

Developer's Library
 Programming Languages
 Cocoa and Objective-C
ISBN10: 0-321-88728-X
ISBN13: 978-0-321-88728-3
 2013, 600 pp., Paper, 7" x 9",
 Previous Edition ISBN: 0-321-81190-9
\$49.99x US

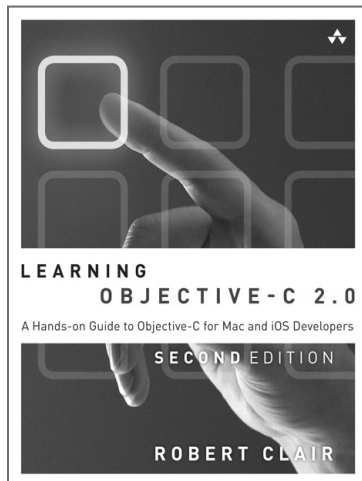
Programming in Objective-C

Fifth Edition
Stephen G. Kochan

The #1 book on Objective-C, now fully updated for the significant changes in Xcode 4.4 (Mountain Lion) and 4.5 (iOS 6)

- Updated to include the latest information on Xcode 4.4 and 4.5
- Detailed examples and well-crafted exercises greatly expedite the learning process
- Written by a bestselling author with a patented technique for teaching in a manner and at a pace that readers find accessible and easy to learn with

Pub Date: 11/2012
 EAN: 9780321887283



Learning
 Programming Languages
 Cocoa and Objective-C
ISBN10: 0-321-83208-6
ISBN13: 978-0-321-83208-5
 2013, 450 pp., Paper, 7" x 9",
 Previous Edition ISBN: 0-321-71138-6
\$39.99x US

Learning Objective-C 2.0

A Hands-on Guide to Objective-C for Mac and iOS Developers

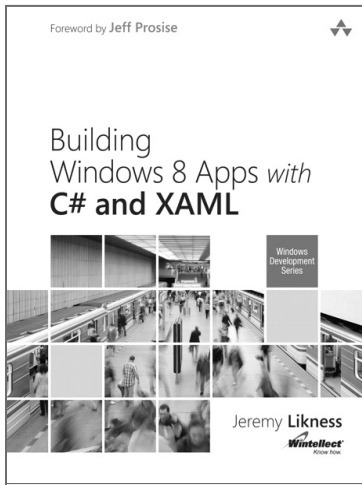
Second Edition
Robert Clair

The perfect beginner's guide to Objective-C 2.0, the essential Mac/iOS development language: fully updated for Apple's newest enhancements!

- Concise, readable, and friendly: gets new Objective-C programmers up and running fast!
- Covers everything readers need to know, from objects to essential C concepts
- Now fully covers Xcode 4.2, LLVM compiler, LLDB debugger, Automatic Reference Counting (ARC), blocks, and more
- Walks through code examples line by line, clearly explaining what's happening "under the hood"

Pub Date: 11/2012
 EAN: 9780321832085
 UPC: 785342832082





Microsoft Windows Development Series

Microsoft Windows Technologies
Application Development
ISBN10: 0-321-82216-1
ISBN13: 978-0-321-82216-1
2013, 600 pp., Paper, 7" x 9-1/8"
\$49.99x US

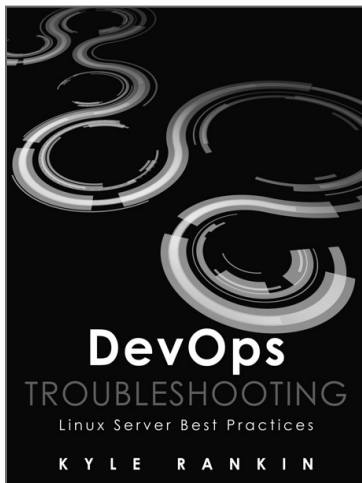
Building Windows 8 Apps with C# and XAML

Jeremy Likness

Build exceptionally immersive and responsive touch-based Windows 8 Metro applications using C# and XAML!

- Helps developers combine existing C#, XAML, WPF, and Silverlight skills with new features and best practices to build cutting-edge Metro apps for Windows 8
- Includes Metro/WinRT tips, tricks, techniques, and insights developers won't find anywhere else
- By Microsoft MVP and top Wintellect trainer Jeremy Likness, a pioneer in advanced development with Microsoft technologies

Pub Date: 11/2012
EAN: 9780321822161



Operating Systems
LINUX System Administration
ISBN10: 0-321-83204-3
ISBN13: 978-0-321-83204-7
2013, 240 pp., Paper, 7" x 9-1/8"
\$34.99y US

DevOps Troubleshooting

Linux Server Best Practices

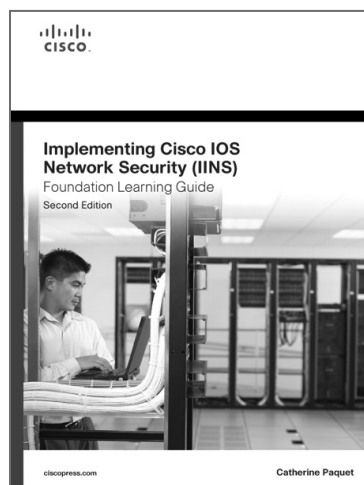
Kyle Rankin

Leverage DevOps to speed software development, simplify administration, and improve productivity and performance in any Linux environment

- The first complete guide to Linux troubleshooting aimed at the DevOps organization, the biggest change to Linux administration in over a decade
- Learn best practices for applying troubleshooting principles to solve many real-world system administration problems faced by developers, QA, and sysadmins
- Get Linux developers and sysadmins "on the same page"
- By Kyle Rankin, well-known Linux system administration expert and Linux Journal contributor

Pub Date: 11/2012
EAN: 9780321832047
UPC: 785342832044



**Foundation Learning Guides**

Computer Certification

CCNA Security

ISBN10: 1-58714-272-4**ISBN13: 978-1-58714-272-7**

2013, 700 pp., Cloth, 7-3/8" x 9-1/8", Previous Edition ISBN: 1-58705-815-4

\$64.99y US

Implementing Cisco IOS Network Security (IINS 640-554) Foundation Learning Guide

Second Edition
Catherine Paquet

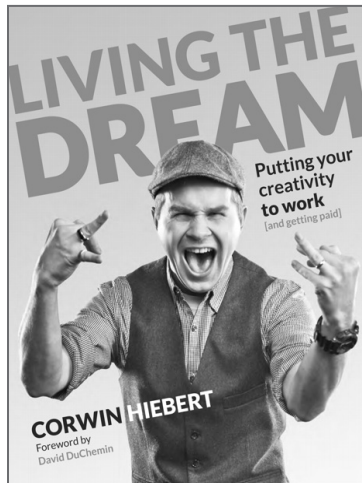
Cisco's authorized foundation learning self-study guide for the latest Cisco CCNA IOS Network Security (IINS 640-554) exam

- Brings together core real-world knowledge for designing, implementing, and monitoring comprehensive security policies with Cisco technologies
- Teaches you how to implement security services in Cisco routers and switches
- New coverage: borderless network security, network foundation protection, IPv6 data plane security, ACL and ASA updates, IKEv2, SSL VPNs, and much more
- Developed with the Cisco certification team, creators of the newest IINS exams and courses

Pub Date: 11/2012

EAN: 9781587142727

Cisco Press



Voices That Matter

General Business
 Business Communication
ISBN10: 0-321-84310-X
ISBN13: 978-0-321-84310-4
 2013, 256 pp., Paper, 7" x 9"
\$34.99x US

Living the Dream

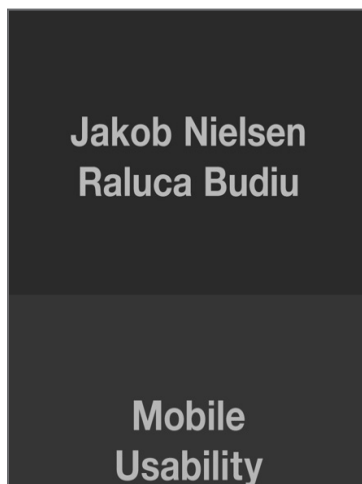
Putting your creativity to work (and getting paid)

Corwin Hiebert

A complete guide that lays out how to be successful and creative as a freelancer.

- Turn your creative pursuit into a successful business
- Learn how to manage and market your creativity
- Get the business advice you need from experts and industry insiders

Pub Date: 11/2012
 EAN: 9780321843104



Voices That Matter

Networking/Communications
 Mobile Wireless
ISBN10: 0-321-88448-5
ISBN13: 978-0-321-88448-0
 2013, 216 pp., Paper, 6-3/4" x 9-1/8"
\$34.99x US

Mobile Usability

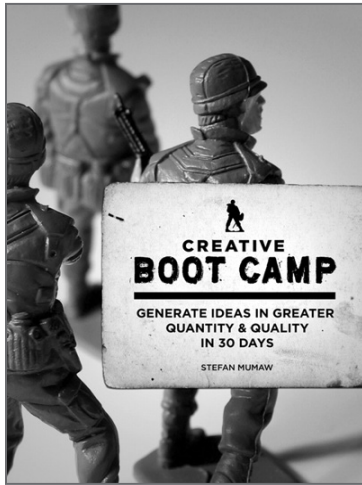
Jakob Nielsen / Raluca Budiu

Leading expert on usability covers mobile usability from end to end

- Create a better user experience for mobile devices.
- From Jakob Nielsen, a leader in the usability field.
- Based on usability research studies, this guide is for designers and web/developers teams to help them create web pages and apps specific to mobile phones and tablets.

Pub Date: 10/2012
 EAN: 9780321884480





Voices That Matter
Electronic and Desktop Publishing
Design
ISBN10: 0-321-88464-7
ISBN13: 978-0-321-88464-0
2013, 240 pp., Paper, 6" x 9"
\$24.99x US

Creative Boot Camp

Generate Ideas in Greater Quantity and Quality in 30 days

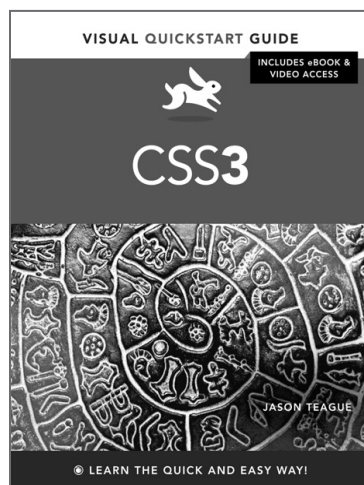
Stefan Mumaw

30-day training program will measurably increase your creativity in just 15 minutes a day

- The only book for creative professionals that provides an actionable, trackable process for increasing creativity as well as a mechanism to measure your creative output after the 30-day immersive training experience.
- Explore what creativity is and isn't and learn how to generate ideas in greater quantity and quality.
- Self-progressed, fun, 30-day training program

Pub Date: 11/2012
EAN: 9780321884640

**New
Riders**



Visual QuickStart Guide

Computer Graphics/Multimedia

CSS (Cascading Style Sheets)

ISBN10: 0-321-88893-6

ISBN13: 978-0-321-88893-8

2013, 480 pp., Paper, 7" x 9",

Previous Edition ISBN: 0-321-71963-8

\$34.99x US

CSS3

Visual QuickStart Guide

Sixth Edition

Jason Cranford Teague

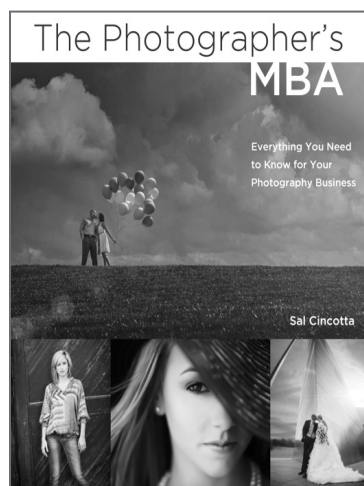
The fastest and easiest way to learn CSS.

