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.

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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

- 86% felt better understood course material
- 80% felt better prepared
- 90% used it daily
- 88% felt it was easy to use
- 75% wished they had a similar program for their other courses

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
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.

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Learn more

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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

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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:

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Learn more

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| **Accounting and Finance for Non-Specialists, 11e**  
Peter Atrill & Eddie McLaney  
9781292244013 • ©2019  
616pp • Paperback  
eBook version available  
Available with MyLab Accounting |
| 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. |

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| **Financial Accounting for Decision Makers, 10e**  
Peter Atrill & Eddie McLaney  
9781292409184 • ©2022  
632pp • Paperback  
eBook version available  
Available with MyLab Accounting |
| Financial Accounting for Decision Makers is an accessible introduction to the subject, focusing on the ways in which financial statements and information improve the quality of decision-making. With updated real-world examples, showing the pressure on industries resulting from the Covid-19 pandemic and a step-by-step approach, activities and commentary from real company reports. Suitable for those studying for an accounting degree or financial accounting modules within other disciplines. |

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| **Financial and Management Accounting: An Introduction, 8e**  
Pauline Weetman  
9781292244419 • ©2019  
872 • Paperback  
eBook version available  
Available with MyLab Accounting |
| 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. |
Horngren's Financial & Managerial Accounting: The Financial Chapters, 7e
Tracie L. Miller-Nobles, Brenda L. Mattison & Ella Mae Matsumura
9781292412320 • ©2022
964pp • 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, 7e
Tracie L. Miller-Nobles, Brenda L. Mattison & Ella Mae Matsumura
9781292412337 • ©2022
800pp • 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 and emerging topics (e.g., data analytics and employability skills) in the field of accounting, and concentrates on improving student results all tested in class by the authors themselves. This edition employs a new theme to help students see how accounting is used as a tool to help businesses 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.
Walter T Harrison, Charles Horngren, Bill Thomas & Themin Suwardy
9781292211145 • ©2018
816pp • Paperback
eBook version available
Available with MyLab Accounting

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.

Alan Melville
9781292439426 • ©2022
Paperback
eBook version available

Course: Introduction to Financial Accounting
A practical, applied approach to exploring and understanding the latest key financial standards (IFRS® Standards), International Financial Reporting is accessible and reader-friendly. It offers a complete introduction to the standards issued by the International Accounting Standards Board (IASB®) and imparts knowledge vital for success in financial accounting. Updated content, combined with an increased number of end-of-chapter exercises, gives the support students need for success.

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, 17e
Charles T. Horngren, Gary L. Sundem, William O. Stratton, Dave Burgstahler, Jeff O. Schatzberg
9781292412566 • ©2022
864pp • Paperback

eBook version available

Available with MyLab Accounting

**Course:** Introduction to Management Accounting

In today's troubled economy, it's important to show students how managerial decisions can affect business costs. *Introduction to Management Accounting* 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. Overall, this text 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.

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

Human Anatomy & Physiology, 12e
Elaine N. Marieb & Katja N. Hoehn
9781292421803 • ©2022
1336pp • 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. Each carefully paced chapter guides students in advancing from mastering A&P terminology to applying knowledge in clinical scenarios, to practicing the critical thinking and problem-solving skills required for entry to nursing, allied health, and exercise science programs.

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.
<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Authors</th>
<th>ISBN</th>
<th>Year</th>
<th>Pages</th>
<th>Format</th>
<th>Additional Features</th>
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<tr>
<td>Human Anatomy</td>
<td>Human Anatomy, 7e</td>
<td>Frederic H. Martini, Michael J. Timmons &amp; Robert B. Tallitsch</td>
<td>9781292026442 • ©2013</td>
<td>928</td>
<td>Paperback</td>
<td>eBook version available</td>
<td>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.</td>
</tr>
<tr>
<td>Human Physiology</td>
<td>Principles of Human Physiology, 6e</td>
<td>Cindy L. Stanfield</td>
<td>9781292156484 • ©2017</td>
<td>816</td>
<td>Paperback</td>
<td>eBook version available</td>
<td>Available with Mastering A&amp;P</td>
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<td></td>
<td>Human Physiology: An Integrated Approach, 8e</td>
<td>Dee Unglaub Silverthorn</td>
<td>9781292259543 • ©2018</td>
<td>984</td>
<td>Paperback</td>
<td>eBook version available</td>
<td>Available with Mastering A&amp;P</td>
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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
9781292165073 • ©2017
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
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
New edition coming 2023

