

The Option Volatility & Pricing Workbook: Practicing Advanced Trading Strategies and Techniques

Sheldon Natenberg

Key Selling Points:

- * **Solid Foundation:** Because it complements Natenberg's hugely popular 100,000-selling options guide, this book already has a large, built-in, and eager audience.
- * **Contains Hundreds of Exercises:** Covering option evaluation, trading strategies, and risk management, the exercises make this book ideal for both professional and nonprofessional traders who want a better understanding of both basic and advanced trading concepts.
- * **Wide Audience Appeal:** Covering topics ranging from the basic to the advanced, this book will appeal to a broad range of people, including professional option traders, option market-makers, proprietary traders, and exchange personnel.

Summary

This hands-on complement to the go-to options guide dramatically increases investors' and traders' ability to profit in this lucrative but risky market.

For decades, Sheldon Natenberg's *Option Volatility & Pricing* has been helping individual investors and professional traders to successfully compete in the notoriously fickle options market. Now, this workbook offers an additional layer of learning to reduce risk and increase the likelihood of success even further. The Option Volatility & Pricing Workbook complements the original guide with hundreds of exercises covering a wide range of topics, including Forward Pricing, Volatility, Risk Measure Calculation, Spreading Strategies, Synthetic Pricing and Arbitrage, the Black-Scholes Model, and Hedging.

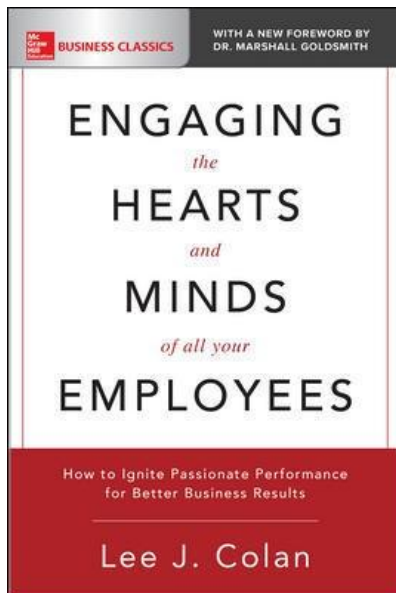
- Over 100,000 copies of Option Volatility & Pricing have been sold in all editions and formats
- From 2000-2015, Natenberg was the Director of Education at Chicago Trading Co., a proprietary option trading and market-making firm
- One of the m...

Contributor Bio

Sheldon Natenberg has been working in options for more than three decades, initially as an independent floor trader at the Chicago Board Options Exchange and the Chicago Board of Trade, and later as an educator, conducting seminars for option traders at major exchanges and professional trading firms in the United States, Europe, and the Far East.

McGraw-Hill Education
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Paperback

23.5 cm H | 18.7 cm W



Engaging the Hearts and Minds of All Your Employees: How to Ignite Passionate Performance for Better Business Results

Lee J. Colan

Key Selling Points:

- **Previous sales success:** Since publication in 2008, the hardcover has sold over 22,000 copies to date
- **Expert advice:** Author has more than 25 years of experience working with many *Fortune 500* companies, including include American Airlines, Novartis and McKesson
- **Exciting new content:** Includes a new foreword by Dr. Marshall Goldsmith, the globally renowned leadership expert who has been recognized as one of the top ten Most-Influential Business Thinkers in the World and was the top-ranked executive coach at the 2013 biennial Thinkers50 ceremony in London
- **Inside look at large corporations:** Offers insightful examples and case studies from well-known companies such as Nordstrom, Southwest Airlines, Toyota, and GE

Summary

The classic leadership guide for inspiring employees—available in paperback for the first time with a new foreword by Dr. Marshall Goldsmith

Employee engagement is the cornerstone of achieving a sustainable competitive advantage. *Engaging the Hearts and Minds of All Your Employees* equips leaders with practical tools to engage employees all levels and inspire them to deliver unparalleled customer service and value. This rapid-read book cuts through the clutter to deliver simple actions to fulfill the three intellectual needs and three emotional employee needs that ignite passionate performance – employees giving their discretionary time and effort to meet your team’s goals.

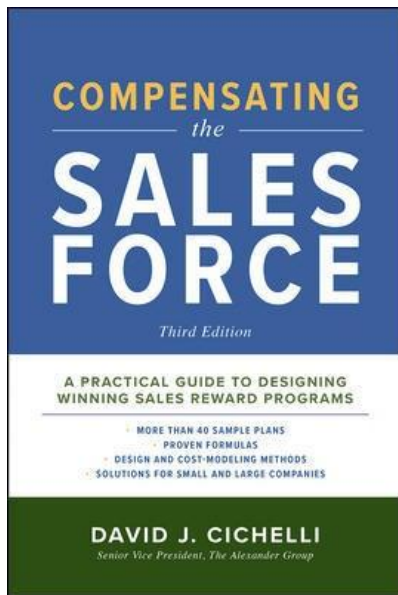
Readers will find proven strategies for meeting employees’ needs as well as instructive examples from stellar companies including Nordstrom, Southwest Airlines, Toyota, and General Electric. This edition features an insightful new foreword by Dr. Marshall Goldsmith, the renowned leadership expert ranked as one of t...

Contributor Bio

Lee J. Colan, Ph.D. is a Dallas-based leadership expert, advisor, and an energizing speaker whose clear thinking and practical s insights appear regularly in a wide range of print and on-line media. He has published 14 leadership rapid-read books designed for an information-rich, time-poor world. Virtually every Fortune 500 company, as well as many smaller companies, have experienced the positive...

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22.9 cm H | 15.2 cm W



Compensating the Sales Force, Third Edition: A Practical Guide to Designing Winning Sales Reward Programs (3rd Edition)

David J. Cichelli

Key Selling Points:

- **Five Brand-New Chapters:** Cichelli has added a bulk of information to his popular guide. New chapters cover quotas, growth phases and sales compensation, trends data, plan costing, small-business issues, employment status changes, and corporate compensation solutions.
- **Key Updates Throughout:** Revised chapters, updated graphics, a new appendix, and updates across the board make the third edition of *Compensating the Sales Force* the most current guide of its kind.
- **Compelling Examples:** Dozens of real-world examples clearly illustrate how to design and implement a highly effective compensation plan.

Summary

Fully revised and updated—get the sales executive’s top resource for increasing productivity and driving revenue growth by employing the best sales compensation plan

A powerful sales compensation program is the number-one motivator of salespeople. One-size-fits-all pay plans do not work; each job must have its own seller focused reward program. But what is the best way to create these winning reward programs? Find out in *Compensating the Sales Force*, the must-have guide for sales leaders.

Sales guru David Cichelli shows revenue acquisition leaders how to build the right motivational pay plan for any type of firm, of any size, in any industry. He takes readers step-by-step through the process of setting target pay, selecting the right performance measures, and establishing quotas. Readers will find all-new information on a variety of topics, including quotas, trends data, assessment, and plan costing. Updated graphics will help enforce your understanding as well.

