

# Southern & East Africa Higher Education Catalogue



Illustration by Tang Yau Hoong



# *Welcome*

## to Pearson Higher Education

**W**e partner with educators and institutions to provide a wide range of higher education products and services designed to meet learner needs and deliver measurable results.

Everything we do enables the learner to achieve more – from online teaching and learning tools to personalised learning, online and blended course design and trusted and engaging content.

We can provide you with content in whichever way you choose – in print, as an eBook, or in digital format; as a whole book, a chapter, a reader mixed with articles or case studies – and even your own material.

We use a variety of different content types and sources to create current, trusted and effective course resources designed to deliver personalised learning experiences – helping students everywhere achieve better results.

Pearson has been a leading content provider for more than 100 years, publishing trusted content from subject matter experts such as Kotler, Sloman and Campbell. Pearson titles are available in a range of formats – digital and print – so students can access them however they like.

As well as printed options, students can get their books on their devices through Pearson's MyLab™ and Mastering™ products, VitalSource™, Kortext™ and more. MyLab™ and Mastering™ are online homework, tutorial and assessment products, designed to improve students' results, one student at a time. Students can rent VitalSource™ eTextbooks.

Pearson eBooks integrate with a range of devices and virtual learning environments, for online and offline delivery.

Most Pearson textbooks and digital resources are supported by free online resources to help you and your students get the most out of your text recommendation or adoption.

As the world's leading learning company, Pearson is proud to partner with you to help students of all ages and stages find their path to a robust and fulfilling life. Because wherever learning flourishes, so do people.

# CONTACT US

eBooks and MyLab and Mastering available for these titles.

Please contact your Key Accounts Manager or our Customer Services team for more information

**ALLAN OUCHI**

Regional Development Manager - Higher Education: East Africa

+254726610289/+254733659354

[allan.ouchi@pearson.com](mailto:allan.ouchi@pearson.com)

**KEALEBOGA ADAMS**

Key Accounts Manager-Higher Education Southern Africa

Tel: +267 39 22 969 or +267 713 20 643

Email: [kealeboga.adam@pearson.com](mailto:kealeboga.adam@pearson.com)

**CUSTOMER SERVICES**

**Pearson Education Africa Customer Services**

Email: [pearsonafrica.ce@pearson.com](mailto:pearsonafrica.ce@pearson.com)



# Contents



## INTRODUCTION

Welcome to Pearson Higher Education	3
MyLab and Mastering	8
Dive into digital with our eBooks	10

---



## CORPORATE FINANCE

Corporate Finance	12
Fundamentals of Corporate Finance	12
Corporate Finance and Investment Financial Management	13

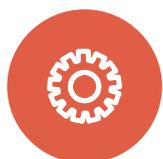
---



## MARKETING

Principles of Marketing	14
Marketing Management	14

---



## ORGANIZATIONAL BEHAVIOR

Organizational Behavior	15
Essentials of Organizational Behaviour	15

---



## ACCOUNTING

Financial Accounting: International Financial Reporting Standards Global Edition	16
Horngren's Accounting, Global Edition	16
Frank's Wood Business Accounting Volume 1	17
Accounting and Finance: An Introduction	17
Accounting and Finance for Non-Specialists	18
Management and Cost Accounting	18
Horngren's Cost Accounting: A Managerial Emphasis, Global Edition	19

---



## ECONOMICS

Economics, Global Edition	20
Economics, Global Edition	20
Microeconomics, Global Edition	21
Macroeconomics, Global Edition	21
Principles of Economics, Global Edition	22

# Contents



## MANAGEMENT INFORMATION SYSTEM

Management Information Systems: Managing the Digital Firm Global Edition	22
Essentials of MIS, Global Edition	23
Using MIS, Global Edition	23

---



## MANAGEMENT

Supply Chain Management	24
Operations and Process Management	24
Management, Global Edition	25
Management: An Introduction	25

---



## MATHS FOR BUSINESS

Calculus with Applications, Global Edition	26
Mathematics for Economics and Business	26
Business Statistics: A Decision-making Approach, Global Edition	27

---



## STRATEGY

Strategic Management and Competitive Advantage Concepts and Cases Global Edition	28
Strategic Management: A Competitive Advantage Approach, Concepts and Cases, Global Edition	29
Exploring Strategy: Text and Cases	29

---



## MACROECONOMICS

Macroeconomics, Global Edition	30
Macroeconomics, Global Edition	30
Macroeconomics, Global Edition	31

---



## INTRO PROGRAMMING

Introduction to Java Programming and Data Structures, Global Edition	32
Absolute C++, Global Edition	32
Starting Out with C++: From Control Structures through Objects, Global Edition	33
Starting Out with Python, Global Edition	34
Visual C# How to Program, Global Edition	34



## BIOLOGY

Biology: A Global Approach, Global Edition	35
Campbell Biology in Focus, Global Edition	36



## ENGINEERING MECHANICS

Engineering Mechanics: Dynamics	37
Engineering Mechanics: Statics	37
Mechanics of Materials	38
Statics and Mechanics of Materials	38



## PHYSICS

University Physics with Modern Physics, Global Edition	39
Physics for Scientists and Engineers: A Strategic Approach with Modern Physics, Global Edition	39
Principles & Practice of Physics, Global Edition	40



## CALCULUS

Thomas' Calculus: Early Transcendentals in SI Units	41
Calculus: A Complete Course	41



## ANATOMY & PHYSIOLOGY

Fundamentals of Anatomy & Physiology, Global Edition	42
Essentials of Anatomy & Physiology, Global Edition	42
Human Anatomy & Physiology, Global Edition	43
Human Anatomy & Physiology, Global Edition	44



## CHEMISTRY

Chemistry: The Central Science in SI Units, Global Edition	45
Chemistry: A Molecular Approach, Global Edition	45
Chemistry, Global Edition	46

# MyLab<sup>TM</sup> and Mastering<sup>TM</sup>

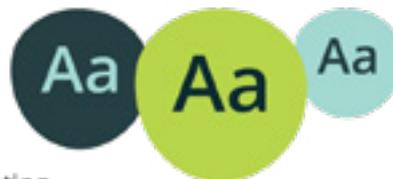
Pearson MyLab<sup>TM</sup> and Pearson Mastering<sup>TM</sup> are the world's leading collection of online homework, tutorial and assessment products and are trusted by 11 million students around the world.

## MyLab and Mastering benefits

Pearson MyLab and Mastering delivers consistent, measurable results by improving student learning outcomes, retention, and success.

### Accessibility

We care about all our students and lecturers. When creating our digital learning products, we want to ensure these are accessible and usable for people of all abilities. At Pearson we are committed to meeting global accessibility standards, which is why we have tested our MyLab and Mastering material to ensure we meet a minimum AA accessibility rating.

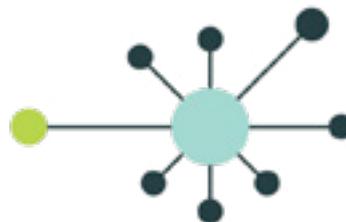


### Adaptive Learning

Adaptive Learning assesses student performance and activity in real time and, using data analytics, personalises content to reinforce concepts that target each student's strengths and weaknesses.

### Learning Management System (LMS) Integration

You can now link your institution's LMS to MyLab and Mastering. Access assignments and schedules, transfer grades with ease, and link to MyLab and Mastering content from within various Learning Management Systems.



### Writing Space

To help you develop and assess concept mastery and critical thinking through writing, we created the Writing Space in MyLab and Mastering. It's a space to create, track, and grade writing assignments, provide writing resources, and exchange meaningful, personalised feedback with students. Integrated with Turnitin®, Writing Space can also check students' work for improper citation or plagiarism.

### Reporting Dashboard

View, analyse, and report learning outcomes clearly and easily. Get the information you need to keep your students on track throughout the course, with the new Reporting Dashboard.



# MyLab<sup>TM</sup> and Mastering<sup>TM</sup> features

Designed with you, the lecturer, in mind, MyLab and Mastering features the tools you need to make your lectures as engaging and efficient as possible.



## Easily scalable and shareable content

MyLab and Mastering enables you to manage multiple class sections, and lets other instructors copy your settings so a standardised syllabus can be maintained across your department.



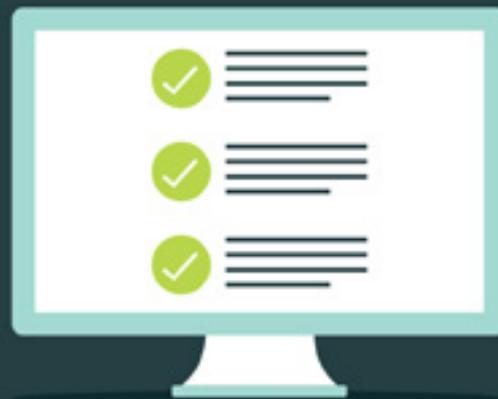
## Robust gradebook tracking

The online gradebook automatically tracks your students' results on tests, homework, and practice exercises and gives you control over managing results and calculating grades.



## Comprehensive online course content

Filled with a wealth of content that is tightly integrated with your textbook, MyLab and Mastering lets you easily add, remove, or modify existing instructional material. You can also add your own course materials to suit the needs of your students or department.



## A powerful homework and test manager

Our homework and test manager lets you create, import, and manage online homework assignments, quizzes and tests that are automatically graded.

# *Dive into digital* with our eBooks

To facilitate engaging learning, lecturers are making the switch from traditional textbooks to eBooks.

At Pearson, we provide a comprehensive range of eBooks to enhance learning in your lecture room and to help your students reach their potential. eBooks are also offered at a reduced price compared to that of the printed textbook.

We are proud to offer you the support of a trusted partner with widespread experience in implementing eBook solutions at educational institutions. Pearson eBooks are downloaded to your computer and are accessible both online and offline through the VitalSource Bookshelf app. To get the most out of your Pearson eBook, you will need to download the VitalSource Bookshelf software to your personal computer, laptop or tablet.

## Features of our eBooks

- Download and view the entire book offline.
- Highlight important sections that you can refer to at a later date. Create personal notes in your eBook that you can read and find easily.
- Search for keywords or phrases with ease.

## What to consider when purchasing eBooks

- How will I use the eBook in my classroom?
- Does my eBook provider offer training to help me and my students use eBooks effectively?
- Will I receive dedicated support to assist me with any technical issues I might experience?
- What devices will my students need in order to access their eBooks? Can my students access the eBook when they are not connected to the Internet?

Our dedicated Implementation and Support team makes it easy to set up an eBook platform at your university. We have a successful track record of eBook implementation at educational institutions.



We provide our eBooks in a variety of formats based on the needs of institutions. We provide post-implementation support and will assist you with training, if needed, to ensure that you get the most out of your Pearson eBook in order to enhance the learning experience. Our dedicated Implementation and Support team will advise you on the best way to implement eBooks based on the needs and infrastructure of your institution.

## How do I purchase Pearson eBooks?

Pearson eBooks can be purchased in two ways:

- If you are a lecturer and you require eBooks for your institution, contact your Pearson Key Account Manager or Customer Services, who will assist you in implementing eBooks based on your needs.
- If you are purchasing eBooks in small quantities, visit the Pearson eStore at <http://shop.pearson.co.za> for more information on downloading the eBooks you need. On purchasing a Pearson eBook access code, you will receive instructions on how to redeem your code and download your Pearson eBook.

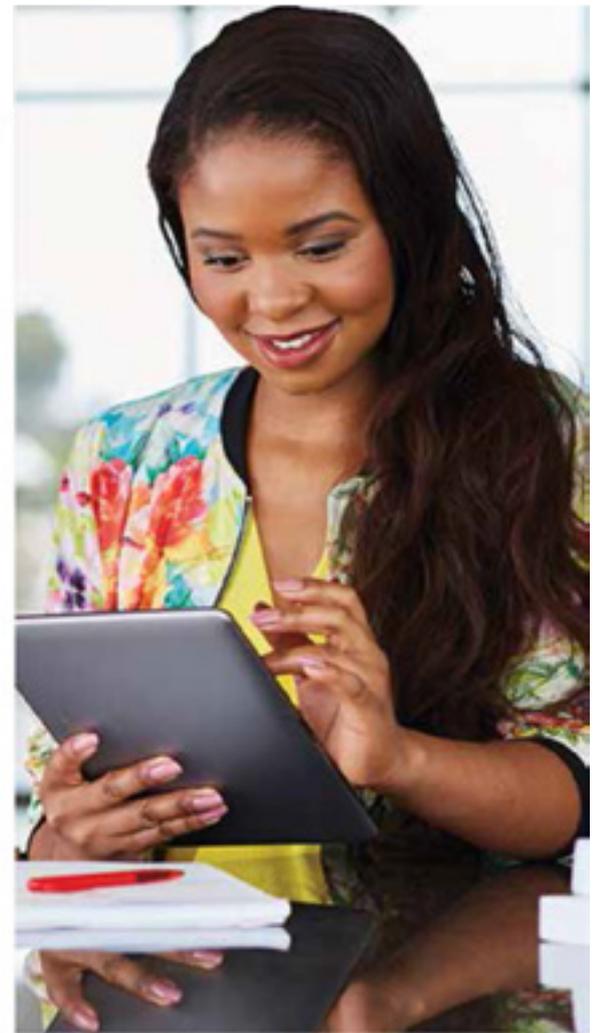
# Custom solutions

The most valuable learning takes place when content is tailored to address the needs of your students.

Lecturers know what their students need most, and with our custom solutions, you have the opportunity to create learning material that speaks to their requirements. The result is an outstanding collaboration that frees you up to concentrate on your interaction with your class, unlocking your students' potential.

## Choose the content mix that works best for you

The content of your customised product is completely up to you. Pearson creates high-quality content, from Accounting to Zoology, but you don't need to limit your choice to our materials exclusively. Although there are thousands of pages and types of content from which to choose, anything you have produced yourself can also be included in your customised product. Pearson's custom solutions give you the freedom to design your course materials based on exactly what you want to teach and in the way you would like to. Personalised content means greater engagement with your students.



### Content choices include:



Chapters from one or more of our textbooks in the subject areas of your choice



Your own authored content



Case studies from any of our partners, including Harvard Business School Publishing, Darden, Ivey and many more



Glossaries to help students studying in a second language.

### Personalisation options



Choose your own cover from our high-quality modern designs or provide your own image to create a completely bespoke cover.



Add your own name, course and university logo to the cover. Write your own preface.



Adapt the table of contents to match your lectures.



Tailor online resources to reflect your institution's needs. Choose to receive your book in print or eBook format.

