or by practicing nurses seeking comprehensive yet concise review of this discipline. Fully reflective of the current (2010) NCLEX-RN® Test Plan, it begins by introducing basic pharmacological principles and safety issues. Next, it provides complete chapters on each of the following: anti-infectives; antineoplastics; blood modifiers; medications for the cardiac, endocrine, gastrointestinal, immune, integumentary, neurological, musculoskeletal, renal, respiratory, and reproductive systems; psychiatric medications; visual and auditory medications; and herbal agents. This text 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: 0-13-217407-3**  
**ISBN13: 978-0-13-217407-7**  
 2013, 600 pp., Paper, 8-1/2" x 10-7/8"  
**\$58.95b**

## Genetics and Genomics for Nursing

*Kenner, Carole A.;Lewis, Judith A.(Health Science Careers)*

*Genetics And Genomics For Nursing* brings together the genetics and genomics knowledge nurses need to provide safe and effective care in today's "genomic era." It teaches through small, modular units, each with pretests, section quizzes, and post-tests. Answers are provided to help students check their knowledge, and Emerging Evidence and Critical Thinking checkpoints encourage them to apply it. The text first places modern genetics in context, introduces its essential principles, and outlines its deep ethical, legal, social, and public policy implications. Next, readers learn how to take family genetic histories and assess risks; utilize immunogenetics and cancer genetics in cancer prevention and treatment; apply genetics in public health promotion; recognize the role of genes in psychiatric illnesses and in aging; and much more.



Biological Sciences

ISBN10: 0-321-81014-7

ISBN13: 978-0-321-81014-4

Prev. ISBN 0-321-76969-4

2013, 800 pp., ClothPackage, 9" x 10-7/8"

\$186.67k

## Principles of Human Physiology with MasteringAP 5/E

Stanfield, Cindy L. (University of South Alabama, Mobile, Alabama) (Academic Science)

**KEY BENEFIT:** Cindy Stanfield's hallmark clear and precise writing style in *Principles of Human Physiology* is complemented by an outstanding art program that is designed to maximize reader learning and retention. The book integrates clinical connections and stimulating critical thinking questions in a clear and engaging visual presentation that makes it easy for readers to learn, understand, and apply key physiological processes. The new Fifth Edition includes Health Facts and Functional Facts margin icons and a revitalized art program that focuses readers' attention on the most important concepts. Focus on Diabetes boxes illustrate systems integration and highlight the important role of physiology in understanding this disease. **MARKET:** Intended for those interested in gaining a basic knowledge of human physiology. **0321810147 / 9780321810144 Principles of Human Physiology with MasteringA&P Package consists of 0321819349 / 9780321819345 Principles of Human 0321842162 / 9780321842169 MasteringA and P with Pearson eText -Access Card -for Principles of Human Physiology 0805361170 / 9780805361179 Interactive Physiology 10-System Suite CD-ROM (component)**

Biological Science

Genetics

ISBN10: 0-321-80310-8

ISBN13: 978-0-321-80310-8

Prev. ISBN 0-321-61869-6

2013, 624 pp., PaperPackage, 8-1/2" x 10-7/8"

\$127.40k

## Essentials of Genetics with MasteringGenetics 8/E

Klug, William S. (The College of New Jersey); Cummings, Michael R. (Illinois Institute of Technology, Chicago); Spencer, Charlotte A. (University of Alberta); (Academic Science)

**KEY BENEFIT:** Known for its focus on conceptual understanding, problem solving, and practical explanations, this best-seller strengthens problem solving coverage and explores the essential genetics content today's students need to know. This edition maintains the book's briefer, less-detailed approach to teaching core concepts. New features of the Eighth Edition include four new Special Topics chapters, a dedicated MasteringGenetic-strade; program, and thorough updates. **MARKET:** Intended for those interested in gaining a basic knowledge of genetics **0321803108 / 9780321803108 Essentials of Genetics with MasteringGenetics Package consists of 0321803116 / 9780321803115 Essentials of Genetics 0321857003 / 9780321857002 MasteringGenetics with Pearson eText -Access Card -for Essentials of Genetics**

Chemistry

Inorganic

ISBN10: 0-273-74275-2

ISBN13: 978-0-273-74275-3

2012, 1,256 pp., Paper,

\$181.40k

## Inorganic Chemistry 4/E

Housecroft, Catherine; Sharpe, Alan G. (Academic Science)

Now in its fourth edition, Housecroft and Sharpe's *Inorganic Chemistry* is a well-respected and leading international textbook. Inorganic Chemistry is primarily designed to be a student text but is well-received as a reference book for those working in the field of inorganic chemistry. Inorganic Chemistry provides both teachers and students with a clearly written and beautifully-illustrated introduction to core physical-inorganic principles. It introduces the descriptive chemistry of the elements and the role played by inorganic chemistry in our everyday lives. Chapters on catalysis and industrial processes, bioinorganic chemistry, and inorganic materials and nanotechnology include many of the latest advances in these fields. A strong pedagogic approach is at the heart of Inorganic Chemistry. Definitions panels and end-of-chapter checklists offer students excellent revision aids. Further reading suggestions, from topical articles to recent literature papers, encourage students to explore topics in more depth.

