



**2018 Fall
Frontlist
Catalogue**

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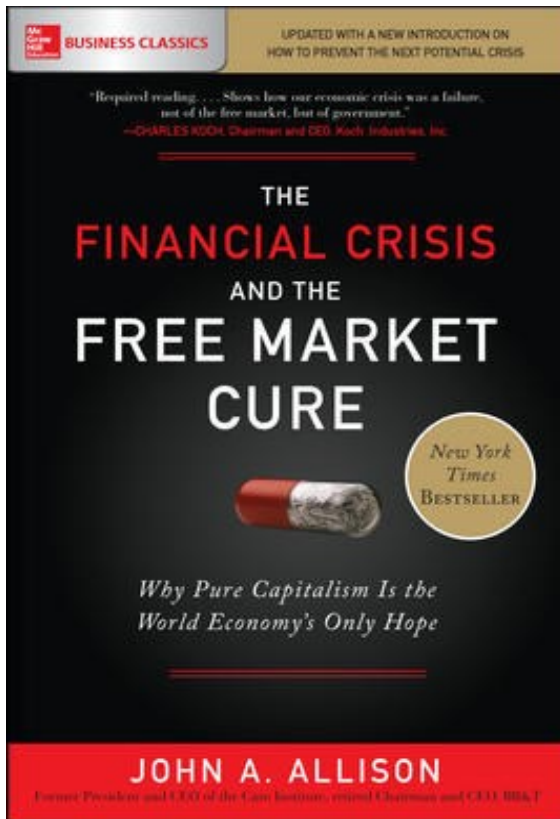
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The Financial Crisis and the Free Market Cure: Why Pure Capitalism is the World Economy's Only Hope

John A. Allison

The controversial bestseller that fueled our national debate on economic recovery, government regulation, and free market capitalism—WITH A NEW INTRODUCTION

One of the most important books to emerge from the 2008 economic crisis, this powerful wake-up call from financial expert John Allison has become a classic in the field: an instant *New York Times* bestseller, a #1 *Wall Street Journal* bestseller, and a touchstone of debate on free market capitalism. The book's message—that the government should stop trying to fix our economy—is more timely than ever. In a brilliant new introduction, written especially for this edition, Allison examines the recent upheavals in the stock market, the latest changes in federal policies, and the greatest trends in the new global economy.

With shrewd insights, insider details, and practical advice for investors and professionals, Allison tackles the major financial issues of our time: the interference of government in our economy, the stock market bubbles that impact our housing and financing, the persistence of unemployment and the growth of income inequality. He shows how financial tools like derivatives have been wrongly blamed—and how federal incentives have helped fuel market bubbles. This book shatters the myths, shakes up the system, and shows us how to put the “free” back in free market. This is the cure we need—for a healthy, stable, growing economy.

- More timely than ever: This *New York Times* and *Wall Street Journal* bestseller has proven to be a classic in the field and its message is more important now than ever
New must-read introduction: addresses recent developments in the stock market, federal regulations, and changing global economy that affects every one of us
Finance industry expert: Allison is the former chairman and CEO of Cato Institute and Chairman and CEO of BB&T and was named one of the decade's top 100 most successful CEOs by Harvard Business Review

John Allison is an Executive in Residence at the Wake Forest School of Business. He is a member of the Cato Institute's Board of Directors and Chairman of the Executive Advisory Council of the Cato Institute's Center for Monetary and Financial Alternatives. Allison was president and CEO of the Cato Institute from October 2012 to April 2015. Prior to joining Cato, Allison was President and CEO of Cato and Chairman and CEO of BB&T, the 10th-largest financial services holding company headquartered in the United States. During his tenure as CEO from 1989 to 2008, BB&T grew from \$4.5 billion to \$152 billion in assets.

May

Political Science / Political Economy

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1260143457

\$25.95

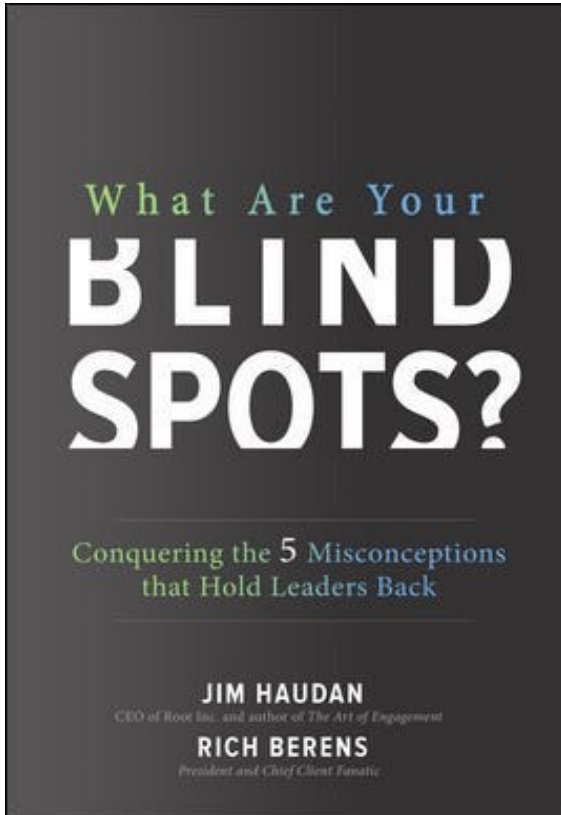
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What Are Your Blind Spots?: Conquering the 5 Misconceptions that Hold Leaders Back

Jim Haudan, Rich Berens

A bestselling author team gives leaders the tools for implementing a personal leadership “reset,” to increase engagement and productivity in the new world of business

Far too many business leaders are using outdated practices to engage and motivate their people—and they’re failing miserably. From the author team that was focusing on workplace engagement before it became what it is today, comes a leadership book for the future.

What Are Your Blind Spots? helps readers scrutinize their approach to leadership and figure out their personal “blind spots”—the areas where their style and methods are hampering success. The authors provide a proven framework for developing a new approach to increase organizational innovation, productivity, and creativity, as people find real purpose in their work.

Haudan and Berens have 25 years of experience consulting with top-level Fortune 500 management and 40 of America's largest 100 corporations, and they have spoken at top business conferences, including SHRM, ATD, Evanta, and Conference Board; they will use their platform as well-regarded experts to promote the book

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June

Business & Economics / Management

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Becoming Your Best: The 12 Principles of Highly Successful Leaders 9780071839983 \$30.95

- The authors will also promote the book to their 40,000 newsletter subscribers and 2,000 Twitter followers
- PepsiCo, Rubbermaid, Amex, Citi Group, Delta, Hilton, Johnson & Johnson, Pfizer, CVS, GM, and Mercedes-Benz are just a handful of the many companies that have put the authors’ system to successful use

Jim Haudan (Sylvania, Ohio) is Chairman and CEO of Root, Inc., a consulting firm that helps companies increase worker engagement, on leadership alignment, strategy execution, employee engagement, business transformation, change management, and accelerated learning. He is a sought-after business presenter who has spoken at TEDx BGSU, Tampa TEDx, and Conference Board events. He contributes regularly to business publications, including *Switch & Shift*, where he was ranked on the Top 75 List of Human Business Champions.

Rich Berens (Ann Arbor, Michigan) is President of Root, Inc, who has helped leaders at Fortune 1000 organizations align on key strategic imperatives and engage their people in bringing their strategies to life. He is a noted speaker on the issues of strategy and change and has authored articles for numerous publications and blogs. He partnered with Procter & Gamble to host a summit on “Changing How We Change” and served as a governor appointee on Ohio’s Workforce Advisory Board.

Too Smart for Our Own Good: Ingenious Investment Strategies, Illusions of Safety, and Market Crashes

Bruce I. Jacobs

Leading financial thinker and successful funds manager Bruce I. Jacobs reveals how markets crash as the result of investment strategies that purport to reduce risk but ultimately backfire

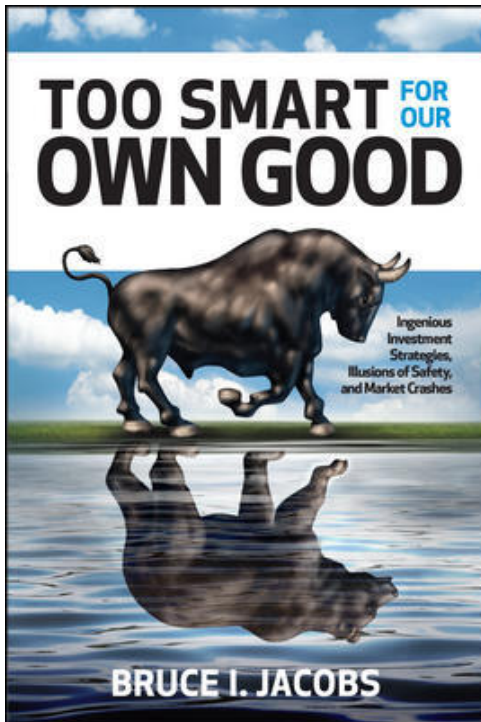
Are financial crises really “perfect storms” or are they the result of investment strategies that create an illusion of safety?

Too Smart for Our Own Good reveals how investors invariably fall for investment strategies that offer illusory promises of higher returns and protection from losses, but end in greater risk for markets and the economy. The book examines the influence of such strategies on the 1987 stock market crash, the 1998 collapse of hedge fund Long-Term Capital Management, and the 2007–2008 credit crisis. Investors who are aware of the common threads that connect these market disruptions can avoid the mistakes of the past and anticipate future market crises.

The book provides a “behind the curtain” look at the investment approaches and instruments that caused several recent financial crises.

- One of the most respected minds in finance, an industry insider, and a former academic, Jacobs has won numerous awards for his published research and contributions to the investment industry.
- The author’s work has appeared in the world’s top financial journals, including *Financial Analysts Journal*, *Journal of Portfolio Management*, and *Journal of Financial Perspectives*, and has been translated into Chinese and Japanese.
- Author of *Capital Ideas and Market Realities*, a critically acclaimed examination of the stock market crash of 1987, and *Equity Management*, a pioneering work on quantitative techniques for stock selection and long-short investing.
- Jacobs has presented at the Institute for Quantitative Research in Finance (Q-Group), CFA Institute, Society of Quantitative Analysts, New York Society of Security Analysts, and Goldman Sachs and Morgan Stanley, to name just a few forums.

Bruce I. Jacobs is co-founder of Jacobs Levy Equity Management, which manages assets for a prestigious global roster of institutional clients. He serves on the *Journal of Portfolio Management* Advisory Board and has served on the Advisory Council of the *Financial Analysts Journal*. Jacobs also served on the finance faculty of the Wharton School where he is Chair of the Advisory Board of the Jacobs Levy Center for Quantitative Financial Research.



August

Business & Economics / Finance

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1260440540

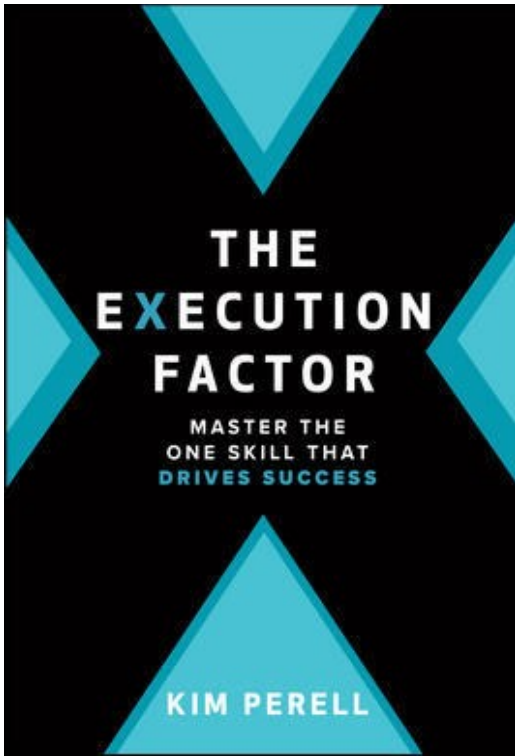
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The Execution Factor: The One Skill that Drives Success

Kim Perell

From a real-life rags-to-riches phenomenon—the proven program for putting ideas into action for ultimate success in business and in life

At the age of 23, Kim Perell was broke. By 30, she was a multimillionaire. Kim is the first person to say that this can be anyone's story. Yet she succeeded while others who had enormous talent struggled to get their ideas off the ground. It's not about being a business genius. It's about mastering one simple skill—execution—and this book teaches readers how to build this skill quickly and effectively.

The Execution Factor reveals the five traits needed to become an execution expert. It shows readers how to identify areas of personal strength, develop clarity on what they're truly passionate about, create a roadmap for achieving goals, and implement it all for greater success in their business life. The book includes a proprietary "execution success" test enabling readers to determine their execution strength.

September

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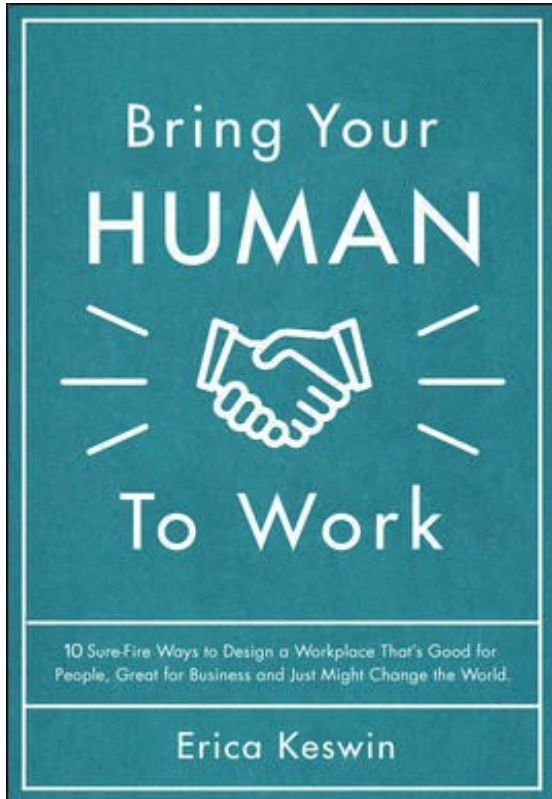
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Contagious Culture: Show Up, Set the Tone, and Intentionally Create an Organization that Thrives

9781259584572 \$34.95

- Perell used the approach in the book to build and grow her own digital marketing firm from her kitchen table to a \$100 million dollar company
- The author will leverage her 20 years of managing digital marketing, advertising, and social media serving some of the largest brands in the world, including BMW, Airbnb, Lexus and Evian
- She is widely recognized and covered in the media, including recent profiles in CNN Money and Forbes; her last profile in Forbes got over 13,000 views, and her latest CNN Money profile had over 33,000 likes and shares

Kim Perell (San Diego, CA) is an award-winning entrepreneur, executive, angel investor, and the CEO of a leading digital marketing company with over 900 employees in 21 offices across the globe. She sold her last company for \$235 million and has invested in over 70 startups, 12 of which have successfully been acquired by Fortune 500 companies and one of which went public at over a billion-dollar valuation.



Bring Your Human to Work: 10 Sure-Fire Ways to Design a Workplace That Is Good for People, Great for Business, and Just Might Change the World

Erica Keswin

10 sure-fire ways to design a workplace that honors relationships and creates a culture of loyalty and engagement in your business

Bring Your Human to Work is the launch of a workplace movement that strives to foster fairness, loyalty, and joy in the workplace. Throughout her twenty plus years of work as a workplace strategist and business coach, Erica Keswin has found that relationships are the most powerful driver of organizational success and workforce retention. The most successful leaders are those who actively form relationships with their employees and honor those relationships.

Leveraging case studies from successful companies like Starbucks, Lyft, Mogul, and Soul Cycle, this book presents a menu of actionable ways for CEOs, entrepreneurs, HR professionals and managers to create a work environment where smart, loyal, happy, and connected people want to work. In the book, Erica outlines a menu of 10 ways to design a workplace that will help retain people and transform their company into a powerful force of truly connected, happy employees. The key is to remember fundamental human qualities—authenticity, openness, and basic politeness—and apply them when managing employees and forming strong relationships with colleagues.

- Keswin has worked with and built relationships with some of today's most successful companies, such as JetBlue, Netflix, Soul Cycle, General Assembly, and Mogul—all of which will be featured in *Bring Your Human to Work*
- The author is a regular contributor to publications like *The Huffington Post*, *Forbes*, *Conscious Company Magazine*, and *The Harvard Business Review*
- A sought-after speaker, Keswin presented at the Work Human Conference, alongside the likes of Michelle Obama, Adam Grant, and Susan Cain

Erica Keswin (New York, NY) is a workplace strategist, business coach, and the founder of the Spaghetti Project, a platform that illustrates the role of human connections in the success of brands, communities, teams, and people. Keswin was a consultant at the Hay Group and Booz Allen & Hamilton, Executive Director at Russell Reynolds Associates, and an executive coach at NYU's Stern School of Business.

September

Business & Economics / Workplace Culture

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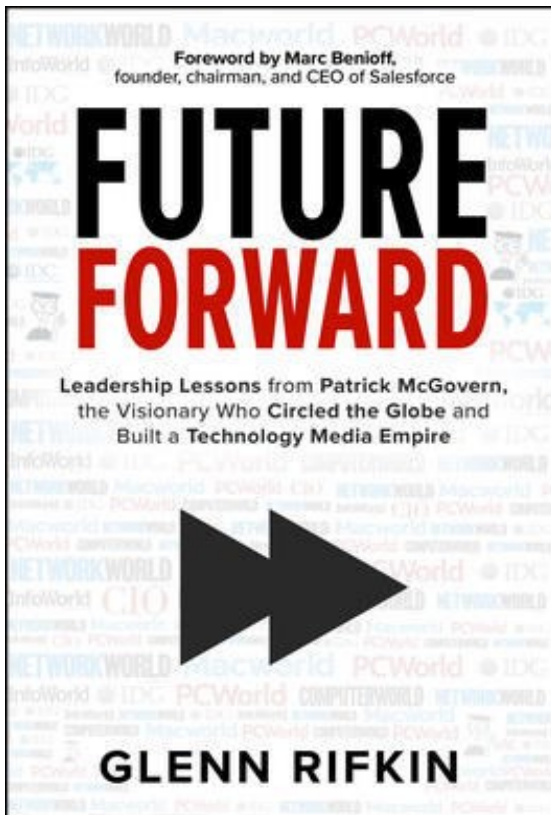
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Future Forward: Leadership Lessons from Patrick McGovern, the Visionary Who Circled the Globe and Built a Technology Media Empire

Glenn Rifkin

Powerful lessons in forward-thinking leadership from the global business pioneer who turned IDG into a \$3 billion technology media and venture capital empire

In *Future Forward*, leaders will find 10 essential lessons that can be easily applied to any business, from small startups to giant corporations. These include: “Let’s try it. Encourage entrepreneurial behavior and back it up with serious commitment.” “Decentralize. When building a global empire, every market is local.” “Love your employees. Adore your customers.” Leaders at every level will discover outside-the-box approaches to employee engagement, entrepreneurial commitment, and radical innovation. These are the lessons of a true visionary. This is how successful leaders take risks, take charge, and take the future by storm.

- Patrick McGovern’s approach to leadership, disruption, and innovation can be applied to any industry, especially those looking to expand into new global markets
- McGovern foresaw and leveraged the global reach and power of technology, and built a \$3 billion company that was the voice of the information technology revolution
- McGovern was the first Western publisher to set up shop in China. He made 130 trips to China during his lifetime and learned how to build a successful business there by staying ever present in the market. He also built the first venture capital firm in China, and turned it into the largest and most successful venture company in that exploding economy

Glenn Rifkin has been a contributing writer for the *New York Times* business section for nearly 30 years and has written for dozens of publications, including the *Wall Street Journal*, *Harvard Business Review*, *Boston Globe*, and *Fortune*. In the 1980s, Rifkin was a senior editor at *Computerworld*, IDG’s leading publication, where he got a firsthand introduction to Patrick McGovern’s remarkable leadership capabilities. Rifkin has consulted with a variety of companies, such as Boston Consulting Group, Korn Ferry International, Mercer Consulting, WPP, HCL Technologies, and PriceWaterhouseCoopers. He has also worked with Harvard Business School on editorial projects. He is the coauthor of *Radical Marketing*, *The Ultimate Entrepreneur*, and *The CEO and the Monk*.

September

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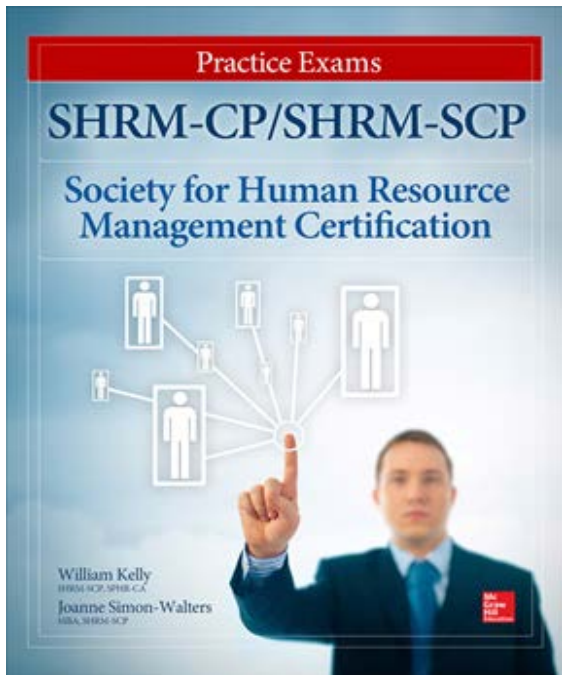
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William D. Kelly, Joanne Simon-Walters

More than 500 accurate practice questions and answers for the SHRM-CP and SHRM-SCP exams

This all-new book arms you with hundreds of practice questions for the two new Society for Human Resource Management exams—the SHRM Certified Professional (SHRM-CP) and the SHRM Senior Certified Professional (SHRM-SCP) exams. All questions simulate those on the actual tests in content, style, tone, format, and difficulty, and are accompanied by in-depth answer explanations for the correct AND incorrect answer choices.

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PDF copy of the book

William Kelly, SHRM-SCP, SPHR®, is the owner of Kelly HR and has more than 40 years of HR experience. He has served on the Board of Directors for both SHRM and HRCI and has been teaching professional HR certification preparation courses for more than 15 years.

Joanne Simon-Walters, SHRM-SCP, SPHR, is a human resources leader with more than 15 years of HR experience. She is coauthor of *PHR/SPHR Professional in Human Resources Certification Practice Exams*.

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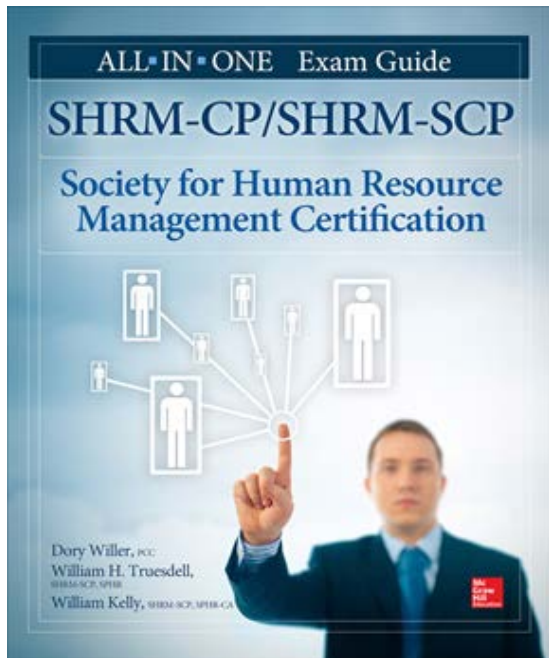
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SHRM-CP/SHRM-SCP Certification All-in-One Exam Guide

Dory Willer, William H. Truesdell, William D. Kelly

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This integrated exam preparation system delivers 100% coverage of all topics for both the SHRM-Certified Professional (SHRM-CP) and SHRM-Senior Certified Professional (SHRM-SCP) exams. To aid in self-study, each chapter includes Exam Tips that highlight key information, summaries that reinforce salient points, and end-of-chapter questions that are accurate to the content and format of the real tests.

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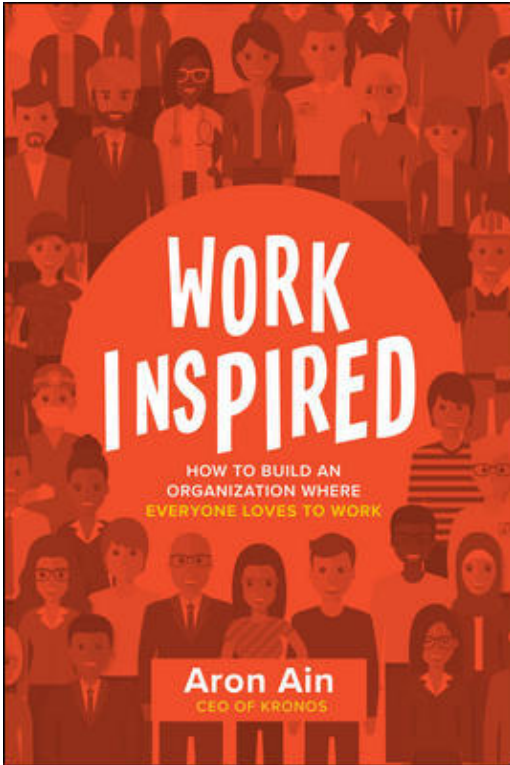
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Dory Willer, SHRM-SCP, is a certified business & life coach with 25 years of experience as a senior human resources executive, international speaker, and training facilitator. She is co-author of *PHR/SPHR Professional in Human Resources Certification All-in-One Exam Guide*.

William H. Truesdell, SHRM-SCP, SPHR, is President and founder of The Management Advantage, Inc. He is an expert on the subjects of personnel practices, employee handbooks, equal opportunity, and performance management programs. He is co-author of *PHR/SPHR Professional in Human Resources Certification All-in-One Exam Guide*.

William Kelly, SHRM-SCP, SPHR, is the owner of Kelly HR and has more than 40 years of HR experience. He served on the Board of Directors at HRCI, where he held the position of president, and he also served on the Board of Directors at SHRM. He was the technical editor and a contributor to *PHR/SPHR Professional in Human Resources All-in-One Exam Guide*.



WorkInspired: How to Build an Organization Where Everyone Loves to Work

Aron Ain

A “Highest Rated CEO” who has transformed his organization into a billion-dollar company and a “Top Place to Work” shows leaders how truly prioritizing employees isn’t just good for employees—it’s good for business

Imagine a company where everybody loves to work, where employees feel not just “satisfied” but truly cared for, respected, and energized. Think of the impact this would have on recruitment, retention, customer satisfaction, innovation, and overall performance.

Ain’s inspiring guide reveals the best practices that have earned Kronos distinctions on coveted lists, such as Glassdoor’s 100 Best Places to Work, *Fortune*’s 100 Best Companies to Work For, *Forbes*’s America’s Best Employers, and the *Boston Globe*’s Top Places to Work. These include over-communicating and truth-telling, trusting your people again and again, holding managers accountable for being great at what they do, allowing employees flexible schedules and open vacation time, challenging your people to put the company out of business with new and revolutionary ideas, and welcoming back boomerang employees. Many executives talk about how “their people are their greatest asset.” Ain challenges leaders to “walk the talk” and put people first, whether they oversee a team of five or an organization of 500,000. When they do, employees won’t be the only ones who thank them. Customers and shareholders will, too.

- A corporate culture pioneer shows leaders how focusing on employees is a growth strategy: Other management books have exhorted leaders to focus more on people, but none has looked inside a company that has purposefully deployed a people strategy to grow to over \$1 billion

Aron Ain is the CEO of Kronos, a global provider of workforce management and human capital management cloud solutions, as well as consulting, education, and support services to its more than 30,000 enterprise customers in more than 100 countries. Ain has spent his entire career at Kronos, playing a role in nearly every functional department. He has received numerous awards for his leadership, including Glassdoor’s Highest Rated CEO honor, Ernst & Young’s Entrepreneur of the Year award, the Mass Technology Leadership Council’s CEO of the Year award, and the inaugural Ray Stata Leadership and Innovation award by the Massachusetts High Technology Council. During his tenure as CEO, Kronos has been recognized for its innovative product offerings, and has been named a “Top Place to Work” in the U.S., Canada, Australia, China, India, and the U.K. Ain speaks often on engagement and people strategy, as well as on entrepreneurship and leading global organizations.

October

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Kick Some Glass: 10 Ways Women Succeed at Work on Their Own Terms

Jennifer Martineau, Portia Mount

The rule-smashing guide for motivated working women who want to stop trying to follow someone else's rules and start taking charge of their own success

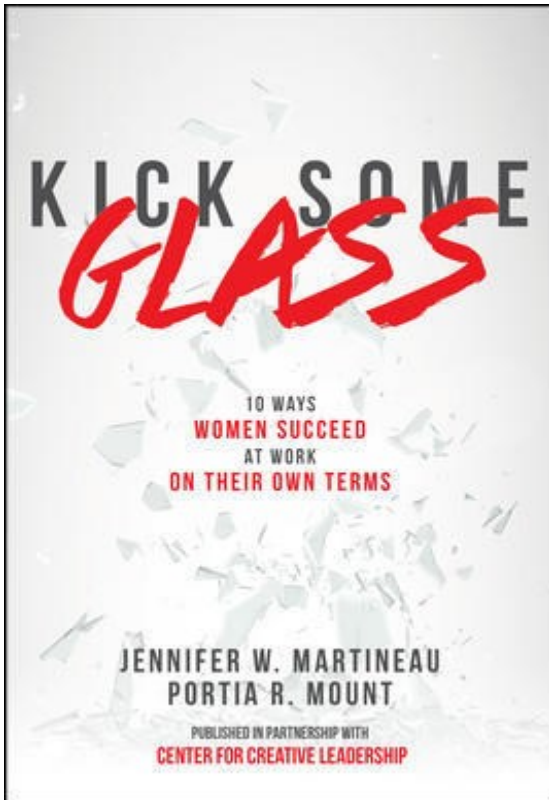
This invaluable guide will help you do the deep inner work you need to create lasting, meaningful, personal, and professional change. You'll get beneath the surface to understand the mental models that manifest in self-sabotaging behaviors, missed opportunities, and fear. You'll reveal the values that will help you truly understand the tough choices and trade-offs you make daily. You'll learn how to tap into the powerful networks you need to provide support and hold you accountable to help you reach your goals. You'll learn realistic, doable, long-range solutions that will give you the power to take charge and move ahead.

This book will help you uncover who you truly are to approach your professional life in ways that are authentic and most meaningful to you—and no one else. After all, only you hold the answers. It's time to *Kick Some Glass*.

- Most business books tell women what they're doing wrong. This one is radically different. Written by two global consultants who understand the unique challenges women face in the business world, this game-changing guide tells women what they're doing *right*—and shows them how to leverage their unique strengths to achieve their personal goals
- Includes self-assessment tools and strategies from the Center for Creative Leadership's popular management training program, the Women's Leadership Experience
- Authors are renowned experts in women's leadership, who train and transform leaders and teams using extensive research to provide cutting-edge solutions

Jennifer Martineau is senior vice president of research, evaluation, and societal advancement at CCL. She is also a speaker, author, mother, and passionate advocate for women's leadership, and holds a PhD in industrial and organizational psychology from The Pennsylvania State University.

Portia Mount is vice president and global leader of strategic marketing at Ingersoll Rand. She is a former senior vice president of global marketing and chief of staff at CCL, where she served for over a decade. A sought-after executive coach, she speaks and writes on career and lifestyle issues for working mothers. She holds an MA in cultural anthropology from the University of Wisconsin-Madison and an MBA from Wake Forest University School of Business.



October

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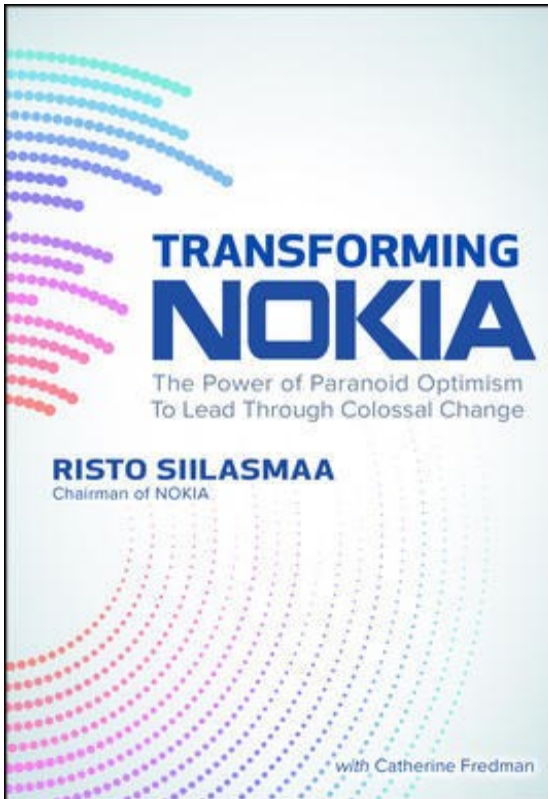
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Transforming NOKIA: The Power of Paranoid Optimism to Lead Through Colossal Change

Risto Siilasmaa

How Nokia revived and reinvented itself into a new industry powerhouse—with leadership lessons for any company confronting massive change

In 2008, Nokia was on top of the world, dominating the mobile phone universe. Four years later, the company was on verge of extinction, unable to compete against industry behemoths Apple and Android. Today, it's once again a leader -- in the \$100 billion-dollar global wireless market. In *Transforming Nokia*, Chairman of the Board Risto Siilasmaa offers his firsthand account of the company's dramatic fall and astonishing turnaround. His story reveals the reasons for Nokia's collapse and how other leaders can avoid the same fate. He shares the survival strategies and change-management methods he learned by leading people through crisis and steering the company through its wrenching reinvention. And he explains how the power of paranoid optimism and the precepts of what he calls "Entrepreneurial Leadership" enable leaders to build sustainable success.

- Siilasmaa will leverage his public platform to promote the book; he speaks regularly at leadership conferences, technology summits, and events for entrepreneurs
- Siilasmaa will leverage his network of global business giants to push the book; his connections include fellow members of Tsinghua SEM Advisory Board (Tim Cook, CEO, Apple; Jack Ma, founder of Alibaba; Satya Nadella, CEO, Microsoft; Steve Ballmer, former CEO, Microsoft; Virginia Rometty, CEO, IBM; and Michael Dell, founder, Dell), fellow members of the European Roundtable of the Industrialists (50 CEOs and Chairmen of European-based multinational corporations) as well as top names in technology and management consulting
- The author is regularly featured in *The Wall Street Journal*, *The New York Times*, *Fortune*, *McKinsey Quarterly*, and *Financial Times*, has appeared on *CNN*, *MSNBC*, the *BBC*, and many other television and radio networks

Risto Siilasmaa (Finland), Chairman of Nokia since 2012 and CEO in 2013 and 2014, has led the company in one of the most successful corporate reinventions ever. Through three massive transactions that he negotiated in just two years—the purchase of complete ownership of NSN, the sale of its core mobile phone business to Microsoft, and the recently announced acquisition of Alcatel-Lucent—Nokia was transformed from near death to a successful global technology leader.

October

Business & Economics / Leadership

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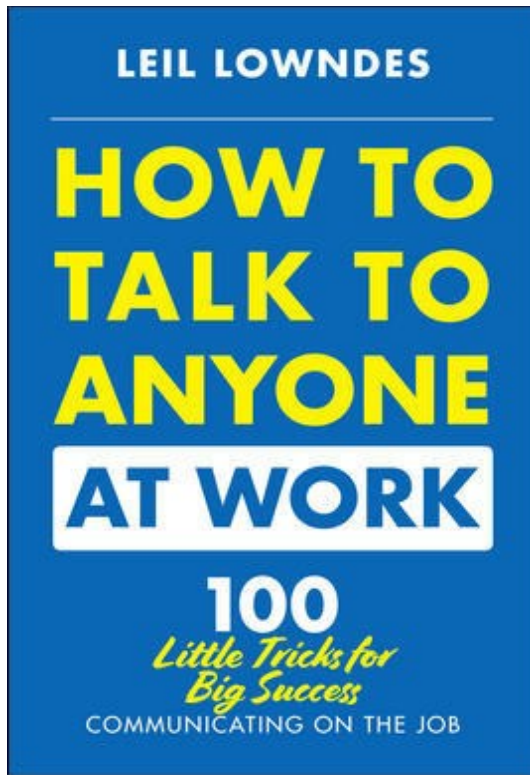
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How to Talk to Anyone at Work: 72 Little Tricks for Big Success in Business Relationships

Leil Lowndes

From the bestselling author of *How to Talk to Anyone* now comes a book dedicated to helping business professionals at any level communicate effectively in the workplace

In this practical guide to workplace relationships, corporate communications consultant and trainer Leil Lowndes presents proven techniques for the multitude of communication challenges workers face every day. Each chapter tackles a communication problem and includes stories and examples from the corporate world, as well as specific solutions and immediate actions readers can take. The book includes tips on digital communication in the workplace, particularly with regard to e-mail, video and telephone conferencing, texting, and social media.

Readers will:

- Learn powerful communication skills that earn credibility and respect from bosses, colleagues, and customers
- Deal effectively with office politics, unmotivated employees, and destructive attitudes
- Master how to be both respected *and* liked at work
- Handle criticism from the boss and turn it into an opportunity to shine
- Determine people's personality types and speak to each so they listen
- Avoid the 10 common phrases that should *never* be said at work
- Discover ways to understand and deal graciously with people who may not speak clearly
- Gain respect in meetings, and know what to do when interrupted or demeaned
- Answer tough questions, deal with sticky situations and "the customer from hell"
- Determine when silence is the best policy

Leil Lowndes (New York, NY) is an internationally recognized communications expert who has addressed audiences of up to 10,000. She has spoken and conducted seminars for hundreds of major corporations and associations. Leil is the author of 10 top-selling books, and her work has been translated into 27 languages.