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  
New edition coming 2023

**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, 16e**

Michael T. Madigan, John M. Martinko, Kelly S. Bender, Daniel H. Buckley & David A. Stahl  
9781292404790 • ©2021  
1128pp • Paperback  
eBook version available  
Available with Mastering Microbiology

**Course:** Introduction to Microbiology  
(mixed majors)  
The latest version of *Brock Biology of Microorganisms* is the most authoritative textbook around the basic concepts of microbiology. Besides offering an overview of the principles of the microbial world, this edition further expands on art programs and modern resources, ensuring that your students experience microbiology as a visual science.

**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 bestselling 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, 10e
Jeff Hardin, Gregory Paul Bertoni & Lewis J. Kleinsmith
9781292426525 • ©2022
928pp • Paperback
eBook version available
Available with Mastering Biology

Course: Cell Biology
Known 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. Informed by years of classroom experience in the subject, the text features accessible and authoritative descriptions of all major principles, as well as unique scientific insights into visualization and applications of cell and molecular biology. The 10th Edition guides students to make connections throughout cell biology and provides questions that encourage students to practice interpreting and analyzing data. Embedded features in Pearson eText add interactivity, walking students through key figures with narrated explanations.

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.
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.
Introduction to Business

Business Essentials, 13e
Ronald J. Ebert & Ricky W. Griffin
9781292426938 • ©2022
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 on companies today. With new real-world examples and research findings, helping students to see how entrepreneurs are putting into practice the concepts they're 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.
<table>
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<tr>
<th>Book Title</th>
<th>Course:</th>
<th>Description</th>
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<tr>
<td>Business Communication Today, 15e</td>
<td>Business</td>
<td><em>Business Communication Today</em> 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.</td>
</tr>
<tr>
<td>Excellence in Business Communication, 12e</td>
<td>Business</td>
<td>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 <em>Excellence in Business Communication</em>, 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.</td>
</tr>
<tr>
<td>Business Communication Essentials, 8e</td>
<td>Business</td>
<td><em>Business Communication Essentials: Fundamental Skills for the Mobile-Digital-Social Workplace</em> 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.</td>
</tr>
<tr>
<td>Business Ethics: Concepts and Cases, 7e</td>
<td>Business Ethics</td>
<td><em>Business Ethics: Concepts and Cases</em> 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.</td>
</tr>
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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
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 analyzes 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
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: A First Course, 8e
David M. Levine, Kathryn A. Szabat & David F. Stephan
9781292320366 • ©2022
696pp • Paperback
eBook version available
Available with MyLab Statistics

Course: Introduction to Business Statistics (One 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. With new examples, case scenarios, and problems, the text continues its tradition of focusing on the interpretation of results, evaluation of assumptions, and discussion of next steps that lead to data-informed decision making.

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, 4e
Norean R. Sharpe, Richard D. De Veaux & Paul Velleman
9781292269313 • ©2021
904pp • Paperback
eBook version available
Available with MyLab Statistics

Course: Introduction to Business Statistics (Two Semester)
*Business Statistics* narrows the gap between theory and practice by focusing on relevant statistical methods, thus empowering business students to make good, data-driven decisions. Using the latest GAISE (Guidelines for Assessment and Instruction in Statistics Education) report, which included extensive revisions to reflect both the evolution of technology and new wisdom on statistics education, this edition brings a modern edge to teaching business statistics.
Introductory Mathematical Analysis for Business, Economics and the Life and Social Sciences, 15e
Ernest F. Haeussler, Richard S. Paul & Richard J. Wood
9781292413020 • ©2021
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
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Introductory Chemistry

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*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.

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Walter Savitch  
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Tony Gaddis
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**Course:** C# Programming – Introductory
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**C++ How to Program (Early Objects Version), 10e**
Paul J. Deitel & Harvey Deitel
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**Starting Out with C++: From Control Structures through Objects, 9e**
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*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
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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

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Title available on demand

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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.

