

Middle East Higher Education Catalog **2021**



Using this catalog



University instructors

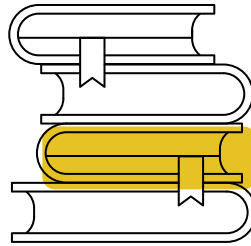
You can explore titles relevant to your teaching by browsing through a subject section like Accounting or going to the sub-category that you cover within that subject.

For example, if you teach in the accounting department and your specialism is Management Accounting then go straight to page 16 to discover titles which may be of interest to you.

The Catalog indicates when there is a MyLab™, Mastering™ or Revel™ course available to accompany a textbook. You can learn more about these digital learning resources on page 4.

Many of our titles are also available as eBooks and some have Pearson Horizon which supports you with the transition to e-learning.

NOTE: All titles in this catalog are subject to change without notice.



Booksellers

This catalog contains our best-selling titles for the key courses which are taught across the Arab region's higher education institutions. We hope it is a useful tool to assist in your ordering decisions. Please contact us at **asktheHETeam.middleeast@pearson.com** for pricing and any bulk order pricing which may be available.

Be aware that MyLab & Mastering and eBooks can only be used by students on courses where the instructor has made the decision to use these resources in their teaching. Please do not place orders for digital packages or eBook versions unless you have been asked to do so by an instructor or by your local Pearson Account Manager.

> Contact Us

Email **asktheHETeam.middleeast@pearson.com**

Visit **middleeast.pearson.com/contact-us.html**

View complete online catalog and access instructor resources
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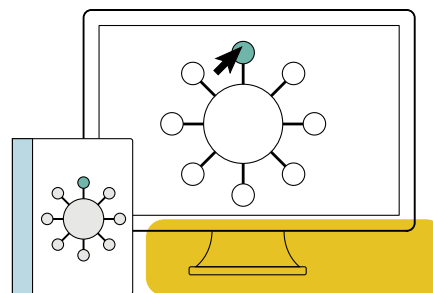
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MyLab and Mastering

The world's leading collection of online homework, tutorial and assessment products is designed with a single purpose in mind: to improve the results of all higher education students, one student at a time.



Usage and Benefits

Here are some of the most popular ways that you could use MyLab & Mastering and the advantages that could bring.

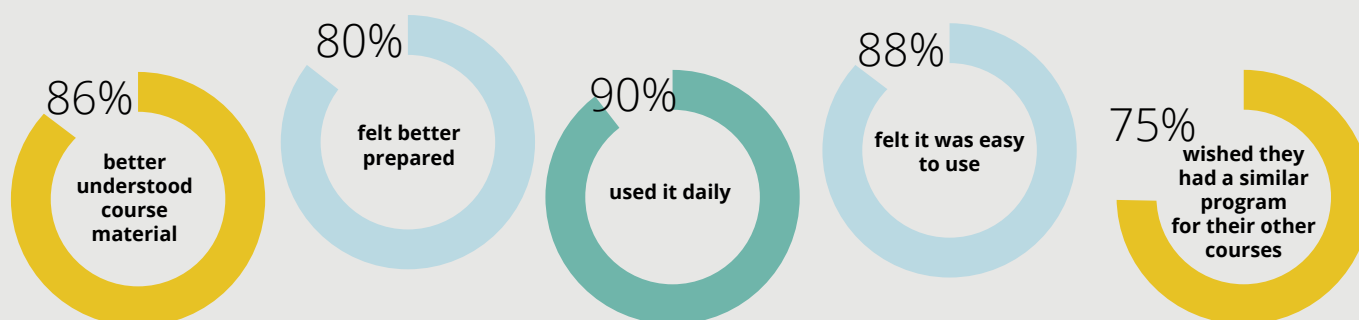
Educators employ these platforms to:

- manage large courses, especially in preparatory year
- provide regular assessment and feedback
- run blended or fully online courses
- take a flipped classroom approach
- use data and insight to tailor their teaching

Benefits include:

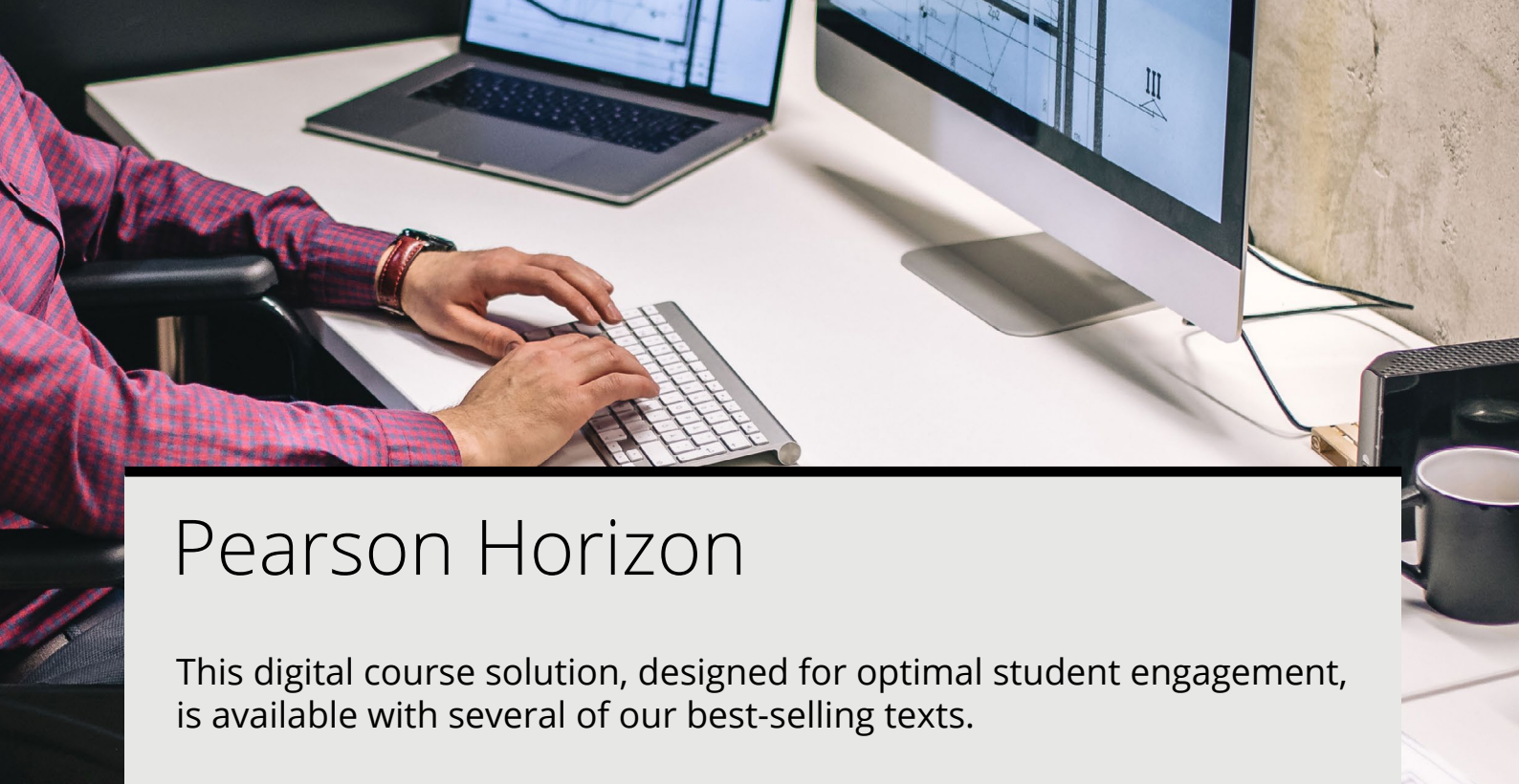
- measurable gains in student learning outcomes
- increased student engagement
- higher retention rates
- better subsequent course success
- improved student satisfaction

What 10,000 students had to say about MyLab & Mastering



> Getting Started

If you would like to know more about MyLab & Mastering or plan to use it in your course, contact your Account Manager by emailing asktheHETeam.middleeast@pearson.com



Pearson Horizon

This digital course solution, designed for optimal student engagement, is available with several of our best-selling texts.

Reasons to teach with Pearson Horizon

- Helps you make a strong but quick transition to delivering online learning as part of your course.
- Supports inclusive access with mobile-friendly functionality and offline capability via dedicated apps. Its local-language content and interface are custom-made for the Middle East region.
- Easy to customize using a simple authoring tool. You can upload your own multimedia resources and develop original quizzes and activities tailored to your course.
- Comes with the Pearson eBooks, giving your students maximum flexibility to complete coursework on campus or online.
- Promotes independent study by empowering students to access all content and activities without depending on you to create and manage assignments.
- Has a clean, contemporary look and feel and a simple user experience so you can get started easily.
- Integrates with other university learning and teaching tools, such as your learning management system.
- A powerful gradebook provides you with detailed reports and learning analytics to review and act on student progress.
- Look for titles with Pearson Horizon throughout the catalog.

> Learn more

If you would like to know more about Pearson Horizon, contact your Account Manager by emailing **asktheHETeam.middleeast@pearson.com**

eBooks

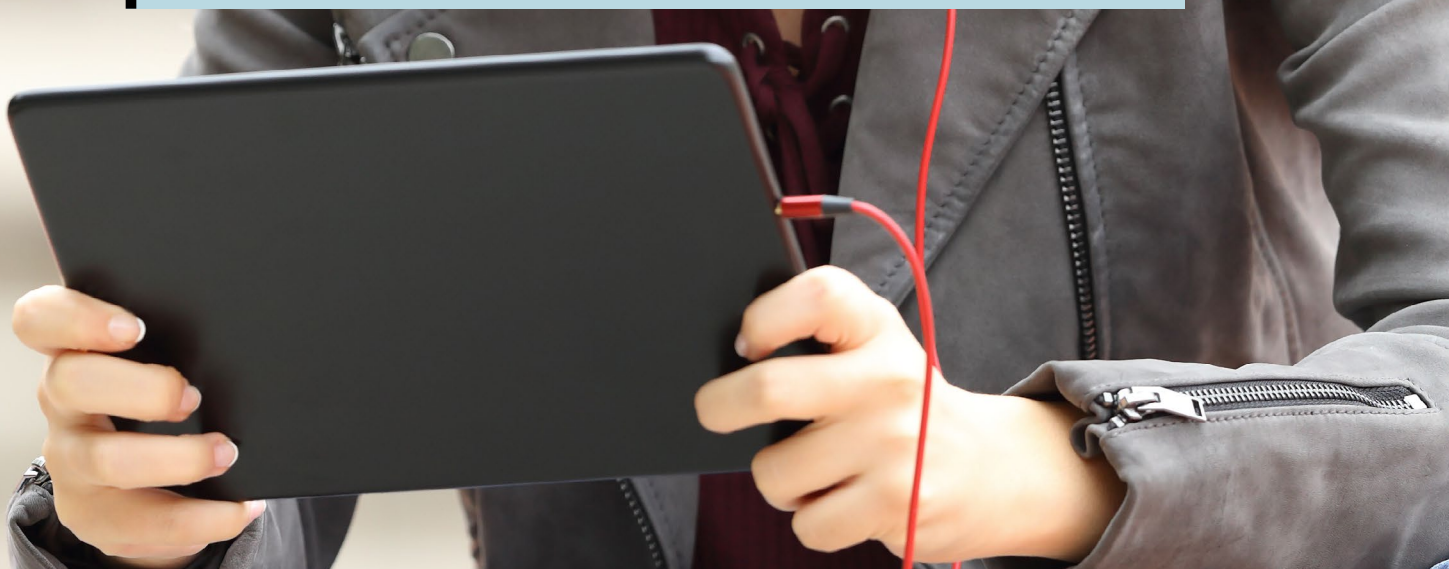
Many of our Higher Education titles are also available as eBooks. Students can get textbooks on their devices through MyLab & Mastering and VitalSource™.

Teaching with eBooks is a unique way to engage students in their learning because you can annotate the text to guide them.

Your students can study more efficiently by easily searching across the text, adding bookmarks, highlighting key passages and adding their own notes. And because they can access it on any device, you know that quality learning content is at their fingertips wherever they are.

Learn more

Contact us for more information on eBooks
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Revel

Several of our core texts are available as Revel courses, designed to inspire engagement through active learning.

Revel improves results by empowering students to actively participate in learning. More than a digital textbook, the platform delivers an engaging blend of author content, media and assessment.

With Revel, students read and practice in one continuous experience. Interactive content and assessments integrated throughout the narrative provide opportunities for students to explore and apply concepts. It is mobile and user-friendly, so students can learn on the go – anytime, anywhere, on any device.

Learn more

Contact us for more information on Revel
asktheHETeam.middleeast@pearson.com





Customization

We give you the freedom to design your chosen course materials based on exactly what and how you want to teach.

Here are some examples of customized resources:

- A print textbook or eBook with content specific to your course needs
- A study skills textbook or eBook to support your students' academic skills

Our local team will walk you through the creation of your customized learning resource step-by-step, managing every aspect of its design right through to final delivery.



Learn more

Contact us for more information on Customization
asktheHETeam.middleeast@pearson.com

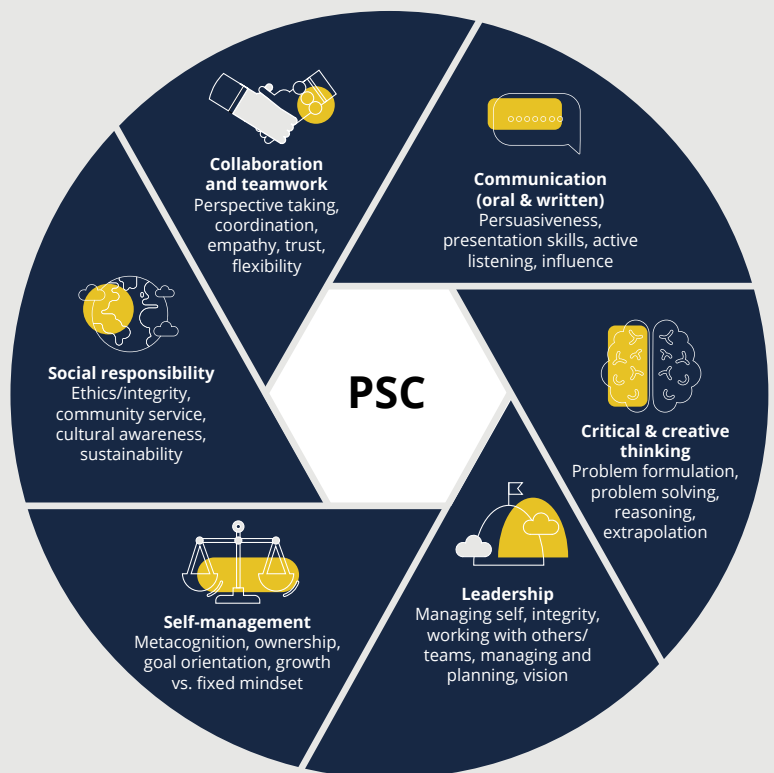
A background image showing a group of business professionals in a meeting. They are gathered around a table, looking at a tablet displaying a colorful bar chart. One person is pointing at the screen while others look on attentively. The scene is brightly lit, suggesting an office environment.

Programs to Develop Personal and Social Capabilities (PSC)

Personal and Social Capabilities Framework

Personal and social capabilities — also known as “soft” skills — are critical to career success. Employers want and expect, these skills. To meet this demand, we developed the Personal and Social Capabilities (PSC) Framework.

Created through an extensive review of existing 21st century skills frameworks, social skills, research related to employability skills and labor market data, the PSC framework identifies six common categories of “soft” skills people need to succeed in any employment setting.



Student Success Program

Our Student Success Program advances students' knowledge and builds critical skills for ongoing personal and professional development.

How it works

Rich analytics enable educators to baseline students' strengths and weaknesses and measure their readiness for college and career success.

The Conley Readiness Index (CRI), developed by Dr. David Conley, is embedded. This personalized, research-based, self-diagnostic tool measures college and career readiness and provides actionable data to help improve skills.

Student Success then helps students identify and document opportunities throughout their academic and work career where they've been able to learn and apply these skills, so they can stand out from the crowd.

Through Student Success, instructors will be able to:

- Assess students from both a behavioral and knowledge-based perspective
- Measure students' skills and analyze the data
- Help students build academic and contextual skills through their learning path
- Increase students' self-knowledge and help them showcase skills
- And more!

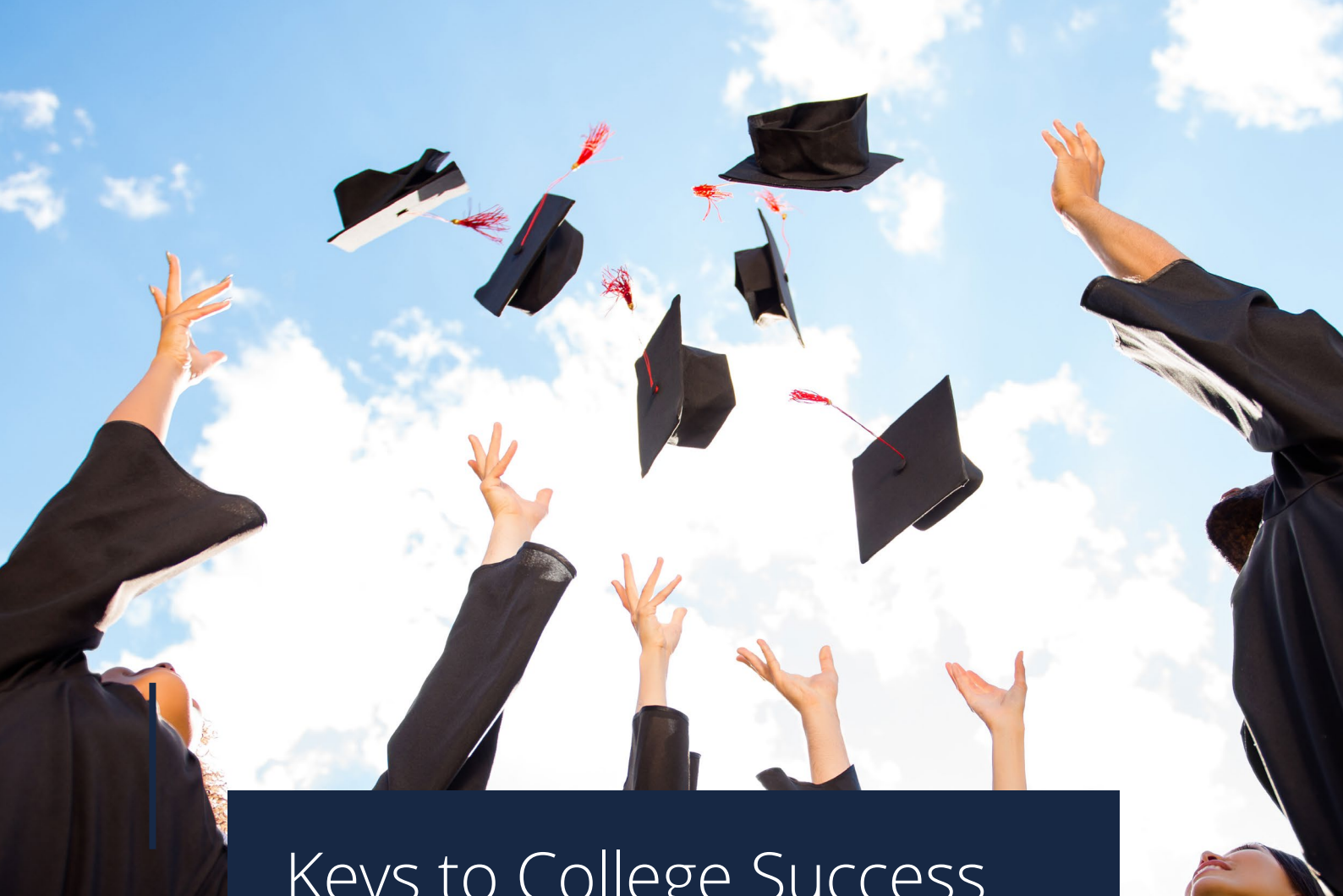
Student Success is available in English or Arabic, uniquely crafted to suit the Middle East culture.

Title	ISBN
Student Success ME English	9781292251790
Student Success ME Arabic	9781292251783

Learn more

For more details or to place an order, please email us at asktheHETeam.middleeast@pearson.com





Keys to College Success

by Carol J Carter and Sarah Kravits

This textbook sets the standard for connecting academic success to success beyond school, showing students how to apply strategies within college, career and life. It helps students take ownership, develop academic and transferable skills and show the results of commitment and action so they are well equipped with the concentration, commitment, focus and persistence necessary to succeed.

Available as an eBook for Middle East universities

Title	ISBN
Keys to College Success ME English eBook	9781787647985

Career Success Program

Our digital program provides career development tools to help students get ready for today's workplace. When it comes to preparing for their future, students often don't know where to start. Get them on the right path with Pearson Career Success.

How it works

Career Success provides access to a roadmap that helps students explore and understand where they want to go, how they're going to get there and what they need to do to stand out from the crowd. All of that while they document and share their progress and increase their visibility to prospective employers.



Through **Career Success** students will:

- Assess and grow a GRIT mindset through the GRIT Gauge pre- and post- assessment
- Create and network their professional brand through LinkedIn activities and resources
- Apply what they learn to their career planning with the help of video coaching activities and resources
- And more!

Career Success is available in English or Arabic, uniquely crafted to suit the Middle East culture:

Title	ISBN
Career Success ME English	9781292251776
Career Success ME Arabic	9781292251769



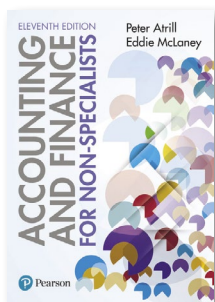
Learn more

For more details or to place an order, please email us at **asktheHETeam.middleeast@pearson.com**



Accounting

Principles of Accounting



Accounting and Finance for Non-Specialists, 11e

Peter Atrill & Eddie McLaney

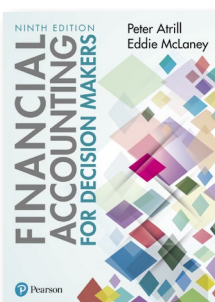
9781292244013 • ©2019
616pp • Paperback

eBook version available

Available with MyLab Accounting

Course: Principles of Accounting I and II

The eleventh edition of this market-leading text offers an accessible, effective introduction to key accounting and finance topics. With a step-by-step approach and a focus on decision making, *Accounting and Finance for Non-Specialists* teaches you how to apply your learning to real-world business scenarios. Includes key changes to IFRS Standards and the Conceptual Framework for Financial Reporting and contains revised coverage of small business finance.



Financial Accounting for Decision Makers, 9e

Peter Atrill & Eddie McLaney

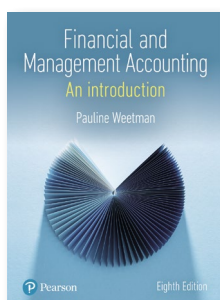
9781292251257 • ©2021
616pp • Paperback

eBook version available

Available with MyLab Accounting

Course: Principles of Accounting I and II

With a comprehensive and accessible introduction to the subject, *Financial Accounting for Decision Makers* focuses on the ways in which financial statements and information can be used to improve the quality of decision making. The practical emphasis throughout the book ensures the material is always relevant, whilst the authors' style of introducing topics gradually and explaining technical terminology in a clear, friendly style caters for all students.



Financial and Management Accounting: An Introduction, 8e

Pauline Weetman

9781292244419 • ©2019
872 • Paperback

eBook version available

Available with MyLab Accounting

Course: Financial and Management Accounting (2 semesters)

Written by an expert teacher in Accounting, the eighth edition of this well-respected text retains all the features that have contributed to the book's popularity: focus on the accounting equation, an even greater range of student activities throughout each chapter, a clear and accessible writing style and extensive use of real-world case studies. With a strong emphasis on the 2018 Conceptual Framework of the International Accounting Standards Board, *Financial & Management Accounting: An Introduction* guides students in understanding the 'why' and not just the 'what' of financial and management accounting.

Cover
coming
soon

Horngren's Financial & Managerial Accounting: The Financial Chapters, 7e

Tracie L. Miller-Nobles, Brenda L. Mattison & Ella Mae Matsumura

TBA • ©2021 (July)
Paperback

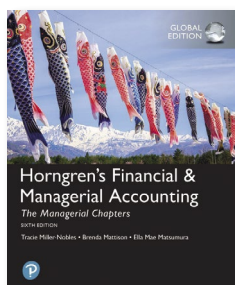
eBook version available

Available with MyLab Accounting

Course: Financial and Management Accounting (2 semesters)

Key features:

- *Data Analytics in Accounting* highlight real companies that are now using data analytics to track inventory, monitor cash flow, forecast sales and maximize profits.
- Student-centric features like chapter openers, Data Analytics in Accounting, Common Questions Answered, Instructor Tips & Tricks, Effects on Accounting Equation illustrations, Additional Visuals and Key Terms help, facilitate learning.
- Latest, most relevant content helps students see the connection between accounting concepts and real businesses through discussions of important concepts and calculations using real-world companies as examples.



Horngren's Financial & Managerial Accounting: The Managerial Chapters, 6e

Tracie L. Miller-Nobles, Brenda L. Mattison & Ella Mae Matsumura

9781292246260 • ©2019
864pp • Paperback

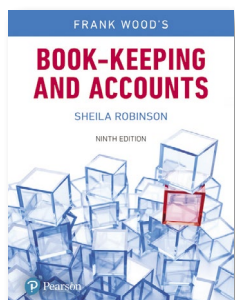
eBook version available

Available with MyLab Accounting

Course: Financial and Management Accounting (2 semesters)

This textbook presents the core content of principles of accounting courses in a fresh format designed to help today's learners succeed. As teachers first, the author team knows the importance of delivering a student experience free of obstacles. Their pedagogy and content uses leading methods in teaching students critical foundational topics and concentrates on improving student results – all tested in class by the authors themselves. With this in mind, the Sixth Edition continues to focus on readability and student comprehension and takes this a step further in the managerial chapters by employing a new theme to help students see how managerial accounting is used as a tool to help all business people make decisions.

Financial Accounting



Book-keeping and Accounts, 9e

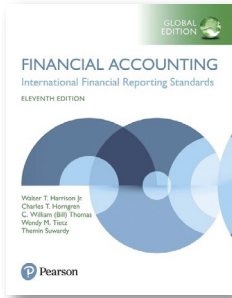
Frank Wood & Sheila Robinson

9781292129143 • ©2017
632pp • Paperback

eBook version available

Course: Introduction to Financial Accounting

Now going into its Ninth Edition, the successful textbook *Book-keeping and Accounts* is a vital guide for students undertaking studies of book-keeping and accounting for the first time. Through its gradual introduction of topics, explanation of technical terminology in a clear, easy to understand way, this text provides an accessible and reliable guide for any student in their undergraduate career.



Financial Accounting: International Financial Reporting Standards, 11e

Walter T Harrison, Charles Horngren, Bill Thomas & Themin Suwardy

9781292211145 • ©2018
816pp • Paperback

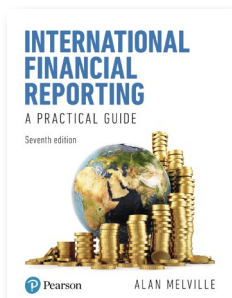
eBook version available

Available with MyLab Accounting

New edition coming soon

Course: Introduction to Financial Accounting

This text continues to give readers a solid foundation in the fundamentals of accounting and the basics of financial statements under IFRS and then builds upon that foundation to offer more advanced and challenging concepts and problems. This approach helps students to better understand the meaning and relevance of financial information and develop the skills needed to analyze financial information in both their courses and careers. With its long-standing reputation in the marketplace for being easy to read and understand, this text drives home fundamental concepts in a reader-friendly way without adding unnecessary complexity.



International Financial Reporting: A Practical Guide, 7e

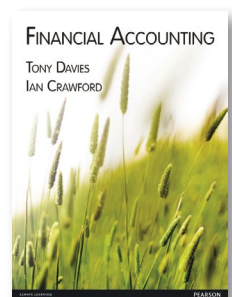
Alan Melville

9781292293127 • ©2019
512pp • 9781292293127

eBook version available

Course: Introduction to Financial Accounting

International Financial Reporting delivers a focused, user-friendly introduction to international financial reporting and how to implement the IASB standards for undergraduate students.



Financial Accounting

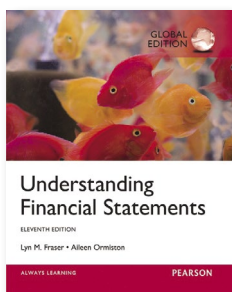
Tony Davies & Ian Crawford

9780273723073 • ©2012
464pp • Paperback

eBook version available

Course: MBA Financial Accounting

With a clear and comprehensive style, this text leads readers through their studies of Financial Accounting step-by-step, perfectly balancing theory and real-life practice. It includes topical coverage of corporate governance, international accounting standards, statement of principles (SOP), e-business and information technology as they apply to financial accounting. Perfect for introductory financial accounting modules delivered as part of a business degree or MBA programmes, it is full of examples, exercises and cases studies to aid students' understanding of the subject.



Understanding Financial Statements, 11e

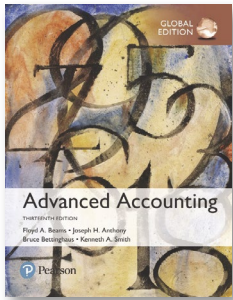
Lyn M. Fraser & Aileen Ormiston

9781292101552 • ©2015
304pp • Paperback

eBook version available

Course: Intermediate Accounting (2 or 3 semesters)

A supplementary text for a variety of courses, including Financial Statement Analysis, Investments, Personal Finance and Financial Planning and Analysis. *Understanding Financial Statements* improves the student's ability to translate a financial statement into a meaningful map for business decisions. The material covered in each chapter helps students approach financial statements with enhanced confidence and understanding of a firm's historical, current and prospective financial condition and performance.



Advanced Accounting, 13e

Floyd A. Beams,
Joseph H. Anthony,
Bruce Bettinghaus &
Kenneth Smith

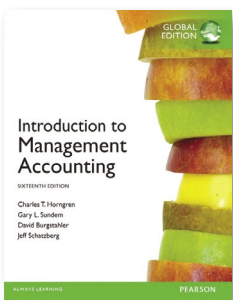
9781292214597 • ©2018
824pp • Paperback

eBook version available

Course: Advanced Accounting

Advanced Accounting is an in-depth guide to accounting that reflects the most up-to-date business developments and changes in accounting standards. The Thirteenth Edition offers a better teaching and learning experience by providing real-world context. Students learn how to apply key accounting concepts through studying real-world examples, such as reports from popular companies. Accounting students and accounting practitioners alike will find this text useful in preparing or analyzing consolidated financial statements, accounting for derivative securities and governmental and not-for-profit accounting and reporting.

Management Accounting



Introduction to Management Accounting, 16e

Charles T. Horngren, Gary L.
Sundem, William O. Stratton, Dave
Burgstahler & Jeff O. Schatzberg

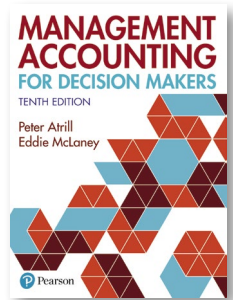
9780273790013 • ©2013
864pp • Paperback

eBook version available

Available with MyLab Accounting

Course: Introduction to Management Accounting

For MBA-level managerial accounting courses, this is an essential tool for understanding how to make effective economic decisions. In today's troubled economy, it's important to show students how managerial decisions can affect business costs. This text helps to enhance students' ability to make effective economic decisions by encouraging them to understand the inner-workings of the concepts, rather than solely focusing on technique memorization. It describes both theory and common practices in a way that will help students produce information that's useful in day-to-day decision-making.



Management Accounting for Decision Makers 10e

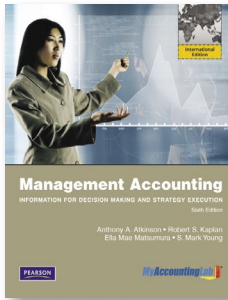
Peter Atrill

9781292349459 • ©2020
632pp • Paperback

eBook version available

Course: Management Accounting

Horngren's Cost Accounting spells out the cost accounting market and continues to innovate by consistently integrating the most current practice and theory into the text. This acclaimed, market-leading text emphasizes the basic theme of "different costs for different purposes," and reaches beyond cost accounting procedures to consider concepts, analysis and management. The 17th Edition incorporates the latest research and most up-to-date thinking into all relevant chapters, so that students are prepared for the rewards and challenges they will face in the professional cost accounting world of today and tomorrow.



Management Accounting: Information for Decision-Making and Strategy Execution, 6e

Robert S. Kaplan, Ella Mae Matsumura, S. Mark Young & Anthony A. Atkinson

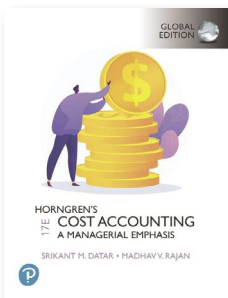
9780273769989 • ©2011
552pp • Paperback

eBook version available

Available with MyLab Accounting

Course: MBA Management Accounting

For upper level undergraduate and MBA Management Accounting courses. The text approaches management accounting from the perspective of a business manager. Atkinson presents state-of-the-art thinking on all of the major topics in management accounting including activity-based management, the Balanced Scorecard, target costing and management control system design.



Horngren's Cost Accounting: A Managerial Emphasis, 17e

Srikant M. Datar & Madhav V. Rajan

9781292363073 • ©2020
1024pp • Paperback

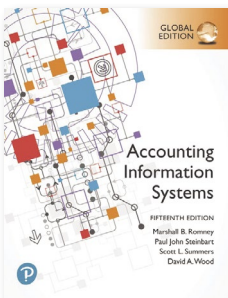
eBook version available

Available with MyLab Accounting

Course: Cost Accounting

Horngren's Cost Accounting spells out the cost accounting market and continues to innovate by consistently integrating the most current practice and theory into the text. This acclaimed, market-leading text emphasizes the basic theme of "different costs for different purposes," and reaches beyond cost accounting procedures to consider concepts, analyzes and management. The 17th Edition incorporates the latest research and most up-to-date thinking into all relevant chapters, so that students are prepared for the rewards and challenges they will face in the professional cost accounting world of today and tomorrow.

Accounting Information Systems



Accounting Information Systems, 15e

Marshall B. Romney & Paul J. Steinbart

9781292353364 • ©2020
848pp • Paperback

eBook version available

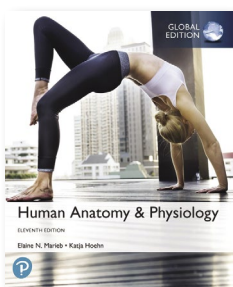
Available with MyLab Accounting or Revel

Course: Accounting Information Systems

Accounting Information Systems delivers the most unprecedented coverage of each major approach to teaching AIS, giving instructors the opportunity to reorder chapters and focus the material to suit their individual course needs. The 15th Edition covers all of the most recent updates in AIS, including how developments in IT affect business processes and controls, the effect of recent regulatory developments on the design and operation of accounting systems and how accountants can use AIS to add value to an organization. Not only will students see how AIS has changed the role of an accountant, but they'll also be prepared for a successful accounting career in public practice, industry, or government.

Anatomy & Physiology

Anatomy & Physiology



Human Anatomy & Physiology, 11e

Elaine N. Marieb & Katja N. Hoehn

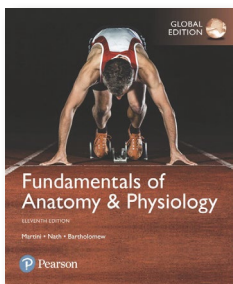
9781292260853 • ©2019
1272pp • Paperback

eBook version available

Available with Mastering A&P

Course: Essentials of Anatomy and Physiology

Human Anatomy & Physiology, by best-selling authors Elaine Marieb and Katja Hoehn, motivates and supports learners at every level, from novice to expert, equipping them with 21st century skills to succeed in A&P and beyond. Its modular organization makes key concepts more readily apparent and understandable to students and videos help students see why the content matters in their course as well as their future careers.



Fundamentals of Anatomy & Physiology, 11e

Frederic H. Martini, Judi L. Nath
& Edwin F. Bartholomew

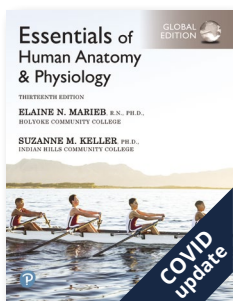
9781292229867 • ©2018
1304pp • Paperback

eBook version available

Available with Mastering A&P

Course: Essentials of Anatomy and Physiology

Fundamentals of Anatomy & Physiology helps students succeed in the challenging A&P course with an easy-to-understand narrative, precise visuals and steadfast accuracy. With the Eleventh Edition, the author team draws from recent research exploring how students use and digest visual information to help learners use art more effectively to learn A&P. New book features encourage students to view and consider figures in the textbook and new narrated videos guide students through complex physiology figures to help them deconstruct and better understand complicated processes.



Essentials of Human Anatomy & Physiology, 13e

Elaine N. Marieb
& Suzanne M. Keller

9781292401942 • ©2020
Paperback

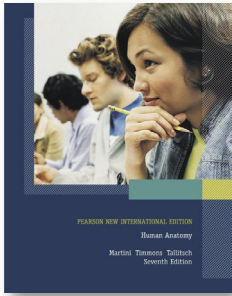
eBook version available

Available with Mastering A&P

Course: Essentials of Anatomy and Physiology

Key features:

- Updated content throughout the text.
- A Closer Look feature on COVID-19.
- Homeostatic Imbalance discussions and Focus on Careers essays inform students about up-to-date clinical applications.



Human Anatomy, 7e

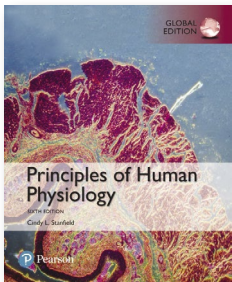
Frederic H. Martini, Michael J. Timmons & Robert B. Tallitsch

9781292026442 • ©2013
928pp • Paperback

eBook version available

Course: Essentials of Anatomy and Physiology Lab

Celebrated for its atlas-style format, appropriately detailed anatomical illustrations and exceptionally clear photographs of tissues and cadavers, *Human Anatomy* presents practical applications of anatomy and physiology in a highly visual format. Select Clinical Notes feature dynamic layouts that integrate text with visuals for easy reading. Clinical Cases relate clinical stories that integrate text with patient photos and diagnostic images for applied learning. Time-saving study tools, including end-of-chapter practice and review, help students arrive at a complete understanding of human anatomy.



Principles of Human Physiology, 6e

Cindy L. Stanfield

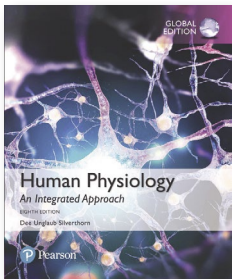
9781292156484 • ©2017
816pp • Paperback

eBook version available

Available with Mastering A&P

Course: Human Physiology

Principles of Human Physiology, Sixth Edition uses a precise and clear-cut writing style to offer lasting comprehension for Human Physiology students, extending to real-life application in the field. The exceptional art program is consistent, scientifically accurate and visually appealing. Stanfield's renowned flexible pedagogy allows instructors to choose what is essential to students when mapping out their course.



Human Physiology: An Integrated Approach, 8e

Dee Unglaub Silverthorn

9781292259543 • ©2018
984pp • Paperback

eBook version available

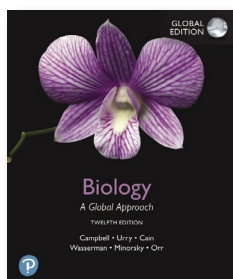
Available with Mastering A&P

Course: Human Physiology

Human Physiology: An Integrated Approach is the #1 best-selling 1-semester human physiology text world-wide. The 8th Edition engages students in developing a deeper understanding of human physiology by guiding them to think critically and equipping them to solve real-world problems. Updates, such as new Try It activities and detailed teaching suggestions in the new Ready-to-Go Teaching Modules help students learn and apply mapping, graphing and data interpretation skills.

Biology

General Biology



Biology: A Global Approach, 12e

Neil A. Campbell, Lisa A. Urry,
Michael L. Cain, Steven A.
Wasserman, Peter V. Minorsky
& Jane B. Reece

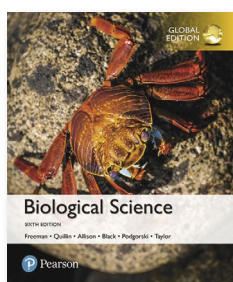
9781292341637 • ©2020
1504pp • Paperback

eBook version available

Available with Mastering Biology

Course: General Biology (majors)

Biology: A Global Approach delivers a trusted, accurate, current and pedagogically innovative experience that guides students to a true understanding of biology. The author team advances Neil Campbell's vision of meeting and equipping students at their individual skill levels by developing tools, visuals, resources and activities that encourage participation and engage students in their learning.



Biological Science, 6e

Scott Freeman, Kim Quillin,
Lizabeth Allison, Michael Black,
Emily Taylor, Greg Podgorski
& Jeff Carmichael

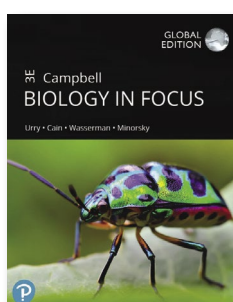
9781292341637 • ©2018
1360pp • Paperback

eBook version available

Available with Mastering Biology

Course: General Biology (majors)

Scott Freeman's *Biological Science* is beloved for its Socratic narrative style, its emphasis on experimental evidence and its dedication to active learning. Science education research indicates that true mastery of content requires a move away from memorization towards active engagement with the material in a focused, personal way. *Biological Science* is designed to equip students with strategies to assess their level of understanding and identify the types of cognitive skills that need improvement.



Campbell Biology in Focus, 3e

Lisa A. Urry, Michael L. Cain,
Steven A. Wasserman,
Peter V. Minorsky & Jane B. Reece

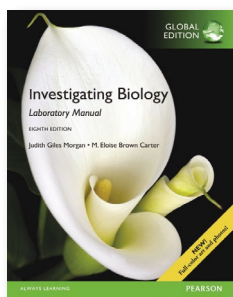
9781292324975 • ©2016
1120pp • Paperback

eBook version available

Available with Mastering Biology

Course: General Biology (majors)

Maintaining the Campbell hallmark standards of accuracy, clarity and pedagogical innovation, the 3rd Edition builds on this foundation to help students make connections across chapters, interpret real data and synthesize their knowledge. The new edition integrates new, key scientific findings throughout and offers more than 450 videos and animations in Mastering Biology to help students actively learn, retain tough course concepts and successfully engage with their studies and assessments.



Investigating Biology Lab Manual, 8e

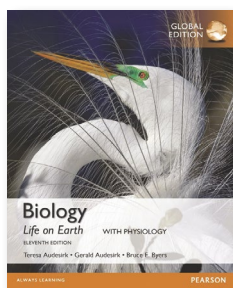
Jane B. Reece, Lisa Urry,
Michael L. Cain,
Steven A. Wasserman
& Peter V. Minorsky

9781292061306 • ©2014
848pp • Paperback

Course: General Biology Laboratory

With its distinctive investigative approach to learning, this best-selling laboratory manual is now more engaging than ever, with full-color art and photos throughout. As always, the lab manual encourages students to participate in the process of science and develop creative and critical-reasoning skills. The Eighth Edition includes major revisions that reflect new molecular evidence and the current understanding of phylogenetic relationships for plants, invertebrates, protists and fungi.

Introductory Biology (Non-majors)



Biology: Life on Earth with Physiology, 11e

Gerald Audesirk, Teresa Audesirk
& Bruce E. Byers

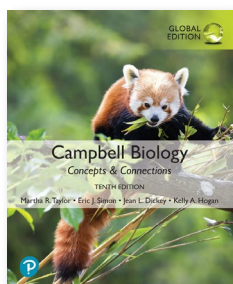
9781292158167 • ©2016
1024pp • Paperback

eBook version available

Available with Mastering Biology

Course: Introductory Biology (non-majors/mixed majors)

With a proven and effective tradition of engaging readers with real-world applications, high-interest case studies and inquiry-based pedagogy, *Biology: Life on Earth* fosters a lifetime of discovery and scientific understanding. Maintaining the conversational, question-and-answer presentation style that has made the text a best-seller, the Eleventh Edition continues to incorporate true and relevant Case Studies throughout each chapter, along with new, more extensive guidance for developing critical thinking skills and scientific literacy.



Campbell Biology: Concepts & Connections, 10e

Jane B. Reece, Martha R. Taylor,
Eric J. Simon & Jean L. Dickey

9781292401348 • ©2021 (May)
Paperback

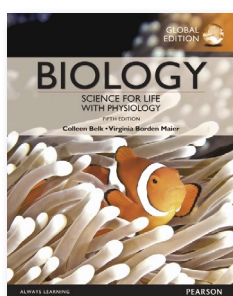
eBook version available

Available with Mastering Biology

Course: Introductory Biology (non-majors/mixed majors)

Key features:

- This text focuses on the major themes of biology – structure and function, information, energy and matter, interactions and evolution connection.
- Provides a flexible modular format organized around central concepts, which delivers student learning in manageable chunks.
- Scientific Thinking, Evolution Connection and Connection essays are provided in every chapter.
- In Mastering, newly added Figure Walkthroughs provide narrated explanations, markups and questions that reinforce important points.



Biology: Science for Life with Physiology, 5e

Colleen Belk &
Virginia Borden Maier

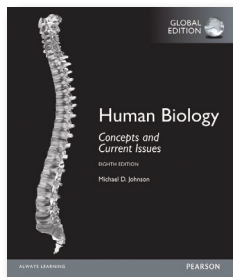
9781292100432 • ©2015
696pp • Paperback

eBook version available

Available with Mastering Biology

Course: Introductory Biology (non-majors/mixed majors)

Colleen Belk and Virginia Borden Maier have helped students understand biology for more than twenty years in the classroom and over ten years with their popular text, *Biology: Science for Life*. The thoroughly revised Fifth Edition engages students with new storylines that explore high-interest topics such as binge drinking, pseudoscience and study drugs. The book helps students develop scientific skills using new Working With Data figure legend questions and addresses common misconceptions with Sounds Right, But Is It? discussions in each chapter.



Human Biology: Concepts and Current Issues, 8e

Michael D. Johnson

9781292166278 • ©2016

640pp • Paperback

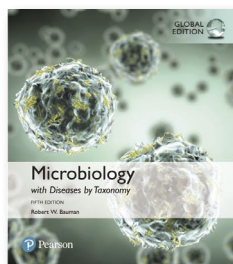
eBook version available

Available with Mastering Biology

Course: Human Biology

Through his teaching, his textbook and his online blog, award-winning teacher Michael D. Johnson sparks interest in human biology by connecting basic biology to real-world issues that are relevant to students' lives. Using a storytelling approach and extensive online support, *Human Biology: Concepts and Current Issues* not only demystifies how the human body works but also drives students to become a better, more discerning consumer of health and science information.