October

Business & Economics / Business Communications

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How to Deliver a TED Talk: Secrets of the World's Most Inspiring Presentations, revised and expanded new edition

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Get It Together: Ditch the Chaos, Do the Work, and Design your Success

Lauren Berger

This super-practical guide to personal success is packed with no-nonsense tips that will get anyone where they want to be in business and in life

Working long hours doesn't necessarily lead to productivity and overall success. In fact, more often than not, it produces more stress, leaves less energy to achieve our goals, and reduces our control over the way we spend our time.

Get It Together provides a proven system for avoiding the burnout and fatigue associated with this all-too-common situation. It shows how to pave a path to true personal success by establishing a routine, creating a schedule, building a system of organization, and managing others' expectations. Through specific, step-by-step advice, the author clearly lays out how to increase productivity and ultimately create a path to success with tangible how-to's.

- **Business Platform:** The author will promote the book to her 80,000 business subscribers; 100,000 social media followers; and through her two company websites, which have had millions of visitors
- **College Market:** Berger will also leverage her extensive college network to target young people starting out in their careers: she has connections to more than 10,000 college influencers who can reach over 20 million people worldwide
- **Print and TV:** The author has been featured as a personal-success guru on *The Today Show* and *Fox and Friends* and in *The New York Times*, *New York Post*, *Washington Post*, *Seventeen*, *Fast Company*, *Bustle*, *Forbes*, *Entrepreneur*, *Business Insider*, *Huffington Post*, *Glamour*, and other publications

Lauren Berger is the CEO + Founder of InternQueen.com, a lifestyle brand helping young people connect with their dream careers. She also founded and oversees the IQ Campus Marketing Agency, which helps connect brands with the network of people using her platforms. She is also the founder of the career-enhancement company Lauren Berger, Inc.

October

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Fearless at Work: Achieve Your Potential by Transforming Small Moments into Big Outcomes
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Designing the Future: How Ford, Toyota, and other world-class organizations use lean product development to drive innovation and transform their business

James M. Morgan, Jeffrey K. Liker

Two of the world's top experts on the subject reveal how world class companies like Ford and Toyota are using Lean product development to drive innovation—and they show how managers in any industry can do the same

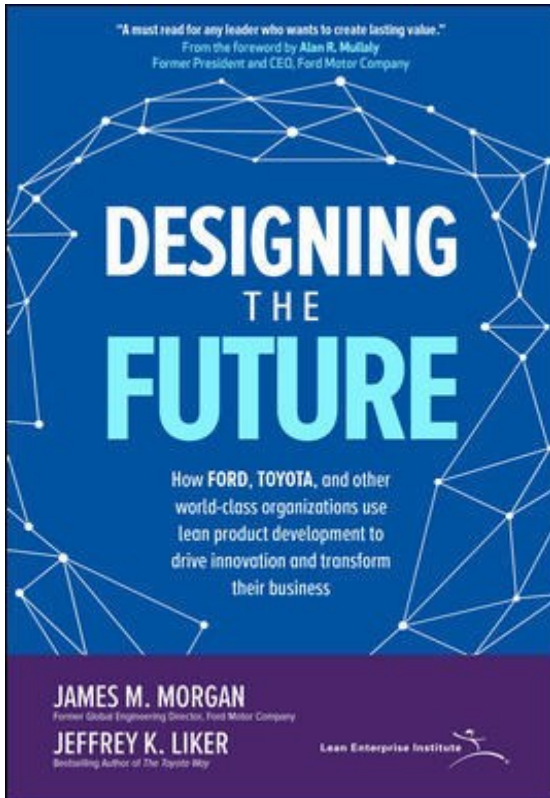
Designing the Future explains how world-class companies have turned a deep understanding of customers into winning products and processes.

Focusing on Ford's epic transformation, Toyota's continued evolution, and several companies in other industries, the authors provide a detailed analysis of how and why these companies succeeded; they also explain why many companies have achieved only moderate success with Lean. The book describes how companies can connect business strategy and superior value delivered to customers—an iterative, integrated process that relies on simultaneous engineering, linking strategy and vision.

- Liker is the world's foremost authority on Toyota's Product Development System; his articles and books have won thirteen Shingo Prizes, and his work has appeared in *Harvard Business Review*, *Sloan Management Review*, and other leading publications
- Winner of two Shingo prizes for research excellence in product development, James Morgan has more than thirty years of hands on product development experience and was a Director at Ford Motor Company during its remarkable revitalization
- Both authors will promote the book to their vast network and through their many speaking engagements
- This is the first book ever co-branded with the Lean Enterprise Institute, which will actively support it through its website (2 million annual visitors), membership (300,000), and its many conferences and global sales channels

Jeffrey K. Liker (Ann Arbor, MI) is Professor of Industrial and Operations Engineering, University of Michigan, and president of Liker Lean Advisors, LLC, a coterie of leading lean advisors. He is the author of the international bestseller *The Toyota Way*.

James M. Morgan (Ann Arbor, MI) is Senior Advisor for Lean Product and Process Development (LPPD) at The Lean Enterprise Institute (LEI) and founder of LEI's LPPD Learning Group. Before joining LEI Dr. Morgan was Director, Global Body Exterior, Safety, and SBU Engineering at Ford Motor Company during the product-led revitalization



Previously Announced – 2018 Spring Cat

October

Business & Economics / Production & Operations Management

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The Toyota Way

9780071392310 \$36.95

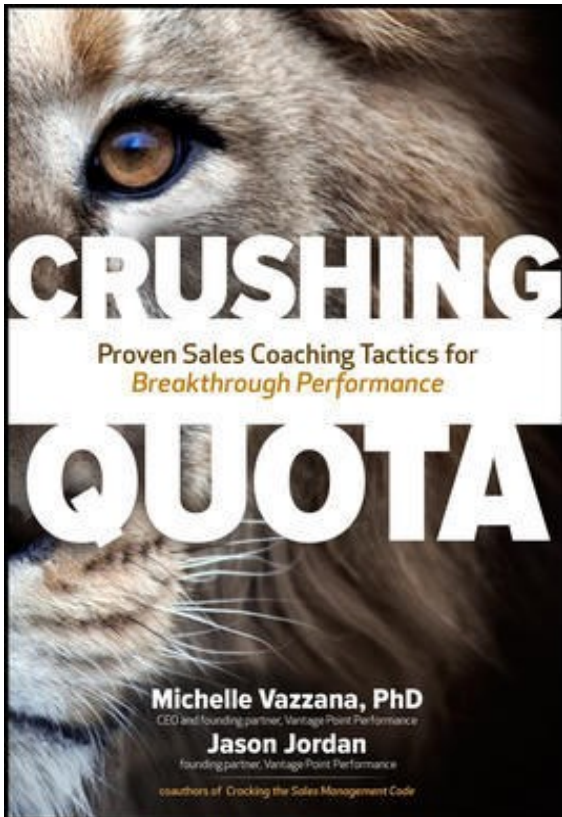
The Toyota Way to Service Excellence: Lean

Transformation in Service Organizations

9781259641107 \$47.95

The Toyota Way to Continuous Improvement: Linking Strategy and Operational Excellence to Achieve Superior Performance

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Crushing Quota: Proven Sales Coaching Tactics for Breakthrough Performance

Michelle Vazzana, Jason Jordan

Groundbreaking research into best sales coaching practices—from the bestselling authors of *Cracking the Sales Management Code*

Sales isn't a one-size-fits-all practice—so neither is sales coaching. Successful managers need to design their own coaching program based on the unique needs of their teams.

Based on the authors' own groundbreaking research, *Crushing Quota* reveals day-in and day-out coaching practices that lead to higher levels of quota attainment. It clarifies which coaching practices are most important for different types of sales positions, and how to operationalize those practices into daily life. Readers learn how to design the right coaching approach for their teams and their individual sellers using powerful research-based best practices that work.

- The authors are the team behind the bestselling title *Cracking the Sales Management Code*; their company, Vantage Point, was recently named one of the Top 20 Sales Training Companies by *SellingPower*
- Well-known for their innovative sales coaching research, Vazzana and Jordan speak regularly at large national events, including those run by the Sales Management Association, the Association for Talent Development, and Salesforce.com's Dreamforce Conference
- The authors' speaking engagements put them in front of 5,000 people annually, and they reach an additional 5,000 webinar attendees; they will promote the book at all events
- They will also promote the authors through their monthly newsletter (60,000 sales executives) and social media (10,000 followers), and to clients that include Google, GE, 3M, Microsoft, HP, and Samsung

Michelle Vazzana, PhD (Leesburg, VA) is the Chief Executive Officer and a founding partner of the sales training and development firm Vantage Point Performance. She is a contributor for leading industry groups and conferences, including the Sales Management Association, Association for Talent Development, , and Top Sales World.

Jason Jordan (Charlottesville, VA) is a founding partner of Vantage Point Performance. He is a well-known thought leader in the domain of business-to-business selling.

The Talent Manifesto: How Disrupting People Strategies Maximizes Business Results

RJ Heckman

From a top executive of the world's largest talent advisory firm—Korn Ferry—comes this playbook for driving organizational success in a disruptive business world

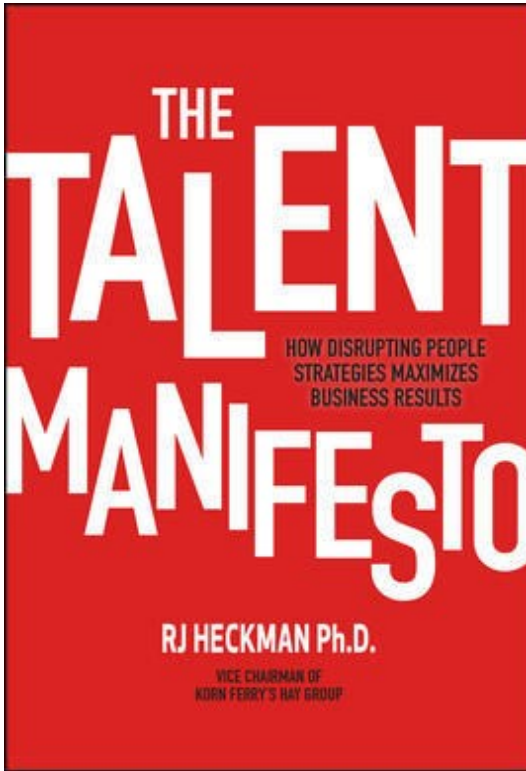
As companies grow, restructure, and adapt to never-ending change, managers and HR professionals have a critical task: attracting, developing and retaining the best workers for this new business environment. The Talent Manifesto identifies common dysfunctions in the world of talent management and presents innovative methods for bringing any HR department up to speed in today's increasingly digitized and innovative business space. Readers learn how to redesign their HR strategies and reshape perception of talent management in order to drive their organization's ability to compete—now and in the future.

* Korn Ferry's Hay Group has helped clients recruit, coach, and develop millions of world-class leaders over the last half century; the company will provide full support for the promotion and sale of this book

* Heckman speaks at HR conferences and academic institutions—including Harvard Business School, New York University, University of Minnesota, and University of Southern California—and consults with the boards, executive teams, and leaders of Fortune 50 companies

* A renowned expert in his field, the author has written for and/or been interviewed by *The Wall Street Journal*, *Minneapolis Star Tribune*, *South China Morning Post*, *Chief Learning Officer*, and other leading publications

RJ Heckman (Minneapolis), Vice Chairman of Korn Ferry's Hay Group (KFHG), has worked in the talent management consulting and leadership development fields for 25 years. He consults on a daily basis with many of Korn Ferry's 7,000 clients, representing many of the world's top companies. He has worked as an internal HR leader for two Fortune 50 companies and served as a consultant to more than 100 Global 1000 companies.



October

Business & Economics / Management Science

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9781260142549

126014254X

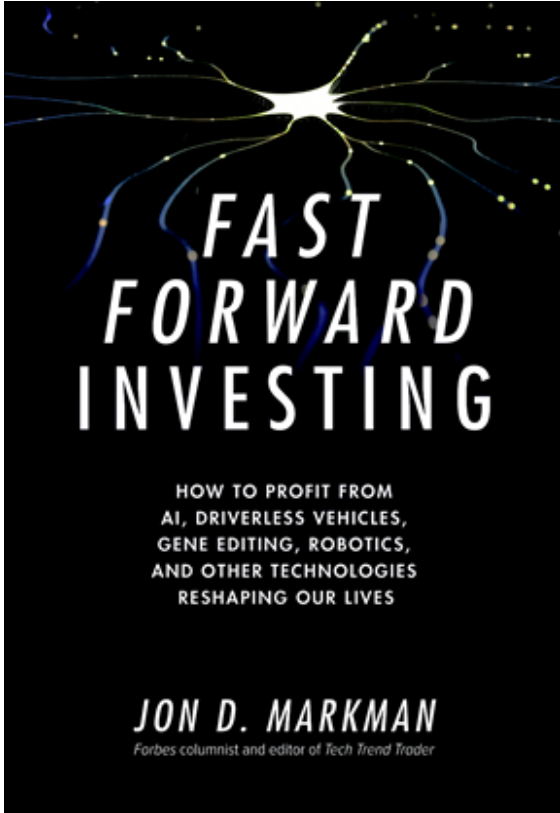
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The Future Workplace Experience: 10 Rules for Mastering Disrupting in Recruiting and Engaging Employees
9781259589386 \$38.95



Fast Forward Investing: How to Profit from Artificial Intelligence, Robotics, and Other Technologies Reshaping Our Lives

Jon Markman

Forbes' tech intelligence expert reveals the next big investment opportunities-and explains how to plan accordingly for big, lasting profits

Advances in data analytics, artificial intelligence, robotics, and cloud computing have created a perfect storm of change for investors-and this book provides a blueprint for harnessing it for major gain.

Fast Forward Investing explains what to expect, when to expect it, and how to profit in the technological revolution. The book explores the emerging technologies that are reshaping our lives and offers actionable advice for planning for the future and staying one step of the curve. Investors learn how to create a future-proof investment strategy and profit in an age of unprecedented opportunity.

* Markman is a household name in tech investing: He was the founding Managing Editor of MSN Money, currently serves as the Tech Intelligence columnist at Forbes, and is a featured contributor to MarketWatch and Yahoo! Finance

* The author will promote the book through his impressive platform, which includes 64,000 Twitter followers and a direct marketing campaign leveraging 300,000 investment newsletter subscribers

* He is the recipient of the Loeb Award, one of the most prestigious awards in business journalism; multiple Society of Professional Journalists awards; and a Society of Business Editors & Writers "Best in Business" award

Jon D. Markman (Seattle, Washington) a veteran investment research analyst and award-winning journalist, is editor and founder of the investment research newsletters *Tech Trend Trader*, *Strategic Advantage* and *The Power Elite*. He speaks frequently on investment topics at conferences nationwide, as well as on TV and radio, and is a columnist for Forbes and TheStreet.com.

November

Business & Economics / Investment & Securities

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Mastering Your Inner Critic...and 7 Other High Hurdles to Advancement: How the Best Women Leaders Practice Self-Awareness to Change What Really Matters

Susan Mackenty Brady

From one of today's leading voices for women in business—a practical, systematic approach to uncovering and conquering that career-stalling inner-voice that says “you can’t”

Women are changing the game in business and beyond—and *Mastering Your Inner Critic . . . and Other Hidden Hurdles to Advancement* provides the knowledge, insight, and tools women need to take full advantage of this powerful movement. The author shows how to uncover the behaviors, actions, or stereotypes women too often perpetuate and reveals proven ways of taking control of them through a clear, hands-on approach. Readers learn how to build confidence, set clear goals, build effective networks, negotiate with skill, combat inner-biases, and ultimately overcome the 7 hurdles that hold women back.

- The author's organization Linkage will promote the book through its vast network, including its client database of 60,000; website (135,000 unique visits annually); thousands of webinar attendees each year; and other platforms
- Brady is co-chair of Linkage's Women in Leadership Institute™, which has a global network of 10,000+ alumni and hosts multiple events each year, which are attended by 300 of the world's most recognized brands and most influential employers
- Fast-Rising Star: In just the last three years, the author has been invited to keynote on this topic at 100+ companies; she will promote the book at all events

Susan MacKenty Brady (Needman, MA) is Executive Vice President at Linkage, where she has led the growth and development of the firm's global practice in Advancing Women Leaders & Inclusive Leadership. She serves as the co-chair of the company's Women in Leadership Institute™, which is now in its eighteenth year.

November

Business & Economics / Women in Business

HARDCOVER • 9in : 6in

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1260440605

\$35.95

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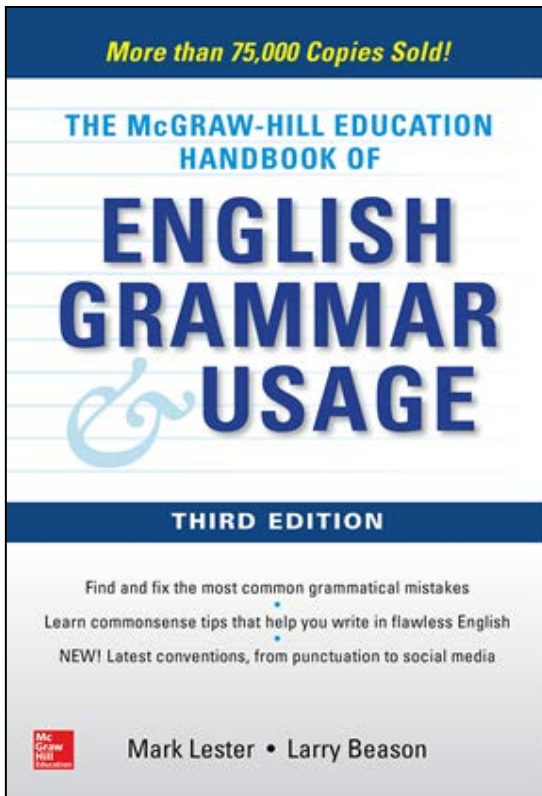
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Becoming Your Best: The 12 Principles of Highly Successful Leaders

9780071839983 \$30.95



McGraw-Hill Education Handbook of English Grammar & Usage, Third Edition

Mark Lester

The classic guide to English grammar—updated for today’s grammar, punctuation, social media, and digital communication needs

First published in October 2004, The McGraw-Hill Handbook of English Grammar and Usage has become a go-to grammar classic. Written by acclaimed grammarians, the book provides clear explanations, definitions, simple rules, and guidelines to help readers express themselves correctly in English. New examples of usage are featured throughout this third edition. An updated chapter dedicated to grammar and its usage in digital communication provides invaluable guidance on communicating via social media, text, and email.

This is an ideal guide for native-speakers of English who are looking to brush up on their skills, have specific concerns about usage, or need major improvement in written grammar and punctuation. It features:

- Authors who are recognized experts on the subject
- Hundreds of correct and incorrect sentence examples, with errors clearly marked
- Fully revised chapter on grammar and social media/new technology
- Quick tips for fixing grammatical mishaps
- Handy glossary of grammar terms, and more

Mark Lester (Cheney, WA) is an experienced grammarian, ESL expert, and professor emeritus at Eastern Washington University. He is the author of more than a dozen books, including *McGraw-Hill’s Essential ESL Grammar*, *The Big Book of English Verbs*, and many more.

Larry Beason (Daphne, AL) is an award-winning professor and director of the English composition program at the University of South Alabama. He has written numerous academic articles and given presentations on rhetoric, grammar, business communication, teaching, and the English language. Beason is also the author of several grammar books.

November

Business & Economics / Business Reference

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McGraw-Hill Education Handbook of English Grammar & Usage, 2nd Edition
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The Laws of Brand Storytelling: Win—and Keep—Your Customers' Hearts and Minds

Ekaterina Walter, Jessica Gioglio

From the bestselling authors of *The Power of Visual Storytelling* comes the highly anticipated follow-up, *The Laws of Brand Storytelling*—the definitive quick-reading rulebook for how to use powerful storytelling to win over customers' hearts, minds, and long-term loyalty

With consumers more empowered than ever before, your brand isn't what you say it is anymore, it is what consumers say it is. As a result, capturing customers' hearts and minds today requires businesses to prioritize emotional connections with customers, to be in the moment, having authentic conversations, to share relevant, inspiring stories that move and motivate people to take action.

Packed with inspiring tips, strategies, and stories from two leading marketing innovators, *The Laws of Brand Storytelling* shows business leaders and marketing professionals the power storytelling has to positively impact and differentiate your business, attract new customers, and inspire new levels of brand advocacy. The authors lay down the law—literally—for readers through a compelling step-by-step process of defining who you are as a brand, setting a clear strategy, sourcing the best stories for your business, and crafting and delivering compelling narratives for maximum effect. Win your customers' hearts and minds, and you win their business and their loyalty.

- A contributor to *Forbes*, *Fast Company*, *Inc.*, *Entrepreneur*, and *HuffPost*, Walter has been featured as a brand-storytelling expert on CNBC, ABC, NBC, FOX News, TechCrunch, and CNN; and Gioglio has been featured in *USA Today*, *ComputerWorld*, *Chief Marketer*, CNBC, and other programs and publications. Both will leverage these and other platforms to promote the book
- *Forbes* listed Walter at #3 on its ranking of the World's Top 40 Social Marketing Talents, and *Fortune* placed her among Bill Gates, Oprah Winfrey, Arianna Huffington, and Warren Buffet as the most impactful business people on social media
- In-demand speakers, both authors regularly keynote at corporate and private functions to audiences as large as 2,000. They will promote the book at these engagements

Ekaterina Walter has been at the forefront of the digital transformation revolution since its early days. At Intel, she led company-wide social media adoption. She spearheaded marketing and technology innovation as cofounder and CMO of Branderati, which was acquired by Sprinklr, a customer experience management platform. She now helps companies build customer-centric digital transformation strategies. She is the *Wall Street Journal* bestselling author of *Think Like Zuck* and the coauthor of *The Power of Visual Storytelling*.

Jessica Gioglio has spent over a decade leading transformative marketing, public relations, and social media programs for best-in-class companies, including Dunkin' Donuts, TripAdvisor, State Street, Comcast, and Sprinklr. She was named one of the top marketing leaders to follow by LinkedIn, HubSpot, TopRank Online Marketing, the UK's We Are The City, and more. She is the coauthor of *The Power of Visual Storytelling*.



November

Business & Economics / Marketing

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Think Like Zuck: The Five Business Secrets of Facebook's Improbably Brilliant CEO
9780071809498 \$27.95



Unlearn: Let Go of Past Success to Achieve Extraordinary Results

Barry O'Reilly

A transformative system that shows leaders how to rethink their strategies, retool their capabilities, and revitalize their businesses for stronger, longer-lasting success

There's a learning curve to running any successful business. But when leaders begin to rely on past achievements or get stuck in old thinking and practices that no longer work, they need to take a step back—and unlearn. This innovative and actionable framework from executive coach Barry O'Reilly shows leaders how to deliberately and intentionally move away from once-useful mindsets and behaviors that were effective in the past but are no longer relevant in the current business climate and may now stand in the way of success.

With this simple but powerful three-step system, leaders can: **1. Unlearn** the behaviors and mindsets that keep them and their businesses from moving forward. **2. Relearn** the skills, strategies, and innovations that are transforming the world every day. **3. Break through** old habits and thinking by opening up to new ideas, perspectives, and resources. Good leaders know they need to continuously learn. But great leaders know when to unlearn the past to succeed in the future. This book shows them the way.

- A timely and innovative guide: shows leaders how to let go of methods and patterns that worked in the past and adopt new strategies to drive sustainable growth and impact in the future
- An expert on transforming enterprise organizations: O'Reilly is a top consultant, executive coach, and coauthor of the international bestseller *Lean Enterprise*
- A simple but powerful three-step system: provides the tools leaders need for unlearning, relearning, and breakthrough thinking in today's changing business climate

Barry O'Reilly is the founder and CEO of ExecCamp, an entrepreneurial experience for executives, and the management consultancy Antennae. A business advisor, entrepreneur, and sought-after speaker, O'Reilly has pioneered the intersection of business model innovation, product development, organizational design, and culture transformation. He works with the world's leading innovators, from disruptive startups to Fortune 500 companies. He is a frequent writer and contributor to *The Economist*, *Strategy+Business*, and *MIT Sloan Management Review*, as well as a coauthor of the international bestseller *Lean Enterprise: How High*

December

Business & Economics / Leadership

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1260143015

\$35.95

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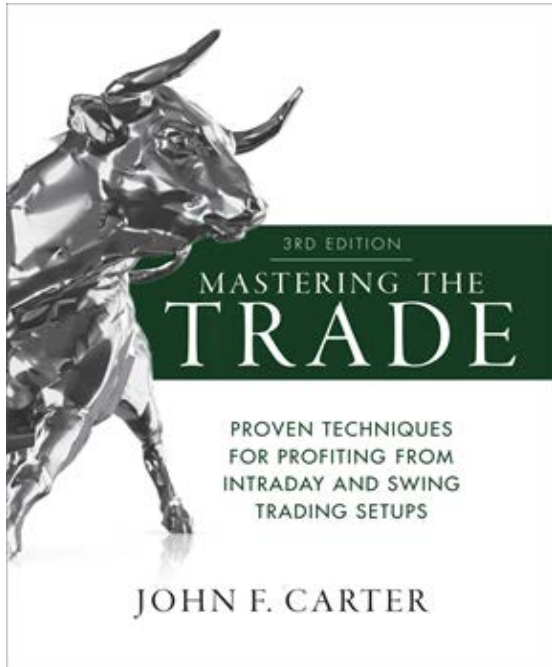
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Mastering the Trade, Third Edition: Proven Techniques for Profiting from Intraday and Swing Trading Setups

John F. Carter

Updated for today's turbulent markets—this bestselling guide gives traders the edge they need to beat the competition at every turn

Mastering the Trade, Third Edition takes readers from theory to practice, presenting a step-by-step, innovative approach for becoming a successful professional trader. Combining insightful market overviews with proven strategies and concepts, the author provides chart setups, trading methodologies, money-management principles, psychological guidelines, advice on the latest hardware and software, and more. This nuts-to-bolts guide delivers the foundational knowledge traders need to detect and capitalize on the next market shakeup before it happens.

December

Business & Economics / Investments & Securities

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Mastering the Trade, Second Edition: Proven

Techniques for Profiting from Intraday

9780071775144 \$85.95

- A widely recognized expert in his field, the author is the founder of *SimplerOptions.com*, which has been featured by *Inc.*, *Yahoo Finance*, *Forbes*, and *The Wall Street Journal*; he is routinely quoted in and a contributor to *SFO* magazine, *MSN Money*, and *Investor's Business Daily*
- Carter speaks to 40,000 people annually and hosts regular Webinar events through *SimplerOptions*; he will promote the book at all these events
- Carter will also promote the book to *SimplerOptions*' entire 100,000+ network of subscribers

John F. Carter (Austin, Texas) is a Commodity Trading Advisor (CTA) with *Razor Trading*. In addition to *SimplerOptions*, he founded *TradeTheMarkets.com* and is a founding member of *Maverick Business Adventures*, which aims to train more than 100,000 young entrepreneurs by 2020.

**Mc
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November

Business & Economics / Industries / Pharmaceutical & Biotechnology

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1260440923

\$40.95

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Connected Care Can Improve

9781260116557 \$35.95

Carole Stockmeier is a partner in Press Ganey Strategic Consulting. Over her career, she has supported comprehensive safety culture engagements at hospitals and integrated health systems and has helped organizations achieve significant improvement in safety reliability. Prior to joining Press Ganey, Carole was a partner at HPI. Previously, she served as the Director of Safety and Performance Excellence at Sentara Healthcare, where she guided leaders in the implementation of strategies for human error prevention and reliability performance. She provided operational leadership for Sentara's patient safety initiatives, with outcomes recognized with the American Hospital Association 2004 Quest for Quality Prize and the 2005 John M. Eisenberg Award for Patient Safety and Quality.

Zero Harm: How to Achieve Patient and Workforce Safety in Healthcare

Craig Clapper, James Merlino, Carole Stockmeier

From the nation's leading experts in healthcare safety—the first comprehensive guide to delivering care that ensures the safety of patients and staff alike.

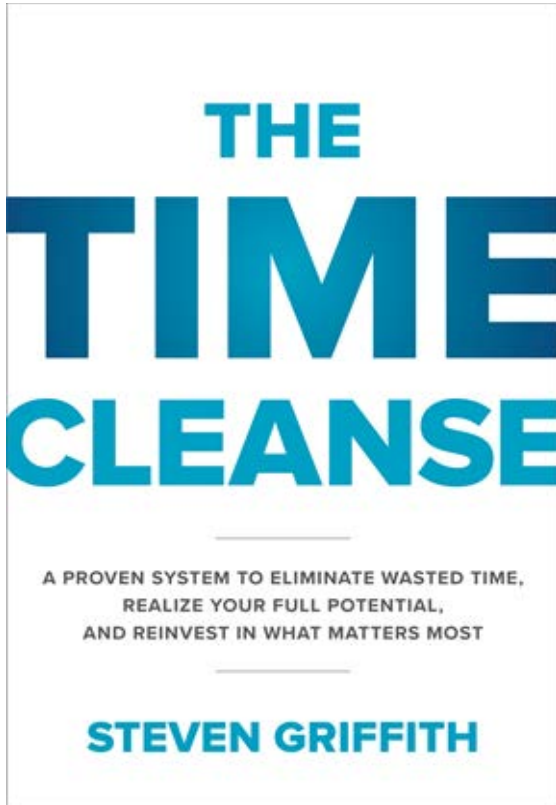
One of the primary tenets among healthcare professionals is, "First, do no harm." Patient and caregiver safety are foundational to the mission of every healthcare organization across the world. Every year in the United States alone, an estimated 4.8 million hospital patients suffer serious harm that is preventable, resulting in approximately 440,000 deaths.

In *Zero Harm*, these leading experts share practical, evidence-based solutions that combine the latest tools and technologies in healthcare today with the best safety practices from high-risk, yet high-reliability industries, such as aviation, nuclear power, and the United States military. Using these field-tested methods, healthcare professionals can educate their workers on the universal skills that can save lives, organize and train safety action teams, implement reliability management systems, and create long-term, transformational change. It's a complete workplace-ready program that's proven to reduce preventable errors and produce measurable results—by putting the patient, and safety, first.

- Researched and written by the nation's leading safety specialists in healthcare, drawing lessons from aviation, nuclear power, and other industries in which safety plays a crucial role.
- Provides detailed, evidence-based solutions for educating staff, improving patient care, and reducing preventable errors using simple safety precautions and procedures.

Craig Clapper, PE, is a partner in Press Ganey Strategic Consulting and a founding partner of Healthcare Performance Improvement (HPI). For 30 years, he has been a leader in safety culture transformation for Duke Energy, the U.S. Department of Energy, ABB, Westinghouse, Framatome ANP, Sentara Healthcare, and Sharp Healthcare. He has served as Chief Knowledge Officer of HPI, Chief Operating Officer of HPI, and Chief Operating Officer of Performance Improvement International, among other executive positions in the nuclear power industry.

James Merlino, MD, is Chief Transformation Officer of Press Ganey, the leading provider of patient experience measurement, performance analytics, and strategic advisory solutions for healthcare organizations across the continuum of care. He is the author of *Service Fanatics: How to Build Superior Patient Experience the Cleveland Clinic Way*. An accomplished surgeon and industry leader in improving the patient experience, Jim served as Chief Experience Officer and Associate Chief of Staff at the Cleveland Clinic health system, as well as a practicing staff colorectal surgeon at the organization's Digestive Disease Institute.



The Time Cleanse: A Proven System to Eliminate Wasted Time, Realize Your Full Potential, and Reinvest in What Matters Most

Steven Griffith

MASTER YOUR TIME PERFORMANCE IN ORDER TO ADD HOURS BACK TO YOUR DAY

Most people blame time for not being able to accomplish their goals. *The Time Cleanse* provides a proven program that helps you realize that time isn't the problem, it's your relationship with time. IN this book, you will learn how to identify the areas in your life where your time is being hijacked so you can gain back more time, energy, and focus.

In *The Time Cleanse*, you will learn **how to get** your time back by determining your "time type," mastering mindful multitasking, accepting or rejecting certain habits, creating an optimal performance schedule, and engaging in a step-by-step process designed to release time toxins and optimize your results.

The Time Cleanse will also show you how to:

- Reclaim at least seven hours a week
- Increase productivity and performance for 3X higher results
- Eliminate stress and anxiety caused by time pressure
- Rebalance your work-life relationship and improve the quality of both
- Enter the flow state of high performance and use time in a new way
- Griffith has been featured on ABC, NBC, CBS, FOX, and Esquire TV as a leading performance expert
- Every month, he delivers several keynotes and speeches to large and influential organizations like Mass Mutual Insurance, NeueHouse Technology & Entertainment Center, and Athletes Touch; he will promote the book at all of them
- Influencers who have agreed to promote the book—including CityTwig, Scott Paton, Legacy Shield, Mark MacDonald—have a combined network of 40 million+ people
- "Jimmy Kimmel Live," the U.S. military, Citibank, Wells Fargo, the Los Angeles Police Department, USC, UCLA, NBA, MLB, and NFL are just some of the organizations/brands that have used Griffith's systems

Steven Griffith is a nationally recognized expert in identifying the barriers in one's behaviors, communication, and mental/emotional patterns that keep them from achieving the results they desire. He coaches clients in identifying and neutralizing their inhibiting barriers to create new strategies that develop power and personal freedom.

December

Business & Economics / Time Management

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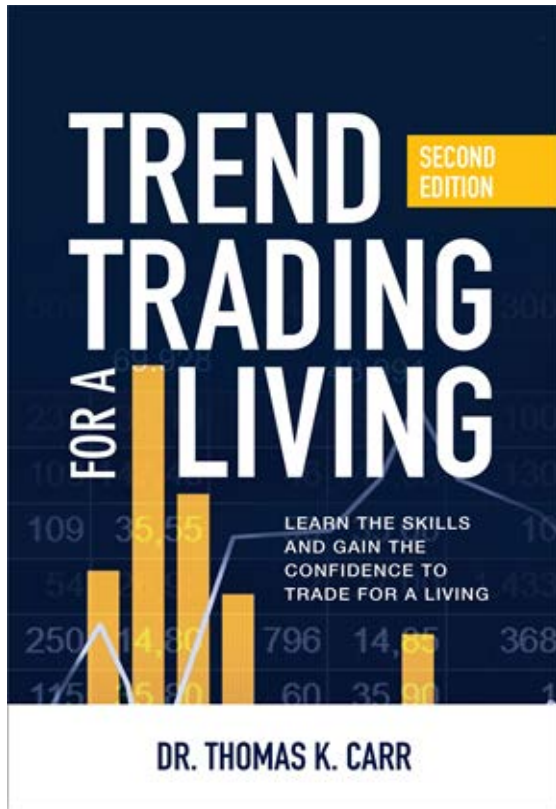
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Thomas K. Carr

The new edition of a bestseller! “Dr. Stoxx” delivers proven new methods for drawing consistent gains in today’s unpredictable markets

Updated and revised, *Trend Trading for a Living* offers 10 essential trading systems any investor can use to beat the markets consistently and decisively—and make a living from trading. Trading guru Dr. Thomas Carr, aka “Dr. Stoxx,” shows readers how to set up a home office dedicated to online trading; explains how to select stocks to watch, interpret market direction, pick the most profitable bullish and bearish stocks, choose winning entry and exit prices; and how to trade with options to increase their financial rewards. This new edition teaches how to use fundamental analysis to strengthen stock selection, and includes an all-new bonus trading strategy which Dr. Carr describes as his most profitable technical system.

- Nearly 20,000 copies (\$300,000+) of *Trend Trading for a Living* sold
- Carr will promote the book through his opt-in email list (13,000 subscribers and clients) and social media platforms (20,000 combined LinkedIn, Twitter, StockTwits, and Facebook followers)
- The author will also market the book through blogging and co-branding with Street Authority, Investors.com, Metastock, Trading View, Stockcharts, eSignal, Zacks Investment Research, and others

December

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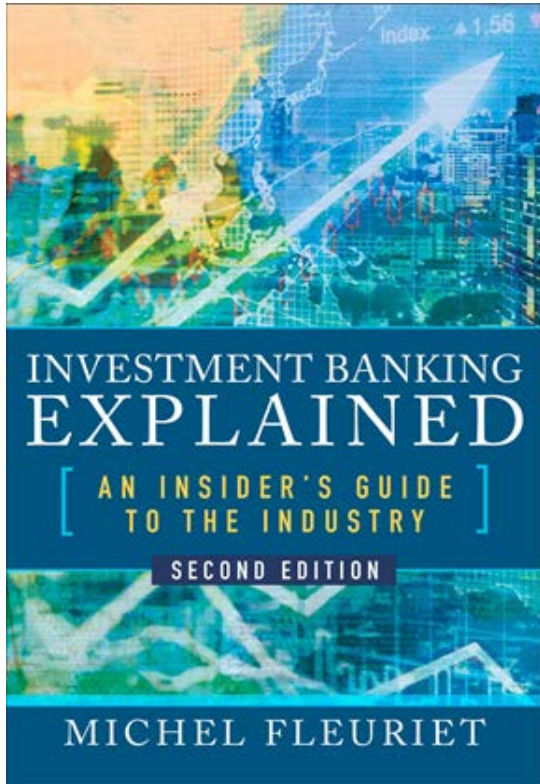
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Thomas K. Carr (HOMETOWN) is founder and general partner of Carr Capital Management and hedge fund manager of the Befriend the Trend Fund. His seminars and manuals have helped tens of thousands of traders around the world learn profitable trading and risk management techniques. He publishes award-winning daily, weekly, and monthly market letters on three sites: DrStoxx.com, DrStoxxTrading.com, and IXTHYSLetter.com.



