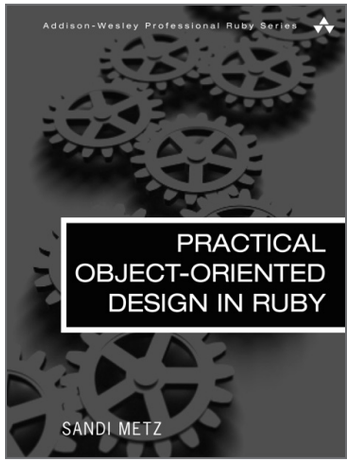


Addison-Wesley Professional Ruby Series
Programming Languages
Ruby Programming Languages
ISBN10: 0-321-72133-0
ISBN13: 978-0-321-72133-4
2013, 272 pp., Paper, 7" x 9-1/8"
$39.99y US

Practical Object Oriented Design in Ruby

An Agile Primer

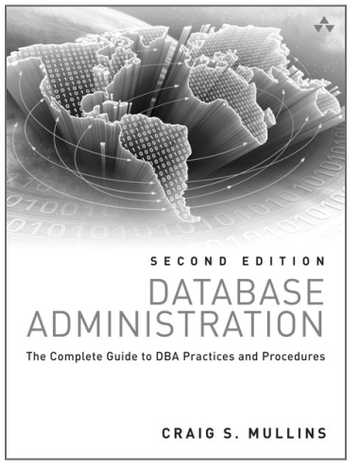
Sandi Metz

Take Ruby development to the next level: leverage Ruby's full power to write more maintainable, manageable, and pleasing applications

- Master object-oriented Ruby techniques for building applications that are as easy to maintain and upgrade as they were to write!
- Discover concrete solutions for common issues associated with poorly designed, hard-to-change Ruby applications
- Solves painful problems now facing many of the world's 1+ million Ruby developers, including programmers at all levels of experience

Pub Date: 09/2012
EAN: 9780321721334
UPC: 785342721331

Addison Wesley



Information Technology
Database Management
ISBN10: 0-321-82294-3
ISBN13: 978-0-321-82294-9
2013, 736 pp., Paper, 7" x 9-1/8", Previous Edition ISBN: 0-201-74129-6
$59.99y US

Database Administration

The Complete Guide to DBA Practices and Procedures

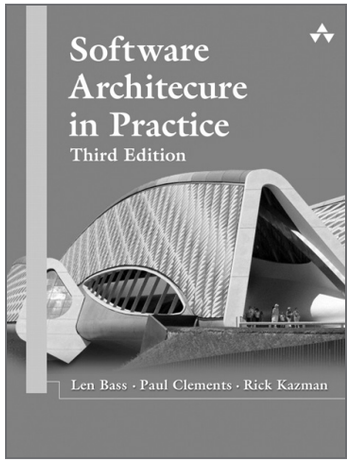
Second Edition
Craig Mullins

The modern discipline of database administration: a rock-solid foundation based on the latest best practices, by one of the world's top DBAs

- Today's most realistic, thorough, useful DBA guide: covers everything from performance, availability, and security to data warehouses, metadata, and compliance
- Fully reflects tough new DBA challenges, including cloud computing, NoSQL, and "Big Data"
- For every current DBA, and for every IT student and professional who wants to enter one of today's "Top Ten Careers" (CNN/Money)

Pub Date: 09/2012
EAN: 9780321822949

Addison Wesley



Software Architecture in Practice

Third Edition
Len Bass / Rick Kazman / Paul Clements

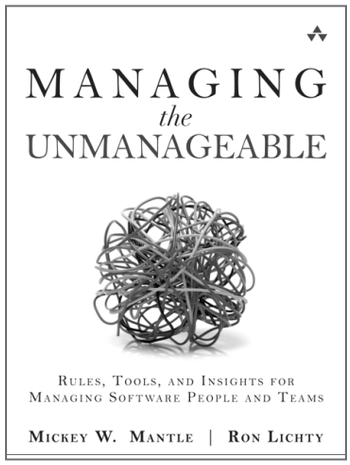
The definitive practical introduction to software architecture, now improved with deeper lifecycle coverage and better teaching tools!

- The core book in Software Engineering Institute's (SEI) influential software architecture curriculum: the field's best-seller (14,000+ copies sold)
- Helps software practitioners and managers resolve crucial questions that enable the development of clear and effective architecture
- Now accompanied by slides, exercises, and exercise answers, making it even easier to teach and learn from

Pub Date: 09/2012
EAN: 9780321815736

SEI Series in Software Engineering
Software Engineering
Software Architecture
ISBN10: 0-321-81573-4
ISBN13: 978-0-321-81573-6
2013, 640 pp., Cloth, 6-1/4" x 9-1/4",
Previous Edition ISBN: 0-321-15495-9
$69.99y US

Addison Wesley



Managing the Unmanageable

Rules, Tools, and Insights for Managing Software People and Teams

Mickey W. Mantle / Ron Lichty

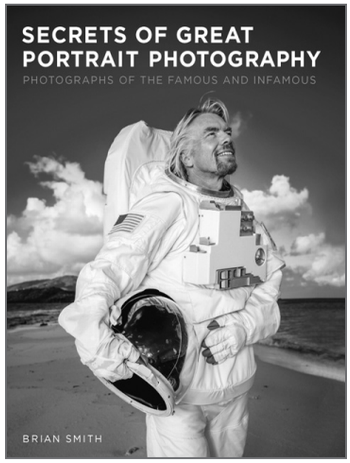
How to manage the most unmanageable aspect of any software project: software people!

- Brings together Rules of Thumb and Nuggets of Wisdom software managers would otherwise have to learn the hard way
- Reflects 70+ years of experience from two renowned software managers who've worked with many of Silicon Valley's top firms, including Apple and Pixar
- Will be especially valuable to new managers called on to lead, guide, and review programmers who were recently their peers

Pub Date: 09/2012
EAN: 9780321822031

Software Engineering
ISBN10: 0-321-82203-X
ISBN13: 978-0-321-82203-1
2013, 320 pp., Paper, 7" x 9-1/8"
$39.99y US

Addison Wesley



Voices That Matter
Computer Graphics/Multimedia
Digital Photography
ISBN10: 0-321-80414-7
ISBN13: 978-0-321-80414-3
2013, 264 pp., Paper, 8” x 10”
$49.99x US

Secrets of Great Portrait Photography

Photographs of the Famous and Infamous

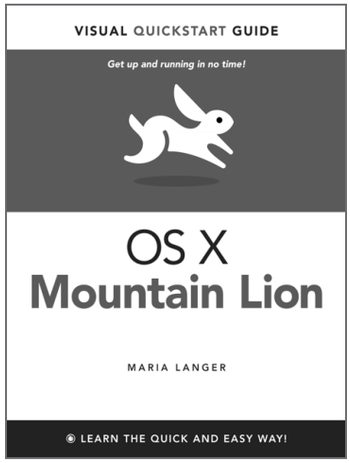
Brian Smith

Celebrity portrait photographer Brian Smith shares his best photos and hottest photography tips in this sexy, gorgeous book

- Pulitzer Prize-winning portrait photographer Brian Smith shares his best photographs and the stories behind them in this luscious new book
- Reveals how photographers can make any subject look and feel like a celebrity with expert tips on lighting, posing, styling, connecting with the subject, and more
- End-of-book-assignments show a way to get started on your own after reading the book

Pub Date: 09/2012
EAN: 9780321804143

New Riders



Visual QuickStart Guide
Operating Systems
Macintosh
ISBN10: 0-321-85788-7
ISBN13: 978-0-321-85788-0
2013, 648 pp., Paper, 7” x 9”
$29.99x US

OS X Mountain Lion

Visual QuickStart Guide

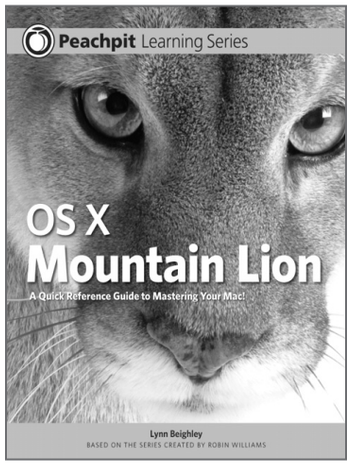
Maria Langer

Master the newest version of OS X quickly with the task-based OS X Mountain Lion: Visual QuickStart Guide

- An indispensable, hands-on guide to Apple s latest Mac OS, with, plenty of screenshots to clearly illustrate techniques.
- Projects placed throughout the book help readers apply what they re learning in real-world situations.
- Essential reference to everything new Mountain Lion.

Pub Date: 09/2012
EAN: 9780321857880

Peachpit Press



Peachpit Learning Series
Operating Systems
Macintosh
ISBN10: 0-321-85851-4
ISBN13: 978-0-321-85851-1
2013, 480 pp., Paper, 7-3/8” x 9-1/8”
$39.99x US

OS X Mountain Lion

Peachpit Learning Series

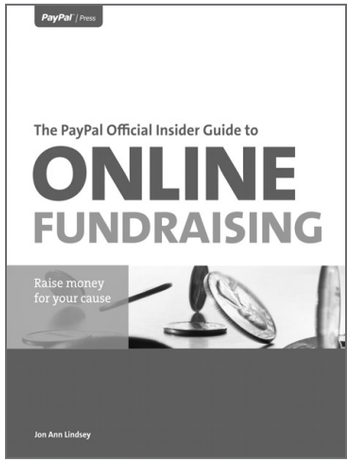
Lynn Beighley

Learn how to get the most out of OS X Mountain Lion with this bestselling guide for beginners based on the hit series by Robin Wiliams

- Fully updated, four-color, course-in-a-book gets readers up-to-speed on Mountain Lion’s new features including Messages, Reminders, Share Sheets, Gatekeeper, and more
- Based on the popular series created by one of the world s most renowned Mac experts and bestselling authors, Robin Williams
- Unprecedented coverage and value for both beginning and current OS X users

Pub Date: 09/2012
EAN: 9780321858511

Peachpit Press



PayPal Press
Marketing
ISBN10: 0-321-83308-2
ISBN13: 978-0-321-83308-2
2012, 216 pp., Paper, 7” x 9”
$29.99x US

The PayPal Official Insider Guide to Online Fundraising

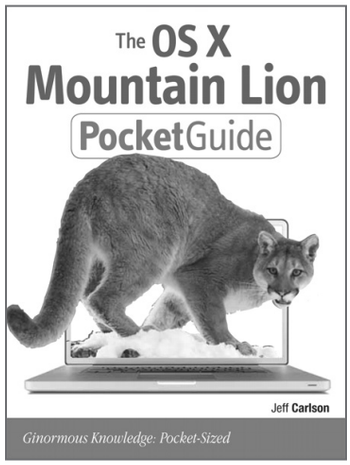
Jon Ann Lindsey

PayPal Press offers information about the many ways PayPal can be part of your convenient, secure, and successful fundraising process.

