



Wiley New Books

October – December 2018

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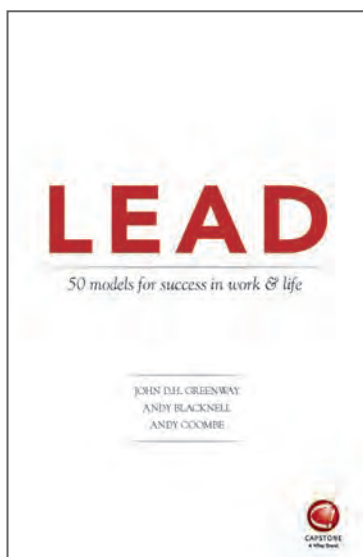


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Business





ISBN: 978-0-85708-791-1
Paper • 264pp • Sep 2018
£10.99 | €12.50 | \$15.99



LEAD

50 models for success in work and life

John Greenway, Andy Blacknell & Andy Coombe

An essential companion you'll refer to often on your personal and professional journey through life

A coach or mentor gives you space to reflect and provokes you to action. The authors of *LEAD* have created this book as a virtual coach, enabling you to both self-coach and mentor others. It skillfully shares timeless principles, inspiring stories, and practical models that you can apply directly to your situation whether you are taking the lead at work, in society, or at home. The book makes clear, however, from the outset that it isn't all going to be smooth sailing. There will be many twists and turns, because life isn't a straight line. How you "think and do" in those twists and turns will be pivotal to both your growth as a leader and to your success. This reliable resource contains 50 models that provide you with ideas and tools to sharpen your thinking and activate your doing as you navigate your way through life. Engaging and informative, *LEAD* will make a huge, lasting, and international impact upon how people lead themselves, their teams, and their organisations.

- Enables, equips and inspires leaders to navigate their unique personal and professional journeys with greater awareness, skill, and success
- Written by a team of respected experts in this field
- Offer an effective framework for leading in a variety of situations
- Puts modern leadership skill sin perspective

About the Authors

John Greenway has over twenty-five years' experience of working with business leaders to build winning teams.

Andy Blacknell currently runs his own consulting business, Blacknell Ventures.

Andy Coombe leads Kairos Consultancy which focuses on leadership and organisational development. He is also engaged in executive coaching, mediation, and large event facilitation.

Also Available Titles



Stop Talking, Start Doing

A Kick in the Pants in Six Parts

Shaa Wasmund & Richard Newton

ISBN: 978-0-85708-173-5
£9.99 | €12.00 | \$19.95



Get Things Done

What Stops Smart People Achieving More and How You Can Change

Robert Kelsey

ISBN: 978-0-85708-308-1
£10.99 | €13.10 | \$16.95

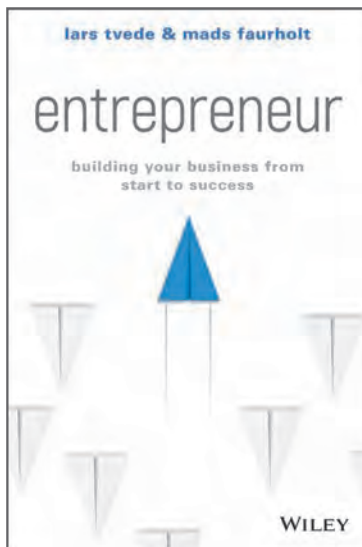


The Little Black Book for Managers

How to Maximize Your Key Management Moments of Power

John Cross, Rafael Gomez & Kevin Money

ISBN: 978-1-118-74423-9
£12.99 | €15.60 | \$19.95



ISBN: 978-1-119-52123-5
Paper • 480pp • Sep 2018
£14.99 | €17.00 | \$22.50

Entrepreneur

Building Your Business From Start to Success

Lars Tvede & Mads Faurholt

The Fantastic Corporation, Zug, Switzerland

The book was originally published in Denmark in May 2017 by the leading publisher Gyldendal - it sold out in the first 24 hours, was on 3rd print after 4 months, was number 1 bestseller for at least two months, and remained on the best seller list for a couple of months.

Entrepreneur explains to the reader the key steps around how to build a company, whether planning to start one and wanting to know what it takes, already running a startup, or a company looking to reinvent itself.

In this book you will learn how to develop great startup ideas, turn them into viable business models, raise capital, build world-class teams, grow your company, compete in the marketplace, form alliances, stay sane in the process and finally, take home the profits.

Furthermore, there are numerous great tips about how you as an entrepreneur can become exceptionally efficient in everything you do.

The book runs through the use of modern planning tools, social media, and common sense advice that can make you a far more efficient individual than most competitors. It then goes through every step of the entrepreneurship cycle, from outlining the rough, initial business idea and getting it into shape to raising capital, building and managing the team, forming alliances, etc.

The book is written to be read by anyone from business students to someone wanting to set up a small venture, to someone who has raised USD 100m for their global tech company.

About the Authors

Mads Faurholt-Jorgensen is a serial entrepreneur and has started over 20 companies.

Lars Tvede is a Partner at the top-performing venture capital fund Nordic Eye, CEO at Beluga and advisor to a Swiss hedge fund group.

Also Available Titles

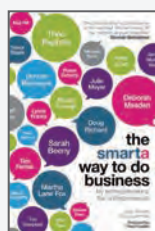


Entrepreneur Revolution

How to develop your entrepreneurial mindset and start a business that works

Daniel Priestley

ISBN: 978-0-85708-416-3
£12.99 | €15.60 | \$19.95



The Smarta Way To Do Business

By entrepreneurs, for entrepreneurs; Your ultimate guide to starting a business

Matt Thomas & Shaa Wasmund

ISBN: 978-1-907312-52-6
£19.99 | €24.00 | \$34.95



What You Need to Know about Starting a Business

Kevin Duncan

ISBN: 978-0-85708-204-6
£12.99 | €15.60 | \$19.95



ISBN: 978-1-119-48406-6
Cloth • 256pp • Dec 2018
£23.99 | €26.40 | \$29.00

AI for Marketing and Product Innovation

Powerful New Tools for Predicting Trends, Connecting with Customers, and Closing Sales

A. K. Pradeep, Andrew Appel & Stan Sthanunathan

Get on board the next massive marketing revolution

AI for Marketing and Product Innovation offers creatives and marketing professionals a non-tech guide to artificial intelligence (AI) and machine learning (ML)—twin technologies that stand poised to revolutionize the way we sell. More than a simple primer on the technology, this book goes beyond the “what” to show you the “how”: How do we use AI and ML in ways that speak to the human spirit? How do we translate cold technological innovation into creative tools that forge deep human connections? Written by a team of experts at the intersection of neuroscience, technology, and marketing, this book shows you the ins and outs of these groundbreaking technological tools.

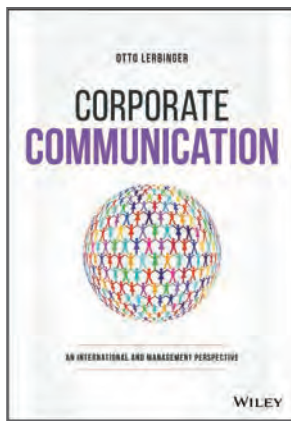
- Discusses how to harness the unparalleled power of the twin technologies (AI & ML) to transform your marketing
- Addresses best practices and metrics you need to take the next massive leap in the evolution of customer connection
- Contains practical examples of product innovation, brand building, targeted marketing, and media measurement that connect with people and enhance ROI

About the Authors

Dr. A.K. Pradeep is the Founder/CEO of MachineVantage, a startup applying AI and ML to some of the most challenging marketing problems.

Andrew Appel is CEO and President of IRI, one of the world’s largest market research firms.

Stan Sthanunathan directs market research for Unilever



ISBN: 978-1-119-47137-0
 Paper • 352pp • Nov 2018
 £48.50 | € 58.20 | \$59.95

Corporate Communication

An International and Management Perspective

Otto Lerbinger

Provides an international and management perspective on the field of corporate communication

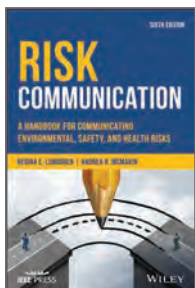
Corporate communication plays an important role in higher-level management to help build and preserve a company's reputation. This intangible yet valuable asset determines the net worth of a company and affects the success of its operations. *Corporate Communication: An International and Management Perspective* introduces readers to the broad environment of the modern extended organization and provides an understanding of the globalization process. It describes how economic, political, and cultural features of a country affect company decisions and communication and discusses various communication disciplines and practices that are employed in programs and campaigns. This book addresses the key management issues of sustainability and technology and innovation. It also emphasizes the importance of why corporate communication must be seen as a management function and not restricted to a communication process.

Presented in five parts, *Corporate Communication* offers comprehensive chapters covering: The Domain of Corporate Communication; Strategic Application of Communication Practices; International Perspective; Key Management Issues of Sustainability and Technology; and *Corporate Communication* Contribution to Management. The foundation of *Corporate Communication* is public relations but also included is the entire range of communication practices and the contribution to management decision making.

- Conceptualizes corporate communication as a strategic management function which helps management recognize, adjust to, and construct policy related to global issues
- Emphasizes the critical role that corporate communication plays in making corporate decisions and behaviors more socially responsible and sustainable
- Demonstrates how corporate communication draws on public affairs, marketing and social media in its strategic planning

About the Author

Otto Lerbinger, PhD, Economics Department, Massachusetts Institute of Technology, is Professor Emeritus of Public Relations at Boston University, specializing in corporate public affairs, crisis management, and international public relations.



Risk Communication

A Handbook for Communicating Environmental, Safety, and Health Risks, 6th Edition

Regina E. Lundgren & Andrea H. McMakin

- Explores new approaches to communicating risk and countering misinformation
- Provides new examples of communication plans in government and industry, the depiction of probability, and methods of working with news media
- Includes a new chapter on partnerships which covers identifying influencers to work with, assigning roles and expectations, ending partnerships, and more
- Presents information on Americans with Disability Act laws, particularly Sections 504 and 508 that deal with electronic tools and information
- Expands the reader's comprehension with an updated website and real-world case studies

ISBN: 978-1-119-45611-7 • Cloth • £72.50 | €87.00 | \$89.95 • Aug 2018 • 544pp •

Previous Edition: 978-1-118-45693-4



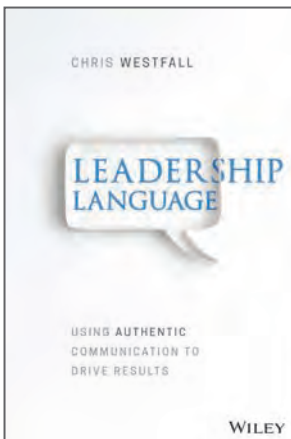
Leveraging Constraints for Innovation

New Product Development Essentials from the PDMA

Sebastian Gurtner, Jelena Spanjol & Abbie Griffin
University of Chicago

- In a single comprehensive volume, covers the full spectrum of constraint-related strategies and techniques in a coherent, integrated fashion
- Provides a set of frameworks, techniques, and tools that can be immediately implemented
- Offers how-to knowledge on specific tools and methods as applied to innovating products and services when facing constraints as well as the development of new business models
- Integrates problem- and solution-based knowledge to enable companies to develop sustainable growth strategies by leveraging constraints and restrictions toward innovation strategies, processes and offerings

ISBN: 978-1-119-38930-9 • Cloth • £52.50 | €59.10 | \$65.00 • Oct 2018 • 208pp



ISBN: 978-1-119-52334-5
Cloth • 192pp • Oct 2018
£20.99 | €22.80 | \$25.00

Leadership Language

Using Authentic Communication to Drive Results

Chris Westfall

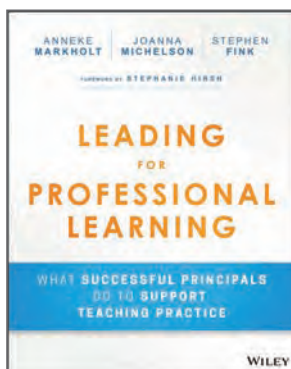
Discover how to cut across generational differences, with communication strategies that can change your results

Leadership starts with your story. Your ability to communicate is the key to your effectiveness. Leaders have ideas; ideas that need to be heard. *Leadership Language* is about authenticity—getting clear on a message and how to tell it. Leaders know how they can serve, and they find the courage to move forward even in difficult circumstances. By helping others to do the same, leaders create real impact. This book will show you how to build the connections that are the foundation of better results. Whether a leader is focused on collaboration, culture, employee retention, or operational efficiency, all of these elements begin with persuasive and powerful communication. And this book will show you how to achieve this elusive goal.

- Touches on important topics ranging from going beyond your strengths and conquering change to putting power into your presentations and making credible connections
- Details how the transformation that you seek—whether it be in your career, your relationships, or your personal impact—is exactly one conversation away
- Written by a respected expert in the field of conversational leadership

About the Author

Chris Westfall is the publisher of seven books, an international leadership consultant, business coach and public speaker.



ISBN: 978-1-119-44044-4
Paper • 208pp • Oct 2018
£27.99 | €31.00 | \$34.00

Leading for Professional Learning

What Successful Principals do to Support Teaching Practice

Anneke Markholt, Stephen Fink & Joanna Michelson

An informative look at how school leaders can enhance the effectiveness of their teachers and schools

School leaders play an important role in the development of structures and processes that support effective professional learning. With *Leading for Professional Learning*, you'll examine a set of tools and processes that will: help principals and district leaders create specific professional learning outcomes based on the needs in their schools, advance communications with teachers about professional learning, and ensure intentional changes in teacher practice and student learning. Along the way, this reliable resource also addresses how to analyze case studies and reflect on your own data, determine the professional learning needs at your school, and much more.

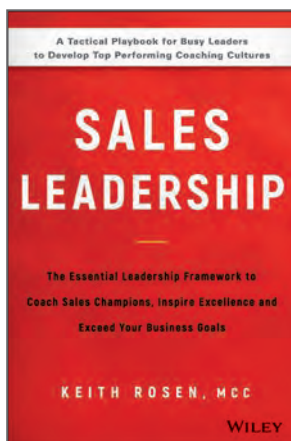
- Discusses how to examine existing structures for professional learning and leverage them for the greatest effect
- Explores how to support professional learning as it unfolds across the school year
- Helps you to understand the leader role during and after professional learning sessions

About the Authors

Anneke Markholt is an associate director with the University of Washington Center for Educational Leadership (CEL).

Stephen Fink is the executive director of the University of Washington Center for Educational Leadership.

Joanna Michelson is a project director at the Center for Educational Leadership.



ISBN: 978-1-119-48325-0
Cloth • 272pp • Sep 2018
£23.99 | €26.40 | \$29.00

Sales Leadership

The Essential Leadership Framework to Coach Sales Champions, Inspire Excellence and Exceed Your Business Goals

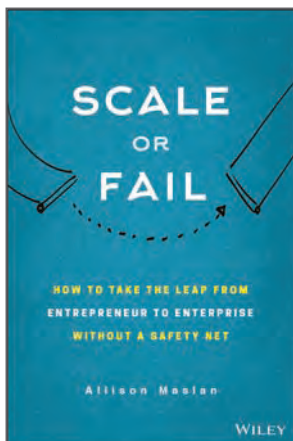
Keith Rosen

The secret to developing a strong sales leader isn't more training--it's better training. In *Sales Leadership*, Keith Rosen answers the questions on how to coach, when to coach, and why training fails without it. Inside, you'll discover the author's updated L.E.A.D.S. Coaching Framework, which is used by the world's top organizations to get any sales and management team to perform better--fast. Winner of five International Best Book Awards and a #1 bestselling management book on Amazon, this is your tactical, step-by-step playbook for any sales leaders looking to get the very most out of their team.

- Boost sales, productivity, and personal accountability
- Achieve a long-term ROI from coaching by ensuring it's woven into your daily rhythm of business
- Design, launch, and sustain a successful internal coaching program
- Build deeper trust and handle difficult conversations by creating alignment around each person's goals and your objectives

About the Author

Keith Rosen (Merrick, NY; www.keithrosen.com) is the CEO of Profit Builders, named one of the Best Sales Training and Coaching Companies worldwide for the last four consecutive years.



ISBN: 978-1-119-46101-2
Cloth • 256pp • Oct 2018
£20.99 | €22.80 | \$25.00

Scale or Fail

How to Take the Leap From Entrepreneur to Enterprise Without a Safety Net

Allison Maslan

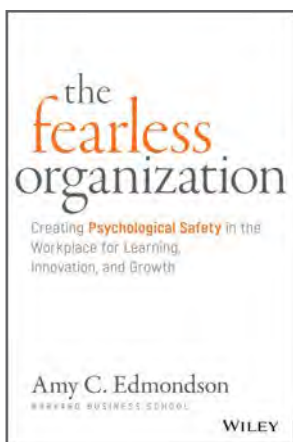
The exact roadmap you need to create big growth in your business

Most business owners are not willing to take the big and often terrifying leap needed to grow a business to a larger scale. To go from entrepreneur to enterprise, a business owner must learn to grow beyond themselves. *Scale or Fail* will give you the courage to go after your big vision and show how to fly high in your business. You'll quickly learn to S.C.A.L.E. rather than fail by following the 5-Tier Method of business growth called The SCALEit Method™. Discover the proven method to go after your big vision and turn imagination into enterprise.

- Contains essential insights that will allow you to achieve your business goals
- Examines how to attract all the business you need without using pressure tactics
- Discusses how to leverage your time and effort so you can make more and work less

About the Author

Allison Maslan is the CEO of Allison Maslan International, a Global Business Mentoring Company. She was recently named "One of the Top Women Entrepreneurs Who Inspire" by *Self Made Magazine*, and is the number one bestselling author of *Blast Off!*



ISBN: 978-1-119-47724-2
Cloth • 256pp • Dec 2018
£24.99 | € 27.30 | \$30.00

The Fearless Organization

Creating Psychological Safety in the Workplace for Learning, Innovation, and Growth

Amy C. Edmondson

Conquer the most essential adaptation to the knowledge economy

The Fearless Organization: Creating Psychological Safety in the Workplace for Learning, Innovation, and Growth offers practical guidance for teams and organizations who are serious about success in the modern economy. With so much riding on innovation, creativity, and spark, it is essential to attract and retain quality talent--but what good does this talent do if no one is able to speak their mind? The traditional culture of fitting in and going along spells doom in the knowledge economy. Success requires a continuous influx of new ideas, new challenges, and critical thought, and the interpersonal climate must not suppress, silence, ridicule or intimidate. Not every idea is good, and yes there are stupid questions, and yes dissent can slow things down, but talking through these things is an essential part of the creative process. People must be allowed to voice half-finished thoughts, ask questions from left field, and brainstorm out loud; it creates a culture in which a minor flub or momentary lapse is no big deal, and where actual mistakes are owned and corrected, and where the next left-field idea could be the next big thing. This book explores this culture of psychological safety, and provides a blueprint for bringing it to life. The road is sometimes bumpy, but succinct and informative scenario-based explanations provide a clear path forward to constant learning and healthy innovation.

About the Author

Amy C. Edmondson (Boston, MA; www.hbs.edu) is the Novartis Professor of Leadership and Management at the Harvard Business School.



ISBN: 978-1-119-43026-1
Cloth • 48pp • Oct 2018
£14.99 | €16.40 | \$18.00

The Hard Hat for Kids

A Story about 10 Ways to be a Great Teammate

Jon Gordon

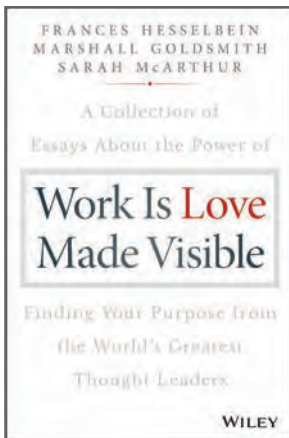
An inspiring guide for kids, about what it takes to be a great team player

In this illustrated adaptation, bestselling author Jon Gordon shares lessons on how to be a great team player. *The Hard Hat for Kids* is an unforgettable story about a selfless, loyal, hard-working, and compassionate teammate and the steps that kids can take to follow in his footsteps. Infused with practical insights and life changing lessons, *The Hard Hat for Kids* will inspire you to be the best teammate you can be and to build a great team.

- A positive story that highlights ten ways kids can become a great teammate
- Written by bestselling author Jon Gordon
- Accessible insights and illustrations bring the lessons outlined to life

About the Author

Jon Gordon is the author of numerous bestselling books and his inspirational talks have motivated audiences around the world. His principles have been put to the test by countless Fortune 500 companies, school districts, hospitals, sports teams, and nonprofits. Jon invites you to visit and connect with him at JonGordon.com or on Twitter @JonGordon11.



ISBN: 978-1-119-51358-2
Cloth • 300pp • Nov 2018
£22.99 | €25.50 | \$28.00

Work is Love Made Visible

A Collection of Essays About the Power of Finding Your Purpose From the World's Greatest Thought Leaders

Frances Hesselbein, Marshall Goldsmith & Sarah McArthur

Chairman of the Board of Governors Peter F. Drucker Foundation for Nonprofit Management in New York City & Consultant to Fortune 500 Corporations

Channel happiness and find your purpose with stories from the world's leading minds

Work is Love Made Visible offers the insights of some of the world's greatest thought leaders as they tackle one of life's most difficult treasure hunts: finding purpose. The word 'purpose' is big. Very big. And heavy. It carries the weight of a lifetime of work and struggle; the weight of legacy, and the mass of days spent not doing something else. It's something we all grapple with at some point—some of us find our purpose, others spend a lifetime searching. A lucky few grow to realize they've been working their purpose all along. Most of us aren't quite that lucky; often, fulfilling your purpose requires some kind of change—career, lifestyle, habits, family—and what then? Are we selfish for the upheaval, or are we fulfilling destiny? Once we know our purpose, how do we pursue it?

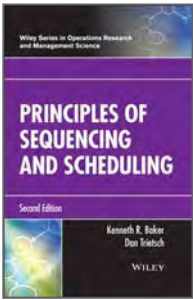
This book asked those very questions of people who have followed their purpose and succeeded on a global scale.

About the Authors

Frances Hesselbein is considered one of the world's greatest female leaders.

Goldsmith is a New York Times Best Seller.

Sarah McArthur has authored and edited numerous books.



Principles of Sequencing and Scheduling, 2nd Edition

Kenneth R. Baker & Dan Trietsch
Dartmouth College & American University of Armenia

- Features a new chapter on lognormal modeling and PERT21 for processing times in a stochastic environment as well as new computational results on time-indexed decisions and the flow shop model
- Contains thorough coverage of deterministic models as well as recent approaches and developments for stochastic models
- Emphasizes the application of generic optimization software to basic sequencing problems and the use of spreadsheet-based optimization methods
- Provides updated coverage on robust scheduling, safe scheduling, models incorporating job selection, and models with multiple agents, all of which are crucial to the development of scheduling

Series: Wiley Series in Operations Research and Management Science •

ISBN: 978-1-119-26256-5 • Cloth • £100.00 | €120.00 | \$125.00 • Nov 2018 • 560pp •

Previous Edition: 978-0-470-39165-5

The Handbook of Behavioral Operations

The Handbook of Behavioral Operations

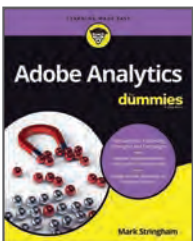
Karen Donohue, Elena Katok & Stephen Leider

- Offers a summary of both the methodological foundations and the substantive research conducted over the past two decades in the field of behavioral operations
- Fills an existing void in the fields literature with comprehensive and in-depth treatments of best research practices, supporting behavioral literature, and BOM applications
- Features a connection to exiting bodies of literature within related behavioral fields such a psychology and economics
- Organized into three sections that illustrate the current methods, theories, and applications used in BOM research

Series: Wiley Series in Operations Research and Management Science •

ISBN: 978-1-119-13830-3 • Cloth • £112.00 | €134.40 | \$140.00 | € 139.00 • Nov 2018 • 648pp

MARKETING



Adobe Analytics For Dummies

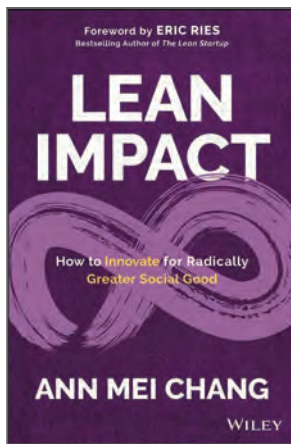
Mark Stringham, Mark Miller & Aaron Fossum

Use Adobe Analytics as a marketer – not a programmer!