## Corporate Finance, Global Edition



**Authors: Jonathan Berk,  
Peter DeMarzo**

ISBN-10: 1292160160

ISBN-13: 9781292160160

©2017

1152 pp.

Published 29 September 2016

Edition 4

### About This Product

**An emphasis on core financial principles to elevate individuals' financial decision making**

Using the unifying valuation framework based on the Law of One Price, top researchers Jonathan Berk and Peter DeMarzo have set the new canon for corporate finance textbooks.

*Corporate Finance, Fourth Edition*, blends coverage of time-tested principles and the latest advancements with the practical perspective of the financial manager, so students have the knowledge and tools they need to make sound financial decisions in their careers.

### Table of Contents

<b>1</b>	Introduction	<b>6</b>	Advanced valuation
<b>2</b>	Time, money, and interest rates	<b>7</b>	Options
<b>3</b>	Valuing projects and firms	<b>8</b>	Long-term financing
<b>4</b>	Risk and return	<b>9</b>	Short-term financing
<b>5</b>	Capital structure	<b>10</b>	Special topics

## Fundamentals of Corporate Finance, Global Edition



**Authors: Jonathan Berk,  
Peter DeMarzo, Jarrad Harford**

ISBN-10: 1292018402

ISBN-13: 9781292018409

©2015

792 pp.

Published 13 October 2014

Edition 3

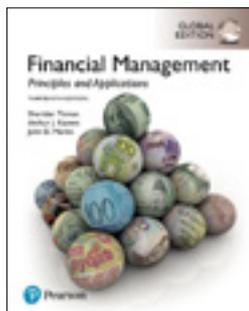
### About This Product

*Fundamentals of Corporate Finance's* applied perspective cements students' understanding of the modern-day core principles, giving them a problem-solving methodology and profiling real-life financial management practices – all within a clear valuation framework.

### Table of Contents

<b>1</b>	Introduction	<b>5</b>	Long-term financing
<b>2</b>	Interest rates and valuing cash flows	<b>6</b>	Capital structure and payout policy
<b>3</b>	Valuation and the firm	<b>7</b>	Financial planning and forecasting
<b>4</b>	Risk and return	<b>8</b>	Special topics

## Financial Management: Principles and Applications, Global Edition



**Authors: Sheridan Titman,  
Arthur J. Keown, John D. Martin**

ISBN-10: 1292222182

ISBN-13: 9781292222189

©2018

720 pp.

Published 05 October 2017

Edition 13

### About This Product

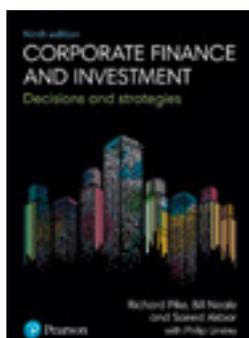
#### Develop and begin to apply financial principles

Students often struggle to see how financial concepts relate to their personal lives and prospective careers. *Financial Management: Principles and Applications* gives students a big picture perspective of finance and how it is important in their personal and professional lives. Utilizing five key principles, the 13<sup>th</sup> edition provides an approachable introduction to financial decision-making, weaving in real world issues to demonstrate the practical applications of critical financial concepts.

### Table of Contents

<b>1</b>	Introduction to Financial Management	<b>4</b>	Capital Structure and Dividend Policy
<b>2</b>	Valuation of Financial Assets	<b>5</b>	Liquidity Management and Special Topics in Finance
<b>3</b>	Capital Budgeting		

## Corporate Finance and Investment: Decisions and Strategies



**Authors: Richard Pike,  
Bill Neale, Philip Linsley,  
Saeed Akbar**

ISBN-10: 1292208546

ISBN-13: 9781292208541

©2018

880 pp.

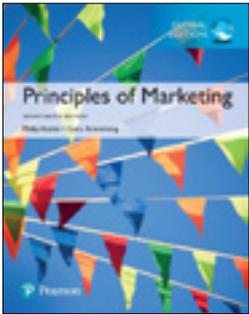
Edition 9

### New To This Edition

Taking an international perspective to corporate finance, the latest edition of *Corporate Finance and Investment* is a highly-regarded and established text for students who want to understand the principles of corporate finance and develop the key tools to apply it.

The ninth edition has been revised to include topical issues in valuation, working capital, capital structure, the dividend decision, Islamic finance, risk and risk management, and behavioural finance. With its focus on strategic issues of finance in a business setting, this text uses the latest financial and accounting data, articles and research papers to effectively demonstrate how, and to what extent, the theory can be applied to practical issues in corporate finance.

## Principles of Marketing, Global Edition



**Authors: Philip T. Kotler, Gary Armstrong**

Edition 17  
 ISBN-10: 1292220171  
 ISBN-13: 9781292220178  
 Published: 27/07/2017  
 736pp.  
 Edition 17

### About This Product

The text's innovative customer-value and engagement framework ties together key concepts, and details how marketing creates customer value and captures value in return. From beginning to end, this marketing process model builds on five major customer value and engagement themes:

- Creating value for customers in order to capture value in return
- Engaging with customers using today's digital and social media
- Building and managing strong, value-creating brands
- Measuring and managing return on marketing
- Fostering sustainable marketing around the globe

### Table of Contents

<b>1</b>	Defining Marketing and the Marketing Process	<b>3</b>	Designing a Customer Value-driven Strategy and Mix
<b>2</b>	Understanding the Marketplace and Consumer Value	<b>4</b>	Extending Marketing

## Marketing Management, Global Edition



**Authors: Philip Kotler, Kevin Lane Keller**

ISBN-10: 1292092629  
 ISBN-13: 9781292092621  
 ©2016  
 832 pp.  
 Published 30 April 2015  
 Edition 15

### New To This Edition

#### The gold standard for today's marketing management

Stay on the cutting-edge with the gold standard text that reflects the latest in marketing theory and practice. The world of marketing is changing everyday – and in order for students to have a competitive advantage, they need a textbook that reflects the best of today's marketing theory and practices. Marketing Management is the gold standard marketing text because its content and organization consistently reflect the latest changes in today's marketing theory and practice.

### Table of Contents

<b>1</b>	Understanding Marketing Management	<b>5</b>	Shaping the Market Offerings
<b>2</b>	Capturing Marketing Insights	<b>6</b>	Delivering Value
<b>3</b>	Connecting with Customers	<b>7</b>	Communicating Value
<b>4</b>	Building Strong Brands	<b>8</b>	Managing the Marketing Organization

## Organizational Behavior, Global Edition



**Authors: Stephen P. Robbins,  
Timothy A. Judge**

ISBN-10: 129225923X

ISBN-13: 9781292259239

©2019

776 pp.

Edition 18

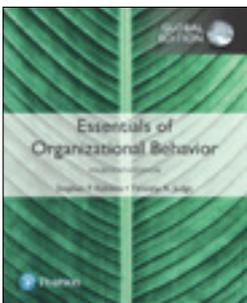
### About This Product

The world's most successful *Organizational Behavior* textbook provides the research you want, in the language your students understand. This text makes current, relevant research come alive for readers. The 18<sup>th</sup> Edition reflects the most recent research and business events within the field of organizational behavior, while maintaining its hallmark features – a clear writing style, cutting-edge content, and intuitive pedagogy.

### Table of Contents

<b>1</b>	What is Organizational Behavior?	<b>10</b>	Understanding Work Teams
<b>2</b>	Diversity in Organizations	<b>11</b>	Communication
<b>3</b>	Attitudes and Job Satisfaction	<b>12</b>	Leadership
<b>4</b>	Emotions and Moods	<b>13</b>	Power and Politics
<b>5</b>	Personality and Values	<b>14</b>	Conflict and Negotiation
<b>6</b>	Perception and Individual Decision Making	<b>15</b>	Foundations of Organization Structure
<b>7</b>	Motivation Concepts	<b>16</b>	Organizational Culture
<b>8</b>	Motivation: From Concepts to Applications	<b>17</b>	Human Resource Policies and Practices
<b>9</b>	Foundations of Group Behavior	<b>18</b>	Organizational Change and Stress Management Comprehensive Cases

## Essentials of Organizational Behavior, Global Edition



**Authors: Stephen P. Robbins,  
Timothy A. Judge**

ISBN-10: 1292221410

ISBN-13: 9781292221410

©2018

400 pp.

Published 21 November 2017

Edition 14

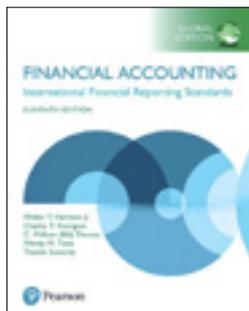
### About This Product

*Essentials of Organizational Behavior* teaches students how to communicate and interact within organizations, through real-world scenarios. The text offers comprehensive coverage of key organizational behavior (OB) concepts, making each lesson engaging and easy to absorb. Students can use the book's concepts to apply what they've learned to their own education, future career plans, and other organizational endeavors.

### Table of Contents

<b>1</b>	Welcome to the World of OB	<b>10</b>	Basics of Group Behavior
<b>2</b>	Attitudes	<b>11</b>	From Groups to Team
<b>3</b>	Emotions	<b>12</b>	Characteristics of Leaders
<b>4</b>	Personality Factors	<b>13</b>	Power and Politics in Organizations
<b>5</b>	Perceptual Processes	<b>14</b>	Conflict in Organizations
<b>6</b>	Valuing Diversity	<b>15</b>	Organization Structure and Design
<b>7</b>	Basic Motivation	<b>16</b>	Creating and Maintaining Organizational Culture
<b>8</b>	Applied Motivation	<b>17</b>	Organizational Change
<b>9</b>	Communication		

## Financial Accounting: International Financial Reporting Standards, Global Edition



**Author: Walter T. Harrison  
Charles T. Horngren,  
C. William Thomas, Wendy M Tietz**

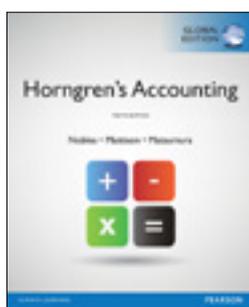
ISBN-10: 1292211148  
ISBN-13: 9781292211145  
816pp.  
Published January 2018  
Edition 11

### About This Product

A user-focused approach and solid foundation in the construction and analysis of financial statements for use in future courses and careers. *Financial Accounting: International Financial Reporting Standards* (IFRS) continues to give readers a solid foundation in the fundamentals of accounting and the basics of financial statements under IFRS, and then builds upon that foundation to offer more advanced and challenging concepts and problems. This approach helps students to better understand the meaning and relevance of financial information and develop the skills needed to analyze financial information in both their courses and careers.

Table of Contents	
1	Conceptual Framework and Financial Statements
2	Recording Business Transactions
3	Accrual Accounting
4	Presentation of Financial Statements
5	Internal Control, Cash, and Receivables
6	Inventory and Merchandising Operations
7	PPE and Intangibles
8	Operations
9	Liabilities
10	Stockholders' Equity
11	Cash Flows
12	Financial Statement Analysis

## Horngren's Accounting, Global Edition



**Authors: Tracie L. Noble,  
Brenda L. Mattison,  
Ella Mae Matsumura**

ISBN-10: 1292056517  
ISBN-13: 9781292056517  
©2015  
1800 pp.  
Published 02 September 2014  
Edition 10

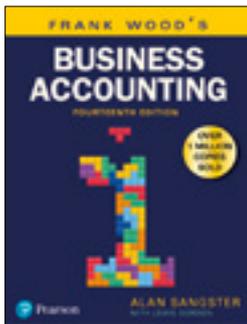
### About This Product

The tenth edition of *Horngren's Accounting* presents the core content of the accounting course in a fresh format designed to help today's learners succeed.

Built upon the foundation of the Horngren franchise, this new edition was created by an all-new author team who sought to bridge the gap between textbook content and classroom instruction techniques.

Table of Contents	
1	Accounting and the Business Environment
2	Recording Business Transactions
3	The Adjusting Process
4	Completing the Accounting Cycle
5	Merchandising Operations
6	Merchandise Inventory
7	Accounting Information Systems
8	Internal Control and Cash
9	Receivables
10	Plant Assets, Natural Resources, and Intangibles
11	Current Liabilities and Payroll
12	Partnerships
13	Corporations
14	Long-Term Liabilities
15	Investments
16	The Statement of Cash Flows
17	Financial Statement Analysis
18	Introduction to Managerial Accounting
19	Job Order Costing
20	Process Costing
21	Cost-Volume-Profit Analysis
22	Master Budgets
23	Flexible Budgets and Standard Cost Systems
24	Cost Allocation and Responsibility Accounting
25	Short-Term Business Decisions
26	Capital Investments Decisions

## Frank Wood's Business Accounting Volume 1



**Authors: Alan Sangster, Frank Wood**

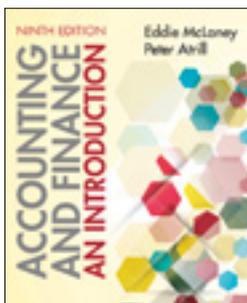
ISBN-10: 1292208627  
 ISBN-13: 9781292208626  
 ©2018  
 820 pp.  
 Edition 14

### About This Product

*Frank Wood's Business Accounting Volume 1*, the world's best-selling textbook on book-keeping and accounting, continues to provide an indispensable introduction for students and professionals across the globe.

Table of Contents	
<b>1</b>	Introduction to financial accounting
<b>2</b>	Books and transactions
<b>3</b>	Financial statements
<b>4</b>	Accounting today
<b>5</b>	Adjustments for financial statements
<b>6</b>	Checks and errors
<b>7</b>	Special accounting procedures
<b>8</b>	Partnership accounts and company accounts
<b>9</b>	An introduction to financial analysis
<b>10</b>	An introduction to management accounting

## Accounting and Finance: An Introduction 9th edition



**Authors: Eddie McLoney, Peter Atrill**

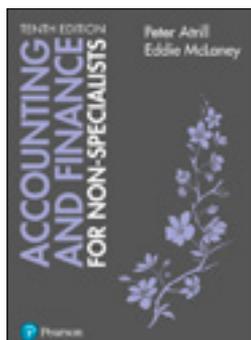
ISBN-10: 1292204486  
 ISBN-13: 9781292204482  
 ©2018  
 904 pp.  
 Edition 9

### About This Product

*Accounting and Finance: An Introduction*, now in its ninth edition, contains all the information you need to start your business career. With its use of practical techniques and real-world examples, this best-selling text teaches you the basics of understanding and using financial information.