- Provides coherent, customized and doable plans for the set-up, monitoring and progress of a cost-effective non-profit organization
- Includes information on running your unique eBay Giving Works profile and collecting donations through PayPal
- Covers every essential concept and construct for successful on-profit organization development and expansion

Pub Date: 09/2012
EAN: 9780321833082

Peachpit Press



Pocket Guide
Operating Systems
Macintosh
ISBN10: 0-321-85713-5
ISBN13: 978-0-321-85713-2
2013, 264 pp., Paper, 5” x 7”
$14.99x US

The OS X Mountain Lion Pocket Guide

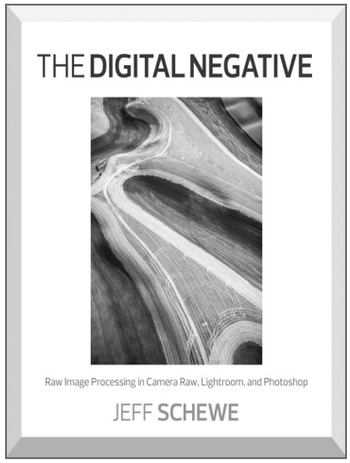
Jeff Carlson

This handy, low-priced book is loaded with quick and useful information for those who want to jump in and master OS X Mountain Lion

- Snappy writing and a clean, approachable design helps readers quickly master OS X Mountain Lion.
- Covers key new features of OS X Mountain Lion, including iCloud, iCloud, Notification Center, Game Center, and AirPlay Mirroring.
- Best-selling author Jeff Carlson brings his clear and friendly writing style and extensive OS X knowledge to this indispensable guide.

Pub Date: 09/2012
EAN: 9780321857132

Peachpit Press



Computer Graphics/Multimedia
Digital Photography
ISBN10: 0-321-83957-9
ISBN13: 978-0-321-83957-2
2013, 336 pp., Paper, 8" x 9-1/8"
$49.99x US

The Digital Negative

Raw Image Processing in Lightroom, Camera Raw, and Photoshop

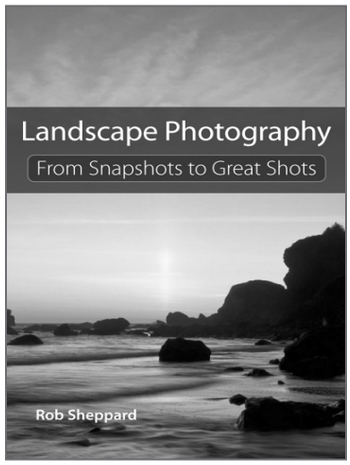
Jeff Schewe

A unique new book devoted exclusively to the topic of raw image processing!

- New, definitive guide to raw image processing with Camera Raw in Lightroom and Photoshop by renowned photographer and educator Jeff Schewe
- The only targeted book on integrated raw image processing
- Teaches readers how to control their digital camera's raw file format to produce the best quality images and craft an efficient raw workflow

Pub Date: 09/2012
EAN: 9780321839572

Peachpit Press



From Snapshots to Great Shots
Computer Graphics/Multimedia
Digital Photography
ISBN10: 0-321-84316-9
ISBN13: 978-0-321-84316-6
2013, DVD, 6" x 9"
$34.99x US

Landscape Photography

From Snapshots to Great Shots (DVD)

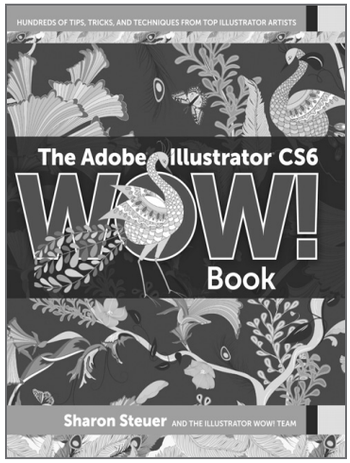
Rob Sheppard

Conquer the fundamentals of landscape photography with this new From Snapshots to Great Shots guide that focuses on the shot, not the gear.

- Focuses on all aspects of landscape shooting--composition, light, sky, perspective, space, and depth of field.
- Expert tips and techniques for capturing images for black and white conversion and HDR.
- From veteran photographer and former Outdoor Photographer magazine editor, Rod Sheppard.

Pub Date: 09/2012
EAN: 9780321843166

Peachpit Press



Wow!
Computer Graphics/Multimedia
Illustrator
ISBN10: 0-321-84176-X
ISBN13: 978-0-321-84176-6
2013, 336 pp., Paperback with DVD,
7-1/2" x 9-1/8"
$49.99x US

The Adobe Illustrator CS6 WOW! Book

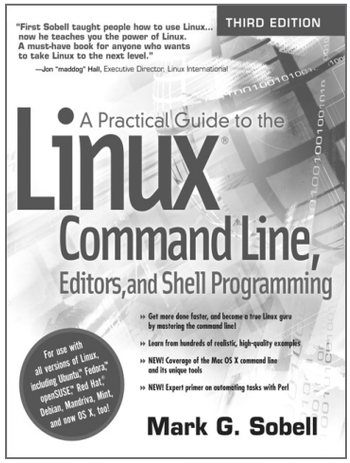
Sharon Steuer

For intermediate and professional users of Adobe Illustrator, this essential collection of tips, tricks, and techniques from top Illustrator artists is now updated for Illustrator CS6!

- Jaw-dropping full-color examples from many of the world s top Illustrator artists.
- Includes in-depth coverage of newer features of Adobe Illustrator so you can take advantage of powerful new tools.
- Downloadable online files includes numerous examples of final artwork featured in the book to deconstruct, as well as third-party software, demos, and more.

Pub Date: 09/2012
EAN: 9780321841766

Peachpit Press



Operating Systems
LINUX System Administration
ISBN10: 0-13-308504-X
ISBN13: 978-0-13-308504-4
2013, 1,200 pp., Paper, 7-3/8" x 9-1/8",
Previous Edition ISBN: 0-13-136736-6
$49.99x US

A Practical Guide to Linux Commands, Editors, and Shell Programming

Third Edition
Mark G. Sobell

The world's #1 Linux command line guide: now, fully updated with new MySQL and Python primers, and coverage of many powerful new utilities!

- The "gold standard" Linux command reference for users at all levels: packed with reliable information and well-constructed examples
- Now covers FUSE, nl, join, expand/unexpand, dstat, and iftp
- Contains extensive new MySQL and Python tutorials, plus up-to-date coverage of OS X utilities
- 100% "distribution-agnostic": for Ubuntu, Red Hat, Fedora, Debian, Mac OS X and more

Pub Date: 09/2012
EAN: 9780133085044

PRENTICE HALL

The Prentice Hall Service Technology Series from Thomas Erl
Internet/Web Technologies
Web Services: SOAP
ISBN10: 0-13-701251-9
ISBN13: 978-0-13-701251-0
2013, 624 pp., Cloth, 7" x 9-1/8"
$49.99y US

SOA with REST

Principles, Patterns Constraints for Building Enterprise Solutions with REST

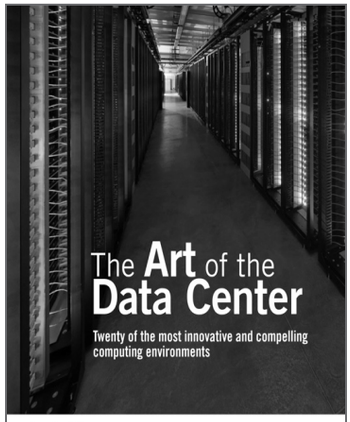
Thomas Erl / Benjamin Carlyle / Cesare Pautasso / Raj Balasubramanian

Breakthrough approach, breakthrough techniques: the first comprehensive tutorial and reference for deploying RESTful services to support SOA

- SOA and REST have been viewed as radically different paradigms: this is the first book to show how they can be combined to solve crucial problems and deliver greater business value
- Presents comprehensive case studies of the highly successful integration of contemporary REST frameworks and SOA platforms
- Covers both the theory and practice of RESTful services in the SOA context
- **Previously announced in 06/2011 Catalog**

Pub Date: 08/2012
EAN: 9780137012510
UPC: 076092045267

PRENTICE HALL



Networking/Communications
Network Architecture And Design
ISBN10: 1-58714-296-1
ISBN13: 978-1-58714-296-3
2013, 250 pp., Cloth, 8” x 9-1/8”
$69.99y US

The Art of the Data Center

A Look Inside the World’s Most Innovative and Compelling Computing Environments

Douglas Alger

An unprecedented behind-the-scenes look at eighteen of the world’s most sophisticated data centers: leading-edge designs from visionary companies!

- Rare insights into state-of-the-art data centers, featuring interviews with the pioneers who designed them
- Illuminates the unique planning and construction challenges each designer faced, and how these were overcome
- Includes data centers from Cisco, eBay, Facebook, IBM, Intel, Yahoo, and more!
- A perfect one-of-a-kind inspirational gift for IT pros!

Pub Date: 09/2012
EAN: 9781587142963

PRENTICE HALL

Cover Not Available

Electrical Engineering
Signal Processing
ISBN10: 0-13-303838-6
ISBN13: 978-0-13-303838-5
2013, 848 pp., Cloth, 7” x 9-1/8”
$125.00r US

Practical Applications in Digital Signal Processing

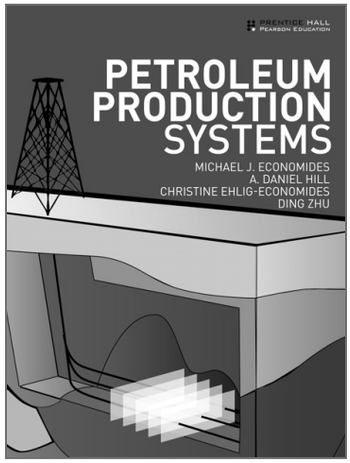
Richard Newbold

The only DSP book 100% focused on applications: step-by-step design and implementation of real devices and systems in hardware and software

- Addresses real-world design issues routinely encountered in the signal processing industry
- Offers step-by-step design techniques for common DSP functions not extensively documented elsewhere
- Illustrated with many detailed diagrams and fully-annotated figures
- Three detailed review chapters cover mathematical tools for effective signal processing design

Pub Date: 09/2012
EAN: 9780133038385

PRENTICE HALL



Petroleum Engineering
Production Systems
ISBN10: 0-13-703158-0
ISBN13: 978-0-13-703158-0
2013, 688 pp., Cloth, 7” x 9-1/8”, Previous Edition ISBN: 0-13-658683-X
$150.00k US

Petroleum Production Systems

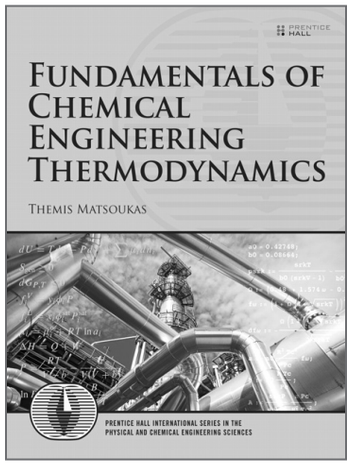
Second Edition
Michael J. Economides / A. Daniel Hill / Christine Ehlig-Economides / Ding Zhu

The definitive guide to petroleum production systems for 16 years: now fully updated with the industry’s most valuable new techniques!

- Supports massive worldwide growth in the demand for petroleum engineers (even the older edition has shown substantial sales growth lately)
- Contains extensive new coverage, including new techniques for hydraulic fracturing, sand and water management, and much more
- Includes all-new examples and problems based on Excel and PPS, plus hundreds of new drawings, many of them 3D

Pub Date: 09/2012
EAN: 9780137031580

PRENTICE HALL



Prentice Hall International Series in the Physical and Chemical Engineering Sciences
Chemical Engineering
Thermodynamics
ISBN10: 0-13-269306-2
ISBN13: 978-0-13-269306-6
2013, 672 pp., Cloth, 8” x 10”
$130.00k US

Fundamentals of Chemical Engineering Thermodynamics

With Applications to Chemical Processes

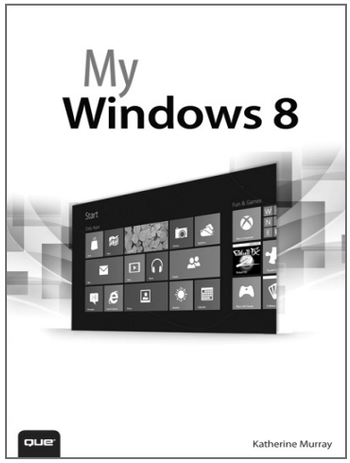
Themis Matsoukas

The clearest and most well-organized introduction to thermodynamics theory and calculations for all chemical engineering students.