- Amply illustrated with screen-shots, this book is the definitive introduction to CSS3 and CSS 2.1
- Loaded with tips and techniques from best-selling author Jason Cranford Teague
- Includes an hour-long HD video and free eBook (ePub, Mobi, and PDF)

Pub Date: 11/2012

EAN: 9780321888938

UPC: 785342888935



Computer Graphics/Multimedia

Digital Photography

ISBN10: 0-321-88892-8

ISBN13: 978-0-321-88892-1

2013, 192 pp., Paper, 7-1/2" x 9-1/8"

\$29.99x US

The Photographer's MBA

Everything You Need to Know for Your Photography Business

Sal Cincotta

Learn quickly about the basics of the photography business, including business plans, contracts, pricing, marketing, and much more!

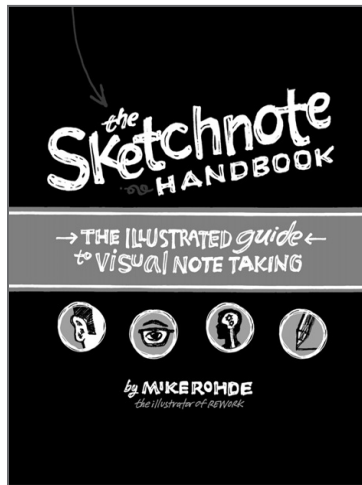
- Learn from an established pro photographer who has grown his business into a million-dollar brand
- Covers all the basics needed to get a photography business off the ground and running
- Author has great following and traction via social media, website, and monthly business column in Rangefinder magazine

Pub Date: 11/2012

EAN: 9780321888921

UPC: 785342888928





Electronic and Desktop Publishing
Design
ISBN10: 0-321-85789-5
ISBN13: 978-0-321-85789-7
2013, 240 pp., Paper, 7" x 9"
\$29.99x US

The Sketchnote Handbook

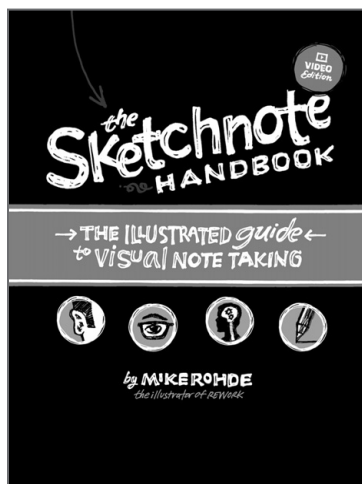
the illustrated guide to visual notetaking

Mike Rohde

Have fun taking notes again with a peek into the author's journal where he shows readers how and why they can take better notes by drawing

- Discover why drawing your notes can help you better remember and recall what you've heard and seen
- Shows how to take better meeting notes so you can better understand key concepts, information retention, and increase job performance
- Unique graphic novel approach looks and feels like the author's personal journal and shows readers why and how to draw their notes

Pub Date: 11/2012
EAN: 9780321857897



Electronic and Desktop Publishing
Design
ISBN10: 0-321-88511-2
ISBN13: 978-0-321-88511-1
2013, 240 pp., Paper, 7" x 9"
\$39.99x US

The Sketchnote Handbook

the illustrated guide to visual note taking Video Edition

Mike Rohde

Have fun taking notes again with a peek into the author's journal where he shows readers how and why they can take better notes by drawing

- Includes access to 90+ minutes of video tutorials where viewers can see the author in action, demonstrating drawing techniques discussed in the book
- Shows how to take better meeting notes so you can better understand key concepts, increase your information retention, and improve job performance
- Learn quick and easy drawing techniques that you can use right away—even if you can't draw

Pub Date: 11/2012
EAN: 9780321885111





Electronic and Desktop Publishing Design
ISBN10: 0-321-88513-9
ISBN13: 978-0-321-88513-5
 2013, DVD, 5" x 7-1/2"
\$19.99x US

The Sketchnote Handbook

the illustrated guide to visual note taking Video

Mike Rohde

90+ minute video tutorial teaches even the most hopeless artist how to have fun and take better notes by drawing

- Discover why drawing your notes can help you better remember and recall what you've heard, seen, or are thinking about
- Master quick and easy drawing techniques that you can use right away--even if you can't draw
- Shows how to take better meeting notes so you can better understand key concepts, increase your information retention, and improve job performance

Pub Date: 11/2012
 EAN: 9780321885135



Visual QuickStart Guide
 Internet/Web Technologies
 JavaScript
ISBN10: 0-321-88514-7
ISBN13: 978-0-321-88514-2
 2013, 256 pp., Paper, 7" x 9"
\$29.99x US

jQuery and jQuery UI

Visual QuickStart Guide

Jay Blanchard

The task-based guide to the hottest JavaScript library for Web designers.

- Covers jQuery, the popular JavaScript library that designers are using to add behavior to web sites
- Includes an hour-long HD video and free eBook (ePub, Mobi, and PDF)
- Less technical and less expensive than other available jQuery titles, perfect for anyone that needs to learn jQuery

Pub Date: 11/2012
 EAN: 9780321885142





Apple Pro Training Series
 Computer Graphics/Multimedia
 Operating Systems
 Macintosh
ISBN10: 0-321-88733-6
ISBN13: 978-0-321-88733-7
 2013, 768 pp., Paper, 7-3/8" x 9-1/8"
\$69.99y US

Apple Pro Training Series

OS X Server Essentials: Using and Supporting OS X Server on Mountain Lion

Arek Dreyer / Ben Greisler

This revised bestseller is the only Apple-certified book on OS X Server on Mountain Lion

- Completely revised for OS X Server on Mountain Lion Step-by-step exercises reinforce the concepts taught through practical application
- Used as the curriculum for the Apple Certified Technical Coordinator certification exam
- Newest version of OS X is more business-friendly than ever and this book will show IT Pros how to integrate Macs into their organization

Pub Date: 11/2012
 EAN: 9780321887337



Computer Graphics/Multimedia
 Digital Photography
ISBN10: 0-321-81433-9
ISBN13: 978-0-321-81433-3
 2013, 320 pp., Paper, 8-1/2" x 10-7/8"
\$54.99x US

Photographing Women

1,000 Poses

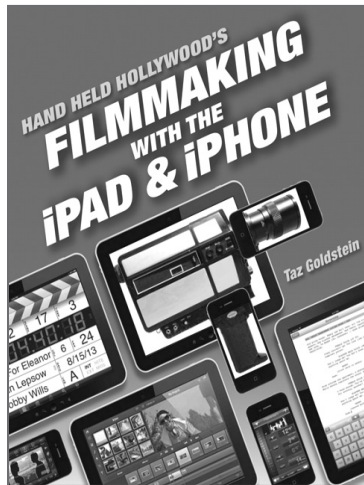
Eliot Siegel

Practical, gorgeous source book features 1,000 images to help photographers position models in different poses

- Featuring variable settings, lighting rigs, props and model types, this book is suitable for a vast range of commercial and editorial applications
- Material is organized into categories and sub-categories for quick navigation through types of poses that best suit the shot being prepared
- Technical how-to section gives master classes in lighting, styling, props, and background

Pub Date: 11/2012
 EAN: 9780321814333





Computer Graphics/Multimedia
 Video Editing
ISBN10: 0-321-86294-5
ISBN13: 978-0-321-86294-5
 2013, 336 pp., Paper, 7-3/8" x 9-1/8"
\$39.99x US

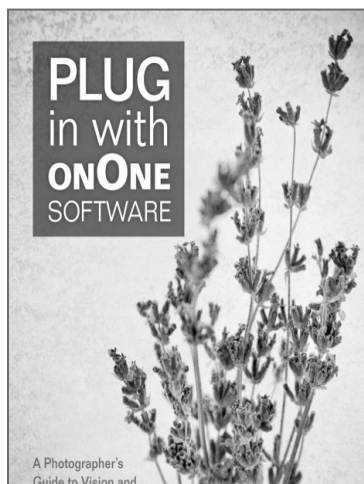
Hand Held Hollywood's Filmmaking with the iPad iPhone

Taz Goldstein

The first book of its kind to cover professional filmmaking using the iPhone, iPad, applications, and accessories.

- An entertaining and informative guide to the best filmmaking practices using iOS devices the first book of its kind!
- Written by the expert on handheld filmmaking devices and techniques and writer of the popular blog HandHeldHollywood.com
- Apps and accessories are covered that replace thousands of dollars worth of traditional filmmaking equipment

Pub Date: 11/2012
 EAN: 9780321862945



Computer Graphics/Multimedia
 Digital Photography
ISBN10: 0-321-86278-3
ISBN13: 978-0-321-86278-5
 2013, 312 pp., Paper, 7" x 9"
\$39.99x US

Plug In with onOne Software

A Photographer's Guide to Vision and Creative Expression

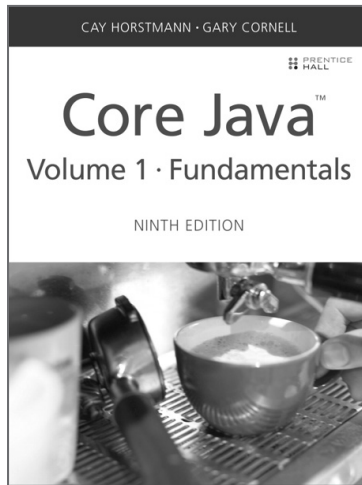
Nicole S. Young

The only book that offers full coverage of onOne software's popular photography suite by professional photographer Nicole S. Young

- Easy-to-follow step-by-step techniques for processing images using onOne software
- Written from the perspective of a professional photographer, with a focus on learning the software and improving images
- The only book that covers all of the products from the onOne Perfect Photo Suite

Pub Date: 11/2012
 EAN: 9780321862785





Core Series
Programming Languages
JAVA
ISBN10: 0-13-708189-8
ISBN13: 978-0-13-708189-9
2013, 992 pp., Paper, 7" x 9-1/8",
Previous Edition ISBN: 0-13-235476-4
\$59.99x US

Core Java Volume I--Fundamentals

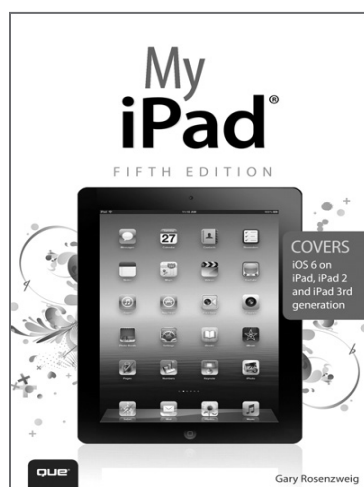
Ninth Edition
Cay S. Horstmann / Gary Cornell

New edition of the best-selling introductory book to Java for experienced programmers, completely updated for Java SE7.