Microbiology



Microbiology with Diseases by Taxonomy, 5e

Robert W. Bauman

9781292160764 • ©2016

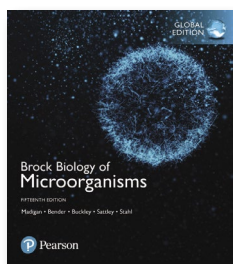
912pp • Paperback

eBook version available

Available with Mastering Microbiology

Course: Introduction to Microbiology (mixed majors)

Known for its unique and effective art program, conversational writing style and author-created Video Tutors, the Fifth Edition of Robert Bauman's *Microbiology with Diseases by Taxonomy* consistently emphasizes why microbiology matters, especially in health care. The text provides a mobile-friendly, multimedia learning experience, from new in-text Disease in Depth visual explorations to interactive tutorials. In text QR codes allow instant access to an expanded collection of videos, including 15 new Video Tutors and six new Micro Matters animated video cases.



Brock Biology of Microorganisms, 15e

Michael T. Madigan,
John M. Martinko, Kelly S. Bender,
Daniel H. Buckley & David A. Stahl

9781292235103 • ©2018

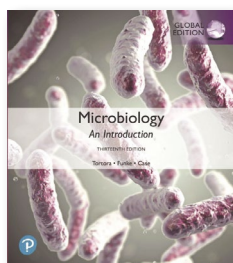
1064pp • Paperback

eBook version available

Available with Mastering Microbiology

Course: Introduction to Microbiology (mixed majors)

Brock Biology of Microorganisms is the leading majors microbiology text on the market. It sets the standard for impeccable scholarship, accuracy and strong coverage of ecology, evolution and metabolism. The new edition seamlessly integrates the most current science, paying particular attention to molecular biology and the genomic revolution. It introduces a flexible, more streamlined organization with a consistent level of detail and comprehensive art programme.



Microbiology: An Introduction, 13e

Gerard J. Tortora, Berdell R. Funke
& Christine L. Case

9781292276267 • ©2020

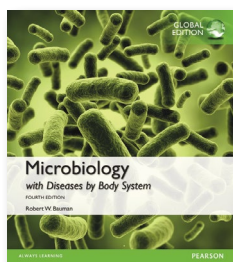
960pp • Paperback

eBook version available

Available with Mastering Microbiology

Course: Introduction to Microbiology (mixed majors)

Tortora, Funke and Case's *Microbiology: An Introduction* brings a 21st-century lens to the #1 best-selling text on the market. With the 13th Edition, new Exploring the Microbiome boxes present updated research on the microbiome and how microbes influence human health. Four new Big Picture spreads cover vaccine-preventable diseases, the "hygiene hypothesis," vertical transmission and bioterrorism.



Microbiology with Diseases by Body System, 4e

Robert W. Bauman

9781292057682 • ©2014

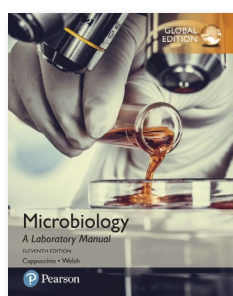
944pp • Paperback

eBook version available

Available with Mastering Microbiology

Course: General Microbiology (majors only)

Robert Bauman's *Microbiology with Diseases by Body System* retains the hallmark art program and clear writing style that have made his books so successful. The Fourth Edition encourages students to visualize the invisible with new QR codes linking to 18 Video Tutors and six Disease in Depth features that motivate students to interact with microbiology content and explore microbiology further. The continued focus on real-world clinical situations prepares students for future opportunities in applied practice and healthcare careers.



Microbiology: A Laboratory Manual, 11e

James G. Cappuccino
& Chad T. Welsh

9781292175782 • ©2017

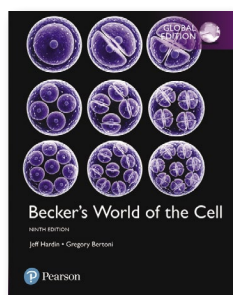
560pp • Paperback

eBook version available

Course: Microbiology Lab

Easy to adapt for almost any microbiology lab course, this versatile, comprehensive and clearly written manual is competitively priced and can be paired with any undergraduate microbiology text. Known for its thorough coverage, straightforward procedures and minimal equipment requirements, the Eleventh Edition incorporates current safety protocols from governing bodies such as the EPA, ASM and AOAC.

Cell/Molecular Biology



Becker's World of the Cell, 9e

Jeff Hardin, Gregory Paul Bertoni
& Lewis J. Kleinsmith

9781292177694 • ©2017

920pp • Paperback

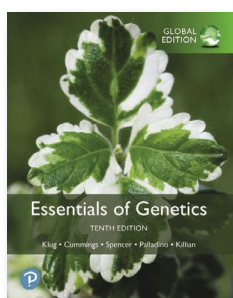
eBook version available

Available with Mastering Biology

Course: Cell Biology

Widely praised for its strong biochemistry coverage and clear, easy-to-follow explanations and figures, *Becker's World of the Cell* provides a beautifully-illustrated, up-to-date introduction to cell biology concepts, processes and applications. The dramatically-revised Ninth Edition introduces molecular genetics concepts earlier in the text and includes more extensive coverage of key techniques in each chapter. *Becker's World of the Cell* provides accessible and authoritative descriptions of all major principles, as well as unique scientific insights into visualization and applications of cell and molecular biology.

Genetics



Essentials of Genetics, 10e

William S. Klug,
Michael R. Cummings,
Charlotte A. Spencer
& Michael A. Palladino

9781292350424 • ©2020

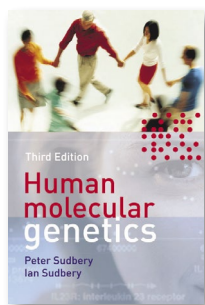
608pp • Paperback

eBook version available

Available with Mastering Genetics

Course: Genetics

Known for its focus on conceptual understanding, problem solving and practical applications, the bestselling *Essentials of Genetics* strengthens problem-solving skills and explores the essential genetics topics that today's students need to understand. The 10th Edition has been extensively updated to provide comprehensive coverage of important, emerging topics such as CRISPR-Cas, epigenetics and genetic testing.



Human Molecular Genetics, 3e

Peter Sudbery & Ian Sudbery

9780132051576 • ©2009

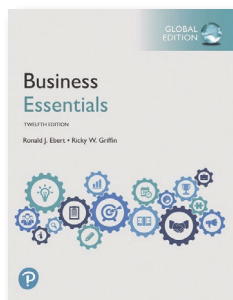
466pp • Paperback

Course: Human Genetics

The third edition of *Human Molecular Genetics* continues to provide a clear introduction to this complex and fast moving field. Now updated and revised throughout, the material covered has been carefully selected and structured to provide a concise overview for students studying the subject as part of a general biology, genetics or medical degree.

Business

Introduction to Business



Business Essentials, 12e

Ronald J. Ebert & Ricky W. Griffin

9781292268996 • ©2019

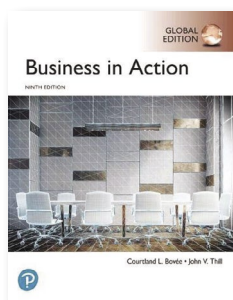
704pp • Paperback

eBook version available

Available with MyLab Intro to Business

Course: Introduction to Business

The recent events in domestic and global economies are presenting unprecedented challenges, excitement and disappointments for businesses – and a need for change in introduction to business courses and texts. Business Essentials captures the widespread significance of these developments and presents their implications for companies today. The 12th Edition includes new real-world examples and research findings, helping students to see how entrepreneurs are putting into practice the concepts that they are learning about and making this text the most current and relevant one available on the market.



Business in Action, 9e

Courtland L. Bovee & John V. Thill

9781292330969 • ©2019

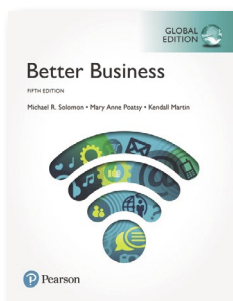
568pp • Paperback

eBook version available

Available with MyLab Intro to Business

Course: Introduction to Business

Business in Action remains the premier, comprehensive textbook for important introductory business principles and concepts. Featuring a highly organized, objective-driven structure, the text incorporates relevant, contemporary examples and trends from the business world. The 9th Edition has been streamlined to better match the needs of the course. New material, visuals and assessment questions cover the full spectrum of contemporary business topics without filler or fluff. So, students can focus on what's important — developing the skills today's business leaders are looking for.



Better Business, 5e

Michael R. Solomon,
Mary Anne Poatsy
& Kendall Martin

9781292218199 • ©2018

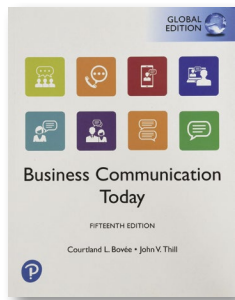
624pp • Paperback

eBook version available

Available with MyLab Intro to Business

Course: Introduction to Business

Better Business offers the business content students need, but in a better way. By presenting the material in a stimulating Q&A format, *Better Business* encourages students to come to class prepared to have better conversations and a truly engaging classroom experience. One of the most significant shifts in the business environment since the first edition of *Better Business* is the explosive growth of social media in all parts of business. The Fourth Edition continues to feature social media strategies and technologies in over 85% of its chapters, as well as significant updates to the technology chapter.



Business Communication Today, 15e

Courtland L. Bovee & John V. Thill

9781292353142 • ©2020

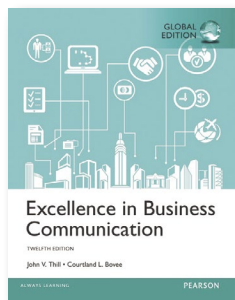
704pp • Paperback

eBook version available

Available with MyLab Business Communication

Course: Business Communication

Business Communication Today continues to demonstrate the vital connection between recent technological developments and modern business practices. Each new edition addresses the most essential changes in technology and how they impact the business world, while still covering timeless communication skills such as listening, presenting and writing. With coverage of mobile communication, social media and the emerging impact of artificial intelligence, the 15th Edition blends leading-edge topics with timeless fundamental skills.



Excellence in Business Communication, 12e

John V. Thill & Courtland L. Bovee

9781292156651 • ©2016

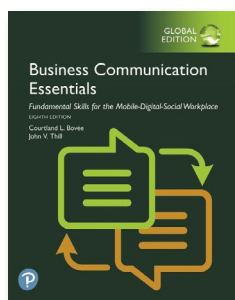
672pp • Paperback

eBook version available

Available with MyLab Business Communication

Course: Business Communication

Following in the wake of the digital revolution and the advent of social media, business communication has been hit by yet another revolutionary change: the rise of mobile communication. In this Twelfth Edition of Bovee and Thill's *Excellence in Business Communication*, the most significant and recent technology-related changes affecting the business world are thoroughly discussed. Not to be forgotten, the text continues to emphasize fundamental skills and principles, including the importance of writing, listening, presenting and other components of business communication.



Business Communication Essentials, 8e

Courtland L. Bovee & John V. Thill

9781292330099 • ©2020

544pp • Paperback

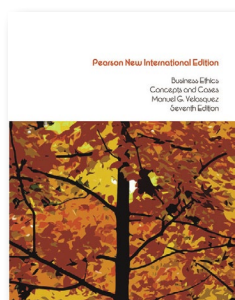
eBook version available

Available with MyLab Business Communication or Pearson Horizon

Course: Business Communication

For the past two decades, business communication has been in a constant flux, with email, web content, social media and mobile devices changing the rules of the game. *Business Communication Essentials: Fundamental Skills for the Mobile-Digital-Social Workplace* equips students with the fundamental skills for a career in the modern, mobile workplace. With a balance of basic business English, communication approaches and the latest technology, the text covers writing, listening and presentation strategies in a contemporary manner.

Business Ethics



Business Ethics: Concepts and Cases, 7e

Manuel G. Velasquez

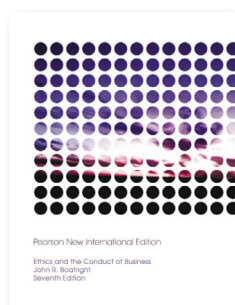
9781292022819 • ©2013

440pp • Paperback

eBook version available

Course: Business Ethics

Business Ethics: Concepts and Cases introduces the reader to the ethical concepts that are relevant to resolving moral issues in business; imparts the reasoning and analytical skills needed to apply ethical concepts to business decisions; identifies moral issues specific to a business; provides an understanding of the social, technological and natural environments within which moral issues in business arise; and supplies case studies of actual moral conflicts faced by businesses.



Ethics and the Conduct of Business, 7e

John R. Boatright

9781292022864 • ©2013

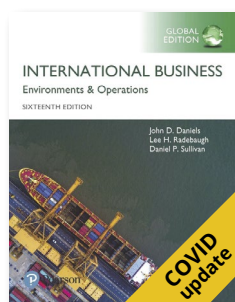
352pp • Paperback

eBook version available

Course: Business Ethics

Ethics and the Conduct of Business is a comprehensive and up-to-date discussion of the most prominent issues in the field of business ethics and the major positions and arguments on these issues. Numerous real-life examples and case studies are used throughout the book to increase understanding of issues, stimulate class discussion and show the relevance of the discussion to real-life business practice.

International Business



International Business, 17e

John D. Daniels, Lee H. Radebaugh,
Daniel Sullivan & Reid Click

9781292403274 • ©2021 (June)

688pp • Paperback

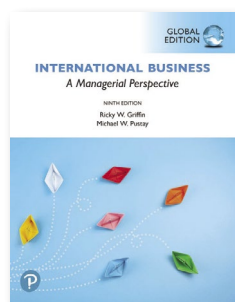
eBook version available

Available with MyLab Management

Course: International Business

Key features:

- The new author, Reid Click, brings his expertise in international business.
- New content on the COVID-19 pandemic, focusing on institutions, supply chains and trade.
- Discussion of new legislation impacting corporate policies and strategies.
- 36 cases provide fully up-to-date analyses of issues, institutions, countries and companies.



International Business, 8e

Ricky W. Griffin & Michael Pustay

9781292313733 • ©2019

624pp • Paperback

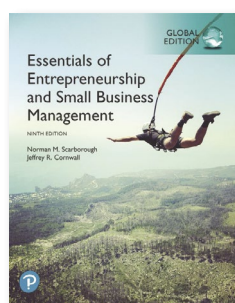
eBook version available

Available with MyLab Management

Course: International Business

Packed with current examples that reflect the vibrancy of the international business field, this student-friendly text offers a managerial approach that keeps an emphasis on skills development, emerging markets and geographical literacy. It also greatly emphasizes cultural literacy and gives students the tools to effectively communicate with foreign business representatives. The 9th Edition features new cases, boxes and analysis reflecting the latest challenges and opportunities confronting international businesses, so students are prepared to successfully conduct business with organizations worldwide.

Small Business / Entrepreneurship



Essentials of Entrepreneurship and Small Business Management, 9e

Norman M. Scarborough
& Jeffrey R. Cornwall

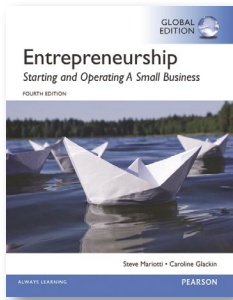
9781292266022 • ©2019

832pp • Paperback

eBook version available

Course: Small Business Management

Taking a practical, hands-on approach to entrepreneurship, this text equips students with the tools and critical-thinking skills they need for business success. Now in its Ninth Edition, *Essentials of Entrepreneurship and Small Business Management* teaches students how to successfully launch and manage a business.



Entrepreneurship: Starting and Operating A Small Business, 4e

Steve Mariotti & Caroline Glackin

9781292097411 • ©2015
576pp • Paperback

eBook version available

Course: Small Business Management

A comprehensive, practical approach to starting a business. For fledgling entrepreneurs and business students, *Entrepreneurship: Starting and Operating A Small Business* untangles the complex economic, financial and professional considerations surrounding business ownership and operations.



Entrepreneurship: Successfully Launching New Ventures, 6e

Bruce R. Barringer & Duane Ireland

9781292402826 • ©2021 (May)
624pp • Paperback

eBook version available

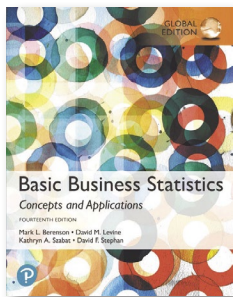
Available with MyLab Entrepreneurship or Pearson Horizon

Course: Entrepreneurship

Key features:

- This text provides a good balance between academic literature and real-world experience of entrepreneurs.
- Revised Chapter 1 features more global examples.
- New in-text features and cases support student understanding.

Business Statistics / Quantitative Methods



Basic Business Statistics, 14e

Mark L. Berenson, David Levine & Kathryn A. Szabat

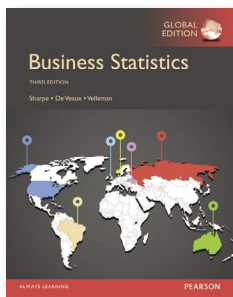
9781292265032 • ©2019
840pp • Paperback

eBook version available

Available with MyLab Statistics

Course: Introduction to Business Statistics (Two Semester)

Statistics is essential for all business majors and this text helps students see the role statistics will play in their own careers by providing examples drawn from all functional areas of business. Guided by principles set by major statistical and business science associations (ASA and DSI), plus the authors' diverse teaching experiences, the Thirteenth Edition of this textbook continues to innovate and improve the way this course is taught to all students.



Business Statistics, 3e

Noreen R. Sharpe, Richard D. De Veaux & Paul Velleman

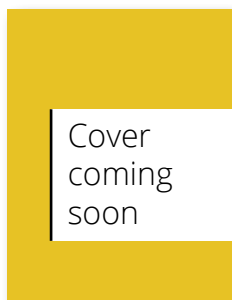
9781292058696 • ©2014
976pp • Paperback

eBook version available

Available with MyLab Statistics

Course: Introduction to Business Statistics (Two Semester)

Business Statistics narrows the gap between theory and practice – relevant statistical methods empower business students to make effective, data-informed decisions. Focusing on statistics in the context of real business issues, with an emphasis on analysis and understanding over computation, the text helps students be analytical, prepares them to make better business decisions and shows them how to effectively communicate results.



Introductory Mathematical Analysis for Business, Economics and the Life and Social Sciences, 15e

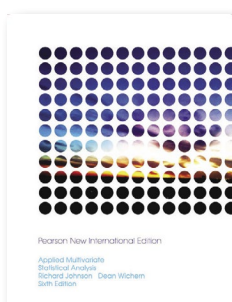
Ernest F. Haeussler, Richard S. Paul & Richard J. Wood

9781292413020 • ©2021 (June)
Paperback

eBook version available

Course: Mathematical Methods in Business

Haeussler, Paul and Wood establish a strong algebraic foundation that sets this text apart from other applied mathematics texts, paving the way for students to solve real-world problems that use calculus. Emphasis on developing algebraic skills is extended to the exercises – including both drill problems and applications. The authors work through examples and explanations with a blend of rigor and accessibility. The table of contents covers a wide range of topics efficiently, enabling instructors to tailor their courses to meet student needs.



Applied Multivariate Statistical Analysis, 6e

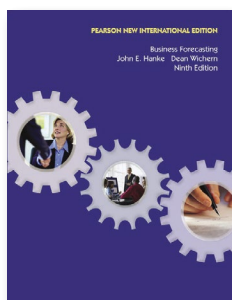
Richard A. Johnson
& Dean W. Wichern

9781292024943 • ©2013
776pp • Paperback

eBook version available

Course: Intermediate Business Statistics

Appropriate for experimental scientists in a variety of disciplines, this market-leading text offers a readable introduction to the statistical analysis of multivariate observations. Its primary goal is to impart the knowledge necessary to make proper interpretations and select appropriate techniques for analyzing multivariate data. Ideal for a junior/senior or graduate level course that explores the statistical methods for describing and analyzing multivariate data.



Business Forecasting, 9e

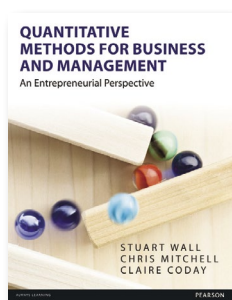
John E. Hanke & Dean W. Wichern

9781292023007 • ©2013
512pp • Paperback

eBook version available

Course: Business Forecasting

Written in a simple, straightforward style, *Business Forecasting* presents basic statistical techniques using practical business examples to teach students how to predict long-term forecasts.



Quantitative Methods for Business and Management: An Entrepreneurial Perspective

Stuart Wall, Chris Mitchell
& Claire Coday

9780273770558 • ©2014
384pp • Paperback

eBook version available

Available with MyLab Math

Course: Quantitative Methods for Business

This engaging introduction shows how quantitative techniques can be used to analyze the internal and external environments in which businesses and organizations operate, with a contemporary focus on business start-up, enterprise and entrepreneurial skills.

Chemistry

Introductory Chemistry

Cover
coming
soon

Chemistry: The Central Science in SI Units, 15e

Theodore E. Brown, H. Eugene LeMay, Bruce E. Bursten, Catherine Murphy, Patrick Woodward & Matthew E. Stoltzfus

9781292407616 • ©2021 (June)
1248pp • Paperback

eBook version available

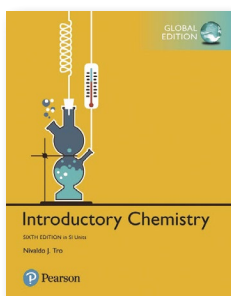
Available with Mastering Chemistry

Course: Basic/Introductory/Preparatory Chemistry

Chemistry: The Central Science uses relevant content to engage students throughout the learning process, building skills that allow them to go beyond recall to effectively solve problems and visualize the atomic nature of the chemistry.

Key features:

- Treatment of energy and thermochemistry significantly revised, allowing instructors greater freedom in the order of coverage.
- Mastering now has more exercises enhanced with feedback and Ready-to-Go teaching modules.



Introductory Chemistry, 6e

Nivaldo J. Tro

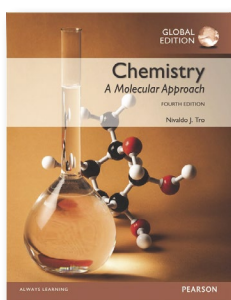
9781292229683 • ©2019
840pp • Paperback

eBook version available

Available with Mastering Chemistry

Course: Basic/Introductory/Preparatory Chemistry

Now in its Sixth Edition, the best-selling Introductory Chemistry continues to encourage student interest by showing how chemistry manifests in students' daily lives. Author Nivaldo Tro draws upon his classroom experience as an award-winning instructor to extend chemistry from the laboratory to the student's world, capturing student attention with relevant applications and an engaging writing style.



Chemistry: A Molecular Approach, 4e

Nivaldo J. Tro

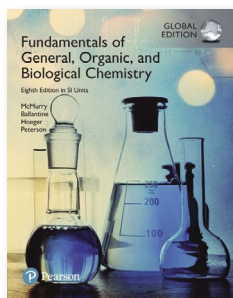
9781292152387 • ©2016
1320pp • Paperback

eBook version available

Available with Mastering Chemistry

Course: Basic/Introductory/Preparatory Chemistry

The Fourth Edition of Nivaldo Tro's *Chemistry: A Molecular Approach* reinforces students' development of 21st century skills including data interpretation and analysis, problem solving and quantitative reasoning, applying conceptual understanding to new situations and peer-to-peer collaboration.



Fundamentals of General, Organic and Biological Chemistry in SI Units, 8e

John E. McMurry,
David S. Ballantine, Carl A. Hoeger
& Virginia E. Peterson

9781292123462 • ©2017
976pp • Paperback

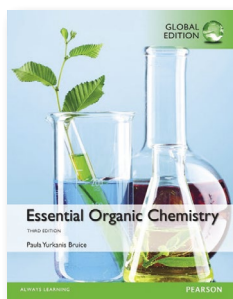
eBook version available

Available with Mastering Chemistry

Course: Organic and Biological Chemistry

Active learning, an increased focus on clinical examples, updates based on current teaching and research findings and digital innovations designed to engage and personalize students' experience make *Fundamentals of General, Organic and Biological Chemistry* simply the best choice for students with a future in allied health. With the Eighth Edition, the authors make learning chemistry a more active experience through features designed to get students doing chemistry. Every chapter features Hands on Chemistry sections that deepen students' understanding of chemistry by having them perform elementary experiments with household items.

Organic Chemistry



Essential Organic Chemistry, 3e

Paula Yurkanis Bruice

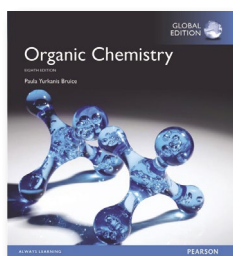
9781292089034 • ©2015
704pp • Paperback

eBook version available

Available with Mastering Chemistry

Course: Basic Organic Chemistry (1 - Semester)

Modern and thorough revisions to the streamlined, *Essential Organic Chemistry* focus on developing students' problem solving and analytical reasoning skills throughout organic chemistry. Organized around reaction similarities and rich with contemporary biochemical connections, Bruice's Third Edition discourages memorization and encourages students to be mindful of the fundamental reasoning behind organic reactivity: electrophiles react with nucleophiles.



Organic Chemistry, 8e

Paula Yurkanis Bruice

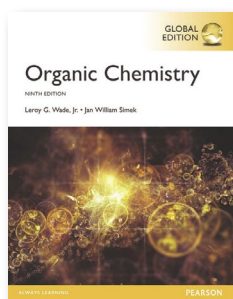
9781292160344 • ©2016
1344pp • Paperback

eBook version available

Available with Mastering Chemistry

Course: Organic Chemistry (2 - Semester)

Paula Bruice's presentation in *Organic Chemistry* provides mixed-science majors with the conceptual foundations, chemical logic and problem-solving skills they need to reason their way to solutions for diverse problems in synthetic organic chemistry, biochemistry and medicine. The Eighth Edition builds a strong framework for thinking about organic chemistry by unifying principles of reactivity that students will apply throughout the course, discouraging memorization.



Organic Chemistry, 9e

Leroy G. Wade & Jan W. Simek

9781292151106 • ©2016
1400pp • Paperback

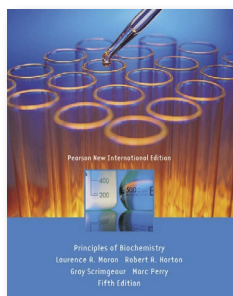
eBook version available

Available with Mastering Chemistry

Course: Organic Chemistry (2 - Semester)

Wade & Simek's Ninth Edition of *Organic Chemistry* presents key principles of organic chemistry in the context of fundamental reasoning and problem solving. Authored to complement how students use a textbook today, new Problem Solving Strategies, Partially Solved Problems, Visual Reaction Guides and Reaction Starbursts encourage students to use the text before class as a primary introduction to organic chemistry as well as a comprehensive study tool for working problems and/or preparing for exams.

Biochemistry



Principles of Biochemistry, 5e

Laurence A. Moran,
Robert A. Horton, Gray Scrimgeour,
Marc Perry & David Rawn

9781292021744 • ©2013

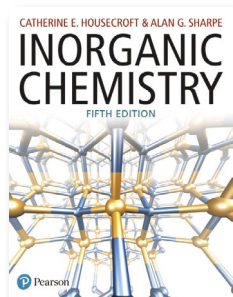
800pp • Paperback

eBook version available

Course: Principles of Biochemistry (2 - Semester)

Principles of Biochemistry provides a concise introduction to fundamental concepts of biochemistry, striking the right balance of rigor and detail. Widely praised for accuracy, currency and clarity of exposition, the Fifth Edition offers a new student-friendly design, an enhanced visual program, new Application Boxes, contemporary research integrated throughout and updated end-of-chapter problems.

Inorganic Chemistry



Inorganic Chemistry, 5e

Catherine Housecroft
& Alan G. Sharpe

9781292134147 • ©2019

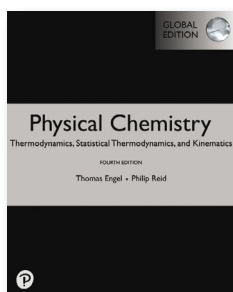
1296pp • Paperback

eBook version available

Course: Inorganic Chemistry

This widely respected and internationally renowned textbook introduces the descriptive chemistry of the elements and the role played by inorganic chemistry in our everyday lives. The stunning full-colour design has been further enhanced for this edition with an abundance of three-dimensional molecular and protein structures and photographs, bringing to life the world of inorganic chemistry. Sections in relevant chapters have been updated to include the new 'super-heavy' elements, recently added to the last row of the periodic table.

Physical Chemistry



Physical Chemistry, 4e

Thomas Engel & Philip Reid

9781292347707 • ©2020

680pp • Paperback

eBook version available

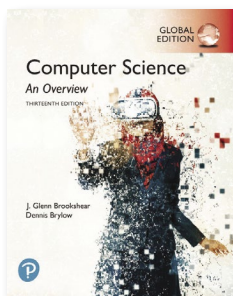
Available with Mastering Chemistry

Course: Physical Chemistry (2 - Semester)

Engel and Reid's *Physical Chemistry: Thermodynamics, Statistical Thermodynamics and Kinetics* provides a contemporary, conceptual and visual introduction to physical chemistry. The authors emphasize the vibrancy of physical chemistry today and illustrate its relevance to the world around us using modern applications drawn from biology, environmental science and material science. The 4th Edition provides visual summaries of important concepts and connections in each chapter, offers students just in time math help and expands content to cover science relevant to physical chemistry.

Computer Science

Introduction to Computer Science



Computer Science: An Overview, 13e

Glenn Brookshear & Dennis Brylow

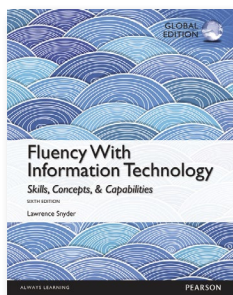
9781292263427 • ©2019
736pp • Paperback

eBook version available

Pearson Horizon available

Course: Introduction to Computer Science

Computer Science: An Overview uses broad coverage and clear exposition to present a complete picture of the dynamic computer science field. Accessible to students from all backgrounds, Glenn Brookshear uses a language-independent context to encourage the development of a practical, realistic understanding of the field.



Fluency With Information Technology: Skills, Concepts and Capabilities, 6e

Lawrence Snyder

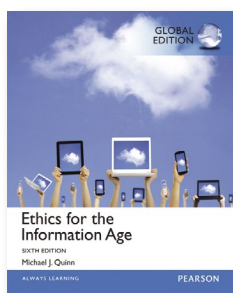
9781292061245 • ©2014
784pp • Paperback

eBook version available

Course: Introduction to Computer Science

This textbook equips readers who are already familiar with computers, the Internet and the World Wide Web with a deeper understanding of the broad capabilities of technology. Through a project-oriented learning approach that uses examples and realistic problem-solving scenarios, Larry Snyder teaches readers to navigate information technology independently and become effective users of today's resources, forming a foundation of skills they can adapt to their personal and career goals as future technologies emerge.

New edition coming in 2021



Ethics for the Information Age, 6e

Michael J. Quinn

9781292061238 • ©2015
552pp • Paperback

eBook version available

Course: Computer Ethics

In an era where information technology changes constantly, a thoughtful response to these rapid changes requires a basic understanding of IT history, an awareness of current issues and a familiarity with ethics. *Ethics for the Information Age* is unique in its balanced coverage of ethical theories used to analyze problems encountered by computer professionals in today's environment.

New edition coming in 2021



A Gift of Fire: Social, Legal and Ethical Issues for Computing and the Internet, 4e

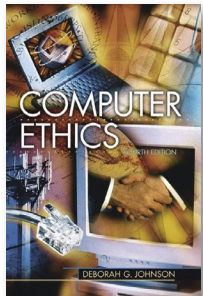
Sara Baase

9780273768593 • ©2012
496pp • Paperback

eBook version available

Course: Computer Ethics

The textbook is ideal for courses in Computer Ethics and Computers and Society. Sara Baase explores the social, legal, philosophical, ethical, political, constitutional and economic implications of computing and the controversies they raise. With a computer scientist's perspective and with historical context for many issues, she covers the issues students will face both as members of a technological society and as professionals in computer-related fields.



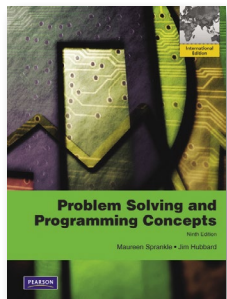
Computer Ethics, 4e

Deborah G. Johnson

9780131112414 • ©2009
216pp • Paperback

Course: Computer Ethics

Written in clear, accessible prose, the Fourth Edition of *Computer Ethics* brings together philosophy, law and technology. The text provides an in-depth exploration and analysis of a broad range of topics regarding the ethical implications of widespread use of computer technology.



Problem Solving and Programming Concepts, 9e

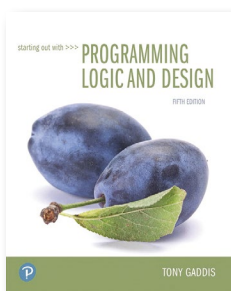
Maureen Sprankle & Jim Hubbard

9780273752219 • ©2011
528pp • Paperback

eBook version available

Course: Problem Solving

Revised to reflect the most current issues in the programming industry, this widely adopted text emphasizes that problem solving is the same in all computer languages, regardless of syntax. Sprankle and Hubbard use a generic, non-language-specific approach to present the tools and concepts required when using any programming language to develop computer applications.



Starting Out with Programming Logic and Design, 5e

Tony Gaddis

9780134801155 • ©2018
832pp • Paperback

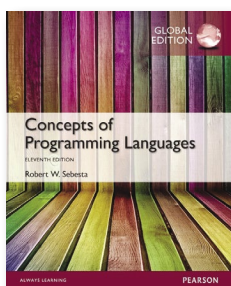
eBook version available

Course: Problem Solving

Starting Out with Programming Logic and Design is a language-independent introductory programming book, teaching students programming concepts and logic without assuming any previous programming experience. The text is clear and approachable, making the complex concepts accessible to every student. In this new edition, Gaddis focuses on current languages providing code snippet examples and complete programs for each.

Title available on demand

Programming – General



Concepts of Programming Languages, 11e

Robert W. Sebesta

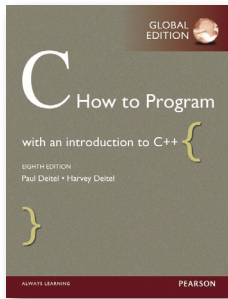
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800pp • Paperback

eBook version available

Course: Programming Languages/Comparative Languages

Concepts of Programming Languages introduces students to the fundamental concepts of computer programming languages and provides them with the tools necessary to evaluate contemporary and future languages. An in-depth discussion of programming language structures, such as syntax and lexical and syntactic analysis, also prepares students to study compiler design.

Programming – Introduction

**C How to Program, 8e**

Paul Deitel & Harvey Deitel

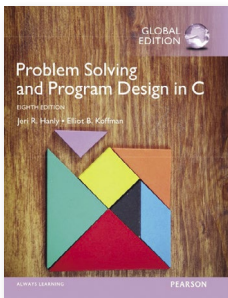
9781292110974 • ©2015

1008pp • Paperback

eBook version available

Available with MyLab Programming**Course:** C – Intro to Programming/CS1

C How to Program is a comprehensive introduction to programming in C. Like other texts of the Deitels' How to Program series, the book serves as a detailed beginner source of information for college students looking to embark on a career in coding. The Eighth Edition continues the tradition of the signature Deitel Live Code approach – presenting concepts in the context of full-working programs rather than incomplete snips of code. Students can run each program as they study it and see how their learning applies to real world programming scenarios.

**Problem Solving and Program Design in C, 8e**

Jeri R. Hanly & Elliot B. Koffman

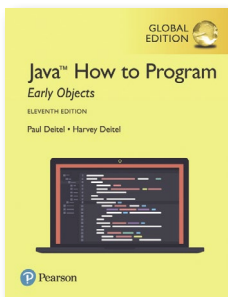
9781292098814 • ©2015

840pp • Paperback

eBook version available

Available with MyLab Programming**Course:** C – Intro to Programming/CS1

Problem Solving and Program Design in C teaches introductory students to program with ANSI-C, a standardized, industrial-strength programming language known for its power and probability. The text uses widely accepted software engineering methods to teach students to design cohesive, adaptable and reusable program solution modules with ANSI-C. Through case studies and real world examples, students are able to envision a professional career in programming.

**Java How to Program, Early Objects, 11e**

Harvey Deitel & Paul J. Deitel

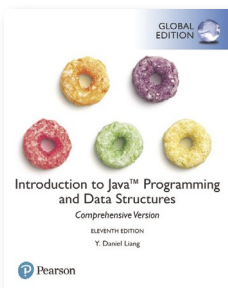
9781292223858 • ©2018

1296pp • Paperback

eBook version available

Available with MyLab Programming**Course:** Java – Intro to Programming/CS1

The Deitels' groundbreaking *How to Program* series offers unparalleled breadth and depth of programming fundamentals, object-oriented programming concepts and intermediate-level topics for further study. *Java How to Program, Early Objects* presents leading-edge computing technologies using the Deitel signature live-code approach, which demonstrates concepts in hundreds of complete working programs. This new edition presents updated coverage of Java SE 8 and new Java SE 9 capabilities, including JShell, the Java Module System and other key Java 9 topics.

**Introduction to Java Programming and Data Structures, Comprehensive Version, 11e**

Y. Daniel Liang

9781292221878 • ©2018

Paperback

eBook version available

Available with MyLab Programming**Course:** Java – Intro to Programming/CS1

Designed to support an introductory programming course, *Introduction to Java Programming and Data Structures* teaches concepts of problem-solving and object-orientated programming using a fundamentals-first approach. Beginner programmers learn critical problem-solving techniques then move on to grasp the key concepts of object-oriented, GUI programming, data structures and Web programming. This course approaches Java GUI programming using JavaFX, which has replaced Swing as the new GUI tool for developing cross-platform-rich Internet applications and is simpler to learn and use.



Java: An Introduction to Problem Solving and Programming, 8e

Walter Savitch

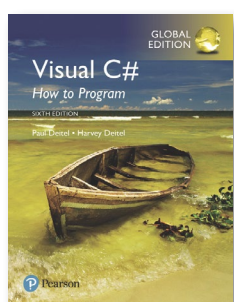
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1056pp • Paperback

eBook version available

Available with MyLab Programming

Course: Java – Intro to Programming/CS1

Ideal for a wide range of introductory computer science courses, *Java: An Introduction to Problem Solving and Programming, 8th Edition* introduces students to object-oriented programming and important concepts such as design, testing and debugging, programming style, interfaces and inheritance and exception handling. A concise, accessible introduction to Java, the text covers key Java language features in a manner that resonates with introductory programmers. Objects are covered early and thoroughly in the text.



Visual C# How to Program, 6e

Harvey Deitel & Paul J. Deitel

9781292153469 • ©2017
1056pp • Paperback

eBook version available

Course: C# Programming – Introductory

Created by world-renowned programming instructors Paul and Harvey Deitel, *Visual C# How to Program, Sixth Edition* introduces students to the world of desktop, mobile and web app development with Microsoft's® Visual C#® programming language. Students will use the .NET platform and the Visual Studio® Integrated Development Environment to write, test and debug applications and run them on a wide variety of Windows® devices.



Starting out with Visual C#, 4e

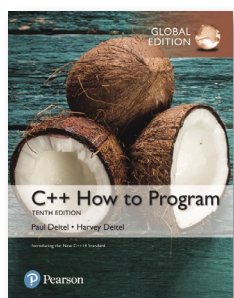
Tony Gaddis

9781292163215 • ©2017
792pp • Paperback

eBook version available

Course: C# Programming – Introductory

Clear, friendly and approachable, *Starting Out With Visual C#* is an ideal beginning text for students with no programming experience. Detailed walk-throughs and a readable, comprehensible style make the text inviting to new programmers, while numerous practical example programs highlight the most important programming topics. Gaddis's detailed, step-by-step instructions teach a GUI-based approach that motivates students with familiar graphical elements. Topics are examined progressively in each chapter, with objects taught before classes.



C++ How to Program (Early Objects Version), 10e

Paul J. Deitel & Harvey Deitel

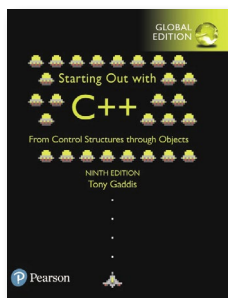
9781292153346 • ©2016
1080pp • Paperback

eBook version available

Available with MyLab Programming

Course: C++ – Intro to Programming/CS1

The best-selling *C++ How to Program* is accessible to readers with little or no programming experience, yet comprehensive enough for the professional programmer. The Deitels' signature live-code approach presents the concepts in the context of full working programs followed by sample executions. The early objects approach gets readers thinking about objects immediately – allowing them to more thoroughly master the concepts. Emphasis is placed on achieving program clarity and building well-engineered software.



Starting Out with C++: From Control Structures through Objects, 9e

Tony Gaddis

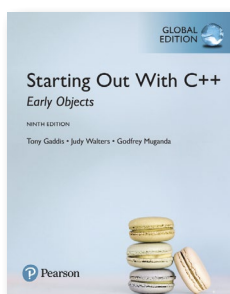
9781292222332 • ©2019
1344pp • Paperback

eBook version available

Available with MyLab Programming

Course: C++ – Intro to Programming/CS1

Starting Out with C++: From Control Structures through Objects covers control structures, functions, arrays and pointers before objects and classes in Tony Gaddis's hallmark accessible, step-by-step presentation. His books help beginning students understand the important details necessary to become skilled programmers at an introductory level. Gaddis motivates the study of both programming skills and the C++ programming language by presenting all the details needed to understand the "how" and the "why" – but never losing sight of the fact that most beginners struggle with this material.



Starting Out with C++: Early Objects, 9e

Tony Gaddis, Judy Walters
& Godfrey Muganda

9781292157276 • ©2016
1272pp • Paperback

Available with MyLab Programming

Course: C++ – Intro to Programming/CS1

Intended for use in a two-term, three-term, or accelerated one-term C++ programming sequence, *Starting Out with C++: Early Objects* introduces the fundamentals of C++ to novices and experienced students alike. In clear, easy-to-understand terms, the text introduces all of the necessary topics for beginning C++ programmers. Real-world examples allow students to apply their knowledge in understanding how, why and when to implement the features of C++.

Programming – Intermediate



Absolute C++, 6e

Walter Savitch & Kenrick Mock

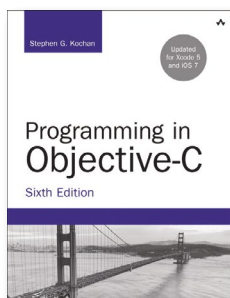
9781292098593 • ©2016
1008pp • Paperback

eBook version available

Available with MyLab Programming

Course: C++ – Intermediate Programming

Absolute C++ is a comprehensive introduction to the C++ programming language. The text is organized around the specific use of C++, providing students with an opportunity to master the language completely. Adaptable to a wide range of users, the text is appropriate for beginner to advanced programmers familiar with the C++ language.



Programming in Objective-C, 6e

Stephen G. Kochan

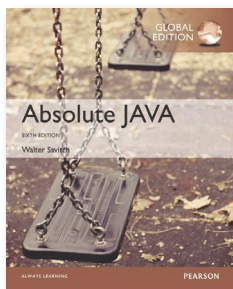
9780321967602 • 2013
576pp • Paperback

eBook version available

Course: C – Intermediate Programming

Programming in Objective-C is a concise, carefully written tutorial on the basics of Objective-C and object-oriented programming for Apple's iOS and OS X platforms. This unique approach to learning, combined with many small program examples and exercises at the end of each chapter, makes *Programming in Objective-C* ideally suited for classroom use.

Title available on demand



Absolute Java, 6e

Walter Savitch & Kenrick Mock

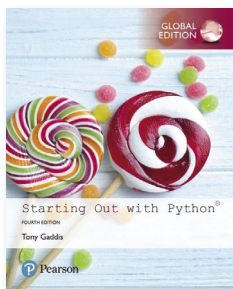
9781292109220 • ©2015
1296pp • Paperback

eBook version available

Available with MyLab Programming

Course: Java – Intermediate Programming

This book is designed to serve as a textbook and reference for programming in the Java language. Although it does include programming techniques, it is organized around the features of the Java language rather than any particular curriculum of programming techniques. The main audience is undergraduate students who have not had extensive programming experience with the Java language.



Starting Out with Python, 4e

Tony Gaddis

9781292225753 • ©2019
744pp • Paperback

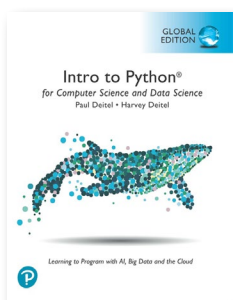
eBook version available

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New edition coming soon

Course: Python

In *Starting Out with Python®, 4th Edition*, Tony Gaddis' accessible coverage introduces students to the basics of programming in a high-level language. Python, an easy-to-learn and increasingly popular object-oriented language, allows readers to become comfortable with the fundamentals of programming without the troublesome syntax that can be challenging for novices. With the knowledge acquired using Python, students gain confidence in their skills and learn to recognize the logic behind developing high-quality programs.



Intro to Python for Computer Science and Data Science: Learning to Program with AI, Big Data and The Cloud

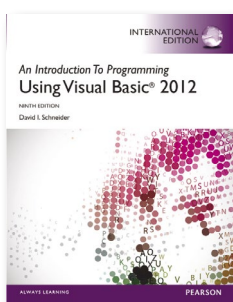
Paul J. Deitel & Harvey Deitel

9781292364902 • ©2021 (July)
Paperback

eBook version available

Course: Algorithms

This new text is suitable for introductory-level Python programming and/or data-science courses. Real-world datasets and AI technologies allow students to work on projects making a difference in business, industry, government and academia. There are chapters on Data mining Twitter, Natural Language Processing (usage bar charts and word clouds), IBM Watson and IoT, along with hundreds of examples, exercises, projects (EEPs) and implementation case studies.



An Introduction to Programming with Visual Basic 2012, 9e

David Schneider

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684pp • Paperback

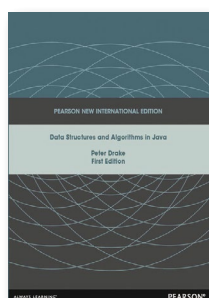
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Available with MyLab Programming

Course: Visual BASIC – Programming

Schneider's tried and true text – consistently praised by both students and instructors – is designed for students with no prior computer programming experience. Now updated for Visual Basic 2012, Schneider focuses on teaching problem-solving skills and sustainable programming skills. A broad range of real-world examples, section-ending exercises, case studies and programming projects gives students more hands-on experience than any other Visual Basic book on the market.