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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.

**Cryptography and Network Security: Principles and Practice, 8e**
William Stallings
9781292437484 • ©2022
832pp • Paperback
eBook version available

**Course:** Computer Security

Keep pace with the fast-moving field of cryptography and network security with *Cryptography and Network Security: Principles and Practice*. In an age of viruses and hackers, electronic eavesdropping, and electronic fraud on a global scale, security is paramount. This text explores the basic issues and practices of a network security capability and provides a tutorial and survey of cryptography and network security technology.
Economics

Principles of Economics

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The ultimate guide to the fascinating subject of Economics, this book is ideal for students who want to get a solid understanding of the key concepts – from theory to practice. This edition provides valuable insight into the constantly changing, often complex issues that economists face today. With content extensively revised, discussing the latest events in the field.

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Karl E. Case, Ray C. Fair & Sharon E. Oster
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eBook version available
Available with MyLab Economics

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Reviewers tell us that Case/Fair/Oster is one of the all-time best-selling 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.

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R. Glenn Hubbard & Anthony Patrick O’Brien
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Olivier Blanchard
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## Microeconomics

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Jeffrey M. Perloff
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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:
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• New Unintended Consequences feature shows how some policies and actions have side-effects beyond the intended ones.

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The Economics of Money, Banking and Financial Markets, 13e
Frederic S. Mishkin
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eBook version available
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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.

Key features:
• Examples and applications on how the COVID-19 pandemic has affected the markets.
• Updated chapters 18 and 19 now have a more global focus.
• Chapter 14 focuses on the ECB and central banks from other key economies.

International Economics

International Economics: Theory and Policy, 12e
Paul R. Krugman, Maurice Obstfeld & Marc Melitz
9781292409719 • ©2022
818pp • Paperback
eBook version available

Course: International Economics
An engaging coverage of the key concepts of international theory and policy, from theory to practice, thoroughly revised International Economics: Theory and Policy highlights important economic developments on a theoretical and practical level. This includes a focus on the recent COVID-19 pandemic experience and its implications on the global economy. Useful features and examples in the text will equip you with the intellectual tools necessary to understand the developments and implications in the changing global economy.
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*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.

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Paul R. Krugman, Maurice Obstfeld & Marc Melitz  
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This text provides engaging, balanced coverage of the key concepts and practical applications of theory and policy around the world. With the first half devoted to trade and the second half to monetary questions, the text provides an intuitive introduction to theory and events as well as detailed coverage of the actual policies put into place as a response. In this edition important economic developments are highlighted, with many lessons drawn from the recent COVID-19 pandemic experience.

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Paul Eggen & Don Kauchak  
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752pp • Paperback  
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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.

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Anita Woolfolk  
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Jonathan Doherty & Malcolm Hughes  
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eBook version available

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<tr>
<th>Title</th>
<th>Author</th>
<th>ISBN</th>
<th>© Year</th>
<th>Pages</th>
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<th>Course</th>
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<tr>
<td>Adolescence and Emerging Adulthood, 5e</td>
<td>Jeffrey Jensen Arnett</td>
<td>9781292042664</td>
<td>2013</td>
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<td>Paperback</td>
<td>Adolescent Development</td>
<td>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.</td>
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<tr>
<td>Adolescence and Emerging Adulthood: A Cultural Approach</td>
<td>Jeff Arnett &amp; Malcolm Hughes</td>
<td>9781408253908</td>
<td>2012</td>
<td>648</td>
<td>Paperback</td>
<td>Adolescent Development</td>
<td>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.</td>
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<td>Jeanne Ellis Ormrod</td>
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<td>2015</td>
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<td>Paperback</td>
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<td>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.</td>
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<td>Reading Statistics and Research, 6e</td>
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<td>512</td>
<td>Paperback</td>
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<td>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.</td>
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A Taxonomy for Learning, Teaching and Assessing: A Revision of Bloom's Taxonomy of Educational Objectives, Abridged Edition
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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.