Table of Contents	
<b>Part 1 Financial accounting</b>	
<b>1</b>	Introduction to accounting and finance
<b>2</b>	Measuring and reporting financial position
<b>3</b>	Measuring and reporting financial performance
<b>4</b>	Accounting for limited companies (1)
<b>5</b>	Accounting for limited companies (2)
<b>6</b>	Measuring and reporting cash flows
<b>7</b>	Analysing and interpreting financial statements
<b>Part 2 Management accounting</b>	
<b>8</b>	Making management decisions
<b>9</b>	Cost-volume-profit analysis
<b>10</b>	Full costing
<b>11</b>	Costing and performance evaluation in a competitive environment
<b>12</b>	Budgeting
<b>13</b>	Accounting for control
<b>Part 3 Financial management</b>	
<b>14</b>	Making capital investment decisions
<b>15</b>	Financing a business
<b>16</b>	Managing working capital
<b>Part 4 Supplementary information</b>	

## Accounting and Finance for Non-Specialists



**Author: Peter Atrill, Eddie McLaney**

ISBN-10: 1292135603

ISBN-13: 9781292135601

576pp.

Published January 2017

Edition 10

### About This Product

The tenth edition of this market-leading text offers an accessible, effective introduction to key accounting and finance topics. If you are new to accounting, or are studying a degree in accounting, this book will help you get to grips with the important principles of accounting and how to apply your learning to real-world business scenarios in a user-friendly manner.

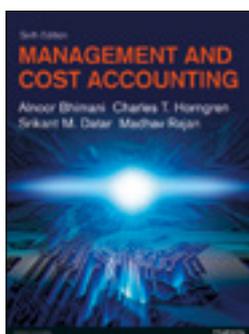
Accessible step-by-step approach helps you master the subject one step at a time. Real-world examples provide opportunities to apply and develop techniques. Progress checks, activities and exercises reinforce learning.

### New to this Edition

- Increased number of activities
- New and updated real-world cases to help students understand the theory in practice
- Up-to-date coverage, including the latest IFRSs

Table of Contents			
<b>1</b>	Introduction to accounting	<b>7</b>	Recognising and reporting assets and liabilities
<b>2</b>	Measuring and reporting financial position	<b>8</b>	Analysing and interpreting financial statements
<b>3</b>	Measuring and reporting financial performance	<b>9</b>	Analysing and interpreting financial statements (2)
<b>4</b>	Accounting for limited companies (1)	<b>10</b>	Reporting the financial results of groups of companies
<b>5</b>	Accounting for limited companies (2)	<b>11</b>	Increasing the scope of financial reporting
<b>6</b>	Measuring and reporting cash flows	<b>12</b>	Governing a company

## Management and Cost Accounting



**Author: Alnoor Bhimani, Charles T. Horngren, Srikant M. Datar, Madhav Rajan**

ISBN-10: 1292063467

ISBN-13: 9781292063461

992pp.

Published March 2015

Softcover

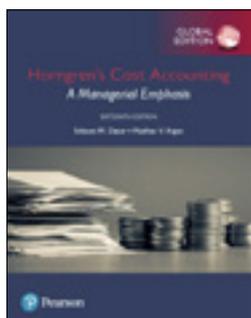
Edition 6

### About This Product

This popular text offers clear and comprehensive coverage of management and cost accounting for students and professionals. *Management and Cost Accounting* is the European adaptation of Horngren, Datar and Rajan's leading US text, *Cost Accounting: A Managerial Emphasis*. The content has been significantly revised to reflect management accounting syllabi across Europe. Rich in examples and real-life applications, *Management and Cost Accounting* brings technical and theoretical concepts to life.

Table of Contents			
<b>1</b>	Management and cost accounting fundamentals	<b>4</b>	Management control systems and performance issues
<b>2</b>	Accounting information for decision making	<b>5</b>	Quality, time and the strategic management of costs
<b>3</b>	Planning and budgetary control systems		

## Horngren's Cost Accounting: A Managerial Emphasis, Global Edition



**Authors: Srikant M. Datar**

**Madhav V. Rajan**

ISBN-13: 9781292211541

ISBN-10: 1292211547

992pp.

Published May 2017

Softcover

Edition 16

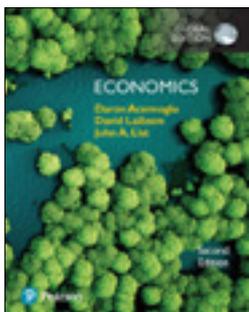
### About this Product

*Horngren's Cost Accounting* defines the cost accounting market and continues to innovate today by consistently integrating the most current practice and theory into the text.

This acclaimed, market-leading text emphasizes the basic theme of "different costs for different purposes," and reaches beyond cost accounting procedures to consider concepts, analyses, and management.

Table of Contents			
<b>1</b>	The Manager and Management Accounting	<b>13</b>	Pricing Decisions and Cost Management
<b>2</b>	An Introduction to Cost Terms and Purposes	<b>14</b>	Cost Allocation, Customer-Profitability Analysis, and Sales-Variance Analysis
<b>3</b>	Cost–Volume–Profit Analysis	<b>15</b>	Allocation of Support – Department Costs, Common Costs, and Revenues
<b>4</b>	Job Costing	<b>16</b>	Cost Allocation: Joint Products and Byproducts
<b>5</b>	Activity-Based Costing and Activity-Based Management	<b>17</b>	Process Costing
<b>6</b>	Master Budget and Responsibility Accounting	<b>18</b>	Spoilage, Rework, and Scrap
<b>7</b>	Flexible Budgets, Direct-Cost Variances, and Management Control	<b>19</b>	Balanced Scorecard: Quality and Time
<b>8</b>	Flexible Budgets, Overhead Cost Variances, and Management Control	<b>20</b>	Inventory Management, Just-in-Time, and Simplified Costing Methods
<b>9</b>	Inventory Costing and Capacity Analysis	<b>21</b>	Capital Budgeting and Cost Analysis
<b>10</b>	Determining How Costs Behave	<b>22</b>	Management Control Systems, Transfer Pricing, and Multinational Considerations
<b>11</b>	Decision Making and Relevant Information	<b>23</b>	Performance Measurement, Compensation, and Multinational
<b>12</b>	Strategy, Balanced Scorecard, and Strategic Profitability Analysis		

## Economics, Global Edition



**Authors: Daron Acemoglu, David Laibson, John List**

ISBN-10: 1292214503

ISBN-13: 9781292214504

©2019

824 pp.

Edition 2

### About This Product

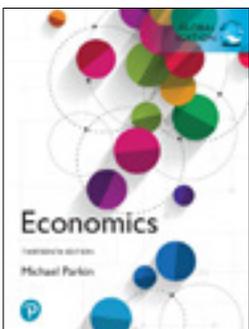
Taking a fresh approach, the authors use the themes of optimization, equilibrium, and empiricism to illustrate the power of simple economic ideas, and their ability to explain, predict, and improve what happens in the world. Each chapter begins with an empirical question that is later answered using data in the Evidence-Based Economics feature. As a result of the text's practical emphasis, students learn to apply economic principles to guide the decisions they make in their own lives.

### Teach economics through three unified themes

Three key principles – optimization, equilibrium, and empiricism – lie at the heart of the authors' approach. Chapters 1 to 4 introduce these key themes, and lay the groundwork for understanding the economic way of thinking about the world.

- 1. Optimization.** The first principle – that people try to choose the best available option – is optimization. Economists believe that optimization explains most choices people make, including minor decisions such as whether to eat a cheeseburger, and major decisions such as deciding whom to date or marry. When people fail to optimize perfectly, economic reasoning can be used to analyze the mistake and to suggest a better course of action.
- 1. Equilibrium.** Economic systems tend toward equilibrium, wherein each economic actor feels that he or she cannot do any better by picking another course of action. This principle highlights the connections among economic actors and their choices. In a state of equilibrium, consumers and purveyors of goods and services are simultaneously optimizing, and their behaviors are consequently intertwined.
- 1. Empiricism.** While the first two key principles are conceptual, the third is methodological. Economists use data to test economic theories, learn about the world, and speak to policymakers. The emphasis on matching theories with real-world data to answer specific questions helps to show students the evidence behind the theory, making economics concrete, interesting, and fun.

## Economics, Global Edition



**Author: Michael Parkin**

ISBN-10: 1292255463

ISBN-13: 9781292255460

©2019

864 pp.

Edition 13

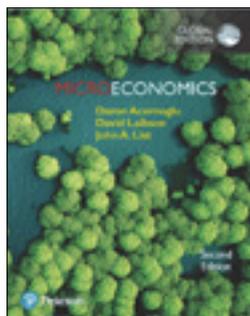
### About This Product

#### An intuitive and grounded approach to economics

Get students to think like economists using the latest policy and data while incorporating global issues. *Economics, 13<sup>th</sup> Edition* builds on the foundation of the previous edition and retains a thorough and careful presentation of the principles of economics. The text emphasizes real-world applications, the development of critical-thinking skills, diagrams renowned for their pedagogy and clarity, and path-breaking technology. As a hallmark feature, the chapter openings and endings encourage students to think critically about a news article relating to the issue, demonstrating how thinking like an economist can bring a clearer perspective to and deeper understanding of today's events.

Table of Contents			
<b>1</b>	Introduction	<b>6</b>	Factor markets, inequality, and uncertainty
<b>2</b>	How markets work	<b>7</b>	Monitoring macroeconomic performance
<b>3</b>	Households' choices	<b>8</b>	Macroeconomic trends
<b>4</b>	Firms and markets	<b>9</b>	Macroeconomic fluctuations
<b>5</b>	Market failure and government	<b>10</b>	Macroeconomic policy

## Microeconomics, Global Edition



**Authors: Daron Acemoglu, David Laibson, John List**

ISBN-10: 129221435X

ISBN-13: 9781292214351

600 pp.

Published June 2018

Softcover

Edition 2

### About this Product

Throughout *Microeconomics, 2nd Edition*, authors Daron Acemoglu, David Laibson and John List use real economic questions and data to help students learn about the world around them. Taking a fresh approach, they use the themes of optimization, equilibrium and empiricism to not only illustrate the power of simple economic ideas, but also to explain and predict what's happening in today's society. Each chapter begins with an empirical question that is relevant to the life of a student, and is later answered using data in the Evidence-Based Economics feature. As a result of the text's practical emphasis, students will learn to apply economic principles to guide the decisions they make in their own lives.

Table of Contents			
<b>Part 1 Introduction to Economics</b>		<b>10</b>	
<b>1</b>	The Principles and Practice of Economics	<b>11</b>	
<b>2</b>	Economic Methods and Economic Questions	<b>Part 3 Market Structure</b>	
<b>3</b>	Optimization: Doing the Best You Can	<b>12</b>	Monopoly
<b>4</b>	Demand, Supply, and Equilibrium	<b>13</b>	Game Theory and Strategic Play
<b>Part 2 Foundations of Microeconomics</b>		<b>14</b>	Oligopoly and Monopolistic Competition
<b>5</b>	Consumers and Incentives	<b>Part 4 Extending the Microeconomic toolbox</b>	
<b>6</b>	Sellers and Incentives	<b>15</b>	Trade-offs Involving Time and Risk
<b>7</b>	Perfect Competition and the Invisible Hand	<b>16</b>	The Economics of Information
<b>8</b>	Trade	<b>17</b>	Auctions and Bargaining
<b>9</b>	Externalities and Public Goods	<b>18</b>	Social Economics

## Macroeconomics, Global Edition



**Authors: Daron Acemoglu, David Laibson, John List**

ISBN-10: 129225291X

ISBN-13: 9781292252919

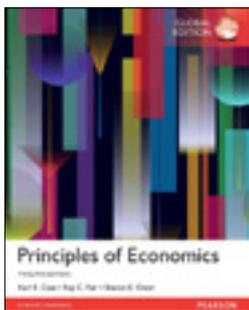
©2019

448 pp.

Edition 2

Table of Contents			
<b>I. Introduction to Economics</b>		<b>IV. Equilibrium in the Macroeconomy</b>	
<b>1</b>	The Principles and Practice of Economics	<b>9</b>	Employment and Unemployment
<b>2</b>	Economic Methods and Economic Questions	<b>10</b>	Credit Markets
<b>3</b>	Optimization: Doing the Best You Can	<b>11</b>	The Monetary System
<b>4</b>	Demand, Supply, and Equilibrium	<b>V. Short-Run Fluctuations and Macroeconomic Policy</b>	
<b>II. Introduction to Macroeconomics</b>		<b>12</b>	Short-Run Fluctuations
<b>5</b>	The Wealth of Nations: Defining and Measuring Macroeconomic Aggregates	<b>13</b>	Countercyclical Macroeconomic Policy
<b>6</b>	Aggregate Incomes	<b>VI. Macroeconomics in a Global Economy</b>	
<b>III. Long-Run Growth and Development</b>		<b>14</b>	Macroeconomics and International Trade
<b>7</b>	Economic Growth	<b>15</b>	Open Economy Macroeconomics
<b>8</b>	Why Isn't the Whole World Developed?		

## Principles of Economics, Global Edition



**Authors:** Karl E. Case ,  
Ray C. Fair, Sharon E Oster

ISBN-10: 1292152567

ISBN-13: 9781292152561

816 pp.

Published March 2016

Edition 12

Softcover

### About This Product

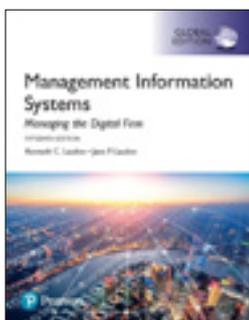
#### An Introduction to the Functioning of the Economy and the Power and Breadth of Economics

Reviewers tell us that Case/Fair/Oster is one of the all-time bestselling Principles of Economics texts because they trust it to be clear, thorough, and complete. Readers of *Principles of Economics, 12<sup>th</sup> Edition, Global Edition*, come away with a basic understanding of how market economies function, an appreciation for the things they do well, and a sense of things they do poorly. With the latest research and added exercises, students begin to learn the art and science of economic thinking and start to look at some policy and even personal decisions in a different way.

Table of Contents	
1	Introduction To Economics
2	The Market System
3	Market Imperfections and the Role of Government
4	Concepts and Problems in Macroeconomics
5	The Core of Macroeconomic Theory
6	Further Macroeconomics Issues
7	The World Economy
8	Methodology

# Management Information systems

## Management Information Systems: Managing the Digital Firm, Global Edition



**Authors:** Jane P. Laudon,  
Kenneth C. Laudon

ISBN-10:129221175X

ISBN-13: 9781292211756

©2017

672 pp.