- Designed from the ground up by an award-winning professor to make thermodynamics easier to teach and learn
- Solved problems range from basic demonstrations of the mechanics of thermodynamic calculations to problems offering significant engineering realism
- Covers the First and Second Laws, equation of state and phase diagram of pure component, calculation methodologies, and more

Pub Date: 09/2012
EAN: 9780132693066

PRENTICE HALL



My...
Microsoft Windows Technologies
ISBN10: 0-7897-4948-3
ISBN13: 978-0-7897-4948-2
2013, 386 pp., Paper, 6” x 9”, Previous Edition ISBN: 0-7897-4895-9
$24.99x US

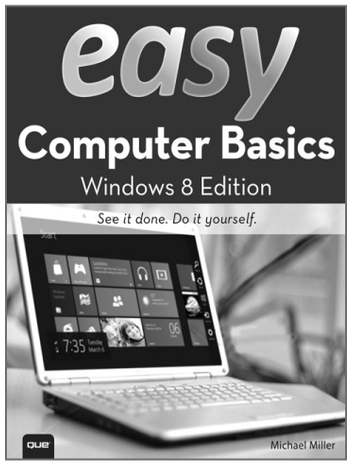
My Windows 8

Katherine Murray

My Windows 8 shows readers--in a clear, visual, and friendly way--how to use, personalize, and have fun with their Windows 8 PC.

- Full-color, step-by-step tasks teach readers how to do what they want, find what they need, run media like a breeze, connect with anyone, and make their whole computing experience smooth and seamless
- Packed with screen captures that show users exactly what to do
- Walks through connecting devices and networks, securely sharing content, and troubleshooting problems

Pub Date: 09/2012
EAN: 9780789749482
UPC: 029236749484



Easy
General Computing
Introduction to Computing
ISBN10: 0-7897-5005-8
ISBN13: 978-0-7897-5005-1
2013, 288 pp., Paper, 8” x 10”
$24.99x US

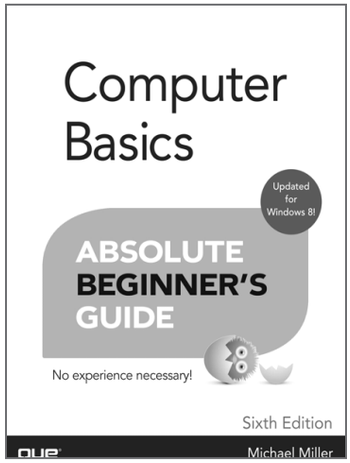
Easy Computer Basics, Windows 8 Edition

Michael Miller

The easy, friendly, visual, full-color beginner’s guide to running computers fully updated for Windows 8

- Shows beginners, near-beginners, and casual computer users how to make the most of Windows 8 computers and software: just look at the illustrations and follow the quick, simple instructions
- Covers Windows 8’s new Metro interface in depth, as well as increased coverage of social networking and cloud computing applications
- Includes more hardware coverage than previous editions.

Pub Date: 09/2012
EAN: 9780789750051
UPC: 029236750053



Absolute Beginner's Guide
Microsoft Windows Technology
Microsoft Windows 8
ISBN10: 0-7897-5001-5
ISBN13: 978-0-7897-5001-3
2012, 480 pp., Paper, 7" x 9-1/8", Previous Edition ISBN: 0-7897-4253-5
$24.99x US

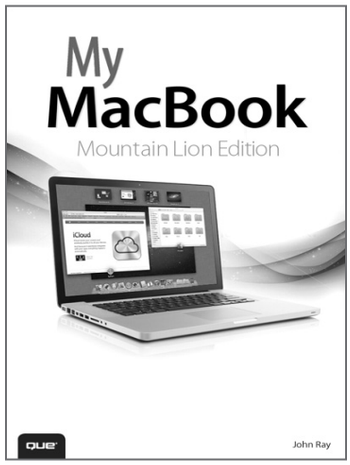
Computer Basics Absolute Beginner's Guide, Windows 8 Edition

Sixth Edition
Michael Miller

Everything casual users need to know to get the most out of their new Windows 8 PCs, software, and the Internet

- The best-selling beginner's guide, now completely updated for Windows 8 and today's most popular Internet tools including Facebook, craigslist, Twitter, and Wikipedia
- Easy step-by-step instructions cover setting up a new PC, getting online, working with digital media, using productivity tools, and much more
- By the world's #1 author of beginning technology books, Michael Miller

Pub Date: 09/2012
EAN: 9780789750013
UPC: 029236750015



My...
Operating Systems
Macintosh
ISBN10: 0-7897-4989-0
ISBN13: 978-0-7897-4989-5
2013, 400 pp., Paper, 6" x 9", Previous Edition ISBN: 0-7897-4832-0
$24.99x US

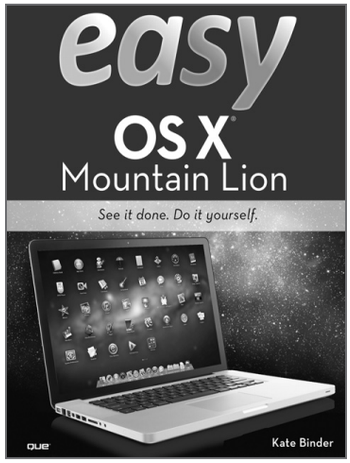
My MacBook (Mountain Lion Edition)

Third Edition
John Ray

The quick, friendly, full-color, task-based guide to making the most of the MacBook with OS X Mountain Lion

- Organized, formatted, and sized for easy, quick, on-the-go reference
- Covers everything MacBook users need to know and do: apps, Internet, entertainment, troubleshooting, security, upgrades, and much more
- Perfect for any MacBook user especially those new or almost new to the Mac platform
- Completely updated for the new Mac OS X Mountain Lion

Pub Date: 08/2012
EAN: 9780789749895
UPC: 029236749897



Easy
Operating Systems
Macintosh
ISBN10: 0-7897-4986-6
ISBN13: 978-0-7897-4986-4
2013, 312 pp., Paper, 8” x 10”, Previous Edition ISBN: 0-7897-4815-0
$24.99x US

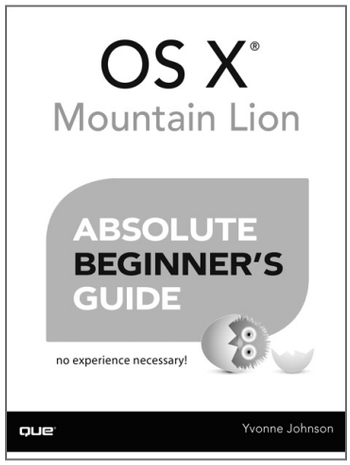
Easy OS X Mountain Lion

Kate Binder

The easiest, friendliest, most visual guide to Apple’s newest, most powerful version of Mac OS X: Mountain Lion

- Reaches a huge and growing market of beginner Mac users, PC switchers to Mac, and those upgrading from earlier versions of Mac OS X
- The perfect step-by-step, full-color visual complement to Mac OS X’s graphical, intuitive interface
- Thoroughly updated to reflect the newest features and capabilities

Pub Date: 09/2012
EAN: 9780789749864
UPC: 029236749866



Absolute Beginner’s Guide
Operating Systems
Macintosh
ISBN10: 0-7897-5014-7
ISBN13: 978-0-7897-5014-3
2013, 416 pp., Paper, 7” x 9-1/8”
$24.99x US

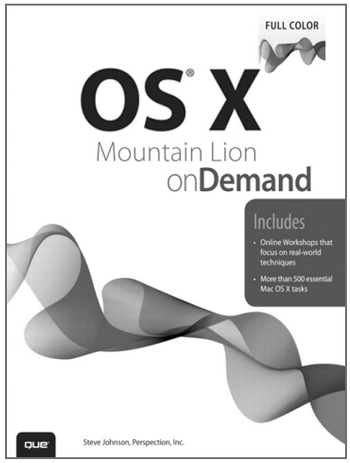
OS X Mountain Lion Absolute Beginner’s Guide

Yvonne Johnson

An easy to follow reference, written using context and terms that make sense to even a complete Mac OS X novice

- Mountain Lion clearly explained, using simple terms and complete explanations so that readers can quickly increase their understanding of this operating system
- Written by an experienced trainer and author, with great attention to the needs of the absolute beginner
- Mountain Lion includes iOS-like features never before available to Mac, which means that many people will need help

Pub Date: 08/2012
EAN: 9780789750143
UPC: 029236750145



On Demand
Operating Systems
Macintosh
ISBN10: 0-7897-4990-4
ISBN13: 978-0-7897-4990-1
2013, 600 pp., Paper, 7-1/2" x 9-1/8",
Previous Edition ISBN: 0-7897-4819-3
$34.99x US

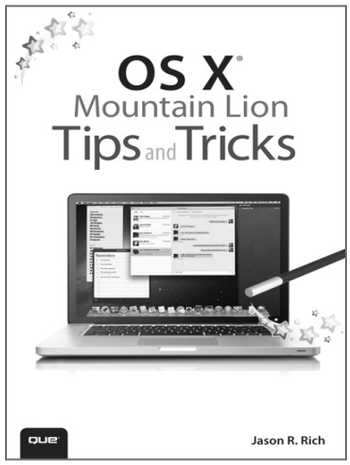
OS X Mountain Lion on Demand

Steve Johnson

Spend less time reading and more time learning. Master Mac OS X Mountain Lion from start to finish fast!

- Combines concise quick-reference material and comprehensive step-by-step training for 600+ essential Mac OS X tasks
- Just the information needed to get the job done fast, in an easy-to-use color format
- Includes bonus online training through queondemand.com
- Covers everything from getting started to making the most of MobileMe, Spotlight, Time Machine, iTunes, and more

Pub Date: 08/2012
EAN: 9780789749901
UPC: 029236749903



Tips and Tricks
Operating Systems
Macintosh
ISBN10: 0-7897-4991-2
ISBN13: 978-0-7897-4991-8
2013, 416 pp., Paper, 6" x 9"
$24.99x US

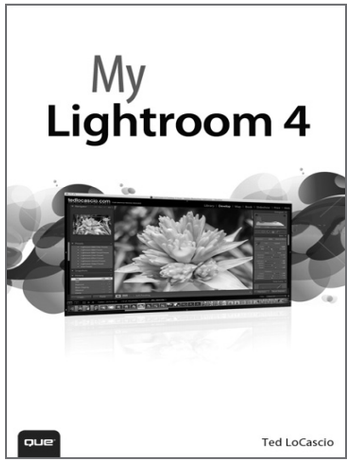
OS X Mountain Lion Tips and Tricks

Jason R. Rich

Discover the amazing new power and time saving shortcuts built into Apple's new Mac OS X Mountain Lion: get more out of your Mac than ever!