- One of the best-selling Java books of all time
- Great code examples, comprehensive coverage, and clear explanations—the book that MADE The Core Series
- Updated to include the latest JDK7 features, including the recently announced literal syntax, for writing closures, and function types

Pub Date: 11/2012
EAN: 9780137081899



**My...**

Mobile Devices and Music Players
 iPod / iPod Touch/ iPad (end user)
ISBN10: 0-7897-5033-3
ISBN13: 978-0-7897-5033-4
 2013, 460 pp., Paper, 6" x 9", Previous
 Edition ISBN: 0-7897-4966-1
\$24.99x US

My iPad (covers iOS 6 on iPad, iPad 2, and iPad 3rd gen)

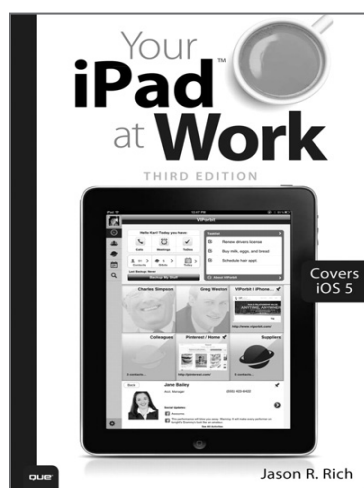
Fifth Edition
 Gary Rosenzweig

The #1 bestselling book on the #1 consumer tablet completely updated for the newest version of the iPad and iOS6!

- Everything users need to know to use iTunes and the new iPad device
- Full-color, step by step format with plenty of visuals to help with even the trickiest of tasks
- Covers all the new features in the upcoming iOS6

Pub Date: 11/2012
 EAN: 9780789750334
 UPC: 029236750336

QUE®

**My...**

Mobile Devices and Music Players
 iPod / iPod Touch/ iPad (end user)
ISBN10: 0-7897-5036-8
ISBN13: 978-0-7897-5036-5
 2013, 400 pp., Paper, 6" x 9", Previous
 Edition ISBN: 0-7897-4852-5
\$24.99x US

Your iPad at Work (Covers iOS 6 on iPad, iPad2 and iPad 3rd generation)

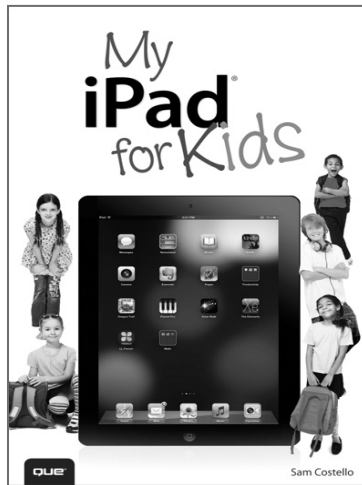
Third Edition
 Jason R. Rich

The complete guide to supercharging business productivity with the iPad in the office, on the road, and at home updated for iOS6!

- An iPad book written from a business point of view: quick, easy-to-use, step-by-step techniques for everything from corporate email to virtual meetings
- Expert coverage of iPad business productivity, organization, and brainstorming tools
- Covers vertical market and custom apps discussed in no other end-user iPad book
- Packed with tips for using iPad while traveling

Pub Date: 11/2012
 EAN: 9780789750365
 UPC: 029236750367

QUE®



My...
 Mobile Devices and Music Players
 iPod / iPod Touch/ iPad (end user)
ISBN10: 0-7897-4864-9
ISBN13: 978-0-7897-4864-5
 2014, 400 pp., Paper, 6" x 9", Previous
 Edition ISBN: 0-7897-4951-3
\$24.99x US

My iPad for Kids (covers iOS 6)

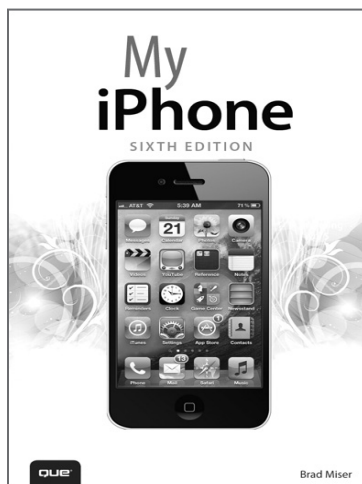
Second Edition
 Sam Costello

The best book for millions of kids already using iPads at home or school and parents who want them to get even more out of those iPads!

- Easy to read, full color, and packed with kid-focused features, including “Guess What?” hints, “Awesome Apps” recommendations, and “Be Safe” tips for avoiding predators, bullies, and scammers
- Updated for the most recent version of iOS
- By one of the world’s leading experts in explaining iPads to beginners: About.com’s iPad expert Sam Costello

Pub Date: 11/2012
 EAN: 9780789748645

QUE®



My...
 Mobile Devices and Music Players
 iPhone (end user)
ISBN10: 0-7897-4851-7
ISBN13: 978-0-7897-4851-5
 2013, 640 pp., Paper, 6" x 9", Previous
 Edition ISBN: 0-7897-4892-4
\$24.99x US

My iPhone

Sixth Edition
 Brad Miser

Learn to use Apple’s iPhone in quick, easy to follow tasks

- Full color, task-based tutorial on the newest iPhone
- My iPhone provides just the right amount of info to make the iPhone part of the reader’s life, easily and quickly
- Provides tips and tricks for customizing iPhone features and making it fit the way readers live
- Updated to cover Apple’s new operating system, iOS 6
- Includes all of the most commonly used functions

Pub Date: 11/2012
 EAN: 9780789748515

QUE®

**Easy**

Internet/Web Technologies
Social Media

ISBN10: 0-7897-5026-0

ISBN13: 978-0-7897-5026-6

2013, 288 pp., Paper, 8" x 10"

\$24.99x US

Easy Facebook

Michael Miller

Easy Facebook has everything a new Facebook user needs to visually learn how to use Facebook.

- 100+ hands-on, step-by-step tasks show novices and inexperienced users the easiest, fastest, most direct way to accomplish common tasks
- The perfect step-by-step, full-color visual complement to Facebook
- Thoroughly updated to reflect the newest features and capabilities

Pub Date: 11/2012

EAN: 9780789750266

UPC: 029236750268

QUE®



Internet/Web Technologies
Other Web Editors

ISBN10: 0-7897-5023-6

ISBN13: 978-0-7897-5023-5

2013, 400 pp., Paper, 7" x 9-1/8", Previous Edition ISBN: 0-7897-4718-9

\$24.99x US

Build a Website for Free

Third Edition

Mark William Bell

Create a state-of-the-art website from start to finish, complete with blog, video, and animation, using free tools

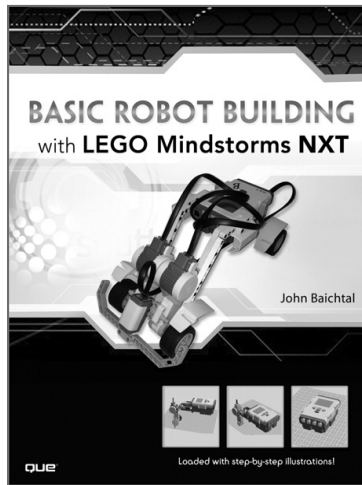
- Easy step-by-step instruction, hands-on learning, and concrete examples using the newest software and free Web-based tools
- Go beyond mere "Web pages" to build well-designed sites that really work for small businesses, clubs, families, or individuals
- Includes updated information on HTML5, Facebook, Twitter, and porting your web site to the latest smart phones and mobile devices

Pub Date: 11/2012

EAN: 9780789750235

UPC: 029236750237

QUE®



Artificial Intelligence
 Robotics
ISBN10: 0-7897-5019-8
ISBN13: 978-0-7897-5019-8
 2013, 320 pp., Paper, 7" x 9-1/4"
\$29.99x US

Basic Robot Building With Lego Mindstorms NXT

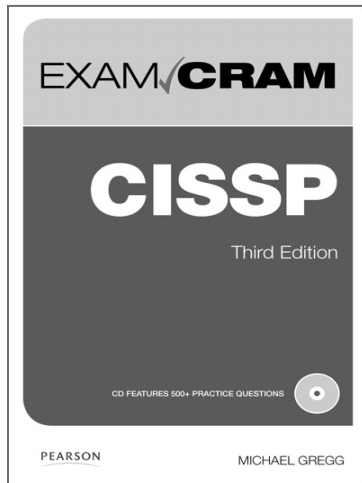
John Baichtal

Learn LEGO® MINDSTORMS® NXT from the ground up, hands-on, in beautiful 4-color: absolutely no robotics or programming experience needed!

- Packed with gorgeous full-color photos: will stand out brilliantly in the marketplace next to competitors' drab one-color books
- Designed specifically for complete beginners: perfect for parents and kids to use together, or for teens to use on their own
- Teaches basic programming theory and LEGO building techniques
- Includes 3 complete robotics projects

Pub Date: 11/2012
 EAN: 9780789750198

QUE®



Exam Cram

Computer Certification
Security (just general security certifica-
tions)

ISBN10: 0-7897-4957-2

ISBN13: 978-0-7897-4957-4

2013, 650 pp., Paper Bound w/CD-ROM,
6" x 9", Previous Edition ISBN: 0-7897-
3806-6

\$49.99x US



INCLUDES CD-ROM

CISSP Exam Cram

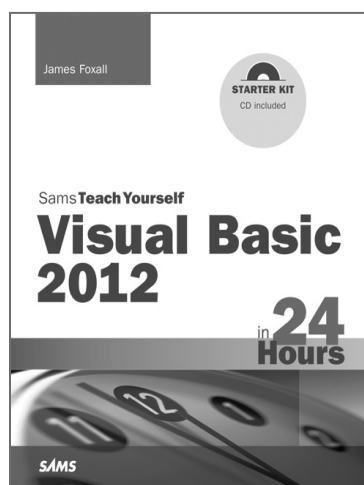
Third Edition
Michael Gregg

The smartest, fastest, most effective preparation for today's tough new 2012 CISSP exam!

