

## The New Articulate Executive: Look, Act and Sound Like a Leader

Granville N. Toogood

### Key Selling Points:

- **Real-World Skills That Really Work:** This book provides the most powerful speaking tools and techniques the author has used in his acclaimed workshops, and to train some of America's top business leaders-including 38 of the Fortune 50 CEOs.
- **Breaks Down Leadership into Key Practical Elements:** Readers learn how to master high-tech tools like PowerPoint and deck presentations, design and deliver the Perfect Presentation, manage Q&A sessions and media interviews, and create winning corporate communications that inspire action and get the job done.
- **Includes Hands-On Skill-Building Tools:** This guide is filled with easy-to-use checklists and essential tips to help readers organize their thoughts and deliver their message.

### Summary

#### Now in paperback!

**The gold-standard guide to professional speaking—from a top leadership communications coach who teaches Fortune 500 CEOs to persuade investors, inspire employees, bond with customers, manage the media, and deliver knockout keynote speeches.**

*The New Articulate Executive* reveals the same tried-and-true communication techniques the author has used to teach thousands of business professionals to look, act, and sound like leaders. Readers learn to speak with the confidence of a veteran CEO, moving step by step through the process of commanding any venue and engaging any audience -- from making a strong first impression using the "8-second rule," to bringing audiences to their feet in final applause.

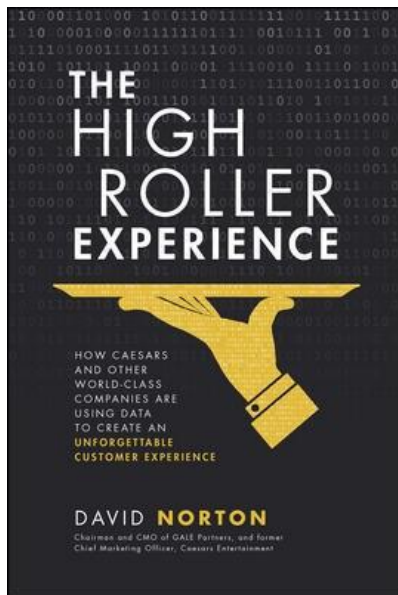
- A top-selling leadership guide: The hardcover has sold over 20,000 copies since its publication in 2010, and the first edition sold 115,000 in hardcover and paper combined.
- It is used as a teaching tool in scores of universities and business schools all over the world, and is ...

### Contributor Bio

**Granville Toogood** is a leadership communications coach who works with a long list of blue-chip clients and has served as a consultant to more than half the Fortune 500 CEOs, as well as thousands of business leaders, entrepreneurs, senior-level executives, political figures, diplomats, and celebrities throughout the world.

McGraw-Hill Education  
9781260026658  
\$26.95  
Paperback

20.8 cm H | 20.3 cm W | 14 cm D  
| 12.7 cm W | 1.3 cm T | 263.1 g  
Wt



## The High Roller Experience: How Caesars and Other World-Class Companies Are Using Data to Create an Unforgettable Customer Experience

David Norton

### Key Selling Points:

- **First Time Told:** It's well known in the industry that Norton orchestrated the meteoric rise of Caesar's/Harrah's with a data-driven strategy-The Wall Street Journal and Harvard Business Review are just a couple of the many publications that reported on it-but this is the first time he has detailed the story and revealed the techniques he used.
- **Actionable Advice:** Norton provides a road map any organization can to personalize the customer experience across multiple touch points and to dramatically improve marketing efficiency, brand loyalty, and company profitability.
- **Case Studies:** The author illustrates how these techniques work in various industries by providing case studies of his more recent work at GALE in retail, financial services, CPG, and travel
- **Voices from Industry Experts:** Includes first hand insights from GALE's Pres President & CEO Brad Simms and GALE's SVP Strategy, Ravi Prashad - both of whom bring expert insights into the data-driven process that shapes the casino industry in addition to their deep expertise in digital and business strategy.

### Summary

**The marketing guru of Caesars/Harrah's shows business execs and CMOs how to double-down and win with a proven data-driven and customer-centric approach**

Behind the seemingly magical experience delivered by top Vegas casinos is a carefully choreographed performance based on deep understanding and rigorous analysis of extensive customer and operational data.

In *The High-Roller Experience*, one of today's top marketers reveals how he used data to identify and quantify brand-building opportunities. David Norton offers critical insights into analytics, CRM, and loyalty programs and then takes readers through the process of developing leadership and organizational processes required to create a customer-centric and data-informed business. Main topics include a broader view of customer loyalty, creating an analytically and inquisitive corporate culture, and making omni-channel a reality.