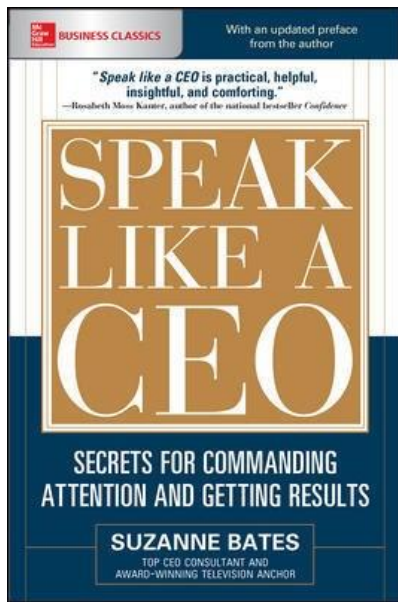
* **Top Sales Expert:** ...

Contributor Bio

David J. Cichelli is the Senior Vice President of The Alexander Group. He has been an instructor for Columbia University's Sales Management Program and is the author of WorldatWork's certification classes on sales compensation. Cichelli's clients include leading companies from such industries as financial services, high-tech, software, telecom, wholesale, consumer goods, health care, and many othe...

McGraw-Hill Education
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Hardcover

22.9 cm H | 15.2 cm W



Speak Like a CEO: Secrets for Commanding Attention and Getting Results

Suzanne Bates

Key Selling Points:

- **Previous sales success:** Since publication in 2005, the hardcover has sold over 57,000 copies to date. Upon publication the hardcover was #6 on the bestseller charts on Amazon and has been published multiple languages across the globe, including Chinese, Russian, and Indonesian.
- **Updated content from the author:** The author will be providing updated content for the preface.
- **Based on ground-breaking research:** Suzanne's company, Bates, is distinguished in the field of leadership development for its research and practical approach to helping leaders make an impact. The Bates Model, which her company developed in 2013 is a scientifically validated assessment tool that provides organizations a framework for measuring how leaders can drive results. This model is used by a growing number of top global companies who turn to Bates for advice, consulting and executive coaching.
- **Distinguished author with list of top clients:** Suzanne Bates has a list of top global clients, such as American Express, Fidelity, Boeing, Kraft Foods, and more.
- **Award winning author with media reach:** As an award winning journalist, Suzanne Bates has a wide media reach and has appeared in hundreds of publications including:
 - New York Times
 - Forbes Magazine
 - Business Week
 - Investor's Business Daily
 - The New York Post,
 - Wall Street Journal
 - CNN Money.Com
 - The Today Show
 - CBS Radio

Summary

Award-winning news anchor Suzanne Bates's popular guide to business communication is now in paperback

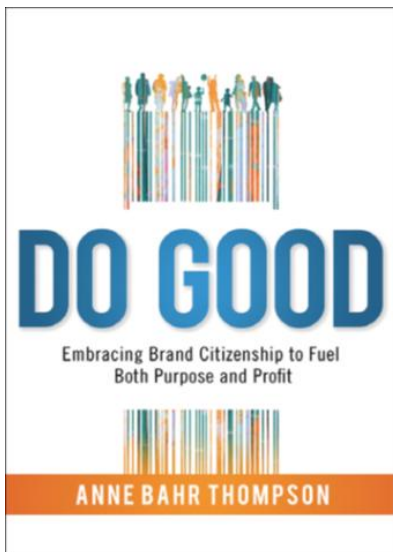
Speak Like a CEO shows business professionals of all levels that clear, confident communication is a skill anyone can master. The book provides a step-by-step model for overcoming pressure to deliver a powerful message with a relaxed, comfortable style. It covers how to own the room, tell the story, keep audiences engaged, handle difficult conversations, ace media interviews, and field questions like a pro. This is a go-to guide to standing out in the most challenging situations, from speeches, presentations, media interviews and business meetings, to public debates.

* Since publication in 2005, the hardcover has sold over 57,000 copies to date; it was #6 on Amazon's the bestseller chart and has been translated into Chinese, Russian, Indonesian, and other languages

*The author is CEO of a leadership consulting firm that advises top global clients including Comcast, TJX, SAP, CVS, Fidel...

Contributor Bio

Suzanne Bates is a pioneer in the field of strategic communication and leadership, and author of numerous books. For two decades she was a top-rated television news



Do Good: Embracing Brand Citizenship to Fuel Both Purpose and Profit

Anne Bahr Thompson

Key Selling Points:

- Responsibility and profitability go hand in hand-that's the encouraging message this book offers, backed up by reams of evidence.
- The author conducted a three-year survey of 4,000+ people. The data shows a clear desire across all age groups for companies to have a higher purpose, and that those who do are rewarded.
- Hip brands and traditional companies alike have embraced good corporate citizenship. The book spotlight dozens of examples, from Toms (charitable donations), to Chipotle (ethical sourcing), to CVS (health and wellness), to H&M, whose recycled clothing line is working to close the fast-fashion loop. And there are surprises too: Apple is named by survey participants as a good citizen for creating products that make life more inspired, and Walmart for making life easier with its low prices.
- Many executives want to "do good," but they don't know how. This book provides a five-step model to change an organization and a practical business case for doing so.
- The Brand Citizenship model highlights the new rules of business: Trust: Deliver on promises ? Enrichment: Make daily life easier or more inspiring ? Responsibility: Treat people and the environment with respect ? Community: Mirror customers' values ? Contribution: Make a difference in the world.
- Bad buzz on social media can spread like wildfire. Remember the #DeleteUber boycott after the January travel ban? That viral campaign resulted in 200,000 deleted accounts. By staying focused on doing the right thing, companies can bypass bad publicity and lost business.
- Do Good is inspiring like Start Something That Matters and big-picture like Conscious Capitalism, but adds practical strategies and original research.

Summary

Fair employment practices, sustainability, social responsibility, ethical sourcing, charitable giving-good practices don't just contribute to a better world. They bring companies bigger profits. That's because today's consumers are increasingly rewarding altruistic businesses, and are quick to call out negligence. Based on extensive research, Do Good documents this sea change and explains how to embed social consciousness into a company's DNA. The book then shows how to leverage doing good to strengthen a brand's reputation and build loyalty.

Contributor Bio

ANNE BAHR THOMPSON is founder of the brand consultancy Onesixtyfourth and former executive director of strategy and planning at Interbrand. She has been featured in the Financial Times, The New York Times, and on Fox Business and MarketWatch Radio.

