



# Wiley New Books

October – December 2018

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WILEY



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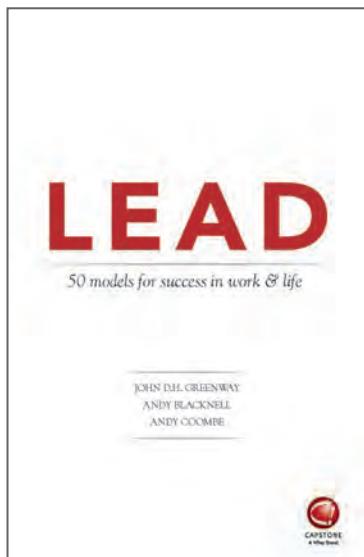
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# Business





**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 in perspective

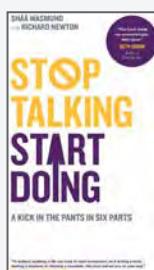
#### About the Authors

**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



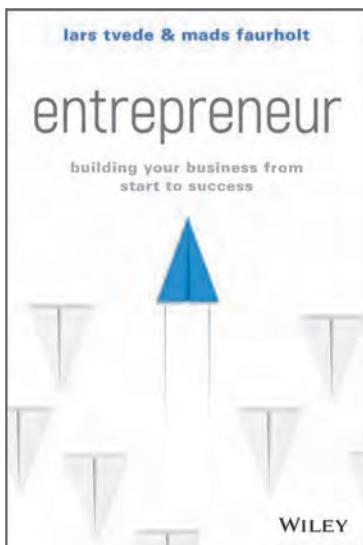
**Stop Talking, Start Doing**  
 A Kick in the Pants in Six Parts  
 Shaa Wasmund & Richard Newton  
 ISBN: 978-0-85708-173-5  
 £9.99 | €12.00 | \$19.95



**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 advise 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.

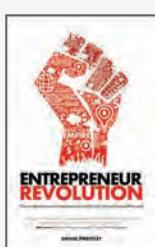
The book is written to be read by anyone from business students to someone wanting to set up a small venture, to someone who has raised USD 100m for their global tech company.

#### 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

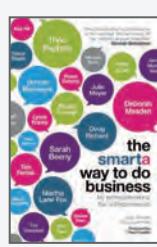


### Entrepreneur Revolution

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

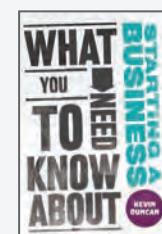


### The Smarta Way To Do Business

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

Matt Thomas & Shaa Wasmund

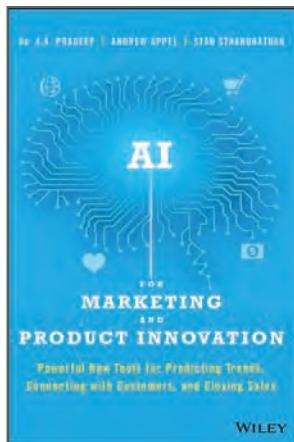
ISBN: 978-1-907312-52-6  
 £19.99 | €24.00 | \$34.95



### 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.

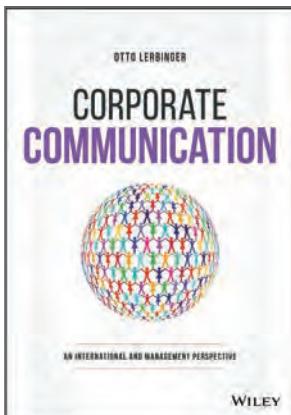
- Discusses how to harness the unparalleled power of the twin technologies (AI & ML) to transform your marketing
- Addresses best practices and metrics you need to take the next massive leap in the evolution of customer connection
- Contains practical examples of product innovation, brand building, targeted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

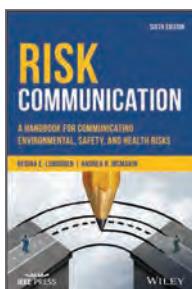
Corporate communication plays an important role in higher-level management to help build and preserve a company's reputation. This intangible yet valuable asset determines the net worth of a company and affects the success of its operations. *Corporate Communication: An International and Management Perspective* 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



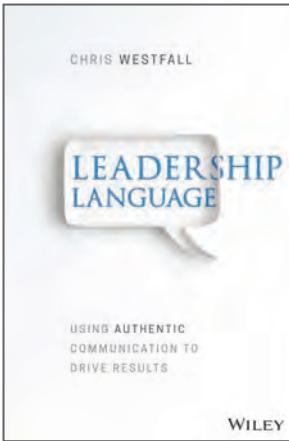
## Leveraging Constraints for Innovation

### 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

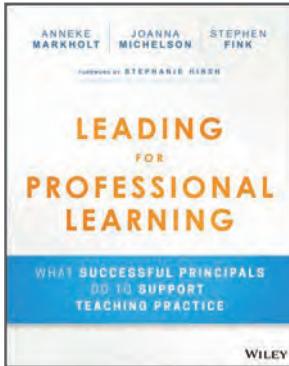
**Discover how to cut across generational differences, with communication strategies that can change your results**

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.

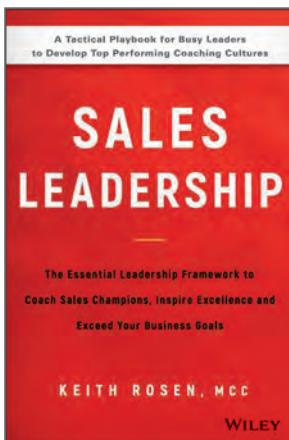
- Discusses how to examine existing structures for professional learning and leverage them for the greatest effect
- Explores how to support professional learning as it unfolds across the school year
- Helps you to understand the leader role during and after professional learning sessions

### 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

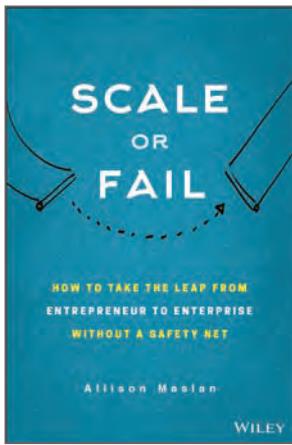
Keith Rosen

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](http://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

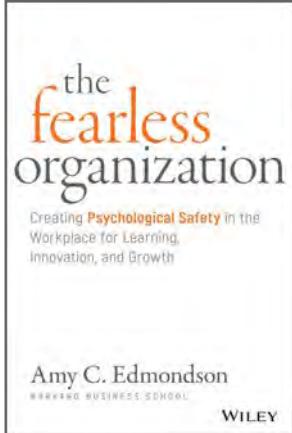
**The exact roadmap you need to create big growth in your business**

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

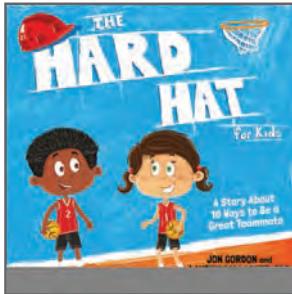
Amy C. Edmondson

**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](http://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

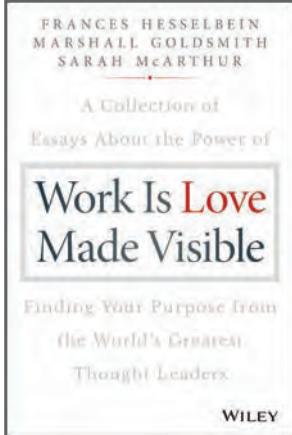
An inspiring guide for kids, about what it takes to be a great team player

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](http://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?

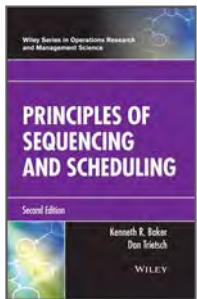
This book asked those very questions of people who have followed their purpose and succeeded on a global scale.

#### 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

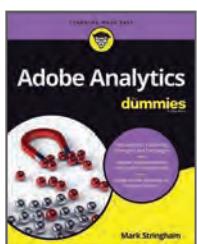
Karen Donohue, Elena Katok & Stephen Leider

- 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

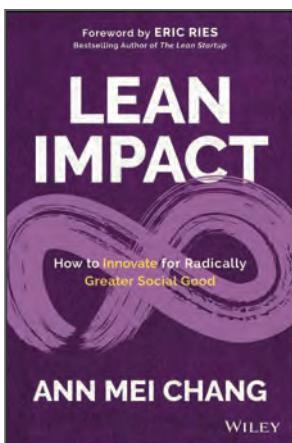
Mark Stringham, Mark Miller & Aaron Fossum

#### 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

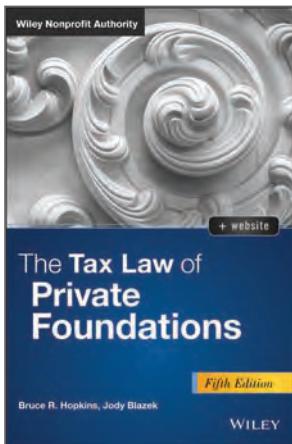
**An essential guide to maximizing social impact and scale**

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.

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#### 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  
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#### 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.



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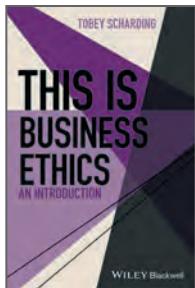
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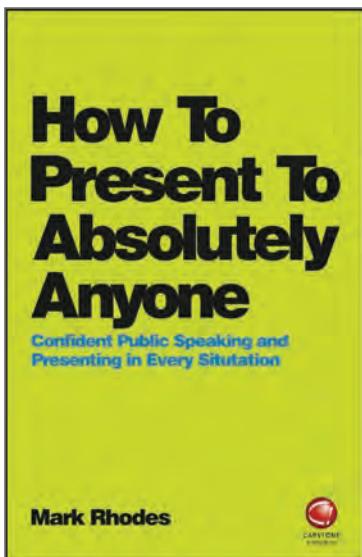
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# How To Present To Absolutely Anyone

## Confident Public Speaking and Presenting in Every Situation

Mark Rhodes

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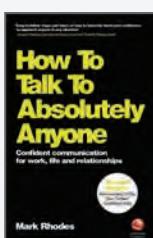
Fear of Speaking and Presentations is MASSIVE – and it's not going away. When Mark Rhodes discovered a number of simple processes and techniques, they changed his presentations and his life:

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- How to engage your audience from the very start of your presentation and reduce any first minute anxiety
- How to develop great content so your audience love your presentation and you look forward to delivering it every time

### 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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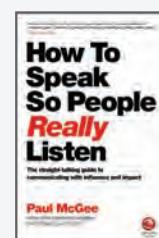


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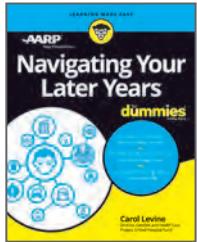


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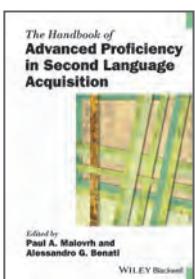
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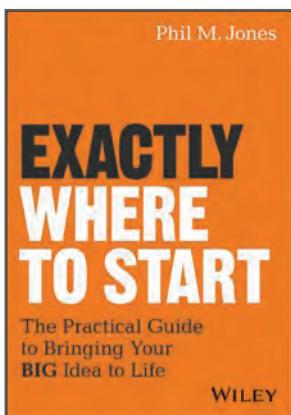
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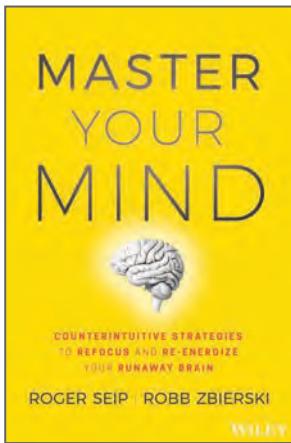
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**Phil M. Jones** is one of today's most in-demand sales trainers. He has delivered over 2,000 presentations in 56 countries across five continents and trained more than two million people. Jones is also the author of *Exactly How to Sell* and *Exactly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



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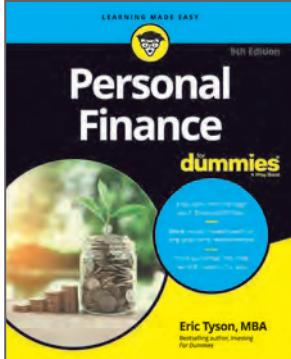
Every businessperson wants better results, faster growth, more revenue, greater efficiency, and less wasted energy. Top level performance is the holy grail at all levels of business, but in order to realize these results, people must learn to strategically slow down to a snail's pace to achieve results 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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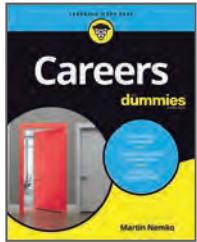
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#### About the Author

**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.



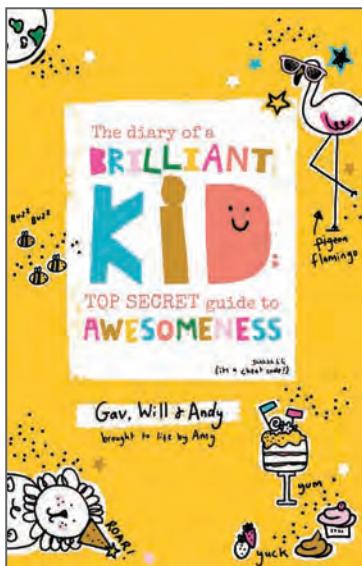
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Andy Cope, Gavin Oattes & Will Hussey

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- Offers valuable insights on getting ahead of the curve on issues that can stress kids out during their teenage years
- 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

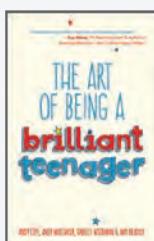
#### About the Authors

**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.

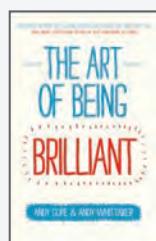
**Will Hussey** is a failed hypnotist and prolific creative thinker. He's penned various books galvanising *Growth Mindsets*, and co-wrote the *2018 ERA Educational Book of the Year* (Crown House.) His training and workshops are in demand, helping both children and adults flourish in and out of the classroom. 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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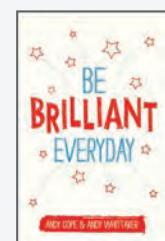
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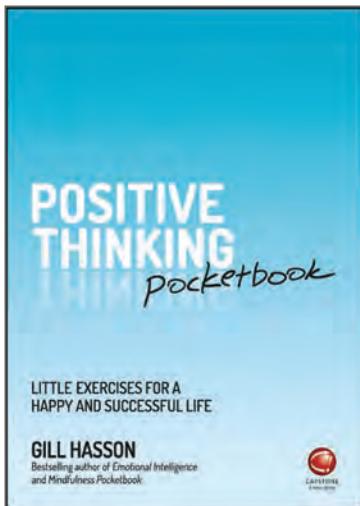
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### About the Author

**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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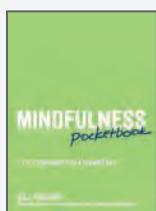


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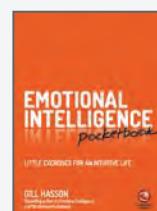


