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MILADY’S AESTHETICIAN SERIES: A COMPREHENSIVE GUIDE TO EQUIPMENT

Susan Schmaling

Milady’s Aesthetician Series: A Comprehensive Guide to Equipment addresses the ever-increasing questions about technology information and how to apply and use it in everyday practice as a professional beauty consultant. Cosmetologists and aestheticians will welcome this easy-to-read companion that guides readers through the process of evaluating, purchasing and using equipment from the basics such as treatment beds and skin analysis equipment to advanced equipment including oxygen equipment and microdermabrasion.

AUTHOR AFFILIATION: Susan Schmaling: Consultant and Trainer for nearly 30 years

AUDIENCE: Esthetician Professionals; Esthetician Students

HYDROTHERAPY FOR HEALTH AND WELLNESS: THEORY, PROGRAMS & TREATMENTS

Richard Eidson

Hydrotherapy for Health, and Wellness: Theory, Programs & Treatments, deals with a complete and practical understanding of the nature and principles of water. This ancient technique and its treatments can be used by massage therapists, estheticians, and cosmetologists. Based on new developments in several areas, hydrotherapy is now used in the modern spa, medical spa, and wellness center to help clients feel healthy, improve and prevent overall health problems, including mental health, and enhance personal appearances such as anti-aging.

AUTHOR AFFILIATION: Richard Eidson: Consultant for new spa ownership

AUDIENCE: Massage Therapists; Estheticians; Cosmetologists; Students

THE MASSAGE THERAPIST’S GUIDE TO CLIENT SAFETY & WELLNESS

Deborah Ochsner

This is an incredible asset to have at any massage therapist’s disposal. It contains safety checklists and how to’s for just about any thing a massage therapist may encounter from first aid to contraindications and medications that ultimately will ensure a safer practice. If wellness is something a therapist wills for themselves and their clients then safety is the first step.

AUTHOR AFFILIATION: Deborah Ochsner: Certified massage Therapist

AUDIENCE: Massage Therapists; Massage Therapy Students
BUSINESS

Accounting
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Management
Real Estate
COSTING 7E
Terry Lucey

The 7th Edition of the classic text comprehensively covers the principles, techniques and methods of cost accounting and provides full coverage of the latest professional and academic syllabuses. In the first part of the book there is detailed coverage of the objectives, principles, techniques and methods of cost accounting relating to the analysis and gathering of cost and cost ascertainment. The second part of the book concentrates upon the use of cost information for planning control and decision making. The book has been thoroughly updated with changes with areas extended based on reviewer’s suggestions.

AUTHOR AFFILIATION: Terry Lucey: University of Wolverhampton
AUDIENCE: Financial Professionals; Business Professionals

INTERNATIONAL BUSINESS & MANAGEMENT
Philip Kelly

This core textbook covers all the essential elements of International Business and Management. It reflects growing trends away from the old economic school of international business to the newer, more managerial and strategic method of teaching the subject. It also covers areas often neglected by other texts, such as MIS and SMEs. It contains a focus on the use of technology in the international organization as well as the practice of managing business operations across countries, offering a truly multidisciplinary and integrated treatment of international management problems.

AUTHOR AFFILIATION: Philip Kelly: Liverpool John Moores University, UK
AUDIENCE: Students of International Business; Business Professionals

INTERNATIONAL & COMPARATIVE HUMAN RESOURCE MANAGEMENT
Mohammed Branin

This text presents comprehensive coverage of the concepts, policies and practices of human resource management in a comparative and international context. It provides the reader with an understanding of the theoretical underpinnings and the practical implications of national and international approaches to human resource management in a clear and simple style that moves from the analysis of the concepts to the discussion of theories and models, and from country specific to international HRM policies and practices.

AUTHOR AFFILIATION: Mohammed Branin: University of Dundee, UK

ILLINOIS REAL ESTATE: PRINCIPLES AND PRACTICES, 4E
Tim Rice; Ralph A. Palmer; Alan Toban

Prepare for the Illinois Real Estate License Exam with confidence. This new fourth edition is readable, integrated, user-friendly and meets all requirements for pre-licensing in Illinois. The comprehensive treatment provides appropriate information and guidance for passing the state-licensing exam. AMP-style Questions: Allowing users to keep up with the state test. Environmental Issues: Prepares users for the latest issues and topics on the state exam. Companion Web Site: Keeps the material up-to-date. Internet Resources: Each chapter has been expanded with more references to Internet resources specific to topics being covered.

AUTHOR AFFILIATION: Tim Rice: Information Professionals, Inc. Real Estate School Alan Toban: Series Editor
AUDIENCE: Real Estate Professionals; Students studying to get their license
PREVIOUS ISBN: 9780-324-14-3
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Alan Kalameja

This classic reference work features self-paced tutorials that lead readers from simple one-view engineering drawings to geometric constructions, multiview projections, section and auxiliary views, 3D solid modeling, and photorealistic rendering. Tutorials utilize a step-by-step approach, following traditional engineering drawing techniques and methods while teaching users how to take full advantage of AutoCAD 2009 to achieve professional results.

**AUTHOR AFFILIATION:**
Alan Kalameja: Trident Technical College, Charleston, South Carolina

**AUDIENCE:**
Beginning to intermediate AutoCAD 2009 users

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September 2008 
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**CUSTOMIZING AUTOCAD® 2009**

Sham Tickoo

Updated to provide complete coverage of the expanded design capabilities of AutoCAD 2009, this thoroughly revised new edition of a classic AutoCAD reference work offers detailed explanations of customizing techniques for advanced users of the software. In one comprehensive volume, noted AutoCAD expert Sham Tickoo examines all the various levels of customization in AutoCAD—from the basic topics of creating template drawings and customizing menus to such advanced features as modifying the AutoCAD environment in ways that help industry professionals meet the needs of their organization. Live projects and examples enhance the book’s thorough explanations, helping users understand and master the customizing concepts of AutoCAD 2009 with relative ease.

**AUTHOR AFFILIATION:**
Sham Tickoo: Purdue University

**AUDIENCE:**
AutoCAD users; Engineers; Architects; Designers and other industry professionals

PREVIOUS ISBN: 14283-2448-8

978-1-4354-0258-4 $101.95

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October 2008 
672 pp, 7⅛" x 9¼", PB, 1-Color

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**HARNESSING AUTOCAD® 2009**

G.V. Krishnan; Thomas Stellman

Harnessing AutoCAD® 2009 continues in the tradition of previous editions by providing the widest selection of discipline-specific exercises and projects for learning how to use today’s leading desktop design and drawing software. This widely used resource contains all the latest functionality, including extensively illustrated examples of “prompt-response” sequences, whereby certain commands prompt users for additional information, such as coordinates or dimensions, to complete a function.

**AUTHOR AFFILIATION:**
G.V. Krishnan: Director of the Applied Business & Technology Center at University of Houston (Downtown) 
Thomas Stellman: Testinger Corp.

**AUDIENCE:**
Beginning to intermediate AutoCAD 2009 users

PREVIOUS ISBN: 1-4283-1156-4

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September 2008 
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**PAUL F. AUBIN’S MASTERING REVIT® ARCHITECTURE 2009**

Paul F. Aubin

Master the software that industry professionals use to create compelling architecture! Experienced-based practical advice is at the core of this concise reference guide by veteran author Paul F. Aubin, who makes learning Autodesk Revit® Architecture 2009 easier than ever. Designed to shorten the learning curve, this book focuses squarely on the rationale and practicality of the Revit® Architecture process through a series of hands-on lessons that promote a clear sense of the value of the software and an understanding of each tool’s potential.

**AUTHOR AFFILIATION:**
Paul F. Aubin: Consulting for Architects, Inc

**AUDIENCE:**
Architects


978-1-4354-0263-8 $76.95

978-1-4354-0263-8 • $76.95 
(1-4354-0263-4) 
August 2008 
832 pp, 7⅛" x 9¼", PB, 1-Color
INTRODUCING AND IMPLEMENTING REVIT® ARCHITECTURE 2009

Lay Christopher Fox

This innovative book shows how building design strengths and methods can be used and applied with Autodesk Revit Architecture 2009. Coverage explores the ways in which Revit Architecture handles design and documentation tasks and the advantages it presents for creating fully integrated building information models. Tutorial exercises early in the book illustrate how Autodesk Revit Architecture can be combined effectively with AutoCAD and Architectural Desktop drawings to make the best use of existing files and work practices.

AUTHOR AFFILIATION:
Lay Christopher Fox: Rochester Institute of Technology

AUDIENCE:
Working design firms, Community Colleges and Design school courses in architectural design


AUTOCAD® 2009 TUTOR FOR ENGINEERING GRAPHICS

Sham Tickoo

This comprehensive resource—widely used in industry and in the classroom—features detailed explanations of AutoCAD 2009 commands, enabling users to take maximum advantage of Autodesk’s newest and most essential software features. Carefully organized to progress from the rudiments of AutoCAD to the important concepts of 3D modeling and customization, this book caters to the basic needs of beginners as well as to the advanced requirements of industry professionals.

AUTHOR AFFILIATION:
Sham Tickoo: Purdue University

AUDIENCE:
Industry, CAD, drafting professionals

PREVIOUS ISBN: 1-4283-1158-0

ACCESSING AUTOCAD® ARCHITECTURE 2009

William G. Wyatt

Accessing AutoCAD® Architecture 2009 offers engaging step-by-step tutorials and projects that clearly demonstrate and reinforce the real-world application of AutoCAD Architecture® tools. Each tool is introduced and then provides a thorough explanation of the options of the command and how it is used in the development of drawings. Users gain familiarity with AutoCAD Architecture through the use of applications that involve the creation of floor plans, foundation plans, elevations, sections, details, and presentation drawings for a two-story residence, including a basement.

AUTHOR AFFILIATION:
William G. Wyatt: John Tyler Community College in Chester, VA, Professor

AUDIENCE:
Architects and other Industry Professionals

PREVIOUS ISBN: 978142831-1

FIXING WINDOWS VISTA

Jean Andrews

This supplement prepares the student to support Windows Vista on a stand-alone or networked personal computer. Topics covered include installing Windows Vista, hardware and applications, setting up user accounts, managing user data, backing up data and the system state, managing the desktop, configuring security options, monitoring performance, and troubleshooting problems with hardware, applications, and Vista startup. The supplement is written following the same style as the chapters in the core textbooks and includes the same end-of-chapter content and a glossary of key terms.

AUDIENCE:
Beginner to Intermediate
DATABASE MANAGEMENT SYSTEMS, 2E
Patricia Ward

The success of many organizations depends upon information stored in database management systems. Given the importance of such systems, it is essential that managers with responsibility for IT understand the underlying database management system (DBMS) principles, are aware of the strengths and weaknesses of existing database technology and of unlikely future developments in the field. This text will aid readers in deepening their understanding of the technologies by proposing conceptual models which tackle deficiencies of the relational model. It also addresses advanced issues faced in database application development and will familiarise readers with the current technological developments and trends.

AUTHOR AFFILIATION:
Pamela Ward: Middlesex University, UK

AUDIENCE:
Students of Database Management Systems

THE COMPLETE XNA: AN EXPLORATION INTO THE XNA FRAMEWORK LIBRARY
Jeromy Walsh

Windows XP & Xbox 360 Game Programming Using XNA Game Studio Express covers the fundamentals of providing a comprehensive guide to the field of games and game consoles, and presents the basics of game design. It concentrates on the game coding process, and introduces the fundamental aspects of game architecture with a focus on Xbox 360 as the code deployment target.

AUDIENCE:
Game programmers and developers

FUNDAMENTALS OF NETWORK GAME DEVELOPMENT
Guy W. Lecky-Thompson

Games that are social and played on networks and online are becoming increasingly popular, resulting in the need for information on how to program and design games specifically for network play. Fundamentals of Network Game Development addresses the theory and practice behind network game creation including types of network games, the technology involved, and the various types of network games such as turn-by-turn and massively multiplayer online games. The book also features tips on how to avoid hacking, how to test games, and what common challenges to be prepared for.

AUDIENCE:
Game journalists, freelance game developers, and design consultants

CHALLENGES FOR GAME DESIGNERS
Brenda Brathwaite; Ian Schreiber

Game designers, like other artists, get better with practice. Challenges for Game Designers is a series of creative exercises based on real-world problems, allowing the aspiring and practicing game designer to hone their craft without taking the time and risk inherent in a full game development project. Well-known game designers contribute their own unique solutions, allowing a window into their thought processes. While most books in this field admit that a game designer must regularly design games, no other book gives the reader, whether student or professional, a starting place to practice their essential skills. Challenges for Game Designers is nothing but practice, making it an essential book on any designer's shelf.

AUTHOR AFFILIATION:
Brenda Brathwaite: Award-winning game designer and professor of game development and interactive design at the Savannah College of Art and Design in Savannah, Georgia.
Ian Schreiber: Game design and development instructor at Ohio University

AUDIENCE:
Game Designers
BEGINNING OpenGL 2E
Luke Benstead

Beginning OpenGL, Second Edition provides an easy-to-understand introduction to OpenGL, introducing all the basic elements of OpenGL used in game development as they apply to games. Covering OpenGL 3.0, the new and more efficient API that provides Direct3D 10 level graphics and is platform independent. Perfect for programmers who are new to game development or new to OpenGL, new skills and concepts are taught using step-by-step instructions with end-of-chapter exercises for testing and reinforcement.

AUDIENCE:
Programmers who are new to game development and who are new to OpenGL


PROGRAMMING ROLE PLAYING GAMES ALL IN ONE, 3E
Jim Adams

Programming for Role Playing Games All in One, Third Edition shows readers how to put their creative ideas in motion and try their hand at creating their own role-playing game. Geared towards intermediate level programmers who are familiar with the C++ language, the book teaches readers step-by-step how to use the DirectX 10 SDK to create a complete role-playing game. It begins with an introduction to the various DirectX components including Graphics, Audio, DirectInput, and DirectPlay. Once the reader has a basic understanding of DirectX, they move on to learning how to build up a base of the basic functions needed to create a game, from drawing 2D and 3D graphics to creating a scripting system.

AUDIENCE:
Beginner to intermediate level programmers of all ages


GAME DEVELOPMENT ESSENTIALS: ONLINE GAME DEVELOPMENT
Rick Hall; Jeannie Novak

With an innovative, business-model approach, Game Development Essentials: Online Game Development provides the essentials needed to achieve long-term success with Massively Multiplayer Online Games (MMOGs). Authors Hall and Novak take a significant and valuable departure from traditional game development books by addressing MMOG development as a complex, multi-faceted, service-oriented business, instead of focusing solely on technical, artistic, or design techniques. The resulting multi-dimensional focus allows readers to design their game and organize their development process with the entire business in mind. Coverage includes the key differences between single player games and MMOGs, as well as how the various components of the development process, (including business model, marketing plan, gaming community and technical constraints), influence one another and determine the success of the MMOG.

AUTHOR AFFILIATION:
Rick Hall: University of Central Florida's FIEA Program
Jeannie Novak: Founder of Indiespace and Industry Expert

AUDIENCE:
Game Developers

PREVIOUS ISBN:

GAME DEVELOPMENT ESSENTIALS: GAMEPLAY MECHANICS
Troy Dunnaway; Jeannie Novak

Game designers are faced with the challenge of balancing consumer expectations with strict marketing requirements, schedule deadlines, and budget limitations. With a hands-on, practical approach, Game Development Essentials: Gameplay Mechanics shows readers how to approach game design in an efficient way that meets the objectives of the target audience as well as the businesses that fund development.

AUTHOR AFFILIATION:
Troy Dunnaway: Chair of Gaming for the SIGGRAPH 2010 national convention
Jeannie Novak: Founder of Indiespace and Industry Expert

AUDIENCE:
Game Developers

PREVIOUS ISBN:
3D GAMES PROGRAMMING: USING DIRECTX 10 AND OPENGL
Pierre Rautenbach

Learn how to create your own next-generation 3-D game engine with 3D Game Programming. Dealing with the cross-platform programming of 3-D Games for both Linux/MacOS X (via OpenGL/GLUT) and Windows (via DirectX 10 or OpenGL/GLUT) platforms, this book bridges an existing rift in the game development community. In addition to covering these APIs in-depth, the reader is also introduced to other game programming topics such as game development techniques and methodologies, particle systems, shader-based special effects, physics-based animation and artificial intelligence, making this the most comprehensive game programming guide around.

AUTHOR AFFILIATION:
Pierre Rautenbach: University of Pretoria

AUDIENCE:
Game Programmers

GOOGLE ESSENTIALS - ILLUSTRATED
Elizabeth Eisner Reding

This brand new brook from the Illustrated Series provides coverage of the essential skills for using Google’s most popular tools. Learners get interactive with Google and learn how to use it to increase their productivity and solve problems in their lives.