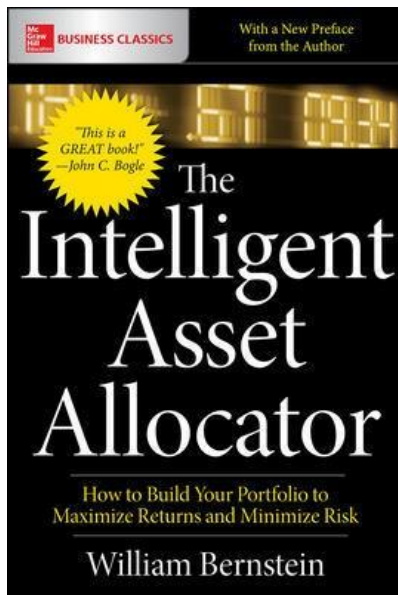
- **A Marketing Legend:** A household name in marketing, Norton designed and led many initiatives that made Harrah's...

### Contributor Bio

**David Norton** joined Harrah's Entertainment in October of 1998 when the company consisted of 15 properties and had revenue of \$1 billion; within ten years, the company had nearly tripled to 40 properties and grown revenue ten-fold. In his current role as Chairman of GALE Partners, he is penetrating the seam between traditional agencies, consulting firms, and technology providers to develop data-inf...

McGraw-Hill Education  
9781259862953  
\$44.95  
Hardcover

22.9 cm H | 15.2 cm W



## The Intelligent Asset Allocator: How to Build Your Portfolio to Maximize Returns and Minimize Risk

William J. Bernstein

### Key Selling Points:

- In a time of economic and social upheaval, investors are seeking to understand risk more than ever; Bernstein's book provides proven-effective ways to improve the risk/reward ratio for a wide variety of investment approaches.
- Investing without a financial advisor can be stressful and difficult, so Bernstein presents his strategy through simple language and a readily understandable metaphor: he compares investing to navigating without a roadmap or sign, and calls his book the road map to successful investing.
- The Intelligent Asset Allocator is built on 75 years of solid history and wealth-building results.
- "Bill Bernstein's fine book honors the sensible principles of Benjamin Graham. . . . Any reader who takes the time and effort to understand his approach to the crucial subject of asset allocation will surely be rewarded with enhanced long-term returns."-John C. Bogle, founder and former Chief Executive Officer, The Vanguard Group

### Summary

**The go-to guide for individual investors seeking to balance risk and reward—with critical updates addressing our unpredictable times**

When it was first published in 2000, *The Intelligent Asset Allocator* drew instant praise for its winning, easy-to-understand approach, from the likes of investing legend John Bogle and legendary business columnist Robert Barker.

Ideal for turbulent markets, the book helps average investors build diversified portfolios that provide the best possible returns for the risk. Readers learn how to sharpen their focus and devise the best investment strategy for their investing goals. Chapter topics include multiple-asset portfolios, optimal asset allocations, market efficiency, and strategy implementation.

- The hardcover edition has sold over 75,000 copies since its publication in 2000; the global economy is more unpredictable than ever, so we expect sales to rise sharply
- The book's content ties directly into the author's popular website The Efficient Frontier;e...

### Contributor Bio

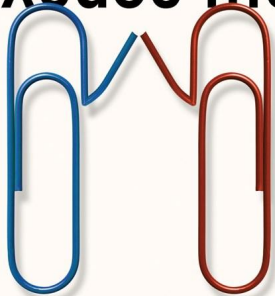
**William Bernstein**, Ph.D, M.D., is a retired neurologist and co-principal at the money management firm Efficient Frontier Advisors. He has written for The Wall Street Journal and Money, and was the 2017 recipient of the CFA Institute's James R. Vertin Award for his body of financial publications.

McGraw-Hill Education  
9781260026641  
\$29.95  
Paperback

22.9 cm H | 15.2 cm W | 281.2 g  
Wt

THE SURVIVAL GUIDE TO  
MODERN BUSINESS ETIQUETTE

# excuse me



Rosanne J. Thomas

AMACOM BOOKS  
9780814437919  
Hardcover

288 Pages

## Excuse Me

### The Survival Guide to Modern Business Etiquette

Rosanne J. Thomas

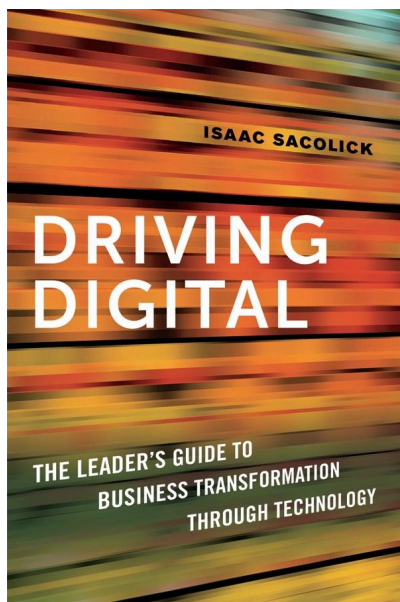
#### Summary

**In today's workplace, good manners matter more than ever.** Blending different generations, genders, and cultures brings energy and fresh perspectives to the workplace. But the flip side is an environment ripe for confusion and social blunders. Mix in increasingly open-plan workplaces and constant connectivity, and the chance that we'll unintentionally annoy or offend others increases exponentially. Exactly what are the rules these days? Is it acceptable to text your boss at home? What is the polite way to ask a colleague to take a distracting conversation behind closed doors? What about the use of smartphones in meetings? Merging classic rules of behavior with new realities of modern business, **Excuse Me** spotlights dozens of puzzling situations, with suggestions for bridging divides. The book untangles the nuances of:

Meeting etiquette • Interview expectations • Proper office attire • Electronic manners  
• Privacy in tight spaces • Eye contact and nonverbal cues • Small talk • Business dinin...