If you're a marketer in need of a non-technical, beginner's reference to using Adobe Analytics, this book is the perfect place to start. *Adobe Analytics For Dummies* arms you with a basic knowledge of the key features so that you can start using it quickly and effectively.

Even if you're a digital marketer who doesn't have their hands in data day in and day out, this easy-to-follow reference makes it simple to utilize Adobe Analytics.

ISBN: 978-1-119-44608-8 • Paper • £21.99 | €27.30 | \$29.99 • Dec 2018 • 384pp



ISBN: 978-1-119-50660-7
Cloth • 304pp • Nov 2018
£24.99 | €27.30 | \$30.00

Lean Impact

How to Innovate for Radically Greater Social Good

Ann Mei Chang

An essential guide to maximizing social impact and scale

Around the world, a new generation is looking beyond greater profits, for meaningful purpose. But, unlike business, few social interventions have achieved significant impact at scale. Inspired by the modern innovation practices, popularized by bestseller *The Lean Startup*, that have fueled technology breakthroughs touching every aspect of our lives, *Lean Impact* turns our attention to a new goal—radically greater social good. Social change is far more complicated than building a new app. It requires more listening, more care, and more stakeholders. To make a lasting difference, solutions must be embraced by beneficiaries, address root causes, and include an engine that can accelerate growth to reach the scale of the need. *Lean Impact* offers bold ideas to reach audacious goals through customer insight, rapid experimentation and iteration, and a relentless pursuit of impact.

- Ideas addressed are vividly illustrated with real stories from interviews with over 200 organizations across the U.S. and around the world
- Author Ann Mei Chang brings a unique perspective from across various business, social, and nonprofit sectors
- Assists anyone working to build and scale social solutions to learn how to apply these principles to their work

About the Authors

Ann Mei Chang is the Executive Director of Lean Impact, a division of Lean Startup Companies that deal largely with social entrepreneurs, social enterprises, and nonprofits.



Series: Wiley Nonprofit Authority
ISBN: 978-1-119-51258-5
Cloth • 798pp • Oct 2018
£240.00 | €272.80 | \$300.00

Previous Edition:
978-1-118-53247-8

The Tax Law of Private Foundations

5th Edition + Website

Bruce R. Hopkins & Jody Blazek

Member, District of Columbia Bar & Blazek, Rogers, and Vetterling

Stay updated on the latest tax regulations with this private foundation tax guide

From authors Bruce R. Hopkins and Jody Blazek comes the definitive guide for those responsible for guiding the financial and tax filing operations of private foundations. With *The Tax Law of Private Foundations*, Fifth Edition, Hopkins and Blazek bring clarity, real-world examples, and checklists to help accountants, lawyers, and executives of tax-exempt organizations deal with the burdensome process of complying with IRS regulations governing private foundations.

- Helps to untangle filing and reporting activities by developing a firm understanding of this field's underlying theory and practice
- Provides background knowledge and in-depth explanations of regulatory changes from experts who bring as much clarity to the process as possible
- Explores how to utilize line-by-line instructions for completing exemption applications and forms

About the Authors

Bruce R. Hopkins practices in the field of nonprofit, tax-exempt organizations and is widely recognized as the country's leading authority in the field.

Jody Blazek is a partner in Blazek & Vetterling LLP, a CPA firm focusing on tax and financial planning for exempt organizations and the individuals who create, fund, and work with them.



Joint Ventures Involving Tax-Exempt Organizations

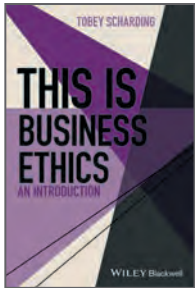
2018 Cumulative Supplement, 4th Edition

Michael I. Sanders

- **IN-DEPTH LEGAL GUIDE SUPPLEMENT:** A comprehensive and authoritative examination of the laws governing partnerships and JVs involving nonprofits, whether it be two nonprofits working together or a nonprofit participating in a for-profit business venture. Updated annually to ensure timeliness.
- **PRACTICAL FORMAT:** Includes sample forms, countless footnotes, and numerous citations to case law, Internal Revenue Code sections, and other relevant rulings.

ISBN: 978-1-119-51608-8 • Paper • £120.00 | €136.40 | \$150.00 • Nov 2018 • 160pp

ORGANISATIONAL DEVELOPMENT



This is Business Ethics

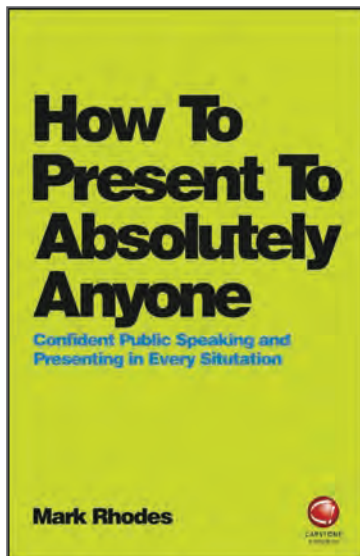
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Mark Rhodes

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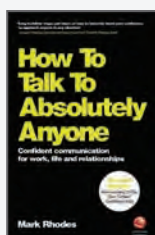
Fear of Speaking and Presentations is MASSIVE – and it's not going away. When Mark Rhodes discovered a number of simple processes and techniques, they changed his presentations and his life:

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About the Author

Mark Rhodes is an Entrepreneur, Business Mentor, Published Author, International Speaker and Trainer in Success and shows both individuals and businesses around the world how to massively improve their results with little or no extra effort!

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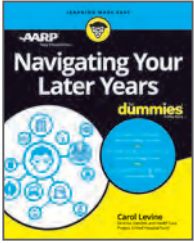
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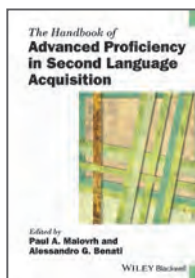
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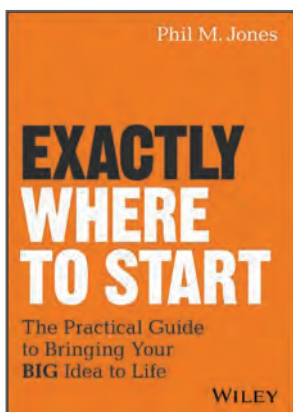
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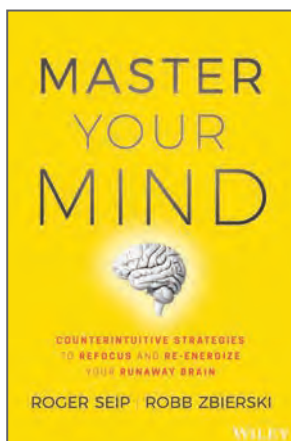
Exactly Where to Start walks you through a tried and true process that will help you bring your big idea to life. Inside, Phil M. Jones writes from experience and explains how to start your business. Using simple, practical, and easy-to-implement methods, Phil educates and guides you, giving you the confidence you need to develop the skills you need to grow your business. No matter where you are in life, this simple read is certain to provide you with actionable strategies that will help you get to where you want to go.

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Phil M. Jones is one of today's most in-demand sales trainers. He has delivered over 2,000 presentations in 56 countries across five continents and trained more than two million people. Jones is also the author of *Exactly How to Sell* and *Exactly What to Say*.



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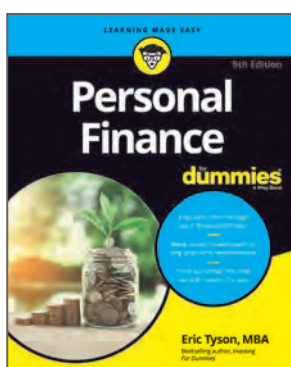
Every businessperson wants better results, faster growth, more revenue, greater efficiency, and less wasted energy. Top level performance is the holy grail at all levels of business, but in order to realize these results, people must learn to strategically slow down to a snail's pace to achieve results at rocket speed. *Master Your Mind* will show you how to slow your brain down, in order to create optimal performance thought patterns. When people “slow down” they become exponentially more creative and effective than those who are just trying to run the hamster wheel faster. This new way of working ends up creating energy, revenue, and health results that feels fantastic and becomes self-sustaining.

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About the Authors

Roger Seip is the co-founder of Freedom Personal Development, one of the world's premier training and personal development firms.

Robb Zbierski is a professional speaker, trainer, and personal coach with Freedom Personal Development.



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About the Author

Eric Tyson is an internationally acclaimed and bestselling personal finance book author, syndicated columnist, and speaker. He is also the author of *Investing For Dummies*, *Personal Finance in Your 20s & 30s For Dummies* and coauthor of *Home Buying Kit For Dummies*, both national bestsellers.



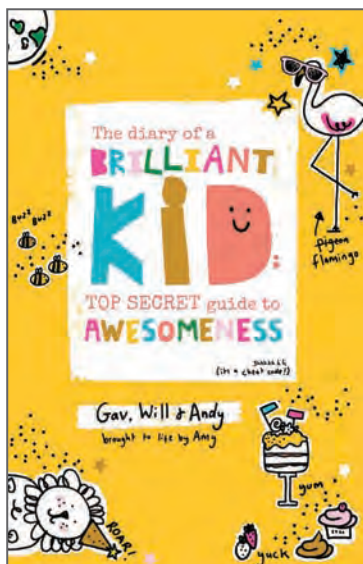
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Marty Nemko

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The Diary of a Brilliant Kid

Top Secret Guide to Awesomeness

Andy Cope, Gavin Oattes & Will Hussey

An engaging guide to helping pre-teens cope with the various issues they must face today

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- Written by two respected experts in this area
- Tackles tough topics such as dealing with school, friends, parents, teachers, appearance, and much more
- Discusses how to get rid of bad habits before they become part of your personality

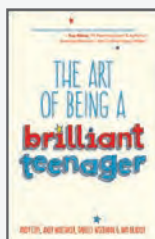
About the Authors

Andy Cope is a professional trainer, qualified teacher, author, and learning junkie. He founded 'Art of Brilliance' in 2004.

Gavin Oattes is regarded as one of the most talented and sought-after speakers in the UK. He's the Managing Director of Tree of Knowledge, a company which runs speaking events, workshops, and training courses for schools and businesses.

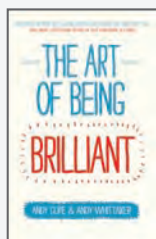
Will Hussey is a failed hypnotist and prolific creative thinker. He's penned various books galvanising *Growth Mindsets*, and co-wrote the *2018 ERA Educational Book of the Year (Crown House)*. His training and workshops are in demand, helping both children and adults flourish in and out of the classroom. He's run three London marathons and vowed 'never again,' again. Will is a qualified primary teacher, black-belt in karate and is currently learning to do a back-flip. He has a wife, two children and a dog that don't take him too seriously.

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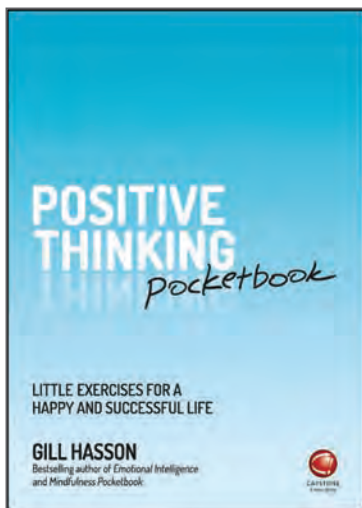
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About the Author

Gill Hasson is a career coach with over 20 years of experience in the areas of personal and career development. She is also a freelance tutor/teacher in mental health issues for mental health organisations. Gill is the bestselling author of *Mindfulness* and *Emotional Intelligence*.

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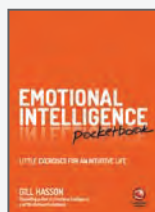
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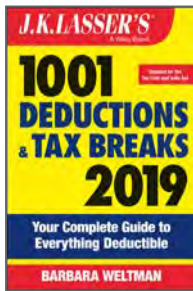
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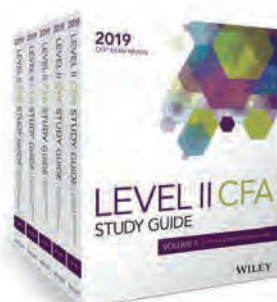
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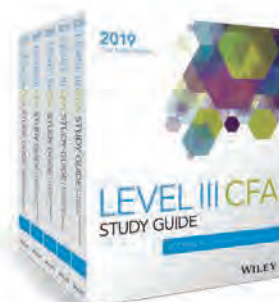
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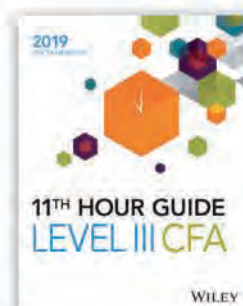
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About the Author

Susanne Chishti is CEO of FINTECH Circle, Europe's 1st Angel Network focused on fintech opportunities, Chairman of FINTECH Circle Innovate and Co-Founder of "The FINTECH Book," the 1st crowd-sourced book on fintech globally.



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Prosperity and Justice A Plan for the New Economy

The Institute for Public Policy Research

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- Will set the British political and economic agenda for years to come, in the way that the IPPR's 1994 report on social justice set the agenda for the New Labour government in 1997: it is a major contribution from some of UK society's most influential figures.

About the Author

The Institute for Public Policy Research's Commission on Economic Justice is a group of prominent experts from across British society set up to rethink economic policy for post-Brexit Britain. It includes Justin Welby, the Archbishop of Canterbury, Frances O'Grady, the General Secretary of the TUC, and Mariana Mazzucato, Professor of Economics at University College London.



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Sugar Daddy Capitalism

The Dark Side of the New Economy

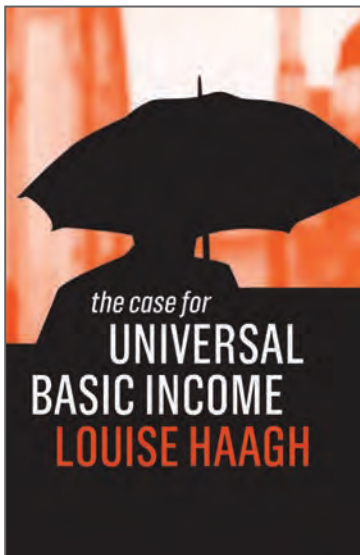
Peter Fleming
Cass Business School

In this witty and incisive book, Peter Fleming argues that the quest to rid society of bureaucracy, shrink government and burn red tape has certainly made capitalism 'more human', but not in the family-friendly way envisaged by free-market gurus. Instead, it is an anonymous and impersonal cash system that is also intent on getting under your skin.

- Peter Fleming's previous works include *The Mythology of Work* and *The Death of Homo Economicus*
- Fleming wittily and punchily denounces contemporary capitalism's move towards greater informality and flexibility
- He examines the history of how neoclassical economics, which professes to be about impersonal exchange and markets, has led to an economy epitomised by the kind of seedy websites where wealthy 'Sugar Daddies' seek young women to 'date'
- The book will be of particular interest to all readers who are concerned about the realities of the 'new economy' and its sinister underbelly

About the Author

Peter Fleming is Professor of Business and Society at the Cass Business School.



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The Case for Universal Basic Income

Louise Haagh

University of York

In this book, Louise Haagh, an expert on basic income, argues that UBI is essential to advancing freedom and democracy in the 21st century. She shows that, far from being a silver-bullet that will transform or replace capitalism, it is a crucial element in a broader task of constructing a democratic society that will promote economic justice.

- Louise Haagh is one of the world's leading experts on basic income, and is currently editor of *Basic Income Studies* and chair of the Basic Income Earth Network
- Haagh argues that instituting universal basic income is an essential step towards ensuring freedom and democracy in the coming century
- She presents UBI as a crucial element of a larger project of promoting human development and economic justice, and demonstrates that it is a principle that can be implemented in a wide variety of contexts and countries
- This book will be of great interest to anyone interested in the question of universal basic income and its potential impact on today's politics, economics and social policy

About the Author

Louise Haagh is Reader in Politics at the University of York.



polity

Are chief executives overpaid?

Deborah Hargreaves
High Pay Centre



- Deborah Hargreaves is founder and director of the High Pay Centre; she has also worked as business editor of *The Guardian* and as news and financial editor at the *Financial Times*
- In this rigorous exposé, Hargreaves reveals why pay for top executives has skyrocketed, and why this destabilises the economy and undermines social cohesion
- She uses her personal insight and unparalleled knowledge to highlight the dysfunctional nature of our 'winner-takes-all' economy and demolishes the argument that chief executives are 'worth it', outlining her plan to tackle fat cat greed
- This book will be essential reading for anyone interested in how the corporate elite have been enriching themselves and what to do about it

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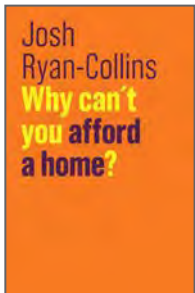


Linear Programming and Resource Allocation Modeling

Michael J. Panik
University of Hartford

- Appeals to those wishing to solve linear optimization problems in areas such as economics (including banking and finance), business administration and management, agriculture and energy, strategic planning, public decision making, and health care
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Why Can't You Afford a Home?

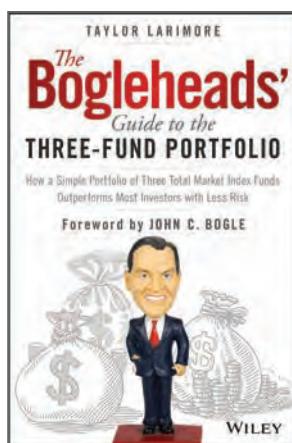
Josh Ryan-Collins



- Ryan-Collins points to the banking sector, rather than an inadequate supply of affordable homes or restrictive planning rules, as a major cause of the current housing crisis
- He concludes that a radical reform of taxation, banking, and home ownership will be necessary to break the doom loop between the desire for home ownership and the deregulated financial system
- This book will be essential reading for any reader interested in the financial crash and the housing crisis

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ISBN: 978-1-119-48733-3
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The Bogleheads' Guide to the Three-Fund Portfolio

How a Simple Portfolio of Three Total Market Index Funds Outperforms Most Investors with Less Risk

Taylor Larimore

Twenty benefits from the three-fund total market index portfolio.

The Bogleheads' Guide to The Three-Fund Portfolio describes the most popular portfolio on the Bogleheads forum. This all-indexed portfolio contains over 15,000 worldwide securities, in just three easily-managed funds, that has outperformed the vast majority of both professional and amateur investors.

If you are a new investor, or an experienced investor who wants to simplify and improve your portfolio, *The Bogleheads' Guide to The Three-Fund Portfolio* is a short, easy-to-read guide to show you how.

About the Author

Taylor Larimore (Miami) was dubbed the 'King of the Bogleheads' by Jack Bogle himself. He has spent most of his 93 years entrenched in the world of finance and investments. Throughout his career, Taylor worked as a life insurance underwriter, revenue officer for the Internal Revenue Service, Chief of the Financial Division for the Small Business Administration in South Florida, and Director of the Dade County Housing Finance Authority.

Wealth of
Wisdom

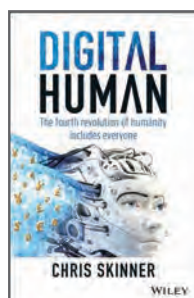
Wealth of Wisdom

The Top 50 Questions Wealthy Families Ask

Tom McCullough

The book will identify the central lessons and practical actions affluent individuals take to ensure their financial and personal success and legacy. The book will synthesize and centralize the most vital charts, graphs, questionnaires, worksheets and proven tools used by leading experts and families to assure success. Case studies will lift out true-to-life examples that relate directly to the experience of and dilemmas of the reader.

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Chris Skinner

Balatro Ltd

Digital Human explores the way in which human and business relationships are changing in this digital age, and provides clear lessons on how to evolve existing businesses to be digital businesses relating to their digital human customers. Specifically, this book explores what the fourth age of humanity means for business, banking, society and government. The book concludes with the world's first in-depth English case study of Ant Financial and Alipay, the largest payments processing company on Earth. The company has a stated ambition of bringing onboard all of those people excluded from financial services today.

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Securitisation Derivatives

Securitisations Derivatives

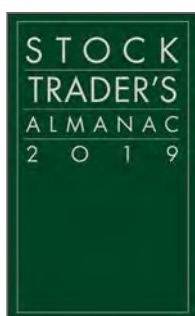
A Practitioner's Handbook

Mark Aarons

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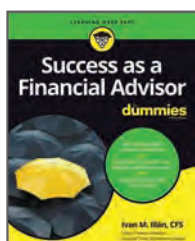
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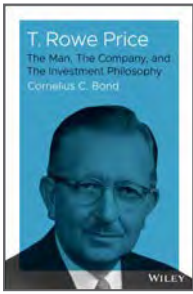
Success as a Financial Advisor For Dummies

Dummies Press & Ivan Hillan

A must-have reference for financial advisors

In step-by-step detail, *Success as a Financial Advisor For Dummies* covers how a current or would-be financial advisor can maximize their professional success through a series of behaviors, activities, and specific client-centric value propositions. In a time when federal regulators are changing the landscape on the standard of care that financial services clients should expect from their advisors, this book affords professionals insight on how they can evolve their practices to align with the regulatory and technological trends currently underway.

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T. Rowe Price

The Man, The Company, and The Investment Philosophy

Cornelius C. Bond

The full story of how Thomas Rowe Price, Jr., built a financial powerhouse bearing his own name -- with a unique growth stock investment philosophy. The Growth Stock Investment Philosophy, based on common sense principles, is outlined in his own words by the master, so the average investor can utilize his wisdom to produce outstanding results for their own portfolios. Author Cornelius Bond also reunites several portfolio managers to look into the investment environment over the next five to ten years as Price himself might visualize it.

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INVESTMENT MANAGEMENT



Big Data and Machine Learning in Quantitative Investment

Tony Guida

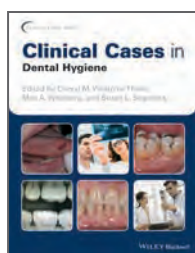
Big Data and Machine Learning in Quantitative Investment is not just about demonstrating the maths or the coding. Instead, it is a book by practitioners for practitioners, covering the why and the how of applying machine learning and big data in finance. The book is split into 12 chapters, each of which is written by a different author on a specific case. The chapters are ordered according to the level of complexity; beginning with the big picture and taxonomy, moving onto practical applications of machine learning, and finally finishing with innovative approaches using deep learning.

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Health Sciences



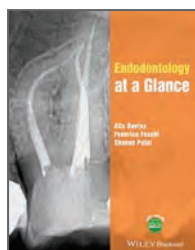


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Endodontology at a Glance

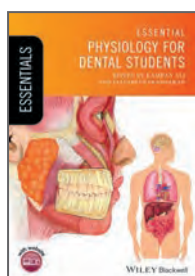
Alix Davies, Federico Foschi & Shanon Patel

Specialist in endodontics, based in Harley Street, London, UK

A practical and colourful introductory guide, *Endodontology at a Glance* covers all the essential topics (diagnosis, endodontic therapy, pain management and outcome of treatment) as well as the recent developments that comprise the field of endodontology. Written by experts in the field, the book explores the causes and sequelae of endodontic disease and offers suggestions for taking an effective patient history.

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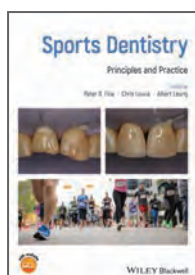


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Sports Dentistry

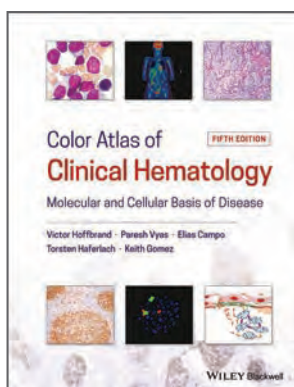
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Peter D. Fine, Chris Louca & Albert Leung

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- Offers information on providing dental facilities at sporting arenas
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- Includes a companion website with illustrative case studies
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ISBN: 978-1-119-33255-8 • Paper • £59.99 | €67.90 | \$85.00 • Oct 2018 • 224pp



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A. Victor Hoffbrand, Paresh Vyas, Elias Campo, Phil. Torsten
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- Helps solve difficult diagnostic challenges using highly illustrated, full-color guidance to the recognition of signs in blood cells.
- Over 2700 color images Shows complex principles more clearly with explanatory illustrations and tables.
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- Provides quick and easy reference of key diagnostic issues in a comprehensive yet concise format.
- Includes and illustrates WHO (2017) Classification of Hematologic Malignancies

About the Authors

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Biomolecular Simulations in Drug Discovery

Biomolecular Simulations in Drug Discovery

Francesco L. Gervasio, Wojtech Spiwok, Raimund Mannhold, Helmut Buschmann & Jorg Holenz
University of Dusseldorf, Germany; Aachen, Germany & Laboratorios Dr. Esteve, Barcelona, Spain

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Series: Methods and Principles in Medicinal Chemistry •

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Cardiovascular Disease

Cardiovascular Disease

Diet, Nutrition and Emerging Risk Factors, 2nd Edition

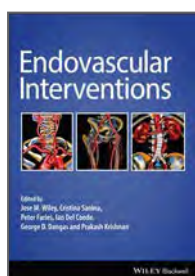
BNF (British Nutrition Foundation)

British Nutrition Foundation, London, UK

A comprehensive, accessible summary of the latest research in heart disease risk factors

Cardiovascular Disease (CVD) is a major cause of early death and disability across the world. The major markers of risk—including high blood cholesterol, smoking, and obesity—are well known, but studies show that such markers do not account for all cardiovascular risk. Written by a team of renowned experts in the field, this comprehensive and accessible book examines the evidence for emerging and novel risk factors, and their relationship with diet and nutrition.