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CUSTOMER SERVICE TRAINING 101

THIRD EDITION



Quick and Easy Techniques That Get Great Results

Renée Evenson

AMACOM BOOKS

9780814438916

\$46.95

Paperback

240 Pages

Customer Service Training 101

Renee Evenson

Key Selling Points:

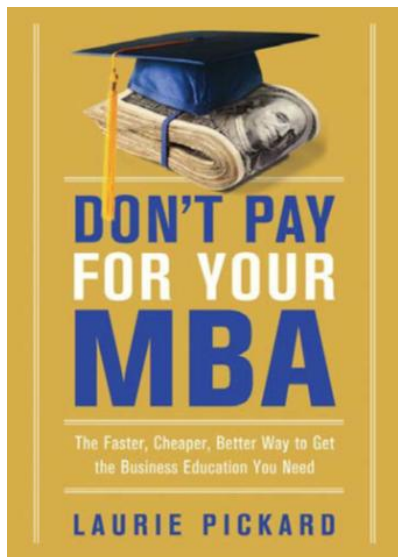
- With 30% new or revised, the third edition features fresh examples and case studies-and all new material on online and social media strategies.
- Step-by-step instructions, helpful sidebars, practice exercises, and more make the book highly practical and adaptable to any service team's needs.
- Whether helping in-store customers or answering online queries, team members will learn how to: Create a good first impression ? Cultivate courteous behaviors and a positive attitude ? Listen attentively ? Identify customer needs ? Develop trust and rapport, and make customers feel valued ? Speak and write effectively ? Confidently handle customer complaints, and more.
- "Picture this" scenarios throughout examine customer interactions in different settings and help readers understand what customers experience and how to improve it.
- The web is jammed with quick customer service tips that just skim the surface. Our book is equally accessible in tone, but goes into much greater depth and helps people actually practice and master new skills.
- For smaller businesses in particular, customer service is a great way to distinguish themselves and gain competitive advantage. This book makes it easy.
- Author has substantial experience not only as a front-line service rep but also as a customer service trainer.
- The first two editions of this book have sold almost 36,000 copies. This new edition will find a similarly receptive audience.

Summary

Employees aren't just the front line of any business. To customers, they are the business. So it's important that they are helpful, courteous, great communicators, and skilled at finding solutions for every customer. Customer Service Training 101 gets managers, owners, and employees up to speed fast. Now updated in a third edition, this back-to-basics primer covers every aspect of face-to-face, phone, online, social media, and selfservice interactions-explaining what to do, what to say, and how to keep even the most challenging customers happy.

Contributor Bio

RENÉE EVENSON is a customer service consultant and former BellSouth Telecommunications manager and trainer. She is the author of *Powerful Phrases for Effective Customer Service*.



Don't Pay for Your MBA: The Faster, Cheaper, Better Way to Get the Business Education You Need

Laurie Pickard

Key Selling Points:

- "Laurie Pickard's gamble to earn an MBA entirely out of MOOCs is paying off-and not just because she saved six figures by forgoing a traditional degree. As the blogger behind The No-Pay MBA, which chronicles her journey through the B-school curriculum, Pickard has become a household name in the MOOC world." -Fortune
- Pickard may be the first to structure an MBA program entirely of free or low-cost online courses. She is THE expert in assessing what's out there, picking the best options, and creating a B-school curriculum that rivals a formal education.
- The author's journey has attracted media attention, with coverage in Fortune, Entrepreneur, The Wall Street Journal, CNN Money, and more.
- MBAs are notoriously expensive. According to U.S. News and World Report, the average debt load for graduates of top business schools exceeds \$100,000. This book offers an alternative at fraction of the cost.
- Pickard benefited from MOOCs from top schools including Harvard, Wharton, and Yale. Her compelling story, high-profile blog, and in-depth knowledge of the timely topic makes this a very strong book.
- Online education is here to stay. Since the first MOOC started at Stanford in 2011, 58 million students have enrolled in nearly 7,000 courses from 700+ universities.
- In the book, Pickard reveals how to: Tailor a curriculum that works for you ? Master the language of business ? Choose a concentration and deepen your expertise ? Build a strong network ? Showcase your nontraditional education in a way that attracts offers ? And more.

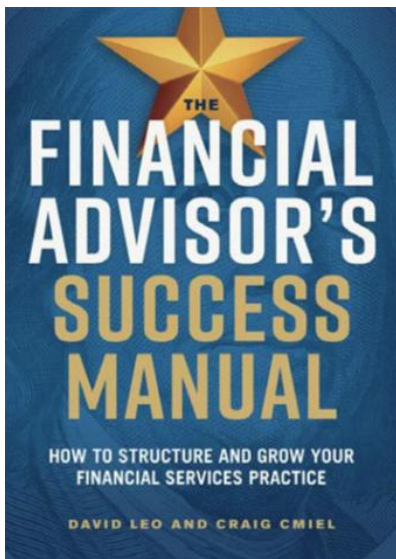
Summary

Like many people trying to get ahead in her career, Laurie Pickard wanted an MBA. But as an international development professional living abroad, she couldn't access or afford the best MBA programs. Instead, Pickard turned to massive open online courses (MOOCs), which are often developed by namebrand universities and offered on platforms like Coursera and edX. The result? She pieced together the equivalent of an MBA for less than \$1,000. In this eye-opening guide, she shares her secrets for navigating the world of MOOCs and getting a self-directed, world-class business education -without leaving the workforce, moving, or going into debt.

Contributor Bio

LAURIE PICKARD founded the No-Pay MBA web site, which has been featured in Fortune, Entrepreneur, The Wall Street Journal, CNN Money, Financial Times, and Bloomberg Business. She also works as a business and entrepreneurship development consultant, most recently at the U.S. Agency for International Development in Rwanda.

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Financial Advisor's Success Manual: How to Structure and Grow Your Financial Services Practice

David Leo, Craig Cmiel

Key Selling Points:

- The book shows step by step how to manage the business side of a financial services advisory-the key to a superior practice, happy clients, and steady referrals.
- Drumming up new business is a fact of life. But many financial services firms and professionals are uncomfortable or unknowledgeable about how to do it best. This book not only explains marketing tactics that work, but also helps people run a truly great business that attracts and retains clients.
- The book is packed with advice and tactics, including how to: Develop a differentiation strategy for the business ? Segment clients into tiers and analyze opportunities ? Perfect six core processes, including financial planning, risk management, investment planning, and client service ? Balance the cost of services with the value delivered ? Formulate a business plan ? Enhance client loyalty ? Measure what matters ? Improve marketing and sales approaches, and more.
- 100+ tables, graphs, forms, worksheets, sample letters, and more, make this a practical, all-in-one success kit.
- Similar books such as The Million-Dollar Financial Services Practice and The Million-Dollar Financial Advisor have done well for AMACOM. But while the Million-Dollar books focus exclusively on finding prospects and turning them into clients, this new book focuses on how to effectively structure and organize a practice so it can grow.

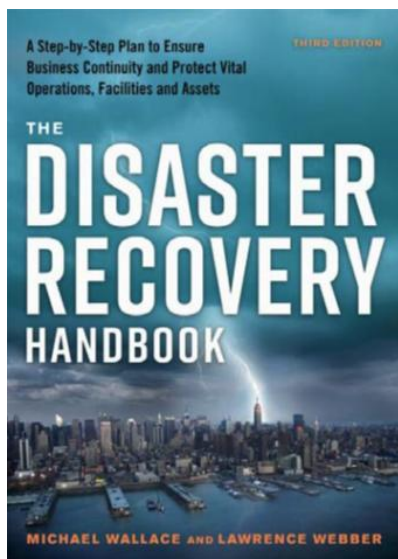
Summary

Financial service firms traditionally aren't designed for serious growth, as advisors focus on the details of the job instead of expanding the business. This book shows how to break that cycle and earn more, while serving clients better. The Financial Advisor's Success Manual provides a structured process, strategies, worksheets, forms, and more to help anyone become a top producer. From analyzing the business to servicing clients and marketing, the book's detailed plan brings order to a current operation, and offers proven tactics for making a practice more efficient, effective, profitable, and bigger.