Investment Banking Explained, Second Edition: An Insider's Guide to the Industry

Michel Fleuriet

This classic guide has been revised to provide a clear view of how investment banking works in the post-financial-crisis landscape

Written in accessible, easy-to-understand language, *Investment Banking Explained* gives students and beginning practitioners a solid foundation in the history, key terms, structures, and strategies of this complex, ever-expanding, and critically important industry. It provides everything readers need to identify structures, strategies, and operational aspects of investment banking. The author examines the operations of the world's most successful firms, travelling to capital markets around the globe to explain how investment banks continue to evolve their international strategies.

- **Stellar Reputation:** The preeminent book on this topic, the first edition ranked in the "Top 5 Investment Books" by *Wall St. Mojo*.
- **Large and Diverse Author Platform:** With deep experience in both academia and business, Michel Fleuriet has built a huge network of individual and organizational contacts; as he did with the first edition, he will use this network to promote the book
- **Surge in Reader Interest:** The first edition was published just as the 2008 crises broke. Markets are again booming, so interest in books like this is increasing.

December

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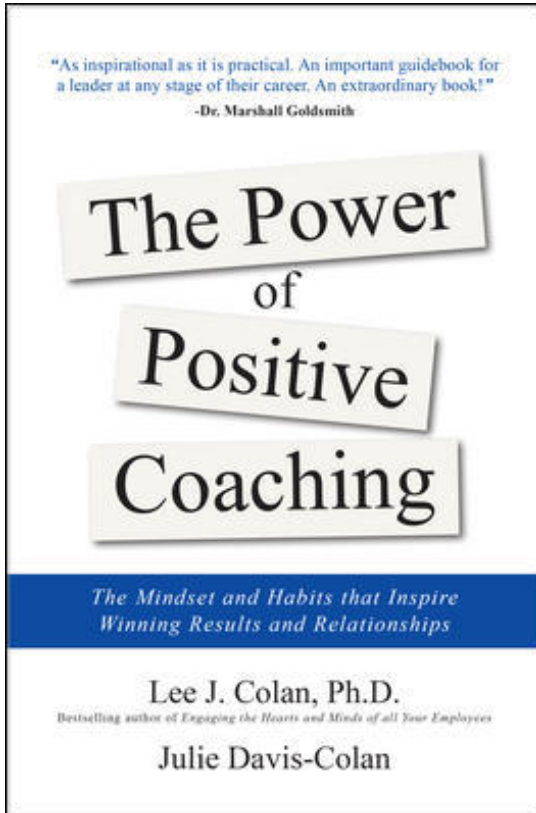
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Michel Fleuriet, Ph.D., (Paris, France) was the Harry W. Reynolds International Adjunct Professor of Finance, Wharton School of Finance, at the University of Pennsylvania, and the founder of university of Paris-Dauphine's master's program in investment banking. Prior to his career in academics, Fleuriet served as chairman of HSBC France, chairman and head of investment banking at Merrill Lynch France, CEO of Chase Manhattan France, and director of M&A at Worms & CIE.



The Power of Positive Coaching: The Mindset and Habits to Inspire Winning Results and Relationships

Lee J. Colan, Julie Davis-Colan

These five positive coaching habits help any leader inspire winning results and relationships

To unleash the power of positive coaching, excellent leaders start with themselves - their own mindset, performance, assumptions, awareness, relationships, and learning. *The Power of Positive Coaching* addresses these aspects of self-leadership with compelling research, examples, and simple tools.

With the foundation of a positive coaching mindset, leaders can more effectively adopt the five positive coaching habits. These five habits are framed in a concise, memorable. No scripts needed!

The authors reveal how each positive coaching habit is supported by actionable tools that can be applied immediately on the job. The habits reflect simple truths based on common human needs, so a leader can inspire winning results and relationships in any setting.

The authors will promote the book through various channels to their more than 10,000 clients, including KPMG, YUM Brands, State Farm, Johnson Controls, and Signet Jewelers

December

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- They will also promote the book through their more than 55 annual speaking engagements
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Lee J. Colan, Ph.D. is co-founder of The L Group, Inc., a consulting firm that equips and inspires leaders of all levels. An advisor to America's leading companies, he was nominated as Top Management Thinker by Thinkers50 and was a finalist for the John Maxwell Leadership Award. He has authored 15 books including the best-selling *Engaging the Hearts and Minds of All Your Employees*.

Julie Davis-Colan is co-founder of The L Group, Inc., and innovative business advisor and peak performance coach with experience in sales and marketing to Fortune 500 companies. She has conceptualized and managed several profitable business units and led successful turnarounds at the American Heart Association's National Center.



Great Mondays: How to Design a Company Culture Employees Love

Josh Levine

The proven formula for building and managing a workplace culture that maximizes employee engagement, performance, and retention for long-term business success

Workplace culture is the make-or-break business issue of the day. All the evidence suggests that culture is a major driver of fiscal performance. Since 1998, organizations on Fortune's "Best Companies to Work For" list have outperformed the S&P index two-to-one and garnered nearly three times the cumulative stock market return.

Great Mondays identifies the six key components of workplace culture, illustrating their connection to one another and explaining how they drive an organization's ability to find, keep, and support the best employees. The author provides an actionable framework for increasing retention, supporting employee engagement, and driving exceptional business performance, regardless of industry or business size.

* A sought-after culture strategist, Levine has served as a consultant to leaders of Microsoft, Red Hat, Toyota, Credit Karma, UCSF, Electronic Arts, Intuit, HP, Capital One, and other companies

* The author has written articles about this topic in some of today's top business publications, including The Huffington Post, Fast Company, The Design Management Journal, and 99u.com; he'll leverage this platform to promote the book

* Through his international non-profit, Culture LabX, Levine reaches over 10,000 individuals annually through email, events, and social media, which he will use to promote the book

Josh Levine (Oakland, CA) is the founder and principal of Great Monday, a culture-design company serving established technology firms, startups, and social enterprises, including philanthropies, foundations, and schools. He is also the cofounder of CULTURE LABx, an international nonprofit with chapters in New York, Denver, San Francisco, Calgary, Vancouver, and Toronto.

December

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How to Pay Zero Taxes, 2019

Jeff A. Schnepfer

The popular tax saving guide—updated to reflect the the latest changes to the tax code

Congress just passed the largest tax overhaul in 30 years, leaving many tax-payers anxious and confused about their taxes. Covering the latest changes to the tax laws, this updated edition of *How to Pay Zero Taxes* shows readers how to take advantage of hundreds of legal deductions, credits, and exemptions.

Readers will find comprehensive coverage of deductions, including deductions related to child care and elder care, medical expenses, charitable contributions expenses, mortgages and points, investment expenses, and more. This accessible book stands apart from the crowd because it's easy to read, easy to apply, and it zeroes in on what people really care about—paying less to the IRS.

Features:

- Completely updated for new tax year
- Covers all the new tax codes
- Hundreds of practical steps to lower taxes
- Ideal for tax-payers and professional tax-preparers

Jeff A. Schnepfer, Esq., (Cherry Hill, NJ) is a leading authority on finance and taxation and the author of multiple books, including all previous editions of *How to Pay Zero Taxes*. He is a financial, tax, and legal advisor for Estate Planning of Delaware Valley and operates a tax, accounting, and legal practice in Cherry Hill, NJ. Schnepfer was Microsoft's MSN MONEY tax expert, an economics editor for *USA Today*, and tax counsel for Haran, Watson & Company.

December

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Lower Your Taxes - BIG TIME! 2019-2020: Wealth Building, Tax Reduction Secrets from an IRS Insider

Sandy Botkin

The popular tax-saving guide—completely revised and updated for 2019-2020 with changes from the largest tax overhaul in 30 years

After Congress's most recent tax overhaul, taxpayers everywhere are concerned about how this new bill affects both their personal and business taxes. For consultants, home-based small-business owners, and independent contractors who want to keep more of what they earn, *Lower Your Taxes-Big Time!* returns for 2019-2020 with everything taxpayers need to know about saving money on tax day—and every other day of the year.

Former IRS attorney Sandy Botkin has helped taxpayers save hundreds of millions of dollars. In this edition of *Lower Your Taxes-Big Time!* he again delivers money-saving strategies. Fully updated to reflect the changes in the the latest tax laws, the book shows readers how to legally, morally, and ethically take advantage of the tax system to get a yearly subsidy of \$5,000 or more back from the IRS—and bulletproof their records forever.

Features:

- Botkin is an in-demand public speaker who has toured with the likes of Tony Robbins and Donald Trump
- More than 180,000 copies of previous editions have been sold
- Completely updated to cover the all latest changes to the tax law
- Important information on small-business tax changes and extensions recently passed by Congress
- Information on how to maximize and take advantage of the new 20 percent pass through deduction.
- Information about the vehicles that become huge winners under the new tax law, which can result in hundreds of thousands of dollars of savings over your life, and MUCH more

Sandy Botkin is a CPA and former Attorney for the IRS who has taught hundreds of thousands of taxpayers how to save on their taxes with his Tax Reduction Institute seminars. One of the most well-known national lecturers in the field of tax reduction and audit proofing techniques.. Botkin is the author of the audiotape series *Tax Strategies for Business Professionals and Tax Advantages of a Home-Based Business*.

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October

Business & Economics
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Data-Driven: Harnessing Insights and AI to Reinvent Customer Engagement

Tom Chavez, Chris O'Hara, Vivek Vaidya

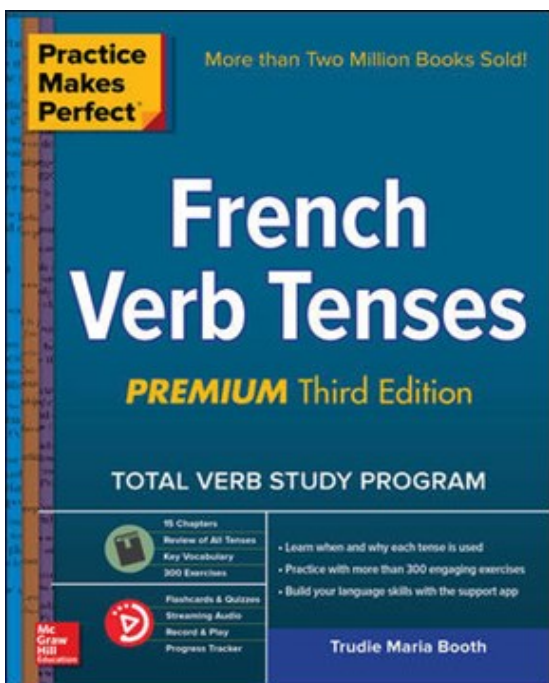
The indispensable guide to data-powered marketing from the team behind the data management platform (DMP) that helps fuel Salesforce—the #1 customer relationship management (CRM) company in the world.

A tectonic shift in the practice of marketing is underway. Digital technology, social media, and e-commerce have radically changed the way consumers access information, order products, and shop for services. Using the latest technologies—cloud, mobile, social, internet of things (IoT), and artificial intelligence (AI)—we have more data about consumers and their needs, wants, and affinities than ever before.

Data-Driven shows businesses how to use that data to target and delight their customers with unprecedented accuracy and success, bringing them closer to their brands and inspiring them to engage, purchase, and remain loyal. It explains how strategies for marketing can be crafted to capture, organize, and analyze data.

Chris O'Hara is one of the world's most widely published writers on digital marketing. His monthly "Managing the Data" AdExchanger column and annual Econsultancy whitepapers on programmatic media, data management, mobile advertising, and media management are widely read throughout the ad technology, media, and agency industries. Chris joined Krux to build and lead its marketer data practice, bringing on world-class brands such as JetBlue, L'Oréal, Heineken, Anheuser Busch In-Bev, Keurig, Priceline, Duracell, Campbell Soup Company, and Georgia Pacific, among others.

Vivek Vaidya is the CTO of Salesforce Marketing Cloud. Vivek cofounded Krux and served as its CTO. Before that, he was CTO of Rapt, Inc., which was acquired by Microsoft. He has extensive expertise in algorithms, data mining, machine learning technologies, computer networking, distributed systems, and enterprise web application architectures. He holds an MS in Computer Science from the University of Denver and an MS in Mathematics and Computer Applications from the Indian Institute of Technology.



Practice Makes Perfect French Verb Tenses, 3rd Edition

Trudie Booth

The essential guide to French verb tenses—now enhanced with audio recordings and interactive quizzes

Based on the successful approach of the Practice Makes Perfect series, this guide offers a clear and engaging presentation of all aspects of French verbs, combined with extensive practice, for beginning and intermediate language learners. This edition is enhanced with Answer Key audio recordings and review quizzes, available via the McGraw-Hill Education Language Lab app.

Practice Makes Perfect: French Verb Tenses, Third Edition explains when and why to use each verb tense and offers plenty of illustrative examples to help learners boost their confidence in choosing the right verb form. With numerous skill-building exercises, comprehensive verb conjugation tables, and the proven Practice Makes Perfect format, students will quickly build confidence in their ability to speak and write in French.

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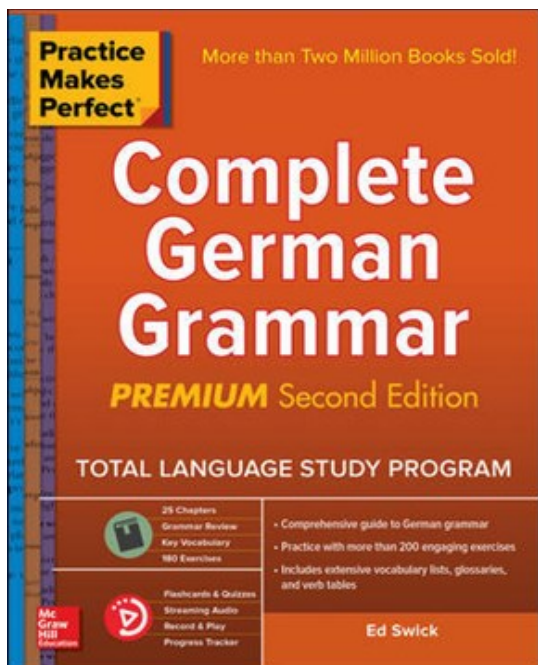
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Features:

- Based on the successful approach of the Practice Makes Perfect series
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- Ideal for advanced beginners and intermediate learners

Trudie Booth (Portland, OR) is a lecturer in French at the University of Portland.

Languages



Practice Makes Perfect Complete German Grammar, 2nd Edition

Ed Swick

An accessible, practical guide to mastering German grammar—updated with a brand new review chapter and streaming audio recordings

Based on the successful approach of the Practice Makes Perfect series, this updated guide offers a clear and engaging presentation of all aspects of German grammar, including present tense regular verbs, adverbs, and adjectives. Each unit of *Practice Makes Perfect: Complete German Grammar, Second Edition* features crystal-clear explanations, numerous realistic examples, and dozens of engaging exercises geared toward beginning and intermediate language learners. This edition is enhanced with a new chapter of review exercises.

Focusing on the practical aspects of communicating in German, the book is packed with exercises in a variety of formats designed to suit every learning style. A convenient answer key is provided for reference and quick feedback. Offering a winning formula for getting a handle on German grammar right away, this is an indispensable resource for anyone who wants to learn to communicate effectively in German.

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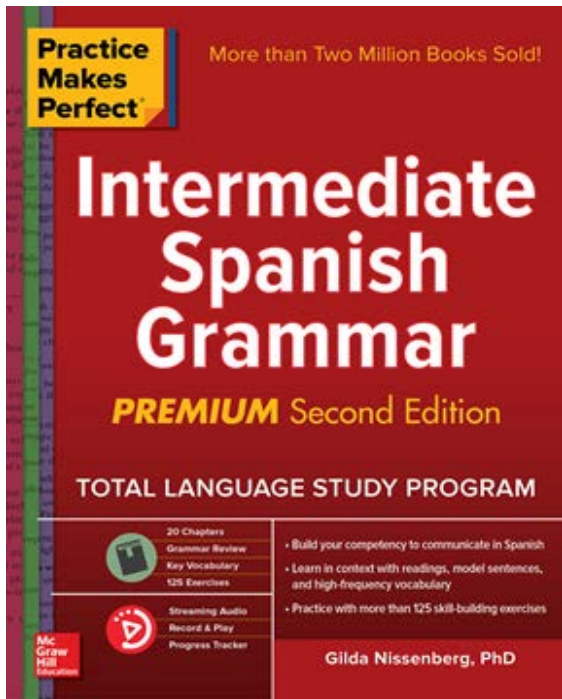
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Ed Swick (Chicago, IL) has taught German for 30 years. He is the author of *Practice Makes Perfect: German Vocabulary* and *Practice Makes Perfect: German Sentence Builder*.

Languages



Practice Makes Perfect Intermediate Spanish Grammar, 2nd Edition

Gilda Nissenberg

The popular guide to mastering Spanish grammar—now complemented by audio recordings

Specifically geared toward the different needs of intermediate language learners, *Practice Makes Perfect: Intermediate Spanish Grammar, Second Edition* reinforces and widens the understanding and usage of such grammar topics as verbs tenses and moods. Students will also learn how to communicate in Spanish using idiomatic expressions with the appropriate structures: verbs, prepositions, nouns, pronouns, and adjectives in a variety of contexts.

Focusing on the practical aspects of communicating in Spanish, each grammar point is clearly explained with the help of realistic examples. Comparisons with English grammar make understanding the new information easier. Engaging exercises in a variety of formats designed to suit every learning style provide ample opportunity for practice. Reading passages based on a theme or cultural item enable students to improve their reading comprehension and vocabulary development. This comprehensive guide and workbook is an indispensable resource for anyone who wants to communicate effectively in Spanish.

Features:

- A clear progression from the bestselling *Complete Spanish Grammar*
- Addresses the specific questions that intermediate language learners have
- Example sentences illustrate and clarify each grammar point
- Highly varied and extensive exercises for practice
- Reading passages based on a theme or cultural item improve reading comprehension and vocabulary development
- Answer key provided for reference and quick feedback
- New edition includes access to audio recordings of the answers to most exercises, streamed through the unique McGraw-Hill Education Language Lab app

Gilda Nissenberg, Ph.D. (Hallandale, FL) is an experienced educator and faculty trainer, who authors curricula for beginning and intermediate Spanish high school courses for Miami-Dade Public Schools, the Southern Region College Board (GA), and the New York College Board. She is the author of numerous Spanish language-learning titles, including *Practice Makes Perfect: Complete Spanish Grammar*.

November

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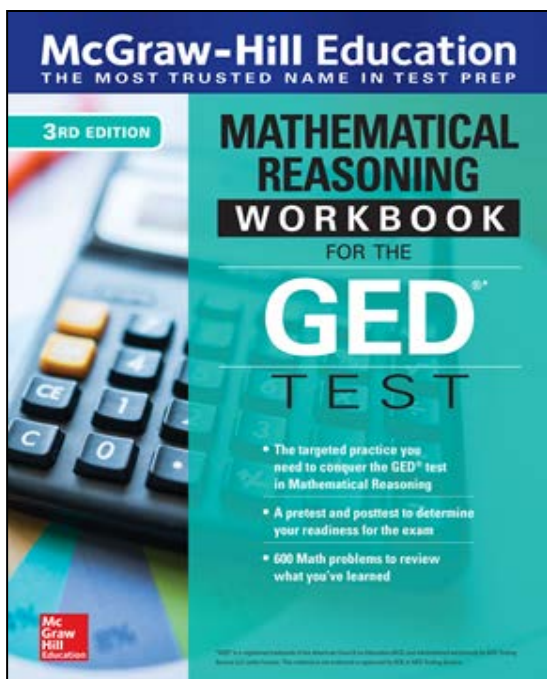
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Features:

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- A new Flashcard App includes 100 cards, 25 for each of the test's four subjects: Mathematical Reasoning, Reasoning Through Language Arts, Science, and Social Studies
- Matches the latest test format and national standards
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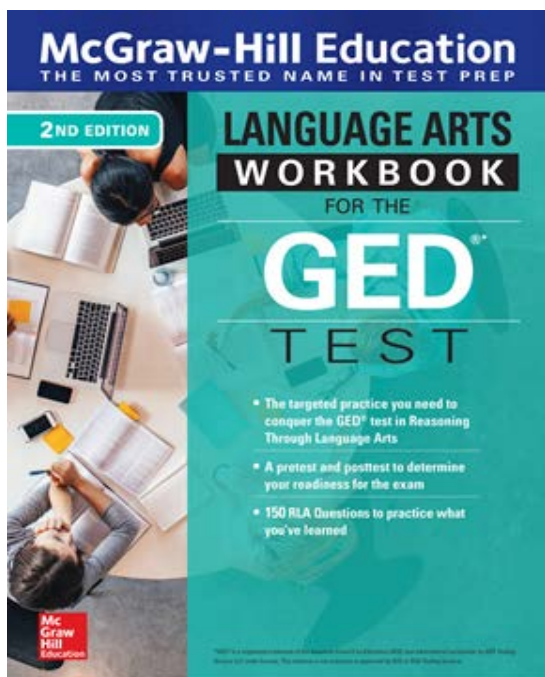
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- A new Top 25 list tells students what they need to know for this GED section
- A new Flashcard App includes 100 cards, 25 for each of the test's four subjects: Reasoning Through Language Arts, Mathematical Reasoning, Science, and Social Studies
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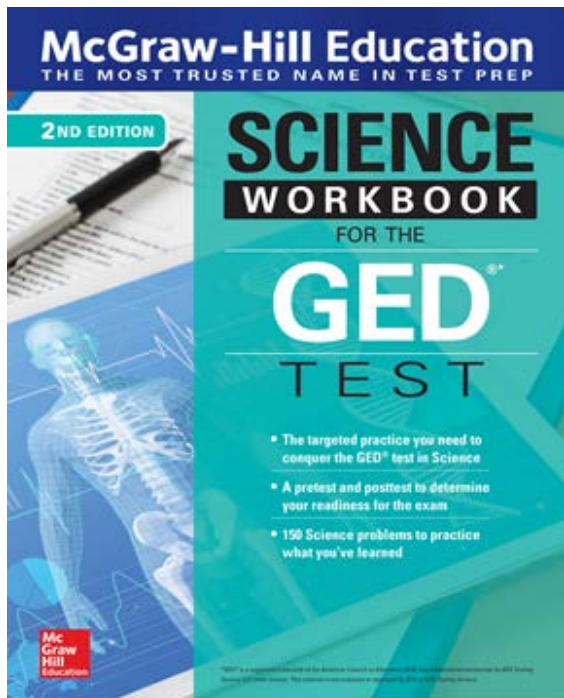
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Provides students with intensive, targeted practice for the Science section of the GED

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Features:

- A new Top 25 list tells students what they need to know for this GED section
- A new Flashcard App includes 100 cards, 25 for each of the test's four subjects: Science, Mathematical Reasoning, Reasoning Through Language Arts, and Social Studies
- Matches the latest test format and national standards
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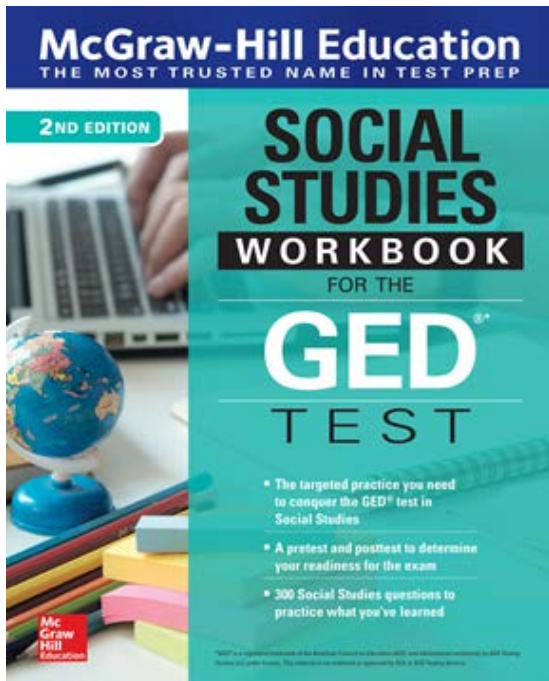
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Test Preparation & Study Guides



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McGraw-Hill Education

Provides students with intensive, targeted practice for the Social Studies section of the GED

To achieve a high score on the GED test, students must excel on the Social Studies section of the exam. Packed with drills and skill-building exercises, this up-to-date workbook provides students with comprehensive practice for every Social Studies topic covered on the test. A pretest allows students to assess their strengths and weaknesses, and a posttest closely modeled on the real exam shows them what to expect on test day.

Features:

- A new Top 25 list tells students what they need to know for this GED section
- A new Flashcard App includes 100 cards, 25 for each of the test's four subjects: Social Studies, Mathematical Reasoning, Reasoning Through Language Arts, and Science
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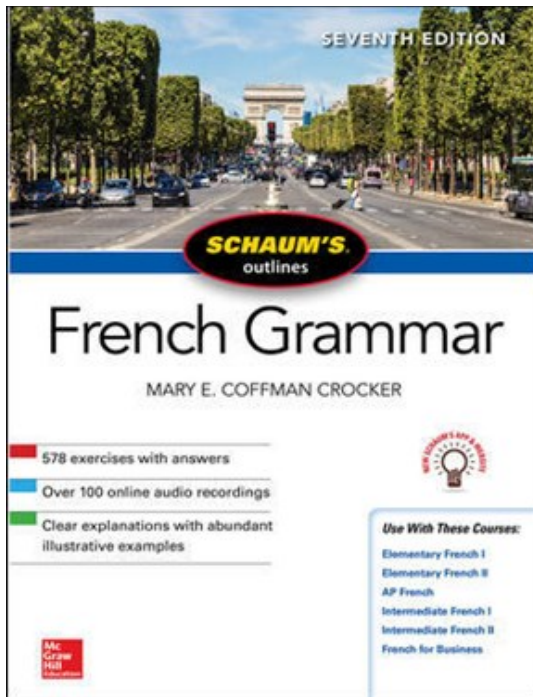
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Test Preparation & Study Guides



Schaum's Outline of French Grammar, Seventh Edition

Mary Coffman Crocker

The review guide millions of college students rely on—updated with new content and more practice exercises than ever

Updated to address the latest course scope and sequence, this classic study aid provides a systematic review of French grammar with clear and concise explanations. Packed with hands-on exercises enabling students to work on their own—for both initial learning and for review—this edition also provides access to audio recordings on the improved Schaums.com website. This revised edition reflects the most modern usages and topics in French language study and offers better explanations of challenging grammatical topics for easier student understanding.

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Mary E. Crocker (Montreal, QC) is a French editor and consultant.

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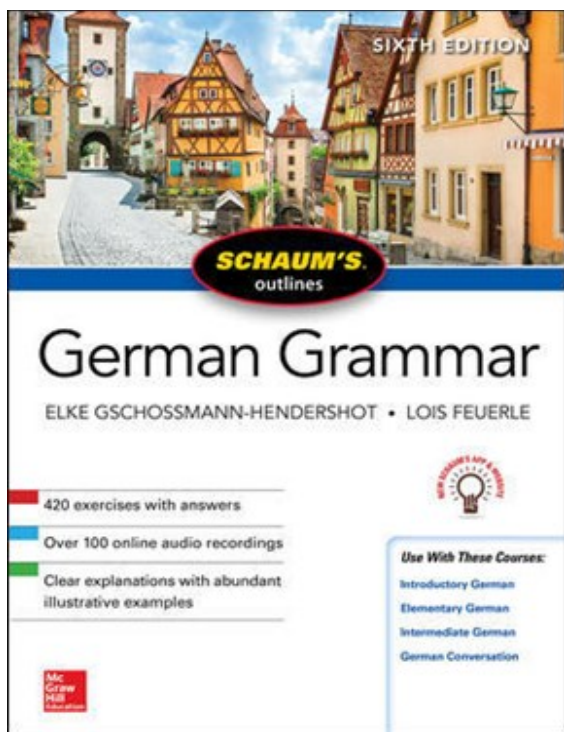
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Elke Gschossmann-Hendershot, a native of Germany, received her formal schooling in Regensburg, Germany, and completed her postgraduate work at Rutgers University, New Jersey. She has teaching experience at various levels, from elementary school through college. She designed programs for the Army Language School and served as supervisor for Deutsche Sprachschule. Her most recent teaching assignment was at Rutgers University, New Jersey.

Lois M. Feuerle has taught German to students of all ages. She is currently Adjunct Assistant Professor of German and Translation in the Department of Foreign Languages at the New York University School of Continuing Education. She has translated numerous books, law review articles, and a wide variety of other legal materials from German into English and is the coauthor of the three book series *Communicating in German: Novice, Intermediate and Advanced* in Schaum's Foreign Language Program.

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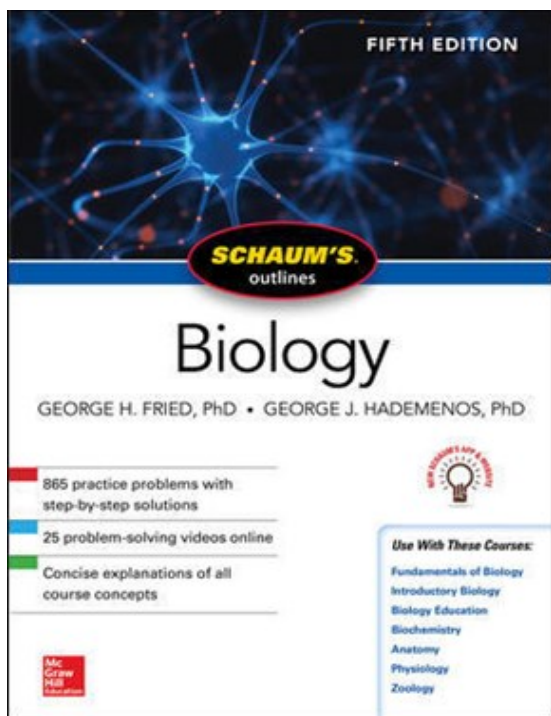
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George J. Hademenos is a former college physics professor. His work has been published in *American Scientist* and *Physics Today*. He is the author of *The Physics of Cerebrovascular Diseases*, and *Schaum's Outline of Physics for Biology, Allied Health, and Pre-Med Students*.

George H. Fried was Professor of Biology at Brooklyn College and served as chairperson of the department from 1983 to 1987. He taught courses in general biology and animal physiology during his 30-year teaching career.

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Eugene Don

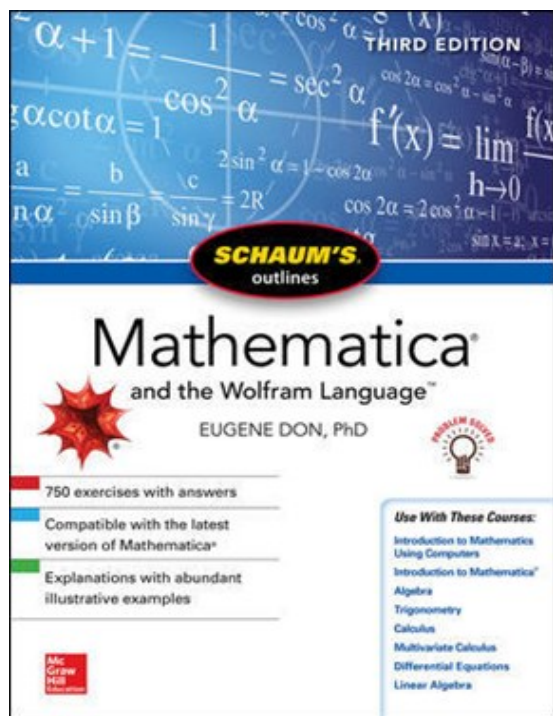
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Eugene Don (Coram, NY) is Professor of Mathematics at Queens College of the City University of New York.



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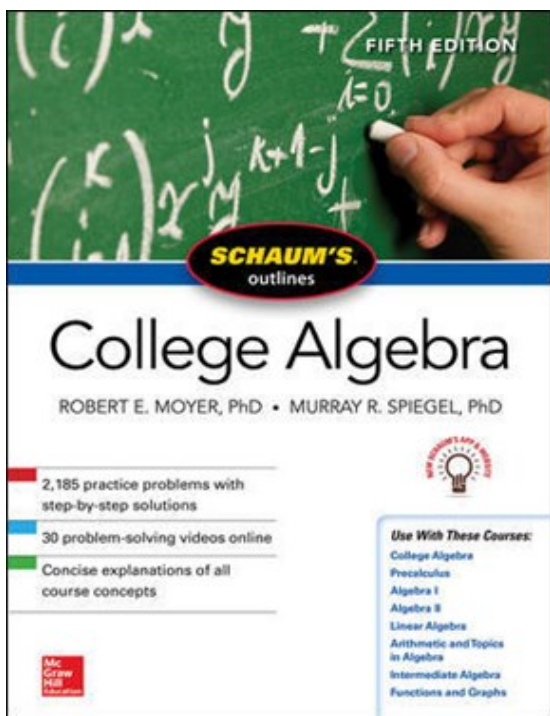
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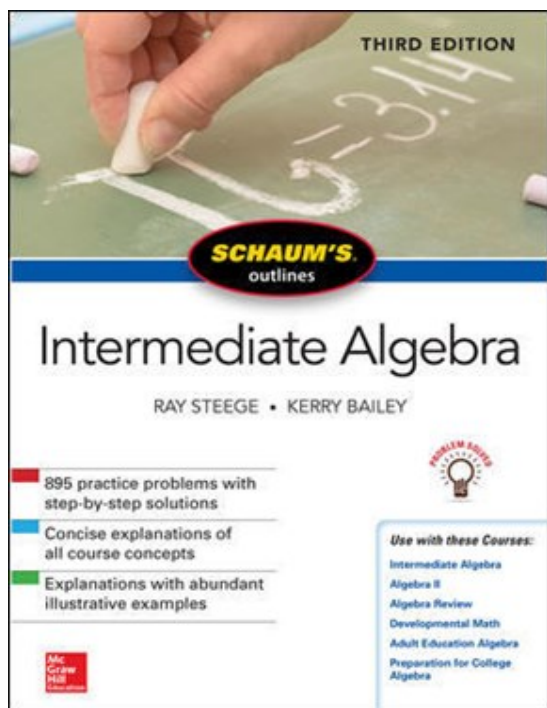
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Robert E. Moyer, Ph.D., (Marshall, MN) is Professor of Mathematics at Southwest Minnesota State University in Marshall, Minnesota.

Murray R. Spiegel, Ph.D., (Hartford, CT) was Professor and Chairman of the Mathematics Department at Rensselaer Polytechnic Institute in Troy, New York.

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Updated to address the latest course scope and sequence, this classic study aid provides a systematic review of Intermediate Algebra with clear and concise explanations of problems and solutions. Packed with hands-on exercises enabling students to work on their own—for both initial learning and for review.

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Ray Steege (Cheyenne, WY) The first 20 years of his teaching career were at East High School in Cheyenne, Wyoming. He continued his professional career at Laramie County Community College in Cheyenne. Among his many achievements and honors are: past president of the Wyoming Mathematics Association of Two-Year Colleges, Wyoming Mathematics Coalition Steering Committee member, newsletter editor, and recipient of the Outstanding Faculty Member of the Physical Science Division award at the college.

Kerry Bailey (Cheyenne, WY) He has been teaching at Laramie County Community College in Cheyenne, Wyoming for the past 14 years. Prior to this position, he taught for 10 years at Pikes Peak Community College in Colorado Springs, Colorado. Among his achievements and honors are: current inclusion in *Who's Who in The West*, Wyoming Mathematics Coalition Steering Committee member, newsletter editor, and recipient of the Outstanding Faculty member of the Physical Science Division award, and co-recipient of the Outstanding Faculty Member award for the entire college at Laramie County Community College.

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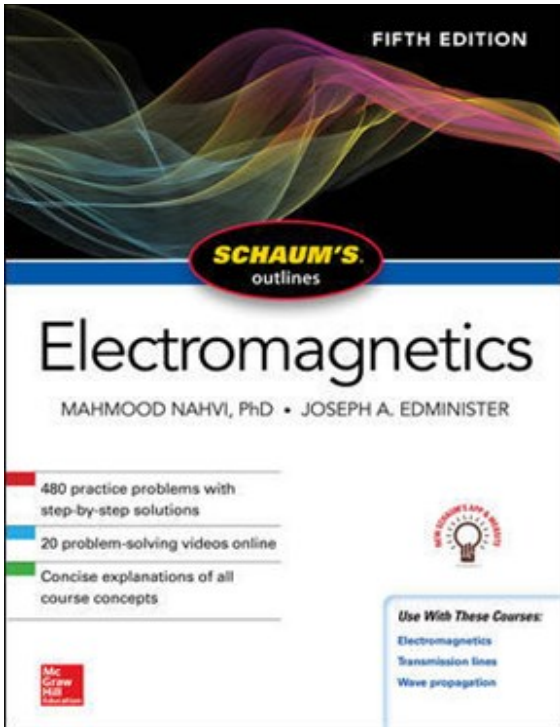
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Mahmood Nahvi, PhD, (San Luis, Obispo, CA) is a professor of engineering at California Polytechnic State University in San Luis Obispo, California. His areas of expertise include network theory, control theory, communications engineering, signal processing, neural networks, adaptive control and learning in synthetic and living systems, communication and control in the central nervous system, and engineering education. Dr. Navi has developed computer modules for electric circuits, signals, and systems which improve teaching and learning of the fundamentals of electrical engineering.

Joseph A. Edminister (Akron, OH) is Professor Emeritus of Electrical Engineering from the University of Akron in Akron, Ohio, where he also served as an assistant dean and acting dean of engineering. Edminister is a registered Professional Engineer in Ohio, a member of the bar in Ohio, and a registered patent attorney. He is also the author of *Schaum's Outline of Theory and Problems of Electromagnetics*.