#### Contributor Bio

**Rosanne J. Thomas** is founder and president of Protocol Advisors, Inc., providing business etiquette training to professionals at some of the most respected organizations in the world. She also helps prepare students at top colleges and universities to achieve the highest degree of workplace success.



AMACOM BOOKS  
9780814438602  
Hardcover

224 Pages

## Driving Digital

### The Leader's Guide to Business Transformation Through Technology

Isaac Sacolick

#### Summary

**The race is on to become a digital enterprise.**

Every organization has a plan for updating products, technologies, and business processes. But that's not enough anymore. With disruptive startups outperforming industry stalwarts, executives everywhere are pushing greater growth and innovation. Staying competitive demands a complete digital transformation.

For professionals charged with leading technology-driven change, the pressure is intense-and the path forward unclear. Author Isaac Sacolick has successfully spearheaded multiple transformations and helped shape digital-business best practices.

Now in ***Driving Digital***, he shares the lessons he's learned, detailing how to:

- Formulate a digital strategy
- Transform business and IT practices
- Align Development and Operations
- Promote agile practices
- Drive culture change
- Bolster digital talent
- Manage a portfolio of initiatives
- Capture and track ROI
- Strengthen data-driven decision making and expand data science practices
- Cultivate st...

#### Contributor Bio

**Isaac Sacolick** is the founder of StarCIO. Named a top social CIO and leader by *The Huffington Post* and *Forbes*, he has held CIO positions at Greenwich Associates, McGraw-Hill Construction, and *BusinessWeek*

The Art of Storytelling for Business Success

LET THE  
**story**  
 DO THE  
**WORK**

Esther K. Choy

## Let the Story Do the Work

The Art of Storytelling for Business Success

Esther K. Choy

### Summary

**People forget facts, but they never forget a good story.**

It sounds so simple: Incorporate a story and people will remember your message. But when you get down to crafting one, there's nothing easy about it.

Material for stories surrounds us. Yet few people are skilled at sharing personal anecdotes and even fewer know how to link them to professional goals. Whether you want to stand out in the interview process, add punch to a presentation, or make a compelling case for a new initiative, **Let the Story Do the Work** shows you how to mine your experience for simple narratives that convey who you are, what you want to achieve, and why others should care.

Packed with enlightening examples, the book explains how to find the perfect hook, structure your story...and deliver it at the right time in the right way. You'll discover how to use stories to:

Capture attention • Engage your audience • Change minds • Inspire action • Bring facts and data to life • Clarify challenging concepts • Pitch persuasive...

### Contributor Bio

**Esther K. Choy** is founder and president of Leadership Story Lab, where she coaches managers in storytelling techniques. She is currently teaching in the executive education programs at Northwestern University's Kellogg School of Management.

AMACOM Books  
 9780814438015  
 \$46.95  
 Hardcover

0 Pages

WILLIAM E.  
➤ SCHNEIDER

➤  
**LEAD RIGHT  
FOR YOUR  
COMPANY'S  
TYPE** ➤

➤ HOW TO CONNECT YOUR CULTURE  
WITH YOUR CUSTOMER PROMISE

## Lead Right for Your Company's Type

**How to Connect Your Culture with Your Customer Promise**

William E. Schneider

### Summary

**Because one size does not fit all.** From turf wars to low morale, most companies attempt to cure what ails them with the latest management fad-and fail. They are treating the symptoms while ignoring the true problem.

Success starts with knowing the kind of business you're really in.

**Lead Right for Your Company's Type** argues that every enterprise falls into one of four categories as dictated by their customer promise: customized (e.g. ad agency), predictable and dependable (e.g utility company), benevolent (e.g. educational institution), and best in class (e.g. high-tech company like Apple). When leadership practices fit the customer promise and company type, the organization thrives. But apply the wrong practices and the mismatch pulls the enterprise apart. Example after example exposes the fallout:

- A small arts college destabilized by top-down rules designed for a predictable and dependable company
- A mid-tier retail chain derailed by leadership demands for superior products instead of r...

### Contributor Bio

**William E. Schneider**, Ph.D. is a consulting psychologist and co-owner of Corporate Development Group (CDG), a leadership and organizational development firm. He is the author of *The Reengineering Alternative*.

AMACOM Books  
9780814437995  
\$53.00  
Hardcover

0 Pages

# SUCCESSING with SENIOR MANAGEMENT

GETTING THE RIGHT SUPPORT AT THE  
RIGHT TIME FOR YOUR PROJECT



G. MICHAEL CAMPBELL PMP

## Succeeding With Senior Management Getting the Right Support at the Right Time for Your Project

G. Michael Campbell

### Summary

**It's all about communicating up.**

Senior managers speak the language of strategy. Project managers use the language of tasks and activities. While they rely on each other to achieve their goals, this core incompatibility can lead to communication breakdowns and project setbacks.