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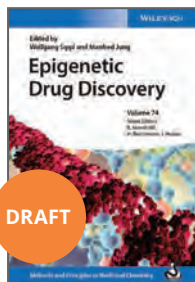
Endovascular Interventions

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Epigenetic Drug Discovery

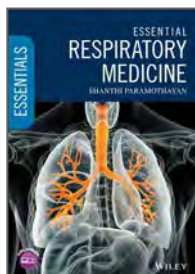
Manfred Jung, Raimund Mannhold, Helmut Buschmann & Jorg Holenz

University of Halle-Wittenberg, Germany; Albert Ludwigs University, Freiburg, Germany; University of Dusseldorf, Germany; Aachen, Germany & Laboratorios Dr. Esteve, Barcelona, Spain

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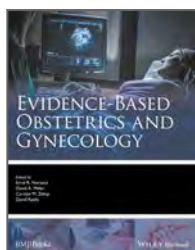


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- Includes case studies to firmly root concepts in real-life practice

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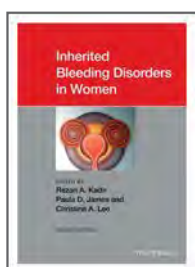
Evidence-based Obstetrics and Gynecology

Errol R. Norwitz, David A. Miller, Carolyn M. Zeloff & David Keefe

Yale-New Haven Hospital

Evidence-based Obstetrics and Gynecology is aimed at practicing obstetricians, gynecologists, and trainees in the specialty. It concentrates on the clinical practice areas of diagnosis, investigation and management. It does not compete with the standard textbooks which cover aetiology, scientific background as well as management. The first section of the book discusses evidence-based medicine methodology in the context of the two specialties, showing readers how to perform effective literature searches themselves and apply the results in their own practice. The second and third sections cover all the major conditions in obstetrics and gynecology, each chapter reviewing the best available evidence for management of the particular condition.

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Inherited Bleeding Disorders in Women, 2nd Edition

Rezan Kadir, Paula James & Christine Lee

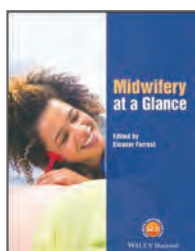
Professor of Haemophilia, Director and Consultant haematologist, Haemophilia Centre and Haemostasis Unit, The Royal Free Hospital, London, UK

The essential guide for understanding and treating women with inherited bleeding disorders, revised and updated

Now in its second edition, *Inherited Bleeding Disorders in Women* includes the most recent developments and research in the field. This important guide offers the most current information available for the effective management of these complex and difficult to diagnose disorders. Treating women with inherited bleeding disorders can be challenging and requires close collaboration among practitioners in different specialties. This important guide is written by a team of international experts who offer advice and practical suggestions for treating women with inherited bleeding disorders.

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Eleanor Forrest

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Movement Difficulties and Developmental Disorders

Movement Difficulties and Developmental Disorders

Guidelines for assessment and management

David Sugden & Michael Wade

University of Leeds, UK

This book aims to take the reader through the process of working with children showing movement difficulties from first identification through to support and intervention. It is aimed at professionals such as therapists and teachers, as well as parents, who wish to support children with such difficulties. It shows how professionals and parents/carers working together can make relatively simple changes in a child's life that add up to substantial support. The core of the text is focused on children with developmental coordination disorder, or what is often called dyspraxia.

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Psychosis, Dissociation and Trauma

Psychosis, Dissociation and Trauma

Evolving Perspectives on Severe Psychopathology

Andrew Moskowitz, Martin J. Dorahy & Ingo Schfer

Department of Psychology, University of Aarhus, Denmark, Department of Psychology, University of Canterbury, Christchurch, New Zealand & Universitätsklinikum Hamburg-Eppendorf

An invaluable sourcebook on the complex relationship between psychosis, trauma, and dissociation, thoroughly revised and updated

This revised and updated second edition of *Psychosis, Dissociation and Trauma* offers an important resource that takes a wide-ranging and in-depth look at the multifaceted relationship between trauma, dissociation and psychosis. The editors - leaders in their field - have drawn together more than fifty noted experts from around the world, to canvas the relevant literature from historical, conceptual, empirical and clinical perspectives. The result documents the impressive gains made over the past ten years in understanding multiple aspects of the interface between trauma, dissociation and psychosis.

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Mujammi Irfan

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Series: Hands-on Guides • **ISBN:** 978-1-119-24403-5 • Paper • £29.99 | €34.00 | \$49.99 • Nov 2018 • 300pp

The ICF

The ICF

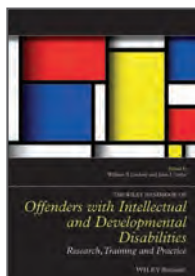
Clinical, Family and Community Applications in Health Care

Olaf Kraus de Camargo, Liane Simon & Peter L. Rosenbaum

The ICF is the WHO International Classification of Functioning, Disability and Health, designed to record the physical, social, and psychological development and environmental influences of individuals. It provides a universal framework for the measurement and documentation of health and disability for all those concerned with the health, well-being and education of individuals with disabilities.

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- Includes a variety of illustrations of the application of the ICF concepts in their clinical practice, teaching and research.
- Includes clinical exercises for the readers to work through on their own

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The Wiley Handbook of Offenders with Intellectual and Developmental Disabilities

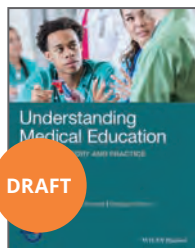
Research, Training and Practice

William R. Lindsay & John L. Taylor

Castlebeck Care, Darlington, County Durham & Northumbria University, Newcastle upon Tyne and Northgate & Prudhoe NHS Trust, Northumberland, UK

- Reviews developments over the last decade in the field offenders with intellectual and developmental disabilities (IDD), creating a definitive resource for research, training and practice
- Unique in offering up-to-date, wide-ranging and yet focused coverage of all types of offending among people with IDD -- written as a scholarly resource with practitioner guidelines
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Understanding Medical Education

Evidence, Theory and Practice, 3rd Edition

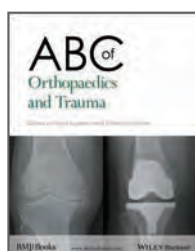
Tim Swanwick, Kirsty Forrest & Bridget O'Brien

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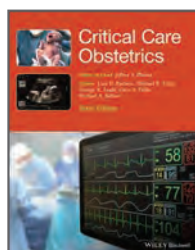


ABC of Orthopaedics and Trauma

Kapil Sugand & Chinmay Gupte

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- Initial assessment guidance based on common presentations
- Includes coverage of NICE and RCGP guidelines
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Critical Care Obstetrics

6th Edition

George R. Saade, Michael A. Belfort, Gary A. Dildy III, Jeffrey P. Phelan & Michael R. Foley

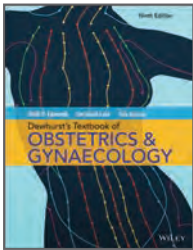
Professor, Department of Obstetrics and Gynecology, Divisions of Maternal-Fetal Medicine and Reproductive Sciences/Director, maternal-Fetal Medicine Fellowship, The University of Texas Medical Branch; Professor, Department of Obstetrics and Gynecology, University of Utah health Services Center, Salt Lake City, Utah/ Director, Department of Maternal Fetal Medicine, Utah Valley regional Medical Center; Professor, Department of Obstetrics and Gynecology, Louisiana State University Health Sciences Center, New Orleans; Vice Chairman and Director of Quality Assurance, Department of Obstetrics and Gynecology, Citrus Valley Medical Center, West Covina, California & University of Arizona Medical School, Tucson, AZ

The sixth edition of this popular book acts as a thorough, but concise point of reference, with easily digestible, disease-orientated chapters providing treatment protocols. It is an invaluable resource for any healthcare professional responsible for the care and management of pregnant women and their unborn children.

- Clear guidance on how to recognize conditions early-on which might prove life threatening
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- Straightforward protocols to implement immediate life-saving treatments in emergency situations

ISBN: 978-1-119-12937-0 • Cloth • £175.00 | €198.20 | \$250.00 • Oct 2018 • 784pp •

Previous Edition: 978-1-4051-5273-0



Dewhurst's Textbook of Obstetrics & Gynaecology

9th Edition

Keith Edmonds

FRCOG FRACOG, Consultant Obstetrician & Gynaecologist, Queen Charlotte's and Chelsea Hospital, London, UK

The revised and updated ninth edition of the essential textbook of obstetrics and gynaecology

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NURSING



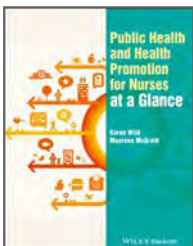
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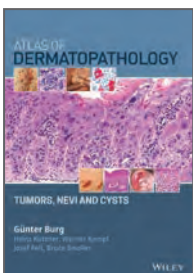
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VETERINARY SCIENCE



Atlas of Dermatopathology Tumors, Nevi and Cysts

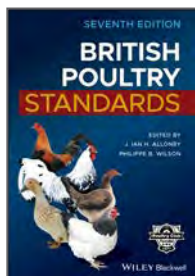
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Gunter Burg

Department of Dermatology, University Hospital Zurich, Zurich, Switzerland

This essential guide offers trainees and practicing dermatologists alike a reliable and easy-to-navigate reference tool for the accurate and expedient diagnosis of skin diseases. With its balanced consideration of both clinical and histopathological features, the book supports the straightforward, pattern-based identification of a wide range of disorders, and breaks diagnostic criteria down into accessible, bite-sized pointers. 250 high-quality images complement the text to wonderful effect, and offer invaluable points of comparison for anyone working in the field of dermatology today.

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BSAVA Manual of Canine and Feline Shelter Medicine

BSAVA Manual of Canine and Feline Shelter Medicine

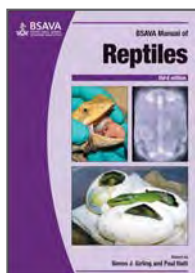
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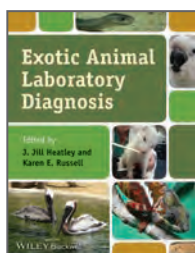
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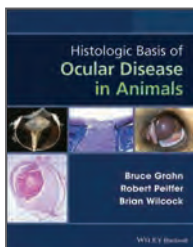
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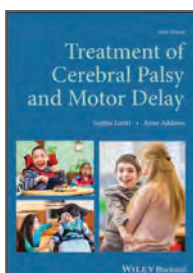


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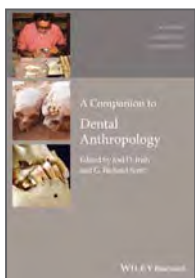
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Humanities & Social Sciences





A Companion to Dental Anthropology

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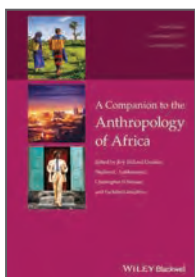
Liverpool John Moores University, UK & University of Nevada, Reno, USA

- Represents the most comprehensive coverage of all sub-disciplines of dental anthropology available today
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Previous Edition: 978-1-4051-7616-3



A Companion to the Anthropology of Africa

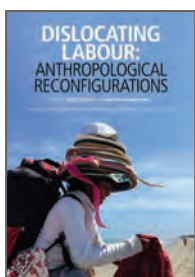
Stephen C. Lubkemann, Christopher Steiner & Euclides Goncalves

George Washington University; George Washington University, USA & Connecticut College

Anthropology conducted in Africa has been central to the methodological and theoretical development of the discipline since it was first institutionalized in the late 19th century. Written and edited by a team of leading cultural anthropologists on the subject, *A Companion to the Anthropology of Africa* compiles a collection of insightful essays that address all aspects of life on the continent of Africa. Chapters within explore the extent to which anthropological thinking on this topic has been, or remains, influenced by the theoretical traditions, whilst others consider the extent to which anthropological thinking has been transformed by growing interest in using anthropological knowledge.

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Dislocating Labour

Anthropological Reconfigurations

Penelope Harvey & Christian Krohn-Hansen

- Contributors to this volume interrogate the labour/capital relation exploring the ways in which industrial outsourcing and subcontracting transform the conditions, possibilities and politics of work
- Discusses the effects of economic deregulation on agricultural economies and on local markets
- Investigates the manner in which migration changes understandings of productive power in places that once depended on the physical and social energies of people who now labour elsewhere
- Shows how the appearance and/or disappearance of waged work alters not only the foundational notions of the relationship between productive and reproductive labour, but also of personhood, citizenship and place

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International Encyclopedia of Art and Design Education

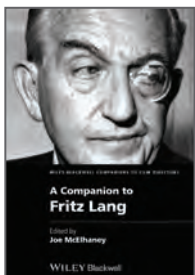
Richard Hickman

The definitive reference for anyone in the art and design education community

Written in conjunction with The National Society for Education in Art and Design, the *International Encyclopedia of Art and Design Education* offers an indispensable resource for students, scholars, and researchers working in the field of art and design education. It contains accessible introductions to key topics, concepts, and thinkers, as well as sophisticated debates on contentious areas, covering the whole age range from early years to post-university in formal and informal settings. This multi-volume reference work examines historical and contemporary art and design education worldwide, from over thirty different countries, in Africa, Europe Asia, Australasia and the Americas. It includes topics such as Epistemic Disobedience in Contemporary Latin American Art; Visual Arts Education in Museums; Elementary Art and Design Curricula; Social and Mobile Media in Art and Design Curriculum; Performative Literacy; Postmodern Pedagogical Principles of Museum-Informed Art Education and much more. The *International Encyclopedia of Art and Design Education* defines the conversation for the entirety of the art and design community through authoritative reference of peerless quality, as well as through periodic online updates.

About the Author

Richard Hickman, PhD, MA (Cantab), ATD, Cert Ed, is Emeritus Professor of Aesthetic Development, University of Cambridge, and Dean and Professorial Fellow of Homerton College where he was also Director of Studies for Art History (previously Director of Studies for Education at St John's College). He is a practicing artist, and has exhibited his work in Europe, Asia, and Australasia, with eight large solo exhibitions. The National Society for Education in Art and Design (NSEAD) is a leading professional association and an independent trade union, representing art and design education across the curriculum and throughout the United Kingdom.



A Companion to Fritz Lang

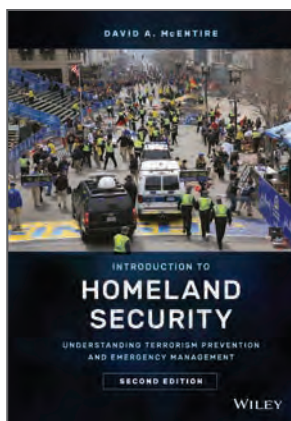
Joe McElhaney
Hunter College, City University of New York, USA

This collection of critical essays offers an unrivalled and up-to-the-minute assessment of the prolific and resilient life and vision of one of cinema's greatest auteurs.

- The first edited collection of essays on Fritz Lang's body of work in over thirty years
- A comprehensive assessment of one of cinema's most influential figures
- Brings together key scholars, including Tom Gunning and Chris Fujiwara, to share their latest insights
- Features translated contributions from writers rarely rendered in English such as Nicole Brenez and Paolo Berletto
- Offers multinational and multi-perspectival analysis of Lang's oeuvre, including all his key films

Series: Wiley Blackwell Companions to Film Directors •

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Introduction to Homeland Security

Understanding Terrorism Prevention and Emergency Management Perspective, 2nd Edition

David A. McEntire
University of North Texas

Readers need to be aware more than ever before of the increased number of threats this country faces.

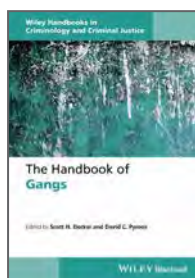
Introduction to Homeland Security: Understanding Terrorism with an Emergency Management Perspective covers issues relating to terrorism, terrorist behavior, homeland security policies, and emergency management. This book provides a foundation that spans the readily apparent chasm between the disaster and homeland security communities. The stages of emergency management are covered with a focus on prevention. Based on both the academic literature and practical understanding, the book includes research findings, covering application as well as theory. *Introduction to Homeland Security* will be useful to scholars, students, and practitioners interested or involved in homeland security and emergency management

Covers the four traditional phases of emergency response, with a focus on a fifth “new” phase on terrorism prevention.

- New content covering recent domestic and international terrorist attacks including the Paris attacks
- The book has a strong “practitioner” approach as well as drawing upon a solid foundation of academic literature in the field, making it equally attractive to practicing emergency managers and students in a university setting.
- Discusses the roles and responsibilities of government agencies, non-government organizations and individual citizens
- The preferred resource for educators of emergency management and homeland security of all levels

About the Authors

David McEntire is the Dean of the College of Aviation and Public Services at Utah Valley University in Orem, Utah. He is responsible for the oversight of numerous undergraduate and graduate courses/programs in the areas of emergency services, homeland security, national security and public service. He has received several grants—funded by the Natural Hazards Center, the National Science Foundation, and other sources—that allowed him to conduct research in Peru, the Dominican Republic, Texas, New York, California, and Haiti.



The Handbook of Gangs

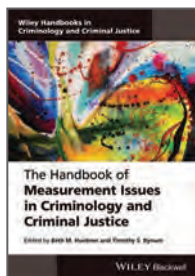
Scott H. Decker & David C. Pyrooz
Arizona State University & University of Colorado Boulder

- Chapters cover a wide array of the most prominent issues in the field of gangs, written by scholars who have been leaders in developing new ways of thinking about the topics
- Delivers cutting-edge reviews of the current state of research and practice and addresses where the field has been, where it is today and where it should go in the future
- Includes extensive coverage of the individual theories of delinquency and provides special emphasis on policy and prevention program implications in the study of gangs

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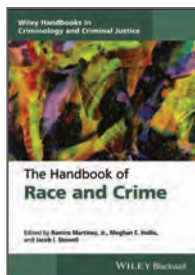
The Handbook of Measurement Issues in Criminology and Criminal Justice

Beth M. Huebner & Timothy S. Bynum

This volume of the series was designed to provide a comprehensive primer on the existing best practices and emerging developments in the study and design research on crime and criminology. The work as a whole includes chapters on the measurement of criminal typologies, the offenders, offending and victimization, criminal justice organizations, and specialized measurement techniques. Each chapter is written by experts in the field and they provide an excellent survey of the literature in the relevant area.

Series: Wiley Handbooks in Criminology and Criminal Justice •

ISBN: 978-1-119-09995-6 • Paper • £44.50 | €53.40 | \$54.95 • Oct 2018 • 500pp



The Handbook of Race and Crime

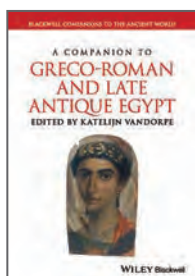
Ramiro Martinez, Meghan E. Hollis & Jacob I. Stowell

This Handbook presents current and future studies on the changing dynamics of the role of immigrants and the impact of immigration, across the United States and industrialized and developing nations. It covers the changing dynamics of race, ethnicity, and immigration, and discusses how it all contributes to variations in crime, policing, and the overall justice system. Through acknowledging that some groups, especially people of color, are disproportionately influenced more than others in the case of criminal justice reactions.

Series: Wiley Handbooks in Criminology and Criminal Justice •

ISBN: 978-1-119-11401-7 • Cloth • £130.00 | € 156.00 | \$215.00 • Aug 2018 • 584pp

CULTURAL STUDIES



A Companion to Greco-Roman and Late Antique Egypt

Katelijn Vandorpe

Katholieke Universiteit Leuven

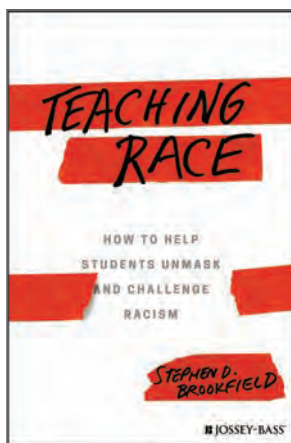
An authoritative and multidisciplinary Companion to Egypt during the GrecoRoman and Late Antique period

With contributions from noted authorities in the field, *A Companion to Greco-Roman and Late Antique Egypt* offers a comprehensive resource that covers almost 1000 years of Egyptian history, starting with the liberation of Egypt from Persian rule by Alexander the Great in 332 BC and ending in AD 642, when Arab rule started in the Nile country. The *Companion* takes a largely sociological perspective and includes a section on life portraits at the end of each part. The theme of identity in a multicultural environment and a chapter on the quality of life of Egypt's inhabitants clearly illustrate this objective. The authors put the emphasis on the changes that occurred in the Greco-Roman and Late Antique periods, as illustrated by such topics as: Traditional religious life challenged; Governing a country with a past: between tradition and innovation; and Creative minds in theory and praxis.

Katelijn Vandorpe is a professor in the Department of Ancient History at the KU Leuven.

Series: Blackwell Companions to the Ancient World •

ISBN: 978-1-118-42847-4 • Cloth • £168.00 | €201.60 | \$210.00 • Nov 2018 • 664pp



ISBN: 978-1-119-37442-8
Cloth • 352pp • Dec 2018
£36.99 | €41.00 | \$45.00

Teaching Race

How to Help Students Unmask and Challenge Racism

Stephen D. Brookfield

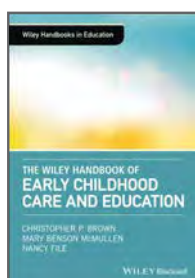
A timely guide to teaching race in the classroom

The need to educate students about race and racism is felt acutely across higher education. Yet, in many colleges and universities, little exists in the way of practical guidance on how to go about this. *Teaching Race* addresses some of the most common questions that teachers raise about how to teach students racial awareness. This book focuses on practical tips, tools, and techniques that teachers can use in their own classrooms. Faculty members from across the disciplines are hungry for ideas on how to implement anti-racist education in their classrooms, and this reliable resource will show them how.

- Offers valuable guidance on how to open up dialogue on race and racism in the classroom
- Filled with the latest research and information on a sensitive issue
- Touches on topics ranging from developing working alliances with students to avoiding traps and misconceptions in teaching race

About the Author

Stephen D. Brookfield is the John Ireland Endowed Chair at the University of St. Thomas in Minneapolis, Minnesota. A six-time winner of the Cyril O. Houle Award for Outstanding Literature in Adult Education, he is the author of numerous books on teaching.



The Wiley Handbook of Early Childhood Care and Education

Christopher Brown, Mary Benson McMullen & Nancy File

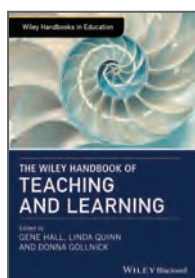
The essential resource to the issues surrounding childhood care and education with contributions from noted experts

The Wiley Handbook of Early Childhood Care and Education is a comprehensive resource that offers a review of the historical aspects, best practices, and the future directions of the field. With contributions from noted experts in the field, the book contains 30 interdisciplinary essays that explore in-depth the central issues of early childhood care and education. The handbook presents a benchmark reference to the basic knowledge, effective approaches to use with young children, curriculum design, professional development, current policies, and other critical information.

Series: Wiley Handbooks in Education •

ISBN: 978-1-119-14806-7 • Cloth • £168.00 | €201.60 | \$210.00 • Dec 2018 • 550 pp

Previous Edition: 978-1-119-08232-3



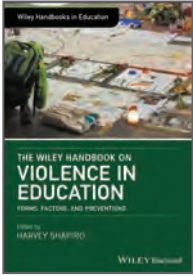
The Wiley Handbook of Teaching and Learning

Gene Hall, Linda Quinn & Donna Gollnick

This enlightening handbook offers current, international perspectives on the conditions in communities, contemporary practices in schooling, relevant research on teaching and learning, and implications for the future of education. It contains diverse conceptual frameworks for analyzing existing issues in education, including but not limited to characteristics of today's students, assessment of student learning, evaluation of teachers, trends in teacher education programs, technological advances in content delivery, the important role for school leaders, and innovative instructional practices to increase student learning.