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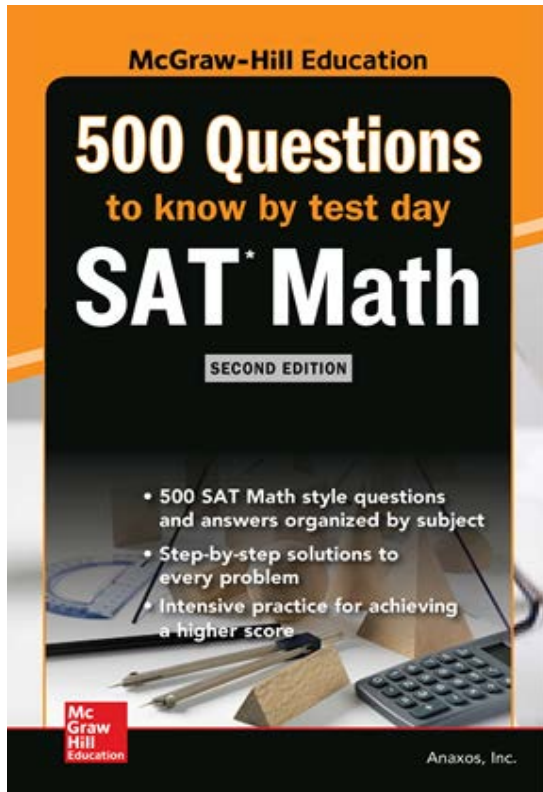
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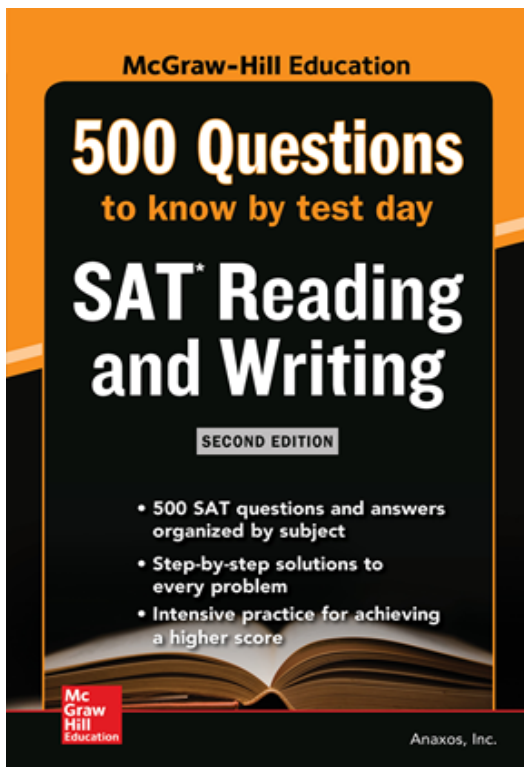
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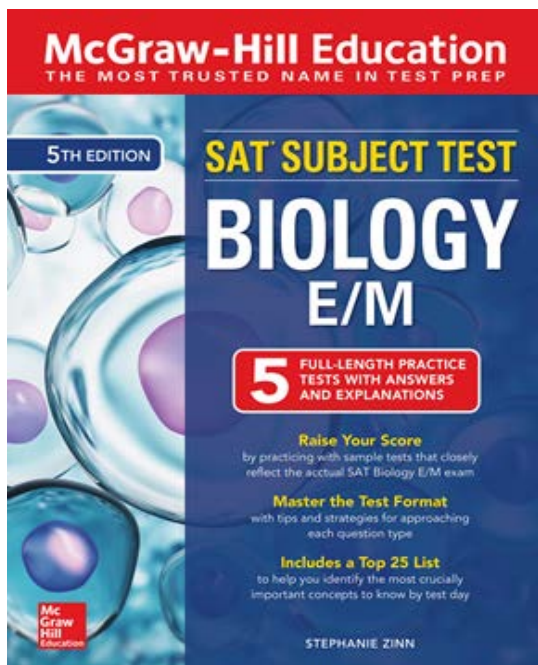
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Features:

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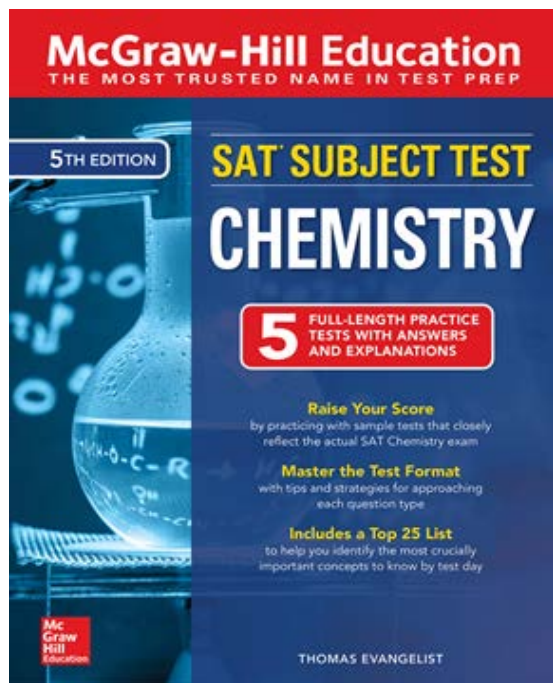
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Stephanie Zinn (New York, NY) taught biology at the Spence School, a leading private high school in New York City.

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Thomas A. Evangelist

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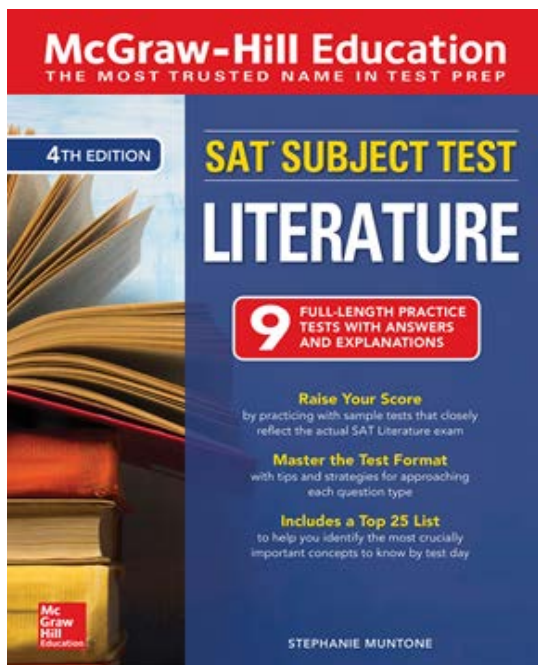
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Thomas A. Evangelist (Brooklyn, NY) teaches high school science for the New York City Board of Education.

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Stephanie Muntone

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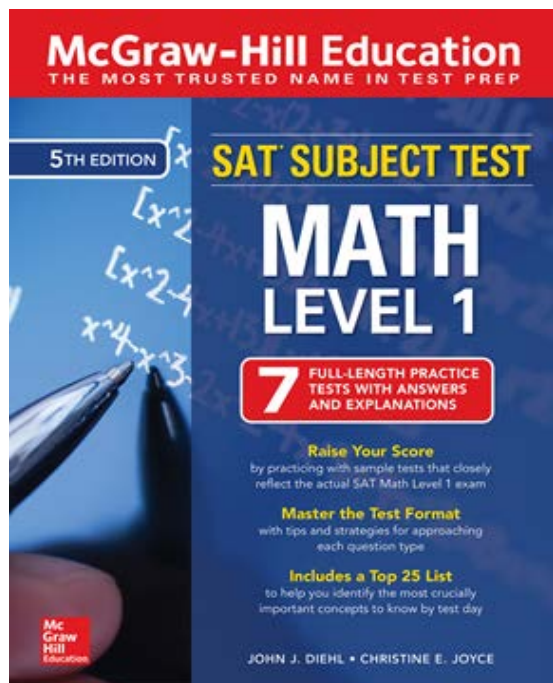
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Stephanie Muntone (Philadelphia, PA) received her B.A. in English and History from Oberlin College and her M.A. in History from New York University. She has contributed to numerous textbooks and teacher's editions published by major educational publishers.

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McGraw-Hill Education SAT Subject Test Math Level 1, Fifth Edition

John J. Diehl

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Features:

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John J. Diehl (Hinsdale, IL) is Chair of the Mathematics Department at Hinsdale Central High School in Hinsdale, IL. He has been a grader of AP Statistics exams and is a member of the AP Statistics Test Development Committee. He has led hundreds of workshops and state, regional, and national convention programs in all areas of secondary mathematics.



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John J. Diehl

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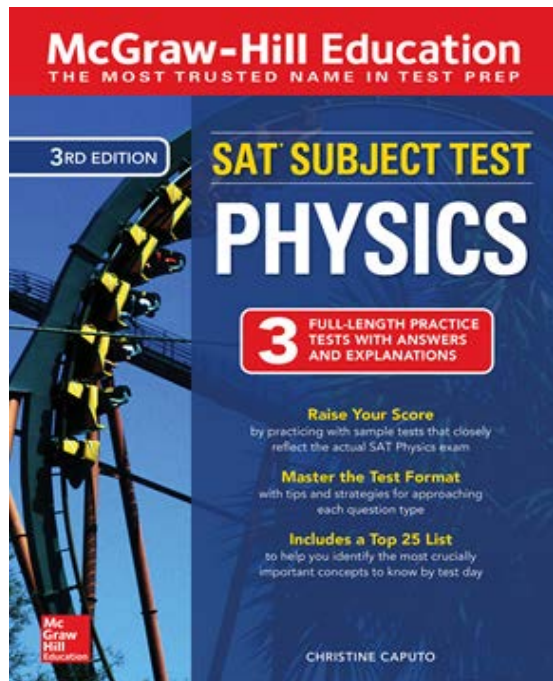
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John J. Diehl (Hinsdale, IL) is Chair of the Mathematics Department at Hinsdale Central High School in Hinsdale, IL. He has been a grader of AP Statistics exams and is a member of the AP Statistics Test Development Committee. He has led hundreds of workshops and state, regional, and national convention programs in all areas of secondary mathematics.

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Christine Caputo

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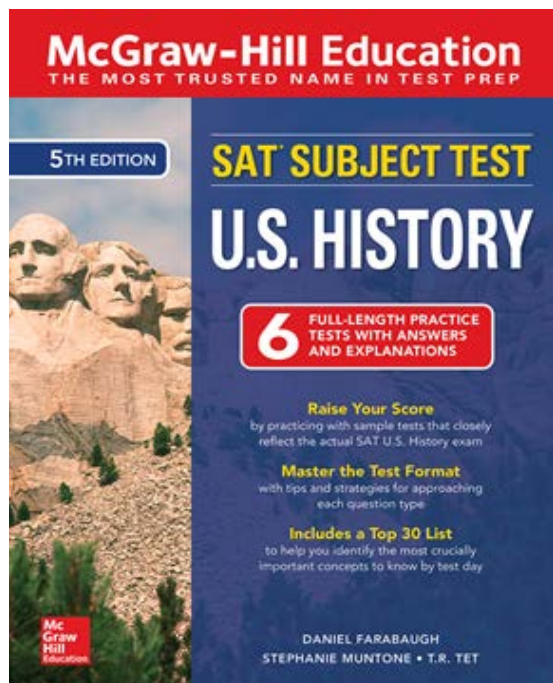
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Christine Caputo (Ridgewood, NJ) has been a science writer for over twenty years. With degrees in physics, mathematics, and business finance, she specializes in teaching science and mathematics.

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Daniel Farabaugh, Stephanie Muntone, T.R. Tet

**An essential guide to the SAT Subject Test in U.S. History—
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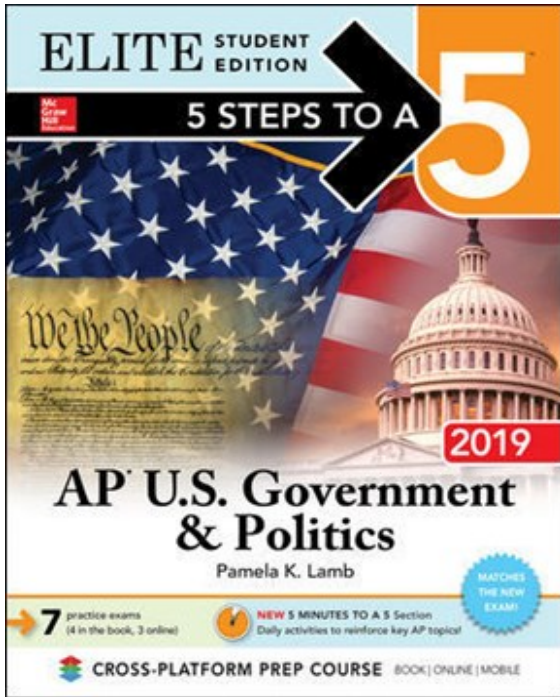
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Daniel Farabaugh teaches US History, Global Perspectives, and AP US History at Westfield High School in Westfield, New Jersey. Stephanie Muntone and T. R. Teti are widely published test-prep writers and editors.

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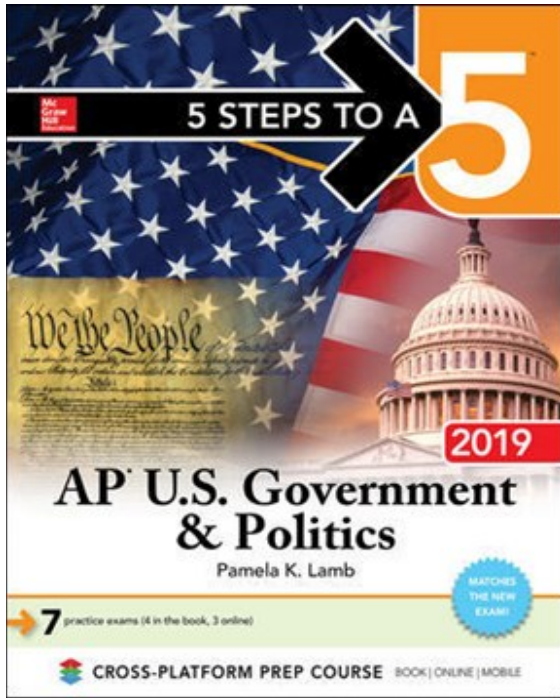
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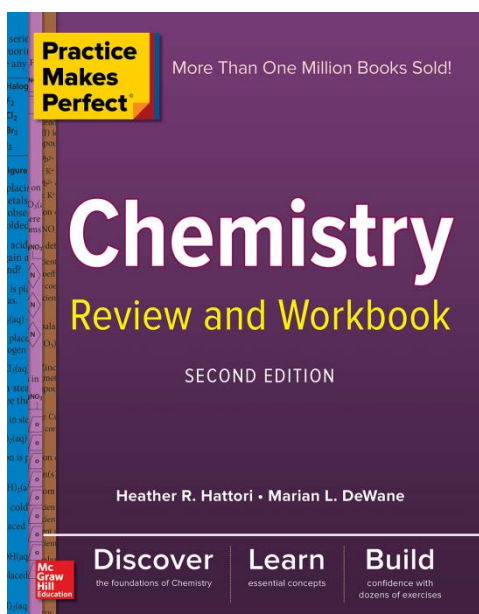
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Heather R. Hattori (Trinidad, CO) has designed chemistry curriculum for students, written assessment items for national tests, and served as a Reader for the AP Chemistry exam.

Marian L. DeWane (Boise, ID) has been involved in all levels of chemistry, including developing curriculum, serving as a Question Leader for the AP exam, and presenting workshops for teachers.



McGraw-Hill Education Trigonometry Review and Workbook

Sandra Luna McCune

This engaging review guide and workbook is packed with step-by-step instruction and practice problems to help students sharpen their Trigonometry skills

This review guide and workbook enables high school students to strengthen their Trigonometry knowledge and use their new math skills to excel in their classwork and on standardized tests. Clear and concise explanations walk students step by step through each essential math concept. 500 practical review questions, in turn, provide extensive opportunities for students to practice their new skills. Aligned to the Common Core State Standards as well as the requirements of non-Common Core states and Canada, this book is the ideal study tool for parents and students eager for material based on national or state standards.

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- Students will learn how to apply Trigonometry to practical situations
- A pretest shows students what their strengths and weaknesses are
- 500 review questions provide extensive opportunities for students to put into practice what they've learned
- A posttest reinforces the confidence students have gained throughout the book
- A glossary explains key terms at a glance

Sandra Luna McCune, PhD (Dripping Springs, TX), is a former Regents Professor who taught as a mathematics specialist at Stephen F. Austin State University. She is currently an in-demand consultant on math and statistics.

Test Preparation & Study Guides



McGraw-Hill Education Algebra II Review and Workbook

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This engaging review guide and workbook is packed with step-by-step instruction and practice problems to help students sharpen their Algebra II skills

This review guide and workbook enables high school students to strengthen their Algebra II knowledge and use their new math skills to excel in their classwork and on standardized tests. Clear and concise explanations walk students step by step through each essential math concept. 500 practical review questions, in turn, provide extensive opportunities for students to practice their new skills. Aligned to the Common Core State Standards as well as the requirements of non-Common Core states and Canada, this book is the ideal study tool for parents and students eager for material based on national or state standards.

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- Students will learn how to apply Algebra II to practical situations
- A pretest shows students what their strengths and weaknesses are
- 500 review questions provide extensive opportunities for students to put into practice what they've learned
- A posttest reinforces the confidence students have gained throughout the book
- A glossary explains key terms at a glance

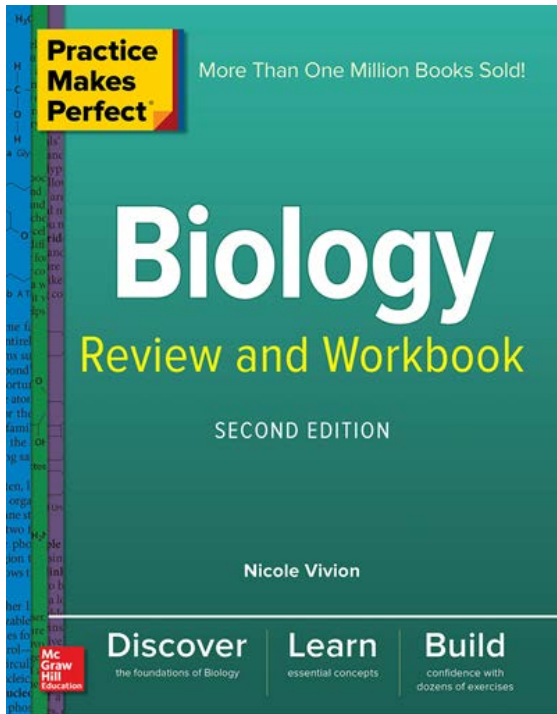
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Chris Monahan (Fort Mill, SC) taught mathematics to high school and college students for more than 30 years. He is a national trainer for Texas Instruments' Teachers Teaching with Technology program.

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Nichole Vivion

This all-in-one learning tool gives students the review and practice they need to master biology essentials

With clear, easy-to-grasp review material and hundreds of exercises, this book helps students build their confidence in biology for classwork and on exams. It is the ideal guide for students new to the subject or those who want to refresh existing knowledge. The book's practice exercises encourage students to retain the biology concepts and skills they have learned.

- **New chapter**, Pulling It All Together, helps students consolidate what they've learned throughout the book
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- Hundreds of practice exercises build problem-solving confidence

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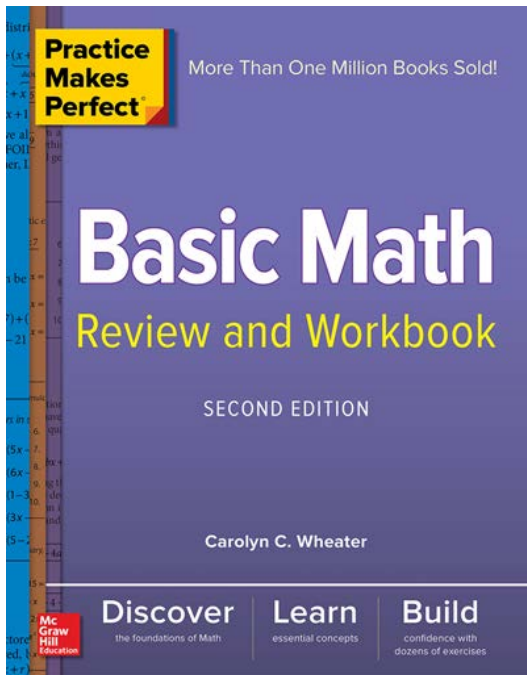
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Nichole Vivion (New York, NY) teaches biology, biotechnology, and public health at an independent school in New York City.

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Carolyn Wheeler

This all-in-one learning tool gives students the review and practice they need to master math basics

With clear, easy-to-grasp review material and hundreds of exercises, this book helps students build their confidence in math for classwork and on exams. It is the ideal guide for students starting from scratch or those who want to refresh existing knowledge. The book's practice exercises encourage students to retain the math concepts and skills they have learned.

- New lessons on transformations and an expanded look at fractions and decimals
- Concise review material clearly explains math fundamentals
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Carolyn Wheeler (Hawthorne, NJ) taught math and computer technology for more than 40 years to students from elementary school through college. She is a member of the National Council of Teachers of Mathematics.



Easy Pre-Calculus Step-by-Step, Second Edition

Carolyn Wheeler

An original, step-by-step approach to mastering pre-calculus topics—ideal for anyone learning the subject and updated with new material

This accessible guide is based on the idea that the quickest route to learning pre-calculus subjects is to build a solid foundation in the basics. Rather than a lot of endless drills, students will find an original, step-by-step approach to pre-calculus, with important concepts linked together by explanations, level-appropriate exercises, and helpful worked-out problems. Having mastered the topics in this book, students will find themselves well-equipped to begin their calculus studies.

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- A unique building-block approach to mastering pre-calculus topics
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- Sample problems that are carefully explained—step by step
- Exercises that allow students to practice what they've learned and measure their progress
- Insights on how to avoid common mistakes

Carolyn Wheeler (Hawthorne, NJ) taught math and computer technology for more than 40 years to students from elementary school through college. She continues to write about mathematics and test preparation and is a member of the National Council of Teachers of Mathematics.



McGraw-Hill Education Geometry Review and Workbook

Carolyn Wheeler

This engaging review guide and workbook is packed with step-by-step instruction and practice problems to help students sharpen their Geometry skills

This review guide and workbook enables high school students to strengthen their Geometry knowledge and use their new math skills to excel in their classwork and on standardized tests. Clear and concise explanations walk students step by step through each essential math concept. 500 practical review questions, in turn, provide extensive opportunities for students to practice their new skills. Aligned to the Common Core State Standards as well as the requirements of non-Common Core states and Canada, this book is the ideal study tool for parents and students eager for material based on national or state standards.

Features:

- Aligned to national standards, including the Common Core State Standards, as well as the standards of non-Common Core states and Canada
- Designed to help high school students excel in the classroom and on standardized tests
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- 500 review questions provide extensive opportunities for students to put into practice what they've learned
- A posttest reinforces the confidence students have gained throughout the book
- A glossary explains key terms at a glance

Carolyn Wheeler (Hawthorne, NJ) taught math and computer technology for more than 40 years. She is a member of the National Council of Teachers of Mathematics.

December

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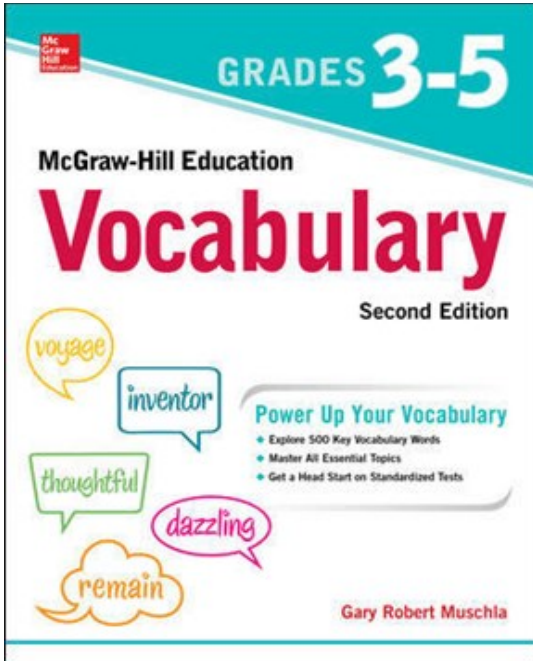
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Test Preparation & Study Guides



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Gary Robert Muschla

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Each vocabulary list includes definitions and example sentences. Fun, puzzle-format worksheets accompany each lesson and keep students motivated to learn. Here they can practice the vocabulary they find challenging, polish skills they've mastered, and develop their strengths.

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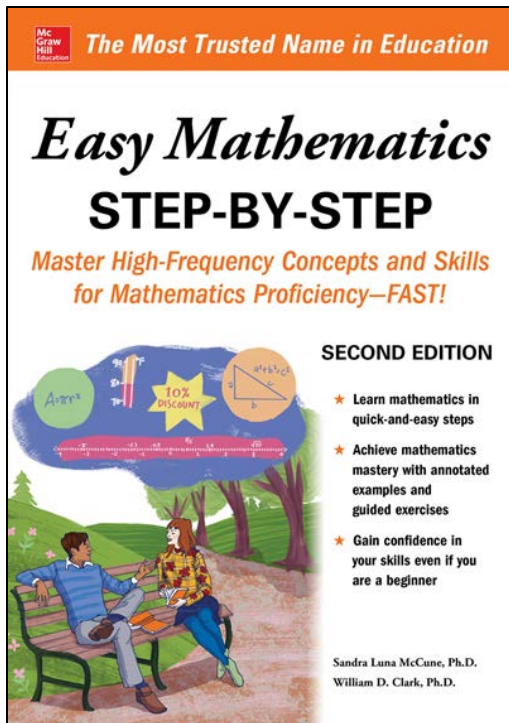
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Features:

- **New:** This new edition has been expanded to include vocabulary specific to the needs of third graders
- **New:** Five additional lessons—Music, Travel, Sports, Around-the-Town, and Around-the-Home Words—add 50 new vocabulary words to the book
- More than 500 essential vocabulary words
- 45 lessons, each featuring a special topic, a vocabulary list of at least 10 words with definitions and example sentences, followed by vocabulary-building worksheets.
- An alphabetical word list at the end of the book makes looking up vocabulary easy
- An answer key for easy correcting

Gary Muschla (Jackson, NJ) taught fourth through sixth grades for more than 25 years. Specializing in reading and the language arts, he is the author of dozens of teacher resource guides.

Test Preparation & Study Guides



Easy Math Step-by-Step, Second Edition

Sandra Luna McCune, William D. Clark

This unique approach to math gives students the skills needed to solve math problems with confidence

This book doesn't overwhelm students with endless drills. Instead, it offers an original, step-by-step approach to learning math. The book first introduces students to essential math concepts—allowing them to grasp the subject almost immediately. They gradually progress to more challenging skills. Along the way, students learn how to solve practical problems using clear, step-by-step instructions. Exercises for each section, with detailed, worked-out solutions, let students check their progress. In no time at all, they will have acquired the knowledge and skills they need to solve math problems with confidence.

Features:

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- A unique building-block approach to mastering math
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- Sample problems that are carefully explained—step by step
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- Insights on how to avoid common mistakes

William D. Clark, PhD, (Nacogdoches, TX) is a professor of mathematics at Stephen F. Austin State University.

Sandra Luna McCune, PhD, (Dripping Springs, TX) is a former Regents Professor who taught as a mathematics specialist at Stephen F. Austin State University. She is currently an in-demand consultant on math and statistics.

December

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McGraw-Hill Education Algebra I Review and Workbook

Sandra Luna McCune

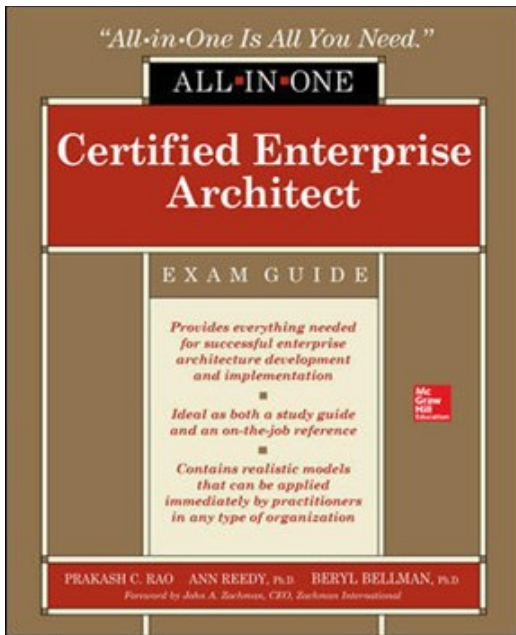
This engaging review guide and workbook is packed with step-by-step instruction and practice problems to help students sharpen their Algebra I skills

This review guide and workbook enables high school students to strengthen their Algebra I knowledge and use their new math skills to excel in their classwork and on standardized tests. Clear and concise explanations walk students step by step through each essential math concept. 500 practical review questions, in turn, provide extensive opportunities for students to practice their new skills. Aligned to the Common Core State Standards as well as the requirements of non-Common Core states and Canada, this book is the ideal study tool for parents and students eager for material based on national or state standards.

Features:

- Aligned to national standards, including the Common Core State Standards, as well as the standards of non-Common Core states and Canada
- Designed to help high school students excel in the classroom and on standardized tests
- Concise, clear explanations offer step-by-step instruction so students easily grasp key concepts
- Students will learn how to apply Algebra I to practical situations
- A pretest shows students what their strengths and weaknesses
- 500 review questions provide extensive opportunities for students to put into practice what they've learned
- A posttest reinforces the confidence students have gained throughout the book
- A glossary explains key terms at a glance

Sandra Luna McCune, PhD (Dripping Springs, TX), is a former Regents Professor who taught as a mathematics specialist at Stephen F. Austin State University. She is currently an in-demand consultant on math and statistics.



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Prakash Rao, Dr. Ann Reedy, Beryl Bellman

This effective book offers comprehensive coverage of the body of knowledge for most common enterprise architecture frameworks and methods, and provides background to those being examined for certification and academic programs.

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This hands-on resource provides details on enterprise architecture development and implementation. Designed to also prepare candidates to take enterprise architecture certification and university course exams.

- Features comprehensive coverage of the body of knowledge relevant to enterprise architecture frameworks and methodologies
- It is an essential resource for enterprise architecture practitioners
- It helps prepare for the various Certified Enterprise Architect exams offered throughout the industry from different certifying bodies and for university courses focusing on enterprise architecture

Prakash Rao (Fairfax VA) has 38 years of experience as a researcher, innovator and entrepreneur involved with startup, management, product innovation and evolution. He worked as a trainer for Enterprise Architecture for the US Air Force for three years and is the co-author of two books on Enterprise Architecture and Data Warehousing.

Dr. Ann Reedy, Ph.D. (Bellingham, WA), has more than 40 years of experience in academia as well as in the federal research and contracting communities. She taught enterprise architecture with both the MITRE Institute and the Federated Enterprise Architecture Certification (FEAC) Institute for over 10 years. Dr. Reddy is co-author of a textbook for the FEAC.

Dr. Beryl Bellman PhD (South Pasadena, CA) is the co-founder of FEAC and, after selling to Zachman International, remains its academic director. He also teaches TOGAF for TOGAF certification. In addition, he is a tenured full Professor at California State University Los Angeles and teaches organizational and EA related courses and seminars. He has been in academe for over 48 years, and has over thirty years concomitant consulting experience in EA and related fields for both government and industry.

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InfoComm International, Andy Ciddor

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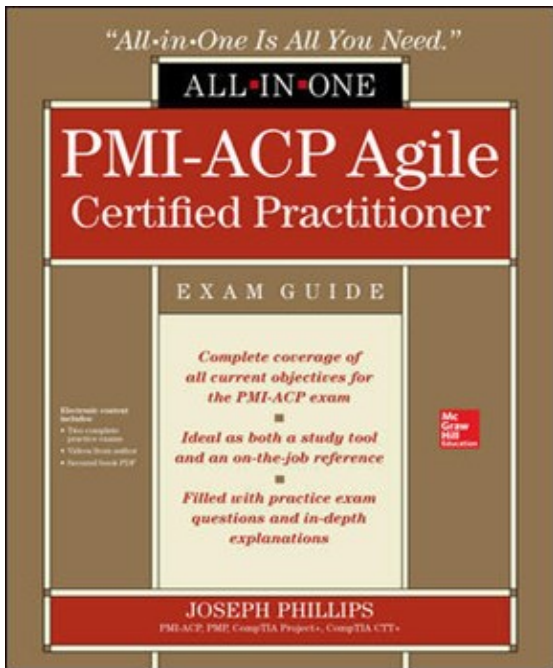
Published with AVIXA, the Audiovisual and Integrated Experience Association, this fully updated exam guide offers comprehensive coverage of all objectives for the 2018 release of the CTS exam. The book thoroughly explains new IT security, networking, and business topics.

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Andy Ciddor (Tasmania, Australia) has worked as an IT developer, content creator, IT manager, and consultant. He has contributed to print and digital publications around the globe and was the founding editor of *AV Asia Pacific Magazine*.

AVIXA (Alexandria, VA), the Audiovisual and Integrated Experience Association (formerly Infocomm International), is the leading nonprofit association serving the professional AV communications industry worldwide. AVIXA promotes the industry and enhances members' ability to conduct business successfully and competently.



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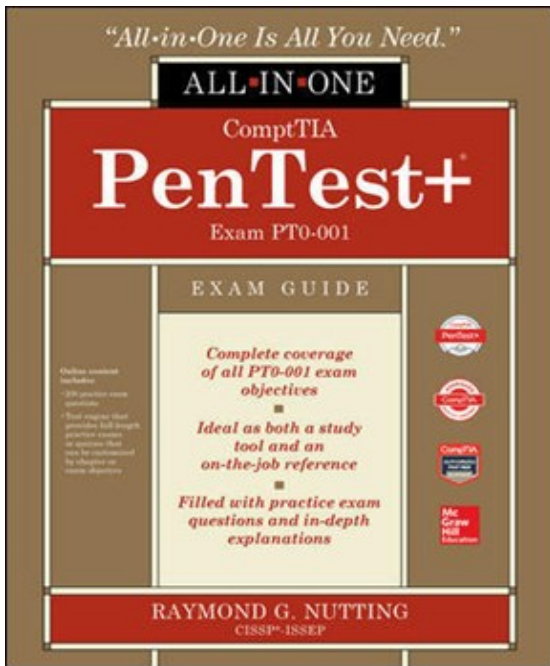
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Joseph Phillips (Sarasota, Florida), PMI-ACP, PMP, ITIL, CompTIA Project+, Certified Technical Trainer+, is the Director of Education for Instructing.com, LLC. He has managed and consulted on projects for many industries. Joseph has served as a project management consultant for organizations implementing adaptive project management, project management offices, and best practice standardization.



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Raymond Nutting

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October

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Raymond G. Nutting, CompTIA PenTest+, CISSP-ISSEP (Hanover, PA), is a security practitioner with over 19 years' experience in the field of information security. He is the co-owner and founder of nDepth Security; a managed security service provider that specializes in penetration testing. Raymond holds numerous industry-recognized certifications and has presented at various conferences and events throughout his career.



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Darril Gibson

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Darril Gibson, SSCP, CISSP, CompTIA Security+, CASP, MCSE, MCITP, ITIL v3 (Virginia Beach, VA), is CEO of YCDA, LLC (short for you can do anything). He has authored, coauthored, or contributed to more than 35 books on CompTIA A+, Network+, Security+, Windows Server, Windows 7, SQL Server, and more.

October

Computers / Certification Guides

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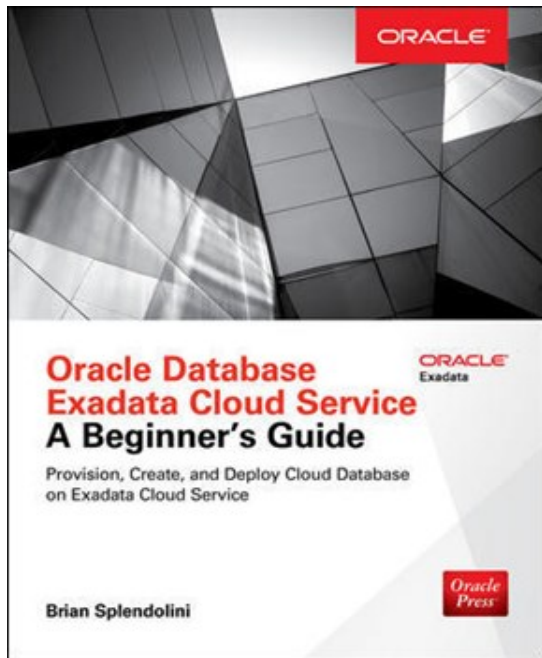
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Brian Spendolini

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October

Computers / Databases

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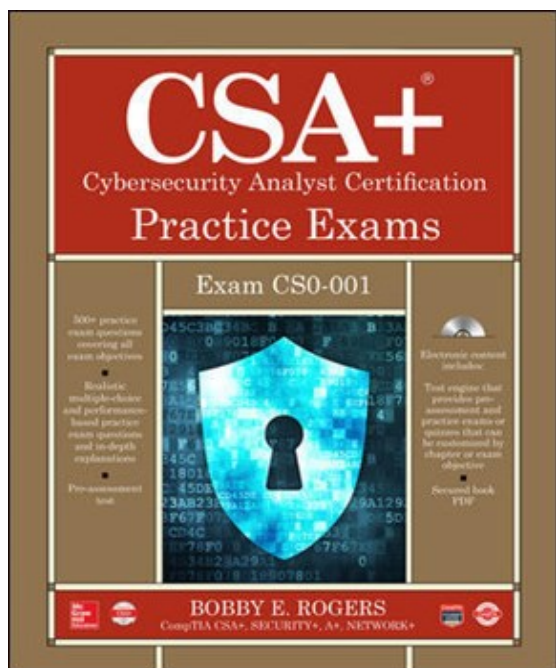
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Brian Spendolini (Marblehead, MA) is Senior Principal Product Manager for Oracle's Exadata Database Cloud Services. He is co-author of *Oracle Application Express: Build Powerful Data-Centric Web Apps with APEX* and contributes articles to industry publications such as Database Trends and Applications.