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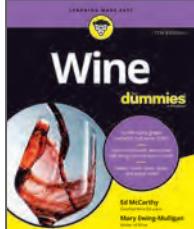
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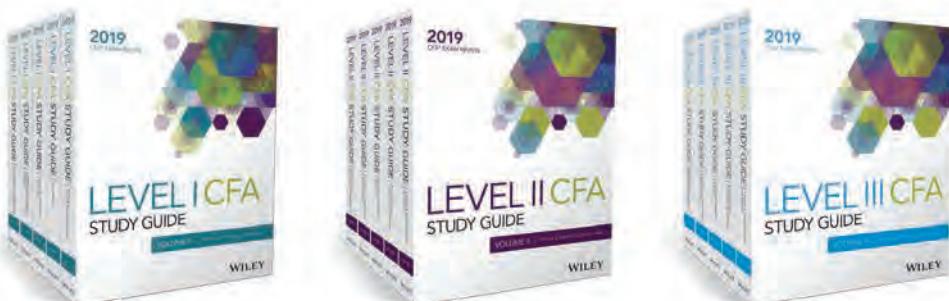
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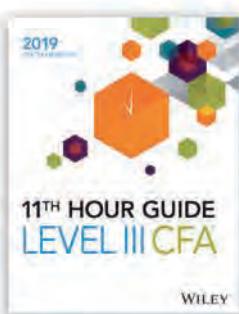
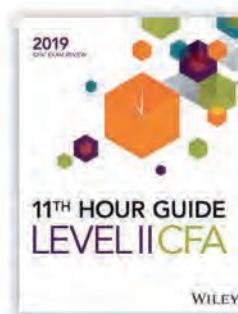
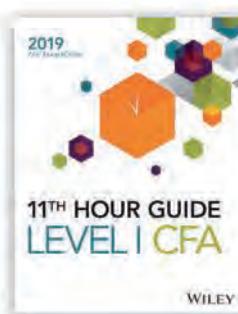
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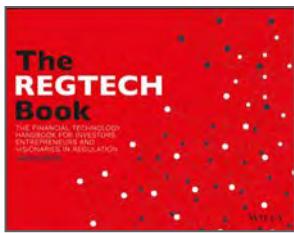
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#### The Regulatory Technology Handbook

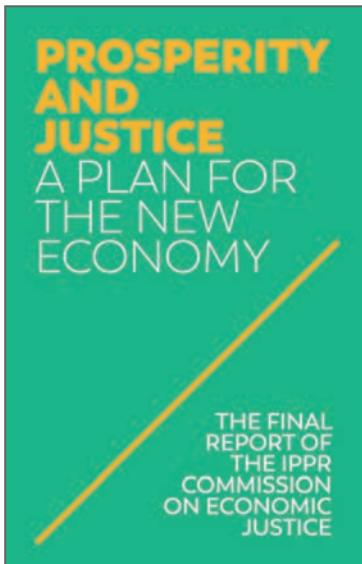
The transformational potential of RegTech has been confirmed in recent years with US\$1.2 billion invested in start-ups (2017) and an expected additional spending of US\$100 billion by 2020. Regulatory technology will not only provide efficiency gains for compliance and reporting functions, it will radically change market structure and supervision. This book, the first of its kind, is providing a comprehensive and invaluable source of information aimed at corporates, regulators, compliance professionals, start-ups and policy makers. *The REGTECH Book* brings into a single volume the curated industry expertise delivered by subject matter experts. It serves as a single reference point to understand the RegTech eco-system and its impact on the industry. Readers will learn foundational notions such as:

- The economic impact of digitization and datafication of regulation
- How new technologies (Artificial Intelligence, Blockchain) are applied to compliance
- Business use cases of RegTech for cost-reduction and new product origination
- The future regulatory landscape affecting financial institutions, technology companies and other industries

Edited by world-class academics and written by compliance professionals, regulators, entrepreneurs and business leaders, *The RegTech Book* represents an invaluable resource that paves the way for 21st century regulatory innovation.

#### 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.



**ISBN:** 978-1-5095-3498-2  
 Cloth • 220pp • Sep 2018  
 £50.00 | €TBA | \$69.95

**ISBN:** 978-1-5095-3499-9  
 Paper • 220pp • Sep 2018  
 £12.99 | €TBA | \$16.95

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# Prosperity and Justice

## A Plan for the New Economy

The Institute for Public Policy Research

The UK economy is broken. This Final Report of the IPPR Commission on Economic Justice challenges and sets out a bold vision for change. Its radical policy agenda for the 2020s includes new missions to drive productivity and innovation, an overhaul of our financial system, and reforms to improve wages, job quality and the redistribution of wealth.

- This book is the final report on reforming the British economy from a prominent group of experts, a commission of the Institute for Public Policy Research (a prominent centre-left thinktank), containing some of the leading figures in UK society, including the Archbishop of Canterbury, Justin Welby.
- It examines how the British economy has become so dysfunctional, with wages and living standards stagnating and social divisions increasing, arguing that it reflects a fundamental imbalance of power between the various forces in UK society.
- It advocates a radical and far-reaching plan for reform of the UK's economy, based on the principles of restoring prosperity, ensuring economic justice and hardwiring environmental sustainability into British society.
- 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.

PETER FLEMING

# Sugar Daddy Capitalism

THE DARK SIDE OF  
THE NEW ECONOMY

**ISBN:** 978-1-5095-2819-6  
Cloth • 216pp • Oct 2018  
£50.00 | €56.52 | \$64.95

**ISBN:** 978-1-5095-2820-2  
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## Sugar Daddy Capitalism The Dark Side of the New Economy



Peter Fleming  
Cass Business School

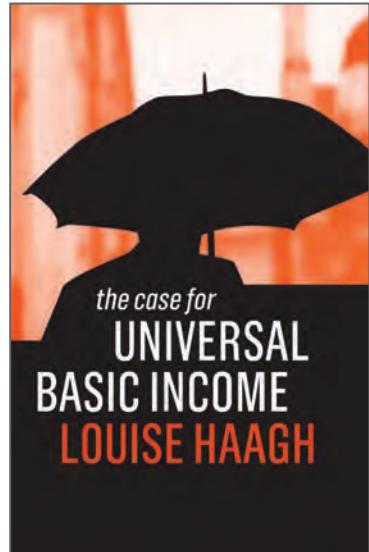
In this witty and incisive book, Peter Fleming argues that the quest to rid society of bureaucracy, shrink government and burn red tape has certainly made capitalism 'more human', but not in the family-friendly way envisaged by free-market gurus. Instead, it is an anonymous and impersonal cash system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

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## About the Author

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



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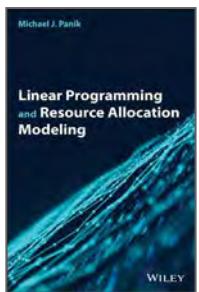
## Are chief executives overpaid?

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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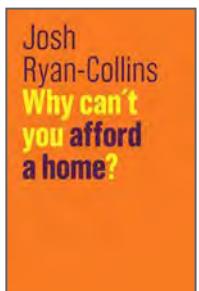


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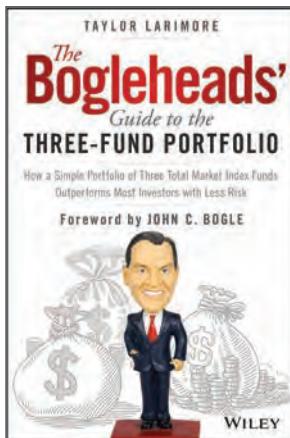
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Josh Ryan-Collins



- 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
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#### 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

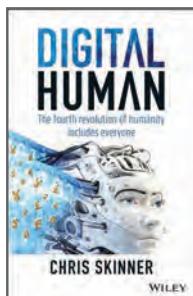
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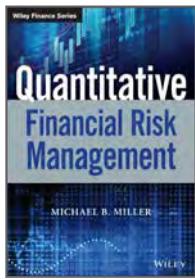
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Chris Skinner

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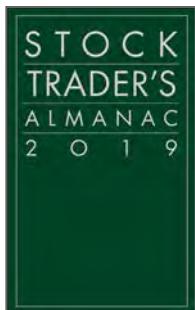
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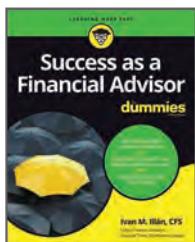
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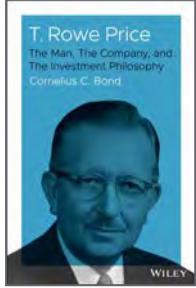
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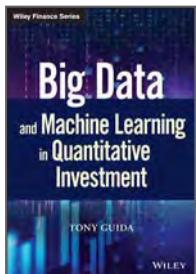
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## INVESTMENT MANAGEMENT



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Tony Guida

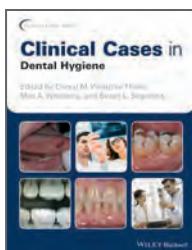
*Big Data and Machine Learning in Quantitative Investment* is not just about demonstrating the maths or the coding. Instead, it is a book by practitioners for practitioners, covering the why and the how of applying machine learning and big data in finance. The book is split into 12 chapters, each of 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



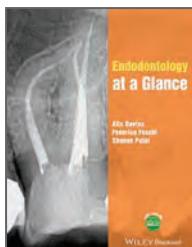


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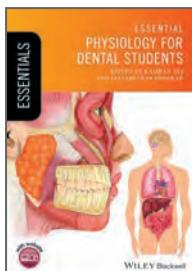
Alix Davies, Federico Foschi & Shanon Patel

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 endodontics. 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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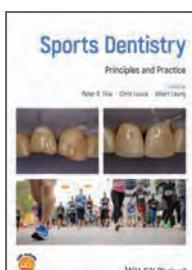


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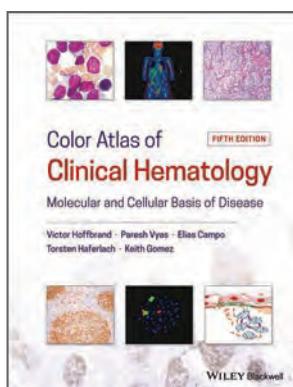
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#### About the Authors

**Victor Hoffbrand, MA, DM, DSc, FRCP, FRCP(Edin)**, Emeritus Professor of Hematology, The Royal Free and University College Medical School, Honorary Consultant Hematologist, Royal Free Hospital, London, UK

**Professor Paresh Vyas** Professor of Haematology and Honorary Consultant Haematologist and Group Leader MRC Molecular Haematology Unit, University of Oxford, Oxford, UK

**Dr Elias Campo** Clinical Director, Biomedical Diagnostic Centre, Hospital Clinic of Barcelona, and Professor of Anatomical Pathology, University of Barcelona, Faculty of Medicine, Barcelona, Spain

**Prof. Dr. med. Dr. phil. Torsten Haferlach**, MLL Munchner Leukamielabor GmbH, Max-Lebsche-Platz 31, 81377 Munchen, Germany

**Dr Keith Gomez** Consultant Haematologist, Royal Free Hospital, NHS Foundation Trust, London, UK

## Biomolecular Simulations in Drug Discovery

### Biomolecular Simulations in Drug Discovery

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### Cardiovascular Disease

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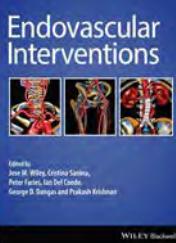
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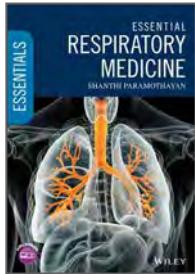
Manfred Jung, Raimund Mannhold, Helmut Buschmann & Jorg Holenz

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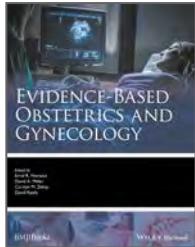


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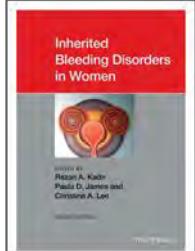


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## Inherited Bleeding Disorders in Women, 2nd Edition

Rezan Kadir, Paula James & Christine Lee

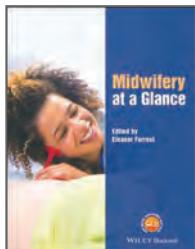
Professor of Haemophilia, Director and Consultant haematologist, Haemophilia Centre and Haemostasis Unit, The Royal Free Hospital, London, UK

**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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### Psychosis, Dissociation and Trauma

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

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### The ICF

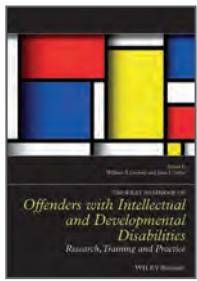
#### Clinical, Family and Community Applications in Health Care

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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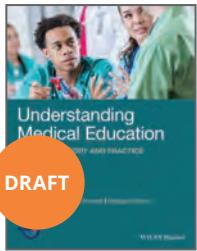
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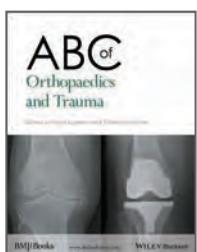
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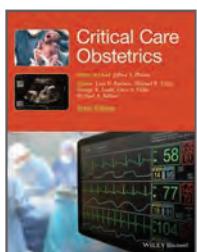


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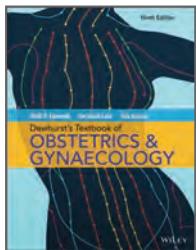
Professor, Department of Obstetrics and Gynecology, Divisions of Maternal-Fetal Medicine and Reproductive Sciences/Director, maternal-Fetal Medicine Fellowship, The University of Texas Medical Branch; Professor, Department of Obstetrics and Gynecology, University of Utah Health Services Center, Salt 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

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

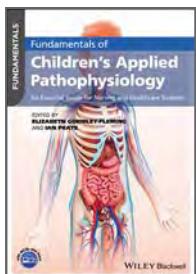
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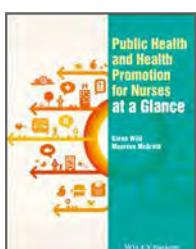
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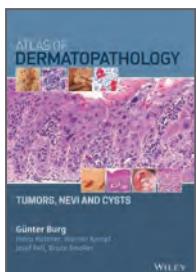
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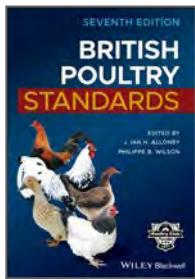
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Gunter Burg

Department of Dermatology, University Hospital Zurich, Zurich, Switzerland

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**BSAVA Manual of Canine and Feline Shelter Medicine**

## BSAVA Manual of Canine and Feline Shelter Medicine

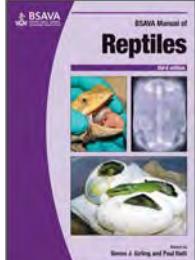
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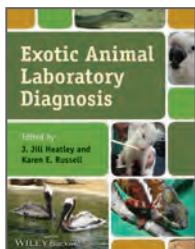
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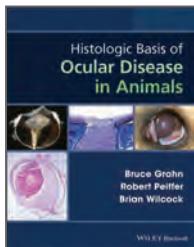
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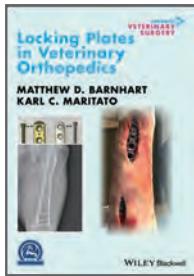
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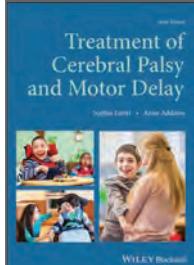