Contributor Bio

DAVID LEO is a business coach and strategic consultant to financial advisors. He has decades of financial services industry experience, including over seven years in PaineWebber's Private Client Group where he specialized in productivity solutions.

CRAIG CMIEL is co-founder and managing partner of Great Lakes & Atlantic Wealth Management and Advisory Partners.



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9780814438763
\$121.00
Hardcover

544 Pages

Disaster Recovery Handbook 3/E

Lawrence Webber, Michael Wallace

Key Selling Points:

- Disaster recovery and business continuity planning are processes that help organizations prepare for disruptive events-whether the event is the unthinkable such as a terrorist attack, a natural disaster like a hurricane, or something as commonplace as a power outage.
- This book focuses on the needs of medium and small businesses who cannot afford a dedicated staff to assemble and exercise plans, as well as being an excellent reference for larger organizations.
- Contains informative case studies and interviews illustrating the practical lessons and step-by-step guidance found throughout the book.
- Includes a new section on Information Security: identifying security assets to protect and assessing threats/risks; technical and data security; social engineering; incident management plans for security breaches; preserving forensic evidence; security policies and employee education. Information security is now an indispensable part of any business continuity plan...and competing books were published in 2007, making them woefully out of date. In addition, the book examines emerging risks (such as drones) and addresses why third party certification of a plan is beneficial and how to get it.
- Readers will have online access to plan templates, essential forms, and checklists they can use in conjunction with the book's clear and detailed instructions for putting a thorough disaster plan in place.
- The authors have the ideal background to write this book. Webber is not only certified by the Disaster Recovery Institute International (DRII) as a Master Business Continuity Professional (MBCP), but he is also is a certified project manager with decades of experience in the information services field. Wallace is a senior consultant at an IT strategy and disaster recovery firm.

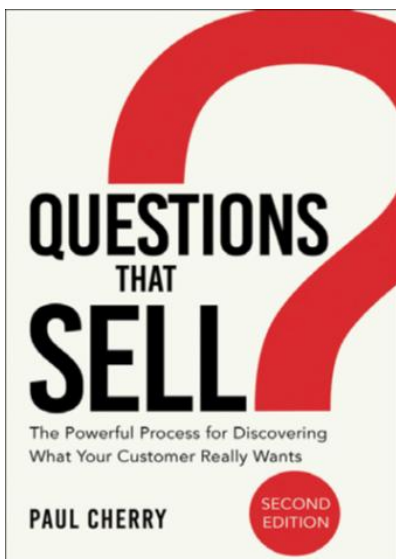
Summary

Unexpected events of many types can-and statistically will-hit organizations of every size: from data assaults, natural catastrophes, disease outbreaks, and other occurrences. Companies without a recovery plan firmly in place are likely to face disruption at the very least...and an end to their business at worst. Now fully revised, The Disaster Recovery Handbook provides readers with practical tools and ready-to-use instructions for clearly documenting recovery procedures; assessing risk; assembling a disaster team; protecting material resources; testing and debugging every step; and recovering vital records. Filled with the latest legal and technological updates, the third edition helps ensure companies are prepared for any contingency. PUB

Contributor Bio

MICHAEL WALLACE is a senior consultant with Cardinal Solutions Group, an IT strategy, Agile coaching, and disaster recovery consultancy.

LAWRENCE WEBBER is a Certified Project Manager, a Master Business Continuity Professional, and a senior IT project manager.



Questions That Sell 2/E

Paul Cherry

Key Selling Points:

- There are close to 14 million salespeople in the U.S. alone-it's a big audience.
- Most salespeople have extensive knowledge about their products or service, but fail to ask the carefully-crafted questions that pinpoint what a customer really needs. This book will teach them what to ask... and how.
- The questions fall into three main areas: Questions to Uncover Problems: Fix something that's not working for the client ? Vision Questions: Tap into the customer's needs and desires for the future ? Pay-Off Questions: Get customers to articulate how much the product or service is worth.
- New material includes: Cold-calling questions to get prospects talking ? Subtle questions that qualify prospects without insulting them ? Voicemail questions that intrigue ? The best ways to inquire about delicate issues (budget, past failures, political skirmishes) ? How to use intriguing questions to position yourself as a thought-leader on social media ? How to turn social media contacts into active sales leads ? And more.
- The book provides plenty of ready-to-use questions, but Questions that Sell goes beyond similar books and actually teaches readers how to formulate their own sales questions-a process that allows for greater flexibility and will be appreciated by those uncomfortable with canned scripts. ? In addition to sample questions, the book includes examples and exercises as well as an appendix of model dialogues, phone and email messages.
- The author is founder and president of Performance Based Results which has provided sales training to more than 1,200 clients, ranging from small startups to large established organizations-including 220 of the Fortune 500. Among PBR's training offerings is a workshop entitled "Questions That Sell" that ensures the book is continually introduced to new salespeople.
- The first edition of this book has been a steady backlist seller, netting more than 29,000 copies.

Summary

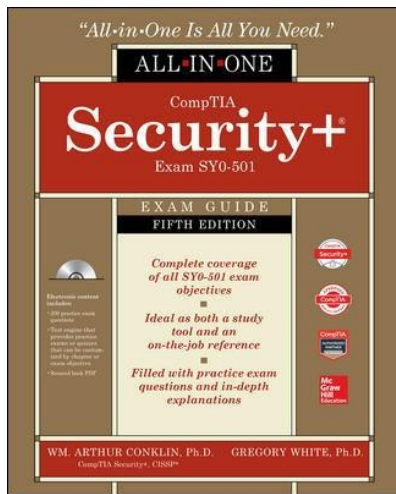
What's going on in a prospect's mind? What are their critical business needs? A salesperson will NEVER know . . . unless they ask the right questions. But which questions? And when? And how? Questions that Sell reveals advanced questioning techniques that will help sell products based on value to the customer, rather than price-and put success rates through the roof. The book presents (literally) hundreds of sample questions for a wide range of buyer interactions.

Contributor Bio

PAUL CHERRY is founder and president of Performance Based Results, an international sales training organization. An in-demand speaker and sales expert, he has been featured in Investor's Business Daily, Selling Power, Inc., Kiplinger's, and other leading publications.

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CompTIA Security+ All-in-One Exam Guide, Fifth Edition (Exam SY0-501) (5th Edition)

Wm. Arthur Conklin, Greg White, Dwayne Williams, C...

Summary

This fully updated study guide covers every topic on the current version of the CompTIA Security+ exam

Take the latest version of the CompTIA Security+ exam with complete confidence using the detailed information contained in this highly effective self-study system. Written by a team of leading information security experts, this authoritative guide addresses the skills required for securing a network and managing risk and enables readers to become CompTIA Security+ certified.