- Delivers all the knowledge CISSP candidates need, without making them wade through 1200 pages!
- Fully reflects major exam changes; also adds new Cram Savers, Cram Quizzes, and more scenario-based questions
- Test-taking strategies, tips, Exam Notes, and two full sample exams delivered by the advanced PCPT test engine
- By a leading IT security instructor and consultant

Pub Date: 11/2012
EAN: 9780789749574
UPC: 029236749576

PEARSON

**Sams Teach Yourself**

Programming Languages
Visual Basic

ISBN10: 0-672-33629-4

ISBN13: 978-0-672-33629-4

2013, 576 pp., Paperback with DVD, 7" x 9-1/8",

Previous Edition ISBN: 0-672-33113-6

\$34.99x US

INCLUDES CD-ROM



Sams Teach Yourself Visual Basic 2012 in 24 Hours, Complete Starter Kit

James Foxall

Get up and running on Visual Basic 2012 in just 24 sessions of one hour or less!

- Step-by-step instructions carefully walk you through the most common tasks
- Q and As, quizzes, and exercises at the end of each chapter help you test your knowledge
- Notes and tips point out shortcuts and solutions
- Companion DVD contains Visual Basic Express Edition

Pub Date: 10/2012

EAN: 9780672336294

UPC: 752063336298

**Sams Teach Yourself**

Microsoft Windows Technologies

ISBN10: 0-672-33632-4

ISBN13: 978-0-672-33632-4

2013, 400 pp., Paper, 7" x 9-1/8"

\$39.99x US

Sams Teach Yourself Windows 8 Metro Apps with JavaScript and HTML5 in 24 Hours

Chad Carter

The easy, step-by-step tutorial for building next-generation Windows 8 Metro applications with HTML5 and JavaScript!

- Hands-on coverage of the entire Win8/Metro app development lifecycle, with all the HTML5 and JavaScript knowledge and example code developers need
- Covers Metro design, WinRT, WinJS, tablet/smartphone apps, touch, sensors, data, events, UI features, app building, Windows Store certification, and much more
- Helps developers reach a market soon to surpass one billion devices!

Pub Date: 11/2012

EAN: 9780672336324

UPC: 752063336328

Database Technology
Data Warehouse
ISBN10: 0-13-312890-3
ISBN13: 978-0-13-312890-1
Prev. ISBN 0-321-32136-7
2013, 792 pp., Cloth, 7-3/8" x 9-1/8"
\$124.00k

Introduction to Data Mining 2/E

Tan, Pang-Ning(Michigan State University);Steinbach, Michael(University of Minnesota);Kumar, Vipin(University of Minnesota)(Engineering and Computer Science)

KEY BENEFIT: *Introduction to Data Mining* presents fundamental concepts and algorithms for those learning data mining for the first time. Each concept is explored thoroughly and supported with numerous examples. **KEY TOPICS:** Provides both theoretical and practical coverage of all data mining topics. Includes extensive number of integrated examples and figures. Topics covered include; predictive modeling, association analysis, clustering, anomaly detection, visualization. **MARKET:** Suitable for individuals seeking an introduction to data mining. The text assumes only a modest statistics or mathematics background, and no database knowledge is needed.

General Computing
Introduction to Computing
ISBN10: 0-13-302859-3
ISBN13: 978-0-13-302859-1
Prev. ISBN 0-13-501709-2
2013, 304 pp., SpiralBound, 8-1/2" x 10-7/8"
\$64.60k

Computer Literacy for IC3 Unit 1: Computing Fundamentals 2/E

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

KEY BENEFIT: Written to provide all readers with an opportunity to learn and demonstrate computer and Internet literacy. *Computer Literacy 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. **KEY TOPICS:** Identifying Types of Computers (1.1.0); Identifying Computer Components and Their Functions (1.1.0); Maintain Computer Equipment (1.2.0); Identifying Software and Hardware Interaction and Types of Software; Using an Operating System; Using Windows **MARKET:** Computer Literacy for IC3 prepares readers from the IC3 certification, which ensures that students and professionals have all the core skills needed to work in today's technological environment.

General Computing
Introduction to Computing
ISBN10: 0-13-302860-7
ISBN13: 978-0-13-302860-7
Prev. ISBN 0-13-506499-6
2013, 320 pp., SpiralBound, 8-1/2" x 10-7/8"
\$62.67k

Computer Literacy for IC3 Unit 3: Living Online 2/E

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

KEY BENEFIT: Written to provide all readers with an opportunity to learn and demonstrate computer and Internet literacy. *Computer Literacy 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. Instead of publishing one large, comprehensive text, the three units are now available as separate, smaller texts. **KEY TOPICS:** Understanding the Internet; Gathering Information Online; Buying, Selling, and Banking Online; Communicating Online; Working Online; Identifying Technology Convergence and Its Social Impact. **MARKET:** Computer Literacy for IC3 prepares readers from the IC3 certification, which ensures that they have all the core skills needed to work in today's technological environment.

Engineering Computing
CAD

ISBN10: 0-13-298768-6

ISBN13: 978-0-13-298768-4

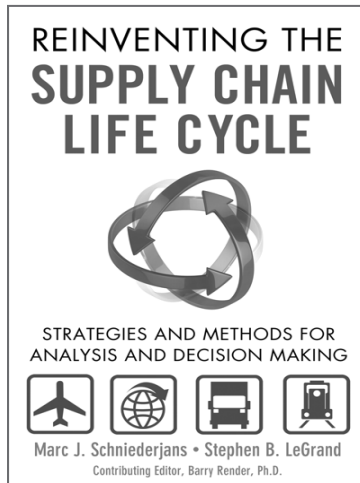
2013, 744 pp., Paper, 8-1/2" x 10-7/8"

\$100.00k

AutoCAD 2013 for Interior Design and Space Planning

Kirkpatrick, Beverly M.; Kirkpatrick, James M. (Health Science Careers)

AutoCAD 2013 for Interior Design and Space Planning helps students understand the commands and features of AutoCAD 2013 and demonstrates how to use the program to complete interior design and space planning projects. Covering both two and three-dimensional drawings, the text provides abundant exercises that walk students step-by-step through the use of AutoCAD prompts and commands. Using numerous illustrations, the text captures the essence of this powerful program and the importance it plays in the interior design, architecture and space planning professions.



Management
Operations Management
ISBN10: 0-13-296387-6
ISBN13: 978-0-13-296387-9
2013, 240 pp., Cloth, 6" x 9"
\$79.99r US

Reinventing the Supply Chain Life Cycle

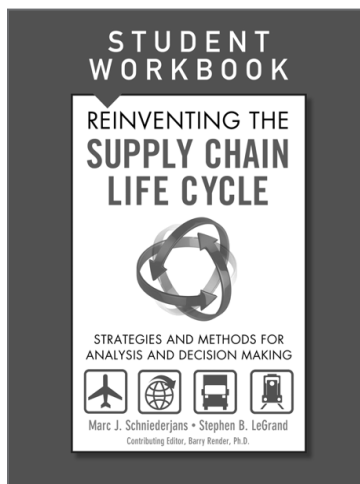
Strategies and Methods for Analysis and Decision Making

Marc J. Schniederjans / Stephen B. LeGrand

The first real-world, applied guide to managing a product and service as it evolves over the entire lifecycle of the supply chain.

- Helps practitioners manage supply chains encompassing many products/services within changing networks that are created, grow, mature, and decline
- Integrates certification content related to ISM's Certified Professional in Supply Management (CPSM)
- Reflects current supply chain experience and academic research
- Contains real-world examples and a book-length case study

Pub Date: 11/2012
EAN: 9780132963879



Management
Operations Management
ISBN10: 0-13-312218-2
ISBN13: 978-0-13-312218-3
2013, 180 pp., Paper, 6" x 9"
\$49.99r US

Reinventing the Supply Chain Life Cycle, Student Workbook

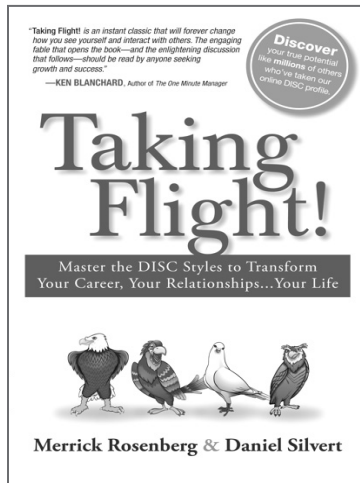
Marc J. Schniederjans / Stephen LeGrand

A new guide book on managing the supply chain lifecycle to accompany one of the most popular and authoritative references on the subject.

- Provides solutions to all problems in the text as well as learning objectives, additional questions and activities
- Integrates certification content related to ISM's Certified Professional in Supply Management (CPSM)
- Provides a review of all key terms and concepts in the main text
- Contains additional examples and cases

Pub Date: 11/2012
EAN: 9780133122183





General Business
ISBN10: 0-13-312129-1
ISBN13: 978-0-13-312129-2
 2013, 240 pp., Cloth, 5-1/2" x 8-1/2"
\$21.99t US

Taking Flight!

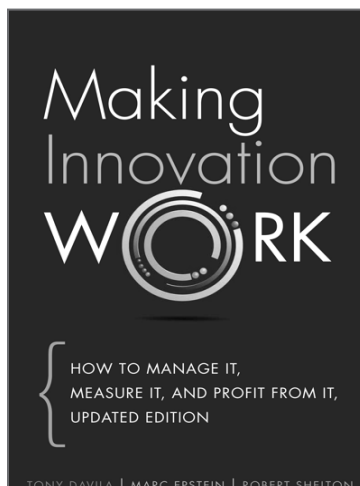
Master the DISC Styles to Transform Your Career, Your Relationships...Your Life

Daniel Silvert / Merrick Rosenberg

Use powerful, proven DISC techniques to build better personal relationships and dramatically improve your effectiveness.

- Understand all 4 human behavioral styles, deepen self-awareness, and become a better leader, team member, salesperson, parent, teacher, or student
- A fun-to-read fable and a practical framework: accessible, quick, and transformational
- Create your action plan for improvement
- Based on the authors' immense experience helping executives apply DISC to improve performance

Pub Date: 11/2012
 EAN: 9780133121292



Management
 Management Strategy
ISBN10: 0-13-309258-5
ISBN13: 978-0-13-309258-5
 2013, 368 pp., Cloth, 6" x 9", Previous
 Edition ISBN: 0-13-149786-3
\$39.99t US

Making Innovation Work

How to Manage It, Measure It, and Profit from It, Updated Edition

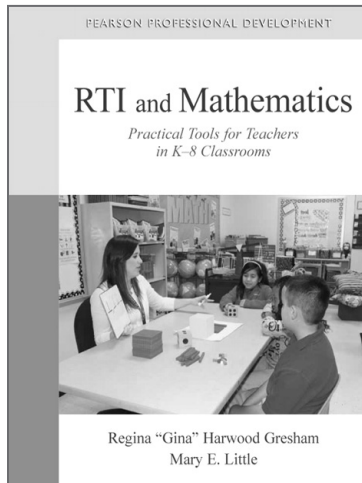
Tony Davila / Marc Epstein / Robert Shelton

Innovation must be managed and measured to yield profits. Drawing on extensive research and field work, the authors tell you how it's done.