Edition 15

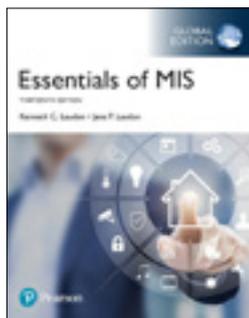
Softcover

### About this Product

Featuring comprehensive coverage of new technologies and applications, while also considering their impact on business models and decision-making, *Management Information Systems* enhances learning through vivid examples designed to capture the imaginations of all students. As they build sought-after skills for the modern workplace, students will learn to lead management discussions and drive decisions about their firm's information systems.

Table of Contents	
1	Information Systems in Global Business Today
2	Global E-business and Collaboration
3	Information Systems, Organizations, and Strategy
4	Ethical and Social Issues in Information Systems
5	IT Infrastructure and Emerging Technologies
6	Foundations of Business Intelligence: Databases and Information Management
7	Telecommunications, the Internet, and Wireless Technology
8	Securing Information Systems
9	Achieving Operational Excellence and Customer Intimacy: Enterprise Applications
10	E-commerce: Digital Markets, Digital Goods
11	Managing Knowledge
12	Enhancing Decision Making
13	Building Information Systems
14	Managing Projects
15	Managing Global Systems

## Essentials of MIS, Global Edition



**Authors: Kenneth C. Laudon, Jane Laudon**

ISBN-10: 1292253355

ISBN-13: 9781292253350

©2019

544 pp.

Edition 13

business cases illustrate how companies have identified, and ultimately solved, key business challenges using information systems and technologies. Through the use of *Essentials of MIS*, students will be able to participate in, and even lead, management discussions of information systems for a firm. The 13<sup>th</sup> edition consists of 12 chapters with hands-on projects that cover the most essential topics in MIS. In addition to the core text, this edition includes a Video Case Package consisting of 28 video case studies and 10 instructional videos to illustrate business uses of information systems, explain new technologies, and explore concepts. The knowledge and information in this book will be most valuable to students throughout their business careers.

### About This Product

Essentials of MIS is an in-depth look at how today's businesses use information technologies and systems to achieve their corporate objectives. Current real-world

### Table of Contents

<b>I. Information Systems in the Digital Age</b>		<b>7</b>	Telecommunications, the Internet, and Wireless Technology
<b>1</b>	Business Information Systems in Your Career	<b>8</b>	Securing Information Systems
<b>2</b>	Global E-business and Collaboration	<b>III. Key System Applications for the Digital Age</b>	
<b>3</b>	Achieving Competitive Advantage with Information Systems	<b>9</b>	Achieving Operational Excellence and Customer Intimacy: Enterprise Applications
<b>4</b>	Ethical and Social Issues in Information Systems	<b>10</b>	E-commerce: Digital Markets, Digital Goods
<b>II. Information Technology Infrastructure</b>		<b>11</b>	Improving Decision Making and Managing Knowledge
<b>5</b>	IT Infrastructure: Hardware and Software	<b>V. Building and Managing Systems</b>	
<b>6</b>	Foundations of Business Intelligence: Databases and Information Management	<b>12</b>	Building Information Systems and Managing Projects

## Using MIS, Global Edition



**Authors: David M. Kroenke, Randall J. Boyle**

ISBN-10: 1292222506

ISBN-13: 9781292222509

©2018

600 pp.

Published 20 November 2017

Edition 10

### About This Product

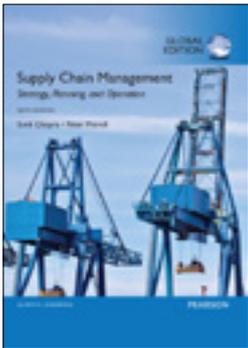
**Help your students master the most important business course they'll take**

Technology is rapidly changing the way organizations do business – and knowledge of MIS is critical to keeping up. Comprehensive and up-to-date, *Using MIS* shows students how organizations use information systems to solve business problems every day. The tenth edition now includes new content on using virtual reality and artificial intelligence, along with 11 new Career Guides, five new Ethics Guides, and five new Security Guides.

### Table of Contents

<b>I. Why MIS?</b>		<b>III. Using IS for Competitive Advantage</b>	
<b>1</b>	The Importance of MIS	<b>7</b>	Processes, Organizations, and Information Systems
<b>2</b>	Collaboration Information Systems	<b>8</b>	Social Media Information Systems
<b>3</b>	Strategy and Information Systems	<b>9</b>	Business Intelligence Systems
<b>II. Information Technology</b>		<b>IV. Information Systems Management</b>	
<b>4</b>	Hardware, Software, and Mobile Systems	<b>10</b>	Information Systems Security
<b>5</b>	Database Processing	<b>11</b>	Information Systems Management
<b>6</b>	The Cloud	<b>12</b>	Information Systems Development

## Supply Chain Management: Strategy, Planning, and Operation, Global Edition



**Authors: Sunil Chopra,  
Peter Meindl**  
ISBN-10: 1292093560  
ISBN-13: 9781292093567  
©2015  
528 pp.  
Edition 6

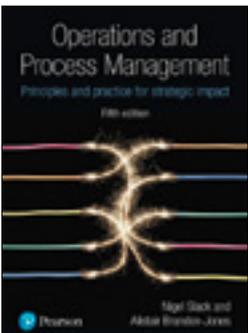
### About This Product

The Sixth Edition weaves in compelling case study examples, providing students with clear insight into how good supply chain management offers a competitive advantage. On the flip side, students also learn the dangers of poor supply chain management, and how it can damage an organization's overall health and performance.

Using a strategic framework, students are guided through all of the key drivers of supply chain performance, including facilities, inventory, transportation, information, sourcing, and pricing. By the end of the course, students will walk away with a deep understanding of supply chains and a firm grasp on the practical managerial levers to pull in order to improve supply chain performance.

Table of Contents	
1	Building a strategic framework to analyze supply chains
2	Designing the supply chain network
3	Planning and coordinating demand and supply in a supply chain
4	Planning and managing inventories in a supply chain
5	Designing and planning transportation networks
6	Managing cross-functional drivers in a supply chain
7	Online chapter

## Operations and Process Management



**Authors: Nigel Slack,  
Alistair Brandon-Jones**  
ISBN-10: 129217613X  
ISBN-13: 9781292176130  
©2018  
600 pp.  
Edition 5  
Hardcover

### About This Product

Written by best-selling authors in their field, the fifth edition of *Operations and Process Management* inspires a critical and applied mastery of the core principles and processes which are fundamental to successfully managing business operations. Approaching the subject from a managerial perspective, this innovative text provides clear and concise coverage of the nature, principles, and practice of operations and process management.

Table of Contents	
1	Operations and processes
2	Operations and strategic impact
3	Product and service innovation
4	Operations scope and structure
5	Process design 1 – positioning
6	Process design 2 – analysis
7	Supply chain management
8	Capacity management
9	Inventory management
10	Resource planning and control
11	Lean synchronisation
12	Improvement
13	Quality management
14	Risk and resilience
15	Project management

## Management, Global Edition



**Authors: Stephen P. Robbins,  
Mary A. Coulter**

ISBN-10: 1292215836

ISBN-13: 9781292215839

©2018

752 pp.

Published 20 October 2017

Edition 14

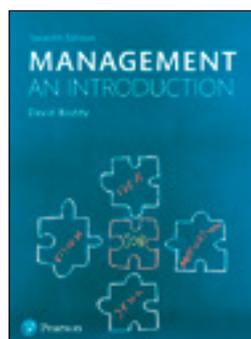
### About This Product

#### REAL managers, REAL experiences

With a renewed focus on skills and careers, the new edition of this bestselling text can help better prepare your students to enter the job market. *Management, 14<sup>th</sup> Edition* vividly illustrates effective management theories by incorporating the perspectives of real-life managers. Through examples, cases, and hands-on exercises, students will see and experience management in action, helping them understand how the concepts they're learning actually work in today's dynamic business world.

Table of Contents			
1	Introduction to Management	4	Organizing
2	Basics of Managing in Today's Workplace	5	Leading
3	Planning	6	Controlling

## Management: An Introduction



**Author: David Boddy**

ISBN-10: 1292088591

ISBN-13: 9781292088594

©2017

720 pp.

Published 12 October 2016

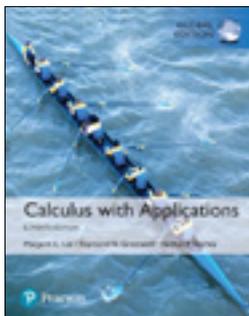
Edition 7

### About This Product

David Boddy's market-leading text is the one guide today's students and tomorrow's managers need to read. A comprehensive introduction to the themes and functions of management, this book is an accessible and academically rigorous guide through the field. It takes an introductory approach to the study of management, which makes it the ideal text to accompany a first course in management, either as an undergraduate or postgraduate.

Table of Contents			
1	Managing in organisations	11	Human resource management
2	Models of management	12	Information systems and e-business
3	Organisation cultures and contexts	13	Creativity, innovation and change
4	Managing internationally	14	Influencing
5	Corporate responsibility	15	Motivating
6	Planning	16	Communicating
7	Decision making	17	Teams
8	Managing strategy	18	Managing operations and quality
9	Managing marketing	19	Performance measurement and control
10	Organisation structure	20	Finance and budgetary control

## Calculus with Applications, Global Edition



**Authors: Margaret L. Lial,  
Raymond N. Greenwell,  
Nathan P. Ritchey**  
ISBN-10: 1292108975  
ISBN-13: 9781292108971  
©2016  
840 pp.  
Edition 11

### About this Product

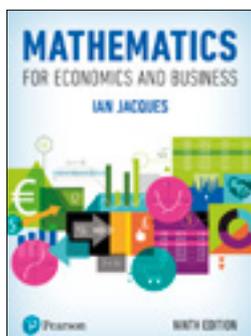
For freshman/sophomore, 2-semester (2 – 3 quarter) courses covering applied calculus for students in business, economics, social sciences, or life sciences.

*Calculus with Applications* by Lial, Greenwell and Ritchey, is our most applied text to date, making the math relevant and accessible for students of business, life science, and social sciences. Current applications, many using real data, are incorporated in numerous forms throughout the book, preparing students for success in their professional careers. With this edition, students will find new ways to help them learn the material, such as Warm-Up Exercises and added “help text” within examples.

### R. Algebra Reference

<b>1</b>	Linear Functions	<b>8</b>	Further Techniques and Applications of Integration
<b>2</b>	Nonlinear Functions	<b>9</b>	Multivariable Calculus
<b>3</b>	The Derivative	<b>10</b>	Differential Equations
<b>4</b>	Calculating the Derivative	<b>11</b>	Probability and Calculus
<b>5</b>	Graphs and the Derivative	<b>12</b>	Sequences and Series
<b>6</b>	Applications of the Derivative	<b>13</b>	The Trigonometric Functions
<b>7</b>	Managing Human Resources		

## Mathematics for Economics and Business



**Author: Ian Jacques**  
ISBN-10: 129219166X  
ISBN-13: 9781292191669  
752 pp.  
Published February 2018  
Edition 9

### About This Product

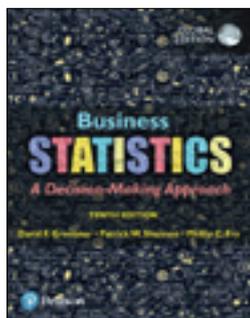
This is an essential resource for anyone studying mathematics as part of their economics, management or business course.

*Mathematics for Economics and Business* assumes very little prior knowledge of mathematics, starting with the basics and gradually building up to more advanced topics, making it suitable for use on both low- and high-level quantitative methods courses. Now in its ninth edition, the book has even more examples and practice questions, encouraging students to tackle problems for themselves as they read through each section. Worked examples clearly illustrate the link between mathematics and the business world and more challenging questions for those with advanced mathematical knowledge are included in starred sections. Detailed solutions to all questions are provided so that students can check their own progress, making it an ideal text for self-study.

### Table of Contents

<b>1</b>	Linear Equations	<b>6</b>	Integration
<b>2</b>	Non-Linear Equations	<b>7</b>	Matrices
<b>3</b>	Mathematics of Finance	<b>8</b>	Linear Programming
<b>4</b>	Differentiation	<b>9</b>	Dynamics
<b>5</b>	Partial Differentiation		

## Business Statistics: A Decision-making Approach, Global Edition



**Authors: David F. Groebner,  
Patrick W. Shannon, Phillip C. Fry**

ISBN-10: 1292220384

ISBN-13: 9781292220383

©2018

864 pp.

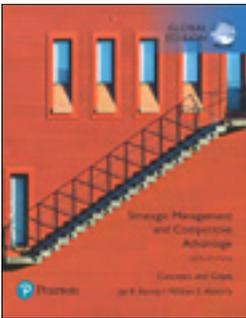
Published 05 January 2018

### About this Product

*Business Statistics: A Decision-Making Approach* provides students with an introduction to business statistics and to the analysis skills and techniques needed to make successful real-world business decisions. Written for students of all mathematical skill levels, the authors present concepts in a systematic and ordered way, drawing from their own experience as educators and consultants. Rooted in the theme that data are the starting point, *Business Statistics* champions the need to use and understand different types of data and data sources to be effective decision makers. This new edition integrates Microsoft Excel™ throughout as a way to work with statistical concepts and give students a resource that can be used in both their academic and professional careers.

Table of Contents			
<b>1</b>	The Where, Why, and How of Data Collection	<b>11</b>	Estimation and Hypothesis Testing for Two Population Parameters
<b>2</b>	Graphs, Charts, and Tables—Describing Your Data	<b>12</b>	Hypothesis Tests and Estimation for Population Variances
<b>3</b>	Describing Data Using Numerical Measures	<b>13</b>	Analysis of Variance
<b>4</b>	Chapters 1 – 3 Special Review Section	<b>14</b>	Chapters 8 – 12 Special Review Section
<b>5</b>	Introduction to Probability	<b>15</b>	Goodness-of-Fit Tests and Contingency Analysis
<b>6</b>	Discrete Probability Distributions	<b>16</b>	Introduction to Linear Regression and Correlation Analysis
<b>7</b>	Introduction to Continuous Probability Distributions	<b>17</b>	Multiple Regression Analysis and Model Building
<b>8</b>	Introduction to Sampling Distributions	<b>18</b>	Analyzing and Forecasting Time-Series Data
<b>9</b>	Estimating Single Population Parameters	<b>19</b>	Introduction to Nonparametric Statistics
<b>10</b>	Introduction to Hypothesis Testing	<b>20</b>	Introducing Business Analytics

## Strategic Management and Competitive Advantage: Concepts and Cases, Global Edition



**Authors: Jay B. Barney,  
William S. Hesterly**

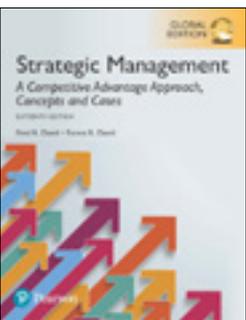
ISBN-10: 1292258047  
ISBN-13: 9781292258041  
©2019  
544 pp.  
Edition 6

### About this Product

For courses in strategy and strategic management. Core strategic management concepts without the excess *Strategic Management and Competitive Advantage: Concepts and Cases* strips out the unnecessary, by presenting material that answers the question: does this concept help students analyze real business situations?