New Edition coming in 2021



Data Structures and Algorithms in Java

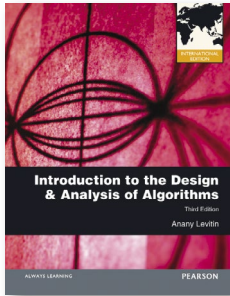
Peter Drake

9781292040097 • ©2013
512pp • Paperback

eBook version available

Course: Java – Data Structures/CS2

An abundance of unique, interesting examples, use of the Unified Modeling Language throughout and the newest Java 1.5 features characterize this text. Drake provides a concise and engaging introduction to Java and object-oriented programming, assuming familiarity with the basic control structures of Java or C and only a pre-calculus level of mathematics.



Introduction to the Design and Analysis of Algorithms, 3e

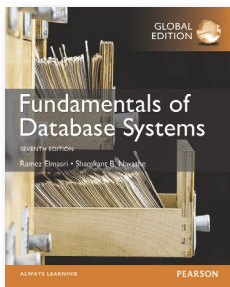
Anany Levitin

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Course: Algorithms

Based on a new classification of algorithm design techniques and a clear delineation of analysis methods, *Introduction to the Design and Analysis of Algorithms* presents the subject in a coherent and innovative manner. Written in a student-friendly style, the book emphasizes the understanding of ideas over excessively formal treatment while thoroughly covering the material required in an introductory algorithms course. Popular puzzles are used to motivate students' interest and strengthen their skills in algorithmic problem solving.



Fundamentals of Database Systems, 7e

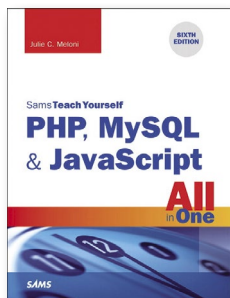
Ramez Elmasri
& Shamkant B. Navathe

9781292097619 • ©2016
1272pp • Paperback

Pearson Horizon available

Course: Database Systems

This book introduces the fundamental concepts necessary for designing, using and implementing database systems and database applications. Our presentation stresses the fundamentals of database modeling and design, the languages and models provided by the database management systems and database system implementation techniques.



PHP, MySQL & JavaScript All in One, Sams Teach Yourself, 6e

Julie C. Meloni

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704pp • Paperback

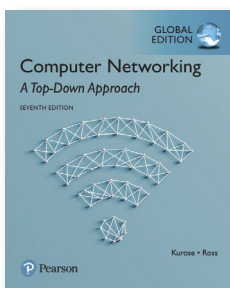
eBook version available

Course: SQL – Programming

In just a short time, students can learn how to use PHP, MySQL and Apache together to create dynamic, interactive websites and applications using the three leading open-source web development technologies. Using a straightforward, step-by-step approach, each lesson in this book builds on the previous ones, enabling readers to learn the essentials of PHP scripting, MySQL databases and the Apache web server from the ground up.

Title available on demand

Computer Networking



Computer Networking: A Top-Down Approach, 7e

James Kurose & Keith Ross

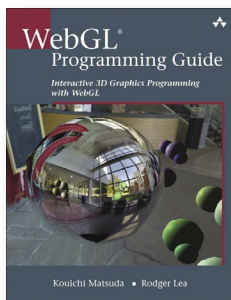
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Pearson Horizon available

Course: Computer Networking

Unique among computer networking texts, this popular book builds on the author's long tradition of teaching this complex subject through a layered approach in a "top-down manner." By working its way from the application layer down toward the physical layer, it motivates students by exposing them to important concepts early in their study of networking. This text provides an excellent foundation for students in computer science and electrical engineering, without requiring extensive knowledge of programming or mathematics.

Computer Graphics



WebGL Programming Guide: Interactive 3D Graphics Programming with WebGL

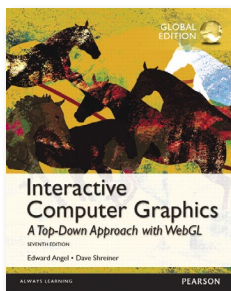
Kouichi Matsuda & Rodger Lea

9780321902924 • ©2013
600pp • Paperback

eBook version available

Course: Advanced Topics in Computer Graphics

With this book, students will learn step-by-step, through realistic examples, building their skills as they move from simple to complex solutions for building visually appealing web pages and 3D applications with WebGL. Media, 3D graphics and WebGL pioneers Dr. Kouichi Matsuda and Dr. Rodger Lea offer easy-to-understand tutorials on key aspects of WebGL, plus 100 downloadable sample programs, each demonstrating a specific WebGL topic.



Interactive Computer Graphics: A Top-Down Approach with WebGL, 7e

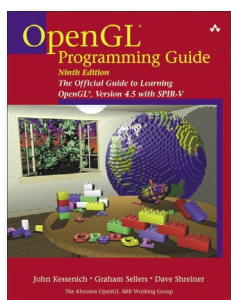
Edward Angel & Dave Shreiner

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752pp • Paperback

eBook version available

Course: Computer Graphics – Intro

This is the only introduction to computer graphics text for undergraduates that fully integrates WebGL and emphasizes application-based programming. The top-down, programming-oriented approach allows for coverage of engaging 3D material early in the course so students immediately begin to create their own 3D graphics.



OpenGL Programming Guide: The Official Guide to Learning OpenGL, Version 4.5 with SPIR-V, 9e

John Kessenich, Graham Sellers
& Dave Shreiner

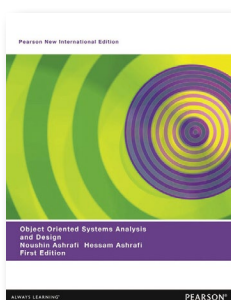
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976pp • Paperback

eBook version available

Course: Computer Graphics - Intermediate

OpenGL® Programming Guide provides clear explanations of OpenGL functionality and techniques, including processing geometric objects with vertex, tessellation and geometry shaders using geometric transformations and viewing matrices; working with pixels and texture maps through fragment shaders; and advanced data techniques using framebuffer objects and compute shaders.

Systems Analysis & Design



Object Oriented Systems Analysis and Design

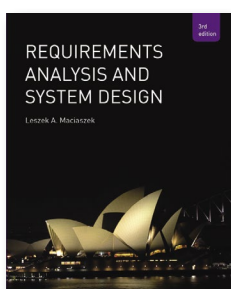
Noushin Ashrafi & Hessam Ashrafi

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Course: Object-oriented Systems Analysis and Design

This text teaches students object-oriented systems analysis and design in a highly practical and accessible way.



Requirements Analysis and Systems Design, 3e

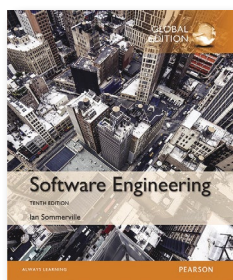
Leszek Maciaszek

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Course: Systems Analysis and Design

An examination of the methods and techniques used in the analysis and design phases of Information System development. Emphasis is placed upon the application of object technology in enterprise information systems (EIS) with UML being used throughout. Through its excellent balance of practical explanation and theoretical insight, the book manages to avoid unnecessary, complicating details without sacrificing rigor.

Software Engineering



Software Engineering, 10e

Ian Sommerville

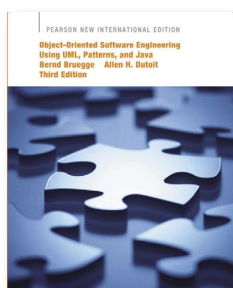
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Course: Software Engineering (SE)

Software Engineering introduces students to the overwhelmingly important subject of software programming and development. In the past few years, computer systems have come to dominate not just our technological growth, but the foundations of our world's major industries. This text seeks to lay out the fundamental concepts of this huge and continually growing subject area in a clear and comprehensive manner.



Object-Oriented Software Engineering Using UML, Patterns and Java, 3e

Bernd Bruegge & Allen H. Dutoit

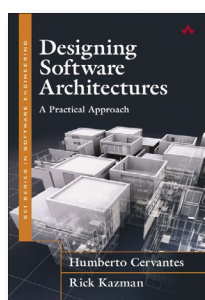
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Course: Software Engineering (SE)

Shows students how to use both the principles of software engineering and the practices of various object-oriented tools, processes and products. Using a step-by-step case study to illustrate the concepts and topics in each chapter, Bruegge and Dutoit emphasize learning object-oriented software engineering through practical experience: students can apply the techniques learned in class by implementing a real-world software project.



Designing Software Architectures: A Practical Approach

Humberto Cervantes
& Rick Kazman

9780134390789 • ©2016

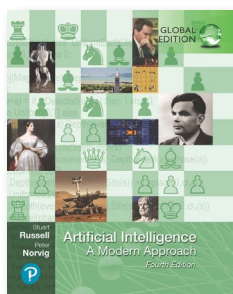
320pp • Paperback

Course: Software Engineering – Advanced

Designing Software Architectures is the first step-by-step guide to making the crucial design decisions that can make or break your software architecture. SEI expert Rick Kazman and Dr. Humberto Cervantes provide comprehensive guidance for ensuring that your architectural design decisions are consistently rational and evidence-based.

Title available on demand

Artificial Intelligence



Artificial Intelligence: A Modern Approach, 4e

Stuart Russell & Peter Norvig

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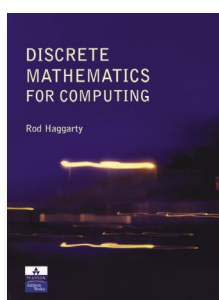
Paperback

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Course: Artificial Intelligence (AI)

A comprehensive approach to AI, suited for two-semester undergraduate courses, adaptable to single-semester programs and also useful for graduates. This eagerly awaited revision presents the most recent developments in the field with expansion of topics in robotics, NLP and more.

Mathematics & Logic



Discrete Mathematics for Computing

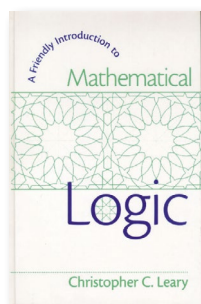
Rod Haggarty

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248pp • Paperback

Course: Discrete Mathematics

This book is a concise introduction to the key mathematical ideas that underpin computer science, continually stressing the application of discrete mathematics to computing. It is suitable for students with little or no knowledge of mathematics and covers the key concepts in a simple and straightforward way. The theoretical ideas are reinforced by worked examples and each chapter concludes with a mini case study.



A Friendly Introduction to Mathematical Logic

Christopher C. Leary

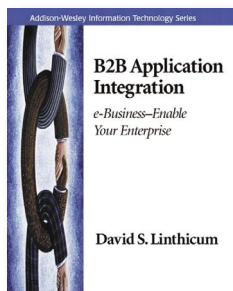
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218pp • Hardback

Course: Logic

With the idea that mathematical logic is absolutely central to mathematics, this tightly focused, elementary text discusses concepts that are used by mathematicians in every branch of the subject – a subject with increasing applications and intrinsic interest. Students are introduced to the main results of mathematical logic – results that are central to the understanding of mathematics as a whole.

Internet / Multimedia / eBusiness



B2B Application Integration: e-Business-Enable Your Enterprise

David S. Linthicum

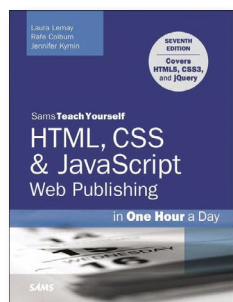
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Course: Electronic Commerce

B2B Application Integration is a comprehensive guide to the concepts, techniques and technologies that enable application integration, the technical foundation of e-Business. Noted application integration expert David Linthicum details real-time application integration solutions and explains how middleware layers work to create a seamless whole out of numerous independent systems, both within and between enterprises.

Title available on demand



HTML, CSS & JavaScript Web Publishing in One Hour a Day, Sams Teach Yourself, 7e

Laura Lemay, Rafe Colburn & Jennifer Kyrnin

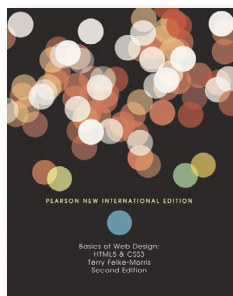
9780672336232 • ©2016

768pp • Paperback

eBook version available

Course: Javascript

Completely revamped to teach HTML5 and CSS3 from the very beginning, this is the newest edition of the worldwide best-seller that has helped 500,000+ people learn the foundational skills of modern web development. Laura Lemay and Rafe Colburn have thoroughly revamped their in-depth tutorial to cover the latest web skills and technologies and walk the reader through creating interactive, dynamic web sites using today's JavaScript libraries, services and social web technologies. Covers HTML5, CSS3 and jQuery.



Basics of Web Design: HTML5 & CSS3, 2e

Terry Felke-Morris

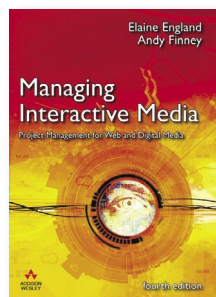
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384pp • Paperback

eBook version available

Course: Internet/World Wide Web

The *Basics of Web Design: HTML5 & CSS3* takes a unique approach to preparing students to design web pages that work today in addition to being ready to take advantage of HTML5 coding techniques of the future.



Managing Interactive Media: Project Management for Web and Digital Media, 4e

Elaine England & Andy Finney

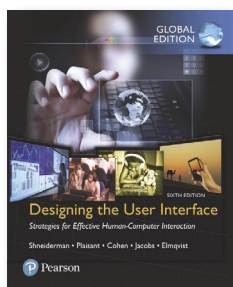
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Course: Multimedia Systems

This updated and expanded Fourth Edition includes new material relevant for the changing work environment. The book describes the latest industry trends and incorporates them into a project management framework. By developing practical skills it aids the project manager's own development and provides a coherent overview of the issues that affect all in the converging industries of communications, media and computing.

Human Computer Interaction



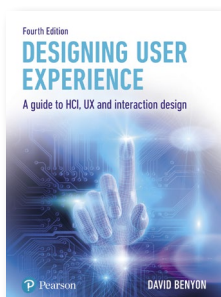
Designing the User Interface: Strategies for Effective Human-Computer Interaction, 6e

Ben Shneiderman, Catherine Plaisant, Maxine Cohen, Steven Jacobs, Niklas Elmquist & Nicholas Diakopoulos

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Course: Human-Computer Interaction (HCI)

The Sixth Edition of *Designing the User Interface* provides a comprehensive, authoritative and up-to-date introduction to the dynamic field of human-computer interaction (HCI) and user experience (UX) design. This classic book has defined and charted the astonishing evolution of user interfaces for three decades. Students and professionals learn practical principles and guidelines needed to develop high quality interface designs that users can understand, predict and control. The book covers theoretical foundations and design processes such as expert reviews and usability testing.



Designing User Experience: A guide to HCI, UX and interaction design, 4e

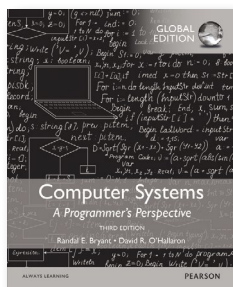
David Benyon

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Course: Human-Computer Interaction (HCI)

Designing User Experience presents a comprehensive introduction to the practical issue of creating interactive systems, services and products from a human-centred perspective. It develops the principles and methods of human-computer interaction (HCI) and Interaction Design (ID) to deal with the design of twenty-first-century computing and the demands for improved user experience (UX). It brings together the key theoretical foundations of human experiences when people interact with and through technologies. It explores UX in a wide variety of environments and contexts.

Computer Organization / Architecture



Computer Systems: A Programmer's Perspective, 3e

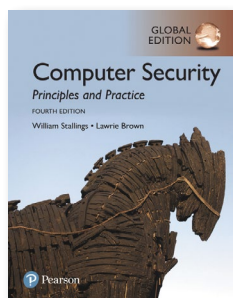
Randal E. Bryant & David R. O'Hallaron

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Available with Mastering Engineering

Course: Computer Organization and Architecture

Computer systems: A Programmer's Perspective explains the underlying elements common among all computer systems and how they affect general application performance. Written from the programmer's perspective, this book strives to teach students how understanding basic elements of computer systems and executing real practice can lead them to create better programs.



Computer Security: Principles and Practice, 4e

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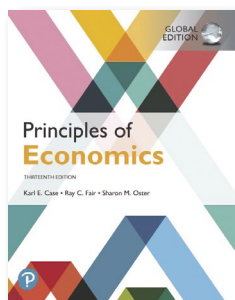
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Course: Computer Security

The need for education in computer security and related topics continues to grow at a dramatic rate and is essential for anyone studying Computer Science or Computer Engineering. Written for both an academic and professional audience, the book continues to set the standard for computer security with a balanced presentation of principles and practice. The new edition captures the most up-to-date innovations and improvements while maintaining broad and comprehensive coverage of the entire field.

Economics

Principles of Economics



Principles of Economics, 13e

Karl E. Case, Ray C. Fair
& Sharon E. Oster

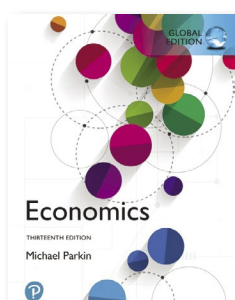
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Course: Two-Semester Principles of Economics

An introduction to the functioning of the economy and the power and breadth of economics. Readers of *Principles of Economics, 13th Edition* come away with a basic understanding of how market economies function, an appreciation for the things they do well and a sense of things they do poorly. With the latest research and added exercises, students begin to learn the art and science of economic thinking and start to look at some policy and even personal decisions, in a different way.



Economics, 13e

Michael Parkin

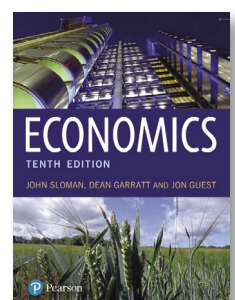
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Economics, 10e

John Sloman, Dean Garratt
& Alison Wride

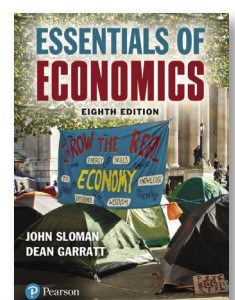
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Course: Two-Semester Principles of Economics

This textbook is known and loved for its active learning, student-friendly approach and unrivalled lecturer and student support. It has been thoroughly revised and rewritten in many places to reflect recent developments in economic policy and practice around the world. There are many new boxes on topical and controversial issues, including the secondary ticket market, the dominance of Google, the Financial Accelerator and primary surpluses/sustainable debt.



Essentials of Economics, 8e

John Sloman & Dean Garratt

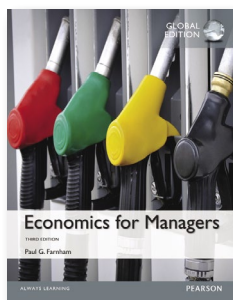
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Course: One-Semester Principles of Economics

In a world full of volatility, uncertainty and conflicting approaches, this market leading, concise text in introductory economics looks at the key economic issues of today and helps students make sense of them. Now covers economic issues such as growth, unemployment, the environment, Brexit and behavioral economics. Its classic features and clear, engaging writing style are complemented by strong theoretical basis and a wealth of pedagogical features to support learning.



Economics for Managers, 3e

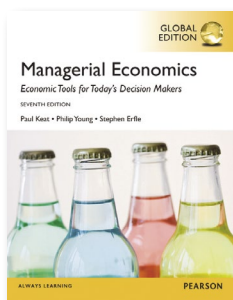
Paul G. Farnham

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Course: Economics for MBAs

Economics for Managers presents the fundamental ideas of microeconomics and macroeconomics and integrates them from a managerial decision-making perspective in a framework that can be used in a single-semester course.



Managerial Economics, 7e

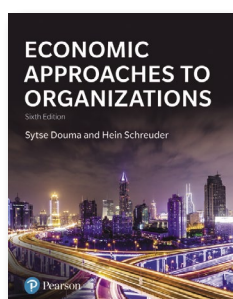
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Course: Managerial Economics

For upper-level undergraduate and first-year MBA courses in managerial and applied economics. This text will excite readers by providing a more linear progression, while proving the consistency and relevance of microeconomic theory.



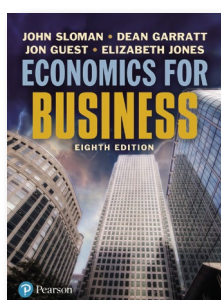
Economic Approaches to Organization, 6e

Sytse Douma & Hein Schreuder

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400pp • Paperback

Course: Managerial Economics

This text explains in a non-technical way different economic approaches (including game theory, agency theory, transaction costs economics, economics of strategy and evolutionary approaches) using practical, real-world examples to aid understanding of how the concepts relate to economic and organizational problems in the world today. This book is unique in its attempt to make the link between management and economics.



Economics for Business, 8e

John Sloman, Dean Garratt
& Jon Guest

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768pp • Paperback

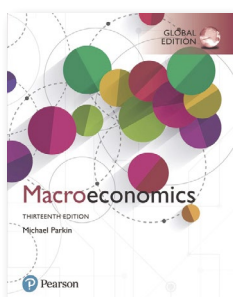
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Course: Business Economics

Economic decisions lie at the heart of business. Economics is all about the choices between alternatives and how to weigh up their costs and benefits. Studying this book will help students understand such choices and how to make them successfully when they take up a job or perhaps run their own business.

Macroeconomics



Macroeconomics, 13e

Michael Parkin

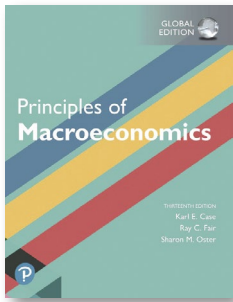
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456pp • Paperback

eBook version available

Available with MyLab Economics

Course: Principles of Macroeconomics

In the increasingly globalized and dynamic world of economics, it is more important than ever to use a relevant, concise and relatable method to introduce students to the principles of economics. This Thirteenth Edition upholds its legacy of taking a thoroughly interactive approach to learning and teaching economics. Using real-world scenarios, research and economic debates, this textbook encourages students to think like economists, with applications from around the world including food prices in Kenya and unemployment rates in Dubai and Singapore.



Principles of Macroeconomics, 13e

Karl E. Case, Ray C. Fair
& Sharon E. Oster

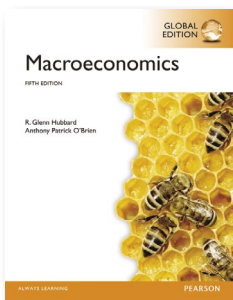
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472pp • Paperback

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Course: Principles of Macroeconomics

Reviewers tell us that Case/Fair/Oster is one of the all-time bestselling principles of economics texts because they trust it to be clear, thorough and complete. Readers of *Principles of Macroeconomics, 13th Edition*, come away with a basic understanding of how market economies function, an appreciation for the things they do well and a sense of things they do poorly. With the latest research and added exercises, students begin to learn the art and science of economic thinking and start to look at some policy and even personal decisions, in a different way.



Macroeconomics, 5e

R. Glenn Hubbard
& Anthony Patrick O'Brien

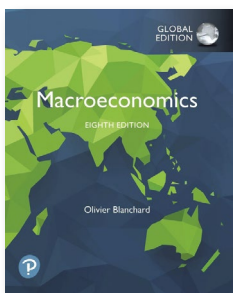
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Course: Principles of Macroeconomics

Reveal the relevance of economics through real-world business examples. One of the challenges of teaching Principles of Macroeconomics is fostering interest in concepts that may not seem applicable to students' lives. *Macroeconomics* makes economics relevant by demonstrating how real businesses use economics to make decisions every day.



Macroeconomics, 8e

Olivier Blanchard

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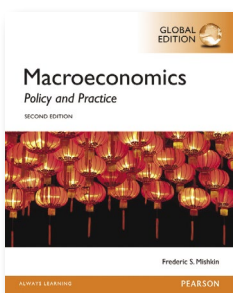
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New edition coming soon

Course: Intermediate Macroeconomics

In *Macroeconomics*, Blanchard presents an integrated, global view of macroeconomics, enabling students to see the connections between goods markets, financial markets and labor markets worldwide. Organized into two parts, the text contains a core section that focuses on short-, medium- and long-run markets and two major extensions that offer more in-depth coverage of the issues at hand. From the major economic crisis that engulfed the world in 2008, to monetary policy in the US, to the problems of the Euro area and growth in China, the text helps students make sense not only of current macroeconomic events but also of those that may unfold in the future.



Macroeconomics: Policy and Practice, 2e

Frederic S. Mishkin

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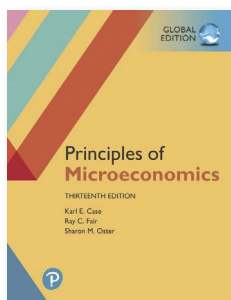
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Course: Intermediate Macroeconomics

Macroeconomics: Policy and Practice draws on the rich tapestry of recent economic events to help students understand the policy issues debated by the media and the public at large during these trying times. Building on his expertise in macroeconomic policy making at the Federal Reserve, author Frederic S. Mishkin provides detailed, step-by-step explanations of all models and highlights the techniques used by policy makers in practice.

Microeconomics



Principles of Microeconomics, 13e

Karl E. Case, Ray C. Fair & Sharon E. Oster

9781292303390 • ©2019
528pp • Paperback

eBook version available

Available with MyLab Economics**Course:** Principles of Microeconomics

Reviewers tell us that Case/Fair/Oster is one of the all-time bestselling principles of economics texts because they trust it to be clear, thorough and complete. Readers of *Principles of Microeconomics, 13th Edition*, come away with a basic understanding of how market economies function, an appreciation for the things they do well and a sense of things they do poorly. With the latest research and added exercises, students begin to learn the art and science of economic thinking and start to look at some policy and even personal decisions, in a different way.



Microeconomics, 13e

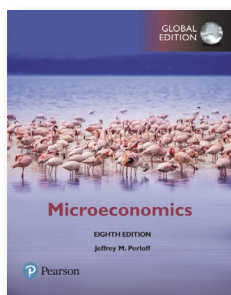
Michael Parkin

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Available with MyLab Economics**Course:** Principles of Microeconomics

Get students to think like an Economist using the latest policy and data while incorporating global issues. *Microeconomics* builds on the foundation of the previous edition and retains a thorough and careful presentation of the principles of economics. *Microeconomics* emphasizes real-world applications, the development of critical thinking skills, diagrams renowned for pedagogy and clarity and path-breaking technology.



Microeconomics, 8e

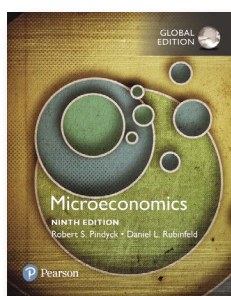
Jeffrey Perloff

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816pp • Paperback

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Available with MyLab Economics**Course:** Principles of Microeconomics

Microeconomics has become a market leader because Perloff presents theory in the context of real, data-driven examples and then develops intuition through his hallmark Solved Problems. Students gain a practical perspective, seeing how models connect to real-world decisions being made in today's firms and policy debates.



Microeconomics, 9e

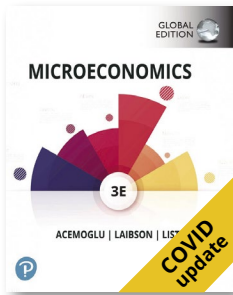
Robert Pindyck & Daniel Rubinfeld

9781292213316 • ©2017
784pp • Paperback

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Available with MyLab Economics**Course:** Intermediate Microeconomics

Microeconomics exposes students to topics that play a central role in microeconomics. From game theory and competitive strategy, to the roles of uncertainty and information and the analysis of pricing by firms with market power, the text helps students understand what's going on in the world of business. It also shows students how microeconomics can be used as a practical tool for decision-making and for designing and understanding public policy.



Microeconomics: Theory and Applications with Calculus, 5e

Jeffrey M. Perloff

9781292359120 • ©2021 (June)
Paperback

eBook version available

Available with MyLab Economics

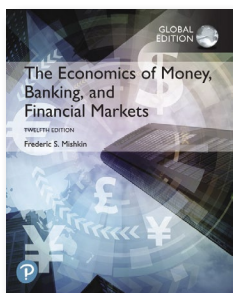
Course: Advanced Microeconomic Theory

This book shows how individuals, policy-makers and firms use microeconomic tools to analyze and solve problems. It depicts microeconomics theory through calculus, algebra and graphs.

Key features:

- New Common Confusions feature describes a widely held belief that economic theory or evidence rejects.
- New Unintended Consequences feature shows how some policies and actions have side-effects beyond the intended ones.

Money & Banking



The Economics of Money, Banking and Financial Markets, 12e

Frederic S. Mishkin

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744pp • Paperback

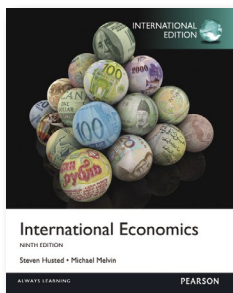
eBook version available

Available with MyLab Economics

Course: Money and Banking

This text brings a fresh perspective to today's major questions surrounding financial policy. Influenced by his term as Governor of the Federal Reserve, Frederic Mishkin offers students a unique viewpoint and informed insight into the monetary policy process, the regulation and supervision of the financial system and the internationalization of financial markets. Now references Brexit and negative interest rates in Japan, USA and Europe.

International Economics



International Economics, 9e

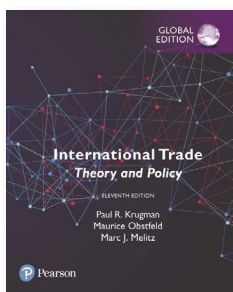
Steven Husted & Michael Melvin

9780273768289 • ©2012
424pp • Paperback

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Course: International Economics

International Economics is an accessible, comprehensive and relevant guide for studying international economics. Using real data and issues that motivate theoretical discussions, this text captures students' attention and equips them with a practical understanding of major policy questions.



International Trade: Theory and Policy, 11e

Paul R. Krugman, Maurice Obstfeld & Marc Melitz

9781292216355 • ©2019
368pp • Paperback

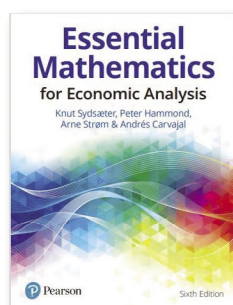
eBook version available

Available with MyLab Economics

Course: International Trade

International Trade: Theory and Policy provides engaging, balanced coverage of the key concepts and practical applications of the discipline. An intuitive introduction to international trade theory is followed by detailed coverage of policy applications. With this new edition, the author team of Nobel Prize-winning economist Paul Krugman, renowned researcher Maurice Obstfeld and Marc Melitz of Harvard University continues to set the standard for International Trade courses.

Maths for Economics



Essential Mathematics for Economic Analysis, 6e

Sydsæter Knut

9781292359281 • ©2021

864pp • Paperback

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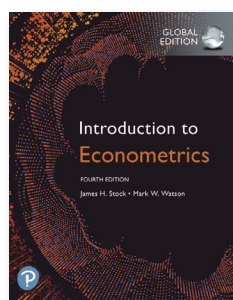
Course: Maths for Economics

An extensive introduction to all the mathematical tools an economist needs is provided in this worldwide bestseller.

Key features:

- Large number of questions interspersed in chapter help students practice and build confidence.
- This new edition is a significant revision and has been restructured based on customer feedback.

Quantitative Economics



Introduction to Econometrics, 4e

James H. Stock & Mark W. Watson

9781292264455 • ©2019

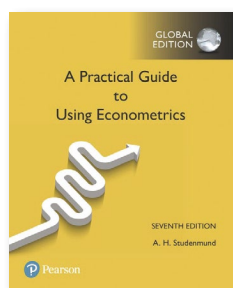
800pp • Paperback

eBook version available

Available with MyLab Economics

Course: Introductory Econometrics

Ensure students grasp the relevance of econometrics with *Introduction to Econometrics* – the text that connects modern theory and practice with motivating, engaging applications. The Fourth Edition maintains a focus on currency, while building on the philosophy that applications should drive the theory, not the other way around. The text incorporates real-world questions and data and methods that are immediately relevant to the applications. With very large data sets increasingly being used in economics and related fields, a new chapter dedicated to Big Data helps students learn about this growing and exciting area.



Using Econometrics: A Practical Guide, 7e

A. H. Studenmund

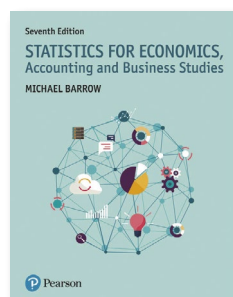
9781292154091 • ©2017

576pp • Paperback

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Course: Introductory Econometrics

Using Econometrics: A Practical Guide offers students an innovative introduction to elementary econometrics. Through real-world examples and exercises, the book covers the topic of single-equation linear regression analysis in an easily understandable format.



Statistics for Economics, Accounting and Business Studies, 7e

Michael Barrow

9781292118703 • ©2017

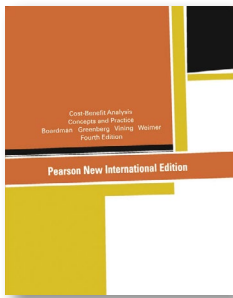
520pp • Paperback

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Course: Introduction to Statistics for Business/ Economics

This text is for students taking a first year Statistics for Economics module. It supports students by providing clear explanations of statistical tools and techniques and demonstrating how to apply them in wider business practice.

Benefit-Cost Analysis



Cost-Benefit Analysis, 4e

Anthony Boardman, David Greenberg, Aidan Vining & David Weimer

9781292021911 • ©2013
504pp • Paperback

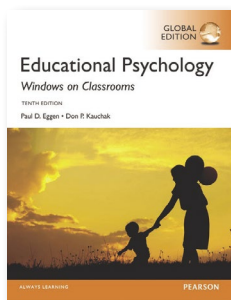
eBook version available

Course: Benefit-Cost Analysis

A practical introduction to cost-benefit analysis through problem solving. This authoritative, market-leading text is known for its consistent application of a nine-step framework for conducting or interpreting a cost-benefit analysis. This edition includes a number of chapters that have been revised and reorganized to make the material clearer and more accessible.

Education

Educational Psychology



Educational Psychology: Windows on Classrooms, 10e

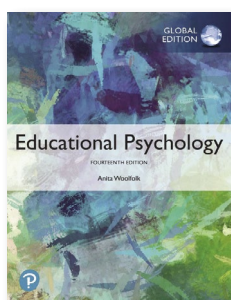
Paul Eggen & Don Kauchak

9781292107561 • ©2015
752pp • Paperback

eBook version available

Course: Introduction to Educational Psychology

This significantly revised Tenth Edition focuses on applying theories and research in educational psychology to an educator's work in the classroom. Using an integrated-case approach, authors Eggen and Kauchak begin each chapter with a case study taken from actual classroom practice and then weave the case throughout the chapter, extracting specific illustrations and, in some instances, using dialogue directly from the case to emphasize the application of chapter content to the classroom setting.



Educational Psychology, 14e

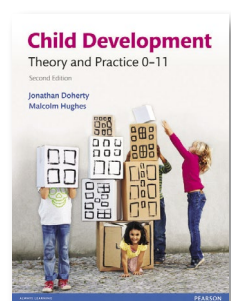
Anita Woolfolk

9781292331522 • ©2015
768pp • Paperback

eBook version available

Course: Introduction to Educational Psychology

In clear and jargon-free prose, *Educational Psychology: Active Learning Edition*, explains and illustrates educational psychology's practical relevance for teachers and learners. Theory and practice are considered together, showing how research on child development, learning, cognition, motivation, instruction and assessment can be applied to solve the everyday problems of teaching. The 14th Edition offers a state-of-the-art presentation of the field of educational psychology, with new and expanded coverage of important topics like the brain, neuroscience and teaching; the impact of technology and virtual learning environments on the lives of students and teachers; and diversity in today's classrooms.



Child Development: Theory and Practice 0-11, 2e

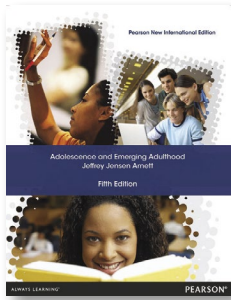
Jonathan Doherty
& Malcolm Hughes

9781292001012 • ©2013
496pp • Paperback

eBook version available

Course: Child Development (Topical Approach)

The Second Edition of *Child Development: Theory and Practice 0-11* has been fully revised and updated while retaining the authoritative, accessible and well structured writing style that proved popular in the first edition. The text is infused with the authors' passion and enthusiasm for the subject and their anecdotes provide engaging real-life examples of child development in practice.



Adolescence and Emerging Adulthood, 5e

Jeffrey Jensen Arnett

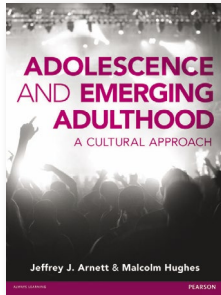
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404pp • Paperback

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Course: Adolescent Development

Grounded in a global cultural perspective (within and outside of the US), this text enriches the discussion with historical context and an interdisciplinary approach, including studies from fields such as anthropology and sociology, in addition to the compelling psychological research on adolescent development. This book also takes into account the period of emerging adulthood (ages 18-25), a term coined by the author and an area of study for which Arnett is a leading expert.



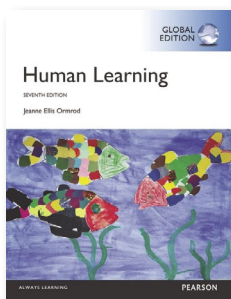
Adolescence and Emerging Adulthood: A Cultural Approach

Jeff Arnett & Malcolm Hughes

9781408253908 • ©2012
648pp • Paperback

Course: Adolescent Development

This text is an innovative and exciting European adaptation of Jeffrey Arnett's hugely successful and groundbreaking US text of the same title. The book combines the most significant approaches and ideas in developmental, social and behavioral psychology to produce a comprehensive picture of what it means to experience adolescence today.



Human Learning, 7e

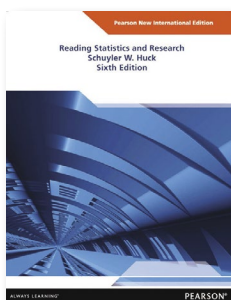
Jeanne Ellis Ormrod

9781292104386 • ©2015
624pp • Paperback

eBook version available

Course: Cognition and Instruction

The market-leading text on learning theories applied to education, this book draws readers in with a lucid and engaging writing style. It covers a broad range of theoretical perspectives, while including numerous classroom examples of how these theories apply to learning, instruction and assessment.



Reading Statistics and Research, 6e

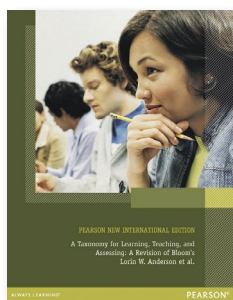
Schuyler W. Huck

9781292041407 • ©2013
512pp • Paperback

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Course: Statistics in Education

For courses in Research Methods, Reading and Understanding Research and Quantitative Methods/Statistics. This uniquely accessible text shows precisely how to decipher and critique statistically-based research reports. Praised for its non-intimidating writing style, the text emphasizes concepts over formulas. The Sixth Edition contains 492 new excerpts drawn from recent journal articles, as well as three new chapters.



A Taxonomy for Learning, Teaching and Assessing: A Revision of Bloom's Taxonomy of Educational Objectives, Abridged Edition

Lorin W. Anderson, David R. Krathwohl, Peter W. Airasian, Kathleen A. Cruikshank, Richard E. Mayer, Paul R. Pintrich, James Rath & Merlin C. Wittrock

9781292042848 • ©2013
336pp • Paperback

Course: Advanced Education Psychology

This revision of Bloom's taxonomy framework is designed to help teachers understand and implement standards-based curriculums as well as facilitate constructing and analyzing their own. A revision only in the sense that it builds on the original framework, it is a completely new manuscript in both text and organization. Its two-dimensional framework interrelates knowledge with the cognitive processes students use to gain and work with knowledge. Together, these define the goals, curriculum standards and objectives students are expected to learn. The framework facilitates the exploration of curriculums from four perspectives – what is intended to be taught, how it is to be taught, how learning is to be assessed and how well the intended aims, instruction and assessments are aligned for effective education.



The Life Span: Human Development for Helping Professionals, 3e

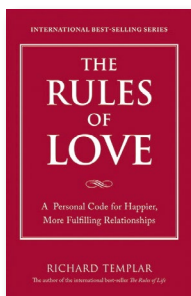
Patricia C. Broderick & Pamela Blewitt

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628pp • Paperback

eBook version available

Course: Lifespan Development (Topical Approach)

The first developmental textbook written specifically for helping professionals and graduate-level students, *The Life Span: Human Development for Helping Professionals* provides an in-depth look at the science of human development and how it applies to the fields of counseling, social work and psychology. Using counseling applications, case studies, special topics boxes and journal questions, the text introduces developmental theories and research within the context of clinical practice.



The Rules of Love: A Personal Code for Happier, More Fulfilling Relationships

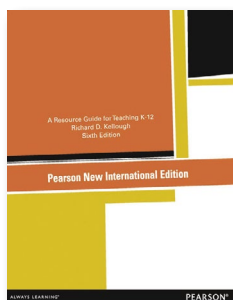
Richard Templar

9780137149964 • ©2008
240pp • Paperback

Course: Self-Development/Interpersonal Relationships

Love matters. Whether it's the romantic kind or the emotional bond between you and family or friends. Indeed latest research suggests that those who love and are loved are significantly more likely to be alive in 10 years time than those without love in their lives. Love makes us happy and the happier we are, the longer it seems we tend to live. So, why is it that some people find relationships so easy? We all know the kind of person, married forever, connected with their family and strong friendships that have stood the test of time from all stages of life. The people who make friends easily, who have someone utterly devoted to them and for whom many would do anything. What do they know and do that the rest of us could learn from? That's what you'll find in this book.

Curriculum and Instruction



A Resource Guide for Teaching K-12, 6e

Richard D. Kellough

9781292041612 • ©2013
376pp • Paperback

eBook version available

Course: General K-12 Methods

With its hallmark practicality, *A Resource Guide for Teaching K-12* uses case studies, sample units with lessons, opportunities for practice and feedback and activities to equip future teachers with numerous examples of best practices, current research findings and proven teaching strategies. This is truly one of the most comprehensive texts on the market today, made even better with its organization designed around the decision-making phases of instruction.



Building Classroom Discipline, 11e

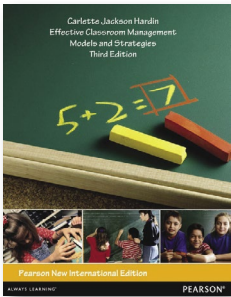
C. M. Charles

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280pp • Paperback

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Course: Classroom Management

Charles is the leading classroom management models text. It covers and applies the most important management and discipline approaches, from Redl, Wattenberg, Skinner and Glasser through Jones, Kagan, Cook and others.



Effective Classroom Management: Models and Strategies for Today's Classrooms, 3e

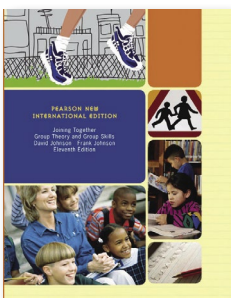
Carlette Jackson Hardin

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238pp • Paperback

eBook version available

Course: Classroom Management

Appropriate for grades K-12, this reader-friendly, practical book offers you a solid foundation for developing an individualized classroom management plan that suits your unique instructional philosophy. This book examines a variety of models of classroom management arranged according to their primary focus: classroom management as discipline, classroom management as a system and classroom management as instruction.



Joining Together: Group Theory and Group Skills, 11e

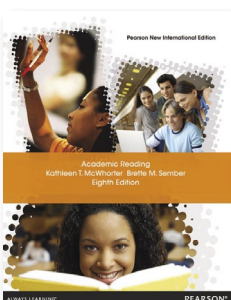
David H. Johnson
& Frank P. Johnson

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656pp • Paperback

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Course: Cooperative Learning

Introduces readers to the theory and research needed to understand how to make groups effective and, through exercises and thorough explanations, equips them with the skills required to apply that knowledge to practical situations. Chapters discuss the history of groups and group dynamics, the nature of experiential learning, group goals, communication within groups, leadership, power, decision making, controversy and creativity and conflict management. More applied chapters focus on valuing diversity, cooperative learning, leading counseling groups and team development and training.



Academic Reading, 8e

Kathleen T. McWhorter
& Brette M. Sember

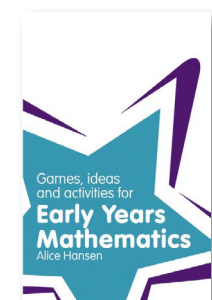
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444pp • Paperback

eBook version available

Available with MyLab Reading

Course: College Reading & Study Skills

Kathleen McWhorter offers a unique, contextualized approach that focuses on academic reading skills and also motivates students towards a particular area of interest or field of study. Readers learn important comprehension, vocabulary and critical thinking skills, as well as how to adapt these skills to their study of specific academic disciplines. While doing so, they also learn what each discipline involves and explore the available career paths. As an end result, *Academic Reading* teaches essential reading skills while opening up new academic and career possibilities.



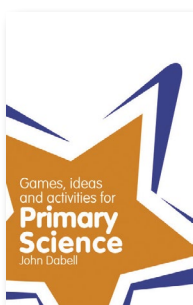
Games, Ideas and Activities for Early Years Mathematics

Alice Hansen

9781408284841 • ©2011
336pp • Paperback

Course: Math and Science Methods – Primary Level

This book provides a wealth of activities to supplement and support the teaching of math in a fun and appealing way. Designed to enable practitioners to effectively support children's mathematical development across the Early Years and Foundation Stage, this is the resource that will bring math to life in any early years setting.



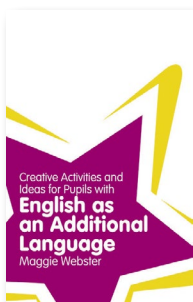
Games, Ideas and Activities for Primary Science

John Dabell

9781408223239 • ©2010
384pp • Paperback

Course: Math and Science Methods – Primary Level

This book aims to provide ready-made science lesson ideas that will considerably reduce the workload for many overburdened teachers. They can be easily adapted to suit varying levels of ability and bring science to life. This resource will provide a strong base of accessible ideas to enhance science education in the primary classroom.



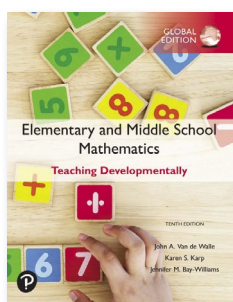
Creative Activities and Ideas for Pupils with English as an Additional Language

Maggie Webster

9781408267776 • ©2011
276pp • Paperback

Course: Language Development – Primary Level

This book contains a unique collection of 150 enjoyable and inspiring games and activities to help support learners of English as an Additional Language (EAL) in the inclusive classroom. This bank of ideas will support you in helping newly arrived pupils settle into their class and school and are easy to integrate into your planning to support your learners across the curriculum.