- The first total management framework to consistently and profitably execute on innovation: covers strategy, organizational design, incentives -everything needed to get the job done
- Three world-renowned experts deliver best practices from the field
- Presents powerful metrics for measuring innovation, from idea creation through commercialization

Pub Date: 11/2012
 EAN: 9780133092585





Mathematics
Math Methods
ISBN10: 0-13-300701-4
ISBN13: 978-0-13-300701-5
2013, 240 pp., Paper, 8-1/2" x 11"
\$31.99y US

RTI and Mathematics

Practical Tools for Teachers in K-8 Classrooms

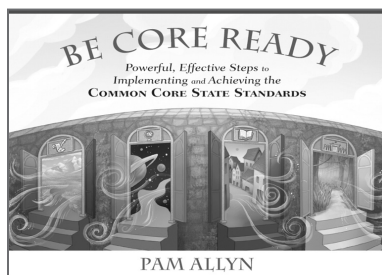
Regina Gresham / Mary E. Little

“How to” guide provides hands-on help for understanding and effectively implementing the mathematics curriculum with the RTI model

- Teachers, coaches, and others get ideas to use immediately in their classrooms
- Access to the most current resources
- Readers get specific action items and suggestions to use in their classrooms
- Learning is extended for each chapter through the Professional Learning Community-PLC activities, questions, and reflections in the Appendix

Pub Date: 09/2012
EAN: 9780133007015

PEARSON



Reading
Literacy
ISBN10: 0-13-290746-1
ISBN13: 978-0-13-290746-0
2013, 224 pp., Paper Bound with Access Card, 8-1/2" x 11"
\$32.99y US

Be Core Ready

Powerful, Effective Steps to Implementing and Achieving the Common Core State Standards

Pam Allyn

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

- A crucial foundation for implementing the Common Core Standards through the book's uniquely helpful distillation of the Core.
- Insights and key support for teaching English Language Learners
- Action steps to create Core Ready classrooms that reflect best practices.
- A groundbreaking perspective on the staircase approach to literacy curriculum.

Pub Date: 10/2012
EAN: 9780132907460

PEARSON

General Business
E-Business
ISBN10: 0-13-273035-9
ISBN13: 978-0-13-273035-8
Prev. ISBN 0-13-801881-2
2013, 912 pp., Cloth, 8" x 10"
\$180.00k

E-commerce 2013 9/E

Laudon, Kenneth; Traver, Carol Guercio (Business)

KEY BENEFIT: This comprehensive, market-leading text emphasizes the three major driving forces behind e-commerce—technology change, business development, and social issues—to provide a coherent conceptual framework for understanding the field. **KEY**

TOPICS: The Revolution is Just Beginning; E-Commerce Business Models and Concepts; E-Commerce Infrastructure: The Internet, Web, and Mobile Platform; Building an E-Commerce Presence: Web Sites, Mobile Sites, and Apps; E-Commerce Security and Payment Systems; E-Commerce Marketing Concepts: Social, Mobile, and Local; E-Commerce Marketing Communications; Ethical, Social, and Political Issues in E-Commerce; Online Retail and Services; Online Content and Media; Social Networks, Auctions, and Portals; B2B E-commerce: Supply Chain Management and Collaborative Commerce **MARKET:** For anyone looking for an up-to-date book that effectively explains e-commerce.

Humanities
English Composition
ISBN10: 0-321-88175-3
ISBN13: 978-0-321-88175-5
Prev. ISBN 0-205-66833-X
2012, 304 pp., PaperPackage,
\$72.27k

Art of Thinking, The: A Guide to Critical and Creative thought with NEW MyCompLab 10/E

Ruggiero, Vincent R. (MindPower Inc.) (English, Math, Student Success)

Accessible and engaging, this unique text offers concrete, practice strategies for critical and creative thinking and includes many opportunities for practicing these fundamental skills. *The Art of Thinking* introduces students to the principles and techniques of critical thinking, taking them step-by-step through the problem-solving process. Emphasizing creative and active thought processes, the author asserts that good thinking and problem-solving is based on learnable strategies. **0321881753 / 9780321881755 Art of Thinking, The: A Guide to Critical and Creative thought with NEW MyCompLab Package consists of: 0205119387 / 9780205119387 Art of Thinking, The: A Guide to Critical and Creative Thought 020589190X / 9780205891900 NEW MyCompLab Valuepack Access Card**

Humanities
English Composition
ISBN10: 0-321-89639-4
ISBN13: 978-0-321-89639-1
Prev. ISBN 0-205-72765-4
2013, 768 pp., PaperPackage,
\$94.67k

Writing and Reading Across the Curriculum Plus NEW MyWritingLab eText Access Card 12/E

Behrens, Laurence (University of California, Santa Barbara); Rosen, Leonard J. (Bentley College) (English, Math, Student Success)

Remaining one of the best-selling interdisciplinary composition texts for over twenty-five years, *Writing and Reading Across the Curriculum* helps students of all majors and interests learn to write effectively for college. This rhetoric and reader guides students through the essential college-level writing skills of summary, critique, synthesis, and analysis. A brand new section called Short Takes bridges the gap between writing instruction and readings with a series of step-by-step exercises. The anthology in Part III provides a wide range of carefully-selected, cross-disciplinary readings, including two new chapters on rumor and advertising.

Humanities
English Composition
ISBN10: 0-321-88178-8
ISBN13: 978-0-321-88178-6
2012, 464 pp., PaperPackage,
\$91.47k

Fourth Genre, The: Contemporary Writers of/on Creative Nonfiction with NEW MyCompLab 6/E

Root, Jr., Robert L. (Central Michigan University, Emeritus); Steinberg, Michael J. (Michigan State University, Emeritus) (English, Math, Student Success)

This best-selling anthology is a comprehensive and indispensable introduction to the way creative nonfiction is written today. *The Fourth Genre* offers the most comprehensive, teachable, and current introduction available today to the cutting-edge, evolving genre of creative nonfiction. While acknowledging the literary impulse of nonfiction to be a fourth genre equivalent to poetry, fiction, and drama, this text focuses on subgenres of the nonfiction form, including memoir, nature writing, personal essays, literary journalism, cultural criticism, and travel writing. **0321881788 / 9780321881786 Fourth Genre, The: Contemporary Writers of/on Creative Nonfiction with NEW MyCompLab Package consists of: 0205172776 / 9780205172771 Fourth Genre, The: Contemporary Writers of/on Creative Nonfiction 020589190X / 9780205891900 NEW MyCompLab Valuepack Access Card**

HUMANITIES

Humanities
English Composition
ISBN10: 0-321-88192-3
ISBN13: 978-0-321-88192-2
Prev. ISBN 0-205-67370-8
2012, 240 pp., PaperPackage,
\$53.27k

Short Guide to Writing About History, A, with NEW MyCompLab 8/E

Marius, (late), Richard A. (Harvard University); Page, Melvin E. (Northwestern University)
(English, Math, Student Success)

A Short Guide to Writing about History is an ideal complement for any history course intended to teach students to think and write like historians. This engaging and practical text will teach students how to go beyond reporting the basic dates and facts of their history books and show them how to infuse their writing with their own ideas and unique perspective. **0321881923 / 9780321881922 Short Guide to Writing About History, A, with NEW MyCompLab Package consists of: 0205118607 / 9780205118601 Short Guide to Writing about History, A 020589190X / 9780205891900 NEW MyCompLab Valuepack Access Card**

Humanities
English Composition
ISBN10: 0-321-88168-0
ISBN13: 978-0-321-88168-7
Prev. ISBN 0-205-50668-2
2012, 192 pp., PaperPackage,
\$55.87k

Asking the Right Questions: A Guide to Critical Thinking with NEW MyCompLab 10/E

Browne, M. Neil (Bowling Green University); Keeley, Stuart M. (Bowling Green State University)
(English, Math, Student Success)

Used in a variety of courses in various disciplines, *Asking the Right Questions* helps you bridge the gap between simply memorizing or blindly accepting information, and the greater challenge of critical analysis and synthesis. Specifically, this concise text teaches you to think critically by exploring the components of arguments--issues, conclusions, reasons, evidence, assumptions, language--and on how to spot fallacies and manipulations and obstacles to critical thinking in both written and visual communication. **0321881680 / 9780321881687 Asking the Right Questions: A Guide to Critical Thinking with NEW MyCompLab Package consists of 0205111165 / 9780205111169 Asking the Right Questions: A Guide to Critical Thinking 020589190X / 9780205891900 NEW MyCompLab Valuepack Access Card**

Humanities
Fine Arts
ISBN10: 0-205-94951-7
ISBN13: 978-0-205-94951-9
2013, 480 pp., PaperPackage,
\$113.33k

Baroque and Rococo Art and Architecture and MySearchLab eText

Neuman, Robert (Humanities Social Sciences)

KEY BENEFIT: Providing a greater understanding and analysis of Baroque and Rococo Art Baroque and Rococo Art and Architecture is the first in-depth introduction to the Baroque and Rococo in Western Europe and Latin America. The text provides readers with a close look into individual artworks and an analysis of the methods of architectural design
KEY TOPICS: Understand and analyze individual artworks. Identify and interpret key monuments with essential data. **MARKET:** For those interested in learning and understanding Baroque and Rococo Art.