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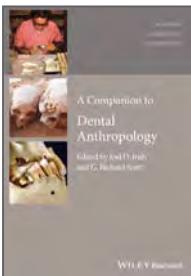
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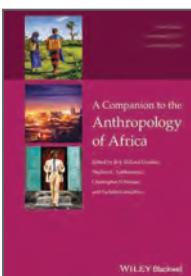
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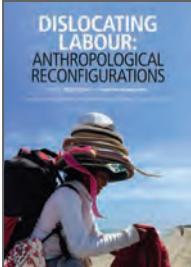
Stephen C. Lubkemann, Christopher Steiner & Euclides Gonçalves

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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

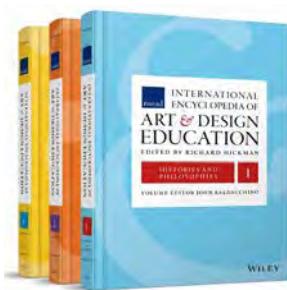
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**ISBN:** 978-1-118-97807-8  
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# International Encyclopedia of Art and Design Education

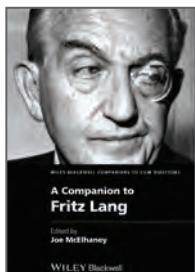
Richard Hickman

**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

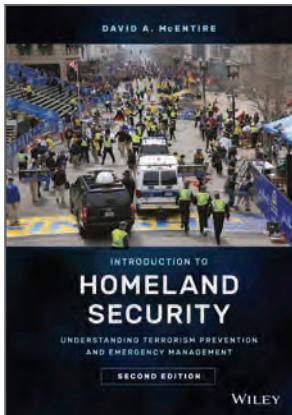
Joe McElhaney  
 Hunter College, City University of New York, USA

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
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**ISBN:** 978-1-119-06905-8 • Paper • £44.50 | €53.40 | \$54.95 • Oct 2018 • 640pp



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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.**

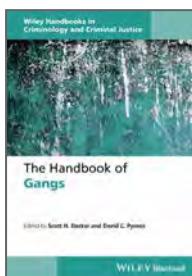
*Introduction to Homeland Security: Understanding Terrorism with an Emergency Management Perspective* covers issues relating to terrorism, terrorist behavior, homeland security policies, and emergency management. This book provides a foundation that spans the readily apparent chasm between the disaster 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
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- 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

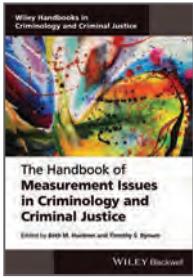
Scott H. Decker & David C. Pyrooz  
 Arizona State University & University of Colorado Boulder

- 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

**Series:** Wiley Handbooks in Criminology and Criminal Justice •

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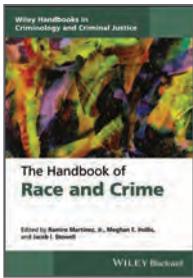
## The Handbook of Measurement Issues in Criminology and Criminal Justice

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.

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## The Handbook of Race and Crime

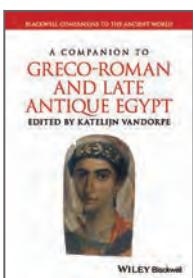
Ramiro Martinez, Meghan E. Hollis & Jacob I. Stowell

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 •

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## CULTURAL STUDIES



## A Companion to Greco-Roman and Late Antique Egypt

Katrijn Vandorpe

Katholieke Universiteit Leuven

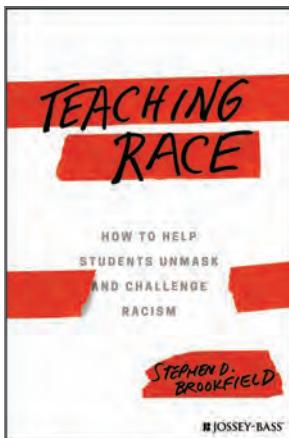
**An authoritative and multidisciplinary Companion to Egypt during the Greco-Roman and Late Antique period**

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.

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

**Series:** Blackwell Companions to the Ancient World •

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**ISBN:** 978-1-119-37442-8  
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## Teaching Race

### How to Help Students Unmask and Challenge Racism

Stephen D. Brookfield

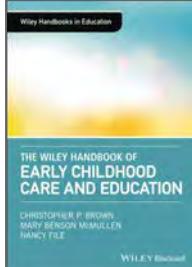
**A timely guide to teaching race in the classroom**

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

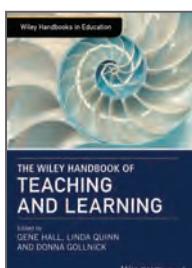
**The essential resource to the issues surrounding childhood care and education with contributions from noted experts**

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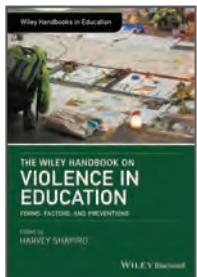


## The Wiley Handbook of Teaching and Learning

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



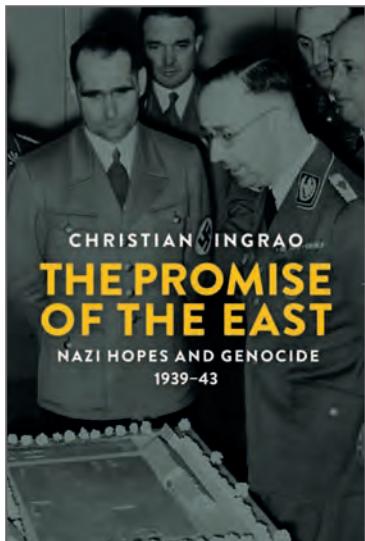
## The Wiley Handbook on Violence in Education

### 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.

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## The Promise of the East

### Nazi Hopes and Genocide, 1939-43



Christian Ingrao

Centre national de la recherche scientifique

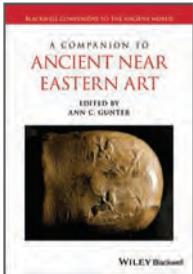
**How did the Nazis imagine their victory and the subsequent 2018 Thousand-Year Reich?**

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.

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- 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
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- 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 national 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

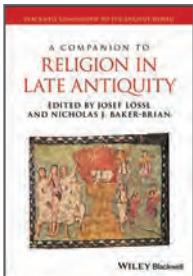
Ann C. Gunter  
Northwestern University

**Provides a broad view of the history and current state of scholarship on the art of the ancient Near East**

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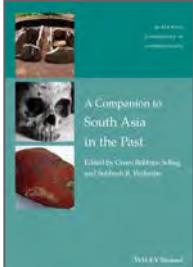
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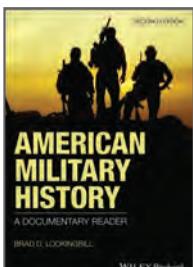
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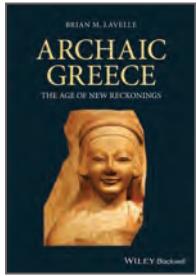
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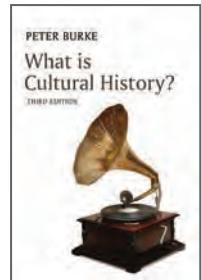
Brian Lavelle

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This book provides a brief but comprehensive introduction to the society and culture of the Archaic period in the Greek world from c. 750 to c. 480 BCE. It focuses on the persistent and often-conflicting themes, topics, and controversies of the Archaic Age (e.g., elite and non-elite, religion and science, tradition and humanism). It seeks to lead the reader to a broader and deeper understanding of the period by placing themes and topics in a mutually supportive contextual network that will underscore their significance.

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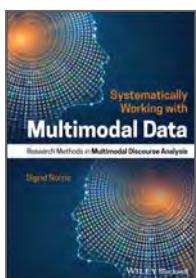
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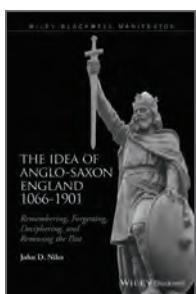
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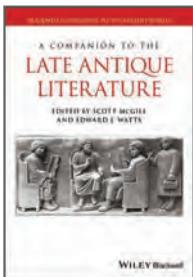
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## British Literature 1640-1789

### Keywords

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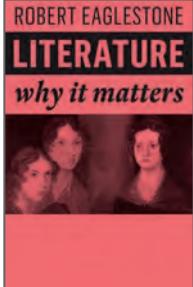
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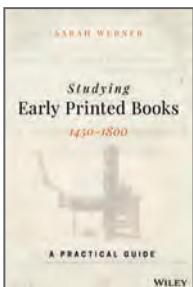
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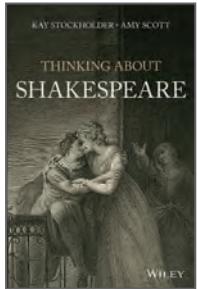
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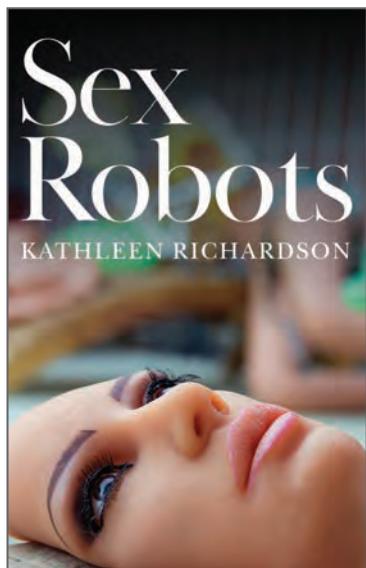
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## Sex Robots

### The End of Love

Kathleen Richardson

De Montfort University

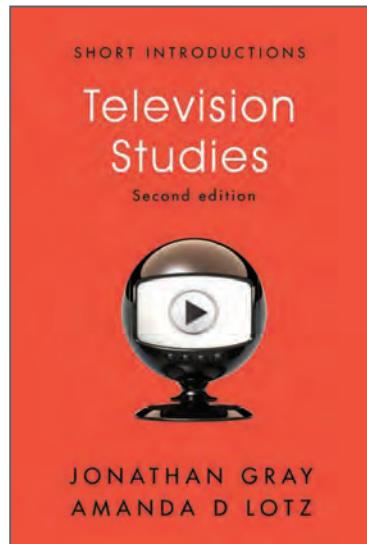
There are more ways of connecting and communicating via technology than ever before. Yet loneliness is on the rise as we begin to experience an 'attachment crisis' in forming and maintaining intimate relationships. Enter sex robots. Built from the bodies of sex dolls, they are created to help humans – 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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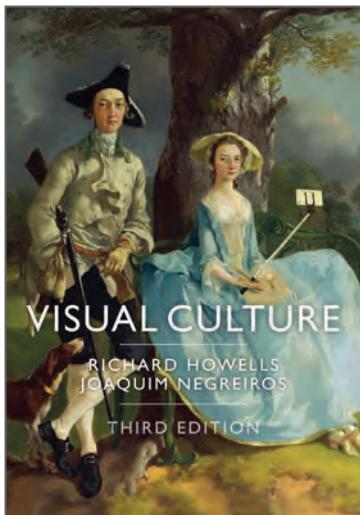
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### About the Authors

**Jonathan Gray** is Professor of Media and Cultural Studies at the University of Wisconsin-Madison.

**Amanda D. Lotz** is Professor of Communication Studies and Screen Arts and Cultures at the University of Michigan.

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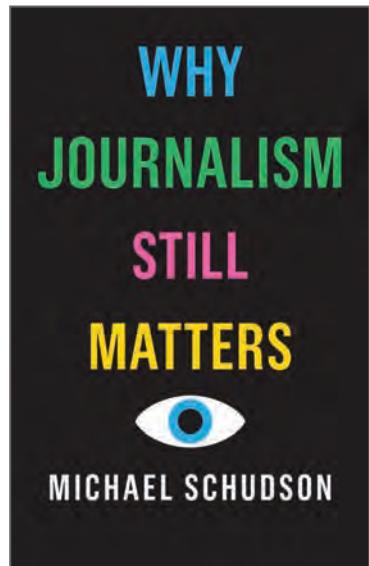
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### About the Authors

**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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# Why Journalism Still Matters

Michael Schudson  
Columbia University



In this volume, Michael Schudson examines news and news institutions in relationship to citizenship, democratic theory, economic crises and 'fake news'. Drawing on his extensive knowledge of journalism and its history, Schudson reminds us of the profession's enduring dedication to professionalism, fairness, and objectivity.

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- Schudson provides a robust defence of the enduring value of journalism and its vital role in liberal democracies despite the many challenges it faces, from the declining circulation of newspapers to the politically charged attacks on journalists as purveyors of 'fake news'
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- This book will be essential reading for students and scholars of media, communication studies, and journalism, as well as any reader concerned about the future of journalism today

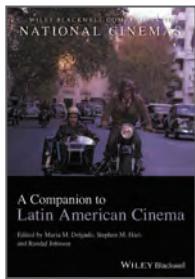
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## About the Author

**Michael Schudson** is Professor of Journalism at Columbia University.



## A Companion to Latin American Cinema

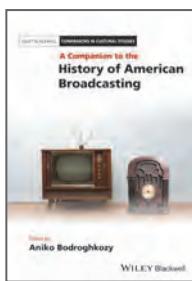
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Aniko Bodroghkozy

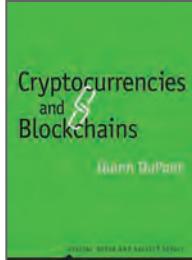
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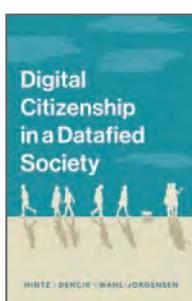


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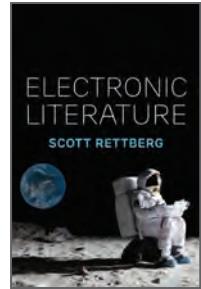
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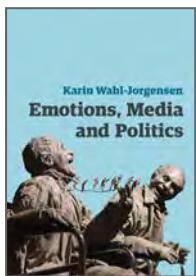
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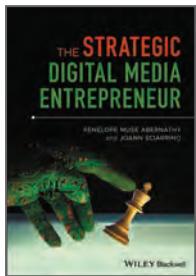
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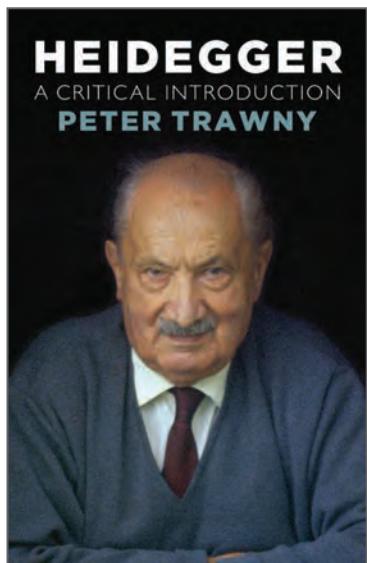
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# Heidegger

## A Critical Introduction

Peter Trawny

University of Wuppertal

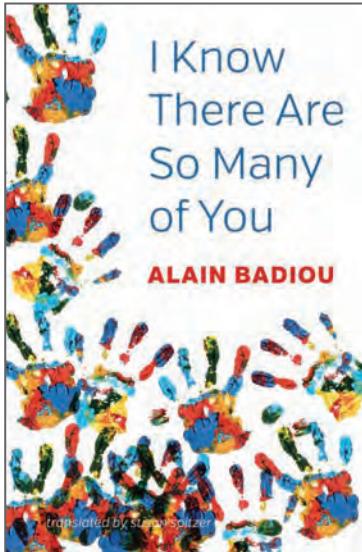


This introduction by leading scholar Peter Trawny is the first to tackle the *Black Notebooks*, whose recent publication revealed the extent of Heidegger's anti-Semitism. Trawny directly confronts the most problematic aspects of Heidegger's thought, also fully surveying his work, from early writings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

- Peter Trawny is a world-leading expert on Martin Heidegger, one of the most important philosophers of the 20th century whose work continues to exert great influence
- This new book offers a comprehensive introduction to Heidegger's work, from early scholarship to his magnum opus, *Being and Time*
- 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.