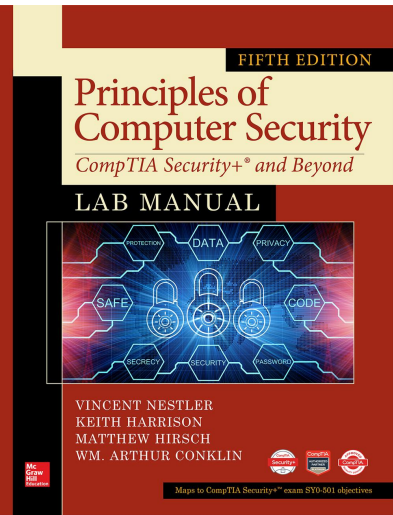
CompTIA Security+ All-in-One Exam Guide, Fifth Edition (Exam SY0-501) covers all exam domains and features 200 accurate practice questions. To aid in study, the book features learning objectives at the beginning of each chapter, exam tips, practice exam questions, and in-depth explanations. All questions mirror those on the live exam in style, format, and difficulty. Beyond fully preparing candidates for the challenging SY0-501 exam, the book also serves as a valuable on-the-job reference for IT professionals.

- Prov...

Contributor Bio

Chuck Cothren is a Research Scientist at University of Texas at San Antonio (UTSA) Center for Infrastructure Assurance and Security (CIAS) and currently serves on the Information Security Association's Alamo Chapter Board of Directors. Mr. Cothren has a wide array of security experience including performing controlled penetration testing, network security policies, computer intrusion forensics, an...

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Principles of Computer Security: CompTIA Security+ and Beyond Lab Manual, Fifth Edition

Vincent Nestler, Keith Harrison, Matthew Hirsch, W...

Summary

Study for the CompTIA Security+ exam SY0-501 using the hands-on labs contained in this up-to-date resource. This thoroughly revised Lab Manual features step-by-step labs that fully prepare you for the difficult performance-based questions on the CompTIA Security+ exam SY0-501.

Written by a team of leading IT security academics the book supplements Principles of Computer Security: CompTIA Security+ and Beyond Fifth Edition. Risk identification and mitigation security controls troubleshooting and compliance are covered. Principles of Computer Security: CompTIA Security+ and Beyond Lab Manual Fifth Edition gets you ready for the test and teaches essential computer and network security skills. It contains more than 40 labs that challenge you to solve real-world problems along with materials lists and lab setup instructions. "Hint" and "Warning" icons point out potentially tricky situations and a "Key Term Quiz" helps to build vocabulary.

- More than 40 hands-on labs clearly demonstrate exam obj...

Contributor Bio

Vincent Nestler Ph.D. visiting professor of network security at California State University San Bernadino is an instructional design expert with 10 years of experience developing security-related labs.

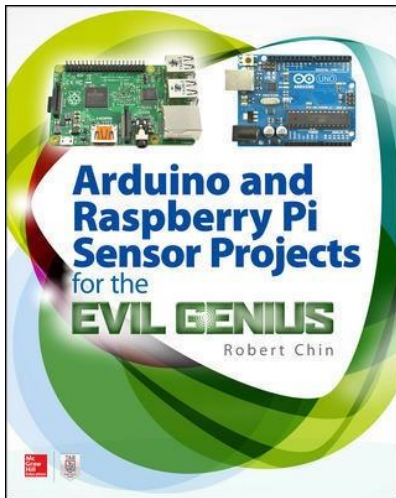
Keith Harrison Ph.D. is the lead developer of the Collegiate Cyber Defense Competition (CCDC) Scoring Engine and the CyberPatriot Competition System (CCS) Scoring Engine.

Matthew Hirsch has worked in ...

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 Paperback

27.6 cm H | 21.6 cm W

Arduino and Raspberry Pi Sensor Projects for the Evil Genius

Robert Chin

Summary

Quickly and easily create sensor-based Arduino and Raspberry Pi projects

Get started building custom electronics gadgets that monitor and measure the real world—with no prior experience required! Presented in an easy-to-follow style, this hands-on guide covers the essential programming skills and electronics needed to build fun, educational sensor projects with both Arduino and Raspberry Pi.

Arduino and Raspberry Pi Sensor Projects for the Evil Genius kicks off with an introduction to the basics of Arduino and Raspberry Pi components and programming. The book features step-by-step, fully illustrated DIY projects that use inexpensive, readily available parts. Readers will discover how to build a sound detector and accelerometer/gyroscope as well as soil, light, temperature, and distance sensors—and more amazing projects.

- Written in non-technical language aimed at beginners
- Source code for all projects are available for download
- Written by an experienced developer and author

Robert Chin...

Contributor Bio

Robert Chin has a Bachelor of Science degree in computer engineering and is experienced in developing projects on the TI CC3200 SimpleLink, Android, Arduino, Raspberry Pi, and PC Windows platforms using C/C++, Java, Python, Unreal Script, DirectX, OpenGL, and OpenGL ES 2.0. He is the author of *Home Security System DIY PRO using Android and TI CC3200 SimpleLink*, *Home Security Systems DIY using Andr...*

Programming with STM32

Getting Started with the Nucleo Board and C/C++



Donald Norris

Programming with STM32: Getting Started with the Nucleo Board and C/C++

Donald Norris

Summary

Quickly start programming the STM32 series of microcontrollers

This DIY guide teaches hobbyists and makers of all ages and experience levels to easily program the STM32 line of microcontrollers from STMicroelectronics. The book shows how to work with WiFi, stepper and DC motors, voice control, and LED displays—even microphones!

Programming with STM32: Getting Started with the Nucleo Board and C/C++ features clear explanations, easy-to-follow examples, detailed illustrations, and downloadable sample programs. All examples utilize the inexpensive, pre-built STM daughter board. Minimal construction is required, allowing readers to focus on their programming skills.

- This is the first STM book designed specifically for hobbyists
- Features clear, step-by-step instructions for each project
- Written by an electronics expert and seasoned author

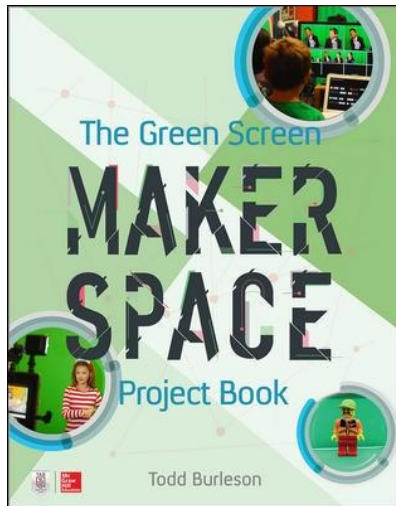
Donald Norris (Barrington, New Hampshire) is an adjunct professor at the Southern New Hampshire University. He is the author of five other TAB guides, incl...

Contributor Bio

Donald Norris (Barrington, New Hampshire) is an adjunct professor at the Southern New Hampshire University. He is the author of five other TAB guides, including *The Internet of Things: Do-It-Yourself at Home Projects for Arduino, Raspberry Pi and BeagleBone Black* and *Programming the Intel Edison: Getting Started with Processing and Python*.

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Book

22.9 cm H | 15.2 cm W



The Green Screen Makerspace Project Book

Todd Burleson

Summary

Quickly and easily bring the power of green screen technology to any learning environment!

This easy-to-follow, fun guide teaches readers all about green screen technology and shows, step-by-step, how to create interesting, professional-grade special effects. The book is packed with simple, start-to-finish projects and challenges. Detailed photos and illustrations are provided throughout to insure success.