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Jeff T. Parker

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CompTIA CSA+ Cybersecurity Analyst Certification Practice Exams (Exam CS0-001) contains knowledge, scenario, and performance-based questions. Throughout, in-depth answer explanations are provided for both correct and incorrect answers. Between the book and electronic content, readers will get more than 400 practice questions that will fully prepare them for the challenging exam.

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- Written by a leading information security expert and experienced instructor

Jeff T. Parker, CISSP, CompTIA ITT+, Project+, and CSA+, (Halifax, Nova Scotia, CN) is a certified trainer and consultant specializing in information security awareness. Jeff's infosec roots began as a security engineer, a member of a HP consulting group in Boston, USA. Prior to becoming an author, Jeff was a Global IT Risk Manager, residing in Prague, Czech Republic for several years. There, he rolled out a new risk management strategy for an multinational logistics firm. Now living in Canada, Jeff gets most excited teaching how security can thrive alongside of business goals.

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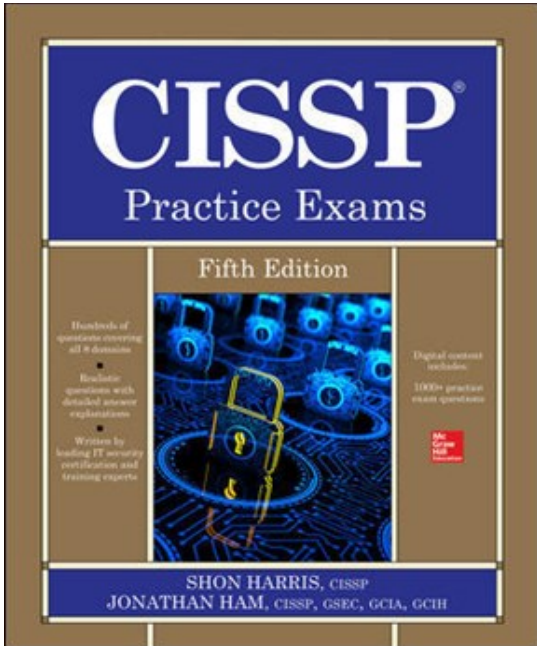
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Shon Harris, CISSP (city, state), was the founder and CEO of Logical Security LLC, an information security consultant, a former engineer in the Air Force's Information Warfare unit, an instructor, and an author. She authored several international bestselling books, including three industry-recognized CISSP titles.

Jonathan Ham, CISSP, GSEC, GCIA, GCIH (city, state), is an independent consultant who specializes in large-scale enterprise security issues. He is co-author of *Network Forensics: Tracking Hackers through Cyberspace*.



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Java: The Complete Reference, Eleventh Edition features clear explanations, detailed code samples, and real-world examples that demonstrate how Java can be put to work in the real world. JavaBeans, servlets, applets, Swing, lambda expressions, multithreading, and the default interface method are thoroughly discussed. Readers will get full details on all of the new features and functions available in Java SE 11.

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Herbert Schildt (Mahomet, IL) is the world's leading programming author and a renowned authority on Java, C++, and C#. His books have sold millions of copies worldwide. Herb's acclaimed books include *Java: The Complete Reference*, *Java: A Beginner's Guide*, *C++: The Complete Reference* and *C#: The Complete Reference*.

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Mobile Forensic Investigations: A Guide to Evidence Collection, Analysis, and Presentation, Second Edition

Lee Reiber

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Written by an expert in the field, *Mobile Forensic Investigations: A Guide to Evidence Collection, Analysis, and Presentation, Second Edition* fully explains the latest tools and methods along with features, examples, and real-world case studies. Readers will get photographs demonstrating proper legal protocols—including seizure and storage of devices—and screenshots showcasing mobile forensics software at work.

- First edition won forensic book of the year at the 2017 Forensic 4 Cast awards
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Lee Reiber (Alexandria, Virginia) is a recognized expert and pioneer in the mobile forensics field who often speaks globally on the recovery of mobile data, incident response to mobile threats, and advanced analysis techniques. Lee hosts a mobile forensics podcast and blog, <http://blog.cellphonedetectives.com>, and is a frequent contributor to several tech magazines.



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Dory Willer, SHRM-SCP, (Clayton, CA) is a certified business & life coach with 25 years of experience as a senior human resources executive, international speaker, and training facilitator. She is co-author of *PHR/SPHR Professional in Human Resources Certification All-in-One Exam Guide*.

William H. Truesdell, SHRM-SCP, SPHR, (Walnut Creek, CA) is President and founder of The Management Advantage, Inc. He is an expert on the subjects of personnel practices, employee handbooks, equal opportunity, and performance management programs.

William Kelly, SHRM-SCP, SPHR, (Walnut Creek, CA) is the owner of Kelly HR, an HR consulting services firm. William has more than 40 years of HR experience.

Joanne Simon-Walters, SHRM-SCP, SPHR, (St. Thomas, VI) is a human resources leader with more than 15 years of progressive management experience. She is co-author of *PHR/SPHR Professional in Human Resources Certification Practice Exams*.

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CompTIA PenTest+ Certification Practice Exams (Exam PT0-001)

Jonathan Ammerman

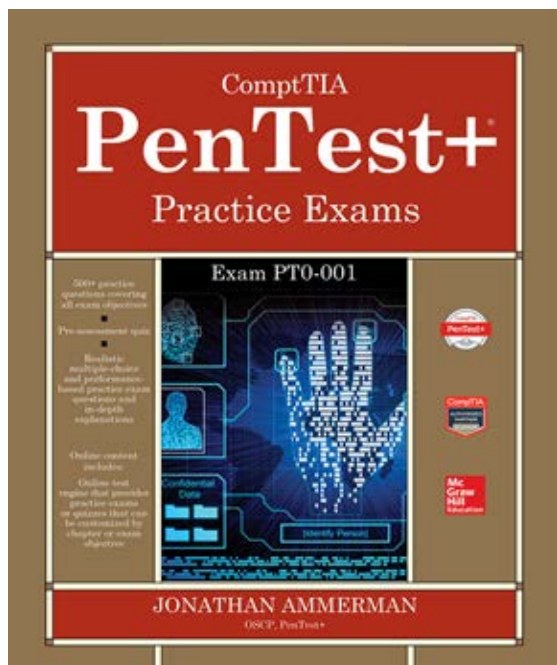
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- Electronic content includes additional practice questions in the Total Tester Online exam engine

Jonathan Ammerman, OSCP, PenTest+ (Greenville, SC), is a penetration tester at nDepth Security who has served a US Army officer, where his expertise in information security flourished. He continues to pursue interests in the security field, including mobile app security and malware reversal.



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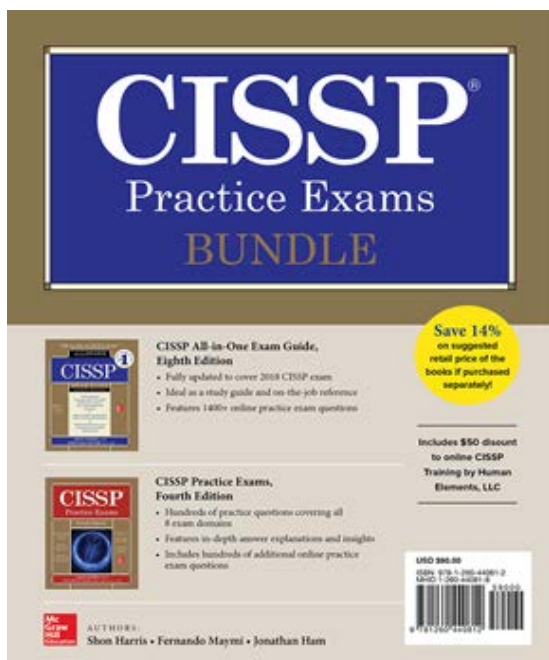
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CISSP Bundle Fourth Edition fully covers all eight exam domains and offers real-world insights from the authors' professional experiences. More than 2500 comprehensive practice exam questions are provided, along with in-depth explanations of both the correct and incorrect answers. The included Total Tester test engine provides full-length, timed simulated exams or customized quizzes that target selected chapters or exam domains.

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Shon Harris, CISSP (McKinney, TX), was the founder and CEO of Shon Harris Security LLC and Logical Security LLC, a security consultant, a former engineer in the Air Force's Information Warfare unit, and an instructor. She authored three bestselling CISSP books and was a contributing author to *Gray Hat Hacking: The Ethical Hacker's Handbook and Security Information and Event Management (SIEM) Implementation*.

Fernando Maymí, Ph.D., CISSP (West Point, NY), is a security practitioner with over 25 years of experience. He is currently the Lead Scientist in the cyber division at Soar Technology, Inc., where he researches and develops solutions at the intersection of cyberspace operations and artificial intelligence. Dr. Maymí is the author of over a dozen publications and holds three patents.

CAPM Certified Associate in Project Management Practice Exams

James L Haner, Cate McCoy

Aligned with the PMBOK® Guide, Sixth Edition, provides complete coverage of every objective on the 2018 CAPM exam

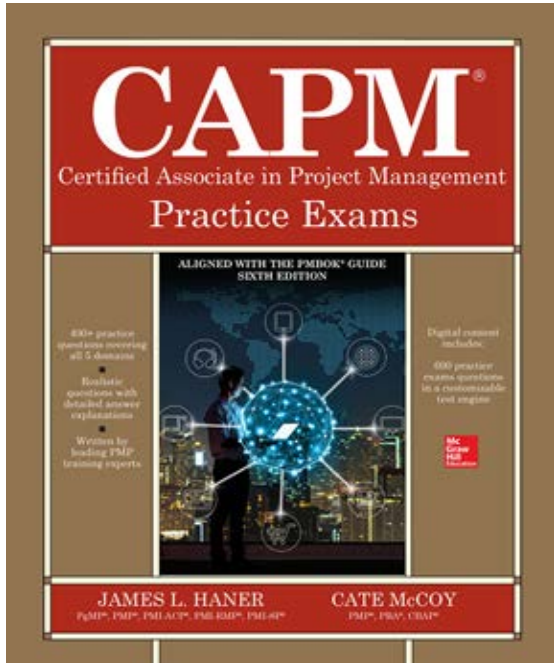
Take the 2018 version of the challenging CAPM exam with confidence using this effective, exam-focused study resource. Designed to help you pass the exam with ease, the book contains more than 1000 realistic practice exam questions and is fully aligned with the Project Management Body of Knowledge, Sixth Edition.

CAPM Certified Associate in Project Management Practice Exams covers each of the 57 learning objectives for the exam. The logical structure of the book allows readers to focus on specific topics and tailor their study to areas of expertise and weakness. Readers will get in-depth explanations of both the correct and incorrect answers for every question.

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- Written by two experts in project management certification and training
- Digital content includes 600 practice exam questions

James Haner, PMP, PgMP, PMI-ACP, PMI-RMP, PMI-SP (Boise, Idaho), is a management and leadership consultant. He is the author of *PMP Project Management Professional Practice Exams* and is contributing author of *140 Project Management Tips in 140 Words or Less*, and *Making Sense of Sustainability in Project Management*.

Cate McCoy, PMP, PBA, CBAP (Norfolk, VA), is the founding partner of Communi-cate, Inc., a technology management consulting and training company focused on government and corporate clients. She is the author and technical editor of several published books on technology and management topics and is the curriculum designer and author of over 100 courses on technical, project management, and business analysis.



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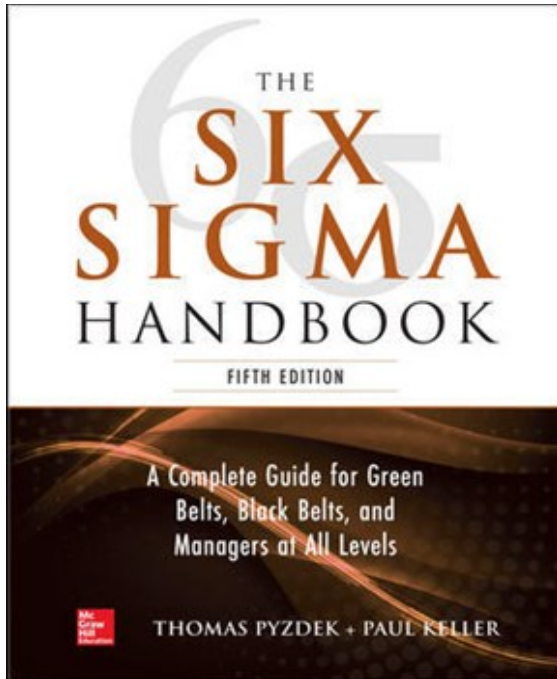
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Thomas Pyzdek, Paul A. Keller

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Thoroughly revised for current advances, this industry-standard guide shows, step by step, how to use Six Sigma to vastly improve processes, profitability, sustainability, and long-term growth at organizations of all sizes. Throughout, examples and illustrations have been enhanced and brought up to date. The book includes coverage of the recently released Minitab 18.

Written by two of the foremost authorities in the field, Six Sigma Handbook, Fifth Edition delivers all of the guidance needed to successfully implement Six Sigma. Readers will get full details on cutting-edge lean and change management principles and techniques. The book shows how to build the best teams and foster effective leadership while maximizing customer satisfaction and boosting profits.

- Features examples and online quizzes that help prepare for Six Sigma certification
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Thomas Pyzdek has worked in continuous improvement and Lean Six Sigma for more than 50 years. His clients include Ford, McDonald's, Intuit, NASA and many other organizations in industries ranging from manufacturing to services to healthcare. A Fellow of the American Society for Quality (ASQ), Mr. Pyzdek has received numerous medals and honors from professional organizations, including the ASQ Six Sigma Forum's first ever award for the Advancement of Six Sigma. Pyzdek is currently President and CEO of The Pyzdek Institute, which offers online Lean Six Sigma training and certification. Mr. Pyzdek is co-author of *The Handbook for Quality Management, Second Edition*.

Paul Keller is President and COO of Quality America, a Six Sigma Training company with over 35 years in the field. He is the author of *Six Sigma Demystified*, *Statistical Process Control Demystified*, and co-author of *The Handbook for Quality Management, Second Edition*.

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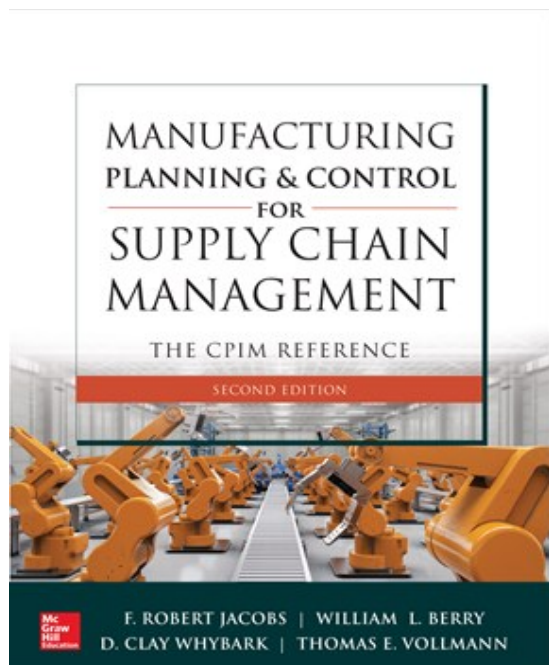
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F. Robert Jacobs, William Lee Berry, D Clay Whybark, Thomas E Vollmann

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Written by a team of recognized experts, *Manufacturing Planning and Control for Supply Chain Management: The CPIM Reference, Second Edition*, features hundreds of practice questions for the CPIM exams. The book arms you with the knowledge you need to obtain the coveted CPIM designation. You'll get cutting-edge practices that provide an advantage in today's global manufacturing environment. Included throughout the book are illustrative examples, practice problems, case studies, and spreadsheets for quick, practical implementation of some of the techniques in the book. Maximize supply chain efficiency, productivity, and profitability, as well as customer satisfaction, using the hand-on information contained in this comprehensive resource.

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- Production activity control ▪ Distribution requirements planning ▪ Strategy and MPC system design
- Management of supply chain logistics ▪ Order point inventory control methods

F. Robert Jacobs is an emeritus professor at the Kelley School Business, Indiana University and adjunct professor at Villanova University. He has served on the APICS board of directors and was a key author of the APICS "Body of Knowledge Framework." Mr. Jacobs is coauthor of previous editions of *Manufacturing Planning and Control for Supply Chain Management* and coauthor of *Operations and Supply Chain Management*.

William L. Berry is an emeritus professor at The Ohio State University and coauthor of previous editions of *Manufacturing Planning and Control for Supply Chain Management*.

D. Clay Whybark is an emeritus professor at the University of North Carolina and coauthor of previous editions of *Manufacturing Planning and Control for Supply Chain Management*.

Thomas E. Vollmann was a professor at IMD and coauthor of previous editions of *Manufacturing Planning and Control for Supply Chain Management*.

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Make It, Wear It: Wearable Electronics for Makers, Crafters, and Cosplayers

Sahrye Cohen, Hal Rodriguez

Use DIY electronics and simple sewing and crafting techniques to make fashion-forward wearables—no experience necessary!

This straightforward guide shows, step-by-step, how to dream up, design, and create fun, stylish wearable electronics in no time! The book integrates simple sewing and crafting techniques with hobbyist electronics skills through a series of hands-on, step-by-step projects that will have readers quickly making and sewing unique and interesting clothing and accessories.

Make It, Wear It: Making Wearable Projects with Digital Electronics focuses on fashionable projects using easily sourced electronic components and tools. The book lays out techniques that enable sewers of all experience levels to embed electronics into their fashions—and that show electronics makers how to expand into wearables. Readers will discover how to incorporate the latest technologies into their clothing designs, including Arduino, addressable LEDs, color sensors, and Bluetooth—even laser cutting and 3D printing!

- Projects are designed to be both fashionable AND wearable
- Features easy-to-follow instructions and clear illustrations for each project
- Written by a pair of experienced designers whose wearables have been featured in runway shows around the world

Sahrye Cohen (San Francisco, CA) is the founder and chief designer of the San Francisco-based tech couture design group, Amped Atelier. Amped Atelier designs have been featured on the runways of San Francisco, California, and **Calgary, Canada**, and for Fashion Week in Xiamin, China. Sahrye teaches workshops on wearable electronics for costumers and cosplayers and has published articles on 3D printing in *Make Magazine*, and on cosplay techniques in *The Virtual Costumer*.

Hal Rodriguez (San Francisco, CA) is a maker and programmer and the chief technologist with the San Francisco-based tech couture design group, Amped Atelier. He has over 20 years programming experience and has published articles on 3D printing in *Make Magazine*.

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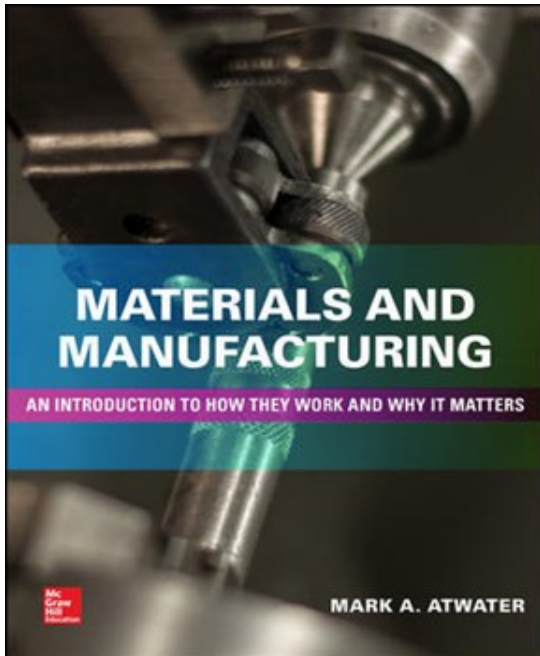
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Materials and Manufacturing: An Introduction to How they Work and Why it Matters

Mark Atwater

An easy-to-read, practical guide to materials and manufacturing

Designed to be the primary resource for freshman- or sophomore-level engineering and technology courses, this textbook offers an easy-to-follow introduction to materials science and manufacturing techniques. The book covers metallic and non-metallic materials, conditioning, and mechanical concepts as well as basic, additive, and advanced manufacturing principles and applications.

Written by an expert in the field, *Materials and Manufacturing: An Introduction* starts off by covering materials science and progresses to clearly explain manufacturing processes in the order in which they are often employed. Readers will get concise explanations of casting, forming, machining, and joining. The book includes a variety of data tables that are ready to apply to common manufacturing decisions.

- Written in a straightforward, conversational style
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- Written by a materials expert and experienced educator

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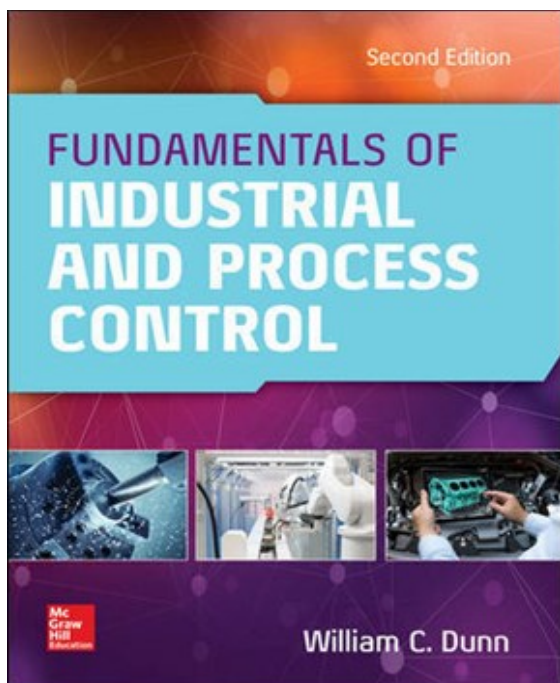
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Mark Atwater, Ph.D., is an assistant professor at Millersville University, where his areas of expertise include materials and manufacturing theory and practice. He has graduate degrees in mechanical engineering and materials science and engineering. Dr. Atwater also studied as a post-doctoral researcher at the U.S. Army Research Laboratory.



Fundamentals of Industrial Instrumentation and Process Control, Second Edition

William C. Dunn

A Fully Updated, Practical Guide to Automated Process Control and Measurement Systems

This thoroughly revised guide offers students a solid grounding in process control principles along with real-world applications and insights from the factory floor. Written by an experienced engineering educator, *Fundamentals of Industrial Instrumentation and Process Control, Second Edition* is written in a clear, logically organized manner. The book features realistic problems, real-world examples, and detailed illustrations. You'll get clear explanations of digital and analog components, including pneumatics, actuators, and regulators, and comprehensive discussions on the entire range of industrial processes.

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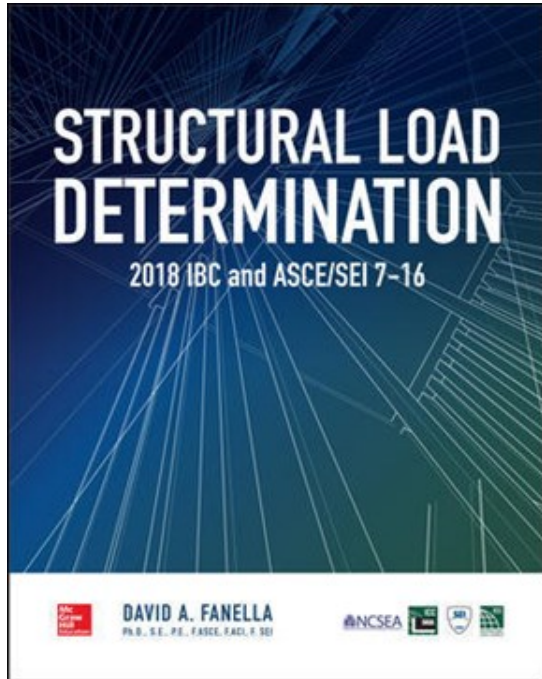
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- Process control
- Documentation and symbol standards

William Dunn worked for over 40 years in product research, design, and management in the Microelectronics industry. More recently he worked as an adjunct college professor teaching Industrial Instrumentation, Logic Controllers, and Motor Control. He holds more than 25 patents, and has presented over 30 papers at industrial conferences.



Structural Load Determination: 2018 IBC and ASCE/SEI 7-16

David Fanella

Discover how to calculate structural loads within the context of 2018 IBC and ASCE/SEI 7-16 requirements

This practical guide shows, step by step, how to apply the provisions of the 2018 IBC and ASCE/SEI 7-16 to accurately determine structural loads. The book contains information engineers need to design buildings that will withstand the forces of gravity, occupancy, and environmental stress. Readers will get design examples, flowcharts, and load diagrams that illustrate complex load provisions.

Structural Load Determination Under 2018 IBC and ASCE/SEI 7-16 opens with an introduction to structural loads and a discussion of the relationship between the IBC and ASCE 7 standards. From there, the book explains the proper application of allowable stress design (ASD), load resistance factor design (LRFD), and seismic load combinations. Subsequent chapters cover occupancy, roof, rain, snow, ice, wind, seismic, and tsunami loads. Throughout, emphasis is placed on the proper application of load provisions within the scope of everyday practice.

- Shows how to calculate dead loads, occupancy live loads, roof live loads, and environmental loads
- Written by an experienced structural engineer in conjunction with the ICC

International Code Council (ICC) (Brea, CA) is a member-focused association dedicated to developing model codes and standards used in the design, build, and compliance process to construct safe, sustainable, affordable, and resilient structures. Most U.S. communities and many global markets choose the International Codes. ICC Evaluation Service (ICC-ES) is the industry leader in performing technical evaluations for code compliance fostering safe and sustainable design and construction.

David A. Fanella, Ph.D., S.E., P.E., F.ASCE (Chicago, IL), is Senior Director of Engineering at the Concrete Reinforcing Steel Institute (CRSI). He has 30 years of experience in the design of a wide variety of buildings and other structures. Dr. Fanella has authored numerous technical publications and recently authored the Second Edition of Reinforced Concrete Structures: Analysis and Design, published by McGraw-Hill. He is a member of numerous America Concrete Institute (ACI) committees, he will serve as a member of the ASCE/SEI Committee 7, Minimum Design Loads and Associated Criteria for Buildings and Other Structures for the 2022 edition, and is a past board member and president of the Structural Engineers Association of Illinois.

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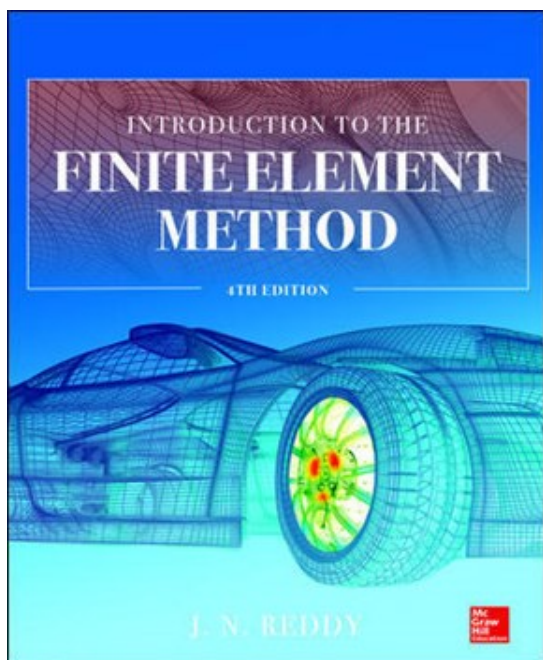
\$122.95

DISCOUNT CODE: I

Related Products

2015 International Building Code Illustrated Handbook

9781259586125 \$212.95



An Introduction to the Finite Element Method, Fourth Edition

J. N. Reddy

A fully updated introduction to the principles and applications of the finite element method

This authoritative and thoroughly revised, classic mechanical engineering textbook offers a broad-based overview and applications of the finite element method. This revision updates and expands the already large number of problems and worked-out examples and brings the technical coverage in line with current practices. Readers will get details on non-traditional applications in bioengineering, fluid, and thermal sciences, in addition to solid and structural mechanics.

Written by a recognized mechanical engineering expert, *An Introduction to the Finite Element Method, Fourth Edition*, teaches, step-by-step, how to determine numerical solutions to equilibrium as well as time-dependent problems from fluid and thermal sciences and structural mechanics. Beginning with differential equations, the book presents a self-contained approach to the construction of weak forms, interpolation theory, finite element equations and their solution, and computer implementation. The author provides a solutions manual as well as computer programs that are available for download.

- Features updated problems and fully worked-out solutions
- Contains downloadable programs that can be applied and extended to real-world situations
- Written by a highly-cited mechanical engineering researcher and well-respected author of textbooks

Dr. J. N. Reddy, Ph.D. (College Station, Texas), is the author of over 650 journal papers and 21 books. Dr. Reddy is a life fellow and ASME Medalist of the American Society of Mechanical Engineers (ASME), and a fellow of the American Academy of Mechanics (AAM), the American Institute of Aeronautics and Astronautics (AIAA), the American Society of Civil Engineers (ASCE), the American Society for Composites (ASC), International Association of Computational Mechanics (IACM), U.S. Association of Computational Mechanics (USACM), the Aeronautical Society of India, and the Institution of Structural Engineers, U.K. He is a member of the US National Academy of Engineering and foreign fellow of the Canadian Academy of Engineering, Indian National Academy of Engineering, and Brazilian National **Academy of Engineering**.

October

Technology & Engineering / Mechanical

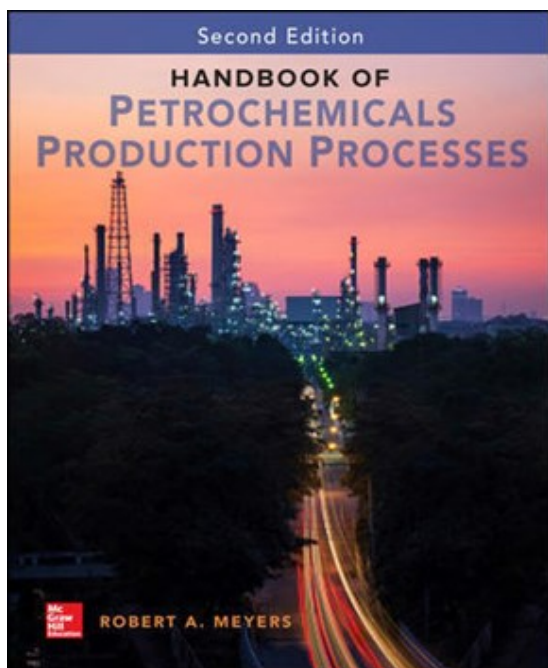
HARDCOVER • 9.25in : 7.38in

9781259861901

1259861902

\$289.95

DISCOUNT CODE: I



Handbook of Petrochemicals Production, Second Edition

Robert A. Meyers

A complete guide to petrochemicals production and licensable process technology—revised to cover current technologies and processes

This fully updated handbook explains the powerful licensable processes used to create the most economically important chemicals in the world. Readers will get complete details on cutting-edge petrochemical (intermediates, monomers, and plastics) production methods along with product properties, environmental considerations and control, and economics. Complete licensing contact information is provided for further evaluation of the technologies. Brand-new sections focus on acrylic acid and acrylates, acrylonitrile butadiene styrene (ABS), and methanol from syngas.

Compiled by an expert in the field, *Handbook of Petrochemicals Production Processes, Second Edition*, features 50 technologies presented by more than 12 major international petrochemical licensing firms. The handbook enables engineers to quickly evaluate and apply licensable processes for new production through the comparison of technologies, environmental factors, and economics.

- Offers contributions from the largest firms in the petrochemicals licensing business
- Discusses process economics, including operating costs, annualized capital costs, and price ranges
- Explains the chemistry and thermodynamics behind each major process

Dr. Robert A. Meyers (Los Angeles, CA) is president of RAMTECH Limited and is the inventor or co-inventor of a number of important engineering, monomer and polymer processes, as well as of completely new materials. Many of these have been commercialized and licensed. He has more than 20 patents and 50 technical papers in the fields of shale oil refining, photochemistry, pollution control, inorganic reactions, organic reactions, luminescence phenomena, monomers and polymers.

October

Technology & Engineering / Mechanical

HARDCOVER • 9.25in : 7.38in

9781259643132

1259643131

\$193.95

DISCOUNT CODE: I

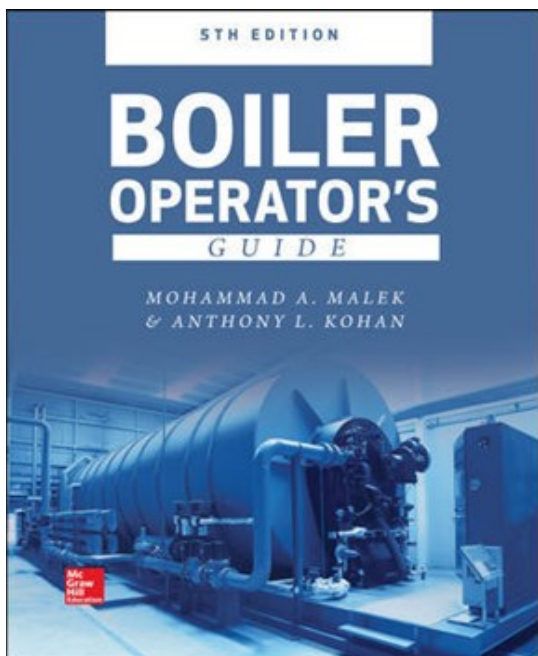
Related Products

Handbook of Petrochemicals Production Processes

9780071410427 \$208.95

Handbook of Petroleum Refining Processes, Fourth

Edition 9780071850490 \$192.95



Boiler Operator's Guide, Fifth Edition

Mohammad A. Malek, Anthony L. Kohan

A long awaited, thorough revision of the classic guide to boiler operation and maintenance.

Quickly and easily solve any boiler problem—and prepare for licensing exams—using the hands-on information contained in this fully updated, industry standard resource. The book covers all types of boilers and systems and clearly explains all processes, points out potential problems, and lays out the testing and troubleshooting procedures needed to maintain good performance.

Boiler Operator's Guide, Fifth Edition has been thoroughly overhauled to align with all current technologies and regulations, including the latest version of the ASME BPV code. Readers will get practice questions and answers to reinforce important points and study for the Boiler Operator's or Stationary Engineer exam. The book serves as a go-to source for any critical information needed on boilers and their operation.

- Completely updated to align with all applicable codes and standards
- Provides data, calculations, specifications and techniques across all boiler systems
- Thoroughly revised by a PE and renowned boiler and pressure vessel expert

October

Technology & Engineering / Mechanical

HARDCOVER • 9.12in : 7.38in

9781260026993

126002699X

\$96.95

DISCOUNT CODE: I

Related Products

Boiler Operator's Guide, 4e

9780070365742 \$124.95

Steam Plant Operation, 10th Edition

9781259641336 \$128.95

Mohammad A. Malek, Ph.D., P.E. is a professional engineer and an internationally recognized boiler and pressure vessel expert with more than 30 years of experience. He is the author of *Heating Boiler Operator's Manual: Maintenance, Operation, and Repair*; *Pressure Relief Devices: ASME and API Code Simplified*; and *Power Boiler Design, Inspection and Repair*.

Anthony L. Kohan was a consultant with more than 30 years of experience as a technician, tester, and inspector of boiler pressure vessels and machinery. He is the author or co-author of *Standard Boiler Room Questions and Answers*, *Standard Heating and Power Boiler Plant Questions and Answers*, *Pressure Vessel Systems*, and *Plant Services and Operations Handbook*.



October

Technology & Engineering / Mechanical

Book • 9.25in : 7.38in

9781260027068

1260027066

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DISCOUNT CODE: I

Related Products

The Process Improvement Handbook: A Blueprint for Managing Change and Increasing
9780071817660 \$125.95

The Process Improvement Handbook: A Blueprint for Managing Change and Increasing Organizational Performance, Second Edition

Tristan Boutros, Tim Purdie

The definitive guide to process improvement and operational excellence—now fully updated

This thoroughly revised guide offers a roadmap for businesses to improve everything from IT to customer service processes while managing organizational changes. Readers will discover how to design effective process improvement structures, organizations, and cultures and provide faster response times, better service, and increased agility.

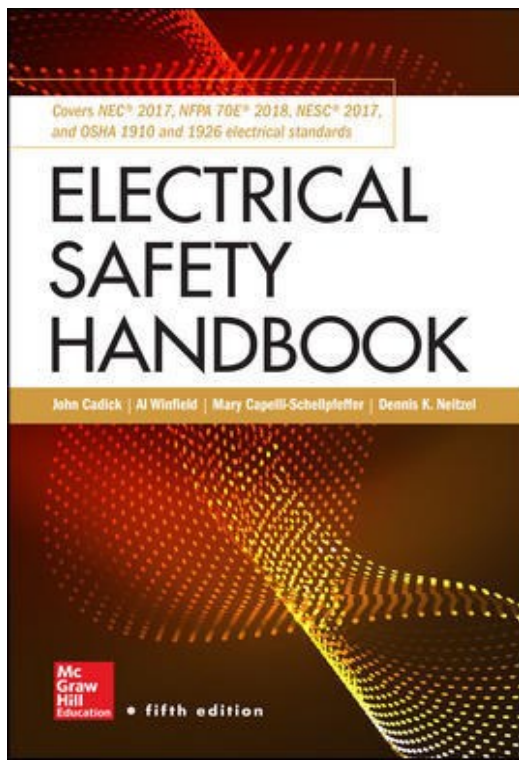
The Process Improvement Handbook: A Blueprint for Managing Change and Increasing Organizational Performance, Second Edition equips practitioners with the necessary skills to deliver consistent, successful outcomes. The book provides best practices for implementation and serves as a comprehensive body of knowledge. Chapters new to this edition explore the functionality of new platforms and tools available to the business world.