# I Know There Are So Many of You



Alain Badiou

École normale supérieure, Paris

In these two lectures to the young, Alain Badiou argues that we are still firmly subjugated by old structures of power, and calls for a revolution to restore to each person their freedom and agency. Discussing the Arab Spring, Occupy and Nuit debout, Badiou shows that this will only be achieved through an emphasis on sameness, not difference.

- In this short book, comprising two lectures given to packed out audiences of young people, Alain Badiou argues that despite the seeming progress of humanity, we are still living in the Neolithic Era
- Although technology has advanced greatly, our political systems are rooted in the same ancient power hierarchies which perpetuate inequalities and oppress the individual
- Looking at the failures of recent attempts at political change, including Occupy and the Arab Spring, Badiou suggests that progress toward this goal will only be achieved through emphasising sameness rather than difference
- This rallying cry to the young by one of France's most famous radical philosophers will appeal to the many who read and follow his work, as well as all those passionate about redressing inequalities today

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## About the Author

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

## Neo-Existentialism



Markus Gabriel

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# Neo-Existentialism



Markus Gabriel

University of Bonn

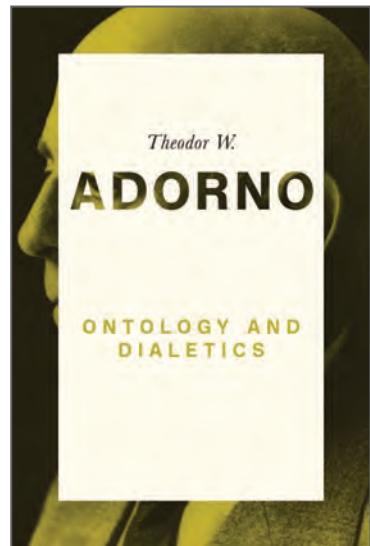
In this highly original book, Markus Gabriel presents 'Neo-Existentialism', an anti-naturalist view that holds that human mindedness consists in an open-ended proliferation of mentalistic vocabularies. Challenged by Charles Taylor, Andrea Kern and Jocelyn Benoist, Gabriel deftly refutes naturalism's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

- Markus Gabriel is Chair of Philosophy and Professor of Modern and Contemporary Philosophy at the University of Bonn, and one of German philosophy's rising stars
- Gabriel asks: if we are not reducible to our brains, then how should we think about the human mind?
- Gabriel's answer to this question is 'Neo-Existentialism': an anti-materialist view that holds that when we act as human beings, we act in the light of our own understanding and self-conception of ourselves as humans
- 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

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### 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.



# Ontology and Dialectics 1960/61



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.

- Theodor W. Adorno was one of the most important thinkers of the 20th century whose work continues to be read widely across the humanities and social sciences
- This series of lectures is Adorno's most sustained critique of the philosophy of Martin Heidegger – a hugely influential philosopher who is widely read today
- Adorno expertly draws connections between Heidegger's philosophy and his Nazi sympathies, and in doing so offers an alternative path towards a more enlightened, rational thought
- 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

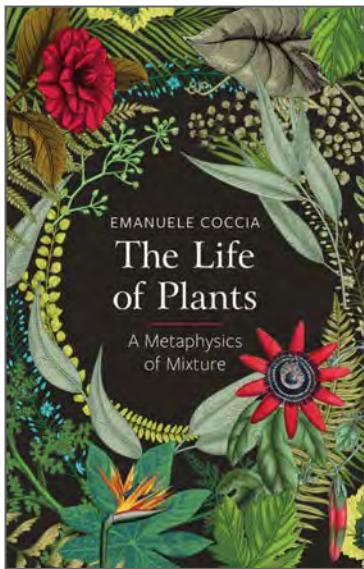
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## About the Author

**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.



# The Life of Plants

## A Metaphysics of Mixture

Emanuele Coccia

EMANUELE COCCIA  
The Life  
of Plants

A Metaphysics  
of Mixture



This is a path-breaking philosophy book that does something utterly unique: it sets out, for the first time, a philosophy of plants

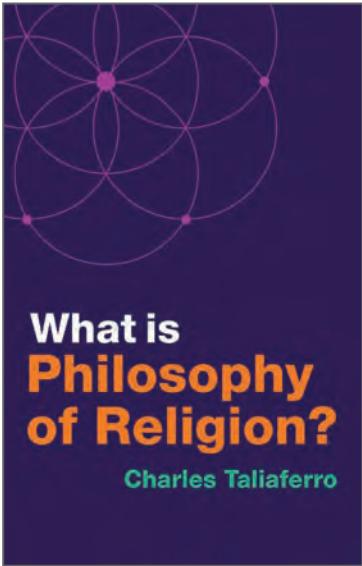
Though generally overlooked by philosophers, Emanuele Coccia argues that plants, as the source of atmosphere, occupy the position from which we should consider all life. Viewed from this perspective, we should see the world no longer as a collection of distinct things or objects, but a single metaphysical 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

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# What is Philosophy of Religion?



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- The emphasis throughout is on building the practical skills students need to become philosophers of religion
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- Author is well-known as a brilliant, engaging teacher of philosophy

## About the Author

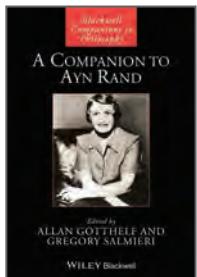
**Charles Taliaferro** is Professor of Philosophy at St. Olaf College. He is the author or editor of over 25 books including several introductory ones, and author of the "Philosophy of Religion" entry in the Stanford Encyclopedia of Philosophy.

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## A Companion to Ayn Rand

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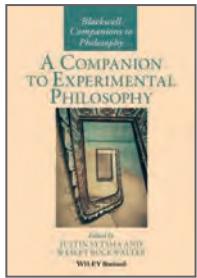
University of Pittsburgh & University of North Carolina, Chapel Hill

The first volume to offer a comprehensive scholarly treatment of Rand's entire corpus (including her novels, her philosophical essays, and her analysis of the events of her times), this Companion provides vital orientation and context for scholars and educated readers grappling with a controversial and understudied thinker whose enduring influence on American (and world) culture is increasingly recognized.

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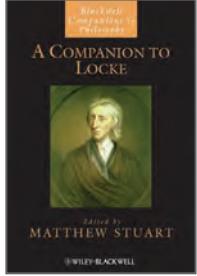
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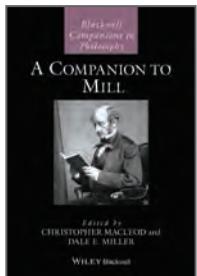
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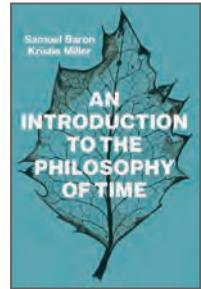
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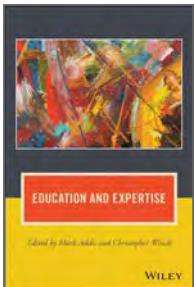


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## Evil Online

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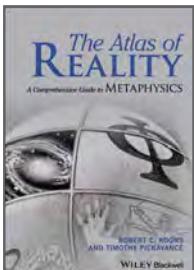
University of Melbourne and Charles Sturt University, Australia & Erasmus University, the Netherlands

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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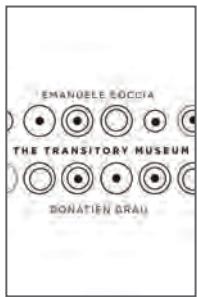
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## The Transitory Museum

Emanuele Coccia & Donatien Grau

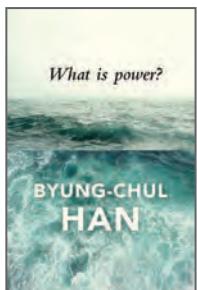
École des hautes études en sciences sociales; Musée d'Orsay, Paris



- 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
- The book focuses on 10 Corso Como, a famous store in Milan that invented the idea of the 'concept store'. By bringing together a range of objects – artworks, books, clothes etc. – in a place of both commerce and contemplation, the store embodies the shift in the way that we view art
- 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
- This thought-provoking book will be of great interest to students and scholars of art, fashion, design, cultural theory and philosophy, as well as general readers interested in the contemporary art scene

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## What is Power?

Byung-Chul Han

University of the Arts, Berlin

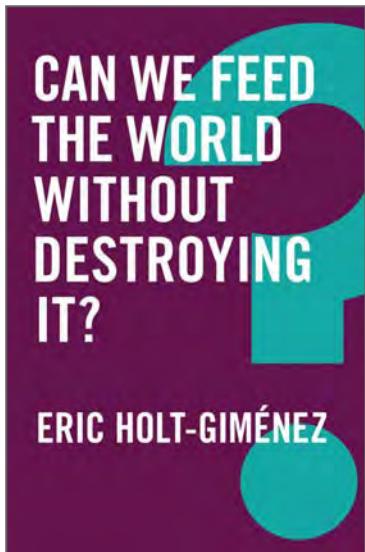


- Byung-Chul Han is a highly original cultural theorist with a growing reputation in the English-speaking world
- Han develops an original perspective on the nature of power, arguing that whereas power is commonly seen as a causal, hierarchical relation, it is better defined as a mediation between ego and alter
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- This highly original account will be of great interest to students and scholars of philosophy and of social, political and cultural theory

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# Can We Feed the World Without Destroying It?

Eric Holt-Giménez



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.

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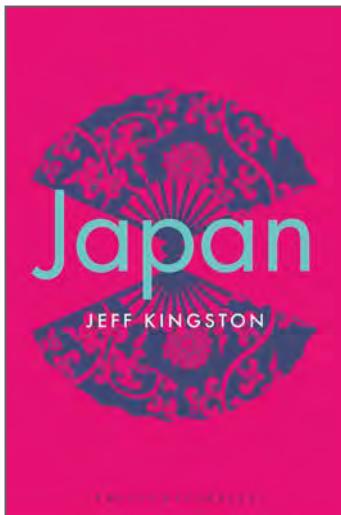
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## About the Author

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

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# Japan

Jeff Kingston

Temple University in Japan

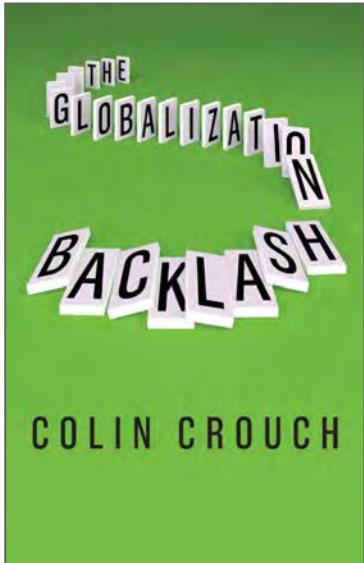


Japan, anchored by its traditions, transformed by American post-war Occupation, and globally recognized for its technological innovations, manufacturing prowess and pop culture, faces powerful challenges from within and without. How Japan chooses to handle these problems and opportunities will determine 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's 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.

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## Connecting Virtues

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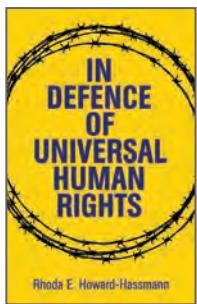
Rhoda E. Howard-Hassmann

Balsillie School of International Affairs

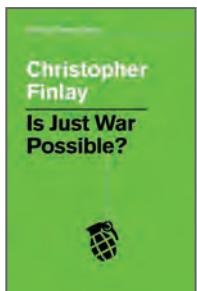
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## Is Just War Possible?

Christopher Finlay

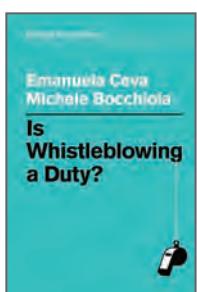
University of Birmingham

- Christopher Finlay is Professor of Political Theory at Durham University and one of the most highly regarded contemporary scholars of 'just war'
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Emanuela Ceva & Michele Bocchiola

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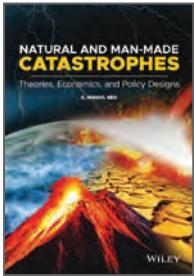
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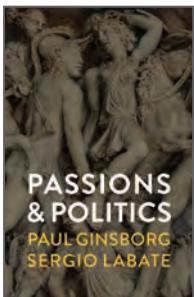
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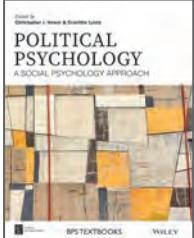
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- Historian Paul Ginsborg and philosopher Sergio Labate argue that passions are at the heart of politics
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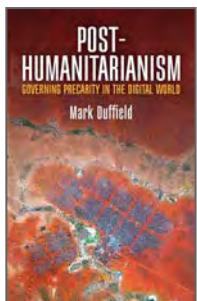
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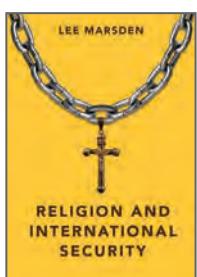
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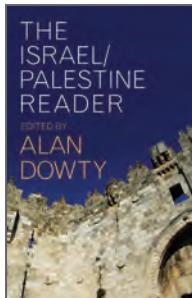
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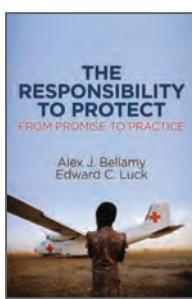
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- Costas Lapavitsas is Professor Economics at SOAS, a former Syriza MP, and one of the leading voices in the debate over the Greek, and wider European, economic crisis
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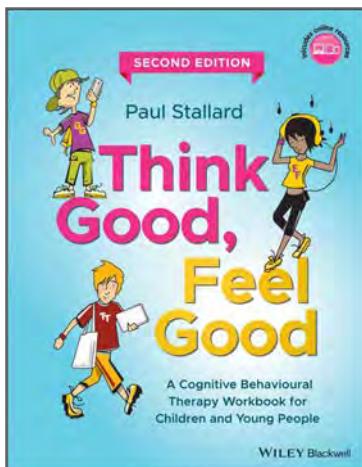
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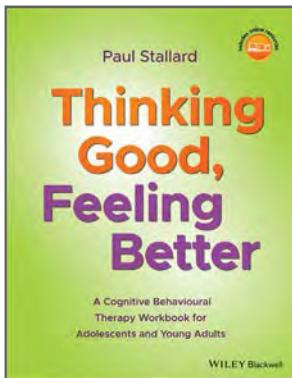
The previous edition of *Think Good, Feel Good* was an exciting, practical resource that pioneered the way mental health professionals approached Cognitive Behaviour Therapy with children and young people. This new edition continues the work started by clinical psychologist Paul Stallard, and provides 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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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**

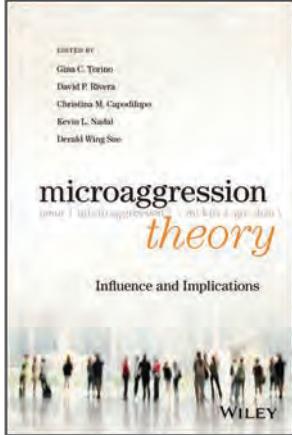
*Thinking Good, Feeling Better* builds upon the core strengths of *Thinking Good, Feeling Better* and offers clinicians practical materials to undertake CBT with older adolescents and young adults.