Elementary and Middle School Mathematics: Teaching Developmentally, 10e

John A. Van de Walle, Karen S. Karp
& Jennifer M. Bay-Williams

9781292331393 • ©2020
752pp • Paperback

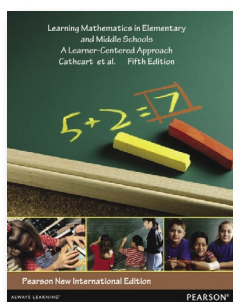
eBook version available

Pearson Horizon available

Course: Mathematics Methods in the Elementary School

Elementary and Middle School Mathematics: Teaching Developmentally illustrates how children learn mathematics and then shows pre-service teachers the most effective methods of teaching PreK-8 math through hands-on, problem-based activities.

As teacher candidates engage with the activities, they boost their own knowledge of the math and learn concrete, developmentally appropriate ways to incorporate problem-based tasks in their classrooms. Examples of real student work and new common challenges and misconception tables allow readers to visualize good mathematics instruction and assessment that supports and challenges all learners.



Learning Mathematics in Elementary and Middle Schools: A Learner-Centered Approach, 5e

George S. Cathcart,
Yvonne M. Pothier, James H. Vance
& Nadine S. Bezuk

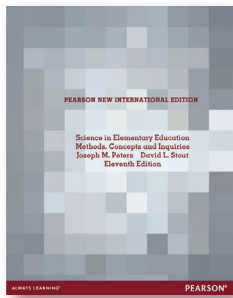
9781292042053 • ©2013
448pp • Paperback

eBook version available

Available with MyLab Education

Course: Mathematics Methods in the Elementary School

Learning Mathematics in Elementary and Middle Schools uses NCTM standards and authentic videos to illustrate and encourage a learner-centered approach to instruction. It helps you learn to evaluate how children think mathematically and how to link that knowledge to developmentally appropriate teaching practices.



Science in Elementary Education: Methods, Concepts and Inquiries, 11e

Joseph M. Peters & David L. Stout

9781292041346 • ©2013

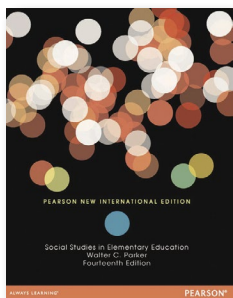
558pp • Paperback

eBook version available

Available with MyLab Education

Course: Science Methods in Elementary School

Substantially rewritten to focus on inquiry teaching and learning as espoused in the National Science Education Standards, this new edition will prepare pre-service teachers to plan, facilitate, adapt and assess inquiry experiences consistent with today's science classroom. It accomplishes this by implementing the 6E model of inquiry teaching, addressing the planning and needs of inquiry teaching classrooms and describing the materials teachers need to get up and running.



Social Studies in Elementary Education, 14e

Walter C. Parker

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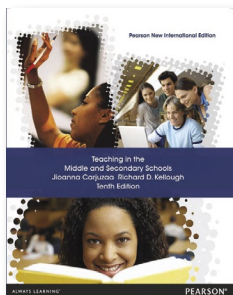
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Course: Social Studies Methods in the Elementary School

This new edition of the most popular elementary social studies methods text on the market, houses a wealth of content, strategies, tools and resources for teaching K-8 social studies. Writing with the same clarity, friendly tone and solid content of previous editions, Parker details the mission of social studies education and explores the many ways this mission can be made to serve the full complement of learners in a diverse multicultural society. He lays out the elements of a strong social studies curriculum, explains effective teaching methods and presents a wealth of field-tested examples, exercises, activities and lesson plans that will enliven every social studies classroom.



Teaching in the Middle and Secondary Schools, 10e

Joanna Carjuzaa & Richard D. Kellough

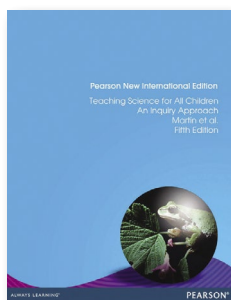
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376pp • Paperback

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Course: General Middle School/Junior High School Methods

Now in its Tenth Edition, this remains an influential text for pre-service teachers studying middle and secondary school teaching methods. Written by an expert on multicultural education, diversity and cultural differences among students are thematically integrated throughout this text and applied to all areas of study. Containing activities that focus on student-centered learning, real life scenarios that apply critical teaching skills, in-chapter exercises and end-of-chapter activities, this text is both practical and applicable as a valuable instructional text and future resource for professionals. This edition is tech savvy and updated, including a greater focus on middle school teaching methods and curriculum, twenty-first century skills and analysis of student assessment and achievement.



Teaching Science for All Children: An Inquiry Approach, 5e

Ralph Martin, Colleen Sexton, Teresa Franklin, Jack Gerlovich & Dennis McElroy

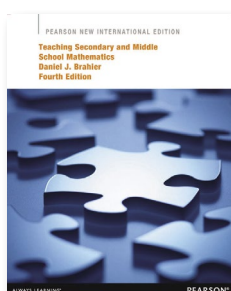
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Course: Science Methods (Middle School)

This text employs an inquiry model throughout, especially apparent in the design of its learning cycle lesson plans. Engaging Questions, Exploration, Explanation, Expansion and Evaluation make up the Es of this modern learning cycle based on the model first invented by Robert Karplus as part of the Science Curriculum Improvement Study in the 1960s. The text provides methods for future teachers to foster awareness and understanding among their students of the nature of science; to construct understandings of and connections between various science content; to encourage application of science inquiry processes in the classroom; and to develop their students' understanding of the interactions between science, technology and society.



Teaching Secondary and Middle School Mathematics, 4e

Daniel J. Brahier

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432pp • Paperback

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Course: Mathematics Methods for the Secondary School

Designed for pre-service or in-service teachers, this text presents concise, current and meaningful descriptions of what it takes to be an effective teacher of mathematics. This extensively revised resource offers a balance of theory and practice, including a wealth of examples and descriptions of student work, classroom situations and technology usage to assist any teacher in visualizing high-quality mathematics instruction in the middle and secondary classroom.



Teaching Secondary School Science: Strategies for Developing Scientific Literacy, 9e

Rodger W. Bybee, Janet Carlson Powell & Leslie W. Trowbridge

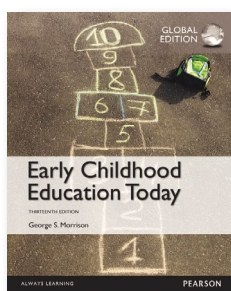
9781292042039 • ©2013
352pp • Paperback

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Course: Science Methods for the Secondary School

Solidly grounded in current recommendations of the National Science Education Standards, this text offers teaching guidance and strategies for physical, biological and earth science courses for middle school, junior high and high school. The authors' extensive curriculum development experience imbues the text with a practical focus. Their collective knowledge of the field balances coverage of the theory and research behind the strategies they present. Also, inherent in the text is a description of the role of constructivism in science teaching and the connection between science and society, including how technological development is driven by societal needs.

Early Childhood Education



Early Childhood Education Today, 13e

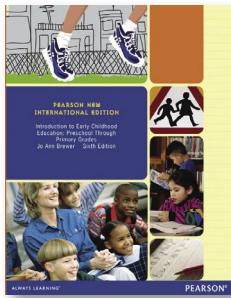
George S. Morrison

9781292019604 • ©2014
608pp • Paperback

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Course: Introduction to Early Childhood Education

A leading text for Introduction to Early Childhood Education courses keeps students on the cutting edge of early childhood teaching practice and professionalism. George Morrison's newest edition presents current, research-based information on providing high-quality early education to all children so that they can be successful in school and in life.



Introduction to Early Childhood Education: Preschool Through Primary Grades, 6e

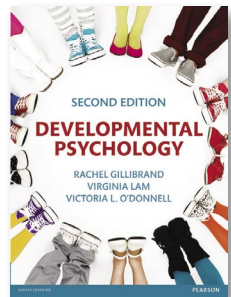
Jo Ann Brewer

9781292042015 • ©2013
588pp • Paperback

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Course: Introduction to Early Childhood Education

Using student-friendly, readable language, Jo Ann Brewer demonstrates how to integrate developmentally appropriate practice into the early childhood curriculum. The extensive coverage of curriculum, particularly early literacy and language, is a hallmark of this popular text. Unlike other texts in the market, there is a heavy focus on diversity, students with special needs and real-world experience from teachers currently in the classroom.



Developmental Psychology, 2e

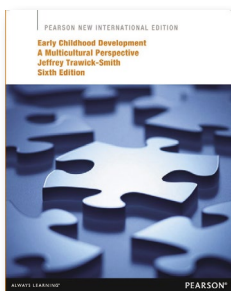
Rachel Gillibrand, Virginia Lam
& Victoria L. O'Donnell

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648pp • Paperback

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Course: Early Childhood Studies

Developmental Psychology provides a clear and lively coverage of the main topics and concepts required by the British Psychological Society (BPS). The book takes a broadly topical organization addressing the social and cognitive strands of development, providing an intuitive pathway through the core topics and a final section which focuses on the clinical and applied aspects of the subject. This Second Edition includes updated and expanded coverage of play, motor development, genetics and research methods.



Early Childhood Development: A Multicultural Perspective, 6e

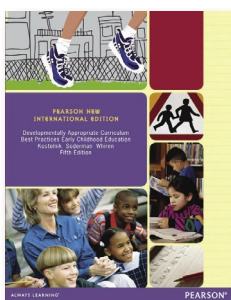
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Course: Development in Early Childhood

Early Childhood Development: A Multicultural Perspective addresses both typical and atypical child development from birth through age eight. This text highlights the diversity of child development, preparing professionals to meet the unique needs of children from a wide variety of backgrounds.



Developmentally Appropriate Curriculum: Best Practices in Early Childhood Education, 5e

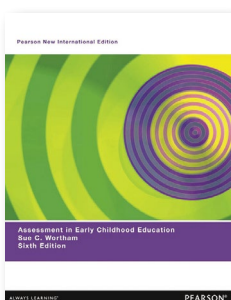
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Soderman & Alice P. Whiren

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Course: Early Childhood Curriculum

This best-selling text addresses all aspects of classroom life, including the roles of children and adults, the physical and social environments and teaching and learning within multiple domains for children age three to eight. It provides a comprehensive, cohesive approach to curriculum development, which results in greater continuity for children and practitioners in group settings in childcare, preschool and the early elementary grades.



Assessment in Early Childhood Education, 6e

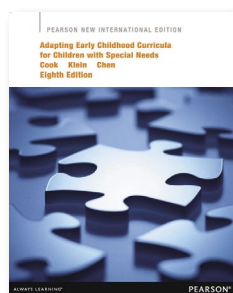
Sue C. Wortham

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328pp • Paperback

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Course: Assessment in Early Childhood

One of the most accessible and practical textbooks available on assessing young children from infancy through age eight. It provides the full range of types of assessment and how, when and why to use them. Revised and expanded information on children from diverse cultures and languages and children with disabilities has been added in this edition.



Adapting Early Childhood Curricula for Children with Special Needs, 8e

Ruth E. Cook, M. Diane Klein
& Deborah Chen

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432pp • Paperback

eBook version available

Course: Special Education in Early Childhood

This comprehensive text on early childhood special education emphasizes a developmental focus over a disability focus. The authors believe that children are more alike than different in their developmental processes and avoids the negative impact of labeling children with disability categorical names. The authors have produced a book that offers educators a practical and effective guide to finding learning opportunities within daily curriculum activities and routine.

Foundation / General Education



Brilliant Primary School Teacher: What you need to know to be a truly outstanding teacher

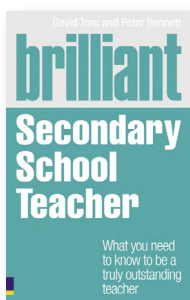
Kevin Harcombe

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Course: Introduction to Teaching

Award-winning teacher Kevin Harcombe draws on his 24 years in the classroom to help build your confidence through enlightening and reassuring advice and case studies taken directly from the chalkface. This book will become the companion you need to teach engaging lessons with impact, to plan and assess effectively and focus on your career prospects and development. Learn how to work with colleagues to achieve results and build a positive environment for learning in your classroom, whilst focusing on what you can do become an outstanding teacher.



Brilliant Secondary School Teacher: What you need to know to be a truly outstanding teacher

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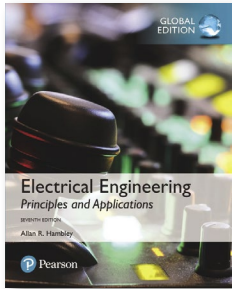
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Course: Introduction to Teaching

Cutting through theory to focus on the skills required for being a secondary school teacher in today's classrooms, this book uses anecdotes and case studies and draws on the 15 years experience of an award-winning London teacher to help you understand what being a brilliant teacher is all about – and lets you know that through good habits and effective planning, this is an achievable goal. Taking you on the journey through your first lessons with your classes, establishing a rapport with your students, planning engaging lessons and managing behavior, to meaningful assessment, the role of the form tutor and thinking about the next steps in your career, look no further for expert advice on becoming a brilliant teacher.

Engineering

Electrical Engineering



Electrical Engineering: Principles and Applications, 7e

Allan R. Hambley

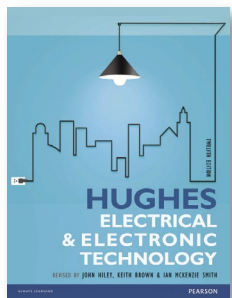
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Course: Introduction to Electrical Engineering

Electrical Engineering: Principles and Applications helps students learn electrical-engineering fundamentals with minimal frustration. Its goals are to present basic concepts in a general setting, to show students how the principles of electrical engineering apply to specific problems in their own fields and to enhance the overall learning process. Circuit analysis, digital systems, electronics and electromechanics are covered. This edition has been updated with many new practice tests and end-of-chapter problems.



Hughes Electrical and Electronic Technology, 12e

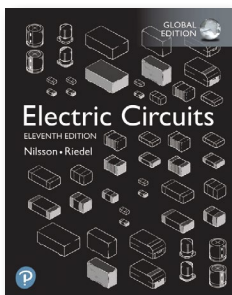
Edward Hughes, John Hiley,
Ian McKenzie-Smith & Keith Brown

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Course: Introduction to Electrical Engineering

All engineers need to understand the fundamental principles of electrical and electronic technology. This best-selling text provides a clear and accessible introduction to the area, with balanced coverage of electrical, electronic and power engineering.



Electric Circuits, 11e

James Nilsson & Susan Riedel

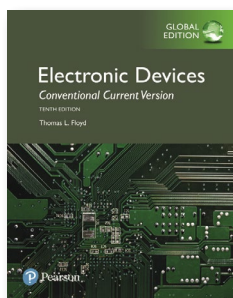
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Course: Circuit Analysis

The fundamental goals of the best-selling *Electric Circuits* remain unchanged. The 11th Edition continues to motivate students to build new ideas based on concepts previously presented, to develop problem-solving skills that rely on a solid conceptual foundation and to introduce realistic engineering experiences that challenge students to develop the insights of a practicing engineer. This edition represents the most extensive revision since the Fifth Edition with every sentence, paragraph, subsection and chapter examined and often rewritten to improve clarity, readability and pedagogy – without sacrificing the breadth and depth of coverage that *Electric Circuits* is known for. Dr. Susan Riedel draws on her classroom experience to introduce the Analysis Methods feature, which gives students a step-by-step problem-solving approach.



Electronic Devices (Conventional Current Version), 10e

Thomas L. Floyd

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928pp • Paperback

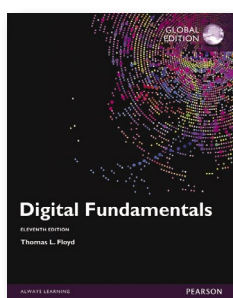
eBook version available

Pearson Horizon available

Course: Circuit Analysis

Electronic Devices provides a solid foundation in basic analog electronics and a thorough introduction to analog integrated circuits and programmable devices. The text identifies the circuits and components within a system, helping students see how the circuit relates to the overall system function. Full-color photos and illustrations and easy-to-follow worked examples support the text's strong emphasis on real-world application and troubleshooting. Updated throughout, the Tenth Edition features selected circuits keyed to Multisim V14 and LT Spice files so that students learn how to simulate, analyze and troubleshoot using the latest circuit simulation software.

Electron Flow version also available



Digital Fundamentals, 11e

Thomas L. Floyd

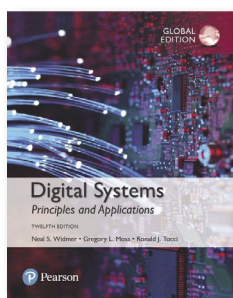
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eBook version available

Pearson Horizon available

Course: Digital Electronics

Digital Fundamentals, Eleventh Edition, continues its long and respected tradition of offering students a strong foundation in the core fundamentals of digital technology, providing basic concepts reinforced by plentiful illustrations, examples, exercises and applications. The text's teaching and learning resources include an Instructor's Manual, PowerPoint lecture slides and Test Bank, as well as study resources for students.



Digital Systems, 12e

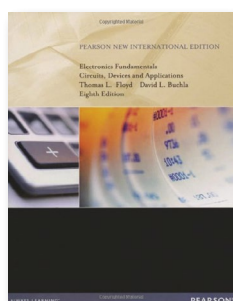
Ronald Tocci, Neal Widmer
& Greg Moss

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1024pp • Paperback

eBook version available

Course: Digital Electronics

Written for all courses in digital electronics – from introductory to advanced, from high school to two and four-year college programs – this Twelfth Edition of *Digital Systems* thoroughly prepares students for the study of digital systems and computer and microcontroller hardware. The text begins with the basics of digital systems, including the AHDL hardware description language, then gradually progresses to increasingly challenging topics, including the more complex VHDL.



Electronics Fundamentals: Circuits, Devices & Applications, 8e

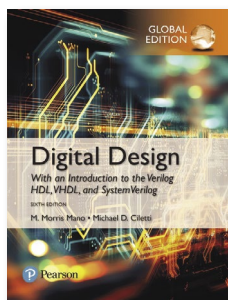
Thomas L. Floyd & David Buchla

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Course: Introduction to Electronics

This renowned text offers a comprehensive yet practical exploration of basic electrical and electronic concepts, hands-on applications and troubleshooting. Written in a clear and accessible narrative, the Seventh Edition focuses on fundamental principles and their applications to solving real circuit analysis problems and devotes six chapters to examining electronic devices.



Digital Design, 6e

M. Morris Mano & Michael D. Ciletti

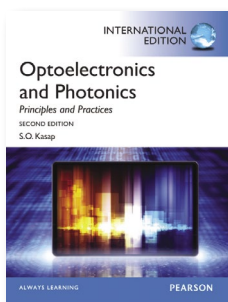
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Course: Digital Design

A modern update to a classic, authoritative text, *Digital Design, Sixth Edition* teaches the fundamental concepts of digital design in a clear, accessible manner. It presents the basic tools for the design of digital circuits and provides procedures suitable for a variety of digital applications. It supports a multimodal approach to learning, with a focus on digital design, regardless of language. Recognizing that three public-domain languages – Verilog, VHDL and SystemVerilog – all play a role in design flows for today's digital devices, the text now offers parallel tracks of presentation of multiple languages, but allows concentration on a single, chosen language.



Optoelectronics & Photonics: Principles & Practices, 2e

Safa O. Kasap

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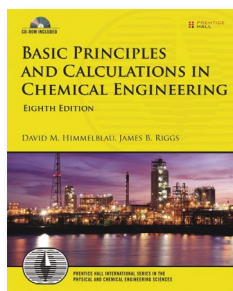
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For one-semester, undergraduate-level courses in *Optoelectronics and Photonics*, in the departments of electrical engineering, engineering physics and materials science and engineering. This text takes a fresh look at the enormous developments in electro-optic devices and associated materials – such as Pockels (Lithium Niobate) modulators.

Chemical Engineering



Basic Principles and Calculations in Chemical Engineering, 8e

David M. Himmelblau

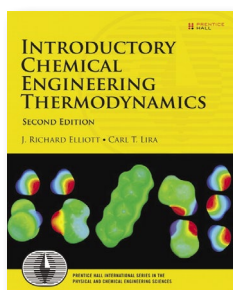
& James B. Riggs

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Basic Principles and Calculations in Chemical Engineering, Eighth Edition goes far beyond traditional introductory chemical engineering topics, presenting applications that reflect the full scope of contemporary chemical, petroleum and environmental engineering. Celebrating its fiftieth Anniversary as the field's leading practical introduction, it has been extensively updated and reorganized to cover today's principles and calculations more efficiently and to present far more coverage of bioengineering, nanoengineering and green engineering.



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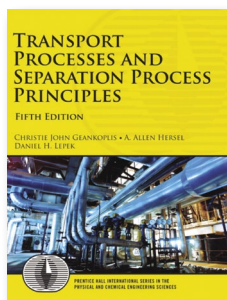
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Course: Thermodynamics

In this book, two leading experts and long-time instructors thoroughly explain thermodynamics, taking the molecular perspective that working engineers require (and competitive books often avoid). This edition contains extensive coverage of today's fast-growing biochemical engineering applications, notably biomass conversion to fuels and chemicals.



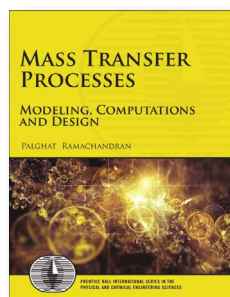
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Mass Transfer Processes: Modeling, Computations and Design

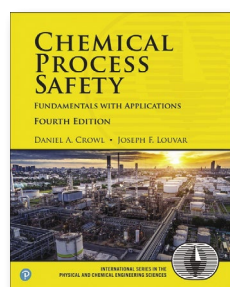
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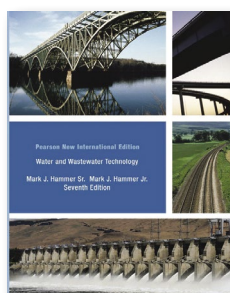
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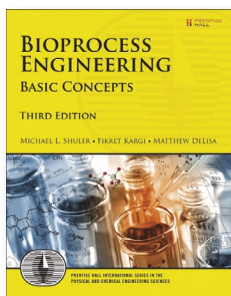
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Mark J. Hammer, Sr.
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Appropriate for courses in Water Resources, Groundwater and Wastewater. The Seventh Edition of *Water and Wastewater Technology* continues its tradition of covering water processing principles and modern management practices, but now integrates a new emphasis on sustainability throughout.



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Michael L. Shuler & Fikret Kargi

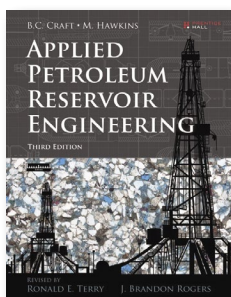
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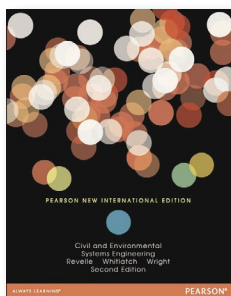
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Course: Reservoir Engineering

Craft and Hawkins' classic introduction to petroleum reservoir engineering is now fully updated for new technologies and methods, preparing students and practitioners to succeed in the modern industry. In *Applied Petroleum Reservoir Engineering, Third Edition*, renowned expert Ronald E. Terry and project engineer J. Brandon Rogers review the history of reservoir engineering, define key terms, carefully introduce the material balance approach and show how to apply it with many types of reservoirs.

Introduction to Civil Engineering



Civil and Environmental Systems Engineering, 2e

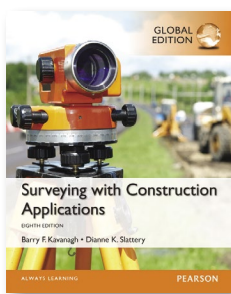
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For junior/senior-level courses in Systems Analysis or Systems Analysis and Economics as applied to civil engineering. This text is designed to enhance the student's learning experience by providing exposure to modeling ideas and concepts. Network flow problems are emphasized by highlighting their study separately from the general integer programming models that are considered. With a wider range of examples and exercises that conclude many chapters, this text offers students an extremely practical, accessible study on the most modern skills available for the design, operation and evaluation of civil and environmental engineering systems.



Surveying with Construction Applications, 8e

Barry Kavanagh & Tom Mastin

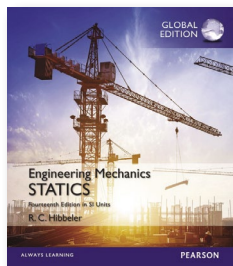
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Course: Surveying

Known for its state-of-the-art coverage and clear, concise approach, *Surveying with Construction Applications, Eighth Edition* covers the latest advances and foundational principles of surveying. Covering both principles and a wide range of contemporary applications, it is well-suited to Fundamentals courses, Applications courses, or both.

Mechanics and Materials Engineering



Engineering Mechanics: Statics in SI Units, 14e

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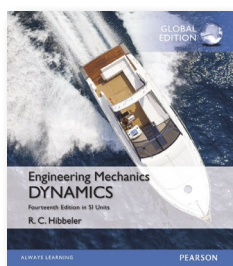
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Russell C. Hibbeler

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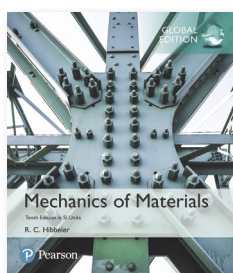
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Russell C. Hibbeler

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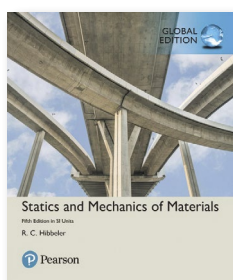
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Mechanics of Materials clearly and thoroughly presents the theory and supports the application of essential mechanics of materials principles. Professor Hibbeler's concise writing style, countless examples and stunning four-color photorealistic art program – all shaped by the comments and suggestions of hundreds of colleagues and students – help students visualize and master difficult concepts.



Statics and Mechanics of Materials in SI Units, 5e

Russell C. Hibbeler

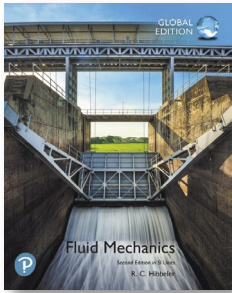
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Course: Statics and Strength of Materials

Statics and Mechanics of Materials represents a combined abridged version of two of the author's books, namely *Engineering Mechanics: Statics, Fourteenth Edition* and *Mechanics of Materials, Tenth Edition*. It provides a clear and thorough presentation of both the theory and application of the important fundamental topics of these subjects, that are often used in many engineering disciplines. The development emphasizes the importance of satisfying equilibrium, compatibility of deformation and material behavior requirements.



Fluid Mechanics in SI Units, 2e

Russell C. Hibbeler

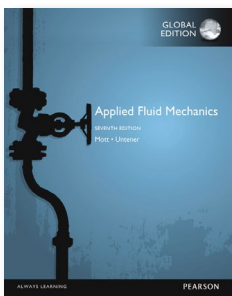
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Course: Fluid Mechanics

Fluid Mechanics is intended to provide a comprehensive guide to a full understanding of the theory and many applications of fluid mechanics. The text features many of the hallmark pedagogical aids unique to Hibbeler texts, including its student-friendly, clear organization. The text supports the development of student problem-solving skills through a large variety of problems, representing a broad range of engineering disciplines that stress practical, realistic situations encountered in professional practice and provide varying levels of difficulty. The second edition has expanded topic coverage and new Example and Fundamental Problems intended to further students' understanding of the theory and its applications.



Applied Fluid Mechanics, 7e

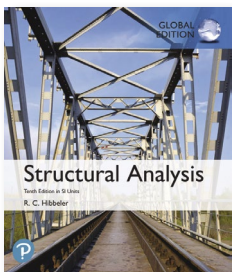
Robert L. Mott & Joseph A. Untener

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Now in full color with an engaging new design, *Applied Fluid Mechanics, Seventh Edition*, is the fully updated edition of the most popular applications-oriented approach to engineering fluid mechanics. It offers a clear and practical presentation of all basic principles of fluid mechanics (both statics and dynamics), tying theory directly to real devices and systems used in mechanical, chemical, civil and environmental engineering.

Structural Engineering



Structural Analysis in SI Units, 10e

Russell C. Hibbeler

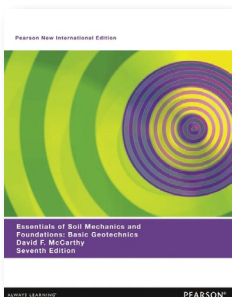
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Course: Structural Analysis

Structural Analysis in SI Units, presents the theory and applications of structural analysis as it applies to trusses, beams and frames. Through its student-friendly, clear organization, the text emphasizes developing the ability to model and analyze a structure in preparation for professional practice. This new edition features many new problems and an expanded discussion of structural modeling, specifically the importance of modeling a structure so it can be used in computer analysis. Newly added material includes a discussion of catenary cables and further clarification for drawing moment and deflection diagrams for beams and frames.



Essentials of Soil Mechanics and Foundations: Basic Geotechnics, 7e

David F. McCarthy

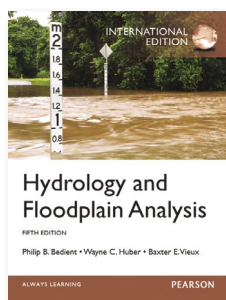
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Course: Soil Mechanics

Essentials of Soil Mechanics and Foundations: Basic Geotechnics provides a clear, detailed presentation of soil mechanics: the background and basics, the engineering properties and behavior of soil deposits and the application of soil mechanics theories. Appropriate for soil mechanics courses in engineering, architectural and construction-related programs, this edition features a separate chapter on earthquakes, a more logical organization and new material relating to pile foundations design and construction and soil permeability.

Environmental Engineering



Hydrology and Floodplain Analysis, 5e

Philip B. Bedient, Wayne C. Huber
& Baxter E. Vieux

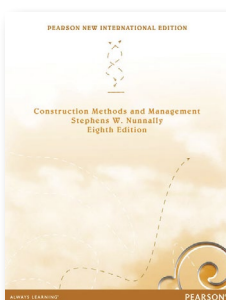
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Course: Hydrology

This text offers a clear and up-to-date presentation of fundamental concepts and design methods required to understand hydrology and floodplain analysis. It addresses the computational emphasis of modern hydrology and provides a balanced approach to important applications in watershed analysis, floodplain computation, flood control, urban hydrology, stormwater design and computer modeling.

Construction Engineering



Construction Methods and Management, 8e

Stephens W. Nunnally

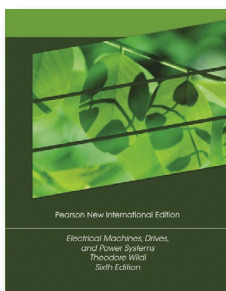
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Course: Construction Management

Construction Methods and Management is designed to guide construction engineers and managers in planning, estimating and directing construction operations safely and effectively. Comprehensive and up-to-date, the text integrates major construction management topics with an explanation of the methods of heavy/highway and building construction. It incorporates both customary U.S. units and metric (SI) units and is the only text to present concrete formwork design equations and procedures using both measurement systems. This edition features information on the latest developments in soil excavation, asphalt paving and earthmoving equipment.

Power and Machines



Electrical Machines, Drives and Power Systems, 6e

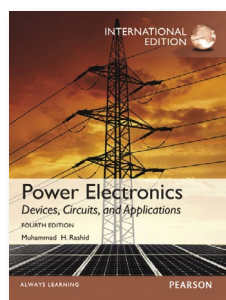
Theodore Wildi

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Course: Electric Machines

This best-selling text employs a theoretical, practical, multidisciplinary approach to provide introductory students with a broad understanding of modern electric power. The scope of the book reflects the rapid changes that have occurred in power technology over the past few years – allowing the entrance of power electronics into every facet of industrial drives and expanding the field to open more career opportunities.



Power Electronics: Devices, Circuits and Applications, 4e

Muhammad H. Rashid

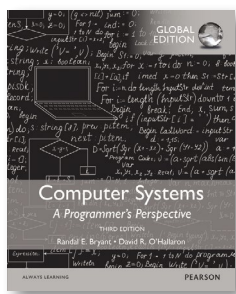
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Course: Power Electronics

This text covers the basics of emerging areas in power electronics and a broad range of topics such as power switching devices, conversion methods, analysis and techniques and applications. Its unique approach covers the characteristics of semiconductor devices first, then discusses the applications of these devices for power conversions. Four main applications are included: flexible ac transmissions (FACTS), static switches, power supplies, dc drives and ac drives.

Computer Engineering



Computer Systems: A Programmer's Perspective, 3e

Randal E. Bryant
& David R. O'Hallaron

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Course: Computer Architecture

Computer systems: A Programmer's Perspective explains the underlying elements common among all computer systems and how they affect general application performance. Written from the programmer's perspective, this book strives to teach students how understanding basic elements of computer systems and executing real practice can lead them to create better programs. Spanning across computer science themes such as hardware architecture, the operating system and systems software, the Third Edition serves as a comprehensive introduction to programming.



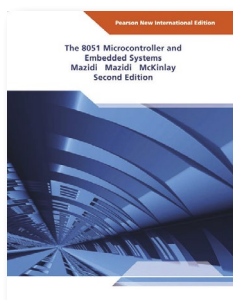
Parallel Algorithms CP

Pranay Chaudhuri

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Course: Parallel Processing

This book covers a wealth of important material on parallel algorithms in depth for the solution of problems in a variety of application areas highlighting the importance of parallel graph algorithms. It covers all existing material and research on parallel graph algorithms as well as other important topics relating to parallel algorithms such as: parallel matrix and boolean matrix multiplication algorithms.



8051 Microcontroller and Embedded Systems, 2e

Muhammad Ali Mazidi, Janice G.
Mazidi & Rolin D. McKinlay

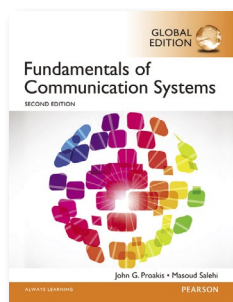
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640pp • Paperback

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Course: Embedded Systems

Mazidi's 8051 Microcontroller text emphasizes the programming and interfacing of the 8051. A systematic, step-by-step approach is used to cover various aspects of 8051. C and Assembly language programming and interfacing. Many examples and sample programs are given to clarify the concepts and provide students with an opportunity to learn by doing.

Networking and Communication



Fundamentals of Communication Systems, 2e

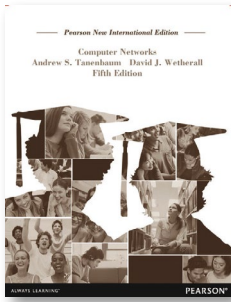
John G. Proakis & Masoud Salehi

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Course: Communication Systems

This text introduces the basic techniques used in modern communication systems and provides fundamental tools and methodologies used in the analysis and design of these systems. The authors emphasize digital communication systems, including new generations of wireless communication systems, satellite communications and data transmission networks. A background in calculus, linear algebra, basic electronic circuits, linear system theory and probability and random variables is assumed.



Computer Networks, 5e

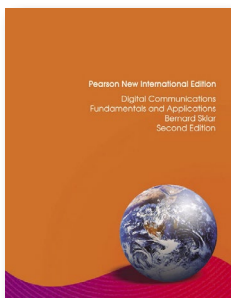
Andrew S. Tanenbaum
& David J. Wetherall

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Course: Computer Networks

Tanenbaum takes a structured approach to explaining how networks work from the inside out. He starts with an explanation of the physical layer of networking, computer hardware and transmission systems; then works his way up to network applications. Tanenbaum's in-depth application coverage includes email; the domain name system; the World Wide Web (both client- and server-side); and multimedia (including voice over IP, Internet radio video on demand, video conferencing and streaming media).



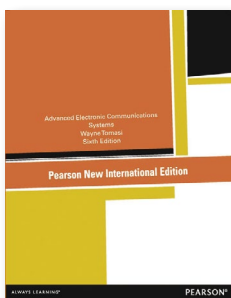
Digital Communications: Fundamentals and Applications, 2e

Bernard Sklar

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1072pp • Paperback

Course: Digital Communication

Exceptionally accessible, this book presents the often difficult concepts of digital communications in an easy-to-understand manner – without diluting the mathematical precision. Using a student-friendly approach, it develops the important techniques in the context of a unified structure – providing organization and structure to a field that has and continues, to grow rapidly and ensuring that students gain an awareness of the big picture even while delving into the details. It traces signals and key processing steps from the information source through the transmitter, channel, receiver and ultimately to the information sink.



Advanced Electronic Communications Systems, 6e

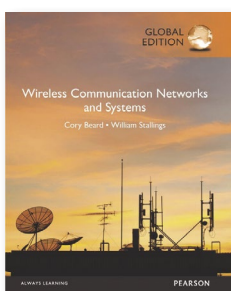
Wayne Tomasi

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Course: Telecommunications

Comprehensive in scope and contemporary in coverage, this text explores modern digital and data communications systems, microwave radio communications systems, satellite communications systems and optical fiber communications systems.



Wireless Communication Networks and Systems

Cory Beard & William Stallings

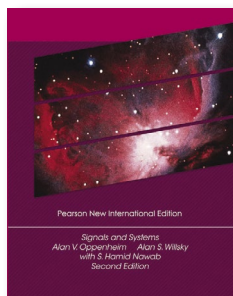
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Course: Wireless Communications

Wireless Communication Networks and Systems covers all types of wireless communications, from satellite and cellular to local and personal area networks. Organized into four easily comprehensible, reader-friendly parts, it presents a clear and comprehensive overview of the field of wireless communications. For those who are new to the topic, the book explains basic principles and fundamental topics concerning the technology and architecture of the field.

Signals and Systems



Signals and Systems, 2e

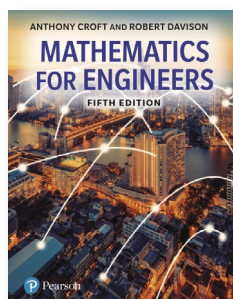
Alan V. Oppenheim, Alan S. Willsky & S. Hamid

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948pp • Paperback

Course: Signals and Systems

This comprehensive exploration of signals and systems develops continuous-time and discrete-time concepts/methods in parallel – highlighting the similarities and differences. It features introductory treatments of the applications of these basic methods in such areas as filtering, communication, sampling, discrete-time processing of continuous-time signals and feedback. Relatively self-contained, the text assumes no prior experience with system analysis, convolution, Fourier analysis, or Laplace and z-transforms.

Numerical Methods



Mathematics for Engineers, 5e

Tony Croft & Robert Davison

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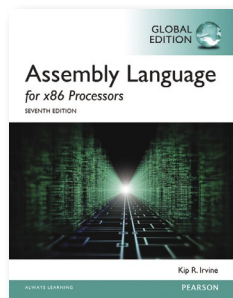
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Course: Engineering Mathematics

Mathematics for Engineers introduces Engineering students to Maths, building up right from the basics. Examples and questions throughout help students to learn through practice and applications sections labelled by engineering stream encourage an applied and fuller understanding. Understanding key mathematical concepts and applying them successfully to solve problems are vital skills that all engineering students must acquire. *Mathematics for Engineers* teaches, develops and nurtures those skills. Practical, informal and accessible, it begins with the foundations and gradually builds upon this knowledge as it introduces more complex concepts to cover all requirements for a first year engineering maths course, together with introductory material for even more advanced topics.

Microcomputers, Microprocessors and Chips



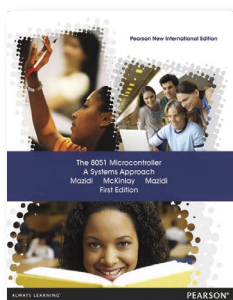
Assembly Language for x86 Processors, 7e

Kip R. Irvine

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720pp • Paperback

Course: Assembly Language Programming – IBM PC

Written specifically for 32- and 64-bit Intel/Windows platform, this complete and fully updated study of assembly language teaches students to write and debug programs at the machine level. This text simplifies and demystifies concepts that students need to grasp before they can go on to more advanced computer architecture and operating systems courses. Students put theory into practice through writing software at the machine level, creating a memorable experience that gives them the confidence to work in any OS/machine-oriented environment.



The 8051 Microcontroller: A Systems Approach

Muhammad A. Mazidi, Rolin D. McKinlay & Janice G. Mazidi

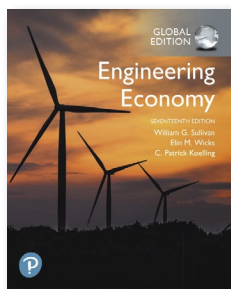
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576pp • Paperback

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Course: Microcontrollers

The 8051 Microprocessor: A Systems Approach emphasizes the programming and interfacing of the 8051. Using a systematic, step-by-step approach, the text covers various aspects of 8051, including C and Assembly language programming and interfacing. Throughout each chapter, examples, sample programs and sectional reviews clarify the concepts and offer students an opportunity to learn by doing.

Engineering Economy and Management



Engineering Economy, 16e

William G. Sullivan, Elin M. Wicks
& C. Patrick Koelling

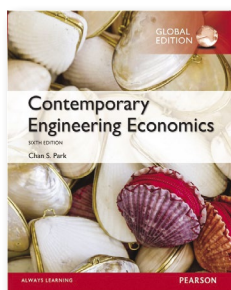
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Course: Engineering Economy

Used by engineering students worldwide, this bestselling text provides a sound understanding of the principles, basic concepts and methodology of engineering economy. Explanations and examples that are student-centered and practical in real-life situations help students develop proficiency in the methods and processes for making rational decisions. Built upon the rich and time-tested teaching materials of earlier editions, the text is extensively revised and updated to reflect current trends and issues. The new edition captures the spirit of environmental sustainability with more than 160 "green" problems, as well as new end-of-chapter problems and group exercises and includes updates to the new 2017 Federal Tax code revisions.



Contemporary Engineering Economics, 6e

Chan S. Park

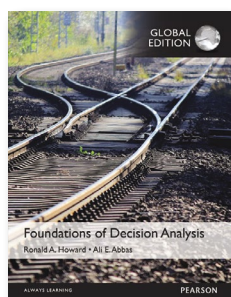
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Course: Engineering Economy

Contemporary Engineering Economics teaches engineers how to make smart financial decisions in an effort to create economical products. As design and manufacturing become an integral part of engineers' work, they are required to make more and more decisions regarding money. The Sixth Edition helps students think like the 21st century engineer who is able to incorporate elements of science, engineering, design and economics into his or her products.



Foundations of Decision Analysis

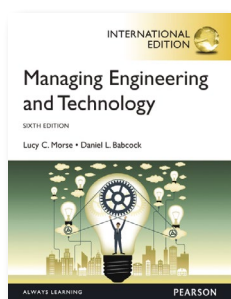
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Foundations of Decision Analysis is a groundbreaking text that explores the art of decision making, both in life and in professional settings. By exploring themes such as dealing with uncertainty and understanding the distinction between a decision and its outcome, the First Edition teaches students to achieve clarity of action in any situation.



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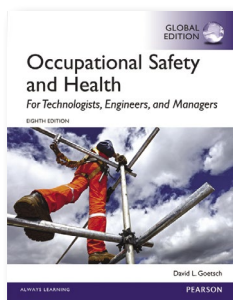
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Course: Engineering Management

Managing Engineering and Technology is designed to teach engineers, scientists and other technologists the basic management skills they will need to be effective throughout their careers.

Human Factors Engineering



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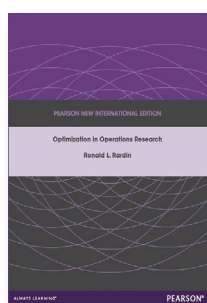
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Course: Industrial Safety

This comprehensive, extensively updated text covers all aspects of occupational safety and health in today's global workplace. This edition presents new and revised regulations, emerging approaches and trends, updated statistics and other new material of significant importance to students and practitioners in the field. Among the dozens of new topics covered: ROI for safety/health investments; Heinrich's theory; Worker's Compensation lawsuits; fall protection; hard hat ratings; PPE for cold work environments; indoor air quality investigations; fungal growth assessment; nanoscale materials; and noise reduction ratings.



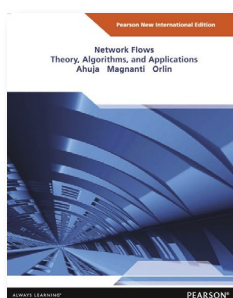
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Course: Non-Linear Programming

Covers a broad range of optimization techniques, including linear programming, network flows, integer/combinational optimization and nonlinear programming. Emphasizes the importance of modeling and problem formulation, this text teaches students how to apply algorithms to real-world problems to arrive at optimal solutions.



Network Flows: Theory, Algorithms and Applications

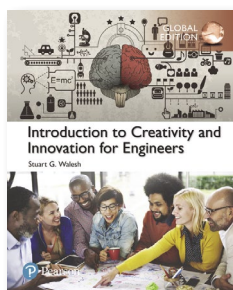
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Course: Network Programming

A comprehensive introduction to network flows that brings together the classic and the contemporary aspects of the field and provides an integrative view of theory, algorithms and applications.

Introductory Engineering



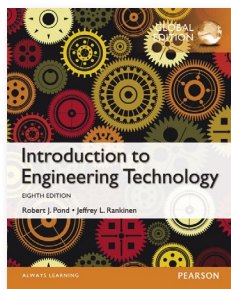
Introduction to Creativity and Innovation for Engineers

Stuart G. Walesh

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This first edition of *Introduction to Creativity and Innovation for Engineers* was primarily designed for engineering students interested in acquiring knowledge, skills and attitudes that will help them be more creative and innovative. While intended primarily for engineering students, the widely applicable principles, ideas, tools and methods introduced will also be useful for practicing engineers and as well as members of other disciplines.



Introduction to Engineering Technology, 8e

Robert J. Pond & Jeffrey L. Rankinen

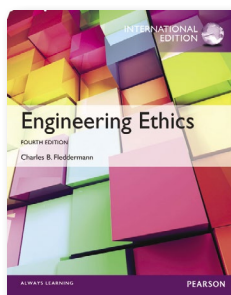
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Course: Introduction to Engineering Technology

Introduction to Engineering Technology explains the responsibilities of technicians and technologists in the dynamic world of engineering. The basic tools of engineering technology, including problem solving, calculator skills, conversion of units, geometry, computer skills and technical reporting, are explained. Mathematical concepts are presented in a moderately-paced manner, including practical, worked-out examples for the engineering calculator.



Engineering Ethics, 4e

Charles B. Fleddermann

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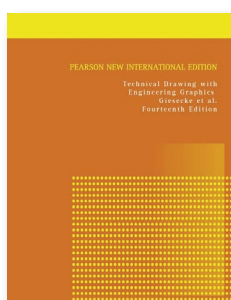
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Course: Ethics in Engineering

Engineering Ethics serves as both a textbook and a resource for the study of engineering ethics. It is written to help future engineers be prepared for confronting and resolving ethical dilemmas that they might encounter during their professional careers.