AUDIENCE:
Any computer users

HANDS-ON GUIDE TO MICROSOFT WINDOWS SERVER 2008
Michael Palmer

Hands-On Microsoft Windows Server 2008 enables readers with no previous server experience to achieve a broad understanding of Windows Server 2008. This book is designed for those who want to learn the operating system and attain a basic server administration foundation. This book can also be used as an initial preparation for the new Microsoft certification exams. These certifications include the Microsoft Certified Technology Specialist (MCTS) track and the Microsoft Certified IT Professional (MCITP) track.

AUTHOR AFFILIATION:
Michael Palmer: University of Wyoming

AUDIENCE:
Information Systems Professionals; Network Administrators; Security Professionals

MCTS GUIDE TO CONFIGURING MICROSOFT WINDOWS SERVER 2008 ACTIVE DIRECTORY (EXAM # 70-640)
Greg Tomsho

This text is intended to provide readers with the skills necessary to manage a Windows Server 2008 system with a focus on configuring Active Directory. It will also prepare readers for the Microsoft Certified Technology Specialist Exam 70-640: Windows Server 2008 Active Directory, Configuring. The primary purpose of this book is for use in a classroom environment in an instructor led course which aims to prepare students for using Windows Server 2008 in the workplace and for taking the 70-640 exam.

AUTHOR AFFILIATION:
Greg Tomsho: Catawba Valley Community College

AUDIENCE:
Information Systems Professionals; Network Administrators; Security Professionals; Anyone looking for MCTS Certification

PREVIOUS ISBN: 1-4239-0289-0

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February 2009
720 pp, 8½” x 11”, PB, 1-Color

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SECURITY+ GUIDE TO NETWORK SECURITY FUNDAMENTALS, 3E

Mark Ciampa

The new third edition of Security+ Guide to Network Security Fundamentals covers all of the new CompTIA Security+ 2008 exam objectives and maps to the new Security+ 2008 exam released in October 2008. Several new security topics are covered, such as cross site scripting, SQL injection, rootkits, network access control, and virtualization. An entire introductory chapter is devoted to in-depth coverage of what is information security, why it is important, who are the new breed of attackers, the steps of an attack, basic defenses against attacks, and a survey of information security careers.

AUTHOR AFFILIATION:
Mark Ciampa: Volunteer State Community College

AUDIENCE:
Security Professionals; IT Professionals

PREVIOUS ISBN: 0-619-21566-6

HANDS-ON INFORMATION SECURITY MANUAL, 3E

Michael E. Whitman; Herbert J. Mattord

The Hands-On Information Security Lab Manual, Third Edition allows students to apply the basics of their introductory security knowledge in a hands-on environment with detailed exercises using Windows XP, Vista and Linux. This non-certification based lab manual includes coverage of scanning, OS vulnerability analysis and resolution, firewalls, security maintenance, forensics, and more. A full version of the software needed to complete these projects is included on a CD with every text, so instructors can effortlessly set up and run labs to correspond with their classes.

AUTHOR AFFILIATION:
Michael E. Whitman: Kennesaw State University
Herbert J. Mattord: Kennesaw State University

AUDIENCE:
Linux Systems Programmers; IT Professionals


NETWORK+ GUIDE TO NETWORKS, 5E

Tamara Dean

Network+ Guide to Networks, Fifth Edition is designed to prepare users for CompTIA’s newly-revised Network+ certification exam and will also offer mapping features to the exam objectives. As in previous editions, this text presents current coverage of networking hardware and software along with the skills necessary to succeed in the dynamic field of networking. This book is designed to fit any Introduction to Networking course, with thorough explanations of networking fundamentals such as protocols, network design and implementation, and troubleshooting and support.

AUDIENCE:
Network Administrators; IT Professionals


CCNA GUIDE TO CISCO NETWORKING FUNDAMENTALS, 4E

Kelly Cannon; Kelly Caudle

CCNA Guide to Cisco Networking Fundamentals, 4E is a comprehensive guide for anyone wishing to obtain a solid background in basic Cisco networking concepts. Learners are first introduced to theory-based concepts, which are followed-up with practical hands-on labs. This book is suitable for use in any Cisco networking course.

AUTHOR AFFILIATION:
Kelly Cannon: Piedmont Virginia Community College
Kelly Caudle: Stanly Community College

AUDIENCE:
Network Administrators; IT Professionals

PREVIOUS ISBN: 0-619-21346-9
DEVELOPING PROFESSIONAL INFORMATION SECURITY COMPETENCIES

William Perry

Build a career in the world of information systems security with this innovative book. Developing Professional Information Security Competencies covers the standards-based skills needed to thrive in the field, and then explains how those skills are relevant in today’s industry. This book provides a solid foundation in information security concepts by organizing the content around the Security+ certification exam. However, this book is unique in its approach because it does not limit the coverage to Security+ test preparation. Instead, information security concepts are explored in the context of the information security world as a whole, with professional applications and examples. Global security standards, ISO17799, have also been integrated into the book, to enhance the depth, breadth, and quality of the information readers learn as they prepare for the exam.

AUTHOR AFFILIATION:
William Perry: President, Lexman, Inc. Reston, VA

AUDIENCE:
Information Security Professionals

CLEARLY VISUAL BASIC: PROGRAMMING WITH MICROSOFT VISUAL BASIC 2008

Diane Zak

If you want to learn the fundamentals of programming, don’t get bogged down with pages of technical jargon that most books on the market offer! Instead, explore Clearly Visual Basic: Programming with Visual Basic 2008, an innovative book that prides itself on teaching the basics of programming through visualization and application. Designed for beginners with little or no previous programming experience, this resource emphasizes solid programming principles and teaches the Visual Basic language in the process. By putting standard concepts, like input, output, selection, and repetition, at the forefront, instead of focusing solely on a specific language, readers will gain knowledge and insight that is easily transferable to other languages.

AUTHOR AFFILIATION:
Diane Zak: College of DuPage

AUDIENCE:
Programmers
MICROSOFT VISUAL BASIC 2008: RELOADED, 3E

Diane Zak

Pairing fundamental programming concepts with fun, engaging game applications, Microsoft Visual Basic 2008: Reloaded, Third Edition provides a solid foundation in programming principles and how to use them. The book begins by covering the basics, like creating user interfaces, and understanding variables, constants, and calculations. Building upon this knowledge, coverage progresses to more advanced topics like creating classes and objects and using ADO.NET 2.0. This edition leverages the powerful pedagogy of previous editions, but brings it up-to-date with Visual Basic 2008.

AUTHOR AFFILIATION: Diane Zak: College of DuPage

AUDIENCE: Programmers

PREVIOUS ISBN: 1-4188-3623-0

HOW TO THINK LIKE A PROGRAMMER: PROBLEM-SOLVING AND PROGRAM DESIGN SOLUTIONS

Paul Vickers

How to Think Like a Programmer is a bright, accessible and fun read, describing the mindset and mental methods of programmers. Anticipating the problems that students have through the character of Brian the Bewildered Wilderbeest, the slower pace required for this approach is made interesting and engaging by visual impact of hand drawn sketches, frequent paper-based activities and the everyday tasks used as the basis of worked examples.

AUTHOR AFFILIATION: Paul Vickers: Northumbria University, UK

AUDIENCE: Students of Programming; Beginner Programmers


978-1-84480-903-5 • $69.95
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January 2009
600 pp, 9" x 7", PB, 1-Color

Fall/Winter 2008
HTML: COMPREHENSIVE CONCEPTS AND TECHNIQUES, 5E
Gary B. Shelly; Denise M. Woods; William J. Dorin
Part of the highly successful Shelly Cashman series, this introductory text leads the user through a clear, step-by-step, screen-by-screen approach to learning HTML. Readers learn how to create a Web page using HTML, format the page, add graphics, and more.

AUTHOR AFFILIATION:
Denise M. Woods: Purdue University
William J. Dorin: Indiana University Northwest

AUDIENCE:
Beginning to intermediate computer users

PREVIOUS ISBN: 1-4188-5937-0

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Henry Bojack
Following the critical-thinking, problem-solving approach of the New Perspectives Series, students will gain a comprehensive understanding of Microsoft Expression Web skills. The case-based tutorials challenge students to apply what they are learning to real-life tasks, preparing them to easily transfer skills to new situations.

AUTHOR AFFILIATION:
Henry Bojack: Farmingdale State College

AUDIENCE:
Beginning to intermediate web designers

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CULINARY, HOSPITALITY, TRAVEL & TOURISM

Culinary Arts
Hospitality
Travel & Tourism
CHARCUTERIE: SAUSAGES, PATES AND ACCOMPANIMENTS
Fritz H. Sonnenschmidt

Charcuterie: Sausages, Pates and Accompaniments teaches readers how to prepare sausages, pates and other cooked processed meat foods. These skills are invaluable to a culinarian, as they constantly come into play while in the kitchen. This product is a useful guide for someone working in Charcuterie, but may also be used as a reference book for Garde Manger procedures.

AUTHOR AFFILIATION:
Frederic H. Sonnenschmidt: Certified Master Chef, Culinary Institute of America

AUDIENCE:
Culinary Arts Students

THE KITCHEN PROFESSIONAL’S GUIDE TO MEAT: IDENTIFICATION, FABRICATION & UTILIZATION
Chef Thomas K. Schneller

The Kitchen Professional’s Guide to Meat is the definitive manual on purchasing and fabricating meat cuts. Designed for chefs, foodservice managers, purchasing agents, culinary students and instructors, custom meat shop operators, and food enthusiasts, this highly visual four-color text offers practical information on fabricating everything from beef, pork, veal, lamb, and game to exotic meats. Additional features include storage information, basic preparation methods for each cut, and recipes. For those who believe that butchery is a lost art, The Culinary Institute of America’s Chef Thomas Schneller counters that theory with a close examination and explanation of the craft in this clear and concise book.

AUTHOR AFFILIATION:
Thomas K. Schneller: The Culinary Institute of America

AUDIENCE:
Chefs, Foodservice Managers, Purchasing Agents, Culinary Students and Instructors, Custom Meat Shop Operators, and Food Enthusiasts

THE KITCHEN PROFESSIONAL’S GUIDE TO FISH & SEAFOOD: IDENTIFICATION, FABRICATION & UTILIZATION
Chef Mark Ainsworth

The Kitchen Professional’s Guide to Fish & Seafood is the definitive manual on purchasing and fabricating fish and shellfish. Designed for chefs, foodservice managers, purchasing agents, culinary students and instructors, and food enthusiasts, this highly visual four-color book offers a wealth of information on identification, fabrication, and cooking techniques. Additional features include storage tips, basic preparation methods for each type of fish and seafood, and recipes. Throughout this lavishly illustrated book, The Culinary Institute of America’s Chef Mark Ainsworth offers a satisfying option to meat by educating readers on how to purchase and prepare healthful and delicious fish and seafood dishes.

AUTHOR AFFILIATION:
Mark Ainsworth: The Culinary Institute of America

AUDIENCE:
Chefs, Foodservice Managers, Purchasing Agents, Culinary Students and Instructors, and Food Enthusiasts

INTERNATIONAL CUISINE, 5E
Jeremy Macveigh

International Cuisine is the only available book that covers all of the major cuisines of the world in a single book with additional instructor resources to aid instruction. Written for practicing chefs and professional culinarians, this resource fills the gap between the foundations laid by introductory books and reality in today’s diverse kitchens. All of the chapters are organized in a clear format with information about cuisines formatted in an easy to follow manner. International Cuisine provides comprehensive coverage exposing users to major cuisines around the world.

AUTHOR AFFILIATION:
Jeremy Macveigh: Culinary Arts Campus, Institute of Technology, Inc. in Roseville, California

AUDIENCE:
Culinary Arts Students
CASE STUDIES IN HOSPITALITY MANAGEMENT
Peter Szende

Case Studies Hospitality Management provides case-vignettes that present lifelike scenarios that require managerial decisions, or actions. This format gives future hospitality leaders the skills to be well equipped to deal with the complexity and ambiguity of the real world. The vignettes are organized into eleven sections that reflect challenges hospitality managers are facing while developing people skills. Background information on like job title, reporting structure and profile of each of the individuals in the scenarios is also included.

AUTHOR AFFILIATION:
Peter Szende: School of Hospitality Administration, Boston University

AUDIENCE:
Professional Hospitality Instructors; Practicing Professionals; Hotel & Restaurant Owners and Managers

MODERN FOOD SERVICE PURCHASING:
BUSINESS ESSENTIALS TO PROCUREMENT
Robert B. Garlough

Modern Foodservice Purchasing combines the requisite information on foodservice purchasing and storeroom operations, along with financial stewardship. This comprehensive resource brings the four most important foundations in foodservice purchasing under one cover: market and distribution systems, storeroom operations, cost controls and comprehensive product information. In addition, this book covers present-day issues like theft and security, legal and regulatory compliance, and scientific applications like aquaculture and genetically modified organisms (GMOs).

AUTHOR AFFILIATION:
Robert B. Garlough: Grand Rapids Community College

AUDIENCE:
Restaurant Owners; Professional Chefs; Food Service Managers; Restaurant Staff

WELCOME TO HOSPITALITY: AN INTRODUCTION, 3E
Kye-Sung (Kaye) Chon; Thomas A. Maier

Welcome to Hospitality: An Introduction provides a detailed description of the many facets of the Hospitality and Tourism sector, including Tour and Travel, Hotels, Restaurants, Culinary, Casino Operations, Cruises, and the Recreation and Leisure industries. Personal profiles of industry leaders highlight the wide range of career opportunities available in the field. The authors discuss the Hospitality and Tourism industry’s evolution toward increased internationalization and integration. Industry Insight vignettes offer a behind-the-scenes view of real-life job tasks and career success stories.

AUTHOR AFFILIATION:
Kye-Sung (Kaye) Chon: Hong Kong Polytechnic University
Thomas A. Maier: Red Lion Hotels Corporation

AUDIENCE:
Hospitality and Tourism Instructors; Practicing Professionals; Hotel and Resort Owners and Managers; Travel Agency Professionals

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March 2009
480 pp, 8” x 10”, HB, 4-Color
HOSPITALITY AND TRAVEL MARKETING, 4E
Alastair M. Morrison

A systematic approach to understanding the industry sets *Hospitality and Travel Marketing* apart as a unique resource. Readers benefit from its practical and user-friendly style and from its presentation of relevant and up-to-date case studies. A focus on destination marketing and other aspects of tourism—along with examples drawn from around the world—address the need for global experience in the industry. The content draws upon the author's extensive experience in the hospitality, tourism and travel marketing industry as well as his teaching experience in the U.S., Canada, Europe, Asia, and Australia. New to this Edition: a comprehensive new chapter on Internet Marketing, an Industry Players feature highlighting success stories in a case study format, and expanded coverage of global issues in a new feature, Global Perspective.

AUTHOR AFFILIATION:
Alastair M. Morrison: Belle Tourism International (Shanghai) Ltd.

AUDIENCE:
Hospitality and Tourism Instructors; Practicing Professionals; Hotel & Resort Owners and Managers; Travel Agency Professionals


SELLING DESTINATIONS: GEOGRAPHY FOR THE TRAVEL PROFESSIONAL, 5E
Marc Mancini

Through four editions, *Selling Destinations* has been the travel professional's definitive guide to matching travelers with the destinations that are most appropriate for them. Informative and tightly organized, the book is a visual encyclopedia, with hundreds of maps, charts, and other illustrative materials. Detailed information on attractions, climate, lodging, and cultural patterns as well as sample itineraries and profiles of typical visitors to each destination round out the coverage. New to this Edition: Fully updated and expanded information on climate, modes of travel, local customs, lodging, itineraries, major attractions, and, of course, sales strategies.

AUTHOR AFFILIATION:
Marc Mancini: West Los Angeles College

AUDIENCE:
Travel and Tourism Instructors, Travel Professionals

DESIGN & PHOTOGRAPHY

Digital Photography
Graphic Arts
Photography
DOCUMENTARY FILMMAKING FOR THE DIGITAL AGE
Michael Wranovics

Documentary Filmmaking for the Digital Age is a filmmaker’s story—a look at how the author, with no formal training taught himself to make an independent documentary film that appealed to a wide audience. Instead of spending countless hours in the classroom and wasting energy on film school politics, Michael Wranovics undertook the ultimate educational experience: he went out and made a film that works. More than a simple narrative and anecdotal look at the making of Up for Grabs (a documentary about the legal battle over rightful ownership of Barry Bonds’s 73rd home run ball), it discusses the technical and theoretical aspects of making documentary films.

AUDIENCE:
Aspiring documentarians who want to learn the process not only from a theoretical and technical perspective, but a narrative and anecdotal one as well.