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*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.



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## Microaggression Theory

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Kevin L. Nadal & Derald Wing Sue

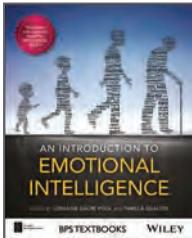
John Jay College of Criminal Justice & California State University-Hayward

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.

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- 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

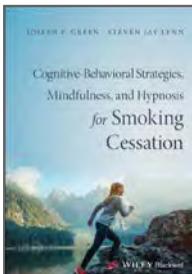
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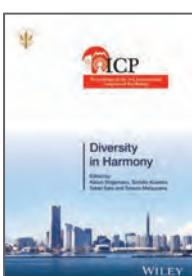
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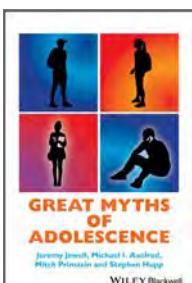
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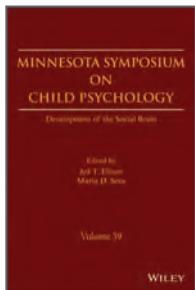


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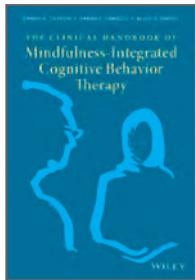
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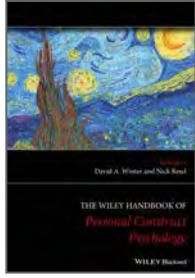
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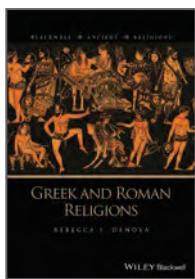
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University of Hertfordshire, UK

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## RELIGION



## Greek and Roman Religions

Rebecca I. Denova

University of Pittsburgh

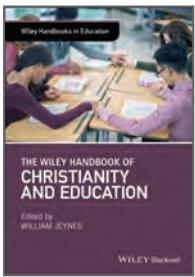
**Offers an introduction to the basic beliefs, practices, and major deities of Greek and Roman religions**

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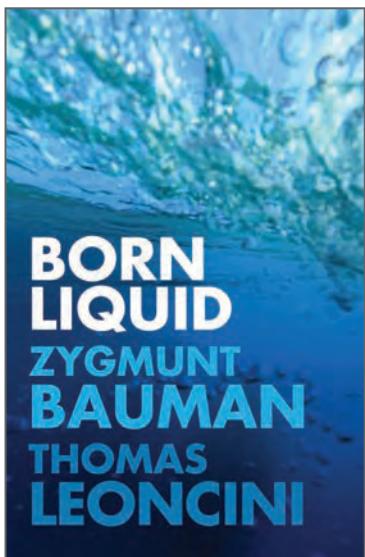


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## Born Liquid

Zygmunt Bauman & Thomas Leoncini



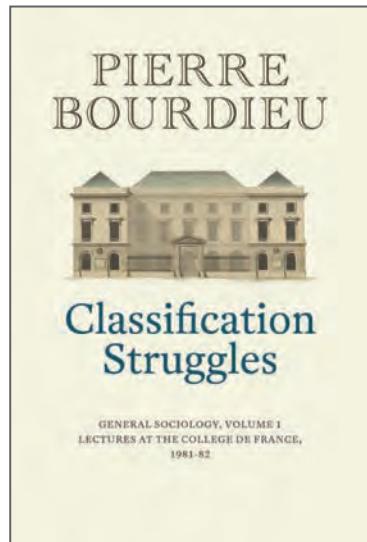
*Born Liquid* is the last work by the great thinker Zygmunt Bauman, whose brilliant analyses of liquid modernity changed the way we think about our world today. Bauman considers, for the first time, the world of those born after the early 1980s, the individuals who were 'born liquid' and feel at home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



# Classification Struggles

## General Sociology, Volume 1

Pierre Bourdieu



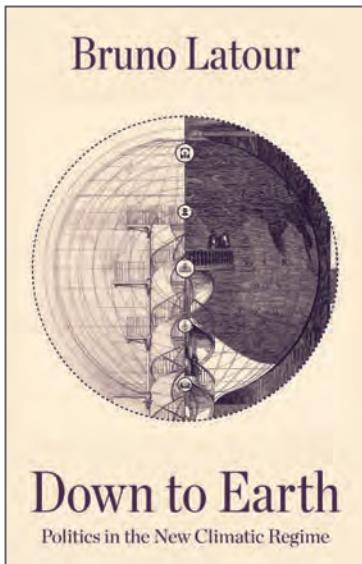
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- In this first volume, Bourdieu focuses on the fundamental social process of naming and classifying the world around us and the struggles that arise from this, covering issues of class, age, race and gender
- This is the ideal introduction to some 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



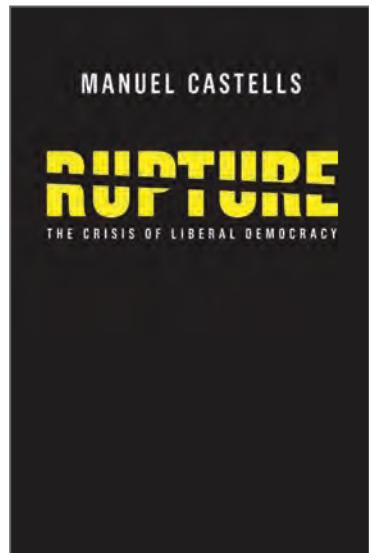
Bruno Latour  
Sciences Po, Paris

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.

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- 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*.



# 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

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### 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?



Neil Selwyn  
Monash University

## What is Digital Sociology?

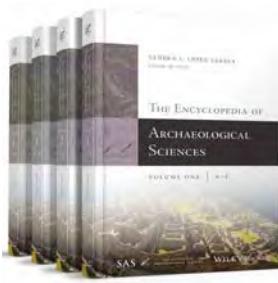
Our digitalized societies demand new ways of thinking about the social. This short book introduces readers to an approach that can deliver this: digital sociology. This timely introduction will be an invaluable resource for all sociologists seeking to focus their craft and thinking toward the social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

- Concise and punchy introduction to ways of understanding the social complexities of the digital age
- Guides readers through the concepts, tools and practices that sociologists have developed to understand this social transformation
- 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.

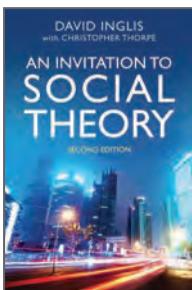
Comprised of over 480 entries contributed by scholars from all over the world and managed by 11 international and well recognized section editors, this comprehensive encyclopedia provides a broad overview of the scientific principles and techniques that allow for a more rigorous interpretation of archaeological 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](http://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.



## An Invitation to Social Theory

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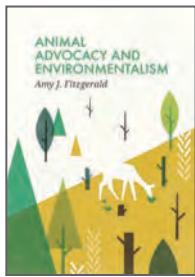
David Inglis with Christopher Thorpe  
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- Wide-ranging introduction to social theory that carefully avoids simplification of ideas whilst presenting theories in an accessible language for students
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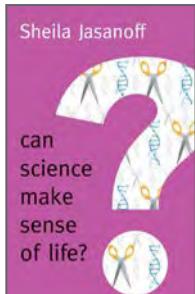
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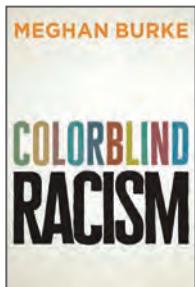


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## Colorblind Racism

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Illinois Wesleyan University

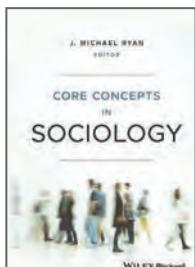


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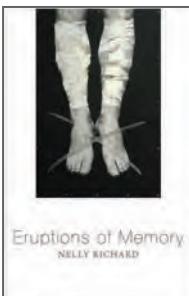
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RMIT University Melbourne and University of Science, Malaysia; RMIT University Melbourne

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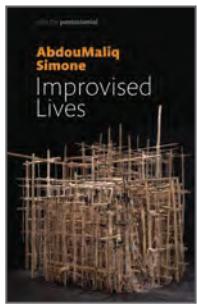
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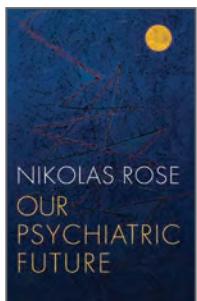
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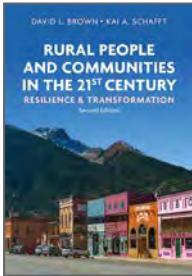
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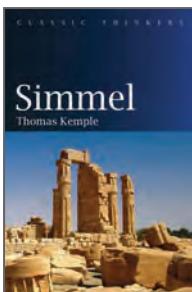
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## Simmel

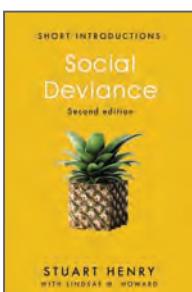
Thomas Kemple

University of British Columbia

- This is an introductory book on Georg Simmel, a founding father of sociology often classed in the same bracket as the 'big three' (Marx, Durkheim & Weber), by one of the world's foremost experts on his thought
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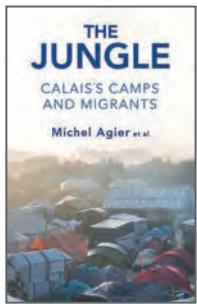
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## The Jungle

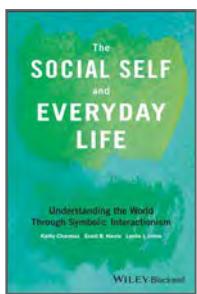
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Michel Agier et al

École des hautes études en sciences sociales, Paris

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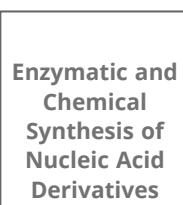
**ISBN:** 978-1-118-64533-8 • Paper • £29.99 | €36.00 | \$54.95 • Dec 2018 • 264pp





# Science





## Enzymatic and Chemical Synthesis of Nucleic Acid Derivatives

Jesus Fernandez Lucas & Maria J. Camarasa Rius

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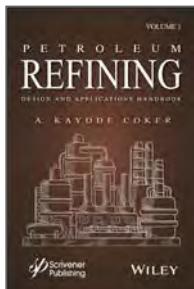
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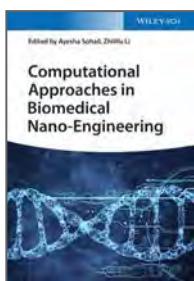


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**Postharvest  
Biology and  
Nanotechnology  
of Fruits,  
Vegetables and  
Flowers**

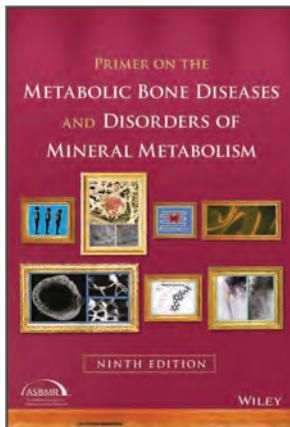
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University of Guelph

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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.

## Spectroscopy

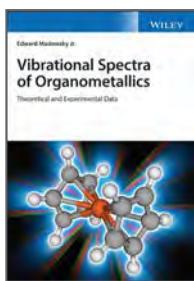
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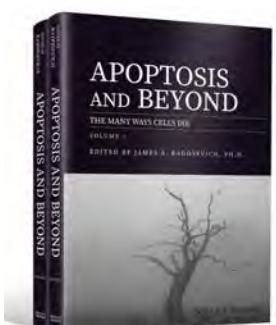
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- Provides extensive coverage of a topic not fully covered before

*Apoptosis and Beyond: The Many Ways Cell Die* will appeal to students and researchers/clinicians in cell biology, molecular biology, oncology, and tumor biology.

### About the Author

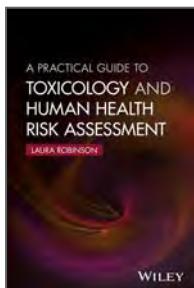
**James Radosevich** is a Professor and Staff Research Scientist at the University Of Illinois, Dental College and Cancer Center/VA, Chicago Health Care System.

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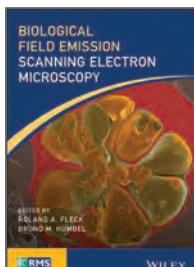
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Carbon  
Nanomaterials  
for Bioimaging,  
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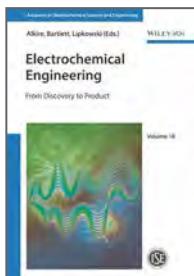
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Richard C. Alkire, Philip N. Bartlett, Marc Koper

University of Illinois, Champaign

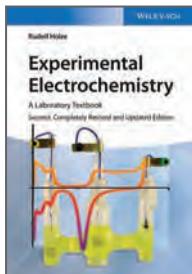
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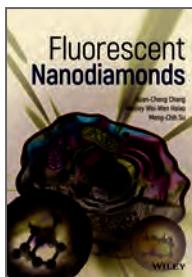
Rudolf Holze

Technical University, Chemnitz

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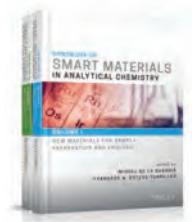


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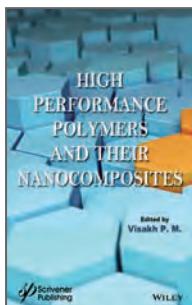
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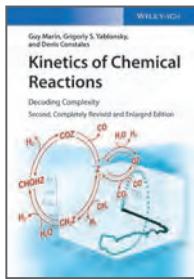


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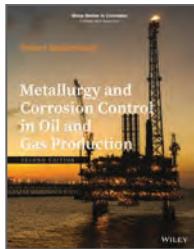
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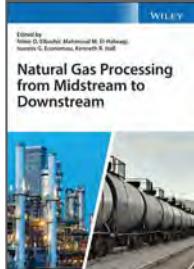
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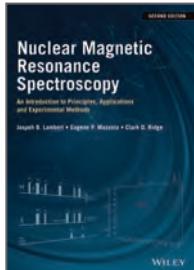


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## Organic Reactions

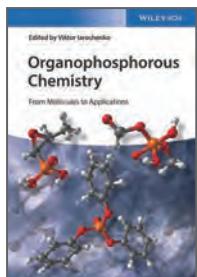
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## Organophosphorus Chemistry

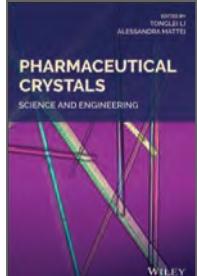
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## Pharmaceutical Crystals

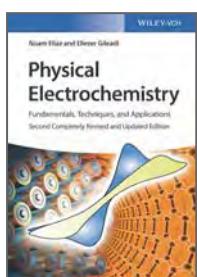
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## Physical Electrochemistry

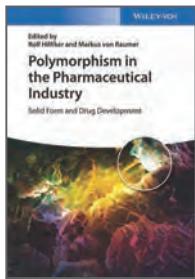
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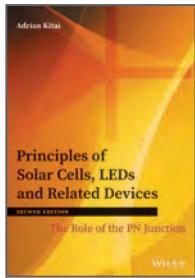
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## Principles of Solar Cells, LEDs and Related Devices

### The Role of the PN Junction, 2nd Edition

Adrian Kitai  
McMaster University, Ontario, Canada

The revised and updated second edition of *Principles of Solar Cells, LEDs and Related Devices* offers an introduction to the physical concepts required for a comprehensive understanding of p-n junction devices, light emitting diodes and solar cells. The author – a noted expert in the field – presents information on the semiconductor and junction device fundamentals and extends it to the practical implementation of semiconductors in both photovoltaic and LED devices. In addition, the text offers information on the treatment of a range of important semiconductor materials and device structures including OLED devices and organic solar cells.