Series: Wiley Handbooks in Education • **ISBN:** 978-1-118-95587-1 • Cloth • £168.00 | €201.60 | \$210.00 •

Oct 2018 • 704pp



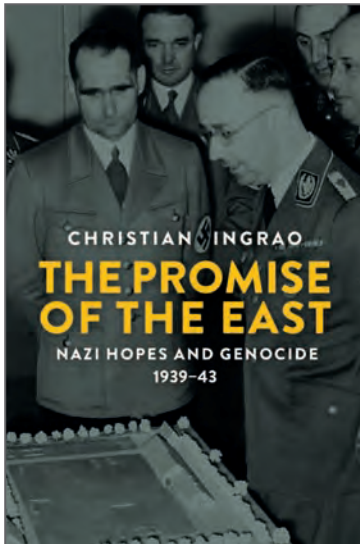
The Wiley Handbook on Violence in Education

Forms, Factors, and Preventions

Harvey Shapiro

With contributions from noted experts in a wide-range of scholarly and professional fields, *The Wiley Handbook on Violence in Education* offers original research and essays that address the troubling issue of violence in education. The authors show the different forms that violence takes in educational contexts, explore the factors that contribute to violence, and provide innovative perspectives and approaches for prevention and response. This multidisciplinary volume presents a range of rigorous research that examines violence from both micro- and macro- approaches.

Series: Wiley Handbooks in Education • **ISBN:** 978-1-118-96667-9 • Cloth • £156.00 | €187.20 | \$195.00 • Apr 2018 • 640pp



ISBN: 978-1-5095-2775-5
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 £25.00 | €28.29 | \$35.00



The Promise of the East

Nazi Hopes and Genocide, 1939-43



Christian Ingrao

Centre national de la recherche scientifique

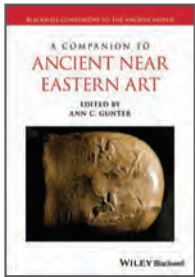
How did the Nazis imagine their victory and the subsequent 2018 Thousand-Year Reich?

In 1939–1943, the Nazi imperial utopia started to take shape in the conquered areas of Eastern Europe, whose inhabitants were displaced, enslaved and murdered. This book examines for the first time the institutions and individuals behind this, revealing an aspect of Nazism often overlooked and shedding new light on how the Holocaust was realised.

- Looks at an aspect of WWII history that has remained largely unstudied: the Nazi vision to reorganise and resettle eastern Europe after victory
- Examines the different institutions involved in these initiatives, their tensions and contradictions, as well as the personal stories of the men and women aspiring to achieve this Nazi utopia
- Sheds new light on the Holocaust, showing how the systematic murder and enslavement of native populations on the Polish-Ukraine border was key in the development of the final solution
- This important new work will appeal strongly to the many general readers interested in the period, as well as scholars of the Holocaust, WWII and German history

About the Author

Christian Ingrao is one of the leading experts on the history of Nazism. Currently a researcher at the Centre nationale de la recherche scientifique (CNRS), he was director of the Institut d'Histoire du temps présent from 2008 to 2013. His previous books include *Believe and Destroy: Intellectuals in the SS War Machine* (Polity, 2013).



A Companion to Ancient Near Eastern Art

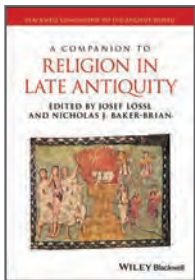
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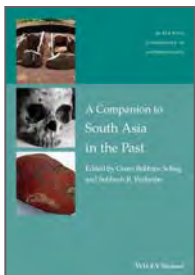
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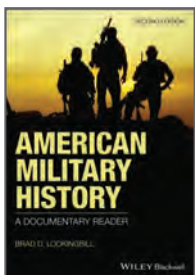
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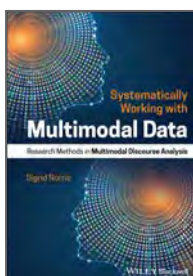
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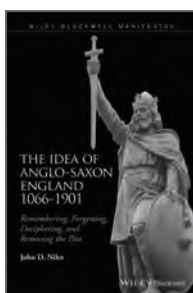
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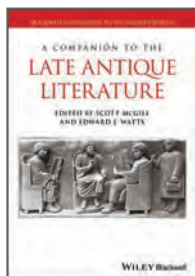
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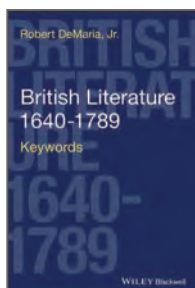
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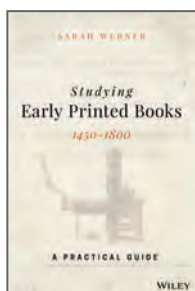
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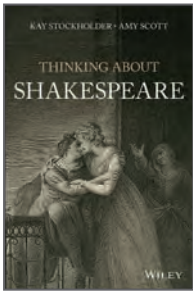
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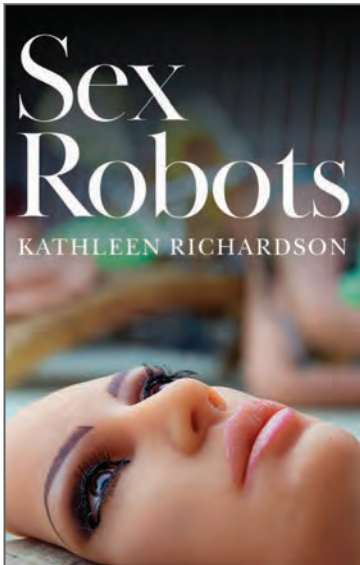
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The End of Love

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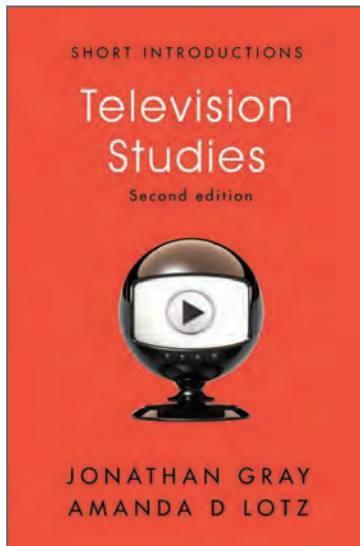


There are more ways of connecting and communicating via technology than ever before. Yet loneliness is on the rise as we begin to experience an 'attachment crisis' in forming and maintaining intimate relationships. Enter sex robots. Built from the bodies of sex dolls, they are created to help humans – particularly men – cope with our inability to connect. In this bold and trenchant critique, Kathleen Richardson explores important questions surrounding this emerging technology. What does the rise of sex robots tell us about the way that women and girls are imagined? To what extent are porn, prostitution and child sexual exploitation driving the attachment crisis?

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About the Author

Kathleen Richardson is Professor of Ethics and Culture of Robots and AI at De Montfort University.



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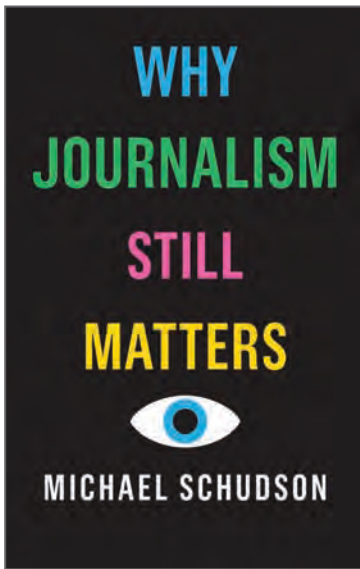
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Richard Howells is Professor of Cultural Sociology at King's College London.

Joaquim Negreiros is a former lecturer and post-doctoral researcher at ESCS, ISCTE, and other Portuguese higher education institutions, and now teaches at CSM, Lisbon.



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Michael Schudson
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- This book will be essential reading for students and scholar of media, communication studies, and journalism, as well as any reader concerned about the future of journalism today

About the Author

Michael Schudson is Professor of Journalism at Columbia University.



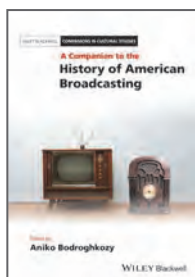
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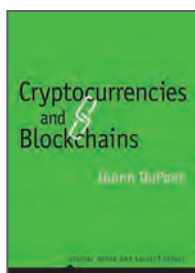
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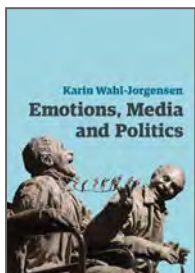
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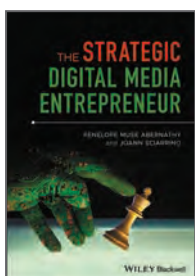
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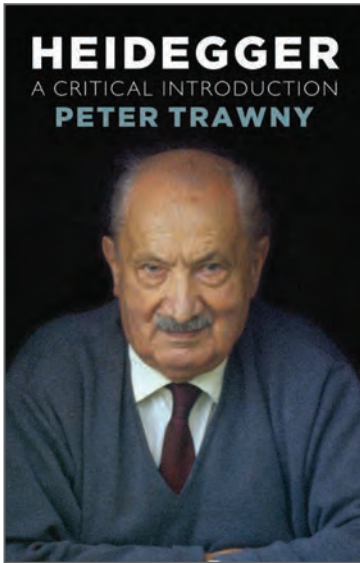
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Heidegger

A Critical Introduction

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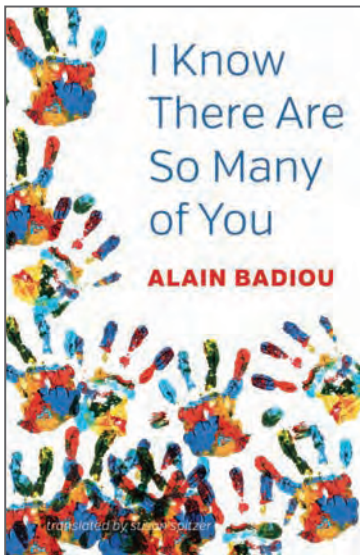


This introduction by leading scholar Peter Trawny is the first to tackle the *Black Notebooks*, whose recent publication revealed the extent of Heidegger's anti-Semitism. Trawny directly confronts the most problematic aspects of Heidegger's thought, also fully surveying his work, from early writings to his magnum opus, *Being and Time*.

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- This introduction is also the first to take into account the recent release of Heidegger's *Black Notebooks*, co-edited by Trawny. The *Black Notebooks* have fiercely reignited the debate surrounding Heidegger's anti-Semitism
- This book will be recommended reading for the many students and scholars of philosophy who study Heidegger, and will also appeal to the broad readership interested in this towering, highly controversial figure

About the Author

Peter Trawny is Director of the Martin Heidegger Institute at University of Wuppertal and editor of Heidegger's complete works.



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Alain Badiou

École normale supérieure, Paris

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About the Author

Alain Badiou is a writer, philosopher and an Emeritus Professor at the École normale supérieure, Paris.





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Neo-Existentialism

Markus Gabriel

University of Bonn

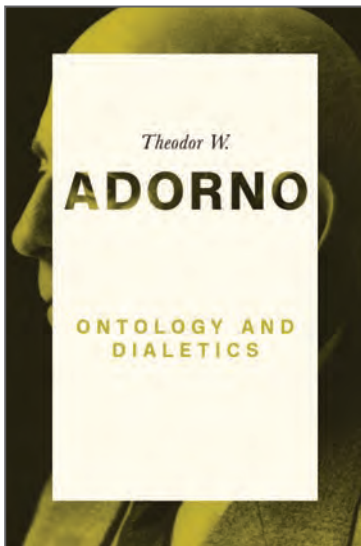


In this highly original book, Markus Gabriel presents 'Neo-Existentialism', an anti-naturalist view that holds that human mindedness consists in an open-ended proliferation of mentalistic vocabularies. Challenged by Charles Taylor, Andrea Kern and Jocelyn Benoist, Gabriel deftly refutes naturalism's metaphysical claim to epistemic exclusiveness.

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- Building on arguments outlined in *I am Not a Brain*, this new work will appeal to anyone interested in the philosophy of mind, metaphysics, and consciousness

About the Author

Markus Gabriel was born in 1980 and studied in Heidelberg, Lisbon and New York. Since 2009 he has held the Chair for Epistemology at the University of Bonn and with this appointment he became Germany's youngest philosophy professor. He is also the director of the International Center for Philosophy in Bonn.



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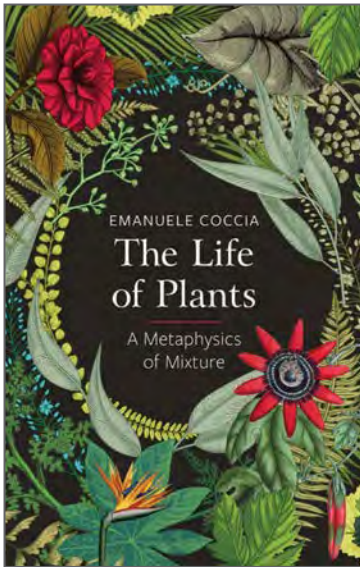
Theodor W. Adorno

Adorno regarded Heidegger as a limited, dangerous thinker. In these lectures, he highlights his fixation with ontology to show that the doctrine of being can only be understood through dialectical thinking. Adorno deftly links Heidegger's philosophy and political views. In doing so, he offers an alternative plea for enlightenment and rationality.

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- Given the great enduring interest in both Adorno and Heidegger, this volume will appeal strongly to students and scholars, especially in the areas of philosophy and critical theory

About the Author

Theodor W. Adorno (1903-1969), a prominent member of the Frankfurt School, was one of the most influential thinkers of the 20th century in the areas of social theory, philosophy and aesthetics.



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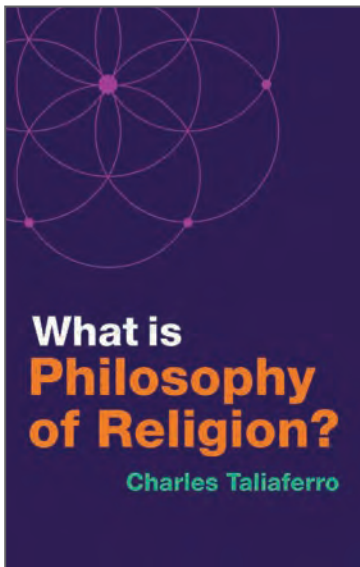
Though generally overlooked by philosophers, Emanuele Coccia argues that plants, as the source of atmosphere, occupy the position from which we should consider all life. Viewed from this perspective, we should see the world no longer as a collection of distinct things or objects, but a single metaphysical mixture, drawing together the infinitely small and the infinitely big. This exciting new work encourages us to rethink our perception of life on earth; it will appeal to all those interested in contemporary philosophy and critical theory, as well as anyone concerned about our place in a world under increasing ecological threat

About the Author

Emanuele Coccia is an Associate Professor at the École des hautes études en sciences sociales (EHESS), Paris. He is the author of *Sensible Life* and (with Donatien Grau) *The Transitory Museum*.



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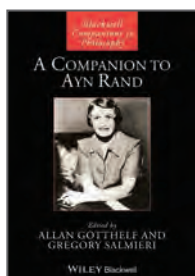
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About the Author

Charles Taliaferro is Professor of Philosophy at St. Olaf College. He is the author or editor of over 25 books including several introductory ones, and author of the "Philosophy of Religion" entry in the Stanford Encyclopedia of Philosophy.



A Companion to Ayn Rand

Allan Gotthelf & Gregory Salmieri

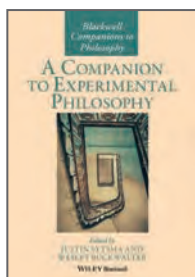
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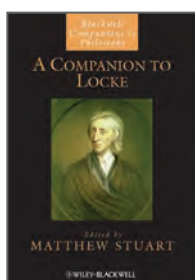
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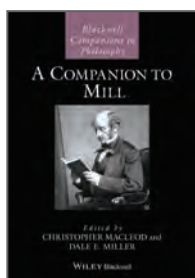
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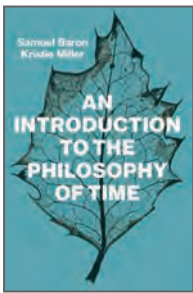
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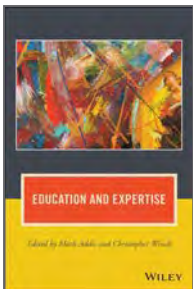
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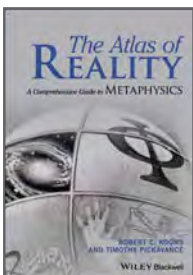
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This book provides an account of the apparent explosion in disturbing social trends and extreme forms of moral wrong-doing that have emerged online in recent years. There is a large and exponentially growing body of work on various positive aspects of the technology, such as the growth of knowledge, the freedom of speech and the revitalization of democracy the Internet has been thought to facilitate. The focus of this book concerns far more morally problematic aspects of our relatively new computer-mediated-communication contexts, which have not been the subject of comprehensive analysis at all.

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- Philosopher Emanuele Coccia and cultural theorist Donatien Grau examine how the distinction between objects of art and commodities has become increasingly blurred in the modern world
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- Coccia and Grau argue that this distinctive merging together of commerce and art is indicative of how the relationship between human beings and objects is changing in the 21st century
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Byung-Chul Han

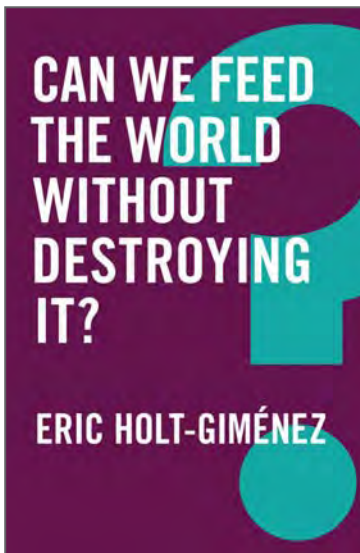
University of the Arts, Berlin



- Byung-Chul Han is a highly original cultural theorist with a growing reputation in the English-speaking world
- Han develops an original perspective on the nature of power, arguing that whereas power is commonly seen as a causal, hierarchical relation, it is better defined as a mediation between ego and alter
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Can We Feed the World Without Destroying It?

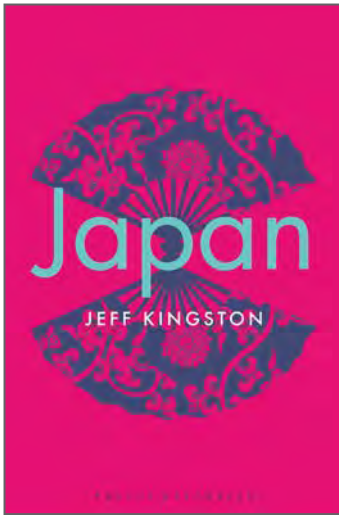
Eric Holt-Gimenez

Nearly a third of the world's population suffer from hunger or malnutrition. Feeding them and the projected population of 10 billion people by 2050 has become a high-profile challenge for governments, multilateral institutions, big philanthropy and even the Fortune 500. This has unleashed a steady march of initiatives to double food production within a generation. But will doing so tax the resources of our planet beyond capacity? In this sobering essay, scholar-practitioner Eric Holt-Giménez argues that the ecological impact of doubling industrial food production would be socially and environmentally catastrophic, and would not feed the poor. We already have the technology, resources and expertise to feed everyone. What is needed is a thorough transformation of the global food regime - one that increases equity while producing food and reversing agriculture's environmental impacts.

About the Author

Eric Holt-Giménez is Executive Director of Food First/Institute for Food and Development Policy.





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Jeff Kingston

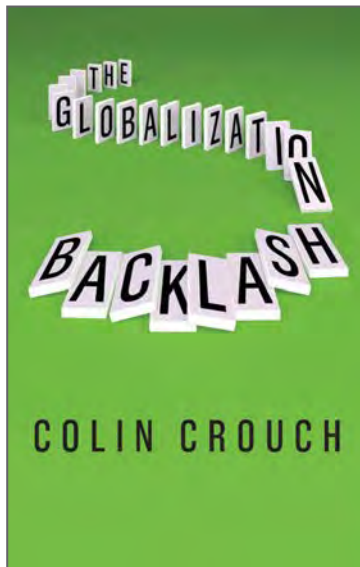
Temple University in Japan



Japan, anchored by its traditions, transformed by American post-war Occupation, and globally recognized for its technological innovations, manufacturing prowess and pop culture, faces powerful challenges from within and without. How Japan chooses to handle these problems and opportunities will determine its future for decades to come. In this compact and lively book, Jeff Kingston - one of the most lucid analysts of Japan today - takes readers on a fascinating journey through this country's contemporary history, exploring the key developments and forces, both at home and abroad, that are shaping Japan in the twenty-first century. With an ageing population, a struggling economy and an unsettling regional context, Japan stands at a crossroads. Whether Prime Minister Shinzo Abes transformative agenda of 'Abenomics' and 'proactive pacifism' towards a rising China and a belligerent North Korea can set Japan on the path to greater prosperity and security remains to be seen. But with his supermajority recently renewed, Japans ongoing transformation is very much in Abes hands.

About the Author

Jeff Kingston has lived and taught in Japan since 1987 and is currently Professor of History and Director of Asian Studies at Temple University Japan. He has written several books, including the popular textbook *Contemporary Japan* (2013, 2nd ed.). He also writes *Counterpoint*, a weekly column for the *Japan Times* and is a frequent commentator in the international media.



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The Globalization Backlash

Colin Crouch

London School of Economics

Globalization, heralded for decades as a harbinger of prosperity, faces a huge backlash. Derided by right-wing nationalists as a globalist plot to undermine traditional communities, and by left-wing critics as the rule of rampaging corporations, it has become a political punching bag around the world. In this incisive book, leading commentator Colin Crouch defends globalization against its critics to the right and left. He argues that reversing the process would mean a poorer world riven by nationalistic and reactionary antagonisms. However, globalization will only be worth saving if we institute reforms to promote social solidarity and recover pride and confidence for the cities and regions that have lost out. Crouch shows that we can therefore only save globalization from itself if we transcend the nation state and subject global economic flows to democratically responsible transnational governance. Crouch provides a much-needed riposte to the delusions that risk plunging the world back into a zero-sum game of regressive economic nationalism, combining cool-headed analysis with a visionary call for a reformed and genuinely progressive globalization.

About the Author

Colin Crouch is Professor Emeritus of the University of Warwick, and the External Scientific member of the Max Planck Institute for Social Research at Cologne.