VISUAL ARTIST AT WORK: DRAWING
Michael Fleishman

The drawing-intensive installment of the Visual Artists at Work series, this book examines drawing concepts from two angles: the academics and theory behind them and the professional and “real-world” applications of those theories. Coverage begins with drawing ideas, subject matter, and sketchbooks, and progresses to drawing imagines and perceives, as well as in the abstract. At the crux of this book are interviews—interviews with artists who are teachers, artists who are professionals, many who are both, and all who have been students.

AUTHOR AFFILIATION:
Michael Fleishman: Associate Professor of Commercial Art at Edison Community College, Piqua, OH

AUDIENCE:
Artists

3D ANIMATION FOR TEENS
Robert J. Magee

Today’s teens are completely captivated by the concept of 3D animation. It has become a hot topic for teens now that the digital age is completely saturated with computer graphic imagery. 3D Animation for Teens covers the key terminology essential for working in 3D, then explores the various stages in the development of a project: modeling, shading, animation, character rigging, lighting, effects, rendering, and compositing. By the end of the book, readers will know how each computer graphics technique is used in movies and in video games.

AUDIENCE:
Teens or beginners who want to learn the basics of 3D animation

EXPLORING WRITING FOR INTERACTIVE MEDIA
Juliet Davis

Uncover the secrets of successful Web content development with this one-of-a-kind resource that bridges the gap between strong writing and effective visual communication. Exploring Writing for Interactive Media recognizes that even the most beautifully designed Web site can fall short without strong content to drive its success. Designers, artists, creative writers, and media professionals alike need to know what makes for excellence in content and how to create it. Interactive media expert Juliet Davis addresses this need by examining a variety of important topics, such as language and style guidelines, and by highlighting some of the key differences between writing for print and writing for the Web.

AUTHOR AFFILIATION:
Juliet Davis: University of Tampa

AUDIENCE:
Web designers, copywriters, fine artists, entertainment arts, journalists, creative writers.
DESIGNING FOR PRINT PRODUCTION: ESSENTIAL CONCEPTS
John C. Lutropp; Martin L. Greenwald

This innovative book unites print design concepts with graphic production technology to provide readers with a clear and practical understanding of the processes involved in both fields. While traditional books view design and production as separate, the changing technological landscape has blurred this distinction, resulting in an increasing number of design and production activities being performed by the same person. Designing for Print Production focuses on the content, concepts, and instructional strategies that prepare individuals for long-term success. Professors Lutropp and Greenwald have written a comprehensive, valuable resource to help meet the industry need for individuals who can successfully work both sides of the design–production continuum.

AUTHOR AFFILIATION:
John C. Lutropp: Montclair State University, Montclair, NJ
Martin L. Greenwald: Montclair State University, Montclair, NJ

AUDIENCE:
Beginner to Intermediate

THE BUSINESS OF DESIGN
Joseph DeSetto

In a business climate that views creative work as one of the last sustainable competitive advantages, design users need to understand what awaits them once classes are over. The Business of Design enables designers and other creative professionals to successfully apply their talents in the marketplace by teaching the basics of marketing, proposals, legal considerations and working with clients. If you’re looking for a tool to help your users’ bridge the gap between their creative knowledge and the essential business acumen required to be successful, then The Business of Design is a must for you!

AUTHOR AFFILIATION:
Joseph DeSetto: International Academy of Design and Technology

AUDIENCE:
Graphic Designers

ADVANCED ADOBE PHOTOSHOP CS3 REVEALED
Chris Botello

This new title teaches advanced design techniques using one of the most popular photo editing programs on the market, Adobe Photoshop CS3. Using step-by-step tutorials, students work with curves, levels, blending modes, special effects, and painting and drawing tools to create professional-level designs and images. They are challenged not only as Photoshop users, but as designers, and learn about the design profession by following the steps a designer would take to complete real-world projects. They also learn what works in a design, and what doesn’t. Students then take their craft a step further through advanced end-of-chapter learning projects.

AUTHOR AFFILIATION:
Chris Botello: Photoshop artist in Los Angeles

AUDIENCE:
Graphic Designers

ARTIFICIAL LIGHTING FOR PHOTOGRAPHY

Joy McKenzie; Daniel Overturf

Artificial Lighting for Photography demystifies the use of artificial lighting of all types, through detailed diagrams, visual examples, and practical instruction. Written for beginning photographers, the book begins by introducing equipment and hardware, and includes coverage of the latest advances in lighting equipment and digital capture devices. This fundamental knowledge is then used to teach key techniques that will help readers utilize this equipment effectively in their work. And unlike traditional lighting books that focus on strictly studio or strictly on-location settings, this book examines both simultaneously, so that readers gain a deeper understanding of how and why artificial lighting techniques work, in any environment.

AUTHOR AFFILIATION:
Joy McKenzie: Watkins College of Art & Design
Daniel Overturf: Southern Illinois University at Carbondale

AUDIENCE:
Beginner Photographers

DARBUSCH’S NIKON PROFESSIONAL DSLR PRO SECRETS

David D. Busch

David Busch’s Nikon Professional dSLR Pro Secrets shows readers who have mastered the basics of their Nikon dSLR how to combine their artistic skills with their growing photographic proficiency to capture compelling images. The book explains how to apply each of their camera’s controls and features to advanced photographic opportunities, including sports, portraits, architecture, landscape, and macro photography. It also include concise explanations of the new file formats, advanced resolution options, the sophisticated aperture/priority exposure modes, and new auto focus modes. Each chapter features professional tips and tricks and full-color images to help readers understand and maximize their camera’s capabilities.

AUDIENCE:
Intermediate to Advanced Nikon dSLR users.

DAVID BUSCH’S PHOTO GEAR PRO SECRETS

David D. Busch

Digital SLR cameras are currently the fastest growing segment of digital camera sales. As digital photography hobbyists and professionals become more skilled at using SLR cameras they will be looking for a book that will help them choose the gear and equipment to take their photography to the next level. David Busch’s Photo Gear Pro Secrets shows avid photographers all the advanced gear they need from tripods to photo bags to memory cards and explains how to use each piece of equipment. The book also includes a chapter with do-it-yourself instructions on how to make your own digital SLR camera accessories.

AUDIENCE:
Intermediate to advanced digital SLR camera users who wants to learn how enhance their photography with the available accessories.
EARLY CHILDHOOD EDUCATION

Early Childhood Education
EARLY CHILDHOOD EDUCATION: Early Childhood Education

FAMILIES AND EDUCATORS AS PARTNERS: ISSUES AND CHALLENGES, 2E

Robert E. Rockwell; Lynda C. Andre; Mary K. Hawley

The second edition of this practical guide includes numerous updates including diversity within families, neglect and abuse, and an expanded chapter on dealing with children with special needs and their families. In addition, a new chapter focuses on the role of the administrator in facilitating family involvement. A critical resource for the beginning teacher, this book also provides Pre-service teachers and aspiring administrators with practical examples of positive home-school written communication strategies from both the classroom and school/center perspective.

AUTHOR AFFILIATION:
Robert E. Rockwell: Southern Illinois University, Edwardsville
Lynda C. Andre: Edwardsville Community Unit School District 7, Edwardsville, Illinois
Mary K. Hawley: Alton CUSD 11, Alton, Illinois

AUDIENCE:
Beginning Teacher

RESOURCES FOR EDUCATING YOUNG CHILDREN WITH DIVERSE ABILITIES, 5E

Penny Low Deiner

The Resources book provides essential information about children with a variety of diverse abilities that educators will be teaching in today’s schools. It provides information about the disabilities themselves and ways to plan for and includes these children in regular educational settings.

AUTHOR AFFILIATION:
Penny Low Deiner: University of Delaware

AUDIENCE:
Early Childhood Teachers; (Kindergarten, Pre-K, Grades 1-3), Family Child Care Providers, Child Care Directors, Administrators and Owners, Head Start Teachers

SAFETY, NUTRITION AND HEALTH IN EARLY EDUCATION, 4E

Cathie Robertson

Safety, Nutrition, and Health in Early Education, 4th Edition covers the four major subject areas of health, safety, nutrition, and special topics for the early childhood educator or early childhood education students. The text combines basic information and theory, as well as practical applications, resources, and other early education skills needed for working with children, families, and staff.

AUTHOR AFFILIATION:
Cathie Robertson: Grossmont College

AUDIENCE:
Professional Child Care Providers
DEVELOPING & ADMINISTERING A CHILD CARE AND EDUCATION PROGRAM, 7E
Anne G. Dorsey; D. June Sciarra

Developing and Administering a Child Care and Education Program, 7th Edition serves as a clear guide for new and experienced directors and emphasizes the director’s responsibility for being both a program maintenance and a people maintenance leader.

AUTHOR AFFILIATION:
Anne G. Dorsey: The University of Cincinnati
D. June Sciarra: The University of Cincinnati

AUDIENCE:
Early Childhood Educators

PREVIOUS ISBN: 1-4180-0168-6

TEACHING YOUNG CHILDREN IN MULTICULTURAL CLASSROOMS ISSUES, CONCEPTS, AND STRATEGIES, 3E
Wilma Robles de Melendez

In addition to being a text for those studying to become early childhood teachers, Teaching Young Children in Multicultural Classrooms: Issues, Concepts, and Strategies, 7th Edition is a comprehensive resource for practicing professionals who work with young children every day. The authors are able to share their own experiences as both immigrants and instructors to provide historical, theoretical, political, and sociological aspects of multicultural education as it relates to young children.

AUTHOR AFFILIATION:
Wilma Robles de Melendez: Nova Southeastern University

AUDIENCE:
Educational providers; practicing professionals and people studying to work in the educational field

PREVIOUS ISBN: 1-4180-3941-1
EXPERIENCES IN MOVEMENT & MUSIC: BIRTH TO AGE EIGHT, 4E
Rae Pica

Experiences in Movement is the education resource for understanding movement's role in the young child's life and education. It is the only book to detail why movement education is vital to the lives and education of young children and how to provide it. It thoroughly describes movement's role in the traditional domains of child development, as well as in the areas of musical and creative development.

AUTHOR AFFILIATION:
Rae Pica: University of New Hampshire

AUDIENCE:
Early Childhood Professionals

PREVIOUS ISBN: 0-7668-6150-3

978-1-4283-9972-3 $79.95 E
February 2009
416 pp, 8" x 9½", PB, 1-Color

HOME, SCHOOL, & COMMUNITY RELATIONS, 7E
Carol Gestwicki

This practical text is designed to meet the needs of students, administrators, and teachers of children of all ages who are trying to create effective partnerships with families. It provides an overview of modern families and their complex roles, to sensitize teachers to the diversity and needs of families they will encounter.

AUTHOR AFFILIATION:
Carol Gestwicki: Central Piedmont College

AUDIENCE:
Professional Educators; Practicing Professionals


978-1-4354-0108-2 $82.95 E
February 2009
704 pp, 8" x 10", PB, 1-Color
EMERGENCY MEDICAL RESPONDER EXAM REVIEW
Kirsten M. Elling
Written by the author of Delmar’s other leading EMS exam review titles, the EMR Exam Review is sure to help prepare any candidate for the First Responder Department of Transportation exam. This book takes into account the changes in the upcoming Education Standards, but reflects the current DOT standard, with approximately 1,500 questions written in the format of State and National First Responder examinations. The book also includes a CD-ROM with full-length simulated practice examinations for additional preparation.

AUTHOR AFFILIATION:
Kirsten M. Elling: Hudson Valley Community College

AUDIENCE:
First Responders

EMS FOR CORRECTIONAL AND SECURE FACILITIES
Joseph A. Grafft; Ric Sarff
This book is a brief, visual introduction to life-saving, first-responder techniques that are suitable for use in a correctional facility with a prison population under guard. It is designed for courses taught in correctional facilities for all staff and especially guards, who need to know how to sustain life safely in a prison or secure facility until qualified EMS personnel arrive on scene. In this important and one-of-a-kind resource, experienced authors share their knowledge of the unique considerations of this population and environment.

AUDIENCE:
First Responders

COMPANY OFFICER, 3E
Clint Smoke
This text was written to assist paid and volunteer firefighters who are looking to become fire officers. Updating to the 2009 Edition of NFPA Standard 1021, Company Officer, Third Edition will feature vital information for those who seek certification as Fire Officer I or II. Current information will be reviewed while new technology, practices and terminology will be covered. New topics to this edition include budgeting, labor management and legal implications for the Company Officer.

AUTHOR AFFILIATION:
Clint Smoke: Asheville-Buncombe Technical Community College

AUDIENCE:
Company officers in career or volunteer fire departments

FIRE INVESTIGATION
Chandler
Based on the 2009 NFPA Standard 1033 and 2008 NFPA Guide 921, both novice and future fire investigators will appreciate the straightforward yet comprehensive approach to fire investigation that this book offers. Speaking with a voice of experience, the author walks learners through the process of fire investigation step by step, explaining the critical points and essential tasks in a reader-friendly manner. Included are discussions of the types of fire patterns and clues a fire investigator may encounter on scene, how to keep correct, actionable documentation, and advice on how to accurately interview witnesses and potential arsons.

AUDIENCE:
Professional and Volunteer Firefighters
EMERGENCY SERVICES: Fire Science

BASIC FIRE HYDRAULICS WORKBOOK
Ron Richmond

Hydraulics is an extremely challenging topic for many learners due to the heavy math requirement. On scene, most of this math must be done in the pumper’s head and under tremendous pressure. Practice makes perfect, so this book provides numerous examples and answers to assist in classroom exercises or homework as well as self study. The book is a workbook-style approach to basic hydraulics equations, teaching both the basic math skills and providing a number of sample problems, focusing primarily on the Gallons Per Minute method.

AUDIENCE:
Professional and Volunteer Firefighters

FIREFIGHTER’S HANDBOOK: BASIC & ADVANCED LEVELS SEPARATED
Delmar

For the first time, a single resource can provide you with all the practical firefighting knowledge you need - structured to match the way you learn it! Unlike any other book available, Firefighter’s Handbook: Basic & Advanced Levels Separated divides need-to-know firefighting basics into distinct sections for Firefighter I and Firefighter II. The book uses all the same content and features as the original Firefighter’s Handbook, so it is easy to use, meets the requirements set forth by the 2008 NFPA Standard 1001 and 2008 NFPA Standard 472 100%, and covers everything from firefighting basics to first aid and hazardous materials operations. By separating the content into various modules, this book is the perfect fit for anyone who learns Firefighter I and II in separate courses, but prefers all the information in one comprehensive resource.

AUDIENCE:
Firefighter I and Firefighter II

LARGE SCALE INCIDENT MANAGEMENT
Mark Haraway

Taking the approach that experience is the best teacher, Large Scale Incident Management is the first book of its kind to use a major, real-life, contemporary event to teach key incident management concepts. The book places readers in the Incident Commander seat for the EQ chemical fires that occurred in Apex, North Carolina, in October 2006: an event that lasted three days, shut down an entire city, and displaced 17,000 citizens. Using this large-scale incident as a running example of how critical components of successful incident management are actually applied in real life, it provides detailed insight into important topics in the field.

AUDIENCE:
Fire Departments; Emergency Management Agencies both state and local; Local government agencies such as county and city government; Law Enforcement
THE FIREFIGHTER’S FITNESS HANDBOOK
Al Wasser; Andrea A. Walter

This book is intended to support state and local agencies in developing a firefighter fitness course to reduce health risks. It will focus on establishing and maintaining a fitness program in departments for active duty firefighters and will link to the NFPA 16 Life Safety Initiatives, which are targeted at reducing line of duty deaths.

AUTHOR AFFILIATION:
Al Wasser: Red Rocks Community College
Andrea A. Walter: Sterling Park Rescue Squad

AUDIENCE:
Professional and Volunteer Firefighters

FIRE APPARATUS OPERATOR: PUMPER
Stephen S. Malley; Tomas Sturtevant

Fire Apparatus Operator: Pumper is written for students learning to drive an apparatus or other emergency vehicle or for those wishing to promote to driver or operator within the fire and emergency services. This text includes learning objectives developed and validated to meet the NFPA 1002, 2008 Edition of the standard. Metric conversions are provided for all calculations and there will be expanded information on friction loss and driver requirements and operations, including emergency driving sections that pertain to the NFFF Life Safety Initiatives to reduce fatalities involved in unsafe driving practices.