**ISBN:** 978-1-119-45102-0 • Cloth • £67.50 | €76.50 | \$95.00 • Oct 2018 • 376pp

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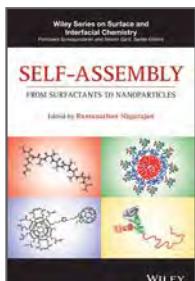
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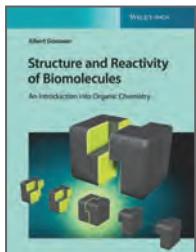
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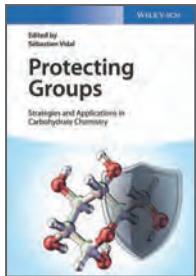
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Department of Chemistry, Israel Institute of Technology, Haifa, Israel & The Hebrew University, Jerusalem

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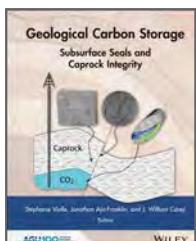
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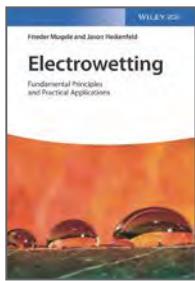
Senior Lecturer, Construction and Infrastructure School of Engineering and the Built Environment University of Wolverhampton

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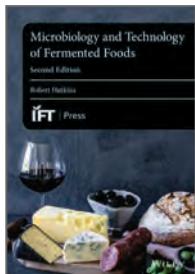
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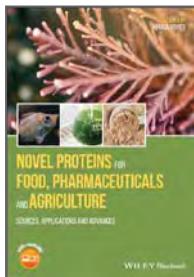
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University of Nebraska-Lincoln

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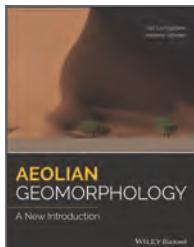
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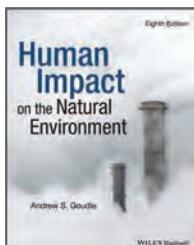
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Anthropogenic carbon dioxide emissions do not only warm our planet but also acidify our oceans. It is currently unclear to which degree Earth's climate and marine life will be impacted by these changes but information from Earth history, particularly 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 pCO<sub>2</sub>. Boron proxies (11B and B/Ca) were introduced nearly three decades ago, with subsequent strides being made in understanding their mechanistic functioning.

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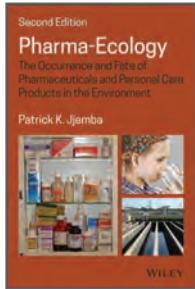
Andrew S. Goudie

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.

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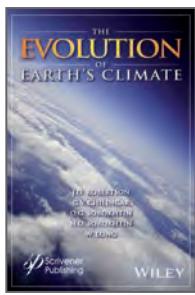
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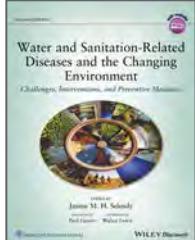


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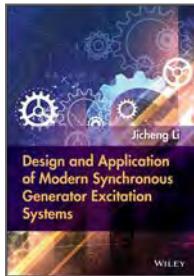
## ENERGY

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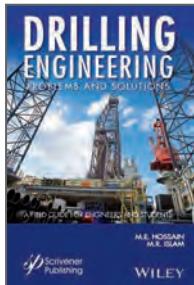


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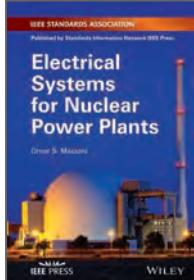
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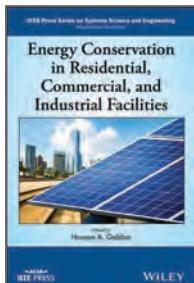
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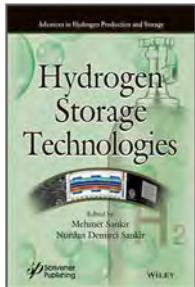
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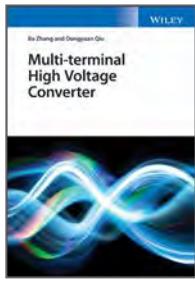


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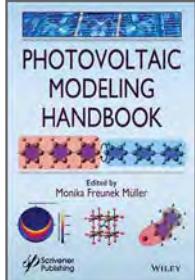


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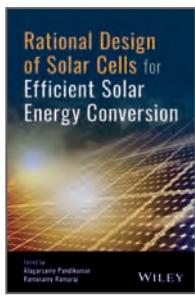


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- Thorough approach: This book starts with the fundamental material characterization and finishes with real-world device application.
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The Monte Carlo Ray-Trace Method in Radiation Heat Transfer and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

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

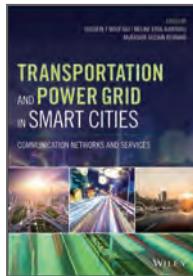
J. Robert Mahan

Virginia Polytechnic Institute and State University

**A groundbreaking guide dedicated exclusively to the MCRT method in radiation heat transfer and applied optics**

*The Monte Carlo Ray-Trace Method in Radiation Heat Transfer and Applied Optics* offers the most modern and up-to-date approach to radiation heat transfer modelling and performance evaluation of optical instruments. The Monte Carlo ray-trace (MCRT) method is based on the statistically predictable behavior of entities, called rays, which describe the paths followed by energy bundles as they are emitted, reflected, scattered, refracted and ultimately absorbed.

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## Transportation and Power Grid in Smart Cities

### Communication Networks and Services

Hussein T. Mouftah, Melike Erol-Kantarcı & Mubashir Husain Rehmani

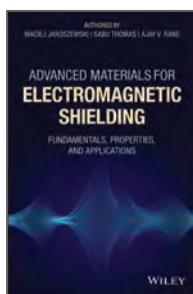
Queen's University, Ontario, Canada

Written by a well-qualified author team, this book provide insights into the technical requirements for the wireless sensor and actuator networks required to make smart cities a reality.

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- Discusses the technologies required for the integration of smart city power grids and intelligent transportation systems in a coherent and consistent manner
- Addresses an array of smart city building blocks, including smart power grids (SGs), intelligent transportation systems (ITS), internet-of-things (IoT), electric vehicles (EVs), and wireless sensor networks (WSNs)

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Advanced Green Composites

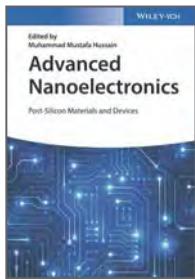
## Advanced Green Composites

Anil N. Netravali

Cornell University, Ithaca, USA

- There is currently no book in this space and all contributors are experts in their field.
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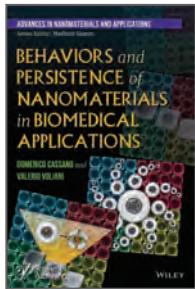


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Muhammad Mustafa Hussain

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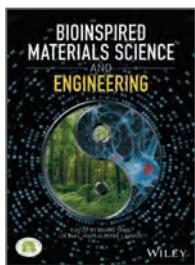


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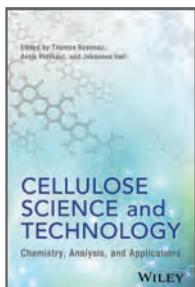
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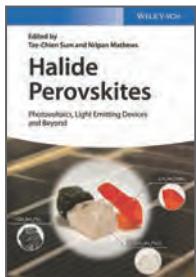
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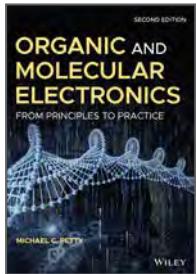
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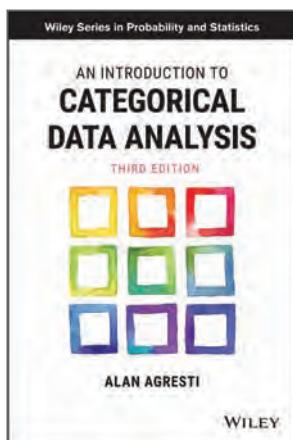
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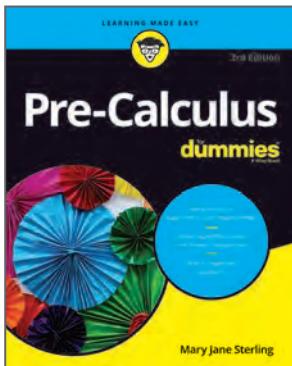
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**Mary Jane Sterling** has been at a Professor of Mathematics at Bradley University in Peoria, Illinois for nearly 30 years, teaching algebra, business calculus, geometry, finite mathematics, and whatever interesting material comes her way.

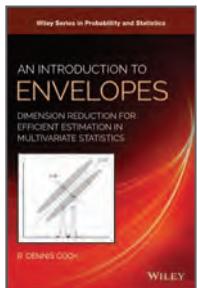
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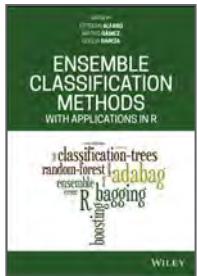
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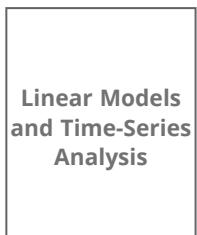


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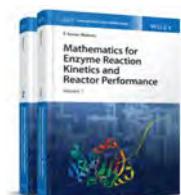
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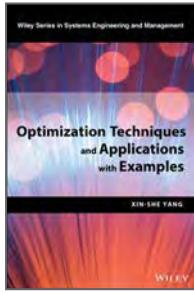
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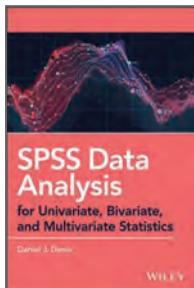
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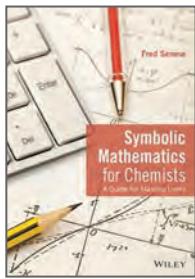


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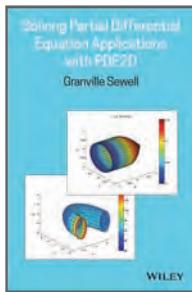
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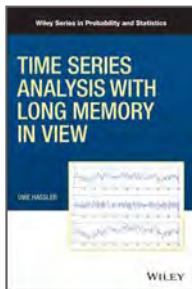
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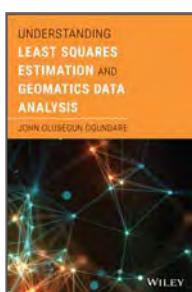


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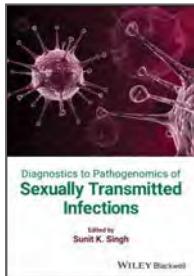
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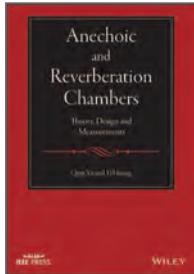