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<th>Classroom Management</th>
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<td>Building Classroom Discipline, 11e</td>
<td>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.</td>
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<td>Effective Classroom Management: Models and Strategies for Today's Classrooms, 3e</td>
<td>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.</td>
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<td>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.</td>
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<td>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, <em>Academic Reading</em> teaches essential reading skills while opening up new academic and career possibilities.</td>
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<td>Games, Ideas and Activities for Early Years Mathematics</td>
<td>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.</td>
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<td>Course</td>
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<td>Math and Science Methods – Primary Level</td>
<td>Games, Ideas and Activities for Primary Science</td>
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<td>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.</td>
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<tr>
<td>Language Development – Primary Level</td>
<td>Creative Activities and Ideas for Pupils with English as an Additional Language</td>
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<td></td>
<td>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.</td>
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<td>This book 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.</td>
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<td>Mathematics Methods in the Elementary School</td>
<td>Learning Mathematics in Elementary and Middle Schools: A Learner-Centered Approach, 5e</td>
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<td></td>
<td>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.</td>
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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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456pp • Paperback
eBook version available
Available with MyLab Education

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
Jioanna Carjuzaa & Richard D. Kellough
9781292041537 • ©2013
376pp • Paperback
eBook version available

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
9781292041803 • ©2013
580pp • Paperback
eBook version available
Available with MyLab Education

**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
9781292042060 • ©2013
432pp • Paperback
eBook version available

**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
eBook version available

**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
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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.
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Jo Ann Brewer
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Available with MyLab Nursing  

Course: Fundamentals of Nursing (LPN)  
Nurses today must grow and evolve to meet the demands of a dramatically changing healthcare system. *Kozier & Erb's Fundamentals of Nursing* provides a core foundation of contemporary professional nursing so students can succeed in today’s environment. From the integral aspects of nursing, such as managing and communicating, to assessing health and client care, the text sets the foundation for nursing excellence. QSEN features throughout the latest edition draw connections to actual nursing practice and help students develop their clinical-reasoning abilities and think like nurses, as the material they are reading is applied in nursing practice. Updates include new examples, additional photos and the latest standards of care.
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.
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.
<table>
<thead>
<tr>
<th>Title</th>
<th>Course</th>
<th>Description</th>
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<tbody>
<tr>
<td>Anatomy &amp; Physiology for Emergency Care, 2e</td>
<td>Paramedic</td>
<td>Based upon the popular college text <em>Essentials of Anatomy and Physiology</em> by Fredric H. Martini and Edwin F. Bartholomew, Dr. Bledsoe has taken this work and added clinical correlations and applications specific to emergency care. <em>Anatomy &amp; Physiology for Emergency Care</em> presents material in a clear, concise format and places emphasis on essential fundamental concepts, applications and terminology.</td>
</tr>
<tr>
<td>High-Acuity Nursing, 6e</td>
<td>Critical Care/Acute Care Nursing</td>
<td>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.</td>
</tr>
</tbody>
</table>
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, 8e
Philip T. Kotler, John T. Bowen, James Makens & Seyhmus Baloglu  
9781292363516 • ©2021  
688 • Paperback  
eBook version available  
Available with Revel

**Course:** Hospitality Sales and Marketing  
The definitive source for hospitality marketing courses, *Marketing for Hospitality and Tourism*, takes an integrative approach to discuss hospitality marketing from a team perspective – examining each hospitality department and its role in the marketing mechanism. This edition includes new coverage of social media, discussion of current industry trends, and hands-on application assignments.

### 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.
<table>
<thead>
<tr>
<th>Course: Conferences and Event Management</th>
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<tbody>
<tr>
<td>The Business of Events Management</td>
</tr>
<tr>
<td>John Beech, Sebastian Kaiser &amp; Robert Kaspar</td>
</tr>
<tr>
<td>9780273758624 • ©2014</td>
</tr>
<tr>
<td>416pp • Paperback</td>
</tr>
<tr>
<td>eBook version available</td>
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</table>

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.