AUTHOR AFFILIATION:
Tomas Sturtevant: Chattanooga State Technical Community College, Chattanooga, Tennessee

AUDIENCE:
Professional and Volunteer Firefighters

To Order, Call: 1-800-842-3636
EMERGENCY SERVICES: Fire Science

FIRE PROTECTION SYSTEMS
A. Maurice Jones

A practical understanding of fire protection systems is essential to effective management of a fire scene. Fire Protection Systems focuses on the operational characteristics and abilities of different types of systems and equipment that are used during fire department operations to access a water source, apply a suppression agent to control a particular type of fire, provide information concerning the location of a fire, and more. Systematic, easy-to-understand coverage thoroughly explores various types of active fire protection systems and components, how they operate, and the requirements for installation, making this a valuable learning tool for firefighters and a handy resource for design professionals.

AUTHOR AFFILIATION: A. Maurice Jones: Previously worked in the Virginia Fire Marshall’s office

AUDIENCE: Professional and Volunteer Firefighters

SUCCESSFUL MANAGEMENT IN THE VOLUNTEER & COMBO FIRE SERVICES
Ted Halpin

This book is intended for volunteer and combination fire officers who are running fire services and are interested in gaining experience in management. Issues discussed include recruitment, retention, community relations, financial issues, vehicles and risk management. Successful Management in the Volunteer & Combo Fire Services covers the practical side of running a service for officers and those in Fire Officer training programs.

AUTHOR AFFILIATION: Ted Halpin: Heads the FAMEDIC program at Cornell

AUDIENCE: Professional and Volunteer Firefighters
FIRE BEHAVIOR AND COMBUSTION PROCESSES
Ray Shackelford

Achieve a clear understanding of fire and combustion processes as they relate to the firefighter in the reader-friendly and concise book. Fire Behavior and Combustion Processes applies the theory of fire behavior to the tasks involved in firefighting. Rather than an engineering level text, this resource offers basic need to know information and examples to teach firefighters and students how the theories relate to their jobs and safety, whether they are working in a burning building or on a vehicle extrication. Based on the National Fire Academy FESHE course Fire Behavior and Combustion Processes, this book is essential to fire programs in colleges, academies and departments.

AUTHOR AFFILIATION:
Ray Shackelford: Professor at California State University at Los Angeles

AUDIENCE:
Professional and Volunteer Firefighters

TERRORISM HANDBOOK FOR OPERATIONAL RESPONDERS, 3E
Armando S. Bevelacqua; Richard H. Stilp

This essential handbook provides straight-forward guidance on critical emergency response skills required to cope with terrorism incidents. Newly revised for the third edition, it highlights what is required to establish and implement tactical goals during such events, including new equipment and strategies that can enhance a responder’s effectiveness, as well as an emphasis on ODP requirements such as NIMS response objectives and complete training in CBRNE response. A one-stop reference, this easy to understand and factual book is a practical companion for any responder involved in terrorist event in their state, region, city or neighborhood, and serves as an excellent training tool for operational response.

AUTHOR AFFILIATION:
Armando S. Bevelacqua: Orlando Fire Department
Richard H. Stilp: Orlando Fire Department

AUDIENCE:
First responders; police officers; military; government officials

PREVIOUS ISBN: 1-4018-5065-0
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Mario Solari
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AUTHOR AFFILIATION:
Mario Solari: High Tech Institute

AUDIENCE:
Electricity and Electronics Professionals

THE HCS12 / 9S12: AN INTRODUCTION TO SOFTWARE AND HARDWARE INTERFACING, 2E
Han-Way Huang
This book provides a total solution for learning and teaching embedded system design based on the Motorola HCS12/9S12 microcontroller. Readers will learn how to program the HCS12 step by step using both assembly and C languages. This new edition includes many new topics including a section on introduction to computers.

AUTHOR AFFILIATION:
Han-Way Huang: Minnesota State University, Mankota

AUDIENCE:
Electronics Professionals

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AUTHOR AFFILIATION:
Shakti Chatterjee: DeVry Columbus

AUDIENCE:
Biomedical Equipment Technology (BMET) or Allied Medical Professionals
DIGITAL VIDEO ESSENTIALS: APPLE FINAL CUT PRO 6
Lisa Rysinger

Digital Video Essentials: Apple Final Cut Pro 6 offers a concise, step-by-step guide to video editing with the industry’s program of choice, Apple’s award-winning Final Cut Pro. Relevant to both the digital video novice and the professional, this comprehensive resource covers the important features that editors need to get the job done quickly. Using a clear, straightforward approach, supported with full-color visuals, author Rysinger guides editors through the software’s features and shows how to manage this powerful program. The book also features Noise Industries’ FxFactory Pro, the new effects suite that will revolutionize how editors create with Final Cut Studio. Including a DVD packed with valuable features, Digital Video Essentials: Apple Final Cut Pro is the essential DV book for the essential DV program.

AUTHOR AFFILIATION:
Lisa Rysinger: VIDE Productions, Inc

AUDIENCE:
Web designers and other industry professionals

DOCUMENTARY FILMMAKING FOR THE DIGITAL AGE
Michael Wranovics

Documentary Filmmaking for the Digital Age is a filmmaker’s story—a look at how the author, with no formal training taught himself to make an independent documentary film that appealed to a wide audience. Instead of spending countless hours in the classroom and wasting energy on film school politics, Michael Wranovics undertook the ultimate educational experience: he went out and made a film that works. More than a simple narrative and anecdotal look at the making of Up for Grabs (a documentary about the legal battle over rightful ownership of Barry Bonds’s 73rd home run ball), it discusses the technical and theoretical aspects of making documentary films.

AUDIENCE:
Aspiring documentarians who want to learn the process not only from a theoretical and technical perspective, but a narrative and anecdotal one as well.
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Gaylene Altman

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AUTHOR AFFILIATION:
Gaylene Altman: University of Washington, Seattle

AUDIENCE:
Developing Professionals; Practicing Professionals; Nurses; Health Care Workers

NURSING FUNDAMENTALS: CARING & CLINICAL DECISION MAKING, 2E
Rick Daniels

Nursing Fundamentals: Caring & Clinical Decision Making, 2E provides the foundational knowledge, skills and practice a nurse needs to understand, and emphasizes entry level nursing practice based on the nursing process. Procedures help reflect current nursing standards in a richly illustrated step-by-step approach, and with detailed rationales for each action.

AUTHOR AFFILIATION:
Rick Daniels: Oregon Health Sciences University of Ashland

AUDIENCE:
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George R. Spratto, PhD: West Virginia University, Morgantown, WV

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AUTHOR AFFILIATION: George R. Spratto, PhD: West Virginia University, Morgantown, WV

AUDIENCE: Developing Professionals; Practicing Professionals; Nurses; Health Care Workers

NCLEX-RN REVIEW, 6E

Anna M. Curren

The most trusted resource for NCLEX-RN® preparation tackles the new test plan issued by the National Council of State Boards of Nursing (NCSBN). NCLEX-RN Review provides the nursing student-to-professional a study resource specially designed for success on the latest nursing licensure examination. Content summations are offered in outline format and reflect the changes to the test plan, including increased emphasis on pharmacological and parenteral therapies.

AUTHOR AFFILIATION: Anna M. Curren, MA, RN: Former Associate Professor of Nursing, Long Beach City College, Long Beach, CA

AUDIENCE: For those who are taking the NCLEX-RN Exam

INTRODUCTION TO PHYSICAL EDUCATION AND SPORT SCIENCE

Robert C. France

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AUTHOR AFFILIATION: Robert C. France, CSMT, RMST: Federal Way High School

AUDIENCE: Sports Medicine Practitioners; Athletic Trainers; Physical Education Instructors

APPLIED PSYCHOLOGY IN HEALTH CARE

Donnie J. Wilbanks

This book applies the basics of psychology to provide caregivers with an understanding of the mental health of patients and themselves in order to prepare them to better communicate and provide care in the workplace. It is geared toward vocational allied health personnel. Also, with its general approach to human understanding, this book would be helpful to anyone involved in a helping relationship, whether as a helper or client. With 18 years of social work and counseling experience, the author brings to the book a set of skills that can be practiced and developed to enhance the provider’s caretaking ability. Application sections present “soft” skills such as listening and communication that can be applied in every area of specialization to improve healthcare at all levels.

AUDIENCE: Nursing Assistants; Home Care Aides; Professionals Working in the Health Care Industry
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AUTHOR AFFILIATION:
Kenneth G. Shipley Ph.D.: California State University, Fresno
Julie G. McAfee M.A.: Speech-Language Pathologist, NovaCare, CA, USA

AUDIENCE:
Speech Language Pathology Learners and Practicing Clinicians


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AUTHOR AFFILIATION:
F. Douglas Scutchfield: San Diego University, San Diego, CA

AUDIENCE:
Anyone involved in the development of public health systems today and into the future

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AUTHOR AFFILIATION:
Shelley C. Safian: Herzing College

AUDIENCE:
Industry Professionals such as Group Practice Managers, Individual Provider Practices, Mental Health Providers and Billing Company Managers

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AUTHOR AFFILIATION:
Leah Grebner: Midstate College, Peoria, IL

AUDIENCE:
Health Information Management Professionals

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Sandy Moore

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AUDIENCE:
Health information coders; Medical record coders; Coding specialists

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AUTHOR AFFILIATION:
Wilburta Q. Lindh: Highline Community College
Carol D. Tamparo: Lake Washington College Foundation
Barbara M. Dahl: Whatcom Community College, Bellingham, Washington

AUDIENCE:
Staffing companies that do their own training, smaller HC training facilities, hospitals and job corps.


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AUTHOR AFFILIATION:
Richard Gartee: Medical Manager Research and Development, Inc, Tampa, FL

AUDIENCE:
Medical Office Professionals

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Ann Ehrlich; Carol L. Schroeder

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AUTHOR AFFILIATION:
Ann Ehrlich: Goddard College
Carol L. Schroeder: University of Wisconsin

AUDIENCE:
Allied Health and Nursing students and professionals
HEALTH CARE: Pharmacy Technician / Physical Therapy

PHARMACY PRACTICE FOR TECHNICIANS, 4E
Sr. Jane M. Durgin; Zachary I. Hanan

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AUTHOR AFFILIATION:
Sr. Jane M. Durgin: St. John’s University, Jamaica, NY
Zachary I. Hanan: Director of Pharmaceutical Services

AUDIENCE:
Pharmacy Technicians and On-The-Job Training Programs for Pharmacy Technicians

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Robert C. Weiss

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AUTHOR AFFILIATION:
Robert C. Weiss: Instructional Designer, Allied Health Curriculum Specialist

AUDIENCE:
Medical and Allied Health Professionals
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Steve Forshier

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AUTHOR AFFILIATION:
Steve Forshier, M.Ed, R.T. Pima Medical Institute, Mesa, AZ

AUDIENCE:
Graduate radiographers; radiology residents and practicing radiologists

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AUTHOR(S) AFFILIATION:
Tony B.L. Dawson: University of British Columbia
Gretchen Minton: University of Minnesota

AUDIENCE:
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Keir Elam: University of Bologna

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AUTHOR AFFILIATION: Cathy Okrent, J.D.: Schenectady County Community College, Schenectady, New York

AUDIENCE: Paralegal Students; Court Reporting Students; Practicing Paralegals; Professional Court

TORT LAW FOR LEGAL ASSISTANTS, 4E
J. Stanley Edwards, Esq.; Patricia Kirtley Wells

Tort Law, fourth edition balances academic principles of tort law and practical coverage of skills necessary for the paralegal. The book offers fundamental tort law concepts, and real world, practical skills in an engaging, easy to read book. Each chapter contains valuable “Practice Pointers” that introduce students to such skills as drafting pleadings, preparing medical authorization requests, documenting damages, writing FOIA letters, and assembling trial exhibits. Placing an emphasis on skill building, the student is provided numerous opportunities to apply the concepts learned in the “Putting It Into Practice” section in each chapter. Using the Internet as a key student resource, Tort Law, 4th edition now includes relevant legal Web sites, in the “Net News” and “Local Links” sections, to acquaint students with sample documents, provide links to federal or state agencies and to showcase stimulating articles to keep students up to date on exciting developments in tort law.

AUDIENCE: Paralegal Students, Practicing Paralegals

ELDER LAW
Nancy Gallo

Elder Law is designed to introduce the realities of a modern elder law practice in serving the needs of America’s growing elderly population. Comprehensive coverage of legal topics and challenges facing elder law legal professionals is coupled with practical assignments that focus on real world insights. Well-organized, and easy-to-read, the material appeals to a wide audience with or without a legal background.

AUTHOR AFFILIATION: Nancy Gallo: Sussex County Community College, Newton, NJ

AUDIENCE: Paralegal Students, Practicing Paralegals

WORKERS’ COMPENSATION LAW
Neal R. Bevans

Workers’ Compensation Law provides an in-depth look at the day-to-day practice of this field while addressing theoretical aspects that form a critical foundation for this branch of law. Reviews how a worker’s compensation case begins and explains activities involved in those cases, such as drafting petitions, presenting cases to an administrative law judge, and bringing an appeal. The theoretical basis of the material is laid out in easy to understand and enjoyable format reinforced with practical real-life examples. Although written with paralegal-specific information, the content includes information vital to anyone dealing with Workers’ Compensation issues.

AUTHOR AFFILIATION: Neal R. Bevans: Neal R. Beavens, J.D. is an instructor at Western Piedmont Community College

AUDIENCE: Practicing Paralegals
VOICE ACTOR’S GUIDE TO RECORDING AT HOME AND ON THE ROAD, 2E

Jeffrey P. Fisher; Harlan Hogan

For many years, recording voiceovers was the exclusive domain of commercial studios. Even a simple voice audition meant a trip to a studio, an ad agency, or an agent’s office. Today voiceover actors are increasingly producing voice tracks for corporate narration, radio spots, animation, games, and other dialogue projects from their own home studios. Many have learned that to survive in this highly competitive field, they need to learn and master basic home recording production techniques. The Voice Actor’s Guide to Recording at Home and On the Road, Second Edition shows both aspiring and established voiceover actors how to set up and effectively use their own inexpensive — but professional-sounding — personal recording studio to make professional-quality home recordings quickly and easily.

AUTHOR AFFILIATION: Jeffrey P. Fisher: College of DuPage in Glen Ellyn, Illinois

AUDIENCE: Anyone who wants to improve their mixing skills by learning the secrets of top recording engineers


978-1-59863-433-4 $29.99

November 2008

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THE COMPLETE MUSIC BUSINESS OFFICE, 2E

Wheat Williams

Independent artists and musicians have their original music. They have their live act together. But they need to know how to manage their business and create revenue in the new marketplace. The traditional record business and the music industry’s structure is crumbling in the wake of music and file sharing on the Internet. Entirely new systems and structures for marketing and revenue generation are emerging from the rubble. Enterprising artists can now achieve success on their own terms without contractual arrangements with traditional record labels.

AUDIENCE: Anyone who wants to enter any aspect of the music business, and has a computer-as well as aspiring music business newcomers who want to learn to optimize their music business organizational skills.

PREVIOUS ISBN: 0-8728-8711-1

978-1-59863-466-2 $34.99

January 2009

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PICTURE YOURSELF PLAYING THE BASS

Mike Chiavaro

Picture Yourself Playing The Bass is a full-Color, step by step guide to learning bass guitar for beginners and intermediate players. This one-of-a-kind book/DVD package walks readers through all of the important educational and musical techniques through easy-to-follow fingering charts, illustrations, photos, musical notation, and detailed instructional chapters. Everything is covered, from tips and advice for purchasing your bass and proper bass care and maintenance, to fingering techniques, reading sheet music, and advanced sound effects techniques. The companion DVD provides a live instruction from the author to reinforce concepts and techniques it’s like having a virtual private lesson without having to leave the house!

AUDIENCE: Working Adults, Children from 6-up, High School Jazz Band students, Military Families, and anyone interested in learning how to play the bass guitar, or how to improve their existing skills.

978-1-59863-508-9 $34.99

October 2008

304 pp, 7⅝” x 9⅛”, PB, 1-Color
HOTROD YOUR ELECTRIC GUITAR

Alan Ratcliffe

More and more guitar players are customizing their instruments. In fact, it has become common for guitarists to own at least one instrument that has been built completely from spare parts. Until now, there has been no complete source to provide these players with all of the information they need to make educated parts choices or supply them with the knowledge to complete modifications successfully. Hotrod Your Electric Guitar explains how to perform the more common and desirable electric guitar modifications, specifically those that require no specialized tools or advanced repair techniques.

AUDIENCE:
Guitar aficionados, buyers, and players, who are interested in personalizing and customizing their instruments, or just learning about their components and how they interact.

LOGIC PRO 8 POWER

Don Gunn; Orren Merton

Logic is one of the most popular sequencers on the music technology market today. Logic Pro is professional enough to be common in Pro Tools-based studios, and musician-oriented enough to be extremely popular among hobbyists, especially among musicians who started out using GarageBand. Logic Pro 8 Power! offers step-by-step explanations as well as tips, tricks and visual walk-throughs that will help you easily understand this complex program. Its comprehensive index is a unique feature designed to provide you with a quick guide to the book’s extensive topic coverage. This book will serve as a complete reference and guide to using Logic.