Connecting Virtues

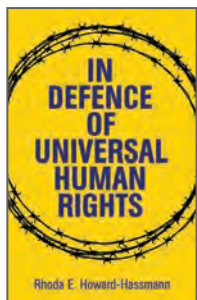
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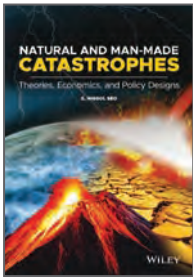
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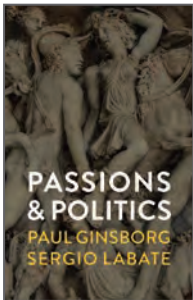
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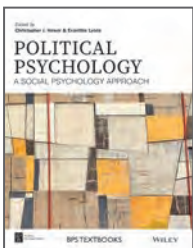
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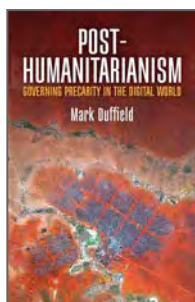
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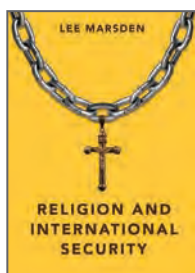
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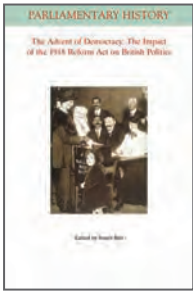
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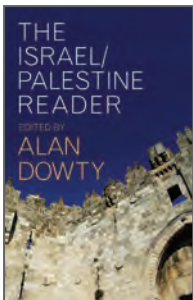
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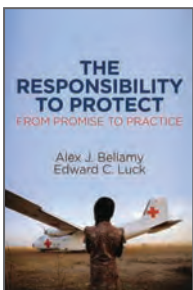
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- This powerful manifesto will be essential reading for all readers interested in political economy, the financial crisis, and the future of Europe

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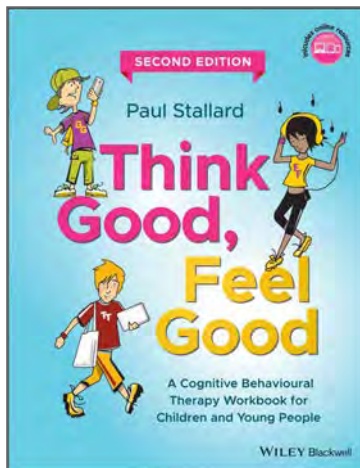


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Think Good, Feel Good

A Cognitive Behavioural Therapy Workbook for Children and Young People, 2nd Edition

Paul Stallard

Consultant Clinical Psychologist, Royal United Hospital, Bath, UK

Newly updated edition of the highly successful core text for using cognitive behaviour therapy with children and young people

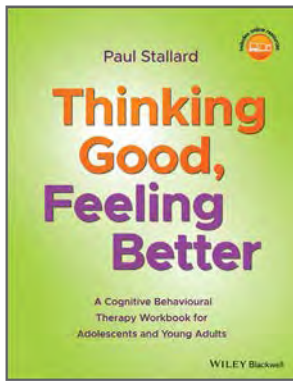
The previous edition of *Think Good, Feel Good* was an exciting, practical resource that pioneered the way mental health professionals approached Cognitive Behaviour Therapy with children and young people. This new edition continues the work started by clinical psychologist Paul Stallard, and provides a range of flexible and highly appealing materials that can be used to structure and facilitate work with young people. In addition to covering the core elements used in CBT programmes, it incorporates ideas from the third wave CBT therapies of mindfulness, compassion focused therapy and acceptance and commitment therapy. It also includes a practical series of exercises and worksheets that introduce concepts which can be applied to each unique set of problems.

Developed by the author and used extensively in clinical practice, *Think Good, Feel Good, Second Edition: A CBT Workbook for Children and Young People* starts by introducing readers to the origin, basic theory, and rationale behind CBT and explains how the workbook should be used. Chapters cover techniques used in CBT; materials that can be applied in treatment; thinking traps; core beliefs; controlling feelings; changing behaviour; and more.

Think Good, Feel Good, Second Edition: A CBT Workbook for Children and Young People is a 'must have' resource for clinical psychologists, child and adolescent psychiatrists, community psychiatric nurses, educational psychologists, and occupational therapists. It is also a valuable resource for those who work with young people including social workers, school nurses, practice counselors and health visitors.

About the Author

Paul Stallard is Professor of Child and Family Mental Health at the University of Bath and Head of Psychological Therapies (CAMHS) for Oxford Health NHS Foundation Trust.



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Previous Edition:
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Thinking Good, Feeling Better

A CBT Workbook for Adolescents and Young Adults

Paul Stallard

Consultant Clinical Psychologist, Royal United Hospital, Bath, UK

This book will complement and extend the ideas of *Think Good Feel Good* which was primarily aimed at children and young adolescents

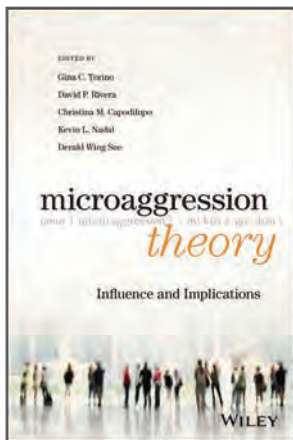
Thinking Good, Feeling Better builds upon the core strengths of *Thinking Good, Feeling Better* and offers clinicians practical materials to undertake CBT with older adolescents and young adults.

The book provides psychoeducational materials specifically designed for adolescents and a range of accompanying work sheets to develop skills. All materials have been used in the author's clinical practice and can be used flexibly with children with mental health problems or in schools to help children develop helpful cognitive, emotional and behavioral skills.

Thinking Good, Feeling Better includes traditional CBT ideas and also draws on ideas from the third wave approaches of mindfulness, compassion focused therapy and acceptance and commitment therapy.

About the Author

Paul Stallard is Professor of Child and Family Mental Health at the University of Bath and Head of Psychological Therapies (CAMHS) for Oxford Health NHS Foundation Trust. He has worked with children and young people since qualifying as a clinical psychologist in 1980.



ISBN: 978-1-119-42004-0
Cloth • 352pp • Oct 2018
£50.00 | €54.60 | \$60.00

Microaggression Theory

Influence and Implications

Gina C. Torino, David P. Rivera, Christina M. Capodilupo,

Kevin L. Nadal & Derald Wing Sue

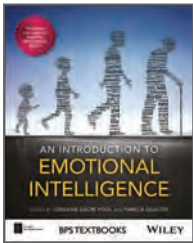
John Jay College of Criminal Justice & California State University–Hayward

Editor Derald Sue has assembled an editorial team of groundbreaking researchers for *Microaggression Theory*. It is an updated exploration of the topic, accounting for current sociopolitical events and attitudes. It provides strategies and practices to alleviate the negative effects of microaggressions on individuals, groups, and society. Each chapter examines a key topic, including the impact of microaggressions; manifestations in different environments such as education, employment, health care, and media; social policies and practices; and specific interventions and strategies for preventing microaggressions and minimizing their effects.

- Lays a foundation detailing current research and reflecting how our understanding of microaggressions has changed since their seminal 2007 paper.
- Details the psychological effects of microaggressions in separate chapters covering clinical impact, trauma, related stress syndromes, and the effect on perpetrators.
- Explores how microaggressions affect education, employment, health care, and the media.

About the Editor

Derald Wing Sue, Ph.D., is a Professor of Psychology and Education in the Department of Counseling and Clinical Psychology at Teachers College, Columbia University, where he also holds a joint appointment with the School of Social Work.



An Introduction to Emotional Intelligence

Lorraine Dacre Pool & Pamela Qualter

Bridges the gap between the scholarly literature and 'pop-psych' books on EI

Emotional Intelligence (EI) has become a topic of vast and growing interest worldwide and is concerned with the ways in which we perceive, identify, understand, and manage emotions. It is an aspect of individual difference that can impact a number of important outcomes throughout a person's lifespan. Yet, until now there were no authoritative books that bridge the gap between scholarly articles on the subject, often published in obscure professional journals.

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Cognitive-Behavioral Strategies Mindfulness, and Hypnosis for Smoking Cessation

A Complete Stepped Care Approach with Mindfulness, Hypnosis and Nicotine Replacement

Joseph P. Green & Steven Jay Lynn

Binghamton University, USA

A proven program to help smokers quit for life, based in cognitive-behavior therapy

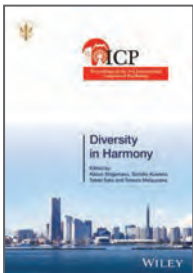
Cognitive-Behavioral Strategies Mindfulness, and Hypnosis for Smoking Cessation outlines a cost-effective program designed that helps smokers achieve their goal of life-long abstinence from smoking. The authors — noted experts in the field — developed their program, The Winning Edge, a proven treatment for tobacco addiction that uses cognitive-behavioral approaches to defeat smoking behaviors.

This important resource:

- Offers an overview of the health risks of smoking
- Explains the various strategies of The Winning Edge program, mindfulness, acceptance, and hypnosis

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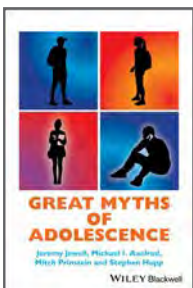
Diversity in Harmony

Proceedings of the 31st International Congress of Psychology

IUPsyS, Kazuo Shigemasu, Sonoko Kuwano, Takao Sato & Tetsuro Matsuzawa

The key proceedings of the 31st International Congress of Psychology, which took place in July 2016 in Yokohama, Japan, will be published by Wiley in 2017. ICP 2016 attracted over 8,000 participants from around the globe to hear and deliver presentations across a wide range of topics, reflecting the Congress theme and Proceedings title *Diversity in Harmony*. Diversity in today's world, in all its many forms, can be seen as both problematic and beneficial.

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Great Myths of Adolescence

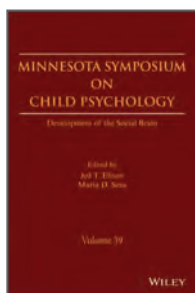
Jeremy D. Jewell, Michael I. Axelrod, Mitchell J. Prinstein & Stephen Hupp

Southern Illinois University Edwardsville

- Shatters commonly held and topical myths relating to gender, education, technology, sex, crime and more through empirical and up-to-date research (including the authors own)
- Each myth is linked to icons of pop culture who/which have helped propagate them, and each chapter discusses why the myth is harmful and best practices related to the topic
- The authors also include a wealth of supplementary resources for interested parents and general readers--from evidence-based treatments and self-help books to relevant websites

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Minnesota Symposium on Child Psychology

Development of the Social Brain, Volume 39

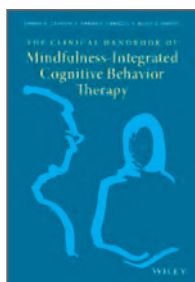
Maria D. Sera & Jed Elison

University of Minnesota, Minneapolis, MN

- Offers new insights into the neural mechanisms that support the processing of social information
- Multi-disciplinary volume which includes a collection of chapters from distinguished scholars

Series: The Minnesota Symposia on Child Psychology •

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The Clinical Handbook of Mindfulness-Integrated Cognitive Behavior Therapy

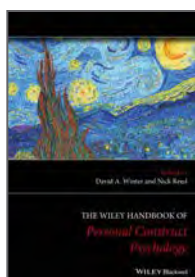
A Step-by-Step Workbook and Resource for Therapists

Bruno A. Cayoun, Sarah Francis & Alice Shires

University of Tasmania, Australia

- This book will present the implementation of a tight integration of mindfulness core principles and traditional CBT for the purpose of addressing mental health issues and preventing relapse across a wide range of disorders.
- The approach integrates ancient Buddhist meditation practice and concepts of how mental processes take place.
- Offers a new formulation and applications of Skinner's well-accepted model of operant conditioning, the science of which has helped reassure the academic and professional readership about the use of mindfulness in Western therapy.

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The Wiley Handbook of Personal Construct Psychology

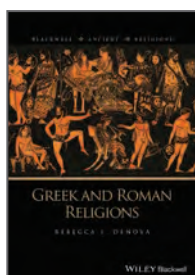
David A. Winter & Nick Reed

University of Hertfordshire, UK

- A definitive new reference work for the field of personal construct psychology, featuring leading international figures in the field
- Each section begins with a concise chapter that reviews the area concerned and highlights new developments
- Covers theory, history, methodology and a wealth of new and established applications including in education, grief and meaning reconstruction, sexuality, organizational consultancy and personal construct coaching
- Draws on published and previously unpublished work by pioneers including Fay Fransella and Miller Mair

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RELIGION



Greek and Roman Religions

Rebecca I. Denova

University of Pittsburgh

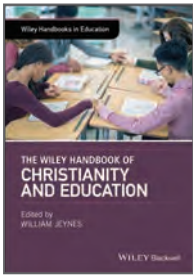
Offers an introduction to the basic beliefs, practices, and major deities of Greek and Roman religions

A volume in the Blackwell Ancient Religions, *Greek and Roman Religions* offers an authoritative overview of the regions ancient religious practices. The author—a noted expert in the field—explores the presence of divinity in all aspects of ancient life and highlights the origins of myth, religious authority, institutions, beliefs, rituals, sacred texts, and ethics. Comprehensive in scope, the text focuses on myriad aspects that constitute Greco-Roman culture such as economic class, honor and shame, and slavery as well as the religious role of each member of the family.

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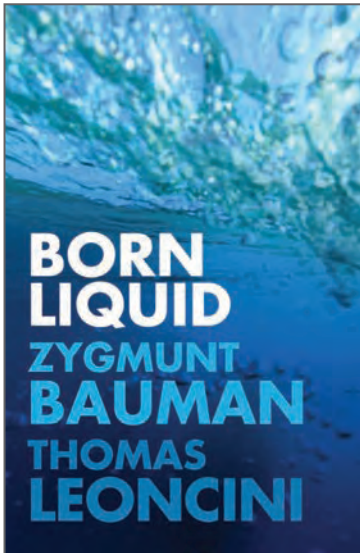


The Wiley Handbook of Christianity and Education

William Jeynes

The Wiley Handbook of Christianity and Education provides a resource for students and scholars interested in the most important issues, trends, and developments in the relationship between Christianity and education. It offers a historical understanding of these two intertwined subjects with a view to creating a context for the myriad issues that characterize—and challenge—the relationship between Christianity and education today.

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polity

Born Liquid

Zygmunt Bauman & Thomas Leoncini



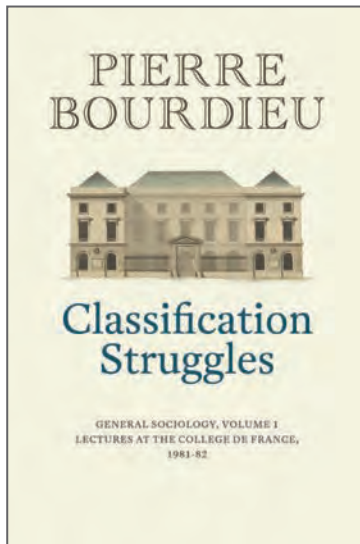
Born Liquid is the last work by the great thinker Zygmunt Bauman, whose brilliant analyses of liquid modernity changed the way we think about our world today. Bauman considers, for the first time, the world of those born after the early 1980s, the individuals who were 'born liquid' and feel at home in a society of constant flux.

- Zygmunt Bauman (1925-2017) was one of the most influential social thinkers of the 20th century, whose analyses of liquid modernity continue to greatly shape the way we think about the world
- This final work sees Bauman in conversation with the Italian journalist Thomas Leoncini, discussing the millennial generation and how they have adapted to a world in constant flux
- Bauman offers a brilliant analysis of issues including cosmetic surgery, hipsters, aggression, bullying, the internet, gender transitions and changing sexual preferences
- This concise and topical book will be of particular interest to young people, natives of the liquid modern world, as well as to Bauman's many readers of all generations

About the Authors

Zygmunt Bauman (1925-2017) was Professor Emeritus of Sociology at the University of Leeds.

Thomas Leoncini is an Italian journalist and writer.



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Classification Struggles

General Sociology, Volume 1

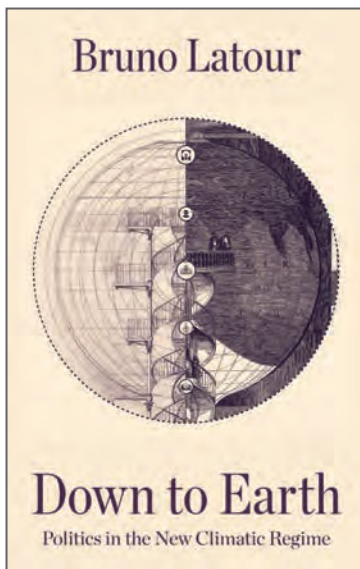
Pierre Bourdieu

In this first volume of a major new series, Bourdieu focuses on the fundamental social process of classifying the world and the struggles this causes, covering age, sex, race and class. An ideal introduction to some of his most important ideas, this will be of great interest to the many scholars and general readers who appreciate Bourdieu's work.

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- In this first volume, Bourdieu focuses on the fundamental social process of naming and classifying the world around us and the struggles that arise from this, covering issues of class, age, race and gender
- This is the ideal introduction to some of Bourdieu's most important ideas, and will be of great interest to the many students and scholars who study and use Bourdieu's work across the social sciences and humanities

About the Author

Pierre Bourdieu (1930-2002) was one of the most influential sociologists and anthropologists of the late twentieth century. He was Professor of Sociology at the Collège de France and Director of Studies at the École des hautes études en sciences sociales. His many works include *Outline of a Theory of Practice*, *Distinction: A Social Critique of the Judgement of Taste*, *The Rules of Art*, *The Logic of Practice* and *Pascalian Meditations*.



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Down to Earth

Politics in the New Climatic Regime

Bruno Latour

Sciences Po, Paris

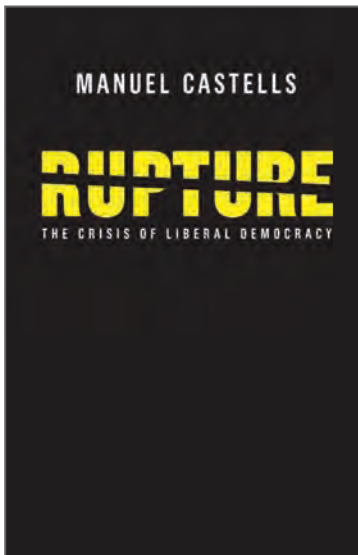


Climate change has led to political crisis, with massive inequalities and deregulation. Equally, the Left still hopes in globalization – when, everywhere, people are turning back to the protection of national borders. Bruno Latour argues the solution lies in reorienting our perspective. Bringing us down to earth is the task of politics today.

- Bruno Latour is one of the leading thinkers today and creator of the highly influential Actor-Network Theory
- Latour shows that politics has failed to grapple with the threat of climate change: neoliberal governments have presided over an explosion in inequalities and massive deregulation while the Left continues to believe in globalisation at a time when nationalist sentiment is stronger than ever
- Latour argues that the challenge of climate change calls for a fundamental reorienting of politics towards the Earth rather than the global or the national. The biggest political challenge we face today is to learn how to inhabit the Earth in new ways
- This highly original intervention by one of the world's leading thinkers will be of great interest to the many students and scholars in the social sciences and humanities who read Latour, as well as general readers concerned with the big environmental and political issues of our day

About the Authors

Bruno Latour is one of the world's leading sociologists and anthropologists. He taught at the École des Mines in Paris from 1982 to 2006 and he is now Professor and Vice-President for Research at Institut d'études politiques (Sciences Po). His many books include *Laboratory Life*, *We Have Never Been Modern*, *Reassembling the Social* and *Facing Gaia*.



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Rupture

The Crisis of Liberal Democracy

Manuel Castells

University of Southern California in Los Angeles

Trump, Brexit, the demise of traditional political parties in Europe: all these events show that the majority of citizens globally do not trust their political representatives and institutions. In this short book, Manuel Castells surveys a profound crisis in the democratic model that has been the cornerstone of stability and civility for fifty years.

- Manuel Castells is a major figure in the social sciences today and particularly well-known for his work on the network society and the digital revolution
- Castells analyses one of the big political challenges of our time: the widespread crisis of legitimacy facing liberal democratic institutions and governments globally
- Using examples such as the election of Trump, Brexit and the rise of populism across Europe, Castells examines some of the potential causes of people's disaffection. He argues that the presence of these trends across many different contexts globally demonstrates a deep-seated crisis of democracy
- Will be of great interest to students and scholars across the social sciences, as well as the broader readership deeply concerned by the big challenges facing our societies today

About the Author

Manuel Castells is University Professor and the Wallis Annenberg Chair of Communication Technology and Society at the University of Southern California, Professor Emeritus of Sociology at the University of California, Berkeley, and a Fellow of St John's College, Cambridge.

What is Digital Sociology?

Series: What is Sociology?

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What is Digital Sociology?

Neil Selwyn

Monash University



Our digitalized societies demand new ways of thinking about the social. This short book introduces readers to an approach that can deliver this: digital sociology. This timely introduction will be an invaluable resource for all sociologists seeking to focus their craft and thinking toward the social complexities of the digital age.

- Concise and punchy introduction to ways of understanding the social complexities of the digital age
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- Blends theory and empirical examples, exploring key topics such as digital race and digital labour
- Shows how sociology is being shaped and re-crafted in a fast-changing and diversifying social world

About the Author

Neil Selwyn is Professor of Education at Monash University



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The Encyclopedia of Archaeological Sciences

Sandra Lopez-Varela

Universidad Autonoma Del Estado De Morelos

The Encyclopedia of Archaeological Sciences provides an authoritative and expert overview of the concepts, research, and techniques that together define the discipline. Sponsored by The Society for Archaeological Sciences, it is an essential reference resource for those in the field of archaeology who want to understand the lives of those who have come before us, supported not only by science and technology, but also by theoretical approaches from the social sciences and the humanities.

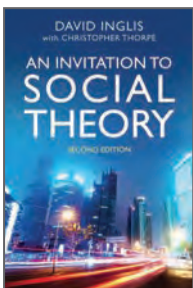
Comprised of over 480 entries contributed by scholars from all over the world and managed by 11 international and well recognized section editors, this comprehensive encyclopedia provides a broad overview of the scientific principles and techniques that allow for a more rigorous interpretation of archaeological data. It outlines how to study the characteristics and properties of materials, as well as instrumental techniques and relative methods currently applied in field and laboratory work. Key areas of content include Foundations of Archaeological Sciences, Field Methods in Archaeology, Analyses of Materials, Mathematics and Computer Sciences, Conservation, Cultural Heritage, and Theoretical approaches to the study of material culture and our uses of archaeological sciences.

As the 21st century promises to bring greater challenges to our capacity to live on the planet, archaeologists in collaboration with their scientific colleagues provide important evidence and solutions through their documentation of the diversity and complexity of human societies through time. *The Encyclopedia of Archaeological Sciences* will therefore be a valuable reference work for students, researchers, and professionals in anthropology and archaeology as well as other disciplines.

This work is also available as an online resource: www.archaeologicalsciencesencyclopedia.com

About the Author

Editor-in-Chief Sandra L. López Varela is Professor in the Facultad de Filosofía y Letras, Universidad Nacional Autónoma de México.



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An Invitation to Social Theory

2nd Edition

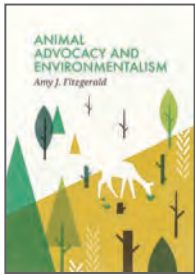
David Inglis with Christopher Thorpe
University of Helsinki; University of Exeter

- Wide-ranging introduction to social theory that carefully avoids simplification of ideas whilst presenting theories in an accessible language for students
- Inspired by the authors' own teaching to fill a gap in the market for teaching texts
- Written in an engaging and jargon-free style, incorporating vivid everyday examples to aid students' understanding of complex ideas
- Encourages students to further their studies with features such as recommended readings

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Animal Advocacy and Environmentalism

Understanding and Bridging the Divide

Amy J. Fitzgerald

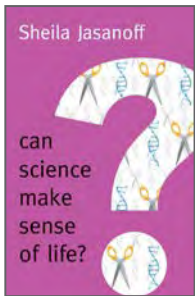
University of Windsor



- Sheds light on the poorly understood relationship between two popular social movements
- Interrogates the areas of conflict between them but also points to how common ground can be found
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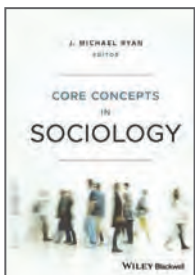
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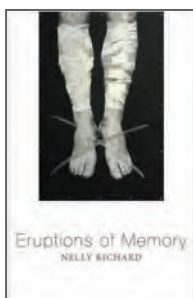
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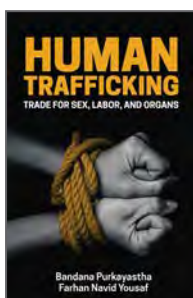
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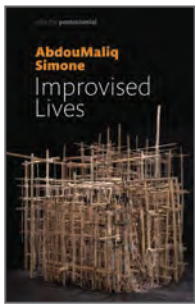
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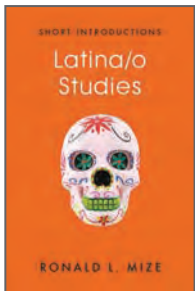


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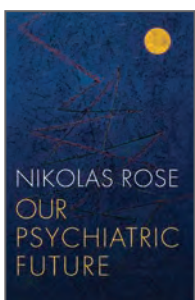
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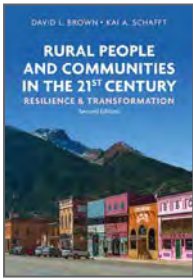
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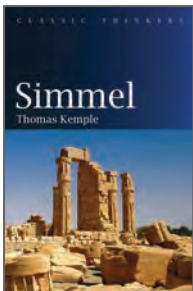
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Simmel

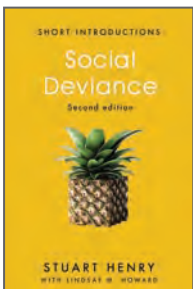
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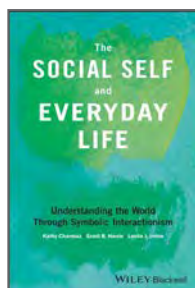
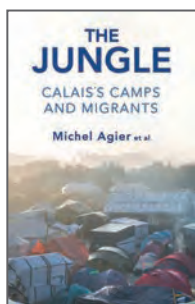
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École des hautes études en sciences sociales, Paris



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Science



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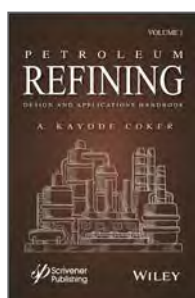
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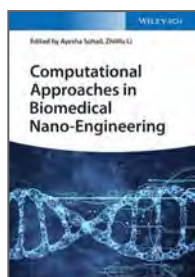


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**Postharvest
Biology and
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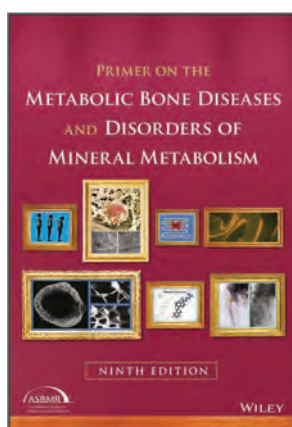
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About the Author

Clifford Rosen, M.D. is Director of the Center for Clinical and Translational Research at the Maine Medical Center Research Institute. Dr. Rosen is a former President of the American Society of Bone and Mineral Research.