- Previous edition won a 2015 Axiom Book Award for best business theory book
- Features templates, case studies, and real-world examples
- Written by a pair of project management and process improvement experts

Tristan Boutros is Senior Vice President & Chief Operating Officer at The New York Times. He holds over 10 professional designations, including Lean Six Sigma Black Belt (LSSBB), Project Management Professional (PMP), Certified Scrum Professional (CSP), and Master Project Manager (MPM).

Tim Purdie is the executive champion for Xede Consulting Group, a cloud transformation leader in Salesforce.com service work. He is CEO of OurSuccessCoach.com, which provides advisory services and specialized delivery of systematic methods to address business performance issues.

Technology & Engineering



Electrical Safety Handbook, Fifth Edition

John Cadick, Al Winfield, Mary Capelli-Schellpfeffer, Dennis K. Neitzel

On-the-job electrical safety essentials—thoroughly revised for the latest procedures and standards

This fully updated electrical safety guide is a practical, illustrated source of life-saving information designed for specific work environments. The book has been fully revised and expanded to conform to every current major electrical standard, including NEC, NESC, NFPA70E, IEEE 1584, and OSHA.

Written by experts in electrical operations, maintenance, engineering, construction, and safety, *Electrical Safety Handbook, Fifth Edition* provides the most up-to-date safety strategies in an easy-to-use format. The book delivers complete details on electrical hazards, safety equipment, management, training, regulatory and legal requirements, accident prevention, and much more. Readers will find new sections on electrical grounding, heat transfer theory as it relates to the human body, and the medical aspects of electrical trauma.

Contains comprehensive coverage of every subject on the exam

- Includes updated electrical grounding concepts and applications
- Written by a team of electrical operation and safety experts

John Cadick, P.E. (city, state), is a registered professional engineer and the founder and president of the Cadick Corporation. He is the author of *Cables and Wiring* (Cengage Learning).

Mary Capelli-Schellpfeffer, M.D., M.P.A. (city, state), is a board-certified physician in general preventive medicine and public health. She is also a consultant to both the NJATC and IEEE standards committees.

Dennis K. Neitzel, C.P.E. (city, state), is a certified plant engineer with more than 30 years of experience in the electrical field. He has served as a principal committee member for NFPA 70E standards since 1992.

Al Winfield (city, state), works for the Cadick Corporation. He has more than three decades of electrical power experience, having conducted more than 4,500 electrical safe work practices seminars.

October

Technology & Engineering / Electrical

HARDCOVER • 9in : 6in

9781260134858

1260134857

\$127.95

DISCOUNT CODE: I

Related Products

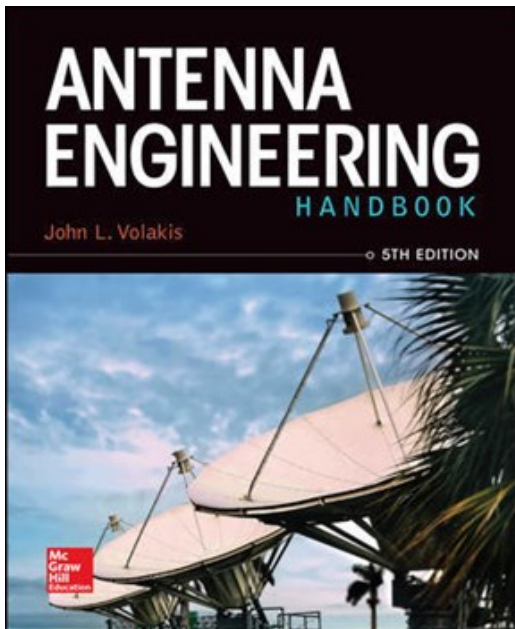
Electrical Safety Handbook, 4th Edition

9780071745130 \$110.95

McGraw-Hill's National Electrical Code 2017

Handbook, 29th Edition

9781259584428 \$102.95



Antenna Engineering Handbook, Fifth Edition

John Volakis

This up-to-date resource offers expert instruction on the design and application of classic and modern antennas

This new edition of the “bible of antenna engineering” has been fully updated to provide start-to-finish coverage of the latest innovations in antenna design and applications. Readers will get in-depth discussions of antennas used in modern communications systems, mobile and personal wireless technologies, satellites, radar deployments, flexible electronics, and other emerging technologies.

Featuring 60 chapters and contributions from more than 80 well-known experts, the handbook is edited by one of the world's leading antenna engineering authorities. The book features all of the classic antenna types plus new types and emerging designs. Antenna Engineering Handbook, Fifth Edition, clearly explains cutting-edge applications in WLANs, automotive systems, PDAs, and handheld devices.

- Features 15 new chapters that cover the latest developments in antenna engineering
- Contains real-world examples and hundreds of illustrations
- Edited by an electrical engineering educator and seasoned author

November

Technology & Engineering / Electrical

HARDCOVER • 9.25in : 7.38in

9781259644696

1259644693

\$225.95

DISCOUNT CODE: I

Related Products

Antenna Engineering Handbook, 4th Edition

9780071475747 \$257.95

John (Yiannis) L. Volakis (Miami, FL) is Dean of Engineering & Computing and Professor of Electrical & Computer Engineering at Florida International University (FIU). Previously, he was the Chope Chair Professor in the Electrical and Computer Engineering Department at The Ohio State University and Director of the ElectroScience Laboratory. He is the author of several books, including Small Antennas: Miniaturization Techniques and Applications.



November

Technology & Engineering / Electronics

Book • 10.88in : 8.5in

9781260142839

1260142833

\$31.95

DISCOUNT CODE: T

Related Products

20 Makey Makey Projects for the Evil Genius

9781259860461 \$31.95

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9781259644252 \$25.95

Making Things Move DIY Mechanisms for Inventors, Hobbyist, and Artists

9780071741675 \$33.95

The Crafty Kids Guide to DIY Electronics

Helen Steer

Create awesome DIY electronics gadgets using a variety of circuits, fabrics, and techniques—no coding or electronics knowledge needed!

This fun TAB guide features 20 creative and quirky projects that bridge the gap between electronics and craft. All projects employ straight-up electronics—conductive thread, sewable LEDs, copper tape, conductive ink, lights, servos, and LDRs—along with cheap, readily-available chips. The micro:bit pocket-sized computer is used here and there.

Designed to get children involved with electronics, *The Crafty Kid's Guide to DIY Electronics: 20 Fun Projects for Makers, Crafters, and Everyone in Between* is divided into sections focusing on paper circuits, soft circuits, wearables, and robotic creatures. The projects are ideal for crafty people who want to take their creations to the next level as well as for makers inspired by the cosplay and wearable scenes. The book will also appeal to traditional electronics hobbyists with a sense of humor!

- Provides an entertaining, hands-on introduction to electronics and making
- Suitable for beginner to intermediate makers ages 8 and up
- Written by a dedicated maker and experienced author

Helen Steer (London, UK) is a maker, educator, and award-winning writer who specializes in getting new technologies into homes and classrooms in exciting ways. Helen is the founder of the innovative company Do It Kits and was previously a director of the education platform Mission:Explore, with whom she published six acclaimed children's books in three languages.



Programming Arduino Next Steps: Going Further with Sketches

Simon Monk

Go beyond the basics with this thoroughly revised, easy to follow Arduino programming resource

This fully updated TAB guide picks up where Dr. Simon Monk's bestselling *Programming Arduino: Getting Started with Sketches* leaves off. Aimed at programmers and hobbyists who have mastered the fundamentals, *Programming Arduino Next Steps: Going Further with Sketches, Second Edition* takes readers to the next level and reveals professional-level programming secrets.

Readers will learn how to work with interrupts, manage memory, use high speed digital writes, program Ethernet and Bluetooth, handle serial communications, perform digital signal processing, and much more. This up-to-date edition refocuses the network programming chapter on the Internet of Things and offers new chapters on interfacing basics and using the Arduino IDE with other microcontrollers.

November

Technology & Engineering / Electronics

Book • 9in : 6in

9781260143249

1260143244

\$25.95

DISCOUNT CODE: T

Related Products

Programming Arduino Next Steps: Going Further with Sketches 9780071830256 \$

Programming the Raspberry Pi, Second Edition: Getting Started with Python 9781259587405 \$

- All concepts are illustrated with working, downloadable code examples
- Works as a standalone volume or as a companion to *Programming Arduino: Getting Started with Sketches*
- Written in the clear, no-nonsense style that Dr. Simon Monk is famous for

Dr. Simon Monk (city, state) has a bachelor's degree in cybernetics and computer science and a Ph.D. in software engineering. He has authored more than 20 books, including *Programming Arduino: Getting Started with Sketches*, *Programming Arduino*, *30 Arduino Projects for the Evil Genius*, and *Fritzing for Inventors*. Dr. Monk also runs the website monk.makes.com, which features his own products.

Robot Builders Bonanza, Fifth Edition

Gordon McComb

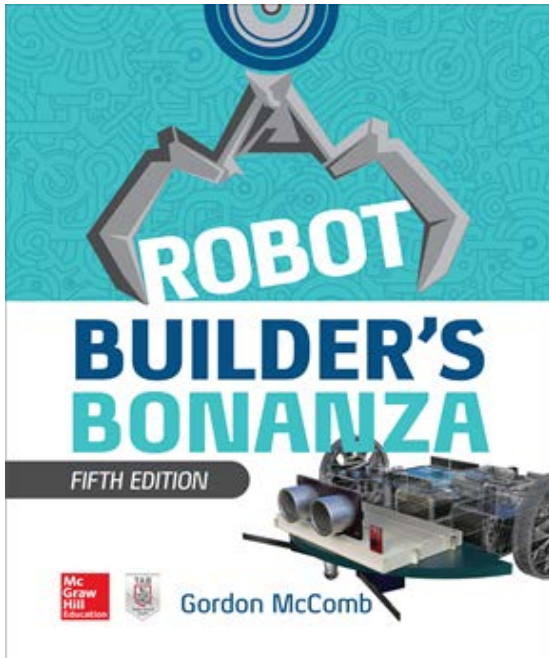
The bestselling guide to robot building—fully updated for the latest technologies

Learn to build fun and interesting robots—from kits, pre-made parts, or from scratch—using the hands-on information contained in this practical guide. The book clearly explains the essential hardware, circuits, and brains and contains easy-to-follow, step-by-step plans for low-cost, cool robotics projects.

Robot Builder's Bonanza, Fifth Edition contains more than 30 new projects for hobbyists of all ages and skill levels. The projects are modular and can be combined to create a variety of highly intelligent and workable custom robots. Along the way, readers will discover the wonders of mechanical design, electronics, and computer programming. Who knew learning could be so fun!

- Includes working robot plans for Arduino, Raspberry Pi, and BBC micro:bit
- Online content includes source code and extended project plans
- Written by a dedicated hobbyist, robotics expert, and experienced author

Gordon McComb (San Diego, CA) has written about amateur and educational robot building for 30 years and has been called "the father of hobby robotics" by Make Magazine. Gordon is the author of all four previous editions of Robot Builder's Bonanza, which are among the most widely read books on hobby robotics.



December

Technology & Engineering / Electronics

Book • 9.12in : 7.38in

9781260135015

1260135012

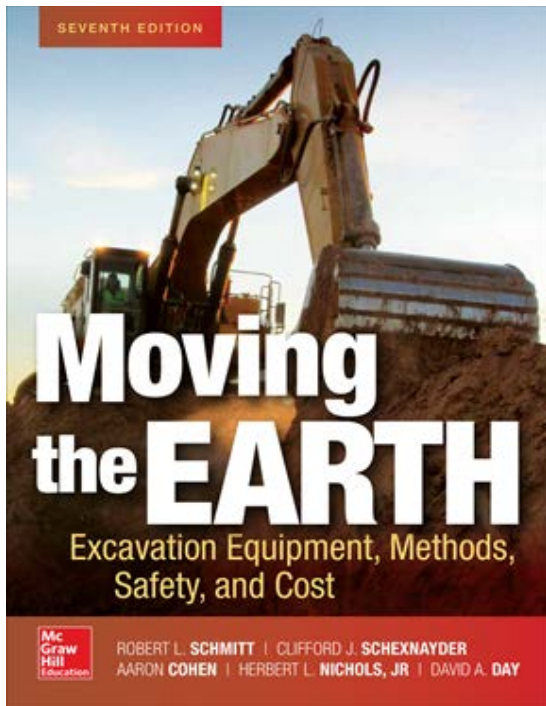
\$44.95

DISCOUNT CODE: T

Related Products

Robot Builders Bonanza, 4e Edition 9780071750363

\$37.95



Moving the Earth: Excavation Equipment, Methods, Safety, and Cost, Seventh Edition

Herbert Nichols, David Day, Robert Schmitt, Clifford J. Schexnayder, Aaron Cohen

The definitive guide to earthmoving and machines—thoroughly revised to cover the latest methods and technologies

This fully updated guide covers every aspect of site preparation and management, and details every machine and vehicle needed to perform each task. Written by a team of leading experts, the book helps construction professionals choose the right excavation method for any job, select appropriate equipment and machinery, and understand the related OSHA safety requirements

Long the industry-standard source for practical expertise, *Moving the Earth: Excavation Equipment, Methods, Safety, and Cost, Seventh Edition* has been reorganized to reflect modern construction practices. It explains the most important aspects of planning and cost estimating and covers the different types of excavation methods, including compacting, grading, blasting, structural excavation, and aggregate production.

- Conforms to current OSHA safety regulations
- Covers new excavation practices and equipment that the industry has adopted over the past decade
- Written by a team of engineers and excavation experts

Herbert L. Nichols, Jr., was a private excavation consultant and author of numerous books and manuals on the topic.

David A. Day, P.E., was a civil engineering and construction consultant. He was a Life Member of the National Society of Professional Engineers and the American Society of Civil Engineers, where he helped to start the Underground Technology Conference.

Robert L. Schmitt, Ph.D., P.E., is Professor of Civil Engineering at the University of Wisconsin, Platteville. He has worked as a professional consultant on major construction projects and served on technical committees for the American Society of Civil Engineers, the Associated General Contractors, and the Wisconsin DOT.

Clifford J. Schexnayder, Ph.D., P.E., is an Eminent Scholar Emeritus at the Del E. Webb School of Construction at Arizona State University. He is a Distinguished Member of ASCE and served on the committee that formed their construction institute.

Aaron Cohen is a lecturer at Arizona State University, where he teaches courses on heavy construction methods. He lectures at meetings and trade shows for organizations like ASCE, AWWA, and APWA.

December

Technology & Engineering / Civil Engineering

Book • 9.25in : 7.38in

9781260011647

126001164X

\$160.95

Discount Code: I

Related Products

Moving The Earth: The Workbook of Excavation Sixth Edition 9780071502672 \$154.95

Construction Planning, Equipment, and Methods, Ninth Edition 9781260108804 \$193.95



November

Technology & Engineering

HARDCOVER • 10in : 7in

9781259585630

1259585638

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Related Products

Thermodynamics and Applications of Hydrocarbons
Energy Production 9780071843256 \$154.95

Reservoir Engineering Models: Analytical and Numerical Approaches

Turgay Ertekin, Luis F. Ayala

Build and deploy highly accurate mathematical models of today's hydrocarbon reservoirs

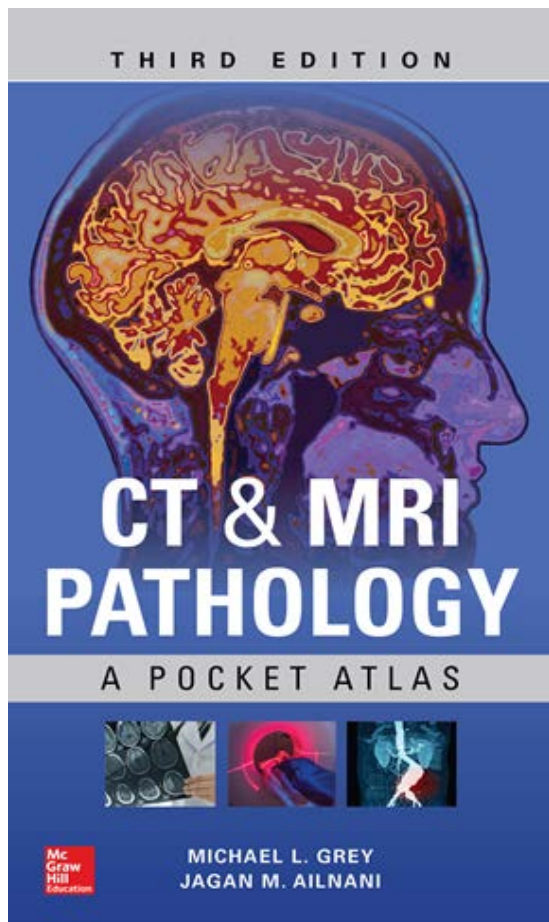
This practical resource discusses the construction of reservoir models and the implementation of these models in both forward and inverse modes. The book offers clear explanations of complicated modeling techniques for continuous physical systems. Readers will gain insight into the most valuable asset of the petroleum engineer, the hydrocarbon reservoir.

Written by a pair of experts in the field, *Reservoir Engineering Models: An Analytical and Numerical Approaches* covers the building process for mathematical models as well as solution protocols. Advanced chapters teach the assembly of complex physical processes using principles of physics and mathematical solutions. Readers will learn to optimize well development strategies and enhance oil and gas recovery.

- Provides background on the math of reservoir engineering and transport equations
- Highlights the intricate relationships between models and the engineers that use them
- Written by two experienced petroleum engineers and academics

Dr. Turgay Ertekin (University Park, PA) is Professor of Petroleum and Natural Gas Engineering and Head of the John and Willie Leone Family Department of Energy and Mineral Engineering at Pennsylvania State University. He has served as executive editor of the *Formation Evaluation Journal* and an editor-in-chief of the *Journal of Petroleum Exploration and Technology*.

Luis F. Ayala (University Park, PA) is Associate Professor of Petroleum and Natural Gas Engineering and Associate Department Head for Graduate Education of the John and Willie Leone Family Department of Energy and Mineral Engineering at Pennsylvania State University. He is an associate editor for *SPE Reservoir Engineering and Evaluation Journal* and *Journal of Natural Gas Science and Engineering*.



CT & MRI Pathology: A Pocket Atlas, Third Edition

Michael L Grey, Jagan Mohan Ailinani

The acclaimed pocket atlas of the most common pathologic conditions seen on CT and MRI – more essential than ever, with new images and cases

Designed for quick look-up at the point of care, this concise handbook provides technologists and students with CT and MRI findings of 200 pathologic conditions most often seen in day-to-day practice, along with pertinent clinical information. Each pathology listed has a single page of text accompanied by MRI and/or CT images, often providing multiple perspectives of the same pathology.

The text includes a description of etiology, epidemiology, signs and symptoms, imaging characteristics, for CT and MRI, treatment, and prognosis statements. The book also includes a valuable opening section on the Principles of Imaging in Computed Tomography and Magnetic Resonance Imaging and an informative section on Contrast Media.

Designed for portability and ease of use, this handbook enables technologists to quickly check pathologic imaging findings and essential clinical information without having to refer to large, heavy textbooks.

June

Medical/Allied Health Services / Imaging Technologies

PAPERBACK • 8.25in : 4.75in

9781260121940

1260121941

\$76.95

DISCOUNT CODE: M

Michael L. Grey, MS, RT(R) (MR) (CT) is Assistant Professor of Radiologic Sciences at Southern Illinois University (Carbondale, IL). He actively teaches review courses for rad techs certifying in MR and CT.

Jagan M. Ailinani, MD is a radiologist and formerly Clinical Professor of Radiology and Community medicine at Southern Illinois University (Carbondale, IL).

Related Products

CT & MRI Pathology: A Pocket Atlas, 2nd Edition

9780071703192 \$78.95

CURRENT Medical Diagnosis and Treatment 2019

Maxine A. Papadakis, Stephen J. McPhee, Michael W. Rabow

The #1 annually updated general medical text – delivering the diagnostic tools most relevant to daily practice

CURRENT Medical Diagnosis & Treatment is the most comprehensive, reliable, and timely reference available to answer common questions that arise in everyday clinical practice. Readers will find authoritative, evidence-based coverage of more than 1,000 diseases and disorders along with a concise, yet thorough synopsis of diagnosis and treatment. Written in a clear, easy-to-read style, this trusted classic covers all aspects of outpatient and inpatient care, and also includes discussion of new developments and breakthroughs in medicine. Presented in full color, CMTD covers every aspect of general medicine, with an emphasis on prevention and cost-effective strategies.

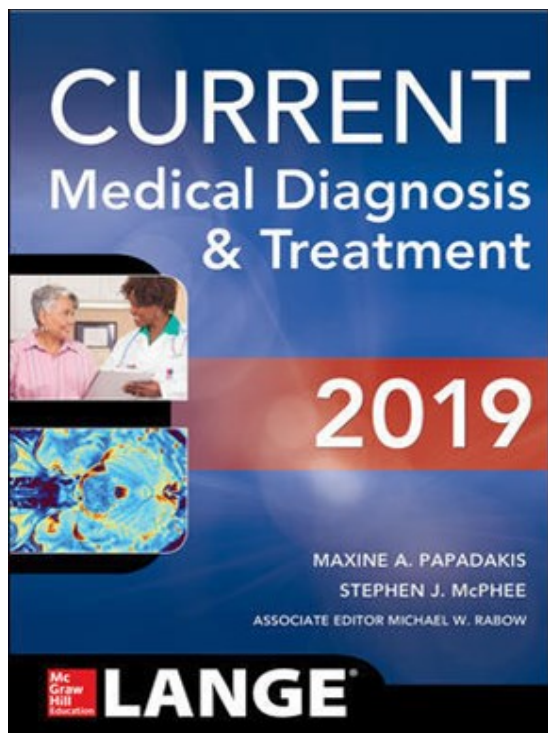
Market: Internal medicine practitioners, family physicians, internal medicine residents, family medicine residents, nurse practitioners, physician assistants, medical students, nurse practitioner students, physician assistant students

- Up-to-date references provide peer-reviewed, evidence-based information
- The only text with an annual review of the advances made in HIV treatment
- Detailed overview of other primary care topics, from gynecology, orthopedics and dermatology to ophthalmology, psychiatry, and neurology
- Updated throughout with the latest breakthroughs and developments, guidelines, references, drug prices, approved drugs, and more
- This edition includes expanded online content

Maxine A. Papadakis, MD (San Francisco, CA) Professor Emeritus, University of California-San Francisco School of Medicine.

Stephen J. McPhee, MD (San Francisco, CA) Professor Emeritus, University of California-San Francisco School of Medicine.

Michael W. Rabow, MD (San Francisco, CA) Professor of Clinical Medicine, University of California-San Francisco School of Medicine.



September

Medical / Internal Medicine

PAPERBACK • 10in : 7.19in

9781260117431

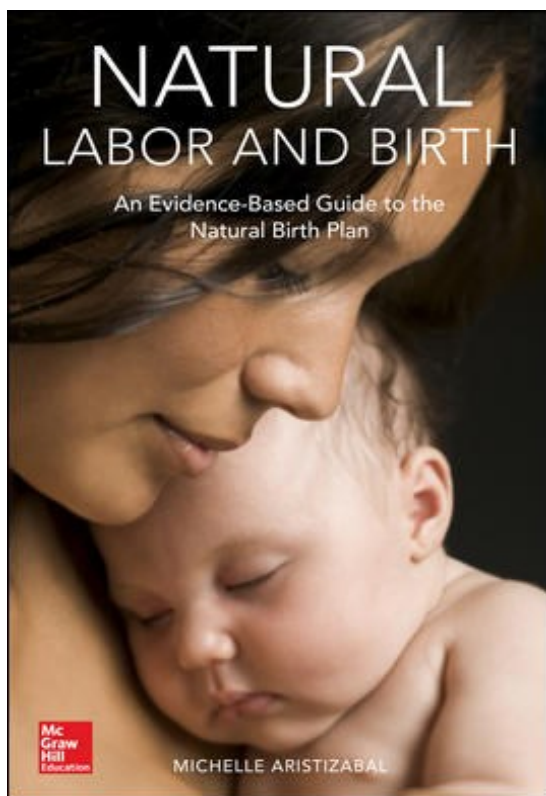
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\$106.95

DISCOUNT CODE: M

Related Products

CURRENT Medical Diagnosis and Treatment 2018,
57th Edition 9781259861482 \$106.95



Natural Labor and Birth: An Evidence-Based Guide to the Natural Birth Plan

Michelle Aristizabal

The ONLY evidence-based resource covering natural childbirth practices – offering a logical middle-of-road approach to the natural birth movement

Natural Labor and Birth: An Evidence-Based Guide to the Natural Birth Plan is written to provide a reliable source of information for healthcare professionals caring for patients seeking a natural birth. Up until now, doctors and nurses who would like to work with women seeking a natural birth have been frustrated by the lack of easily accessible, trustworthy resources on this topic, and most have not been trained on how to utilize methods outside of the traditional framework. Evidence-based natural childbirth is not discussed in any unified fashion in any of the existing obstetrical texts.

Natural Labor and Birth: An Evidence-Based Guide to the Natural Birth Plan seeks to end the friction between natural and traditional obstetrics care. It is unique in that it does not attempt to make a case for natural childbirth, it only seeks to demonstrate how natural birth can exist within the framework of typical antepartum care and hospital deliveries and respond to patient preferences. It teaches the skills necessary to assist a woman through an unmedicated childbirth that are not taught in most obstetrical residencies and nursing programs and provides a compilation of the medical evidence supporting alternative practices.

Market: Practicing Obstetricians/Gynecologists, ObGyn residents, midwives, certified nurse midwives and certified professional midwives, labor and delivery nurses

- Finds the middle ground in the ongoing birth debate
- Offers an integrated model for maternity care that provides women and their babies with the best of what medicine has to offer

Michelle Aristizabal, MD, FACOG (Montclair, NJ) is President, Owner, and Principle Physician in ObGyn at Wombkeepers Obstetrics and Gynecology and Maternity Wellness Center, Montclair, New Jersey; Attending Physician, St. Barnabas Medical Center and Hackensack University Medical Center.

September

Medical / Gynecology & Obstetrics

PAPERBACK • 9in : 6in

9781259862878

1259862879

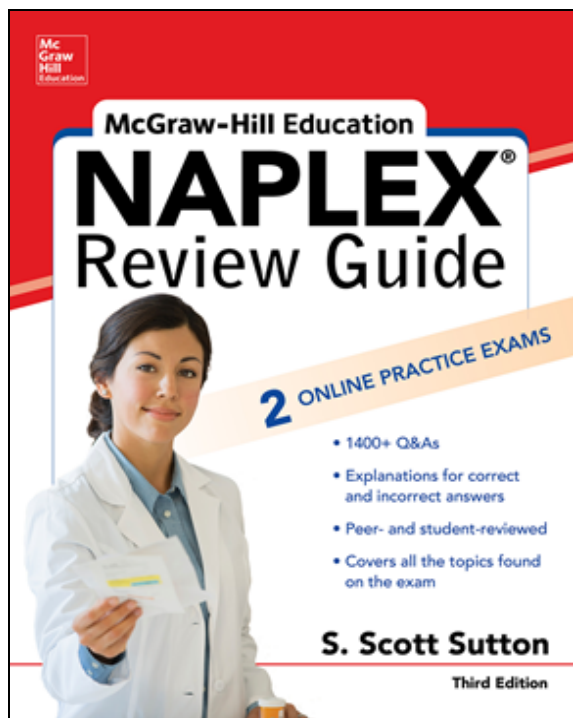
\$48.95

DISCOUNT CODE: M

Related Products

Williams Obstetrics, 25th Edition 9781259644320
\$245.95

Oxorn Foote Human Labor and Birth, 6th Edition
9780071740289 \$133.95



McGraw-Hill Education Naplex Review, Third Edition

Scott Sutton

The acclaimed all-in-one NAPLEX® review – updated to reflect the latest NAPLEX® guidelines!

Edited by an instructor who has taught thousands of students, this all-in-one study guide was developed and reviewed by pharmacists, faculty, students, and recent graduates – so readers can be confident it contains only the most relevant, up-to-date content. Test-takers will find valuable foundational material, 1,500 chapter-ending case application questions that cover every key topic on the exam, and two online practice exams with a total of more than 300 questions.

Market: Pharmacy students

September

Medical / Pharmacy

PAPERBACK • 10.88in : 8.5in

9781260135923

1260135926

\$144.95

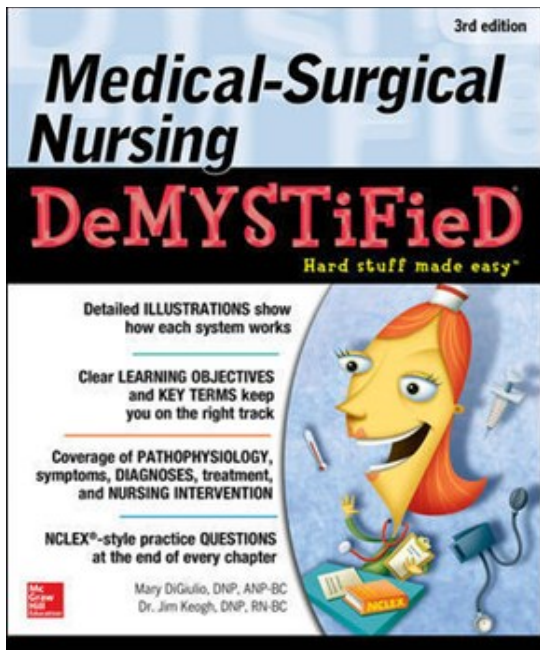
DISCOUNT CODE: M

Related Products

Naplex Review, 2nd Edition 9780071813426 \$96.95

- Covers all topics found on the exam
- Explanations for correct and incorrect answer options
- Take-away points at the end of each chapter summarize key concepts
- The author has also taught thousands of students in an acclaimed live NAPLEX® review course

S. Scott Sutton, PharmD (Columbia, SC) is Professor & Department Chair in the Department of Clinical Pharmacy and Outcomes Sciences at the University of South Carolina College of Pharmacy.



Medical-Surgical Nursing Demystified, Third Edition

Mary DiGiulio, Jim Keogh

A fun, fast way to learn the fundamental concepts of medical-surgical nursing

Medical-Surgical Nursing DeMYSTiFieD, Third Edition is a complete yet concise overview of the major body systems and the diseases and disorders that can affect them. Readers will learn about hallmark signs and symptoms, treatment, and nursing intervention so they will have the knowledge to help their patients as a student and as a nurse once they start their career. Great for course exams and as an NCLEX® review, this innovative book makes studying easy and effective with key objectives, important terms, brief overviews, tables and diagrams, and NCLEX®-style questions throughout. The book ends with a comprehensive final exam that covers all the content found in *Medical-Surgical Nursing DeMYSTiFieD*, Third Edition.

October

Medical / Nursing / Medical & Surgical

PAPERBACK • 9.12in : 7.38in

9781259861819

1259861813

\$44.95

DISCOUNT CODE: T

Market: Nursing students, practicing registered nurses

- Learning objectives at the beginning of each chapter
- Simple enough for a beginner, but challenging enough for an advanced student
- An NCLEX®-style quiz at the end of each chapter to reinforce learning and pinpoint weaknesses
- Coverage of diagnostic tests and treatment options
- A final exam appears at the end of the book

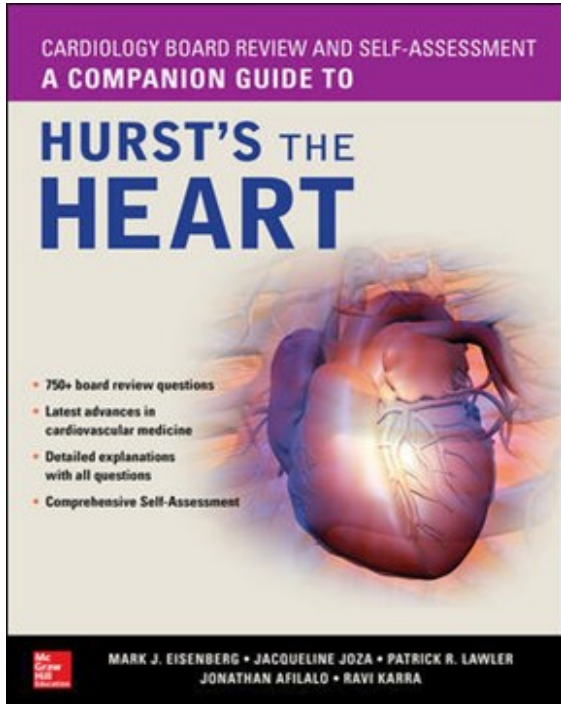
Related Products

Medical-Surgical Nursing Demystified, 2nd Edition
9780071771498 \$31.95

Schaum's Outline of Medical-Surgical Nursing,
1st Edition 9780071625050 \$34.95

Mary DiGiulio (Newark, NJ) is a Nurse Practitioner who has worked as a Medical-Surgical nurse for many years. She is on faculty at the University of Medicine and Dentistry of New Jersey School of Nursing.

Jim Keogh (Ridgefield, NJ) is a registered nurse and has authored more than a dozen books in the *Demystified* series.



October

Medical / Cardiology

PAPERBACK • 10.88in : 8.5in

9781260026153

1260026159

\$94.95

Discount Code: M



Related Products

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Hurst's the Heart Manual of Cardiology, 14th Edition
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Cardiology Board Review and Self-Assessment: A Companion Guide to Hurst's the Heart

Mark Eisenberg, Jacqueline Joza, Patrick Lawler, Jonathan Afilalo, Ravi Karra

The ONLY board review based on the content of *Hurst's the Heart*, Fourteenth Edition

Cardiology Board Review and Self-Assessment is an all-inclusive study guide and learning tool written to complement the Fourteenth Edition of *Hurst's the Heart* – the field's cornerstone text, and the resource considered by many to be the pinnacle of cardiovascular knowledge.

Cardiology Board Review and Self-Assessment contains more than 1,100 carefully selected questions and answers presented in multiple-choice format. Each of the 112 chapters of *Hurst's the Heart* is represented in this unique review, with ten multiple-choice questions. Detailed answers are provided for each question, including not only an explanation of why the correct answer is correct, but also why the incorrect answers are incorrect.

HERE'S WHY THIS IS THE ULTIMATE BOARD REVIEW AND CARDIOLOGY LEARNING TOOL:

- Questions and answers correspond to appropriate sections of *Hurst's the Heart*, and include valuable tables, figures, images, and references
- The more than 1,100 Q&A span the depth and breadth of the entire field of cardiovascular medicine
- High-yield material is specifically selected for Board relevance
- Includes content based on ACC, AHA, and ESC guidelines

Market: Essential reading for anyone preparing to take the Subspecialty Examination in Cardiovascular Disease given by the Board of Internal Medicine, as well as practicing cardiologists preparing for recertification. It is also of value to medical students, residents, fellows, practicing physicians, and other healthcare professionals



Mark J. Eisenberg, MD, MPH (Montreal, Quebec, Canada) is Professor of Medicine, Division of Cardiology and Clinical Epidemiology, Jewish General Hospital/Hospital at McGill University.



Patrick R. Lawler, MD, MPH, (Toronto, Canada), Clinician-Scientist/Assistant Professor, Peter Munk Cardiac Centre, Toronto General Hospital.

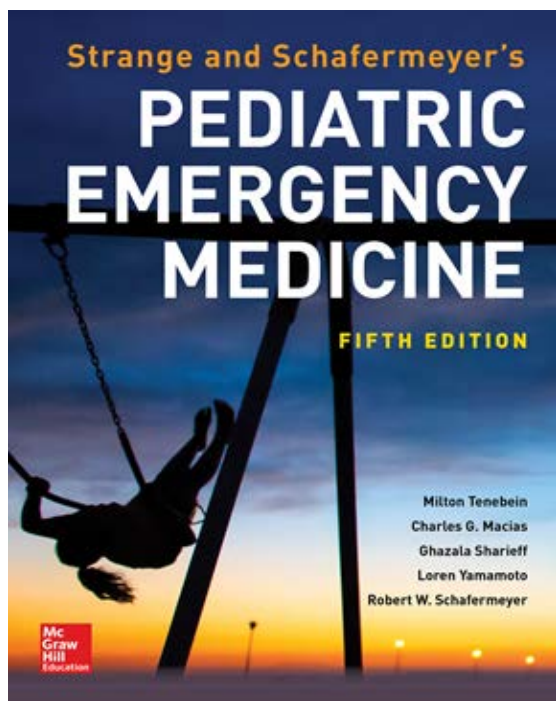


Jonathan Afilalo, MD (Montreal, Quebec, Canada), is an Assistant Professor in the Department of Medicine, Cardiologist in the Divisions of Cardiology and Clinical Epidemiology at the Jewish General Hospital/McGill University.



Jacqueline Joza, MD (Montreal, Quebec, Canada), McGill University Health Centre

Ravi Karra, MD (Durham, North Carolina) is Assistant Professor of Medicine, Duke Scholars in Cardiovascular Medicine, Duke University School of Medicine.