Engineering Graphics / Software



Technical Drawing with Engineering Graphics

Frederick E. Giesecke, Ivan Leroy Hill, Henry C. Spencer, Alva Mitchell, John T. Dygdon, James E. Novak, Shawna D. Lockhart & Marla Goodman

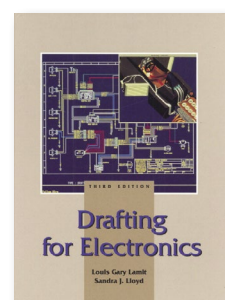
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Course: Computer-Aided Drawing – AutoCAD

Technical Drawing and Engineering Graphics provides a clear, comprehensive introduction and detailed, easy-to-use reference to creating 2D documentation drawings and engineering graphics by hand or using CAD. It offers excellent technical detail, up-to-date standards, motivating real-world examples and clearly explained theory and technique in a colorful, highly visual, concisely written format. Designed as an efficient tool for busy, visually oriented learners, this edition expands on well-tested material, bringing its content up-to-date with the latest standards, materials, industries and production processes.



Drafting for Electronics, 3e

G. Louis Lamit & J. Sandra Lloyd

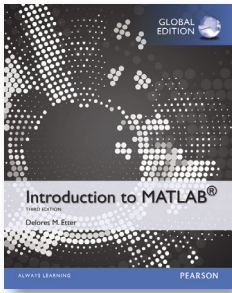
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594pp • Paperback

Course: Drafting for Electronics

Ideal as both a text and reference, this comprehensive introduction to electronic drafting and design is designed to meet the needs of 1) those with drafting skills who need to apply drafting to electronics, 2) those with electronics skills who need introduction to drafting principles and 3) those who need exposure to both electronics applications and drafting fundamentals.

Title available on demand



Introduction to MATLAB, 3e

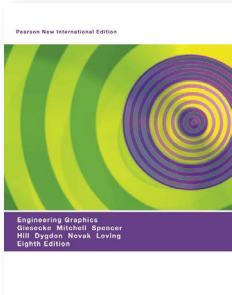
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Course: MATLAB

Best-selling author Delores Etter provides an up-to-date introduction to MATLAB. Using a consistent five-step problem-solving methodology, Etter describes the computational and visualization capabilities of MATLAB and illustrates the problem solving process through a variety of engineering examples and applications.



Engineering Graphics, 8e

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John T. Dygdon, James E. Novak &
Robert Olin Loving

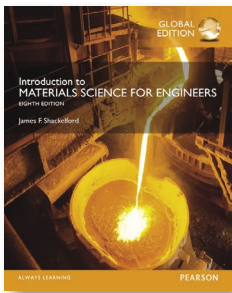
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Course: Engineering Graphics

This authoritative text dominates the market by offering the best coverage of basic graphics principles and an unmatched set of fully machineable working drawings. Its practical, well illustrated, step-by-step explanations of procedures have successfully trained students for 60 years and continue to appeal to today's visually oriented students.

Materials Engineering



Introduction to Materials Science for Engineers, 8e

James F. Shackelford

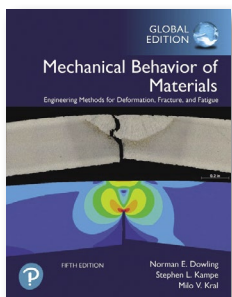
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Available with Mastering Engineering

Course: Materials Science

Introduction to Materials Science for Engineers provides balanced, current treatment of the full spectrum of engineering materials, covering all the physical properties, applications and relevant properties associated with engineering materials. It explores all of the major categories of materials while also offering detailed examinations of a wide range of new materials with high-tech applications.



Mechanical Behavior of Materials, 5e

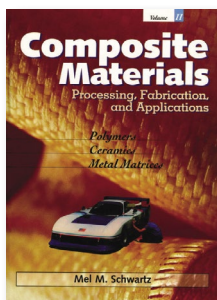
Norman E. Dowling

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eBook version available

Course: Mechanical Behavior of Materials

Mechanical Behavior of Materials, 5th Edition introduces the spectrum of mechanical behavior of materials and covers the topics of deformation, fracture and fatigue. The text emphasizes practical engineering methods for testing structural materials to obtain their properties, predicting their strength and life and avoiding structural failure when used for machines, vehicles and structures. With its logical treatment and ready-to-use format, the text is ideal for upper-level undergraduate students who have completed an elementary mechanics of materials course. The 5th Edition features many improvements and updates throughout including new or revised problems and questions and a new chapter on Environmentally Assisted Cracking.



Composite Materials, Vol. II: Processing, Fabrication and Applications

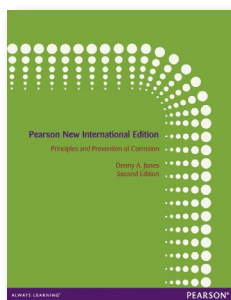
Mel M. Schwartz

9780133000399 • ©1997
592pp • Paperback

Course: Composite Materials

This second volume on composite material fabrication, processing and future reinforced composite material systems seeks to cover the vast field of materials and engineering. Postprocessing and manufacturing of composite materials is described, covering joining, machining, forming, drilling, cutting and finishing.

Title available on demand



Principles and Prevention of Corrosion, 2e

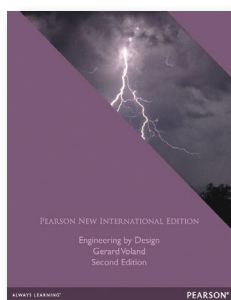
Denny A. Jones

9781292042558 • ©2013
592pp • Paperback

Course: Corrosion

Comprehensive in approach, this text explores the scientific principles and methods that underlie the cause, detection, measurement and prevention of many metal corrosion problems in engineering practice. Most chapters progress from qualitative, descriptive sections (including methods of prevention and testing), to more quantitative sections (involving metallurgy and electrochemistry) and finally to sections on current research developments in the chapter topic.

Engineering Design



Engineering by Design, 2e

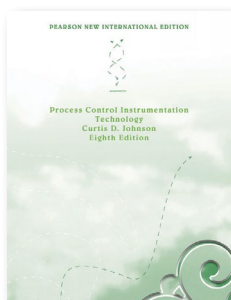
Gerald Voland

9781292027104 • ©2013
496pp • Paperback

eBook version available

Course: Design (Introductory)

Engineering by Design introduces students to a broad range of important design topics. The engineering design process provides the skeletal structure for the text, around which is wrapped numerous cases that illustrate both successes and failures in engineering design. The text provides a balance of qualitative presentation of engineering practices that can be understood by students with little technical knowledge and a more quantitative approach in which substantive analytical techniques are used to develop and evaluate proposed engineering solutions. This flexibility means that the text can be used in a wide variety of courses.



Process Control Instrumentation Technology, 8e

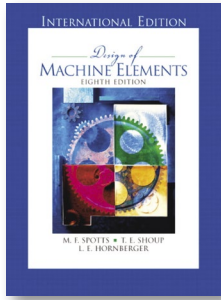
Curtis D. Johnson

9781292026015 • ©2013
688pp • Paperback

eBook version available

Course: Measurement and Instrumentation

This text provides students with an understanding and appreciation of some of the essential concepts behind control system elements and operations, without the need of advanced math and theory. It also presents some of the practical details of how elements of a control system are designed and operated. This edition includes treatment of modern fieldbus approaches to networked and distributed control systems. This middle ground of knowledge enables students to design the elements of a control system from a practical, working perspective and comprehend how these elements affect overall system operation and tuning.



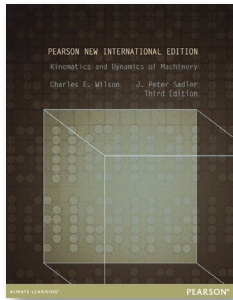
Design of Machine Elements, 8e

Merhyle F. Spotts, Terry E. Shoup
& Lee E. Hornberger

9780131269552 • ©2003
944pp • Paperback

Course: Mechanical Design

Considered a classic in its field, this new edition of *Design of Machine Elements* represents over 80 years of combined classroom and industry experience of its three authors. The text presents a comprehensive survey of machine elements and analytical design methods and gives students the tools and techniques necessary to facilitate design calculations for the most frequently encountered mechanical elements.



Kinematics and Dynamics of Machinery, 3e

Charles E. Wilson & J. Peter Sadler

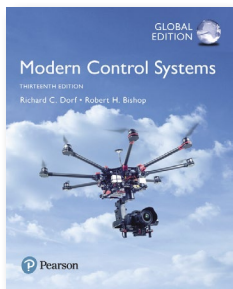
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848pp • Paperback

eBook version available

Course: Mechanism Design

It is a tool for professors who wish to develop the ability of students to formulate and solve problems involving linkages, cams, gears, robotic manipulators and other mechanisms. There is an emphasis on understanding and utilizing the implications of computed results. Students are expected to explore questions like What do the results mean? and How can you improve the design?

Control



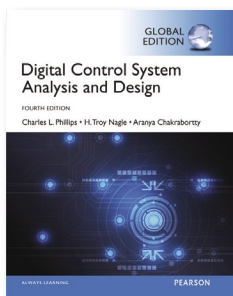
Modern Control Systems, 13e

Richard C. Dorf & Robert H. Bishop

9781292152974 • ©2017
1032pp • Paperback

Course: Control Theory

The purpose of Dorf's *Modern Control Systems* is to present the structure of feedback control theory and to provide a sequence of exciting discoveries. The book demonstrates various real-world, global engineering problems while touching on evolving design strategies like green technology. Some of the themes at-hand include climate change, clean water, sustainability, waste management, emissions reduction and minimizing energy. Throughout the text, students apply theory to the design and analysis of control systems.



Digital Control System Analysis & Design, 4e

Charles L. Phillips, Troy Nagle,
James Brickley &
Aranya Chakraborty

9781292061221 • ©2014
528pp • Paperback

eBook version available

Course: Digital Controls

This revision of the best-selling text in digital controls is a significant update with the integration of MATLAB software and new coverage in several areas. This program presents a better teaching and learning experience – for you and your students.

Manufacturing Engineering



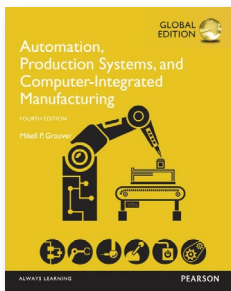
Manufacturing Engineering and Technology, SI Edition, 7e

Serope Kalpakjian & Stephen R. Schmid

9789810694067 • ©2013
1224pp • Paperback

Course: Manufacturing Processes

Manufacturing Engineering and Technology presents a mostly qualitative description of the science, technology and practice of manufacturing. This includes detailed descriptions of manufacturing processes and the manufacturing enterprise that will help introduce students to important concepts. With a total of 120 examples and case studies and up-to-date and comprehensive coverage of all topics, this text provides a solid background for manufacturing students and serves as a valuable reference text for professionals.



Automation, Production Systems and Computer-Integrated Manufacturing, 4e

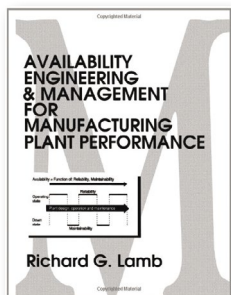
Mikell Groover

9781292076119 • ©2015
816pp • Paperback

Course: Automated Manufacturing

This exploration of the technical and engineering aspects of automated production systems provides the most advanced, comprehensive and balanced coverage of the subject of any text on the market. It covers all the major cutting-edge technologies of production automation and material handling and how these technologies are used to construct modern manufacturing systems.

eBook version available



Availability Engineering and Management for Manufacturing Plant Performance

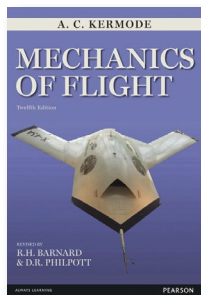
Richard G. Lamb

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412pp • Paperback

Course: Reliability Engineering

In today's manufacturing environment, the integration of commercial, production, maintenance, and engineering functions is a common and crucial goal. In this text Richard G. Lamb presents a new standard within enterprise and plant design management. He shows readers how to advance the plant's role in enterprise business performance and leadership by most cost effectively achieving the mechanical availability necessary to perform in the face of current events, business cycles, and industry trends.

Aeronautical Engineering



Mechanics of Flight, 12e

A.C. Kermode, R.H. Barnard & D.R. Philpott

9780273773511 • ©2012
512pp • Paperback

Course: Aircraft Design

Mechanics of Flight is an ideal introduction to the basic principles of flight for students embarking on courses in aerospace engineering, student pilots, apprentices in the industry and anyone who is simply interested in aircraft and space flight. Written in a straightforward and jargon-free style, this popular classic text makes the fascinating topic of aircraft flight engaging and easy to understand.

English

Composition



Little, Brown Essential Handbook, 8e

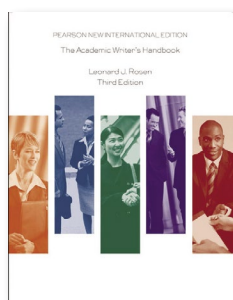
Jane E. Aaron

9781292059952 • ©2014
312pp • Paperback

eBook version available

Course: Introductory Composition

The Little, Brown Essential Handbook is a brief and accessible pocket-sized handbook that answers questions about writing in the disciplines, the writing process, grammar and usage, research writing, and documentation.



The Academic Writer's Handbook, 3e

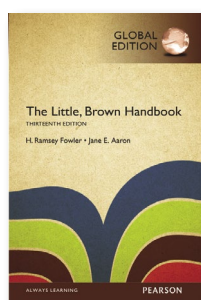
Leonard J. Rosen

9781292026190 • ©2013
624pp • Paperback

eBook version available

Course: Freshman Composition Handbook

With its unique focus on source-based writing and writing across the curriculum, *The Academic Writer's Handbook* contains all the features of a traditional handbook combined with the tools students need in order to read, write and conduct research in the disciplines.



The Little, Brown Handbook, 13e

H. Ramsey Fowler & Jane E. Aaron

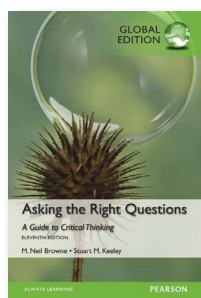
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928pp • Paperback

eBook version available

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Course: Freshman Composition Handbook

The Little, Brown Handbook is an essential reference tool and classroom resource designed to help students find the answers they need quickly and easily. While keeping pace with rapid changes in writing and its teaching, it offers the most comprehensive research and documentation available – with grammar coverage that is second to none.



Asking the Right Questions, 11e

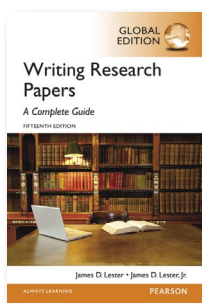
M. Neil Browne & Stuart M. Keeley

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192pp • Paperback

eBook version available

Course: Argument

Asking the Right Questions helps students bridge the gap between simply memorizing or blindly accepting information and the greater challenge of critical analysis and synthesis. The text teaches students to think critically by exploring the components of arguments – issues, conclusions, reasons, evidence, assumptions, language – and on how to spot fallacies and manipulations and obstacles to critical thinking in both written and visual communication. It teaches them to respond to alternative points of view and develop a solid foundation for making personal choices about what to accept and what to reject.



Writing Research Papers: A Complete Guide, 15e

James D. Lester

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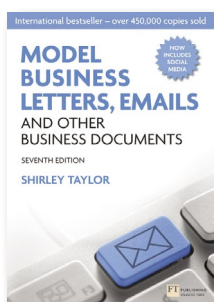
416pp • Paperback

eBook version available

Course: Research Writing

This market-leading text provides students with step-by-step guidance through the research writing process, from selecting and narrowing a topic to formatting the finished document. *Writing Research Papers* backs up its instruction with a complete array of samples. The text continues its extremely thorough and accurate coverage of citation styles for a wide variety of disciplines. The Fifteenth Edition brings new writing and documentation updates to assist the student researcher in keeping pace with electronic sources.

Business English / Technical Writing



Model Business Letters, Emails and Other Business Documents, 7e

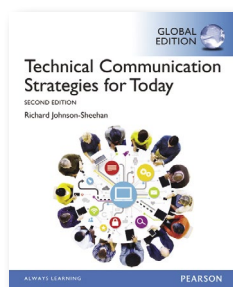
Shirley Taylor

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512pp • Paperback

Course: Business English

For anyone who wants to communicate effectively in business, this is your complete reference guide for any form of written communication. Packed with over 500 sample documents, over 100 tips for better business writing and useful templates you can apply to your writing immediately, *Model Business Letters* will help you put the key rules of good business writing into action.



Technical Communication Strategies for Today, 2e

Richard Johnson-Sheehan

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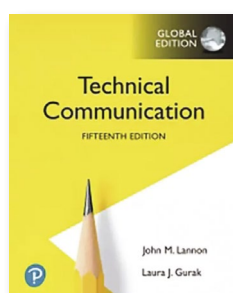
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Course: Technical Writing

Students want their textbooks to cost less and they want comprehensive topical coverage presented in a succinct and clear writing style. *Technical Communication Strategies for Today* offers both and speaks to today's students. Instructional narrative is "chunked," so that portions of text are combined with graphics. The chunked presentation also integrates an awareness of how documents are read – often skimmed by readers seeking the information they need and it models the way today's technical documents should be designed.



Technical Communication, 15e

John M. Lannon & Laura J. Gurak

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Paperback

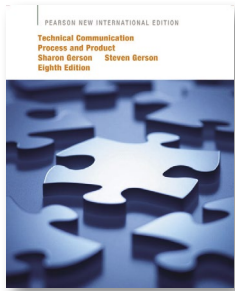
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Course: Technical Writing

Key features;

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- New discussions on the challenges of assessing credible information when using online sources.



Technical Communication: Process and Product, 8e

Sharon J. Gerson &
Steven M. Gerson

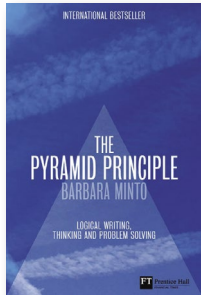
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704pp • Paperback

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Course: Technical Writing

Technical Communication: Process and Product provides a proven, complete methodology that emphasizes the writing process and shows how it applies to both oral and written communication. With an emphasis on real people and their technical communication, it provides complete coverage of communication channels, ethics and technological advances. This edition includes information on dispersed teams, collaboration tools, listening skills and social networking.



The Pyramid Principle: Logic in Writing and Thinking, 3e

Barbara Minto

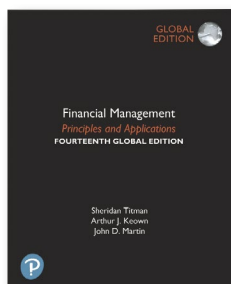
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192pp • Hardback

Course: Business Writing

The Pyramid Principle will show you how to communicate your ideas clearly and succinctly. Barbara Minto reveals that the mind automatically sorts information into distinctive pyramidal groupings. However, if any group of ideas are arranged into a pyramid structure in the first place, not only will it save valuable time and effort to write, it will take even less effort to read and comprehend it.

Finance

Corporate Finance



Financial Management: Principles and Applications, 14e

Sheridan Titman, Arthur J. Keown & John D. Martin

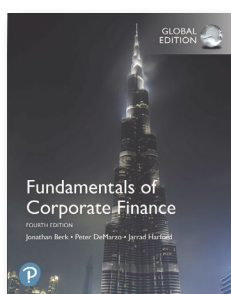
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Course: Undergraduate Corporate Finance

Students often struggle to see how financial concepts relate to their personal lives and prospective careers. *Financial Management: Principles and Applications* gives students a big picture perspective of finance and how it is important in their personal and professional lives. Utilising five key principles, the 14th Edition provides an approachable introduction to financial decision-making, weaving in real-world issues to demonstrate the practical applications of critical financial concepts.



Fundamentals of Corporate Finance, 4e

Jonathan Berk, Peter DeMarzo & Jarrad Harford

9781292215075 • ©2019
800pp • Paperback

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Course: Undergraduate Corporate Finance

Fundamentals of Corporate Finance offers a practical introduction to modern-day core principles, arming students with a problem-solving methodology, real-life financial management practices and an overarching valuation framework that they can apply in their future careers. Updated with new examples, exercises and statistics, the 4th Edition gives students the opportunity to practice and apply course concepts, while connecting them to the latest financial issues and policy in today's world of business.



Corporate Finance, 5e

Jonathan Berk & Peter DeMarzo

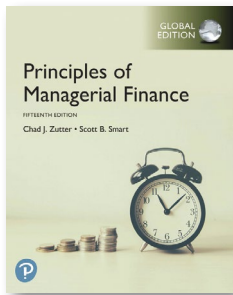
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1184pp • Paperback

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Course: Graduate (MBA) Corporate Finance

Using the valuation framework based on the Law of One Price, top researchers Jonathan Berk and Peter DeMarzo have set the new canon for corporate finance textbooks. *Corporate Finance, 5th Edition* blends coverage of time-tested principles and the latest advancements with the practical perspective of the financial manager. Students have the opportunity to “practice finance to learn finance” by solving quantitative business problems like those faced by today's professionals. With built-in resources to help students master the core concepts, students develop the tools they need to make sound financial decisions in their careers.



Principles of Managerial Finance, 16e

Lawrence J. Gitman & Chad J. Zutter

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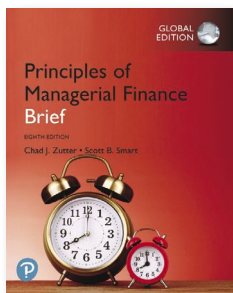
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Course: Intermediate Corporate Finance

Guide students through complex material with a proven learning goal system. This system – a hallmark feature of *Principles of Managerial Finance* – weaves pedagogy into concepts and practice, giving students a roadmap to follow through the text and supplementary tools.



Principles of Managerial Finance: Brief, 8e

Lawrence J. Gitman & Chad J. Zutter

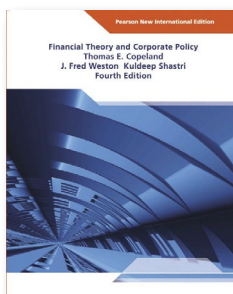
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Course: Introduction to Finance

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Financial Theory and Corporate Policy, 4e

Thomas E. Copeland, J. Fred Weston & Kuldeep Shastri

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Course: Advanced Corporate Finance

This classic textbook in the field, now completely revised and updated, provides a bridge between theory and practice. Appropriate for the second course in Finance for MBA students and the first course in Finance for doctoral students, the text prepares students for the complex world of modern financial scholarship and practice. It presents a unified treatment of finance combining theory, empirical evidence and applications.



Financial Management: Core Concepts, 3e

Raymond Brooks

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688pp • Paperback

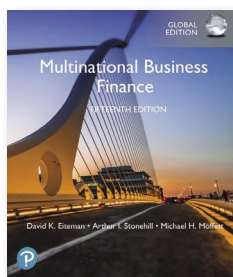
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Course: Introduction to Finance

The ideal source material for non-finance majors seeking to learn the key elements of financial operations. The text focuses on the students' ability to understand complex financial concepts by centering its material around three major learning skills: using tools, making connections and studying for success. Students are encouraged to start by mastering the major concepts of finance and then to test their knowledge by forging connections between ideas and applying them to real world situations.

International Finance



Multinational Business Finance, 15e

David K. Eiteman, Arthur I. Stonehill
& Michael H. Moffett

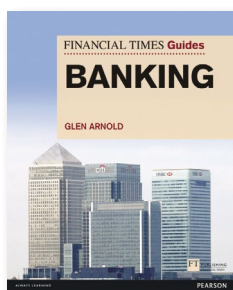
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Course: International Finance

Renowned for its authoritative, comprehensive coverage of contemporary international finance, *Multinational Business Finance* trains the leaders of tomorrow's multinational enterprises to recognize and capitalise on the unique characteristics of global markets. The authors have embedded real-world mini-cases throughout to apply chapter concepts to the types of situations managers of multinational firms face. The 15th Edition attempts to capture the rapid evolution of our global marketplace, taking a closer look at the types of organizations that permeate the widespread arena, competition and opportunities in emerging markets and how financial leadership can integrate the strategic and financial challenges that global businesses face today.



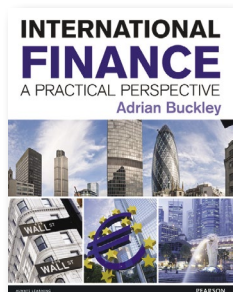
Financial Times Guide to Banking

Glen Arnold

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440pp • Paperback

Course: International Banking

The *Financial Times Guide to Banking* is a comprehensive introduction to how banks and banking works. Best-selling author Glen Arnold provides you with a foundation for understanding the wide variety of activities undertaken by banks. He shows you why these global institutions are so important to consumers and finance professionals alike and explains how their activities impact on everyday life.



International Finance: A practical perspective

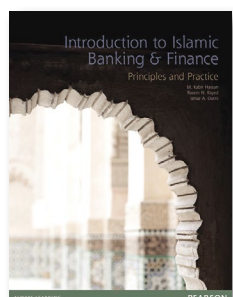
Adrian Buckley

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672pp • Paperback

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Course: International Financial Markets

International Finance is a complete and authoritative text on the theory and practice of finance in the international arena. The book offers a user-friendly, European orientated, approach to this sometimes complex topic and moves from the basics to the advanced with clarity and conciseness.



Introduction to Islamic Banking & Finance: Principles and Practice

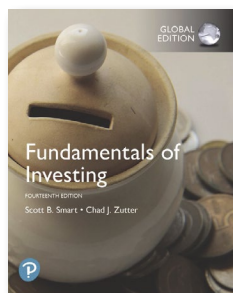
Kabir Hassan, Rasem Kayed
& Umar Aimhanosi Oseni

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456pp • Paperback

Course: Islamic Finance

Covering essential elements of Islamic banking and finance, as well as the latest views on topical debates surrounding the discipline, this text is essential reading for anyone seeking to understand this increasingly important sector of the finance industry. Written by Islamic scholars in the Arab world, this text gives new and pertinent insights into Islamic banking and finance and its global impact.

Investments



Fundamentals of Investing, 14e

Scott B. Smart, Lawrence J. Gitman
& Michael D. Joehnk

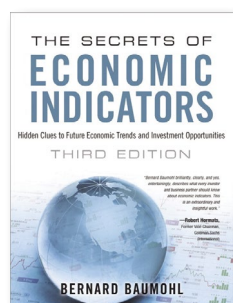
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704pp • Paperback

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Course: Undergraduate Investments

Fundamentals of Investing uses practical, hands-on applications and examples to introduce the topics and techniques used by both personal investors and money managers. The text focuses on both individual securities and portfolios, teaching students to consider the risk and return of different types of investments and how to use this knowledge to achieve financial goals. A consistent framework centered around learning objectives keeps readers focused in each chapter while a conversational tone makes the language, concepts and strategies accessible to students. With new topics and features, the text remains up-to-date and relevant, so students leave the course equipped to develop, implement and monitor a successful investment program.



The Secrets of Economic Indicators: Hidden Clues to Future Economic Trends and Investment Opportunities, 3e

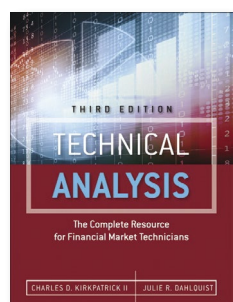
Bernard Baumohl

9780132932073 • ©2012
496pp • Paperback

Course: Graduate Investments

For years, investors, strategists and policymakers worldwide have turned to one book to help them translate economic data into knowledge for intelligent decision-making: *The Secrets of Economic Indicators*. It's no wonder The Wall Street Journal called this book "the real deal", saying it miraculously breathes life into economic indicators and statistics. Now, Bernie Baumohl has thoroughly updated this classic best-seller to reflect the latest US and foreign economic indicators and brand new insights into the meaning of today's leading indicators.

Title available on demand



Technical Analysis: The Complete Resource for Financial Market Technicians, 3e

Charles D. Kirkpatrick, II
& Julie R. Dahlquist

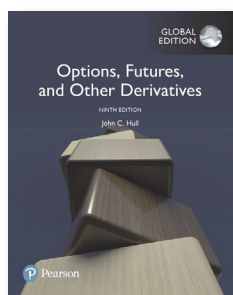
9780134137049 • ©2016
736pp • Hardback

eBook version available

Course: Portfolio Analysis

Already the field's most comprehensive, reliable and objective guidebook, *Technical Analysis, Third Edition* has been thoroughly updated to reflect the field's latest advances. Selected by the Market Technicians Association as the official companion to its prestigious Chartered Market Technician (CMT) program, this book systematically explains the theory of technical analysis, presenting academic evidence both for and against it.

Title available on demand



Options, Futures and Other Derivatives, 9e

John C. Hull

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896pp • Paperback

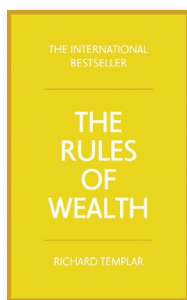
eBook version available

Pearson Horizon available

Course: Options and Futures

This edition has been revised and updated to cover the industry's hottest topics and the most up-to-date material on new regulations. *Options, Futures and Other Derivatives* bridges the gap between theory and practice by providing a current look at the industry, a careful balance of mathematical sophistication and an outstanding ancillary package that makes it accessible to a wide audience.

Personal Finance



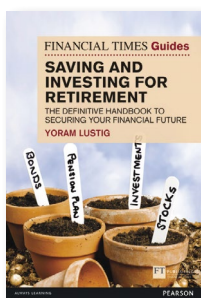
The Rules of Wealth:
A personal code for
prosperity and plenty, 4e

Richard Templar

9781292086439 • ©2015
272pp • Paperback

Course: Personal Finance

Some people seem to find money so easy. Easy to make, easy to hold on to and easy to grow. The rest of us just find it easy to spend. Here's a personal code for a life of prosperity and plenty.



Financial Times Guide to
Saving and Investing for
Retirement: The definitive
handbook to securing your
financial future

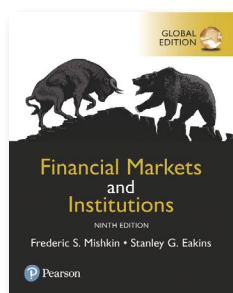
Yoram Lustig

9781292129297 • ©2016
320pp • Paperback

Course: Professional Financial Planning

The *Financial Times Guide to Saving and Investing for Retirement* will lead you through a bewildering maze of financial tools and provide advice on crucial investment decisions. It provides everything you need to know about how to save and invest so that you can successfully plan for your retirement. It is packed with invaluable information on taxes, ISAs, pensions, investing across different assets and buying property.

Financial Markets and Institutions



Financial Markets and
Institutions, 9e

Frederic S. Mishkin &
Stanley Eakins

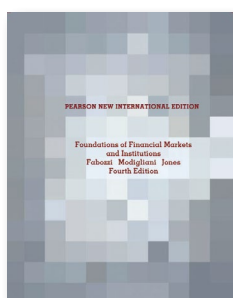
9781292215006 • ©2018
696pp • Paperback

eBook version available

Pearson Horizon available

Course: Financial Markets and Institutions

Best-selling authors Frederic S. Mishkin and Stanley G. Eakins use core principles to introduce students to topics, then examine these models with real-world scenarios. Empirical applications of themes help students develop essential critical-thinking and problem-solving skills, preparing them for future careers in business and finance. This edition combines the latest, most relevant information and policies – including central banks – with the authors' hallmark pedagogy to give instructors a refined tool to improve the learning experience.



Foundations of Financial
Markets and Institutions,
4e

Frank J. Fabozzi, Franco P.
Modigliani & Frank J. Jones

9781292021775 • ©2013
704pp • Paperback

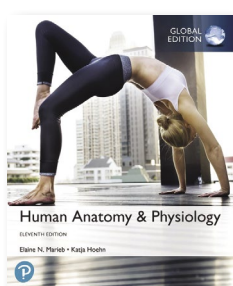
eBook version available

Course: Money and Capital Markets

Foundations of Financial Markets and Institutions offers a comprehensive exploration of the revolutionary developments occurring in the world's financial markets and institutions – i.e. innovation, globalization and deregulation – with a focus on the actual practices of financial institutions, investors and financial instruments.

Health Professions & Nursing

Science in Nursing



Human Anatomy & Physiology, 11e

Elaine N. Marieb & Katja N. Hoehn

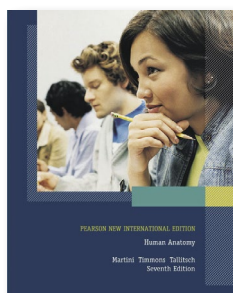
9781292260853 • ©2019
1272pp • Paperback

eBook version available

Available with Mastering A&P

Course: Essentials of Anatomy and Physiology

Human Anatomy & Physiology, by best-selling authors Elaine Marieb and Katja Hoehn, motivates and supports learners at every level, from novice to expert, equipping them with 21st century skills to succeed in A&P and beyond. Its modular organization makes key concepts more readily apparent and understandable to students and videos help students see why the content matters in their course as well as their future careers.



Human Anatomy, 7e

Frederic H. Martini,
Michael J. Timmons &
Robert B. Tallitsch

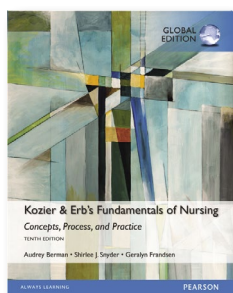
9781292026442 • ©2013
928pp • Paperback

eBook version available

Course: Anatomy and Physiology for Health Professions

Celebrated for its atlas-style format, appropriately detailed anatomical illustrations and exceptionally clear photographs of tissues and cadavers, *Human Anatomy* presents practical applications of anatomy and physiology in a highly visual format. Select Clinical Notes feature dynamic layouts that integrate text with visuals for easy reading. Clinical Cases relate clinical stories that integrate text with patient photos and diagnostic images for applied learning. Time-saving study tools, including end-of-chapter practice and review, help students arrive at a complete understanding of human anatomy.

Fundamentals of Nursing



Kozier & Erb's Fundamentals of Nursing, 10e

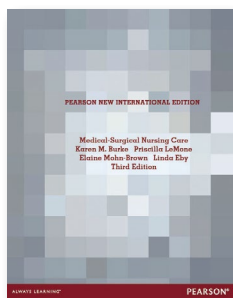
Audrey T. Berman, Charles Snyder
& Geryl Frandsen

9781292106106 • ©2015
1520pp • Paperback

eBook version available

Course: Fundamentals of Nursing (LPN)

Consistency and accessibility are essential to student success in the Fundamentals of Nursing course. With its clear, approachable, writing style, *Kozier & Erb's Fundamentals of Nursing* sets the foundation for nursing excellence. Coverage of the key concepts of contemporary nursing, as well as the latest nursing evidence, standards and competencies, helps prepare readers to become effective nurses.



Medical Surgical Nursing Care, 3e

Karen M. Burke, Priscilla LeMone,
Elaine Mohn-Brown & Linda Eby

9781292040851 • ©2013
1480pp • Paperback

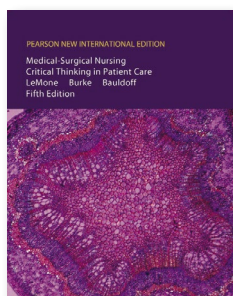
eBook version available

Course: Fundamentals of Nursing (LPN)

Medical Surgical Nursing Care has an even stronger focus on the professional, practical nursing program and is a key component in the LPN/LVN series at Pearson. It has a clear and readable writing style, it provides a strong foundation for understanding common disorders that affect adults. Opening units of the book focus on concepts, issues and foundational knowledge. The units that follow focus on common diseases and disorders organized by body system.

Title available on demand

Adult Branch



Medical-Surgical Nursing: Critical Thinking in Patient Care, 5e

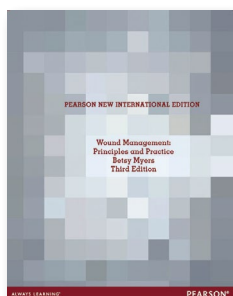
Priscilla LeMone, Karen M. Burke &
Gerene Bauldoff

9781292023021 • ©2013
1860pp • Paperback

eBook version available

Course: Adult Health/Medical Surgical Nursing

Medical-Surgical Nursing: Critical Thinking in Patient Care was revised and updated to provide the knowledge and skills needed to care for adult patients to promote health, facilitate recovery from illness and injury and provide support when coping with disability or loss. The goal of the Fifth Edition is to provide the knowledge and resources that ensure a solid base for critical thinking and clinical judgment and that can be applied to provide safe, individualized and competent clinical nursing care.



Wound Management: Principles and Practices, 3e

Betsy Myers

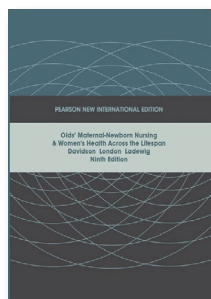
9781292027920 • ©2013
570pp • Paperback

eBook version available

Course: General Nursing

This is the most complete, up-to-date wound management learning resource for clinicians and students. It first reviews the basic science of wound care, including normal tissue anatomy, wound healing and factors that adversely affect healing. Next, it covers examinations and interventions for patients with open wounds, including holistic patient management. It then focuses on specific wound types, including arterial and venous insufficiency ulcers, pressure ulcers, neuropathic ulcers and burns.

Child and Maternal Branch



Olds' Maternal-Newborn Nursing & Women's Health Across the Lifespan, 9e

Michele C. Davidson,
Marcia L. London &
Patricia W. Ladewig

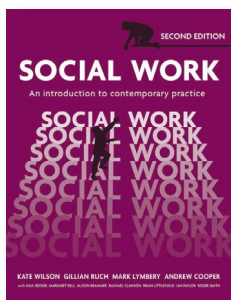
9781292023335 • ©2013
1256pp • Paperback

eBook version available

Course: Maternal/Child Nursing

This is a family-focused text that provides comprehensive coverage of maternal-newborn nursing and women's health with special attention to evidence-based practice, cultural competence, critical thinking, professionalism, patient education and home/community care. Accurate, readable, personal and engaging, it reflects a deep understanding of pregnancy and birth as normal life processes and of family members as partners in care. This edition includes a deeper discussion of childbirth at risk; four new nursing care plans; updated coverage of contraception, complementary/alternative therapies and much more.

HEALTH PROFESSIONS & NURSING



Social Work: An Introduction to Contemporary Practice, 2e

Kate Wilson, Gillian Ruch,
Mark Lymbery & Andrew Cooper

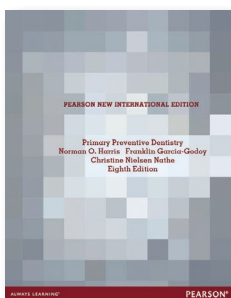
9781408244708 • ©2011
760pp • Paperback

eBook version available

Course: Child Services

Social Work: An introduction to contemporary practice has quickly established itself as a leading and uniquely comprehensive introduction to the field. Essential knowledge and skills are examined with authority and depth and key debates approached in an accessible, informative and engaging way. Underpinned by research and advice to make close illustrative links with practice, it stimulates interest and actively engages the reader.

Allied Health: Nurse / Medical Assisting



Primary Preventive Dentistry, 8e

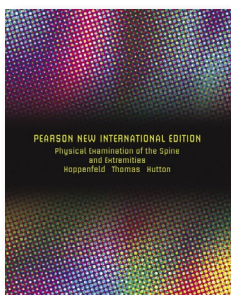
Norman O. Harris,
Franklin Garcia-Godoy
& Christine Nielsen Nathe

9781292040615 • ©2013
552pp • Paperback

eBook version available

Course: Dental Nursing

Organized for consistency, coherence and readability, this fully updated text covers all areas of prevention in dental care. It first describes dental diseases and conditions, helping students clearly understand the processes that can be prevented through the use of preventive modalities or ideas. Next, it presents detailed strategies to prevent these diseases and conditions.



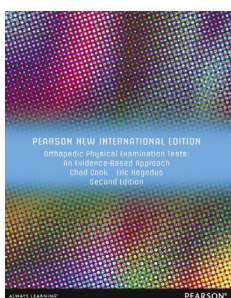
Physical Examination of the Spine and Extremities

Stanley Hoppenfeld

9781292026626 • ©2013
288pp • Paperback

Course: Introduction to Physical Therapy

This clear, concise manual fills the growing need for a text covering the process of physical examination of the spine and extremities. Serving students and clinicians as a functional guidebook, this text incorporates three important features: a tight consistent organization, an abundance of constructive illustrations and an effective teaching method.



Orthopedic Physical Examination Tests: An Evidence-Based Approach, 2e

Chad Cook & Eric Hegedus

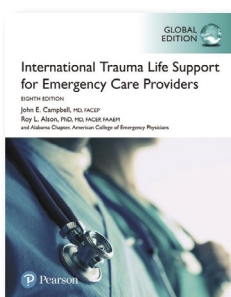
9781292027968 • ©2013
552pp • Paperback

eBook version available

Course: Orthopedics / Sports Physical Therapy

This is the field's most comprehensive evidence-based guide to clinical tests for orthopedic physical examination. It presents complete explanations and photography visualizing all commonly used physical exam tests for all body regions, including both neurological screening tools and conventional tests.

Paramedic Care and Emergency Service



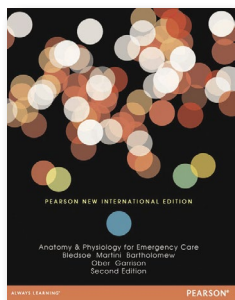
International Trauma Life Support for Emergency Care Providers, 8e

ITLS

9781292170848 • ©2017
432pp • Paperback

Course: Basic Trauma Life Support

For more than 30 years, *International Trauma Life Support* has been at the forefront of trauma education at all levels of emergency care worldwide. This complete reference is filled with practical, hands-on training that guides readers through the hows and whys behind all of the skills necessary for rapid assessment, resuscitation, stabilization and transportation of the trauma patient.



Anatomy & Physiology for Emergency Care, 2e

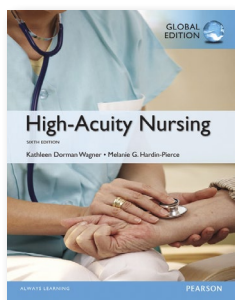
Bryan E. Bledsoe,
Frederic H. Martini,
Edwin F. Bartholomew,
William C. Ober &
Claire W. Garrison

9781292042459 • ©2013
864pp • Paperback

eBook version available

Course: Paramedic

Based upon the popular college text *Essentials of Anatomy and Physiology* by Fredric H. Martini and Edwin F. Bartholomew, Dr. Bledsoe has taken this work and added clinical correlations and applications specific to emergency care. *Anatomy & Physiology for Emergency Care* presents material in a clear, concise format and places emphasis on essential fundamental concepts, applications and terminology.



High-Acuity Nursing, 6e

Kathleen Dorman Wagner,
Karen Johnson &
Melanie G. Hardin-Pierce

9781292073408 • ©2014
976pp • Paperback

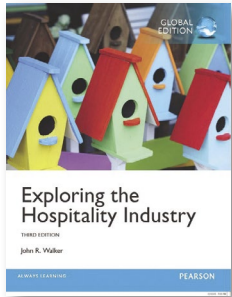
eBook version available

Course: Critical Care/Acute Care Nursing

This text brings together the knowledge needed to care for adult patients with complex conditions and unpredictable outcomes, across settings ranging from critical care to high-skill long-term facilities. It makes critical pathophysiological concepts clinically applicable to high-acuity patients; enhances students' clinical decision-making skills; provides extensive and immediate feedback; and supports self-paced learning.

Hospitality & Tourism

Hospitality and Hotel Management



Exploring the Hospitality Industry, 3e

John R. Walker

9781292102801 • ©2016

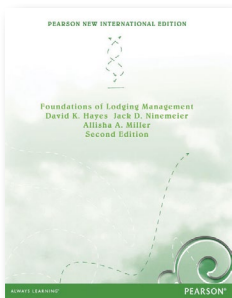
368pp • Paperback

eBook version available

Available with MyLab Hospitality or Revel

Course: Introduction to the Hospitality Industry

This text helps students advance in their careers by giving them a broad foundation of hospitality industry knowledge presented in a lively, visually appealing manner using engaging features to facilitate the learning process. Less theoretical and more industry-relevant than most texts in the field, it emphasizes the people, companies and positions that make up the hospitality industry today. It covers all facets and segments of the industry, including new growth areas such as event management, meeting planning, cruising, theme parks and gaming entertainment.



Foundations of Lodging Management, 2e

David K. Hayes, Jack D. Ninemeier
& Allisha A. Miller

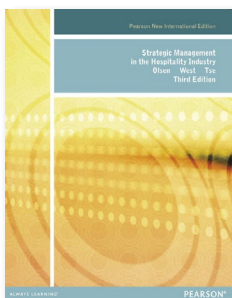
9781292026787 • ©2013

400pp • Paperback

eBook version available

Course: Introduction to Hotel and Motel Management

Written in an easy-to-read, easy-to-understand style, *Foundations of Lodging Management* explores how the lodging industry and the hotels in the industry operate. With coverage of both small and large hotels, it addresses each department, including the front office, sales and marketing, housekeeping, maintenance and more!



Strategic Management in the Hospitality Industry, 3e

Michael D. Olsen, Joseph J. West
& Eliza Ching Yick Tse

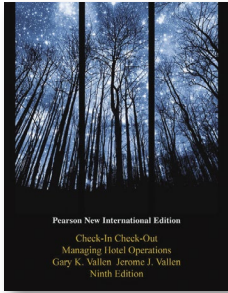
9781292027418 • ©2013

368pp • Paperback

eBook version available

Course: Hospitality Administration

Based on scientific research within the industry, this book outlines a strategic model that can be used to improve decision making and policy within the hospitality field. Combining quality research and experience, it discusses key topics such as: environmental scanning, competitive strategies, structure and implementation and performance.



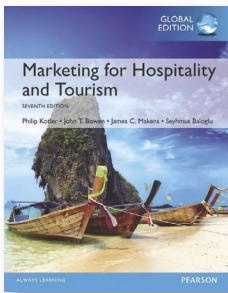
Check-in Check-Out: Managing Hotel Operations, 9e

Gary K. Vallen & Jerome J. Vallen

9781292021102 • ©2013
440pp • Paperback

Course: Front Desk Operations

This widely popular guide presents rich detail about best practices and future directions in the hotel industry, while offering the widest coverage of any book in the field. Readers gain an intuitive understanding based on the flow of the guest's experience, from reservation, arrival and registration, to service purchasing, departure, billing and recordkeeping. The entire rooms division is covered thoroughly and linked to other hospitality functions, related industries and the broader economy.



Marketing for Hospitality and Tourism, 7e

Philip T. Kotler, John T. Bowen,
James Makens & Seyhmus Baloglu

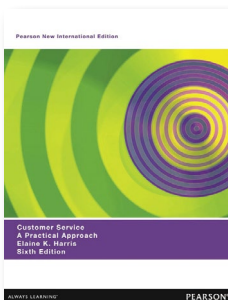
9781292156156 • ©2016
688 • Paperback

eBook version available

Available with Revel

Course: Hospitality Sales and Marketing

Taking an integrative approach, this book discusses hospitality marketing from a team perspective, examining each hospitality department and its role in the marketing mechanism. These best-selling authors are known as leading marketing educators and their book is the leading resource on hospitality and tourism marketing. This edition includes new and updated coverage of social media, destination tourism and other current industry trends, authentic industry cases and hands-on application activities.