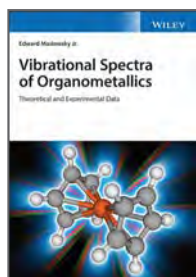
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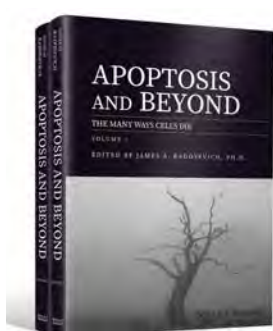


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About the Author

James Radosevich is a Professor and Staff Research Scientist at the University Of Illinois, Dental College and Cancer Center/VA, Chicago Health Care System.

3D and 4D Printing in Biomedical Applications

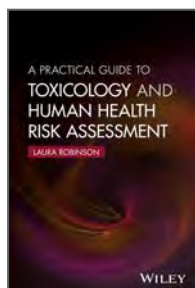
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Mohammed Maniruzzaman

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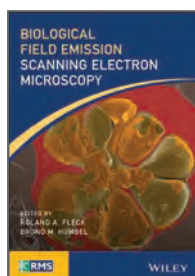
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Carbon Nanomaterials for Bioimaging, Bioanalysis and Therapy

Yuen Y. Hui, Huang-Cheng Chang, Haifeng Dong & Xueji Zhang

Provides an introduction to the biomedical applications of carbon nanomaterials for early-career scientists, as well as background and context for mid-career scientists and researchers. Contains four sections covering biochemistry, bioimaging, bioanalysis and therapeutic applications of carbon nanomaterials. Hot research area due to the unique physical properties, versatile functionalization chemistry and biological compatibility of carbon nanomaterials. The editors and authors are experts who have strong background in the field of nanotechnology for biomedical applications. Published as a title in the new Wiley book series Nanocarbon Chemistry and Interfaces.

Series: Nanocarbon Chemistry and Interfaces • **ISBN:** 978-1-119-37345-2 • Cloth • £120.00 | €144.00 | \$180.00 • Dec 2018 • 324pp



Design of Inkjet Printheads

From Acoustics to Applications

J. Frits Dijkstra

An integral overview of the theory and design of printheads, authored by an expert with over 30 years' experience in the field of inkjet printing.

The book presents the design of a printhead in a comprehensive and clear form, right from the start. To begin with, the working principle of piezo-driven drop-on-demand printheads in theory is discussed, building on the theory of mechanical vibrations and acoustics. Then the design of single-nozzle as well as multi-nozzle printheads is presented, including the importance of various parameters that need to be optimized.

ISBN: 978-3-527-34266-2 • Cloth • £125.00 | €150.00 | \$215.00 • Oct 2018 • 466pp

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Electrochemical Engineering

From Discovery to Product

Richard C. Alkire, Philip N. Bartlett, Marc Koper

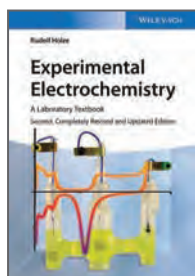
University of Illinois, Champaign

This volume in the 'Advances in Electrochemical Sciences and Engineering' series focuses on problem-solving, illustrating how to translate basic science into engineering solutions. The book's concept is to bring together engineering solutions across the range of nano-bio-photo-micro applications, with each chapter co-authored by an academic and an industrial expert whose collaboration led to reusable methods that are relevant beyond their initial use.

Examples of experimental and/or computational methods are used throughout to facilitate the task of moving atomistic-scale discoveries and understanding toward well-engineered products and processes based on electrochemical phenomena.

Series: Advances in Electrochemical Sciences and Engineering •

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Experimental Electrochemistry

A Laboratory Textbook, 2nd Edition

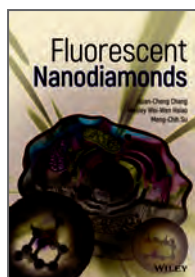
Rudolf Holze

Technical University, Chemnitz

- Unique: The one and only compilation of electrochemical experiments on the market.
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- Provides the missing link for understanding: Many other books cover the theory, but this textbook shows the student how to apply the theoretical knowledge in practice
- Didactic approach: Clear and easy-to-follow instructions for carrying out experiments illustrating the most important principles in modern electrochemistry
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Huan-Cheng Chang, Wesley Wei-Wen Hsiao & Meng-Chi Su

Fluorescent nanodiamonds (FNDs) have drawn a great deal of attention over the past several years, and their applications and development potential are proving to be manifold and vast. The first and only book of its kind, *Fluorescent Nanodiamonds* is a comprehensive guide to the basic science and technical information needed to fully understand the fundamentals of FNDs and their potential applications across an array of domains. In demonstrating the importance of FNDs in biological applications, the authors bring together all relevant chemistry, physics, materials science and biology.

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Handbook of Smart Materials in Analytical Chemistry

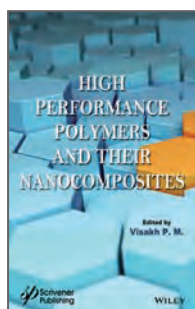
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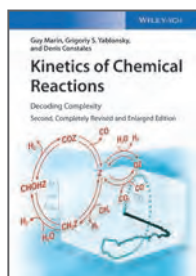


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Visakh P. M.

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Decoding Complexity, 2nd Edition

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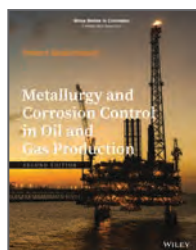
Gent University, Chemical Engineering Department, Gent, Belgium & St. Louis University, Department of Energy, Environmental and Chemical Engineering, St. Louis, USA

This second, extended and updated edition presents the current state of kinetics of chemical reactions, combining basic knowledge with results recently obtained at the frontier of science.

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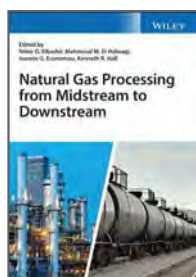
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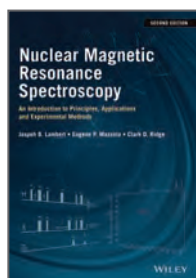


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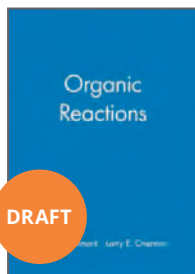
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Organic Reactions

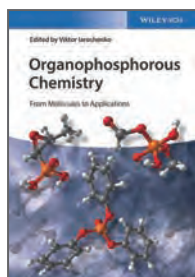
Volume 97

Scott E. Denmark

University of Illinois, Urbana-Champaign

The 97th volume in this series for organic chemists in industry presents critical discussions of widely used organic reactions or particular phases of a reaction. The material is treated from a preparative viewpoint, with emphasis on limitations, interfering influences, effects of structure and the selection of experimental techniques. The work includes tables that contain all possible examples of the reaction under consideration. Detailed procedures illustrate the significant modifications of each method.

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Organophosphorus Chemistry

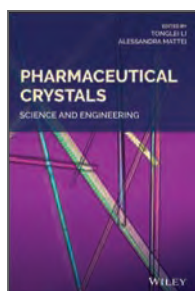
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Viktor Iaroshenko

Filling the gap for an up-to-date reference that presents the field of organophosphorus chemistry in a comprehensive and clearly structured way, this one-stop source covers the chemistry, properties, and applications from life science to material science.

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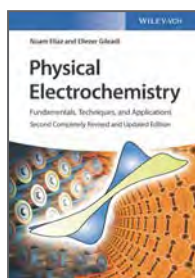
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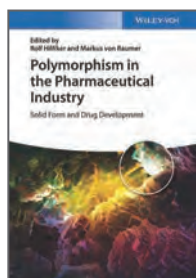
Fundamentals, Techniques and Applications, 2nd Edition

Noam Eliaz & Eliezer Gileadi

Tel Aviv University, Israel

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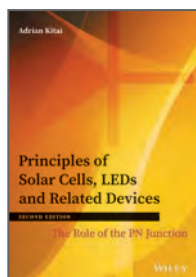
Rolf Hilfinger & Markus von Raumer

Solvias AG, Basel, Switzerland

- Polymorphism is of utmost importance in the control of production processes and laboratory analytics in the pharmaceutical, agrochemical and fine chemical industry.
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The Role of the PN Junction, 2nd Edition

Adrian Kitai

McMaster University, Ontario, Canada

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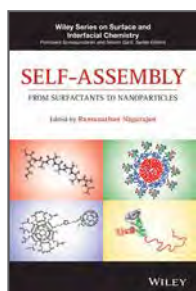
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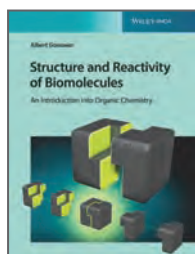
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Structure and Reactivity of Biomolecules

An Introduction into Organic Chemistry

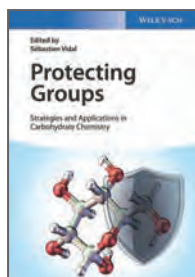
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Dept. of Chemistry, University of Fribourg, CH

All the material needed for a modern undergraduate course in organic chemistry, designed to interconnect biology and chemistry and facilitate communication between the two disciplines.

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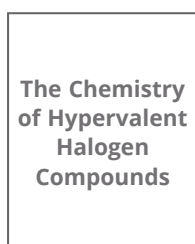
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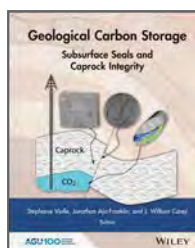
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Urban Pollution

Urban Pollution

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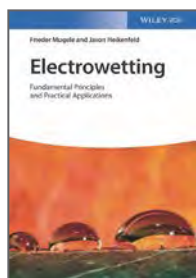
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2nd Edition

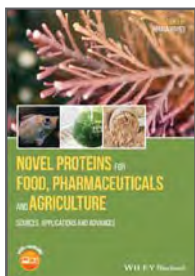
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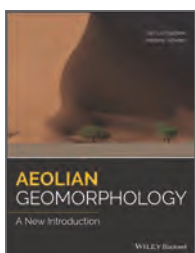
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Boron Proxies in Paleoclimatology and Paleoenvironmental Science

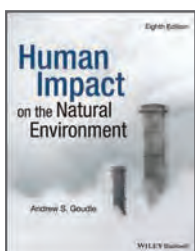
New Analytical Methods in earth and Environmental Science

Barbel Hoenisch, Stephen M. Eggins, Laura L. Haynes, Katherine A. Allen, Katherine D. Holland and Katja Lorbacher

Kyoto University, Japan

Anthropogenic carbon dioxide emissions do not only warm our planet but also acidify our oceans. It is currently unclear to which degree Earth's climate and marine life will be impacted by these changes but information from Earth history, particularly the geochemical signals of past environmental changes stored in the fossil remains of marine organisms, can help us predict possible future changes. This book aims to be a primer for scientists who seek to apply boron proxies in marine carbonates to estimate past seawater carbonate chemistry and atmospheric pCO₂. Boron proxies (11B and B/Ca) were introduced nearly three decades ago, with subsequent strides being made in understanding their mechanistic functioning.

Series: Analytical Methods in Earth and Environmental Science • **ISBN:** 978-1-119-01063-0 • Cloth • £50.00 | €60.00 | \$135.00 • Dec 2018 • 264pp



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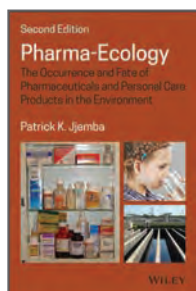
Andrew S. Goudie

University of Oxford, UK

This classic text explores the multitude of impacts that humans have had over time upon vegetation, animals, soils, water, landforms, and the atmosphere. It considers the ways in which climate changes and modifications in land cover may change the environment in coming decades. Thoroughly revised to cover the remarkable transformation in interest that humans are having in the environment, this book examines previously uncovered topics, such as rewilding, ecosystem services, techniques for study, novel and no analogue ecosystems, and more.

ISBN: 978-1-119-40355-5 • Paper • £52.50 | €59.40 | \$75.00 • Aug 2018 • 472pp

Previous Edition: 978-1-118-57657-1



Pharma-Ecology

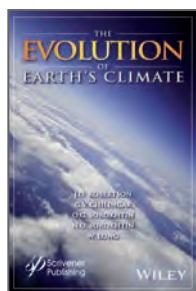
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Patrick K. Jjemba

- Links the health and environmental sciences professions' concern over the occurrence and fate of pharmaceutical and personal care products (PPCPs) in the environment
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- Bridges the gap between medicine / public health and environmental science

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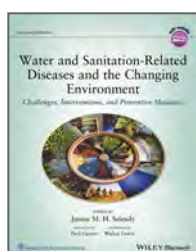


The Evolution of Earth's Climate

J.O. Robertson, G.V. Chilingar, O.G. Sorokhtin, N.O. Sorokhtin & W. Long

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ENERGY

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Advanced Battery Materials

Ashutosh Tiwari

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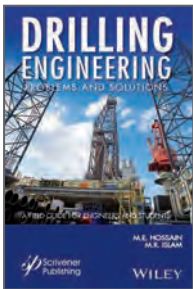


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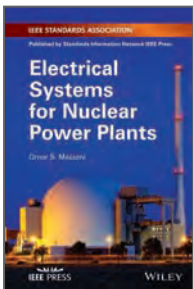
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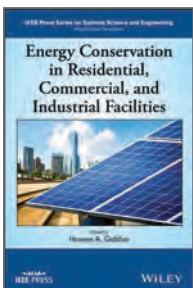
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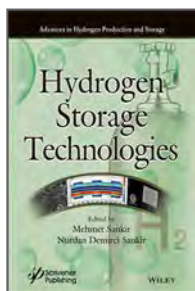
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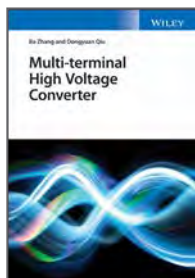


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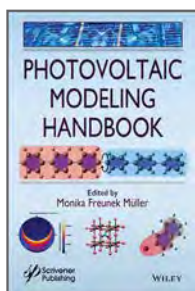


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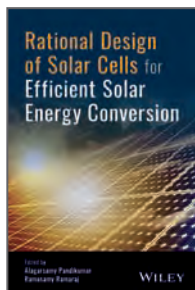


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Monika Freunek Muller

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- Thorough approach: This book starts with the fundamental material characterization and finishes with real-world device application.
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The Monte Carlo Ray-Trace Method in Radiation Heat Transfer and Applied Optics

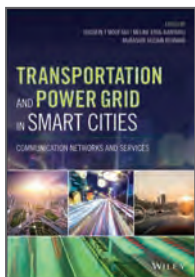
The Monte Carlo Ray-Trace Method in Radiation Heat Transfer and Applied Optics

J. Robert Mahan
Virginia Polytechnic Institute and State University

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Communication Networks and Services

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Queen's University, Ontario, Canada

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MATERIALS SCIENCE



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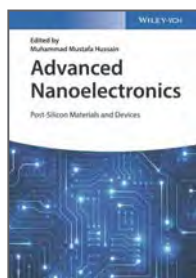
Advanced Green Composites

Advanced Green Composites

Anil N. Netravali
Cornell University, Ithaca, USA

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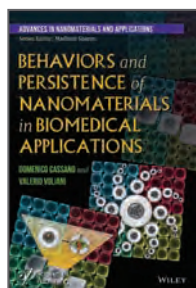


Advanced Nanoelectronics

Muhammad Mustafa Hussain

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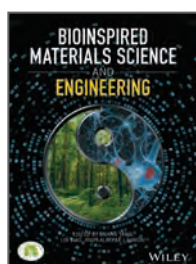


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Domenico Cassano & Valerio Voliani

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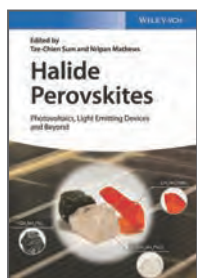


Cellulose Science and Technology Chemistry, Analysis, and Applications

Thomas Rosenau, Antje Potthast & Johannes Hell

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Halide Perovskites

Photovoltaics, Light Emitting Devices and Beyond

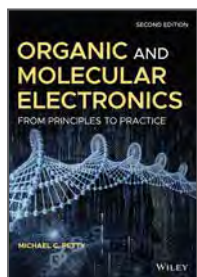
Tze-Chien Sum & Nripan Mathews

Real insight from leading experts in the field into the causes of the unique photovoltaic performance of perovskite solar cells, describing the fundamentals of perovskite materials and device architectures.

The authors cover materials research and development, device fabrication and engineering methodologies, as well as current knowledge extending beyond perovskite photovoltaics, such as the novel spin physics and multiferroic properties of this family of materials.

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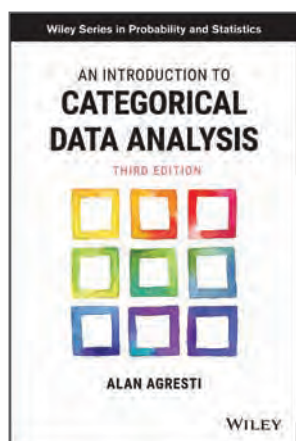
Materials, Synthesis, Characterization, Applications

David Levy & Erick Castellon

Inst. de Ciencia de Materiales de Madrid, ICMM-CSIC, SPAIN

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3rd Edition

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University of Florida, Gainesville

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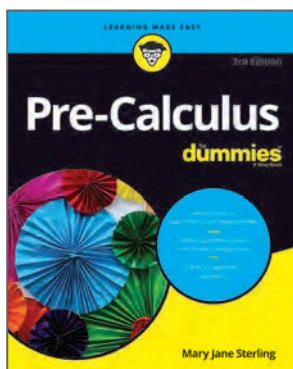
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An Introduction to Categorical Data Analysis, Third Edition is an invaluable tool for statisticians and biostatisticians as well as methodologists in the social and behavioral sciences, medicine and public health, marketing, education, and the biological and agricultural sciences.

About the Author

Alan Agresti is Distinguished Professor Emeritus in the Department of Statistics at the University of Florida.



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About the Author

Mary Jane Sterling has been at a Professor of Mathematics at Bradley University in Peoria, Illinois for nearly 30 years, teaching algebra, business calculus, geometry, finite mathematics, and whatever interesting material comes her way.

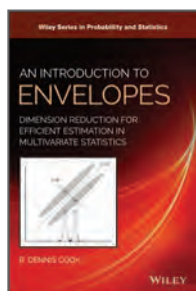


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The University of Minnesota, St. Paul

Written by the leading expert in the field, this text reviews the major new developments in envelope models and methods

An Introduction to Envelopes provides an overview of the theory and methods of envelopes, a class of procedures for increasing efficiency in multivariate analyses without altering traditional objectives. The author offers a balance between foundations and methodology by integrating illustrative examples that show how envelopes can be used in practice. He discusses how to use envelopes to target selected coefficients and explores predictor envelopes and their connection with partial least squares regression.

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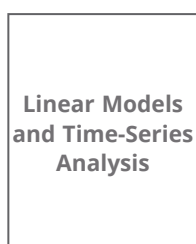


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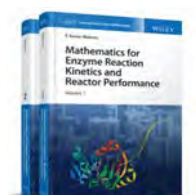
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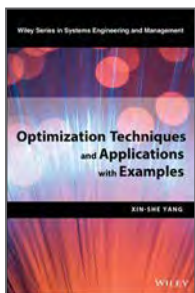
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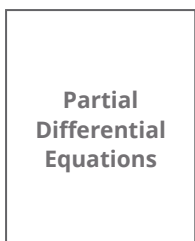


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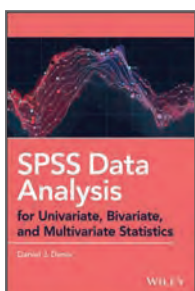
Robust Statistics

Theory and Methods (with R), 2nd Edition

Ricardo A. Maronna, Richard Douglas Martin, Victor J. Yohai & Matias Salibian-Barrera
Universidad Nacional de La Plata, Argentina & University of Washington, USA, University of Buenos Aires, Argentina & The University of British Columbia

Research in robust statistics is flourishing, and since the first edition of this book was published many important advances have been made in this area. However, there are relatively few books covering robust statistics, and even fewer that cover the subject in a comprehensive and definitive manner. This new edition will fulfill the need for a good up-to-date text that presents a broad overview of the theory of robust statistics, integrated with applications and computing. Updated to focus on the use of the popular software package R, it will feature in-depth coverage of the key methodology, including regression, multivariate analysis, and time series.

Series: Wiley Series in Probability and Statistics • **ISBN:** 978-1-119-21468-7 • Cloth • £70.00 | €84.00 | \$90.00 • Nov 2018 • 480pp • **Previous Edition:** 978-0-470-01092-1

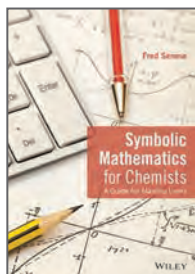


SPSS Data Analysis for Univariate, Bivariate, and Multivariate Statistics

Daniel J. Denis

This concise and easy-to-use primer introduces readers to a host of computational tools useful for making sense out of data, whether that data comes from the social, behavioral, or natural sciences. The book places great emphasis on both data analysis and drawing conclusions from empirical observations. It also provides formulas where needed in many places, while always remaining focused on concepts rather than mathematical abstraction. *SPSS Data Analysis for Univariate, Bivariate, and Multivariate Statistics* offers a variety of popular statistical analyses and data management tasks using SPSS that readers can immediately apply as needed for their own research.

ISBN: 978-1-119-46581-2 • Cloth • £100.00 | €120.00 | \$125.00 • Sep 2018 • 288pp



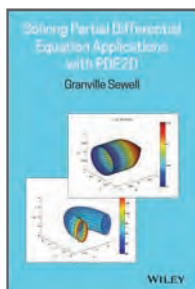
Symbolic Mathematics for Chemists

A Guide for Maxima Users

Fred Senese

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- Step-by-step instructions and clear, detailed examples are given for beginners; troubleshooting hints and case studies provide practical experience and foster critical thinking for those who have mastered the basics; proficient users are offered avenues for further exploration.

ISBN: 978-1-118-79869-0 • Paper • £70.00 | €79.30 | \$100.00 • Oct 2018 • 328pp



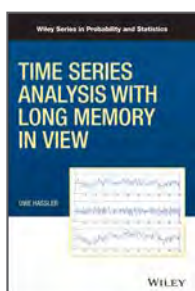
Solving Partial Differential Equation Applications with PDE2D

Granville Sewell

University of Texas at El Paso

- Stems from notes the author used for a Texas A&M graduate class titled Seminar in Applied Mathematics and, more recently, a graduate class titled Advanced Computational Science at University of Texas-El Paso
- Most of the partial differential equations solved are also derived, so the reader will understand where the equations come from
- Purchasers of the book can get free access to the Linux version of the PDE2D software by contacting the author at the author's website

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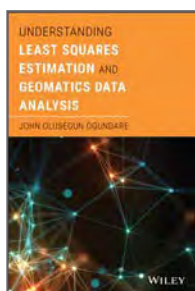


Time Series Analysis with Long Memory in View

Uwe Hassler

Long memory time series are characterized by a strong dependence between distant events. This book introduces into the theory and foundations of univariate time series analysis with a focus on long memory and fractional integration, which are embedded into the general framework. After an introduction, the book presents the general theory of time series, including some issues that are not treated in other books on time series, such as ergodicity, persistence versus memory, asymptotic properties of the periodogram and Whittle estimation.