- Focuses on what's new in Mac OS X Mountain Lion, and goes way beyond the basics!
- All-new tips and tricks for every Mac, iMac, MacBook, and MacBook Air user upgrading to Mountain Lion, buying a new Mac already running it, or switching from Windows
- Packed with full-color screen shots and step-by-step directions by one of the world's top authors of easy-to-read tech books

Pub Date: 09/2012
EAN: 9780789749918
UPC: 029236749910



My Lightroom 4

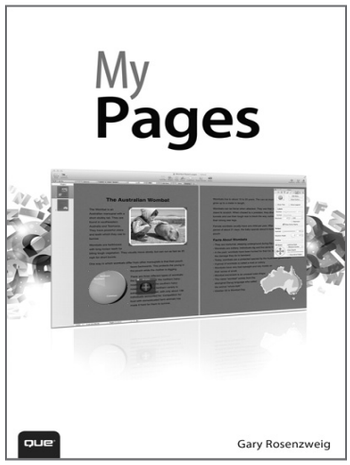
Ted LoCascio

The friendly, full-color, task-based guide to Adobe Lightroom 4: for photographers at all levels of experience who are new to Lightroom

- The first easy, visual guide to Lightroom 4: eliminates the unnecessary complexity found in many previous Lightroom books
- Organized for quick reference and fast results: short, task-oriented lessons, full-color graphics, and carefully labeled steps
- Thoroughly covers importing, organizing, tagging, editing, enhancing, and outputting photos: everything Lightroom users need to know

Pub Date: 09/2012
EAN: 9780789749970
UPC: 029236749972

My...
Computer Graphics/Multimedia
Adobe Creative Suite
ISBN10: 0-7897-4997-1
ISBN13: 978-0-7897-4997-0
2013, 384 pp., Paper, 6” x 9”
$29.99x US



My Pages

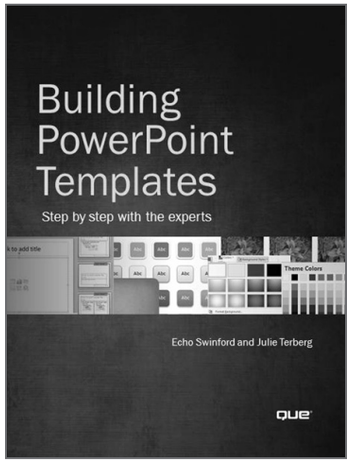
Gary Rosenzweig

The full-color guide to creating, editing, formatting, and sharing documents with Pages for Mac OS X: perfect for millions of Mac users!

- Designed for easy, quick reference: step-by-step tasks with numbered full-color screenshots that show exactly what to do
- Covers editing, formatting, images, tables, charts, media, styles, templates, merges, reviews, printing, export, and more
- The only book to cover the Mac App Store’s #2 paid app! By best-selling Apple tech author Gary Rosenzweig (My iPad)

Pub Date: 09/2012
EAN: 9780789750075
UPC: 029236750077

My...
Business and Productivity Application
Macintosh Productivity Application
ISBN10: 0-7897-5007-4
ISBN13: 978-0-7897-5007-5
2013, 384 pp., Paper, 6” x 9”
$24.99x US



Business and Productivity Application
PowerPoint
ISBN10: 0-7897-4955-6
ISBN13: 978-0-7897-4955-0
2013, 336 pp., Paper, 7” x 9-1/8”
$39.99x US

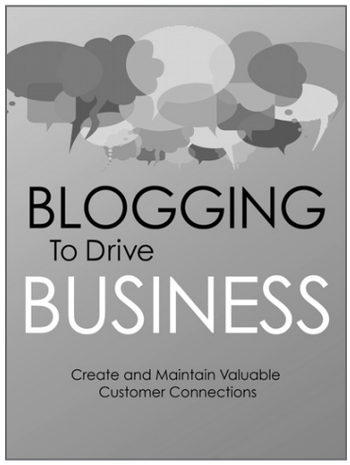
Building PowerPoint Templates Step by Step with the Experts

Echo Swinford / Julie Terberg

The definitive how-to guide for millions of business and graphics pros who rely on Microsoft PowerPoint 2010/2007 templates and themes!

- With PowerPoint 2007 and 2010, Microsoft broke everyone’s templates: this book helps users develop outstanding new templates and themes, so they can deliver great presentations
- Walks readers step-by-step through building great templates, with invaluable planning advice and easy instructions
- By the experts Microsoft hired to build new PowerPoint themes and templates for Office Online!

Pub Date: 09/2012
EAN: 9780789749550
UPC: 029236749552



Que Biz-Tech
Marketing
Online Marketing
ISBN10: 0-7897-4994-7
ISBN13: 978-0-7897-4994-9
2013, 320 pp., Paper, 6” x 9”, Previous Edition ISBN: 0-7897-4256-X
$24.99x US

Blogging to Drive Business

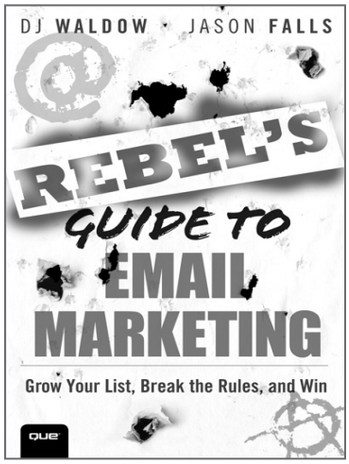
Create and Maintain Valuable Customer Connections

Second Edition
Eric Butow / Rebecca Bollwitt

The no-nonsense, how-to guide to creating blogs that build business and drive profits with coverage of the newest Web 3.0 technologies!

- Specific do’s and don’ts for creating thriving business blogs that meet financial and strategic goals
- Best-of-breed case studies include Adidas, Wal-Mart, Google, and HP
- Business-driven coverage of new Web 3.0 tools, including widgets, mashups, personal agents, and the semantic Web
- By the creators of top business blogs including TrainHarder.com and NoBoundaries.org

Pub Date: 09/2012
EAN: 9780789749949
UPC: 029236749941



Que Biz-Tech
Marketing
Customer Service/Customer Relationship
ISBN10: 0-7897-4969-6
ISBN13: 978-0-7897-4969-7
2013, 325 pp., Paper, 6" x 9"
$24.99x US

The Rebel's Guide to Email Marketing

Grow Your List, Break the Rules, and Win

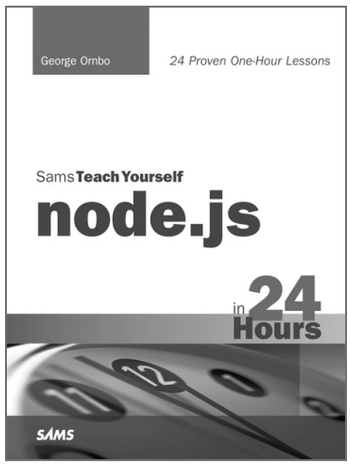
Jason Falls / DJ Waldow

A no-nonsense, take-no-prisoners plan for driving breakthrough results from email marketing!

- Discover which email marketing "rules" are obsolete and when to break the rest of them
- Optimize every component of an email message and campaign for your unique products and customers
- Use social media and email marketing to supercharge each others' performance
- Packed with new tips and case studies from top social/email marketing innovators DJ Waldow and Jason Falls

Pub Date: 08/2012
EAN: 9780789749697
UPC: 029236749699

que®



Sams Teach Yourself Node.js in 24 hours

George Ornbo

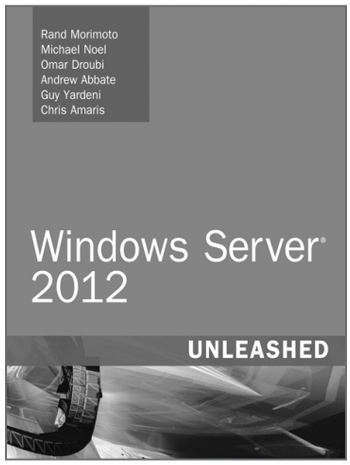
The easy, hands-on node.js tutorial: learn how to use node.js and JavaScript to create state-of-the-art server-side web applications fast!

- Learn node.js from the ground up: from installation, setup, and basic techniques through advanced message queueing, middleware, and CoffeeScripting
- Covers testing, debugging, and deployment
- Complete case study applications range from simple chat to real-time websockets apps
- Packed with examples, quizzes, exercises, tips, “Watch Out” alerts, and other learning tools

Pub Date: 09/2012
EAN: 9780672335952
UPC: 752063335956

Sams Teach Youself
Internet/Web Technologies
JavaScript
ISBN10: 0-672-33595-6
ISBN13: 978-0-672-33595-2
2013, 400 pp., Paper, 7” x 9”
$39.99x US

SAMS



Windows Server 2012 Unleashed

Rand Morimoto / Michael Noel / Omar Droubi / Andrew Abbate / Guy Yardeni / Chris Amaris

Comprehensive, practical reference to the new version of Microsoft’s flagship server operating system

- Provides insight into the new virtualization tools, cloud platforms, Web resources, management enhancements, and Windows 8 integration
- Authors have been on the early adopter program for Windows 2012 for the past 2 years, more than 18-months before the public has even “seen” Windows Server 2012
- Loaded with practical, independent advice that will save IT Pros time, effort, and money

Pub Date: 09/2012
EAN: 9780672336225
UPC: 752063336229

Unleashed
Microsoft Windows Technologies
Windows Server 2008
ISBN10: 0-672-33622-7
ISBN13: 978-0-672-33622-5
2013, 1,400 pp., Paper, 7” x 9-1/8”
$59.99x US

SAMS

General Computing
Introduction to Computing
ISBN10: 0-13-302861-5
ISBN13: 978-0-13-302861-4
Prev. ISBN 0-13-506497-X
2013, 704 pp., SpiralBound, 8-1/2" x 10-7/8"
$64.60k

Computer Literacy for IC3 Unit 2: Using Productivity Software 2/E

Preston, John(Eastern Michigan University);Preston, Sally;Ferrett, Robert(Eastern Michigan University)(Information Technology)

KEY BENEFIT: Written to provide all students with an opportunity to learn and demonstrate computer and Internet literacy. *Computer Literary for IC3* was written to align with a certification called "Internet and Computing Core Certification (IC3)". This certification is for users who want to demonstrate critical computer and Internet skills valued in today's academic and professional environments. The *Computer Literacy for IC3* text is written to meet the certification standards and provide students with a broad understanding of the key components of computer literacy in order to prepare for the exam. **MARKET:** Computer Literacy for IC3 prepares students from the IC3 certification, which ensures that students and professionals have all the core skills needed to work in today's technological environment.

Microsoft Windows Technologies
ISBN10: 0-13-302765-1
ISBN13: 978-0-13-302765-5
2013, 100 pp., Paper, 8-1/2" x 10-7/8"
$32.00k

GO! with Windows 8 Getting Started

Gaskin, Shelley(Pasadena City College);Ferrett, Robert(Eastern Michigan University)(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 Technologies
ISBN10: 0-13-304177-8
ISBN13: 978-0-13-304177-4
2013, 48 pp., Paper, 10" x 8-1/2"
$31.00k

Skills for Success with Windows 8 Getting Started

Author, Supplement;Townsend, Kris(Spokane Falls Community College)(Information Technology)

KEY BENEFIT: *Skills for Success* is written with today's students in mind. **KEY TOPICS:** The book provides step-by-step guidance in an easy-to-use format. Each skill is presented on a two-page spread with clearly numbered steps and clear instruction. Key skills required to get started with Microsoft Office are covered, giving readers a complete introduction to the core tools. **MARKET:** Ideal for readers and students that need to get started with Windows 8.