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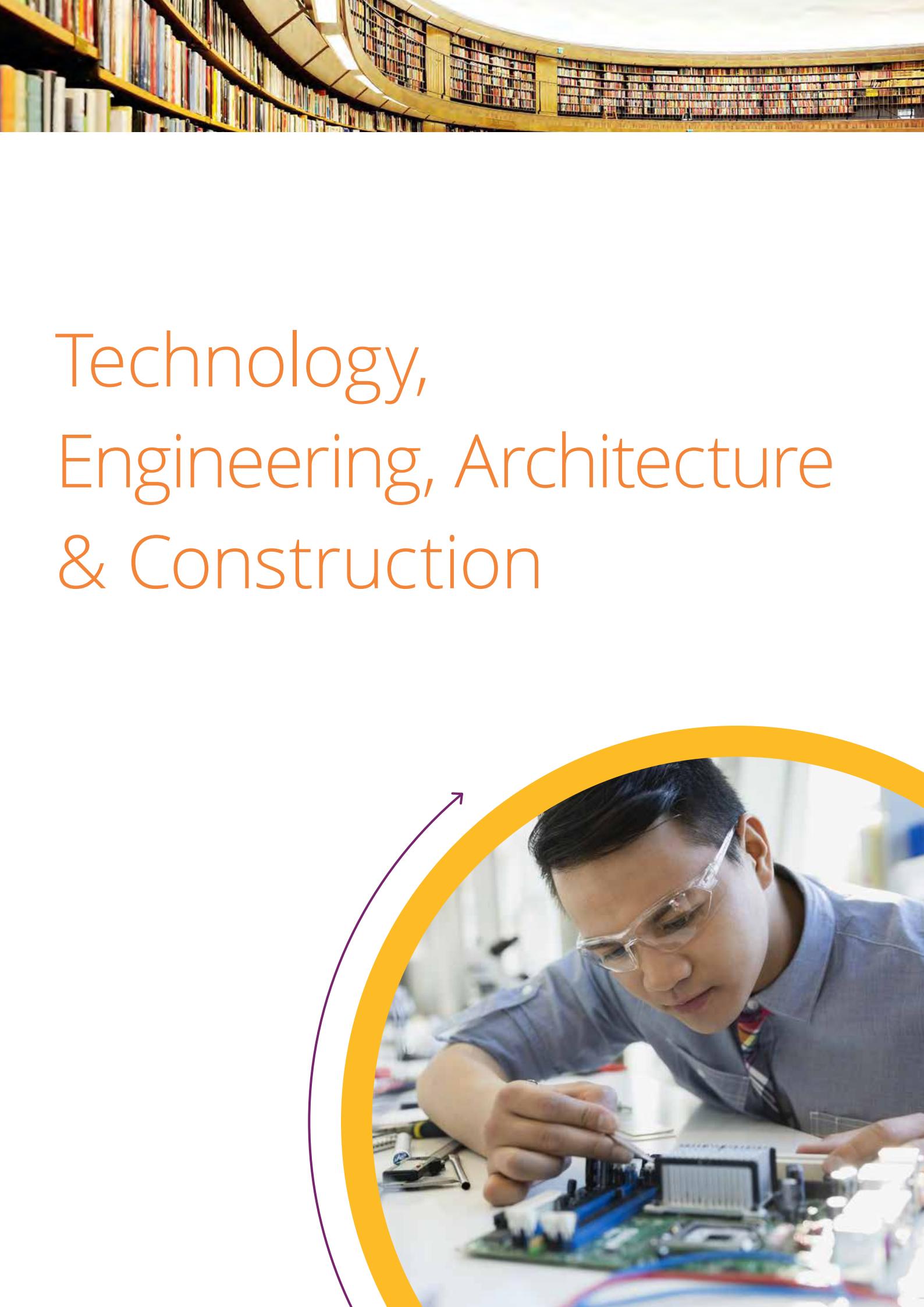
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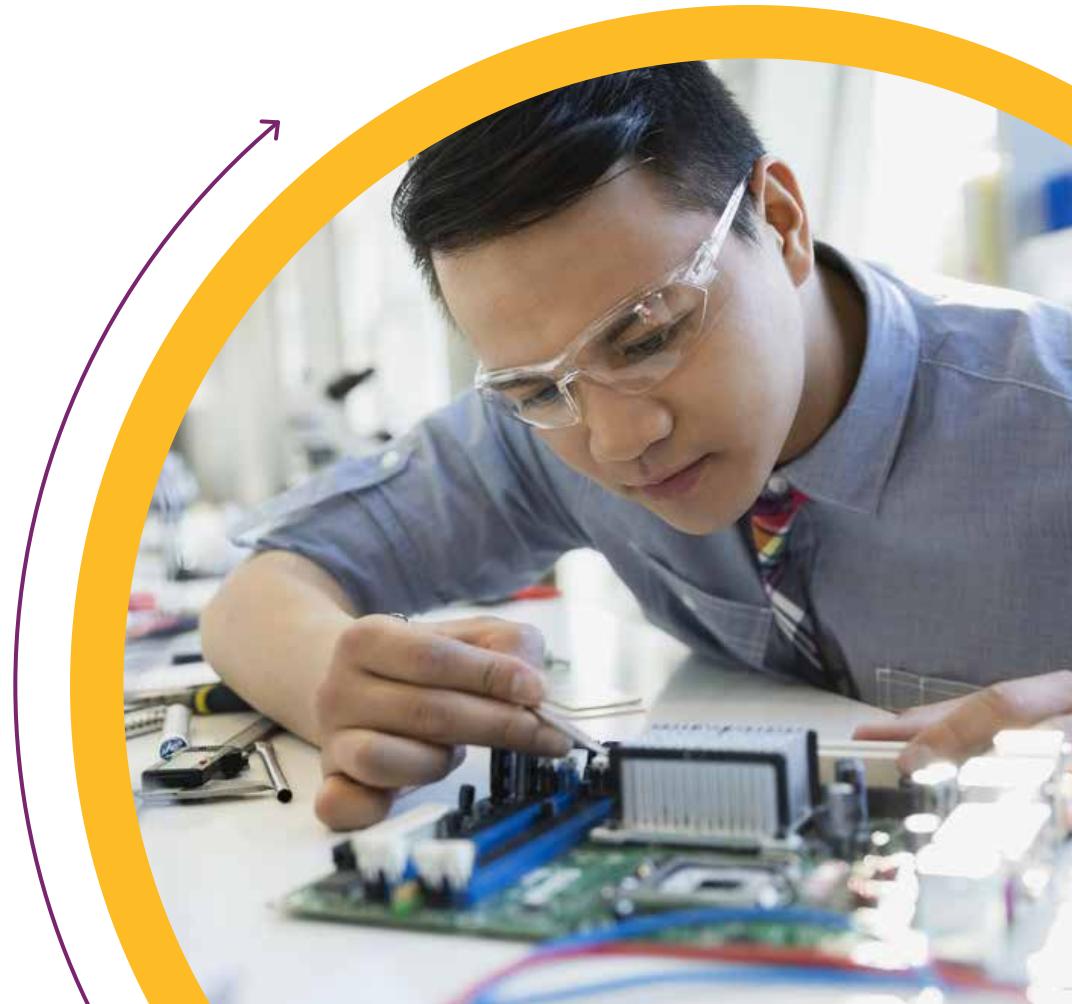
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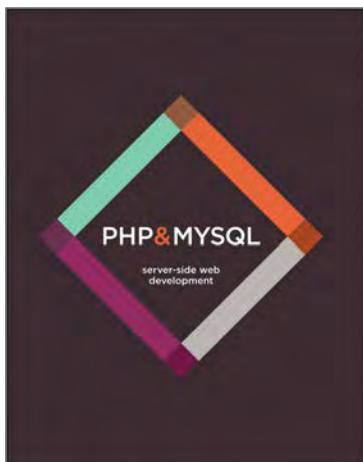
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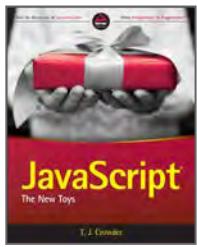
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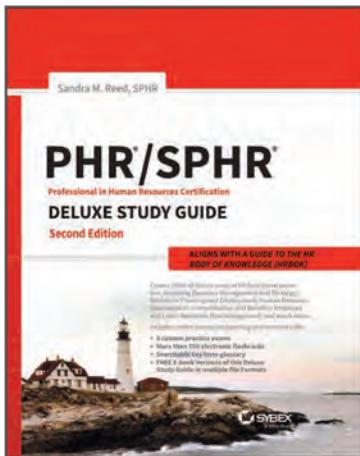
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**Sandra M. Reed** (Oakdale, CA), PHR, SPHR, has over 20 years of HR experience, the last 10 in the consulting and teaching arena.

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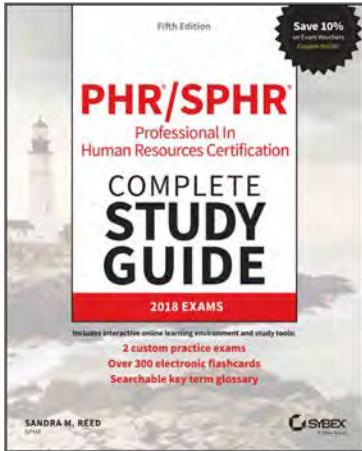
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If you're looking to showcase your skills and understanding of the HR function, *PHR/SPHR Professionals in Human Resources Certification Deluxe Study Guide* is your ideal resource for PHR/SPHR preparation.

### About the Author

**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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Sandra M. Reed

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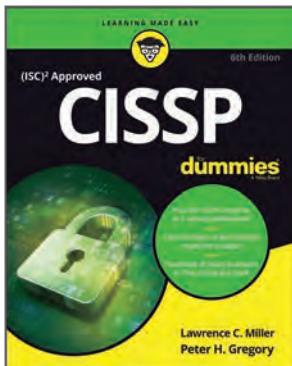
PHR/SPHR certifications, offered by Human Resources Certification Institute (HRCI), have become the industry standard for determining competence in the field of human resources. Developed by working professionals, the PHR and SPHR credentials demonstrate that recipients are fully competent HR practitioners 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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### 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.



**ISBN:** 978-1-119-50581-5  
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Lawrence C. Miller & Peter H. Gregory

Indianapolis, Indiana & AT&T Wireless Services, Woodinville, Washington

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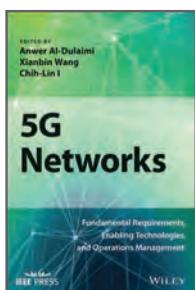
You've put in the time as a security professional--and now you can reach your long-term goal of CISSP certification.

### 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



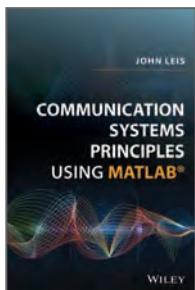
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**ISBN:** 978-1-119-33273-2 • Cloth • £116.00 | €156.60 | \$145.00 • Oct 2018 • 752pp

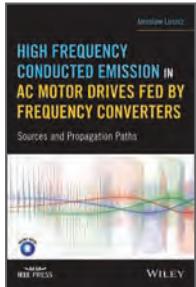


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## High Frequency Conducted Emission in AC Motor Drives Fed By Frequency Converters

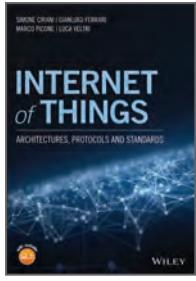
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Jaroslaw Luszcz

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Electrical and electronic systems that employ adjustable speed drives are being increasingly used in present-day automation applications. They are considered by many application engineers as one of the most interfering components, especially in a contemporarily faced industrial environment. This book fills the gap between the high-level academic knowledge in the electromagnetic compatibility (EMC) field and the recommended practical rules for assuring electromagnetic compatibility margin.

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## Internet of Things

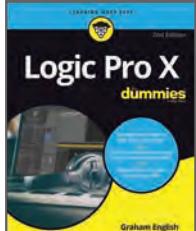
### Architectures, Protocols and Standards

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

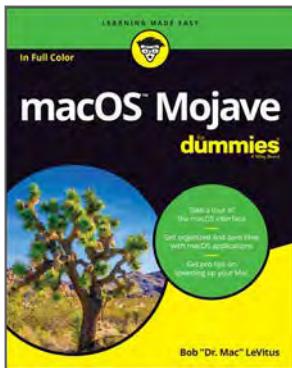
### A Guide to the Lower Layers

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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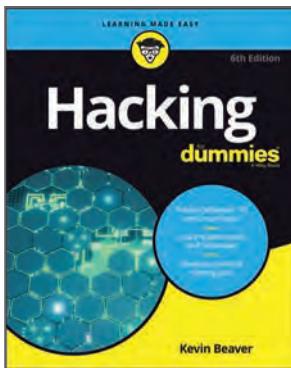
## macOS Mojave For Dummies

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.



**ISBN:** 978-1-119-48547-6  
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 978-1-119-15468-6

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Kevin Beaver

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In order to outsmart a would-be hacker, you need to get into the hacker's mindset. And with this book, thinking like a bad guy has never been easier. In *Hacking For Dummies*, expert author Kevin Beaver shares his knowledge on penetration testing, vulnerability assessments, security best practices, and every aspect of ethical hacking that is essential in order to stop a hacker in their tracks.

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**HACKING IS A UNIVERSAL PROBLEM:** In the past five years, data involving millions of people has been compromised through a variety of high-profile hacking attacks. Hackers have victimized businesses such as Hyatt Hotels, CitiBank, and Target — The FBI and CIA have even been successfully and publicly hacked. Hacking knows no limits and never discriminates, so being prepared for an attack is essential for your protection.

**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  
Paper • 320pp • Aug 2018  
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# Social Engineering

## The Science of Human Hacking, 2nd Edition

Christopher Hadnagy

**Harden the human firewall against the most current threats**

*Social Engineering: The Science of Human Hacking* reveals the craftier side of the hacker's repertoire - why hack into something when you could just ask for access? Undetectable by firewalls and antivirus software, social engineering relies on human fault to gain access to sensitive spaces; in this book, renowned expert Christopher Hadnagy explains the most commonly-used techniques that fool even the most robust security personnel, and shows you how these techniques have been used in the past. The way that we make decisions as humans affects everything from our emotions to our security. Hackers, since the beginning of time, have figured out ways to exploit that decision making process and get you to take an action not in your best interest. This new Second Edition has been updated with the most current methods used by sharing stories, examples, and scientific study behind how those decisions are exploited.

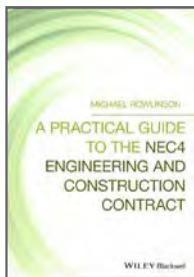
Networks and systems can be hacked, but they can also be protected; when the 'system' in question is a human being, there is no software to fall back on, no hardware upgrade, no code that can lock information down indefinitely. Human nature and emotion is the secret weapon of the malicious social engineering, 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

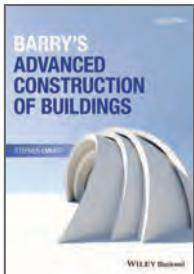
**3rd Edition**

Michael Rowlinson

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

- A practical guide to the application of the procedures contained in the newly issued NEC4 Engineering and Construction Contracts
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## Barry's Advanced Construction of Buildings

### 4th Edition

Stephen Emmitt & Christopher A. Gorse

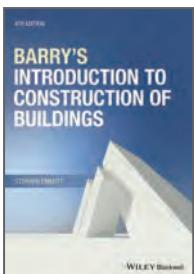
Hoffmann Professor of Innovation and Management in Building, Technical University of Denmark & Senior Lecturer, School of The Built Environment, Leeds Metropolitan University

**The updated edition of the authoritative and comprehensive guide to construction practice**

The revised fourth edition of *Barry's Advanced Construction of Buildings* expands on the resource that has become a standard text on the construction of buildings. The fourth edition covers the construction of larger-scale buildings (primarily residential, commercial and industrial) constructed with load bearing frames in timber, concrete and steel; supported by chapters on offsite construction, piling, envelopes to framed buildings, fit-out and second fix, lifts and escalators, building pathology, upgrading and demolition.

**ISBN:** 978-1-118-97710-1 • Paper • £32.50 | €39.00 | \$45.00 • Oct 2018 • 544pp

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## Barry's Introduction to Construction of Buildings

### 4th Edition

Stephen Emmitt

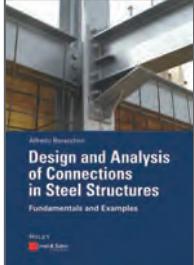
Hoffmann Professor of Innovation and Management in Building, Technical University of Denmark

**An authoritative, well-established, comprehensive, practical, and highly illustrated guide to construction practice**

Based mainly on domestic and residential buildings--and filled with extensive illustrations throughout--this concise text is the ideal introduction to the subject of building construction. It provides the basic material that readers need in order to understand the construction process for the majority of low rise buildings. The book explains construction technology through the key functional and performance requirements for the main elements common to all buildings.

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## Design and Analysis of Connections in Steel Structures

### Fundamentals and Examples

Alfredo Boracchini

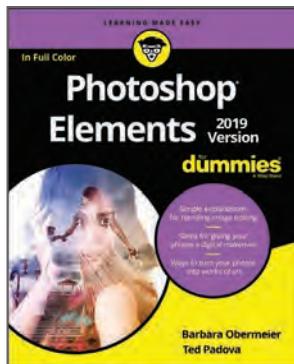
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**ISBN:** 978-1-119-52015-3  
 Paper • 448pp • Nov 2018  
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## Photoshop Elements 2019 Version For Dummies

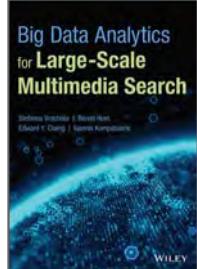
Barbara Obermeier & Ted Padova  
 Ventura, CA, Obermeier Design & Ventura, California

*Photoshop Elements 2019 Version For Dummies* offers photographers of all skill levels the power to turn run-of-the-mill digital pictures into beautiful photographs. This new edition of Photoshop Elements guides you to harness all the tools this powerful software has to offer. No matter if you're a photo editing newcomer looking for advice on making the most common fixes or an experienced editor in need of a road map to this version of Photoshop Elements, this book has you covered!

- PREVIOUS EDITION ISBN: *Photoshop Elements 2018 For Dummies* - 9781119418085
- THE MARKET LEADER FOR PHOTOSHOP ELEMENTS: *Photoshop Elements For Dummies* first published with the first version of the Photoshop Elements software and has updated with each edition since. That long term commitment to the software and delivering what audiences need has made it the top selling book on the topic.