Each chapter has four short sections that cover specific issues in depth, allowing professors to adapt the text to their particular needs.

## Strategic Management: A Competitive Advantage Approach, Concepts and Cases, Global Edition



**Authors: Fred R. David,  
Forest R. David**

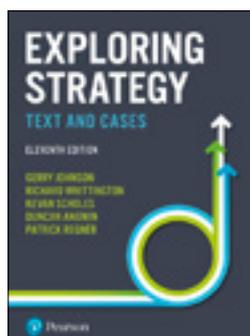
ISBN-13: 9781292148496  
ISBN-10: 1292148497  
432pp.  
Published October 2016  
Edition 16

### About This Product

A practical, skills-oriented approach to strategic management. In today's economy, gaining and sustaining a competitive advantage is harder than ever. *Strategic Management* captures the complexity of the current business environment and delivers the latest skills and concepts with unrivaled clarity, helping students develop their own cutting-edge strategy through skill-developing exercises. The 16<sup>th</sup> Edition has been thoroughly updated and revised with current research and concepts. This edition includes 30 new cases and end-of-chapter material, including added exercises and review questions.

Table of Contents			
1	Strategic Management Essentials	7	The External Audit
2	Outside-USA Strategic Planning	8	Strategy Generation and Selection
3	Ethics, Social Responsibility, and Sustainability	9	Strategy Implementation
4	Types of Strategies	10	Strategy Execution
5	Vision and Mission Analysis	11	Strategy Monitoring
6	The Internal Audit		

## Exploring Strategy: Text and Cases



**Authors: Gerry Johnson,  
Richard Whittington, Patrick Regner,  
Kevan Scholes, Duncan Angwin**

ISBN-10: 1292145129

ISBN-13: 9781292145129

©2017

828 pp.

Published 04 Jan 2017

Edition 11

### About This Product

With more than one million copies sold worldwide, *Exploring Strategy* has long been the essential strategy text for managers of today and tomorrow. From entrepreneurial start-ups to multinationals, charities to government agencies, this book raises the big questions about organisations – how they grow, how they innovate and how they change.

Texts and Cases also provides a wealth of extra case studies written by experts in the subject to aid and enrich your understanding. Examples are taken from events and organisations as diverse as Glastonbury, Mondelez and Formula 1 racing.

Table of Contents	
<b>1</b>	Introducing Strategy
<b>2</b>	Macro Environmental Analysis
<b>3</b>	Industry and Sector Analysis
<b>4</b>	Resources and Capabilities
<b>5</b>	Stakeholders and Governance
<b>6</b>	History and Culture
<b>7</b>	Business Strategy and models
<b>8</b>	Corporate Strategy and Diversification
<b>9</b>	International Strategy
<b>10</b>	Entrepreneurship and Innovation
<b>11</b>	Mergers, Acquisitions and Alliances
<b>12</b>	Strategy in Action
<b>13</b>	Strategy Development Processes
<b>14</b>	Organizing and Strategy
<b>15</b>	Leadership and Strategic Change
<b>16</b>	The Practice of Strategy

## Macroeconomics, Global Edition



**Authors: Olivier Blanchard**

ISBN-10: 1292160500

ISBN-13: 9781292160504

624pp.

Published January 2017

Edition 7

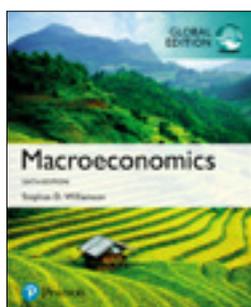
Softcover

### About this Product

In *Macroeconomics*, Blanchard presents a unified, global view of macroeconomics, enabling students to see the connections between goods markets, financial markets, and labor markets worldwide. Organized into two parts, the text contains a core section that focuses on short-, medium-, and long-run markets and three major extensions that offer more in-depth coverage of the issues at hand. From the major economic crisis and monetary policy in the United States, to the problems of the Euro area and growth in China, the text helps students make sense not only of current macroeconomic events but also of events that may unfold in the future.

Table of Contents			
<b>1</b>	A Tour of the World	<b>13</b>	Technological Progress: The Short, the Medium, and the Long Runs
<b>2</b>	A Tour of the Book	<b>14</b>	Financial Markets and Expectations
<b>3</b>	The Goods Market	<b>15</b>	Expectations, Consumption, and Investment
<b>4</b>	Financial Markets I	<b>16</b>	Expectations, Output, and Policy
<b>5</b>	Goods and Financial Markets; The IS-LM Model	<b>17</b>	Openness in Goods and Financial Markets
<b>6</b>	Financial Markets II	<b>18</b>	The Goods Market in an Open Economy
<b>7</b>	The Labor Market	<b>19</b>	Exchange Rate Regimes
<b>8</b>	The Phillips Curve, the Natural Rate of Unemployment, and Inflation	<b>20</b>	The Practice of Strategy
<b>9</b>	Putting All Markets Together: From the Short to the Medium Run	<b>21</b>	Should Policy Makers Be Restrained?
<b>10</b>	The Facts of Growth	<b>22</b>	Fiscal Policy: A Summing Up
<b>11</b>	Saving, Capital Accumulation, and Output	<b>23</b>	Monetary Policy: A Summing Up
<b>12</b>	Technological Progress and Growth	<b>24</b>	Epilogue: The Story of Macroeconomics

## Macroeconomics, Global Edition



**Author: Stephen D. Williamson**

ISBN: 9781292215761

Published October 2017

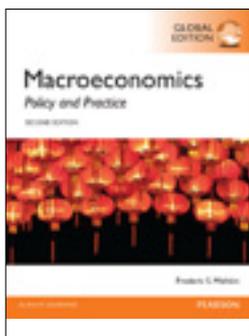
Edition 6

### About This Product

*Macroeconomics* uses a thoroughly modern approach by building macroeconomic models from microeconomic principles. As such, it is consistent with the way that macroeconomic research is conducted today. This approach allows for deeper insights into economic growth processes and business cycles – the key topics in macroeconomics. An emphasis on microeconomic foundations better integrates the study of macroeconomics with approaches learned in microeconomics and field courses in economics. By following an approach to macroeconomics that is consistent with current macroeconomic research, students become better prepared for advanced study in economics.

Table of Contents			
1	Introduction	10	Credit Market Imperfections: Credit Frictions, Financial Crises, and Social Security
2	Measurement	11	A Real Intertemporal Model with Investment
3	Business Cycle Measurement	12	Money, Banking, Prices, and Monetary Policy
4	Consumer and Firm Behavior: The Work–Leisure Decision and Profit Maximization	13	Business Cycle Models with Flexible Prices and Wages
5	A Closed-Economy One-Period Macroeconomic Model	14	New Keynesian Economics: Sticky Prices
6	Search and Unemployment	15	Inflation: Phillips Curves and Neo-Fisherism
7	Economic Growth: Malthus and Solow	16	International Trade in Goods and Assets
8	Income Disparity Among Countries and Endogenous Growth	17	Money in the Open Economy
9	A Two-Period Model: The Consumption–Savings Decision and Credit Markets	18	Money, Inflation, and Banking: A Deeper Look

## Macroeconomics: Policy and Practice, Global Edition



**Author: Frederic S. Mishkin**

ISBN-13: 9781292019598

ISBN-10: 129201959X

704pp.

Published May 2014

Edition 2

Softcover

### About This Product

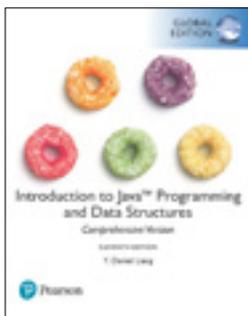
**Helps students understand macroeconomics in theory as well as practice**

*Macroeconomics: Policy and Practice, Second Edition*, draws on the rich tapestry of recent economic events to help students understand the policy issues debated by the media and the public at large during these trying times.

Building on his expertise in macroeconomic policy making at the Federal Reserve, author Frederic S. Mishkin provides detailed, step-by-step explanations of all models and highlights the techniques used by policy makers in practice. The second edition incorporates a wealth of new and updated content, as well as new tools and resources in MyEconLab™ that bring course material to life.

Table of Contents			
1	Introduction	5	Finance and the Macroeconomy
2	Macroeconomic Basics	6	Macroeconomic Policy
3	Long Run Economic Growth	7	Microeconomic Foundation of Macroeconomics
4	Business Cycles: The Short Run	8	Modern Business Cycle Analysis and Macroeconomic Policy

## Introduction to Java™ Programming and Data Structures, Global Edition (11e)



**Author: Y. Daniel Liang**  
 ISBN: 9781292221878  
 Published date February 2018  
 Edition 11

### About This Product

Designed to support an introductory programming course, *Introduction to Java Programming and Data Structures* teaches concepts of problem-solving and object-orientated programming using a fundamentals-first approach. Beginner programmers learn critical problem-solving techniques then move on to grasp the key concepts of object-oriented, GUI programming, advanced GUI and Web programming using JavaFX™. The 11th edition has been completely revised to enhance clarity and presentation, and includes new and expanded content, examples, and exercises.

### Table of Contents

<b>1</b>	Introduction to Computers, Programs, and Java	<b>23</b>	Sorting
<b>2</b>	Elementary Programming	<b>24</b>	Implementing Lists, Stacks, Queues, and Priority Queues
<b>3</b>	Selections	<b>25</b>	Binary Search Trees
<b>4</b>	Mathematical Functions, Characters, and Strings	<b>26</b>	AVL Trees
<b>5</b>	Loops	<b>27</b>	Hashing
<b>6</b>	Methods	<b>28</b>	Graphs and Applications
<b>7</b>	Single-Dimensional Arrays	<b>29</b>	Weighted Graphs and Applications
<b>8</b>	Multidimensional Arrays	<b>30</b>	Aggregate Operations for Collection Streams
<b>9</b>	Objects and Classes	<b>31</b>	Advanced JavaFX and FXML
<b>10</b>	Object-Oriented Thinking	<b>32</b>	Multithreading and Parallel Programming
<b>11</b>	Inheritance and Polymorphism	<b>33</b>	Networking
<b>12</b>	Exception Handling and Text I/O	<b>34</b>	Java Database Programming
<b>13</b>	Abstract Classes and Interfaces	<b>35</b>	Advanced Database Programming
<b>14</b>	JavaFX Basics	<b>36</b>	Internationalization
<b>15</b>	Event-Driven Programming and Animations	<b>37</b>	Servlets
<b>16</b>	JavaFX UI Controls and Multimedia	<b>38</b>	JavaServer Pages
<b>17</b>	Binary I/O	<b>39</b>	JavaServer Faces
<b>18</b>	Recursion	<b>40</b>	RMI
<b>19</b>	Generics	<b>41</b>	Web Services
<b>20</b>	Lists, Stacks, Queues, and Priority Queues	<b>42</b>	2-4 Trees and B-Trees
<b>21</b>	Sets and Maps	<b>43</b>	Red-Black Trees
<b>22</b>	Developing Efficient Algorithms	<b>44</b>	Testing Using JUnit

## Absolute C++, Global Edition



**Authors: Walter Savitch, Kenrick Mock**  
 ISBN-10: 1292098597  
 ISBN-13: 9781292098593  
 ©2017  
 1008 pp.  
 Published 22 July 2016  
 Edition 6

### About This Product

*Absolute C++* is a comprehensive introduction to the C++ programming language. The text is organized around the specific use of C++, providing students with an opportunity to master the language completely. Adaptable to a wide range of users, the text is appropriate for beginner to advanced programmers familiar with the C++ language.

The Sixth Edition covers everything from basic syntax to more advanced topics, such as polymorphism, exception handling, and the Standard Template Library, making it ideal for both beginner and intermediate students. Updated to reflect the most recent changes in the C++ language, *Absolute C++* teaches students to become proficient in a widely used and important programming language.

Table of Contents			
1	C++ basics	11	Separate compilation and namespaces
2	Flow of control	12	Streams and file I/O
3	Function basics	13	Recursion
4	Parameters and overloading	14	Inheritance
5	Arrays	15	Polymorphism and virtual functions
6	Structures and classes	16	Templates
7	Constructors and other tools	17	Linked data structures
8	Operator overloading, friends, and references	18	Exception handling
9	Strings	19	Standard template library
10	Pointers and dynamic arrays	20	Patterns and UML (online at <a href="http://www.Pearsonhighered.Com/savitch">www.Pearsonhighered.Com/savitch</a> )

## Starting Out with C++: From Control Structures through Objects, Global Edition



**Author: Tony Gaddis**

ISBN-10: 129206997X

ISBN-13: 9781292069975

©2015

1272 pp.

Published 19 September 2014

### About This Product

Tony Gaddis's accessible, step-by-step presentation helps beginning students understand the important details necessary to become skilled programmers at an introductory level. Gaddis motivates the study of both programming skills and the C++ programming language by presenting all the details needed to understand the "how" and the "why" – but never losing sight of the fact that most beginners struggle with this material. His approach is both gradual and highly accessible, ensuring that students understand the logic behind developing high-quality programs.

Table of Contents			
1	Introduction to Computers and Programming	11	Structured Data
2	Introduction to C++	12	Advanced File Operations
3	Expressions and Interactivity	13	Introduction to Classes
4	Making Decisions	14	More About Classes
5	Loops and Files	15	Inheritance, Polymorphism, and Virtual Functions
6	Functions	16	Exceptions, Templates, and the Standard Template Library (STL)
7	Arrays	17	Linked Lists
8	Searching and Sorting Arrays	18	Stacks and Queues
9	Pointers	19	Recursion
10	Characters, C-Strings, and More About the String Class	20	Binary Trees

## Starting Out With Python, Global Edition



**Author: Tony Gaddis**

ISBN: 9781292225753

744pp.