***Succeeding with Senior Management*** explains how to bridge the gap and engage the upper ranks. By establishing relationships early on, understanding executives, and keeping them involved, project managers win the support they need—especially critical when problems arise. This one-of-a-kind communications guide explains how to:

- Navigate the company's political waters
- Link the project to the business
- Develop a case for change with an executive sponsor
- Use the right listening style
- Provide options and recommendations for major decisions
- Involve the sponsor in resolving cross-functional problems
- And more

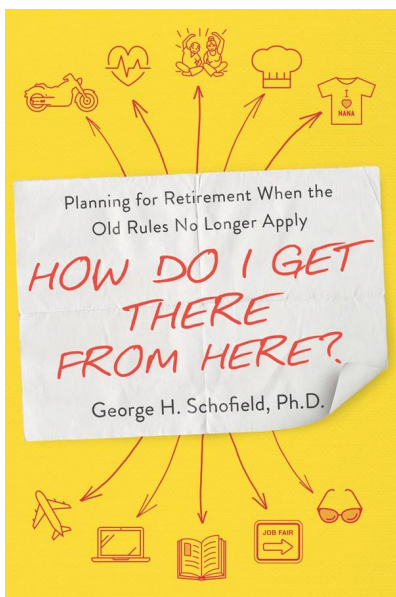
Many executives will set a project in motion and then move on. Learn how to keep them involved, motivated to p...

### Contributor Bio

**G. Michael Campbell**, PMP (Houston, TX) has managed many large, global projects involving senior executives. He is the author of *The Complete Idiot's Guide to Project Management* and *Communication Skills for Project Managers*.

AMACOM BOOKS  
9780814438503  
Paperback

224 Pages



AMACOM BOOKS  
9780814438688  
Paperback

256 Pages

## How To Do I Get There From Here ? Planning for Retirement When the Old Rules No Longer Apply

George H. Schofield

### Summary

**Challenge the way you think about retirement.**

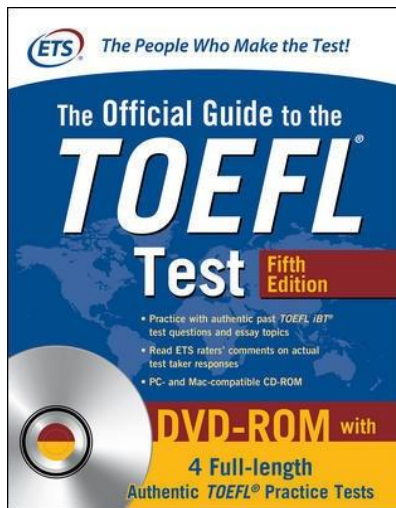
Not long ago everyone knew what the word "retirement" meant. The expectation was that you worked until age 65-and then coasted through your golden years courtesy of a comfortable nest egg.

Today, when living to 90 is common, when savings are slim, when people work longer and change jobs frequently, clinging to an outdated concept of retirement gets you nowhere. The changes ahead require an incremental approach to planning-and you better begin now.

The new After 50 Lifestyle calls for more than money: it demands conscious engagement, diverse interests, and the ability to adapt. ***How Do I Get There from Here?*** helps you plot your direction for the coming decades. The first step is to acknowledge where you are-reviewing your assets, both the tangible (e.g. finances, health, relationships) and intangible (e.g. unfulfilled ambitions and new intentions). Then self-reflective questions and exercises walk you through imagining your future, identifying s...

### Contributor Bio

**George H. Schofield**, Ph.D., is an author, speaker, and developmental/organizational psychologist who advises clients on retirement and career planning plus life crafting after age 50.



McGraw-Hill Education  
9781260011210  
\$64.00  
Mixed Media Product

## The Official Guide to the TOEFL Test with DVD-ROM, Fifth Edition (5th Edition)

Educational Testing Service

### Summary

**The bestselling test-prep guide from ETS, the maker of the TOEFL® test—now expanded with a fourth full-length practice test!**

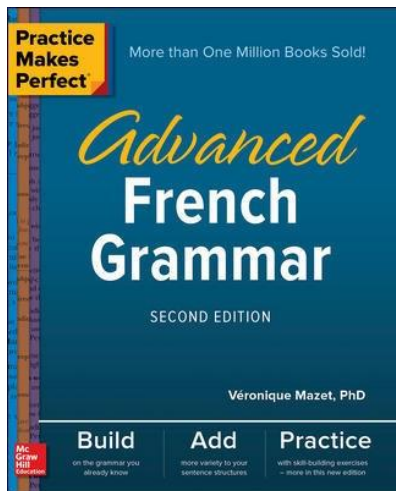
The new *Official Guide to the TOEFL® Test* is the best, most reliable guide to the test that is used to meet English-language proficiency requirements at more than 10,000 institutions worldwide, including top universities in Australia, Canada, the U.K. and the U.S. This completely updated fifth edition contains comprehensive descriptions of all four sections of the test. It also provides specific information on how to produce effective spoken and written responses that demonstrate university-level English proficiency. The guide contains real *TOEFL iBT®* test questions for practice, including four authentic *TOEFL iBT®* tests—just like the ones students will encounter on test day. All four practice tests are also included on an accompanying interactive DVD-ROM.