### 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.

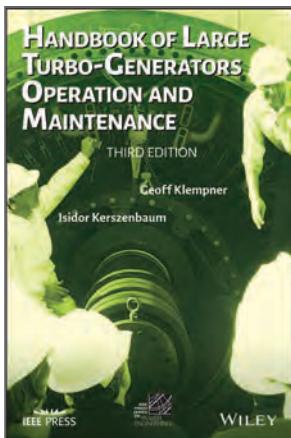


## Big Data Analytics for Large-Scale Multimedia Search

Stefanos Vrochidis, Benoit B. Huet, Edward Y. Chang & Ioannis Kompatsiaris

Addresses the area of multimedia retrieval with a special emphasis on scalability. Includes several tables, illustrations and figures. The techniques presented will be problem driven and will provide solutions that will be demonstrated through realistic case studies and user scenarios. The chapters follow a structure that allows readers with basic knowledge to grasp the core message and will also allow for experts and specialists to further drill down in the analytical sections.

**ISBN:** 978-1-119-37697-2 • Cloth • £100.50 | €113.73 | \$130.00 • Dec 2018 • 408pp



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Cloth • 1032pp • Aug 2018  
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**Previous Edition:**  
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# Handbook of Large Turbo-Generators Operation and Maintenance

3rd Edition

Geoff Klempner & Isidor Kerszenbaum

Toronto, Ontario, Canada & California State University, Long Beach

**The comprehensive guide for large turbo-generator operation and maintenance**

The *Handbook of Large Turbo-Generator Operation and Maintenance* is an expanded 3rd edition of the authors' second edition of the same book. This updated revision covers additional topics on generators and provides more depth on existing topics. It is the ultimate resource for operators and inspectors of large utility and industrial generating facilities who deal with multiple units of disparate size, origin, and vintage. The book is also an excellent learning tool for students, consulting and design engineers. It offers the complete scope of information regarding operation and maintenance of all types of turbine-driven generators found in the world.

Based on the authors' over eighty combined years of generating station and design work experience, the information presented in the book is designed to inform the reader about actual machine operational problems and failure modes that occur in generating stations and other types of facilities. Readers will find very detailed coverage of:

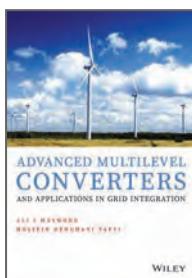
- Design and construction of generators and auxiliary systems
- Generator operation and control, including interaction with the grid
- Monitoring, diagnostics, and protection of turbo-generators
- Inspection practices for the stator, rotor, and auxiliary systems

The *Handbook of Large Turbo-Generator Operation and Maintenance* comes packed with photos and graphs, commonly used inspection forms, and extensive references for each topic.

## 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.

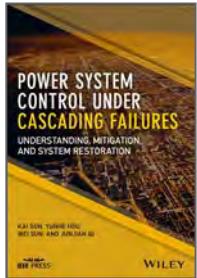


## Advanced Multilevel Converters and Applications in Grid Integration

Ali Iftekhar Maswood & Hossein Dehghani Tafti

The ever increasing demand of energy and the evidence of global warming have forced many nations to divert renewable and clean energy sources into the mainstream for power generation. Statistical results have proven that the total amount of power capacity installed yearly is increasing tremendously in order to meet the supply demands. In many countries, the government bodies and authorities are also making plans in shaping a future sustainable city. Solar power systems and wind power systems are getting more attention in various countries.

**ISBN:** 978-1-119-47586-6 • Cloth • £111.50 | €131.11 | \$145.00 • Nov 2018 • 600pp



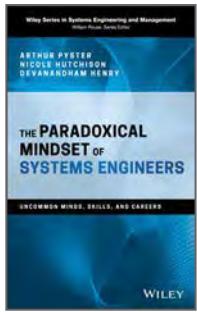
## Power System Control Under Cascading Failures

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## The Paradoxical Mindset of Systems Engineers

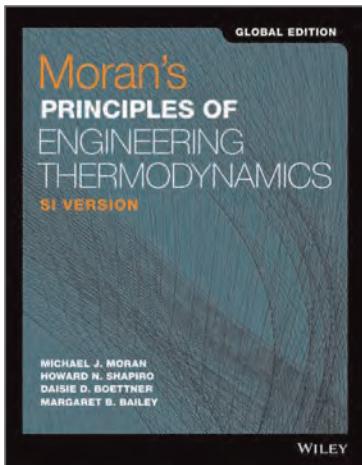
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Arthur Pyster, Nicole Hutchison & Devanandham Henry

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- Presents a method of focusing workforce improvement initiatives on efforts that positively impact the skills and abilities of systems engineers

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**ISBN:** 978-1-119-45406-9  
 Paper • 784pp • Jul 2018  
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# Moran's Principle of Engineering Thermodynamics SI Version

## Global Edition

Michael J. Moran, Howard N. Shapiro, Daisie D. Boettner & Margaret B. Bailey  
 The Ohio State University

*Moran's Principles of Engineering Thermodynamics, SI Version*, continues to offer a comprehensive and rigorous treatment of classical thermodynamics, while retaining an engineering perspective. With concise, applications-oriented discussion of topics and self-test problems, this book encourages students to monitor their own learning. This classic text provides a solid foundation for subsequent studies in fields such as fluid mechanics, heat transfer and statistical thermodynamics, and prepares students to effectively apply thermodynamics in the practice of engineering. This edition is revised with additional examples and end-of-chapter problems to increase student comprehension.

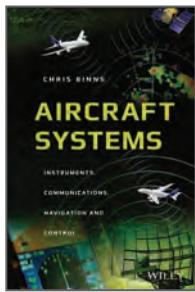
### About the Authors

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.



## Aircraft Systems

### Instruments, Communications, Navigation and Control

Chris Binns

University of Leicester

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**ISBN:** 978-1-119-25954-1 • Cloth • £96.50 | €115.80 | \$120.00 • Dec 2018 • 512pp



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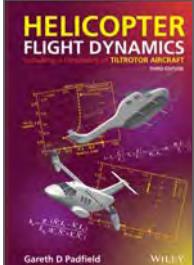
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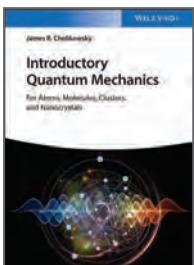
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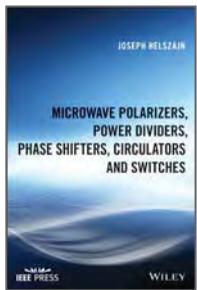
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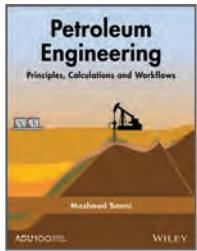


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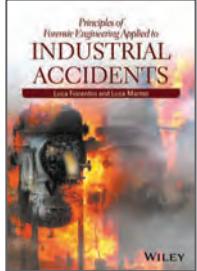
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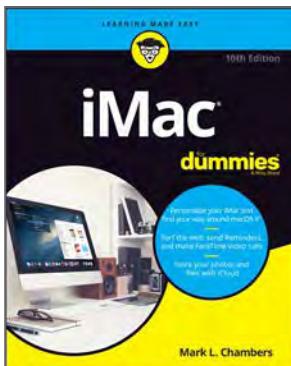


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### About the Author

**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.

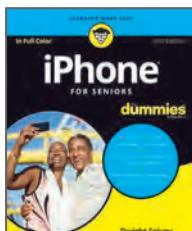


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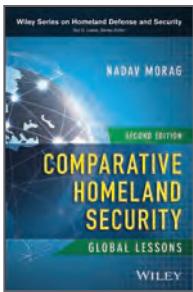
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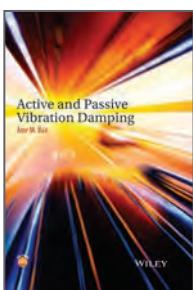
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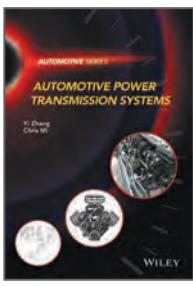


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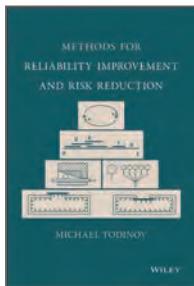
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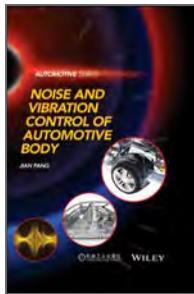
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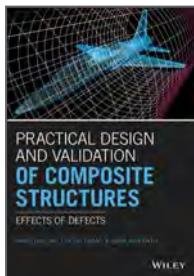
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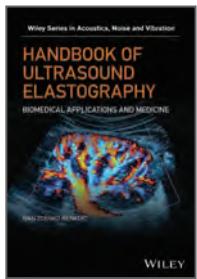


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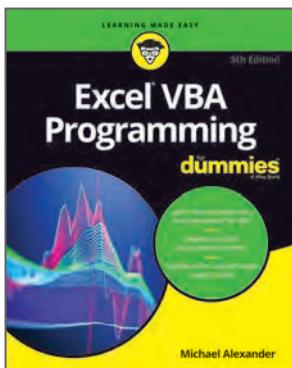
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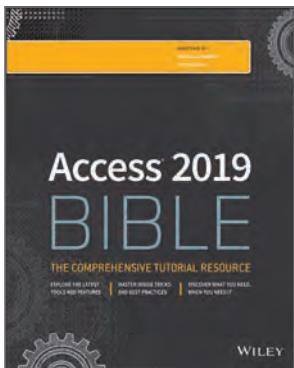
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### About the Author

**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](http://www.datapigtechnologies.com).



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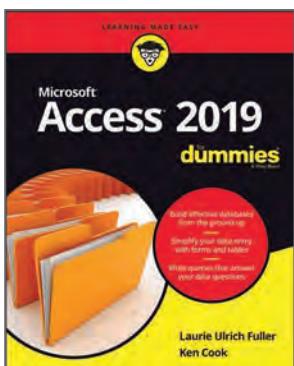
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**Mike Alexander** is the author of several books on advanced business analysis. He has more than 15 years of experience consulting and developing reporting solutions for a variety of industries.

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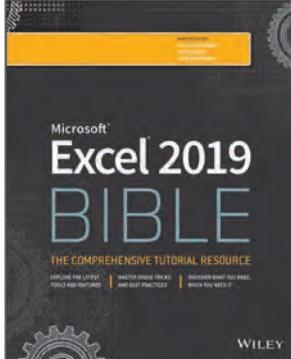
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## About the Author

**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.



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# Microsoft Excel 2019 Bible

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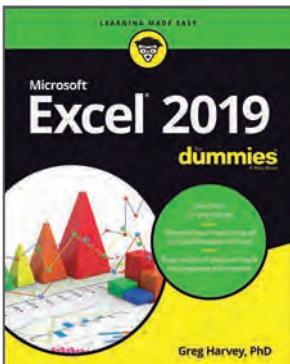
Whether you are just starting out or an Excel expert, the *Microsoft Excel 2019 Bible* is your comprehensive, go-to guide for all your Excel 2019 needs. Whether you use Excel at work or at home, you will be guided through the powerful new features and capabilities to take full advantage of what the updated 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*.

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## 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.



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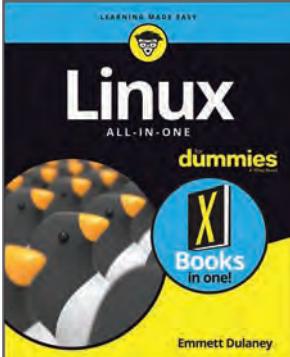
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### About the Author

**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.



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# Mastering SolidWorks 2017

Matt Lombard

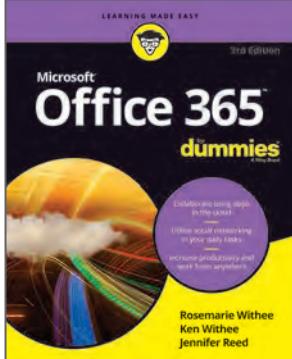
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## About the Author

**Matt Lombard** is the author of the *SolidWorks Bible* series as well as several video tutorials and the [Dezignstuff.com](http://Dezignstuff.com) blog.



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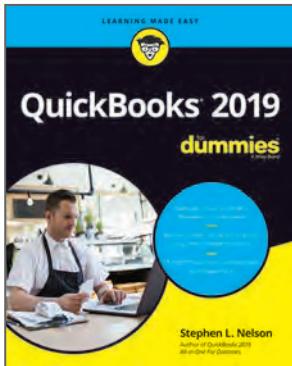
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**Rosemarie Withee** is President of Portal Integrators LLC ([www.portalintegrators.com](http://www.portalintegrators.com)) and Founder of Scrum Now ([www.scrumnow.org](http://www.scrumnow.org))

**Ken Withee** is President of Portal Integrators LLC ([www.portalintegrators.com](http://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.



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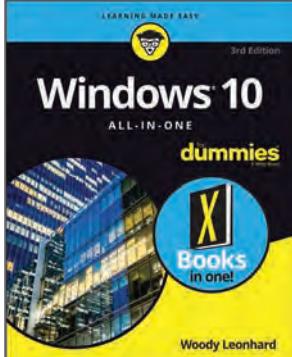
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### About the Author

**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.



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**3rd Edition**

Woody Leonhard  
Phuket Island, Thailand

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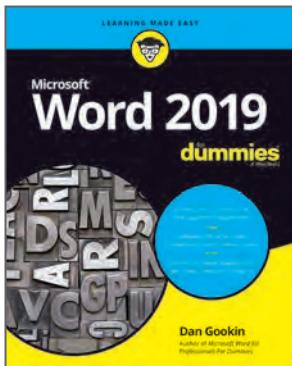
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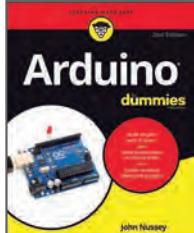
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## About the Author

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



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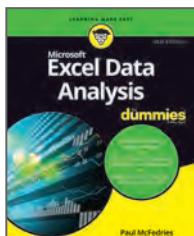
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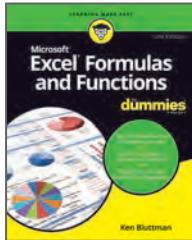
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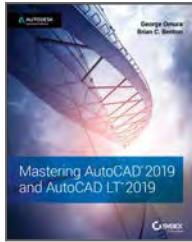
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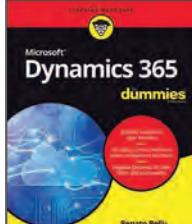
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## Microsoft Dynamics 365 For Dummies

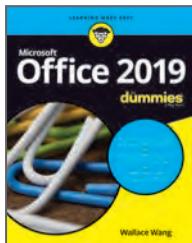
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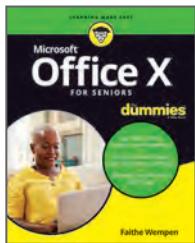
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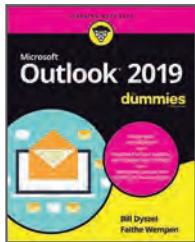
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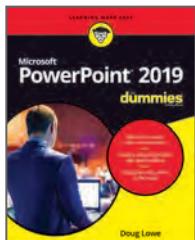
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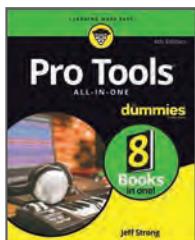
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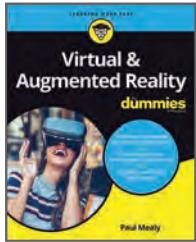
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