Electrical Engineering
Electrical Computer Engineering: General
ISBN10: 0-13-267145-X
ISBN13: 978-0-13-267145-3
Prev. ISBN 0-13-090126-1
2013, 936 pp., Cloth, 7” x 9-1/8”
$192.00k

Adaptive Filter Theory 5/E

Haykin, Simon O.(McMaster University, Ontario Canada)(Engineering and Computer Science)

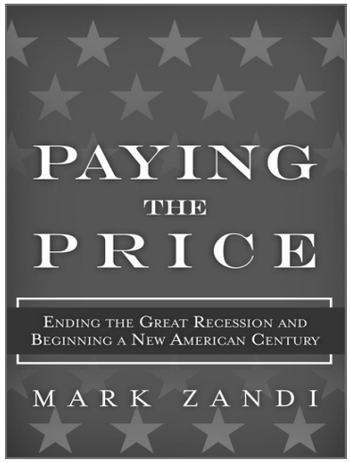
KEY BENEFIT: *Adaptive Filter Theory* looks at both the mathematical theory behind various linear adaptive filters with finite-duration impulse response (FIR) and the elements of supervised neural networks. Up-to-date and in-depth treatment of adaptive filters develops concepts in a unified and accessible manner. **KEY TOPICS:** This highly successful book provides comprehensive coverage of adaptive filters in a highly readable and understandable fashion. Includes an extensive use of illustrative examples; and MATLAB experiments, which illustrate the practical realities and intricacies of adaptive filters, the codes for which can be downloaded from the Web. Covers a wide range of topics including Stochastic Processes, Wiener Filters, and Kalman Filters. **MARKET:** For those interested in learning about adaptive filters and the theories behind them.

Engineering Computing
Engineering Computing: General
ISBN10: 0-13-308363-2
ISBN13: 978-0-13-308363-7
Prev. ISBN 0-13-608165-7
2013, 350 pp., Cloth, 8” x 10”
$62.00k

Introduction to Excel 5/E

Kuncicky, David;Larsen, Ronald W(Engineering and Computer Science)

KEY BENEFIT: A highly visual, step-by-step approach to solving engineering problems with Excel. Ron Larsen, in his hallmark approach, provides screen images for each and every each step allowing readers to easily follow along as they try to perform each task. **KEY TOPICS:** Microsoft Excel Basics; Entering and Formatting Data; Formulas and Functions; Working with Charts; Performing Data Analysis; Database Management within Excel; Collaborating with Other Engineers; Excel and the World Wide Web. **MARKET:** For engineers interested in using Excel to solve engineering problems.



Economics
General Economics
ISBN10: 0-13-704798-3
ISBN13: 978-0-13-704798-7
2013, 272 pp., Cloth, 6" x 9"
$29.99t US

Paying the Price

Ending the Great Recession and Beginning a New American Century

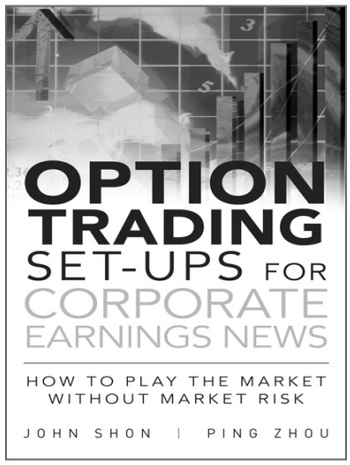
Mark Zandi

Now is the time for economic optimism in the US. The author explains how we got here and looks forward to a much brighter future.

- Why U.S. companies are poised to be as successful and competitive as they have been in 50 years.
- Why measures taken in the last few years, including the bailouts and the stimulus, have worked to stabilize the financial system and strengthen the economy.
- While much remains to be done, our economic future has arguably never been brighter.

Pub Date: 09/2012
EAN: 9780137047987
UPC: 076092046127

FT Press
FINANCIAL TIMES



Finance
Investments
ISBN10: 0-13-294739-0
ISBN13: 978-0-13-294739-8
2013, 224 pp., Cloth, 5-3/8" x 8-1/4"
$49.99y US

Option Trading Set-Ups for Corporate Earnings News

How to Play the Market without Market Risk

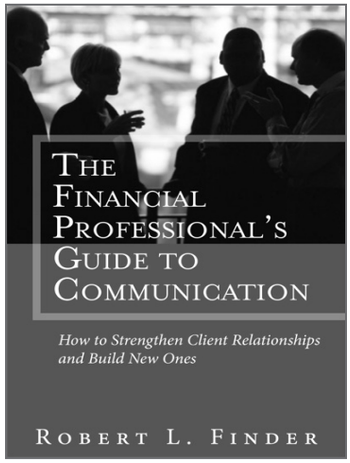
John Shon / Ping Zhou

Unprecedented empirical analysis of thousands of stocks, millions of associated option price data points and earnings announcement returns.

- Prescriptive techniques for profiting from corporate earnings news in up and down markets derived from detailed empirical examination of tens of millions of price observations
- Shows how to consistently predict the magnitude of stock price moves more accurately
- Offers trading guidance reflecting facets of options that haven't been examined in the context of earnings reports before

Pub Date: 09/2012
EAN: 9780132947398

FT Press
FINANCIAL TIMES



The Financial Professionals Guide to Communication

How to Strengthen Client Relationships and Build New Ones

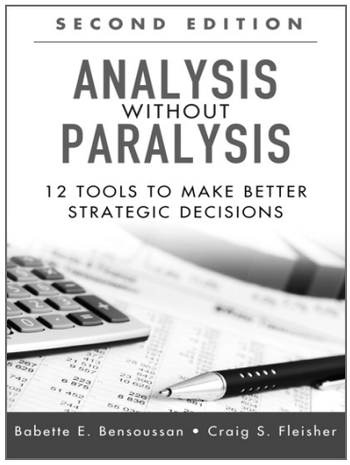
Robert L. Finder

An indispensable guide for financial managers to communicating powerfully and successfully with today's deeply skeptical clients.

- Shows financial pros how to leverage the power of listening, imagination, and creativity
- Get past standard scripts full of caveats and disclaimers: deliver the right message with precision, clarity, and impact
- Put clients' needs and interests up front, and bring your unique voice to your solutions without talking too much and monopolizing the conversation

Pub Date: 08/2012
EAN: 9780133017908

Applied Corporate Finance
Finance
Corporate Finance
ISBN10: 0-13-301790-7
ISBN13: 978-0-13-301790-8
2013, 300 pp., Cloth, 6" x 9"
$49.99y US



Analysis without Paralysis

12 Tools to Make Better Strategic Decisions

Second Edition
Craig Fleisher / Babette Bensoussan

Twelve powerful analytical tools to evaluate business data, assess operations and performance, and take the organization to the next level.

- Thorough coverage of 12 powerful tools for evaluating and interpreting business data
- Makes the important yet complicated area of analytics accessible to any one
- The Second Edition features three new analytical tools
- Analyze your company's own business readiness and competitive fitness

Pub Date: 09/2012
EAN: 9780133101027
UPC: 076092049036

Management
Operations Management
ISBN10: 0-13-310102-9
ISBN13: 978-0-13-310102-7
2013, 240 pp., Cloth, 6" x 9", Previous Edition ISBN: 0-13-236180-9
$29.99y US

Cover Not Available

General Nonfiction
Self Help
ISBN10: 0-13-309256-9
ISBN13: 978-0-13-309256-1
2013, 225 pp., Paper, 6" x 9", Previous Edition ISBN: 0-13-173859-3
$24.99t US

30 Days to Better Thinking and Better Living with Critical Thinking

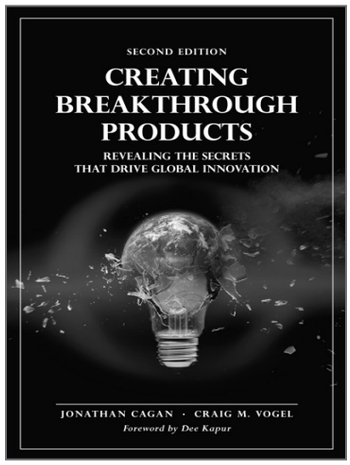
A Guide for Improving Every Aspect of Your Life, Revised and Expanded

Linda Elder / Richard Paul

Think better, live better: master powerful critical thinking skills for making smarter decisions throughout your life!

- 30 days of critical thinking "daily workouts" for uncovering lies, gaining personal insight, and becoming a smarter, more effective decision-maker
- Completely redesigned, easier to use, and expanded with 5 new days of workouts: even more powerful techniques for improving your life!
- New illustrations and diagrams help readers link critical thinking to their personal and business lives

Pub Date: 09/2012
EAN: 9780133092561



Marketing
New Product Development
ISBN10: 0-13-301142-9
ISBN13: 978-0-13-301142-5
2013, 350 pp., Cloth, 7" x 9-1/4", Previous Edition ISBN: 0-13-969694-6
$39.99y US

Creating Breakthrough Products

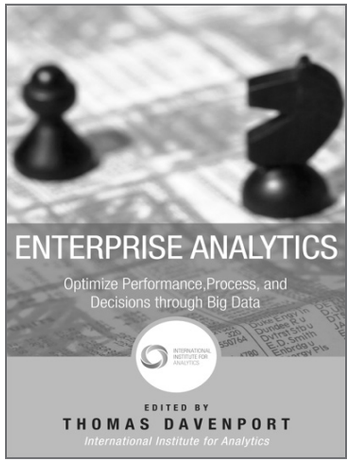
Revealing the Secrets that Drive Global Innovation

Second Edition
Jonathan Cagan / Craig M. Vogel

Exciting new product examples, methods, and insights focused on both physical products and services in consumer and B to B environments.

- Revision of popular book on product design that has provided a roadmap to uncover new opportunities in the marketplace, and provided the tools needed to develop an understanding of what customers value.
- New chapters on service design and open innovation, plus content updates throughout
- More visual and accessible, to reach even larger consumer, industry and academic audiences

Pub Date: 09/2012
EAN: 9780133011425
UPC: 076092048855



Management
Operations Management
ISBN10: 0-13-303943-9
ISBN13: 978-0-13-303943-6
2013, 304 pp., Cloth, 6” x 9”
$44.99y US; $46.99 CAN

Enterprise Analytics

Optimize Performance, Process and Decisions through Big Data

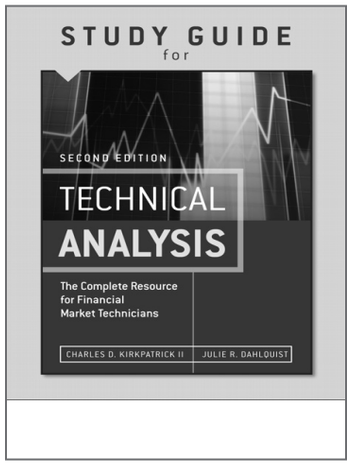
International Institute for An / Thomas H. Davenport

The definitive guide to analytics strategy, planning, and implementation from pioneer Tom Davenport and his leading research firm, the IIA.

- The first book co-published with the International Institute for Analytics, the world’s premier analytics research organization: features the expertise of IIA’s top practitioners and researchers
- Proven strategies, guidelines, and best practices for implementing enterprise data analytics
- Cutting-edge examples from finance, healthcare, technology, retail, manufacturing, and beyond

Pub Date: 09/2012
EAN: 9780133039436

FT Press
FINANCIAL TIMES



Finance
Investments
ISBN10: 0-13-309260-7
ISBN13: 978-0-13-309260-8
2013, 224 pp., Paper, 7” x 9-1/8”
$39.99y US

Study Guide for the Second Edition of Technical Analysis

The Complete Resource for Financial Market Technicians

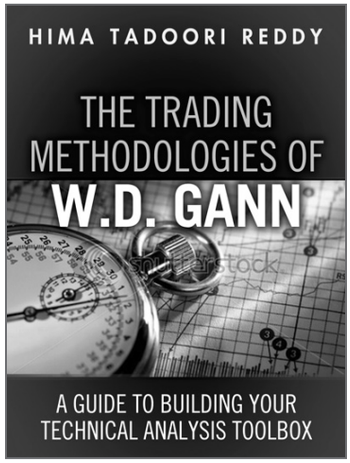
Julie R. Dahlquist / Charles D. Kirkpatrick, II

For every trader (stock market, option, commodity, etc.) a new guide on technical analysis to accompany one of the most popular and authoritative texts on the subject.