Strange and Schafermeyer's Pediatric Emergency Medicine, Fifth Edition

Robert W. Schafermeyer, Milton Tenenbein, Charles G. Macias, Ghazala Sharieff, Loren Yamamoto

Concise, full-color, need-to-know coverage of emergency medicine in children – endorsed by the American College of Emergency Physicians

"...a comprehensive and current resource for anyone who cares for children in an acute setting, from the office to the emergency department. Its presentation is straightforward, and the information is easy to read and assimilate. It will be a valuable resource for those in the field of pediatric emergency medicine as well as other practitioners who occasionally care for sick children."—JAMA (reviewing prior edition)

This clinically-focused guide covers the entire field of pediatric emergency medicine. Featuring a strong focus on practical need-to-know information *Pediatric Emergency Medicine, Fifth Edition* is bolstered by 1,200 full-color images, key points at the beginning of each chapter, 100+ diagnostic and treatment algorithms, and treatment tables with drug dosages.

- Chapters open with key points, followed by just enough pathophysiology for understanding, and continue with a focus on what needs to be done to protect and save the child
- Spans the full scope of pediatric emergencies -- from trauma care to psychosocial emergencies
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Market: Emergency Physicians and Pediatricians

Milton Tenenbein MD, FRCPC, FAAP, FAACT, FACMT (Manitoba, Canada) Professor, Department of Pharmacology and Therapeutics, University of Manitoba and Department of Pediatrics and Child Health, Children's Hospital.

Ghazala Q. Sharieff, MD (San Diego, CA) Director of Pediatric Emergency Medicine, Palomar-Pomerado Hospitals/California Emergency Physicians; Associate Clinical Professor, Children's Hospital and Health Center, University of California, San Diego.

Loren G. Yamamoto, MD, MPH, MBA (Honolulu, HI) Professor of Pediatrics, University of Hawaii, John A. Burns School of Medicine, Department of Pediatrics, Honolulu, HI.

Charles G. Macias, MD (Houston, TX) Chief of Academic Programs, Pediatric Emergency Medicine, Texas Children's Hospital, and Associate Professor, Department of Pediatrics, Baylor College of Medicine.

Robert W. Schafermeyer, MD, FACEP, FAAP (Chapel Hill, NC) Chief and Associate Chair, Department of Emergency Medicine Carolinas Medical Center, Charlotte, NC; Clinical Professor of Emergency Medicine and Pediatrics University of North Carolina School of Medicine.

October

Medical / Pediatrics

HARDCOVER • 10.88in : 8.5in

9781259860751

1259860752

\$339.95

DISCOUNT CODE: M

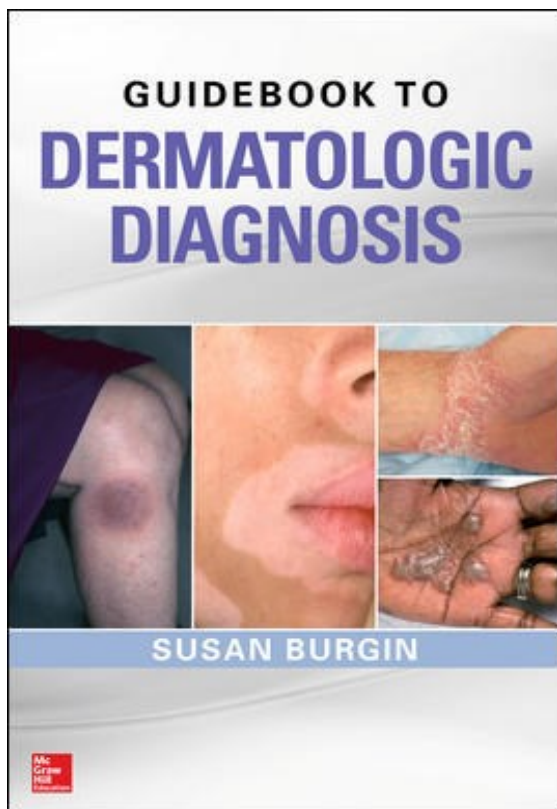
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Guidebook to Dermatologic Diagnosis

Susan Burgin

A unique systematic approach to dermatologic diagnosis

Guidebook to Dermatologic Diagnosis provides an innovative and methodical approach to the diagnosis of skin lesions and rashes. Centered around “The Wheel of Diagnosis” which factors in several important clinical considerations necessary to formulate an accurate diagnosis, the book is enhanced by numerous full-color images organized by clinical appearance rather than known diagnosis. This type of image grouping is specifically designed to teach readers how to think through and eventually arrive at an accurate diagnosis. Each chapter is also enhanced by tips on special testing, management, as well as the diagnostic approach.

- An innovative way to enhance dermatologic diagnostic skills
- Can be used at the point of care to confirm diagnosis
- Emphasizes the categorization of dermatologic disease into reaction patterns

Market: Dermatologists, family practitioners, emergency physicians

**Previously Announced –
Spring/Summer 2017 catalogue**

October

Medical / Dermatology

PAPERBACK • 9in : 6in

624 Pages

9780071738750

0071738754

\$94.95

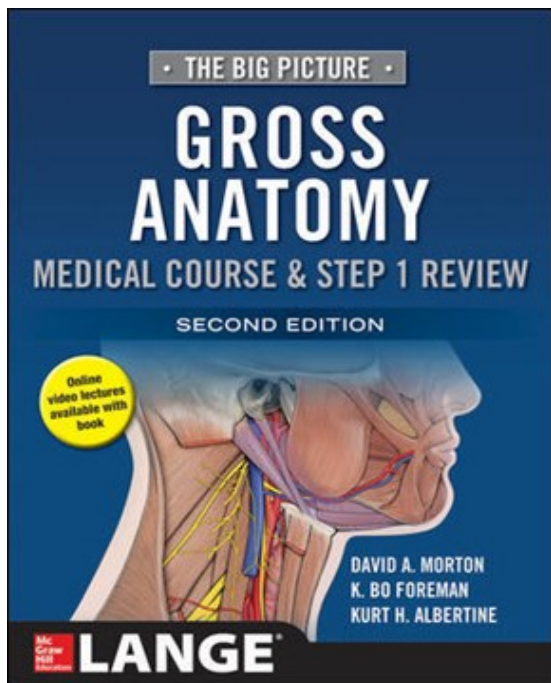
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Susan Burgin, MD (Boston, MA) is Assistant Professor of Dermatology, Harvard Medical School; Attending Dermatologist, Beth Israel Deaconess Medical Center.

Related Products

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The Big Picture: Gross Anatomy, Medical Course & Step 1 Review, Second Edition

David A. Morton, K. Bo Foreman, Kurt H. Albertine

The acclaimed book students need to get the **BIG PICTURE** of Gross Anatomy in the context of healthcare – streamlined and enhanced by online video

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The book’s user-friendly presentation consists of text on the left-hand page and beautiful full-color illustrations on the right-hand page. In this way, you get a “big picture” of anatomy principles, delivered one concept at a time — making them easier to understand and retain.

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- Bullets and numbering that break complex concepts down to easy-to-remember points

Market: Medical students, physical therapy students, osteopathic students

David A. Morton, PhD, MS (Salt Lake City, UT) Associate Professor and Anatomy Director, Department of Neurobiology and Anatomy, University of Utah School of Medicine.

October

Medical / Allied Health Services

PAPERBACK • 10.88in : 8.5in

9781259862632

1259862631

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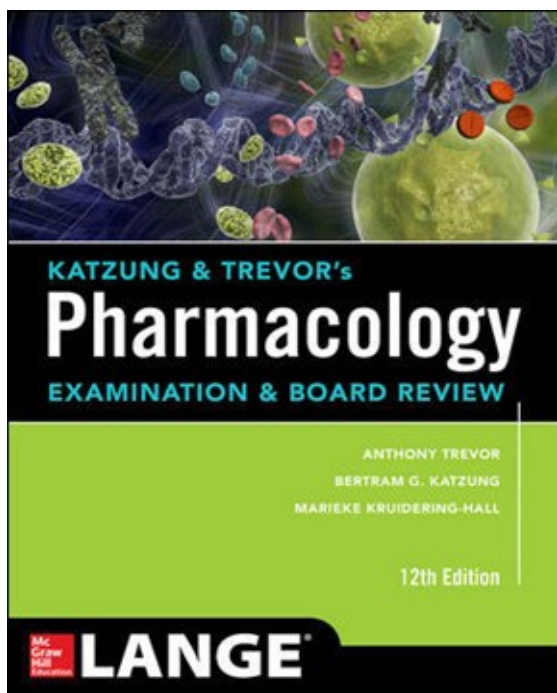
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Katzung & Trevor's Pharmacology Examination and Board Review, 12th Edition

Anthony J. Trevor, Bertram G. Katzung, Marieke Knudering-Hall

The world's bestselling pharmacology review book is better than ever!

From the authors of pharmacology's most trusted textbook, Katzung & Trevor's Basic & Clinical Pharmacology, this full-color resource delivers a clear, concise review of fundamental concepts backed by more than 1,000 review questions and answers. The chapter-based approach facilitates use with course notes or larger texts and provides exactly what students need to excel on medical pharmacology course exam and on the boards.

Valuable learning aids include:

- Short discussion of the major concepts that underlie basic principles or specific drug groups in every chapter
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- Two comprehensive 100-question examinations followed by the answer keys and explanations for the correct answers
- An appendix describing test-taking strategies for improving your test performance

Market: Medical students, pharmacy students

Anthony Trevor, PhD (San Francisco, CA) Professor Emeritus of Pharmacology and Toxicology, Department of Cellular & Molecular Pharmacology, University of California, San Francisco.

Bertram G. Katzung, MD, PhD (San Francisco, CA) Professor Emeritus Department of Cellular and Molecular Pharmacology, University of California, San Francisco.

October

Medical / Allied Health Services

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Medical / Dentistry

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Simon's Emergency Orthopedics, 8th Edition

Scott C. Sherman

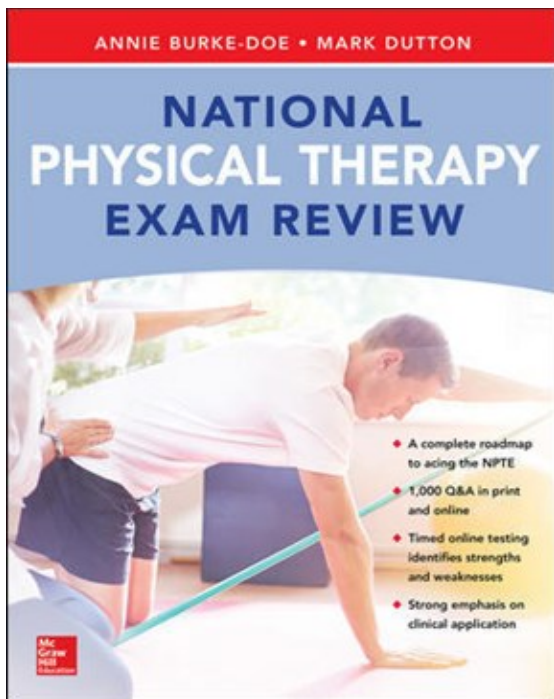
The emergency physician's top reference for handling orthopedic injuries and disorders

Written by and for emergency physicians, *Emergency Orthopedics* is the leading reference for handling all types of musculoskeletal emergencies. This heavily illustrated, full-color book focuses on radiographic diagnosis, acute management, and discharge of the patient with a pulled muscle, torn ligament, fracture, or other skeletal trauma. The format represents the ideal integration of text and images, allowing clinicians to actually see what they reading about. The concise text tells readers everything they need to know about the mechanisms of action along with recommended imaging studies, treatment guidelines, and possible complications.

- Axioms throughout the text serve as rules by which the emergency physician should practice
- Enhanced by video clips of emergency procedures and additional radiologic images

Market: Emergency Physicians, Emergency Department

Scott C. Sherman, MD (Chicago, IL) is Associate Professor and Assistant Program Director, John H. Stroger Cook County Hospital, Rush University School of Medicine.



NAPT Review

Annie Burke-Doe, Mark Dutton

A fresh, new student-friendly physical therapy board review text

National Physical Therapy Exam Review provides students with an outstanding review of entry level physical therapy concepts and principles. Following the human movement system and related topics such as anatomic structure and physiological function, the text is enhanced by innovative pedagogy and 1,000 questions (in print and online) that simulate the Physical Therapy Blueprint Practice Exam. Throughout the book, there is an emphasis on clinical application necessary to ensure safe and effective patient care

- Follows the APTA's new vision which optimizes movement to improve the human experience
- 1,000 exam review questions (in print and online)
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- Pedagogy includes key terms, skill keeper questions (which prompt students to review previous material), clinical scenarios, and chapter-ending questions

November

Medical / Physical Medicine & Rehabilitation

Book • 10.88in : 8.5in

9781260010626

1260010627

\$87.95

DISCOUNT CODE: M

Market: Physical Therapy students

Annie Burke-Doe (San Marcos, CA) is affiliated with the University of St. Augustine.

Mark Dutton, PT (Pittsburgh, PA) is affiliated with Allegheny General Hospital, West Penn Health System.

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Medical/Pharmacology

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Goldfrank's Toxicologic Emergencies, 10th Edition.
9780071801843 \$425.95

Casarett & Doull's Toxicology: The Basic Science of Poisons, Ninth Edition

Curtis D. Klaassen

The gold-standard text on the science of poisons – updated to capture the latest breakthroughs and developments

Casarett & Doull's Toxicology: The Basic Sciences of Poisons is the most trusted all-in-one overview of the biomedical and environmental aspects of toxicology. Presented in full color, it delivers a skill-building review of the basic components of toxicology, including general principles, modes of action, and chemical-specific toxicity. Spanning the entire field, Casarett & Doull's is considered to be the ultimate authority in toxicology. The Ninth Edition has been extensively updated by each chapter author and is enhanced by the addition of all-new chapters on timely topics such as computational toxicology and auditory toxicology.

- Extensive use of tables, illustrations, and other visuals make the information easy to understand and remember
- A Doody's Core Title for 2017

Market: Pharmacologists, pharmacists, pharmacy students, toxicology/poison control centers, pharmacology and toxicology graduate students

Curtis Klaassen, PhD (Kansas City, KS), University Distinguished Professor and Chair; Department of Pharmacology, Toxicology, and Therapeutics; Kansas University School of Medicine.

Color Atlas and Synopsis of Heart Failure

Ragavendra Baliga

A unique combination color atlas and synoptic text on managing heart failure

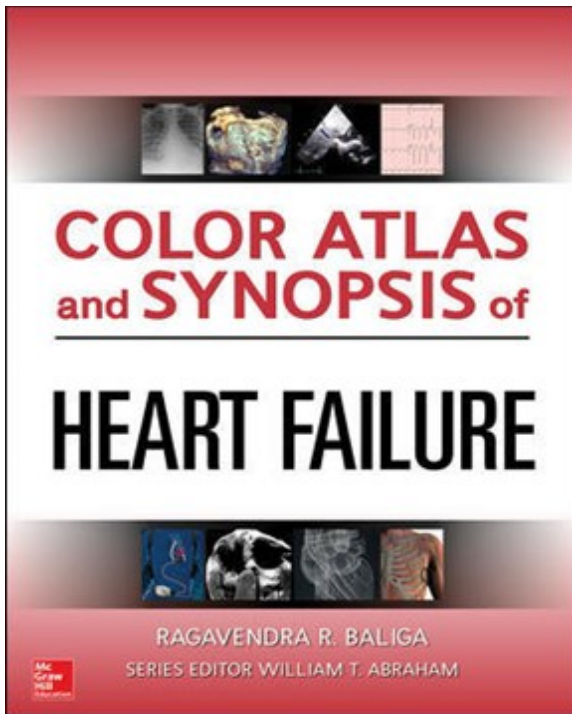
This practical, highly clinical resource fills the need in the literature for a visual resource that provides expert textual guidance on managing heart failure, along with a comprehensive collection of more than 500 full-color images illustrating specific procedures. To give the book true real-world application, each topic begins with a case scenario and includes evidence ratings from the combined ACC/AHA guidelines. Modeled after the bestselling Color Atlas of Family Medicine, this find-it-now resource is perfect for busy cardiologists of all specialties who require broad coverage of the topic in a quick-access presentation.

- More than 500 EKGs and state-of-the-art images related to the diagnosis and management of patients

Market: Interventional Cardiologist Fellows and clinicians, general cardiologists, Family Physicians, and general Internists

Ragavendra Baliga, MBBS, MBA, FACC, FRCP, FRS (Med) is an Assistant Director of New Business Development and a Professor of Internal Medicine at The Ohio State University Wexner Medical Center.

Scott Lilly, MD, PhD is an Interventional Cardiologist and Assistant Professor of Medicine in the Division of Cardiology at The Ohio State Wexner Medical Center.



November

Medical/Cardiology

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0071749381

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November

Medical/Emergency Medicine

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Casarett & Doull's Essentials of Toxicology, 3rd Edition, 9780071847087 \$97.95

Market: Emergency physicians, physicians in Emergency Rooms, Emergency Medicine residents, Emergency Medicine nurses, toxicology/poison control centers, pharmacology and toxicology graduate students, pharmacologists

Goldfrank's Toxicologic Emergencies, Eleventh Edition

Lewis S. Nelson, Robert S. Hoffman, Mary Ann Howland, Neal A Lewin, Lewis R. Goldfrank

The book clinicians turn to first when they encounter a patient who has ingested poison

For decades, one name has been synonymous with the most respected, rigorous perspective on medical toxicology and treatment of poisoned and overdosed patient: Goldfrank's Toxicologic Emergencies. Presented in full color, Goldfrank's delivers essential, patient-centered coverage of every aspect of poison management.

Goldfrank's begins with an in-depth examination of general principles of medical toxicology. It then progresses to the biochemical principles of the molecular basis of toxicology, and provides detailed insight into how xenobiotics affect vital organs, and systems throughout the body. Next, a wide spectrum of clinically important exposures – including drugs, plants, metals, household products, occupational and environmental xenobiotics and covered within logical categories for easy access of information. Finally, the book concludes with sections on principles of practicing clinical toxicology in today's challenging healthcare environment.

- NEW and updated case studies
- NEW Key Points
- All chapters have been thoroughly rewritten and updated with new content on medical, clinical, and chemical toxicology

Lewis S. Nelson, MD (Newark, New Jersey) is Professor and Chair, Department of Emergency Medicine, Rutgers New Jersey Medical School, Chief of Service, Emergency Department, University Hospital.

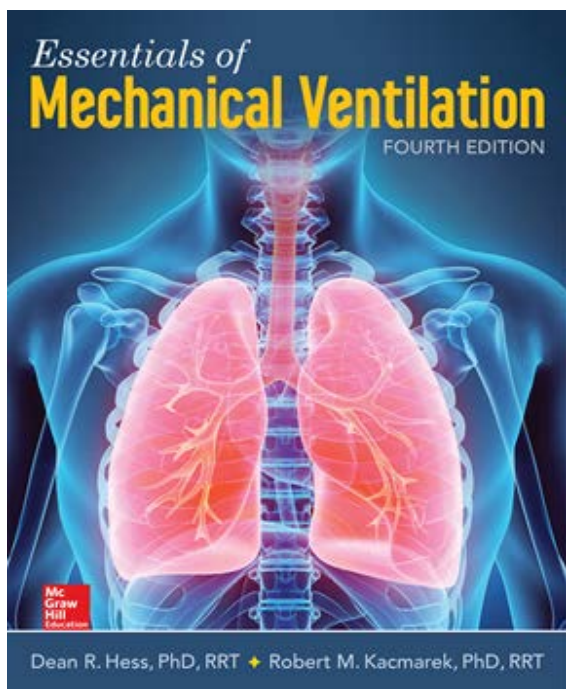
Robert S. Hoffman, MD (New York, New York) is Professor of Emergency Medicine and Medicine, Director, Division of Medical Toxicology, New York University School of Medicine, Attending Physician, Emergency Medicine, Bellevue Hospital Center & New York University Langone Medical Center, Consultant, New York City Poison Center.

Mary Ann Howland, PharmD (New York, New York) is Clinical Professor of Pharmacy, St. John's University College of Pharmacy and Health Sciences, Adjunct Professor of Emergency Medicine, New York University School of Medicine, Bellevue Hospital Center and New York University Langone Medical Center, Senior Consultant, New York City Poison Center.

Neal A. Lewin, MD (New York, New York) is Druckenmiller Professor of Emergency Medicine and Professor of Medicine, New York University School of Medicine, Director, Didactic Education, Emergency Medicine Residency, Attending Physician, Emergency Medicine and Internal Medicine, Bellevue Hospital Center and New York University Langone Medical Center, Consultant, New York City Poison Center.

Silas W. Smith, MD (New York, New York) is Associate Professor of Emergency Medicine, Chief of Safety and Quality, Department of Emergency Medicine, Associate Director of Medical Toxicology Fellowship Program, New York University School of Medicine, New York City Poison Control Center, Attending Physician Bellevue Hospital Center and New York University Langone Medical Center.

Lewis R. Goldfrank, MD (New York, NY) is the Herbert W. Adams Professor of Emergency Medicine, Ronald O. Perelman Department of Emergency Medicine, Director, Emergency Medicine, Bellevue Hospital Center and New York University Medical Center, Medical Director, New York City Poison Center.



Essentials of Mechanical Ventilation, Fourth Edition

Dean R. Hess, Robert M. Kacmarek

A practical application-based guide to adult mechanical ventilation

This trusted guide is written from the perspective of authors who have more than seventy-five years' experience as clinicians, educators, researchers, and authors. Featuring chapters that are concise, focused, and practical, this book is unique. Unlike other references on the topic, this resource is about mechanical ventilation rather than mechanical ventilators. It is written to provide a solid understanding of the general principles and essential foundational knowledge of mechanical ventilation as required by respiratory therapists and critical care physicians. To make it clinically relevant, *Essentials of Mechanical Ventilation, Fourth Edition* includes disease-specific chapters related to mechanical ventilation in these conditions.

- The premier textbook on the topic
- A Doody's Core Title for 2017
- Considered a "must read" for all clinicians caring for mechanically ventilated patients

Market: respiratory therapy students

November

Medical/Public Health

PAPERBACK • 9.25in : 7.38in

9781260026092

1260026094

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DISCOUNT CODE: M

Related Products

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Dean R. Hess, PhD, RRT (Boston, MA) is Assistant Professor of Anesthesia at Harvard Medical School, and Assistant Director of Respiratory Care Services at Massachusetts General Hospital.

Robert M. Kacmarak, PhD, RRT (Boston, MA) is Professor of Anesthesia at Harvard Medical School, and Director of Respiratory Care Services at Massachusetts General Hospital.



November

Medical/Dentistry

HARDCOVER • 10.88in : 8.5in

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1259861538

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Pediatric Infectious Diseases: Essentials for Practice, Second Edition

Samir S. Shah

The most practice-oriented guide to diagnosing and managing infectious diseases in children

"...will serve as a valuable resource for medical students, residents, pediatricians, family physicians, emergency department physicians, pediatric nurses, and pediatric infectious disease specialists"—JAMA(reviewing previous edition)

Pediatric Infectious Diseases: Essentials for Practice, Second Edition is filled with practical, clinically relevant guidance for successful infectious disease management. The care of the patient forms the core of this indispensable resource, which also provides perspectives on epidemiology, pathophysiology, and diagnosis that every pediatrician, infectious disease specialist, and pediatric nurse needs to know. The book's high-yield coverage includes detailed, yet precise overviews of specific infections and their etiology, along with proven diagnostic and management strategies that readers can incorporate into their practice right away.

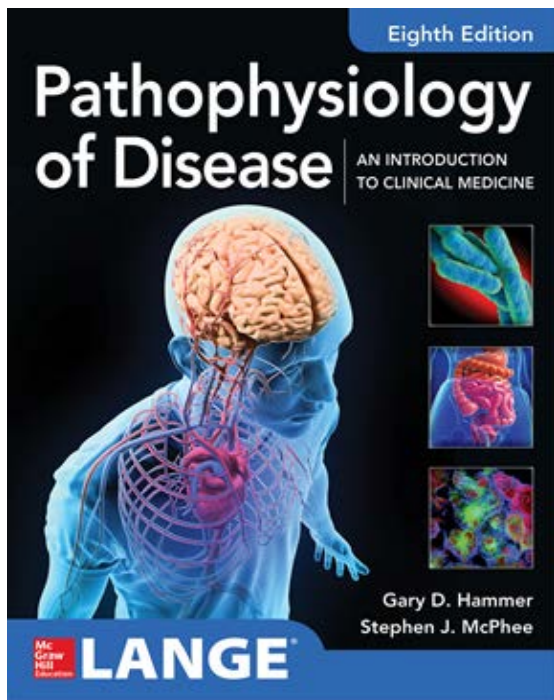
- Tips that tell readers what they must know--and what they must do--at every stage of care
- Diagnostic and treatment algorithms
- Signs/Symptoms and Differential Diagnosis boxes
- "When to Refer" boxes, which examine all the relevant clinical considerations
- Diagnostic Tests--with a realistic emphasis on the rights tests to order
- Medical Treatment coverage that includes drugs, dosages, and administration in an easy-to-read tabular format
- Convenient icons and a templated chapter design
- Numerous clinical color photos and didactic diagrams

Market: Pediatric residents, pediatric critical care fellows, pediatric critical care nurses, pediatricians

Samir S. Shah, MD, MSCE (Cincinnati, OH) Director, Division of Hospital Medicine, James M. Ewell Endowed Chair, and Attending Physician in Hospital Medicine & Infectious Diseases at Cincinnati Children's Hospital Medical Center; and Professor in the Department of Pediatrics at the University of Cincinnati College of Medicine.

Adam J. Ratner, MD, MPH (New York, NY), Chief, Division of Pediatric Infectious Disease, NYU Langone Medical Center; and Associate Professor, Departments of Pediatrics and Microbiology, New York University School of Medicine.

Alex R. Kemper, MD, MPH, MS (Chapel Hill, NC), Professor of Pediatrics, Department of Pediatrics, and Division Chief for Research, Division of Children's Primary Care, Duke University School of Medicine.



Pathophysiology of Disease: An Introduction to Clinical Medicine 8E

Gary D. Hammer, Stephen J. McPhee

A complete case-based review of the essentials of pathophysiology – covering all major organs and systems

This trusted text introduces students to clinical medicine by reviewing the pathophysiologic basis of the signs and symptoms of 100 diseases commonly encountered in medical practice. Each chapter first describes normal function of a major organ or organ system, then turns attention to the pathology and disordered physiology, including the role of genetics, immunology, and infection in pathogenesis. Underlying disease mechanisms are described, along with their systems, signs, and symptoms, and the way these mechanisms themselves determine the most effective treatment.

The unique interweaving of physiological and pathological concepts will put students on the path towards thinking about signs and symptoms in terms of their pathologic basis, providing an understanding of the “whys” behind both illness and treatment.

November

Medical/Pathophysiology

PAPERBACK • 10.88in : 8.5in

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1260026507

\$112.95

DISCOUNT CODE: M

- Enriched by high-quality full-color illustrations
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Market: Medical students, nurse practitioner students, Physician Assistant students

Related Products

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Pathophysiology of Blood Disorders, 2nd Edition

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Gary D. Hammer, MD, PhD (Ann Arbor, MI) Millie Schembechler Professor of Adrenal Cancer, University of Michigan; Director of Endocrine Oncology Program; Director of Center for Organogenesis.

Stephen J. McPhee, MD (San Francisco, CA) Professor Emeritus, University of California-San Francisco School of Medicine.



November

Medical/Gynecology & Obstetrics

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0071833900

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Current Diagnosis & Treatment Obstetrics & Gynecology, 12th Edition

Alan H. DeCherney, Ashley S. Roman, Lauren Nathan, Neri Laufer

Practical, up-to-date, and ready-to-apply coverage of more than 1,000 diseases and disorders

CURRENT Diagnosis & Treatment Obstetrics & Gynecology, Twelfth Edition is a concise, yet comprehensive textbook on the medical and surgical management of obstetrics and gynecology. It succinctly covers more than 1,000 diseases and disorders, the latest screening guidelines, and underlying pathophysiology when relevant. The twelfth edition is enriched by contributions from more than 85 world-renowned contributors

- **NEW CHAPTERS:** Cardiac Disorders in Pregnancy, Pulmonary Disorders in Pregnancy, Benign Disorders of the Uterine Corpus and Endometrium; **ALL CHAPTERS UPDATED** to better adhere to the acclaimed CURRENT format
- Thoroughly reviews all of obstetrics and gynecology
- Focuses on the practical aspects of clinical diagnosis and patient management
- Covers pathophysiology when relevant to diagnosis and treatment
- Emphasizes disease prevention and evidence-based medicine
- Includes more than 500 anatomic drawings, image studies, and diagrams
- Completely updated to reflect the latest research and advances
- Consistent presentation includes Clinical Findings, Diagnosis, Treatment, and Complications and Prognosis
- Quick-access design facilitates use at the point of care
- Updated to include the latest screening and management guidelines

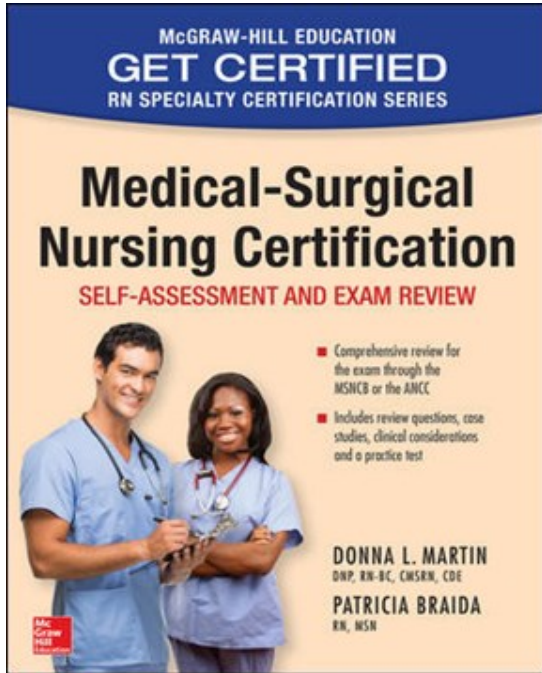
Market: Ob/Gyn residents, ObGyns, ObGyn Hospitalists

Alan H. DeCherney, MD (Bethesda, MD), Reproductive and Adult Endocrinology / Reproductive Biology and Medicine, National Institute of Child Health and Human Development, National Institutes of Health.

Ashley S. Roman, MD (NYC, NY), Clinical Assistant Professor, Obstetrics and Gynecology, NYU Langone Medical Center.

Lauren Nathan, MD (Los Angeles, CA), Professor, Obstetrics and Gynecology, UCLA.

Neri Laufer, MD (Jerusalem), Chairman, Obstetrics and Gynecology, Hadassah University Hospital, Jerusalem.



Medical-Surgical Nursing Certification

Donna Martin, Patricia Braida

A new all-in-one study guide for acing the Medical-Surgical Nursing Certification Exam

This innovative new review is the most complete and effective way for test takers to prepare for the medical-surgical nursing certification exam administered through either the Medical-Surgical Nursing Certification Board (MSNCB) or the American Nurses Credentialing Center (ANCC). Delivering everything test-takers need in one comprehensive study guide, the book includes review questions, case studies, clinical considerations, and practice test. The user-friendly, time-efficient presentation conveniently summarizes and simplifies must-know, high-yield content most relevant to passing the exam and real-world clinical practice.

November

Medical

PAPERBACK • 10.88in : 8.5in

9781260031379

1260031373

\$87.95

Discount Code: M

Market: Nurses took the medical-surgical certification exam, and nurses recertified

Donna L. Martin, RN, BSN, MSN, DNP (Romeoville, IL) currently teaches in a BSN program at Lewis University.

Patricia Braida, RN, MSN is an assistant professor at Lewis University.



November

Medical/Oncology

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DISCOUNT CODE: M

Related Products

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Hematology-Oncology Clinical Questions

Julie Rowe, Anneliese Gonzalez, Syed Jafri, Putao Cen, Zeyad Kanaan, Robert Amato, Adan Rios, Hazem El Osta, Virginia Mohlere

A unique point-of-care guide to clinical hematology-oncology

Hematology-Oncology Clinical Questions answers the questions most frequently asked by medical students or residents on rotations. The answers provided are concise, specific, evidence-based, and supported by recent references and clinical practice guidelines. Readers will find Hematology-Oncology Clinical Questions to be single-best resource for quickly translating the most current knowledge into practical, diagnostic real-time solutions.

- Coverage includes both solid tumor and hematology malignancies, cancer screening and genetic and familial cancer syndrome, supportive care and end of life, chemotherapy agents (including immunotherapy)
- The content arrangement is designed to simulate the consultation process: data collection, synthesis of data, solution

Market: internal medicine residents, medical students, hematology-oncology fellows

Julie H. Rowe, MD; Anneliese O. Gonzalez, MD; SyedH. Jafri, MBBS.; Putao Chen, MD; Zeyad Kanaan, MD; and Robert J. Amato, DO, Adan Rios, MD, Hazem El-Osta, MD are affiliated with The University of Texas Health Scienceat Houston, McGovern Medical School.

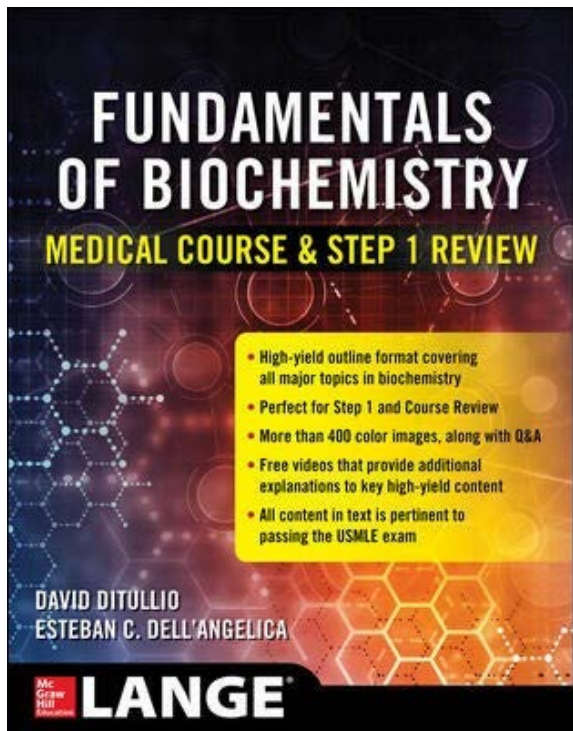
Biochemistry Course and Step 1 Review

David DiTullio, Esteban Dell'Angelica

A “next generation” biochemistry and USMLE Step 1 review and workbook

Today’s medical students want succinct, innovative reviews that present the facts they need know to excel on their coursework and pass the USMLE in a clear, fast, easy-to-absorb manner. Biochemistry Course and Step 1 Review does just that. The bulleted outline text is bolstered by video lectures and white board presentations that encourage students to take notes in space allotted in the workbook for that purpose. These unique features allow Biochemistry Course and Step 1 Review to serve as a combination USMLE review, biochemistry course guide, and subject notebook.

- Lectures will cover topics found in the text as well as material not covered in print
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Previously Announced – Spring 2018 Cat

November

Medical / Dentistry

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Related Products

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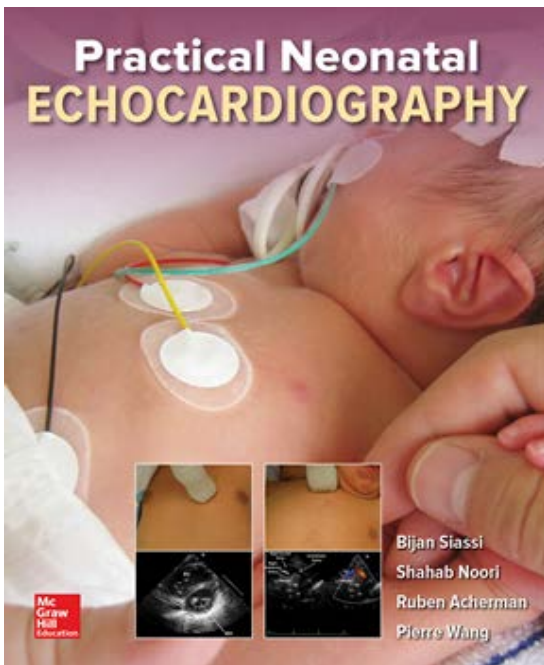
Biochemistry and Genetics Pretest Self-Assessment and Review, 5th Edition

9780071791441 \$47.95

Market: Medical students

Esteban C. Dell'Angelica PhD (Los Angeles, CA) is the Course Director for Biochemistry, and Professor of Human Genetics at UCLA.

David DiTullio, PhD track, University of California-Los Angles.



Practical Neonatal Echocardiography

Bijan Siassi, Shahab Noori, Pierre Wong, Ruben Acherman

A concise introduction to the principles and practice of point-of-care echocardiography for neonatologists

Practical Neonatal Echocardiography is based on an acclaimed course that the authors have taught for the past 15 years at USC training neonatologists in cardiac ultrasound of neonatal patients for on-the-spot examination and diagnosis. Drs. Siassi and Noori have trained hundreds of physicians to use ultrasound equipment to examine neonatal cardiac function at the first sign of distress, leading to faster diagnosis and referral to pediatric cardiologists for treatment. This book is designed to help readers develop the skills necessary to perform a high quality neonatal echocardiographic examination, evaluate cardiac function, and recognize abnormalities and defects.

Practical Neonatal Echocardiography begins with an introduction to the basic principles of echocardiography and the ultrasound scanners commonly used at pediatric cardiac centers. Neonatal cardiac anatomy is clearly described through the use of 2-dimensional images and video clips. Subsequent chapters teach the assessment of cardiac function, blood

flow, shunts, physical defects, and abnormalities that may exist in the absence of a defect. Myocardial dysfunction, heart failure, shock, hypertension, cardiomyopathy, cyanosis, and more are discussed in detail with multiple illustrative cases.