Published March 2018

Edition 4

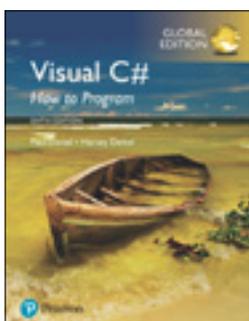
### About This Product

*Starting Out with Python* discusses control structures, functions, arrays, and pointers before objects and classes. As with all Gaddis texts, clear and easy-to-read code listings, concise and practical real-world examples, focused explanations, and an abundance of exercises appear in every chapter. Updates to the fourth Edition include revised, improved problems throughout, and new Turtle Graphics™ sections that provide flexibility as assignable, optional material.

### Table of Contents

<b>1</b>	Introduction to Computers and Programming	<b>8</b>	More About Strings
<b>2</b>	Input, Processing, and Output	<b>9</b>	Dictionaries and Sets
<b>3</b>	Decision Structures and Boolean Logic	<b>10</b>	Classes and Object-Oriented Programming
<b>4</b>	Repetition Structures	<b>11</b>	Inheritance
<b>5</b>	Functions	<b>12</b>	Recursion
<b>6</b>	Files and Exceptions	<b>13</b>	GUI Programming
<b>7</b>	Lists and Tuples		

## Visual C# How to Program, Global Edition



**Authors: Harvey Deitel,**

**Paul J. Deitel**

ISBN-10: 1292153466

ISBN-13: 9781292153469

©2018

1056 pp.

Published 11 May 2017

Edition 6

### About This Product

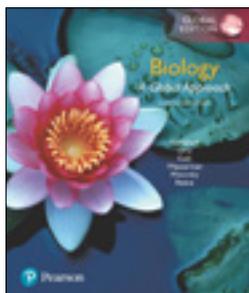
**An informative, engaging, challenging and entertaining introduction to Visual C#**

Created by world-renowned programming instructors Paul and Harvey Deitel, *Visual C# How to Program* introduces students to the world of desktop, mobile and web app development with Microsoft's® Visual C#® programming language. Students will use the .NET platform® and the Visual Studio® Integrated Development Environment to write, test, and debug applications and run them on a wide variety of Windows® devices.

### Table of Contents

<b>1</b>	Introduction to Computers, the Internet and Visual C#	<b>13</b>	Exception Handling: A Deeper Look
<b>2</b>	Introduction to Visual Studio and Visual Programming	<b>14</b>	Graphical User Interfaces with Windows Forms: Part 1
<b>3</b>	Introduction to C# App Programming	<b>15</b>	Graphical User Interfaces with Windows Forms: Part 2
<b>4</b>	Introduction to Classes, Objects, Methods and strings	<b>16</b>	Strings and Characters: A Deeper Look
<b>5</b>	Algorithm Development and Control Statements: Part 1	<b>17</b>	Files and Streams
<b>6</b>	Control Statements: Part 2	<b>18</b>	Searching and Sorting
<b>7</b>	Methods: A Deeper Look	<b>19</b>	Custom Linked Data Structures
<b>8</b>	Arrays; Introduction to Exception Handling	<b>20</b>	Generics
<b>9</b>	Introduction to LINQ and the List Collection	<b>21</b>	Generic Collections; Functional Programming with LINQ/PLINQ
<b>10</b>	Classes and Objects: A Deeper Look	<b>22</b>	Databases and LINQ
<b>11</b>	Object-Oriented Programming: Inheritance	<b>23</b>	Asynchronous Programming with Async® and Await®
<b>12</b>	OOP: Polymorphism and Interfaces		

## Biology: A Global Approach, Global Edition



**Authors: Neil A. Campbell,  
Lisa A. Urry, Michael L. Cain,  
Steven A. Wasserman,  
Peter V. Minorsky, Jane B. Reece**  
ISBN-10: 1292170433  
ISBN-13: 9781292170435  
©2018  
1512 pp.  
Edition 11

### About This Product

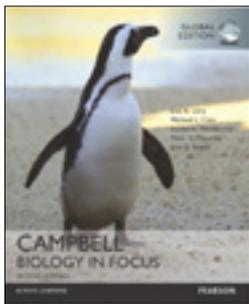
The world's most successful majors biology text and media program are better than ever!

The 11<sup>th</sup> Edition of the best-selling *Biology: A Global Approach, Global Edition*, sets students on the path to success in biology through its clear and engaging narrative, superior skills instruction, innovative use of art and photos, and fully integrated media resources to enhance teaching and learning.

### Table of Contents

<b>1</b>	Biology and Its Themes	<b>29</b>	Nonvascular and Seedless Vascular Plants
<b>2</b>	Atoms and Molecules	<b>30</b>	Seed Plants
<b>3</b>	The Chemistry of Water	<b>31</b>	Introduction to Fungi
<b>4</b>	Carbon: The Basis of Molecular Diversity	<b>32</b>	An Introduction to Animal Diversity
<b>5</b>	Biological Macromolecules and Lipids	<b>33</b>	Invertebrates
<b>6</b>	Energy and Life	<b>34</b>	Vertebrates
<b>7</b>	Cell Structure and Function	<b>35</b>	Plant Structure and Growth
<b>8</b>	Cell Membranes	<b>36</b>	Transport in Vascular Plants
<b>9</b>	Cellular Signaling	<b>37</b>	Plant Nutrition
<b>10</b>	Cell Respiration	<b>38</b>	Reproduction of Flowering Plants
<b>11</b>	Photosynthetic Processes	<b>39</b>	Plant Signals and Behavior
<b>12</b>	Mitosis	<b>40</b>	The Animal Body
<b>13</b>	Sexual Life Cycles and Meiosis	<b>41</b>	Chemical Signals in Animals
<b>14</b>	Mendelian Genetics	<b>42</b>	Animal Digestive Systems
<b>15</b>	Linkage and Chromosomes	<b>43</b>	Animal Transport Systems
<b>16</b>	Nucleic Acids and Inheritance	<b>44</b>	Animal Excretory Systems
<b>17</b>	Expression of Genes	<b>45</b>	Animal Reproductive Systems
<b>18</b>	Control of Gene Expression	<b>46</b>	Development in Animals
<b>19</b>	DNA Technology	<b>47</b>	Animal Defenses Against Infection
<b>20</b>	The Evolution of Genomes	<b>48</b>	Electrical Signals in Animals
<b>21</b>	How Evolution Works	<b>49</b>	Neural Regulation in Animals
<b>22</b>	Phylogenetic Reconstruction	<b>50</b>	Sensation and Movement in Animals
<b>23</b>	Microevolution	<b>51</b>	An Overview of Ecology
<b>24</b>	Species and Speciation	<b>52</b>	Behavioral Ecology
<b>25</b>	Macroevolution	<b>53</b>	Populations and Life History Traits
<b>26</b>	Introduction to Viruses	<b>54</b>	Biodiversity and Communities
<b>27</b>	Prokaryotes	<b>55</b>	Energy Flow and Chemical Cycling in Ecosystems
<b>28</b>	The Origin and Evolution of Eukaryotes	<b>56</b>	Conservation and Global Ecology

## Campbell Biology in Focus, Global Edition



**Authors: Lisa A. Urry,  
Michael L. Cain,  
Steven A. Wasserman,  
Peter V. Minorsky, Jane B. Reece**  
ISBN-10: 1292109580  
ISBN-13: 9781292109589  
©2017  
1104 pp.  
Edition 2

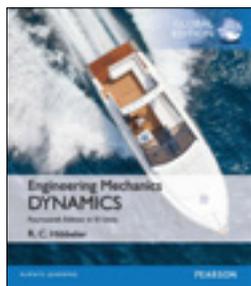
### About This Product

*Campbell Biology in Focus* is the best-selling “short” textbook for the introductory college biology course for science majors. Every unit takes an approach to streamlining the material that best fits the needs of instructors, based on surveys, curriculum initiatives, reviews, discussions with hundreds of biology professors, careful analyses of course syllabi, and the Vision and Change in Undergraduate Biology Education report.

### Table of Contents

<b>1</b>	Introduction: Evolution and the Foundations of Biology	<b>23</b>	Broad Patterns of Evolution
<b>2</b>	The Chemical Context of Life	<b>24</b>	Early Life and the Diversification of Prokaryotes
<b>3</b>	Carbon and the Molecular Diversity of Life	<b>25</b>	The Origin and Diversification of Eukaryotes
<b>4</b>	A Tour of the Cell	<b>26</b>	The Colonization of Land
<b>5</b>	Membrane Transport and Cell Signaling	<b>27</b>	The Rise of Animal Diversity
<b>6</b>	An Introduction to Metabolism	<b>28</b>	Plant Structure and Growth
<b>7</b>	Cellular Respiration and Fermentation	<b>29</b>	Resource Acquisition, Nutrition, and Transport in Vascular Plants
<b>8</b>	Photosynthesis	<b>30</b>	Reproduction and Domestication of Flowering Plants
<b>9</b>	The Cell Cycle	<b>31</b>	Plant Responses to Internal and External Signals
<b>10</b>	Meiosis and Sexual Life Cycles	<b>32</b>	The Internal Environment of Animals: Organization and Regulation
<b>11</b>	Mendel and the Gene Idea	<b>33</b>	Animal Nutrition
<b>12</b>	The Chromosomal Basis of Inheritance	<b>34</b>	Circulation and Gas Exchange
<b>13</b>	The Molecular Basis of Inheritance	<b>35</b>	The Immune System
<b>14</b>	Gene Expression: From Gene to Protein	<b>36</b>	Reproduction and Development
<b>15</b>	Regulation of Gene Expression	<b>37</b>	Neurons, Synapses, and Signaling
<b>16</b>	Development, Stem Cells, and Cancer	<b>38</b>	Nervous and Sensory Systems
<b>17</b>	Viruses	<b>39</b>	Motor Mechanisms and Behavior
<b>18</b>	Genomes and Their Evolution	<b>40</b>	Population Ecology and the Distribution of Organisms
<b>19</b>	Descent with Modification	<b>41</b>	Species Interactions
<b>20</b>	Phylogeny	<b>42</b>	Ecosystems and Energy
<b>21</b>	The Evolution of Populations	<b>43</b>	Global Ecology and Conservation Biology
<b>22</b>	The Origin of Species		

## Engineering Mechanics: Dynamics



**Author: Russell C. Hibbeler**

ISBN-10: 1292088729

ISBN-13: 9781292088723

©2016

768 pp.

Edition 14

Softcover

### About This Product

#### A Proven Approach to Conceptual Understanding and Problem-solving Skills

*Engineering Mechanics: Dynamics* excels in providing a clear and thorough presentation of the theory and application of engineering mechanics. *Engineering Mechanics* empowers students to succeed by drawing upon Prof. Hibbeler's everyday classroom experience and his knowledge of how students learn. This text is shaped by the comments and suggestions of hundreds of reviewers in the teaching profession, as well as many of the author's students.

### Table of Contents

<b>1</b>	Kinematics of a Particle	<b>7</b>	Planar Kinetics of a Rigid Body: Work and Energy
<b>2</b>	Kinetics of a Particle: Force and Acceleration	<b>8</b>	Planar Kinetics of a Rigid Body: Impulse and Momentum
<b>3</b>	Kinetics of a Particle: Work and Energy	<b>9</b>	Three-Dimensional Kinematics of a Rigid Body
<b>4</b>	Kinetics of a Particle: Impulse and Momentum	<b>10</b>	Three-Dimensional Kinetics of a Rigid Body
<b>5</b>	Planar Kinematics of a Rigid Body	<b>11</b>	Vibrations
<b>6</b>	Planar Kinetics of a Rigid Body: Force and Acceleration		

## Engineering Mechanics: Statics in SI Units



**Author: Russell C. Hibbeler**

ISBN-10: 1292089237

ISBN-13: 9781292089232

©2016

720 pp.

Published 22 March 2016

Edition 14

### About This Product

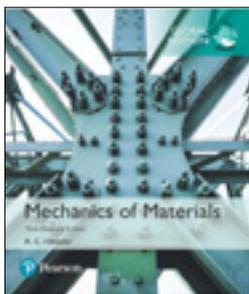
*Engineering Mechanics: Statics* excels in providing a clear and thorough presentation of the theory and application of engineering mechanics. *Engineering Mechanics* empowers students to succeed by drawing upon Prof. Hibbeler's everyday classroom experience and his knowledge of how students learn. This text is shaped by the comments and suggestions of hundreds of reviewers in the teaching profession, as well as many of the author's students.

The 14<sup>th</sup> Edition includes new Preliminary Problems, which are intended to help students develop conceptual understanding and build problem-solving skills. The text features a large variety of problems from a broad range of engineering disciplines, stressing practical, realistic situations encountered in professional practice, and having varying levels of difficulty.

### Table of Contents

<b>1</b>	General Principles	<b>7</b>	Internal Forces
<b>2</b>	Force Vectors	<b>8</b>	Friction
<b>3</b>	Equilibrium of a Particle	<b>9</b>	Center of Gravity and Centroid
<b>4</b>	Force System Resultants	<b>10</b>	Moments of Inertia
<b>5</b>	Equilibrium of a Rigid Body	<b>11</b>	Virtual Work
<b>6</b>	Structural Analysis		

## Mechanics of Materials



**Author Russell C. Hibbeler**

ISBN-10: 1292178205

ISBN-13: 9781292178202

©2017

896 pp.

Edition 10

Softcover

### About This Product

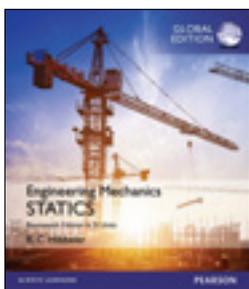
Thorough coverage, a highly visual presentation, and increased problem solving from an author you trust, *Mechanics of Materials* clearly and thoroughly presents the theory and supports the application of essential mechanics of materials principles.

Professor Hibbeler's concise writing style, countless examples, and stunning four-color photorealistic art program – all shaped by the comments and suggestions of hundreds of colleagues and students – help students visualize and master difficult concepts. The tenth SI edition retains the hallmark features synonymous with the Hibbeler franchise, but has been enhanced with the most current information, a fresh new layout, added problem solving, and increased flexibility in the way topics are covered in class.