Features:

- Interactive DVD-ROM with four practice tests
- ETS raters' comments
- Test-taking strategies from the...

### Contributor Bio

**Educational Testing Service (ETS)** is a private, nonprofit organization devoted to educational measurement and research, primarily through testing. Founded in 1947, ETS develops, administers, and scores more than 50 million tests annually—including the *TOEFL®* and *TOEIC®* tests, the *GRE®* tests, and the *Praxis®* assessments—in more than 180 countries, at over 9,000 locations worldwide.



## Practice Makes Perfect: Advanced French Grammar, Second Edition (2nd Edition)

Véronique Mazet

### Key Selling Points:

- Proven seller: The Practice Makes Perfect series has sold more than one million copies
- Targeted focus to help advanced beginner and intermediate-level learners improve language skills in less time
- Provides thorough explanations of topics that often prove difficult for English speakers learning French, including compound tenses, the subjunctive, and prepositions
- This second edition is enhanced with comprehensive review exercises

### Summary

#### A practical guide for advanced beginner and intermediate-level learners looking to master difficult areas of French grammar

*Practice Makes Perfect Advanced French Grammar* enables advanced beginner and intermediate-level language learners to take their grammar skills to the next level by focusing on more sophisticated grammar topics that are essential to constructing longer, more complex sentences. This new edition of the successful guide is enhanced with comprehensive review exercises.

Rather than simply introducing sets of rules, the book helps readers better understand the nuances of the language so that they may develop the skills and confidence to converse in French. Easy-to-absorb explanatory materials, examples, and exercises are featured throughout the text. Readers will learn how to create more complex, meaningful sentences and communicate more effectively.

*Practice Makes Perfect Advanced French Grammar* features:

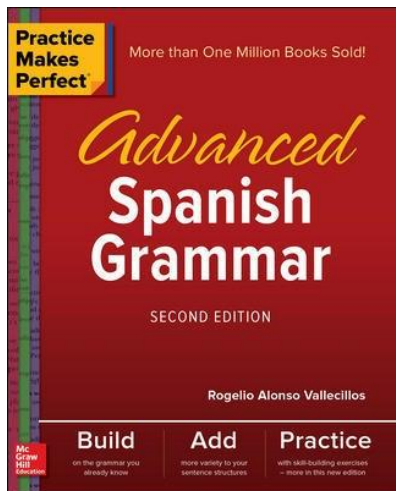
- Thorough explanations of topics that often prove difficult for Eng...

### Contributor Bio

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

McGraw-Hill Education  
9781260011258  
\$28.95  
Paperback

22.9 cm H | 23.2 cm H | 18.7 cm  
W | 18.5 cm W | 1.5 cm T | 426.4  
g Wt



## Practice Makes Perfect: Advanced Spanish Grammar, Second Edition (2nd Edition)

Rogelio Alonso Vallecillos

### Key Selling Points:

- Proven seller: The Practice Makes Perfect series has sold more than one million copies
- Targeted focus to help advanced beginner and intermediate-level learners improve language skills in less time
- Provides thorough explanations of topics that often prove difficult for English speakers learning Spanish, including quantity determiners, adverbs, problematic prepositions, relative pronouns, and idiomatic constructions
- This second edition is enhanced with comprehensive review exercises

### Summary

#### A practical guide for advanced beginner and intermediate-level learners looking to master difficult areas of Spanish grammar

*Practice Makes Perfect: Advanced Spanish Grammar, Second Edition* enables advanced beginner and intermediate-level learners to take their grammar skills to the next level by focusing on more sophisticated grammar topics that are essential to constructing longer, more complex sentences. This new edition of the successful guide is enhanced with comprehensive review exercises.

Rather than simply introducing sets of rules, the book helps readers better understand the nuances of the language so that they may develop the skills and confidence to converse in Spanish. Easy-to-absorb explanatory materials, examples, and exercises are featured throughout the text. Readers will learn how to create more complex, meaningful sentences and communicate more effectively.

*Practice Makes Perfect Advanced Spanish Grammar, Second Edition* features:

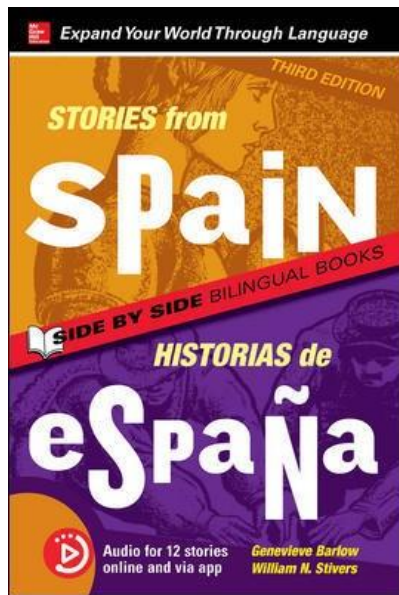
- Thorough explanations of topics that of...