- Integrated throughout the chapters are 110 video clips, which when looped, will display a beating heart. These real-life cases will help readers hone their skills in recognizing defects in cardiac function and growth
- Covers essential principles of echocardiography with clear descriptions and illustrations
- Describes common features of ultrasound scanners and how to use them

Market: Pediatric residents, fellows in neonatology/pediatric cardiology

Bijan Siassi, MD (Los Angeles, CA) is Associate Professor of Pediatrics and Radiology, Keck School of Medicine, University of Southern California.

Shahab Noori, MD (Los Angeles, CA) is Associate Professor of Pediatrics and Radiology, Keck School of Medicine, University of Southern California, and attending neonatologist, Children's Hospital of Los Angeles.

Ruben Acherman, MD (Las Vegas, NV) is Professor of Pediatric Cardiology, University of Nevada.

Pierre Wong, MD (Los Angeles, CA) is Associate Professor of Pediatric Cardiology, Keck School of Medicine, University of Southern California; and Director, Echocardiography Lab and Cardiac Pathology Registry, Children's Hospital of Los Angeles.

December

Medical / Pediatrics

Book • 9.25in : 7.38in

9781260123135

1260123138

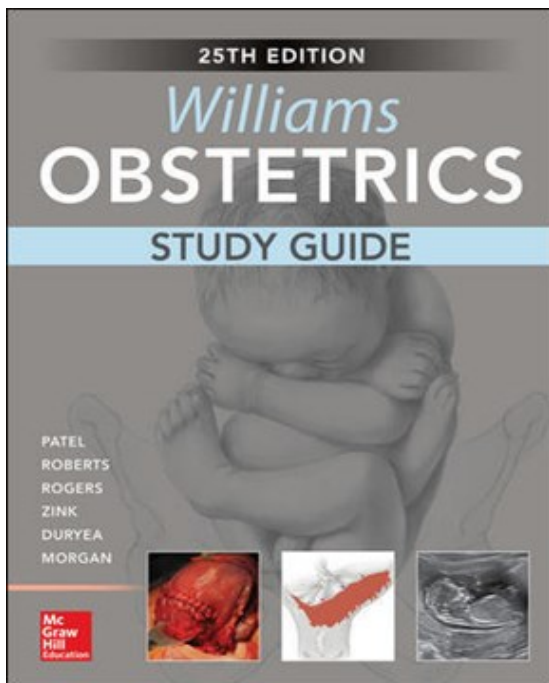
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Related Products

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Williams Obstetrics, 25th Edition, Study Guide

Shivani Patel, Scott Roberts, Vanessa Rogers, Ashley Zink, Elaine Duryea, Jamie Morgan

The companion study guide to the gold standard text in obstetrics

Williams Obstetrics Twenty-Fifth Edition Study Guide is the only study guide in the world that is keyed to the field's premier text, *Williams Obstetrics, Twenty-Fifth Edition*. Perfect for focused study or as a clinical refresher, the book features 2,500+ evidence-based multiple-choice questions covering every major topic in clinical obstetrics. The beautiful full-color design is highlighted by more than 350 images incorporated as question material. To be as clinically relevant as possible, the organization follows the chronology of pregnancy, from Maternal and Fetal Anatomy and Physiology to Labor and Delivery, with additional sections on the Fetus and Newborn, Puerperium, Obstetric Complications, and Medical and Surgical Complications.

- Questions emphasize key points of each chapter of *Williams Obstetrics, Twenty-Fifth Edition*
- Answer key cites the pages in *Williams Obstetrics* for in-depth discussion and further reading--the perfect way for readers to brush up on weak areas

Market: Obstetricians/gynecologists, obstetrics-gynecology residents

Barbara L. Hoffman, MD (Dallas, TX) is Associate Professor, Obstetrics & Gynecology, University of Southwestern Medical Center.

December

Medical / Gynecology & Obstetrics

PAPERBACK • 10.88in : 8.5in

9781259642906

1259642909

\$144.95

DISCOUNT CODE: M

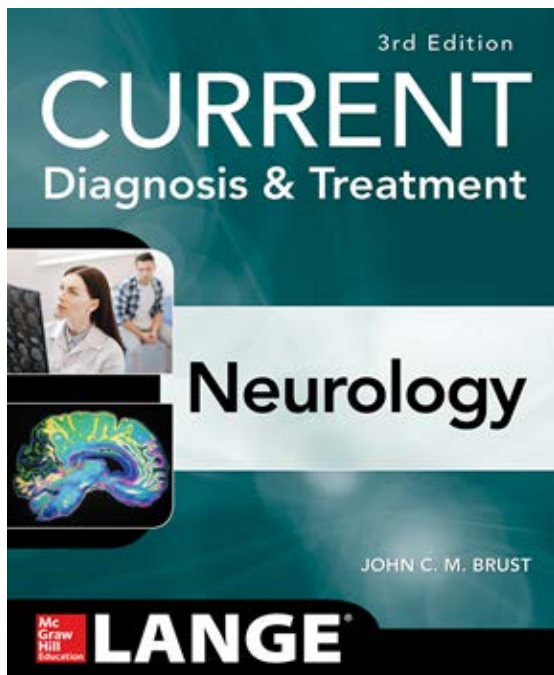
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Williams Obstetrics, 25th Edition

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Williams Obstetrics Study Guide, 24th Edition

9780071793278 \$120.95



CURRENT Diagnosis & Treatment Neurology, Third Edition

John C. M. Brust

A handy, practical, and management-oriented neurology sourcebook – delivering everything clinicians need in one easy-to-carry volume

CURRENT Diagnosis & Treatment Neurology, Third Edition provides busy clinicians with practical, up-to-date strategies for assessing and managing the most frequently seen neurologic conditions in adults and children. Following the acclaimed CURRENT format, the book's consistent presentation includes Essentials of Diagnosis, Symptoms and Signs, Diagnostic Studies, Differential Diagnosis, Treatment, and Prognosis.

This clinically oriented resource will be valuable to anyone who sees patients with neurologic complaints, whether in primary care or the neurology clinic. The Third Edition provides a complete update of all chapters, with special emphasis on conditions for which new drugs are available (such as headache, pain, neuropathy, and sleep disorders), as well as the most rapidly advancing conditions in the field such as epilepsy, multiple sclerosis, and stroke.

- Coverage of disorders in both adults and children
- Practical information on common conditions such as headaches, movement disorders, and central nervous system infections
- Thorough coverage of diagnostic tests
- Approximately 200 informative photos and illustrations
- Updated with the latest findings and developments

Market: Neurologists, psychiatrists, internists, medical students

John C. Brust, MD (New York, NY) is Professor of Clinical Neurology, Department of Neurology, The Neurological Institute of New York, Columbia Medical Center.

December

Medical / Neurology

Book • 9.25in : 7.38in

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December

Medical / Dentistry

HARDCOVER • 10.88in : 8.5in • 1,600 pages

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Related Products

Maingot's Abdominal Operations, 12th Edition

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Schwartz's Principles of Surgery, 10th edition

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Maingot's Abdominal Operations, 13th Edition

Michael J. Zinner, Stanley W. Ashley

The definitive full-color illustrated guide to abdominal operations for general, colorectal, and gastrointestinal surgeons

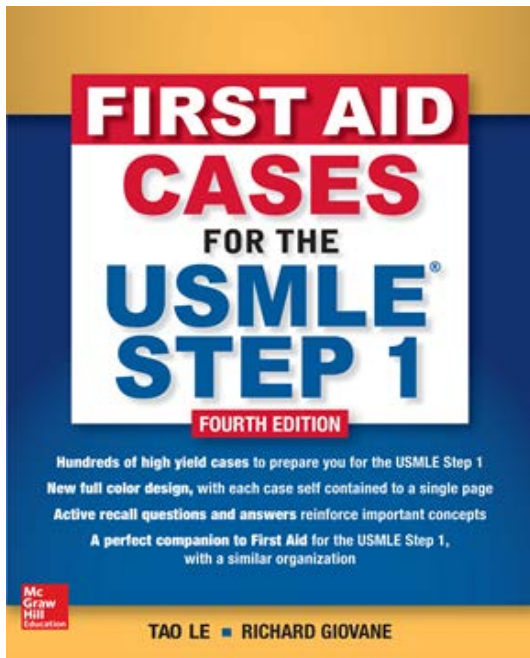
With each edition, *Maingot's Abdominal Operations* has built a legacy of expertise, currency, and clinical rigor acclaimed by surgical trainees and practicing surgeons. Presented in full-color, the Thirteenth Edition offers a concise, yet complete, survey of the diagnosis and management of benign and malignant digestive diseases. This authoritative resource has everything clinicians need to understand congenital, acquired, and neoplastic disorders--and optimize surgical outcomes for any type of abdominal procedure.

- Increased number of algorithms to assist surgical decision making
- Contemporary focus on operative procedures, and new concepts in the diagnosis and management of abdominal disease
- Convenient organ/procedure presentation provides a seamless review of surgical protocols, as well as pre- and postoperative strategies and techniques
- "Perspective Chapters" provide insight from thought leaders on the latest developments in abdominal surgery
- Chapters on gastrointestinal bleeding, abdominal trauma, and abdominal vascular emergencies--along with minimally invasive surgery chapters woven throughout the text--present current, ready-to-use insights designed to enhance surgical care and recovery
- More than 1,250 illustrations (most in full color)

Market: General surgeons, surgery residents, surgeons worldwide medical students

Michael J. Zinner, MD (Boston, MA) Moseley Professor of Surgery, Chairman, Department of Surgery, Brigham and Women's Hospital.

Stanley Ashley, MD (Boston, MA) Frank Sawyer Professor of Surgery, Harvard Medical School, Brigham and Women's Hospital.



First Aid Cases for the USMLE Step 1, Fourth Edition

Tao Le

Now fully updated: the ultimate, grade-boosting case companion to First Aid for the® USMLE® Step 1

Enhanced by 400 meticulously illustrated cases in a new single-page format, the fourth edition of *First Aid® Cases for the USMLE® Step 1* is an integral part of any student's USMLE® Step 1 exam prep. Enabling test-takers to make connections between basic science principles and clinical situations, each case contains precise drawings or clinical images with Q&As that drive home main concepts. Chapters are keyed to Tao Le's *First Aid for the® USMLE® Step 1*, which allows students to simultaneously study cases and master high-yield facts.

- Hundreds of instructive cases get students ready to ace the USMLE® Step 1
- New full-color design, with each case self-contained in a single page for easy reference
- Active recall questions and answers reinforce important concepts
- A perfect companion to *First Aid for the® USMLE® Step 1*, with a similar organization that facilitates review

Market: Medical students (1st and 2nd years); osteopathic medical students (1st and 2nd years); dental students (1st and 2nd years) in basic science years; podiatric medical students; foreign medical graduates preparing for the USMLE® Step 1 and in medical school curricula

Tao Le, MD, MHS (Louisville, KY) is Assistant Professor of Pediatrics in the Division of Allergy and Immunology at the University of Louisville.

December

Medical / Clinical Medicine

Book • 10.88in : 8.5in

9781260143133

1260143139

\$62.95

Discount Code: M

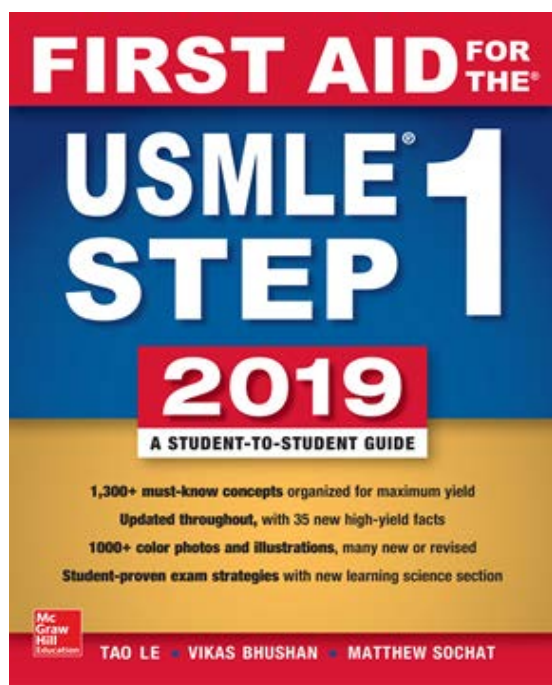
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First Aid for the USMLE Step 1 2019, Twenty-ninth edition

Tao Le, Vikas Bhushan

The world's most popular medical review book for more than 25 years, updated to ensure student success on the USMLE® Step 1

A global bestseller year after year, this annually updated, landmark guide offers the most complete and current framework for USMLE® Step 1 preparation and coursework. Featuring a refreshed design and updated throughout with new mnemonics and high-yield facts, *First Aid for the® USMLE® Step 1 2019* is co-authored by students who excelled in their Step 1 exam and is reviewed for accuracy by a team of expert faculty advisors and nationally recognized USMLE instructors. Taken together, it's a blueprint for exam success no other resource can match.

- 1,300+ must-know concepts that reflect evolving trends in the USMLE® Step 1
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December

Medical / Clinical Medicine

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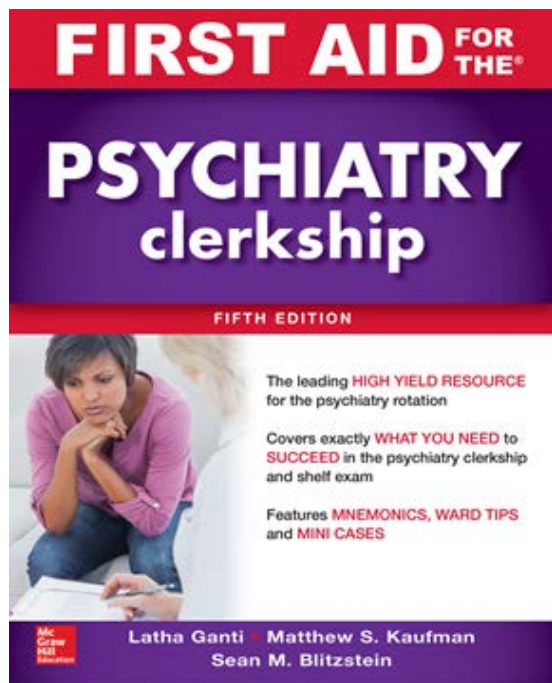
First Aid Cases for the USMLE Step 1, 3rd Edition

9780071743976 \$59.95

Market: Medical students, international medical graduates A complete framework for USMLE® Step 1 preparation, annually updated with crowdsourced contributions from thousands of students

Tao Le, MD, MHS (Louisville, KY) is Assistant Professor of Pediatrics in the Division of Allergy and Immunology at the University of Louisville.

Vikas Bhushan, MD (Los Angeles, CA) is a practicing diagnostic radiologist.



First Aid for the Psychiatry Clerkship, Fifth Edition

Latha Ganti, Matthew S. Kaufman, Sean M. Blitzstein

The updated #1-selling guide that presents a formula for success for the psychiatry clerkship

This results-generating insider's guide is packed with all the information and insights students need to deliver a strong performance on the psychiatry rotation, impress the wards, and earn honors on the clerkship exam. Aligned with DSM-5 criteria, the book is full of helpful mnemonics, ward tips, exam tips, and integrated mini-cases. The revised and refreshed fifth edition makes this bestselling book more indispensable than ever, putting the most pivotal concepts for the clerkship and exam right at students' fingertips.

- The leading high-yield resource for the psychiatry rotation, updated with the latest clinical perspectives and research
- The acclaimed format and content of First Aid for the® Psychiatry Clerkship provide all the right tools for students to excel on the psychiatry clerkship and shelf exam
- Mnemonics, ward tips, mini cases, and more provide a clear, realistic look at what to expect on exam day

Market: third-year medical students in required psychiatry rotations; PA students in psychiatry rotations

Latha Ganti, MD (Gainesville, FL) is an Emergency Physician at the VA Hospital in Gainesville, FL.

Matthew S. Kaufman, MD (New York, NY) is an Emergency Physician and an Assistant Professor of Medicine at Albert Einstein College of Medicine.

Sean M. Blitzstein, MD (Chicago, IL) is Director of the Third-Year Clerkship in Psychiatry and Clinical Assistant Professor of Psychiatry at University of Illinois at Chicago. He is also a staff psychiatrist at the VA/Chicago Healthcare System.

December

Medical / Clinical Medicine

Book • 10.88in : 8.5in

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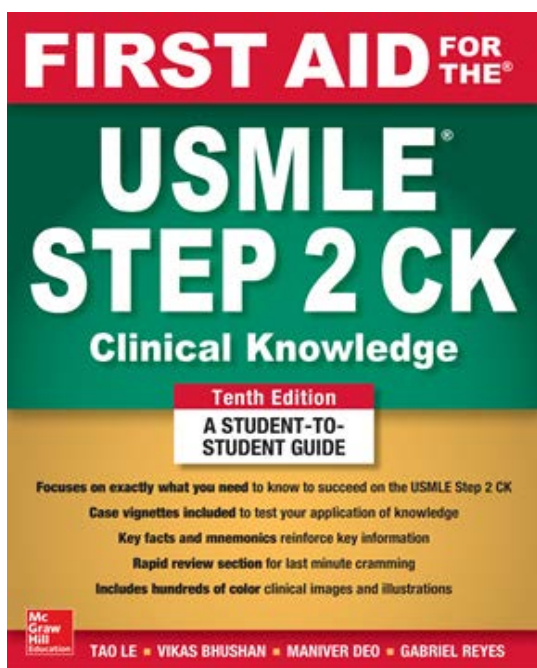
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Related Products

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First Aid for the USMLE Step 2 CK, Tenth Edition

Tao Le, Vikas Bhushan

Turn to the acclaimed FIRST AID® system for success on the USMLE® Step 2 CK

The expert author team that guided students to success on the USMLE® Step 1 presents the latest edition of this skill-sharpening review for the USMLE® Step 2 CK. With an easy-to-follow bulleted presentation of must-know diseases and disorders, this one-of-a-kind study companion offers the most current overview of all core areas on the boards. Included is a host of learning tools, from key facts and mnemonics to embedded case studies and integrated flash-facts in the margins—everything students need to pass the exam with flying colors.

- A no-fluff, “just-the-facts” organization focuses on exactly what students need to know to boost their score on the USMLE® Step 2 CK
- Key facts and mnemonics reinforce key areas of medicine across the full range of therapeutic areas
- Revisions and new material are based on student experience with recent administrations of the USMLE® Step 2 CK
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December

Medical / Clinical Medicine

Book • 10.88in : 8.5in

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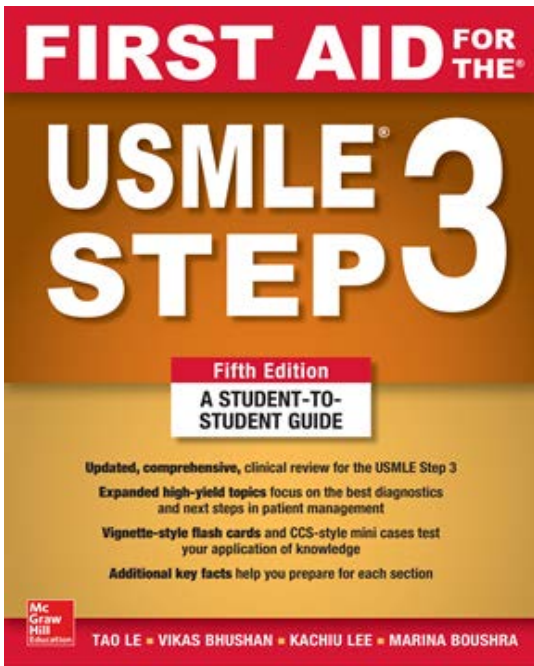
First Aid for the USMLE Step 2 CS, 6th Edition

9781259862441 \$68.95

Market: US medical students and foreign medical graduates preparing for the USMLE® Step 2 CK

Tao Le, MD, MHS (Louisville, KY) is Assistant Professor of Pediatrics in the Division of Allergy and Immunology at the University of Louisville.

Vikas Bhushan, MD (Los Angeles, CA) is a practicing diagnostic radiologist.



December

Medical / Clinical Medicine

Book • 10.88in : 8.5in

9781260440317

1260440311

\$62.95

Discount Code: M

First Aid for the USMLE Step 3, Fifth Edition

Tao Le, Vikas Bhushan

The resident's trusted, one-stop guide to acing the USMLE® Step 3 – co-written by residents who recently took the exam and know what it takes to pass

First Aid for the USMLE® Step 3, Fifth Edition provides busy residents with thousands of high-yield facts, mnemonics, and full-color visual aids to help them pass the last of the required USMLE® examinations. Also included are the reader-acclaimed “mini-cases” designed to help residents pass the case portion of the examination. First Aid for the USMLE® Step 3, Fifth Edition is carefully written to focus on high-yield, top-priority information, most likely to be included on the exam.

- Updated diagnosis and treatment sections reflect the sequence in which diagnostic tools and therapies are implemented in actual clinical practice
- Increased number of vignette-style “flash cards” and full-color clinical images
- Proven test-taking strategies from residents who’ve been there and excelled
- Basic science correlations prepare residents for foundational science questions

Market: Residents preparing for the USMLE® Step 3

Related Products

First Aid for the USMLE Step 3, 4th Edition 9780071825962
\$59.95

Tao Le, MD, MHS is Assistant Professor of Medicine and Pediatrics in the Division of Allergy and Clinical Immunology at The University of Louisville.

Vikas Bhushan, MD is a practicing diagnostic radiologist.



Clinical Manual and Review of Transesophageal Echocardiography, 3/e

Joseph Mathew, Madhav Swaminathan, Chakib Ayoub

The perfect resource for understanding the technologic and medical considerations of cardiac echocardiography

Clinical Manual and Review of Transesophageal Echocardiography, Third Edition offers concise yet comprehensive coverage of the key principles, concepts, and developing practice of TEE. Each chapter provides a summary of the physiology, pathophysiology, tomographic views, and the required two-dimensional, M-Mode, and Doppler echocardiography data for a number of common disease states. Important clinical information is integrated with the principles of cardiovascular physiology.

Presented in full-color, the book has been hailed for its effective blend of narrative and bulleted text, and abundance of charts and graphs that speed readers to important clinical information. The Third Edition has been updated to better align with the TEE board certification examination, and for greater emphasis on perioperative (outside the operating room) echocardiography.

December

Medical \ Dentistry

Mixed media product

9780071830232

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Discount Code: M

Related Products

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- Valuable appendices detailing normal chamber dimensions and volumes, diastolic function, quantification of stenotic and regurgitant valves, hemodynamic calculations, and more
- Contributions from world-renowned anesthesiologists, cardiologists, and cardiothoracic surgeons

Market: Cardiologists, general anesthesiologists, cardiac anesthesiologists

James Mathew, MD (Durham, NC) is Professor of Anesthesiology at Duke Medical Center.



Cardiovascular PET: Current Concepts

Gary V. Heller

State-of-the-art coverage of Cardiovascular PET

This innovative text provides readers with in-depth clinical updates on every aspect of Cardiovascular PET. With coverage that spans everything from instrumentation to clinical procedures, the intent and focus of the book is provide readers with the very latest, most reliable data in this rapidly expanding area. *Cardiovascular PET: Current Concepts* in logically divided into six section: Technical Developments in PET, New Developments in Myocardial Perfusion Imaging with Cardiac PET, New Developments in Viability Assessment with Cardiac PET, Current Status of Assessment Cardiac Sarcold with FDG Imaging, Infection and Vascular Inflammation Imaging, and New Tracers in Cardiovascular PET.

- Fills a void in the market as there is no reference similar to this
- Essential for anyone preparing for the Nuclear Cardiology boards

January

Medical / Cardiology

HARDCOVER • 9.25in : 7.38in

9781259860485

1259860485

\$314.95

Discount Code: M

Related Products

Nuclear Cardiology: Practical Applications, 2nd Edition

9780071624930 \$124.95

Cardiology: An Integrated Approach, 1st Edition

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Case Files Cardiology, 1st Edition

9780071799195 \$47.95

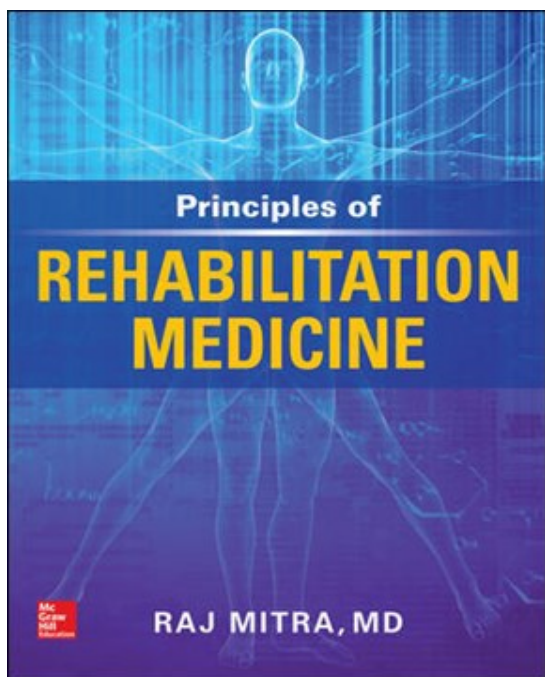
Market: Cardiologists, nuclear imaging physicians, technologists, radiographers, radiation safety supervisors, nursing support staff

Gary Heller, MD (Hartford, CT) is Professor of Medicine and Nuclear Medicine, University of Connecticut School of Medicine, and Associate Director, Cardiology, Director Nuclear Cardiology, Hartford Hospital.

Tim Bateman, MD (Kansas City, MO) is Clinical Professor of Medicine, University of Missouri-Kansas City School of Medicine.

James Case, PhD of CVIT (Cardiovascular Imaging Technology), (Kansas City, MO) is affiliated with The University of Missouri.

Parthi Arumugam, MD, is Consultant Nuclear Medicine Physician at National Health Service, Manchester, England.



Principles of Rehabilitation Medicine

Raj Mitra

A concise, expertly written overview of physical medicine and rehabilitation – from leaders in the field

Principles of Rehabilitation Medicine is comprehensive and authoritative review for the specialty of Physical Medicine and Rehabilitation. The book offers a wide array of chapters with complete reviews of classical rehabilitation topics such as brain injury, spinal cord injury, stroke, pain management and electrodiagnostic medicine.

Additionally, there is in-depth coverage of musculoskeletal medicine, pediatric rehabilitation and sports. An expansive first section reviews fundamental knowledge essential to the basic rehabilitation assessment. Chapters reflect cutting edge topics in the field such as regenerative medicine, rehabilitation of the veteran, rehabilitation of the polytrauma patient, hand rehabilitation, ethics, rehabilitation in pregnancy, sexual rehabilitation, rehabilitation of the injured worker, rehabilitation issues in the developing world and rehabilitation at the end of life.

The chapters are authored by proven leaders in the field with a focus on pathophysiology, diagnosis and rehabilitative management. The information is presented in a clear, concise manner, with direct patient applications. The text is complemented by numerous figures, tables and patient care algorithms which are designed to confer a basic understanding of principles.

- Provides quick answers to common and infrequent issues encountered in rehabilitation medicine

Market: Family physicians and Physical Medicine and Rehabilitation residents

Raj Mitra, MD (Kansas City, KS) is Chairman, Department of Physical Medicine and Rehabilitation, Kansas University

January

Previously Announced

Medical / Orthopedics

HARDCOVER • 10.88in : 8.5in

9780071793339

007179333X

\$314.95

Discount Code: M

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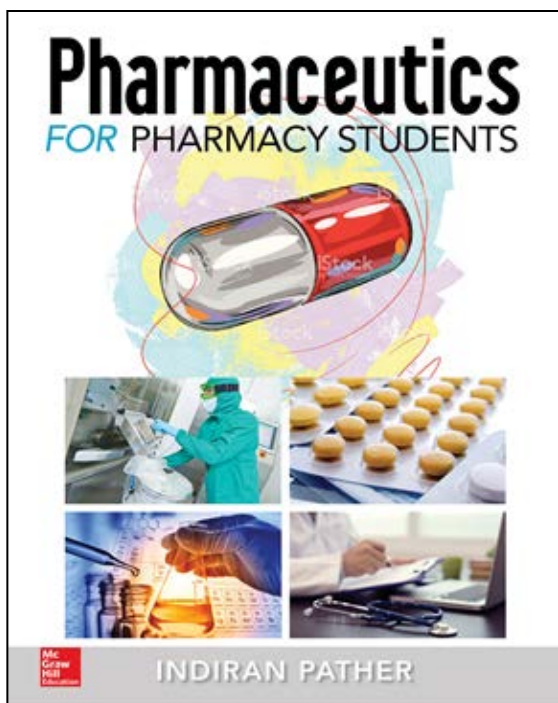
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Pharmaceutics

Indiran Pather

An innovative new text for the pharmacy student that shows the relevance of pharmaceutics to clinical practice

Written for pharmacy students who want to gain a better understanding of pharmaceutics, this full-color resource shows the relevance of pharmaceutics to clinical practice. The text provides students with an understanding of industrial pharmacy practices, which will assist them in correlating dosage form considerations with specific patient situations in real-world practice. While written on a level suitable for those with a pharmacy background, the book distinguishes itself from the competition by its more explanatory, conversational tone.

- Outstanding pedagogy includes chapter summaries, line drawings, self-test questions, key concepts, and active learning exercises
- Case studies and “what if” scenarios prepare students for real-world practice
- Rich full-color presentation

Market: Pharmacy students

Indiran Pather is a PharmD who resides in San Francisco, CA.

February

Medical / Pharmacy

PAPERBACK • 10.88in • 8.5in • 400 Pages

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0071818324

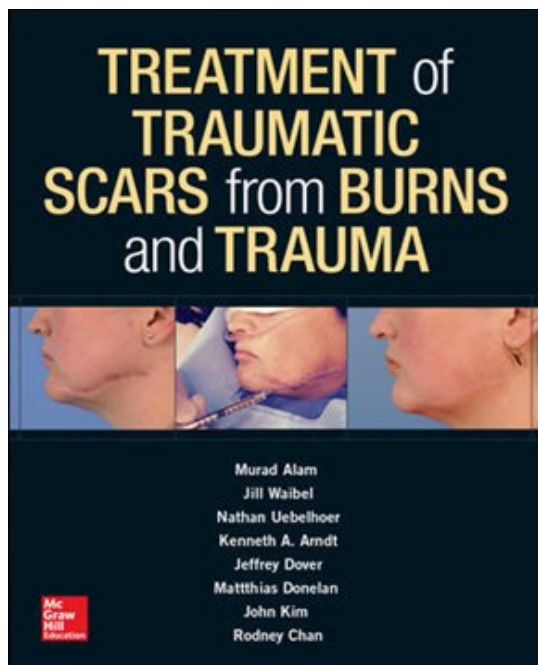
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Treatment of Traumatic Scars from Burns and Trauma

Murad Alam, Jill Waibel, Nathan Uebelhoer, Kenneth A. Arndt, Jeffrey Dover, Matthias Donelan, John Kim, Rodney Chan

The first comprehensive overview of the treatment of burn and traumatic scars

Authored by pioneers in dermatology and laser medicine, here is an up-to-date clinical guide to managing scars, improving function, and quality of life for patients. The content is logically divided into three sections: Defining the Problem, which covers important fundamentals such as the clinically relevant elements of wound care, pain, range of motion, and patient selection, and includes a treatment valuable algorithm. The next section focuses on Treatment, and features discussion of traditional techniques as well as laser assisted drug delivery, fractional resurfacing, vascular lasers and lights, minimally invasive surgical techniques, and more. The final section is devoted to Caring for Wounds and Complications, and includes best practices for wound care, and management of pain, infection, and ulceration.

- Covers the latest treatment options, including lasers, medications, and biological implants
- Extensive discussion of wound care

Market: Dermatologists, plastic surgeons, plastic surgery residents and fellows

February

Medical/Dermatology

HARDCOVER • 11in : 8.5in • 304

9780071839914

0071839917

\$212.95

DISCOUNT CODE: M

Murad Alam, MD (Chicago, IL) Professor, Departments of Dermatology, Otolaryngology-Head and Neck Surgery, and Surgery at Feinberg School of Medicine, Northwestern University.

Jill Waibel, MD (Miami, FL) is the medical director and owner of the Miami Dermatology and Laser Institute in South Miami.

Nathan Uebehoer, MD, (San Diego, CA) Naval Medical Center San Diego, Aroostook Medical Center, La Jolla, California

Kenneth A. Arndt, MD, (Boston, MA) Adjunct Professor of Surgery (Dermatology) at Dartmouth Medical School; Adjunct Professor of Dermatology at Brown Medical School.

Jeffrey S. Dover, MD, (Chestnut Hill, MA) Associate Professor of Clinical Dermatology at Yale University School of Medicine, and Associate Professor of Dermatology at Brown Medical School.

Matthias Bernard Donelan, MD, (Boston, MA) Chief of Staff, Shriners Hospitals for Children, Plastic Surgeon at Newton-Wellesley Hospital, Massachusetts General Hospital, Boston, Massachusetts.

John Kim, MD, (Chicago, IL) Professor in Plastic Surgery and Dermatology, Northwestern University Feinberg School of Medicine.

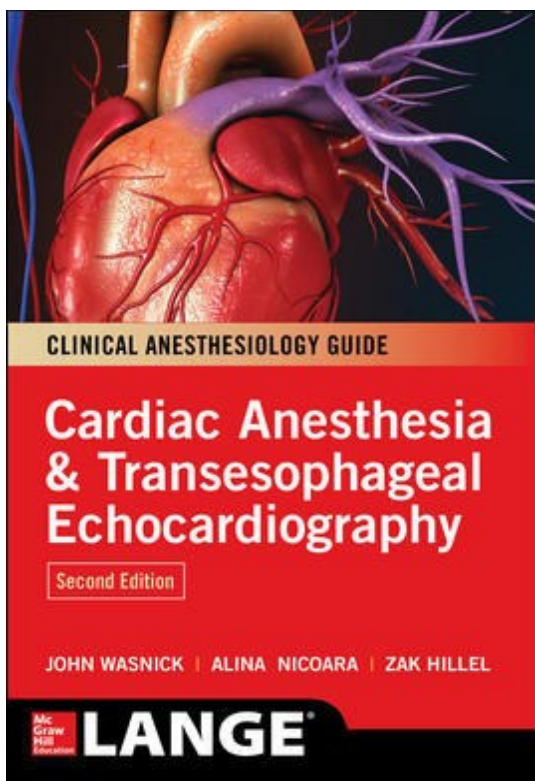
Rodney Chan, MD, (San Antonio, TX) is a plastic surgeon in Alamo Heights, Texas.

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Cardiac Anesthesia and Transesophageal Echocardiography Second Edition

John D. Wasnick, Zak Hillel, Alina Nicoara

An essential resource for anesthesiologists new to the cardiac operating room

Cardiac Anesthesia and Transesophageal Echocardiography, Second Edition is a fast and effective way for anesthesia trainees to acquire the skills necessary to successfully navigate the cardiac operating room. Clinically focused, this unique guide imparts the basic principles of both cardiac anesthesia and echocardiography in a way that reflects the realities of real-world practice.

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- Includes online access to nearly 100 narrated, labeled TEE clips that illustrate normal and abnormal echocardiographic views. Each clip is keyed to a specific passage in the text, which provides the reader with a true multimedia learning experience

March

Medical / Anesthesiology

PAPERBACK • 9in : 6in

304 Pages

9780071847339

0071847332

\$125.95

DISCOUNT CODE: M

Related Products

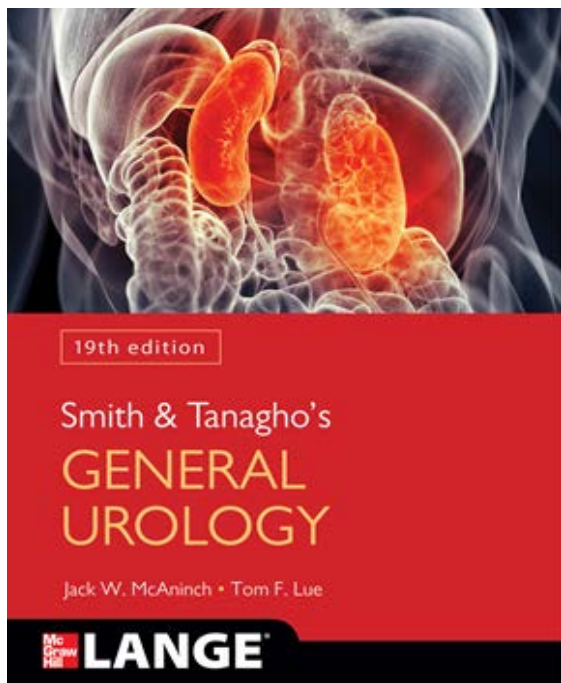
Cardiac Anesthesia and Transesophageal Echocardiography, 1st Edition

9780071717984 \$109.95

Market: Anesthesiology residents, general anesthesiologists

Alina Nicoara, MD (Durham, NC) is Assistant Professor, Department of Anesthesiology, Duke University.

John Wasnick, MD (Lubbock, TX) Chairman, Department of Anesthesiology, Texas Tech University Medical Center.



Smith and Tanagho's General Urology, 19th Edition

Jack W. McAninch, Tom F. Lue

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- Ideal for residents and medical students who require a concise and comprehensive reference
- Great for board preparation

Market: Medical students; Urology residents; Internal medicine residents; Urologists; Family physicians

Jack McAninch, MD (San Francisco, CA), Professor Emeritus of Urology, University of California-San Francisco.

Tom Lue, MD (San Francisco, CA), Professor and Vice Chair of Urology, University of California-San Francisco.

March

Medical / Urology

Book • 10.88in : 8.5in

9781259834332

1259834336

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Related Products

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