Written by a successful maker, *The Green Screen Makerspace Project Book* features 25 cost-effective DIY projects. A variety of programs and apps are highlighted that educators and parents can use with students at any grade level, in any learning environment—from a library makerspace to a living room—to produce videos with Hollywood-quality green screen effects.

- Gives confidence to beginners and inspiration to advanced green screen users
- All project files and templates are available for download
- Written by a nationally recognized librarian, maker, and instructor

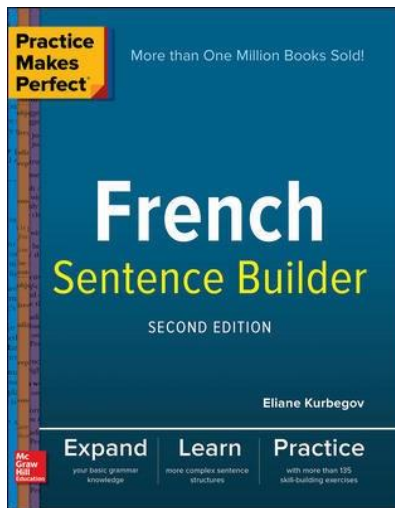
Todd Burl...

Contributor Bio

Todd Burleson is a teacher-maker-librarian at the Hubbard Woods School, where he helped develop "The IDEA Lab," the school's makerspace. Todd was named the 2016 *School Library Journal's* "School Librarian of the Year." Todd actively blogs at toddburleson.com and is active on Twitter, Instagram, and Pinterest.

McGraw-Hill Education TAB
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Paperback

27.6 cm H | 21.6 cm W



McGraw-Hill Education
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Paperback

27.6 cm H | 21.6 cm W

Practice Makes Perfect French Sentence Builder (2nd Edition)

Eliane Kurbegov

Key Selling Points:

- Grammar elements are presented in the context of sentence building, with plenty of examples to drive lessons home
- Numerous exercises in a variety of formats to help build writing skills
- Answer key provides correct responses to closed exercises, plus example answers for creative questions
- New review chapter for this edition tests mastery of the book's entire content

Summary

This updated edition of the go-to sentence-building guide includes a brand-new, fully comprehensive review chapter

Students studying French begin their education with the separate elements of the language, such as spelling, word meanings, and parts of speech. *Practice Makes Perfect French Sentence Builder, Second Edition* takes students to the next step: Putting all these parts together correctly. It guides readers through the process from putting words together into clauses to writing original sentences to creating whole paragraphs.

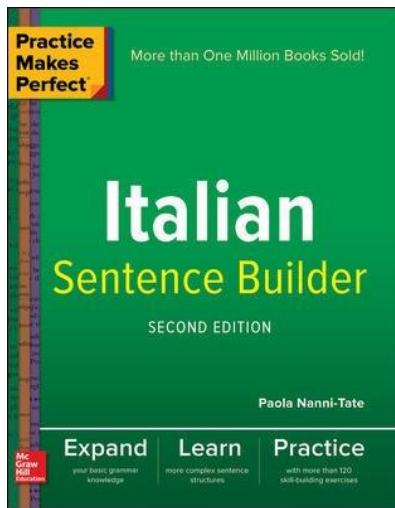
Features:

- Clear explanations of how to apply grammar to create well-formed sentences
- Numerous examples of correctly-formed French sentences
- Lesson reinforcement with copious practice exercises, include multiple choice, sentence-correction, and building new sentences from scratch
- Answer key, including suggestions for creative exercises

Véronique Mazet, PhD, (Austin, TX) is an adjunct professor of French at Austin Community College in Austin, Texas, and is t...

Contributor Bio

Véronique Mazet, PhD, is an adjunct professor of French at Austin Community College in Austin, Texas, and is the author of *Correct Your French Blunders*.



Practice Makes Perfect Italian Sentence Builder (2nd Edition)

Paola Nanni-Tate

Key Selling Points:

- Grammar elements are presented in the context of sentence building, with plenty of examples to drive lessons home
- Numerous exercises in a variety of formats to help build writing skills
- Answer key provides correct responses to closed exercises, plus example answers for creative questions
- New review chapter for this edition tests mastery of the book's entire content

Summary

This updated edition of the go-to sentence-building guide includes a brand-new, fully comprehensive review chapter

Students studying Italian begin their education with the separate elements of the language, such as spelling, word meanings, and parts of speech. *Practice Makes Perfect Italian Sentence Builder, Second Edition* takes students to the next step: Putting all these parts together correctly. It guides readers through the process from putting words together into clauses to writing original sentences to creating whole paragraphs.

Features:

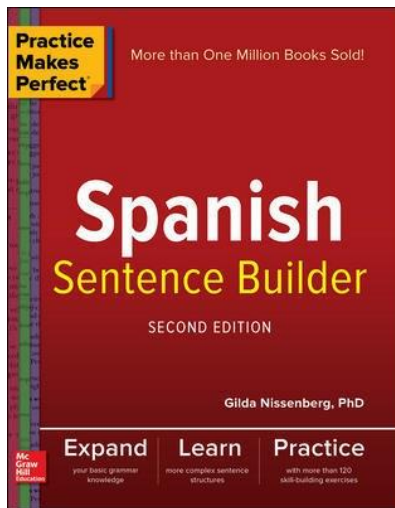
- Clear explanations of how to apply grammar to create well-formed sentences
- Numerous examples of correctly-formed Italian sentences
- Lesson reinforcement with copious practice exercises, include multiple choice, sentence-correction, and building new sentences from scratch
- Answer key, including suggestions for creative exercises

Paola Nanni-Tate (Columbus, OH) teaches Italian at Ohio State University and is the author of several Italian language-l...

Contributor Bio

Paola Nanni-Tate teaches Italian at Ohio State University and is the author of several Italian language-learning titles, including Italian Verb Drills.

McGraw-Hill Education
9781260019278
Paperback
27.6 cm H | 21.6 cm W



Practice Makes Perfect Spanish Sentence Builder (2nd Edition)

Gilda Nissenberg

Key Selling Points:

- Grammar elements are presented in the context of sentence building, with plenty of examples to drive lessons home
- Numerous exercises in a variety of formats to help build writing skills
- Answer key provides correct responses to closed exercises, plus example answers for creative questions
- New review chapter for this edition tests mastery of the book's entire content

Summary

This updated edition of the go-to sentence-building guide includes a brand-new, fully comprehensive review chapter

Students studying Spanish begin their education with the separate elements of the language, such as spelling, word meanings, and parts of speech. *Practice Makes Perfect Spanish Sentence Builder, Second Edition* takes students to the next step: Putting all these parts together correctly. It guides readers through the process from putting words together into clauses to writing original sentences to creating whole paragraphs.