AUTHOR AFFILIATION:
Don Gunn: Texas Christian University

AUDIENCE:
Users who want professional results

PREVIOUS ISBN: 159200541-1

GARAGEBAND X POWER!

Todd M. Howard

GarageBand is one of the most powerful tools for capturing and manipulating sound that has ever been made available to the public. Although GarageBand has always been easy to use, it provides an amazing amount of power and sophistication to users who really want to dig in and get the most out of the program. GarageBand x Power! provides an easy to understand, detailed guide on how to make professional sounding music, podcasts, soundtracks, mixes, mashups, and much more with the newest version of GarageBand. Through the use of screenshots, tutorials, creative jumping-off points, and real world examples, the book teaches the reader how to use GarageBand to create music, record and publish podcasts and score their own movies.

AUTHOR AFFILIATION:
Todd M. Howard: Howard Digital Media

AUDIENCE:
Mac users, musicians, aspiring musicians, podcasters, and people who want to make their own mixes and mashups of their favorite songs.
YOUR GARAGEBAND STUDIO
Marc Schonbrun

You’ve got your Mac and GarageBand, and you’re ready to set up your home recording studio and finally produce that album you’ve been talking about. But how do you do it? Your GarageBand Studio will help you set up your home studio with GarageBand as the central controlling DAW. It starts with a general introduction to GarageBand and digital recording, optimizing your Mac to get the best sound, purchasing the right equipment that suits your budget, and the basics of acoustics. It then moves on to provide a complete overview of the recording process, whether you’re laying down the perfect vocal, guitar, and bass tracks simultaneously or separately. You’ll learn to add Apple loops and video, use plug-ins, and record MIDI effectively as well.

AUDIENCE:
Millions of Macintosh users with GarageBand automatically installed on their Macintosh computers who want to learn about how to put together a small personal studio and make music.
TRADES

Applied Math
Automotive
Construction
Electrical Trades
HVAC
PRACTICAL PROBLEMS IN MATHEMATICS FOR AUTOMOTIVE TECHNICIANS, 7E
Larry Sformo; Todd Sformo

Comprehensive and easy to use, the revised and updated sixth edition covers practical math problems that automotive technicians will face on the job. The easy-to-read and well organized chapters of Practical Problems in Mathematics for Automotive Technicians, Seventh Edition feature step-by-step instructions, diagrams, charts, and examples that facilitate the problem-solving process while reinforcing key concepts. The presentation builds from the basics of whole-number operations to cover percentages, linear measurement, ratios, and the use of more advanced formulas.

AUTHOR AFFILIATION:
Larry Sformo: Pembroke Central School, NY
Todd Sformo: Ilisagvik College

AUDIENCE:
Automotive technicians
PREVIOUS ISBN: 1-4018-3999-1

MATHEMATICS FOR MACHINE TECHNOLOGY, 6E
Robert D. Smith; John C. Peterson

The new edition of this best-selling text has been reviewed and revised to clarify and update an understanding of mathematical concepts necessary for success in the machine trades and manufacturing fields. Mathematics for Machine Technology, Sixth Edition overcomes the often mechanical “plug in” approach found in many trade-related texts. A complete grasp of mathematical concepts are emphasized in the presentation and application of a wide-range of topics from general arithmetic processes to oblique trigonometry, compound angles, and numerical control.

AUTHOR AFFILIATION:
Robert D. Smith: Central Connecticut State University, New Britain, Connecticut
John C. Peterson: Chattanooga State Technical Community College, Chattanooga, Tennessee

AUDIENCE:
Machine trades and manufacturing technicians

CHILTON 2008 SERVICE MANUAL SERIES

Chilton

These new, reliable, and comprehensive manuals expertly provide essential information, allowing users to accurately diagnose and repair. Step-by-step procedures & helpful illustrations provide easy references for jobs. These new service manuals cover 2006 and 2007 domestic models, plus any available 2008 domestic models.

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AUTHOR AFFILIATION:
Sean Bennett: Centennial College

AUDIENCE:
Apprentice truck; bus or heavy equipment technicians; technicians challenging ADS TechCert certifications

AUTOMOTIVE TECHNOLOGY: 
A SYSTEMS APPROACH, 5E

The leading authority on theory, service and repair procedures for contemporary automobiles remains the most technically comprehensive on the market! The fifth edition of Automotive Technology: A Systems Approach has been updated to reflect the most recent technological developments in the industry, featuring coverage of hybrid vehicles throughout the text, all new content on electronic automatic transmissions, preventative maintenance, and more. This enhanced presentation of the theory, diagnosis, and service of automobiles and light trucks covers the 2008 NATEF Automobile Program Standards to help ready auto tech programs for certification.

AUTHOR AFFILIATION:
Jack Erjavec: Professor Emeritus, Columbia State Community College

AUDIENCE:
Automotive Technicians and other Industry Professionals
PREVIOUS ISBN: 1-4018-4831-1
THE CAR CARE BOOK, 4E
Ron Haefner

Consumers typically face three main challenges when it comes to understanding their automobiles: the technologies underlying the car's major systems, the basics of inspection and maintenance, and the financial aspects of owning and operating an automobile. In this updated edition, *The Car Care Book, 4th Edition* explores these areas, using the very latest automobile technology to provide an accurate, current context for learning.

**AUTHOR AFFILIATION:**
Ron Haefner: Columbus High School

**AUDIENCE:**
Automotive technicians

**PREVIOUS ISBN:** 1-4018-3553-8

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(1-4283-4295-8)
February 2009
496 pp, 7 3/8” x 9 3/8”, PB, 1-Color

COLLISION REPAIR AND REFINISHING:
A FOUNDATION COURSE FOR TECHNICIANS
Alfred Thomas; Michael Jund

This new book covers all the necessary tasks for gaining knowledge of collision repair and refinishing as outlined by NATEF. In-depth coverage includes structural and non-structural analysis and damage repair, welding, painting and refinishing, paint chemistry, sacrificial coatings for corrosion resistance, and more. The logical progression of topics and easy-to-understand style help convey the professional knowledge and technical know-how that readers need to employ on the job.

**AUTHOR AFFILIATION:**
Alfred Thomas: Penn College of Technology

**AUDIENCE:**
automotive and truck technology professionals

**978-1-4018-8994-4 • $110.95 R**
(1-4018-8994-8)
February 2009
832 pp, 8 1/2” x 11”, PB, 1-Color

BLUEPRINT READING AND DRAFTING
FOR PLUMBERS, 2E
Michael A. Joyce

With a one-of-a-kind approach that offers more comprehensive coverage than any other plumbing apprentice book on the market, this valuable resource will thoroughly prepare readers for the transition from the residential plumbing industry to commercial or industrial projects. *Blueprint Reading and Drafting for Plumbers, 2E* goes beyond basic lessons on reading and drafting various piping arrangements to provide highly detailed, practical, and relevant information that addresses the real-life demands of commercial and industrial job sites. This updated edition features all-new chapters devoted to coordinating plumbing installations using structural steel and civil blueprints, further enhancing the book’s unique and jobsite-focused classroom lessons.

**AUTHOR AFFILIATION:**
Michael A. Joyce: Plumbing School of Trade

**AUDIENCE:**
Plumbers; Engineers; Designer; Other industry professionals

**PREVIOUS ISBN:** 1-4018-4354-9

**978-1-4283-3513-4 • $83.95 E**
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September 2008
240 pp, 8 1/2” x 11”, PB, 4-Color

BLUEPRINTS & PLANS FOR HVAC, 3E
Joseph Moravek; Frank Miller

Read and use HVAC plans and blueprints like today’s professionals with the latest edition of this widely popular resource! With a focus on air conditioning drawings and hands-on exercises that were the cornerstone of previous editions, *Blueprints & Plans for HVAC, 3E* aims to help readers master the basics of blueprint reading and apply their new skills to work in the HVAC trade. This third edition has been updated to reflect the increasing use of computers to develop plans and prints, while still including all the critical areas of study, including: using the architect’s and engineer’s scale, creating and using working and construction drawings, freehand sketching and drafting with instruments, and more!

**AUTHOR AFFILIATION:**
Joseph Moravek: Lee College, Baytown, Texas
Frank Miller: Central Piedmont Community College, Charlotte, North Carolina

**AUDIENCE:**
Entry-level HVAC technicians

**PREVIOUS ISBN:** 1-4018-1817-X

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September 2008
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**Lynn Underwood**

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**AUTHOR AFFILIATION:**
Lynn Underwood: Building Code Official, Norfolk, Virginia

**AUDIENCE:**
Residential Inspectors; Builders; Contractors

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**STRUCTURAL STEEL DRAFTING, 2E**

**David C. MacLaughlin**

Practical and easy to use, this text lays a solid groundwork for beginning and intermediate students to pursue careers in architecture, construction, or civil engineering. The text clarifies the vital interdependence between structural steel design and fabrication drawings, equipping students to work flexibly with both. First and foremost a drafting book, *Structural Steel Drafting* gives an overview of structural design theory while providing numerous examples, illustrations, and real-world assignments. Students also become acquainted with critical tables and reference material from industry-standard sources, as well as the merits of Load and Resistance Factor Design and Allowable Strength Design.

**AUTHOR AFFILIATION:**
David C. MacLaughlin: Chippewa Valley Technical College

**AUDIENCE:**
Beginner to Intermediate

**PREVIOUS ISBN:** 082737313-9

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**DESIGN-BUILD ESSENTIALS**

**Barbara Jackson**

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**AUTHOR AFFILIATION:**
Barbara Jackson: California Polytechnic State University, San Luis Obispo, CA

**AUDIENCE:**
Residential Inspectors; Builders; Contractors

**PREVIOUS ISBN:** 082737313-9

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**HVACR 201**

**Joseph Moravek; John E. Hohman**

The second installment in a series of useful and resourceful guides, *HVACR 201*, continues to build upon the basics of the HVACR trade. The result of a joint effort by industry leading Air Conditioning Contractors of America (ACCA), Plumbing-Heating-Cooling Contractors – National Association Educational Foundation (PHCC), and the Refrigeration Service Engineers Society (RSES), the book begins with simpler HVACR concepts and progresses into increasingly complex theories and skills. Starting with coverage of all of the important components of a system, the book advances to deal with topics in electrical, heating, motors, and cooling - then moving to troubleshooting and installation procedures.

**AUTHOR AFFILIATION:**
Joseph Moravek: HVAC instructor at Lee College, Baytown, Texas
John E. Hohman: Consultant and trainer for HVACR industry

**AUDIENCE:**
Second year HVACR Students

**PREVIOUS ISBN:** 082737313-9

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Series Overview

Each guide in the DEWALT® Professional Reference Series is packed with up-to-the-minute reference material to provide today’s technical and trade professionals with the information they need to be successful. For your patrons or customers with careers as a contractor, service technician, maintenance person, plant manager, engineer, designer, or architect, this outstanding series of professional references provides the latest information to enhance skills and boost careers!

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Series Overview

The International Code Council® (ICC) sets the standard for building and life safety codes. Content has been updated through the review of proposed changes submitted by code enforcing officials, industry representatives, and design professionals. Delmar, Cengage Learning is carrying the full line of codes from the ICC.

The Significant Changes books are written by code experts from the ICC and enable readers to easily identify the changes that have occurred between the 2003 and 2006 editions of the I-Codes. Each book focuses squarely on those provisions that have special significance, are utilized frequently, or have had a change in application so that users can readily identify what changes occurred and why. Each entry provides an analysis of the effect each change has had on the code's applications, as well as helpful photos or illustrations. Use to architects, engineers, inspectors, and building and fire department personnel, this outstanding series is a one-stop guide to the many important changes in the 2006 I-Codes.

### 2006 International Code Council® Books

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AUTHOR AFFILIATION: John E. Hohman: Consultant and trainer for HVACR industry
AUDIENCE: Third year HVACR Students

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AUTHOR AFFILIATION: Quentin Wells: Salt Lake Community College
AUDIENCE: Electricians; Electrical Engineers or Designers

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AUTHOR AFFILIATION: Bill Johnson: Central Piedmont Community College
 Kevin Standiford: Arkansas Teacher Retirement System, Little Rock, AR
AUDIENCE: service management; service technicians; teachers; sales; installation technicians; system design; manufacturers
PREVIOUS ISBN: 082734881-9
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This 7th Edition presents current issues and adapts auditing approaches to business and economic complexities, focusing on the analysis of business risk and identifying fraud in the new auditing environment. Due to recent accounting, governance, and auditing scandals, and the overhaul of the regulatory environment in auditing, this text contains the most comprehensive and up-to-date look at audit regulation, concepts, and practices while also adapting traditional techniques and procedures to a technological, systems-oriented environment.

AUTHOR AFFILIATION:
Larry E. Rittenberg: University of Wisconsin-Madison
Karla Johnstone: University of Wisconsin-Madison
Bradley J. Schwieger: St. Cloud State University

AUDIENCE:
Accounting Students; Business Professionals

CONTEMPORARY AUDITING:
REAL ISSUES & CASES, 7E
Michael C. Knapp
Knapp’s market-leading casebook stresses “the people” aspect of independent audits. This casebook is intended to help readers recognize the “red flags” that often accompany problem audits. Another goal of this book is to help users more readily grasp key auditing concepts and procedures by illustrating those items in real-world contexts. The use of real-world cases also acquaints users with the work environment of auditors.

AUTHOR AFFILIATION:
Michael C. Knapp: University of Oklahoma

AUDIENCE:
Accounting Students; Business Professionals

FINANCIAL ACCOUNTING: AN INTRODUCTION TO
CONCEPTS, METHODS AND USES, 13E
Clyde P. Stickney; Roman L. Weil; Katherine Schipper; Jennifer Francis
This widely respected financial accounting book captures the predominant market share among graduate, MBA, and higher-level undergraduate programs. With great clarity, it presents both the basic concepts underlying financial statements and the terminology and methods that allow students to interpret, analyze, and evaluate actual corporate financial statements.

AUTHOR AFFILIATION:
Clyde P. Stickney: Dartmouth College
Roman L. Weil: University of Chicago
Katherine Schipper: Duke University
Jennifer Francis: Duke University

AUDIENCE:
CPAs; Accountants; Accounting Students; Business Professionals

INTERMEDIATE ACCOUNTING, 11E
Loren A. Nikolai; John D. Bazley; Jefferson P. Jones
In balancing conceptual and procedural intermediate financial accounting material, the 11th Edition of this book offers readers a strong foundation on which to build an understanding of today’s accounting information needs. With up-to-date content reflecting the recent FASB changes, this text will assist students in gaining a clear understanding of the topics key to success in both their careers as professional accountants and their goal of passing the CPA examination.

AUTHOR AFFILIATION:
Loren A. Nikolai: University of Missouri at Columbia
John D. Bazley: University of Denver
Jefferson P. Jones: Auburn University

AUDIENCE:
Accounting Professionals; Business Professionals

978-0-324-65804-0 • $191.95 A
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800 pp, 8½” x 11”, PB, 1-Color

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(0-324-65805-2)
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978-0-324-65114-0 • $178.95 A
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BUSINESS AND PROFESSIONAL ETHICS, 5E
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AUTHOR AFFILIATION:
Leonard J. Brooks: University of Toronto

AUDIENCE:
Directors; Executives; Accountants; Business Professionals


Cornerstones of Financial Accounting's unique “Cornerstones” approach features straight-forward learning tools that give students a consistent, organized and step-by-step framework for understanding, applying and retaining vital concepts.

AUTHOR AFFILIATION:
Maryanne M. Mowen: Oklahoma State University
Don R. Hansen: Oklahoma State University
Jay Rich: Illinois State University
Jefferson P. Jones: Auburn University

AUDIENCE:
Accounting Professionals

CORNERSTONES OF MANAGERIAL ACCOUNTING, 3E
Maryanne M. Mowen; Don R. Hansen; Dan L. Heitger

Introduce yourself to the primary concepts or cornerstones of management accounting and their importance in business today with Cornerstones of Managerial Accounting, 3rd Edition. A unique Cornerstones pedagogy at the heart of this text's approach provides an organized, consistent framework to help students master fundamental calculations, develop essential problem-solving skills, and apply this understanding to relevant business decisions. Grounded in traditional topics with brief coverage of contemporary topics, the text progresses from basic management accounting to more advanced topics applicable for both accounting and general business majors.

