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Higher Education Catalogue

2019

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MyLab™ and Mastering™



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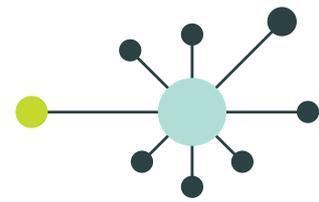


Auto-Graded Excel Question Types

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Seamless Implementation

Process can be completed in a month for a fuss-free transition.



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Ease of Accessibility

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A young man and woman are looking at a smartphone together, smiling. The man is on the left, wearing a blue t-shirt, and the woman is on the right, wearing a denim jacket over a grey top. They are both looking down at the phone held by the woman. The background is a blurred outdoor setting with trees and a fence.

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Learning Catalytics

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Learning Catalytics is an interactive student response tool that encourages team-based learning by using students' smartphones, tablets, or laptops to engage them in interactive tasks and thinking.

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Whether used alone or combined with our Pearson products, such as MyLab/Mastering, this powerful learning application helps enhance learning and foster the development of key skills.

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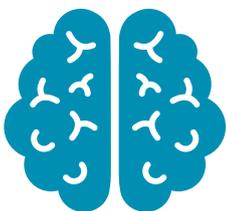
(Hattie & Timperley, 2007; Shute, 2007; Van der Kleij, Feskens, & Eggen, 2015).



Upload a full PowerPoint® deck for easy creation of slide questions.



Monitor responses to find out where your students are struggling.



Help your students develop critical thinking skills.



Rely on real-time data to adjust your teaching strategy.



Automatically group students for discussion, teamwork, and peer-to-peer learning.



Link to Customer Support (last page) to discuss your Learning Catalytics needs.



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MyLab
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Horngren's Financial & Managerial Accounting, The Managerial Chapters Edition 6

Miller-Nobles / Mattison / Matsumura

Binding Paperback | **Page Count** 864

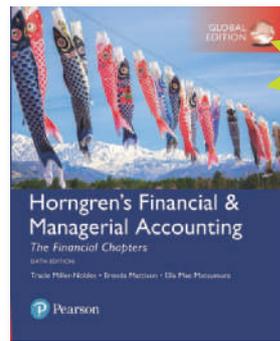
For courses in Financial and Managerial Accounting.

Horngren's Financial and Managerial Accounting, The Managerial Chapters presents the core content of principles of accounting courses in a fresh format designed to help today's learners succeed. As teachers first, the author team knows the importance of delivering a student experience free of obstacles. Their pedagogy and content uses leading methods in teaching students critical foundational topics and concentrates on improving student results—all tested in class by the authors themselves. With this in mind, the 6th Edition continues to focus on readability and student comprehension and takes this a step further in the managerial chapters by employing a new theme to help students see how managerial accounting is used as a tool to help all business people make decisions. By providing more meaningful learning tools, this title gives professors the resources needed to help students clear hurdles inside and outside of the classroom, like never before.

Table of Contents

1. Introduction to Managerial Accounting
 2. Job Order Costing
 3. Process Costing
 4. Cost Management Systems: Activity-Based, Just-in-Time, and Quality Management Systems
 5. Cost-Volume-Profit Analysis
 6. Variable Costing
 7. Master Budgets
 8. Flexible Budgets and Standard Cost Systems
 9. Responsibility Accounting and Performance Evaluation
 10. Short-Term Business Decisions
 11. Capital Investment Decisions
- Appendix A: Present Value Tables and Future Value Tables
Appendix B: Accounting Information Systems
Appendix C: The Statement of Cash Flows
Appendix D: Financial Statement Analysis

ISBN 9781292246260 | **PUB Date** 4/2/2018



MyLab
Accounting
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Horngren's Financial & Managerial Accounting, The Financial Chapters Edition 6

Miller-Nobles / Mattison / Matsumura

Binding Paperback | **Page Count** 984

For courses in Financial and Managerial Accounting.

Horngren's Financial and Managerial Accounting, The Financial Chapters presents the core content of principles of accounting courses in a fresh format designed to help today's learners succeed. As teachers first, the author team knows the importance of delivering a student experience free of obstacles. Their pedagogy and content uses leading methods in teaching students critical foundational topics and concentrates on improving student results—all tested in class by the authors themselves. With this in mind, the 6th Edition continues to focus on readability and student comprehension.

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. Internal Control and Cash
 8. Receivables
 9. Plant Assets, Natural Resources, and Intangibles
 10. Investments
 11. Current Liabilities and Payroll
 12. Long-Term Liabilities
 13. Stockholders' Equity
 14. The Statement of Cash Flows
 15. Financial Statement Analysis
- APPENDIX A: Present Value Tables and Future Value Tables
APPENDIX B: Accounting Information Systems

ISBN 9781292234403 | **PUB Date** 8/13/2017



Financial Accounting Edition 11

Harrison / Horngren / Thomas / Tietz / Swardy

Binding Paperback | Page Count 816

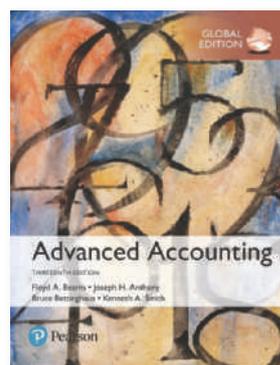
For introductory courses in Financial Accounting.

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. Written in a manner suitable for accounting and non-accounting majors, the 11th Edition, Global Edition, is the ideal text for a first course in financial accounting with a focus on IFRS. With its long-standing reputation in the marketplace for being easy to read and understand, this text drives home fundamental concepts in a reader-friendly way without adding unnecessary complexity. While maintaining the hallmark features of accuracy, readability, and ease of understanding, this Global Edition includes updated explanations, coverage, new real-world examples, and most importantly, updates to the Conceptual Framework.

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. Investments and International Operations
 9. Liabilities
 10. Stockholders' Equity
 11. Cash Flows
 12. Financial Statement Analysis
- Appendices on the Web
- Appendix A. Nestlé Annual Report Excerpts
- Appendix B. Time Value of Money: Future Value and Present Value
- Appendix C. Typical Charts of Accounts for Different Types of Businesses
- Appendix D. International Financial Reporting Standards (IFRS)

ISBN 9781292211145 | PUB Date 3/19/2017



Advanced Accounting Edition 13

Beams / Anthony / Bettinghaus / Smith

Binding Paperback | Page Count 824

For undergraduate and graduate courses in advanced accounting.

Advanced Accounting is an in-depth guide to accounting that reflects the most up-to-date business developments. This comprehensive textbook addresses practical financial reporting problems while reflecting recent business developments and changes in accounting standards.

Table of Contents

1. Business Combinations
2. Stock Investments—Investor Accounting and Reporting
3. An Introduction to Consolidated Financial Statements
4. Consolidation Techniques and Procedures
5. Intercompany Profit Transactions—Inventories
6. Intercompany Profit Transactions—Plant Assets
7. Intercompany Profit Transactions—Bonds
8. Consolidations—Changes in Ownership Interests
9. Indirect and Mutual Holdings
10. Subsidiary Preferred Stock, Consolidated Earnings per Share, and Consolidated Income Taxation
11. Consolidation Theories, Push-Down Accounting, and Corporate Joint Ventures
12. Derivatives and Foreign Currency: Concepts and Common Transactions
13. Accounting for Derivatives and Hedging Activities
14. Foreign Currency Financial Statements
15. Segment and Interim Financial Reporting
16. Partnerships—Formation, Operations, and Changes in Ownership Interests
17. Partnership Liquidation
18. Corporate Liquidations and Reorganizations
19. An Introduction to Accounting for State and Local Governmental Units
20. Accounting for State and Local Governmental Units—Governmental Funds
21. Accounting for State and Local Governmental Units—Proprietary and Fiduciary Funds
22. Accounting for Not-for-Profit Organizations
23. Estates and Trusts

ISBN 9781292214597 | PUB Date 8/13/2017



Horngren's Financial & Managerial Accounting Edition 6

Tracie L. Miller-Nobles / Brenda L. Mattison /
Ella Mae Matsumura

Binding Paperback | **Page Count** 984

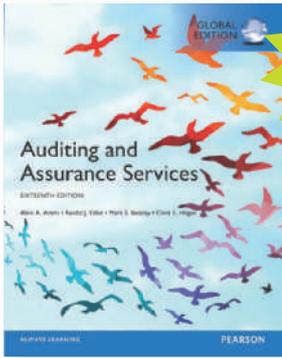
ISBN 9781292270746 | **PUB Date** 2/4/2018

Expanding on proven success with Horngren's financial and managerial accounting

Horngren's Financial and Managerial Accounting presents the core content of principles of accounting courses in a fresh format designed to help today's learners succeed. As teachers first, the author team knows the importance of delivering a student experience free of obstacles. Their pedagogy and content uses leading methods in teaching students critical foundational topics and concentrates on improving student results—all tested in class by the authors themselves. With this in mind, the 6th Edition continues to focus on readability and student comprehension and takes this a step further in the managerial chapters by employing a new theme to help students see how managerial accounting is used as a tool to help all business people make decisions. By providing more meaningful learning tools, this title gives professors the resources needed to help students clear hurdles inside and outside of the classroom, like never before.

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21. Variable Costing
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24. Responsibility Accounting and Performance Evaluation
25. Short-Term Business Decisions
26. Capital Investment Decisions
- Appendix A: Present Value Tables and Future Value Tables
- Appendix B: Accounting Information Systems



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Auditing and Assurance Services Edition 16

Arens / Elder / Beasley / Hogan

Binding Paperback | Page Count 896

ISBN 9781292147871 | PUB Date 4/1/2018

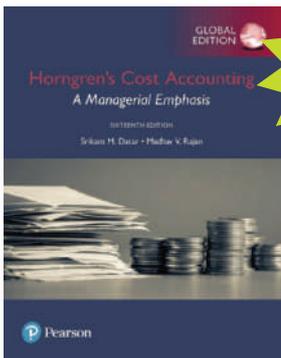
For the core auditing course for accounting majors.

Comprehensive and up-to-date, including discussion of new standards, codes, and concepts, *Auditing and Assurance Services: An Integrated Approach* presents an integrated concepts approach to auditing that details the process from start to finish. Based on the author's belief that the fundamental concepts of auditing center on the nature and amount of evidence that auditors should gather in specific engagements, the text's primary objective is to illustrate auditing concepts using practical examples and real-world settings.

The 16th Edition remains up-to-date with examples of key real-world audit decisions and an emphasis on audit planning, risk assessment processes, and collecting and evaluating evidence in response to risks.

Table of Contents

1. The Demand for Audit and Other Assurance Services
2. The CPA Profession
3. Audit reports
4. Professional Ethics
5. Legal Liability
6. Audit Responsibilities and Objectives
7. Audit Evidence
8. Audit Planning and Analytical Procedures
9. Materiality and Risk
10. Internal Control, Control Risk, and Section 404 Audits
11. Fraud Auditing
12. The Impact of Information Technology on the Audit Process
13. Overall Audit Strategy and Audit Program
14. Audit of the Sales and Collection Cycle: Tests of Controls and Substantive Tests of Transactions
15. Audit Sampling for Tests of Controls and Substantive Tests of Transactions
16. Completing the Tests in the Sales and Collection Cycle: Accounts Receivable
17. Audit Sampling for Tests of details of Balances
18. Audit of the Acquisition and Payment Cycle: Tests of Controls, Substantive Tests of Transactions, and Accounts Payable
19. Completing the Tests in the Acquisition and Payment Cycle: Verification of Selected Accounts
20. Audit of the Payroll and Personnel Cycle
21. Audit of the Inventory and Warehousing Cycle
22. Audit of the Capital Acquisition and Repayment
23. Audit of Cash and Financial Instruments
24. Completing the Audit
25. Other Assurance Services
26. Internal and Governmental Financial Auditing and Operations Auditing



Horngren's Cost Accounting Edition 16

Binding Paperback | **Page Count** 992

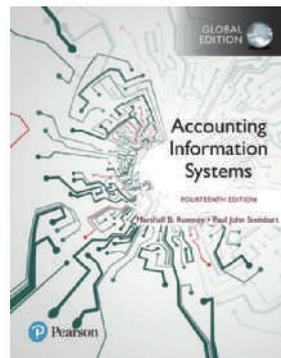
For courses in cost accounting.

Using the most current information to prepare students for their field and drawing examples from international settings, Horngren's Cost Accounting emphasizes global issues that reflect today's increasingly global business environment. The text also covers cutting-edge topics such as trends in big data and data analytics in predicting costs.

Table of Contents

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

ISBN 9781292211541 | **PUB Date** 3/19/2017



Accounting Information Systems Edition 14

Romney / Steinbart

Binding Paperback | **Page Count** 768

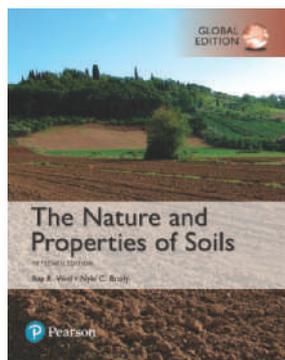
For undergraduate and graduate courses in accounting information systems.

This market-leading text delivers the most comprehensive and flexible coverage of the our major approaches to teaching AIS, while allowing instructors the flexibility to reorder chapters and focus the material to suit their individual course needs. This new edition has been updated to cover all of the most recent developments in AIS and to show AIS has changed the roles of an accountant.

Table of Contents

- Part I: Conceptual Foundations of Accounting Information Systems
1. Accounting Information Systems: An Overview
 2. Overview of Transaction Processing and Enterprise-Resource Planning Systems
 3. Systems Documentation Techniques
 4. Relational Databases
- Part II: Control and Audit of Accounting Information Systems
5. Fraud
 6. Computer Fraud and Abuse Techniques
 7. Control and Accounting Information Systems
 8. Controls for Information Security
 9. Confidentiality and Privacy Controls
 10. Processing Integrity and Availability Controls
 11. Auditing Computer-Based Information Systems
- Part III: Accounting Information Systems Applications
12. The Revenue Cycle: Sales to Cash Collections
 13. The Expenditure Cycle: Purchasing to Cash Disbursements
 14. The Production Cycle
 15. The Human Resources Management and Payroll Cycle
 16. General Ledger and Reporting System
- Part IV: The REA Data Model
17. Database Design Using the REA Data Model
 18. Implementing an REA Model in a Relational Database
 19. Special Topics in REA Modeling
- Part V: The Systems Development Process
20. Introduction to Systems Development and Systems Analysis
 21. AIS Development Strategies
 22. Systems Design, Implementation, and Operation

ISBN 9781292220086 | **PUB Date** 7/25/2017



The Nature and Properties of Soils Edition 15

Weil / Brady

Binding Paperback | Page Count 1104

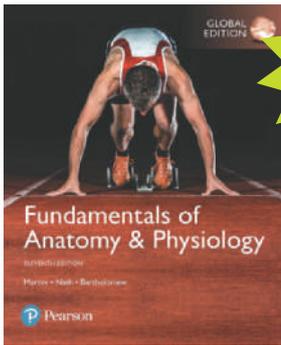
ISBN 9781292162232 | PUB Date 4/1/2018

For courses on soil science, soil fertility, land resources, earth science and soil geography.

The Nature and Properties of Soils is designed to engage today's students with the latest in the world of soils. This hallmark text introduces students to the exciting world of soils through clear writing, strong pedagogy, and an ecological approach that effectively explains the fundamentals of soil science. Worked calculations, vignettes, and current real-world applications prepare readers to understand concepts, solve problems, and think critically. now in full-color, the 15th Edition includes hundreds of compelling photos, figures, and diagrams to bring the exciting world of soils to life. Extensively revised, new and updated content appears in every chapter.

Table of Contents

- 1 The soils around us
- 2 Information of soils from Parent Materials
- 4 Soil architecture and Physical Properties
- 5 Soil Water: Characteristics and Behavior
- 6 Soil and the hydrologic Cycle
- 7 Soil aeration and Temperature
- 8 The Colloidal fraction: seat of soil Chemical and Physical activity
- 9 Soil acidity
- 10 Soils of dry regions: alkalinity, salinity, and sodicity
- 11 Organisms and ecology of the soil
- 12 Soil organic Matter
- 13 Nitrogen and sulfur economy of soils
- 14 Soil Phosphorus and Potassium
- 15 Calcium, Magnesium, silicon, and Trace elements
- 16 Practical Nutrient Management
- 17 Soil erosion and its Control
- 18 Soils and Chemical Pollution
- 19 Geographic soils information
- 20 Prospects for soil health in the anthropocene



Mastering
A&P
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Fundamentals of Anatomy & Physiology Edition 11

Martini / Nath / Bartholomew

Binding Paperback | **Page Count** 1304

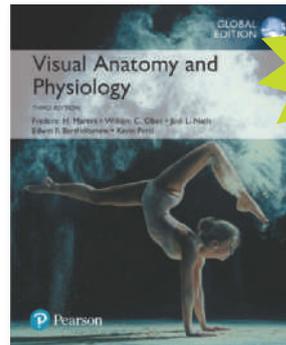
For courses in two-semester A&P.

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 11th 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.

Table of Contents

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

ISBN 9781292229867 | **PUB Date** 4/1/2018



Mastering
A&P
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Visual Anatomy & Physiology Edition 3

Martini / Ober / Nath / Bartholomew / Petti

Binding Paperback | **Page Count** 1240

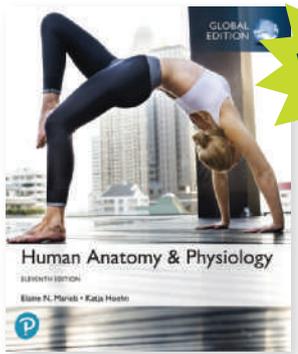
For courses in two-semester A&P.

Visual Anatomy & Physiology combines a one-of-a-kind visual approach with a modular organization that uniquely meets the needs of today's students without sacrificing the comprehensive coverage of A&P topics required for careers in nursing and other allied health professions. The 3rd Edition presents key new features based on recent research about how students use and digest visual information.

Table of Contents

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

ISBN 9781292216478 | **PUB Date** 8/13/2017



Human Anatomy & Physiology Edition 11

Marieb / Hoehn

Binding Hardback/Paperback | Page Count 1272

ISBN 9781292260853 | PUB Date 4/22/2018

For the two-semester A&P course.

Equipping learners with 21st-century skills to succeed in A&P and beyond

Human Anatomy & Physiology, by best-selling authors Elaine Marieb and Katja Hoehn, motivates and supports learners at every level, from novice to expert, equipping them with 21st century skills to succeed in A&P and beyond. Each carefully paced chapter guides students in advancing from mastering A&P terminology to applying knowledge in clinical scenarios, to practicing the critical thinking and problem-solving skills required for entry to nursing, allied health, and exercise science programs.

Table of Contents

Unit 1. Organization of the Body

- 1 The Human Body: An Orientation
- 2 Chemistry Comes Alive
- 3 Cells: The Living Units
- 4 Tissue: The Living Fabric

Unit 2. Covering, Support, and Movement of the Body

- 5 The Integumentary System
- 6 Bones and Skeletal Tissue
- 7 The Skeleton
- 8 Joints

9 Muscles and Muscle Tissue

10 The Muscular System

Unit 3. Regulation and Integration of the Body

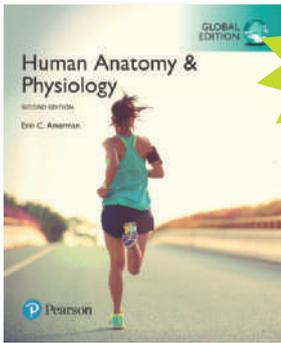
- 11 Fundamentals of the Nervous System and Nervous Tissue
- 12 The Central Nervous System
- 13 The Peripheral Nervous System and Reflex Activity
- 14 The Autonomic Nervous System
- 15 The Special Senses
- 16 The Endocrine System

Unit 4. Maintenance of the Body

- 17 Blood
- 18 The Cardiovascular System: The Heart
- 19 The Cardiovascular System: Blood Vessels
- 20 The Lymphatic System and Lymphoid Organs and Tissues
- 21 The Immune System: Innate and Adaptive Body Defenses
- 22 The Respiratory System
- 23 The Digestive System
- 24 Nutrition, Metabolism, and Body Temperature Regulation
- 25 The Urinary System
- 26 Fluid, Electrolyte, and Acid-Base Balance

Unit 5. Continuity

- 27 The Reproductive System
- 28 Pregnancy and Human Development
- 29 Heredity



Mastering
A&P
available

Human Anatomy & Physiology Edition 2

Amerman

Binding Paperback | Page Count 1256

ISBN 9781292260082 | PUB Date 5/14/2018

For the two-semester A&P course.

Provide a learner-centered approach to the study of A&P

Human Anatomy & Physiology speaks to the way today's diverse students learn and study. In the 2nd Edition, author Erin Amerman strengthens her distinctive learner-centered approach by focusing on three unique pillars. First, Amerman uses art to present one-concept-at-a-time before bringing the distinct parts together in one summarizing Big Picture figure. Second, Amerman coaches students right when they need it, beginning on page 51 where the opening module titled How To Succeed in Your Anatomy & Physiology Course appears. And finally, she provides students with ample opportunities to practice and develop critical-thinking skills through questions about case studies and real-world scenarios.

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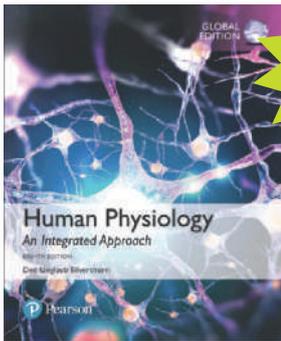
Unit 1: Fundamental Principles of Anatomy and Physiology
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Chapter 3: The Cell
Chapter 4: Histology
Unit 2: Body Coverings and Movement
Chapter 5: The Integumentary System
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Chapter 27: Development & Heredity

Appendix A Answers to Apply What You Learned and Assess What You Learned

Appendix B The Metric System

Appendix C Laboratory Reference Values

Appendix D Scientific Method



Mastering
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Human Physiology: An Integrated Approach Edition 8

Silverthorn

Binding Paperback | **Page Count** 984

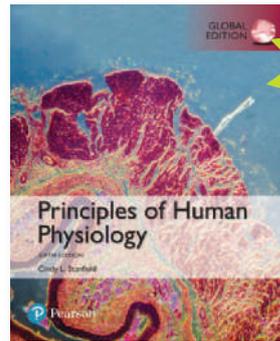
For courses in human physiology.

Human Physiology: An Integrated Approach is the #1 best-selling 1-semester human physiology text world-wide. The 8th Edition engages students in developing a deeper understanding of human physiology by guiding them to think critically and equipping them to solve real-world problems.

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- I. BASIC CELL PROCESSES: INTEGRATION AND COORDINATION
 1. Introduction to Physiology
 2. Molecular Interactions
 3. Compartmentation: Cells and Tissues
 4. Energy and Cellular Metabolism
 5. Membrane Dynamics
 6. Communication, Integration, and Homeostasis
- II. HOMEOSTASIS AND CONTROL
 7. Introduction to the Endocrine System
 8. Neurons: Cellular and Network Properties
 9. The Central Nervous System
 10. Sensory Physiology
 11. Efferent Division: Autonomic and Somatic Motor Control
 12. Muscles
 13. Integrative Physiology I: Control of Body Movement
- III. INTEGRATION OF FUNCTION
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 15. Blood Flow and the Control of Blood Pressure
 16. Blood
 17. Mechanics of Breathing
 18. Gas Exchange and Transport
 19. The Kidneys
 20. Integrative Physiology II: Fluid and Electrolyte Balance
- IV. METABOLISM, GROWTH, AND AGING
 21. The Digestive System
 22. Metabolism and Energy Balance
 23. Endocrine Control of Growth and Metabolism
 24. The Immune System
 25. Integrative Physiology III: Exercise
 26. Reproduction and Development

ISBN 9781292259543 | **PUB Date** 1/3/2018



Mastering
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Principles of Human Physiology Edition 6

Stanfield

Binding Paperback | **Page Count** 816

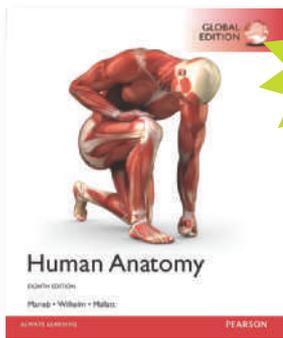
For courses in human physiology.

Principles of Human Physiology, 6th Edition uses a precise and clear-cut writing style to offer lasting comprehension for Human Physiology students, extending to real-life application in the field. The 6th Edition provides essential digital resources to foster critical thinking and problem-solving skills. The exceptional art program is consistent, scientifically accurate, and visually appealing. Stanfield's renowned flexible pedagogy allows instructors to choose what is essential to students when mapping out their course.

Table of Contents

1. Introduction to Physiology
2. The Cell: Structure and Function
3. Cell Metabolism
4. Cell Membrane Transport
5. Chemical Messengers
6. The Endocrine System: Endocrine Glands and Hormone Actions
7. Nerve Cells and Electrical Signaling
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19. The Urinary System: Fluid and Electrolyte Balance
20. The Gastrointestinal System
21. The Endocrine System. Regulation of Energy Metabolism and Growth
22. The Reproductive System
23. The Immune System
24. Diabetes Mellitus

ISBN 9781292156484 | **PUB Date** 2/19/2018



Mastering
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Human Anatomy Edition 8

Marieb / Wilhelm / Mallatt

Binding Paperback | Page Count 904

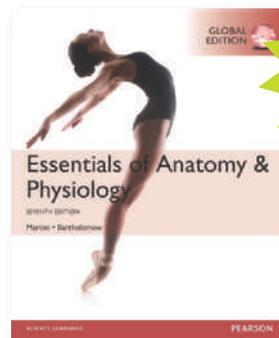
For one-semester courses in human anatomy.

The #1 best-selling textbook for the human anatomy course, Human Anatomy, 8th Edition is widely regarded as the most readable and visually accessible book on the market. The book's hallmark strengths – detailed art that teaches better and a student-friendly narrative – are enhanced through more prominent in-text media references and updated Focus Figures.

Table of Contents

1. The Human Body: An Orientation
2. Cells: The Living Units
3. Basic Embryology
4. Tissues
5. The Integumentary System
6. Bones and Skeletal Tissues
7. Bones, Part 1: The Axial Skeleton
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ISBN 9781292156798 | PUB Date 4/1/2018



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Essentials of Anatomy & Physiology Edition 7

Martini / Bartholomew

Binding Paperback | Page Count 808

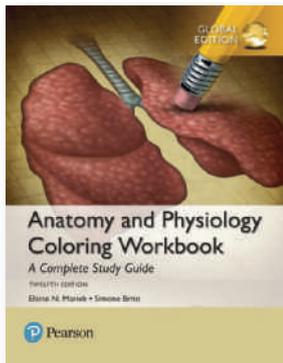
For one-semester courses in anatomy & physiology.

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 & 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 Mastering A&P media, include new Build your Knowledge activities, new Spotlight Figures Coaching activities, new Bone and Organ Dissection Videos, and new Dynamic Study Modules that help students study on the go.

Table of Contents

1. An Introduction to Anatomy and Physiology
2. The Chemical Level of Organization
3. Cell Structure and Function
4. The Tissue Level of Organization
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16. The Digestive System
17. Nutrition and Metabolism
18. The Urinary System
19. The Reproductive System
20. Development and Inheritance

ISBN 9781292156934 | PUB Date 4/1/2018



Anatomy and Physiology Coloring Workbook: A Complete Study Guide Edition 12

Marieb / Brito

Binding Paperback | **Page Count** 416

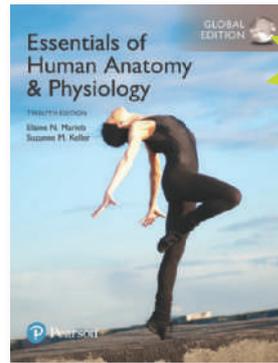
For courses in one- and two-semester anatomy & physiology.

An incredibly engaging study guide that can be used either independently or in conjunction with any A&P book, the Anatomy and Physiology Coloring Workbook helps students get the most out of their A&P classes. Thoughtfully crafted to include a wide range of coloring activities and self-assessments, students will also benefit from updated At the Clinic questions, a new major tissue figure, and updated terminology. The Incredible Journey visualization exercises will take students on an exciting adventure through the human body.

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1. The Human Body: An Orientation
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ISBN 9781292214146 | **PUB Date** 7/25/2017



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Essentials of Human Anatomy & Physiology Edition 12

Marieb / Keller

Binding Paperback | **Page Count** 656

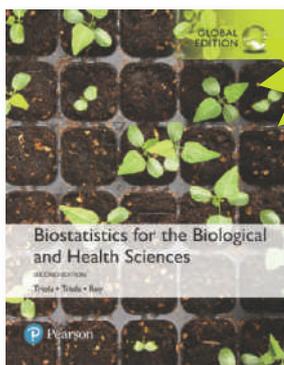
For courses in one- and two-semester anatomy & physiology.

Now in its 12th Edition, the best-selling Essentials of Human Anatomy and Physiology sets the standard for one-semester A&P texts. With Marieb's hallmark clear and friendly writing style and meaningful analogies, the book offers just the right balance of anatomy, physiology, and clinical coverage to make the content complete, but not overwhelming. New clinical photos in the Homeostatic Imbalance feature help students visualize diseases and disorders, and new integrated Concept Links help students make connections across topics and body systems. Written specifically for the one-semester course, this text brings A&P concepts to life and provides real-world context, helps students study and retain information, personalizes learning with Mastering A&P.

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16. The Reproductive System

ISBN 9781292216119 | **PUB Date** 7/25/2017



MyLab
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Biostatistics for the Biological and Health Sciences, Edition 2

Triola / Triola

Binding Paperback | Page Count 728

ISBN 9781292229362 | PUB Date 5/14/2018

For courses in Biostatistics.

Biostatistics for the Biological and Health Sciences uses a variety of real-world applications to bring statistical theories and methods to life. Through these examples and a friendly writing style, the 2nd Edition ensures that students understand concepts and develop skills in critical thinking, technology, and communication. The result of collaboration between two biological sciences experts and the author of the #1 statistics book in the US, *Biostatistics for the Biological and Health Sciences* provides an excellent introduction to statistics for students studying the biological, life, medical, and health sciences.

Table of Contents

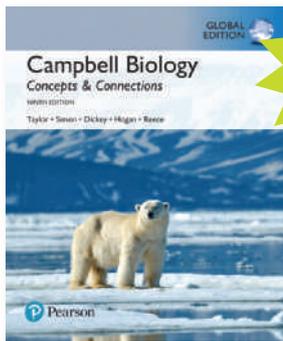
Unit 1: Fundamental Principles of Anatomy and Physiology
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Appendix A Answers to Apply What You Learned and Assess What You Learned

Appendix B The Metric System

Appendix C Laboratory Reference Values

Appendix D Scientific Method



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Campbell Biology: Concepts & Connections Edition 9

Taylor / Simon / Dickey / Hogan / Reece

Binding Paperback | Page Count 928

ISBN 9781292229478 | PUB Date 4/1/2018

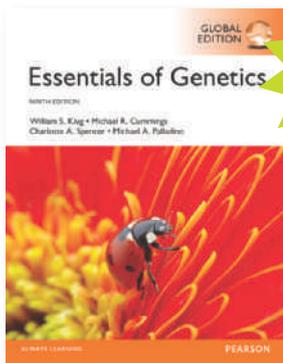
Intended for non-majors or mixed biology courses.