<table>
<thead>
<tr>
<th>Course: Hospitality Management</th>
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<tbody>
<tr>
<td>Service Operations Management: Improving Service Delivery, 5e</td>
</tr>
<tr>
<td>Robert Johnston, Graham Clark &amp; Michael Shulver</td>
</tr>
<tr>
<td>9781292064468 • ©2020</td>
</tr>
<tr>
<td>4640pp • Paperback</td>
</tr>
<tr>
<td>eBook version available</td>
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</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>Course: Introduction to Travel and Tourism</th>
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<tbody>
<tr>
<td>Tourism: The Business of Hospitality and Travel, 6e</td>
</tr>
<tr>
<td>Roy A. Cook, Cathy H. C. Hsu &amp; Lorraine L. Taylor</td>
</tr>
<tr>
<td>9781292221670 • ©2017</td>
</tr>
<tr>
<td>448pp • Paperback</td>
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<tr>
<td>eBook version available</td>
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</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>Course: Research Methods for Tourism &amp; Leisure</th>
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<tbody>
<tr>
<td>Research Methods for Leisure and Tourism, 5e</td>
</tr>
<tr>
<td>A. J. Veal</td>
</tr>
<tr>
<td>9781292115290 • ©2017</td>
</tr>
<tr>
<td>640pp • Paperback</td>
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<tr>
<td>eBook version available</td>
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</table>

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.
**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.
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
Available with MyLab IT

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.

Applications Software

Microsoft Office 2019 Step by Step
Joan Lambert & Curtis Frye
9781509307685 • ©2019
560pp • Paperback
eBook version available

Course: Applications Software

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.

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).

Management Information Systems: Managing the Digital Firm, 17e
Jane P. Laudon & Kenneth C. Laudon
9781292403281 • ©2021
648pp • 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.
<table>
<thead>
<tr>
<th>Course</th>
<th>Description</th>
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<tbody>
<tr>
<td>Essentials of MIS, 14e</td>
<td><em>Essentials of MIS</em> 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.</td>
</tr>
<tr>
<td>Experiencing MIS, 8e</td>
<td>As technology continues to change the way organizations do business, knowledge of MIS is critical. <em>Experiencing MIS</em> 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.</td>
</tr>
<tr>
<td>Information Systems Today: Managing the Digital World, 9e</td>
<td><em>Information Systems Today: Managing in a Digital World</em> uses case studies that highlight real-world companies, technologies and issues that illuminate each chapter, so students can quickly understand how and why information systems are essential in today's evolving business landscape. Aligning major concepts with the latest trends, this issue expands its exploration of the ways digital density and the API economy, mobile and cloud computing, social media, artificial intelligence and the Internet of Things affect information systems.</td>
</tr>
<tr>
<td>Business Information Systems: Technology, Development and Management for the Modern Business, 6e</td>
<td>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.</td>
</tr>
</tbody>
</table>
| Business Information Systems: Analysis, Design and Practice, 6e | 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. |
| --- | --- |
720pp • Paperback |
| Enterprise Systems for Management, 2e | 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. |
352pp • Paperback  
eBook version available |
| Modern Systems Analysis and Design, 8e | 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. |
544pp • Paperback  
eBook version available |
| Systems Analysis and Design, 10e | 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. |
| Kenneth Kendall & Julie Kendall | ISBN: 9781292281452 • ©2019  
576pp • Paperback  
eBook version available |
| Project Management for Information Systems, 5e | 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. |
464pp • Paperback  
eBook version available |
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.
Middle East Higher Education Catalog 2022

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
9781292403069 • ©2021
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
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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
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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
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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
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336pp • Paperback
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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
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408pp • Paperback
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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
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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.

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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
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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
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456pp • Paperback
eBook version available

Managing Change in Organizations, 6e
Colin Carnall & Rune Todnem By
9780273736417 • ©2014
384pp • 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 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.
Course: Strategic Management
In today's economy, gaining and sustaining a competitive advantage is harder than ever. Strategic Management: A Competitive Advantage Approach, Concepts and Cases, offers current research and examples, skills, exercises and concepts to help students develop their own strategy for a sustainable competitive business advantage. The text covers important issues relating to business ethics, social responsibility, global operations and sustainability.

Strategic Management and Competitive Advantage: Concepts and Cases, 6e
William Hesterly & Jay B. Barney
9781292258058 • ©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
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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

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, 11e
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Human Resource Management, 16e
Gary Dessler
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Human Resource Management, 15e
R. Wayne Dean Mondy & Joseph J. Martocchio
9781292264332 • ©2019
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eBook version available
Available with MyLab Management

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Tony Edwards & Chris Rees
9781292004105 • ©2017
352pp • Paperback

Understanding Cross-Cultural Management, 4e
Marie-Joelle Browaeys & Roger Price
9781292204970 • ©2019
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eBook version available

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.