Mathematics  
General Math  
**ISBN10: 0-321-72951-X**  
**ISBN13: 978-0-321-72951-4**  
Prev. ISBN 0-321-50011-3  
2013, 600 pp., ClothPackage,  
**\$183.33k**

## Basic College Mathematics through Applications plus MyMathLab Student Access Kit 5/E

*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)

**KEY BENEFIT:** 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 a 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. **KEY TOPICS:** Whole Numbers, Fractions, Decimals, Basic Algebra: Solving Simple Equations, Ratio and Proportion, Percents, Signed Numbers, Basic Statistics, More on Algebra, Measurement and Units, Basic Geometry **MARKET:** For all readers interested in basic mathematics.

Mathematics  
Developmental Algebra  
**ISBN10: 0-321-72949-8**  
**ISBN13: 978-0-321-72949-1**  
Prev. ISBN 0-321-56523-1  
2013, 744 pp., ClothPackage,  
**\$183.33k**

## Introductory Algebra plus MyMathLab Student Access Kit 3/E

*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)

**KEY BENEFIT:** 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 a 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. **MARKET:** For all readers interested in introductory algebra. **0321729498 / 9780321729491 Introductory Algebra plus MyMathLab Student Access Kit Package consists of 0321431308 / 9780321431301 MyMathLab/MyStatLab -Glue-in Access Card 0321654064 / 9780321654069 MyMathLab Inside Star Sticker 0321746694 / 9780321746696 Introductory Algebra Through Applications**

Mathematics  
Calculus  
**ISBN10: 0-321-83209-4**  
**ISBN13: 978-0-321-83209-2**  
2013, ClothPackage,  
**\$215.33k**

## Calculus for Scientists and Engineers plus MyMathLab Student Access Kit

*Briggs, Bill;Cochran, Lyle;Gillett, Bernard*(University of Colorado at Boulder)(English, Math, Student Success)

**KEY BENEFIT:** Briggs/Cochran is the most successful new calculus series published in the last two decades. The authors' years of teaching experience resulted in a text that reflects how students generally use a textbook: they start in the exercises and refer back to the narrative for help as needed. The text therefore builds from a foundation of meticulously crafted exercise sets, then draws students into the narrative through writing that reflects the voice of the instructor, examples that are stepped out and thoughtfully annotated, and figures that are designed to teach rather than simply supplement the narrative. The authors appeal to students' geometric intuition to introduce fundamental concepts, laying a foundation for the rigorous development that follows. **0321832094 / 9780321832092 Calculus for Scientists and Engineers plus MyMathLab Student Access Kit Package consists of 0321431308 / 9780321431301 MyMathLab/MyStatLab -Glue-in Access Card 0321654064 / 9780321654069 MyMathLab Inside Star Sticker 0321826698 / 9780321826695 Calculus for Scientists and Engineers**

Mathematics  
Advanced Topics in Mathematics  
**ISBN10: 0-321-79709-4**  
**ISBN13: 978-0-321-79709-4**  
Prev. ISBN 0-321-39053-9  
2013, 384 pp., Cloth, 7-3/8" x 9-1/8"  
**\$131.33k**

## Mathematical Proofs: A Transition to Advanced Mathematics 3/E

*Chartrand, Gary*(Western Michigan University);*Polimeni, Albert D.*(SUNY, College at Fredonia);*Zhang, Ping*(Western Michigan University)(English, Math, Student Success)

**KEY BENEFIT:** *Mathematical Proofs: A Transition to Advanced Mathematics*, Third Edition, prepares students for the more abstract mathematics courses that follow calculus. This text introduces students to proof techniques and writing proofs of their own. As such, it is an introduction to the mathematics enterprise, written in a student-friendly, conversational style, providing solid introductions to relations, functions, and cardinalities of sets. **KEY TOPICS:** Communicating Mathematics; Sets; Logic; Direct Proof and Proof by Contrapositive; More on Direct Proof and Proof by Contrapositive; Existence and Proof by Contradiction; Mathematical Induction; Prove or Disprove; Equivalence Relations; Functions; Cardinalities of Sets; Proofs in Number Theory; Proofs in Calculus; Proofs in Group Theory; Proofs in Ring Theory (Online); Proofs in Linear Algebra (Online); Proofs in Topology (Online) **MARKET:** For all readers interested in mathematical proofs.