A conceptual framework for understanding the world of biology

Campbell Biology: Concepts & Connections continues to introduce pedagogical innovations, which motivate students not only to learn, but also engage with biology. This bestselling textbook is designed to help students stay focused with its hallmark modular organization around central concepts and engages students in connections between concepts and the world outside of the classroom with Scientific Thinking, Evolution Connection and Connection essays in every chapter. The 9th Edition offers students a framework organized around fundamental biological themes and encourages them to analyze visual representations of data with new Visualizing the Data figures. A reorganized Chapter One emphasizes the process of science and scientific reasoning, and robust instructor resources and multimedia allow students to engage with biological concepts in a memorable way. Unparalleled resources let instructors develop active and high-interest lectures with ease.

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1. Biology: Exploring Life
- I. THE LIFE OF THE CELL
2. The Chemical Basis of Life
3. The Molecules of Cells
4. A Tour of the Cell
5. The Working Cell
6. How Cells Harvest Chemical Energy
7. Photosynthesis: Using Light to Make Food
- II. CELLULAR REPRODUCTION AND GENETICS
8. The Cellular Basis of Reproduction and Inheritance
9. Patterns of Inheritance
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11. How Genes Are Controlled
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35. Behavioral Adaptations to the Environment
36. Population Ecology
37. Communities and Ecosystems
38. Conservation Biology
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- Appendix 2 The Periodic Table
- Appendix 3 The Amino Acids of Proteins
- Appendix 4 Chapter Review Answers
- Appendix 5 Credits



Mastering
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Essentials of Genetics Edition 9

Klug / Cummings / Spencer / Palladino

Binding Paperback | Page Count 608

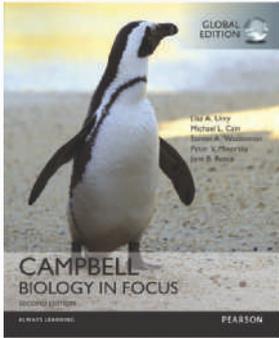
ISBN 9781292108865 | PUB Date 4/1/2018

For all introductory genetics courses.

Known for its focus on conceptual understanding, problem solving, and practical applications, this bestseller strengthens problem-solving skills and explores the essential genetics topics that today's students need to understand. The 9th Edition maintains the text's brief, less-detailed coverage of core concepts and has been extensively updated with relevant, cutting-edge coverage of emerging topics in genetics.

Table of Contents

1. Introduction to Genetics
 2. Mitosis and Meiosis
 3. Mendelian Genetics
 4. Modifications of Mendelian Ratios
 5. Sex Determination and Sex Chromosomes
 6. Chromosome Mutations: Variation in Number and Arrangement
 7. Linkage and Chromosome Mapping in Eukaryotes
 8. Genetic Analysis and Mapping in Bacteria and Bacteriophages
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 10. DNA Replication and Recombination
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 12. The Genetic Code and Transcription
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 15. Regulation of Gene Expression
 16. The Genetics of Cancer
 17. Recombinant DNA Technology
 18. Genomics and Proteomics
 19. Applications and Ethics of Genetic Engineering and Biotechnology
 20. Developmental Genetics
 21. Quantitative Genetics and Multifactorial Traits
 22. Population and Evolutionary Genetics
- Special Topics in Modern Genetics 1: Epigenetics
Special Topics in Modern Genetics 2: Emerging Roles of RNA
Special Topics in Modern Genetics 3: DNA Forensics
Special Topics in Modern Genetics 4: Genomics and Personalized Medicine
Special Topics in Modern Genetics 5: Genetically Modified Foods
Special Topics in Modern Genetics 6: Gene Therapy
- Appendix A: Answers to Selected Problems and Discussion Questions
Glossary



Campbell Biology in Focus Edition 2

Urry / Cain / Wasserman / Minorsky / Reece

Binding Paperback | Page Count 1104

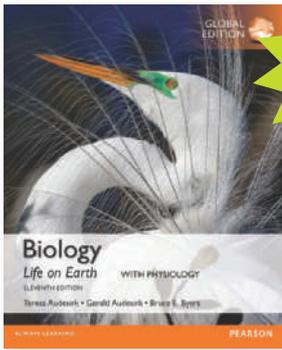
ISBN 9781292109589 | PUB Date 4/1/2018

For introductory biology course for science majors.

Campbell Biology in Focus is the best-selling “short” textbook for the introductory college biology course for science majors. Every unit streamlines 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. The 2nd Edition builds on the Campbell hallmark standards of accuracy, clarity, and pedagogical innovation, helping students make connections visually across chapters, interpret real data from research, and synthesize their knowledge. Digital resources include new, mobile-friendly tools that help instructors teach challenging topics better; integrate the eText with videos and animations; and allow students to test, learn, and retest until they achieve mastery of the content.

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1. Introduction: Evolution and the Foundations of Biology
- NIT 1: CHEMISTRY AND CELLS
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9. The Cell Cycle
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11. Mendel and the Gene Idea
12. The Chromosomal Basis of Inheritance
13. The Molecular Basis of Inheritance
14. Gene Expression: From Gene to Protein
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17. Viruses
18. Genomes and Their Evolution
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22. The Origin of Species
23. Broad Patterns of Evolution
- UNIT 4: THE EVOLUTIONARY HISTORY OF LIFE
24. Early Life and the Diversification of Prokaryotes
25. The Origin and Diversification of Eukaryotes
26. The Colonization of Land
27. The Rise of Animal Diversity
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28. Plant Structure and Growth
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38. Nervous and Sensory Systems
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- UNIT 7: ECOLOGY
40. Population Ecology and the Distribution of Organisms
41. Species Interactions
42. Ecosystems and Energy
43. Global Ecology and Conservation Biology



Mastering
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Biology: Life on Earth with Physiology **Edition 11**

Audesirk / Audesirk / Byers

Binding Paperback | **Page Count** 1028

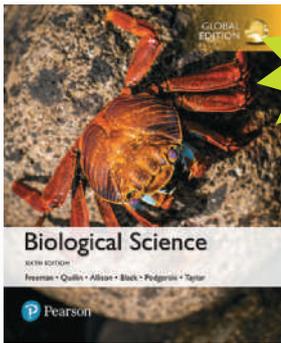
ISBN 9781292158167 | **PUB Date** 4/1/2018

For nonmajors/mixed biology courses.

With a proven and effective tradition of engaging readers with real-world applications, high-interest case studies, and inquiry-based pedagogy, *Biology: Life on Earth* fosters a lifetime of discovery and scientific understanding. Maintaining the conversational, question-and-answer presentation style that has made the text a best-seller, the 11th Edition incorporates true and relevant Case Studies throughout each chapter, along with new, more extensive guidance for developing critical thinking skills and scientific literacy.

Table of Contents

1. An Introduction to Life on Earth
- Part I: THE LIFE OF THE CELL
2. Atoms, Molecules, and Life
3. Biological Molecules
4. Cell Structure and Function
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6. Energy Flow in the Life of a Cell
7. Capturing Solar Energy: Photosynthesis
8. Harvesting Energy: Glycolysis and Cellular Respiration
- Part II: INHERITANCE
9. The Continuity of Life: Cellular Reproduction
10. Patterns of Inheritance
11. DNA: The Molecule of Heredity
12. Gene Expression and Regulation
13. Biotechnology
- Part III: EVOLUTION AND DIVERSITY OF LIFE
14. Principles of Evolution
15. How Populations Evolve
16. The Origin of Species
17. The History of Life
18. Systematics: Seeking Order Amid Diversity
19. The Diversity of Prokaryotes and Viruses
20. The Diversity of Protists
21. The Diversity of Plants
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23. Animal Diversity I: Invertebrates
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30. Conserving Earth's Biodiversity
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38. The Nervous System
39. The Senses
40. Action and Support: The Muscles and Skeleton
41. Animal Reproduction
42. Animal Development
- Part VI. PLANT ANATOMY AND PHYSIOLOGY
43. Plant Anatomy and Nutrient Transport
44. Plant Reproduction and Development
45. Plant Responses to the Environment



Mastering
Biology
available

Biological Science Edition 6

Freeman / Quillin / Allison / Black / Taylor /
Podgorski / Carmichael

Binding Paperback | Page Count 1360

ISBN 9781292165073 | PUB Date 3/18/2018

For introductory courses for biology majors.

Scott Freeman's *Biological Science* is beloved for its Socratic narrative style, its emphasis on experimental evidence, and its dedication to active learning. *Biological Science* equips students with strategies to assess their level of understanding and identify the types of cognitive skills that need improvement.

In the 6th Edition, content is streamlined and emphasizes core concepts and competencies from the Vision and Change in Undergraduate Biology Education report. The text's unique BioSkills section after Chapter 1 helps students develop key skills needed to become a scientist, new Making Models boxes guide learners in interpreting and creating models, and new Put It all Together case studies conclude each chapter. new, engaging content includes updated coverage of global climate change, advances in genomic editing, and recent insights into the evolution of land plants.

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1. Biology and the Tree of Life

BioSkills

I. THE MOLECULAR ORIGIN AND EVOLUTION OF LIFE

2. Water and Carbon: The Chemical Basis of Life

3. Protein Structure and Function

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5. An Introduction to Carbohydrates

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II. CELL STRUCTURE AND FUNCTION

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14. Mendel and the Gene

15. DNA and the Gene: Synthesis and Repair

16. How Genes Work

17. Transcription, RNA Processing, and Translation

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19. Control of Gene Expression in Eukaryotes

20. The Molecular Revolution: Biotechnology and Beyond

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22. Evolution by Natural Selection

23. Evolutionary Processes

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34. Plant Form and Function

35. Water and Sugar Transport in Plants

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46. Chemical Signals in Animals

47. Animal Reproduction and Development

48. The Immune System in Animals

VIII. ECOLOGY

49. An Introduction to Ecology

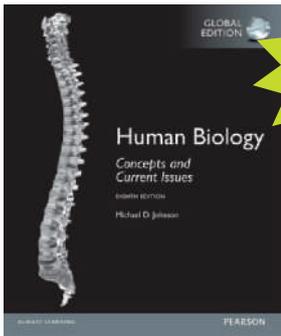
50. Behavioral Ecology

51. Population Ecology

52. Community Ecology

53. Ecosystems and Global Ecology

54. Biodiversity and Conservation Biology



Mastering
Biology
available

Human Biology: Concepts and Current Issues Edition 8

Johnson

Binding Paperback | Page Count 640

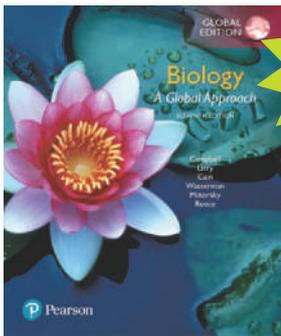
ISBN 9781292166278 | PUB Date 2/19/2018

For courses in human biology.

Through his teaching, his textbook, and his online blog, award-winning teacher Michael D. Johnson sparks interest in human biology by connecting basic biology to real-world issues that are relevant to students' lives. Using a storytelling approach and extensive online support, *Human Biology: Concepts and Current Issues* Eighth Edition not only demystifies how the human body works but also drives students to become a better, more discerning consumer of health and science information. Each chapter opens with Johnson's popular Current Issues essays, and within each chapter, BlogInFocus references direct readers to his frequently updated blog for breaking human biology-related news.

Table of Contents

1. Human Biology, Science, and Society
 2. The Chemistry of Living Things
 3. Structure and Function of Cells
 4. From Cells to Organ Systems
 5. The Skeletal System
 6. The Muscular System
 7. Blood
 8. Heart and Blood Vessels
 9. The Immune System and Mechanisms of Defense
 10. The Respiratory System. Exchange of Gases
 11. The Nervous System. Integration and Control
 12. Sensory Mechanisms
 13. The Endocrine System
 14. The Digestive System and Nutrition
 15. The Urinary System
 16. Reproductive Systems
 17. Cell Reproduction and Differentiation
 18. Cancer. Uncontrolled Cell Division and Differentiation
 19. Genetics and Inheritance
 20. DNA Technology and Genetic Engineering
 21. Development, Maturation, Aging, and Death
 22. Evolution and the Origins of Life
 23. Ecosystems and Populations
 24. Human Impacts, Biodiversity, and Environmental Issues
- Glossary G-1
Answers to Figure Check, Quick Check, and Test Yourself
Questions A-1



Mastering
Biology
available

Campbell Biology, A Global Approach Edition 11

Campbell / Urry / Cain / Wasserman / Minorsky / Reece

Binding Paperback | Page Count 1512

ISBN 9781292170435 | PUB Date 4/1/2018

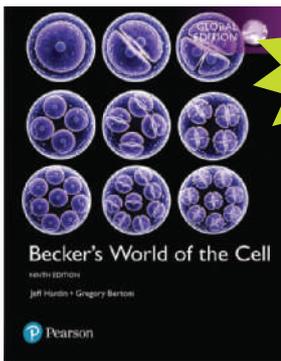
For courses in general biology

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, the Eleventh Edition of the best-selling Campbell Biology sets students on the path to success in biology.

To engage learners in developing a deeper understanding of biology, the 11th Edition challenges them to apply their knowledge and skills to a variety of new hands-on activities and exercises in the text and online. Content updates throughout the text reflect rapidly evolving research, and new learning tools include Problem-Solving Exercises, Visualizing Figures, Visual Skills Questions, and more.

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1 Biology and Its Themes	28 The Origin and Evolution of Eukaryotes
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3 The Chemistry of Water	31 Introduction to Fungi
4 Carbon: The Basis of Molecular Diversity	32 An Introduction to Animal Diversity
5 Biological Macromolecules and Lipids	33 Invertebrates
6 Energy and Life	34 Vertebrates
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16 Nucleic Acids and Inheritance	46 Development in Animals
17 Expression of Genes	47 Animal Defenses Against Infection
18 Control of Gene Expression	48 Electrical Signals in Animals
19 DNA Technology	49 Neural Regulation in Animals
20 The Evolution of Genomes	50 Sensation and Movement in Animals
Unit 4 EVOLUTION	Unit 8 THE ECOLOGY OF LIFE
21 How Evolution Works	51 An Overview of Ecology
22 Phylogenetic Reconstruction	52 Behavioral Ecology
23 Microevolution	53 Populations and Life History Traits
24 Species and Speciation	54 Biodiversity and Communities
25 Macroevolution	55 Energy Flow and Chemical Cycling in Ecosystems
Unit 5 THE DIVERSITY OF LIFE	56 Conservation and Global Ecology
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27 Prokaryotes	



Mastering
Biology
available

Becker's World of the Cell **Edition 9**

Hardin / Bertoni / Kleinsmith

Binding Paperback | **Page Count** 920

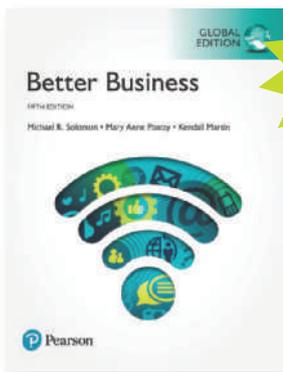
ISBN 9781292177694 | **PUB Date** 9/3/2017

For courses in cell biology.

Widely praised for its strong biochemistry coverage and clear, easy-to-follow explanations and figures, Becker's World of the Cell provides a beautifully illustrated, up-to-date introduction to cell biology concepts, processes, and applications. Informed by many years of classroom experience, the revised 9th Edition introduces molecular genetics concepts and includes more extensive coverage of key techniques in each chapter. Becker's World of the Cell provides accessible and authoritative descriptions of all major principles, as well as unique scientific insights into visualization and applications of cell and molecular biology.

Table of Contents

1. A Preview of Cell Biology
 2. The Chemistry of the Cell
 3. The Macromolecules of the Cell
 4. Cells and Organelles
 5. Bioenergetics: The Flow of Energy in the Cell
 6. Enzymes: The Catalysts of Life
 7. Membranes: Their Structure, Function, and Chemistry
 8. Transport Across Membranes: Overcoming the Permeability Barrier
 9. Chemotrophic Energy Metabolism: Glycolysis and Fermentation
 10. Chemotrophic Energy Metabolism: Aerobic Respiration
 11. Phototrophic Energy Metabolism: Photosynthesis
 12. The Endomembrane System
 13. Cytoskeletal Systems
 14. Cellular Movement: Motility and Contractility
 15. Beyond the Cell: Cell Adhesions, Cell Junctions, and Extracellular Structures
 16. The Structural Basis of Cellular Information: DNA, Chromosomes, and the Nucleus
 17. DNA Replication, Repair, and Recombination
 18. Gene Expression: I. The Genetic Code and Transcription
 19. Gene Expression: II. Protein Synthesis and Sorting
 20. The Regulation of Gene Expression
 21. Molecular Biology Techniques for Cell Biology
 22. Signal Transduction Mechanisms: I. Electrical and Synaptic Signaling in Neurons
 23. Signal Transduction Mechanisms: II. Messengers and Receptors
 24. The Cell Cycle and Mitosis
 25. Sexual Reproduction, Meiosis, and Genetic Recombination
 26. Cancer Cells
- Appendix - Visualizing Cells and Molecules



Better Business, Global Edition Edition 5

Solomon / Poatsy / Martin

Binding Paperback | Page Count 624

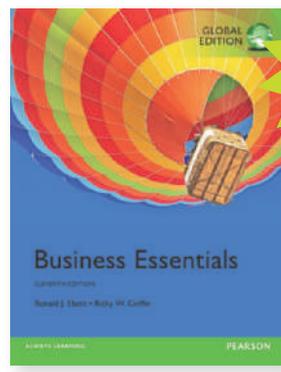
For courses in introductory business

Better Business introduces the business content students need in a better way. By presenting the material in a stimulating, conversational, question and answer format, the text encourages students to come to class prepared to have better conversations, opening up a truly engaging classroom experience. Throughout the text, unique features illustrate positive and negative outcomes of relevant business ventures, while Mini Chapters focus in on key topics in business. The 5th Edition continues to feature updated social media strategies and technologies, reflecting the explosive growth of social media in the contemporary business environment. With Better Business students and instructors have a powerful learning and teaching tool that captures the evolving issues and opportunities of business.

Table of Contents

- I. LOOKING AT THE BUSINESS ENVIRONMENT
 - 1. Business Basics
 - 2. Economics and Banking
 - 3. Ethics in Business
 - 4. Business in a Global Economy
- II. STARTING AND STRUCTURING A BUSINESS
 - 5. Small Business and the Entrepreneur
 - 6. Forms of Business Ownership
- III. MANAGING A BUSINESS AND EMPLOYEES
 - 7. Business Management and Organization
 - 8. Motivation, Leadership, and Teamwork
 - 9. Human Resource Management
 - 10. Online Business and Technology
 - 11. Production, Operations, and Supply Chain Management
- IV. PRINCIPLES OF MARKETING
 - 12. Marketing and Consumer Behavior
 - 13. Product Development, Branding, and Pricing Strategies
 - 14. Promotion and Distribution
- V. PRINCIPLES OF FINANCE
 - 15. Financing and Accounting for Business Operations
 - 16. Investment Opportunities in the Securities Market

ISBN 9781292218199 | PUB Date 8/13/2017



Business Essentials Edition 11

Ebert / Griffin

Binding Paperback | Page Count 696

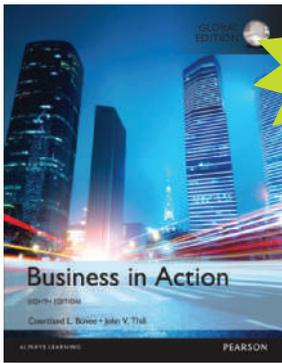
For introduction to business courses.

The recent events in domestic and global economies are presenting unprecedented challenges, excitement, and disappointments for business—and a need for a change in Introduction to Business courses and texts. Business Essentials captures the widespread significance of these developments and presents their implications on businesses today.

Table of Contents

- Part 1: The Contemporary Business World
 - 1. The U.S. Business Environment
 - 2. Understanding Business Ethics and Social Responsibility
 - 3. Entrepreneurship, New Ventures, and Business Ownership
 - 4. Understanding the Global Context of Business
- Part 2: Managing the Business
 - 5. Managing the Business
 - 6. Organizing the Business
 - 7. Operations Management and Quality
- Part 3: People in Organizations
 - 8. Employee Behavior and Motivation
 - 9. Leadership and Decision Making
 - 10. Human Resource Management and Labor Relations
- Part 4: Principles of Marketing: Building Relationships with Customers for Competitive Advantage
 - 11. Marketing Processes and Consumer Behavior
 - 12. Developing and Pricing Products
 - 13. Distributing and Promoting Products
- Part 5: Managing Information for Better Business Decisions
 - 14. Information Technology (IT) for Business
 - 15. The Role of Accountants and Accounting Information
- Part 6: The Financial System and Issues in Financial Management
 - 16. Understanding Money and the Role of Banking
 - 17. Managing Business Finances
- Appendices
 - Appendix I: Risk Management
 - Appendix II: The Legal Context of Business
 - Appendix III: Managing Your Personal Finances
 - Appendix IV: Unions and Labor Management

ISBN 9781292152240 | PUB Date 4/2/2018



MyLab Intro
to Business
available

Business in Action **Edition 8**

Bovee / Thill

Binding Paperback | **Page Count** 608

ISBN 9781292160634 | **PUB Date** 4/1/2018

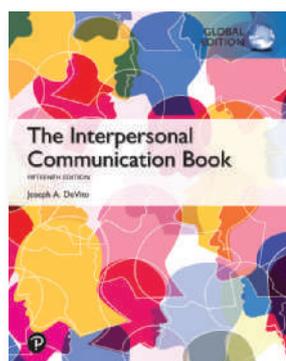
For introductory courses in business.

Comprehensive, *Business in Action* is significantly shorter than other introductory business textbooks without omitting any important principles and concepts. Featuring a highly organized, objective-driven structure, this Eighth Edition builds on the text's tradition of incorporating relevant, contemporary examples from the business world with five brand-new vignettes and case studies bookending its chapters.

This updated edition also includes new and revised questions, visuals, and chapters covering relevant business trends and topics. The ideal textbook for introductory courses in business, *Business in Action* covers the full spectrum of contemporary business topics without filler or fluff.

Table of Contents

1. Developing a Business Mindset
2. Understanding Basic Economics
3. The Global Marketplace
4. Business Ethics and Corporate Social Responsibility
5. Forms of Ownership
6. Entrepreneurship and Small-Business Ownership
7. Management Roles, Functions, and Skills
8. Organization and Teamwork
9. Production Systems
10. Employee Motivation
11. Human Resources Management
12. Labor Relations
13. The Art and Science of Marketing
14. Product and Pricing Strategies
15. Distribution and Marketing Logistics
16. Customer Communication
17. Financial Information and Accounting Concepts
18. Financial Management
19. Financial Markets and Investment Strategies
20. The Money Supply and Banking Systems



The Interpersonal Communication Book, Global Edition Edition 15

Devito

Binding Paperback | **Page Count** 432

For courses in Interpersonal Communication.

The Interpersonal Communication Book provides in-depth coverage of interpersonal communication, blending theory and research with practical skills. Author Joseph DeVito utilizes the concept of choice as the philosophical foundation of his narrative, emphasizing how the choices individuals make will influence their relationships and the effectiveness of their messages. The 15th Edition has been updated with new topics and additional coverage of the impact that the proliferation of social media has had upon interpersonal communication throughout the world.

Table of Contents

PART I: PRELIMINARIES TO INTERPERSONAL COMMUNICATION

1. Foundations of Interpersonal Communication
2. Culture and Interpersonal Communication
3. Perception of the Self and Others

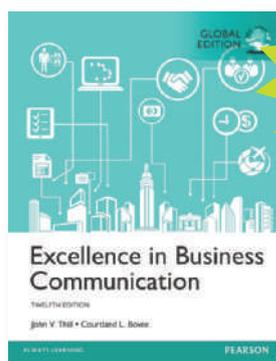
PART II: INTERPERSONAL MESSAGES

4. Verbal Messages
5. Nonverbal Messages
6. Listening
7. Emotional Messages
8. Conversational Messages

PART III: INTERPERSONAL RELATIONSHIPS

9. Interpersonal Relationship Stages, Communication, and Theories
10. Interpersonal Relationship Types
11. Interpersonal Conflict and Conflict Management
12. Interpersonal Power and Influence

ISBN 9781292261843 | **PUB Date** 11/5/2018



MyLab
Business
Communication
available

Excellence in Business Communication Edition 12

Thill / Bovee

Binding Paperback | **Page Count** 672

For undergraduate courses in business communication.

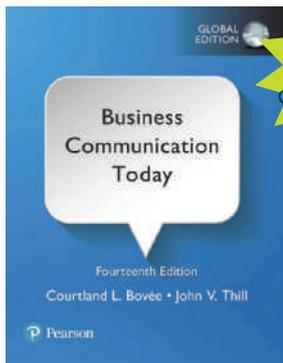
Following the wake of the digital revolution and the advent of social media, business communication has been hit by yet another revolutionary change: the rise of mobile communication. In this 12th Edition of Bovee and Thill's Excellence in Business Communication, the most significant and recent technology-related changes affecting the business world are thoroughly discussed. The text emphasizes fundamental skills and principles, including the importance of writing, listening, presenting, and other components of business communication. Featuring practical advice, time-tested processes, and real-world examples, Excellence in Business Communication is the premier text for honing and developing business students' essential communication skills.

Table of Contents

Prologue: Building a Career with Your Communication Skills

1. Professional Communication in a Digital, Social, Mobile World
2. Collaboration, Interpersonal Communication, and Business Etiquette
3. Communication Challenges in a Diverse, Global Marketplace
4. Planning Business Messages
5. Writing Business Messages
6. Completing Business Messages
7. Crafting Messages for Digital Channels
8. Writing Routine and Positive Messages
9. Writing Negative Messages
10. Writing Persuasive Messages
11. Planning Reports and Proposals
12. Writing Reports and Proposals
13. Completing Reports and Proposals
14. Designing and Delivering Business Presentations
15. Building Careers and Writing Résumés
16. Applying and Interviewing for Employment

ISBN 9781292156651 | **PUB Date** 4/1/2018



Business Communication Today **Edition 14**

Bovee / Thill

Binding Paperback | **Page Count** 704

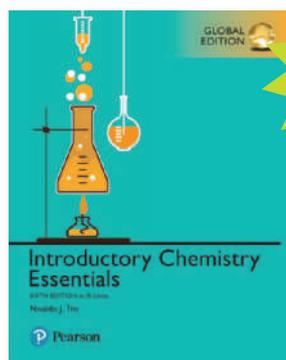
ISBN 9781292215341 | **PUB Date** 7/25/2017

For courses in business communication.

Business Communication Today demonstrates the inherent connection between recent technological developments and modern business practices. This text addresses the most essential changes in technology and how they impact the business world, while still addressing timeless business skills such as listening, presenting, and writing. With a strong focus on mobile connectivity, the 14th Edition is a highly integrated text that seamlessly blends new topics such as social media in business with more traditional entrepreneurial concepts.

Table of Contents

1. Professional Communication in a Digital, Social, Mobile World
2. Collaboration, Interpersonal Communication, and Business Etiquette
3. Communication Challenges in a Diverse, Global Marketplace
4. Planning Business Messages
5. Writing Business Messages
6. Completing Business Messages
- Handbook of Grammar, Mechanics, and Usage
- Format and Layout of Business Documents
7. Digital Media
8. Social Media
9. Visual Media
10. Writing Routine and Positive Messages
11. Writing Negative Messages
12. Writing Persuasive Messages
13. Finding, Evaluation, and Processing Information
14. Planning Reports and Proposals
15. Writing and Completing Reports and Proposals
- Documentation of Report Sources
16. Developing Presentations in a Social Media Environment
17. Enhancing Presentations with Slides and Other Visuals
18. Building Careers and Writing Résumés
19. Applying and Interviewing for Employment



Mastering
Chemistry
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Introductory Chemistry Essentials Edition 6

Tro

Binding Paperback | **Page Count** 736

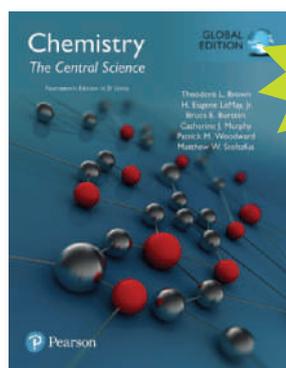
ISBN 9781292232195 | **PUB Date** 7/24/2018

For courses in preparatory chemistry.

Now in its 6th Edition, *Introductory Chemistry Essentials* continues to foster deep engagement in the course by showing how chemistry manifests in students' daily lives. Author Nivaldo J. Tro draws upon his classroom experience as an award-winning instructor to extend chemistry from the laboratory to the student's world, capturing student attention with relevant applications and a captivating writing style. Several new Conceptual Checkpoints and Self-Assessment quizzes enable a deep conceptual understanding and better grasp of key concepts; step-by-step framework encourages students to think logically rather than memorize formulas; and additional worked examples enhanced with audio and video reinforce challenging problems. Concrete examples of key ideas throughout the program keep students engaged in the material.

Table of Contents

- 1 The Chemical World
- 2 Measurement and Problem Solving
- 3 Matter and Energy
- 4 Atoms and Elements
- 5 Molecules and Compounds
- 6 Chemical Composition
- 7 Chemical Reactions
- 8 Quantities in Chemical Reactions
- 9 Electrons in Atoms and the Periodic Table
- 10 Chemical Bonding
- 11 Gases
- 12 Liquids, Solids, and Intermolecular Forces
- 13 Solutions
- 14 Acids and Bases
- 15 Chemical Equilibrium
- 16 Oxidation and Reduction
- 17 Radioactivity and Nuclear Chemistry



Mastering
Chemistry
available

Chemistry: The Central Science Edition 14

Brown / Lemay / Bursten / Murphy / Woodward / Stoltzfus

Binding Paperback | Page Count 1248

ISBN 9781292221229 | PUB Date 8/13/2017

For courses in two-semester general chemistry.

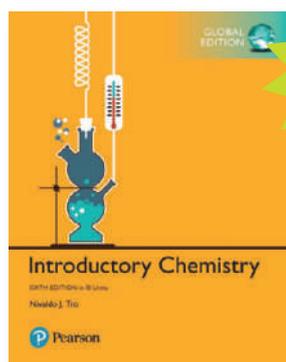
Accurate, data-driven authorship with expanded interactivity leads to greater student engagement

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

1. Introduction: Matter, Energy, and Measurement
 2. Atoms, Molecules, and Ions
 3. Chemical Reactions and Reaction Stoichiometry
 4. Reactions in Aqueous Solution
 5. Thermochemistry
 6. Electronic Structure of Atoms
 7. Periodic Properties of the Elements
 8. Basic Concepts of Chemical Bonding
 9. Molecular Geometry and Bonding Theories
 10. Gases
 11. Liquids and Intermolecular Forces
 12. Solids and Modern Materials
 13. Properties of Solutions
 14. Chemical Kinetics
 15. Chemical Equilibrium
 16. Acid—Base Equilibria
 17. Additional Aspects of Aqueous Equilibria
 18. Chemistry of the Environment
 19. Chemical Thermodynamics
 20. Electrochemistry
 21. Nuclear Chemistry
 22. Chemistry of the Nonmetals
 23. Transition Metals and Coordination Chemistry
 24. The Chemistry of Life: Organic and Biological Chemistry
- Appendices
- Mathematical Operations
- Properties of Water
- Thermodynamic Quantities for Selected Substances at 298.15 K (25° C)
- Aqueous Equilibrium Constants
- Standard Reduction Potentials at 25° C

- Answers to Selected Exercises
- Answers to Give It Some Thought
- Answers to Go Figure
- Answer to Selected Practice Exercises



Introductory Chemistry Edition 6

Tro

Binding Paperback | **Page Count** 840

For one-semester courses in Preparatory Chemistry.