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
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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, 15e
Gary Armstrong, Philip Kotler & Marc Oliver Opresnik
9781292433103 • ©2022
704pp • Paperback
eBook version available
Available with MyLab Marketing or Pearson Horizon

Course: Principles of Marketing – Two-Year and Four-Year
Discover how creating and capturing customer value drives effective marketing strategies, with Marketing: An Introduction and gain a richer understanding of basic marketing concepts and practices. The updated text reflects major trends and the shifting forces of this digital age of customer value, engagement and relationships. With company cases and exercises to practice applying marketing concepts to real-world company scenarios.

Marketing: Real People, Real Choices, 11e
Michael R. Solomon, Greg W. Marshall & Elnora W. Stuart
9781292434384 • ©2022
656pp • Paperback
eBook version available
Available with MyLab Marketing

Course: Principles of Marketing – Two-Year and Four-Year
Marketing: Real People, Real Choices introduces the subject from the perspective of ‘real’ people, who make ‘real’ marketing decisions, at leading companies every day – focusing on the core issues every marketer needs to know, including value, analytics and metrics, and ethical and sustainable marketing. It also emphasizes the importance of branding oneself and shows students how the concepts they learn in class apply directly to their own personal marketing plan. With this text, students take an active approach to understanding marketing through decision making and are well equipped to tackle what’s happening in the field today.
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<td>A comprehensive guide to the latest strategies, techniques and online trends. It discusses the success factors in digital marketing, with case studies from cutting-edge companies such as ASOS, Spotify and L’Oreal, linking marketing theory with practice. The range of questions, exercises, and self-assessments will develop key skills needed in the workplace.</td>
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<td>Outside-In Marketing: Using Big Data to Guide your Content Marketing</td>
<td>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.</td>
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<td>Basic Marketing Research, 4e</td>
<td>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.</td>
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<td>Marketing Research: An Applied Orientation, 7e</td>
<td>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.</td>
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Marketing Management

Marketing Management, 16e
Philip Kotler & Kevin Lane Keller
9781292404813 • ©2022
832pp • Paperback
eBook version available
Available with Revel

Course: Marketing Management
Marketing Management offers an extensive analysis of the latest theories and practices in the marketing environment: building and managing successful marketing campaigns and focusing on the decisions managers face in alignment with company objectives. Its reader-friendly content, universal practice applications and reflection of recent developments will arm readers with the knowledge and tools necessary for a successful career in the field.

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
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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 & 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. This edition 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.
**Course:** Services Marketing

As economies across the world continue to transition toward services, skills in marketing and managing services have never been more important. *Essentials of Services Marketing* captures the reality of today’s world, incorporates recent academic and managerial thinking, and illustrates cutting-edge service concepts. This book places marketing issues within a broader general management context and shows the relationships between the marketing, operations, IT, and human resources functions in service firms.

**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.

**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.

**Course:** Integrated Marketing Communications

Championing the importance of weaving together all marketing activities into one clear message and voice, *Integrated Advertising, Promotion, and Marketing Communications* speaks to an evolved definition of integrated marketing and teaches students how to effectively communicate in the business world. The text explores advertising and promotions, and the roles of social media, mobile messaging, and other marketing tactics to effectively reach consumers. With added tools to help learners apply concepts to real-life situations, and understand the vital links marketers use to connect and interact with customers.
Marketing
Communications: Touchpoints, Sharing and Disruption, 8e
Chris Fill & Sarah Turnbull
9781292234977 • ©2019
816pp • Paperback
eBook version available
Available with Revel
New edition coming 2023

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
568pp • 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
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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.

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

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Strategic Purchasing & Supply Chain Management, 2e
Malcolm Saunders
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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
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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
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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
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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
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440pp • Paperback
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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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Available with MyLab Marketing

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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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
9781292160054 • ©2016
456pp • Paperback
eBook version available

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
9781292321745 • ©2020
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

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Marvin L. Bittinger & Judith A. Penna
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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.