Humanities
Health And Fitness
ISBN10: 0-321-83835-1
ISBN13: 978-0-321-83835-3
Prev. ISBN 0-8053-7914-2
2013, 512 pp., PaperPackage, 8-1/2 X
10-7/8
\$86.60k

Get Fit, Stay Well! with MyFitnessLab 2/E

Hopson, Janet(San Francisco State University);Donatelle, Rebecca J.(Emeritus, Oregon State University);Littrell, Tanya(Portland Community College)(Academic Science)

KEY BENEFIT: *Get Fit, Stay Well!*, 2/e meets readers where they are and gives them the targeted, personal guidance they need to get them where they want to be. Already the most modern, student-centric, action-plan-oriented fitness and wellness textbook on the market, the Second Edition of *Get Fit, Stay Well!* takes its mission a step further by becoming the most personalized and proactive book on the market as well. The Second Edition maintains the highly praised hallmarks of the first edition and adds to them a coaching component in the form of progressive personal fitness plans, expanded exercise video options, and interactive media to get students started, keep them motivated, and take them to the next level in their own fitness and wellness. **MARKET:** Intended for those interested in gaining a basic knowledge of fitness and wellness. **0321838351 / 9780321838353** *Get Fit, Stay Well! with MyFitnessLab Package* consists of: **0321754336 / 9780321754332** *Get Fit, Stay Well!* **0321802322 / 9780321802323** **NEW MyFitnessLab with Pearson eText -Access Card -for Get Fit, Stay Well!**

Humanities
Nutrition
ISBN10: 0-321-88686-0
ISBN13: 978-0-321-88686-6
Prev. ISBN 0-321-80772-3
2012, 720 pp., PaperPackage, 8-1/2 X
10-7/8
\$152.80k

Nutrition: An Applied Approach, MyPlate Edition with MyNutritionLab plus MyDietAnalysis 3/E

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

KEY BENEFIT: *Nutrition: An Applied Approach, MyPlate Edition, 3/e* introduces non-majors to nutrition with an innovative, applied format that discourages rote memorization and promotes long-term understanding of the material. The authors build on readers' natural interest in nutrition by demonstrating in a clear, conversational style how key nutritional information relates to their personal health, and show how to debunk commonly held misconceptions. Along with a host of engaging new features, the Third Edition includes updated theory and research findings, developing trends, and tools to help readers identify and challenge nutritional myths and misperceptions. **MARKET:** Intended for those interested in gaining a basic knowledge of nutrition **0321886860 / 9780321886866** **Nutrition: An Applied Approach, MyPlate Edition with MyNutritionLab plus MyDietAnalysis Package** consists of **0321813707 / 9780321813701** **Nutrition: An Applied Approach, MyPlate** **0321816048 / 9780321816047** **NEW MyNutritionLab with MyDietAnalysis with Pearson eText -ValuePack Access Card -for Nutrition: An Applied Approach, MyPlate Edition**

Humanities
Developmental Reading
ISBN10: 0-321-87806-X
ISBN13: 978-0-321-87806-9
Prev. ISBN 0-205-72806-5
2007, 512 pp., PaperPackage,
\$102.87k

Essential Reading Skills (with MyReadingLab Student Access Code Card) 3/E

McWhorter, Kathleen T.(Niagara County Community College)(English, Math, Student Success)

Essential Reading Skills focuses on the four essential skill areas for college-reading success (active reading and thinking, vocabulary development, literal and critical comprehension, and organizational emphasis) and improves students' reading through concise instruction, and extensive practice and testing. Each of the eleven chapters 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.

Humanities
Developmental Writing
ISBN10: 0-321-85039-4
ISBN13: 978-0-321-85039-3
Prev. ISBN 0-205-22063-0
2012, 656 pp., PaperPackage,
\$114.00k

Pathways: Scenarios for Sentence and Paragraph Writing Plus NEW MyWritingLab with Pearson eText 3/E

McWhorter, Kathleen T. (Niagara County Community College) (English, Math, Student Success)

Pathways: Writing Scenarios covers the significant topics of writing, while also providing comprehensive and integrated coverage of the reading-writing connection, writing in college, and visual literacy. **0321850394 / 9780321850393 Pathways: Scenarios for Sentence and Paragraph Writing Plus NEW MyWritingLab with Pearson eText Package consists of: 0205058078 / 9780205058075 Pathways: Scenarios for Sentence and Paragraph Writing 0205870147 / 9780205870141 NEW MyWritingLab with Pearson eText -Valuepack Access Card**

Humanities
Developmental Writing
ISBN10: 0-321-89717-X
ISBN13: 978-0-321-89717-6
Prev. ISBN 0-321-14553-4
2008, 528 pp., PaperPackage,
\$114.47k

Keys to Successful Writing (with Readings) with NEW MyWritingLab Student Access Code Card 4/E

Anderson, Marilyn (El Camino College) (English, Math, Student Success)

Keys to Successful Writing prepares student writers for college, career, and everyday writing success by illustrating the writing process requiring reading, thinking, and writing. An essay-level rhetoric/reader/handbook presenting straightforward, consistently applicable tools and techniques, *Keys*'s organization flows from simple to more complex essays. Featuring a student-friendly, highly accessible writing style, the text presents clear, specific strategies for writing. These methods are combined with student and professional models that are engaging, provocative, and contemporary.

Social Science
Anthropology
ISBN10: 0-205-94950-9
ISBN13: 978-0-205-94950-2
Prev. ISBN 0-205-03518-3
2013, 456 pp., Paper,
\$165.00k

Cultural Anthropology Plus NEW MyAnthroLab with Pearson eText 7/E

Miller, Barbara D. (The George Washington University) (Humanities Social Sciences)

KEY BENEFIT: Anthropology in today's world Through clear writing, a balanced theoretical approach, and engaging examples, *Cultural Anthropology 7e* stresses the importance of social inequality and human rights, the environment, culture change and applied aspects of anthropology. **KEY TOPICS:** Improve Critical Thinking A new Think Like an Anthropologist feature and thought-provoking questions throughout the text link issues with theory and today's student experiences and values. Engage Students -The one page Culturama feature found in every chapter provides a mini-case study of a culture. Each Culturama provides basic background information on the highlighted culture along with any updates about current changes and challenges. In addition, two photographs and a locator map offer a mini-"panorama" view to help students visualize and anchor the material. **MARKET:** For those interested in learning about Introductory Cultural Anthropology. **0205949509 / 9780205949502 Cultural Anthropology Plus NEW MyAnthroLab with Pearson eText Package consists of 0205260012 / 9780205260010 Cultural Anthropology 0205871437 / 9780205871438 NEW MyAnthroLab with Pearson eText -Valuepack Access Card**

Social Science
History
ISBN10: 0-205-93936-8
ISBN13: 978-0-205-93936-7
Prev. ISBN 0-205-70974-5
2013, 304 pp., Paper, 7-3/8" x 9-1/8"
\$61.53k

World History in Brief: Major Patterns of Change and Continuity, to 1450, Volume 1 8/E

Stearns, Peter N. (George Mason University) (Humanities Social Sciences)

KEY BENEFIT: Emphasizes the major interactions among different peoples and societies -World History in Brief highlights key events in world history, giving adequate treatment to the major issues, while leaving time for analysis and use of supplemental materials for critical thinking. **KEY TOPICS:** Engage Students -"Solving Problems," "History Debates," and "World Profiles" features allow students to approach history from different angles. Support Instructors -MyHistoryLab, an Instructor's Resource Manual, a Test Bank, MyTest, PowerPoint presentations, a detailed timeline for each period covered in the text, and Class Preparation are available. **MARKET:** For students in introduction to world history courses.

Social Science
History
ISBN10: 0-205-93942-2
ISBN13: 978-0-205-93942-8
2013, 448 pp., Paper, 7-3/8" x 9-1/8"
\$61.53k

World History in Brief: Major Patterns of Change and Continuity, since 1450, Volume 2 8/E

Stearns, Peter N. (George Mason University) (Humanities Social Sciences)

KEY BENEFIT: Emphasizes the major interactions among different peoples and societies -World History in Brief highlights key events in world history, giving adequate treatment to the major issues, while leaving time for analysis and use of supplemental materials for critical thinking. **KEY TOPICS:** Engage Students -"Solving Problems," "History Debates," and "World Profiles" features allow students to approach history from different angles. Support Instructors -MyHistoryLab, an Instructor's Resource Manual, a Test Bank, MyTest, PowerPoint presentations, a detailed timeline for each period covered in the text, and Class Preparation are available. **MARKET:** For students in introduction to world history courses.

Social Science
History
ISBN10: 0-205-93920-1
ISBN13: 978-0-205-93920-6
2013, 720 pp., Paper, 7-3/8" x 9-1/8"
\$79.67k

World History in Brief: Major Patterns of Change and Continuity, Combined Volume 8/E

Stearns, Peter N. (George Mason University) (Humanities Social Sciences)

KEY BENEFIT: Emphasizes the major interactions among different peoples and societies -World History in Brief highlights key events in world history, giving adequate treatment to the major issues, while leaving time for analysis and use of supplemental materials for critical thinking. **KEY TOPICS:** Engage Students -"Solving Problems," "History Debates," and "World Profiles" features allow students to approach history from different angles. Support Instructors -MyHistoryLab, an Instructor's Resource Manual, a Test Bank, MyTest, PowerPoint presentations, a detailed timeline for each period covered in the text, and Class Preparation are available. **MARKET:** For students in introduction to world history courses.

Social Science
 Psychology
ISBN10: 0-205-95087-6
ISBN13: 978-0-205-95087-4
 Prev. ISBN 0-205-61559-7
 2013, 816 pp., PaperPackage,
\$179.47k

Child Development Plus NEW MyDevelopmentLab with eText 9/E

Berk, Laura E. (Illinois State University) (Humanities Social Sciences)

KEY BENEFITS: Students are provided with an exceptionally clear and coherent understanding of child development, emphasizing the interrelatedness of all domains--physical, cognitive, emotional, and social--throughout the text narrative and in special features.

KEY TOPICS: Theory and Research in Child Development, Foundations of Development, Cognitive and Language Development, Personality and Social Development, Contexts for Development **MARKET:** Child Development and Adolescent Development
0205950876 / 9780205950874 Child Development Plus NEW MyDevelopmentLab with eText Package consists of: 0205149766 / 9780205149766 Child Development 0205909744 / 9780205909742 NEW MyDevelopmentLab with Pearson eText -Access Card -for Laura E. Berk

Social Science
 Psychology
ISBN10: 0-205-95375-1
ISBN13: 978-0-205-95375-2
 Prev. ISBN 0-13-144451-4
 2013, 480 pp., PaperPackage,
\$177.47k

Personality and Personal Growth Plus NEW MySearchLab with eText 7/E

Frazer, Ph.D., Robert; Fadiman, Ph.D., James (Humanities Social Sciences)

KEY BENEFIT: Understand personality perspectives through a theoretical lens Through a set of different theoretical lenses, *Personality and Personal Growth* gives students the opportunity to understand their own lives and the lives of others **KEY TOPICS:** Understand new research developments in psychology and its significance today. Relate psychological ideas to readers own life and lives of others **MARKET:** For those interested in understanding personality through different theoretical lenses.