Series: Wiley Series in Probability and Statistics • **ISBN:** 978-1-119-47040-3 • Cloth • £108.00 | €129.60 | \$135.00 • Nov 2018 • 300pp



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John Olusegun Ogundare

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- Based on the authors manual, which he developed as a complete and comprehensive book for Adjustment of Surveying Measurements and Special Topics in Adjustments courses he teaches, and which has been consistently accredited, for over 15 years, as complying with the CBEPs-approved Syllabus Topics of the Least Squares Estimation and Data Analysis subject

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Biochemical and Cellular Aspects of Microbial Sensing

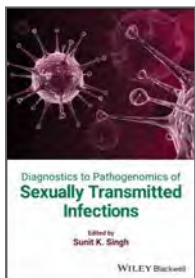
Biochemical and Cellular Aspects of Microbial Sensing

Making Sense of Applied Parameters

Satinder K. Brar, Ratul K. Das & Saurabh J. Sarma

- Presents the fundamental molecular mechanisms involved in microbial sensing in relation to fermentation technology Includes significant recent advances in industrial fermentation
- Contributions by highly-respected experts in their respective fields
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ISBN: 978-1-119-24796-8 • Cloth • £140.00 | €158.50 | \$199.99 • Nov 2018 • 320pp

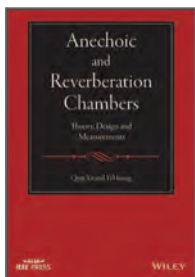


Diagnostics to Pathogenomics of Sexually Transmitted Infections

Sunit Kumar Singh

Sexually transmitted infections (STI) are very common worldwide. More than 20 different STIs have been identified, and about 19 million men and women are infected each year in the United States alone. This book looks at the complete picture of common STIs-- how they form, evolve, and transmit, as well as how they can be treated and managed with modern techniques, medicines, and tools. *Diagnostics to Pathogenomics of Sexually Transmitted Infections* runs the spectrum of discussion ranging from introduction of causative pathogen, their pathogenesis to epidemiology, immunology, to anatomy and physiology of human genitalia and management strategies.

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Theory, Design and Measurements

Qian Xu & Yi Huang

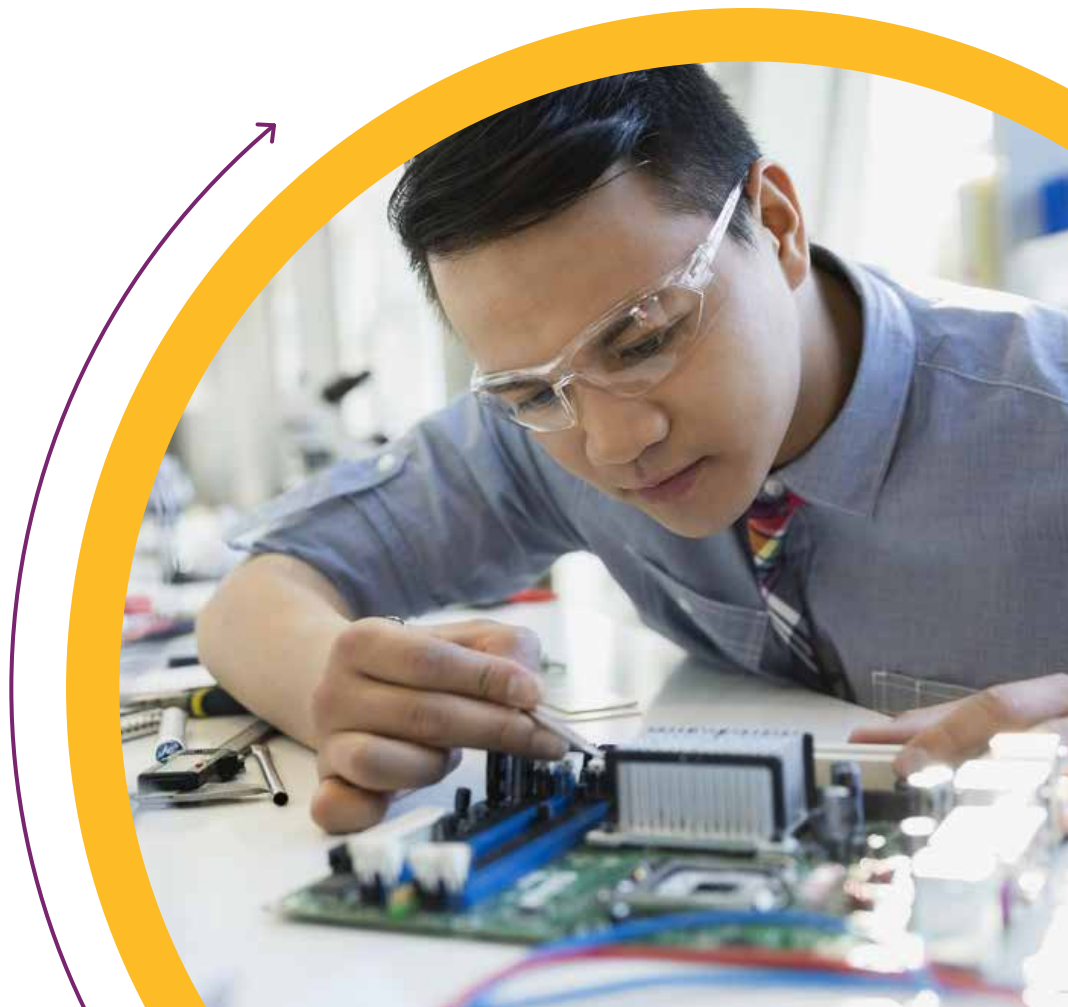
University of Liverpool, UK

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Cloth • 672pp • Nov 2018
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Using his unique visual approach Jon guides the reader with step-by-step instructions, practical code examples and pro tips that will teach you how to build modern database-driven websites using PHP.

About the Author

Jon Duckett is the world-wide best-selling author of *HTML & CSS: Design and Build Websites* and *JavaScript & JQuery: Interactive Front-End Web Development*. His books have sold more than 400,000 copies in English and been translated into 10 languages. His "nicer way to learn" features a high-visual breakdown of code and concepts. LifeHacker called *JavaScript & JQuery* "the most elegant, visually engaging book you can learn JavaScript from." When he's not writing best-selling books, Jon has spent the last 15 years designing and building websites for companies ranging from small startups to globally recognized brands.

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**PHR/SPHR Professional in
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ISBN: 978-1-119-42682-0
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PHR/SPHR Professional in Human Resources Certification Kit

Sandra M. Reed & James Galluzzo

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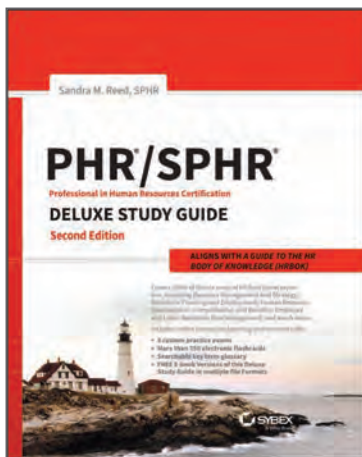
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About the Author

Sandra M. Reed (Oakdale, CA), PHR, SPHR, has over 20 years of HR experience, the last 10 in the consulting and teaching arena.



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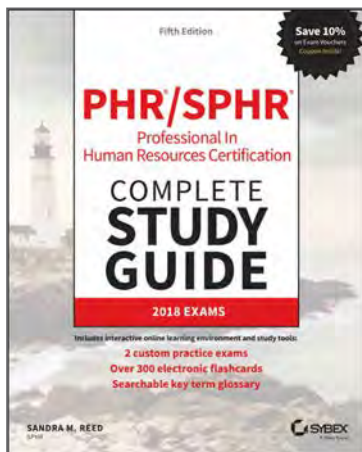
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Sandra M. Reed (Oakdale, CA), PHR, SPHR, has over 17 years of HR experience, the last 10 in the consulting and teaching arena.



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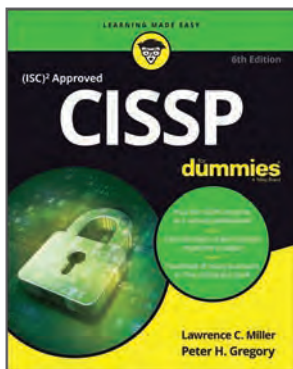
PHR/SPHR certifications, offered by Human Resources Certification Institute (HRCI), have become the industry standard for determining competence in the field of human resources. Developed by working professionals, the PHR and SPHR credentials demonstrate that recipients are fully competent HR practitioners based on a standard set by workforce peers. Offering insights into those areas of knowledge and practices specific and necessary to human resource management (HRM), this study guide covers tasks, processes, and strategies as detailed in the updated A Guide to the Human Resource Body of Knowledge (HRBoK). The study guide breaks down the critical HR topics that you need to understand as you prepare for the exams. PHR/SPHR Professional in Human Resources Certification Study Guide, Fifth Edition, is the ideal resource for HR professionals seeking to validate their skills and knowledge acquired through years of practical experience, as well as for a relative newcomer to the HR field looking to strengthen their resume. In this edition of the top-selling PHR/SPHR study guide, you'll find a practical review of all topics covered on the exams, as well as study tools designed to reinforce understanding of key functional areas. Strengthen the skills you learn with a year of FREE access to the Sybex online learning environment, complete with flash cards and practice quizzes to prepare you for exam day.

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Paper • 560pp • Jul 2018
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Previous Edition:
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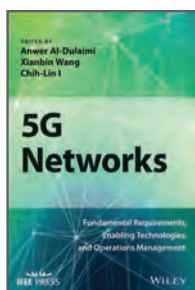
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About the Authors

Lawrence Miller, CISSP, is a veteran systems administration and information security professional. He has served as a consultant for various multi-national corporations and holds a wide array of networking certifications.

Peter Gregory, CISSP, is a security, risk, and technology director with experience in SAAS, retail, telecommunications, non-profit, legalized gaming, manufacturing, consulting, healthcare, and local government.

COMMUNICATIONS TECHNOLOGY



5G Networks

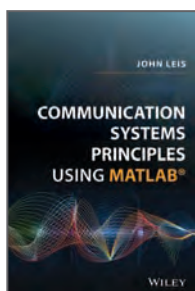
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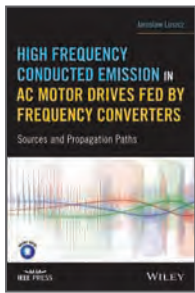


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Internet of Things

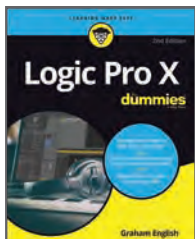
Architectures, Protocols and Standards

Simone Cirani, Gianluigi Ferrari, Marco Picone & Luca Veltri

University of Parma, Italy

This book addresses researchers and graduate students at the forefront of study/research on the Internet of Things (IoT) by presenting state-of-the-art research together with the current and future challenges in building new smart applications (e.g., Smart Cities, Smart Buildings, and Industrial IoT) in an efficient, scalable, and sustainable way. It covers the main pillars of the IoT world (Connectivity, Interoperability, Discoverability, and Security/Privacy), providing a comprehensive look at the current technologies, procedures, and architectures.

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Wireless Technologies for the Internet of Things

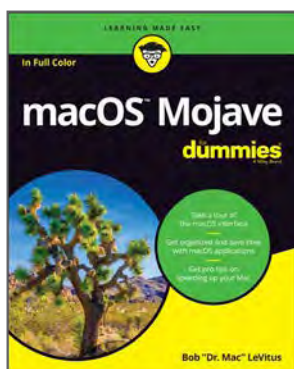
A Guide to the Lower Layers

Daniel Chew, Ryan Mennecke & Ken McKeever

- Introduced ITU-T G.9959 as a physical layer technology standard enabling IoT
- Explores RFC 6282 (6LoWPAN) as a network layer technology standard enabling IoT
- Presents IEEE 11073, 1547, 2030, as well as OpenADR as applications of IoT

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COMPUTING



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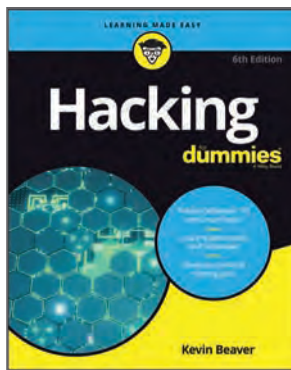
macOS Mojave For Dummies

Bob LeVitus

Your shiny new iMac or trusty old MacBook both rely on macOS to help you get things done. *macOS Mojave For Dummies* includes tips and explanations on how to navigate macOS Mojave's new and classic features. *macOS Mojave* includes new features like: Dark Mode, group facetime, improved security and privacy while browsing. *macOS Mojave For Dummies* is a fun and friendly guide that provides the direction you need to easily navigate Mojave. Longtime expert Bob "Dr. Mac" LeVitus shares his years of experience to help you better understand macOS and make it a timesaving tool in your life.

About the Author

Bob "Dr. Mac" LeVitus (Austin, TX) has penned the "Dr. Mac" column for the *Houston Chronicle* since 1996. He's a regular contributor to tech publications and author of more than 70 how-to books on topics including macOS, iPhone, iPad, Office for the Mac, and Garageband.



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EXPERT AUTHOR: Kevin Beaver is an independent information security consultant, speaker and expert witness with two decades of experience with ethical hacking.



ISBN: 978-1-119-43338-5
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Social Engineering

The Science of Human Hacking, 2nd Edition

Christopher Hadnagy

Harden the human firewall against the most current threats

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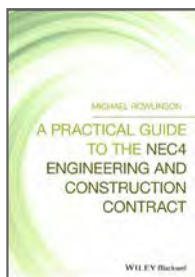
Networks and systems can be hacked, but they can also be protected; when the 'system' in question is a human being, there is no software to fall back on, no hardware upgrade, no code that can lock information down indefinitely. Human nature and emotion is the secret weapon of the malicious social engineering, and this book shows you how to recognize, predict, and prevent this type of manipulation by taking you inside the social engineer's bag of tricks.

- Examine the most common social engineering tricks used to gain access
- Discover which popular techniques generally don't work in the real world
- Examine how our understanding of the science behind emotions and decisions can be used by social engineers

About the Author

Chris Hadnagy is Chief Human Hacker, Social-Engineer, Inc and lead developer, author and professional social engineer at Social-Engineer, Inc.

CONSTRUCTION



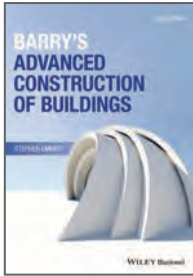
A Practical Guide to the NEC4 Engineering and Construction Contract 3rd Edition

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MSc, PGDA, MRICS, FCI0B, FCIA, FICES, CIOB; Director, Alway Associates, Construction Contracts & Commercial Consultants, Banbury, UK

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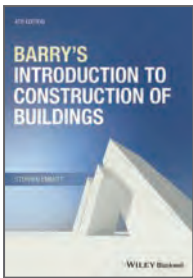
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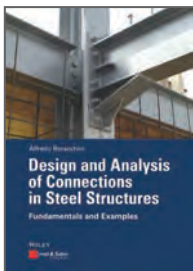
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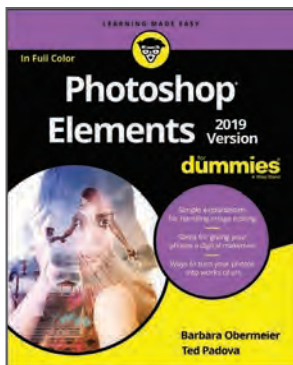
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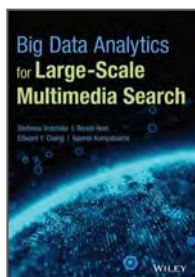
Barbara Obermeier & Ted Padova
Ventura, CA, Obermeier Design & Ventura, California

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About the Authors

Barbara Obermeier (Southern California, USA) and Ted Padova (The Philippines) are both veteran graphic design pros as well as teachers and authors. Barbara is principal of Obermeier Design and faculty member at California Lutheran University. Ted has authored over 60 books covering digital design tools including Photoshop, Photoshop Elements, Illustrator, and Acrobat.

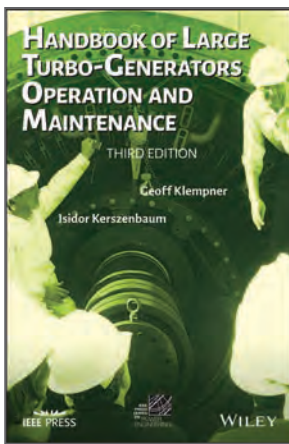


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3rd Edition

Geoff Klempner & Isidor Kerszenbaum

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The comprehensive guide for large turbo-generator operation and maintenance

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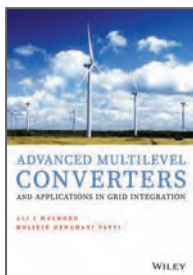
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About the Authors

Geoff Klempner, BSc, is a large generator specialist, located in Toronto, Canada. He is an IEEE Fellow and has served on numerous IEEE committees and standards working groups for large generators and is also a contributor to CIGRE on large rotating electrical machines.

Isidor Kerszenbaum, PhD, is an IEEE Fellow, located in Irvine, CA. He is a generator specialist consulting to power plants on operation, maintenance and trouble-shooting of large motors and generators.

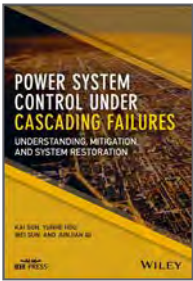


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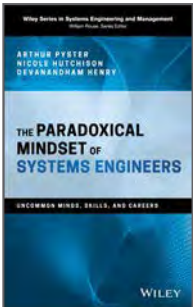
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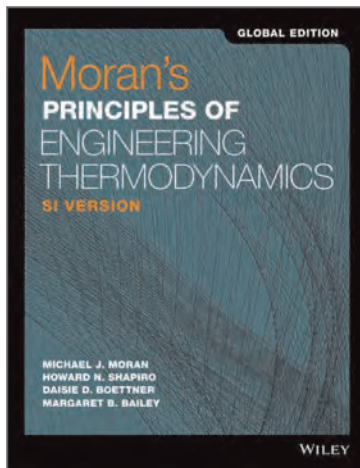
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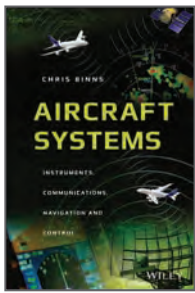
About the Authors

Brigadier General (Retired) **Daisie Boettner**, Professor Emerita, United States Military Academy, graduated from West Point 27 May 1981 and was commissioned a second lieutenant and Ordnance officer in the U.S. Army.

Dr. Howard N. Shapiro received his BS (1969) in mathematics and his MS (1971) and PhD (1975) in mechanical engineering, all from the Ohio State University.

Dr. Margaret Bailey, P.E. Professor Margaret Bailey, Ph.D., P.E. is the Senior Faculty Associate to the Provost, Director of ADVANCE, and a Professor of Mechanical Engineering within the Kate Gleason College of Engineering, Rochester Institute of Technology in Rochester, NY, USA.

Michael Moran has been serving as a Professor Emeritus of Mechanical and Aerospace Engineering at The Ohio State University.



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Design of Composite Structures

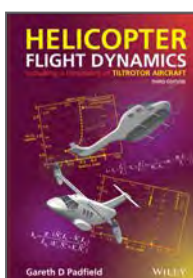
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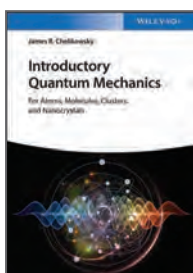
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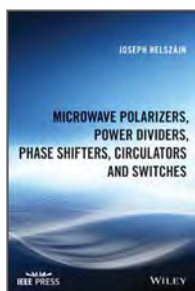
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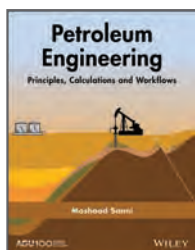
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About the Author

Mark L. Chambers (Columbia, Missouri) has been a technical author, computer consultant, BBS sysop, programmer, and hardware technician for over 30 years. Mark has written more than thirty computer books. His recent titles include *MacBook For Dummies, 7th Edition*, *iMac For Dummies, 9th Edition*, *OS X Yosemite All-in-One For Dummies*, *MacBook All-in-One For Dummies 2nd Edition*, and *Macs For Seniors For Dummies 3rd Edition*. Mark is currently a full-time author and tech editor, and an unabashed Mac fan.



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Samsung Galaxy S9 For Dummies

Bill Hughes

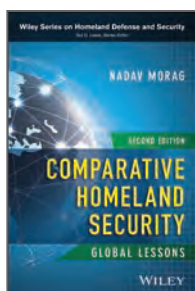
The bestselling guide to getting the most out of your Android Samsung Galaxy S X

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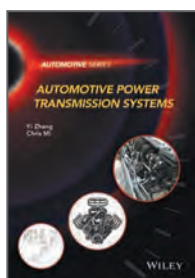


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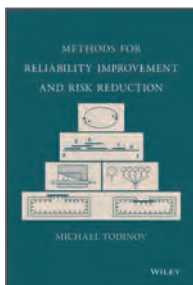
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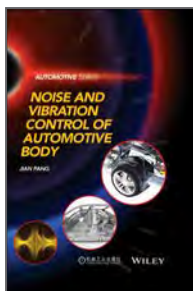
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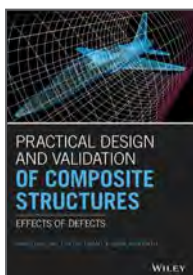
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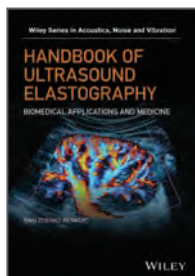


Primer on Engineering Standards, Expanded Textbook Edition

A Clear, Comprehensive Introduction to Standards in the Engineering Professions

Standards supplement the design process by guiding the designer toward consistency, safety, and reliability. As daily life involves increasingly complex and sophisticated instruments, standards become indispensable engineering tools to ensure user safety and product quality. *Primer on Engineering Standards: Expanded Textbook Edition* delves into standards creation and compliance to provide students and engineers with a comprehensive reference. The different types of standards are dissected and discussed in terms of development, value, impact, interpretation, and compliance, and options are provided for situations where conformance is not possible.

Series: Wiley-ASME Press Series • **ISBN:** 978-1-119-46617-8 • Paper • £39.95 | € 45.60 | \$49.00 • Jul 2018 • 168pp



Handbook of Ultrasound Elastography Biomedical Applications and Medicine

Ivan Z. Nenadic

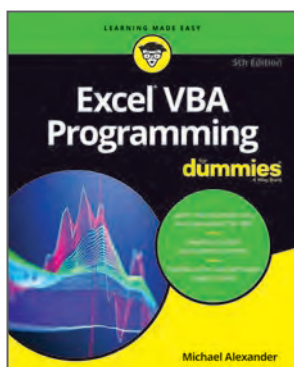
Covers all major developments and techniques of Ultrasound Elastography and biomedical applications

Handbook of Ultrasound Elastography covers the basic physics of ultrasound wave propagation and the interaction of ultrasound with various media. The book introduces tissue elastography, covers the history of the field, details the various methods that have been developed by research groups across the world, and describes its novel applications, particularly in shear wave elastography.

Series: Wiley Series in Acoustics Noise and Vibration •

ISBN: 978-1-119-02151-3 • Cloth • £125.00 | €141.51 | \$160.00 • Nov 2018 • 600pp

PROGRAMMING



Excel VBA Programming For Dummies 5th Edition

Michael Alexander

Take your Excel programming skills to the next level

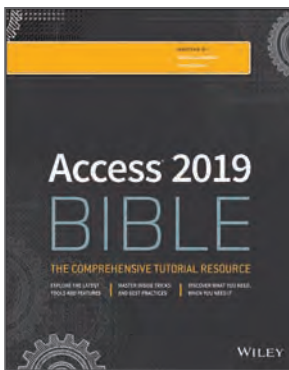
To take Excel to the next level, you need to understand and implement the power of Visual Basic for Applications (VBA). *Excel VBA Programming For Dummies* introduces you to a wide array of new Excel options, beginning with the most important tools and operations for the Visual Basic Editor.

Inside, you'll find an overview of the essential elements and concepts for programming with Excel. In no time, you'll discover techniques for handling errors and exterminating bugs, working with range objects and controlling program flow, and much more. With friendly advice on the easiest ways to develop custom dialog boxes, toolbars, and menus, readers will be creating Excel applications custom fit to their unique needs!