### Contributor Bio

**Rogelio Alonso Vallecillos** teaches Spanish at his own language academy and is the author of *Essential Spanish Verb Skills*.

McGraw-Hill Education  
9781260010817  
\$28.95  
Paperback

23.2 cm H | 23.1 cm H | 18.7 cm  
W | 18.5 cm W | 1.3 cm T | 376.5  
g Wt



## Stories from Spain / Historias de España, Premium Third Edition (3rd Edition)

Genevieve Barlow, William N. Stivers

### Key Selling Points:

- Presented in a convenient side-by-side format with English on one page and Spanish on the facing page
- Includes 18 fascinating Spanish legends chronicling nearly 1,000 years of Spanish history
- Extensive English-Spanish and Spanish-English vocabulary lists
- New: 60 minutes of audio recordings voiced by native Spanish speakers and available online or via app

### Summary

**Presented in a convenient side-by-side format, these 18 short stories about the Spanish-speaking world provide language students with valuable reading practice**

*Stories from Spain/Historias de España* features Spanish and English stories side by side to help language students practice and improve their reading skills in a new language while enjoying the support of their native tongue. The practical format spares readers the inconvenience of constantly having to look up unfamiliar words and expressions in a dictionary. Readers can digest as much of the text that they can understand in their new language and refer to the facing page for help, if necessary.

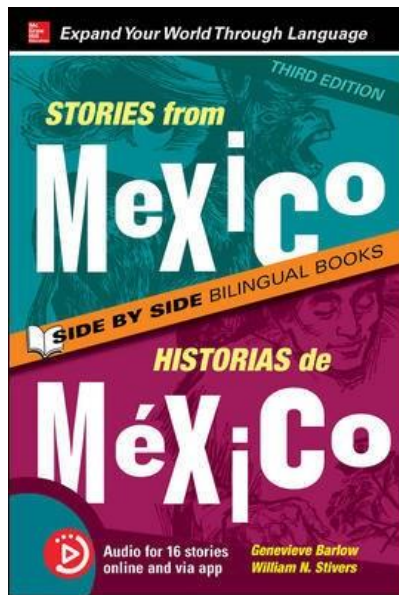
The book includes 18 well-known Spanish legends chronicling nearly 1,000 years of Spanish history. These tales introduce an array of characters as dynamic and colorful as the country that gave birth to them. Readers will not only fine-tune their language skills but gain insight into the rich culture of the Spanish-speaking world. This upd...

### Contributor Bio

**Genevieve Barlow and William N. Stivers** are experienced Spanish educators. McGraw-Hill authors represent the leading experts in their fields and are dedicated to improving the lives, careers, and interests of readers worldwide

McGraw-Hill Education  
9781260010367  
\$26.95  
Paperback

22.9 cm H | 23.1 cm H | 15.2 cm  
W | 19.1 cm W | 1.2 cm T | 226.8  
g Wt



## Stories from Mexico / Historias de México, Premium Third Edition (3rd Edition)

Genevieve Barlow, William N. Stivers

### Key Selling Points:

- Presented convenient side-by-side format with English on one page and Spanish on the facing page
- Includes 16 well-known short stories chronicling 1,500 years of Mexican history
- Extensive English-Spanish and Spanish-English vocabulary lists
- New: 60 minutes of audio recordings voiced by native Spanish speakers and available online or via app

### Summary

**Presented in a convenient side-by-side bilingual format, these 16 short stories about Mexican culture provide language students with valuable reading practice**

*Stories from Mexico/Historias de Mexico* features Spanish and English stories side by side to help language students practice and improve their reading skills in a new language while enjoying the support of their native tongue. The practical format spares readers the inconvenience of constantly having to look up unfamiliar words and expressions in a dictionary. Readers can digest as much of the text that they can understand in their new language and refer to the facing page for help, if necessary.

The book includes 16 well-known stories chronicling Mexican history and mythology, allowing readers to gain valuable insights into Mexican culture. This updated third edition has been enhanced with 60 minutes of additional audio covering the majority of readings in the book. Voiced by native Spanish speakers, the recordings are accessible...