Customer Service: A Practical Approach, 6e

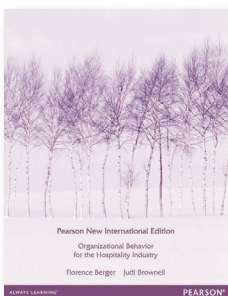
Elaine K. Harris

9781292040356 • ©2013
200pp • Paperback

eBook version available

Course: Customer Service

This market-leading book goes beyond providing reasons why customer service is important to defining proven methods for creating customer service excellence. Using a hands-on approach, it covers a wide range of knowledge and skills and offers an extensive collection of activities to enliven and invigorate any lecture.



Organizational Behavior for the Hospitality Industry

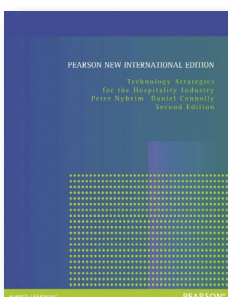
Florence Berger & Judi Brownell

9781292040264 • ©2013
480pp • Paperback

eBook version available

Course: Human Resource Management/Hospitality – Advanced

The most recent organizational behavior text that focuses on the hospitality industry, delving into the concepts that are relevant to students who plan to enter the hospitality industry. Hospitality organizations today must achieve excellence in human relations and that success starts with quality organizational behavior. The text is organized into three sections: organizational behavioral essentials, the individual and the organization and key management tasks.



Technology Strategies for the Hospitality Industry, 2e

Peter D. Nyheim &
Daniel J. Connolly

9781292027395 • ©2013
272pp • Paperback

eBook version available

Course: Computers in the Hospitality Industry

This text examines technology strategies for the hospitality industry. Exceptionally practical in approach, this edition includes a new chapter on technology in the casino industry and a new chapter on technology for meetings and events. A separate chapter is devoted to planning and investment as students learn what technology exists and how to use it to succeed in the hospitality business.



The Business of Events Management

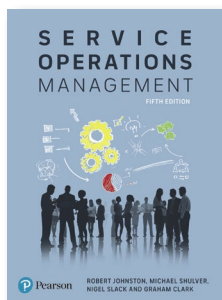
John Beech, Sebastian Kaiser
& Robert Kaspar

9780273758624 • ©2014
416pp • Paperback

eBook version available

Course: Conferences and Event Management

The Business of Events Management provides an accessible and lively introduction to the practice of managing an event, festival, conference or congress. Written by a team of international experts, the book incorporates the latest thinking in events management and highlights key theories, concepts and models by using a range of case studies and examples.



Service Operations Management: Improving Service Delivery, 5e

Robert Johnston, Graham Clark
& Michael Shulver

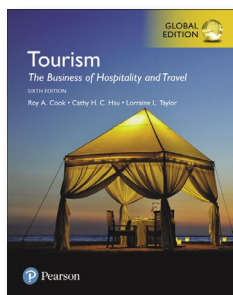
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4640pp • Paperback

eBook version available

Course: Hospitality Management

Service Operations Management, 5th Edition, is a market-leading text on service operations management and provides a clear understanding of how service performance can be improved in organizations. This textbook applies underlying theories to the real world challenges faced by service operations managers on a daily basis, by providing a diverse range of examples and illustrations. Each chapter provides a range of tools, frameworks and techniques designed to help you better analyze existing operations and understand ways to deal with operational challenges.

Tourism and Travel



Tourism: The Business of Hospitality and Travel, 6e

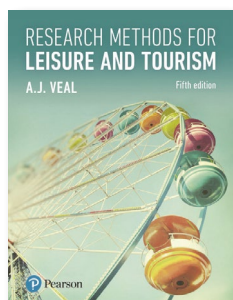
Roy A. Cook, Cathy H. C. Hsu
& Lorraine L. Taylor

9781292221670 • ©2017
448pp • Paperback

eBook version available

Course: Introduction to Travel and Tourism

The engaging writing style and hundreds of updated industry examples make this the perfect textbook for students taking their first hospitality or tourism class. It views the industry from a holistic, global business perspective – examining the management, marketing and finance issues most important to industry members. Chapters reveal an integrated model of tourism and address consumer behavior, service quality and personal selling.



Research Methods for Leisure and Tourism, 5e

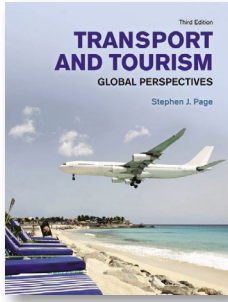
A. J. Veal

9781292115290 • ©2017
640pp • Paperback

eBook version available

Course: Research Methods for Tourism & Leisure

Now in its Fifth Edition, *Research Methods for Leisure and Tourism* has become the ultimate reference text for both students enrolled in undergraduate and postgraduate degrees and practising managers. This book combines comprehensive coverage of a wide variety of qualitative and quantitative research methods with step-by-step guidance through research software including Excel, SPSS and NVivo.



Transport and Tourism: Global Perspectives, 3e

Stephen Page

9780273719700 • ©2009

480pp • Paperback

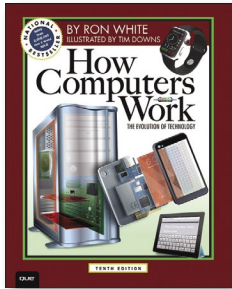
eBook version available

Course: Tourism Geography

Investigates the complex relationship between transport provision and tourism and adopts a global perspective throughout. This edition addresses all the key issues and new challenges that transport providers, decision-makers, managers and tourists face in the use, operation and management of tourist transport against the backdrop of rapid technological change in the 21st century. This book remains the leading, authoritative text in the field; topics covered in this latest edition include up-to-date and contemporary international case material and examples addressing key areas of current concern.

IT/CIS

Computer Concepts



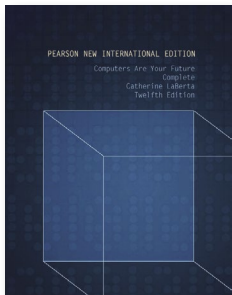
How Computers Work, 10e

Ron White &
Timothy Edward Downs

9780789749840 • ©2014
384pp • Paperback

Course: Introduction to Computers

Having sold more than 2 million copies over its lifetime, *How Computers Work* is the definitive illustrated guide to the world of PCs and technology. In this new edition, you'll find detailed information not just about PCs, but about how changes in technology have evolved the giant, expensive computer dinosaurs of last century into the smaller but more powerful smartphones, tablets and wearable computing of today. Whether your interest is in business, gaming, digital photography, entertainment, communications, or security, you'll learn how computing is evolving the way you live.



Computers Are Your Future: Complete, 12e

Catherine Laberta

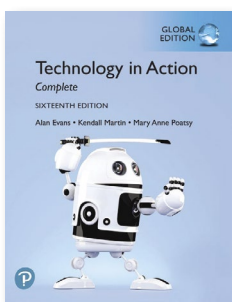
9781292021058 • ©2013
688pp • Paperback

eBook version available

Available with MyLab IT

Course: Computer Concepts

Engages students with a refreshing and easy to learn from style, while maintaining an encyclopedic approach and popular magazine-style format. Today's students want a practical "what it is" and "how it works" approach to computers and computing, with less explanation of when and why. *Computers Are Your Future* serves as a valuable computer technology reference tool without being overwhelming or intimidating.



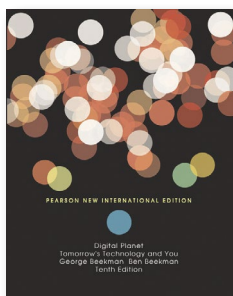
Technology In Action: Complete, 16e

Alan Evans, Kendall Martin
& Mary Anne Poatsy

9781292349626 • ©2020
624pp • Paperback

Course: Computer Concepts

Best-selling *Technology in Action Complete* uses practical content and hands-on projects to engage students in computing tasks and skills they can apply at work, in class or at home. Designed for today's technically savvy students, the text introduces difficult concepts at a basic level early on, then expands upon these skills as students build mastery. The 16th Edition brings innovative content updates, including new coverage of ethics, artificial intelligence and managing a digital lifestyle, as well as several new features encouraging critical thinking.



Digital Planet: Tomorrow's Technology and You, Complete, 10e

George Beekman & Ben Beekman

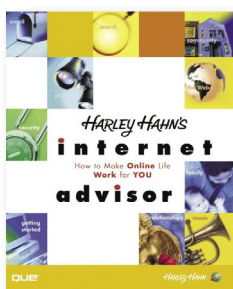
9781292021065 • ©2013

632p • Paperback

eBook version available

Course: Computer Concepts

Explores the promises and challenges of information technology, along with its effect on businesses, people, society and the future. Clearly explains what a computer is and what it can (and can't) do; it clearly explains the basics of information technology, from multimedia PCs to the Internet and beyond. Illustrates how computers and networks are – and will be – used as practical tools to solve a wide variety of problems. Puts technology in a human context, illustrating how digital devices and networks affect our lives, our world and our future.



Harley Hahn's Internet Advisor

Harley Hahn

9780789726971 • ©2001

480pp Paperback

Course: Computer Concepts and the Internet

This book personally guides all users in how to do things and interact with the Internet through Harley's unique style and wit. It is uniquely organized by tasks that people want to accomplish on the Internet, arranged from the most common to the least common. It is easy to read and contains additional nuggets of information separated from the main text, such as Internet Resources and Hints.

Title available on demand

Applications Software



Microsoft Office 2019 Step by Step

Joan Lambert & Curtis Frye

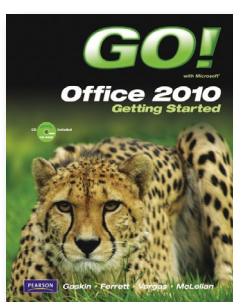
9781509307685 • ©2019

560pp • Paperback

eBook version available

Course: Applications Software

This is learning made easy. Get more done quickly with Office 2019. Jump in wherever you need answers – brisk lessons and screenshots show you exactly what to do, step by step. Covers Word, Excel, PowerPoint and Outlook.



GO! with Microsoft Office 2010 Getting Started

Shelley Gaskin, Robert Ferrett,
Alicia Vargas & Carolyn McLellan

9780135088654 • ©2010

336pp • Paperback

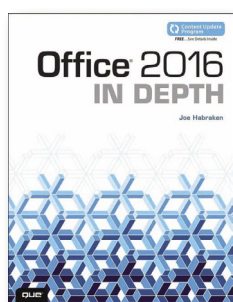
eBook version available

Available with MyLab IT

Course: Applications Software

The primary goal of the GO! Series, aside from teaching computer applications, is ease of implementation. This approach is based on clearly defined projects for students and a one-of-a-kind supplements package for instructors.

Title available on demand



Office 2016 In Depth

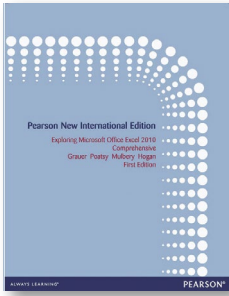
Joe Habraken

9780789755674 • ©2015

1008pp • Paperback

Course: Microsoft Office Professional for Windows

This book is packed with intensely useful knowledge, tips and shortcuts students just won't find anywhere else. It's the fastest, best way to master Office 2016's full power and the great new features built into Word, Excel, PowerPoint, Outlook, Publisher and OneNote. (Includes Content Update Program)



Exploring Microsoft Office Excel 2010 Comprehensive

Robert T. Grauer,
Mary Anne Poatsy, Keith Mulbery
& Lynn Hogan

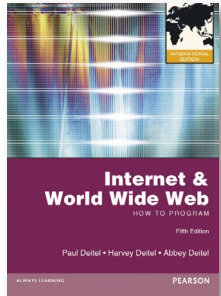
9781292027043 • ©2013
736pp • Paperback

eBook version available

Available with MyLab IT

Course: Excel/Windows 1 cr.

The goal of the Exploring series has been to move students beyond the point and click, helping them understand the why and how behind each skill. The Exploring series for Office 2010 also enables students to extend the learning beyond the classroom.



Internet and World Wide Web How to Program, 5e

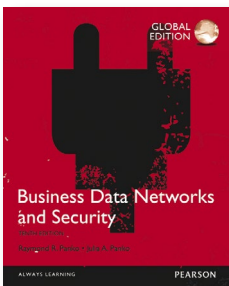
Harvey M. Deitel, Paul J. Deitel
& Abbey Deitel

9780273764021 • ©2012
960pp • Paperback

eBook version available

Course: Internet/World Wide Web

This text introduces students with little or no programming experience to the exciting world of Web-Based applications. Teaching the fundamentals needed to program on the Internet, it provides in-depth coverage of introductory programming principles, various markup languages (XHTML, Dynamic HTML and XML), several scripting languages (JavaScript, PHP, Ruby/Ruby on Rails and Perl); AJAX, web services, Web Servers (IIS and Apache) and relational databases (MySQL/Apache Derby/Java DB).



Business Data Networks and Security, 10e

Julia Panko & Raymond R. Panko

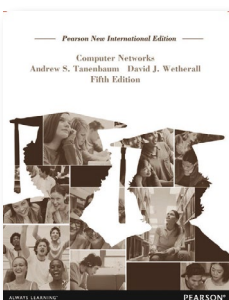
9781292075419 • ©2015
480pp • Paperback

eBook version available

Available with MyLab MIS

Course: Business Data Communication/Networking

This text guides readers through the details of networking, while helping them train for the workplace. It starts with the basics of security and network design and management; goes beyond the basic topology and switch operation covering topics like VLANs, link aggregation, switch purchasing considerations and more; and covers the latest in networking techniques, wireless networking, with an emphasis on security.



Computer Networks, 5e

Andrew S. Tanenbaum
& David J. Wetherall

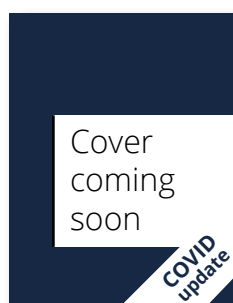
9781292024226 • ©2013
808pp • Paperback

eBook version available

Course: Business Data Communication/Networking

Tanenbaum takes a structured approach to explaining how networks work from the inside out. He starts with an explanation of the physical layer of networking, computer hardware and transmission systems; then works his way up to network applications. Tanenbaum's in-depth application coverage includes email; the domain name system; the World Wide Web (both client and server-side); and multimedia (including voice over IP, Internet radio video on demand, video conferencing and streaming media).

MIS



Management Information Systems: Managing the Digital Firm, 17e

Jane P. Laudon
& Kenneth C. Laudon

9781292403281 • ©2021 (May)
Paperback

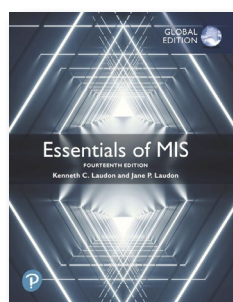
eBook version available

Available with MyLab MIS

Course: MIS

Key features:

- Expanded coverage on artificial intelligence, big data, the Internet of Things and cloud computing.
- Covers the impact of COVID-19 on business uses of information systems.
- A Career Opportunities section helps students in job hunting and career building.



Essentials of MIS, 14e

Jane P. Laudon
& Kenneth C. Laudon

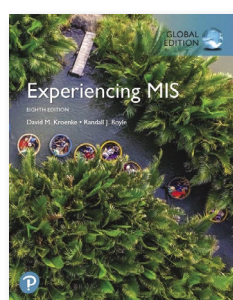
9781292342634 • ©2020
528pp • Paperback

eBook version available

Available with MyLab MIS

Course: MIS

Essentials of MIS is an in-depth look at how today's businesses use information technologies and systems to achieve their corporate objectives. The 14th Edition consists of 12 chapters with hands-on projects that cover the most essential topics in MIS, all updated with new figures, tables and cases. In addition to the core text, this edition includes a Video Case Package consisting of 28 video case studies and 10 instructional videos to illustrate business uses of information systems, explain new technologies and explore concepts.



Experiencing MIS, 8e

David M. Kroenke

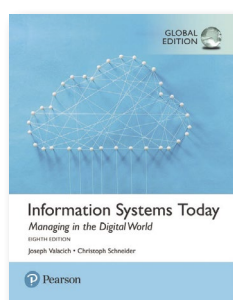
9781292266985 • ©2020
752pp • Paperback

eBook version available

Available with MyLab MIS

Course: MIS

As technology continues to change the way organizations do business, knowledge of MIS is critical. *Experiencing MIS* illustrates for students how organizations use information systems to solve business problems every day. This modular text uses illustrative cases, exercises, projects and other aids to ensure students connect concepts to everyday life with an "in your face" attitude about MIS. Unique guides in each chapter highlight themes in ethics, security and other timely topics.



Information Systems Today: Managing the Digital World, 8e

Joseph Valacich
& Christoph Schneider

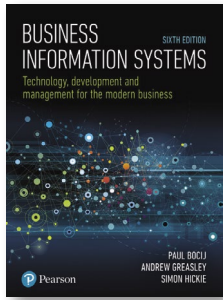
9781292215976 • ©2017
560pp • Paperback

eBook version available

Available with MyLab MIS

Course: Introduction to Information Systems

Information Systems Today: Managing in a Digital World opens each chapter with a case study so students can quickly understand how and why information systems are essential in today's evolving business landscape. The authors selected cases that highlight real-world companies, technologies and issues that illuminate the chapter topics.



Business Information Systems: Technology, Development and Management for the Modern Business, 6e

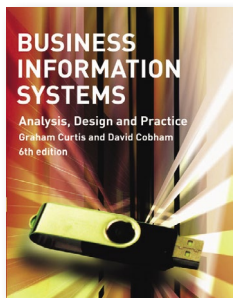
Paul Bocij, Andrew Greasley & Simon Hickie

9781292220970 • ©2019
664pp • Paperback

eBook version available

Course: Introduction to Information Systems

In business, today's manager needs to combine business skills with an understanding of information systems and the opportunities and benefits that they bring to an organization. Starting from basic concepts, this book provides a comprehensive and accessible guide to: understanding the technology of business information systems; choosing the right information system for an organization; developing and managing an efficient business information system; and employing information systems strategically to achieve organizational goals. Updated and expanded coverage of Big Data, analytics, Industry 4.0 and Internet of Things.



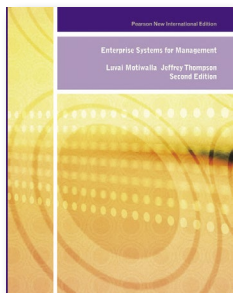
Business Information Systems: Analysis, Design and Practice, 6e

Graham Curtis & David Cobham

9780273713821 • ©2008
720pp • Paperback

Course: Introduction to Information Systems

This book aims to equip those in, or entering, business to assess the opportunities, limitations and major issues surrounding modern business information systems and to appreciate the way that information systems can aid the realization of business objectives.



Enterprise Systems for Management, 2e

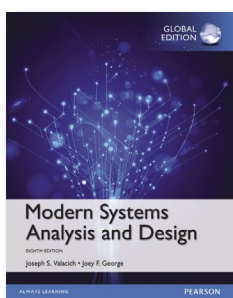
Luvai Motiwalla & Jeffrey Thompson

9781292023489 • ©2013
352pp • Paperback

eBook version available

Course: Enterprise Resource Planning (ERP)

An approach to understanding and implementing ERP systems for success in today's organizations. Motiwalla teaches students the components of an ERP system and the process of implementing ERP systems within a corporation to increase the overall success of the organization. This text also places major importance on the strategic role of ERP systems in providing a platform for improved business operations and productivity.



Modern Systems Analysis and Design, 8e

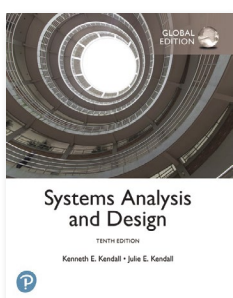
Joseph S. Valacich & Joey F. George

9781292154145 • ©2016
544pp • Paperback

eBook version available

Course: Systems Analysis and Design

Using a professionally-oriented approach, *Modern Systems Analysis and Design* covers the concepts, skills and techniques essential for systems analysts to successfully develop information systems. It examines the role, responsibilities and mindset of systems analysts and project managers. It also looks at the methods and principles of systems development, including the systems development life cycle (SDLC) tool as a strong conceptual and systematic framework.



Systems Analysis and Design, 10e

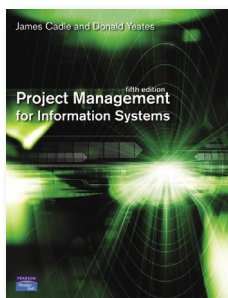
Kenneth Kendall & Julie Kendall

9781292281452 • ©2019
5762pp • Paperback

eBook version available

Course: Systems Analysis and Design

Kendall and Kendall's *Systems Analysis and Design, 10th Edition* concisely presents the latest systems development methods, tools and techniques to students in an engaging and easy-to-understand manner. The 10th Edition reflects the rapidly changing face of the IS field, with new and advanced features integrated throughout – including additional coverage of security and privacy issues and innovative materials on new developments such as designing virtual reality and intelligent personal assistants.



Project Management for Information Systems, 5e

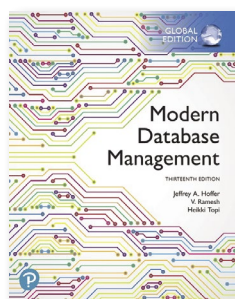
James Cadle & Donald Yeates

9780132068581 • ©2007
464pp • Paperback

eBook version available

Course: Project Management

This comprehensive and practical book is an excellent starting point for any students of Project Management for Information Systems, whether they are from a computing or a business background, at undergraduate or masters level. The authors strike a good balance – covering both the mechanics of project management and the human factors involved and include plenty of case studies and exercises as well as good and bad examples from real life.



Modern Database Management, 13e

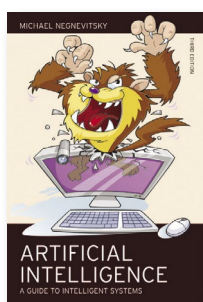
Jeff Hoffer, Ramesh Venkataraman
& Heikki Topi

9781292263359 • ©2019
593pp • Paperback

eBook version available

Course: Introduction to Database Management

Focusing on what leading database practitioners say are the most important aspects to database development, *Modern Database Management* presents sound pedagogy and topics that are critical for the practical success of database professionals. The 13th Edition updates and expands materials in areas undergoing rapid change as a result of improved managerial practices, database design tools and methodologies and database technology – such as application security, multi-user solutions and more.



Artificial Intelligence: A Guide to Intelligent Systems, 3e

Michael Negnevitsky

9781408225745 • ©2011
504pp • Paperback

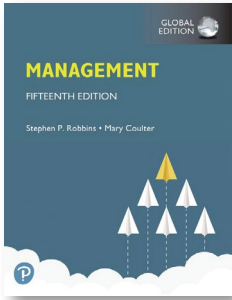
eBook version available

Course: Artificial Intelligence / DSS

Negnevitsky shows students how to build intelligent systems drawing on techniques from knowledge-based systems, neural networks, fuzzy systems, evolutionary computation and now also intelligent agents. The principles behind these techniques are explained without resorting to complex mathematics, showing how the various techniques are implemented, when they are useful and when they are not. No particular programming language is assumed and the book does not tie itself to any of the software tools available.

Management

Principles of Management



Management, 15e

Stephen P. Robbins
& Mary A. Coulter

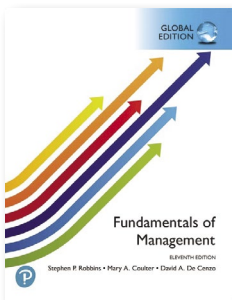
9781292340883 • ©2020
624pp • Paperback

eBook version available

**Available with MyLab Management or
Pearson Horizon**

Course: Principles of Management

With a renewed focus on job-relevant skills, the newest edition of this bestselling text helps management and non-management students alike better prepare to enter the workforce. This new edition vividly illustrates effective management theories by incorporating the perspectives of real-life managers. Through examples, cases and hands-on exercises, students will see and experience management in action – helping them develop the specific skills that employers are looking for and understand how the concepts they're learning about actually work in today's dynamic business world.



Fundamentals of Management: Management Myths Debunked!, 11e

Stephen P. Robbins,
David A. De Cenzo & Mary Coulter

9781292307329 • ©2019
552pp Paperback

eBook version available

Available with MyLab Management

Course: Principles of Management

Fundamentals of Management covers the essential concepts of management by providing a solid foundation for understanding the key issues facing managers and organizations. The 11th Edition maintains a focus on learning and applying management theories, while now also highlighting opportunities to develop the skills in high demand by today's employers. The text offers an easy-to-understand, straightforward and realistic approach to what works for managers and what doesn't – with the ultimate goal to help students be successful in their careers.



Management, 3e

Michael A. Hitt, Stewart Black
& Lyman W. Porter

9781292020594 • ©2013
492pp • Paperback

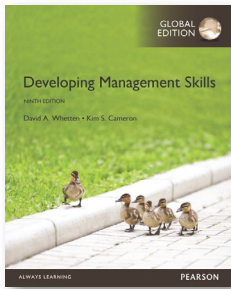
eBook version available

Available with MyLab Management

Course: Principles of Management

This text connects theory with practice, incorporating the latest research findings to make management relevant and exciting to aspiring managers.

Management Skills



Developing Management Skills, 9e

David A. Whetten & Kim S. Cameron

9781292097480 • ©2015

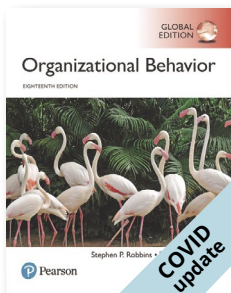
648pp • Paperback

eBook version available

Course: Management Skills

In its Ninth Edition, *Developing Management Skills* has become the standard in hands-on management learning. Designed for students of all skill levels and learning styles, the text allows students to apply knowledge to real-world situations, connect concepts to their own lives and experience management theory in a tactile and engaging way.

Organizational Behavior



Organizational Behavior, 18e (Update)

Stephen P. Robbins & Timothy A. Judge

9781292259239 • ©2021 (June)

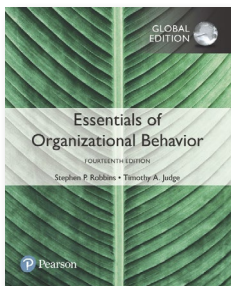
Paperback

eBook version available

Available with MyLab Management or Pearson Horizon

Course: Organizational Behavior

The world's most successful organizational behavior textbook provides the research you want, in the language your students understand. This text makes current, relevant research come alive for readers. This update to the 18th Edition includes the latest research, new cases and COVID-19 updates.



Essentials of Organizational Behavior, 14e

Stephen P. Robbins & Timothy A. Judge

9781292221410 • ©2017

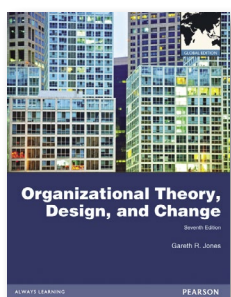
400pp • Paperback

eBook version available

Available with MyLab Management

Course: Organizational Behavior

Essentials of Organizational Behavior teaches students how to communicate and interact within organizations, through real-world scenarios. The text offers comprehensive coverage of key organizational behavior (OB) concepts, making each lesson engaging and easy to absorb. Students can use the book's concepts to apply what they've learned to their own education, future career plans and other organizational endeavors.



Organizational Theory, Design and Change, 7e

Gareth R Jones

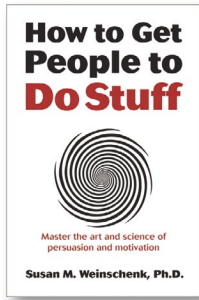
9780273765608 • ©2012

512pp • Paperback

eBook version available

Course: Organizational Behavior

Organizational Theory, Design and Change continues to provide students with the most up-to-date and contemporary treatment of the way managers attempt to increase organizational effectiveness. By making organizational change the centerpiece in a discussion of organizational theory and design, this text stands apart from other books on the market.



How to Get People to Do Stuff: Master the art and science of persuasion and motivation

Susan Weinschenk

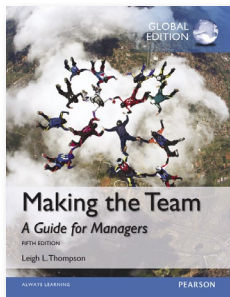
9780321884503 • ©2013

224pp • Paperback

eBook version available

Course: Motivation

We all want people to do stuff. Whether you want your customers to buy from you, vendors to give you a good deal, your employees to take more initiative, or your spouse to make dinner – a large amount of everyday is about getting the people around you to do stuff. Instead of using your usual tactics that sometimes work and sometimes don't, what if you could harness the power of psychology and brain science to motivate people to do the stuff you want them to do – even getting people to want to do the stuff you want them to do.



Making the Team: A Guide for Managers, 5e

Leigh L. Thompson

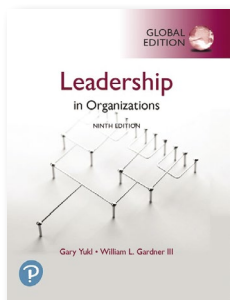
9781292060781 • ©2015

480pp • Paperback

eBook version available

Course: Groups and Teams

Gain insight to help team leaders and team members maximize their success in business. *Making the Team: A Guide for Managers* combines cutting-edge theory with the latest research and real-world applications in order to help team leaders and team members succeed in the business world. Every chapter of this edition contains new information, new research, updated examples and more.



Leadership in Organizations, 9e

Gary Yukl

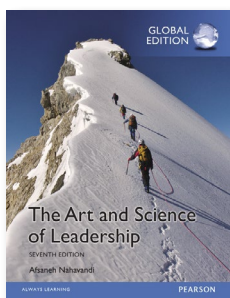
9781292314402 • ©2019

560pp • Paperback

eBook version available

Course: Leadership

Leadership in Organizations provides a balance of theory and practice as it covers the major theories and research on leadership and managerial effectiveness in formal organizations. Rather than detailing an endless series of studies or prescribing exactly how leaders must operate, it sticks to the major findings and offers recommendations for improving managerial effectiveness. Using this approach, readers understand the implications of their decisions and can determine the best courses of action specific to the situation. With new examples, citations and guidelines for better clarity and presentation, the text is a relevant and useful tool for students who expect to become managers in the near future.



The Art and Science of Leadership, 7e

Afsaneh Nahavandi

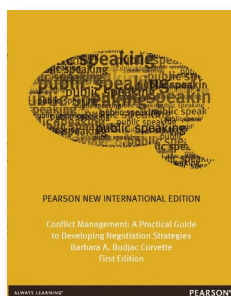
9781292060187 • ©2014

416pp • Paperback

eBook version available

Course: Leadership

Nahavandi's text has an application emphasis with a cross cultural perspective on leadership.



Conflict Management: A Practical Guide to Developing Negotiation Strategies

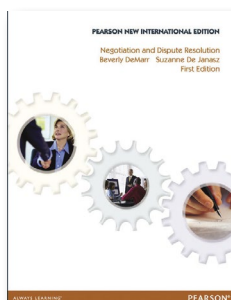
Barbara A. Budjac Corvette

9781292039992 • ©2013
336pp • Paperback

eBook version available

Course: Negotiation

Becoming an effective negotiator is a universal skill that can benefit all. Unlike other books, *Conflict Management* explores how to develop this universal skill, using a very individual, personalized approach. Grounded in theory and research, it examines the psychological and sociological factors inherent in the negotiation process. It explores the complexities of negotiations, by looking at how conflict is related and how temperaments and personality traits impact the process.



Negotiation and Dispute Resolution

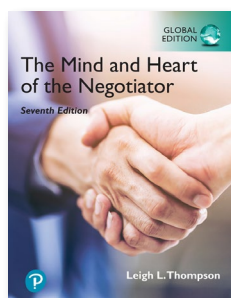
Beverly DeMarr
& Suzanne C. de Janasz

9781292039725 • ©2013
408pp • Paperback

eBook version available

Course: Negotiation

Complete and broad in coverage, this book addresses negotiations and dispute resolution in a wide variety of settings. Because skill development is an important part of becoming a masterful negotiator, concepts are augmented with numerous exercises, activities, role plays and self-assessments. By combining theoretical foundations with experiential exercises, the book helps students develop their ability to negotiate and resolve conflicts in both personal and professional settings.



The Mind and Heart of the Negotiator, 7e

Leigh Thompson

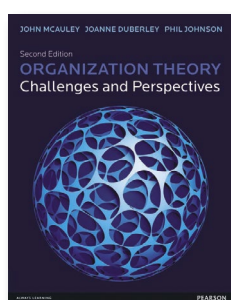
9781292399461 • ©2021
Paperback

eBook version available

Course: Negotiation

Key features:

- Inclusion of groundbreaking findings from over 175 new scientific articles.
- New chapters on negotiator personality and motivation and on managing emotions.



Organization Theory: Challenges and Perspectives, 2e

John McAuley, Philip Johnson
& Joanne Duberley

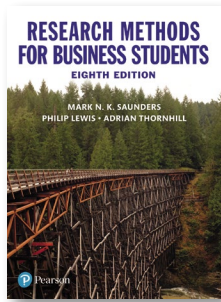
9780273724438 • ©2013
472pp • Paperback

eBook version available

Course: Organization Theory

This book addresses fundamental questions such as what is organization theory and why does it matter. It explores the historical development of organization theory from its origins right up to present-day debates. It asks what challenges it presents to contemporary organizations and explores the solutions it can provide. It brings a fresh approach to long-standing questions and is aimed at undergraduate and postgraduate students for whom the study of organizational theory or analysis is an integral part of their degree programme.

Research Methods in Management



Research Methods for Business Students, 8e

Mark D. Saunders, Philip Lewis & Adrian Thornhill

9781292208787 • ©2018
872pp • Paperback

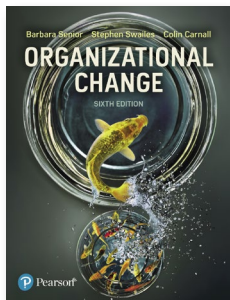
eBook version available

Available with Revel

Course: Research Methods

With over 400,000 copies sold, *Research Methods for Business Students*, is the definitive and market-leading textbook for Business and Management students conducting a research-led project or dissertation. The fully revised 8th Edition answers key questions such as: How do I choose my topic and design the research? Why is research philosophy relevant to my research? How do I collect and analyze my data? When and what do I need to write?

Strategic Management



Organizational Change, 6e

Barbara Senior & Stephen Swailes

9781292243436 • ©2020
456pp • Paperback

eBook version available

Course: Change Management

Organizational Change by Senior, Swailes and Carnall reflects a rapidly evolving world and explores 'how change has changed'. The book is structured into three parts. The first part considers the causes and nature of change. Part two opens up the organization to expand on issues of structuring for change, the cultural and political contexts for change and how to lead change. Part three moves firmly into addressing the more practical considerations of designing, planning and implementing change.



Managing Change in Organizations, 6e

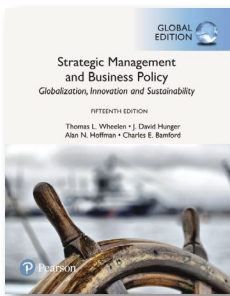
Colin Carnall & Rune Todnem By

9780273736417 • ©2014
384pp • Paperback

eBook version available

Course: Change Management

Managing Change in Organizations provides a practical and thorough overview of how effective change can be achieved in organizations. The text is ideal for advanced undergraduates, MBA and postgraduate students on courses in managing change and organizational change.



Strategic Management and Business Policy: Globalization, Innovation and Sustainability, 15e

Thomas L. Wheelen, J. David Hunger, Alan N. Hoffman & Charles E. Bamford

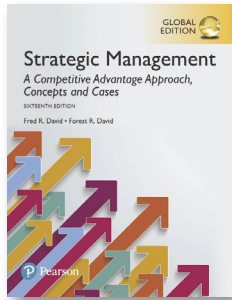
9781292215488 • ©2017
848pp • Paperback

eBook version available

Available with MyLab Management

Course: Strategic Management

The new edition of this popular textbook further sharpens and modernizes this classic text's approach to teaching strategy with an emphasis on globalization, innovation and sustainability. Throughout, the authors equip students with the strategic concepts they will need to know as they face the issues that all organizations must build upon to push their businesses forward. In this edition, Alan Hoffman and Chuck Bamford bring a fresh perspective to this extraordinarily well-researched and practically crafted lesson. Also included is a new chapter on Global Strategy, along with new vignettes and comprehensive, real-world case studies.



Strategic Management: A Competitive Advantage Approach, Concepts and Cases, 16e

Fred R. David & Forest R. David

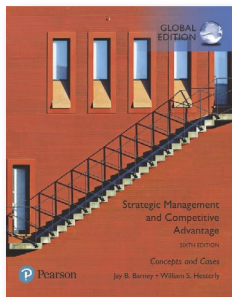
9781292148496 • ©2016
688pp • Paperback

eBook version available

Available with MyLab Management

Course: Strategic Management

In today's economy, gaining and sustaining a competitive advantage is harder than ever. *Strategic Management* captures the complexity of the current business environment and delivers the latest skills and concepts with unrivaled clarity, helping students develop their own cutting-edge strategy through skill-developing exercises. This edition has been thoroughly updated and revised with current research and concepts, plus 30 new cases and end-of-chapter material.



Strategic Management and Competitive Advantage: Concepts and Cases, 6e

William Hesterly & Jay B. Barney

9781292258041 • ©2019
544pp • Paperback

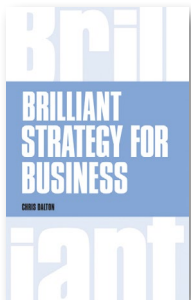
eBook version available

Available with MyLab Management

Course: Strategic Management

Just the essentials, *Strategic Management and Competitive Advantage* strips out excess by only presenting material that answers the question: does this concept help students analyze real business situations? This carefully crafted approach provides students with all the tools necessary for strategic analysis.

Strategic Planning



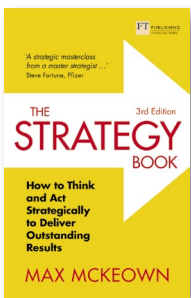
Brilliant Strategy for Business: How to plan, implement and evaluate strategy at any level of management

Chris Dalton

9781292107844 • ©2016
296pp • Paperback

Course: Strategic Planning

In Business, strategy is king. Leadership and hard work are all very well and luck is mighty useful, but it is strategy that makes or breaks a business, organization or team. Of course, it is easier to talk a good strategic game than it is to execute one. This book will help you turn your words into effective and successful actions.



The Strategy Book: How to Think and Act Strategically to Deliver Outstanding Results, 3e

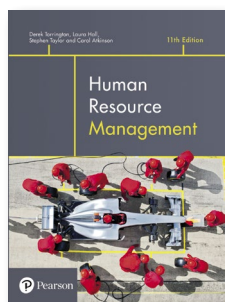
Max Mckeown

9781292264134 • ©2020
288pp • Paperback

Course: Strategic Planning

Strategy is about shaping the future. Thinking strategically is what separates good managers and great leaders. Learn the fundamentals about how to create winning strategy and lead your team to deliver it. From understanding what strategy can do for you, through to creating a strategy and engaging others with strategy, this book offers practical guidance and expert tips. It is peppered with punchy, memorable examples from real leaders winning (and losing) with real world strategies.

Human Resource Management



Human Resource Management, 11e

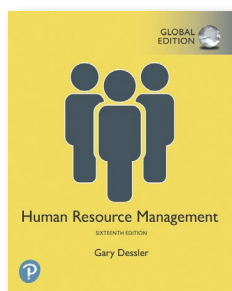
Derek Torrington, Laura Hall,
Carol Atkinson & Stephen Taylor

9781292261645 • ©2020
752pp • Paperback

eBook version available

Course: Human Resource Management

Human Resource Management by Torrington, Hall, Taylor and Atkinson is praised for its comprehensive scope of topics, coverage of important HRM issues and succinctness. It is a great introduction to human resources for students pursuing undergraduate business and management courses, as well as those on CIPD accredited courses. The Eleventh Edition has been thoroughly updated with the economic, social and legal employment practice changes and is specifically designed to cover the issues and debates facing HRM today, backed up by academic research.



Human Resource Management, 16e

Gary Dessler

9781292309125 • ©2019
728pp • Paperback

eBook version available

Available with MyLab Management

Course: Human Resource Management

Human Resource Management provides students with an introduction to the daily tools and skills they'll need to function as successful managers – in both human resources and business in general. With a practical approach, the text explores the evolution of the field, highlighting the introduction of revolutionary new technologies and social media platforms. The 16th Edition focuses on the positive impacts technology has had on the HR field.



Human Resource Management, 15e

R. Wayne Dean Mondy
& Joseph J. Martocchio

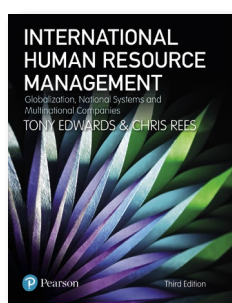
9781292264332 • ©2019
464pp • Paperback

eBook version available

Available with MyLab Management

Course: Human Resource Management

For students to succeed in a rapidly changing HR job market, knowledge of career options and skill development is key. This text provides students with examples of how HR management is practiced in the real world and the relationships between various HR topics are interwoven throughout the text, giving a thorough introduction to the field. This edition covers the latest trends in performance appraisals and has new small group activities.



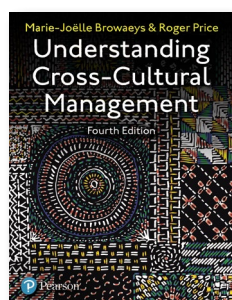
International Human Resource Management: Globalization, National Systems and Multinational Companies, 3e

Tony Edwards & Chris Rees

9781292004105 • ©2017
352pp • Paperback

Course: International HRM

This engaging textbook offers a readable introduction to International Human Resource Management. It explores the international dimensions of managing human resources, with a focus on comparative HRM and multinational organizations. It tackles the issues raised by cross-national differences in HRM styles and explores key themes.



Understanding Cross-Cultural Management, 4e

Marie-Joëlle Browaeys
& Roger Price

9781292204970 • ©2019
512pp • Paperback

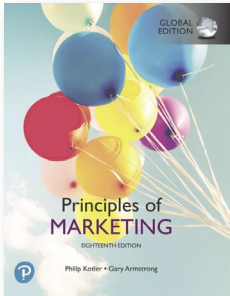
eBook version available

Course: International HRM

Understanding Cross-Cultural Management offers a selective but broad view of classic and contemporary thinking on cultural management. It encourages you to apply theories and ideas to practice – and to relate them to your own experience - through various examples and cases from the business world as well as through a range of practical activities.

Marketing

Principles of Marketing



Principles of Marketing, 18e

Philip T. Kotler & Gary Armstrong

9781292341132 • ©2020

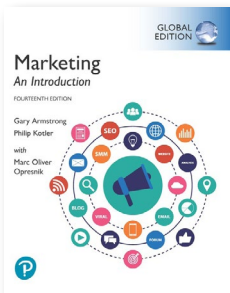
736pp • Paperback

eBook version available

Available with MyLab Marketing or Pearson Horizon

Course: Principles of Marketing – Two-Year and Four-Year

Principles of Marketing helps students master today's key marketing challenge: to create vibrant, interactive communities of consumers who make products and brands an integral part of their daily lives. To help students understand how to create value and build customer relationships, Kotler and Armstrong present fundamental marketing information within an innovative customer-value framework. Thoroughly revised to reflect the major trends impacting contemporary marketing, the 18th Edition is packed with stories illustrating how companies use new digital technologies to maximize customer engagement and shape brand conversations, experiences and communities.



Marketing: An Introduction, 14e

Gary Armstrong, Philip Kotler
& Marc Oliver Opresnik

9781292294865 • ©2019

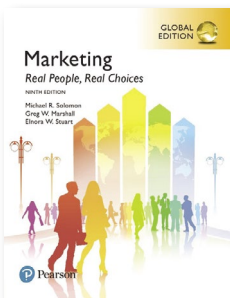
680pp • Paperback

eBook version available

Available with MyLab Marketing or Pearson Horizon

Course: Principles of Marketing – Two-Year and Four-Year

Marketing: An Introduction shows students how customer value – creating it and capturing it – drives effective marketing strategies. The 14th Edition reflects the major trends and shifting forces that impact marketing in this digital age of customer value, engagement and relationships, leaving students with a richer understanding of basic marketing concepts, strategies and practices. Through updated company cases, Marketing at Work highlights and revised end-of-chapter exercises, students are able to apply marketing concepts to real-world company scenarios.



Marketing: Real People, Real Choices, 9e

Michael R. Solomon,
Greg W. Marshall &
Elnora W. Stuart

9781292221083 • ©2018

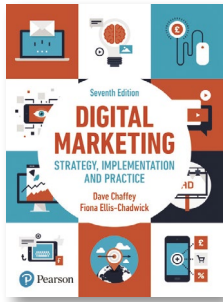
600pp • Paperback

eBook version available

Available with MyLab Marketing

Course: Principles of Marketing – Two-Year and Four-Year

The only text to introduce marketing from the perspective of real people, who make real marketing decisions, at leading companies every day. Timely, relevant and dynamic, this reader-friendly text shows students how marketing concepts are implemented and what they really mean in the marketplace. The Ninth Edition presents more information than ever on the core issues every marketer needs to know, including value, analytics and metrics and ethical and sustainable marketing.



Digital Marketing: Strategy, Implementation and Practice, 7e

Dave Chaffey &
Fiona Ellis-Chadwick

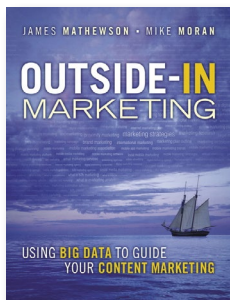
9781292241579 • ©2019
576pp • Paperback

eBook version available

Available with Revel

Course: Marketing on the Internet

Digital Marketing provides the most comprehensive guide to all aspects of using the Internet, digital media and marketing technology to achieve the goals of integrated multichannel marketing. This streamlined Seventh Edition provides comprehensive, practical guidance on how companies can get the most out of digital media and technology to meet their marketing goals. The text links marketing theory with practical business experience through case studies from cutting edge companies such as ASOS, Spotify, Zalando and Zappos, to help students understand digital marketing in the real world.



Outside-In Marketing: Using Big Data to Guide your Content Marketing

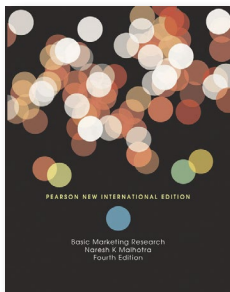
James Mathewson & Mike Moran

9780133375565 • ©2016
208pp • Paperback

eBook version available

Course: Marketing on the Internet

Marketing has always been about my brand, my product, my company. That's inside-out marketing. Today, customers hate it – and ignore it. What does work? Customized messages they already care about. Marketing that respects their time and gives them immediate value in exchange for their attention. Marketing that's outside-in. This book shows how to integrate content marketing with Big Data to create high-ROI, outside-in marketing. James Mathewson and Mike Moran share new practices, techniques, guidelines and metrics for engaging on your customers' terms, using their words, reflecting their motivations.