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Marvin L. Bittinger, Judith A. Beecher & Barbara L. Johnson
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Marvin L. Bittinger & Judith A. Beecher
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1104pp • Paperback
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Available with MyLab Math

Course: Beginning & Intermediate Algebra (Combined Books)
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.

Essentials of College Algebra, 11e
Margaret Lial, John Hornsby, David Schneider & Callie Daniels
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672pp • Paperback
eBook version available
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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Algebra and Trigonometry, 7e
Robert F. Blitzer
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Course: Algebra and Trigonometry
Algebra and Trigonometry continues to support and inspire students with its engaging approach, The author’s unique background in mathematics and behavioral science informs a wide range of applications, drawn from pop culture and up-to-date references, that appeal to students of all majors and connect math to students’ lives.
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<td>Judith A. Beecher, Judith A. Penna &amp; Marvin L. Bittinger</td>
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<td>Franklin Demana, Bert K. Waits, Gregory D. Foley, Daniel Kennedy &amp; Dave Bock</td>
<td>9781292438962</td>
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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 combines the experience of master teachers to help students develop the balance of conceptual understanding and analytical skills needed to succeed in mathematics. For this revision, integrated review is now available in MyLab™ Math for every title in the series, to accommodate varying levels of student preparation. The Review chapter has been expanded to cover the basic algebra concepts that students often find most challenging.

Michael 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. The 11th Edition continues to evolve to meet the needs of today's students.

A principal feature of Precalculus: Graphical, Numerical, Algebraic is the balance among the algebraic, numerical, graphical and verbal methods of representing problems: the rule of four. This approach reinforces the idea that to understand a problem fully, students need to understand it algebraically as well as graphically and numerically. This edition introduces graphing technology as an essential tool for mathematical discovery and effective problem solving and a focus on Statistics – to help students see that statistical analysis is an investigative process.

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.
MATHEMATICS & STATISTICS

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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.

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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.

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MATHEMATICS & STATISTICS

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Mathematics for Scientists and Engineers

Calculus: Early Transcendentals, 2e
William L. Briggs, Lyle Cochran & Bernard Gillett
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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.

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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
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Linear Algebra and Its Applications, 6e
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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 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
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Elementary Differential Equations, 8e
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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.

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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.
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**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.

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The ultimate guide on the subject, Operations Management offers strategies to understand and appreciate what is actually happening within an organisation. Strategic in its perspective and with a clear structure, the book offers a comprehensive and practical way to study key concepts from theory to practice. With plenty of new end-of-chapter case studies and a plethora of international real-world examples, this edition aims to challenge critical thinking, both individually and in class to help students make sense of how a business works.
Principles of Operations Management: Sustainability and Supply Chain Management, 10e
Jay Heizer, Barry Render & Chuck Munson
9781292355047 • ©2020
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, 13e
Lee J. Krajewski, Manoj K. Malhotra & Larry P. Ritzman
9781292409962 • ©2022
688pp • Paperback
eBook version available
Available with MyLab Operations Management

Course: Production and Operations Management
This text offers a comprehensive framework for addressing operational process and supply chain issues, in an easy-to-understand format. Using a systemized approach, Operations Management: Processes and Supply Chains focuses on real-life practices and issues of current interest, with lots of hands-on problems, cases and exercises for students to work through. Examples and videos in the 13th Edition show how businesses can respond when faced with an unexpected disaster, such as the COVID-19 coronavirus.

Operations and Process Management, 6e
Nigel Slack & Alistair Brandon-Jones
9781292350066 • ©2021
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
9781292162355 • ©2016
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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
9781292154213 • ©2016
480pp • Paperback
eBook version available

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.

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Robert Johnston, Graham Clark & Michael Shulver
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640pp • Paperback
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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.

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Sunil Chopra & Peter Meindl
9781292257891 • ©2019
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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
9781292314730 • ©2019
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.

Principles & Practice of Physics, 2e
Eric Mazur
9781292364704 • ©2022
Paperback
eBook version available
Available with Mastering Physics

Course: Calculus-Based Physics
*Principles and Practice of Physics* establishes an understanding of physics that is thorough and accessible. The author’s peer-to-peer instruction techniques incorporate insights supported by physics education research to help students develop a true conceptual understanding alongside the quantitative skills needed in the course. The material emphasizes core unifying ideas with the first half of each chapter teaching the ideas using words and images – not mathematics. The second half of each chapter casts the ideas into quantitative and symbolic form.