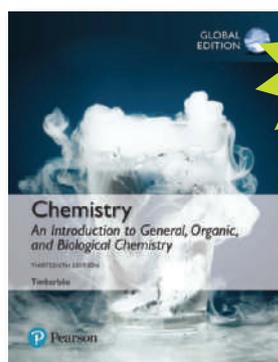
Now in its 6th Edition, the best-selling Introductory Chemistry continues to encourage student interest by showing how chemistry manifests in students' daily lives. Author Nivaldo Tro draws upon his classroom experience as an award-winning instructor to extend chemistry from the laboratory to the student's world, capturing student attention with relevant applications and an engaging writing style. The text provides a superior teaching and learning experience, enabling deep conceptual understanding, fostering the development of problem-solving skills, and encouraging interest in chemistry with concrete examples. Extending chemistry from the lab to the student's world, the text reveals that anyone can master chemistry.

Refined to meet its purpose of teaching relevant skills, the 6th Edition includes new questions, data, and sections to help students build the 21st century skills necessary to succeed in introductory chemistry and beyond.

Table of Contents

- 1 The Chemical World
- 2 Measurement and Problem Solving
- 3 Matter and Energy
- 4 Atoms and Elements
- 5 Molecules and Compounds
- 6 Chemical Composition
- 7 Chemical Reactions
- 8 Quantities in Chemical Reactions
- 9 Electrons in Atoms and the Periodic Table
- 10 Chemical Bonding
- 11 Gases
- 12 Liquids, Solids, and Intermolecular Forces
- 13 Solutions
- 14 Acids and Bases
- 15 Chemical Equilibrium
- 16 Oxidation and Reduction
- 17 Radioactivity and Nuclear Chemistry
- 18 Organic Chemistry
- 19 Biochemistry

ISBN 9781292229683 | **PUB Date** 6/18/2018



Chemistry: An Introduction to General, Organic, and Biological Chemistry Edition 13

Timberlake

Binding Paperback | **Page Count** 720

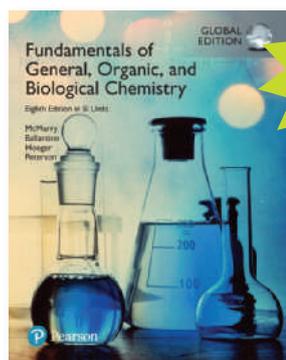
For one-semester courses in General, Organic, and Biological Chemistry.

Chemistry: An Introduction to General, Organic, and Biological Chemistry, 13th Edition is the ideal resource for today's allied health students. Assuming no prior knowledge of chemistry, author Karen Timberlake engages students with her friendly presentation style, revealing connections between the structure and behavior of matter and its role in health and the environment. Aiming to provide a better teaching and learning experience for instructors and students, the text highlights the relevance of chemistry through real-world examples. Activities and applications throughout the program couple chemistry concepts with health and environmental career applications to help students understand why course content matters. The text also fosters development of problem-solving skills, while helping students visualize and understand concepts through its engaging figures, sample problems, and concept maps.

Table of Contents

1. Chemistry in Our Lives
2. Chemistry and Measurements
3. Matter and Energy
4. Atoms and Elements
5. Nuclear Chemistry
6. Ionic and Molecular Compounds
7. Chemical Quantities and Reactions
8. Gases
9. Solutions
10. Acids and Bases and Equilibrium
11. Introduction to Organic Chemistry: Hydrocarbons
12. Alcohols, Thiols, Ethers, Aldehydes, and Ketones
13. Carbohydrates
14. Carboxylic Acids, Esters, Amines, and Amides
15. Lipids
16. Amino Acids, Proteins, and Enzymes
17. Nucleic Acids and Protein Synthesis
18. Metabolic Pathways and Energy Production

ISBN 9781292228860 | **PUB Date** 6/5/2018



Mastering
Chemistry
available

Fundamentals of General, Organic, and Biological Chemistry Edition 8

McMurry / Ballantine / Hoeger / Peterson

Binding Paperback | Page Count 976

ISBN 9781292123462 | PUB Date 4/1/2018

For courses in General, Organic, and Biological Chemistry (2 - Semester)

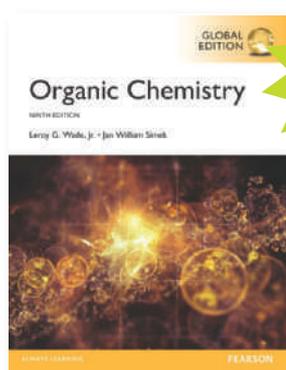
A Clear, Flexible Approach to Chemistry for the Modern Classroom

Active learning, an increased focus on clinical examples, updates based on current teaching and research findings, and digital innovations designed to engage and personalize students' experience make Fundamentals of General, Organic, and Biological Chemistry simply the best choice for students with a future in allied health. With the Eighth Edition, the authors make learning chemistry a more active experience through features designed to get students doing chemistry. Every chapter features Hands on Chemistry sections that deepen students' understanding of chemistry by having them perform elementary experiments with everyday household items. Group Problems at the end of every chapter are designed for in-class use and motivate students toward higher level thinking, such as how concepts fit together and how to apply these concepts in a clinical application. All of the chapter openers, including many of the Chemistry in Action boxes and end-of-chapter problems, have been rewritten for a stronger clinical focus that provides more relevance to allied health majors.

All content has been updated for the modern classroom with special attention to the biochemistry chapters, making the Eighth Edition of Fundamentals of General, Organic and Biological Chemistry the best choice for future allied health students.

Table of Contents

1. Matter and Measurements
2. Atoms and the Periodic Table
3. Ionic Compounds
4. Molecular Compounds
5. Classification and Balancing of Chemical Reactions
6. Chemical Reactions: Mole and Mass Relationships
7. Chemical Reactions: Energy, Rates, and Equilibrium
8. Gases, Liquids, and Solids
9. Solutions
10. Acids and Bases
11. Nuclear Chemistry
12. Introduction to Organic Chemistry: Alkanes
13. Alkenes, Alkynes, and Aromatic Compounds
14. Some Compounds with Oxygen, Sulfur, or a Halogen
15. Amines
16. Aldehydes and Ketones
17. Carboxylic Acids and their Derivatives
18. Amino Acids and Proteins
19. Enzymes and Vitamins
20. Carbohydrates
21. The Generation of Biochemical Energy
22. Carbohydrate Metabolism
23. Lipids
24. Lipid Metabolism
25. Protein and Amino Acid Metabolism
26. Nucleic Acids and Protein Synthesis
27. Genomics
28. Chemical Messengers: Hormones, Neurotransmitters, and Drugs
29. Body Fluids



Mastering
Chemistry
available

Organic Chemistry Edition 9

Wade / Simek

Binding Paperback | Page Count 1400

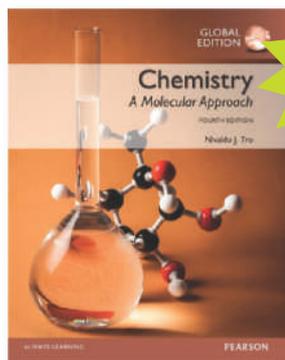
ISBN 9781292151106 | PUB Date 2/25/2018

For courses in organic chemistry (two-semester).

Wade & Simek's Organic Chemistry 9th Edition presents key principles of organic chemistry in the context of fundamental reasoning and problem solving. Strategies, Partially Solved Problems, Visual Reaction Guides and Reaction Starbursts encourage students to use the text before class as a primary introduction to organic chemistry as well as a comprehensive study tool for working problems and/or preparing for exams. With unparalleled and highly refined pedagogy, this 9th Edition gives students a contemporary overview of organic principles and the tools for organizing and understanding reaction mechanisms and synthetic organic chemistry.

Table of Contents

1. Structure and Bonding
2. Acids and Bases: Functional Groups
3. Structure and Stereochemistry of Alkanes
4. The Study of Chemical Reactions
5. Stereochemistry
6. Alkyl Halides. Nucleophilic Substitution
7. Structure and Synthesis of Alkenes; Elimination
8. Reactions of Alkenes
9. Alkynes
10. Structure and Synthesis of Alcohols
11. Reactions of Alcohols
12. Infrared Spectroscopy and Mass Spectrometry
13. Nuclear Magnetic Resonance Spectroscopy
14. Ethers, Epoxides and Thioethers
15. Conjugated Systems, Orbital Symmetry, and Ultraviolet Spectroscopy
16. Aromatic Compounds
17. Reactions of Aromatic Compounds
18. Ketones and Aldehydes
19. Amines
20. Carboxylic Acids
21. Carboxylic Acid Derivatives
22. Condensations and Alpha Substitutions of Carbonyl Compounds
23. Carbohydrates and Nucleic Acids
24. Amino Acids, Peptides, and Proteins
25. Lipids
26. Polymers



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available

Chemistry: A Molecular Approach Edition 4

Tro

Binding Paperback | Page Count 1320

ISBN 9781292152387 | PUB Date 9/3/2017

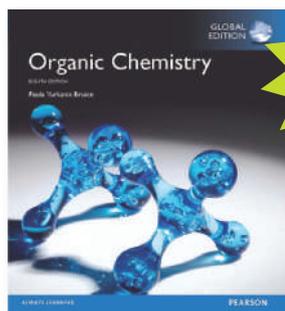
For courses in chemistry.

Chemistry: A Molecular Approach 4th Edition reinforces students' development of 21st century skills including data interpretation and analysis, problem solving and quantitative reasoning, applying conceptual understanding to new situations and peer-to-peer collaboration.

Nivaldo Tro presents chemistry visually through multilevel 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 Example, new Key Concept Videos explain difficult concepts while new end-of-chapter problems engage students in applying their understanding of chemistry.

Table of Contents

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



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Organic Chemistry Edition 8

Bruice

Binding Paperback | Page Count 1344

ISBN 9781292160344 | PUB Date 2/19/2018

For courses in organic chemistry (two-semester).

Organic Chemistry 8th Edition provides mixed-science majors with the conceptual foundations, chemical logic, and problem-solving skills they need to reason their way to solutions for diverse problems in synthetic organic chemistry, biochemistry, and medicine. The 8th Edition builds a strong framework for thinking about organic chemistry by unifying principles of reactivity, discouraging memorization. This book consistently relates structure and reactivity to what occurs in our own cells and reinforces the fundamental reason for all chemical reactions—electrophiles react with nucleophiles. New streamlined coverage of substitution and elimination, updated problem-solving strategies, synthesis skill-building applications and tutorials guide students throughout fundamental and complex content.

Table of Contents

PART ONE: An Introduction to the Study of Organic Chemistry

1. Remembering General Chemistry: Electronic Structure and Bonding

2. Acids and Bases: Central to Understanding Organic Chemistry

TUTORIAL: Acids and Bases

3. An Introduction to Organic Compounds: Nomenclature, Physical Properties, and Structure

PART TWO: Electrophilic Addition Reactions, Stereochemistry, and Electron Delocalization

TUTORIAL: Using Molecular Models

4. Isomers: The Arrangement of Atoms in Space

TUTORIAL: Interconverting Structural Representations

5. Alkenes: Structure, Nomenclature, and an Introduction to Reactivity • Thermodynamics and Kinetics

TUTORIAL: Drawing Curved Arrows

6. The Reactions of Alkenes • The Stereochemistry of Addition Reactions

7. The Reactions of Alkynes • An Introduction to Multistep Synthesis

8. Delocalized Electrons: Their Effect on Stability, pKa, and the Products of a Reaction • Aromaticity and Electronic Effects: An Introduction to the Reactions of Benzene

TUTORIAL: Drawing Resonance Contributors

PART THREE: Substitution and Elimination Reactions

9. Substitution and Elimination Reactions of Alkyl Halides

10. Reactions of Alcohols, Ethers, Epoxides, Amines, and Sulfur-Containing Compounds

11. Organometallic Compounds

12. Radicals

TUTORIAL: Drawing Curved Arrows in Radical Systems

PART FOUR: Identification of Organic Compounds

13. Mass Spectrometry; Infrared Spectroscopy; and UV/Vis Spectroscopy

14. NMR Spectroscopy

PART FIVE: Carbonyl Compounds

15. Reactions of Carboxylic Acids and Carboxylic Acid Derivatives

16. Reactions of Aldehydes and Ketones • More Reactions of Carboxylic Acid Derivatives

17. Reactions at the α -Carbon

TUTORIAL: Synthesis and Retrosynthetic Analysis

PART SIX: Aromatic Compounds

18. Reactions of Benzene and Substituted Benzenes

19. More About Amines • Reactions of Heterocyclic Compounds

PART SEVEN: Bioorganic Compounds

20. The Organic Chemistry of Carbohydrates

21. Amino Acids, Peptides, and Proteins

22. Catalysis in Organic Reactions and in Enzymatic Reactions

23. The Organic Chemistry of the Coenzymes, Compounds Derived from Vitamins

24. The Organic Chemistry of the Metabolic Pathways

25. The Organic Chemistry of Lipids

26. The Chemistry of the Nucleic Acids

PART EIGHT: Special Topics in Organic Chemistry

27. Synthetic Polymers

28. Pericyclic Reactions

Appendix I – pKa Values

Appendix II – Kinetics

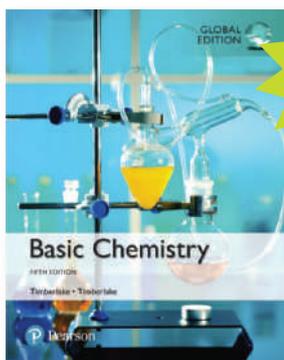
Appendix III – Summary of Methods Used to Synthesize a Particular Functional Group

Appendix IV – Summary of Methods Employed to Form Carbon-Carbon Bonds

Appendix V – Spectroscopy Tables

Appendix VI – Physical Properties of Organic Compounds

Appendix VII – Answers to Selected Problems



Basic Chemistry Edition 5

Timberlake

Binding Paperback | **Page Count** 720

For courses in introductory, preparatory, and basic chemistry.

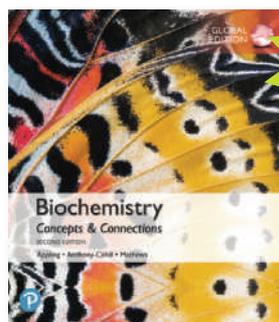
Basic Chemistry introduces students to the essential scientific and mathematical concepts of general chemistry. With accessible language and a moderate pace, the text is easy-to-follow for first-time chemistry students, as well as those hoping to renew their studies of the subject.

The 5th Edition guides students through basic chemistry problem solving with engaging visuals and a focus on developing the math skills necessary to be successful in the course; end-of-chapter questions promote integration of cumulative ideas. This new edition introduces more problem-solving strategies, more problem-solving guides, new features in the Sample Problems.

Table of Contents

1. Chemistry in Our Lives
2. Chemistry and Measurements
3. Matter and Energy
4. Atoms and Elements
5. Electronic Structure of Atoms and Periodic Trends
6. Ionic and Molecular Compounds
7. Chemical Quantities
8. Chemical Reactions
9. Chemical Quantities in Reactions
10. Bonding and Properties of Solids and Liquids
11. Gases
12. Solutions
13. Reaction Rates and Chemical Equilibrium
14. Acids and Bases
15. Oxidation and Reduction
16. Nuclear Chemistry
17. Organic Chemistry
18. Biochemistry

ISBN 9781292170244 | **PUB Date** 4/1/2018



Biochemistry: Concepts and Connections Edition 2

Appling / Anthony-Cahill / Mathews

Binding Paperback | **Page Count** 928

For one or two semester biochemistry courses (science majors).

A highly visual, precise and fresh approach to guide today's mixed-science majors to a deeper understanding of biochemistry

Table of Contents

1. Biochemistry and the Language of Chemistry
2. The Chemical Foundation of Life: Weak Interactions in an Aqueous Environment
3. The Energetics of Life
4. Nucleic Acids
5. Introduction to Proteins: The Primary Level of Protein Structure
6. The Three-Dimensional Structure of Proteins
7. Protein Function and Evolution
8. Enzymes: Biological Catalysts
9. Carbohydrates: Sugars, Saccharides, Glycans
10. Lipids, Membranes, and Cellular Transport
11. Chemical Logic of Metabolism
12. Carbohydrate Metabolism: Glycolysis, Gluconeogenesis, Glycogen Metabolism, and the Pentose Phosphate Pathway
13. The Citric Acid Cycle
14. Electron Transport, Oxidative Phosphorylation, and Oxygen Metabolism
15. Photosynthesis
16. Lipid Metabolism
17. Interorgan and Intracellular Coordination of Energy Metabolism in Vertebrates
18. Amino Acid and Nitrogen Metabolism
19. Nucleotide Metabolism
20. Mechanisms of Signal Transduction
21. Genes, Genomes, and Chromosomes
22. DNA Replication
23. DNA Repair, Recombination, and Rearrangement
24. Transcription and Post-transcriptional Processing
25. Information Decoding: Translation and Post-translational Protein Processing
26. Regulation of Gene Expression

ISBN 9781292267203 | **PUB Date** 1/21/2018



Introduction to Data Mining Edition 2

Tan / Steinbach / Kumar / Karpatne

Binding Paper Bound with Access Card | **Page Count** 864

Introduction to Data Mining, Second Edition, is intended for use in the Data Mining course.

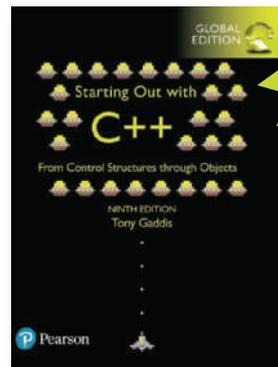
Introduction to Data Mining presents fundamental concepts and algorithms for those learning data mining for the first time. Each concept is explored thoroughly and supported with numerous examples. The text requires only a modest background in mathematics. Each major topic is organized into two chapters, beginning with basic concepts that provide necessary background for understanding each data mining technique, followed by more advanced concepts and algorithms.

This program will provide a better teaching and learning experience for you and your students. It will help present fundamental concepts and algorithms. Written for the beginner, this text provides both theoretical and practical coverage of all data mining topics.

Table of Contents

1. Introduction
2. Data
3. Classification: Basic Concepts and Techniques
4. Classification: Alternative Techniques
5. Association Analysis: Basic Concepts and Algorithms
6. Association Analysis: Advanced Concepts
7. Cluster Analysis: Basic Concepts and Algorithms
8. Cluster Analysis: Additional Issues and Algorithms
9. Anomaly Detection
10. Avoiding False Discoveries

ISBN 9780273769224 | **PUB Date** 5/10/2019



Starting Out with C++ from Control Structures to Objects, Global Edition Edition 9

Gaddis

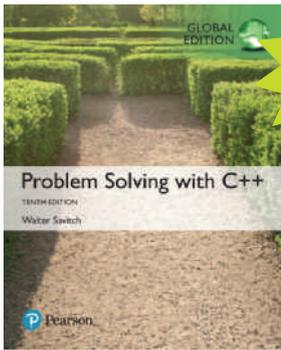
Binding Paper Bound with Access Card | **Page Count** 1344

Starting Out with C++: From Control Structures through Objects covers control structures, functions, arrays, and pointers before objects and classes in Tony Gaddis's hallmark accessible, step-by-step presentation. His books help 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 gradual and highly accessible, ensuring that students understand the logic behind developing high-quality programs. As with all Gaddis texts, clear and easy-to-read code listings, concise and practical real-world examples, and an abundance of exercises appear in every chapter.

Table of Contents

1. Introduction to Computers and Programming
2. Introduction to C++
3. Expressions and Interactivity
4. Making Decisions
5. Loops and Files
6. Functions
7. Arrays and Vectors
8. Searching and Sorting Arrays
9. Pointers
10. Characters, C-Strings, and More about the string Class
11. Structured Data
12. Advanced File Operations
13. Introduction to Classes
14. More about Classes
15. Inheritance, Polymorphism, and Virtual Functions
16. Exceptions and Templates
17. The Standard Template Library
18. Linked Lists
19. Stacks and Queues
20. Recursion
21. Binary Trees
- Appendix A: The ASCII Character Set
- Appendix B: Operator Precedence and Associativity

ISBN 9781292222332 | **PUB Date** 8/27/2018



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Problem Solving with C++ Edition 10

Savitch

Binding Paper Bound with Access Card | **Page Count** 1120

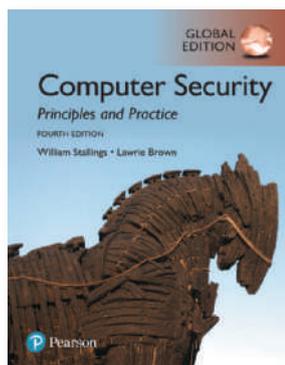
ISBN 9781292222820 | **PUB Date** 11/20/2017

For courses in C++ introductory programming.

Now in its 10th Edition, *Problem Solving with C++* is written for the beginning programmer. The text cultivates strong problem-solving skills and programming techniques as it introduces students to the C++ programming language. Author Walt Savitch's approach to programming emphasizes active reading through the use of well-placed examples and self-tests, while flexible coverage means instructors can easily adapt the order of chapters and sections to their courses without sacrificing continuity. Savitch's clear, concise style is a hallmark feature of the text, receiving praise from students and instructors alike, and is supported by a suite of tried-and-true pedagogical tools. The 10th Edition includes ten new Programming Projects, along with new discussions and revisions.

Table of Contents

1. Introduction to Computers and C++ Programming
2. C++ Basics
3. More Flow of Control
4. Procedural Abstraction and Functions That Return a Value
5. Functions for All Subtasks
6. I/O Streams as an Introduction to Objects and Classes
7. Arrays
8. Strings and Vectors
9. Pointers and Dynamic Arrays
10. Defining Classes
11. Friends, Overloaded Operators, and Arrays in Classes
12. Separate Compilation and Namespaces
13. Pointers and Linked Lists
14. Recursion
15. Inheritance
16. Exception Handling
17. Templates
18. Standard Template Library and C++11



Computer Security: Principles and Practice Edition 4

Stallings / Brown

Binding Paper Bound with Access Card | Page Count 800

ISBN 9781292220611 | PUB Date 11/16/2017

For courses in computer/network security.

Computer Security: Principles and Practice, 4th Edition, is ideal for courses in Computer/Network Security. The need for education in computer security and related topics continues to grow at a dramatic rate and is essential for anyone studying Computer Science or Computer Engineering. Written for both an academic and professional audience, the 4th Edition continues to set the standard for computer security with a balanced presentation of principles and practice. The new edition captures the most up-to-date innovations and improvements while maintaining broad and comprehensive coverage of the entire field. The extensive offering of projects provides students with hands-on experience to reinforce concepts from the text. The range of supplemental online resources for instructors provides additional teaching support for this fast-moving subject.

The new edition covers all security topics considered Core in the ACM/IEEE Computer Science Curricula 2013, as well as subject areas for CISSP (Certified Information Systems Security Professional) certification. This textbook can be used to prep for CISSP Certification and is often referred to as the when it comes to information security certification. The text provides in-depth coverage of Computer Security, Technology and Principles, Software Security, Management Issues, Cryptographic Algorithms, Internet Security and more.

Table of Contents

- Chapter 1 Overview
- PART ONE COMPUTER SECURITY TECHNOLOGY AND PRINCIPLES
- Chapter 2 Cryptographic Tools
- Chapter 3 User Authentication
- Chapter 4 Access Control
- Chapter 5 Database and Data Center Security
- Chapter 6 Malicious Software
- Chapter 7 Denial-of-Service Attacks
- Chapter 8 Intrusion Detection
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- Chapter 10 Buffer Overflow
- Chapter 11 Software Security
- Chapter 12 Operating System Security
- Chapter 13 Cloud and IoT Security
- PART THREE MANAGEMENT ISSUES
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- Chapter 15 IT Security Controls, Plans and Procedures
- Chapter 16 Physical and Infrastructure Security
- Chapter 17 Human Resources Security
- Chapter 18 Security Auditing
- Chapter 19 Legal and Ethical Aspects
- PART FOUR CRYPTOGRAPHIC ALGORITHMS
- Chapter 20 Symmetric Encryption and Message Confidentiality
- Chapter 21 Public-Key Cryptography and Message Authentication
- PART FIVE NETWORK SECURITY
- Chapter 22 Internet Security Protocols and Standards
- Chapter 23 Internet Authentication Applications
- Chapter 24 Wireless Network Security

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- ACRONYMS
- LIST OF NIST DOCUMENTS
- REFERENCES
- INDEX
- ONLINE CHAPTERS AND APPENDICES
- Online chapters, appendices, and other documents are Premium Content, available via the access card printed in the front of the book.
- Chapter 25 Linux Security
- Chapter 26 Windows and Windows Vista Security
- Appendix B Some Aspects of Number Theory
- Appendix C Standards and Standard-Setting Organizations
- Appendix D Random and Pseudorandom Number Generation
- Appendix E Message Authentication Codes Based on Block Ciphers
- Appendix F TCP/IP Protocol Architecture
- Appendix G Radix-64 Conversion
- Appendix H The Domain Name System
- Appendix I The Base-Rate Fallacy
- Appendix J SHA-3
- Appendix K Glossary



Java: An Introduction to Problem Solving and Programming, Edition 8

Savitch

Binding Paper Bound with Access Card | **Page Count** 1056

For courses in introductory Computer Science courses using Java, and other introductory programming courses in Computer Science, Computer Engineering, CIS, MIS, IT, and Business.

Ideal for a wide range of introductory computer science courses, Java: An Introduction to Problem Solving and Programming, 8th Edition introduces students to object-oriented programming and important concepts such as design, testing and debugging, programming style, interfaces and inheritance, and exception handling. A concise, accessible introduction to Java, the text covers key Java language features in a manner that resonates with introductory programmers.

Table of Contents

1. Introduction to Computers and Java
 2. Basic Computation
 3. Flow of Control: Branching
 4. Flow of Control: Loops
 5. Defining Classes and Methods
 6. More About Objects and Methods
 7. Arrays
 8. Inheritance, Polymorphism, and Interfaces
 9. Exception Handling
 10. Streams, File I/O, and Networking
 11. Recursion
 12. Dynamic Data Structures and Generics
- Appendices:
1. Getting Java
 2. Running Applets
 3. Protected and Package Modifiers
 4. The DecimalFormat Class
 5. Javadoc
 6. Differences Between C++ and Java
 7. Unicode Character Codes
 8. Introduction to Java 8 Functional Programming
 9. The Iterator Interface
 10. Cloning
 11. Java Reserved Keywords

ISBN 9781292247472 | **PUB Date** 4/1/2018



Java Software Solutions Edition 9

Lewis / Loftus

Binding Paper Bound with Access Card | **Page Count** 800

For courses in Java programming.

Java Software Solutions establishes a strong foundation of programming techniques to foster well-designed object-oriented software. Heralded for its integration of small and large real-world examples, the worldwide best-selling text emphasizes problem-solving and design skills and introduces students to the process of constructing high-quality software systems. The 9th Edition features a sweeping overhaul of Graphics Track coverage, to fully embrace the JavaFX API. This fresh approach enriches programmers' understandings of core object-oriented principles.

Table of Contents

1. Introduction
 2. Data and Expressions
 3. Using Classes and Objects
 4. Writing Classes
 5. Conditionals and Loops
 6. More Conditionals and Loops
 7. Object-Oriented Design
 8. Arrays
 9. Inheritance
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 13. Collections
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Appendix B: Number Systems
Appendix C: The Unicode Character Set
Appendix D: Java Operators
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Appendix L: Answers to Self-Review Questions
Index

ISBN 9781292221724 | **PUB Date** 4/2/2018



Java How To Program (Early Objects) Edition 11

Deitel / Deitel

Binding Paper Bound with Access Card | Page Count 1296

ISBN 9781292223858 | PUB Date 9/3/2017

For courses in Java programming.

The Deitels' groundbreaking How to Program series offers unparalleled breadth and depth of programming fundamentals, object-oriented programming concepts and intermediate-level topics for further study. Java How to Program, Early Objects, 11th Edition, presents leading-edge computing technologies using the Deitel signature live-code approach, which demonstrates concepts in hundreds of complete working programs. The 11th Edition presents updated coverage of Java SE 8 and new Java SE 9 capabilities, including JShell, the Java Module System, and other key Java 9 topics. Java How to Program, Late Objects, 11th Edition also is available.

Table of Contents

1. Introduction to Computers, the Internet and Java
2. Introduction to Java Applications; Input/Output and Operators
3. Introduction to Classes, Objects, Methods and Strings
4. Control Statements: Part 1; Assignment, ++ and -- Operators
5. Control Statements: Part 2; Logical Operators
6. Methods: A Deeper Look
7. Arrays and ArrayLists
8. Classes and Objects: A Deeper Look
9. Object-Oriented Programming: Inheritance
10. Object-Oriented Programming: Polymorphism and Interfaces
11. Exception Handling: A Deeper Look
12. JavaFX Graphical User Interfaces: Part 1
13. JavaFX GUI: Part 2
14. Strings, Characters and Regular Expressions
15. Files, Input/Output Streams, NIO and XML Serialization
16. Generic Collections
17. Lambdas and Streams
18. Recursion
19. Searching, Sorting and Big O
20. Generic Classes and Methods: A Deeper Look
21. Custom Generic Data Structures
22. JavaFX Graphics and Multimedia
23. Concurrency
24. Accessing Databases with JDBC
25. Introduction to JShell: Java 9's REPL
- Chapters on the Web
 - A. Operator Precedence Chart
 - B. ASCII Character Set
 - C. Keywords and Reserved Words
 - D. Primitive Types
 - E. Using the Debugger
- Appendices on the Web
 - F. Using the Java API Documentation
 - G. Creating Documentation with javadoc
 - H. Unicode®
 - I. Formatted Output
 - J. Number Systems
 - K. Bit Manipulation
 - L. Labeled break and continue Statements
 - M. UML 2: Additional Diagram Types
 - N. Design Patterns
- Online Chapters and Appendices
 26. Swing GUI Components: Part 1
 27. Graphics and Java 2D
 28. Networking
 29. Java Persistence API (JPA)
 30. JavaServer™ Faces Web Apps: Part 1
 31. JavaServer™ Faces Web Apps: Part 2
 32. REST-Based Web Services
 33. (Optional) ATM Case Study, Part 1: Object-Oriented Design with the UML
 34. (Optional) ATM Case Study, Part 2: Implementing an Object-Oriented Design
 35. Swing GUI Components: Part 2
 36. Java Module System and Other Java 9 Features



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Starting Out with Python, Edition 4

Gaddis

Binding Paper Bound with Access Card | **Page Count** 744

For courses in Python programming.