Basic Marketing Research, 4e

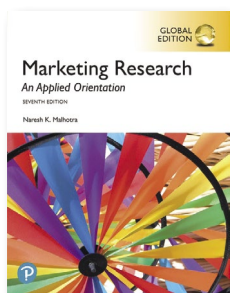
Naresh K. Malhotra

9781292020488 • ©2013
676pp • Paperback

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Course: Marketing Research

With a hands-on, do-it-yourself approach, Malhotra offers a contemporary focus on decision making, illustrating the interaction between marketing research decisions and marketing management decisions.



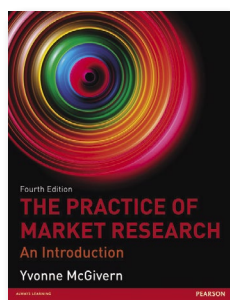
Marketing Research: An Applied Orientation, 7e

Naresh K. Malhotra

9781292265636 • ©2019
888pp • Paperback

Course: Marketing Research

With a do-it-yourself, hands-on approach, *Marketing Research: An Applied Orientation* illustrates the interaction between marketing research decisions and marketing management decisions. This text uses a practical six-step framework for conducting marketing research, utilizing a variety of marketing companies to highlight qualitative and quantitative research strategies. With detailed emphasis on how to run the SPSS and SAS programs, marketing research students obtain the most extensive help available on this industry.



The Practice of Market Research: An Introduction, 4e

Yvonne McGivern

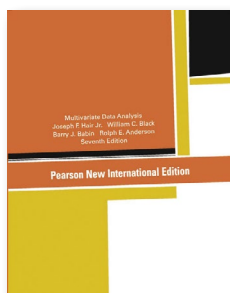
9780273773115 • ©2013

608pp • Paperback

eBook version available

Course: Marketing Research

This text offers a comprehensive and understandable account of the techniques and practical tasks involved in setting up and running marketing or social research projects. Linked to the professional body MRS (the Market Research Society) and with plenty of real-life examples from big-name companies such as McDonalds and Levis as well as governments and charities, the author's depth of insight and experience of the real world of market research is evident throughout this book.



Multivariate Data Analysis, 7e

Joseph F. Hair, William C. Black,
Barry J. Babin & Rolph E. Anderson

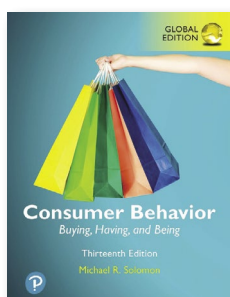
9781292021904 • ©2013

740pp • Paperback

eBook version available

Course: Graduate Marketing Research

For over 30 years, this text has provided students with the information they need to understand and apply multivariate data analysis. Hair et. al provide an applications-oriented introduction to multivariate analysis for the non-statistician. By reducing heavy statistical research into fundamental concepts, the text explains to students how to understand and make use of the results of specific statistical techniques.



Consumer Behavior: Buying, Having and Being, 12e

Michael R. Solomon

9781292318103 • ©2019

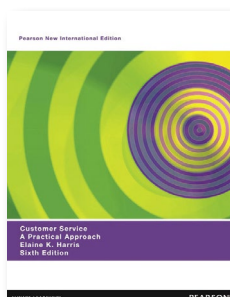
640pp • Paperback

eBook version available

Available with MyLab Marketing or Revel

Course: Consumer Behavior

Solomon's *Consumer Behavior: Buying, Having and Being* covers what happens before, during and after the point of purchase. It investigates how having (or not having) certain products affects our lives; specifically, how these items influence how we feel about ourselves and each other, especially in the canon of social media and the digital age. Since we are all consumers, many of the topics have both professional and personal relevance to students. This makes it easy to apply the theory outside of the classroom and maintain an edge in the fluid and evolving field of consumer behavior.



Customer Service: A Practical Approach, 6e

Elaine K. Harris

9781292040356 • ©2013

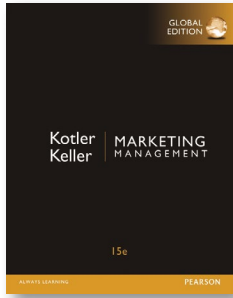
200pp • Paperback

eBook version available

Course: Consumer Behavior

The market-leader, *Customer Service: A Practical Approach* goes beyond providing reasons why customer service is important to defining proven methods for creating customer service excellence. Using a hands-on approach, it covers a wide range of knowledge and skills and offers an extensive collection of activities to enliven and invigorate any lecture. This edition features a revised chapter on technology, new Ethics in Action exercises and coverage of the latest trends in the customer service field.

Marketing Management



Marketing Management, 15e

Philip Kotler & Kevin Lane Keller

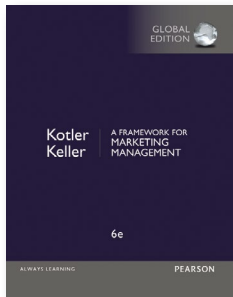
9781292092621 • ©2015
832pp • Paperback

eBook version available

Available with MyLab Marketing

Course: Marketing Management

Stay on the cutting-edge with the gold standard text that reflects the latest in marketing theory and practice. The world of marketing is changing everyday – and in order for students to have a competitive advantage, they need a textbook that reflects the best of today's marketing theory and practices. *Marketing Management* is the gold standard marketing text because its content and organization consistently reflect the latest changes in today's marketing theory and practice.



A Framework for Marketing Management, 6e

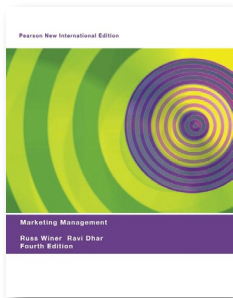
Philip Kotler & Kevin Lane Keller

9781292093147 • ©2015
352pp • Paperback

eBook version available

Course: Marketing Management

A Framework for Marketing Management is a concise, streamlined version of Kotler and Keller's *Marketing Management*, Fifteenth Edition, a comprehensive look at marketing strategy. The book's efficient coverage of current marketing management practices makes for a short yet thorough text that provides the perfect supplement for incorporated simulations, projects and cases.



Marketing Management, 4e

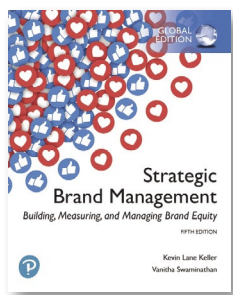
Russ Winer & Ravi Dhar

9781292023410 • ©2013
496pp • Paperback

eBook version available

Course: Advanced Marketing Management

Go beyond the basic concepts with a strategic focus and integration of IT and global perspectives. *Marketing Management* reflects the dynamic environment inhabited by today's marketers, helping readers understand this increasingly global marketplace and the impact of technology on making strategic marketing decisions. Its modern, strategy-based approach covers critical, fundamental topics required for professional success.



Strategic Brand Management, 5e

Kevin Keller and Vanitha Swaminathan

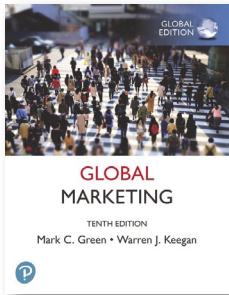
9781292314969 • ©2019
624pp • Paperback

eBook version available

Course: Brand Management, Brand Strategy

Strategic Brand Management: Building, Measuring and Managing Brand Equity looks at branding from the perspective of the consumer and provides a framework that identifies, defines and measures brand equity. Using insight from both academics and industry practitioners, the text draws on illustrative examples and case studies of brands marketed in the US and all over the world. New co-author and award-winning scholar Vanitha Swaminathan, joins Kevin Lane Keller on this exciting, new 5th Edition. This edition also features a greater focus on digital branding, so students are aware of the exciting new opportunities and daunting challenges brands must face in connecting with today's consumers.

Global / International Marketing



Global Marketing, 10e

Warren J. Keegan & Mark C. Green

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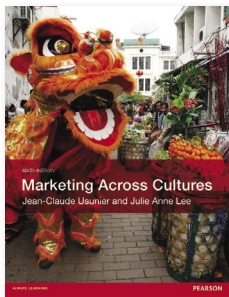
632pp • Paperback

eBook version available

Available with MyLab Marketing

Course: International Marketing

Global Marketing's environmental and strategic approach outlines the major dimensions of the global business environment for students. The 10th Edition brings global marketing out of the classroom and into the real world with up-to-date examples of questions, concerns and crises facing global markets. New cases have been added while others have been revised as the text considers recent geopolitical developments and technological changes affecting global marketing. The text offers authoritative content as well as conceptual and analytical tools that will prepare students to successfully pursue careers in global marketing or related areas.



Marketing Across Cultures, 6e

Jean-Claude Usunier
& Julie Anne Lee

9780273757733 • ©2012

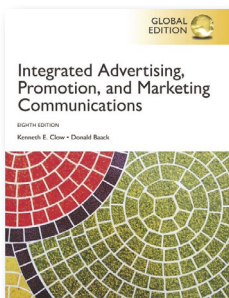
496pp • Paperback

eBook version available

Course: International Marketing

In an increasingly interconnected global business environment, it is crucial that marketers recognize how a better understanding of cultural differences can help improve performance. *Marketing Across Cultures* examines how multinational companies can appreciate and adapt to international diversity.

Marketing Communications



Integrated Advertising, Promotion and Marketing Communications, 8e

Kenneth E. Clow & Donald E. Baack

9781292222691 • ©2018

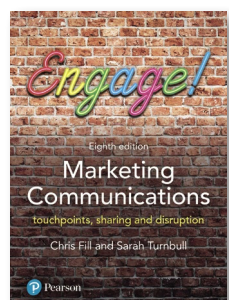
512pp • Paperback

eBook version available

Available with MyLab Marketing

Course: Integrated Marketing Communications

This book speaks to an evolved definition of integrated marketing and teaches students how to effectively communicate in the business world. It champions the importance of integrating all marketing communications and helps students understand how communications are produced and transmitted. It covers advertising and promotions, the role of social media, blogs, mobile messaging and other marketing tactics. To help students retain ideas, each chapter includes tools that allow them to apply concepts to real-life situations. The Eighth Edition includes extensive analysis of social media, Internet blogs and mobile, helping students understand the vital links marketers use to connect with consumers.



Marketing Communications: discovery, creation and conversations, 8e

Chris Fill & Sarah Turnbull

9781292234977 • ©2019

816pp • Paperback

eBook version available

Available with Revel

Course: Integrated Marketing Communications

The new edition of *Marketing Communications* delivers a rich blend of theory with examples of contemporary marketing practice. Providing a critical insight into how brands engage audiences, Fill and Turnbull continues to be the definitive marketing communications text for undergraduate and postgraduate students in marketing and related fields.

New Product Management



Innovation Management and New Product Development, 7e

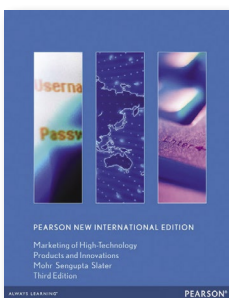
Paul Trott

9781292251523 • 2020
Paperback

eBook version available

Course: Marketing Strategy

This text takes evidence-based approach and covers various fields: manufacturing, services, private and public sectors. 'Innovation in action' boxes illustrate how real companies are managing innovation today. The 7th Edition has a new chapter on 'Public Sector Innovation' and new case studies such as for 3M.



Marketing of High-Technology Products and Innovations, 3e

Jakki J. Mohr, Sanjit Sengupta
& Stanley Slater

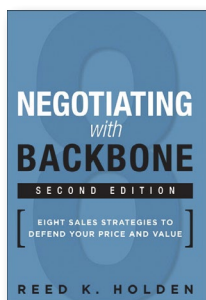
9781292040332 • ©2013
552pp • Paperback

eBook version available

Course: New Product Design and Marketing

This is the only text on the market that focuses on the unique marketing challenges that surround high-tech products and service. The Third Edition retains all the same concepts and materials of previous editions and includes comprehensive coverage of the latest academic research and leading-edge business practices.

Sales



Negotiating with Backbone: Eight Sales Strategies to Defend Your Price and Value, 2e

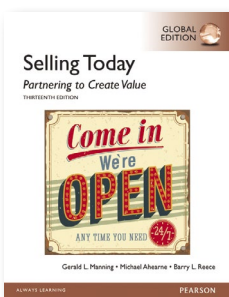
Reed K. Holden

9780134268415 • ©2016
208pp • Paperback

eBook version available

Course: Sales Promotion

Sales professionals now confront an unprecedented threat to their success. Regardless of their size, industry, country, customer type, nature of their relationships, or the value they provide, they're finding purchasing decisions increasingly constrained by procurement organizations. Where traditional purchasing managers negotiated, procurement officials seek to dictate unprecedented discounts and concessions. As a sales professional, you must level the playing field – and that means developing some powerful new strategies and tactics of your own. You'll find them in *Negotiating with Backbone*.



Selling Today: Partnering to Create Value, 13e

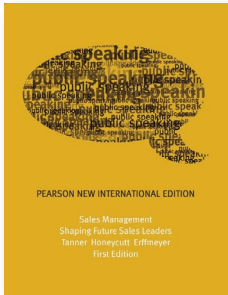
Gerald L. Manning,
Michael Ahearne & Barry Reece

9781292060170 • ©2014
552pp • Paperback

eBook version available

Course: Introduction to Selling

This text helps students understand the value of developing their personal selling skills by exposing them to a careful integration of personal selling academic theory and real-world applications. And with the largest number of "learn by doing" materials available in any personal selling text, Manning/Ahearne/Reece offers instructors a variety of teaching tools to strengthen the learning process. As the developed nations of the world transition from a production focus to a sales-and-service focus, this cutting-edge new edition prepares students to succeed as members of a new generation of business people.



Sales Management

Jeff Tanner, Earl D. Honeycutt
& Robert C. Erffmeyer

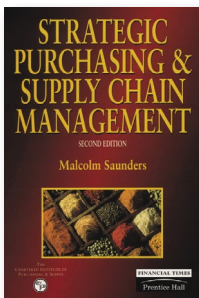
9781292023458 • ©2013
456pp • Paperback

eBook version available

Course: Sales Management

Sales Management is the only book on the market that prepares students to become effective sales managers in today's hyper-competitive, global economy – by integrating current technology, research and strategic thinking activities.

Purchasing



Strategic Purchasing & Supply Chain Management, 2e

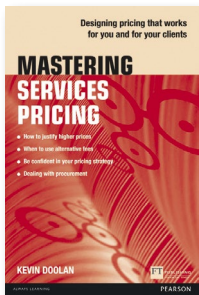
Malcolm Saunders

9780273623823 • ©1997
368pp • Paperback

Course: Purchasing

This text provides students with a clear understanding of the scope and potential of purchasing and supply chain management strategy in a variety of international organizations. It takes an integrated approach to the strategic management of the supply chain and sees this as a central component of the management function. It demonstrates the links between developments in the field of purchasing and changes in business strategy and functional areas such as marketing strategy and manufacturing strategy.

Pricing



Mastering Services Pricing: Designing pricing that works for you and for your clients

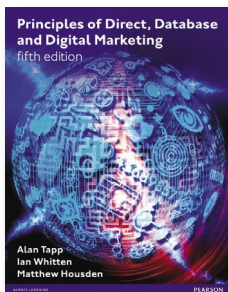
Kevin Doolan

9781292063362 • ©2015
320pp • Paperback

Course: Introduction to Pricing

As traditional manufacturing companies move to service provision, what pricing model should they develop and what buyer behavior model should they nurture? What happens if you get your services offering right, but your pricing model wrong? *Mastering Services Pricing* shows you how to create pricing that allows you to deliver maximum profit and high client satisfaction.

Direct Marketing



Principles of Direct, Database and Digital Marketing, 5e

Alan Tapp, Ian Whitten
& Matthew Housden

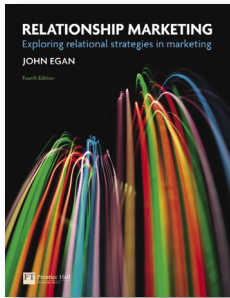
9780273756507 • ©2013
576pp • Paperback

eBook version available

Course: Direct Marketing

Alan Tapp's successful text has long been a leading authority on direct marketing and for this Fifth Edition he is joined by Ian Whitten and Matthew Housden for the most up-to-date book yet. The authors all bring great expertise across direct, database and digital marketing to provide comprehensive, compelling coverage of the key theory and debates of the fields.

Relationship Marketing



Relationship Marketing: Exploring Relational Strategies in Marketing, 4e

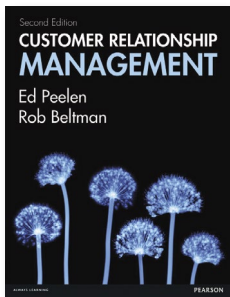
John Egan

9780273737780 • ©2011
328pp • Paperback

eBook version available

Course: Relationship Marketing

Relationship Marketing comprehensively examines relationships in marketing and how these influence modern marketing strategy and practice, by critically reviewing and analyzing what has been described as 'marketing's new paradigm'. Established as the key text in the area, the Fourth Edition continues to offer an accessible and authoritative introduction to this increasingly important subject. It retains its informed coverage of the most recent and important literature, as well as clearly organizing and structuring the book around its core themes.



Customer Relationship Management, 2e

Ed Peelen & Rob Beltman

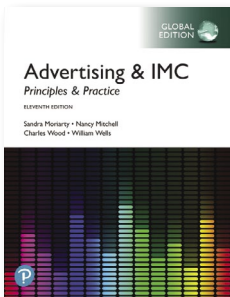
9780273774952 • ©2013
440pp • Paperback

eBook version available

Course: Customer Relationship Management

Customer Relationship Management gives a well-balanced coverage of strategy and organization, marketing aspects, analytical CRM, operational CRM, CRM systems and their implementation. It is the only comprehensive academic text to cover the entire scope of CRM from a marketing management angle.

Advertising



Advertising & IMC: Principles and Practice, 11e

Sandra Moriarty, Nancy D. Mitchell
& William D. Wells

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664pp • Paperback

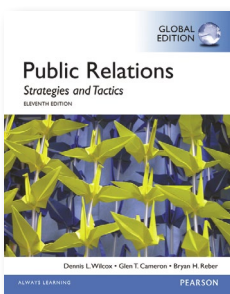
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Course: Advertising Principles

Advertising & IMC: Principles and Practice presents the strategic use of communications to engage different types of consumers. Covering advertising, public relations, direct marketing, promotion and more, Advertising & IMC uses examples of award-winning brand campaigns, contributions from experts and enduring principles and practices to provide students with a practical guide to executing integrated marketing communications. With a new author joining the team, the 11th Edition features a significant reorganization and revision of the material. Now, readers will understand not only the types of marketing communication possible, but also their application of strategy and planning and how these areas work together.

Public Relations



Public Relations: Strategies and Tactics, 11e

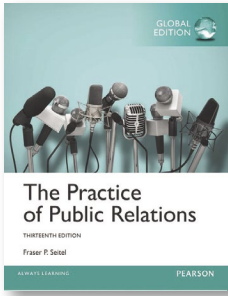
Dennis L. Wilcox, Glen T. Cameron
& Bryan H. Reber

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624pp • Paperback

eBook version available

Course: Introduction to Public Relations

Public Relations: Strategies and Tactics uses real-world case studies and examples to explain the basic concepts and theory behind modern public relations practice. This comprehensive text is grounded in scholarship and includes references to landmark studies and time-honored public relations techniques. The writing is geared to undergraduates and many colorful charts and photos are used to enhance major concepts.



The Practice of Public Relations, 13e

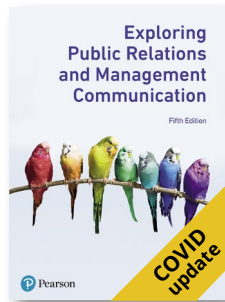
Fraser P. Seitel

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Course: Introduction to Public Relations

Featuring an intensely practical approach that favors reasoning, justification and applications that work, *The Practice of Public Relations* prepares students for contemporary public relations work in the changing landscape of the 21st century. This Thirteenth Edition has been thoroughly updated to include recent public relations cases with a continued emphasis on ethics, using examples that span several fields and countries.



Exploring Public Relations and Management Communication, 5e

Ralph Tench & Liz Yeomans

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672pp • Paperback

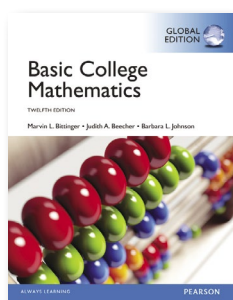
eBook version available

Course: Public Relations Management

Exploring Public Relations and Management Communication by Tench and Waddington is the definitive text on public relations. Blending theory with real-life applications, this book offers critical analysis with updated case studies, exercises and discussion questions that provide you with a holistic subject understanding. It also engages you with the thought processes behind some of the latest PR campaigns. This fundamental yet very practical text recognizes the strategic importance of public relations to organizations, growing conversation about professionalism in practice and professional ethics. Includes comprehensive coverage of the COVID-19 pandemic.

Mathematics & Statistics

Precalculus / Precollege Mathematics



Basic College Mathematics, 12e

Marvin L. Bittinger
& Judith A. Penna

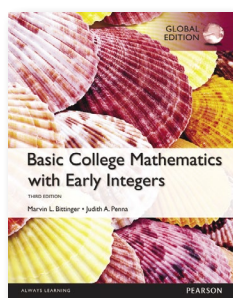
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Course: Basic Mathematics

The Bittinger Worktext Series recognizes that math hasn't changed, but students – and the way they learn math – have. This latest edition continues the Bittinger tradition of objective-based, guided learning, while also integrating timely updates to the proven pedagogy. This edition has a greater emphasis on guided learning and helping students get the most out of all of the resources available, including new mobile learning resources, whether in a traditional lecture, hybrid, lab-based, or online course.



Basic College Mathematics with Early Integers, 3e

Marvin L. Bittinger
& Judith A. Penna

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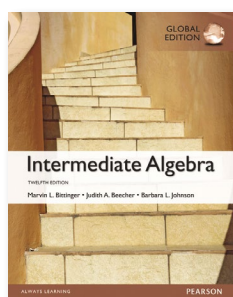
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Judith A. Beecher &
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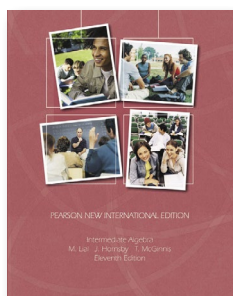
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Title available on demand



Intermediate Algebra, 11e

Margaret Lial, John Hornsby
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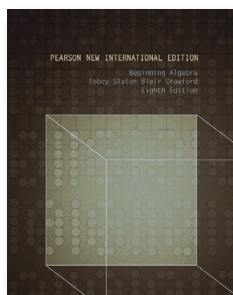
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Is there anything more beautiful than an "A" in Algebra? Not to the Lial team! Marge Lial, John Hornsby and Terry McGinnis write their textbooks and accompanying resources with one goal in mind: giving students and teachers all the tools they need to achieve success.

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Beginning Algebra, 8e

John Jr Tobey, Jr., Jeffrey Slater,
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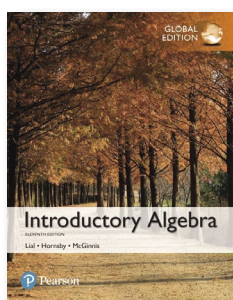
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The Tobey/Slater/Blair/Crawford series builds essential skills one at a time by breaking the mathematics down into manageable pieces. This practical building block organization makes it easy for students to understand each topic and gain confidence as they move through each section. Students will find many opportunities to check and reinforce their understanding of concepts throughout the text.

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Introductory Algebra, 11e

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& Terry McGinnis

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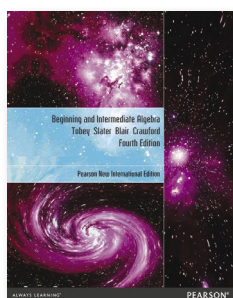
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Course: Beginning Algebra

The Lial Series has helped thousands of students succeed in developmental mathematics by providing the best learning and teaching support to students and instructors.

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Beginning and Intermediate Algebra, 4e

John Jr Tobey, Jr., Jeffrey Slater,
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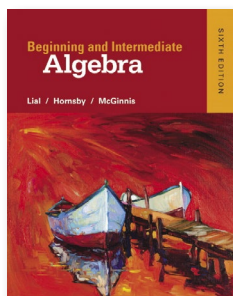
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(Combined Books)

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Title available on demand



Beginning and Intermediate Algebra, 6e

Margaret L. Lial, John Hornsby
& Terry McGinnis

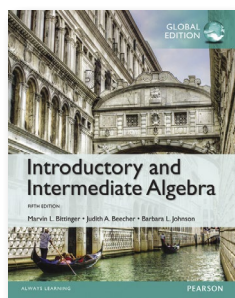
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Title available on demand



Introductory and Intermediate Algebra, 5e

Marvin L. Bittinger
& Judith A. Beecher

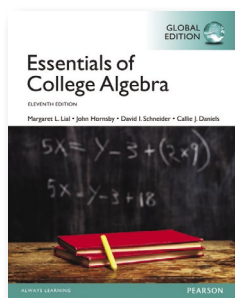
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Essentials of College Algebra, 11e

Margaret Lial, John Hornsby,
David Schneider & Callie Daniels

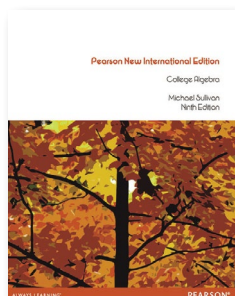
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672pp • Paperback

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Available with MyLab Math

Course: College Algebra

Essentials of College Algebra develops both the conceptual understanding and the analytical skills necessary for success in mathematics. With the Eleventh Edition, the authors have adapted and updated the program for the evolving student. New co-author Callie Daniels brings her experience with traditional, hybrid and online courses, to create a suite of resources to support today's learners.



College Algebra, 9e

Michael Sullivan

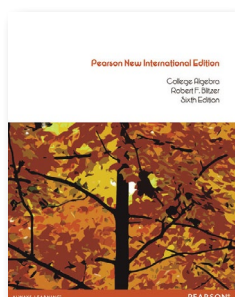
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808pp • Paperback

eBook version available

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Course: College Algebra

Mike Sullivan's time-tested approach focuses students on the fundamental skills they need for the course: preparing for class, practicing with homework and reviewing the concepts. In the Ninth Edition, *College Algebra* has evolved to meet today's course needs, building on these hallmarks by integrating projects and other interactive learning tools for use in the classroom or online.



College Algebra, 6e

Robert F. Blitzer

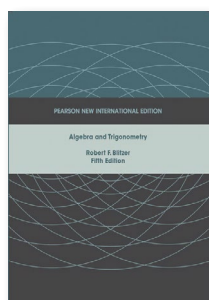
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Course: College Algebra

Bob Blitzer has inspired thousands of students with his engaging approach to mathematics, making this beloved series the #1 in the market. Blitzer draws on his unique background in mathematics and behavioral science to present the full scope of mathematics with vivid applications in real-life situations. Students stay engaged because Blitzer often uses pop-culture and up-to-date references to connect math to students' lives, showing that their world is profoundly mathematical.



Algebra and Trigonometry, 5e

Robert F. Blitzer

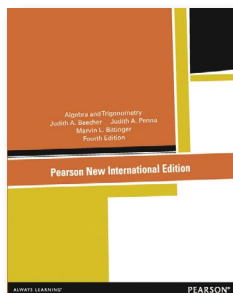
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Algebra and Trigonometry, 4e

Judith A. Beecher, Judith A. Penna
& Marvin L. Bittinger

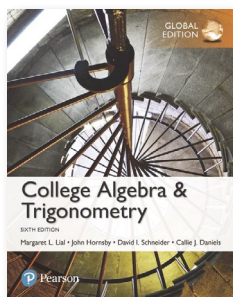
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1008pp • Paperback

eBook version available

Available with MyLab Math

Course: Algebra and Trigonometry

Beecher, Penna and Bittinger's *Algebra and Trigonometry* is known for enabling students to see the math through its focus on visualization and early introduction to functions. With the Fourth Edition, the authors continue to innovate by incorporating more ongoing review to help students develop their understanding and study effectively.



College Algebra and Trigonometry, 6e

Margaret L. Lial, John Hornsby,
David I. Schneider & Callie Daniels

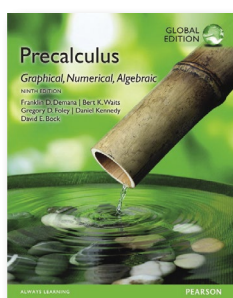
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eBook version available

Available with MyLab Math

Course: Algebra and Trigonometry

The College Algebra series, by Lial, Hornsby, Schneider and Daniels, combines the experience of master teachers to help students develop both the conceptual understanding and the analytical skills necessary for success in mathematics. With this latest edition, the authors respond to the challenges of new student expectations and new classroom models.



Precalculus: Graphical, Numerical, Algebraic, 9e

Franklin Demana, Bert K. Waits,
Gregory D. Foley, Daniel Kennedy
& Dave Bock

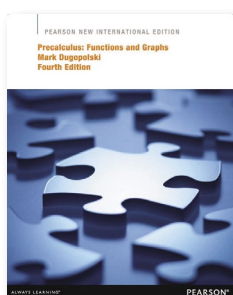
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1000pp • Paperback

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Course: Precalculus Mathematics

Precalculus: Graphical, Numerical, Algebraic – by the nationally recognized author team of Demana, Waits, Foley, Kennedy and Bock – is the leading choice for graphing-intensive courses. Now in its Ninth Edition, this bestseller offers extremely accessible writing and exercises, a balanced approach to problem solving, the most appropriate use of technology and an easier and more consistent transition from Precalculus to Calculus.



Precalculus: Functions and Graphs, 4e

Mark Dugopolski

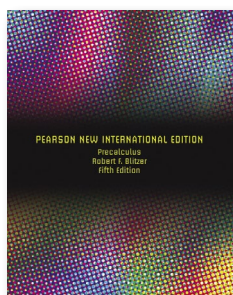
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888pp • Paperback

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Available with MyLab Math

Course: Precalculus Mathematics

Dugopolski's *Precalculus: Functions and Graphs* gives students the essential strategies they need to make the transition to calculus. The author's emphasis on problem solving and critical thinking is enhanced by the addition of 900 exercises including new vocabulary and cumulative review problems. Students will find carefully placed learning aids and review tools to help them learn the math without getting distracted. Along the way, students see how the algebra connects to their future calculus courses, with tools like Foreshadowing Calculus and Concepts of Calculus.



Precalculus, 5e

Robert F. Blitzer

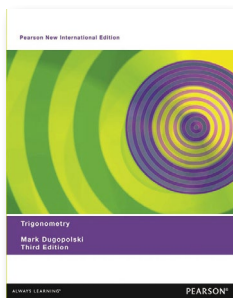
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Bob Blitzer has inspired thousands of students with his engaging approach to mathematics, making this beloved series the #1 in the market. Blitzer draws on his unique background in mathematics and behavioral science to present the full scope of mathematics with vivid applications in real-life situations. Students stay engaged because Blitzer often uses pop-culture and up-to-date references to connect math to students' lives, showing that their world is profoundly mathematical.



Trigonometry, 3e

Mark Dugopolski

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Course: Plane Trigonometry

Dugopolski's *Trigonometry* gives students the essential strategies to help them develop the comprehension and confidence they need to be successful in this course. Students will find enough carefully placed learning aids and review tools to help them do the math without getting distracted from their objectives. Regardless of their goals beyond the course, all students will benefit from Dugopolski's emphasis on problem solving and critical thinking, which is enhanced by the addition of nearly 1,000 exercises in this edition.



Trigonometry, 10e

Margaret Lial, John Hornsby,
David I. Schneider & Callie Daniels

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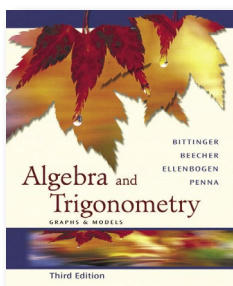
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Course: Plane Trigonometry

Trigonometry by Lial, Hornsby, Schneider and Daniels, engages and supports students in the learning process by developing both the conceptual understanding and the analytical skills necessary for success in mathematics. With the Tenth Edition, the authors recognize that students are learning in new ways and that the classroom is evolving. The Lial team is now offering a new suite of resources to support today's instructors and students.



Algebra and Trigonometry: Graphs and Models, 3e

Marvin L. Bittinger,
Judith A. Beecher,
David J. Ellenbogen
& Judith A. Penna

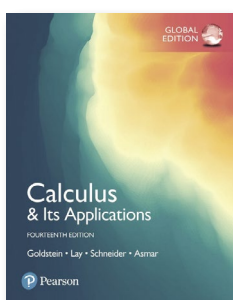
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1056pp • Hardback

Course: Algebra / Trig with Graphing Calculators

With a visual, graphical approach that emphasizes connections among concepts, this text helps students make the most of their study time. The authors show how different mathematical ideas are tied together through their zeros, solutions and x-intercepts theme; side-by-side algebraic and graphical solutions; calculator screens; and examples and exercises. By continually reinforcing the connections among various mathematical concepts as well as different solution methods, the authors lead students to the ultimate goal of mastery and success in class.

Applied Mathematics



Calculus & Its Applications, 14e

Larry J. Goldstein, David Lay,
Nakhle I. Asmar &
David I. Schneider

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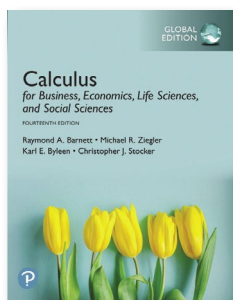
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Course: Applied Calculus

Calculus & Its Applications builds intuition with key concepts of calculus before the analytical material. For example, the authors explain the derivative geometrically before they present limits and they introduce the definite integral intuitively via the notion of net change before they discuss Riemann sums. The strategic organization of topics makes it easy to adjust the level of theoretical material covered. The significant applications introduced early in the course serve to motivate students and make the mathematics more accessible. Another unique aspect of the text is its intuitive use of differential equations to model a variety of phenomena in Chapter 5, which addresses applications of exponential and logarithmic functions.



Calculus for Business, Economics, Life Sciences and Social Sciences, 14e

Raymond A. Barnett,
Michael R. Ziegler & Karl E. Byleen

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792pp • Paperback

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Course: Applied Calculus

Calculus for Business, Economics, Life Sciences and Social Sciences, 14th Edition offers more built-in guidance than any other text in its field – with special emphasis on applications and prerequisite skills – and a host of student-friendly features to help students catch up or learn on their own. The text's emphasis on helping students “get the idea” is enhanced in the new edition by a design refresh and updated data and applications.



Basic Technical Mathematics with Calculus, 10e

Allyn J. Washington

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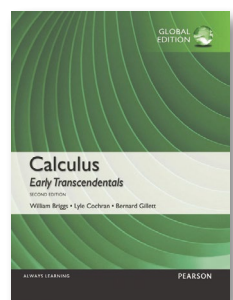
eBook version available

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Course: Technical Mathematics

This tried-and-true text from Allyn Washington preserves the author's highly regarded approach to technical math, while enhancing the integration of technology. Appropriate for a one- to two-semester course, *Basic Technicals Mathematics with Calculus* shows how algebra and trigonometry are used on the job. It addresses a vast number of technologies including aeronautics, construction, energy, environmental, electronics, computer design, automotive, fire science and more!

Mathematics for Scientists and Engineers



Calculus: Early Transcendentals, 2e

William L. Briggs, Lyle Cochran
& Bernard Gillett

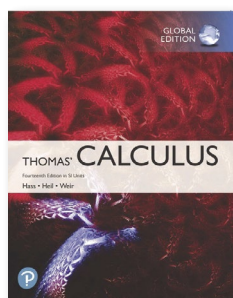
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1320pp • Paperback

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Available with MyLab Math

Course: Calculus

This much anticipated Second Edition of the most successful new calculus text published in the last two decades retains the best of the first edition while introducing important advances and refinements. Authors Briggs, Cochran and Gillett build from a foundation of meticulously crafted exercise sets, then draw students into the narrative through writing that reflects the voice of the instructor, examples that are stepped out and thoughtfully annotated and figures that are designed to teach rather than simply supplement the narrative.



Thomas' Calculus in SI Units, 14e

George B. Thomas,
Maurice D. Weir & Joel R. Hass

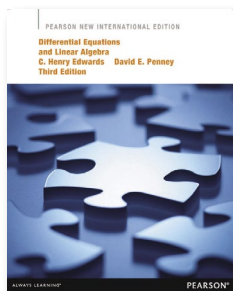
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Course: Calculus

Thomas' Calculus helps students reach the level of mathematical proficiency and maturity you require, but with support for students who need it through its balance of clear and intuitive explanations, current applications and generalized concepts. In this edition, new co-author Christopher Heil (Georgia Institute of Technology) partners with author Joel Hass to preserve what is best about Thomas' time-tested text while reconsidering every word and every piece of art with today's students in mind. The result is a text that goes beyond memorizing formulas and routine procedures to help students generalize key concepts and develop deeper understanding.



Differential Equations and Linear Algebra, 3e

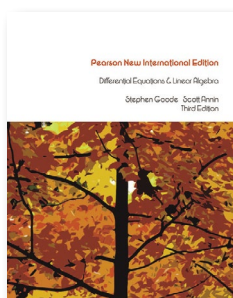
C. Henry Edwards
& David E. Penney

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696pp • Paperback

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Course: Differential Equations and Linear Algebra

Acclaimed authors Edwards and Penney combine core topics in elementary differential equations with those concepts and methods of elementary linear algebra needed for a contemporary combined introduction to differential equations and linear algebra. Known for its real-world applications and its blend of algebraic and geometric approaches, this text discusses mathematical modeling of real-world phenomena, with a fresh new computational and qualitative flavor evident throughout in figures, examples, problems and applications.



Differential Equations and Linear Algebra, 3e

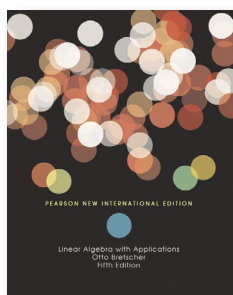
Stephen W. Goode
& Scott A. Annin

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Course: Differential Equations and Linear Algebra

This complete introduction to both differential equations and linear algebra presents a carefully balanced and sound integration of the two topics. It promotes in-depth understanding rather than rote memorization, enabling students to fully comprehend abstract concepts and leave the course with a solid foundation in linear algebra. Flexible in format, it explains concepts clearly and logically with an abundance of examples and illustrations, without sacrificing level or rigor.



Linear Algebra with Applications, 5e

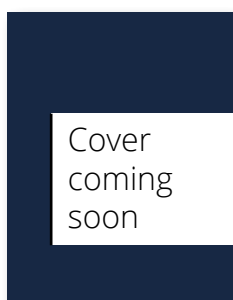
Otto Bretscher

9781292022147 • ©2013
464pp • Paperback

eBook version available

Course: Introductory Linear Algebra

Offering the most geometric presentation available, *Linear Algebra with Applications* emphasizes linear transformations as a unifying theme. This elegant textbook combines a user-friendly presentation with straightforward, lucid language to clarify and organize the techniques and applications of linear algebra. Exercises and examples make up the heart of the text, with abstract exposition kept to a minimum.



Linear Algebra and Its Applications, 5e

David C. Lay, Steven R. Lay
& Judi J. McDonald

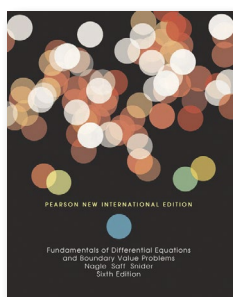
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Paperback

eBook version available

Available with MyLab Math

Course: Introductory Linear Algebra

Instructors seem to agree that certain concepts (such as linear independence, spanning, subspace, vector space and linear transformations) are not easily understood and require time to assimilate. These concepts are fundamental to the study of linear algebra, so students' understanding of them is vital to mastering the subject. This text makes these concepts more accessible by introducing them early in a familiar, concrete \mathbb{R}^n setting, developing them gradually and returning to them throughout the text so that when they are discussed in the abstract, students are readily able to understand.



Fundamentals of Differential Equations and Boundary Value Problems, 6e

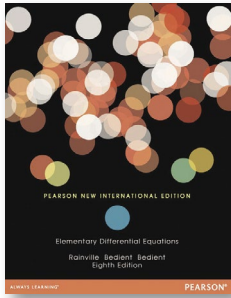
R. Kent Nagle, Edward Saff
& David Snider

9781292023564 • ©2013
872pp • Paperback

eBook version available

Course: Differential Equations

Fundamentals of Differential Equations presents the basic theory of differential equations and offers a variety of modern applications in science and engineering. Available in two versions, these flexible texts offer the instructor many choices in syllabus design, course emphasis (theory, methodology, applications and numerical methods) and in using commercially available computer software.



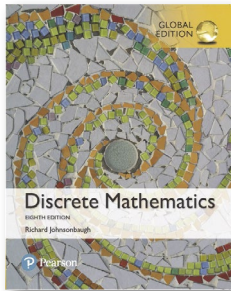
Elementary Differential Equations, 8e

Earl D. Rainville, Phillip E. Bedient
& Richard E. Bedient

9781292042695 • ©2013
544pp • Paperback

Course: Differential Equations

This clear, concise fairly easy classic text is particularly well-suited to courses that emphasize finding solutions to differential equations where applications play an important role. Many illustrative examples in each chapter help the student to understand the subject. Computer applications new to this edition.



Discrete Mathematics, 8e

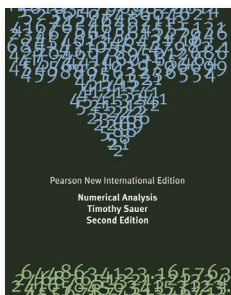
Richard Johnsonbaugh

9781292233703 • ©2018
768pp • Paperback

eBook version available

Course: Discrete Mathematics

An accessible introduction to the topics of discrete math, this best-selling text also works to expand students' mathematical maturity. With nearly 4,500 exercises, *Discrete Mathematics* provides ample opportunities for students to practice, apply and demonstrate conceptual understanding. Exercise sets feature a large number of applications, especially applications to computer science. The almost 650 worked examples provide ready reference for students as they work. A strong emphasis on the interplay among the various topics serves to reinforce understanding. The text models various problem-solving techniques in detail, then provides opportunity to practice these techniques. The text also builds mathematical maturity by emphasizing how to read and write proofs.



Numerical Analysis, 2e

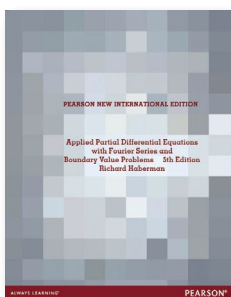
Timothy Sauer

9781292023588 • ©2013
612pp • Paperback

eBook version available

Course: Numerical Analysis

A modern and readable text for the undergraduate audience. This book covers not only the standard topics but also some more advanced numerical methods being used by computational scientists and engineers – topics such as compression, forward and backward error analysis and iterative methods of solving equations – all while maintaining a level of discussion appropriate for undergraduates. Each chapter contains a Reality Check, which is an extended exploration of relevant application areas that can launch individual or team projects. MATLAB® is used throughout to demonstrate and implement numerical methods.



Applied Partial Differential Equations with Fourier Series and Boundary Value Problems, 5e

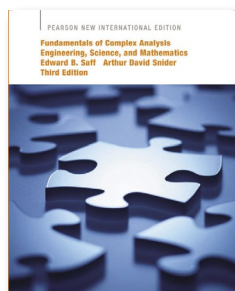
Richard Haberman

9781292039855 • ©2013
648pp • Paperback

eBook version available

Course: Partial Differential Equations

This text emphasizes the physical interpretation of mathematical solutions and introduces applied mathematics while presenting differential equations. Coverage includes Fourier series, orthogonal functions, boundary value problems, Green's functions and transform methods.



Fundamentals of Complex Analysis with Applications to Engineering, Science and Mathematics, 3e

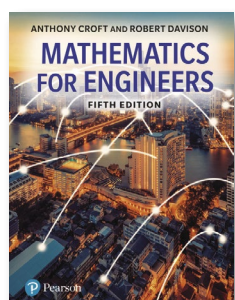
Edward B. Saff & Arthur David Snider

9781292023755 • ©2013
520pp • Paperback

eBook version available

Course: Complex Analysis

This is the best seller in this market. It provides a comprehensive introduction to complex variable theory and its applications to current engineering problems. It is designed to make the fundamentals of the subject more easily accessible to students who have little inclination to wade through the rigors of the axiomatic approach. Modelled after standard calculus books – both in level of exposition and layout – it incorporates physical applications throughout the presentation, so that the mathematical methodology appears less sterile to engineering students.



Mathematics for Engineers, 5e

Tony Croft & Robert Davison

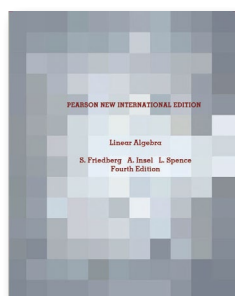
9781292253640 • ©2019
1288pp • Paperback

eBook version available

Available with MyLab Math

Course: Engineering Mathematics

Understanding key mathematical concepts and applying them successfully to solve problems are vital skills that all engineering students must acquire. *Mathematics for Engineers* teaches, develops and nurtures those skills. Practical, informal and accessible, it begins with the foundations and gradually builds upon this knowledge as it introduces more complex concepts to cover all requirements for a first year engineering maths course, together with introductory material for even more advanced topics.



Linear Algebra, 4e

Stephen H. Friedberg, Arnold J. Insel & Lawrence E. Spence

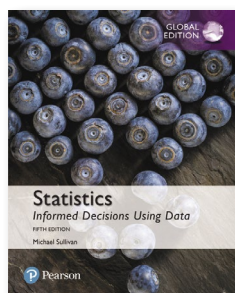
9781292026503 • ©2013
536pp • Paperback

eBook version available

Course: Advanced Linear Algebra

This top-selling, theorem-proof text presents a careful treatment of the principle topics of linear algebra and illustrates the power of the subject through a variety of applications. It emphasizes the symbiotic relationship between linear transformations and matrices, but states theorems in the more general infinite-dimensional case where appropriate.

Statistics



Statistics: Informed Decisions Using Data, 5e

Michael Sullivan

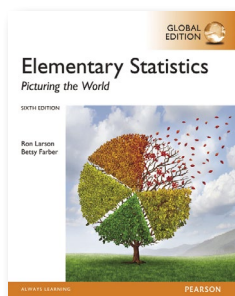
9781292157115 • ©2017
976pp • Paperback

eBook version available

Available with MyLab Statistics

Course: Introductory Statistics – Algebra Based

Statistics: Informed Decisions Using Data gives students the tools to see a bigger picture and make informed choices. As a current introductory statistics instructor, Mike Sullivan III presents a text that is filled with ideas and strategies that work in today's classroom. His practical emphasis resonates with students and helps them see that statistics is connected, not only to individual concepts, but also with the world at large.