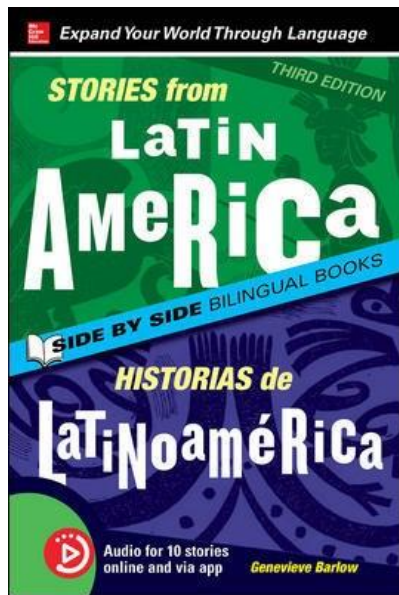
### Contributor Bio

**Genevieve Barlow and William N. Stivers** are experienced Spanish educators.

McGraw-Hill authors represent the leading experts in their fields and are dedicated to improving the lives, careers, and interests of readers worldwide

McGraw-Hill Education  
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\$26.95  
Paperback

22.9 cm H | 19.1 cm W | 15.2 cm  
W | 0.8 cm T | 208.7 g Wt



## Stories from Latin America / Historias de Latinoamérica, Premium Third Edition (3rd Edition)

Genevieve Barlow

### Key Selling Points:

- Presented in a convenient side-by-side format with English on one page and Spanish on the facing page
- 16 fascinating stories from countries such as Argentina, Colombia, Mexico, Guatemala, and Venezuela offer insight into the Spanish-speaking world
- Includes extensive English-Spanish and Spanish-English vocabulary lists
- New: 60 minutes of audio recordings voiced by native Spanish speakers and available online or via app

### Summary

**Presented in a convenient side-by-side format, these 16 short stories about the Spanish-speaking world provide language students with valuable reading practice**

*Stories from Latin America* features Spanish and English stories side by side to help language students practice and improve their reading skills in a new language while enjoying the support of their native tongue. The practical format spares readers the inconvenience of constantly having to look up unfamiliar words and expressions in a dictionary. Readers can digest as much of the text that they can understand in their new language and refer to the facing page for help if necessary.

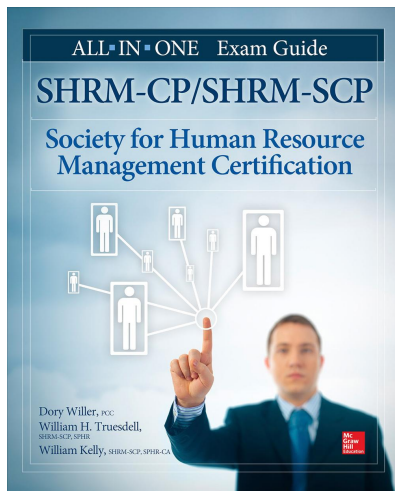
The book includes 16 fascinating stories from Argentina, Bolivia, Colombia, Guatemala, Honduras, Mexico, Paraguay, Peru, Puerto Rico, and Venezuela. Readers will not only fine-tune their language skills but gain insight into the rich culture of the Spanish-speaking world. This updated third edition has been enhanced with 60-minutes of streaming audio....

### Contributor Bio

**Genevieve Barlow and William N. Stivers** are experienced Spanish educators.

McGraw-Hill Education  
9781260011272  
\$26.95  
Paperback

23.1 cm H | 22.9 cm H | 15.2 cm  
W | 18.8 cm W | 0.9 cm T | 244.9  
g Wt



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

Dory Willer, William H. Truesdell, William Kelly

### Summary

**Take the SHRM-Certified Professional (SHRM-CP) and SHRM-Senior Certified Professional (SHRM-SCP) exams with complete confidence**

*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.*

*Fulfilling the promise of the All-in-One series, this comprehensive reference serves as a study tool AND a valuable on-the-job reference that will serve HR professionals well beyond the exams. SHRM-CP/SHRM-SCP Certification All-in-One Exam Guide features real-world examples and sidebars that offer insight and call out potentially harmful situations.*

- *Written by a team of HR professionals and experienced educators*
- *Features full coverage of all functional areas with...*

### Contributor Bio

**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 subject...

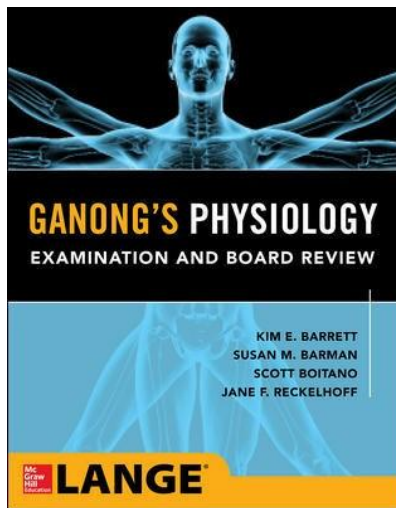
McGraw-Hill Education

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\$96.00

Book

624 Pages



McGraw-Hill Education / Medical  
9780071832328

\$87.00  
Paperback

640 Pages  
640

27.6 cm H | 27.4 cm H | 21.6 cm  
W | 1.8 cm T | 1.1 kg Wt

## Ganong's Physiology Examination and Board Review

Kim E. Barrett, Susan M. Barman, Scott Boitano, Ja...