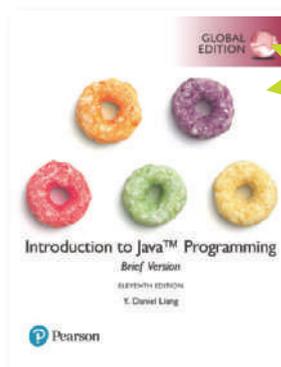
Starting Out with Python, 4th Edition, Tony Gaddis' accessible coverage introduces students to the basics of programming in a high-level language. Python, an easy-to-learn and increasingly popular object-oriented language, allows readers to become comfortable with the fundamentals of programming without the troublesome syntax that can be challenging for novices. With the knowledge acquired using Python, students gain confidence in their skills and learn to recognize the logic behind developing high-quality programs.

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.

Table of Contents

1. Introduction to Computers and Programming
2. Input, Processing, and Output
3. Decision Structures and Boolean Logic
4. Repetition Structures
5. Functions
6. Files and Exceptions
7. Lists and Tuples
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- Appendix C. The ASCII Character Set
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- Appendix E. More About the Import Statement
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- Appendix G. Answers to Checkpoints

ISBN 9781292225753 | **PUB Date** 4/1/2018



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Intro to Java Programming, Brief Version, Global Edition Edition 11

Liang

Binding Paper Bound with Access Card | **Page Count** 824

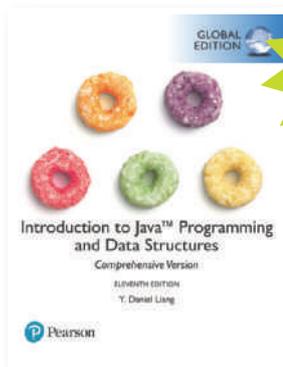
For courses in Java Programming.

This text is intended for a 1-semester CS1 course sequence. The Brief Version contains the first 18 chapters of the Comprehensive Version. The first 13 chapters are appropriate for preparing the AP Computer Science exam.

Table of Contents

1. Introduction to Computers, Programs, and Java
2. Elementary Programming
3. Selections
4. Mathematical Functions, Characters, and Strings
5. Loops
6. Methods
7. Single-Dimensional Arrays
8. Multidimensional Arrays
9. Objects and Classes
10. Object-Oriented Thinking
11. Inheritance and Polymorphism
12. Exception Handling and Text I/O
13. Abstract Classes and Interfaces
14. JavaFX Basics
15. Event-Driven Programming and Animations
16. JavaFX UI Controls and Multimedia
17. Binary I/O
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- Appendix C Operator Precedence Chart
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- Appendix F Number Systems
- Appendix G Bitwise Operations
- Appendix H Regular Expressions
- Appendix I Enumerated Types

ISBN 9781292222035 | **PUB Date** 4/1/2018



Introduction to Java Programming and Data Structures, Comprehensive Version Edition 11

Liang

Binding Paper Bound with Access Card | Page Count 1232

ISBN 9781292221878 | PUB Date 2/19/2018

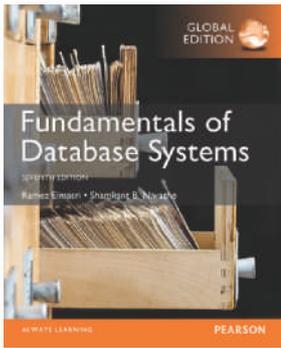
This text is intended for a 1-semester CS1 course sequence. The Brief Version contains the first 18 chapters of the Comprehensive Version. The first 13 chapters are appropriate for preparing the AP Computer Science exam.

For courses in Java Programming. A fundamentals-first introduction to basic programming concepts and techniques.

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. This course approaches Java GUI programming using JavaFX, which has replaced Swing as the new GUI tool for developing cross-platform-rich Internet applications and is simpler to learn and use. The 11th edition has been completely revised to enhance clarity and presentation, and includes new and expanded content, examples, and exercises.

Table of Contents

1. Introduction to Computers, Programs, and Java
 2. Elementary Programming
 3. Selections
 4. Mathematical Functions, Characters, and Strings
 5. Loops
 6. Methods
 7. Single-Dimensional Arrays
 8. Multidimensional Arrays
 9. Objects and Classes
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 11. Inheritance and Polymorphism
 12. Exception Handling and Text I/O
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 20. Lists, Stacks, Queues, and Priority Queues
 21. Sets and Maps
 22. Developing Efficient Algorithms
 23. Sorting
 24. Implementing Lists, Stacks, Queues, and Priority Queues
 25. Binary Search Trees
 26. AVL Trees
 27. Hashing
 28. Graphs and Applications
 29. Weighted Graphs and Applications
 30. Aggregate Operations for Collection Streams
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 - Appendix D Java Modifiers
 - Appendix E Special Floating-Point Values
 - Appendix F Number Systems
 - Appendix G Bitwise Operations
 - Appendix H Regular Expressions
 - Appendix I Enumerated types
- Bonus Chapters 31–44 are available from the Companion Website at www.pearsonhighered.com/liang:
31. Advanced JavaFX and FXML
 32. Multithreading and Parallel Programming
 33. Networking
 34. Java Database Programming
 35. Advanced Database Programming
 36. Internationalization
 37. Servlets
 38. JavaServer Pages
 39. JavaServer Faces
 40. RMI
 41. Web Services
 42. 2-4 Trees and B-Trees
 43. Red-Black Trees
 44. Testing Using JUnit



Fundamentals of Database Systems Edition 7

Elmasri / Navathe

Binding Paper Bound with Access Card | Page Count 1272

ISBN 9781292097619 | PUB Date 2/19/2018

For database systems courses in computer science

This book introduces the fundamental concepts for designing, using, and implementing database systems and applications. It stresses the fundamentals of database modeling and design, the languages and models provided by the database management systems, and database system implementation techniques. The book is meant to be used as a textbook for a one- or two-semester course in database systems at the junior, senior, or graduate level, and as a reference book. It aims to provide an in-depth and up-to-date presentation of the most important aspects of database systems and applications, and related technologies. It is assumed that readers are familiar with elementary programming and data-structuring concepts and that they have had some exposure to the basics of computer organization.

Table of Contents

- Part 1: Introduction to Databases
 - Chapter 1: Databases and Database Users
 - Chapter 2: Database Systems Concepts and Architecture
- Part 2: Conceptual Data Modeling and Database Design
 - Chapter 3: Data Modeling Using the Entity Relationship (ER) Model
 - Chapter 4: The Enhanced Entity Relationship (EER) Model
- Part 3: The Relational Data Model and SQL
 - Chapter 5: The Relational Data Model and Relational Database Constraints
 - Chapter 6: Basic SQL
 - Chapter 7: More SQL: Complex Queries, Triggers, Views, and Schema Modification
 - Chapter 8: The Relational Algebra and Relational Calculus
 - Chapter 9: Relational Database Design by ER- and EER-to-Relational Mapping
- Part 4: Database Programming Techniques
 - Chapter 10: Introduction to SQL Programming Techniques
 - Chapter 11: Web Database Programming Using PHP
- Part 5: Object, Object-Relational, and XML: Concepts, Models, Languages, and Standards
 - Chapter 12: Object and Object-Relational Databases
 - Chapter 13: XML: Extensible Markup Language
- Part 6: Database Design Theory and Normalization
 - Chapter 14: Basics of Functional Dependencies and Normalization for Relational Databases
 - Chapter 15: Relational Database Design Algorithms and Further Dependencies
- Part 7: File Structures, Hashing, Indexing, and Physical Database Design
 - Chapter 16: Disc Storage, Basic File Structures, Hashing, and Modern Storage Architectures
 - Chapter 17: Indexing Structures for Files and Physical Database Design
- Part 8: Query Processing and Optimization
 - Chapter 18: Strategies for Query Processing
 - Chapter 19: Query Optimization
- Part 9: Transaction Processing, Concurrency Control, and Recovering
 - Chapter 20: Introduction to Transaction Processing Concepts and Theory
 - Chapter 21: Concurrency Control Techniques
 - Chapter 22: Database Recovery Techniques
- Part 10: Distributed Databases, NOSQL Systems, Cloud Computing, and Big Data
 - Chapter 23: Distributed Database Concepts
 - Chapter 24: NOSQL Databases and Big Data Storage Systems
 - Chapter 25: Big Data Technologies Based on MapReduce and Hadoop
- Part 11: Advanced Database Models, Systems, and Applications
 - Chapter 26: Enhanced Data Models: Introduction to Active, Temporal, Spatial, Multimedia, and Deductive Databases
 - Chapter 27: Introduction to Information Retrieval and Web Search
 - Chapter 28: Data Mining Concepts
 - Chapter 29: Overview of Data Warehousing and OLAP
- Part 12: Additional Database Topics: Security
 - Chapter 30: Database Security
 - Appendix A: Alternative Diagrammatic Notations for ER Models
 - Appendix B: Parameters of Disks
 - Appendix C: Overview of the QBE Language
 - Appendix D: Overview of the Hierarchical Data Model
 - Appendix E: Overview of the Network Data Model



Absolute C++ Edition 6

Savitch / Mock

Binding Paper Bound with Access Card | **Page Count** 1008

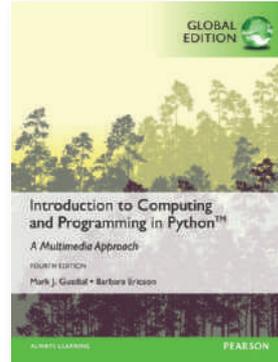
For courses in computer programming for business and engineering.

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.

Table of Contents

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Chapter 4 PARAMETERS AND OVERLOADING	145
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ISBN 9781292098593 | **PUB Date** 4/1/2018



Introduction to Computing and Programming in Python Edition 4

Guzdial / Ericson

Binding Paperback | **Page Count** 528

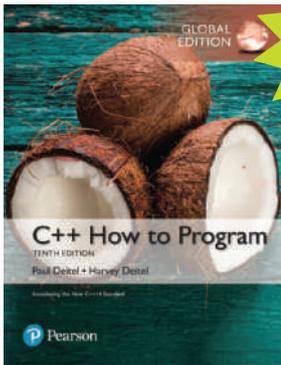
For courses in computer programming with Python.

Introduction to Computing and Programming in Python is a uniquely researched and up-to-date volume that is widely recognized for its successful introduction to the subject of Media Computation. Emphasizing creativity, classroom interaction, and in-class programming examples, this text takes a bold and unique approach to computation that engages students and applies the subject matter to the relevancy of digital media. The 4th Edition teaches students to program in an effort to communicate via social computing outlets.

Table of Contents

1 Introduction to Computer Science and Media Computation	3
2 Introduction to Programming	18
3 Creating and Modifying Text	44
4 Modifying Pictures Using Loops	74
5 Picture Techniques with Selection	114
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10 Building Bigger Programs	279
11 Manipulating Text with Methods and Files	310
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13 Making Text for the Web	359
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15 Speed	403
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MyLab
Programming
available

C++ How to Program (Early Objects Version) Edition 10

Deitel / Deitel

Binding Paper Bound with Access Card | Page Count 1080

ISBN 9781292153346 | PUB Date 2/19/2018

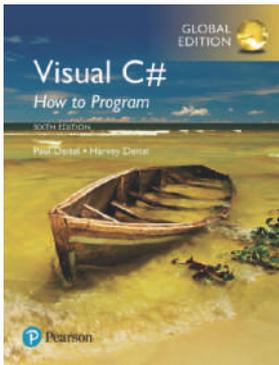
For courses in C++ programming.

C++ How to Program is accessible to readers with little or no programming experience, yet comprehensive enough for the professional programmer. The Deitels' signature live-code approach presents the concepts in the context of full working programs followed by sample executions. The early objects approach gets readers thinking about objects immediately, allowing them to master the concepts. Emphasis is placed on achieving program clarity and building well-engineered software. Interesting, entertaining, and challenging exercises encourage students to make a difference and use computers and the Internet to work on problems. To keep readers up-to-date with leading-edge computing technologies, the Tenth Edition conforms to the C++11 standard and the new C++14 standard.

Table of Contents

- 1 Introduction to Computers and C++ 1
- 2 Introduction to C++ Programming, Input/Output and Operators
- 3 Introduction to Classes, Objects, Member Functions and Strings
- 4 Algorithm Development and Control Statements: Part 1
- 5 Control Statements: Part 2; Logical Operators
- 6 Functions and an Introduction to Recursion
- 7 Class Templates array and vector; Catching Exceptions
- 8 Pointers
- 9 Classes: A Deeper Look
- 10 Operator Overloading; Class string
- 11 Object-Oriented Programming: Inheritance
- 12 Object-Oriented Programming: Polymorphism
- 13 Stream Input/Output: A Deeper Look
- 14 File Processing
- 15 Standard Library Containers and Iterators
- 16 Standard Library Algorithms
- 17 Exception Handling: A Deeper Look
- 18 Introduction to Custom Templates
- 19 Custom Templated Data Structures
- 20 Searching and Sorting
- 21 Class string and String Stream Processing: A Deeper Look
- 22 Bits, Characters, C Strings and structs
- Chapters on the Web
- A Operator Precedence and Associativity
- B ASCII Character Set
- C Fundamental Types
- D Number Systems
 - D.1 Introduction
 - D.2 Abbreviating Binary Numbers as Octal and Hexadecimal Numbers
 - D.3 Converting Octal and Hexadecimal Numbers to Binary Numbers
 - D.4 Converting from Binary, Octal or Hexadecimal to Decimal
 - D.5 Converting from Decimal to Binary, Octal or Hexadecimal
 - D.6 Negative Binary Numbers: Two's Complement Notation

- E Preprocessor
 - E.1 Introduction
 - E.2 #include Preprocessing Directive
 - E.3 #define Preprocessing Directive: Symbolic Constants
 - E.4 #define Preprocessing Directive: Macros
 - E.5 Conditional Compilation
 - E.6 #error and #pragma Preprocessing Directives
 - E.7 Operators # and ##
 - E.8 Predefined Symbolic Constants
 - E.9 Assertions
 - E.10 Wrap-Up
- Appendices on the Web
- Index
- Chapters 23–26 and Appendices F–J are PDF documents posted online at the book's password-protected Companion Website, which is accessible from <http://www.pearsonhighered.com/deitel>.
- 23 Other Topics
- 24 C++11 and C++14: Additional Features
- 25 ATM Case Study, Part 1: Object-Oriented Design with the UM
- 26 ATM Case Study, Part 2: Implementing an Object-Oriented Design
- F C Legacy Code Topics
- G UML: Additional Diagram Types
- H Using the Visual Studio Debugger
- I Using the GNU C++ Debugger
- J Using the Xcode Debugger



Visual C# How to Program Edition 6

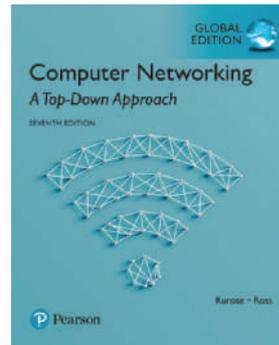
Deitel / Deitel

Binding Paper Bound with Access Card | **Page Count** 1056

Table of Contents

1. Introduction to Computers, the Internet and Visual C#
 2. Introduction to Visual Studio and Visual Programming
 3. Introduction to C# App Programming
 4. Introduction to Classes, Objects, Methods and strings
 5. Algorithm Development and Control Statements: Part 1
 6. Control Statements: Part 2
 7. Methods: A Deeper Look
 8. Arrays; Introduction to Exception Handling
 9. Introduction to LINQ and the List Collection
 10. Classes and Objects: A Deeper Look
 11. Object-Oriented Programming: Inheritance
 12. OOP: Polymorphism and Interfaces
 13. Exception Handling: A Deeper Look
 14. Graphical User Interfaces with Windows Forms: Part 1
 15. Graphical User Interfaces with Windows Forms: Part 2
 16. Strings and Characters: A Deeper Look
 17. Files and Streams
 18. Searching and Sorting
 19. Custom Linked Data Structures
 20. Generics
 21. Generic Collections; Functional Programming with LINQ/PLINQ
 22. Databases and LINQ
 23. Asynchronous Programming with async and await
- Appendices
A Operator Precedence Chart
B Simple Types
C ASCII Character Set
INDEX
ONLINE Topics
Web App Development with ASP.NET
XML and LINQ to XML
Universal Windows Platform (UWP) GUI, Graphics, Multimedia and XAML
REST Web Services
Cloud Computing with Microsoft Azure™
Windows Presentation Foundation (WPF) GUI, Graphics, Multimedia and XAML
ATM Case Study, Part 1: Object-Oriented Design with the UML
ATM Case Study, Part 2: Implementing an Object-Oriented Design in C#
Using the Visual Studio Debugger

ISBN 9781292153469 | **PUB Date** 4/1/2018



Computer Networking: A Top-Down Approach Edition 7

Kurose / Ross

Binding Paper Bound with Access Card | **Page Count** 856

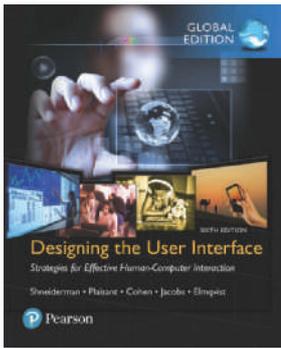
For courses in networking/communications

The 7th Edition of the popular Computer Networking: A Top Down Approach builds on the author's long tradition of teaching this complex subject through a layered approach in a "top-down manner." The text works its way from the application layer down toward the physical layer, motivating students by exposing them to important concepts early in their study of networking. Focusing on the Internet and the important issues of networking, this text provides an excellent foundation for students in computer science and electrical engineering, without requiring extensive knowledge of programming or mathematics.

Table of Contents

- Computer Networks and the Internet
- Application Layer
- Transport Layer
- The Network Layer: Data Plane
- The Network Layer: Control Plane
- The Link Layer: Links, Access Networks, and LANs
- Wireless and Mobile Networks
- Security in Computer Networks
- Multimedia Networking

ISBN 9781292153599 | **PUB Date** 4/2/2018



Designing the User Interface: Strategies for Effective Human-Computer Interaction Edition 6

Shneiderman / Plaisant / Cohen / Jacobs /
Elmqvist / Diakopoulos

Binding Paper Bound with Access Card | Page Count 624

ISBN 9781292153919 | PUB Date 4/1/2018

For courses in human-computer interaction.

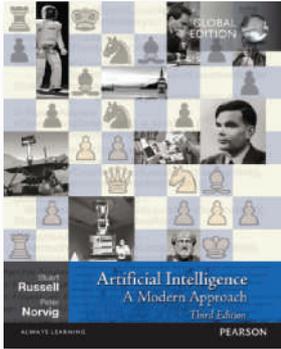
The 6th Edition of *Designing the User Interface* provides a comprehensive, authoritative, and up-to-date introduction to the dynamic field of human-computer interaction (HCI) and user experience (UX) design. The book covers theoretical foundations and design processes such as expert reviews and usability testing.

By presenting current research and innovations in HCI, the authors strive to inspire students, guide designers, and provoke researchers to seek solutions that improve the experiences of novice and expert users, while achieving universal usability.

Updates include current HCI design methods, new design examples, totally revamped coverage of social media, search and voice interaction, major revisions to chapter content, figures, and updates to references.

Table of Contents

- Part 1. Introduction
 - 1. Usability of Interactive Systems
 - 2. Universal Usability
 - 3. Guidelines, Principles, and Theories
- Part 2. Design Processes
 - 4. Design
 - 5. Evaluation and the User Experience
 - 6. Design Case Studies
- Part 3. Interaction Styles
 - 7. Direct Manipulation and Immersive Environments
 - 8. Fluid Navigation
 - 9. Expressive Human and Command Languages
 - 10. Devices
 - 11. Communication and Collaboration
- Part 4. Design Issues
 - 12. Advancing the User Experience
 - 13. The Timely User Experience
 - 14. Documentation and User Support (a.k.a. Help)
 - 15. Information Search
 - 16. Data Visualization
- Afterword. Societal and Individual Impact of User Interfaces



Artificial Intelligence: A Modern Approach Edition 3

Russell / Norvig

Binding paper | Page count 1152

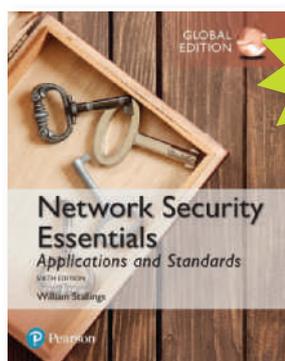
ISBN 9781292153964 | PUB Date 4/1/2018

For one or two-semester, undergraduate or graduate-level courses in Artificial Intelligence.

The long-anticipated revision of this best-selling text offers the most comprehensive, up-to-date introduction to the theory and practice of artificial intelligence.

Table of Contents

I. Artificial Intelligence	B. Notes on Languages and Algorithms
1. Introduction	B.1 Defining Languages with Backus—Naur Form (BNF)
2. Intelligent Agents	B.2 Describing Algorithms with Pseudocode
II. Problem-solving	B.3 Online Help
3. Solving Problems by Searching	Bibliography
4. Beyond Classical Search	Index
5. Adversarial Search	
6. Constraint Satisfaction Problems	
III. Knowledge, Reasoning, and Planning	
7. Logical Agents	
8. First-Order Logic	
9. Inference in First-Order Logic	
10. Classical Planning	
11. Planning and Acting in the Real World	
12. Knowledge Representation	
IV. Uncertain Knowledge and Reasoning	
13. Quantifying Uncertainty	
14. Probabilistic Reasoning	
15. Probabilistic Reasoning over Time	
16. Making Simple Decisions	
17. Making Complex Decisions	
V. Learning	
18. Learning from Examples	
19. Knowledge in Learning	
20. Learning Probabilistic Models	
21. Reinforcement Learning	
VI. Communicating, Perceiving, and Acting	
22. Natural Language Processing	
23. Natural Language for Communication	
24. Perception	
25. Robotics	
VII. Conclusions	
26. Philosophical Foundations	
27. AI: The Present and Future	
A. Mathematical Background	
A.1 Complexity Analysis and $O()$ Notation	
A.2 Vectors, Matrices, and Linear Algebra	
A.3 Probability Distributions	



Network Security Essentials: Applications and Standards Edition 6

Stallings

Binding Paper Bound with Access Card | **Page Count** 464

For courses in corporate, computer and network security.

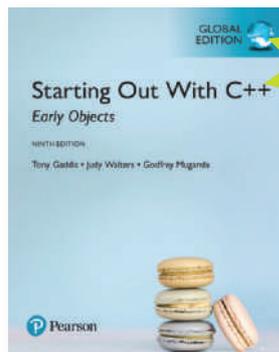
Network Security Essentials: Applications and Standards introduces students to the critical importance of internet security in our age of universal electronic connectivity. Amidst viruses, hackers, and electronic fraud, there is a heightened need among organizations and individuals to protect data and resources from disclosure, guarantee their authenticity, and safeguard systems from network-based attacks.

The 6th Edition covers the expanding developments in the cryptography and network security disciplines, giving students a practical survey of applications and standards. The text places emphasis on applications widely used for Internet and corporate networks, as well as extensively deployed internet standards.

Table of Contents

1. Introduction
- Part I: Cryptography
2. Symmetric Encryption and Message
3. Public-Key Cryptography and Message
4. Key Distribution and User Authentication
5. Network Access Control and Cloud Security
6. Transport-Level Security
7. Wireless Network Security
8. Electronic Mail Security
9. IP Security
- Part III: System Security
10. Malicious Software
11. Intruders
12. Firewalls
- APPENDICES
- Appendix A Some Aspects of Number Theory
- Appendix B Projects for Teaching Network Security

ISBN 9781292154855 | **PUB Date** 4/1/2018



Starting Out with C++: Early Objects Edition 9

Gaddis / Walters / Muganda

Binding Paper Bound with Access Card | **Page Count** 1272

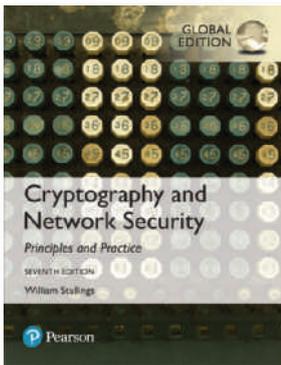
For a two-term, three-term, or accelerated one-term course in C++ programming.

Starting Out with C++: Early Objects 9th Edition introduces the fundamentals of C++ to novices and experienced students alike. In clear, easy-to-understand terms, the text introduces all of the necessary topics for beginning C++ programmers. Real-world examples allow students to apply their knowledge in understanding how, why, and when to implement the features of C++. The text is organized in a progressive, step-by-step fashion that allows for flexibility.

Table of Contents

- Introduction to Computers and Programming
- Introduction to C++
- Expressions and Interactivity
- Making Decisions
- Looping
- Functions
- Introduction to Classes and Objects
- Arrays
- Searching, Sorting, and Algorithm Analysis
- Pointers
- More about Classes and Object-Oriented Programming
- More on C-Strings and the String Class
- Advanced File and I/O Operations
- Recursion
- Polymorphism and Virtual Functions
- Exceptions, Templates, and the Standard Template Library (STL)
- Linked Lists
- Stacks and Queues
- Binary Trees

ISBN 9781292157276 | **PUB Date** 4/1/2018



Cryptography and Network Security: Principles and Practice Edition 7

Stallings

Binding Paper Bound with Access Card | **Page Count** 768

For courses in cryptography, computer security, and network security.

Stallings' *Cryptography and Network Security*, 7th Edition, introduces students to the compelling and evolving field of cryptography and network security. In an age of viruses and hackers, eavesdropping, and electronic fraud on a global scale, security is paramount. The book provides a practical survey of both the principles and practice of cryptography and network security. The first part of the book explores the basic issues to be addressed by a network security capability. The latter part of the book deals with the practice of network security.

Table of Contents

1. Computer and Network Security Concepts
2. Introduction to Number Theory
3. Classical Encryption Techniques
4. Block Ciphers and the Data Encryption Standard
5. Finite Fields
6. Advanced Encryption Standard
7. Block Cipher Operation
8. Random Bit Generation and Stream Ciphers
9. Public-Key Cryptography and RSA
10. Other Public-Key Cryptosystems
11. Cryptographic Hash Functions
12. Message Authentication Codes
13. Digital Signatures
14. Key Management and Distribution
15. User Authentication Protocols
16. Network Access Control and Cloud Security
17. Transport-Level Security
18. Wireless Network Security
19. Electronic Mail Security
20. IP Security
- Appendix A Projects for Teaching Cryptography and Network Security
- Appendix B Sage Examples

ISBN 9781292158587 | **PUB Date** 4/1/2018



Objects First with Java: A Practical Introduction Using BlueJ Edition 6

Barnes

Binding Paper Bound with Access Card | **Page Count** 664

An introduction to object-oriented programming for beginners

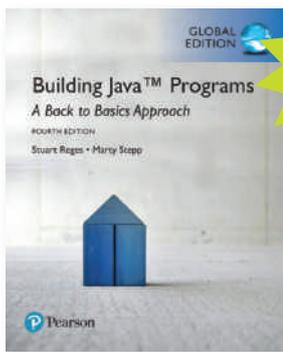
Objects First with Java: A Practical Introduction focuses on general object-oriented and programming concepts from a software engineering perspective.

The Java programming language and BlueJ—the Java development environment—are the two tools used in the book.

Table of Contents

- Part 1: Foundations of object orientation
1. Objects and classes
 2. Understanding class definitions
 3. Object interaction
 4. Grouping objects
 5. Functional Processing of Collections (Advanced)
 6. More-sophisticated behavior
 7. Fixed-size collections – arrays
 8. Designing classes
 9. Well-behaved objects
- Part 2: Application structures
10. Improving structure with inheritance
 11. More about inheritance
 12. Further abstraction techniques
 13. Building graphical user interfaces
 14. Handling errors
 15. Designing applications
 16. A case study
- Appendices
- A Working with a BlueJ project
 - B Java data types
 - C Operators
 - D Java control structures
 - E Running Java without BlueJ
 - F Using the debugger
 - G Unit unit-testing tools
 - H Teamwork tools
 - I Javadoc
 - J Program style guide
 - K Important library classes

ISBN 9781292159041 | **PUB Date** 4/1/2018



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available

Building Java Programs: A Back to Basics Approach Edition 4

Reges / Stepp

Binding Paper Bound with Access Card | **Page Count** 1224

For courses in Java programming

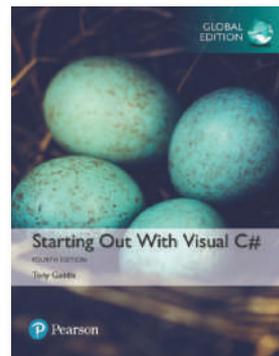
Newly revised and updated, Building Java Programs: A Back to Basics Approach 4th Edition uses a layered strategy to introduce Java programming and overcome the high failure rates common in introductory computer science courses. The authors' proven and class-tested "back to basics" approach introduces programming fundamentals first, with new syntax and concepts added over multiple chapters. Object-oriented programming is discussed only once students have developed a basic understanding of Java programming.

Previous editions have established the text's reputation as an excellent choice for two-course sequences in introductory computer science, and new material in the 4th Edition incorporates concepts related to Java 8, functional programming, and image manipulation.

Table of Contents

1. Introduction to Java Programming
 2. Primitive Data and Definite Loops
 3. Introduction to Parameters and Objects
 4. Conditional Execution
 5. Program Logic and Indefinite Loops
 6. File Processing
 7. Arrays
 8. Classes
 9. Inheritance and Interfaces
 10. ArrayLists
 11. Java Collections Framework
 12. Recursion
 13. Searching and Sorting
 14. Stacks and Queues
 15. Implementing a Collection Class
 16. Linked Lists
 17. Binary Trees
 18. Advanced Data Structures
 19. Functional Programming with Java
- Appendix A Java Summary
Appendix B The Java API Specification and Javadoc Comments
Appendix C Additional Java Syntax

ISBN 9781292161686 | **PUB Date** 4/1/2018



Starting Out with Visual C# Edition 4

Gaddis

Binding Paper Bound with Access Card | **Page Count** 792

For courses in introductory C# programming

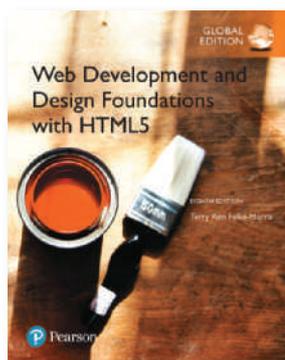
Clear, friendly, and approachable, Starting Out With Visual C# 4th Edition is an ideal beginning text for students with no programming experience. Detailed walk-throughs and a readable, comprehensible style make the text inviting to new programmers, while practical example programs highlight the most important programming topics. Gaddis's detailed, step-by-step instructions teach a GUI-based approach that motivates students with familiar graphical elements.

Topics are examined progressively in each chapter, with objects taught before classes. The 4th Edition has been completely updated for Visual Studio 2015 and contains new sections on debugging, accessing controls on different forms, and auto-properties.