Social Science
 Psychology
ISBN10: 0-205-95374-3
ISBN13: 978-0-205-95374-5
 Prev. ISBN 0-205-75307-8
 2013, 544 pp., PaperPackage,
\$141.00k

Understanding Human Development Plus NEW MyDevelopmentLab with eText 3/E

Craig, Grace J. (University of Massachusetts at Amherst); Dunn, Wendy L. (Coe College) (Humanities Social Sciences)

KEY BENEFIT: An interdisciplinary approach with an emphasis on culture and family *Understanding Human Development*, 3e challenges students to understand development from a broader perspective. **KEY TOPICS:** Improve Critical Thinking -Students learn to think critically about issues in development, including the influence of cultural. Engage Students -Students are fascinated to learn about the different forms development takes in various cultures. **MARKET:** For those interested in understanding human development with an interdisciplinary approach. **0205953743 / 9780205953745 Understanding Human Development Plus NEW MyDevelopmentLab with eText Package consists of: 0205206522 / 9780205206520 NEW MyDevelopmentLab with Pearson eText -Access Card 0205233651 / 9780205233656 Understanding Human Development**

Social Science
 Psychology
ISBN10: 0-205-82965-1
ISBN13: 978-0-205-82965-1
 Prev. ISBN 0-205-68468-8
 2013, 224 pp., Paper, 8-1/4" x 10-7/8"
\$34.00k

Psychology Major, The: Career Options and Strategies for Success 5/E

Landrum, R. Eric(Boise State University);Davis, Stephen F.(Morningside College)(Humanities Social Sciences)

KEY BENEFIT: Strategies for success for the psychology major, *The Psychology Major: Career Options and Strategies for Success, 5e* Davis provides strategies for success that will allow students to achieve their career goals, whatever they may be **KEY TOPICS:** Describe why psychology is a practical subject for any student to study. Find research ideas and write papers in APA format. **MARKET:** For those interested in learning about career opportunities with a psychology degree.

Social Science
 Psychology
ISBN10: 0-205-95376-X
ISBN13: 978-0-205-95376-9
 2013, 272 pp., PaperPackage,
\$172.47k

Psychology and Systems at Work Plus NEW MySearchLab with eText

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. **020595376X / 9780205953769 Psychology and Systems at Work Plus NEW MySearchLab with eText Package consists of 0205239927 / 9780205239924 MySearchLab with Pearson eText -Access Card 0205735789 / 9780205735785 Psychology and Systems at Work**

Early Childhood
Curriculum
ISBN10: 0-13-261312-3
ISBN13: 978-0-13-261312-5
Prev. ISBN 0-13-243444-X
2013, 336 pp., Paper, 8" x 10"
\$44.20k

Endless Opportunities for Infant and Toddler Curriculum: A Relationship-Based Approach 2/E

Petersen, Sandra H. (Early Head Start National Resource Center); Wittmer, Donna S. (University of Colorado, Denver) (Teacher Education)

KEY BENEFIT: Adults see the world as a place of "Endless Opportunities" for infants and toddlers. This book helps the infant toddler care teacher to offer interactions, activities, environments, and routines that support each step of learning within each developmental domain. Running scenarios of three age-based groups demonstrate how teachers make decisions that serve the individual differences of culture, development, and personal inclinations among children. Self-reflection tools on individual teacher practices conclude each chapter. **MARKET:** Written not only for the care teacher, but also child development and early childhood education students.

Guidance and Counseling
ISBN10: 0-13-315537-4
ISBN13: 978-0-13-315537-2
Prev. ISBN 0-13-243456-3
2013, 600 pp., PaperPackage,
\$146.07k

Counseling: A Comprehensive Profession Plus MyCounselingLab with Pearson eText 7/E

Gladding, Samuel T. (Wake Forest University) (Teacher Education)

Still the most readable, practical, and comprehensive overview of the roles and responsibilities of the professional counselor on the market, the seventh edition of *Counseling: A Comprehensive Profession* is updated and improved to meet the emerging needs of the developing counselor. Containing an even stronger emphasis on counseling as a profession and counseling as an identity along with new or expanded sections on history, wellness, trauma, social justice, multiculturalism, rehabilitation, motivational interviewing, bullying, microaggression, international counseling, process addiction, abuse, and ethical and legal issues in counseling, this text is more equipped to help students prepare for professional challenges and a lifetime as an effective counselor than ever before. **0133155374 / 9780133155372 Counseling: A Comprehensive Profession Plus MyCounselingLab with Pearson eText Package consists of: 013265797X / 9780132657976 Counseling: A Comprehensive Profession 0133036405 / 9780133036404 NEW MyCounselingLab with Pearson eText -Standalone Access Card -for Counseling: A Comprehensive Profession**

Guidance and Counseling
ISBN10: 0-13-315542-0
ISBN13: 978-0-13-315542-6
Prev. ISBN 0-13-240903-8
2013, 432 pp., PaperPackage,
\$122.67k

Substance Abuse Counseling: Theory and Practice Plus MyCounselingLab with Pearson eText 5/E

Stevens, Patricia (Utah State University); Smith, Robert L. (Texas AM University, Corpus Christi) (Teacher Education)

KEY BENEFIT: Gives general clinicians an on-to-job guide to the theory and practice of alcohol, tobacco, and other drug abuse and helps them more clearly understand how to work effectively with clients who are misusing or abusing these drugs. Now updated to include the changing substance abuse problems in our nation and around the world. **KEY TOPICS:** Ethical and legal issues in substance abuse counseling; a look at the major substances of abuse and the effects on the body; assessment; treatment settings and planning for individuals, groups, and families; working with selected populations and diverse cultures. **MARKET:** General clinicians and counselors **0133155420 / 9780133155426 Substance Abuse Counseling: Theory and Practice Plus MyCounselingLab with Pearson eText Package consists of: 0132615649 / 9780132615648 Substance Abuse Counseling: Theory and Practice 0133036812 / 9780133036817 NEW MyCounselingLab with Pearson eText -Standalone Access Card -for Substance Abuse Counseling: Theory and Practice**

EDUCATION

Guidance and Counseling
ISBN10: 0-13-315539-0
ISBN13: 978-0-13-315539-6
Prev. ISBN 0-13-228652-1
2013, 656 pp., PaperPackage,
\$146.87k

Guidance and Counseling
Substance Abuse
ISBN10: 0-13-315541-2
ISBN13: 978-0-13-315541-9
Prev. ISBN 0-205-59176-0
2013, 400 pp., PaperPackage,
\$122.67k

Science Health
Health Human Biology
ISBN10: 0-321-82835-6
ISBN13: 978-0-321-82835-4
Prev. ISBN 0-321-57084-7
2013, 528 pp., PaperPackage, 8-1/2 X
10-7/8
\$142.40k

Theories of Counseling and Psychotherapy: A Case Approach Plus MyCounselingLab with Pearson eText 3/E

Murdock, Nancy L.(Teacher Education)

Using case studies, applied examples, original source material, and her own inimitable pedagogical style, Nancy Murdock succinctly elucidates fifteen of the most influential and ground-breaking theories of psychotherapy and counseling. With this articulate guide to counseling theory, students will grasp complicated historical theory and not only understand the historical footing and uses of each, but will learn how these theories have informed each other and contributed to modern practice, while applying it to their own professional counseling experience. **0133155390 / 9780133155396 Theories of Counseling and Psychotherapy: A Case Approach Plus MyCounselingLab with Pearson eText Package consists of 0132659786 / 9780132659789 Theories of Counseling and Psychotherapy: A Case Approach 0133036723 / 9780133036725 NEW MyCounselingLab with Pearson eText -Standalone Access Card -for Theories of Counseling and Psychotherapy: A Case Approach**

Substance Abuse: Information for School Counselors, Social Workers, Therapists and Counselors Plus MyCounselingLab with Pearson eText 5/E

Fisher, Gary L.(University of Nevada, Reno);Harrison, Thomas C.(University of Nevada, Reno)(Teacher Education)

Providing a comprehensive overview of the substance abuse field, *Substance Abuse: Information for School Counselors, Social Workers, Therapists and Counselors*, Fifth Edition combines the accessible writing style and succinct, practical topical coverage that have made it a market-leading resource for generalist students, prospective mental health professionals, and allied professionals. **0133155412 / 9780133155419 Substance Abuse: Information for School Counselors, Social Workers, Therapists and Counselors Plus MyCounselingLab with Pearson eText Package consists of: 0132613247 / 9780132613248 Substance Abuse: Information for School Counselors, Social Workers, Therapists and Counselors 0133036766 / 9780133036763 NEW MyCounselingLab with Pearson eText -Standalone Access Card -for Substance Abuse: Information for School Counselors, Social Workers, Therapists and Counselors**

Nutrition for Life with MyNutritionLab plus MyDietAnalysis 3/E

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

KEY BENEFIT: *Nutrition for Life*, 3/E capitalizes on readers' natural interest in nutrition by demonstrating how it relates directly to their health and daily lives. The Third Edition includes new applied features such as Eating Right All Day, Foods You Don't Know You Love Yet, and end-of-chapter Cooking videos, which gives readers all they need to know to put good nutrition information into action. The Third Edition also includes a Nutri-Case in each chapter plus the new MyPlate food patterns and recommendations. The art and photos have also been updated, along with a fresh interior design. **MARKET:** Intended for those interested in gaining a basic knowledge of nutrition **0321828356 / 9780321828354 Nutrition for Life with MyNutritionLab plus MyDietAnalysis Package consists of: 0321787870 / 9780321787873 MyNutritionLab with MyDietAnalysis -Valuepack Access Card -for Nutrition for Life 0321774353 / 9780321774354 Nutrition for Life**

Special Education
Physical Disabilities
ISBN10: 0-13-265811-9
ISBN13: 978-0-13-265811-9
Prev. ISBN 0-13-238763-8
2013, 408 pp., Paper, 8" x 10"
\$122.33k

Transition Planning for Secondary Students with Disabilities 4/E

Flexer, Robert W.(Kent State University);Baer, Robert M.(Kent State University);Luft, Pamela(Kent State University);(Teacher Education)

KEY BENEFIT: Teachers, and other education professionals, get the support they need to develop and implement transition activities and programs for students with disabilities in a comprehensive, practical resource. **KEY TOPICS:** Implementing transition systems, creating a transition perspective of education, promoting movement to postschool environments **MARKET:** Preand in-service teachers of special education, career education, vocational education. Any educator or other professional involved in dealing with and meeting the transition needs of students with disabilities.