Hospitality/Travel/Tourism  
**ISBN10: 0-13-309711-0**  
**ISBN13: 978-0-13-309711-5**  
 2013, 393 pp., Paper, 7-3/4" x 9-1/4"  
**\$92.91k**

## Lodging and Food Service Industry, The (AHLEI) 7/E

*Lattin, Gerald W.; American Hotel and Lodging Educational Institute, (Health Science Careers)*

This unique introductory textbook will get new hospitality students excited and interested in the world's largest service industry. In addition to offering a historical perspective, the book covers all hotel operating areas to give students an understanding of each department and how it operates. Students will learn about the complex interrelationships involved in the hospitality business and discover the variety of available career opportunities.

Hospitality/Travel/Tourism  
**ISBN10: 0-13-307692-X**  
**ISBN13: 978-0-13-307692-9**  
 2013, 500 pp., Paper, 7-3/4" x 9-1/4"  
**\$88.75k**

## Fundamentals of Destination Management and Marketing (AHLEI)

*American Hotel and Lodging Educational Institute,; Harrill, Rich (Health Science Careers)*

Published under the sponsorship of the Destination Marketing Association International as an indispensable resource for travel professionals and a learning tool for students, this textbook is the first comprehensive guide covering basic functions of the contemporary convention and visitors bureau. Students will learn how destination management organizations depend on intertwined relationships involving hosts and guests, and suppliers and consumers, as well as complex networks of residents, government officials, and CVB leaders and employees.

Hospitality/Travel/Tourism  
**ISBN10: 0-13-307584-2**  
**ISBN13: 978-0-13-307584-7**  
 2013, Paper,  
**\$74.93k**

## ServSafe Coursebook 6/E

*National Restaurant Association, (Health Science Careers)*

Delivering comprehensive training of key food safety concepts, *Servsafe Coursebook* is the ideal solution for the academic setting, multiple-day training or individuals in need of more extensive food safety training. The content in ServSafe Coursebook goes beyond the principles found in ServSafe Manager Book (formerly Essentials) and adds greater depth and breadth of food safety practices by featuring expanded sections on food defense, high-risk populations, active managerial control, and crisis management. Based on a new job task analysis revised exclusively for the Sixth Edition, the book reflects the latest updates from the 2011 Supplement to the 2009 FDA Food Code, new science-based and industry best practices and prepares students for the ServSafe Food Protection Manager Certification Exam.

## VOCATIONAL

Hospitality/Travel/Tourism  
**ISBN10: 0-13-307691-1**  
**ISBN13: 978-0-13-307691-2**  
2013, 374 pp., Paper, 7-3/4" x 9-1/4"  
**\$91.52k**

### Leadership and Management in the Hospitality Industry (AHLEI) 3/E

*King, Judy Z.;American Hotel and Lodging Educational Institute,;Woods, Robert H.;*(Health Science Careers)

Teach students how to improve their leadership abilities and develop an understanding of high-performance teams and employee empowerment. Practical information prepares them to put quality management tools into action to enhance guest service and increase profitability. Information and exhibits have been updated throughout the text, and a new chapter on ethics has been added.

Hospitality/Travel/Tourism  
**ISBN10: 0-13-307690-3**  
**ISBN13: 978-0-13-307690-5**  
2013, 600 pp., Paper, 7-3/4" x 9-1/4"  
**\$90.13k**

### Understanding Hospitality Law (AHLEI) 5/E

*American Hotel and Lodging Educational Institute,;Jeffries, Jack P.;Brown, Banks;*(Health Science Careers)

This comprehensive textbook introduces students to the many legal issues that hotel operations face daily.

Hospitality/Travel/Tourism  
**ISBN10: 0-13-309728-5**  
**ISBN13: 978-0-13-309728-3**  
2013, 568 pp., Paper, 7-3/4" x 9-1/4"  
**\$88.75k**

### Hospitality Industry Financial Accounting (AHLEI) 3/E

*Schmidgall, Raymond S.(Michigan State University);Damitio, Ph.D, CMA, James W.(Central Michigan University);American Hotel and Lodging Educational Institute,;*(Health Science Careers)

This textbook presents basic financial accounting concepts and shows your students how they apply to the hospitality industry. This revised edition incorporates the most recent formats, information, and schedules from the newly-published *Uniform Systems of Accounts for the Lodging Industry*, Tenth Revised Edition. Each chapter also includes five new problems to give students practice using accounting information.