Table of Contents

1. Introduction to Computers and Programming
2. Introduction to Visual C#
3. Processing Data
4. Making Decisions
5. Loops, Files, and Random Numbers
6. Modularizing Your Code with Methods
7. Arrays and Lists
8. More about Processing Data
9. Classes and Multiform Projects
10. Inheritance and Polymorphism
11. Databases

ISBN 9781292163215 | **PUB Date** 2/25/2018



Web Development and Design Foundations with HTML5 Edition 8

Felke-Morris

Binding Paper Bound with Access Card | **Page Count** 720

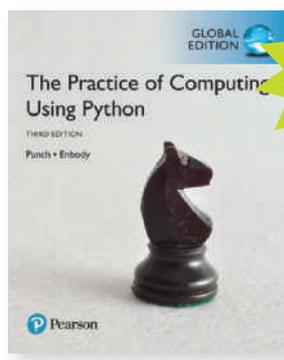
For courses in web development and design

Updated and expanded in this 8th Edition, *Web Development and Design Foundations with HTML5* presents a comprehensive introduction to the development of effective web sites. Intended for beginning web development courses, the text relates both the necessary hard skills (such as HTML5, CSS, and JavaScript) and soft skills (design, e-commerce, and promotion strategies) considered fundamental to contemporary web development. An emphasis on hands-on practice guides students, as the text introduces topics ranging from configuration and layout to accessibility techniques and ethical considerations. The 8th Edition contains updated coverage of HTML5 and CSS, expanded coverage of designing for mobile devices, and more.

Table of Contents

1. Introduction to the Internet and World Wide Web
2. HTML Basics
3. Configuring Color and Text with CSS
4. Visual Elements and Graphics
5. Web Design
6. Page Layout
7. More on Links, Layout, and Mobile
8. Tables
9. Forms
10. Web Development
11. Web Multimedia and Interactivity
12. E-Commerce Overview
13. Web Promotion
14. A Brief Look at JavaScript and jQuery

ISBN 9781292164076 | **PUB Date** 4/1/2018



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The Practice of Computing Using Python Edition 3

Punch / Enbody

Binding Paperback | **Page Count** 912

For courses in Python programming

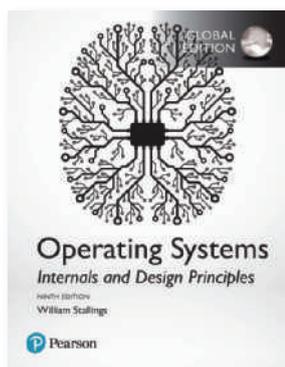
Practice of Computing Using Python 3rd Edition introduces both majors and nonmajors taking CS1 courses to computational thinking using Python, with a strong emphasis on problem solving through computer science. The authors have chosen Python for its simplicity, powerful built-in data structures, advanced control constructs, and practicality. The text is built from the ground up for Python programming, rather than having been translated from Java or C++.

Focusing on data manipulation and analysis, the text allows students to work on real problems using Internet-sourced or self-generated data sets that represent their own work and interests. The authors also emphasize program development and provide both majors and nonmajors with a practical foundation in programming.

Table of Contents

- I. Thinking About Computing
0. The Study of Computer Science
- II. Starting to Program
1. Beginnings
2. Control
3. Algorithms and Program Development
- III. Data Structures and Functions
4. Working with Strings
5. Functions-QuickStart
6. Files and Exceptions I
7. Lists and Tuples
8. More on Functions
9. Dictionaries and Sets
10. More Program Development
- IV. Classes, making your own Data Structure and Algorithms
12. More on Classes
13. Program Development with Classes
- V. Being a better programmer
14. Files and Exceptions II
15. Recursion: Another Control Mechanism
16. Other Fun Stuff with Python
17. The End, or Perhaps the Beginning

ISBN 9781292166629 | **PUB Date** 1/17/2017



Operating Systems: Internals and Design Principles Edition 9

Stallings

Binding Paper Bound with Access Card | **Page Count** 912

Intended for use in a one- or two-semester undergraduate course in operating systems for computer science, computer engineering, and electrical engineering majors

Operating Systems: Internals and Design Principles provides a comprehensive and unified introduction to operating systems topics. Stallings emphasizes both design issues and fundamental principles in contemporary systems and gives readers a solid understanding of the key structures and mechanisms of operating systems. He discusses design trade-offs and the practical decisions affecting design, performance and security. The book illustrates and reinforces design concepts and ties them to real-world design choices through the use of case studies in Linux, UNIX, Android, and Windows 8.

Table of Contents

- I. Thinking About Computing
0. The Study of Computer Science
- II. Starting to Program
1. Beginnings
2. Control
3. Algorithms and Program Development
- III. Data Structures and Functions
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5. Functions-QuickStart
6. Files and Exceptions I
7. Lists and Tuples
8. More on Functions
9. Dictionaries and Sets
10. More Program Development
- IV. Classes, making your own Data Structure and Algorithms
12. More on Classes
13. Program Development with Classes
- V. Being a better programmer
14. Files and Exceptions II
15. Recursion: Another Control Mechanism
16. Other Fun Stuff with Python
17. The End, or Perhaps the Beginning

ISBN 9781292214290 | **PUB Date** 4/1/2018



Computer Science: An Overview Edition 13

Brookshear / Brylow

Binding Paperback | **Page Count** 736

For the Introduction to Computer Science course

A broad exploration of computer science—with the depth needed to understand concepts

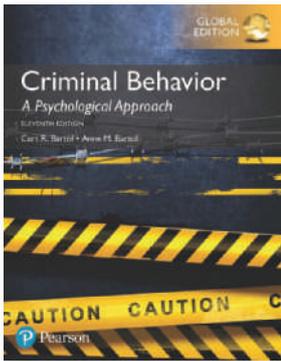
Computer Science: An Overview provides a bottom-up, concrete-to-abstract foundation that students can build upon to see the relevance and interrelationships of future computer science courses. Its comprehensive coverage and clear language are accessible to students from all backgrounds, encouraging a practical and realistic understanding.

More than 1,000 questions and exercises, Chapter Review Problems, and Social Issues questions reinforce core concepts. The 13th Edition continues its focus on Python to provide programming tools for exploration and experimentation. A new full-color design reflects the use of color in most modern programming interfaces to aid the programmer's understanding of code. Syntax coloring is now used more effectively for clarifying code and pseudocode segments in the text, and many figures and diagrams are now rendered more descriptively.

Table of Contents

- Introduction
- 1 Data Storage
- 2 Data Manipulation
- 3 Operating Systems
- 4 Networking and the Internet
- 5 Algorithms
- 6 Programming Languages
- 7 Software Engineering
- 8 Data Abstractions
- 9 Database Systems
- 10 Computer Graphics
- 11 Artificial Intelligence
- 12 Theory of Computation

ISBN 9781292263427 | **PUB Date** 3/23/2018



Criminal Behavior: A Psychological Approach Edition 11

Bartol / Bartol

Binding Paperback | **Page Count** 672

ISBN 9781292157719 | **PUB Date** 4/1/2018

For undergraduate and graduate courses in criminal behavior, criminology, the psychology of crime, crime and delinquency, and forensic psychology

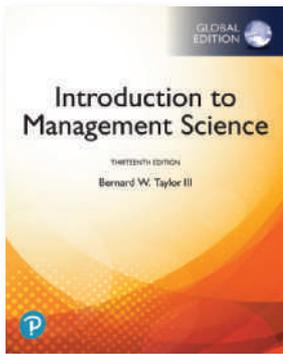
Criminal Behavior: A Psychological Approach is accurate, well-researched, contemporary, and comprehensive. It offers a detailed look at crime, what may lead to it, and how criminal behavior may be prevented—all from a psychological perspective. With a focus on serious crimes, particularly those involving violence, this text offers an all-inclusive look at a very complex field through effective and engaging material that has been classroom-tested for more than thirty years.

The 11th Edition includes crucial updates relating to crime definitions and DSM-5 categories, as well as the most current statistics and recently proposed models and theories.

Topics covered include intimate partner violence, juvenile sex offending, terrorist recruitment, elderly abuse, sexual burglary, and more.

Table of Contents

1. Introduction to Criminal Behavior
2. Origins of Criminal Behavior: Developmental Risk Factors
3. Origins of Criminal Behavior: Biological Factors
4. Origins of Criminal Behavior: Learning and Situational Factors
5. Human Aggression and Violence
6. Juvenile Delinquency
7. Psychopathy
8. Crime and Mental Disorders
9. Homicide, Assault, and Intimate Partner and Family Violence
10. Multiple Murder, School and Workplace Violence
11. Psychology of Modern Terrorism
12. Sexual Assault
13. Sexual Abuse of Children and Youth
14. Burglary, Home Invasions, Thefts, and “White-Collar” Offenses
15. Violent Economic Crime, Cybercrime, and Crimes of Intimidation
16. Substance Abuse and Crime



Introduction to Management Science Edition 13

Taylor

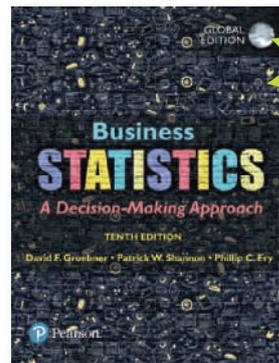
Binding Paperback | Page Count 864

This text shows students how to approach decision-making problems in a straightforward, logical way. By focusing on simple, straightforward explanations and examples with step-by-step details of the modeling and solution techniques, it makes the mathematical topics of management science less complex.

Table of Contents

1. Management Science
 2. Linear Programming: Model Formulation and Graphical Solution
 3. Linear Programming: Computer Solution and Sensitivity Analysis
 4. Linear Programming: Modeling Examples
 5. Integer Programming
 6. Transportation, Transshipment, and Assignment Problems
 7. Network Flow Models
 8. Project Management
 9. Multicriteria Decision Making
 10. Nonlinear Programming
 11. Probability and Statistics
 12. Decision Analysis
 13. Queuing Analysis
 14. Simulation
 15. Forecasting
 16. Inventory Management
 - Appendix A: Normal and Chi-Square Tables
 - Appendix B: Setting Up and Editing a Spreadsheet
 - Appendix C: The Poisson and Exponential Distributions
 - Solutions to Selected Odd-Numbered Problems
- The following items can be found on the companion website that accompanies this text:
- Module A: The Simplex Solution Method
 - Module B: Transportation and Assignment Solution Methods
 - Module C: Integer Programming: The Branch and Bound Method
 - Module D: Nonlinear Programming Solution Techniques
 - Module E: Game Theory
 - Module F: Markov Analysis

ISBN 97812922263045 | PUB Date 5/14/2018



Business Statistics Edition 10

Groebner / Shannon / Fry

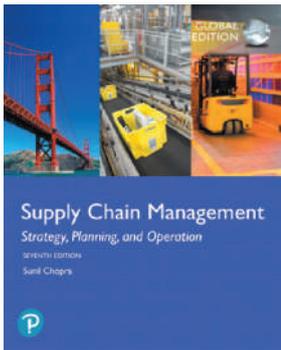
Binding Paperback | Page Count 864

For 2-semester courses in Introductory Business Statistics
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

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

ISBN 9781292220383 | PUB Date 4/1/2018



Supply Chain Management: Strategy, Planning, and Operation, Edition 7

Chopra

Binding Paperback | **Page Count** 528

For MBA, engineering master, or senior-level undergraduate courses in supply chain management.

Supply Chain Management introduces high-level strategy and concepts while giving students the practical tools necessary to solve supply chain problems. 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.

Table of Contents

PART I: BUILDING A STRATEGIC FRAMEWORK TO ANALYZE SUPPLY CHAINS

1. Understanding the Supply Chain
2. Supply Chain Performance: Achieving Strategic Fit and Scope
3. Supply Chain Drivers and Metrics

PART II: DESIGNING THE SUPPLY CHAIN NETWORK

4. Designing Distribution Networks and Applications to Online Sales
5. Network Design in the Supply Chain
6. Designing Global Supply Chain Networks

PART III: PLANNING AND COORDINATING DEMAND AND SUPPLY IN A SUPPLY CHAIN

7. Demand Forecasting in a Supply Chain
8. Aggregate Planning in a Supply Chain
9. Sales and Operations Planning: Planning Supply and Demand in a Supply Chain
10. Coordination in a Supply Chain

PART IV: PLANNING AND MANAGING INVENTORIES IN A SUPPLY CHAIN

11. Managing Economies of Scale in a Supply Chain: Cycle Inventory
12. Managing Uncertainty in a Supply Chain: Safety Inventory
13. Determining the Optimal Level of Product Availability

PART V: DESIGNING AND PLANNING TRANSPORTATION NETWORKS

14. Transportation in a Supply Chain

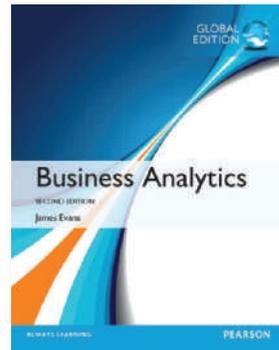
PART VI: MANAGING CROSS-FUNCTIONAL DRIVERS IN A SUPPLY CHAIN

15. Sourcing Decisions in a Supply Chain
16. Pricing and Revenue Management in a Supply Chain
17. Sustainability and the Supply Chain

PART VII: ONLINE CHAPTER

- A. Information Technology in a Supply Chain

ISBN 9781292257891 | **PUB Date** 4/1/2018



Business Analytics Edition 2

Evans

Binding Paperback | **Page Count** 656

For undergraduate or graduate business students.

Business Analytics, 2nd Edition teaches the fundamental concepts of the emerging field of business analytics and provides vital tools in understanding how data analysis works in today's organizations. Students will learn to apply basic business analytics principles, communicate with analytics professionals, and effectively use and interpret analytic models to make better business decisions. Included access to commercial grade analytics software gives students real-world experience and career-focused value. Author James Evans takes a balanced, holistic approach and looks at business analytics from descriptive, and predictive perspectives.

Table of Contents

Preface

About the Author

PART 1: Foundations of Business Analytics

1. Introduction to Business Analytics
2. Analytics on Spreadsheets

Part 2: Descriptive Analytics

3. Visualizing and Exploring Data
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5. Probability Distributions and Data Modeling
6. Sampling and Estimation
7. Statistical Inference

Part 3: Predictive Analytics

8. Trendlines and Regression Analysis
9. Forecasting Techniques
10. Introduction to Data Mining
11. Spreadsheet Modeling and Analysis
12. Monte Carlo Simulation and Risk Analysis

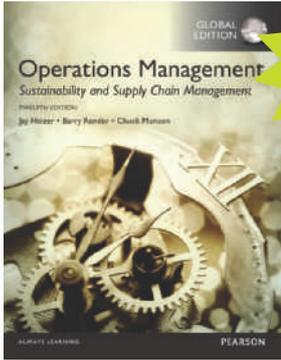
Part 4: Prescriptive Analytics

13. Linear Optimization
14. Applications of Linear Optimization
15. Integer Optimization
16. Decision Analysis

Supplementary Chapter A (online): Nonlinear and Non-Smooth Optimization

Supplementary Chapter B (online): Optimization Models with Uncertainty

ISBN 9781292095448 | **PUB Date** 4/1/2018



MyLab OM
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Operations Management: Sustainability and Supply Chain Management Edition 12

Heizer / Render / Munson

Binding Paperback | Page Count 912

ISBN 9781292148632 | PUB Date 4/1/2018

For courses in Operations Management.

A broad, practical introduction to operations, reinforced with an extensive collection of practice problems

Operations Management: Sustainability and Supply Chain Management presents a broad introduction to the field of operations in a realistic and practical manner, while offering the largest and most diverse collection of issues on the market. Problems found in the Twelfth Edition contain ample support—found in the book's solved-problems and worked examples—to help readers better understand concepts important to today's operations management professionals.

Table of Contents

Part I: Introduction to Operations Management

1. Operations and Productivity
2. Operations Strategy in a Global Environment
3. Project Management
4. Forecasting

Part II: Designing Operations

5. Design of Goods and Services
- S5. Sustainability in the Supply Chain
6. Managing Quality
- S6. Statistical Process Control
7. Process Strategy
- S7. Capacity and Constraint Management
8. Location Strategies
9. Layout Strategies
10. Human Resources, Job Design, and Work Measurement

PART III: Managing Operations

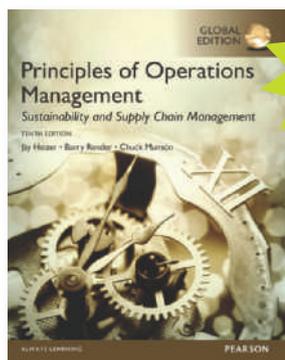
11. Supply Chain Management
- S11. Supply Chain Management Analytics
12. Inventory Management
13. Aggregate Planning and S&OP
14. Material Requirements Planning (MRP) and ERP
15. Short-Term Scheduling
16. Lean Operations
17. Maintenance and Reliability

PART IV: Business Analytics Modules

- Module A. Decision-Making Tools
- Module B. Linear Programming
- Module C. Transportation Models
- Module D. Waiting-Line Models
- Module E. Learning Curves
- Module F. Simulation

Online Tutorials

1. Statistical Tools for Managers
2. Acceptance Sampling
3. The Simplex Method of Linear Programming
4. The MODI and VAM Methods of Solving Transportation Problems
5. Vehicle Routing and Scheduling



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Principles of Operations Management: Sustainability and Supply Chain Management Edition 10

Heizer / Render / Munson

Binding Paperback | **Page Count** 768

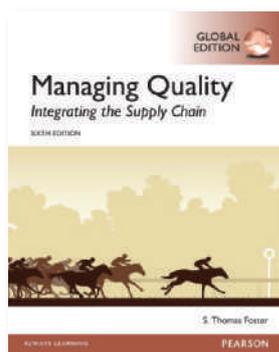
For courses in operations management.

Principles of Operations Management: Sustainability and Supply Chain Management presents a broad introduction to the field of operations in a realistic and practical manner, while offering the largest and most diverse collection of issues on the market.

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- PART III: Managing Operations
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 - S11. Supply Chain Management Analytics
 - 12. Inventory Management
 - 13. Aggregate Planning and S&OP
 - 14. Material Requirements Planning (MRP) and ERP
 - 15. Short-Term Scheduling
 - 16. Lean Operations
 - 17. Maintenance and Reliability
- Online Tutorials
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 - 2. Acceptance Sampling
 - 3. The Simplex Method of Linear Programming
 - 4. The MODI and VAM Methods of Solving Transportation Problems
 - 5. Vehicle Routing and Scheduling

ISBN 9781292153018 | **PUB Date** 4/1/2018



Managing Quality: Integrating the Supply Chain Edition 6

Foster

Binding Paperback | **Page Count** 480

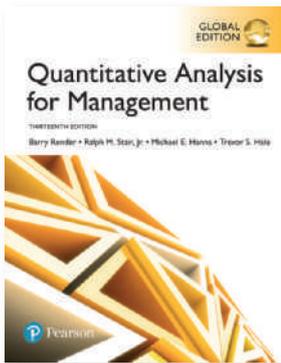
For courses in quality management.

Foster's *Managing Quality: Integrating the Supply Chain*, Sixth Edition offers students a thorough introduction to quality management by presenting a supply chain theme as the unifying framework for quality improvement. The supply chain thread enhances the integration of systems with customers, suppliers, technology, and people. The Sixth Edition elicits a theme of "currency" while offering updated vignettes and references to remain state-of-the-art. The new edition is selectively edited and enhanced with new content that maintains its scope and withstands pivotal points in each section. *Managing Quality* keeps a competitive advantage by sustaining and building on cutting-edge, relevant topics in quality management.

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- Part 1: Understanding Quality Concepts
 - 1. Differing Perspectives on Quality
 - 2. Quality Theory
 - 3. Global Supply Chain Quality and International Quality Standards
- PART 2: Designing and Assuring Quality
 - 4. Strategic Quality Planning
 - 5. The Voice of the Customer
 - 6. The Voice of the Market
 - 7. Quality and Innovation in Product and Process Design
 - 8. Designing Quality Services
 - 9. Managing Supplier Quality in the Supply Chain
 - 10. Appendix: Acceptance Sampling
- PART 3: Implementing Quality
 - 11. The Tools of Quality
 - 12. Statistically Based Quality Improvement for Variables
 - 13. Statistically Based Quality Improvement for Attributes
 - 14. Six Sigma Management and Lean Tools
- PART 4: Forever Improving the Quality System
 - 15. Managing Quality Improvement Teams and Projects
 - 16. Implementing and Validating the Quality System

ISBN 9781292154213 | **PUB Date** 9/3/2017



Quantitative Analysis for Management Edition 13

Render / Stair / Hanna / Hale

Binding Paperback | Page Count 608

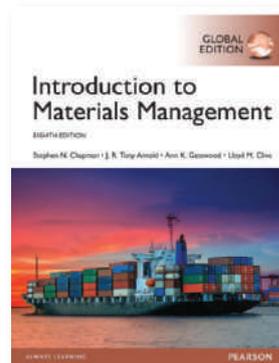
For courses in management science or decision modeling.

This text gives students a foundation in business analytics, quantitative methods, and management science through a strong emphasis on model building, computer applications, and examples. The authors' approach presents mathematical models, in clear, plain English, and then applies the ensuing solution procedures to example problems along with step-by-step, how-to instructions. In instances in which the mathematical computations are intricate, the details are presented in a manner that ensures flexibility, allowing instructors to omit these sections without interrupting the flow of the material. The text's use of software allows instructors to focus on the managerial problem, while spending less time on the mathematical details of the algorithms. Computer output is provided for many examples throughout the text.

Table of Contents

1. Introduction to Quantitative Analysis
2. Probability Concepts and Applications
3. Decision Analysis
4. Regression Models
5. Forecasting
6. Inventory Control Models
7. Linear Programming Models: Graphical and Computer Methods
8. Linear Programming Applications
9. Transportation, Assignment, and Network Models
10. Integer Programming, Goal Programming, and Nonlinear Programming
11. Project Management
12. Waiting Lines and Queuing Theory Models
13. Simulation Modeling
14. Markov Analysis
15. Statistical Quality Control
- Online Module 1: Analytic Hierarchy Process
- Online Module 2: Dynamic Programming
- Online Module 3: Decision Theory and the Normal Distribution
- Online Module 4: Game Theory
- Online Module 5: Mathematical Tools: Determinants and Matrices
- Online Module 6: Calculus-Based Optimization
- Online Module 7: Linear Programming: The Simplex Method
- Online Module 8: Transportation, Assignment, and Network Algorithms

ISBN 9781292217659 | PUB Date 7/25/2017



Introduction to Materials Management Edition 8

Chapman / Gatewood / Arnold / Clive

Binding Paperback | Page Count 464

For all courses in materials management, production, inventory control, and logistics taught in business and industrial technology departments of community colleges, four-year colleges, and universities.

Clearly written and exceptionally user-friendly, this text covers all the essentials of modern supply chain management, manufacturing planning and control systems, purchasing, and physical distribution. Content, examples, questions, and problems lead students step-by-step to mastery. Widely adopted by colleges and universities worldwide, this is the only APICS-listed reference text for the Basics of Supply Chain Management (BSCM) CPIM certification examination.

Table of Contents

1. Introduction to Materials Management
2. Production Planning System
3. Master Scheduling
4. Material Requirements Planning
5. Capacity Management
6. Production Activity Control
7. Purchasing
8. Forecasting and Demand Management
9. Inventory Fundamentals
10. Order Quantities
11. Independent Demand Ordering Systems
12. Physical Inventory and Warehouse Management
13. Physical Distribution
14. Products and Processes
15. Lean Production
16. Total Quality Management

ISBN 9781292162355 | PUB Date 4/1/2018



Econometric Analysis Edition 8

Greene

Binding Paperback | **Page Count** 1216

The 8th Edition introduces students to basic techniques, a rich variety of models, and underlying theory that is easy to put into practice.

Table of Contents

PART I. The Linear Regression Model

1. Econometrics
2. The Linear Regression Model
3. Least Squares
4. Estimating the Regression Model by Least Squares
5. Hypothesis Tests and Model Selection
6. Functional Form, Difference in Differences and Structural Change
7. Nonlinear, Semiparametric and Nonparametric Regression Models
8. Endogeneity and Instrumental Variable Estimation

PART II. Generalized Regression Model and Systems of Equations

9. The Generalized Regression Model and Heteroscedasticity
10. Systems of Regression Equations
11. Models for Panel Data

PART III. Estimation Methodology

12. Estimation Frameworks in Econometrics
13. Minimum Distance Estimation and the Generalized Method of Moments
14. Maximum Likelihood Estimation
15. Simulation-Based Estimation and Inference and Random Parameter Models
16. Bayesian Estimation and Inference

PART IV. Cross Sections, Panel Data and Microeconometrics

17. Binary Outcomes and Discrete Choices
18. Multinomial Choices and Event Counts
19. Limited Dependent Variables, Truncation, Censoring and Sample Selection

PART V. Time Series and Macroeconometrics

20. Serial Correlation
21. Nonstationary Data

PART VI. Appendices

Appendix A: Matrix Algebra

Appendix B: Probability and Distribution Theory

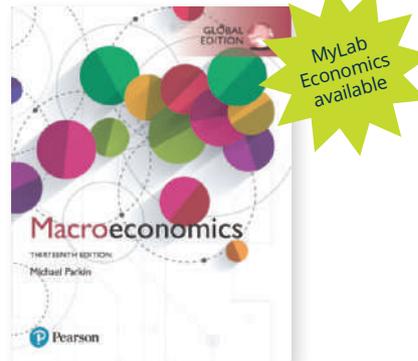
Appendix C: Estimation and Inference

Appendix D: Large Sample Distribution Theory

Appendix E: Computation and Optimization

Appendix F: Data Sets Used In Applications

ISBN 9781292231136 | **PUB Date** 3/12/2019



Macroeconomics Edition 13

Parkin

Binding Paperback | **Page Count** 456

In the increasingly globalized and dynamic world of economics, it is more important than ever to use a relevant, concise, and relatable method to introduce students to the principles of economics. The 13th Global Edition of Macroeconomics upholds its legacy of taking a thoroughly updated and interactive approach to learning and teaching economics through these hallmark features:

- Applications from around the world
- News-based approach
- Content updates
- Easy-to-read graphs
- Continued emphasis on employability skills focuses on developing analytical, critical, and mathematical abilities

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2. The Economic Problem
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PART III: MACROECONOMIC TRENDS

6. Economic Growth
7. Finance, Saving, and Investment
8. Money, the Price Level, and Inflation
9. The Exchange Rate and the Balance of Payments

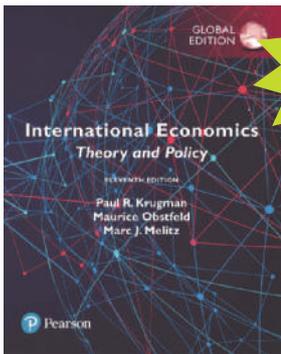
PART IV: MACROECONOMIC FLUCTUATIONS

10. Aggregate Supply and Aggregate Demand
11. Expenditure Multipliers
12. The Business Cycle, Inflation, and Deflation

PART V: MACROECONOMIC POLICY

13. Fiscal Policy
14. Monetary Policy
15. International Trade Policy

ISBN 9781292263489 | **PUB Date** 10/19/2018



MyLab
Economics
available

International Economics: Theory and Policy Edition 11

Krugman / Obstfeld / Melitz

Binding Paperback | **Page Count** 808

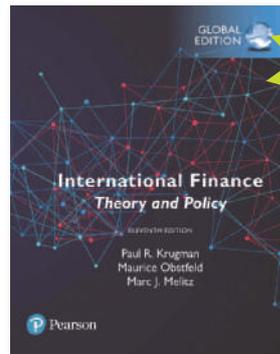
For courses in International Economics, International Finance, and International Trade.

International Economics: Theory and Policy provides engaging, balanced coverage of the key concepts and practical applications of the two main topic areas of the discipline. For both international trade and international finance, an intuitive introduction to theory is followed by detailed coverage of policy applications. With this new Eleventh Edition, Global Edition, the author team of Nobel Prize-winning economist Paul Krugman, renowned researcher Maurice Obstfeld, and Marc Melitz of Harvard University, continues to set the standard for International Economics courses.

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7. Fixed Exchange Rates and Foreign Exchange Intervention
- PART 2: INTERNATIONAL MACROECONOMIC POLICY
8. International Monetary Systems: An Historical Overview
9. Financial Globalization: Opportunity and Crisis
10. Optimum Currency Areas and the Euro
11. Developing Countries: Growth, Crisis, and Reform
- MATHEMATICAL POSTSCRIPTS
- Postscript to Chapter 9: Risk Aversion and International Portfolio Diversification

ISBN 9781292214870 | **PUB Date** 4/1/2018



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Economics
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International Finance: Theory and Policy, Global Edition Edition 11

Krugman / Obstfeld / Melitz

Binding Paperback | **Page Count** 468

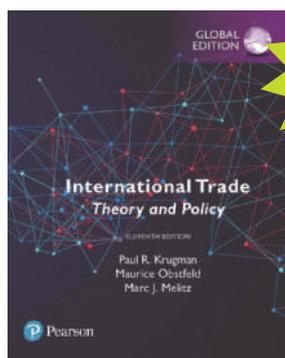
For courses in International Finance.

A balanced approach to theory and policy applications International Finance: Theory and Policy provides engaging, balanced coverage of the key concepts and practical applications of the discipline. An intuitive introduction to international finance theory is followed by detailed coverage of policy applications. With this new 11th Edition, Global Edition, the author team of Nobel Prize-winning economist Paul Krugman, renowned researcher Maurice Obstfeld, and Marc Melitz of Harvard University continues to set the standard for international finance courses.

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6. Output and the Exchange Rate in the Short Run
7. Fixed Exchange Rates and Foreign Exchange Intervention
- PART 2: INTERNATIONAL MACROECONOMIC POLICY
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ISBN 9781292238739 | **PUB Date** 4/1/2018



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International Trade: Theory and Policy, Global Edition Edition 11

Krugman / Obstfeld / Melitz

Binding Paperback | **Page Count** 368

For courses in International Trade.

A balanced approach to theory and policy applications, *International Trade: Theory and Policy* provides engaging, balanced coverage of the key concepts and practical applications of the discipline. An intuitive introduction to trade theory is followed by detailed coverage of policy applications. With this new 11th Edition, Global Edition, the author team of Nobel Prize-winning economist Paul Krugman, renowned researcher Maurice Obstfeld, and Marc Melitz of Harvard University, continues to set the standard for international economics courses.

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6. The Standard Trade Model
7. External Economies of Scale and the International Location of Production
8. Firms in the Global Economy: Export Decisions, Outsourcing, and Multinational Enterprises

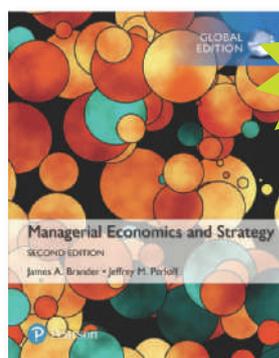
PART 2: INTERNATIONAL TRADE POLICY

9. The Instruments of Trade Policy
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MATHEMATICAL POSTSCRIPTS

- Postscript to Chapter 5: The Factor-Proportions Model
 Postscript to Chapter 6: The Trading World Economy
 Postscript to Chapter 8: The Monopolistic Competition Model

ISBN 9781292216355 | **PUB Date** 9/10/2017



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Managerial Economics and Strategy Edition 2

Perloff / Brander

Binding Paperback | **Page Count** 704

For courses in Managerial Economics.