### Summary

**The review students need to excel on their medical physiology course exams and the USMLE?**

This powerful new review follows the format of the acclaimed *Katzung & Trevor's Pharmacology Examination & Board Review*. It delivers a concise overview of essential high-yield topics and fundamental concepts, followed by USMLE-style Q&A. The chapter-based approach facilitates use with course notes or larger texts. Presented in full color, the book includes numerous flow charts, illustrations, and tables that summarize must-know information.

*Ganong's Medical Physiology Examination & Board Review* succinctly covers all key physiology principles and includes clinical correlations to clarify the connection between physiology and clinical medicine. The book includes two comprehensive 100-question examinations, followed by the correct answer and rationales. Learning aids included bolded key terms, skill-builder questions that prompt rea...

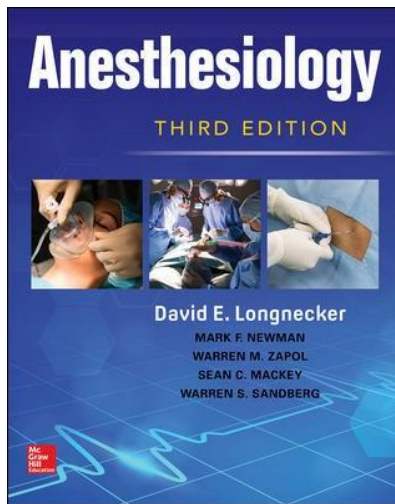
### Contributor Bio

**Kim E. Barrett, PhD** (La Jolla, CA), Professor, Department of Medicine, Dean of Graduate Studies, University of California, San Diego.

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**Susan M. Barman, PhD** (East Lansing, MI) Professor, Department of Pharmacology/Toxicology, Michigan State University.

**Scott Boitano, PhD** (Tucson, AZ) Associate Professor, Physiology, University of Ari...



## Anesthesiology, Third Edition (3rd Edition)

David E. Longnecker, Mark F. Newman, Warren M. Zapol...

### Summary

#### The benchmark in anesthesiology – updated and streamlined

Written and edited by an internationally known team of experts, *Anesthesiology, Third Edition* delivers a 360-degree view of the field, covering all of the anesthetic considerations, preparations, and procedures for the surgical patient, the pain patient, or the critical care patient. Readers will find a unique balance between clinical information, practical clinical procedures, and the molecular and basic scientific underpinnings of anesthesiology practice.

This acclaimed text offers a multi-perspective, wide-ranging view of anesthetic drugs, procedures, co-morbid diseases, and need-to-know postoperative pain management strategies. This essential guide not only focuses on general anesthesia, but was the first to feature a detailed look at the subspecialty of regional anesthesia.

- Market: General anesthesiologists (40,000), anesthesiology residents (4,000)
- NEW! Revamped section on co-existing disease, a more streamlined presentati...

### Contributor Bio

**David Longnecker, MD** is Robert D. Dripps Professor Emeritus of Anesthesiology and Critical Care, University of Pennsylvania.

**Sean Mackey, MD** is Chief of the Division of Pain Medicine and Redlich Professor of Anesthesiology, Stanford University.

**Mark Newman, MD** is Chairman, Department of Anesthesia, Duke University.

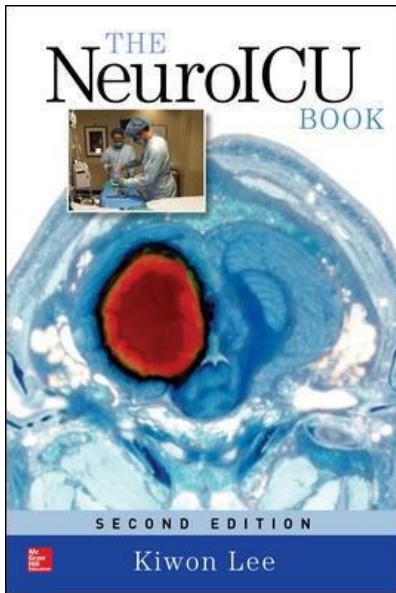
**Warren Sandberg, MD** is Chairman, Department of Anesthesiology, Vanderbilt University....

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## The NeuroICU Book, Second Edition (2nd Edition)

Kiwon Lee

### Summary

**A practical, protocol-based guide to the emerging field of neurocritical care – updated with the very latest research and developments?**

The goal of neurological critical care is to rapidly deliver acute medical therapies and appropriate interventions through effective monitoring of both neurological and end organ function. *The NeuroICU Book* puts that goal within the reach of every neurologist and critical care specialist.

Thoroughly updated to keep pace with all the advances in this emerging field, the Second Edition combines the latest clinical perspectives in critical care medicine, neurology, and neurosurgery. This comprehensive, evidence-based text standardizes neurocritical care and takes readers through the rationale for those standards. Filled with detailed case studies and featuring a question-and-answer format, the book not only builds competency in recognizing acute changes in neurological function, but also ...

### Contributor Bio

**Kiwon Lee, MD** Vice Chairman, Department of Neurology; Associate Professor, Neurology and Neurosurgery, the University of Texas Medical School at Houston.

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