Physics for Scientists & Engineers with Modern Physics, 5e
Douglas C. Giancoli
9781292440279 • ©2022
1440pp • Paperback
eBook version available
Available with Mastering Physics

Course: Calculus-Based Physics
*Physics for Scientists and Engineers* offers a clear and direct narrative with applications that draw the student into the physics at hand – covering the basic concepts of physics in all its aspects, from mechanics to modern physics. Each topic begins with concrete observations and experiences that students can relate to their everyday lives and future professions, and then moves to more formal aspects of physics to show why we believe what we believe. This edition presents a wide range of new applications including the physics of digital and added approaches for practical problem-solving techniques.
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

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Paul G. Hewitt, Suzanne A. Lyons, John A. Suchocki & Jennifer Yeh
9781292023083 • ©2013
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.

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Eugene Hecht
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eBook version available

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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

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Randy Harris
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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
9780582356917 • ©2000
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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
9781292023755 • ©2013
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
9781292353548 • ©2020
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
9781292001012 • ©2013
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
9780134419695 • ©2017
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
eBook version available
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.
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Karla Krogsrud Miley, Michael W. O'Melia & Brenda L. DuBois
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*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.

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

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**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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Sociology

Introductory Sociology

Sociology, 16e
John J. Macionis
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744pp • Paperback
eBook version available

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

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C. Ray Jeffery
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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

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Neil J. Salkind
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Course: Research Methods in Sociology

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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.

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Anthony Bruno & Steve Jordan
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<th>Title</th>
<th>Course</th>
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<td>Designing for Cisco Network Service Architectures (ARCH) Foundation Learning Guide: CCDP ARCH 300-320</td>
<td>CCDP (Cisco Certified Design Professional)</td>
<td>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.</td>
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<td>Switching, Routing, and Wireless Essentials v7.0 (SRWE) Companion Guide</td>
<td>CCDA (Cisco Certified Design Associate)</td>
<td>Switching, Routing, and Wireless Essentials v7.0 (SRWE) 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.</td>
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<td>Scaling Networks v6 Companion Guide</td>
<td>CCDP (Cisco Certified Design Professional)</td>
<td>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.</td>
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CCNP and CCIE Enterprise Core ENCOR 300-401 Official Cert Guide
Brad Edgeworth, Kevin Wallace, Jason Gooley, David Hucaby & Ramiro Garza Rios
9781587145230 • ©2019
1024pp • Hardback

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

CCNP Enterprise Core ENCOR 300-401 Official Cert Guide is a comprehensive self-study tool for preparing for the new ENCOR 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 ENCOR 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.

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Cisco Certified DevNet Associate DEVASC 200-901 Official Cert Guide
Chris Jackson, Jason Gooley, Adrian Iliesiu & Ashutosh Malegaonkar
9780136642961 • ©2021
672pp • Hardback
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Course: CCNA 3 Discovery: Introduction to Routing and Switching in the Enterprise

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<th>Course: CCNP Enterprise Advanced Routing ENARSI 300-410 Official Cert Guide</th>
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<tr>
<td>Raymond Lacoste &amp; Brad Edgeworth</td>
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<tr>
<td>9781587145254 • ©2020 1040pp • Hardback</td>
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<td>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.</td>
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<th>Course: CCNP and CCIE Security Core SCOR 350-701 Official Cert Guide</th>
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<td>Omar Santos</td>
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<tr>
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<td>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.</td>
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<th>Course: Distributed Systems</th>
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<tr>
<td>George Coulouris, Jean Dollimore, Tim Kindberg &amp; Gordon Blair</td>
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<tr>
<td>9780273760597 • ©2011 1064pp • Paperback</td>
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<td>eBook version available</td>
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<td>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.</td>
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<th>Course: Top-Down Network Design, 3e</th>
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<td>Priscilla Oppenheimer</td>
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<td>eBook version available</td>
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<td>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.</td>
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Alexander Clemm
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Network Security Essentials: Applications and Standards, 6e
William Stallings
9781292154855 • ©2016
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