Elementary Statistics: Picturing the World, 7e

Ron Larson & Elizabeth Farber

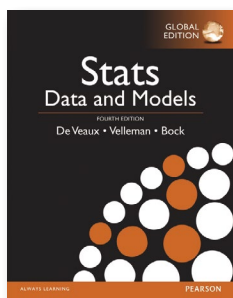
9781292260464 • ©2019
712pp • Paperback

eBook version available

Available with MyLab Statistics

Course: Introductory Statistics – Algebra Based

Elementary Statistics: Picturing the World makes statistics approachable with stepped-out instruction, extensive real-life examples and exercises and a design that fits content to each page to make the material more digestible. The text's combination of theory, pedagogy and design helps students understand concepts and use statistics to describe and think about the world. The Seventh Edition incorporates a thorough update of key features, examples and exercises.



Stats: Data and Models, 4e

Richard D. De Veaux,
Paul Velleman & David E. Bock

9781292101637 • ©2015
996pp • Paperback

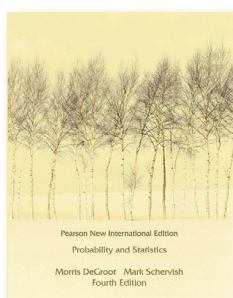
eBook version available

Available with MyLab Statistics

Course: Introductory Statistics – Algebra Based

Richard De Veaux, Paul Velleman and David Bock wrote *Stats: Data and Models* with the goal that students and instructors have as much fun reading it as they did writing it. Maintaining a conversational, humorous and informal writing style, this new edition engages students from the first page. The authors focus on statistical thinking throughout the text and rely on technology for calculations. As a result, students can focus on developing their conceptual understanding.

New edition coming 2021



Probability and Statistics, 4e

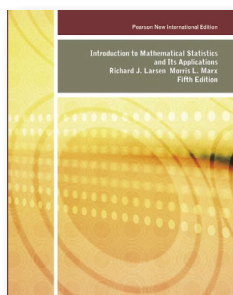
Morris H. DeGroot
& Mark J. Schervish

9781292025049 • ©2013
840pp • Paperback

eBook version available

Course: Introductory Statistics – Calculus Based

The revision of this well-respected text presents a balanced approach of the classical and Bayesian methods and now includes a chapter on simulation (including Markov chain Monte Carlo and the Bootstrap), coverage of residual analysis in linear models and many examples using real data.



Introduction to Mathematical Statistics and Its Applications, 5e

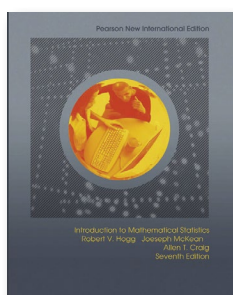
Richard J. Larsen & Morris L. Marx

9781292023557 • ©2013
744pp • Paperback

eBook version available

Course: Introductory Statistics – Calculus Based

Noted for its integration of real-world data and case studies, this text offers sound coverage of the theoretical aspects of mathematical statistics. The authors demonstrate how and when to use statistical methods, while reinforcing the calculus that students have mastered in previous courses. Throughout the Fifth Edition, the authors have added and updated examples and case studies, while also refining existing features that show a clear path from theory to practice.



Introduction to Mathematical Statistics, 7e

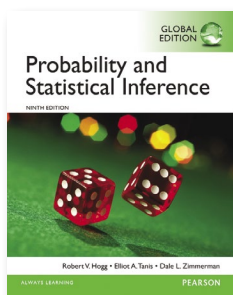
Robert V. Hogg, Joseph McKean
& Allen T. Craig

9781292024998 • ©2013
656pp • Paperback

eBook version available

Course: Mathematical Statistics

Introduction to Mathematical Statistics provides students with a comprehensive introduction to mathematical statistics. Continuing its proven approach, the Seventh Edition has been updated with new examples, exercises and content for an even stronger presentation of the material.



Probability and Statistical Inference, 9e

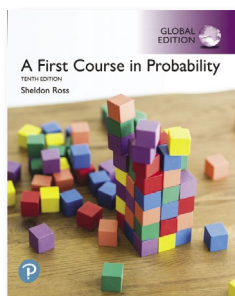
Robert V. Hogg & Elliot A. Tanis

9781292062358 • ©2014
560pp • Paperback

eBook version available

Course: Mathematical Statistics

Written by three veteran statisticians, this applied introduction to probability and statistics emphasizes the existence of variation in almost every process and how the study of probability and statistics helps us understand this variation. Designed for students with a background in calculus, this book continues to reinforce basic mathematical concepts with numerous real-world examples and applications to illustrate the relevance of key concepts.



A First Course in Probability, 10e

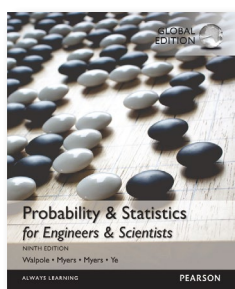
Sheldon Ross

9781292269207 • ©2019
528pp • Paperback

eBook version available

Course: Probability

A First Course in Probability offers an elementary introduction to the theory of probability for students in mathematics, statistics, engineering and the sciences. Through clear and intuitive explanations, it attempts to present not only the mathematics of probability theory, but also the many diverse possible applications of this subject through numerous examples. The 10th Edition includes many new and updated problems, exercises and text material chosen both for inherent interest and for use in building student intuition about probability.



Probability & Statistics for Engineers & Scientists, 9e

Keying E. Ye, Ronald E. Walpole,
Raymond H. Myers &
Sharon L. Myers

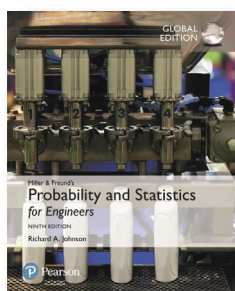
9781292161365 • ©2016
816pp • Paperback

eBook version available

Available with MyLab Statistics

Course: Probability & Statistics – Engineers & Scientists

This classic text provides a rigorous introduction to basic probability theory and statistical inference, with a unique balance between theory and methodology. Interesting, relevant applications use real data from actual studies, showing how the concepts and methods can be used to solve problems in the field. This revision focuses on improved clarity and deeper understanding.



Miller & Freund's Probability and Statistics for Engineers, 9e

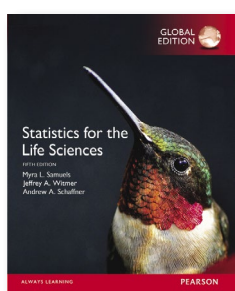
Richard A. Johnson, Irwin Miller
& John Freund

9781292176017 • ©2017
552pp • Paperback

eBook version available

Course: Probability & Statistics – Engineers & Scientists

This text is rich in exercises and examples and explores both elementary probability and basic statistics, with an emphasis on engineering and science applications. Much of the data has been collected from the author's own consulting experience and from discussions with scientists and engineers about the use of statistics in their fields. In later chapters, the text emphasizes designed experiments, especially two-level factorial design.



Statistics for the Life Sciences, 5e

Myra L. Samuels, Jeffrey A. Witmer
& Andrew Schaffner

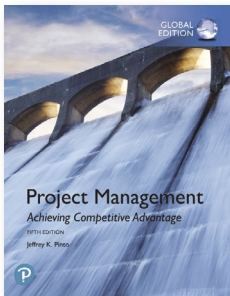
9781292101811 • ©2015
656pp • Paperback

eBook version available

Course: Biostatistics

This text uses authentic examples and exercises from a wide variety of life science domains to give statistical concepts personal relevance, enabling students to connect concepts with situations they will encounter outside the classroom. The emphasis on understanding ideas rather than memorizing formulas makes the text ideal for students studying a variety of scientific fields: animal science, agronomy, biology, forestry, health, medicine, nutrition, pharmacy, physical education, zoology and more.

Operations Management



Project Management: Achieving Competitive Advantage, 5e

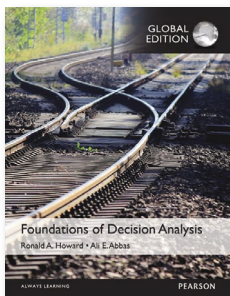
Jeffrey K. Pinto

9781292269146 • ©2019
592pp • Paperback

eBook version available

Course: Project Management

Project Management: Achieving Competitive Advantage takes a contemporary, decisive and business-oriented approach to teaching and learning project management. To promote a comprehensive, multi-industry understanding of the text, the author addresses project management theory within the context of a variety of successful organizations, whether they be publicly held, private, or nonprofit. Comprehensive case analysis and detailed exercises, including brand-new, contemporary case studies for the 5th Edition, give students the tools to assess projects in real time, while also leveraging the latest project management technology.



Foundations of Decision Analysis

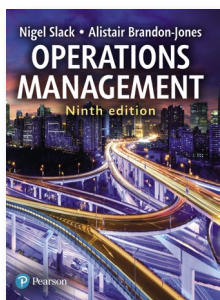
Ali E. Abbas & Ronald A. Howard

9781292079691 • ©2015
832pp • Paperback

eBook version available

Course: Decision Analysis

Foundations of Decision Analysis is a groundbreaking text that explores the art of decision making, both in life and in professional settings. By exploring themes such as dealing with uncertainty and understanding the distinction between a decision and its outcome, the First Edition teaches students to achieve clarity of action in any situation.



Operations Management, 9e

Nigel Slack, Alistair Brandon-Jones
& Robert Johnston

9781292253961 • ©2019
776pp • Paperback

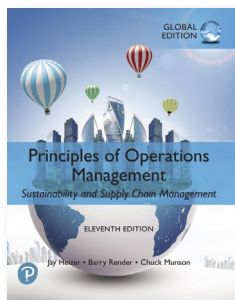
eBook version available

Available with MyLab Operations Management

Course: Production and Operations Management

Operations management is important, exciting, challenging and everywhere you look!

- Important, because it enables organizations to provide services and products that we all need
- Exciting, because it is central to constant changes in customer preference, networks of supply and demand and developments in technology
- Challenging, because solutions must be financially sound, resource-efficient, as well as environmentally and socially responsible
- And everywhere, because in our daily lives, whether at work or at home, we all experience and manage processes and operations.



Principles of Operations Management: Sustainability and Supply Chain Management, 10e

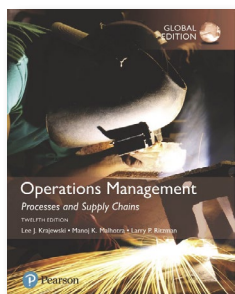
Jay Heizer, Barry Render & Chuck Munson

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772pp • Paperback

eBook version available

Course: Production and Operations Management

Principles of Operations Management: Sustainability and Supply Chain Management presents a broad introduction to the field of operations in a realistic and practical manner, while offering the largest and most diverse collection of issues on the market. Problems found in the 11th Edition contain ample support – found in the book's solved problems and worked examples – to help readers better understand concepts important to today's operations management professionals.



Operations Management: Processes and Supply Chains, 12e

Lee J. Krajewski, Manoj K. Malhotra & Larry P. Ritzman

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688pp • Paperback

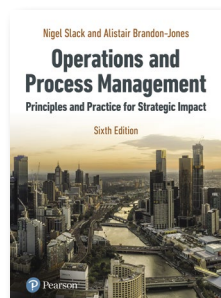
eBook version available

Course: Production and Operations Management

Operations Management provides students with a comprehensive framework for addressing operational process and supply chain issues and uses a systemized approach while focusing on issues of current interest. The text has ample opportunities for students to experience the role of a manager with challenging problems, cases, simulations, experiential exercises and tightly integrated online resources.

Available with MyLab Operations Management

New edition coming soon



Operations and Process Management, 6e

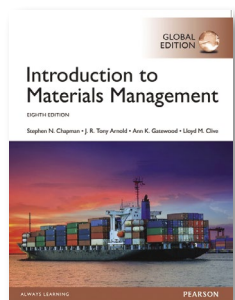
Nigel Slack & Alistair Brandon-Jones

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600pp • Hardback

eBook version available

Course: Advanced Production and Operations Management

Operations and Process Management, 6th Edition, by Nigel Slack and Alistair Brandon-Jones, is the market-leading text on operations and process management. This innovative text approaches the subject from a managerial perspective and provides clear and concise coverage of the nature, principles and practice of operations and process management. It is aimed primarily at students with some management experience, or those who are about to embark on a career in management.



Introduction to Materials Management, 8e

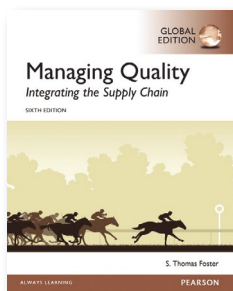
Steve Chapman, Ann K. Gatewood, Tony K. Arnold & Lloyd Clive

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464pp • Paperback

eBook version available

Course: Production Planning and Inventory Control

Clearly written and exceptionally user-friendly, this text covers all the essentials of modern supply chain management, manufacturing planning and control systems, purchasing and physical distribution. Content, examples, questions and problems lead students step-by-step to mastery. Widely adopted by colleges and universities worldwide, this is the only APICS-listed reference text for the Basics of Supply Chain Management (BSCM) CPIM certification examination.



Managing Quality: Integrating the Supply Chain, 6e

S. Thomas Foster

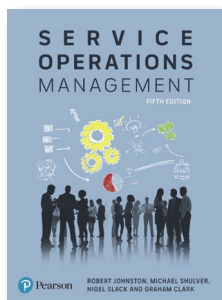
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480pp • Paperback

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Course: Quality Management

Foster's Managing Quality: Integrating the Supply Chain offers students a thorough introduction to quality management by presenting a supply chain theme as the unifying framework for quality improvement. The supply chain thread enhances the integration of systems with customers, suppliers, technology and people. The colorful, stunning text appeals to visual learners and grabs students' attention at the outset.



Service Operations Management: Improving Service Delivery, 5e

Robert Johnston, Graham Clark & Michael Shulver

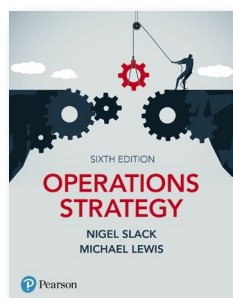
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640pp • Paperback

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Course: Service Operations

Service Operations Management, 5th Edition, by Robert Johnston et al. is a market-leading text on service operations management and provides a clear understanding of how service performance can be improved in organizations. This textbook applies underlying theories to the real-world challenges faced by service operations managers on a daily basis, by providing a diverse range of examples and illustrations. Each chapter provides a range of tools, frameworks and techniques designed to help you better analyze existing operations and understand ways to deal with operational challenges.



Operations Strategy, 6e

Nigel Slack & Mike Lewis

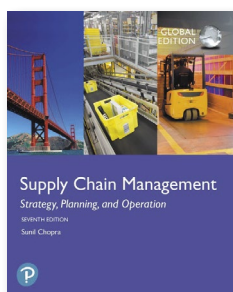
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512pp • Paperback

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Course: Operations Strategy

Operations Strategy, 6th Edition builds on concepts from strategic management, operations management, marketing and HRM. The text encourages a thorough understanding of operations strategy, exploring key activities, decisions and processes adopted by a broad range of organizations in different sectors, making it the ideal text for MBA students, upper-level undergraduates, postgraduates and executives. Operations strategy is fundamental to the success of any organization and a major source of competitive advantage. The way an organization manages their operations strategically can have a huge impact on its prospects whether large or small, for-profit or not-for-profit, in the services or manufacturing sector, international or local.



Supply Chain Management: Strategy, Planning and Operation, 7e

Sunil Chopra & Peter Meindl

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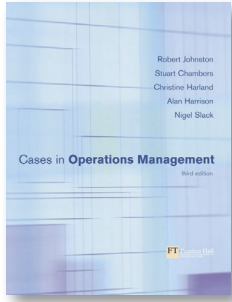
540pp • Paperback

eBook version available

Pearson Horizon available

Course: Supply Chain Management

Supply Chain Management introduces high-level strategy and concepts while giving students the practical tools necessary to solve supply chain problems. Using a strategic framework, students are guided through all of the key drivers of supply chain performance, including facilities, inventory, transportation, information, sourcing and pricing. This new edition weaves in compelling case study examples to illustrate how good supply chain management offers a competitive advantage and how poor supply chain management can damage an organization's performance. With this text, students gain a deeper understanding of supply chains and a firm grasp on the practical managerial levers that can improve supply chain performance.



Cases in Operations Management, 3e

Robert Johnston, Stuart Chambers,
Nigel Slack, Alan Harrison &
Christine Harland

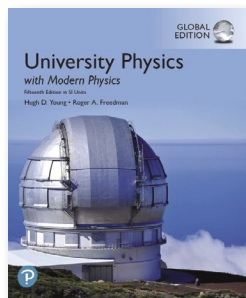
9780273655312 • ©2002
528pp • Paperback

Course: Global Operations Management

The Third Edition of this highly successful case book has been expanded and updated to reflect the increasing reliance upon comprehensive case material in the teaching of operations management. The text begins with an introduction to analyzing operations management cases. Each of the subsequent parts deals with a key area of operations management and begins with an expanded introduction, allowing the book to serve as a stand alone text for introductory operations management courses.

Physics

Calculus-Based Physics



University Physics with Modern Physics, 15e

Hugh D. Young
& Roger A. Freedman

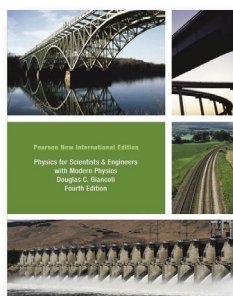
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1608pp • Paperback

eBook version available

Available with Mastering Physics

Course: Calculus-Based Physics

The 15th Edition of *University Physics with Modern Physics*, now in SI Units, draws on insights from several users to help students see patterns and make connections between problem types. Students learn to recognize when to use similar steps in solving the same problem type and develop an understanding for problem solving approaches, rather than simply plugging values into an equation. Includes new features designed to address students' tendency to focus on the objects and situations posed in a problem, rather than recognizing the underlying principle or the problem type.



Physics for Scientists & Engineers with Modern Physics, 4e

Douglas C. Giancoli

9781292020761 • ©2013
1440pp • Paperback

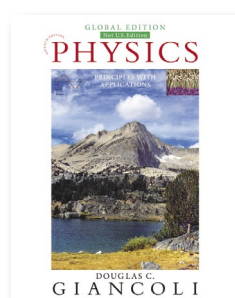
eBook version available

Available with Mastering Physics

Course: Calculus-Based Physics

Physics for Scientists & Engineers combines outstanding pedagogy with a clear and direct narrative and applications that draw the student into the physics. The new edition also features an unrivaled suite of media and on-line resources that enhance the understanding of physics. This extensive revision maintains Giancoli's reputation for creating carefully crafted, highly accurate and precise physics texts.

Algebra-Based Physics



Physics: Principles with Applications, 7e

Douglas C. Giancoli

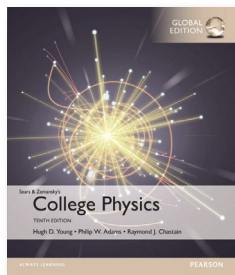
9781292057125 • ©2015
1080pp • Paperback

eBook version available

Available with Mastering Physics

Course: Algebra-Based Physics

Giancoli's text is a trusted classic, known for its elegant writing, clear presentation and quality of content. Using concrete observations and experiences students can relate to, the text features an approach that reflects how science is actually practiced: it starts with the specifics, then moves to the great generalizations and the more formal aspects of a topic to show students why we believe what we believe.



College Physics, 10e

Hugh D. Young, Philip W. Adams
& Raymond Joseph Chastain

9781292112541 • ©2015
1104pp • Paperback

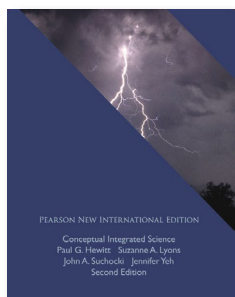
eBook version available

Available with Mastering Physics

Course: Algebra-Based Physics

For more than five decades, *College Physics* has provided the most reliable foundation of physics education for students around the world. New co-authors Phil Adams and Ray Chastain thoroughly revised the Tenth Edition by incorporating the latest methods from educational research. New features help students develop greater confidence in solving problems, deepen conceptual understanding and strengthen quantitative-reasoning skills, while helping them connect what they learn with their other courses and the changing world around them.

Basic Physics



Conceptual Integrated Science, 2e

Paul G. Hewitt, Suzanne A. Lyons,
John A. Suchocki & Jennifer Yeh

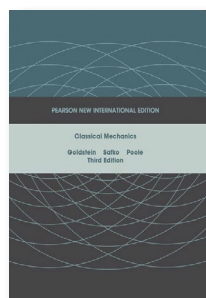
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984pp • Paperback

eBook version available

Course: Physical Science

This best-selling introduction to the physical and life sciences emphasizes concepts over computation and treats equations as a guide to thinking so the reader can connect ideas. It is ideal for courses in Physical Science for non-science students.

Advanced Physics – Mechanics and Thermodynamics



Classical Mechanics, 3e

Herbert Goldstein, Charles P. Poole
& John L. Safko

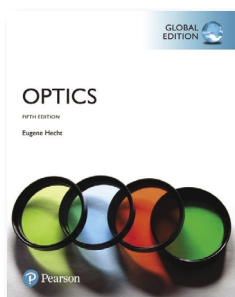
9781292026558 • ©2013
664pp • Paperback

eBook version available

Course: Mechanics

For thirty years this has been the acknowledged standard in advanced classical mechanics courses. This classic text enables students to make connections between classical and modern physics – an indispensable part of a physicist's education. In this edition, Beams Medal winner Charles Poole and John Safko updated the text to include the latest topics, applications and notation, to reflect today's physics curriculum.

Advanced Physics – Optics



Optics, 5e

Eugene Hecht

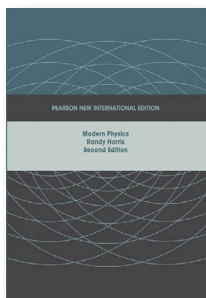
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728pp • Paperback

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Course: Optics

A contemporary approach to optics with practical applications and new focused pedagogy. Hecht's *Optics* balances theory and instrumentation and provides students with the necessary classical background through a lively and clear narrative. The new edition has up-to-date content in line with the ever-evolving technological advances in the optics field; a modern approach to studies on photons, phasors and theory; and over one hundred new worked examples.

Advanced Physics – Modern Physics



Modern Physics, 2e

Randy Harris

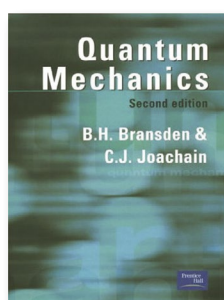
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640pp • Paperback

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Course: Modern Physics

Modern Physics provides a clear, precise and contemporary introduction to the theory, experiment and applications of modern physics. Ideal for both physics majors and engineers. Pedagogical features throughout the text focus the reader on the core concepts and theories while offering optional, more advanced sections, examples and cutting-edge applications to suit a variety of students and courses. Critically acclaimed for his lucid style, in the Second Edition, Randy Harris applies the same insights into recent developments in physics, engineering and technology.



Quantum Mechanics, 2e

B. H. Bransden & C. J. Joachain

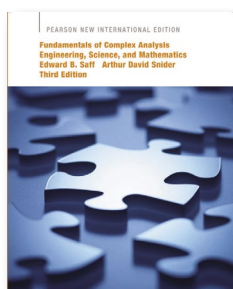
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Course: Quantum Mechanics

A core text in quantum mechanics for students of physics at the undergraduate level. It gives a modern, comprehensive introduction to the principles of quantum mechanics, to the main approximation methods and to the application of quantum theory to a wide variety of systems. The needs of students having an average mathematical ability are kept very much in mind, with the avoidance of complex mathematical arguments and any undue compression of material. The text is illuminated throughout by careful explanation and physical insight. Problem sets, covering all the main topics, reinforce the student's understanding and act as a guide to progress.

Mathematical / Computational Physics



Fundamentals of Complex Analysis with Applications to Engineering, Science and Mathematics, 3e

Edward B. Saff & Arthur David Snider

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520pp • Paperback

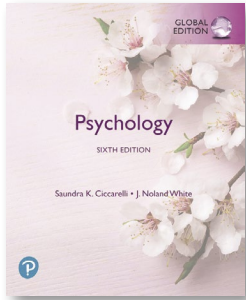
eBook version available

Course: Mathematical Physics

This is the best seller for this course. It provides a comprehensive introduction to complex variable theory and its applications to current engineering problems. It is designed to make the fundamentals of the subject more easily accessible to students who have little inclination to wade through the rigors of the axiomatic approach. Modeled after standard calculus books – both in level of exposition and layout – it incorporates physical applications throughout the presentation, so that the mathematical methodology appears less sterile to engineering students.

Psychology

Introductory Psychology



Psychology, 6e

Saundra Ciccarelli
& J. Noland White

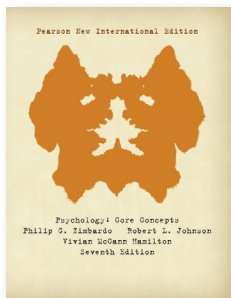
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848pp • Paperback

eBook version available

Available with MyLab Psychology or Revel

Course: Introductory Psychology: Comprehensive

Throughout *Psychology*, Saundra Ciccarelli and J. Noland White employ a learner-centred, assessment-driven approach that maximizes student engagement and helps educators keep students on track. The authors draw readers into the discipline by showing how psychology relates to students' own lives. Clear learning objectives, based on the recommended APA undergraduate learning outcomes, guide learners through the material. And assessment tied to these learning objectives lets students check their understanding, while allowing instructors to monitor class progress and intervene when necessary to bolster student performance.



Psychology: Core Concepts, 7e

Philip G. Zimbardo,
Robert L. Johnson & Vivian McCann

9781292021249 • ©2013
776pp • Paperback

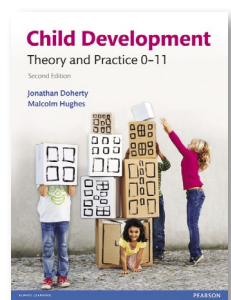
eBook version available

Available with MyLab Psychology

Course: Introductory Psychology: Comprehensive

At just fourteen chapters, *Psychology: Core Concepts* provides rich coverage of the foundational topics taught in most introductory courses. It focuses on a manageable number of core concepts (usually three to five) in each chapter, allowing students to attain a deeper level of understanding of the material. Learning is reinforced through focused application and critical thinking activities and connections between concepts are drawn across chapters to help students see the big picture of psychology as a whole. The Seventh Edition features an enhanced critical thinking emphasis, with new chapter-opening problems and new end-of-chapter critical thinking applications that promote active learning.

Developmental Psychology



Child Development: Theory and Practice 0-11, 2e

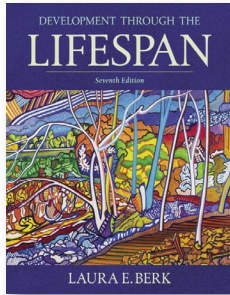
Jonathan Doherty
& Malcolm Hughes

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496pp • Paperback

eBook version available

Course: Child Development (Topical Approach)

This edition of *Child Development: Theory and Practice 0-11* has been fully revised and updated while retaining the authoritative, accessible and well structured writing style that proved popular in the first edition. The text is infused with the authors' passion and enthusiasm for the subject and their anecdotes provide engaging real-life examples of child development in practice.



Development Through the Lifespan, 7e

Laura E. Berk

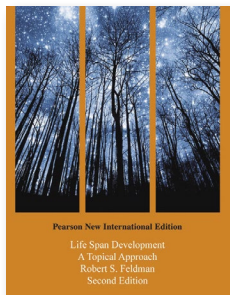
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864pp • Hardback

eBook version available

Available with MyLab Human Development

Course: Lifespan Development (Chronological Approach)

With its seamless integration of up-to-date research, strong multicultural and cross-cultural focus and clear, engaging narrative, *Development Through the Lifespan* has established itself as the market's leading text. The dramatically revised Seventh Edition presents the newest, most relevant research and applications in the field of human development today. Featuring compelling topics, rich examples and author Laura Berk's signature storytelling style, this new edition is the most current and engaging text available.



Life Span Development: A Topical Approach, 2e

Robert S. Feldman

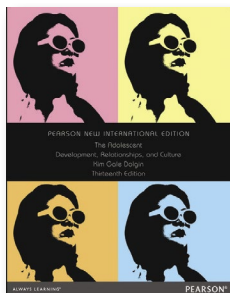
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608pp • Paperback

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Available with MyLab Human Development or Revel

Course: Life Span Development (Topical Approach)

Updated in its Second Edition, *Life Span Development: A Topical Approach* maintains the student friendliness that has been the hallmark of Feldman's development texts. Rich in examples, it illustrates the applications that can be derived from the research and theory of lifespan developmentalists. The text takes a modular approach providing both readers and instructors with maximum flexibility.



The Adolescent: Development, Relationships and Culture, 13e

Kim Gale Dolgin

9781292042374 • ©2013
488pp • Paperback

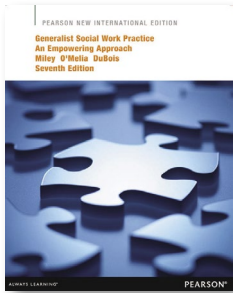
eBook version available

Course: Adolescent Development

The Adolescent: Development, Relationships and Culture offers an eclectic, interdisciplinary approach to the study of adolescence, presenting both psychological and sociological viewpoints as well as educational, demographic and economic data. This text discusses not just one theory on the subject, but many and outlines the contributions, strengths and weaknesses of each. The authors also take into consideration current and important topics such as ethnic identity formation, gender issues, the Internet, effects of single-parent families, etc.

Social Work

Social Work/Social Welfare



Generalist Social Work Practice: An Empowering Approach, 7e

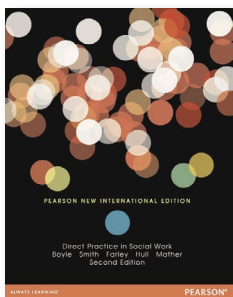
Karla Krogsrud Miley,
Michael W. O'Melia
& Brenda L. DuBois

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496pp • Paperback

eBook version available

Course: Introduction to Social Work

Generalist Social Work Practice fully integrates core social work themes of collaboration, the strengths perspective, values and ethics, social justice and human rights, evidence-based practice, cultural competence and policy practice. This text offers a progressive practice approach grounded in social work research, reflective of social work values, sensitive to client diversity and applicable to work with any level of client system including individuals, families, groups, organizations and communities.



Direct Practice in Social Work, 2e

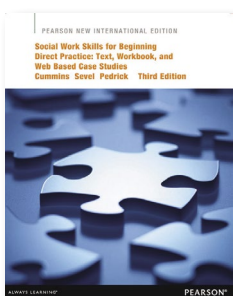
Scott W. Boyle, Larry L. Smith,
O. William Farley, Grafton H. Hull
& Jannah Hurn

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552pp • Paperback

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Course: Social Work

Developed specifically to address the issues facing students as they prepare for direct practice in today's world, *Direct Practice in Social Work* interweaves diversity and social justice throughout the chapters and teaches students how to make the connections between major theories and real-world situations. Written in an engaging style by experienced authors, this text encourages the development of students' critical thinking skills while demonstrating the practical applications of theory.



Social Work Skills for Beginning Direct Practice: Text, Workbook and Interactive Web Based Case Studies, 3e

Linda K. Cummins, Judith A. Sevel
& Laura Pedrick

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392pp • Paperback

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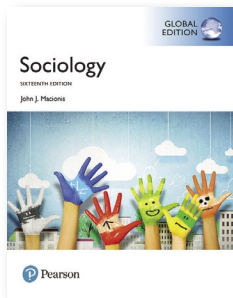
Available with MyLab Social Work

Course: Communicative Skills in Social Work

Social Work Skills for Beginning Direct Practice guides students through all stages of the helping process and assists them in developing time-tested social work skills. By using the text/workbook PLUS the web-based, interactive case studies in MyLab Social Work, students will gain a greater understanding of how to use social work skills in the context of each of the stages of the helping process – from intake through termination. In addition, individual chapters are devoted to values and ethics; theory directed practice; cultural context of practice; basic skills for direct practice; and advanced skills for direct practice.

Sociology

Introductory Sociology



Sociology, 16e

John J. Macionis

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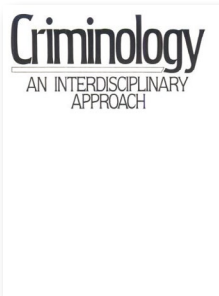
744pp • Paperback

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Course: Introductory Sociology

Sociology empowers students to see the world around them through a sociological lens, helping them better understand their own lives and the world we all share. Author, John Macionis, takes students step by step through the theories and research that make up the discipline, helping them to find and use the science of social behavior in everyday life. In addition to extensively updated data, the Sixteenth Edition offers engaging discussions of hot-button contemporary topics such as the increased proliferation of social media as well as expanded coverage of race, class and gender.

Criminology



Criminology: An Interdisciplinary Approach

C. Ray Jeffery

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Course: Introduction to Criminology

An examination of criminology as both a behavioral science and an interdisciplinary science. Argues for a criminology based on a synthesis of biology, sociology, psychology and other behavioral sciences. Suggests prevention and treatment as an alternative to the current retribution and deterrence theories of crime and criminal justice. Emphasizes crime prevention through environmental design and bioenvironmental theories. Discusses modern genetics, brain sciences and psychology as critical aspects of behavior. Debates legal vs. scientific approaches to criminal behavior.

Methods / Statistics



Exploring Research, 9e

Neil J. Salkind

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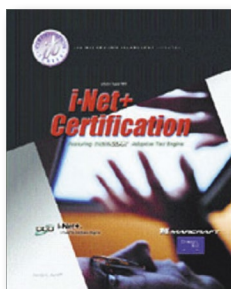
eBook version available

Course: Research Methods in Sociology

Exploring Research makes research methods accessible for students – describing how to collect and analyze data and providing thorough instruction on how to prepare and write a research proposal and manuscript. Author Neil Salkind covers the research process, problem selection, sampling and generalizability and the measurement process. He also incorporates the most common types of research models used in the social and behavioral sciences, including qualitative methods. The Ninth Edition explores the use of electronic sources (the Internet) as a means to enhance research skills, includes discussions about scientific methods and places a strong emphasis on ethics.

Trades & Technology

Networking & Communications



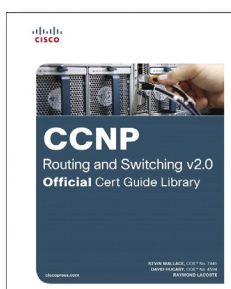
I-NET+ Certification Training Guide Package (Text and Lab Manual)

Randy L. Ratliff

9780130334527 • ©2002
352pp • Paperback

Course: 1 Net+ Certification

This Marcraft/Prentice Hall text maintains the features that have made the A+ text so successful – the lab guide, hundreds of practice questions and effective pedagogy. This is a complete training program that provides not only comprehensive content information, but also the review and testing opportunities necessary to successfully pass the exam. Learning objectives and domains examined include I-Net basics, I-Net clients, development, networking and infrastructure, I-Net security and business concepts. The text and lab manual package contains a CD with 300 FREE sample test questions.



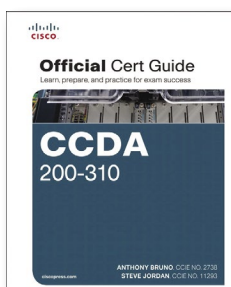
CCNP Routing and Switching v2.0 Official Cert Guide Library

Kevin Wallace, David Hucaby,
Cristian Matei & Wendell Odom

9781587206634 • ©2015
2050pp • Hardback

Course: CCNP (Cisco Certified Network Professional)

The new edition of bestselling *CCNP Routing and Switching Official Cert Library* is a comprehensive review and practice package for the latest CCNP Routing and Switching exams. The three books contained in this package, CCNP ROUTE Official Cert Guide (9781587205590), CCNP SWITCH Official Cert Guide (9781587205606) and CCNP TSHOOT Official Cert Guide (9781587205613), present complete reviews and a more challenging and realistic preparation experience. The books will be fully updated to cover the latest CCNP exam topics.



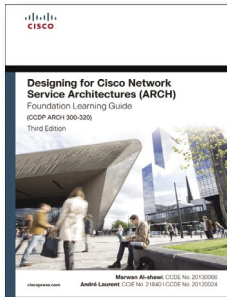
CCDA 200-310 Official Cert Guide

Anthony Bruno & Steve Jordan

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Course: CCDP (Cisco Certified Design Associate)

CCDA Official Cert Guide is a comprehensive self-study tool for preparing for the new DESGN exam. Complete coverage of all exam topics as posted on the exam topic blueprint ensures students will arrive at a thorough understanding of what they need to master to succeed in the exam.



Designing for Cisco Network Service Architectures (ARCH) Foundation Learning Guide: CCDP ARCH 300-320

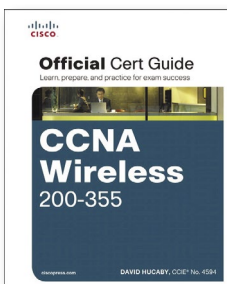
Marwan Al-shawi & Andre Laurent

9781587133299 • ©2014
768pp • Hardback

eBook version available

Course: CCDP (Cisco Certified Design Professional)

As a Foundation Learning Guide, this book fully reflects the content of the newest Cisco CCDP ARCH course. Real-world scenarios illustrate key concepts; chapter learning objectives and summaries help focus study; and review questions help readers assess their knowledge.



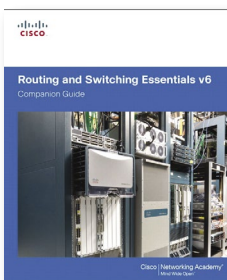
CCNA Wireless 200-355 Official Cert Guide

David Hucaby

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608pp • Hardback

Course: CCNA 1 Exploration Network Fundamentals (Cisco Networking Academy Program)

The *CCNA Wireless Official Cert Guide* is a comprehensive self-study tool for preparing for the latest CCNA Wireless exam. Complete coverage of all exam topics as posted on the exam topic blueprint ensures readers will arrive at a thorough understanding of what they need to master to succeed in the exam. The book follows a logical organization of the CCNA Wireless exam objectives. Material is presented in a concise manner, focusing on increasing readers' retention and recall of exam topics.



Routing and Switching Essentials v6 Companion Guide

Cisco Networking Academy

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Course: CCDA (Cisco Certified Design Associate)

Routing and Switching Essentials v6 Companion Guide is the official supplemental textbook for the Routing and Switching Essentials course in the Cisco Networking Academy CCNA Routing and Switching curriculum. This course describes the architecture, components and operations of routers and switches in a small network.



Scaling Networks v6 Companion Guide

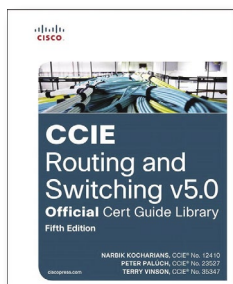
Marwan Al-shawi & Andre Laurent

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Course: CCDP (Cisco Certified Design Professional)

Scaling Networks Companion Guide is the official supplemental textbook for the Scaling Networks course in the Cisco® CCNA® Academy®. This course describes the architecture, components and operations of routers and switches in a large and complex network. You will learn how to configure routers and switches for advanced functionality. By the end of this course, you will be able to configure and troubleshoot routers and switches and resolve common issues with OSPF, EIGRP, STP and VTP in both IPv4 and IPv6 networks. You will also develop the knowledge and skills needed to implement DHCP and DNS operations in a network.



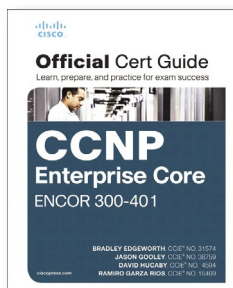
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David Hucaby

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This specially-priced two-volume set covers all the material needed to prepare for and pass the new CCIE v5.0 exam. Included are *Cisco CCIE Routing and Switching v5.0 Official Cert Guide, Volume 1* (9781587143960) and *Cisco CCIE Routing and Switching v5.0 Official Cert Guide, Volume 2* (9781587144912).



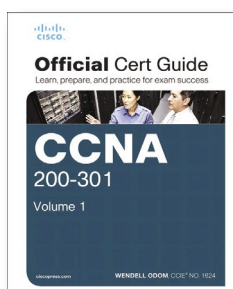
CCNP and CCIE Enterprise Core ENC0R 350-401 Official Cert Guide

Brad Edgeworth, Kevin Wallace,
Jason Gooley, David Hucaby &
Ramiro Garza Rios

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Course: CCNA 3 Discovery: Introduction to Routing and Switching in the Enterprise

CCNP Enterprise Core ENC0R 300-401 Official Cert Guide is a comprehensive self-study tool for preparing for the new ENC0R exam. Complete coverage of all exam topics as posted on the exam topic blueprint ensures students will arrive at a thorough understanding of what they need to master to succeed in the exam. The book follows a logical organization of the ENC0R exam objectives. Material is presented in a concise manner, focusing on increasing readers' retention and recall of exam topics. Readers will organize their exam preparation through the use of the consistent features in these chapters.



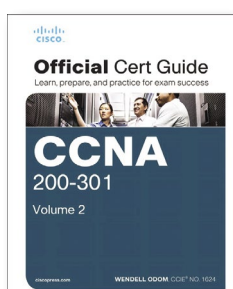
CCNA 200-301 Official Cert Guide, Volume 1

Wendell Odom

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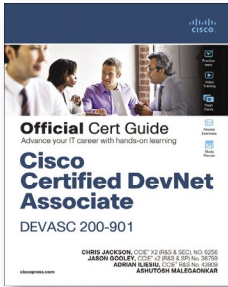
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Cisco Certified DevNet Associate DEVASC 200-901 Official Cert Guide

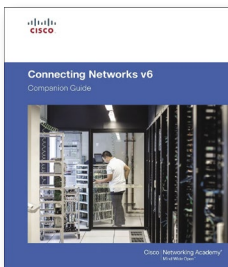
Chris Jackson, Jason Gooley, Adrian Iliesiu & Ashutosh Malegaonkar

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Course: CCNA 3 Discovery: Introduction to Routing and Switching in the Enterprise

DevNet Associate DEVASC 200-901 Official Certification Guide is Cisco's official, comprehensive self-study resource for Cisco's DEVASC 200-901 exam: your pathway to the DevNet Associate Certification demonstrating your knowledge of application development and automation on Cisco platforms. Written by Cisco experts based on Cisco's own internal training, it clearly explains the value of each technique, presents realistic use cases, introduces solution components, illuminates their inner workings and shows how to put what you've learned to practice.



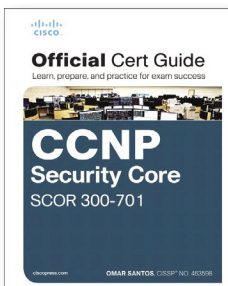
Connecting Networks v6 Companion Guide

Cisco Networking Academy

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Course: CCNA 3 Discovery: Introduction to Routing and Switching in the Enterprise

This is Cisco's official, comprehensive self-study resource for preparing for the ENARSI 300-410 exam, covering implementing and troubleshooting advanced routing technologies and services including Layer 3, VPN services, infrastructure security, infrastructure services and infrastructure automation. Cisco technology experts Raymond Lacoste and Brad Edgeworth cover every objective concisely and logically, with extensive teaching features designed to promote retention and understanding.



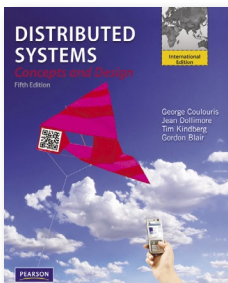
CCNP and CCIE Security Core SCOR 350-701 Official Cert Guide

Omar Santos

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784pp • Hardback

Course: CCNA 3 Discovery: Introduction to Routing and Switching in the Enterprise

The *CCNP Security Core SCOR 350-701 Official Cert Guide* serves as comprehensive guide for individuals who are pursuing the Cisco CCNP Security certification. This book helps any students that want to learn the skills required to develop a security infrastructure, recognize threats and vulnerabilities to networks and mitigate security threats. Complete and easy to understand, it explains key concepts and techniques through real-life examples. This book will be valuable to any individual wanting to learn about modern cybersecurity concepts and frameworks.



Distributed Systems, 5e

George Coulouris, Jean Dollimore, Tim Kindberg & Gordon Blair

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1064pp • Paperback

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Course: Distributed Systems

Distributed Systems provides students of computer science and engineering with the skills they will need to design and maintain software for distributed applications. It will also be invaluable to software engineers and systems designers wishing to understand new and future developments in the field.



Top-Down Network Design, 3e

Priscilla Oppenheimer

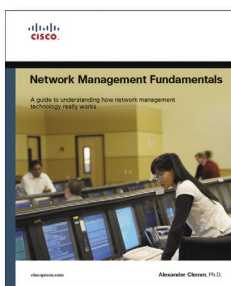
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Course: Local Area Networks

This text presents a systematic, fully practical approach to designing networks. It covers all facets of enterprise network design and all elements of modern enterprise networks. The authors' innovative top-down approach starts by focusing on applications and user requirements and only then turns to technology selection. Readers will discover how to systematically analyze business and technical requirements and then select topologies and technologies that reflect this analysis.

Title available on demand



Network Management Fundamentals

Alexander Clemm

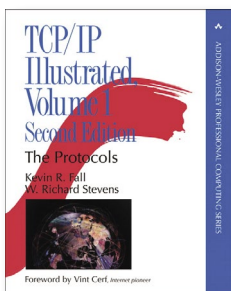
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TCP/IP Illustrated, Volume 1: The Protocols, 2e

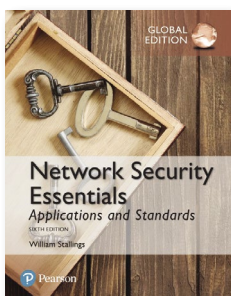
Kevin R. Fall & W. Richard Stevens

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Course: TCP/IP

More than 162,000 networking professionals have relied on this book to gain the detailed understanding of TCP/IP they need to be effective. Now, the world's leading TCP/IP best-seller has been thoroughly updated to reflect a new generation of TCP/IP-based networking technologies. *TCP/IP Illustrated, Volume 1, Second Edition* doesn't just describe protocols: it enables readers to observe how these protocols operate under different conditions, using publicly available tools and explains why key design decisions were made.



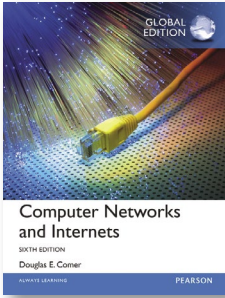
Network Security Essentials: Applications and Standards, 6e

William Stallings

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448pp • Paperback

Course: Network Security

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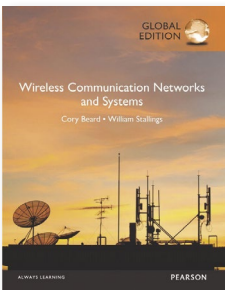
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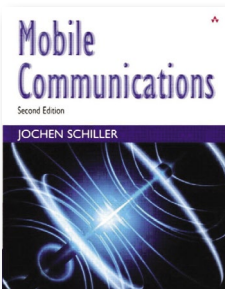
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