- Provides solutions to all problems in the text as well as learning objectives, additional questions and activities
- Provides a review of all key terms and concepts in the main text
- For any trader (stock, options, commodities, etc) who wants to master technical analysis, including CMT candidates and thousands of financial pros pursuing SEC Section 86 credentials

Pub Date: 09/2012
EAN: 9780133092608

FT Press
FINANCIAL TIMES



The Trading Methodologies of W.D. Gann

A Guide to Building Your Technical Analysis Toolbox

Hima Tadoori

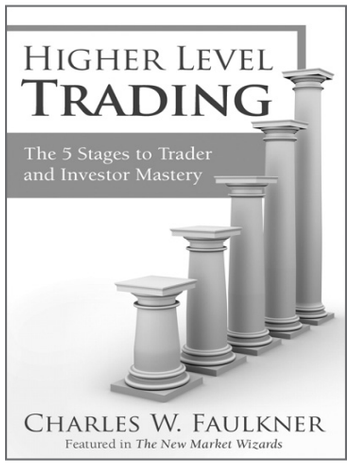
Illuminates Gann's hard-to-understand trading methods with clear, bite-size explanations and highly-intuitive charts and illustrations.

- A short introduction to a lengthy and complex arena of topics that provides a sound starting point for learning more about Gann's trading methodologies
- Provides a solid foundation for further study and application of Gann's methodologies
- By an expert day trader, professional technical analyst, and Certified Market Technician (CMT) who applies Gann's work to real trades every day

Pub Date: 09/2012
EAN: 9780132734387

Finance
Investments
ISBN10: 0-13-273438-9
ISBN13: 978-0-13-273438-7
2013, 224 pp., Cloth, 6" x 9"
$35.99t US

FT Press
FINANCIAL TIMES



Higher Level Trading

The 5 Stages to Trader and Investor Mastery

Charles W. Faulkner

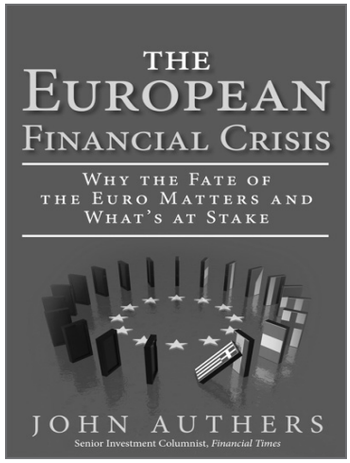
Why do some traders consistently outperform the market? Learn the path to a higher level of skill and knowledge to become a market master.

- Learn the five levels of understanding a trader must move through to get to the top level.
- Master crucial skills for integrating and organizing market experience
- By Charles Faulkner, a pioneer in applying psychological research and behaviorial modeling to trading skills and achievment

Pub Date: 10/2012
EAN: 9780132947800

Finance
Investments
ISBN10: 0-13-294780-3
ISBN13: 978-0-13-294780-0
2013, 300 pp., Cloth, 6" x 9"
$49.99t US

FT Press
FINANCIAL TIMES



Economics
General Economics
ISBN10: 0-13-313371-0
ISBN13: 978-0-13-313371-4
2013, 100 pp., Paper, 6 X 9
$16.99t US

The European Financial Crisis

Why the Fate of the Euro Matters and What's at Stake

John Authers

Europe, the collapsing Euro, and beyond: The next global financial crisis, what it will mean, and how to survive it.

- A clear, concise explanation of forces buffeting the global and US economy: what every investor, citizen, and policymaker must know
- Why a recovery remains far away, and how to navigate today's global markets
- By one of the foremost financial writers in the world, John Authers, of the Financial Times, senior columnist and former head of the flagship investment column, the Lex.

Pub Date: 11/2012
EAN: 9780133133714
UPC: 076092049296

FT Press
FINANCIAL TIMES

Humanities
English Composition
ISBN10: 0-321-85343-1
ISBN13: 978-0-321-85343-1
Prev. ISBN 0-205-76287-5
2013, 256 pp., Paper, 5-1/2" x 8-1/2"
$33.33k

Essential Guide: Research Writing 6/E

Lester, (Late), James D.;Lester, Jr., Jim D.(English, Math, Student Success)

The Essential Guide: Writing Research Papers Across the Disciplines, based on Lester's best-selling Writing Research Papers, is the ultimate brief research reference. Pocket-sized and inexpensive, this research guide is priced to work as a supplement in any research-oriented course. Designed to be a guide for writing research papers both in first-year composition courses and in upper-level courses in all disciplines, the text features advice on the judicious handling of research materials as well as extensive coverage of electronic research. It remains rooted in the fundamentals of thorough library research but encourages and equips students to use the Internet as well as field research where appropriate. Numerous student samples and excerpts model different types of research papers from across the disciplines. Comprehensive coverage of the four most common documentation systems, reflecting the most current guidelines from both MLA and APA, increases the text's usability beyond the composition classroom.

Humanities
English Composition
ISBN10: 0-321-85280-X
ISBN13: 978-0-321-85280-9
Prev. ISBN 0-205-56206-X
2011, PaperPackage,
$83.47k

Strategies for Business and Technical Writing with NEW MyTechCommLab Access Card 7/E

Harty, Kevin J.(La Salle University)(English, Math, Student Success)

This unique anthology was created with a simple principle in mind: to offer the best advice from the best sources about the most important issues business and technical writers face every day. Strategies for Business and Technical Writing teaches effective writing for the world of work. Reading selections from seasoned professionals in business, technical, and academic fields provide examples, models, and sound advice for writers at any level. Covering such topics as audience analysis, language use and misuse, writing and revision processes, and the influence of technology on communication in the working world, this book will appeal to both practical-minded students and professionals already working in business, technology, and industry. **032185280X / 9780321852809 Strategies for Business and Technical Writing with NEW MyTechCommLab Access Card Package consists of 0205741916 / 9780205741915 Strategies for Business and Technical Writing 0205891993 / 9780205891993 NEW MyTechCommLab -Access Card**

Humanities
English Composition
ISBN10: 0-321-85108-0
ISBN13: 978-0-321-85108-6
Prev. ISBN 0-205-55957-3
2012, 784 pp., PaperPackage, 7-3/8 X 9-1/8
$121.47k

Technical Communication with NEW MyTechCommLab Pearson eText Access Card 12/E

Lannon, John M.(University of Massachusetts at Dartmouth);Gurak, Laura J.(University of Minnesota)(English, Math, Student Success)

KEY BENEFIT: This bestselling book has been newly designed and streamlined and places special emphasis on up-to-the-minute coverage of ethics, global communication, and technology. **KEY TOPICS:** The topics move from basic foundational concepts, to chapters on research, visuals, style, document design, usability, and finally to specific documents (basic workplace correspondence to more complex documents, technologies, and oral presentations). The appendix includes thorough coverage of MLA, APA, and CSE (Council of Science Editors) documentation styles, and a handbook of grammar, mechanics, and usage. In addition, graphic illustrations appear throughout the book to make abstract concepts easy to understand. **MARKET:** For people that are curious about the field of technical writing, that want to improve their technical writing skills, or have experience and want to explore up-to-the-minute changes in the field. **0321851080 / 9780321851086 Technical Communication with NEW MyTechCommLab Pearson eText Access Card Package consists of 0205779646 / 9780205779642 Technical Communication 0205890407 / 9780205890408 NEW MyTechCommLab with Pearson eText -Access Card**

Humanities
English Composition
ISBN10: 0-321-85752-6
ISBN13: 978-0-321-85752-1
Prev. ISBN 0-205-77784-8
2013, 288 pp., Paper,
$33.33k

Writer's FAQs, The 5/E

Harris, Professor Emerita, Muriel G.(Purdue University);Kunka, Jennifer(English, Math, Student Success)

The easiest pocket handbook to use. *The Writer's FAQs* is a clear and ultra-portable reference for style, grammar, punctuation, mechanics, research and documentation that enables writers quickly to find the material they need with only minimal knowledge of terminology. The contents are presented both conventionally, and by lists of frequently asked questions about writing concerns as students are inclined to phrase them. Especially noteworthy are a generous section for multilingual writers, and "source maps" to demystify documentation visually.

Humanities
English Composition
ISBN10: 0-321-87263-0
ISBN13: 978-0-321-87263-0
Prev. ISBN 0-205-70680-0
2013, 672 pp., Paper, 5-1/2" x 8-1/2"
$44.40k

One Hundred Great Essays (Penguin Academic Series) 5/E

DiYanni, Robert(English, Math, Student Success)

One Hundred 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
English Composition
ISBN10: 0-321-82979-4
ISBN13: 978-0-321-82979-5
Prev. ISBN 0-205-60340-8
2011, 544 pp., PaperPackage,
$96.67k

Technical Writing: Principles, Strategies, and Readings with NEW MyTechCommLab with Pearson eText Access Card 8/E

Reep, Diana(English, Math, Student Success)

KEY BENEFIT: Offers a flexible combination of instructional chapters and readings that reflect technical writing today. **KEY TOPICS:** The readings from professional journals and Web sites offer insight and advice on specific communication topics, including writing for the Web. Model documents in every chapter illustrate a comprehensive array of technical documents and Web pages, and many show successive drafts so readers can analyze changes made during the writing process. An extensive section on career correspondence includes guidelines for traditional, scanned, email and Web-based resumes, so readers learn about the principles of contemporary business writing. Guidelines for Web writing and design include citation of Internet sources and present Web pages as models for discussion and exercises. **MARKET:** For people preparing for careers in science, business, engineering, social services and technical fields. **0321829794 / 9780321829795 Technical Writing: Principles, Strategies, and Readings with NEW MyTechCommLab with Pearson eText Access Card Package consists of 0205721508 / 9780205721504 Technical Writing: Principles, Strategies, and Readings 0205890407 / 9780205890408 NEW MyTechCommLab with Pearson eText -Access Card**

Humanities
English Composition
ISBN10: 0-321-84619-2
ISBN13: 978-0-321-84619-8
Prev. ISBN 0-205-65634-X
2011, 592 pp., Paper,
$86.47k

Prentice Hall Reference Guide with NEW MyCompLab Student Access Code Card 8/E

Harris, Professor Emerita, Muriel G.(Purdue University);Kunka, Jennifer(English, Math, Student Success)

Thirty years of experience at the Purdue University writing center told Muriel Harris that few students could effectively use their handbook. A truly useful textbook, she felt, would have ways to help students find the information they were seeking without having to know the terminology, would be clear and easy to understand for all students, and would be written in a student-friendly language and tone to avoid the intimidating formal instructional tone of some handbooks. These principles became the foundation of Harris's *Prentice Hall Reference Guide.* **KEY BENEFIT:** Will answer any questions a writer has about grammar, the writing process, or research. **KEY TOPICS:** The writing process, critical thinking, argumentative writing, style, grammar, mechanics, usage, the research process, how to document sources. **MARKET:** Anyone who wants a reliable writing reference book.