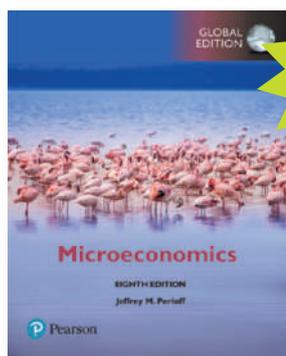
Managerial Economics and Strategy uses real-world issues and examples to illustrate how economic principles impact business decisions. Emphases on agency and contract theory, managerial behavioral economics, game theory, and pricing are especially valuable to future managers. In-text examples and boxed mini-cases use actual data to illustrate the use of basic economic models, while Q&As pose important managerial or economic problems and demonstrate a step-by-step approach to solving them.

The 2nd Edition has been fully revised and updated to reflect new supply-and-demand curves and include discussions of corporate social responsibility, opportunistic behavior, and innovation. It also features new learning objectives, examples, end-of-chapter questions, and spreadsheet exercises.

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Microeconomics, Global Edition Edition 8

Perloff

Binding Paperback | Page Count 816

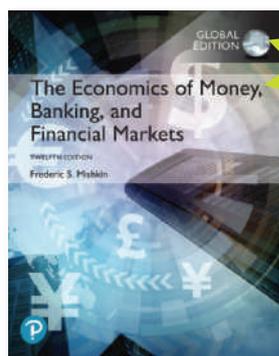
For courses in microeconomics.

Significantly revised and updated with new real-world examples, exercises, and applications, this 4th Edition of *Microeconomics: Theory and Applications with Calculus* remains the premiere microeconomics text to marry formal theory with robust, thoroughly analyzed real-world problems. Intended as an intermediate microeconomics text, Perloff introduces economic theory through a combination of calculus, algebra, and graphs. The text integrates estimated, real-world problems and applications, using a step-by-step approach to demonstrate how microeconomic theory can be applied to solve practical problems and policy issues. Compared to other similar texts, the author also places greater emphasis on using contemporary theories such as game theory and contract theory to analyze markets.

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ISBN 9781292215624 | PUB Date 4/1/2018



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The Economics of Money, Banking and Financial Markets Edition 12

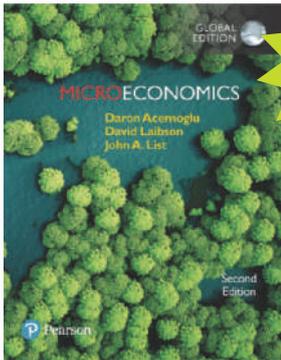
Mishkin

Binding Paperback | Page Count 744

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Microeconomics Edition 2

Acemoglu / Laibson / List

Binding Paperback | Page Count 512

For courses in Principles of Microeconomics.

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.

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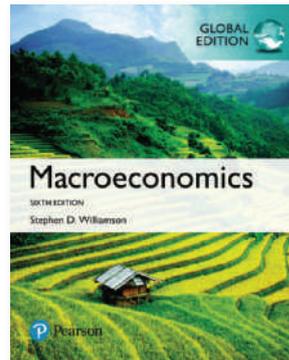
PART III: MARKET STRUCTURE

12. Monopoly
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PART IV: EXTENDING THE MICROECONOMIC TOOLBOX

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Macroeconomics Edition 6

Williamson

Binding Paperback | Page Count 732

For courses in undergraduate Macroeconomics courses

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.

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Part 5: Money and Business Cycles

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13. Business Cycle Models with Flexible Prices and Wages

14. New Keynesian Economics: Sticky Prices

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Part 6: International Macroeconomics

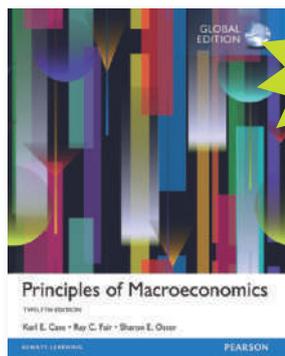
16. International Trade in Goods and Assets

17. Money in the Open Economy

Part 7: Money, Inflation, and Banking

18. Money, Inflation, and Banking: A Deeper Look

ISBN 9781292215761 | PUB Date 8/13/2017



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Principles of Macroeconomics Edition 12

Case / Fair / Oster

Binding Paperback | Page Count 480

ISBN 9781292150895 | PUB Date 4/1/2018

For the two-semester course in principles of macroeconomics

Principles of Macroeconomics is one of the best-selling texts because it is clear, thorough, and complete. Readers of Principles of Macroeconomics, 12th 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.

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 12. Policy Effects and Cost Shocks in the AS/AD Model

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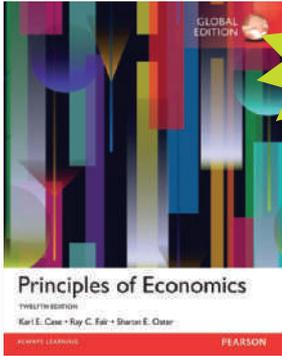
13. The Labor Market in the Macroeconomy
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Principles of Economics Edition 12

Case / Fair / Oster

Binding Paperback | Page Count 816

ISBN 9781292152561 | PUB Date 4/1/2018

For the two-semester course in principles of economics

Principles of Economics is one of the best-selling texts because they it is clear, thorough, and complete. Readers of Principles of Economics, Twelfth 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.

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Part IV: Concepts and Problems in Macroeconomics

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21. Measuring National Output and National Income
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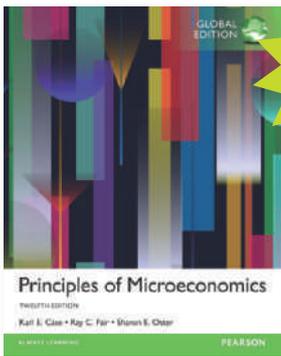
Part V: The Core of Macroeconomic Theory

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Principles of Microeconomics Edition 12

Case / Fair / Oster

Binding Paperback | **Page Count** 528

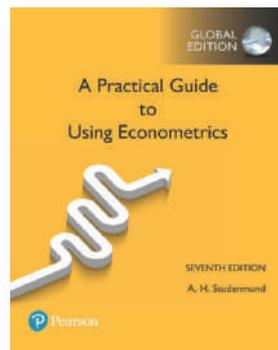
For the two-semester course in principles of microeconomics

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ISBN 9781292152691 | **PUB Date** 4/1/2018



Using Econometrics: A Practical Guide Edition 7

Studenmund

Binding Paperback | **Page Count** 576

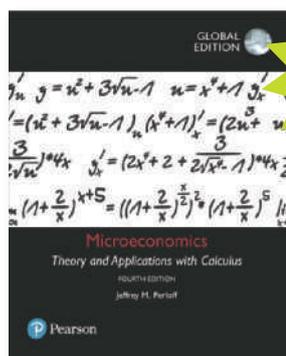
For courses in econometrics

Using Econometrics: A Practical Guide offers students an innovative introduction to elementary econometrics. Through real-world examples and exercises, the book covers the topic of single-equation linear regression analysis in an easily understandable format. The Seventh Edition is appropriate for all levels: beginner econometric students, regression users seeking a refresher, and experienced practitioners who want a convenient reference. Praised as one of the most important texts in the last 30 years, the book retains its clarity and practicality in previous editions with a number of substantial improvements throughout.

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ISBN 9781292154091 | **PUB Date** 4/1/2018



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Microeconomics: Theory and Applications with Calculus Edition 4

Perloff

Binding Paperback | Page Count 784

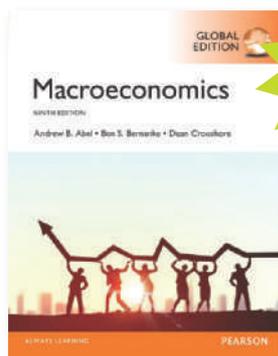
For courses in microeconomics

Significantly revised and updated with new real-world examples, exercises, and applications, *Microeconomics: Theory and Applications with Calculus, 4th Edition*, remains the premiere microeconomics text to marry formal theory with robust, thoroughly analyzed real-world problems. Perloff introduces economic theory through a combination of calculus, algebra, and graphs. The text integrates estimated, real-world problems and applications, using a step-by-step approach to demonstrate how microeconomic theory can be applied to solve practical problems and policy issues.

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Macroeconomics Edition 9

Abel / Bernanke / Croushore

Binding Paperback | Page Count 672

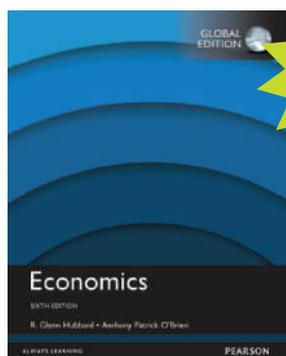
For courses in intermediate macroeconomics

Demonstrating a balanced treatment of both classical and Keynesian economics, *Macroeconomics* presents macroeconomic theory in a big-picture way. Comprehensive coverage makes it easy for instructors to align chapters to fit their own syllabi, and the text helps instructors prepare students to analyze real macroeconomic data used by policy makers and researchers. This text uses a unified approach based on a single economics model that provides students with a clear understanding of macroeconomics and its classical and Keynesian assumptions. The 9th Edition features new applications, boxes, and problems throughout and reflects recent events and developments in the field in light of recent crises in the United States and Europe.

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- Appendix A: Some Useful Analytical Tools

ISBN 9781292154923 | PUB Date 4/2/2018



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Economics Edition 6

Hubbard / O'Brien

Binding Paperback | **Page Count** 1168

ISBN 9781292159928 | **PUB Date** 9/10/2017

For two-semester courses in principles of economics

One of the challenges of teaching Principles of Economics is fostering interest in concepts that may not seem applicable to students' lives. Economics makes economics relevant by demonstrating how real businesses use economics to make decisions every day. The 6th Edition has been updated with the latest developments using new real-world business and policy examples. Regardless of their future career path— opening an art studio, trading on Wall Street, or bartending at the local pub—students will benefit from understanding the economic forces behind their work.

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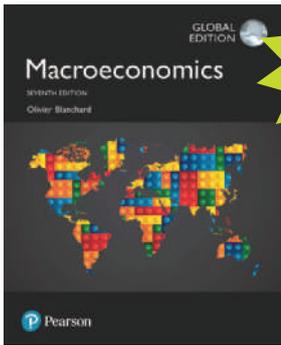
28. Inflation, Unemployment, and Federal Reserve Policy

Part 10: The International Economy

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Macroeconomics Edition 7

Blanchard

Binding Paperback | Page Count 576

ISBN 9781292160504 | PUB Date 6/4/2017

For intermediate courses in Economics

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. Integrated, detailed boxes in the 7th Edition have been updated to convey the life of macroeconomics today; reinforce lessons from the models; and help students employ and develop their analytical and evaluative skills.

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19. Output, the Interest Rate, and the Exchange Rate

20. Exchange Rate Regimes

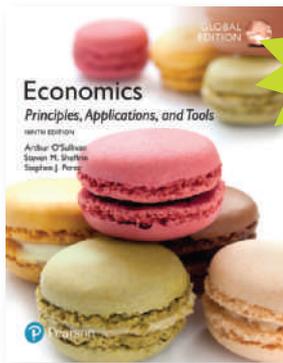
Back to Policy

21. Should Policy Makers Be Restrained?

22. Fiscal Policy: A Summing Up

23. Monetary Policy: A Summing Up

24. Epilogue: The Story of Macroeconomics



MyLab
Economics
available

Economics: Principles, Applications, and Tools Edition 9

O'Sullivan / Sheffrin / Perez

Binding Paperback | Page Count 768

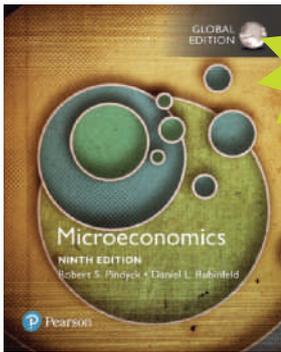
ISBN 9781292165592 | PUB Date 4/1/2018

For courses in the principles of economics

Economics: Principles, Applications, and Tools is built upon the author's philosophy of using basic concepts of economics to explain a wide variety of timely, engaging, real-world economic applications. The 9th Edition incorporates updated figures and data, while emphasizing current topics of interest—including the severe economic downturn of recent years and the latest developments in economic thinking. It also includes newly refined Learning Objectives that introduce the concepts explored in each chapter, along with new applications and chapter-opening stories related to the most up-to-date developments in both macroeconomics and microeconomics.

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- I. Introduction and Key Principles
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 - 2. The Key Principles of Economics
 - 3. Exchange and Markets
 - 4. Demand, Supply, and Market Equilibrium
- II. The Basic Concepts in Macroeconomics
 - 5. Measuring a Nation's Production and Income
 - 6. Unemployment and Inflation
- III. The Economy in the Long Run
 - 7. The Economy at Full Employment
 - 8. Why Do Economies Grow?
- V. Economic Fluctuations and Fiscal Policy
 - 9. Aggregate Demand and Aggregate Supply
 - 10. Fiscal Policy
 - 11. The Income–Expenditure Model
 - 12. Investment and Financial Markets
- V. Money, Banking, and Monetary Policy
 - 13. Money and the Banking System
 - 14. The Federal Reserve and Monetary Policy
- VI. Inflation, Unemployment, and Economic Policy
 - 15. Modern Macroeconomics: From the Short Run to the Long Run
 - 16. The Dynamics of Inflation and Unemployment
 - 17. Macroeconomic Policy Debates
- VII. The International Economy
 - 18. International Trade and Public Policy
 - 19. The World of International Finance
- VIII. A Closer Look at Demand and Supply
 - 20. Elasticity: A Measure of Responsiveness
 - 21. Market Efficiency and Government Intervention
 - 22. Consumer Choice: Utility Theory and Insights from Neuroscience
- IX. Market Structures and Pricing
 - 23. Production Technology and Cost
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 - 25. Monopoly and Price Discrimination
 - 26. Market Entry and Monopolistic Competition
 - 27. Oligopoly and Strategic Behavior
 - 28. Controlling Market Power: Antitrust and Regulation
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 - 31. External Costs and Environmental Policy
- XI. The Labor Market and Income Distribution
 - 32. The Labor Market and the Distribution of Income



MyLab
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Microeconomics Edition 9

Pindyck / Rubinfeld

Binding Paperback | **Page Count** 784

For undergraduate and graduate economics majors who are enrolled in an intermediate microeconomics course.

Microeconomics, 9th Edition stresses on the relevance and application of microeconomic theory to managerial and public policy decision making. This edition includes a number of new topics, updated examples, and improved exposition of existing materials.

Table of Contents

Part 1: INTRODUCTION: MARKETS AND PRICES

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Part 2: PRODUCERS, CONSUMERS, AND COMPETITIVE MARKETS

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6. Production
7. The Cost of Production
8. Profit Maximization and Competitive Supply
9. The Analysis of Competitive Markets

Part 3: MARKET STRUCTURE AND COMPETITIVE STRATEGY

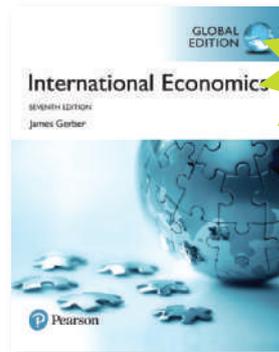
10. Market Power: Monopoly and Monopsony
11. Pricing with Market Power
12. Monopolistic Competition and Oligopoly
13. Game Theory and Competitive Strategy
14. Markets for Factor Inputs
15. Investment, Time, and Capital Markets

Part 4: INFORMATION, MARKET FAILURE, AND THE ROLE OF GOVERNMENT

16. General Equilibrium and Economic Efficiency
17. Markets with Asymmetric Information
18. Externalities and Public Goods
19. Behavioral Economics

Appendix: The Basics of Regression
Answers to Selected Exercises

ISBN 9781292213316 | **PUB Date** 3/19/2017



MyLab
Economics
available

International Economics Edition 7

Gerber

Binding Paperback | **Page Count** 512

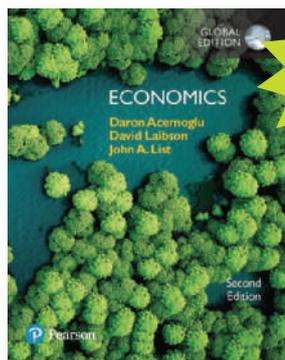
For an introductory international economics course

International Economics uses a rich array of case studies to illuminate economic institutions and policies as well as recent developments in the global economy—without students having to rely on a prerequisite knowledge of higher-level math. Further, the text's flexible approach—with self-contained chapters and comprehensive coverage—allows instructors to adapt the text easily to a wide range of syllabi.

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- I. Introduction and Institutions
 1. An Introduction to the World Economy
 2. International Economic Institutions Since World War II
- II. International Trade
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 4. Comparative Advantage and Factor Endowments
 5. Beyond Comparative Advantage
 6. The Theory of Tariffs and Quotas
 7. Commercial Policy
 8. International Trade and Labor and Environmental Standards
- III. International Finance
 9. Trade and the Balance of Payments
 10. Exchange Rates and Exchange Rate Systems
 11. An Introduction to Open Economy Macroeconomics
 12. International Financial Crises
- IV. Regional Issues in the Global Economy
 13. The United States in the World Economy
 14. The European Union: Many Markets into One
 15. Trade and Policy Reform in Latin America
 16. Export-Oriented Growth in East Asia
 17. China and India in the World Economy

ISBN 9781292214160 | **PUB Date** 7/25/2017



Economics Edition 2

Acemoglu / Laibson / List

Binding Paperback | **Page Count** 824

ISBN 9781292214504 | **PUB Date** 4/1/2018

For courses in principles of economics

Economics, 2nd Edition uses real economic questions and data to help students learn about the world around them. Taking a fresh approach, the themes of optimization, equilibrium and empiricism are used 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.

Table of Contents

PART I: INTRODUCTION TO ECONOMICS

1. The Principles and Practice of Economics
2. Economic Methods and Economic Questions
3. Optimization: Doing the Best You Can
4. Demand, Supply, and Equilibrium

PART II: FOUNDATIONS OF MICROECONOMICS

5. Consumers and Incentives
6. Sellers and Incentives
7. Perfect Competition and the Invisible Hand
8. Trade
9. Externalities and Public Goods
10. The Government in the Economy: Taxation and Regulation
11. Markets for Factors of Production

PART III: MARKET STRUCTURE

12. Monopoly
13. Game Theory and Strategic Play
14. Oligopoly and Monopolistic Competition

PART IV: EXTENDING THE MICROECONOMIC TOOLBOX

15. Trade-offs Involving Time and Risk
16. The Economics of Information
17. Auctions and Bargaining
18. Social Economics

PART V: INTRODUCTION TO MACROECONOMICS

19. The Wealth of Nations: Defining and Measuring Macroeconomic Aggregates
20. Aggregate Incomes

PART VI: LONG-RUN GROWTH AND DEVELOPMENT

21. Economic Growth
22. Why Isn't the Whole World Developed?

PART VII: EQUILIBRIUM IN THE MACROECONOMY

23. Employment and Unemployment
24. Credit Markets
25. The Monetary System

PART VIII: SHORT-RUN FLUCTUATIONS AND MACROECONOMIC POLICY

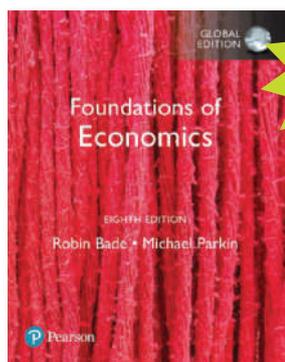
26. Short-Run Fluctuations
27. Countercyclical Macroeconomic Policy

PART IX: MACROECONOMICS IN A GLOBAL ECONOMY

28. Macroeconomics and International Trade
29. Open Economy Macroeconomics

CHAPTERS ON THE WEB

1. Financial Decision Making
2. Economics of Life, Health, and the Environment
3. Political Economy



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available

Foundations of Economics Edition 8

Bade / Parkin

Binding Paperback | Page Count 1000

ISBN 9781292217888 | PUB Date 4/1/2018

For two-semester principles of economics courses at two- and four-year colleges and universities

To help students focus on the most important concepts, *Foundations of Economics* is structured around a Checklist/Checkpoint system. The result is a patient, confidence-building program that prepares students to use economics in their everyday lives, regardless of what their future career will be. New and updated material and on contemporary topics better motivates students to discover the economic way of thinking.

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Part 1: Introduction

1. Getting Started
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4. Demand and Supply

Part 2: A Closer Look at Markets

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6. Efficiency of Fairness and Markets

Part 3: How Governments Influence the Economy

7. Government Actions in Markets
8. Taxes

Part 4: Market Failures and Public Policy

10. Externalities
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12. Private Information and Healthcare Markets

Part 5: A Closer Look At Decision Makers

13. Consumer Choice and Demand
14. Production and Cost

Part 6: Prices, Profits, and Industry Performance

15. Perfect Competition
16. Monopoly

Part 7: Incomes and Inequality

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18. Oligopoly
19. Markets for Factors of Production
20. Economic Inequality

Part 8: Monitoring the Macroeconomy

21. GDP: A Measure Of Total Production and Income
22. Jobs and Unemployment
23. The CPI and the Cost of Living

Part 9: The Real Economy

24. Potential GDP and the Natural Unemployment Rate
25. Economic Growth
26. Finance, Saving, and Investment

Part 10: The Money Economy

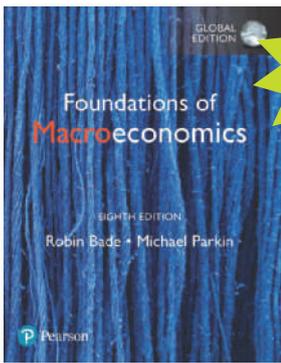
27. The Monetary System
28. Money, Interest, and Inflation

Part 11: Economic Fluctuations

29. Aggregate Supply and Aggregate Demand
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31. The Short-Run Policy Tradeoff

Part 12: Macroeconomic Policy

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34. International Finance



Foundations of Macroeconomics Edition 8

Bade / Parkin

Binding Paperback | **Page Count** 576

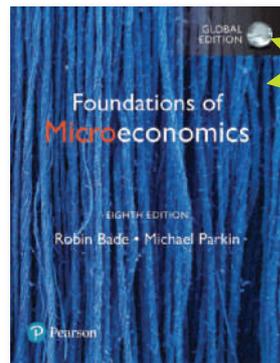
For principles of macroeconomics courses

To help students focus on the most important concepts, Foundations of Macroeconomics is structured around a Checklist/Checkpoint system. The result is a patient, confidence-building program that prepares students to use economics in their everyday lives, regardless of what their future career will be. new and updated material and on contemporary topics better motivates students to discover the economic way of thinking.

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ISBN 9781292218335 | **PUB Date** 4/1/2018



Foundations of Microeconomics Edition 8

Bade / Parkin

Binding Paperback | **Page Count** 600

For principles of microeconomics courses at two- and four-year colleges and universities

To help students focus on the most important concepts, Foundations of Microeconomics is structured around a Checklist/Checkpoint system. The result is a patient, confidence-building program that prepares students to use economics in their everyday lives, regardless of what their future career will be. . new and updated material and on contemporary topics better motivates students to discover the economic way of thinking.

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- PART 5: A CLOSER LOOK AT DECISION MAKERS
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- PART 6: PRICES, PROFITS, AND INDUSTRY PERFORMANCE
 - 15. Perfect Competition
 - 16. Monopoly
 - 17. Monopolistic Competition
 - 18. Oligopoly
- PART 7: INCOMES AND INEQUALITY
 - 19. Markets for Factors of Production
 - 20. Economic Inequality

ISBN 9781292218496 | **PUB Date** 4/2/2018



Introduction to Econometrics, Edition 4

Stock / Watson

Binding Paperback | Page Count 800

ISBN 9781292264455 | PUB Date 5/14/2018

For courses in introductory econometrics

Ensure students grasp the relevance of econometrics with *Introduction to Econometrics* — the text that connects modern theory and practice with motivating, engaging applications. The 4th Edition maintains a focus on currency, while building on the philosophy that applications should drive the theory, not the other way around. The text incorporates real-world questions and data, and methods that are immediately relevant to the applications. With very large data sets increasingly being used in economics and related fields, a new chapter dedicated to Big Data helps students learn about this growing and exciting area. This coverage and approach make the subject come alive for students and helps them to become sophisticated consumers of econometrics.

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PART I: INTRODUCTION AND REVIEW

1. Economic Questions and Data
2. Review of Probability
3. Review of Statistics

PART II: FUNDAMENTALS OF REGRESSION ANALYSIS

4. Linear Regression with One Regressor
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7. Hypothesis Tests and Confidence Intervals in Multiple Regression
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9. Assessing Studies Based on Multiple Regression

PART III: FURTHER TOPICS IN REGRESSION ANALYSIS

10. Regression with Panel Data
11. Regression with a Binary Dependent Variable
12. Instrumental Variables Regression
13. Experiments and Quasi-Experiments
14. Prediction with Many Regressors and Big Data

PART IV: REGRESSION ANALYSIS OF ECONOMIC TIME SERIES DATA

15. Introduction to Time Series Regression and Forecasting
16. Estimation of Dynamic Causal Effects
17. Additional Topics in Time Series Regression

PART V: THE ECONOMIC THEORY OF REGRESSION ANALYSIS

18. The Theory of Linear Regression with One Regressor
19. The Theory of Multiple Regression



Words Their Way: Word Sorts for Letter Name - Alphabetic Spellers, Edition 3

Invernizzi / Johnston / Bear / Templeton

Binding Paperback | **Page Count** 192

For courses in Reading Methods (Supplementary)/ Phonological Awareness and Phonics

In keeping with the authors' belief that the hands-on word sorting approach to word study is invaluable to teachers and students alike, this volume presents prepared sorts covering the complete curriculum of word study for the letter name-alphabetic stage of spelling development. Complete with 60 blackline masters, specific teacher directions, suggestions for follow-up activities, and spell checks for ongoing assessment, this collection of sorts includes both picture and word sorts for students who are in the letter name-alphabetic stage of spelling development. The new edition includes new sorts, clearly stated generalizations for each lesson, step-by-step directions for each sort, and a new pacing chart and goal setting record form. Together, the Words Their Way core text and this supplement provide teachers with the knowledge and tools to meet the wide range of needs in today's classrooms.

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Overview

Sorts for Early Letter Name-Alphabetic

Unit I: Review Sorts for Beginning Consonants

Unit II: Same-Vowel Word Families with Pictures

Sorts for Middle Letter Name-Alphabetic

Unit III: Digraphs and Blends Picture Sorts

Unit IV: Mixed-Vowel Word Families

Unit V: Short Vowels in CVC Words

Sorts for Late Letter-Name Alphabetic

Unit VI: Preconsonantal Nasals

Unit VII: Additional Sorts: Introduction to R-Influenced Vowels and Contractions

ISBN 9781292222974 | **PUB Date** 4/2/2018



Words Their Way: Word Sorts for Within Word Pattern Spellers, Edition 3

Invernizzi / Johnston / Bear / Templeton

Binding Paperback | **Page Count** 224

For courses in Reading Methods (Supplementary) (Reading & Literacy) / Phonological Awareness and Phonics (Reading & Literacy)

In keeping with the authors' belief that the hands-on word sorting approach to word study is invaluable to teachers and students alike, this volume presents prepared sorts covering the complete curriculum of word study for learners in the within word pattern stage of spelling development. Complete with blackline masters, specific teacher directions, suggestions for follow-up activities, and spellchecks for ongoing assessment, the word sort lessons in this book help teachers to encourage students to think about words and reach conclusions about how the spelling system works. This third edition includes a number of new features to support effective teaching and learning, such as: clearly stated generalizations for each lesson, suggestions on how to explore the meaning of words, and application activities that ask students to use the generalization to spell unfamiliar words and develop spelling and decoding strategies. Together, the Words Their Way core text and this supplement provide teachers with the knowledge and tools to meet the wide range of needs in today's classrooms.

Table of Contents

Overview

Sorts for Early Within Word Pattern Spellers

Unit I: Short- and Long-Vowels: CVC and CVCe

Unit II: Common Long-Vowel Patterns (CVCe and CVC)

Unit III: Less Common Long-Vowel Patterns

Sorts for Middle Within Word Pattern Spellers

Unit IV: Other Vowels: R-Influenced Vowel Patterns

Unit V: Other Vowels: Diphthongs and Ambiguous Vowels

Sorts for Late Within Word Pattern Spellers

Unit VI: Beginning and Ending Complex Consonants

Unit VII: Homophones

Unit VIII: Additional Sorts

Appendix

ISBN 9781292223285 | **PUB Date** 4/1/2018



Words Their Way: Word Sorts for Syllables and Affixes Spellers, Edition 3

Johnston / Invernizzi / Bear / Templeton

Binding Paperback

Page Count 192

For courses in Reading Methods (Supplementary) / Phonological Awareness and Phonics

In keeping with the authors' belief that the hands-on word sorting approach to word study is invaluable to teachers and students alike, this volume presents a complete curriculum of word study for students who are in the syllables and affixes stage of spelling development. Complete with 58 sorts, specific teacher directions, suggestions for follow-up activities, and spell checks for ongoing assessment, this collection of sorts presents 24 words each week. The new edition includes clearly stated generalizations for each lesson, step-by-step directions for each sort, and a new pacing chart and goal setting record form. Together, the Words Their Way core text and this supplement provide teachers with the knowledge and tools to meet the wide range of needs in today's classrooms.

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Overview

Sorts for Early Syllables and Affixes

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Unit II: Compound Words

Sorts for Middle Syllables and Affixes

Unit III: Syllable Juncture

Unit IV: Long-Vowel Patterns in Accented Syllables

Unit V: Other Vowel Patterns in Accented Syllables

Unit VI: Unaccented Syllables

Unit VII: Exploring Consonants

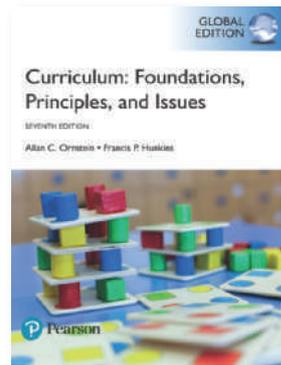
Sorts for Late Syllables and Affixes

Unit VIII: Affixes

Unit IX: Miscellaneous Sorts

Appendix

ISBN 9781292223094 | **PUB Date** 4/1/2018



Curriculum: Foundations, Principles, and Issues, Edition 7

Ornstein / Hunkins

Binding Paperback | **Page Count** 384

This balanced, comprehensive view of the entire field of curriculum encourages readers to consider choices and formulate their own views on curriculum foundations, principles, and issues. Rather than focusing on either theory or practice, or advancing a particular political or social position, or approaching the field of curriculum as an administrative challenge, this book gives readers the information they need to develop their own opinions on curriculum today as well as their outlooks for the future. Curriculum: Foundations, Principles, and Issues covers the latest topics in education that impact the curriculum and features Learning Outcomes, Discussion Questions, and Curriculum Tips to enhance understanding of the material.