### Table of Contents

<b>1</b>	Stress	<b>8</b>	Combined Loadings
<b>2</b>	Strain	<b>9</b>	Stress Transformation
<b>3</b>	Mechanical Properties of Materials	<b>10</b>	Strain Transformation
<b>4</b>	Axial Load	<b>11</b>	Design of Beams and Shafts
<b>5</b>	Torsion	<b>12</b>	Deflection of Beams and Shafts
<b>6</b>	Bending	<b>13</b>	Buckling of Columns
<b>7</b>	Transverse Shear	<b>14</b>	Energy Methods

## Statics and Mechanics of Materials in SI Units



**AUTHOR: Russell C. Hibbeler**

ISBN-10: 1292177918

ISBN-13: 9781292177915

©2019

936 pp.

Published 11 Apr 2018

Edition 5

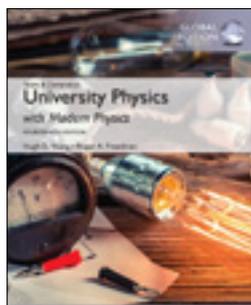
### About This Product

Statics and Mechanics of Materials represents a combined abridged version of two of the author's books, namely Engineering Mechanics: Statics, 14<sup>th</sup> Edition and Mechanics of Materials, Tenth Edition. It provides a clear and thorough presentation of both the theory and application of the important fundamental topics of these subjects that are often used in many engineering disciplines. Throughout the book, many analysis and design applications are presented, which involve mechanical elements and structural members often encountered in engineering practice.

### Table of Contents

<b>1</b>	General Principles	<b>10</b>	Torsion
<b>2</b>	Force Vectors	<b>11</b>	Bending
<b>3</b>	Force System Resultants	<b>12</b>	Transverse Shear
<b>4</b>	Equilibrium of a Rigid Body	<b>13</b>	Combined Loadings
<b>5</b>	Structural Analysis	<b>14</b>	Stress and Strain Transformation
<b>6</b>	Center of Gravity, Centroid, and Moment of Inertia	<b>15</b>	Design of Beams and Shafts
<b>7</b>	Stress and Strain	<b>16</b>	Deflection of Beams and Shafts
<b>8</b>	Mechanical Properties of Materials	<b>17</b>	Buckling of Columns
<b>9</b>	Axial Load		

## University Physics with Modern Physics, Global Edition



**Authors: Hugh D. Young,  
Roger A. Freedman**

ISBN-10: 1292100311

ISBN-13: 9781292100319

©2015

1600pp.

Edition 14

Softcover

### About this Product

Since its first edition, *University Physics with Modern Physics* has been revered for its emphasis on fundamental principles and how to apply them. This text is known for its clear and thorough narrative, as well as its uniquely broad, deep, and thoughtful sets of worked examples that provide students with key tools for developing both conceptual understanding and problem-solving skills.

The 14<sup>th</sup> edition improves the defining features of the text while adding new features influenced by education research to teach the skills needed by today's students.

### Table of Contents

<b>1</b>	Units, Physical Quantities, and Vectors	<b>23</b>	Electric Potential
<b>2</b>	Motion Along a Straight Line	<b>24</b>	Capacitance and Dielectrics
<b>3</b>	Motion in Two or Three Dimensions	<b>25</b>	Current, Resistance, and Electromotive Force
<b>4</b>	Newton's Laws of Motion	<b>26</b>	Direct-Current Circuits
<b>5</b>	Applying Newton's Laws	<b>27</b>	Magnetic Field and Magnetic Forces
<b>6</b>	Work and Kinetic Energy	<b>28</b>	Sources of Magnetic Field
<b>7</b>	Potential Energy and Energy Conservation	<b>29</b>	Electromagnetic Induction
<b>8</b>	Momentum, Impulse, and Collisions	<b>30</b>	Inductance
<b>9</b>	Rotation of Rigid Bodies	<b>31</b>	Alternating Current
<b>10</b>	Dynamics of Rotational Motion	<b>32</b>	Electromagnetic Waves
<b>11</b>	Equilibrium and Elasticity	<b>33</b>	The Nature and Propagation of Light
<b>12</b>	Fluid Mechanics	<b>34</b>	Geometric Optics
<b>13</b>	Gravitation	<b>35</b>	Interference
<b>14</b>	Periodic Motion	<b>36</b>	Diffraction
<b>15</b>	Mechanical Waves	<b>37</b>	Relativity
<b>16</b>	Sound and Hearing	<b>38</b>	Photons: Light Waves Behaving as Particles
<b>17</b>	Temperature and Heat	<b>39</b>	Particles Behaving as Waves
<b>18</b>	Thermal Properties of Matter	<b>40</b>	Quantum Mechanics I: Wave Functions
<b>19</b>	The First Law of Thermodynamics	<b>41</b>	Quantum Mechanics II: Atomic Structure
<b>20</b>	The Second Law of Thermodynamics	<b>42</b>	Molecules and Condensed Matter
<b>21</b>	Electric Charge and Electric Field	<b>43</b>	Nuclear Physics
<b>22</b>	Gauss's Law	<b>44</b>	Particle Physics and Cosmology

## Physics for Scientists and Engineers: A Strategic Approach with Modern Physics, Global Edition



**Author: Randall D. Knight**

ISBN-10: 1292157429

ISBN-13: 9781292157429

©2016

1356 pp.

Edition 4

Softcover

### About This Product

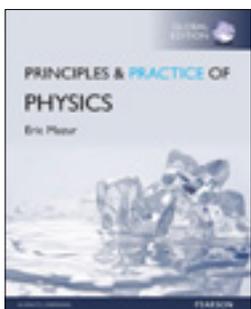
**A research-driven approach, fine-tuned for even greater ease-of-use and student success**

For the fourth edition of *Physics for Scientists and Engineers*, Knight continues to build on strong research-based foundations with fine-tuned and streamlined content, hallmark features, and an even more robust Mastering Physics program, taking student learning to a new level. By extending problem-solving guidance to include a greater emphasis on modeling and significantly revised and more challenging problem sets, students gain confidence and skills in problem solving. A modified Table of Contents and the addition of advanced topics now accommodate different teaching preferences and course structures.

### Table of Contents

<b>1</b>	Newton's Laws	<b>5</b>	Electricity and Magnetism
<b>2</b>	Conservation Laws	<b>6</b>	Optics
<b>3</b>	Applications of Newtonian Mechanics	<b>7</b>	Relativity and Quantum Physics
<b>4</b>	Thermodynamics		

## Principles & Practice of Physics, Global Edition



**Author: Eric Mazur**

ISBN-10: 1292078871

ISBN-13: 9781292078878

©2015

Edition 1

### About This Product

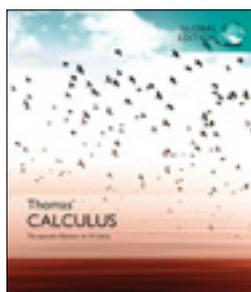
**Physics on a contemporary foundation:** Traditional texts delay the introduction of ideas that we now see as unifying and foundational. This text builds physics on those unifying foundations, helping students to develop an understanding that is stronger, deeper, and fundamentally simpler.

**Research-based instruction:** This text uses a range of research-based instructional techniques to teach physics in the most effective manner possible.

### Table of Contents

<b>1</b>	Foundations	<b>18</b>	Fluids
<b>2</b>	Motion in One Dimension	<b>19</b>	Entropy
<b>3</b>	Acceleration	<b>20</b>	Energy Transferred Thermally
<b>4</b>	Momentum	<b>21</b>	Degradation of Energy
<b>5</b>	Energy	<b>22</b>	Electric Interactions
<b>6</b>	Principle of Relativity	<b>23</b>	The Electric Field
<b>7</b>	Interactions	<b>24</b>	Gauss's Law
<b>8</b>	Force	<b>25</b>	Work and Energy in Electrostatics
<b>9</b>	Work	<b>26</b>	Charge Separation and Storage
<b>10</b>	Motion in a Plane	<b>27</b>	Magnetic Interactions
<b>11</b>	Motion in a Circle	<b>28</b>	Magnetic Fields of Charged Particles in Motion
<b>12</b>	Torque	<b>29</b>	Changing Magnetic Fields
<b>13</b>	Gravity	<b>30</b>	Changing Electric Fields
<b>14</b>	Special Relativity	<b>31</b>	Electric Circuits
<b>15</b>	Periodic Motion	<b>32</b>	Electronics
<b>16</b>	Waves in One Dimension	<b>33</b>	Optics
<b>17</b>	Waves in Two and Three Dimension	<b>34</b>	Wave and Particle Optics

## Thomas' Calculus: Early Transcendentals, Global Edition



**Authors: George B. Thomas, Maurice D. Weir, Joel R. Hass**

ISBN-10: 1292163445

ISBN-13: 9781292163444

©2017

1200 pp.

Edition 13

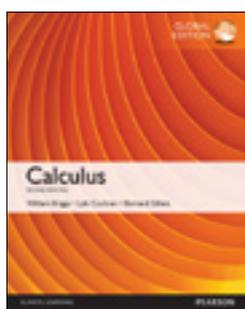
### About This Product

*Thomas' Calculus: Early Transcendentals, 13<sup>th</sup> Edition*, introduces students to the intrinsic beauty of calculus and the power of its applications. For more than half a century, this text has been revered for its clear and precise explanations, thoughtfully chosen examples, superior figures, and time-tested exercise sets. With this new edition, the exercises were refined, updated, and expanded – always with the goal of developing technical competence while furthering students' appreciation of the subject. Co-authors Hass and Weir have made it their passion to improve the text in keeping with the shifts in both the preparation and ambitions of today's students.

### Table of Contents

<b>1</b>	Functions	<b>10</b>	Infinite Sequences and Series
<b>2</b>	Limits and Continuity	<b>11</b>	Parametric Equations and Polar Coordinates
<b>3</b>	Derivatives	<b>12</b>	Vectors and the Geometry of Space
<b>4</b>	Applications of Derivatives	<b>13</b>	Vector-Valued Functions and Motion in Space
<b>5</b>	Integrals	<b>14</b>	Partial Derivatives
<b>6</b>	Applications of Definite Integrals	<b>15</b>	Multiple Integrals
<b>7</b>	Integrals and Transcendental Functions	<b>16</b>	Integrals and Vector Fields
<b>8</b>	Techniques of Integration	<b>17</b>	Second-Order Differential Equations online
<b>9</b>	First-Order Differential Equations		

## Calculus, Global Edition



**William L. Briggs**

University of Colorado, Denver

Lyle Cochran, Whitworth University

ISBN-10: 1292062320

ISBN-13: 9781292062327

©2015

1328 pp

Published 02 October 2014

Edition 2

### About This Product

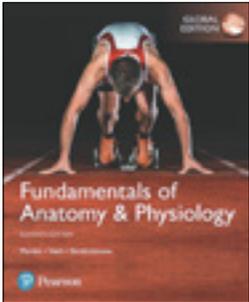
For a three-semester or four-quarter calculus course covering single variable and multivariable calculus for mathematics, engineering, and science majors.

This much anticipated second edition of the most successful new calculus text published in the last two decades retains the best of the first edition while introducing important advances and refinements. Authors Briggs, Cochran, and Gillett build from a foundation of meticulously crafted exercise sets, then draw students into the narrative through writing that reflects the voice of the instructor, examples that are stepped out and thoughtfully annotated, and figures that are designed to teach rather than simply supplement the narrative. The authors appeal to students' geometric intuition to introduce fundamental concepts, laying a foundation for the development that follows. The groundbreaking eBook contains over 650 Interactive Figures that can be manipulated to shed light on key concepts.

### Table of Contents

<b>1</b>	Functions	<b>10</b>	Power Series
<b>2</b>	Limits	<b>11</b>	Parametric and Polar Curves
<b>3</b>	Derivatives	<b>12</b>	Vectors and Vector-Valued Functions
<b>4</b>	Applications of the Derivative	<b>13</b>	Functions of Several Variables
<b>5</b>	Integration	<b>14</b>	Multiple Integration
<b>6</b>	Applications of Integration	<b>15</b>	Vector Calculus
<b>7</b>	Logarithmic and Exponential Functions		
<b>8</b>	Integration Techniques		
<b>9</b>	Sequences and Infinite Series		

## Fundamentals of Anatomy & Physiology, Global Edition



**Authors: Frederic H. Martini,  
Judi L. Nath, Edwin F. Bartholomew**

ISBN-10: 1292229861

ISBN-13: 9781292229867

©2018

1304 pp.

Edition 11

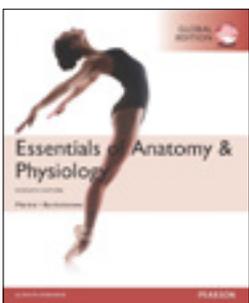
### About This Product

*Fundamentals of Anatomy & Physiology* helps students succeed in the challenging A&P course with an easy-to-understand narrative, precise visuals, and steadfast accuracy. With the 11<sup>th</sup> Edition, the author team draws from recent research exploring how students use and digest visual information to help students use art more effectively to learn A&P. New book features encourage students to view and consider figures in the textbook, and new narrated videos guide students through complex physiology figures to help them deconstruct and better understand complicated processes.

### Table of Contents

<b>1</b>	An Introduction to Anatomy and Physiology	<b>16</b>	The Autonomic Nervous System and Higher-Order Functions
<b>2</b>	The Chemical Level of Organization	<b>17</b>	The Special Senses
<b>3</b>	The Cellular Level of Organization	<b>18</b>	The Endocrine System
<b>4</b>	The Tissue Level of Organization	<b>19</b>	Blood
<b>5</b>	The Integumentary System	<b>20</b>	The Heart
<b>6</b>	Bones and Bone Structure	<b>21</b>	Blood Vessels and Circulation
<b>7</b>	The Axial Skeleton	<b>22</b>	The Lymphatic System and Immunity
<b>8</b>	The Appendicular Skeleton	<b>23</b>	The Respiratory System
<b>9</b>	Joints	<b>24</b>	The Digestive System
<b>10</b>	Muscle Tissue	<b>25</b>	Metabolism, Nutrition, and Energetics
<b>11</b>	The Muscular System	<b>26</b>	The Urinary System
<b>12</b>	Nervous Tissue	<b>27</b>	Fluid, Electrolyte, and Acid-Base Balance
<b>13</b>	The Spinal Cord, Spinal Nerves, and Spinal Reflexes	<b>28</b>	The Reproductive System
<b>14</b>	The Brain and Cranial Nerves	<b>29</b>	Development and Inheritance
<b>15</b>	Sensory Pathways and the Somatic Nervous System		

## Essentials of Anatomy & Physiology, Global Edition



**Authors: Frederic H. Martini,  
Edwin F. Bartholomew**

ISBN-13: 9781292156934

©2016

808 pp.