Features:

- Clear explanations of how to apply grammar to create well-formed sentences
- Numerous examples of correctly-formed Spanish sentences
- Lesson reinforcement with copious practice exercises, include multiple choice, sentence-correction, and building new sentences from scratch
- Answer key, including suggestions for creative exercises

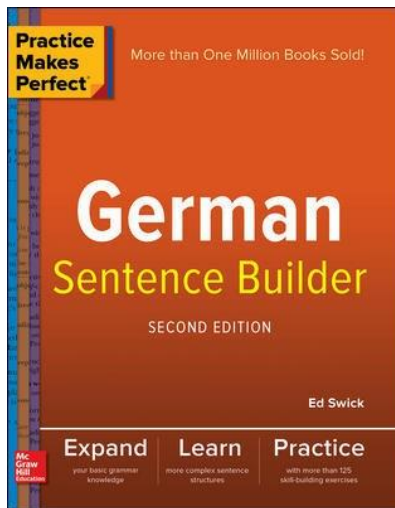
Gilda Nissenberg (Miami Beach, FL) is an experienced educator and author of bestselling Spanish-language titles, includi...

Contributor Bio

Gilda Nissenberg is an experienced educator and author of bestselling Spanish-language titles, including Practice Make Perfect Complete Spanish Grammar.

McGraw-Hill Education
9781260019254
\$21.95
Paperback

27.6 cm H | 21.6 cm W



Practice Makes Perfect German Sentence Builder (2nd Edition)

Ed Swick

Key Selling Points:

- Grammar elements are presented in the context of sentence building, with plenty of examples to drive lessons home
- Numerous exercises in a variety of formats to help build writing skills
- Answer key provides correct responses to closed exercises, plus example answers for creative questions
- New review chapter for this edition tests mastery of the book's entire content

Summary

The go-to sentence-building guide now includes a brand-new, fully comprehensive review chapter!

You've learned the fundamentals of German grammar, like spelling, word meanings, and parts of speech. Now it's time to take the next step and put them all together to communicate complete ideas. *Practice Makes Perfect German Sentence Builder, Second Edition* guides you through the process of putting the "parts" of German together correctly, from connecting words into clauses to writing original sentences to creating whole paragraphs. You'll get where you want in no time through Practice Makes Perfect's systematic, crystal-clear approach to building sentences.

Practice Makes Perfect German Sentence Builder, Second Edition features:

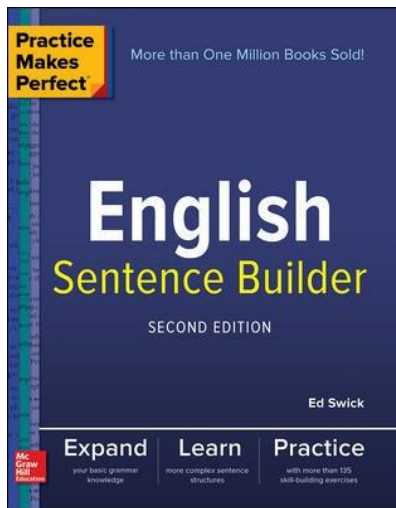
- Clear explanations of how to apply grammar to create well-formed sentences
- Numerous examples of correctly-formed German sentences
- Lesson reinforcement with copious practice exercises, include multiple choice, sentence-correction, and building new sentences from scr...

Contributor Bio

Ed Swick is an experienced author of successful language-learning titles for ESL and German.

McGraw-Hill Education
9781260019124
\$21.95
Paperback

27.6 cm H | 21.6 cm W



Practice Makes Perfect English Sentence Builder (2nd Edition)

Ed Swick

Key Selling Points:

- Grammar elements are presented in the context of sentence building, with plenty of examples to drive lessons home
- Numerous exercises in a variety of formats to help build writing skills
- Answer key provides correct responses to closed exercises, plus example answers for creative questions
- New review chapter for this edition tests mastery of the book's entire content

Summary

This updated edition of the go-to sentence-building guide includes a brand-new, fully comprehensive review chapter

ESL learners begin their education with the separate elements of English, such as spelling, word meanings, and parts of speech. *Practice Makes Perfect English Sentence Builder, Second Edition* takes students to the next step: Putting all these parts together correctly. It guides readers through the process from putting words together into clauses to writing original sentences to creating whole paragraphs.

Features:

- Clear explanations of how to apply grammar to create well-formed sentences
- Numerous examples of correctly-formed English sentences
- Lesson reinforcement with copious practice exercises, include multiple choice, sentence-correction, and building new sentences from scratch
- Answer key, including suggestions for creative exercises

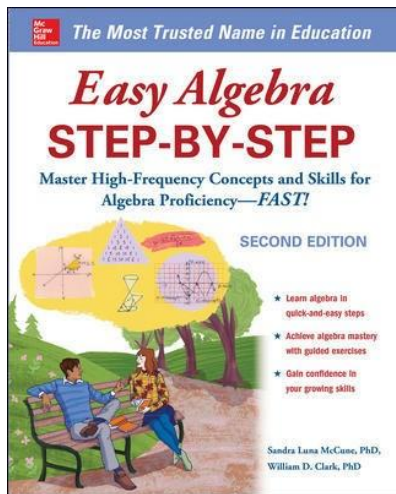
Ed Swick (Chicago, IL) is an experienced author of successful language-learning titles for ESL and German.

Contributor Bio

Ed Swick is an experienced author of successful language-learning titles for ESL and German.

McGraw-Hill Education
9781260019230
\$21.95
Paperback

27.6 cm H | 21.6 cm W



Easy Algebra Step-by-Step, Second Edition (2nd Edition)

Sandra Luna McCune, William D. Clark

Key Selling Points:

- New chapter offers step-by-step strategies for using algebraic techniques to tackle common word problems
- Provides clear explanations and breaks down concepts into easy-to-understand steps
- Appropriate for various audiences, including students in middle, high school and college, as well as adults preparing for standardized tests or certification exams
- Packed with helpful advice and cautions against common errors
- Skill-building exercises reinforce core concepts

Summary

An original, step-by-step approach to mastering algebra—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 algebra 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 learning algebra, with important concepts linked together by explanations, level-appropriate exercises, and helpful worked-out problems. This updated edition includes a new chapter devoted to algebraic problem-solving with detailed strategies and solutions.

Easy Algebra Step-by-Step, Second Edition features:

- New: A chapter on algebraic problem solving with focused, step-by-step strategies for using algebraic techniques to tackle common word problems
- Clear explanations that break down concepts into easy-to-understand steps
- Stay-in-step "pop-ups" offer helpful advice and cautions against common errors
- Step-it-up skill-building exercises lin...

Contributor Bio

Sandra Luna McCune, Ph.D. is a former Regents Professor at Stephen F. Austin State University and is an in-demand consultant on statistics and mathematics.

William D. Clark, Ph.D. has been a professor of mathematics at Stephen F. Austin State University for more than 30 years.

McGraw-Hill Education
9781260025927
\$22.95
Paperback

23.5 cm H | 18.7 cm W

Makerspace Sound and Music Projects for All Ages

Isaac W. Glendening, Mary Glendening

Summary

Get started designing and building your own sound and music projects in no time!

This easy-to-follow guide shows, step-by-step, how to work with a variety of fun digital audio and music creation tools. Packed with full-color illustrations, photos, and diagrams, the book gets readers up and running building interesting projects right away. Making, recording, playing, and sampling sound are clearly explained.