Table of Contents

Chapter 1 The Field of Curriculum

Chapter 2 Philosophical Foundations of Curriculum

Chapter 3 Historical Foundations of Curriculum

Chapter 4 Psychological Foundations of Curriculum

Chapter 5 Social Foundations of Curriculum

Chapter 6 Curriculum Design

Chapter 7 Curriculum Development

Chapter 8 Curriculum Implementation

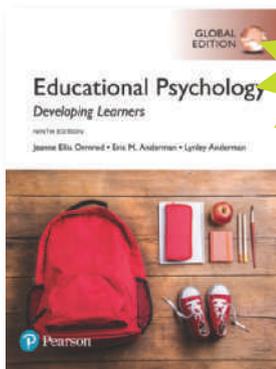
Chapter 9 Curriculum Evaluation

Chapter 10 International Scenes in Education

Name Index

Subject Index

ISBN 9781292162072 | **PUB Date** 4/1/2018



MyLab
Education
available

Educational Psychology: Developing Learners Edition 9

Ormrod

Binding Paperback | Page Count 776

ISBN 9781292170701 | PUB Date 4/1/2018

Helps readers understand their own learning and apply the core concepts and principles of educational psychology to themselves as learners and in classrooms as teachers. *Educational Psychology: Developing Learners* is known for its exceptionally clear and engaging writing, its in-depth focus on learning, and its extensive concrete applications. The text's unique approach helps students understand concepts by examining their own learning and then showing them how to apply these concepts as teachers. The text moves seamlessly between theory and applications, features the most extensive and integrated coverage of diversity, contexts of learning, and neuropsychology and brain development. It also includes innumerable concrete examples and artifacts to help readers connect educational psychology to real children and classrooms.

Table of Contents

- Chapter 1 Teaching and Educational Psychology
 - Part I Development and Diversity
- Chapter 2 Cognitive and Linguistic Development
- Chapter 3 Personal and Social Development
- Chapter 4 Group Differences
- Chapter 5 Individual Differences and Special Educational Needs
 - Part II Learning and Motivation
- Chapter 6 Learning, Cognition, and Memory
- Chapter 7 Complex Cognitive Processes
- Chapter 8 Learning and Cognition in Context
- Chapter 9 Behaviorist Views of Learning
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Structural Analysis, 10/e Edition 10

Hibbeler

Binding Paperback | **Page Count** 744

For courses in Structural Analysis; also suitable for individuals planning a career as a structural engineer

Structural Analysis, 10th Edition, presents the theory and applications of structural analysis as it applies to trusses, beams, and frames. Through its reader-friendly, clear organization, the text emphasizes developing the ability to model and analyze a structure in preparation for professional practice.

The text is designed to ensure those taking their first course in this subject understand some of the more important classical methods of structural analysis, in order to obtain a better understanding of how loads are transmitted through a structure, and how the structure will deform under load.

Table of Contents

- 1 Types of Structures and Loads
- 2 Analysis of Statically Determinate Structures
- 3 Analysis of Statically Determinate Trusses
- 4 Internal Loadings Developed in Structural Members
- 5 Cables and Arches
- 6 Influence Lines for Statically Determinate Structures
- 7 Deflections
- 8 Deflections Using Energy Methods
- 9 Analysis of Statically Indeterminate Structures by the Force Method
- 10 Displacement Method of Analysis: Slope-Deflection Equations
- 11 Displacement Method of Analysis: Moment Distribution
- 12 Approximate Analysis of Statically Indeterminate Structures
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- 17 Structural Modeling and Computer Analysis
- Computer Problems
- Project Problems
- Appendix
- A. Matrix Algebra for Structural Analysis
- Preliminary Problems and Fundamental Problems Solutions
- Answers to Selected Problems

ISBN 9781292247137 | **PUB Date** 4/1/2018



Fluid Mechanics, 2/e Edition 2

Hibbeler

Binding Paperback | **Page Count** 928

For Fluid Mechanics courses found in Civil and Environmental, General Engineering, and Engineering Technology and Industrial Management departments

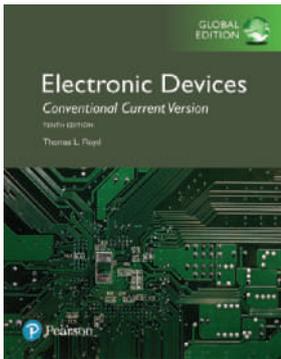
Fluid Mechanics 2nd Edition is intended to provide a comprehensive guide to a full understanding of the theory and many applications of fluid mechanics. The text features many of the hallmark pedagogical aids unique to Hibbeler texts, including its student-friendly clear organization. The text supports the development of student problem-solving skills through a large variety of problems, representing a broad range of engineering disciplines that stress practical, realistic situations encountered in professional practice, and provide varying levels of difficulty. The text offers flexibility in that basic principles are covered in chapters 1-6, and the remaining chapters can be covered in any sequence without the loss of continuity.

Updates to the 2nd Edition result from comments and suggestions from colleagues, reviewers in the teaching profession, and many of the author's students, and include expanded topic coverage and new Example and Fundamental Problems intended to further students' understanding of the theory and its applications.

Table of Contents

- 1 Fundamental Concepts
- 2 Fluid Statics
- 3 Kinematics of Fluid Motion
- 4 Conservation of Mass
- 5 Energy of Moving Fluids
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- 9 Viscous Flow Within Enclosed Surfaces
- 10 Analysis and Design for Pipe Flow
- 11 Viscous Flow Over External Surfaces
- 12 Turbomachinery
- 13 Open Channel Flow
- 14 Compressible Flow

ISBN 9781292247304 | **PUB Date** 12/17/2018



Electronic Devices (Conventional Current Version) Edition 10

Floyd

Binding Paperback | **Page Count** 928

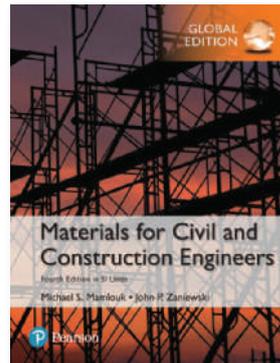
For courses in basic electronics and electronic devices and circuits

Electronic Devices (Conventional Current Version), 10th Edition, provides a solid foundation in basic analog electronics and a thorough introduction to analog integrated circuits and programmable devices. The text identifies the circuits and components within a system, helping students see how the circuit relates to the overall system function. Full-color photos and illustrations and easy-to-follow worked examples support the text's strong emphasis on real-world application and troubleshooting. Updated throughout, the 10th Edition features selected circuits keyed to Multisim V14 and LT Spice files so that students learn how to simulate, analyze, and troubleshoot using the latest circuit simulation software.

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1. Introduction to Semiconductors
 2. Diodes and Applications
 3. Special-Purpose Diodes
 4. Bipolar Junction Transistors
 5. Transistor Bias Circuits
 6. BJT Amplifiers
 7. BJT Power Amplifiers
 8. Field-Effect Transistors (FETs)
 9. FET Amplifiers and Switching Circuits
 10. Amplifier Frequency Response
 11. Thyristors
 12. The Operational Amplifier
 13. Basic Op-Amp Circuits
 14. Special-Purpose Integrated Circuits
 15. Active Filters
 16. Oscillators
 17. Voltage Regulators
- Answers to Odd-Numbered Problems

ISBN 9781292222998 | **PUB Date** 11/24/2011



Materials for Civil and Construction Engineers Edition 4

Mamlouk / Zaniewski

Binding Paperback | **Page Count** 664

For courses in Civil Engineering Materials, Construction Materials, and Construction Methods & Materials offered in Civil, Environmental, or Construction engineering departments

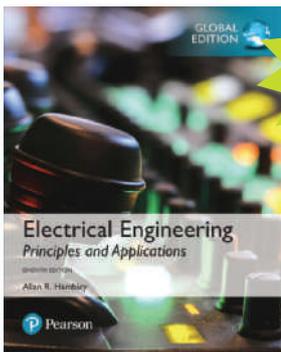
Materials for Civil and Construction Engineers helps students understand and select the materials involved in supporting the infrastructure needs of society—from buildings, to water and treatment distribution systems, to dams, highways, and airport pavements. By gaining a deep understanding of material behavior and the material selection process, students can begin to understand how to create and maintain civil and construction engineering systems crucial to society.

The primary focus of the updates presented in this 4th Edition was on the sustainability of materials used in civil and construction engineering. The information on sustainability was updated and expanded to include the most recent information. In addition, sections were added describing the sustainability considerations of each material. The problem set for each chapter was updated and increased to provide some fresh exercises. References were updated and increased in all chapters to provide students with additional reading on current issues related to different materials.

Table of Contents

- Materials Engineering Concepts
- Nature of Materials
- Steel
- Aluminum
- Aggregates
- Portland Cement, Mixing Water, and Admixtures
- Portland Cement Concrete
- Masonry
- Asphalt Binders and Asphalt Mixtures
- Wood
- Composites

ISBN 9781292154404 | **PUB Date** 8/8/2017



Mastering
Engineering
available

Electrical Engineering: Principles & Applications Edition 7

Hambley

Binding Paperback | **Page Count** 896

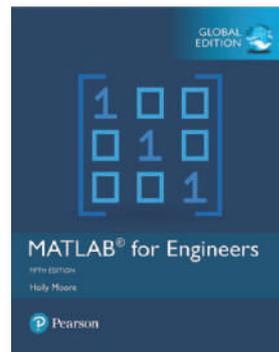
For courses in Electrical Engineering

The #1 title in its market, *Electrical Engineering: Principles and Applications* helps students learn electrical-engineering fundamentals with minimal frustration. Its goals are to present basic concepts in a general setting, to show students how the principles of electrical engineering apply to specific problems in their own fields, and to enhance the overall learning process. This book covers circuit analysis, digital systems, electronics, and electro mechanics at a level appropriate for either electrical-engineering students in an introductory course or non-majors in a survey course. A wide variety of pedagogical features stimulate student interest and engender awareness of the material's relevance to their chosen profession.

Table of Contents

1	Introduction
2	Resistive Circuits
3	Inductance and Capacitance
4	Transients
5	Steady-State Sinusoidal Analysis
6	Frequency Response, Bode Plots, and Resonance
7	Logic Circuits
8	Computers, Microcontrollers, and Computer-Based Instrumentation Systems
9	Diodes
10	Amplifiers: Specifications and External Characteristics
11	Field-Effect Transistors
12	Bipolar Junction Transistors
13	Operational Amplifiers
14	Magnetic Circuits and Transformers
15	DC Machines
16	AC Machines
Appendices	
A	Complex Numbers
B	Nominal Values and the Color Code for Resistors
C	The Fundamentals of Engineering Examination
D	Answers for the Practice Tests
E	Online Student Resources

ISBN 9781292223124 | **PUB Date** 4/23/2018



MATLAB for Engineers Edition 5

Moore

Binding Paperback | **Page Count** 688

For courses in Engineering

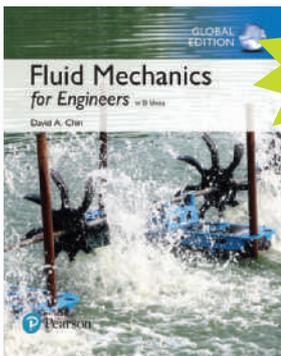
MATLAB For Engineers introduces to students the MATLAB coding language. Developed out of Moore's experience teaching MATLAB and other languages, the text meets students at their level of mathematical and computer sophistication. Starting with basic algebra, the book shows how MATLAB can be used to solve a wide range of engineering problems. Examples drawn from concepts introduced in early chemistry and physics classes and freshman and sophomore engineering classes stick to a consistent problem-solving methodology.

Students reading this text should have an understanding of college-level algebra and basic trigonometry. The text includes brief backgrounds when introducing new subjects like statistics and matrix algebra.

Table of Contents

1.	About MATLAB
2.	MATLAB Environment
3.	Built-In MATLAB Functions
4.	Manipulating MATLAB Matrices
5.	Plotting
6.	Logical Functions And Selection Structures
7.	Repetition Structures
8.	User-Controlled Input And Output
9.	User-Defined Functions
10.	Matrix Algebra
11.	Other Kinds Of Arrays
12.	Symbolic Mathematics
13.	Numerical Techniques
14.	Advanced Graphics
15.	Creating Graphical User Interfaces
16.	Simulink: A Brief Introduction
Appendix A: Special Characters, Commands, and Functions	
Appendix B: Scaling Techniques	
Appendix C: The Ready Aim Fire GUI	
Appendix D	
Index	

ISBN 9781292231204 | **PUB Date** 4/1/2018



Fluid Mechanics for Engineers Edition 1

Chin

Binding Paperback | **Page Count** 1056

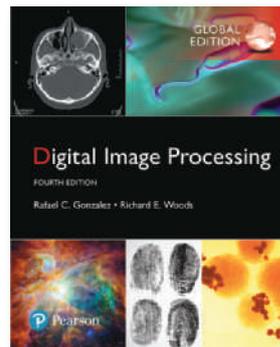
For courses in fluid mechanics

Written and conceived by an author with decades of relevant experience in the fields of fluid mechanics, engineering, and related disciplines, this 1st Edition of Fluid Mechanics for Engineers effectively introduces engineering students to the principles of fluid mechanics. With the understanding that fluid mechanics is a required core course for most engineering students, the author focuses first and foremost on the most essential topics of the field. Practical applications for several engineering disciplines are considered, with a special focus on civil engineering. Elective topics are also included for instructors; consideration with regard to specific courses. Written in a stimulating style, Fluid Mechanics for Engineers fulfills the requirements of a core course while keeping students engaged.

Table of Contents

- Properties of Fluids
- Fluid Statics
- Kinematics and Streamline Dynamics
- Finite Control Volume Analysis
- Differential Analysis
- Dimensional Analysis and Similitude
- Flow in Closed Conduits
- Turbomachines
- Flow in Open Channels
- Drag and Lift
- Boundary-Layer Flow
- Compressible Flow

ISBN 9781292161044 | **PUB Date** 4/2/2018



Digital Image Processing Edition 4

Gonzalez / Woods

Binding Paperback | **Page Count** 1024

For courses in Image Processing and Computer Vision

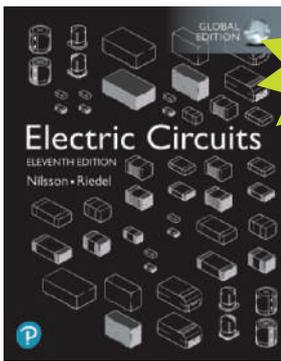
For 40 years, Image Processing has been the foundational text for the study of digital image processing. The book is suited for students at the college senior and first-year graduate level with prior background in mathematical analysis, vectors, matrices, probability, statistics, linear systems, and computer programming. As in all earlier editions, the focus of this edition of the book is on fundamentals.

The 4th Edition, which celebrates the book's 40th anniversary, is based on an extensive survey of faculty, students, and independent readers in 150 institutions from 30 countries. Their feedback led to expanded or new coverage of topics such as deep learning and deep neural networks, including convolutional neural nets, the scale-invariant feature transform (SIFT), maximally-stable extremal regions (MSERs), graph cuts, k-means clustering and superpixels, active contours (snakes and level sets), and exact histogram matching. Major improvements were made in reorganizing the material on image transforms into a more cohesive presentation, and in the discussion of spatial kernels and spatial filtering. Major revisions and additions were made to examples and homework exercises throughout the book. For the first time, we added MATLAB projects at the end of every chapter, and compiled support packages for students and faculty containing, solutions, image databases, and sample code.

Table of Contents

- 1 Introduction
- 2 Digital Image Fundamentals
- 3 Intensity Transformations and Spatial Filtering
- 4 Filtering in the Frequency Domain
- 5 Image Restoration and Reconstruction
- 6 Color Image Processing
- 7 Wavelet and Other Image Transforms
- 8 Image Compression and Watermarking
- 9 Morphological Image Processing
- 10 Image Segmentation
- 11 Feature Extraction
- 12 Image Pattern Classification
- Bibliography
- Index

ISBN 9781292223049 | **PUB Date** 8/13/2017



Mastering
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Electric Circuits Edition 11

Nilsson / Riedel

Binding Paperback | **Page Count** 824

For courses in Introductory Circuit Analysis or Circuit Theory

The fundamental goals of the best-selling *Electric Circuits* remain unchanged. The 11th Edition continues to motivate students to build new ideas based on concepts previously presented, to develop problem-solving skills that rely on a solid conceptual foundation, and to introduce realistic engineering experiences that challenge students to develop the insights of a practicing engineer.

Table of Contents

1. Circuit Variables
2. Circuit Elements
3. Simple Resistive Circuits
4. Techniques of Circuit Analysis
5. The Operational Amplifier
6. Inductance, Capacitance, and Mutual Inductance
7. Response of First-Order RL and RC Circuits
8. Natural and Step Responses of RLC Circuits
9. Sinusoidal Steady-State Analysis
10. Sinusoidal Steady-State Power Calculations
11. Balanced Three-Phase Circuits
12. Introduction to the Laplace Transform
13. The Laplace Transform in Circuit Analysis
14. Introduction to Frequency Selective Circuits
15. Active Filter Circuits
16. Fourier Series
17. The Fourier Transform
18. Two-Port Circuits
- Appendix A: The Solution of Linear Simultaneous Equations
- Appendix B: Complex Numbers
- Appendix C: More on Magnetically Coupled Coils and Ideal Transformers
- Appendix D: The Decibel
- Appendix E: Bode Diagrams
- Appendix F: An Abbreviated Table of Trigonometric Identities
- Appendix G: An Abbreviated Table of Integrals
- Appendix H: Common Standard Component Values

ISBN 9781292261041 | **PUB Date** 4/22/2018



Dynamics of Structures, 5/e Edition 5

Chopra

Binding Paperback | **Page Count** 992

For courses in Structural Dynamics

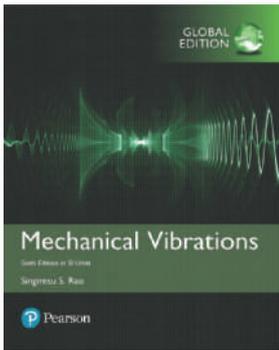
An expert on structural dynamics and earthquake engineering, Anil K. Chopra fills an important niche, explaining the material in a manner suitable for both students and professional engineers with his 5th Edition of *Dynamics of Structures: Theory and Applications to Earthquake Engineering*. No prior knowledge of structural dynamics is assumed, and the presentation is detailed and integrated enough to make the text suitable for self-study.

As a textbook on vibrations and structural dynamics, this book has no competition.

Table of Contents

- I. Single Degree of Freedom Systems
 1. Equations of Motion, Problem Statement, and Solution Methods
 2. Free Vibration
 3. Response to Harmonic and Periodic Excitations
 4. Response to Arbitrary, Step, and Pulse Excitations
 5. Numerical Evaluation of Dynamic Response
 6. Earthquake Response of Linear Systems
 7. Earthquake Response of Inelastic Systems
 8. Generalized Single-Degree-of-Freedom Systems
- II. Multi Degree of Freedom Systems
 9. Equations of Motion, Problem Statement, and Solution Methods
 10. Free Vibration
 11. Damping in Structures
 12. Dynamic Analysis and Response of Linear Systems
 13. Earthquake Analysis of Linear Systems
 14. Analysis of Nonclassically Damped Linear Systems
 15. Reduction of Degrees of Freedom
 16. Numerical Evaluation of Dynamic Response
 17. Systems with Distributed Mass and Elasticity
 18. Introduction to the Finite Element Method
- III. Earthquake Response, Design, and Evaluation of Multistory Buildings
 19. Earthquake Response of Linearly Elastic Buildings
 20. Earthquake Analysis and Response of Inelastic Buildings
 21. Earthquake Dynamics of Base-Isolated Buildings
 22. Structural Dynamics in Building Codes
 23. Structural Dynamics in Building Evaluation Guidelines

ISBN 9781292249186 | **PUB Date** 4/1/2018



Mechanical Vibrations Edition 6

Rao

Binding Paper Bound with Access Card | **Page Count** 1152

For courses in vibration engineering

Retaining the style of previous editions, this 6th SI Edition of *Mechanical Vibrations* effectively presents theory, computational aspects, and applications of vibration, introducing undergraduate engineering students to the subject of vibration engineering in as simple a manner as possible. Emphasizing computer techniques of analysis, *Mechanical Vibrations* thoroughly explains the fundamentals of vibration analysis, building on the understanding achieved by students in previous undergraduate mechanics courses. Related concepts are discussed, and real-life applications, examples, problems, and illustrations related to vibration analysis enhance comprehension of all concepts and material. In the 6th SI Edition, several additions and revisions have been made (including new examples, problems, and illustrations) with the goal of making coverage of concepts both more comprehensive and easier to follow.

Table of Contents

1. Fundamentals of Vibration
2. Free Vibration of Single-Degree-of-Freedom Systems
3. Harmonically Excited Vibration
4. Vibration Under General Forcing Conditions
5. Two-Degree-of-Freedom Systems
6. Multidegree-of-Freedom Systems
7. Determination of Natural Frequencies and Mode Shapes
8. Continuous Systems
9. Vibration Control
10. Vibration Measurement and Applications
11. Numerical Integration Methods in Vibration Analysis
12. Finite Element Method
13. Nonlinear Vibration
14. Random Vibration

ISBN 9781292178608 | **PUB Date** 4/1/2018



Digital Design Edition 6

Mano / Ciletti

Binding Paperback | **Page Count** 720

For introductory courses on digital design in an Electrical Engineering, Computer Engineering, or Computer Science department

A modern update to a classic, authoritative text, *Digital Design*, 6th Edition teaches the fundamental concepts of digital design in a clear, accessible manner. The text presents the basic tools for the design of digital circuits and provides procedures suitable for a variety of digital applications. Like the previous editions, this edition of *Digital Design* supports a multimodal approach to learning, with a focus on digital design, regardless of language. Recognizing that three public-domain languages Verilog, VHDL, and SystemVerilog all play a role in design flows for today's digital devices, the 6th Edition offers parallel tracks of presentation of multiple languages, but allows concentration on a single, chosen language.

Table of Contents

- 1 Digital Systems and Binary Numbers
 - 2 Boolean Algebra and Logic Gates
 - 3 Gate-Level Minimization
 - 4 Combinational Logic
 - 5 Synchronous Sequential Logic
 - 6 Registers and Counters
 - 7 Memory and Programmable Logic
 - 8 Design at the Register Transfer Level
 - 9 Laboratory Experiments with Standard ICs and FPGAs
 - 10 Standard Graphic Symbols
- Appendix
Answers to Selected Problems

ISBN 9781292231167 | **PUB Date** 11/16/2017



Elementary Surveying: An Introduction to Geomatics, Global Edition Edition 15

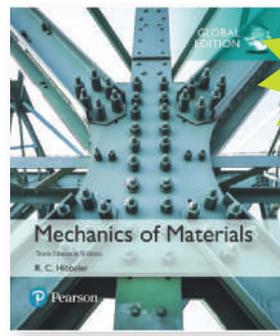
Ghilani

Binding Paperback | **Page Count** 960

Table of Contents

1. Introduction
2. Units, Significant Figures, and Field Notes
3. Theory of Errors In Observations
4. Leveling—Theory, Methods, and Equipment
5. Leveling—Field Procedures and Computations
6. Distance Measurement
7. Angles, Azimuths, and Bearings
8. Total Station Instruments; Angle Observations
9. Traversing 9.1 Introduction
10. Traverse Computations
11. Coordinate Geometry In Surveying Calculations
12. Area 12.1 Introduction
13. Global Navigation Satellite Systems—Introduction and Principles of Operation
14. Global Navigation Satellite Systems—Static Surveys
15. Global Navigation Satellite Systems—Kinematic Surveys
16. Adjustments by Least Squares
17. Mapping Surveys
18. Mapping
19. Control Surveys and Geodetic Reductions
20. State Plane Coordinates and Other Map Projections
21. Boundary Surveys
22. Surveys of the Public Lands
22. Instructions for Surveys of the Public Lands
23. Construction Surveys
24. Horizontal Curves
25. Vertical Curves
26. Volumes
27. Photogrammetry
28. Introduction to Geographic Information Systems
- Appendix A: Tape Correction Problems
- Appendix B: Example Noteforms
- Appendix C: Astronomical Observations
- Appendix D: Using the Worksheets from the Companion Website
- Appendix E: Introduction to Matrices
- Appendix F: U.S. State Plane Coordinate System Defining Parameters
- Appendix G: Answers to Selected Problems

ISBN 9781292229171 | **PUB Date** 4/1/2018



Mechanics of Materials Edition 10

Hibbeler

Binding Paper Bound with Access Card | **Page Count** 896

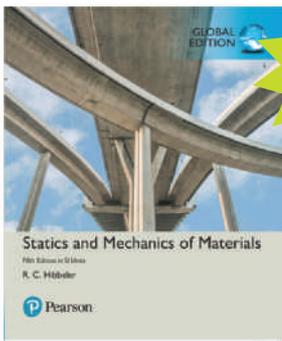
For undergraduate Mechanics of Materials courses in Mechanical, Civil, and Aerospace Engineering departments

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 10th 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

1. Stress
2. Strain
3. Mechanical Properties of Materials
4. Axial Load
5. Torsion
6. Bending
7. Transverse Shear
8. Combined Loadings
9. Stress Transformation
10. Strain Transformation
11. Design of Beams and Shafts
12. Deflection of Beams and Shafts
13. Buckling of Columns
14. Energy Methods
- Appendix
- A Geometric Properties of an Area
- B Geometric Properties of Structural Shapes
- C Slopes and Deflections of Beams
- Solutions and Answers for Preliminary Problems
- Fundamental Problems Partial Solutions and Answers
- Selected Answers
- Index

ISBN 9781292178202 | **PUB Date** 2/19/2018



Mastering
Engineering
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Statics and Mechanics of Materials Edition 5

Hibbeler

Binding Paper Bound with Access Card | **Page Count** 936

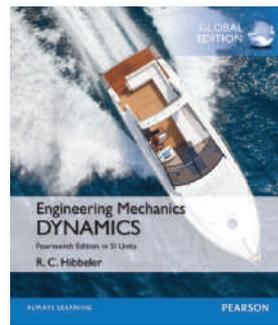
For courses in introductory combined Statics and Mechanics of Materials courses found in ME, CE, AE, and Engineering Mechanics departments

Statics and Mechanics of Materials represents a combined abridged version of two of the author's books, namely Engineering Mechanics: Statics, 14th Edition in SI Units and Mechanics of Materials, 10th Edition in SI Units. 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. The development emphasizes the importance of satisfying equilibrium, compatibility of deformation, and material behavior requirements.

Table of Contents

- 1 General Principles
- 2 Force Vectors
- 3 Force System Resultants
- 4 Equilibrium of a Rigid Body
- 5 Structural Analysis
- 6 Center of Gravity, Centroid, and Moment of Inertia
- 7 Stress and Strain
- 8 Mechanical Properties of Materials
- 9 Axial Load
- 10 Torsion
- 11 Bending
- 12 Transverse Shear
- 13 Combined Loadings
- 14 Stress and Strain Transformation
- 15 Design of Beams and Shafts
- 16 Deflection of Beams and Shafts
- 17 Buckling of Columns
- A Mathematical Review and Expressions
- B Geometric Properties of An Area and Volume
- C Geometric Properties of Wide-Flange Sections
- D Slopes and Deflections of Beams
- Preliminary Problems Solutions
- Fundamental Problems
- Solutions and Answers
- Selected Answers
- Index

ISBN 9781292177915 | **PUB Date** 4/2/2018



Engineering Mechanics: Dynamics SI Edition 14

Hibbeler

Binding Paper Bound with Access Card | **Page Count** 792

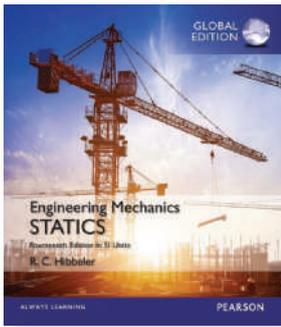
For dynamics courses

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. 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 Fourteenth Edition includes new Preliminary Problems, which are intended to help students develop conceptual understanding and build problem-solving skills. The text features many 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

- Kinematics of a Particle
- Kinetics of a Particle: Force and Acceleration
- Kinetics of a Particle: Work and Energy
- Kinetics of a Particle: Impulse and Momentum
- Planar Kinematics of a Rigid Body
- Planar Kinetics of a Rigid Body: Force and Acceleration
- Planar Kinetics of a Rigid Body: Work and Energy
- Planar Kinetics of a Rigid Body: Impulse and Momentum
- Three-Dimensional Kinematics of a Rigid Body
- Three-Dimensional Kinetics of a Rigid Body
- Vibrations
- A Mathematical Expressions
- B Vector Analysis
- C The Chain Rule
- Fundamental Problems Partial
- Solutions and Answers

ISBN 9781292088723 | **PUB Date** 4/1/2018



Engineering Mechanics: Statics SI Edition 14

Hibbeler

Binding Paper Bound with Access Card | **Page Count** 720

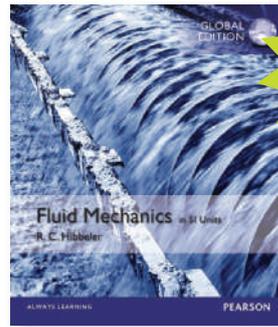
For statics courses

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. 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 Fourteenth Edition includes new Preliminary Problems, which are intended to help students develop conceptual understanding and build problem-solving skills. The text features many 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

- 1 General Principles 3
- 2 Force Vectors 17
- 3 Equilibrium of a Particle 85
- 4 Force System Resultants 117
- 5 Equilibrium of a Rigid Body 199
- 6 Structural Analysis 263
- 7 Internal Forces 331
- 8 Friction 389
- 9 Center of Gravity and Centroid 451
- 10 Moments of Inertia 515
- 11 Virtual Work 567

ISBN 9781292089232 | **PUB Date** 3/22/2016



Mastering
Engineering
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Fluid Mechanics SI Edition 1

Hibbeler

Binding Paper Bound with Access Card | **Page Count** 864

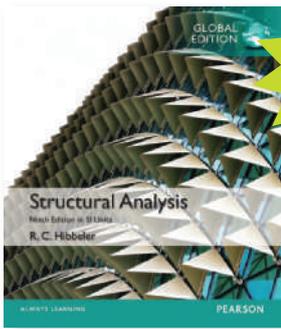
For fluid mechanics courses in civil and environmental, general engineering, and engineering technology and industrial management departments

Fluid Mechanics provides a comprehensive and well-illustrated introduction to the theory and application of Fluid Mechanics. Featuring many pedagogical aids unique to Hibbeler's texts, this text presents a commitment to the development of student problem-solving skills. With a photorealistic art program, this text is designed to help students visualize difficult concepts. Problem types from a broad range of engineering disciplines stress practical, realistic situations encountered in professional practice, and varying levels of difficulty. A thorough end-of-chapter review provides students with a concise tool for reviewing chapter contents.