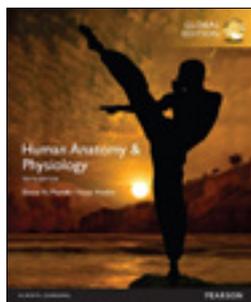
Edition 7

### About This Product

Celebrated for its precise illustrations, time-saving navigation and study tools, and engaging clinical content, *Essentials of Anatomy & Physiology* is crafted especially for students with no prior knowledge of anatomy and physiology and little science background. The Seventh Edition eases students through tough A&P topics, answering the need to help A&P students learn and retain challenging content in the fast-paced one-semester A&P course. New book features, all supported by interactive Pearson Mastering A&P™ media, include new Build Your Knowledge activities, new Spotlight Figures Coaching activities, and new Bone and Organ Dissection Videos that help students study on the go.

Table of Contents			
1	An Introduction to Anatomy and Physiology	11	The Cardiovascular System: Blood
2	The Chemical Level of Organization	12	The Cardiovascular System: The Heart
3	Cell Structure and Function	13	The Cardiovascular System: Blood Vessels and Circulation
4	The Tissue Level of Organization	14	The Lymphoid System and Immunity
5	The Integumentary System	15	The Respiratory System
6	The Skeletal System	16	The Digestive System
7	The Muscular System	17	Nutrition and Metabolism
8	The Nervous System	18	The Urinary System
9	The General and Special Senses	19	The Reproductive System
10	The Endocrine System	20	Development and Inheritance

## Human Anatomy & Physiology, Global Edition



**Authors: Elaine N. Marieb,**

**Katja N Hoehn**

ISBN-10: 1292096977

ISBN-13: 9781292096971

©2015

1296 pp.

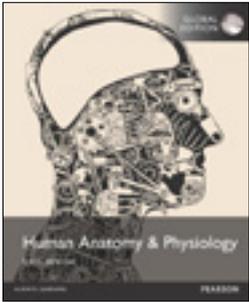
Edition 10

### About This Product

*Human Anatomy & Physiology* has launched the careers of more than three million healthcare professionals. With the newly revised Tenth Edition, Marieb and Hoehn introduce a clear pathway through A&P that helps students and instructors focus on key concepts and make meaningful connections. Each chapter opens with a visual “Chapter Roadmap” that guides students through the material and shows how concepts are related within and across chapters. The new modular organization makes key concepts more readily apparent and understandable to students, and new videos help students see why the content matters in their course as well as their future careers.

Table of Contents			
<b>Unit 1. Organization of the Body</b>		15	The Special Senses
1	The Human Body: An Orientation	16	The Endocrine System
2	Chemistry Comes Alive	<b>Unit 4. Maintenance of the Body</b>	
3	Cells: The Living Units	17	Blood
4	Tissue: The Living Fabric	18	The Cardiovascular System: The Heart
<b>Unit 2. Covering, Support, and Movement of the Body</b>		19	The Cardiovascular System: Blood Vessels
5	The Integumentary System	20	The Lymphatic System and Lymphoid Organs and Tissues
6	Bones and Skeletal Tissue	21	The Immune System: Innate and Adaptive Body Defenses
7	The Skeleton	22	The Respiratory System
8	Joints	23	The Digestive System
9	Muscles and Muscle Tissue	24	Nutrition, Metabolism, and Body Temperature Regulation
10	The Muscular System	25	The Urinary System
<b>Unit 3. Regulation and Integration of the Body</b>		26	Fluid, Electrolyte, and Acid-Base Balance
11	Fundamentals of the Nervous System and Nervous Tissue	<b>Unit 5. Continuity</b>	
12	The Central Nervous System	27	The Reproductive System
13	The Peripheral Nervous System and Reflex Activity	28	Pregnancy and Human Development
14	The Autonomic Nervous System	29	Heredity

## Human Anatomy & Physiology, Global Edition



**Author: Erin C. Amerman**

ISBN-10: 1292112336

ISBN-13: 9781292112336

©2016

1232 pp.

### About This Product

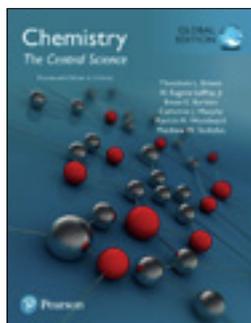
*Human Anatomy & Physiology* takes a learner-centered approach to help today's A&P students grasp key concepts in anatomy and physiology, and apply these concepts to understand how the human body works. Amerman uses just-in-time coaching, focused and uncluttered visuals that show one-concept-at-a-time, rich self-assessments provide students the help they need when they need it most. The text's approachable style and wide variety of online learning tools for today's on-the-go student makes A&P accessible for all learners – visual, kinesthetic, or auditory.

New Interactive Physiology 2.0 tutorials, SmartArt Video Activities, and a mobile-friendly eText expand the options for students to use Mastering™ A&P as an effective practice and learning tool.

### Table of Contents

<b>Unit 1: Fundamental Principles of Anatomy and Physiology</b>		<b>15</b>	The Special Senses
<b>1</b>	Introduction to Anatomy & Physiology	<b>16</b>	The Endocrine System
<b>2</b>	The Chemistry of Life	<b>Unit 4: Transport and Immunity</b>	
<b>3</b>	The Cell	<b>17</b>	The Cardiovascular System I: The Heart
<b>4</b>	Histology	<b>18</b>	The Cardiovascular System II: Blood Vessels
<b>Unit 2: Body Coverings and Movement</b>		<b>19</b>	Blood
<b>5</b>	The Integumentary System	<b>20</b>	The Lymphatic System & Immunity
<b>6</b>	Bones and Bone Tissue	<b>21</b>	The Respiratory System
<b>7</b>	The Skeletal System	<b>Unit 5: Regulation of the Body's Intake and Output</b>	
<b>8</b>	Articulations	<b>22</b>	The Digestive System
<b>9</b>	The Muscular System	<b>23</b>	Metabolism & Nutrition
<b>10</b>	Muscle Tissue & Physiology	<b>24</b>	The Urinary System
<b>Unit 3: Integration, Control, and Maintenance of Homeostasis</b>		<b>25</b>	Fluid, Electrolyte & Acid-Base Homeostasis
<b>11</b>	Introduction to the Nervous System & Nervous Tissue	<b>Unit 6: Continuity of Life</b>	
<b>12</b>	The Central Nervous System	<b>26</b>	The Reproductive System
<b>13</b>	The Peripheral Nervous System	<b>27</b>	Development & Heredity
<b>14</b>	The Autonomic Nervous System & Homeostasis		

## Chemistry: The Central Science, Global Edition



**Authors: Theodore E. Brown,  
H. Eugene LeMay, Bruce E. Bursten,  
Catherine Murphy,  
Patrick Woodward,  
Matthew E. Stoltzfus**

ISBN-10: 1292221224

ISBN-13: 9781292221229

©2018

1248 pp.

Edition 14

### About this Product

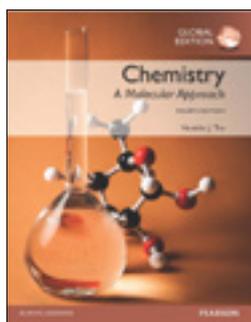
**Accurate, data-driven authorship with expanded interactivity leads to greater student engagement**

Unrivaled problem sets, notable scientific accuracy and currency, and remarkable clarity have made *Chemistry: The Central Science* the leading general chemistry text for more than a decade. Trusted, innovative, and calibrated, the text increases conceptual understanding and leads to greater student success in general chemistry by building on the expertise of the dynamic author team of leading researchers and award-winning teachers.

### Table of Contents

<b>1</b>	Introduction: Matter, Energy, and Measurement	<b>13</b>	Properties of Solutions
<b>2</b>	Atoms, Molecules, and Ions	<b>14</b>	Chemical Kinetics
<b>3</b>	Chemical Reactions and Reaction Stoichiometry	<b>15</b>	Chemical Equilibrium
<b>4</b>	Reactions in Aqueous Solution	<b>16</b>	Acid-Base Equilibria
<b>5</b>	Thermochemistry	<b>17</b>	Additional Aspects of Aqueous Equilibria
<b>6</b>	Electronic Structure of Atoms	<b>18</b>	Chemistry of the Environment
<b>7</b>	Periodic Properties of the Elements	<b>19</b>	Chemical Thermodynamics
<b>8</b>	Basic Concepts of Chemical Bonding	<b>20</b>	Electrochemistry
<b>9</b>	Molecular Geometry and Bonding Theories	<b>21</b>	Nuclear Chemistry
<b>10</b>	Gases	<b>22</b>	Chemistry of the Nonmetals
<b>11</b>	Liquids and Intermolecular Forces	<b>23</b>	Transition Metals and Coordination Chemistry
<b>12</b>	Solids and Modern Materials	<b>24</b>	The Chemistry of Life: Organic and Biological Chemistry

## Chemistry: A Molecular Approach, Global Edition



**Author: Nivaldo J. Tro**

ISBN-10: 1292152389

ISBN-13: 9781292152387

1320pp.

Published July 2016

Edition 4

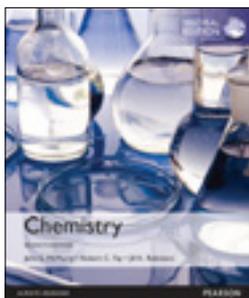
### About This Product

Nivaldo Tro presents chemistry visually through multi-level images – macroscopic, molecular, and symbolic representations – helping students see the connections between the world they see around them (macroscopic), the atoms and molecules that compose the world (molecular), and the formulas they write down on paper (symbolic). The benefits of Dr Tro's problem-solving approach are reinforced through digital, Interactive Worked Examples that provide students with an office-hour type of environment and expanded coverage on the latest developments in chemistry. New Key Concept Videos explain difficult concepts while new end-of-chapter problems, including Group Work questions and Data Interpretation and Analysis questions, engage students in applying their understanding of chemistry.

## Table of Contents

1	Matter, Measurement, and Problem Solving	14	Chemical Kinetics
2	Atoms and Elements	15	Chemical Equilibrium
3	Molecules, Compounds, and Chemical Equations	16	Acids and Bases
4	Chemical Quantities and Aqueous Reactions	17	Aqueous Ionic Equilibrium
5	Gases	18	Free Energy and Thermodynamics
6	Thermochemistry	19	Electrochemistry
7	The Quantum-Mechanical Model of the Atom	20	Radioactivity and Nuclear Chemistry
8	Periodic Properties of the Elements	21	Organic Chemistry
9	Chemical Bonding I: Lewis Theory	22	Biochemistry
10	Chemical Bonding II: Molecular Shapes, Valence Bond Theory, and Molecular Orbital Theory	23	Chemistry of the Nonmetals
11	Liquids, Solids, and Intermolecular Forces	24	Metals and Metallurgy
12	Solids and Modern Material	25	Transition Metals and Coordination Compounds
13	Solutions		

## Chemistry, Global Edition



**Authors: John E. McMurry, Robert C. Fay, Jill Kirsten Robinson**

ISBN-10: 1292092750

ISBN-13: 9781292092751

©2016

1168 pp.

Edition 7

### About This Product

**Make critical connections in chemistry clear and visible**

McMurry/Fay/Robinson's *Chemistry*, aims to help students understand the connections between topics in general chemistry and why they matter. The Seventh Edition provides a concise and streamlined narrative that blends the quantitative and visual aspects of chemistry, demonstrates the connections between topics, and illustrates the application of chemistry to their lives and careers. New content offers a better bridge between organic and biochemistry and general chemistry content, and new and improved pedagogical features make the text a true teaching tool rather than just a reference book.

## Table of Contents

1	Chemical Tools: Experimentation and Measurement	13	Chemical Kinetics
2	Atoms, Molecules, and Ions	14	Chemical Equilibrium
3	Mass Relationships in Chemical Reactions	15	Aqueous Equilibria: Acids and Bases
4	Reactions in Aqueous Solution	16	Applications of Aqueous Equilibria
5	Periodicity and the Electronic Structure of Atom	17	Thermodynamics: Entropy, Free Energy, and Equilibrium
6	Ionic Compounds: Periodic Trends and Bonding Theory	18	Electrochemistry
7	Covalent Bonding and Electron-Dot Structures	19	Nuclear Chemistry
8	Covalent Compounds: Bonding Theories and Molecular Structure	20	Transition Elements and Coordination Chemistry
9	Thermochemistry: Chemical Energy	21	Metals and Solid-State Materials
10	Gases: Their Properties and Behavior	22	The Main-Group Elements
11	Liquids, Solids, and Phase Changes	23	Organic and Biological Chemistry
12	Solutions and Their Properties		

# About “ICT in Education”

## Enhance your students’ learning experience

At Pearson, we understand that technology offers lecturers a great opportunity to inspire, motivate and engage students to enhance their learning experience. So we offer ICT in Education – a competency-based professional development programme for lecturers. Our ICT in Education course is accredited by the Media, Information and Communication Technologies (MICT) SETA Association.

Our ICT training is designed to enable you to effectively:

- ✔ Integrate Technology into the classroom.
- ✔ Engage with all types of learners.
- ✔ Match course material to students’ individual learning needs.
- ✔ Add value to assessments, making them more effective and varied.

## ICT Course Overview

Our training is divided into two modular courses, both of which can be customized to meet the individual needs of lecturers or Colleges if required. To experience the full benefit of the training, all modules of both courses should be undertaken in the recommended sequence. Each ICT in Education module provides six hours (one day) of training.

### **COURSE 1 ICT IN EDUCATION (INTRODUCTION)**

- Module 1** Introduction to technology as a teaching and learning tool
- Module 2** Word-processing software as a teaching and learning tool
- Module 3** Presentation software as a teaching and learning tool
- Module 4** Spreadsheet and drawing software as a teaching and learning tool
- Module 5** The Internet as a teaching and learning tool
- Module 6** Managing a classroom that includes technology

### **COURSE 2 ICT IN EDUCATION (INTERMEDIATE)**

- Module 1** The Internet as a collaborative teaching and learning tool
- Module 2** Online professional resources for teaching and learning
- Module 3** Wikis as a collaborative teaching and learning tool
- Module 4** Using audio and video technology to enhance teaching and learning
- Module 5** Leveraging technology tools to improve student assessment
- Module 6** Using tablets to enhance teaching and learning

### **COURSE 3: ICTs FOR LEADERS – LEADING AND DRIVING THE CHANGE (ADVANCED)**

- Module 1:** Elements of Change and the eMaturity framework
- Module 2:** Benefits of ICTs
- Module 3:** Monitoring and Evaluating ICTs in the classroom
- Module 4:** Coaching and Mentoring staff