AUTHOR AFFILIATION:
Maryanne M. Mowen: Oklahoma State University
Don R. Hansen: Oklahoma State University
Dan L. Heitger: Miami University - Oxford, Ohio

AUDIENCE:
Accounting Professionals; Accounting Students; CPAs

PREVIOUS ISBN: 0-324-37960-9

MANAGERIAL ACCOUNTING: A FOCUS ON ETHICAL DECISION MAKING, 5E
Steve Jackson; Roby Sawyers; Greg Jenkins (Contributor)

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AUTHOR AFFILIATION:
Steve Jackson: University of Southern Mississippi
Roby Sawyers: North Carolina State University
Greg Jenkins (Contributor): Virginia Polytechnic Institute and State University

AUDIENCE:
Accountants; Business Professionals

PREVIOUS ISBN: 0-324-65064-7
BUSINESS: Accounting / Taxation / Business Law

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Bernard J. Bieg; Judith A. Toland

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AUTHOR AFFILIATION:
Bernard J. Bieg: Bucks County Community College
Judith A. Toland: Bucks County Community College

AUDIENCE:
Accounting Students; Accountants; CPAs; Business Owners

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AUTHOR AFFILIATION:
Gerald E. Whittenburg: San Diego State University
Martha Altus-Buller: San Diego, California

AUDIENCE:
Tax Professionals; CPAs; Accounting Students

PREVIOUS ISBN: 0-324-38038-0

BUSINESS LAW AND THE LEGAL ENVIRONMENT, STANDARD EDITION, 5E
Jeffrey F. Beatty; Susan S. Samuelson

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AUTHOR AFFILIATION:
Jeffrey F. Beatty: Boston University
Susan S. Samuelson: Boston University

AUDIENCE:
Law Students; Law Professionals

PREVIOUS ISBN: 0-324-30397-1

FOUNDATIONS OF LEGAL ENVIRONMENT
Marianne M. Jennings

Foundations of Legal Environment features a friendly, readable narrative that provides full topical coverage of the legal, ethical and global environment of business, addressing all first level AACSB requirements.

AUTHOR AFFILIATION:
Marianne M. Jennings: Arizona State University

AUDIENCE:
Law Professionals

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**AUTHOR AFFILIATION:**
N. Gregory Mankiw: Harvard University

**AUDIENCE:**
Business Professionals, Economists

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N. Gregory Mankiw

*Essentials of Economics, 5th Edition* continues to be the most popular and widely used book in the Economics classroom. This revision maintains the clear and accessible writing style that is the hallmark of the highly respected author.

**AUTHOR AFFILIATION:**
N. Gregory Mankiw: Harvard University

**AUDIENCE:**
Economics Students; Business Professionals

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**AUTHOR AFFILIATION:**
Robert Carbaugh: Central Washington University

**AUDIENCE:**
Economists; International Business Professionals; Economics Students

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**HEALTH ECONOMICS & POLICY, 4E**
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**AUTHOR AFFILIATION:**
James W. Henderson: Baylor University

**AUDIENCE:**
Economists; Politicians; Economics Students

**PREREVIOUS ISBN:** 0-324-26000-8

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(0-324-58997-2)
November 2008
936 pp, 8 ½” x 10”, HB, 4-Color
**BUSINESS: Finance**

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**AUTHOR AFFILIATION:** Center for Financial Training

**AUDIENCE:** Banking Industry Professionals; Finance Professionals; Business Professionals

**PREVIOUS ISBN:** 0-538-44089-9

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**FUNDAMENTALS OF FINANCIAL MANAGEMENT, CONCISE EDITION, 6E**
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**AUTHOR AFFILIATION:** Eugene F. Brigham: University of Florida  
Joel F. Houston: University of Florida

**AUDIENCE:** Finance Managers; Business Managers & Professionals

**PREVIOUS ISBN:** 0-324-31983-5

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Frank K. Reilly; Keith C. Brown

The purpose of this text is to help the student learn how to manage their money to derive the maximum benefit from what they earn. Mixing investment instruments and capital markets with the theoretical detail on evaluating investments and opportunities to satisfy risk-return objectives along with how investment practice and theory is influenced by globalization. The material is intended to be rigorous and empirical yet not overly quantitative. Reilly/Brown provides the best foundation, used extensively by professionals, organizations, and schools across the country.

**AUTHOR AFFILIATION:**  
Frank K. Reilly: University of Notre Dame  
Keith C. Brown: University of Texas at Austin

**AUDIENCE:** Finance Professionals

**PREVIOUS ISBN:** 0-324-28903-0

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**MONEY & BANKING, 2008 EDITION**
Robert Wright

*Money & Banking, 2008 Edition* offers readers an innovative approach to the subject of Money & Banking. The book features a conversational and, at times, even humorous style that avoids excessive detail while covering traditional theory. In addition, the online component is packed with links and multi-media features that help bring the subject to life.

**AUTHOR AFFILIATION:** Robert Wright: New York University

**AUDIENCE:** Finance Professionals; Business Professionals
PRINCIPLES OF FINANCE, 4E
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THE FUTURE OF BUSINESS: THE ESSENTIALS TO BUILDING YOUR CAREER, 4E
Lawrence J. Gitman; Carl McDaniel

The Future of Business: The Essentials, 4th Edition prepares students for a successful career in business by equipping them with the knowledge, skills, and competencies they need to prepare for tomorrow’s competitive workplace. Each chapter offers a thorough presentation of business principles and also highlights emerging business trends in fields such as management, leadership, production, marketing and finance. Trends include shifts in economic policies in Europe, the global marketplace, the boom in the service sector, managing workforce diversity, new technology, and more.

BUSINESS ETHICS: A STAKEHOLDER AND ISSUES MANAGEMENT APPROACH, 5E
Joseph W. Weiss

Ethical decisions can be complicated but ethics class doesn’t have to be! Business Ethics: Stakeholder and Issues Management Approach is the easy-to-follow guide that addresses business ethics in a way you can understand. By using real-world examples and focusing on shareholders, this 5th Edition has the content to help you outline your personal business ethic for years to come. Get the practical tools you need to handle moral dilemmas in the workplace.
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AUTHOR AFFILIATION:
Donald F. Kuratko: The Kelley School of Business, Indiana University - Bloomington
Richard M. Hodgetts: Florida International University

AUDIENCE:
Individuals interested in becoming self employed

PREVIOUS ISBN: 0-324-32341-7
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(0-324-59091-1)
December 2008
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ENTERPRISE!
William B. Gartner; Marlene G. Bellamy

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AUTHOR AFFILIATION:
William B. Gartner: Clemson University

AUDIENCE:
Managers

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(0-324-13085-6)
February 2009
650 pp, 8½” x 11”, HB, 1-Color

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J.D. Ryan; Gail Hiduke

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AUTHOR AFFILIATION:
J.D. Ryan: Irvine Valley College
Gail Hiduke: Irvine Valley College

AUDIENCE:
Small Business Owners; Entrepreneurs

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978-0-324-59102-6 • $110.95 A
(0-324-59102-0)
November 2008
448 pp, 8½” x 11”, PB, 1-Color

UNDERSTANDING BUSINESS STRATEGY, 2E
R. Duane Ireland; Robert E. Hoskisson; Michael A. Hitt

The overall approach of Understanding Business Strategy, 2nd Edition is process-oriented and applied. The authors of this book are known for their attention to detail and the currency of their research. Although it maintains the same level of academic reliability as the authors other books, the subject of strategic management will be studied at a more basic, fundamental level and with a greater effort to help users integrate and synthesize knowledge from prior business courses. The book supports the users’ efforts to master strategy, and features are built in to create a tone that is tutorial, user- friendly, and with a vision of the reader as a future business practitioner.

AUTHOR AFFILIATION:
R. Duane Ireland: Texas A&M University
Robert E. Hoskisson: Arizona State University
Michael A. Hitt: Texas A&M University

AUDIENCE:
Managers; MBA Students

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November 2008
512 pp, 8” x 10”, HB, 1-Color
MARKETING, 10E
Charles W. Lamb; Joseph F. Hair; Carl McDaniel

The exciting new edition of Marketing continues the established tradition of adding value far beyond the expectations of learners. Extensive research has been done to ensure this 10th Edition provides a comprehensive, up-to-the-minute introduction to the field of marketing. Key principles are illustrated by hundreds of fresh, new examples, while the latest concepts and theories are covered in detail with numerous illustrations. Organized around the marketing mix, this book provides users with an exhilarating first introduction to the dynamic world of marketing.

AUTHOR AFFILIATION:
Charles W. Lamb: Texas Christian University
Joseph F. Hair: Kennesaw State University
Carl McDaniel: University of Texas, Arlington

AUDIENCE:
Marketing Professionals; Entrepreneurs; Business Professionals

PREVIOUS ISBN: 0-324-36208-0

CONTEMPORARY MARKETING 2009 UPDATE
Louis E. Boone; David L. Kurtz

Boone and Kurtz’s Contemporary Marketing has proved to be the premier introduction to marketing book and package, edition after edition. With each edition, this best selling author team builds and improves upon past innovations, creating the most technologically advanced, learner friendly, instructor supported text available. Contemporary Marketing 2009, paperback edition, continues this tradition by providing the most current and up-to-date content including updated opening vignettes and boxed features that cover events that have taken place in marketing over the past year.

AUTHOR AFFILIATION:
Louis E. Boone: University of South Alabama
David L. Kurtz: University of Arkansas, Fayetteville

AUDIENCE:
Marketing Student; Business Professional; Marketing Manager

CB 2008-2009 (WITH REVIEW CARDS AND CB4ME.COM PRINTED ACCESS CARD)
Barry J. Babin; Eric Harris

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AUTHOR AFFILIATION:
Barry J. Babin: The University of Southern Mississippi
Eric Harris: Pittsburg State University

AUDIENCE:
Marketing Students; Marketing Professionals
ADVERTISING, PROMOTION, AND OTHER ASPECTS OF INTEGRATED MARKETING COMMUNICATIONS, 8E

Terence A. Shimp

This text fully integrates all aspects of marketing communication, providing a more complete treatment of sales promotion, point-of-purchase communications, and advertising media selection than any title on the market. Newer content is more useful, current, and user-friendly.

AUTHOR AFFILIATION:
Terence A. Shimp: University of South Carolina

AUDIENCE:
Marketing and Advertising Professionals

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Pattie Gibson-Odgers

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AUTHOR AFFILIATION:
Pattie Gibson-Odgers: Northern Arizona University

AUDIENCE:
Office Manager; Administrative Assistant

PREVIOUS ISBN: 0-538-43857-6
YOUR CAREER: HOW TO MAKE IT HAPPEN (WITH CD-ROM), 7E
Julie Griffin Levitt

Practical assignments throughout connect you directly with the business community, employers and the Internet. This best-selling book provides everything needed to gain competitive advantage in the workplace. It is ideal for a course on Professional/Career Development, Job Search, Resume Writing, and Interviewing. Your Career: How to Make It Happen provides thorough coverage of career self-assessment, employer research, job search/interviewing and career building strategies. The 7th Edition also contains extensive instructions and examples of market-driven electronic, traditional, and web resumes, as well as cover letters.

AUTHOR AFFILIATION:
Julie Griffin Levitt: Business Consultant and National Presenter. Former Supervisor with Boise State University

AUDIENCE:
Job Seekers

PREVIOUS ISBN: 053872966-X

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AUTHOR AFFILIATION:
Constance C. Staley: University of Colorado, Colorado Springs

AUDIENCE:
Individuals contemplating entering college; High School Seniors; Guidance Counselors

978-0-495-56954-1 $47.95
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Constance C. Staley
This text covers the topics most important to community college student success and incorporates underlying themes of motivation and self-discipline throughout.

AUTHOR AFFILIATION: Constance C. Staley: University of Colorado, Colorado Springs

AUDIENCE: Individuals contemplating entering college; High School Seniors; Guidance Counselors

SKILLS FOR SUCCESS: DEVELOP EFFECTIVE READING AND STUDY SKILLS
Cynthia Jenkins
This text presents information, tips, and tactics required for enhancing college reading and study skills.

AUTHOR AFFILIATION: Cynthia Jenkins: The University of Texas at Dallas

AUDIENCE: Individuals contemplating entering college; High School Seniors; Guidance Counselors
**STEP BY STEP TO COLLEGE AND CAREER SUCCESS, 3E**

John N. Gardner; A. Jerome Jewler; Betsy O. Barefoot

This compact, user-friendly book guides the reader through the essential strategic information that will help them find success in their college experience. Linking college study skills and career skills, the student will see the relevance between college success and career success. This book will help users navigate the simple steps to college success.

**AUTHOR AFFILIATION:**
John N. Gardner: University of South Carolina, Columbia
A. Jerome Jewler: University of South Carolina, Columbia
Betsy O. Barefoot: Brevard College, Policy Center on the First Year of College

**AUDIENCE:**
Individuals planning to enter college; HS Seniors; Guidance Counselors

**PREVIOUS ISBN:** 1-4130-3076-9

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February 2009
176 pp, 8½” x 11”, PB, 1-Color

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**YOUR GUIDE TO COLLEGE SUCCESS: STRATEGIES FOR ACHIEVING YOUR GOALS, 6E**

John W. Santrock; Jane S. Halonen

The authors develop six themes within this text that impact students’ success, including Develop Meaningful Values; Set Goals, Plan, and Monitor; Get Motivated and Take Responsibility; Think and Learn; Build Self-Esteem and Self-Confidence; and, Explore Careers. Once these themes are introduced, they are integrated throughout the book, providing students with a guide to success. A Learning Portfolio concludes every chapter and consists of three self-assessments, a variety of journal activities, and the new summary activity “Applying the Six Strategies for Success.” The Learning Portfolio is designed to help readers record their reflections, apply the strategies, and track their success through the course.

**AUTHOR AFFILIATION:**
John W. Santrock: University of Texas, Dallas
Jane S. Halonen: University of West Florida

**AUDIENCE:**
Individuals contemplating entering college; HS Seniors; Guidance Counselors

**PREVIOUS ISBN:** 1-4130-3192-7
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Carol M. Lehman; Debbie O. DuFrene; Robyn Walker

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AUTHOR AFFILIATION:
Carol M. Lehman: Mississippi State University
Debbie D. DuFrene: Stephen F. Austin State University
Robyn Walker: University of Southern California

AUDIENCE:
Managers; Business Professionals

ESSENTIALS OF BUSINESS COMMUNICATION, 8E

Mary Ellen Guffey

This book is a streamlined, no-nonsense approach to business communication. It takes a three-in-one approach: (1) text, (2) practical workbook, and (3) self-teaching grammar/mechanics handbook. The chapters reinforce basic writing skills then apply these skills to a variety of memos, letters, reports, and resumes. The 8th Edition features coverage of contemporary business communication issues, including oral communication, electronic forms of communication, diversity, and ethics.

AUTHOR AFFILIATION:
Mary Ellen Guffey: Los Angeles Pierce College

AUDIENCE:
Managers; Business Professionals

INTERPERSONAL COMMUNICATION: EVERYDAY ENCOUNTERS, 6E

Julia T. Wood

This best-selling book by a leading voice in the field offers a distinct alternative to existing books for the introductory course in interpersonal communication. This book offers a theoretically unified but pragmatic introduction to the concepts, principles, and skills of interpersonal communication in a multicultural society. Interpersonal Communication: Everyday Encounters, 6th Edition consistently integrates ethics and issues of social diversity into coverage of both discussions and mastery of skills, and it shows how interpersonal communication theory and skills pertain to students’ daily encounters with others. This book pays unparalleled attention to social diversity and emphasizes theories, research, and skills that are anchored in the field of communication.