Humanities
English Composition
ISBN10: 0-321-85176-5
ISBN13: 978-0-321-85176-5
2011, PaperPackage,
$86.47k

Technical Communication Strategies for Today (with NEW MyTechCommLab w/ eText)

Johnson-Sheehan, Richard(Purdue University)(English, Math, Student Success)

KEY BENEFIT: *Technical Communication Strategies for Today* offers readers all of the topics and genres needed to immerse themselves in the study of technical communication in fewer pages and at a significantly lower price. **KEY TOPICS:** Each chapter places an emphasis on the activity of producing effective documents by following a process approach that mirrors how professionals communicate in the technical workplace. Instructional narrative is "chunked," so that portions of text are combined with graphics. The text incorporates the newest technology-driven changes in workplace communication with in-depth discussions of email, instant messaging, working in virtual teams, making Web sites, blogging, podcasting, incorporating digital audio and visuals in documents, using PDAs, negotiating ethical situations in electronic communication, and more. Annotated sample documents throughout show worthwhile examples of workplace writing, usually on topics of intrinsic interest to a variety of people. **MARKET:** For anyone interested in technical writing that wants a mid size book at a lower price. **0321851765 / 9780321851765 Technical Communication Strategies for Today (with NEW MyTechCommLab w/ eText) Package consists of 0205739415 / 9780205739417 Technical Communication Strategies for Today 0205890407 / 9780205890408 NEW MyTechCommLab with Pearson eText -Access Card**

Social Science
Geography
ISBN10: 0-273-73590-X
ISBN13: 978-0-273-73590-8
Prev. ISBN 0-13-196012-1
2011, 352 pp., Paper,
$145.00k

Political Geography: World-economy, Nation-state and Locality 6/E

Flint, Colin;Taylor, Peter(Academic Science)

We live in a rapidly changing world in which politics is becoming both more and less predictable at the same time: this makes political geography a particularly exciting topic to study. To make sense of the continuities and disruptions within this political world requires a strongly focused yet flexible text. Reflecting the backdrop of the current global climate, this is the Empire, globalization and climate change edition in which global political change is being driven by three related processes: the role of cities in economic and political networks; the problems facing territorially based notions of democratic politics and citizenship, and the ongoing spectre of war.This sixth edition remains a core text for students of political geography, geopolitics, international relations and political science, as well as more broadly across human geography and the social sciences.

Educational Leadership
ISBN10: 0-13-299632-4
ISBN13: 978-0-13-299632-7
2013, 288 pp., Cloth, 7-3/8" x 9-1/8"
$86.67k

Leadership Practices for Special and General Educators

Campbell-Whatley, Gloria D.;Lyons, James E.(Teacher Education)

KEY BENEFIT: Gives pre- and in-service general and special educators a highly useful professional development tool for understanding and dealing effectively with the unique issues and challenges they face in their daily work with special education students and their families. Includes viable options for choosing and implementing effective practices, resolving problems, and developing policies that work. **KEY TOPICS:** Response to Intervention, Universal Design, Inclusion, relevant statutes and regulations. Covers legal, practical, and logistical issues, along with issues relating to sensitivity, fairness, and empathy and parental perceptions. **MARKET:** General and special education administrators and leaders Courses in Administration and Supervision in Special Education, School Leadership and Management, and The Principalship

Reading
Phonics
ISBN10: 0-13-285522-4
ISBN13: 978-0-13-285522-8
Prev. ISBN 0-205-50308-X
2013, 336 pp., Paper, 7-3/8" x 9-1/8"
$36.99r

From Phonics to Fluency: Effective Teaching of Decoding and Reading Fluency in the Elementary School 3/E

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

KEY BENEFIT: Two of today's most respected literacy educators provide aspiring and veteran teachers alike with practical, workable, fresh approaches to word study that students find authentic, engaging, and enjoyable. **KEY TOPICS:** Word study and fluency; assessment; instructional routines; using authentic texts; teaching phonemic awareness; onsets, rimes, and basic phonic patterns; teaching advanced word patterns; understanding word walls, word banks, and word sorts; making and writing words; contextual word recognition; LEAs; word games; using spelling in word learning; reading fluency; teaching phonics and fluency; involving parents. **MARKET:** Aspiring and in-service pre-K and elementary teachers, reading specialists, and coaches

Health-Related Professions
ISBN10: 0-13-296689-1
ISBN13: 978-0-13-296689-4
Prev. ISBN 0-13-236815-3
2013, 984 pp., Paper, 8-1/2" x 10-7/8"
$97.33b

Comprehensive Health Insurance: Billing, Coding Reimbursement 2/E

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

Comprehensive Health Insurance: Billing, Coding 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. This edition includes new chapters devoted to HIPAA and ICD-10-CM Medical Coding, as well as outstanding coverage of electronic records. Numerous case studies and patient files are included throughout and demonstrate refunds and appeals, auditing and compliance, Medicare calculations and professionalism.

Health-Related Professions
ISBN10: 0-13-254177-7
ISBN13: 978-0-13-254177-0
2013, 1,146 pp., Paper, 8-1/2" x 10-7/8"
$86.60b

Medical Coding: A Journey

Rich, Beth(Health Science Careers)

Designed for the beginning student, *Medical Coding: A Journey* is a comprehensive textbook for learning and assigning diagnosis and procedure codesndash;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.

Health-Related Professions
ISBN10: 0-13-507785-0
ISBN13: 978-0-13-507785-6
2013, 640 pp., Paper, 8-1/2" x 10-7/8"
$62.67b

Therapeutic Kinesiology:Musculoskeletal Systems, Palpation, and Body Mechanics

Foster, Mary Ann(Health Science Careers)

Therapeutic Kinesiology provides practical and relevant applications of the study of human movement to the practice of massage and bodywork. One of the first kinesiology texts specifically geared to massage therapists, it's actually three books in one: a kinesiology text, a palpation text, and a body mechanics text. Focused on experiential learning, it is replete with self-study exercises -including many specifically designed to help practitioners avoid work-related injuries. It offers clear, friendly, and easy-to-read coverage of the skeletal, muscular, and neuromuscular systems; joint motion; biomechanics; posture and gait; basic palpation skills, the thorax and respiration; the ankle, foot, knee, hip, pelvis, spine, head, neck, shoulder girdle, arm, hand, and more. Hundreds of color photos and anatomical images appear throughout, along with many practical tips -including expert guidance on client education.

Biological Sciences
General Biology
ISBN10: 0-321-77336-5
ISBN13: 978-0-321-77336-4
Prev. ISBN 0-321-54576-1
2013, 752 pp., Cloth, 8” x 10”
$166.67k

Vertebrate Life 9/E

Pough, F. Harvey(Rochester Institute of Technology);Janis, Christine M.(Brown University);Heiser, John B.(Cornell University)(Academic Science)

KEY BENEFIT: For courses in Vertebrate Zoology, Vertebrate Biology Function, and Paleontology Widely praised for its comprehensive coverage and exceptionally clear writing style, this best-selling text explores how the anatomy, physiology, ecology, and behavior of animals interact to produce organisms that function effectively in their environments and how lineages of organisms change through evolutionary time. The Ninth Edition features dozens of new figures and photos, new end-of-chapter discussion questions, thoroughly updated information from molecular data and evolutionary development, and expanded discussions on the conservation status of vertebrates, including new information on the effects of global climate change. **MARKET:** Intended for those interested in gaining a a basic knowledge of vertebrate biology

Physics
General Physics
ISBN10: 0-321-81143-7
ISBN13: 978-0-321-81143-1
Prev. ISBN 0-8053-9038-3
2013, 888 pp., PaperPackage, 8-1/2” x 10-7/8”
$165.33k

Conceptual Integrated Science with MasteringPhysics 2/E

Lyons, Suzanne A(California State University, Sacramento);Suchocki, John A.(St. Michael”s College);Yeh, Jennifer(University of California, San Francisco);(Academic Science)

KEY BENEFIT: This best-selling introduction to the physical and life sciences emphasizes concepts over computation and treats equations as a guide to thinking so the reader can connect ideas. *Conceptual Integrated Science* covers physics, chemistry, earth science, astronomy, and biology at a level appropriate for non-science readers. The conceptual approach relates science to everyday life, is personal and direct, deemphasizes jargon, and emphasizes central ideas. The conceptual ideas serve as the foundation supporting and integrating all the sciences. The Second Edition now includes MasteringPhysics®;--an unrivaled homework, tutorial, and assessment system. Learning objectives have also been added so that students easily see the most important concepts in each chapter. Instructors using MasteringPhysics can assign content that is tied to these book-specific Learning Outcomes. End of chapter problems and questions have been organized according to Bloom’s Taxonomy so instructors can assess readers at the correct level. **MARKET:** Intended for those interested in gaining a basic knowledge of physical science.

Space Science Technology
Astronomy
ISBN10: 0-321-81491-6
ISBN13: 978-0-321-81491-3
Prev. ISBN 0-321-59876-8
2013, 574 pp., PaperPackage, 9-1/4” x 10-7/8”
$149.40k

Astronomy: A Beginner’s Guide to the Universe with MasteringAstronomy 7/E

Chaisson, Eric(Tufts University);McMillan, Steve(Drexel University)(Academic Science)

KEY BENEFIT: For one-semester Introduction to Astronomy courses. With *Astronomy: A Beginner’s Guide*, Seventh Edition, the briefer version of their two seminal books, trusted authors Eric Chaisson and Steve McMillan continue to emphasize three major themes: the process of science, the size and scale of the universe, and the evolution of the cosmos. In the Seventh Edition, Chaisson and McMillan ignite reader interest with increased coverage of the most exciting, current discoveries in astronomy and create a bridge to scientific understanding with reader-friendly art and enhanced pedagogy. To further reader understanding, this book is accompanied by the MasteringAstronomy®; online homework, tutorial, and assessment system, which delivers self-paced tutorials that provide individualized coaching, focus on your course objectives, and respond to each reader’s progress. **MARKET:** Intended for those who are interested in gaining a basic knowledge of astronomy