Makerspace Sound and Music Projects for All Ages presents a wide variety of audio projects, starting with beginner and low-tech projects using non-technical tools—bodies, buckets, etc.—and gradually becomes more advanced. Hobbyists will quickly develop their skills as they move through the lessons and challenges in each chapter.

- Requires no background in music theory and no experience as a musician
- Introduces STEAM subjects outside the audio realm
- Written by a pair of dedicated hobbyists

Isaac Glendening (Philadelphia, PA) is one half of the band Cesium 137, and is professional an ...

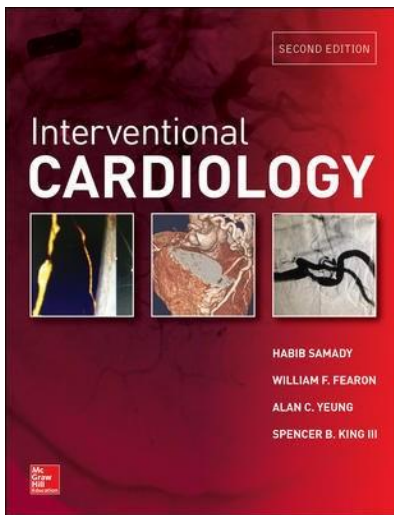
Contributor Bio

Isaac Glendening (Philadelphia, PA) is one half of the band Cesium 137, and is professional an audio engineer, and the owner of Subversive Sound Studio. He introduces kids and teens to the wonders of audio through iPad apps, soft synths, and littleBits.

Mary Glendening (Philadelphia, PA) is the Director of the Middletown Free Library in Media, PA. Mary has been running maker programs at the library...

McGraw-Hill Education TAB
9781260027075
\$28.95
Book

27.6 cm H | 21.6 cm W



Interventional Cardiology, Second Edition (2nd Edition)

Habib Samady, William Fearon, Alan C. Yeung, Spenc...

Summary

The first-ever primer for the cardiovascular interventionalist – updated with the latest procedural advice!

Filling a crucial gap in procedural knowledge, this groundbreaking reference was the first to focus on interventional cardiovascular procedures. The book includes a full section on procedures as well as chapters on the necessary scientific foundation, to which specialists will refer every day in their clinical practice. In addition, each procedural chapter is loaded with valuable tips and pitfalls from an internationally recognized group of experts.

The comprehensive coverage of the book is highly accessible thanks to a well-organized full-color format that synthesizes important information and provides a consistent template in describing each procedure. Throughout the book, charts and tables help to summarize key concepts and can serve as the basis for a detailed overview.

· Market: Interventional cardio...

Contributor Bio

Habib Samady, MD (Atlanta, GA) Professor, Division of Cardiology; Director, Interventional Cardiology, Emory University School of Medicine.

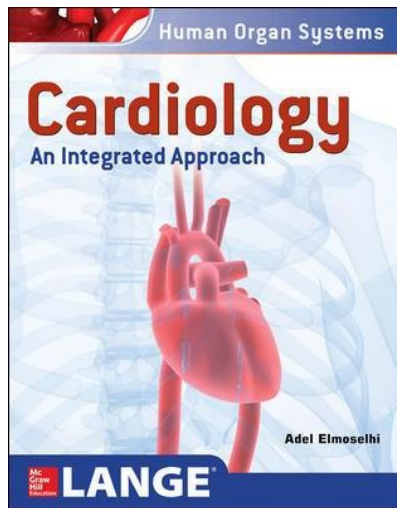
William Fearon, MD (Stanford, CA) is Associate Professor, Department of Interventional Cardiology, Stanford University School of Medicine.

Alan C. Yeung, MD (Stanford, CA) is Chief (Clinical)...

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9780071820363
\$417.00
Hardcover

960 Pages
960

27.6 cm H | 21.6 cm W



Cardiology: An Integrated Approach

Adel Elmoselhi, Anthony Paganini, Deborah Blue

Summary

NEW ENTRY IN THE ACCLAIMED SERIES: An innovative, cardiology-specific text that blends basic science with the fundamentals of clinical medicine

Cardiology: An Integrated Approach to Disease skillfully bridges the gap between the science and practice of medicine. This beautifully illustrated book seamlessly integrates the core elements of cell biology, anatomy, physiology, pharmacology, and pathology with clinical medicine. It is the perfect companion for medical students transitioning to their clinical years, as well as for practicing physicians who need a user-friendly update on the basic science underlying the practice of clinical medicine.

- Market: Medical students (18,750/year), practicing physicians in need of a clinical refresher
- Full-color design includes approximately 340 images and 40 tables
- Cases teach students how to apply principles to real-world patient situations
- The latest developments in the field are incorporated throughout the text
- End-of-chapter case-based questio...

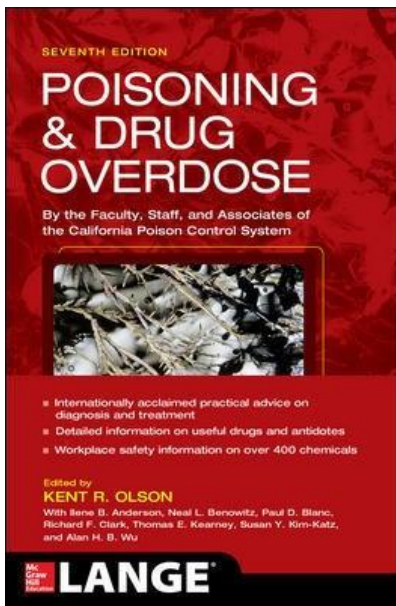
Contributor Bio

Adel Elmoselhi, MD is affiliated with the Department of Physiology, Translational Science and Molecular Medicine, Michigan State University School of Medicine in Grand Rapids.

McGraw-Hill Education / Medical
9780071791540
\$88.00
Paperback

448 Pages
448

27.6 cm H | 21.6 cm W



Poisoning and Drug Overdose, Seventh Edition (7th Edition)

Kent R. Olson, Ilene B. Anderson, Neal L. Benowitz...

Summary

The instant-answer guide clinicians turn to first for on-the-spot treatment of poisoning and drug overdose emergencies

"...a great addition to any emergency department library when rapid reference is needed to treat and diagnose the poisoned patient."

-- *Annals of Emergency Medicine* (Reviewing previous edition)

Designed to be used during toxicologic emergencies where every moment counts, *Poisoning & Drug Overdose*, Seventh Edition delivers critical information on the effective diagnosis and treatment of drug-related emergencies and chemical exposures. This at-a-glance guide is enhanced by detailed tables and charts, extensive cross referencing, and a comprehensive index featuring generic, chemical, and brand names.

Poisoning & Drug Overdose is divided into four sections:

Section 1 leads readers through initial emergency management, including treatment of coma, hypotension, and other common complications; physical and laboratory diagnosis; and methods of decontamination and enhanced elimina...

Contributor Bio

Kent R. Olson, MD, FACEP is Medical Director, California Poison Control System, San Francisco Division, San Francisco General Hospital; Attending Emergency Physician, Elden Hospital Medical Center; Clinical Professor of Medicine, Pediatrics, and Pharmacy, University of California-San Francisco.

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21.3 cm H | 14 cm W