AUTHOR AFFILIATION:
Julia T. Wood: University of North Carolina, Chapel Hill

AUDIENCE:
Managers; Business Professionals

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Joseph Straubhaar; Robert LaRose

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AUTHOR AFFILIATION:
Joseph Straubhaar: University of Texas, Austin
Robert LaRose: Michigan State University

AUDIENCE:
TV and Radio Technology Students; Broadcasters; Media Professionals

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MAJOR PRINCIPLES OF MEDIA LAW, 2009 EDITION
Wayne Overbeck

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AUTHOR AFFILIATION: Wayne Overbeck: Emeritus, California State University, Fullerton, Member of the California Bar

AUDIENCE: Law Students; Law Professionals

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AUTHOR AFFILIATION: Carole Rich: University of Alaska Anchorage

AUDIENCE: Journalists; TV and Radio Professionals


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AUDIENCE: Historians; General Consumers


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AUTHOR AFFILIATION: Glenn G. Sparks: Purdue University

AUDIENCE: TV and Radio Professionals; Students taking courses in Media Production

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Alan B. Albarran: University of North Texas

AUDIENCE:
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AUTHOR AFFILIATION:
Jo Sprague: San Jose State University
Douglas Stuart: Vice-President, Technical and Marketing Publications FirstTel Systems Corporation

AUDIENCE:
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John F. Cragan: St. Thomas University, Minneapolis
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AUDIENCE:
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AUTHOR AFFILIATION:
H.L. Goodall, Jr.: Director of the Hugh Downs School of Communication, Arizona State University
Sandra Goodall: Consultant

AUDIENCE:
Managers; Consultants; Business Professionals

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AUTHOR AFFILIATION:
William Missouri Downs: University of Wyoming
Lou Anne Wright: University of Wyoming
Erik Ramsey: Ohio University

AUDIENCE:
Theatre Majors; Producers; Directors


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AUTHOR AFFILIATION:
William Missouri Downs: University of Wyoming
Lou Anne Wright: University of Wyoming
Erik Ramsey: Ohio University

AUDIENCE:
Theatre Majors; Producers; Directors

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AUTHOR AFFILIATION:
Charles McGaw: Late of the Goodman School of Drama, a School of the Art Institute of Chicago
Kenneth L. Stilson: Southeast Missouri State University
Larry D. Clark: University of Missouri, Columbia

AUDIENCE:
Theatre Majors; Producers; Directors

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AUTHOR AFFILIATION:
Susie H. VanHuss: University of South Carolina (Retired)
Connie M. Forde: Mississippi State University
Donna L. Woo: Cypress College, California

AUDIENCE:
Computer Applications Students; Administrative Professionals; Business Professionals

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AUTHOR AFFILIATION: Han-Way Huang: Minnesota State University, Mankota
AUDIENCE: Electrical Engineers

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AUTHOR AFFILIATION: Kaliappan Gopalan: Purdue University, Calumet
AUDIENCE: Electrical Engineers

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AUTHOR AFFILIATION: Justin Sweet: University of California at Berkeley
Marc M. Schneier: Editor, Construction Litigation Reporter
AUDIENCE: Engineers
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AUTHOR AFFILIATION:  
Stephen J. Chapman: British Aerospace, Australia

AUDIENCE:  
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Reza Abbaschian: University of Florida

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AUTHOR AFFILIATION:
Andrew Pytel: Professor Emeritus, Pennsylvania State University
Joan Kiusalaas: Professor Emeritus, Pennsylvania State University

AUDIENCE:
Civil & Mechanical Engineers


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AUDIENCE:
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AUTHOR AFFILIATION:
Norman Schachter: Los Angeles Unified School District

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AUDIENCE: English Students; Writers


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AUDIENCE: English Students

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Paige L. Wilson: Pasadena City College
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AUTHOR AFFILIATION:
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AUTHOR AFFILIATION:
Marcia Nelms: Southeast Missouri State University
Sara Long: Southern Illinois University

AUDIENCE:
Nutritionists; Dieticians; Nursing Students

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AUTHOR AFFILIATION: Serena Nanda: John Jay College of Criminal Justice, City University of New York
Richard L. Warms: Southwest Texas State University

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AUTHOR AFFILIATION: Harriet Joseph Ottenheimer: Kansas State University

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AUTHOR AFFILIATION: Harriet Joseph Ottenheimer: Kansas State University

AUDIENCE: Science Students; Scientists

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Lois Fichner-Rathus

A market leading text for the art appreciation course, Understanding Art, 9th Edition combines its strong coverage of art history, with comprehensive coverage and presentation of the visual elements, principles of design, and media to provide a well-balanced discussion of the relevance and beauty of art and the media and methods used to produce art.

AUTHOR AFFILIATION: Lois Fichner-Rathus: College of New Jersey

AUDIENCE: Artists; Art Students; Art Instructors
EXPLORING AMERICA’S PAST: A U. S. HISTORY PRIMER

Kevin Schultz

Exploring America’s Past presents a compelling overview of U.S. history in an intensely visual layout. Material is presented in a brief, clear manner enhanced by the book’s student-friendly “magazine-like” look and feel. The accompanying Web site provides access to additional study material, including related maps, documents, art, music, videos, simulations, and more.

AUDIENCE: History Students; General Readers

ALSO AVAILABLE:
- EXPLORING AMERICA’S PAST: A U. S. HISTORY PRIMER, VOLUME 1
  978-0-495-00528-5 (0-495-00528-2) • $49.95 A
- EXPLORING AMERICA’S PAST: A U. S. HISTORY PRIMER, VOLUME 2
  978-0-495-00529-2 (0-495-00529-0) • $38.95 A

WORLD HISTORY, 6E

William J. Duiker; Jackson J. Spielvogel

Noted teachers and scholars William J. Duiker and Jackson J. Spielvogel present a balanced, highly readable overview of world history that explores common challenges and experiences that unite the human past and that identify key global patterns over time. Thorough coverage of political, economic, social, religious, intellectual, cultural, and military history has been integrated into a chronologically ordered synthesis to help students gain an appreciation and understanding of the distinctive character and development of individual cultures in society. World History, 6th Edition continues to take a global approach to world history, with an emphasis on analytical comparisons between and among cultures throughout history.

AUTHOR AFFILIATION:
- William J. Duiker: The Pennsylvania State University
- Jackson J. Spielvogel: The Pennsylvania State University

AUDIENCE: History Students; General Readers

PREVIOUS ISBN: 0-495-05012-1

MUSIC OF THE PEOPLES OF THE WORLD, 2E

William Alves

This 2nd Edition takes a survey (appreciation style) approach to world music. It focuses on how to listen to and appreciate the music of different cultures and will appeal to world music students who are typically non-music majors. The book discusses enough geography and history for the user to connect the music to its social context, while keeping the focus on listening. The book focuses on listening through 1) spotlights on non-Western instruments, and 2) listening guides that track the audio step-by-step, pointing the listener to important characteristics.

AUTHOR AFFILIATION:
- William Alves: Harvey Mudd College

AUDIENCE: Music Students; General Readers


POPULAR MUSIC IN AMERICA: AND THE BEAT GOES ON, 3E

Michael Campbell

Enhance your understanding of popular music with Popular Music in America: And the Beat Goes On, 3rd Edition! This fascinating music text provides a chronological examination of the roots and history of American popular music from 1840 to the present. Throughout the text, you are asked to relate music to other music, music to words, and music to cultural context in order to further develop and apply your active listening skills. Learning is made easy with the book-specific website that contains an active listening guide, tutorials, and more.

AUTHOR AFFILIATION:
- Michael Campbell: Professor Emeritus, Western Illinois University

AUDIENCE: Music Students; General Readers

PREVIOUS ISBN: 0-534-55334-9
INTEGRATING MUSIC INTO THE ELEMENTARY CLASSROOM, 8E
William M. Anderson
The market-leading book for the Elementary School Music Methods course, Integrating Music in the Elementary Classroom was the first to emphasize the theme of integrating music throughout the school day. Anderson and Lawrence show future educators how to make music an effective part of the entire elementary curriculum. The book introduces the songs, instruments, sources of age-appropriate music, and methods of making music in a multicultural environment—making the book perfect for readers with no prior knowledge of the fundamentals of music.

AUTHOR AFFILIATION: William M. Anderson: Kent State University

AUDIENCE: Early Childhood Professionals; Early Childhood Students

AMERICAN GOVERNMENT AND POLITICS TODAY 2009-2010 EDITION, 14E
Steffen W. Schmidt; Mack C. Shelley, II.; Barbara A. Bardes
American Government and Politics Today, 14th Edition helps readers experience the excitement that comes from active, informed citizenship. Schmidt, Shelley, and Bardes' landmark text is renowned nationwide for its balanced, unbiased, comprehensive, and up-to-date coverage of constitutional, governmental, political, social, and economic structures and processes. The overriding theme of the book is the importance of informed active citizenship, and the pedagogy underscores this theme by soliciting critical thinking about political issues and encouraging users to become involved in the political process.

AUTHOR AFFILIATION: Steffen W. Schmidt: Iowa State University
Mack C. Shelley, II.: Iowa State University
Barbara A. Bardes: University of Cincinnati

AUDIENCE: General Readers; Politicians

UNDERSTANDING AMERICAN GOVERNMENT, 12E
Susan Welch; John Gruhl; John Comer; Susan M. Rigdon
American Government, 12th Edition is highly respected and trusted for its attention to research and issues of diversity as well as its award-winning team of authors. While covering the basic foundations and features of American Government, this text also moves beyond the “nuts and bolts,” to explain why and how important features of government have evolved, their impact on government and individuals, and why these features are controversial (if they are) and worth learning.

AUTHOR AFFILIATION: Susan Welch: The Pennsylvania State University
John Gruhl: University of Nebraska, Lincoln
John Comer: University of Nebraska, Lincoln
Susan M. Rigdon: University of Illinois, Urbana-Champaign

AUDIENCE: General Readers; History Students

AMERICAN GOVERNMENT: HISTORICAL, POPULAR, AND GLOBAL PERSPECTIVES, BRIEF EDITION
Kenneth Dautrich; David Yalof
American Government: Historical, Popular, & Global Perspectives offers a uniquely current and comprehensive introduction to American government and politics.

AUTHOR AFFILIATION: Kenneth Dautrich: University of Connecticut
David Yalof: University of Connecticut

AUDIENCE: Political Science Students; Historians; General Readers

978-0-495-56615-1 • $81.95 A
(0-495-56615-2)
February 2009
624 pp, 7 8/16″ x 9 1/4″, PB, 1-Color
CALIFORNIA POLITICS AND GOVERNMENT:
A PRACTICAL APPROACH, 10E
Larry N. Gerston; Terry Christensen

California Politics and Government is a brief “nuts and bolts” book with contemporary examples that offer students a real life view of politics while illustrating the complex principles at work in California government. In addition to introducing California’s complex political system to students, major issues such as economics, education, and immigration are discussed as along with their impact on California politics. Coverage of interests groups, campaigns and state/federal relations is particularly notable.

AUTHOR AFFILIATION:
Larry N. Gerston: San Jose State University
Terry Christensen: San Jose State University

AUDIENCE:
Politicians; Political Science Students; Government Employees
PREVIOUS ISBN: 0-495-50533-1

CONTEMPORARY POLITICAL IDEOLOGIES:
A COMPARATIVE ANALYSIS, 14E
Lyman Tower Sargent

Explore current and emerging political ideologies—offering a comparative analysis of nationalism, the varieties of democracy, Marxism, and political Islam, as well as an effective introduction to the lesser-known ideologies surrounding anarchism, fascism and national socialism, environmentalism, feminism, and liberation theology with Contemporary Political Ideologies: A Comparative Analysis, 14th Edition. You’ll find a balanced presentation of the ideologies covered in the text, and to objectively discuss the way that ideology functions today. Also, includes a discussion of terrorism.

AUTHOR AFFILIATION:
Lyman Tower Sargent: University of Missouri, St Louis

AUDIENCE:
Politicians; Political Science Students

PUBLIC ADMINISTRATION IN AMERICA, 10E
Michael E. Milakovich; George J. Gordon

Public Administration in America, 10th Edition offers a streamlined, accessible, and up-to-date design of the most comprehensive and widely used introduction to contemporary public administration.

AUTHOR AFFILIATION:
Michael E. Milakovich: University of Miami, Coral Gables, Florida
George J. Gordon: Illinois State University, Normal, Illinois

AUDIENCE:
Public Administration Professionals; Consumers Interested in Public Administration
PREVIOUS ISBN: 0-495-00739-0

INTERNATIONAL RELATIONS: POWER AND PURPOSE IN GLOBAL AFFAIRS
Paul D’Anieri

International Relations is a comprehensive text set in the context of the post-Cold War era and the aftermath of the events of 9/11/01. Case studies and emphasis on new topics, including feminism and culture make the coverage more interesting and engaging to the student.

AUTHOR AFFILIATION:
Paul D’Anieri; University of Kansas

AUDIENCE:
Political Science Students; General Readers

PREVIOUS ISBN: 0-534-52135-6

Fall/Winter 2008
INTERNATIONAL POLITICAL ECONOMY, 5E
Jeffrey A. Frieden; David A. Lake

A flexible and comprehensive introduction to international political economy, this best-selling reader features essays by leading scholars on the most important topics in the field. The readings cover history and theory, as well as some of today’s most pressing issues, such as globalization, the environment, and free trade.

AUTHOR AFFILIATION:
Jeffrey A. Frieden: Harvard University
David A. Lake: University of California, San Diego

AUDIENCE:
Political Science Students; General Readers

PREVIOUS ISBN: 0-312-18969-9

978-0-534-56455-1 $86.95 A
(0-534-56455-0)
February 2009
496 pp, 6⅛" x 9¼", PB, 1-Color

JUDICIAL PROCESS: LAW, COURTS, AND POLITICS IN THE UNITED STATES, 5E
David W. Neubauer; Stephen S. Meinhold

Working within the framework of law and politics, Judicial Process, 5th Edition focuses on the dynamics of the courthouse. The fundamental purpose of this book is to provide readers with a working knowledge of the major structures and process that underlie the American judiciary. The structure of the courts, the nature of how the laws apply, and the procedures followed all have important consequences for the way the courts deliver justice. This book attempts to help the reader understand not only the legal rules, but also the assumptions underlying these rules, the history of how they evolved, and the goals they seek to achieve.

AUTHOR AFFILIATION:
David W. Neubauer: University of New Orleans
Stephen S. Meinhold: University of North Carolina at Wilmington

AUDIENCE:
Political Science Students; General Readers; Historians

PREVIOUS ISBN: 0-495-00994-6

978-0-495-56933-6 $103.95 s
(0-495-56933-X)
February 2009
576 pp, 7⅝" x 9¼", PB, 1-Color

ELECTION 2008: AN AMERICAN GOVERNMENT SUPPLEMENT
John A. Clark; Brian F. Schaffner

Election 2008 is a 32-page booklet that analyzes the Congressional and Gubernatorial elections with narrative, maps, charts, and graphs & the use of real examples. A short and sweet supplement!

AUTHOR AFFILIATION:
John A. Clark: Western Michigan University
Brian F. Schaffner: American University

AUDIENCE:
Political Science Students; General Readers; Historians


978-0-495-56748-6 $15.95 A
(0-495-56748-5)
January 2009
32 pp, 6⅛" x 9¼", SS, 1-Color
PROMISE AND PERFORMANCE OF AMERICAN DEMOCRACY, 9E
Jon R. Bond; Kevin B. Smith

Grounded in basic political science research, yet readily accessible to undergraduates, Promise and Performance uses the title's theme as an organizing framework for studying American Politics. The promise of democracy is analyzed using four core values: Popular Sovereignty, Political Freedom, Political Equality and Majority Rule/Minority Rights.

AUTHOR AFFILIATION:
Jon R. Bond: Texas A&M University
Kevin B. Smith: University of Nebraska

AUDIENCE:
Political Science Students; Government Employees; General Readers; Historians


ELECTION UPDATE, AMERICAN GOVERNMENT: HISTORICAL, POPULAR, AND GLOBAL PERSPECTIVES
Kenneth Dautrich; David Yalof

American Government: Historical, Popular, & Global Perspectives, Election Update offers a uniquely current and comprehensive introduction to American government and politics.

AUTHOR AFFILIATION:
Kenneth Dautrich: University of Connecticut
David Yalof: University of Connecticut

AUDIENCE:
Political Science Students; Government Employees; General Readers; Historians

WHAT IS PSYCHOLOGY? ESSENTIALS
Ellen E. Pastorino; Susan Doyle-Portillo

This book grabs students' attention and piques their curiosity with “The Big Picture”—chapter opening stories that are real and compelling. The authors connect with readers from the first page to the last by presenting psychology as a unified whole that has relevance to every aspect of their lives. Written for today's diverse students, it highlights issues of gender, race, culture, ethnicity and sexuality throughout.

AUTHOR AFFILIATION:
Ellen E. Pastorino: Valencia Community College
Susan Doyle-Portillo: Gainesville College

AUDIENCE:
Psychology Students; Counselors
INTRODUCTION TO PSYCHOLOGY: GATEWAYS TO MIND AND BEHAVIOR, 12E

Dennis Coon; John O. Mitterer

Dennis Coon presents psychology in a way readers will find fascinating, relevant, and above all, accessible. The first author to integrate the proven SQ4R active learning system (survey, question, read, recite, relate, and review) into a psychology textbook, Coon helps readers grasp major concepts, develop a broad understanding of psychology's diversity, and see for themselves how psychology relates to the challenges of everyday life. The author delights in sparking readers' curiosity, insights, imagination, and interest, and makes his investment in the subject of psychology apparent on every page.