New Edition Report--September 1, 2012-September 30, 2012

ISBN-10	ISBN-13	Title	Edition	Instock Date	Previous ISBN-10	Previous ISBN-13
013267145X	9780132671453	Adaptive Filter Theory	5	09/10/2012	0130901261	9780130901262
1256840327	9781256840329	Algebra and Trigonometry with Modeling and Visualization,	2	09/17/2012	1256366218	9781256366218
0133101029	9780133101027	Analysis Without Paralysis: 12 Tools to Make Better Strategic Decisions	2	09/24/2012	0132361809	9780132361804
0321881966	9780321881960	Ancient Rhetoric for Contemporary Students with NEW MyCompLab eText with Access Card	5	09/30/2012	0205574432	9780205574438
0321863402	9780321863409	Android Wireless Application Development Volume I and II, 3e with mylTcertificationlabs Bundle	3	09/07/2012		
0321814916	9780321814913	Astronomy: A Beginner's Guide to the Universe with MasteringAstronomy	7	09/14/2012	0321598768	9780321598769
1256798630	9781256798637	Biology: Science for Life with Physiology	2	09/17/2012	0558385958	9780558385958
0789749947	9780789749949	Blogging to Drive Business: Create and Maintain Valuable Customer Connections	2	09/17/2012	078974256X	9780789742568
1256805017	9781256805014	Calculus for Business, Economics, Life Sciences, and Social Sciences	4	09/05/2012	0536996709	9780536996701
1256851108	9781256851103	Campbell Biology: Concepts & Connections	5	09/17/2012	0555038033	9780555038031
0321871251	9780321871251	Career Toolkit: The Skills for Success Plus NEW MyStudentSuccessLab 2012 Update	4	09/22/2012	0130884189	9780130884183
1256671290	9781256671299	CATHER:Structure and Speaking Practice	3	09/06/2012	0536963282	9780536963284
0789749599	9780789749598	CISSP Practice Questions Exam Cram	3	09/25/2012	0789738074	9780789738073
0133028615	9780133028614	Computer Literacy for IC3 Unit 2: Using Productivity Software	2	09/24/2012	013506497X	9780135064979
0321811437	9780321811431	Conceptual Integrated Science with MasteringPhysics	2	09/01/2012	0805390383	9780805390384
125681394X	9781256813941	Constructivist and Multicultural Science	2	09/04/2012	1256321486	9781256321484
0133011429	9780133011425	Creating Breakthrough Products: Revealing the Secrets that Drive Global Innovation	2	09/21/2012	0139696946	9780139696947
0321543084	9780321543080	Derivatives Markets	3	09/05/2012	032128030X	9780321280305
0321847822	9780321847829	Derivatives Markets: International Edition	3	09/14/2012	0321311493	9780321311498
1256649678	9781256649670	Dickinson: Structure and Speaking Practice	3	09/03/2012	0536963274	9780536963277
0132657066	9780132657068	Early Childhood Field Experience: Learning to Teach Well	2	09/17/2012	0131995022	9780131995024
0789749866	9780789749864	Easy OS X Mountain Lion	3	09/14/2012	0789748150	9780789748157
1256717134	9781256717133	Elementary Algebra: Graphs and Authentic Applications	2	09/24/2012	0555047210	9780555047217
0133079546	9780133079548	Elementary Statistics in Social Research: International Edition	12	09/01/2012	0205636926	9780205636921
1256687677	9781256687672	Emerson: Structure and Speaking Practice	3	09/28/2012	0536963266	9780536963260
0321861299	9780321861290	Essential Guide: Research Writing: International Edition	6	09/12/2012	0205839967	9780205839964
0321848497	9780321848499	Fifty Great Essays	5	09/14/2012	0205706789	9780205706785
0132855224	9780132855228	From Phonics to Fluency: Effective Teaching of Decoding and Reading Fluency in the Elementary School	3	09/27/2012	020550308X	9780205503087
1256785083	9781256785088	Fundamentals of General Chemistry Volume I	4	09/17/2012	0558324819	9780558324810
1256785091	9781256785095	Fundamentals of Organic & Biological Chemistry Volume II	4	09/17/2012	0558324827	9780558324827
0136157394	9780136157397	Global Marketing Management	8	09/15/2012	0130332712	9780130332714
0321842685	9780321842688	Hacker's Delight	2	09/21/2012	0201914654	9780201914658
1256821683	9781256821687	Human Physiology: An Integrated Approach	2	09/17/2012	0558339298	9780558339296
1256821721	9781256821724	Intellectual Origins of the Contemporary West, Volume 1	3	09/03/2012	0558354955	9780558354954
1256727849	9781256727842	Introduction to Computing	4	09/04/2012	1256130907	9781256130901
0133083632	9780133083637	Introduction to Excel	5	09/14/2012	0136081657	9780136081654
1256798029	9781256798026	Introduction to Statistical Methods II	2	09/17/2012	0536567743	9780536567741
1256840513	9781256840510	Introductory Algebra	2	09/17/2012	0558385974	9780558385972

New Edition Report--September 1, 2012-September 30, 2012

ISBN-10	ISBN-13	Title	Edition	Instock Date	Previous ISBN-10	Previous ISBN-13
1256788279	9781256788270	Linear Algebra	2	09/04/2012	0558746365	9780558746360
0321842111	9780321842114	Literature: A World of Writing with NEW MyLiteratureLab	2	09/15/2012	0321364899	9780321364890
0205925588	9780205925582	Many Peoples, Many Faiths Plus NEW MyReligionLab	10	09/15/2012	0136017614	9780136017615
0321797094	9780321797094	Mathematical Proofs: A Transition to Advanced Mathematics	3	09/21/2012	0321390539	9780321390530
0205526217	9780205526215	Morality and Moral Controversies: Readings in Moral, Social and Political Philosophy	9	09/01/2012	0136031374	9780136031376
0132743469	9780132743464	Multinational Business Finance	13	09/15/2012	0136096689	9780136096689
0789748517	9780789748515	My iPhone	6	09/14/2012	0789748924	9780789748928
0789749483	9780789749482	My Windows 8	2	09/07/2012	0789748959	9780789748959
0132994550	9780132994552	NEW NCCERconnect with Pearson eText -- Trainee Access Card -- for Electronic Systems Technician Level 3	3	09/07/2012	0132296861	9780132296861
0321872630	9780321872630	One Hundred Great Essays (Penguin Academic Series)	5	09/14/2012	0205706800	9780205706808
0137031580	9780137031580	Petroleum Production Systems	2	09/21/2012	013658683X	9780136586838
0321832183	9780321832184	PHP Advanced and Object-Oriented Programming: Visual QuickPro Guide	3	09/13/2012	0321376013	9780321376015
		PIEV: A Gift of Fire	4	09/05/2012		
013308504X	9780133085044	Practical Guide to Linux Commands, Editors, and Shell Programming, A	3	09/14/2012	0131367366	9780131367364
125680245X	9781256802457	Reader for Introduction to Sociology 4th edition	4	09/11/2012	0536706980	9780536706980
1256840459	9781256840459	Review of Introductory Algebra	2	09/17/2012	0558394205	9780558394202
0321846729	9780321846723	Rhetorical Grammar: Grammatical Choices, Rhetorical Effects	7	09/14/2012	0205706754	9780205706754
0321876997	9780321876997	Ruby on Rails 3 LiveLessons, Second Edition - DVD: Learn Rails by Example	2	09/21/2012	0321712323	9780321712325
032186297X	9780321862976	Ruby on Rails Tutorial and LiveLesson Video Bundle: Learn Rails by Example	2	09/21/2012	0132492547	9780132492546
0321815734	9780321815736	Software Architecture in Practice	3	09/28/2012	0321154959	9780321154958
0672336006	9780672336003	SQL Server 2012 Management and Administration	2	09/12/2012	067233044X	9780672330445
0132698102	9780132698108	Teaching Social Studies in Middle and Secondary Schools	6	09/10/2012	0131591819	9780131591813
0205184103	9780205184101	THE COLD WAR: A Global History with Documents, Revised Printing	2	09/01/2012	0132344513	9780132344517
0321782356	9780321782359	Vertebrate Life: International Edition	9	09/14/2012	0321600797	9780321600790
0321864875	9780321864871	Visual Studio Team Foundation Server 2012: Adopting Agile Software Practices: From Backlog to Continuous Feedback	3	09/28/2012	0321685857	9780321685858
0321857526	9780321857521	Writer's FAQs, The	5	09/07/2012	0205777848	9780205777846

This monthly listing of Out-of-Print ISBNs includes the last date that Pearson will accept returns of these products. Trade Accounts should send returns, prior to the last return date to:

PEARSON EDUCATION RETURNS CENTER
230 Pearson Parkway, Lebanon, IN 46052.

College Accounts should send returns, according to announced Pearson Higher Education policies for college stores, to:

PEARSON EDUCATION RETURNS FACILITY
258 Prospect Plains Road, Cranbury NJ 08512

Transportation charges for all returns are to be prepaid. Collect shipments will not be accepted.

Title ISBN	Title Abbreviation	Title Status	Last Return Date
0321237714	APACHE JAKARTA&BEYOND	OSI	
0135136350	ARRIBA:COMUN Y CULTR BRF	OP	11/25/2012
0135136369	ARRIBA:COMUN Y CULTR S/E	OP	11/25/2012
0131755994	ATANDO CABOS: CURSO INTM	OP	11/25/2012
0130678368	BASIC ELECTRCTY INDUSTRY	OP	12/3/2012
1405835729	BEOWULF & OTHER STORIES	OP	12/9/2012
0321512448	BIOLOGY:C&C MEDIA UPDATE	OP	12/9/2012
0130894966	BUSINESS&INFORMATN SYSTM	OP	12/2/2012
0582437474	CASTRO	OP	12/9/2012
1587132494	CCNA SEC LAB MANUAL	OSI	
1587142791	CCNP SEC FIREWALL 642-	OSI	
0273717219	CHARISMA EFFECT	OSI	
0582357373	CIVIL RIGHTS MOVEMENT	OP	12/9/2012
0135129737	CLIN COMPETENCIES SKILLS	OP	12/12/2012
0132243555	CLINICAL NURSING SKILLS	OSI	
0321050886	COMP TALES	OP	12/9/2012
0789747294	COMPTIA OFF ACAD CRS KIT	OSI	
0789747472	COMPTIA OFF ACAD CRS KIT	OSI	
0789747855	COMPTIA OFF ACAD CRS KIT	OSI	
013503003X	CORNERSTONE	OP	12/11/2012
0205356834	CREATG LITERACY PREK-4	OP	12/9/2012
013188607X	CRIME SCENE INVEST&RECON	OSI	
0321399420	DATABS TYPES&RELTNL MODL	OP	12/8/2012
0582062977	ENG COLNL WARS 1550-1688	OP	12/3/2012
0135022347	ESSENTLS OF FIRE FIGHTG	OP	11/19/2012
0131710761	ETHICS CRIM&CRIMINAL JUS	OP	11/19/2012
0023313501	FASHION MERCHNDISG& MKTG	OP	12/10/2012
0131944134	GENTE:EDICION NORTEAMER	OP	11/25/2012
0132327678	GO W/POWRPT07 COMPREHNSV	OP	11/26/2012
0131986287	GOLOSA BOOK 1	OP	12/1/2012
0131185721	GROWING UP GIFTED	OP	12/8/2012
0321194330	HOW BREAK SFTWR SECURITY	OP	12/8/2012
0273736566	INNOVATION MANAGEMNT&NPD	OP	12/10/2012
0131597868	IN-TEXT AUDIO CDS ATANDO	OP	12/1/2012
0135225418	LAND RESOURCE ECONOMICS	OP	11/13/2012
0321396197	LITTLE LITERATURE	OP	11/13/2012
0205693342	LM ANTH BRI LIT 2A 2B&2C	OP	12/12/2012
1405836210	MARY CELESTE	OP	12/3/2012
0132384701	MEDICAL DOSAGE CALCULATN	OP	12/1/2012
032142722X	MOVING TO UBUNTU LINUX	OSI	
0582772842	ORIGINS COLD WAR1941-49	OP	12/9/2012
0131929690	PERCORSI	OP	11/25/2012
0136823947	POLITC GLOBAL ECO RELTNS	OP	11/25/2012
0131960121	POLITICAL GEOGRAPHY	OP	12/3/2012
0805368973	POPULATN GENETICSLAB L/M	OP	12/5/2012
0131599739	PRACTICG ART OF LEADRSHP	OP	12/8/2012
0205648282	PUB REL WRI&MEDIA TECHNQ	OP	12/12/2012
0136120431	SIGNALS& ENGRG COMPUTATN	OP	12/4/2012
0134516591	SIMPLE BOOK REVISED	OSI	
0135003652	SOLVG PROF DEV PUZZ 101	OP	12/5/2012
027370642X	STRATEGIC ENTREPRENRSHIP	OP	12/3/2012
0672329417	STY C++ ONE HOUR A DAY	OSI	
0672333465	STY MS EXPRSS WEB 4/24HR	OSI	
020527305X	TECHEDGE	OP	11/18/2012
0131148788	TECHNICALLY WRITE	OP	11/28/2012
0131109065	TERRORISM RESPONSE	OP	11/19/2012
0273704745	TRADERS GUNS&MONEY	OSI	
0131089897	UND DIGITL SIGNAL PROCSS	OSI	
0201479508	UNDOCUMNTED PC BK/DSK PK	OSI	
0205305970	WOMEN & HEALTH	OP	11/14/2012