- Fully updated for the new Excel 2019
- Step-by-step instructions for creating VBA macros to maximize productivity
- Guidance on customizing your applications so they work the way you want
- All sample programs, VBA code, and worksheets are available at dummies.com

About the Author

Michael Alexander is a Microsoft Certified Application Developer (MCAD) who has been named a Microsoft MVP for his ongoing contributions to the Excel community. He has more than 15 years of experience in consulting and developing Office solutions, and shares basic Access and Excel tips on his free tutorial site, www.datapigtechnologies.com.



Series: Bible

ISBN: 978-1-119-51475-6
Paper • 1152pp • Oct 2018
£45.00 | €50.00 | \$55.00

Access 2019 Bible

Michael Alexander & Richard Kusleika
McKinney, TX

Master database creation and management

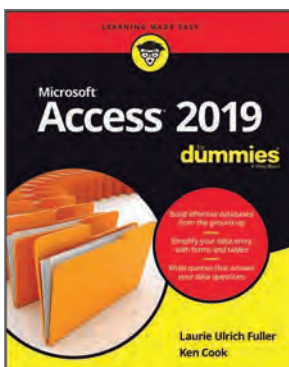
Access 2019 Bible is your comprehensive reference to the world's most popular database management tool. With clear guidance toward everything from the basics to the advanced, this go-to reference helps you take advantage of everything Access 2019 has to offer. Whether you're new to Access or getting started with Access 2019, you'll find everything you need to know to create the database solution perfectly tailored to your needs, with expert guidance every step of the way. The companion website features all examples and databases used in the book, plus trial software and a special offer from Database Creations. Start from the beginning for a complete tutorial, or dip in and grab what you need when you need it.

- Become familiar database objects and design systems objects
- Learn to build forms, create tables, manipulate datasheets, and add data validation
- Use Visual Basic automation and XML Data Access Page design

About the Authors

Mike Alexander is the author of several books on advanced business analysis. He has more than 15 years of experience consulting and developing reporting solutions for a variety of industries.

Dick Kusleika is 12-year Microsoft Excel MVP and the principle contributor at the Daily Dose of Excel blog.



ISBN: 978-1-119-51326-1
Paper • 480pp • Oct 2018
£21.99 | €27.30 | \$29.99

Microsoft Access 2019 For Dummies

Laurie Ulrich Fuller & Ken Cook
Huntingdon Valley, Pennsylvania

Easy steps to practical databases

People who really know how to build, populate, and simplify databases are few and far between. *Microsoft Access 2019 For Dummies* is here to help you join the ranks of office heroes who possess these precious skills.

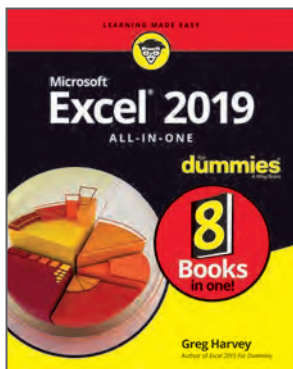
This book offers clear and simple advice on how to build and operate databases as well as create simple forms, import data from outside sources, query databases for information, and share knowledge in reports. In short, it's the book that holds all the secrets behind the mysteries of Access!

- Build effective databases from the ground up
- Simplify your data entry with forms and tables
- Write queries that produce answers to your data questions
- Simplify input with forms

There's no time like the present to get your hands on the insight that database beginners need to become Access gurus.

PREVIOUS EDITION: Access 2016 For Dummies - ISBN 9781119083108

WRITTEN BY DATABASE PROS AND TRAINERS: Authors **Laurie Ulrich Fuller** and **Ken Cook** both have backgrounds as professional database builders as well as database design and operation trainers.



ISBN: 978-1-119-51794-8
 Paper • 792pp • Nov 2018
 £27.99 | €36.40 | \$39.99

Previous Edition:
 978-1-119-07715-2

Microsoft Excel 2019 All-in-One For Dummies

Greg Harvey

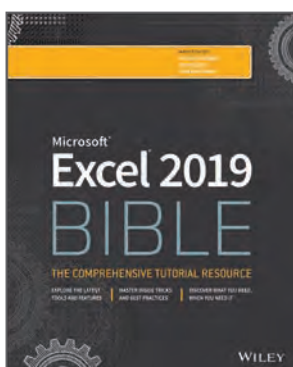
Make Excel work for you

Microsoft Excel 2019 All-in-One For Dummies offers eight books in one!! It is completely updated to reflect the major changes Microsoft is making to Office with the 2019 release. From basic Excel functions, such as creating and editing worksheets, to sharing and reviewing worksheets, to editing macros with Visual Basic, it provides you with a broad scope of the most common Excel applications and functions—including formatting worksheets, setting up formulas, protecting worksheets, importing data, charting data, and performing statistical functions.

The book covers importing data, building and editing worksheets, creating formulas, generating pivot tables, and performing financial functions, what-if scenarios, database functions, and Web queries. More advanced topics include worksheet sharing and auditing, performing error trapping, building and running macros, charting data, and using Excel in conjunction with Microsoft Power BI (Business Intelligence) to analyze, model, and visualize vast quantities of data from a variety of local and online sources.

About the Author

Greg Harvey (San Francisco, CA) is the president of Mind Over Media, Inc. Greg wrote his first computer book more than twenty years ago and since that time, he has amassed a long list of best-selling titles including *Excel For Dummies* (all editions), *Excel All-In-One For Dummies* (all editions), *Excel Workbook For Dummies* (all editions) and many more.



Series: Bible

ISBN: 978-1-119-51478-7
 Paper • 1152pp • Oct 2018
 £45.00 | €50.00 | \$55.00

Microsoft Excel 2019 Bible

Michael Alexander, Richard Kusleika
 McKinney, TX

The complete guide to Excel 2019

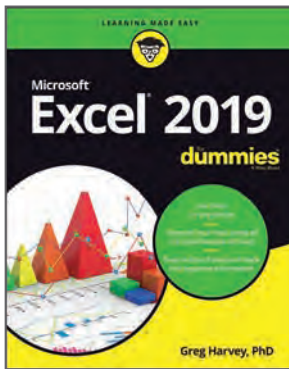
Whether you are just starting out or an Excel expert, the *Microsoft Excel 2019 Bible* is your comprehensive, go-to guide for all your Excel 2019 needs. Whether you use Excel at work or at home, you will be guided through the powerful new features and capabilities to take full advantage of what the updated version has to offer. Learn to incorporate templates, implement formulas, create pivot tables, analyze data, and much more. Navigate this powerful tool for business, home management, and technical work with the only resource you need, *Microsoft Excel 2019 Bible*.

- Discover how to create functional spreadsheets that work
- Master formulas, formatting, pivot tables, and more
- Get acquainted with Excel 2019's new features and tools

About the Authors

Mike Alexander is the author of several books on advanced business analysis. He has more than 15 years of experience consulting and developing reporting solutions for a variety of industries.

Dick Kusleika is 12-year Microsoft Excel MVP and the principle contributor at the Daily Dose of Excel blog.



ISBN: 978-1-119-51332-2
Paper • 432pp • Oct 2018
£19.99 | €27.30 | \$29.99

Previous Edition:
978-1-119-29343-9

Microsoft Excel 2019 For Dummies

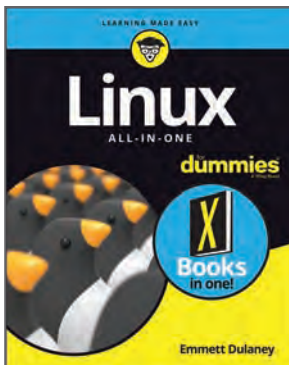
Greg Harvey

The bestselling Excel book on the market -- now in a new edition covering the latest version of Excel!

Excel is the spreadsheet and data analysis tool of choice for people across the globe who utilize the Microsoft Office suite to make their work and personal lives easier. It is estimated that 1 in 7 people on the planet use Microsoft Office! If you're one of them, and want to get up to speed on the latest changes in Excel, you've come to the right place.

Microsoft Excel 2019 For Dummies has been updated to reflect the major changes and features made to Excel and covers everything you need to know to perform any spreadsheet task at hand.

BEST-SELLING AUTHOR AND SEASONED EDUCATOR — Authored by **Greg Harvey**, who has sold more than 4.5 million copies of his previous Excel books combined and has taught and trained extensively in Microsoft Excel.



ISBN: 978-1-119-49046-3
Paper • 560pp • Jul 2018
£31.99 | €36.40 | \$39.99

Previous Edition:
978-1-118-84435-9

Linux All-In-One For Dummies

6th Edition

Emmett Dulaney

8 mini books chock full of Linux!

Inside, over 800 pages of Linux topics are organized into eight task-oriented mini books that help you understand all aspects of the latest OS distributions of the most popular open-source operating system in use today. Topics include getting up and running with basics, desktops, networking, internet services, administration, security, scripting, Linux certification, and more.

This new edition of *Linux All-in-One For Dummies* has a unique focus on Ubuntu, while still including coverage of Debian, Red Hat, SuSE, and others. The market is looking for administrators, and part of the qualifications needed for job openings is the authentication of skills by vendor-neutral third parties (CompTIA/Linux Professional Institute)--and that's something other books out there don't address.

About the Author

Emmett Dulaney (Indianapolis, IN) is the author or coauthor of numerous books across the board on operating systems and certifications, including The CompTIA Security+ Study Guide, The CompTIA A+ Complete Study Guide, and the CompTIA Network+ Exam Cram.



ISBN: 978-1-119-30057-1
Paper • 1296pp • Dec 2018
£57.50 | €63.70 | \$70.00

Mastering SolidWorks 2017

Matt Lombard

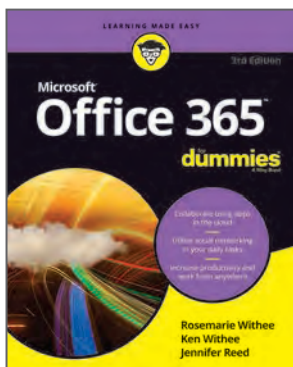
The complete SolidWorks reference-tutorial for beginner to advanced techniques

Mastering SolidWorks 2017 is the reference-tutorial for all users. Packed with step-by-step instructions, video tutorials for over 40 chapters, and coverage of little-known techniques, this book takes you from novice to power user with clear instruction that goes beyond the basics. Fundamental techniques are detailed with real-world examples for hands-on learning, and the companion website provides tutorial files for all exercises. Even veteran users will find value in new techniques that make familiar tasks faster, easier, and more organized, including advanced file management tools that simplify and streamline pre-flight checks. Organized for efficiency and designed for practicality, *Mastering SolidWorks 2017* is the tutorial-reference for users at every level of expertise.

- Gain a firm understanding of fundamental SolidWorks 2D and 3D tasks through realistic examples with text-based tutorials
- Delves into the advanced functionality and capabilities not commonly covered by how-to guides
- A comprehensive reference every SolidWorks user needs, with tutorials, background, and more for beginner to advanced techniques

About the Author

Matt Lombard is the author of the *SolidWorks Bible* series as well as several video tutorials and the Dezinstuff.com blog.



ISBN: 978-1-119-51335-3
Paper • 336pp • Nov 2018
£19.99 | €24.60 | \$26.99

Previous Edition:
978-1-119-26531-3

Microsoft Office 365 For Dummies

3rd Edition

Ken Withee, Rosemarie Withee & Jennifer Reed

Everything you need to get productive in the Cloud with Office 365

With 70 million users worldwide, Microsoft Office 365 combines the familiar Office desktop suite with cloud-based versions of Microsoft's next-generation communications and collaboration services. It offers many benefits including security, reliability, compatibility with other products, over-the-air updates in the cloud that don't require anything from the user, single sign on for access to everything right away, and so much more.

Office 365 For Dummies offers a basic overview of cloud computing and goes on to cover Microsoft cloud solutions and the Office 365 product in a language you can understand. This includes an introduction to each component which leads into topics around using each feature in each application.

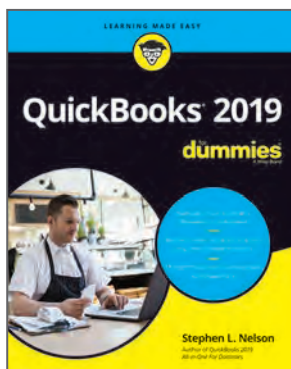
- Get up to speed on instant messaging
- Use audio, video, and web conferencing

About the Authors

Rosemarie Withee is President of Portal Integrators LLC (www.portalintegrators.com) and Founder of Scrum Now (www.scrumnow.org)

Ken Withee is President of Portal Integrators LLC (www.portalintegrators.com), a professional services firm specializing in Microsoft SharePoint, SharePoint Online, and Microsoft Office 365.

Jennifer Reed is the founder and president of Cloud611, a Seattle-based company offering IT consulting products and services.



ISBN: 978-1-119-52053-5
Paper • 408pp • Nov 2018
£21.99 | €24.60 | \$26.99

Previous Edition:
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QuickBooks 2019 For Dummies

Stephen L. Nelson

The bestselling guide to QuickBooks—now in a new edition

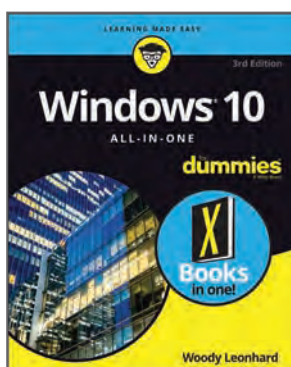
QuickBooks 2019 For Dummies is here to make it easier than ever to familiarize yourself with the latest version of the software. It shows you step by step how to build the perfect budget, simplify tax return preparation, manage inventory, track job costs, generate income statements and financial reports, and every other accounting-related task that crosses your desk at work.

Written by CPA Stephen L. Nelson, this perennial bestseller shows you how to get the most out of the software that helps over six million small businesses manage their finances. Removing the need to hire expensive financial professionals, it empowers you to take your small business' finances into your own hands.

- Handle your financial and business management tasks more effectively
- Implement QuickBooks and get the most out of its features
- Create invoices and credit memos with ease
- Pay bills, prepare payroll, and record sales receipts

About the Author

Stephen L. Nelson has an MBA, CPA, and MS in Taxation and is the author of more than 100 books, which account for more than 4 million copies in print.



ISBN: 978-1-119-48483-7
Paper • 960pp • Jul 2018
£27.99 | €36.40 | \$39.99

Previous Edition:
978-1-119-31056-3

Windows 10 All-In-One For Dummies

3rd Edition

Woody Leonhard

Phuket Island, Thailand

Welcome to the world of Windows 10!

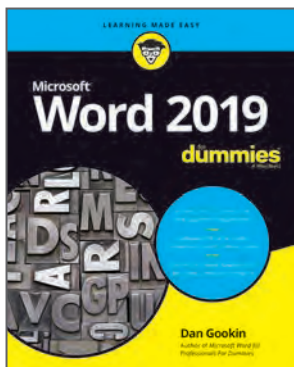
Are you ready to become the resident Windows 10 expert in your office? Look no further! This book is your one-stop shop for everything related to the latest updates to this popular operating system. With the help of this comprehensive resource, you'll be able to back up your data and ensure the security of your network, use Universal Apps to make your computer work smarter, and personalize your Windows 10 experience.

Windows 10 powers more than 400 million devices worldwide--and now you can know how to make it work better for you with *Windows 10 All-in-One For Dummies*. You'll find out how to personalize Windows, use the universal apps, control your system, secure Windows 10, and so much more.

- Covers the most recent updates to this globally renowned operating system
- Shows you how to start out with Windows 10
- Walks you through maintaining and enhancing the system
- Makes it easy to connect with universal and social apps

PREVIOUS EDITION ISBN: 9781119310563; More than 53,000 units net over 2 editions.

TRUSTED WINDOWS EXPERT AUTHOR: **Woody Leonhard** is a favorite among Windows users.



ISBN: 978-1-119-51406-0
Paper • 384pp • Oct 2018
£21.99 | €27.30 | \$29.99

Previous Edition:
978-1-119-07689-6

Microsoft Word 2019 For Dummies

Dan Gookin

The bestselling beginner's guide to Microsoft Word

Whether you've used older versions of this popular program or have never processed a single word, this hands-on guide gets you going with the latest version of Microsoft Word. In no time, you'll begin editing, formatting, proofing, and dressing up your Word documents like a pro.

In this leading book about the world's number one word processing application, Dan Gookin talks about using Microsoft Word in friendly, easy-to-follow terms. Focusing on the needs of the beginning Word user, it provides everything you need to know about Word--without any painful jargon.

- Covers the new and improved features found in the latest version of Word
- Create your own templates
- Explains why you can't always trust the spell checker
- Offers little-known keyboard shortcuts

If you're new to Word and want to spend more time on your actual work rather than figuring out how to make it work for you, this new edition of *Word 2019 For Dummies* has you covered.

About the Author

Dan Gookin (Coeur d'Alene, Idaho) wrote the first-ever For Dummies book, *DOS For Dummies*.



Arduino For Dummies

2nd Edition

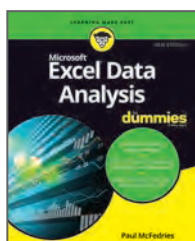
John Nussey

Bring your ideas to life with the latest Arduino hardware and software

Arduino is an affordable and readily available hardware development platform based around an open source, programmable circuit board. You can combine this programmable chip with a variety of sensors and actuators to sense your environment around you and control lights, motors, and sound. This flexible and easy-to-use combination of hardware and software can be used to create interactive robots, product prototypes and electronic artwork, whether you're an artist, designer or tinkerer.

ISBN: 978-1-119-48954-2 • Paper • £21.99 | €24.60 | \$26.99 • Sep 2018 • 400pp

Previous Edition: 978-1-118-44637-9



Microsoft Excel Data Analysis For Dummies

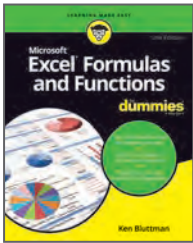
4th Edition

Paul McFedries

- **PROVEN TRACK RECORD:** The Dummies brand publishes several bestselling Excel titles – including *Excel For Dummies*, which has sold more than 3.5 million copies in previous editions.
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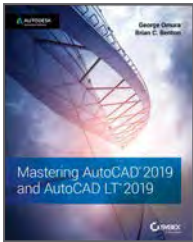
Microsoft Excel Formulas and Functions For Dummies

5th Edition

Ken Bluttman

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- **PROVEN TRACK RECORD:** The Dummies brand publishes several bestselling Excel titles – including *Excel For Dummies*, which has sold more than 3.5 million copies in previous editions.

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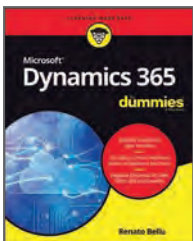
Mastering AutoCAD 2019 and AutoCAD LT 2019

George Omura & Brian C. Benton

- This revised and updated guide covers all the new AutoCAD capabilities and includes access to an hour's worth of video on crucial techniques. These videos will also be leveraged on our websites and in social media and elsewhere to raise the book's visibility and discoverability.
- Award-winning author George Omura is teaming with popular blogger, columnist, and trainer Brian C. Benton, and Autodesk will also be promoting the book via website mentions, webinars, email, and other channels.
- Mastering AutoCAD and AutoCAD LT is full of expert tips, tricks, techniques and tutorials covering every aspect of AutoCAD, including certification.

ISBN: 978-1-119-49500-0 • Paper • £57.50 | €63.70 | \$70.00 • Aug 2018 • 1088pp

Previous Edition: 978-1-119-38679-7



Microsoft Dynamics 365 For Dummies

Renato Bellu

Accelerate your digital transformation and break down silos with Microsoft Dynamics 365

It's no secret that running a business involves several complex parts like managing staff, financials, marketing, and operations—just to name a few. That's where Microsoft Dynamics 365, the most profitable business management tool, comes in.

In *Microsoft Dynamics 365 For Dummies*, you'll learn the aspects of the program and each of its applications from Customer Service to Financial Management. With expert author Renato Bellu's clear instructions and helpful tips, you'll be managing to your fullest advantage before you know it.

ISBN: 978-1-119-50886-1 • Paper • £21.99 | €27.30 | \$29.99 • Nov 2018 • 384pp



Microsoft Office 2019 For Dummies

Wallace Wang

Now updated and revised to cover the latest features of Microsoft Office 2019

The world's leading suite of business productivity software, Microsoft Office helps users complete common business tasks, including word processing, email, presentations, data management and analysis, and much more. Whether you need accessible instruction on Word, Excel, PowerPoint, Outlook, or Access—or all of the above—this handy reference makes it easier.

ISBN: 978-1-119-51398-8 • Paper • £21.99 | €27.30 | \$29.99 • Oct 2018 • 432pp



Microsoft Office X For Seniors For Dummies

Faithe Wempen

Computer Support Technician and Trainer

- **LIFELONG LEARNING:** Seniors are using technology to stay in touch with family and friends, to connect with peers, to research areas of interest, to make purchases online, and to brush up on tech skills in order to re-enter the job market.
- **KEEPING UP WITH THE TIMES:** Recent studies have shown that America's 80 million plus Seniors are likely to own a mobile phone and use a computer because 'Boomers adopt technology as they need it.'

ISBN: 978-1-119-51797-9 • Paper • £19.99 | €24.60 | \$26.99 • Nov 2018 • 360pp



Microsoft Outlook 2019 For Dummies

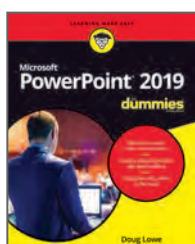
Bill Dyszel & Faithe Wempen

Get up to speed with the world's best email application – Outlook 2019

Of the millions of people who use Outlook, most only use about two percent of its features. Don't stay in the dark! *Microsoft Outlook 2019 For Dummies* shows you how to take advantage of often-overlooked tips and tricks to make it work even better for you.

Inside, you'll find information on navigating the user interface; utilizing the To-Do bar; filtering junk email; smart scheduling; RSS support; using electronic business cards; accessing data with two-way sync and offline and cloud based access, and much more!

ISBN: 978-1-119-51409-1 • Paper • £21.99 | €27.30 | \$29.99 • Oct 2018 • 384pp



Microsoft PowerPoint 2019 For Dummies

Doug Lowe

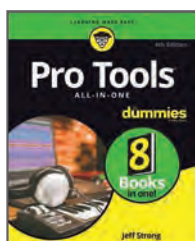
Get up and running fast with the PowerPoint 2019

PowerPoint continues to be the go-to tool for business presentations. The software helps anyone who needs to communicate clearly by creating powerful and effective slideshow presentations featuring data in the form of charts, clip art, sound, and video. You can even use it to create presentations for the Web.

In *Microsoft PowerPoint 2019 For Dummies*, expert Doug Lowe shows you how to use this popular tool to make show-stopping presentations that will get your message across – and your audience excited.

ISBN: 978-1-119-51422-0 • Paper • £21.99 | €27.30 | \$29.99 • Oct 2018 • 352pp

Previous Edition: 978-1-119-07705-3



Pro Tools All-In-One For Dummies

4th Edition

Jeff Strong

A complete Pro Tools reference – from recording to mixing to mastering

Pro Tools has long been the recording industry's leading solution for capturing, mixing, and outputting audio. While it was once a tool known and used exclusively by engineers in pro studios, it is now readily available to anyone wishing to create their own recording. It guides you through the very basics of recording, capturing both live and digital instruments, how to sweeten your sound in mixing, and how to tweak and output your final master. Now get ready to make some beautiful sounds!

ISBN: 978-1-119-51455-8 • Paper • £31.99 | €45.50 | \$49.99 • Oct 2018 • 816pp



Virtual & Augmented Reality For Dummies

Paul Mealy

An easy-to-understand primer on Virtual Reality and Augmented Reality

Virtual Reality (VR) and Augmented Reality (AR) are driving the next technological revolution. If you want to get in on the action, this book helps you understand what these technologies are, their history, how they're being used, and how they'll affect consumers both personally and professionally in the very near future.

- Keeps you up-to-date on the pulse of this fast-changing technology
- Explores the many ways AR/VR are being used in fields such as healthcare, education, and entertainment

ISBN: 978-1-119-48134-8 • Paper • £21.99 | €27.30 | \$29.99 • Jul 2018 • 352pp

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A Companion to Fritz Lang 44	Advanced Materials for Electromagnetic Shielding: Fundamentals, Properties, and Applications 109	Aptamers for Analytical Applications: Affinity Acquisition and Method Design 97	Boron Proxies in Paleooceanography and Paleoclimatology: New Analytical Methods in earth and Environmental Science 105
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