AUTHOR AFFILIATION:
Dennis Coon: Formerly of Santa Barbara City College
John O. Mitterer: Brock University

AUDIENCE:
Psychology Students; Counselors

ABNORMAL CHILD PSYCHOLOGY, 4E

Eric J. Mash; David A. Wolfe

Through their thoughtful and accurate balance of developmental, clinical-diagnostic, and experimental approaches to child and adolescent psychopathology, Eric Mash and David Wolfe's Abnormal Child Psychology remains the most authoritative, scholarly book in today's abnormal child psychology market. Appropriate for novice and expert alike, this book traces the developmental course of each disorder and shows how biological, psychological, and sociocultural factors interact with a child's environment.

AUTHOR AFFILIATION:
Eric J. Mash: University of Calgary
David A. Wolfe: Centre for Addiction and Mental Health, University of Toronto

AUDIENCE:
Social Workers; Counselors; Child Psychologists
HUMAN INTIMACY: MARRIAGE, THE FAMILY, AND ITS MEANING, RESEARCH UPDATE, 10E
Frank D. Cox

_Human Intimacy: Marriage, the Family, and Its Meaning_ takes a positive view of the family and looks for characteristics that all successful families possess.

**AUTHOR AFFILIATION:**
Frank D. Cox: Santa Barbara City College

**AUDIENCE:**
Social Workers; Counselors

**PREVIOUS ISBN:** 0-534-62532-0

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SOCIOLOGICAL ODYSSEY: CONTEMPORARY READINGS IN INTRODUCTORY SOCIOLOGY, 3E
Patricia A. Adler; Peter Adler

This reader speaks to the common issues of the introductory courses. It includes articles that are based on new research, contemporary and demonstrate the new sociological issues in the world today; as well as articles that are near to students' experiences, highly readable, and based on the everyday concerns that influence their lives.

**AUTHOR AFFILIATION:**
Patricia A. Adler: University of Colorado
Peter Adler: University of Denver, Colorado

**AUDIENCE:**
Social Workers; Counselors

**PREVIOUS ISBN:** 0-534-62800-1
HUMANITIES & SOCIAL SCIENCES: Sociology

SOCIOLOGY IN OUR TIMES: THE ESSENTIALS, 7E
Diana Kendall

This mainstream, best-selling book is noted for its especially strong integration of compelling and engaging “Lived Experiences” — extended examples that focus on various social issues to illustrate chapter coverage. These extended examples are introduced with the social issue or application that opens each chapter and are then carried throughout the chapter in various boxes, features, and exercises. Kendall’s book is also known for its exceptional coverage of current social issues, along with its integration of race, class, gender, and age perspectives. The author includes diverse theoretical viewpoints, including feminist theory.

AUTHOR AFFILIATION:
Diana Kendall: Baylor University

AUDIENCE:
Sociology Students; Social Workers; Therapists

PREVIOUS ISBN: 0-495-09656-3
978-0-495-59862-6 $102.95 A (0-495-59862-3)
February 2009
608 pp, 8⅛" x 11", PB, 1-Color

SOCIOLOGY: YOUR COMPASS FOR A NEW WORLD, BRIEF EDITION: RESEARCH UPDATE, 3E
Robert J. Brym; John Lie

This brief, balanced, totally up-to-date book is characterized by its focus on the connection between oneself and the social world. It teaches users “how” to think, rather than just “what” to think, draws the connection between objectivity and subjectivity in sociological research, and places an emphasis on the importance of diversity and the global perspective. It is heralded for its inclusion of pop culture examples that truly connect with the readers of today, and for its presentation of sociological concepts in a fresh, new contemporary way.

AUTHOR AFFILIATION:
Robert J. Brym: University of Toronto
John Lie: University of California, Berkeley

AUDIENCE:
Sociology Students; Social Workers; Counselors

PREVIOUS ISBN: 0-495-09633-4
978-0-495-59893-0 $102.95 A (0-495-59893-3)
June 2009
600 pp, 8⅛" x 10", PB, 1-Color
LAW: Criminal Justice

BASICS OF RESEARCH METHODS FOR CRIMINAL JUSTICE AND CRIMINOLOGY, 2E
Michael G. Maxfield; Earl R. Babbie

This brief introduction to research methods combines accessibility and a conversational writing style with Michael G. Maxfield's expertise in criminology and criminal justice. In fewer than 400 pages, the text introduces you to the basics of criminal justice research utilizing real data and featuring coverage of such key issues as ethics, causation, validity, field research, and research design.

AUTHOR AFFILIATION:
Michael G. Maxfield: Rutgers University, Newark
Earl R. Babbie: Chapman University

AUDIENCE:
Criminal Justice Majors; Justice Department Employees; Law Professionals

PREVIOUS ISBN: 0-534-61567-8
978-0-495-50385-9 • $79.95 A (0-495-50385-1)
August 2008
380 pp, 7¾" x 9¼", PB, 1-Color

JUVENILE JUSTICE, 5E
Kären M. Hess

Gain a practical and comprehensive understanding of the juvenile justice system with Juvenile Justice, Fifth Edition. Highly accessible and student friendly, this text explores various programs and processes that exist in today's juvenile justice system, including prevention efforts through school and community-based programs. The fifth edition also includes expanded coverage of measurement, victimization, differences between the adult and juvenile justice systems, diversity, gangs, future trends in the field, cutting-edge policies, and more.

AUTHOR AFFILIATION:
Kären M. Hess: Normandale Community College

AUDIENCE:
Law Students; Corrections Officers; Public Defenders

PREVIOUS ISBN: 0-534-63020-0
978-0-495-50437-5 • $128.95 A (0-495-50437-8)
January 2009
600 pp, 8" x 10", HB, 1-Color

CRIMINOLOGY: THEORIES, PATTERNS, AND TYPOLOGIES, 10E
Larry J. Siegel

Criminology: Theories, Patterns and Typologies, 10th Edition provides a comprehensive, in-depth analysis of all areas of criminological theory and crime typologies and effectively links criminological theory with the formulation of criminal justice policy. Renowned for its unbiased presentation of theories, issues, and controversies and its exhaustive research base, this book presents cutting-edge, seminal research, as well as up-to-the-minute policy and newseworthy examples.

AUTHOR AFFILIATION:
Larry J. Siegel: University of Massachusetts, Lowell

AUDIENCE:
Criminology Students; Law Professionals

PREVIOUS ISBN: 0-495-00572-X
978-0-495-60013-8 • $133.95 A (0-495-60013-X)
February 2009
592 pp, 8½" x 11", PB, 1-Color
MATHEMATICS & STATISTICS
Mathematics
Statistics
CONTEMPORARY BUSINESS MATHEMATICS FOR COLLEGES (WITH CD-ROM), 15E
James E. Deitz; James L. Southam

Contemporary Business Math for Colleges, 15th Edition presents an arithmetic-based, basic approach to business math. It emphasizes a practical, skill building approach to prepare students for future careers in business through step-by-step development of concepts, numerous practice exercises throughout, and a focus on real-world application of techniques. The text progresses from the most basic to more complex business math topics.

AUTHOR AFFILIATION:
James E. Deitz: Past President of Heald Colleges
James L. Southam: San Francisco State University

AUDIENCE:
Business Professionals; Business Students

PREVIOUS ISBN: 0-324-31803-0

BUSINESS MATH, 17E
Robert Schultheis; Raymond Kaczmarski

Business Math, 17th Edition provides comprehensive coverage of personal and business-related mathematics. In addition to reviewing the basic operations of arithmetic, students are prepared to understand and manage their personal finances, as well as grasp the fundamentals of business finances. Basic math skills are covered in a step-by-step manner, building confidence in users before they try it alone. Spreadsheet applications are available on the Data CD and a simulation activity begins every chapter. Chapters are organized into short lessons for ease of instruction and ease of learning.

AUTHOR AFFILIATION:
Robert Schultheis: Glen Carbon, IL
Raymond Kaczmarski: Detroit Public Schools, Detroit, MI

AUDIENCE:
Business Professionals


FUNDAMENTALS OF ALGEBRAIC MODELING: AN INTRODUCTION TO MATHEMATICAL MODELING WITH ALGEBRA AND STATISTICS, 5E
Daniel L. Timmons; Catherine W. Johnson; Sonya McCook

Learn math the fun way with Fundamentals of Algebraic Modeling, 5th Edition! Algebraic modeling concepts and solutions are presented in non-threatening, easy-to-understand language with numerous step-by-step examples to illustrate ideas. Whether you are going on to study early childhood education, graphic arts, automotive technologies, criminal justice, or something else, you will discover that the practical applications of mathematical modeling will continue to be useful well after you have finished this course.

AUTHOR AFFILIATION:
Daniel L. Timmons: Alamance Community College
Catherine W. Johnson: Alamance Community College
Sonya McCook: Alamance Community College

AUDIENCE:
Algebra Students; Mathematicians

PREVIOUS ISBN: 0-534-40451-0

COLLEGE ALGEBRA, 10E
R. David Gustafson; Peter D. Frisk

Clearly written and comprehensive, Gustafson’s popular book provides in-depth and precise coverage, incorporated into a framework of tested teaching strategy. The author combines carefully selected pedagogical features and patient explanation to give readers a book that preserves the integrity of mathematics, yet does not discourage them with material that is confusing or too rigorous. Long respected for its ability to help readers quickly master difficult problems, this book also helps develop the skills needed in future courses and in everyday life.

AUTHOR AFFILIATION:
R. David Gustafson: Rock Valley College (Emeritus)
Peter D. Frisk: Rock Valley College

AUDIENCE:
Math Majors; Mathematicians

PREVIOUS ISBN: 0-495-01266-1
BEGINNING ALGEBRA
Jerome E. Kaufmann; Karen L. Schwitters
The authors of this developmental math series put a strong emphasis on using relevant examples, simple explanations, and graded exercises to teach algebra. Chapter opening learning objectives are matched to end-of-section learning outcomes with a focus on “job-type” applications from technical areas such as electronics, mechanics, and health care.

AUTHOR AFFILIATION:
Jerome E. Kaufmann: Western Illinois University (Retired)
Karen L. Schwitters: Seminole Community College

AUDIENCE:
Math Students; Home School Instructors

ALSO AVAILABLE:
INTERMEDIATE ALGEBRA
978-0-495-38798-5 • $125.95 A
(0-495-38798-3)

STATISTICS: LOOKING AT THE BIG PICTURE
Nancy Pfenning
This book emphasizes problem-solving strategies that students can utilize rather than the “trial and error” approach most use. The author relates statistics to the real-world (The Big Picture) making the subject less intimidating to students. Real data is incorporated in the text, including a student data set gathered at the beginning and utilized throughout.

AUTHOR AFFILIATION:
Nancy Pfenning: University of Pittsburgh

AUDIENCE:
Business Students

978-0-495-01652-6 • $115.95 A
(0-495-01652-7)
February 2009
608 pp, 8” x 10”, HB, 1-Color
MATHEMATICS & STATISTICS: Statistics

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Amit Mitra

This book strikes the right balance between fundamental statistical methodology (Statistical Process Control, Acceptance Sampling, Six-Sigma and Continuous Improvement) and applications used in many manufacturing and service industries today.

AUTHOR AFFILIATION:
Amit Mitra: Auburn University

AUDIENCE:
Business Professionals; Statisticians; Engineering Students

STATISTICS WITH STATA, 7E

Lawrence C. Hamilton

Whether you’re a student or practicing researcher, Statistics with STATA, 7th Edition opens the door to the full use of the popular STATA program — a fast, flexible, and easy-to-use environment for data management and statistics analysis. Integrating STATA’s impressive graphics, this comprehensive book presents hundreds of examples showing how you can apply Stata to accomplish a wide variety of tasks. Like STATA itself, this book will make it easier for you to move fluidly through the world of modern data analysis.

AUTHOR AFFILIATION:
Lawrence C. Hamilton: University of New Hampshire

AUDIENCE:
Business Professionals; Statisticians

PREVIOUS ISBN: 0-495-10972-X
SCIENCE
Chemistry
Life Sciences
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CONCEPTS OFCHEMISTRY:
THE MOLECULAR SCIENCE
John W. Moore; Conrad L. Stanitski; Peter C. Jurs
This book strikes the right balance between fundamental statistical methodology (Statistical Process Control, Acceptance Sampling, Six-Sigma and Continuous Improvement) and applications used in many manufacturing and service industries today.

AUTHOR AFFILIATION:
John W. Moore: University of Wisconsin, Madison
Conrad L. Stanitski: University of Central Arkansas, Franklin
and Marshall College; Franklin and Marshall College
Peter C. Jurs: Pennsylvania State University

AUDIENCE:
Chemistry Students; Science Students

BIOCHEMISTRY, 4E
Reginald H. Garrett; Charles M. Grisham
In Biochemistry, the questions can be more revealing than the answers. This text offers a unique conceptual and organizing framework, “Essential Questions.” Guiding users through the density of the material by the use of section head questions, supporting concept statements, and summaries, this focused approach is supported by unparalleled text/media integration providing users with a seamless learning system. Beautifully and consistently illustrated, the 4th Edition gives science majors the most current presentation of biochemistry available. Written by a chemist and a biologist, the book presents biochemistry from balanced perspectives.

AUTHOR AFFILIATION:
Reginald H. Garrett: University of Virginia
Charles M. Grisham: University of Virginia

AUDIENCE:
Chemistry Students; Science Students

PREVIOUS ISBN: 0-495-11912-1

CHEMISTRY: PRINCIPLES AND PRACTICE, 3E
Daniel L. Reger; Scott R. Goode; Edward E. Mercer
Students appreciate the logical organization and thorough integration of real, descriptive chemistry with chemical principles.

AUTHOR AFFILIATION:
Daniel L. Reger: University of South Carolina

AUDIENCE:
Scientists; Chemistry Students

PREVIOUS ISBN: 0-030-05918-6

INTRODUCTION TO GENERAL,
ORGANIC AND BIOCHEMISTRY, 9E
Frederick A. Bettelheim; William H. Brown;
Mary K. Campbell; Shawn O. Farrell
Over the years Bettelheim and Brown’s Introduction to General, Organic and Biochemistry has become the most respected and best-selling General, Organic and Biochemistry (GOB) book on the market. Known for the successful way it meets the needs of users who take this course, the book is acclaimed for the way it provides users a solid chemistry foundation that will serve them well long after they leave the course.

AUTHOR AFFILIATION:
Frederick A. Bettelheim: Adelphi University
William H. Brown: Beloit College
Mary K. Campbell: Mount Holyoke College
Shawn O. Farrell: Colorado State University

AUDIENCE:
Science Students; Chemistry Students

INTRODUCTION TO ORGANIC AND BIOCHEMISTRY, 7E
Frederick A. Bettelheim; William H. Brown; Mary K. Campbell; Shawn O. Farrell

This book gives readers a solid foundation of the chemistry of the human body, consistently demonstrating that a strong background in molecular structure and properties leads to better understanding of biochemical interactions. The strength of this book is its readability, its application to normal human biochemical pathways, as well as discussing biochemical conditions present in diseases.

AUTHOR AFFILIATION:
Frederick A. Bettelheim: Adelphi University
William H. Brown: Beloit College
Mary K. Campbell: Mount Holyoke College
Shawn O. Farrell: Colorado State University

AUDIENCE:
Chemistry Students; Scientists; Individuals in the health profession
PREVIOUS ISBN: 0-495-01477-X

CHEMISTRY IN FOCUS: A MOLECULAR VIEW OF OUR WORLD, 4E
Nivaldo J. Tro

From the opening example to the closing chapter, Chemistry in Focus, 4th Edition maintains a consistent focus on explaining the connections between the macroscopic world (what we can see) and the molecular world (what we cannot see). With multi-part images that feature photographs of everyday objects or processes and magnifications that reveal the molecules and the atoms responsible, the book’s “molecular vision” art program is truly unique. In addition, Tro develops users' appreciation for the fundamental role the molecular world plays in our daily lives and an understanding of how major scientific and technological issues affect our society.

AUTHOR AFFILIATION:
Nivaldo J. Tro: Westmont College

AUDIENCE:
Scientists; Chemistry Students
PREVIOUS ISBN: 0-495-01769-8

BIOLOGY: THE UNITY AND DIVERSITY OF LIFE, 12E
Cecie Starr; Ralph Taggart

Cecie Starr and Ralph Taggart made it their goal to “solve” some of the toughest Introductory Biology course challenges. This text introduces a new issues-oriented approach which engages students in current, motivating biological topics; a built-in cross-referencing system for key topics; and, most importantly, time-saving media resources for instructors. Opening each chapter with relevant essays on hot issues and related online voting, the text highlights the connections between biology and real-life.

AUTHOR AFFILIATION:
Ralph Taggart: Michigan State University

AUDIENCE:
Biology Students; Home Study Instruction
PREVIOUS ISBN: 0-495-10284-9

ALSO AVAILABLE:
VOLUME 1 - CELL BIOLOGY AND GENETICS, 12E
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