Teaching and Learning
ISBN10: 0-13-315535-8
ISBN13: 978-0-13-315535-8
Prev. ISBN 0-205-59350-X
2013, 528 pp., PaperPackage,
\$160.67k

Developing the Curriculum Plus MyEdLeadershipLab with Pearson eText 8/E

Oliva, Peter F.(Professor Emeritus, Florida International University and Georgia Southern University);Gordon II, William R.(Executive Area Director, Orange County Public Schools, Adjunct Instructor, Univ of Central Florida)(Teacher Education)

KEY BENEFIT: Guides preand in-service educational administrators step-by-step through the entire curriculum development process and provides many references to both historic and contemporary works. **KEY TOPICS:** Curriculum development: theoretical dimensions, roles of school personnel, components of the process, technology in curriculum and instruction, current curriculum issues. **MARKET:** Preand in-service educational administrators in grades K-12 **0133155358 / 9780133155358 Developing the Curriculum Plus MyEdLeadershipLab with Pearson eText Package consists of: 0132627515 / 9780132627511 Developing the Curriculum 0133037215 / 9780133037210 NEW MyEdLeadershipLab with Pearson eText -Standalone Access Card -for Developing the Curriculum**

General Health

Fitness and Exercise

ISBN10: 0-321-85404-7

ISBN13: 978-0-321-85404-9

Prev. ISBN 0-321-57016-2

2013, 416 pp., PaperPackage, 8-3/8 X 11

\$58.20k

Get Fit, Stay Well! Brief Edition with MyFitnessLab 2/E

Hopson, Janet(San Francisco State University);Donatelle, Rebecca J.(Emeritus, Oregon State University);Littrell, Tanya(Portland Community College)(Academic Science)

KEY BENEFIT: *Get Fit, Stay Well! Brief Edition, 2/e* meets readers where they are and gives them the targeted, personal guidance they need to get them where they want to be. **KEY TOPICS:** Changing Personal Behaviors for Optimal Wellness, Understanding Fitness Principles, Conditioning Your Cardiorespiratory System, Building Muscular Strength and Endurance, Maintaining Flexibility and Back Health, Understanding Body Composition, Improving Your Nutrition, Managing Your Weight, Managing Stress, Reducing Your Risk of Cardiovascular Disease, Reducing Your Risk of Diabetes and Other Chronic Diseases. **MARKET:** Intended for those interested in gaining a basic knowledge of fitness and wellness. 0321854047 / 9780321854049 **Get Fit, Stay Well! Brief Edition with MyFitnessLab Package consists of 0321780361 / 9780321780362 Get Fit, Stay Well! Brief Edition 0321802322 / 9780321802323 NEW MyFitnessLab with Pearson eText -Value-Pack Access Card -for Get Fit, Stay Well!**

General Health

ISBN10: 0-321-88683-6

ISBN13: 978-0-321-88683-5

Prev. ISBN 0-321-57112-6

2012, 784 pp., PaperPackage, 8-1/2 X

10-7/8

\$129.80k

Access to Health with MyHealthLab 12/E

Ketcham, Patricia;Donatelle, Rebecca J.(Emeritus, Oregon State University)(Academic Science)

KEY BENEFIT: The newly revised *Access to Health*, Twelfth Edition makes health more accessible—for readers to learn about, for instructors to teach, and for individuals to achieve. Long known for its currency, research, and strength in behavior change, *Access to Health* provides just that: access to health information and the student's own health potential through a consistent framework for motivating students to make healthy life choices. In the Twelfth Edition, access to learning about personal health has been enhanced through the book's eye-popping design, imaginative art, unique Focus On mini-chapters, and robust media. **MARKET:** Intended for those interested in gaining a basic knowledge of personal health

General Health

ISBN10: 0-321-83425-9

ISBN13: 978-0-321-83425-6

2013, 464 pp., PaperPackage, 8-1/2 X

10-7/8

\$79.80k

My Health: An Outcomes Approach with MyHealthLab

Donatelle, Rebecca J.(Emeritus, Oregon State University)(Academic Science)

KEY BENEFIT: *Choosing Health* uses reader stories, social-networking tools, and a wealth of online resources to speak to today's readers better than any other personal health book. With its magazine-style design and inclusion of realreader stories (both online and in the printed text), this book is the one that readers can most relate to—and the one that will most inspire them to choose a healthy lifestyle. **KEY TOPICS:** Health in the 21st Century, Psychological Health, Stress Management, Nutrition and You, Exercise for Fitness and Health, Weight Management, Drug Use and Abuse, Alcohol and Tobacco, Relationships and Communication, Sexuality, Contraception, and Reproductive Choices, Preventing Infectious Diseases and STIs, Preventing Cardiovascular Disease, Diabetes, and Cancer, Consumer Health, Personal Safety, Environmental Health, Aging and Health. **MARKET:** Intended for readers interesting in gaining a basic knowledge of personal health 0321834259 / 9780321834256 **My Health: An Outcomes Approach with MyHealthLab Package consists of: 032175123X / 9780321751232 My Health: An Outcomes Approach 032180368X / 9780321803689 MyHealthLab with Pearson eText -Access Card -for My Health: An Outcomes Approach**

Mathematics

Calculus

ISBN10: 0-321-84456-4

ISBN13: 978-0-321-84456-9

2013, 650 pp., PaperPackage,

\$119.33k

Calculus for Scientists and Engineers, Single Variable plus MyMathLab Student Access Kit

Briggs, William L.(University of Colorado at Denver);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. **MARKET:** For all readers interested in calculus. **0321844564 / 9780321844569 Calculus for Scientists and Engineers, Single Variable plus MyMathLab Student Access Kit Package consists of: 0321431308 / 9780321431301 MyMathLab/MyStatLab -Glue-in Access Card 0321654064 / 9780321654069 MyMathLab Inside Star Sticker 032182671X / 9780321826718 Calculus for Scientists and Engineers, Single Variable**

Mathematics

Calculus

ISBN10: 0-321-84455-6

ISBN13: 978-0-321-84455-2

2013, 672 pp., PaperPackage,

\$119.33k

Calculus for Scientists and Engineers, Multivariable plus MyMathLab Student Access Kit

Briggs, William L.(University of Colorado at Denver);Gillett, Bernard(University of Colorado at Boulder);Cochran, Lyle(English, Math, Student Success)

KEY BENEFIT: Drawing on their decades of teaching experience, William Briggs and Lyle Cochran have created a calculus text that carries the teacher's voice beyond the classroom. That voice--evident in the narrative, the figures, and the questions interspersed in the narrative--is a master teacher leading readers to deeper levels of understanding. The authors appeal to readers' geometric intuition to introduce fundamental concepts and lay the foundation for the more rigorous development that follows. **MARKET:** For all readers interested in calculus. **0321844556 / 9780321844552 Calculus for Scientists and Engineers, Multivariable plus MyMathLab Student Access Kit Package consists of 0321431308 / 9780321431301 MyMathLab/MyStatLab -Glue-in Access Card 0321654064 / 9780321654069 MyMathLab Inside Star Sticker 0321785517 / 9780321785510 Calculus for Scientists and Engineers, Multivariable**

Mathematics

Calculus

ISBN10: 0-321-84454-8

ISBN13: 978-0-321-84454-5

2013, 864 pp., PaperPackage,

\$119.33k

Calculus for Scientists and Engineers: Early Transcendentals, Single Variable plus MyMathLab Student Access Kit

Briggs, William L.(University of Colorado at Denver);Gillett, Bernard(University of Colorado at Boulder);Cochran, Lyle(English, Math, Student Success)

KEY BENEFIT: Drawing on their decades of teaching experience, William Briggs and Lyle Cochran have created a calculus text that carries the teacher's voice beyond the classroom. That voice--evident in the narrative, the figures, and the questions interspersed in the narrative--is a master teacher leading readers to deeper levels of understanding. The authors appeal to readers' geometric intuition to introduce fundamental concepts and lay the foundation for the more rigorous development that follows. Comprehensive exercise sets have received praise for their creativity, quality, and scope. This book covers chapters single variable topics (chapters 1--10) of Calculus for Scientists and Engineers: Early Transcendentals, by the same authors. **MARKET:** For all readers interested in calculus. **0321844548 / 9780321844545 Calculus for Scientists and Engineers: Early Transcendentals, Single Variable plus MyMathLab Student Access Kit Package consists of 0321431308 / 9780321431301 MyMathLab/MyStatLab -Glue-in Access Card 0321654064 / 9780321654069 MyMathLab Inside Star Sticker 0321785509 / 9780321785503 Calculus for Scientists and Engineers: Early Transcendentals, Single Variable**

Hospitality/Travel/Tourism
ISBN10: 0-13-325512-3
ISBN13: 978-0-13-325512-6
 Prev. ISBN 0-13-308613-5
 2013, 500 pp., Paper, 7-3/4" x 9-1/4"
\$137.27k

Contemporary Club Management with Answer Sheet (EI) 3/E

American Hotel Lodging Educational Institute, . . .; Perdue, Joe (Health Science Careers)

Contemporary Club Management, 3/e introduces students to the complex world of private club management. Chapter contributors are hospitality educators and others with expertise in the areas of club management and facilities. The third edition features two new chapters. "Effective Communication for Club Managers" covers common communications challenges; speaking, writing, and listening; important workplace communication issues, and technology and communication. "Club Facility Management" provides an overview of facility management responsibilities at a private club, sustainability, building projects, and quality assessments. Other topics include Club Governance and the General Manager/CEO, Membership Marketing, Club Food and Beverage Operations, and Golf Operations in Clubs. Editors: Joe Perdue, CCM, CHE, and Jason Koenigsfeld, Ph.D., CHE, for the Club Managers Association of America

Hospitality/Travel/Tourism
ISBN10: 0-13-307693-8
ISBN13: 978-0-13-307693-6
 2008, 600 pp., Paper, 7-3/4" x 9-1/4"
\$92.91k

Hospitality Sales and Marketing with Answer Sheet (EI) 5/E

American Hotel Lodging Educational Institute, . . .; Abbey, James R. (Health Science Careers)

In today's highly-competitive hospitality market, it is essential to have an understanding of sales and marketing. This textbook goes beyond theory to focus on a customer-oriented and practical approach for effectively marketing hotels and restaurants. The book explores the "four Ps" (price, product, promotion, and place) as they relate to specific market segments, providing students with a customer-focused perspective. This edition includes profiles of key industry innovators, corporate spotlights of hotel and restaurant companies, and Internet exercises. Examples of forms, checklists, charts, and other items used by practicing hospitality sales and marketing professionals provide students with resources they can use in their careers. In addition, the Internet's increasing role in sales and marketing is explored in new sections on social media and social networks, using the Internet to build brand awareness, and sales and marketing in the Web 2.0 world.

Hospitality/Travel/Tourism
ISBN10: 0-13-325508-5
ISBN13: 978-0-13-325508-9
 Prev. ISBN 0-13-308558-9
 2013, 403 pp., Paper, 7-3/4" x 9-1/4"
\$140.00k

Supervision in the Hospitality Industry with Answer Sheet (EI) 5/E

Kavanaugh, Raphael R.; Ninemeier, Jack D.; American Hotel Lodging Educational Institute, . . . (Health Science Careers)

Introduce students to the supervisory skills they'll need to succeed in a hospitality career. They will be prepared to meet the expectations of management, employees, and guests. *Supervision In The Hospitality Industry, 5/e* features revised procedures for managing conflict; expanded information on motivation, including a discussion of on-boarding; new information on the role of technology and social media on recruiting and reference checks; new information on the costs and benefits of training; and a discussion of the use of technology for employee scheduling, including scheduling software and company intranets. This book also provides resources to help students create a professional development plan for their career. Authors: Jack D. Ninemeier, Ph.D., CHA, CHE, and Raphael R. Kavanaugh, Ed.D., CHA