Hospitality/Travel/Tourism  
**ISBN10: 0-13-309714-5**  
**ISBN13: 978-0-13-309714-6**  
 2013, 500 pp., Paper, 7-3/4" x 9-1/4"  
**\$92.91k**

## World of Resorts, The (AHLEI) 3/E

*American Hotel and Lodging Educational Institute,;Gee, Chuck Kim(Health Science Careers)*

Introduce your students to the complex world of resort management with this comprehensive textbook that examines development, management, and ownership concerns in the resort field. The revised edition of this book includes new discussion of timeshares and mixed-use developments; the relationship between resorts and tourism development, especially in developing countries; the responsiveness of resorts to trends and lifestyle changes; crisis management; and green practices. Examples and illustrations from around the world provide students with a global picture of the resort industry.

Hospitality/Travel/Tourism  
**ISBN10: 0-13-309723-4**  
**ISBN13: 978-0-13-309723-8**  
 2013, 465 pp., Paper, 7-3/4" x 9-1/4"  
**\$92.91k**

## Purchasing for Food Service Operations (AHLEI)

*Cichy, Ph.D., NCE, CHA, Ronald F.(Michigan State University);American Hotel and Lodging Educational Institute,(Health Science Careers)*

This textbook teaches the latest thinking in purchasing, guided by a review committee of food purchasing professionals from restaurants, hotels, and on-site/managed services organizations. The book focuses on value-added purchasing strategies and techniques that go beyond a basic product specification approach. Readers will learn how the purchasing control point is a vital element in the food distribution chain from the source and manufacturers to the guest at the table. It covers the latest in e-purchasing, addresses trends in purchasing and product, and features vital information on security, food safety, and ethics from both the distributor's and operator's perspectives.

Hospitality/Travel/Tourism  
**ISBN10: 0-13-309721-8**  
**ISBN13: 978-0-13-309721-4**  
 2013, 484 pp., Paper, 7-3/4" x 9-1/4"  
**\$94.29k**

## International Hotels: Development and Management (AHLEI) 2/E

*Singh, A. J.;Gee, Chuck Kim;American Hotel and Lodging Educational Institute,(Health Science Careers)*

Introduce students to the exciting world of international hospitality with this extensively-revised textbook that explores key issues in global hotel development and management. Students will learn about new trends and developments that have changed the context of international hotel operations and management and explore international policies affecting travel, tourism, and hospitality development. Topics include: Trends in global distribution systems, sustainable development, new hotel products, and consumer demographics; Growth and importance of China, India, and the Middle East as destinations for hotel development and management; Country-specific policies regarding investment regulations, visa programs, hotel classification systems, and travel advisories.

Hospitality/Travel/Tourism  
**ISBN10: 0-13-309724-2**  
**ISBN13: 978-0-13-309724-5**  
2013, 396 pp., Paper, 7-1/4" x 9-1/4"  
**\$97.07k**

## Managing Beverage Operations (AHLEI) 2/E

*Kotschevar, Lendal H; Cichy, Ph.D., NCE, CHA, Ronald F. (Michigan State University); American Hotel and Lodging Educational Institute, (Health Science Careers)*

Restaurant and bar supervisors and managers, food and beverage directors, and aspiring hospitality professionals will benefit from the practical information presented in this book. The new edition of this textbook (formerly titled *Managing Beverage Service*) focuses on the successful elements of a beverage operation, based on research to identify those that are thriving. Discussions of leadership and supervision focus on the management and leadership practices specific to a beverage operation, including emotional intelligence and the importance of relationships, communication, recruitment and training, and motivation and performance reviews. Bar operations covers a real-world approach to beverage controls, from purchasing through serving, technology, design, and handling guest complaints. A new chapter on sales and marketing includes both food and beverage products, and boosting sales through technology and unique service.

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*Cichy, Ph.D., NCE, CHA, Ronald F. (Michigan State University); American Hotel and Lodging Educational Institute,; Hickey, Philip J. (Health Science Careers)*

Teach your students the most up-to-date control processes used to reduce costs in food and beverage operations worldwide. In this edition, descriptions of most manually-based control procedures have been replaced with examples using technology. The book explores how planning and control functions can help operations work more efficiently, compete for market share, and provide value to guests. Each chapter also includes many Web-based referenced to illustrate the concepts discussed in the book.



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*National Restaurant Association,(Health Science Careers)*

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