Table of Contents

- Chapter 1 Fundamental Concepts
- Chapter 2 Fluid Statics
- Chapter 3 Kinematics of Fluid Motion
- Chapter 4 Conservation of Mass
- Chapter 5 Energy of Moving Fluids
- Chapter 6 Fluid Momentum
- Chapter 7 Differential Fluid Flow
- Chapter 8 Dimensional Analysis and Similitude
- Chapter 9 Viscous Flow Within Enclosed Surfaces
- Chapter 10 Analysis and Design for Pipe Flow
- Chapter 11 Viscous Flow Over External Surfaces
- Chapter 12 Turbomachinery
- Chapter 13 Open Channel Flow
- Chapter 14 Compressible Flow

ISBN 9781292089355 | **PUB Date** 12/11/2016



Mastering
Engineering
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Structural Analysis SI Edition 9

Hibbeler

Binding Paper Bound with Access Card | **Page Count** 728

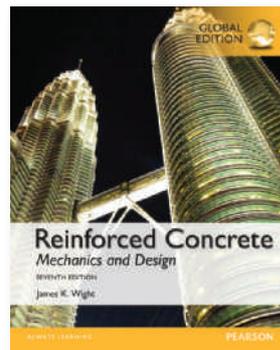
For use in structural analysis courses

Structural Analysis provides students with a clear and thorough presentation of the theory and application of structural analysis as it applies to trusses, beams, and frames. Emphasis is placed on teaching students to both model and analyze a structure. Hibbeler's problem-solving methodology, Procedures for Analysis, provides students with a logical, orderly method to follow when applying theory. With a photorealistic art program, this text is designed to help students visualize difficult concepts. Problem types from a broad range of engineering disciplines stress practical, realistic situations encountered in professional practice, varying levels of difficulty, and problems that involve solution by computer. A thorough end-of-chapter review provides students with a concise tool for reviewing chapter contents.

Table of Contents

- 1 Types of Structures and Loads
- 2 Analysis of Statically Determinate Structures
- 3 Analysis of Statically Determinate Trusses
- 4 Internal Loadings Developed in Structural Members
- 5 Cables and Arches
- 6 Influence Lines for Statically Determinate Structures
- 7 Approximate Analysis of Statically Indeterminate Structures
- 8 Deflections
- 9 Deflections Using Energy Methods
- 10 Analysis of Statically Indeterminate Structures by the Force Method
- 11 Displacement Method of Analysis: Slope-Deflection Equations
- 12 Displacement Method of Analysis: Moment Distribution
- 13 Beams and Frames Having Nonprismatic Members
- 14 Truss Analysis Using the Stiffness Method
- 15 Beam Analysis Using the Stiffness Method
- 16 Plane Frame Analysis Using the Stiffness Method
- 17 Structural Modeling and Computer Analysis
- Appendices
- A. Matrix Algebra for Structural Analysis
- Fundamental Solutions
- Answers to Selected Problems

ISBN 9781292089461 | **PUB Date** 4/2/2018



Reinforced Concrete: Mechanics and Design Edition 7

Wight

Binding Paper Bound with Access Card | **Page Count** 1168

For courses in architecture and civil engineering

Reinforced Concrete: Mechanics and Design uses the theory of reinforced concrete design to teach students the basic scientific and artistic principles of civil engineering. The text takes a topic often introduced at the advanced level and makes it accessible to all audiences by building a foundation with core engineering concepts. The 7th Edition is up-to-date with the latest Building Code for Structural Concrete, giving students access to accurate information that can be applied outside of the classroom.

Students are able to apply complicated engineering concepts to real world scenarios with in-text examples and practice problems in each chapter. With explanatory features throughout, the 7th Edition makes the reinforced concrete design a theory all engineers can learn from.

Table of Contents

- Chapter 1: Introduction
- Chapter 2: The Design Process
- Chapter 3: Materials
- Chapter 4: Flexure: Behavior and Normal Strength of Beam Sections
- Chapter 5: Flexural Design of Beam Sections
- Chapter 6: Shear in Beams
- Chapter 7: Torsion
- Chapter 8: Development, Anchorage, and Splicing of Reinforcement
- Chapter 9: Serviceability
- Chapter 10: Continuous Beams and One-Way Slabs
- Chapter 11: Columns: Combined Axial Load and Bending
- Chapter 12: Slender Columns
- Chapter 13: Two-Way Slabs: Behavior, Analysis, and Design
- Chapter 14: Two Way Slabs: Elastic and Yield-Line Analyses
- Chapter 15: Footings
- Chapter 16: Shear Friction, Horizontal Shear Transfer, and Composite Concrete Beams
- Chapter 17: Discontinuity Regions and Strut-and-Tie Models
- Chapter 18: Walls and Shear Walls
- Chapter 19: Design for Earthquake Resistance
- Appendix A: Design Aids
- Appendix B: Notation

ISBN 9781292106007 | **PUB Date** 4/1/2018



Digital Signal Processing First Edition 2

Mcclellan / Schafer / Yoder

Binding Paperback | Page Count 592

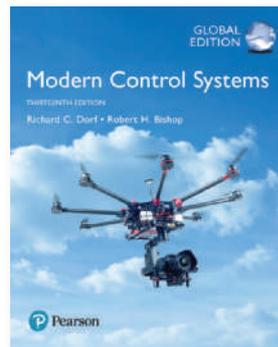
For introductory courses (freshman and sophomore courses) in digital signal processing and signals and systems. Text may be used before the student has taken a course in circuits.

DSP First and its accompanying digital assets are the result of more than 20 years of work that originated from, and was guided by, the premise that signal processing is the best starting point for the study of electrical and computer engineering. The "DSP First" approach introduces the use of mathematics as the language for thinking about engineering problems, lays the groundwork for subsequent courses, and gives students hands-on experiences with MATLAB. The 2nd Edition features three new chapters on the Fourier Series, Discrete-Time Fourier Transform, and The Discrete Fourier Transform as well as updated labs, visual demos, an update to the existing chapters, and hundreds of new homework problems and solutions

Table of Contents

Introduction
 Sinusoids
 Spectrum Representation
 Fourier Series Derivation
 Sampling and Aliasing
 FIR Filters
 Problems
 Frequency Response of FIR Filters
 The Discrete-Time Fourier Transform
 The Discrete Fourier Transform
 z-Transforms
 The General IIR Difference Equation
 Summary and Links
 Problems

ISBN 9781292113869 | PUB Date 4/2/2018



Modern Control Systems Edition 13

Dorf / Bishop

Binding Paperback | Page Count 1032

For courses in control theory

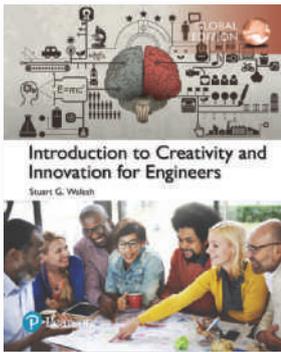
Dorf's Modern Control Systems, 13th Edition presents the structure of feedback control theory and provides a sequence of exciting discoveries. It demonstrates various real-world, global engineering problems while touching on evolving design strategies like green technology. Some of the themes include climate change, clean water, sustainability, waste management, emissions reduction, and minimizing energy.

The 13th Edition explores the role of and need for automated and precise control systems in green engineering. Key examples of green engineering, such as wind turbine control and the modeling of a photovoltaic generator to achieve maximum power delivery, are discussed in detail. The text is organized around the concept of control systems theory in the context of frequency and time domains. It covers topics such as classical control, employing root locus design, frequency and response design using Bode and Nyquist plots.

Table of Contents

1. Introduction to Control Systems
2. Mathematical Models of Systems
3. State Variable Models
4. Feedback Control System Characteristics
5. The Performance of Feedback Control Systems
6. The Stability of Linear Feedback Systems
7. The Root Locus Method
8. Frequency Response Methods
9. Stability in the Frequency Domain
10. The Design of Feedback Control Systems
11. The Design of State Variable Feedback Systems
12. Robust Control Systems
13. Digital Control Systems

ISBN 9781292152974 | PUB Date 4/1/2018



Introduction to Creativity and Innovation for Engineers Edition 1

Welsh

Binding Paperback | **Page Count** 368

For courses in creativity and innovation for engineers.

While primarily intended for engineering students, the widely applicable principles, ideas, tools, and methods introduced in *Introduction to Creativity and Innovation for Engineers* is also useful for practicing engineers and as well as members of other disciplines. The text prepares future and current engineers to work smarter—either as individuals or within teams and organizations—by generating and developing new ideas. The text uses clear objectives, many examples, and numerous exercises to explicate its methods.

Table of Contents

1. Why Should You Learn More About Creativity and Innovation?
2. The Brain: A Primer
3. Prelude to Whole-Brain Methods
4. Basic Whole-Brain Methods
5. Overcoming Obstacles to Creativity and Innovation
6. Characteristics of Creative and Innovative Individuals
7. Advanced Whole-Brain Methods
8. Creativity and Innovation Examples From Various Engineering Specialties
9. Moving On: The Next Move Is Yours

ISBN 9781292159287 | **PUB Date** 9/10/2017



Introduction to Robotics Edition 4

Craig

Binding Paperback | **Page Count** 408

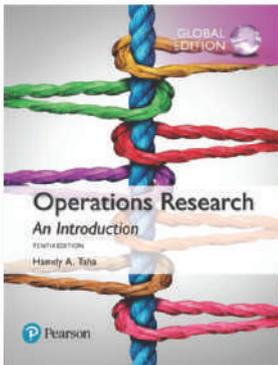
For senior-year or first-year graduate level robotics courses generally taught from the mechanical engineering, electrical engineering, or computer science departments

Craig's *Introduction to Robotics: Mechanics and Control* is the market's leading textbook used for teaching robotics at the university level. With about one-half of the material from traditional mechanical engineering material, one-fourth control theoretical material, and one-fourth computer science, it covers rigid-body transformations, forward and inverse positional kinematics, velocities and Jacobians of linkages, dynamics, linear control, nonlinear control, force control methodologies, mechanical design aspects, and programming of robots.

Table of Contents

1. Introduction
2. Spatial Transformations
3. Forward Kinematics
4. Inverse Kinematics
5. Velocities, Static Forces, and Jacobians
6. Dynamics
7. Trajectory Planning
8. Mechanical Design of Robots
9. Linear Control
10. Non-Linear Control
11. Force Control
12. Programming Languages and Systems
13. Simulation and Off-Line Programming

ISBN 9781292164939 | **PUB Date** 4/1/2018



Operations Research: An Introduction Edition 10

Taha

Binding Paper Bound with Access Card | **Page Count** 848

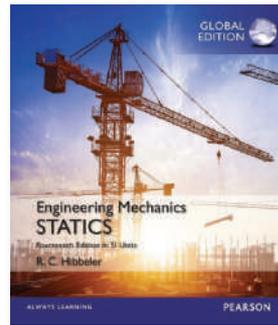
For junior/senior undergraduate and first-year graduate courses in operations research in departments of industrial engineering, business administration, statistics, computer science, and mathematics

Operations Research provides a broad focus on algorithmic and practical implementation of Operations Research (OR) techniques, using theory, applications, and computations to teach students OR basics. The book can be used conveniently in a survey course that includes all the major tools of operations research, or in two separate courses on deterministic and probabilistic decision-making. The 10th Edition preserves classical algorithms by providing essential hand computational algorithms as an important part of OR history. It also includes scenarios that show how classical algorithms can be beneficial in practice.

Table of Contents

1. What Is Operations Research?
 2. Modeling with Linear Programming
 3. The Simplex Method and Sensitivity Analysis
 4. Duality and Post-Optimal Analysis
 5. Transportation Model and Its Variants
 6. Network Models
 7. Advanced Linear Programming
 8. Goal Programming
 9. Integer Linear Programming
 10. Heuristic and Constraint Programming
 11. Traveling Salesperson Problem (TSP)
 12. Deterministic Dynamic Programming
 13. Inventory Modeling (with Introduction to Supply Chains)
 14. Review of Basic Probability
 15. Decision Analysis and Games
 16. Probabilistic Inventory Models
 17. Markov Chains
 18. Queuing Systems
 19. Simulation Modeling
 20. Classical Optimization Theory
 21. Nonlinear Programming Algorithms
- Appendix A: Statistical Tables
Appendix B: Partial Answers to Selected Problems

ISBN 9781292165547 | **PUB Date** 4/1/2018



Engineering Mechanics: Statics SI Study Pack Edition 14

Hibbeler

Binding Paperback | **Page Count** 160

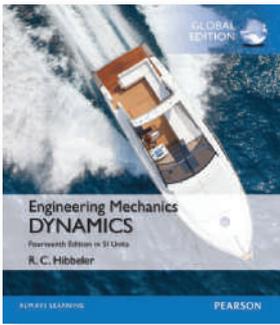
For statics courses

This package consists of Engineering Mechanics: Statics in SI Units, 14th Edition by Russell C. Hibbeler and Sau Cheong Fan (ISBN-10: 1292089237; ISBN-13: 9781292089232).

Table of Contents

- 1 General Principles 3
- 2 Force Vectors 17
- 3 Equilibrium of a Particle 85
- 4 Force System Resultants 117
- 5 Equilibrium of a Rigid Body 199
- 6 Structural Analysis 263
- 7 Internal Forces 331
- 8 Friction 389
- 9 Center of Gravity and Centroid 451
- 10 Moments of Inertia 515
- 11 Virtual Work 567

ISBN 9781292171463 | **PUB Date** 4/1/2018



Engineering Mechanics: Dynamics SI Study Pack Edition 14

Hibbeler

Binding Paperback | **Page Count** 168

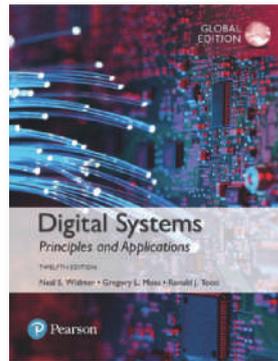
For dynamics courses

This package consists of Engineering Mechanics: Dynamics in SI Units, 14th Edition by Russell C. Hibbeler and Sau Cheong Fan (ISBN-10: 1292088729; ISBN-13: 9781292088723).

Table of Contents

- Kinematics of a Particle
- Kinetics of a Particle: Force and Acceleration
- Kinetics of a Particle: Work and Energy
- Kinetics of a Particle: Impulse and Momentum
- Planar Kinematics of a Rigid Body
- Planar Kinetics of a Rigid Body: Force and Acceleration
- Planar Kinetics of a Rigid Body: Work and Energy
- Planar Kinetics of a Rigid Body: Impulse and Momentum
- Three-Dimensional Kinematics of a Rigid Body
- Three-Dimensional Kinetics of a Rigid Body
- Vibrations
- A Mathematical Expressions
- B Vector Analysis
- C The Chain Rule
- Fundamental Problems Partial
- Solutions and Answers

ISBN 9781292171944 | **PUB Date** 2/19/2018



Digital Systems: Principles and Applications Edition 12

Tocci / Widmer / Moss

Binding Paperback | **Page Count** 1024

For introductory through advanced courses in digital electronics. This text will be used widely in technology classes ranging from high schools and two-year programs to four-year engineering, engineering technology, and computer science programs.

This 12th Edition of Digital Systems prepares students for the study of digital systems and computer and microcontroller hardware. The text begins with the basics of digital systems, including the AHDL hardware description language, then progresses to challenging topics, including the more complex VHDL.

The comprehensive text clearly introduces the purpose and fundamentals of each topic before delving into more technical descriptions. It is also definition-focused, with new terms listed in each chapter and defined in a glossary. This book has been updated with new material on section-level learning outcomes, Quadrature Shaft Encoders used to obtain absolute shaft positions, troubleshooting prototype circuits using systematic fault isolation techniques, Time Division Multiplexing, expanded discussion of VHDL data objects and more!

Table of Contents

1. Introductory Concepts
2. Number Systems and Codes
3. Describing Logic Circuits
4. Combinational Logic Circuits
5. Flip-Flops and Related Devices
6. Digital Arithmetic: Operations and Circuits
7. Counters and Registers
8. Integrated-Circuit Logic Families
9. MSI Logic Circuits
10. Digital System Projects Using HDL
11. Interfacing with the Analog World
12. Memory Devices
13. Programmable Logic Device Architectures

ISBN 9781292162003 | **PUB Date** 4/2/2018



Fundamentals of Engineering Economics Edition 4

Chan S. Park

Binding Paperback | **Page Count** 736

For introductory engineering economics courses

Chan Park, author of the best-selling Contemporary Engineering Economics, tells the story of engineering economy with the more concise Fundamentals of Engineering Economics by relating concepts from class to students' everyday lives. This book provides sound and comprehensive coverage of course concepts while addressing both the theoretical and the practical concerns of engineering economics. Written to appeal to a wide range of engineering disciplines, the text helps students build skills in making informed financial decisions and incorporates all critical decision-making tools, including the most contemporary, computer-oriented ones.

Table of Contents

PART 1 UNDERSTANDING MONEY AND ITS MANAGEMENT
 Chapter 1 Engineering Economic Decisions
 Chapter 2 Time Value of Money
 Chapter 3 Understanding Money Management
 Chapter 4 Equivalence Calculations under Inflation
 PART 2 EVALUATING BUSINESS AND ENGINEERING ASSETS
 Chapter 5 Present-Worth Analysis
 Chapter 6 Annual-Equivalence Analysis
 Chapter 7 Rate-of-Return Analysis
 Chapter 8 Benefit–Cost Analysis
 PART 3 DEVELOPMENT OF PROJECT CASH FLOWS
 Chapter 9 Accounting for Depreciation and Income Taxes
 Chapter 10 Project Cash-Flow Analysis
 Chapter 11 Handling Project Uncertainty
 PART 4 SPECIAL TOPICS IN ENGINEERING ECONOMIC
 Chapter 12 Replacement Decisions
 Chapter 13 Understanding Financial Statements
 Appendix A Self-Test Questions with Answers
 Appendix B Interest Factors for Discrete Compounding
 Appendix C How to Read the Cumulative Standardized Normal Distribution Function
 Appendix D Summary of Essential Interest Formulas, Decision Rules, and Excel Functions

ISBN 9781292264790 | **PUB Date** 3/12/2018



Engineering Economy Edition 17

Sullivan / Wicks / Koelling

Binding Paperback | **Page Count** 752

For courses in undergraduate introductory engineering economics.

Understand the importance of engineering economics principles and how to make smart economic choices. Used by engineering students worldwide, this bestselling text provides a sound understanding of the principles, basic concepts, and methodology of engineering economy. Explanations and examples that are student-centered and practical in real-life situations help students develop proficiency in the methods and processes for making rational decisions. Built upon the rich and time-tested teaching materials of earlier editions, the text is extensively revised and updated to reflect current trends and issues. The new edition captures the spirit of environmental sustainability with more than 160 “green” problems, as well as new end-of-chapter problems and group exercises, and includes updates to the new 2017 Federal Tax code revisions.

Table of Contents

1 Introduction to Engineering Economy
 2 Cost Concepts and Design Economics
 3 Cost-Estimation Techniques
 4 The Time Value of Money
 5 Evaluating a Single Project
 6 Comparison and Selection among Alternatives
 7 Depreciation and Income Taxes
 8 Price Changes and Exchange Rates
 9 Replacement Analysis
 11 Breakeven and Sensitivity Analysis
 12 Probabilistic Risk Analysis
 13 The Capital Budgeting Process
 14 Decision Making Considering Multiattributes
 Appendix A Using Excel to Solve Engineering Economy Problems
 Appendix B Abbreviations and Notation
 Appendix C Interest and Annuity Tables for Discrete Compounding
 Appendix D Interest and Annuity Tables for Continuous Compounding
 Appendix E Standard Normal Distribution
 Appendix F Selected References
 Appendix G Solutions to Try Your Skills
 Appendix H Answers to Selected Problems

ISBN 9781292264905 | **PUB Date** 2/15/2018



Feedback Control of Dynamic Systems Edition 8

Gene F. Franklin / J. Da Powell / Abbas
Emami-Naeini

Binding Paperback | **Page Count** 928

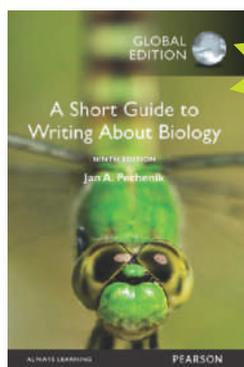
ISBN 9781292274522 | **PUB Date** 2/1/2018

For courses in electrical & computing engineering

Feedback Control of Dynamic Systems, 8th Edition, covers the material that every engineer needs to know about feedback control—including concepts like stability, tracking, and robustness. Each chapter presents the fundamentals along with comprehensive, worked-out examples, all within a real-world context and with historical background provided. The text is devoted to supporting students equally in their need to grasp both traditional and more modern topics of digital control, and the author's focus on design as a theme early on, rather than focusing on analysis first and incorporating design much later. An entire chapter is devoted to comprehensive case studies, and the 8th Edition has been revised with up-to-date information, along with brand-new sections, problems, and examples.

Table of Contents

1. An Overview and Brief History of Feedback Control
 2. Dynamic Models
 3. Dynamic Response
 4. A First Analysis of Feedback
 5. The Root-Locus Design Method
 6. The Frequency-Design Method
 7. State-Space Design
 8. Digital Control
 9. Nonlinear Systems
 10. Control System Design: Principles and Case Studies
- Appendix A. Laplace Transforms
Appendix B. Solutions to the Review Questions
Appendix C. Matlab Commands



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A Short Guide to Writing about Biology Edition 9

Pechenik

Binding Paperback | **Page Count** 272

For courses in writing across the curriculum or writing about biology

Teaching biology and strong writing skills simultaneously is a challenge. *A Short Guide to Writing about Biology*, 9th Edition provides tools to strengthen student writing and reinforce critical thinking. This best-selling guide teaches students to express ideas clearly and concisely. It emphasizes writing as a way of examining, evaluating, and refining ideas: students learn to read critically, study, evaluate and report data, and communicate with clarity.

In this new edition, students learn how to avoid plagiarism, read and interpret data, prepare effective Materials and Methods sections in research reports, and prepare manuscripts for submission. The text also provides advice on locating useful sources, maintaining laboratory and field notebooks, communicating with different audiences, and crafting research proposals, poster presentations, and letters of application.

Table of Contents

Part I General Advice about Writing and Reading Biology

1. Introduction and General Rules
2. Locating Useful Sources
3. General Advice on Reading, Note Taking, and Avoiding Plagiarism
4. Reading and Writing About Statistical Analyses
5. Citing Sources and Listing References
6. Revising

Part II Guidelines for Specific Tasks

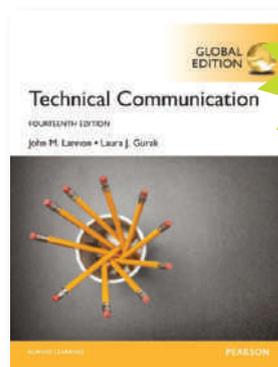
7. Writing Summaries, Critiques, Essays, and Review Papers
8. Answering Essay Questions
9. Writing Laboratory and Other Research Reports
10. Writing Research Proposals
11. Presenting Research Findings: Preparing Talks and Poster Presentations
12. Writing Letters of Application

Appendix A Commonly Used Abbreviations

Appendix B Recommended Resources

Index

ISBN 9781292120836 | **PUB Date** 2/19/2018



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Writing Global
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Technical Communication Edition 14

Lannon / Gurak

Binding Paperback | **Page Count** 736

For courses in technical communication

Technical Communication, 14th Edition builds upon the authority of the previous editions by guiding students to write documents persuasively, effectively, and with an eye towards technological innovations and global communications.

Table of Contents

I: COMMUNICATING IN THE WORKPLACE

1. Introduction to Technical Communication
 2. Meeting the Needs of Specific Audiences
 3. Persuading Your Audience
 4. Weighing the Ethical Issues
 5. Teamwork and Global Considerations
 6. An Overview of the Technical Writing Process
- II. THE RESEARCH PROCESS
7. Thinking Critically About the Research Process
 8. Evaluating and Interpreting Information
 9. Summarizing Research Findings and Other Information
- III. ORGANIZATION, STYLE, AND VISUAL DESIGN
10. Organizing for Readers
 11. Editing for a Professional Style and Tone
 12. Designing Visual information
 13. Designing Pages and Document

IV. SPECIFIC DOCUMENTS AND APPLICATIONS

14. Email and Text Messages
15. Workplace Memos and Letters
16. Resumes and other Job Search Materials
17. Technical Definitions
18. Technical Descriptions, Specifications, and Marketing Materials
19. Instructions and Procedures
20. Informal Reports
21. Formal Analytical Reports
22. Proposals
23. Oral Presentations and Video Conferencing
24. Blogs, Wikis, and Web Pages
25. Social Media

V. RESOURCES FOR TECHNICAL WRITERS

A Quick Guide to Documentation

A Quick Guide to Grammar, Usage, and Mechanics

ISBN 9781292154299 | **PUB Date** 9/10/2017



Principles of Managerial Finance, Brief Edition 8

Zutter / Smart

Binding Paperback | **Page Count** 784

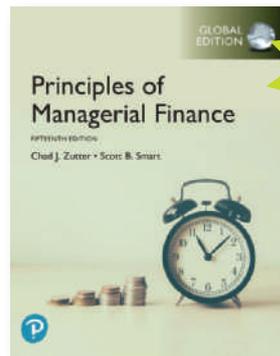
For introductory courses in managerial finance

The Teaching and Learning System – a hallmark feature of *Principles of Managerial Finance, Brief* – weaves pedagogy into concepts and practice, giving students a roadmap to follow through the text and supplementary tools. The 8th Edition, Global Edition, concentrates on the material students need to know in order to make effective financial decisions in an increasingly competitive business environment. It allows students to make the connections between a firm's action and its value, as determined in the financial market. With a generous amount of examples, this text is an easily accessible resource for in- and out-of-class learning.

Table of Contents

- PART I: INTRODUCTION TO MANAGERIAL FINANCE
 - 1. The Role of Managerial Finance
 - 2. The Financial Market Environment
- PART II: FINANCIAL TOOLS
 - 3. Financial Statements and Ratio Analysis
 - 4. Long- and Short-Term Financial Planning
 - 5. Time Value of Money
- PART III: VALUATION OF SECURITIES
 - 6. Interest Rates and Bond Valuation
 - 7. Stock Valuation
- PART IV: RISK AND THE REQUIRED RATE OF RETURN
 - 8. Risk and Return
 - 9. The Cost of Capital
- PART V: LONG-TERM INVESTMENT DECISIONS
 - 10. Capital Budgeting Techniques
 - 11. Capital Budgeting Cash Flows and Risk Refinements
- PART VI: LONG-TERM FINANCIAL DECISIONS
 - 12. Leverage and Capital Structure
 - 13. Payout Policy
- PART VII: SHORT-TERM FINANCIAL DECISIONS
 - 14. Working Capital and Current Assets Management
 - 15. Current Liabilities Management

ISBN 9781292267142 | **PUB Date** 3/2/2018



Principles of Managerial Finance, Global Edition Edition 15

Zutter / Smart / Smart

Binding Paperback | **Page Count** 984

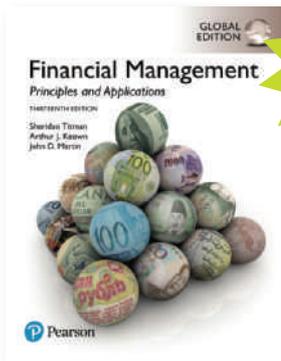
For introductory courses in managerial finance

The Teaching and Learning System – a hallmark feature of *Principles of Managerial Finance* – weaves pedagogy into concepts and practice, giving students a roadmap to follow through the text and supplementary tools. The 15th Edition concentrates on the material students need to know in order to make effective financial decisions in an increasingly competitive business environment. It allows students to make the connections between a firm's action and its value, as determined in the financial market.

Table of Contents

- PART I: INTRODUCTION TO MANAGERIAL FINANCE
 - 1. The Role of Managerial Finance
 - 2. The Financial Market Environment
- PART II: FINANCIAL TOOLS
 - 3. Financial Statements and Ratio Analysis
 - 4. Long and Short-term Financial Planning
 - 5. Time Value of Money
- PART III: VALUATION OF SECURITIES
 - 6. Interest Rates and Bond Valuation
 - 7. Stock Valuation
- PART IV: RISK AND THE REQUIRED RATE OF RETURN
 - 8. Risk and Return
 - 9. The Cost of Capital
- PART V: LONG-TERM INVESTMENT DECISIONS
 - 10. Capital Budgeting Techniques
 - 11. Capital Budgeting Cash Flows
 - 12. Risk and Refinements in Capital Budgeting
- PART VI: LONG-TERM FINANCIAL DECISIONS
 - 13. Leverage and Capital Structure
 - 14. Payout Policy
- PART VII: SHORT-TERM FINANCIAL DECISIONS
 - 15. Working Capital and Current Assets Management
 - 16. Current Liabilities Management
- PART VIII: SPECIAL TOPICS IN MANAGERIAL FINANCE
 - 17. Hybrid and Derivative Securities
 - 18. Mergers, LBOs, Divestitures, and Business Failure
 - 19. International Managerial Finance

ISBN 9781292261515 | **PUB Date** 5/14/2018



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Financial Management: Principles and Applications Edition 13

Titman / Keown / Martin

Binding Paperback | **Page Count** 720

For undergraduate courses in corporate finance and financial management

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 13th 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

- Part 1: Introduction to Financial Management
 - 1. Getting Started—Principles of Finance
 - 2. Firms and the Financial Markets
 - 3. Understanding Financial Statements
 - 4. Financial Analysis—Sizing Up Firm Performance
- Part 2: Valuation of Financial Assets
 - 5. The Time Value of Money—The Basics
 - 6. The Time Value of Money—Annuities and Other Topics
 - 7. An Introduction to Risk and Return—History of Financial Market Returns
 - 8. Risk and Return—Capital Market Theory
 - 9. Debt Valuation and Interest Rates
 - 10. Stock Valuation
- Part 3: Capital Budgeting
 - 11. Investment Decision Criteria
 - 12. Analyzing Project Cash Flows
 - 13. Risk Analysis and Project Evaluation
 - 14. The Cost of Capital
- Part 4: Capital Structure and Dividend Policy
 - 15. Capital Structure Policy
 - 16. Dividend and Share Repurchase Policy
- Part 5: Liquidity Management and Special Topics in Finance
 - 17. Financial Forecasting and Planning
 - 18. Working-Capital Management
 - 19. International Business Finance
 - 20. Corporate Risk Management

ISBN 9781292222189 | **PUB Date** 10/2/2017



MyLab
Finance
available

Fundamentals of Corporate Finance Edition 4

Berk / Demarzo / Harford

Binding Paperback | **Page Count** 808

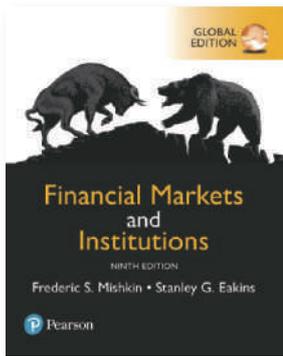
For undergraduate courses in corporate finance or financial management

Fundamentals of Corporate Finance offers a practical introduction to modern-day core principles, arming students with a problem-solving methodology, real-life financial management practices, and an overarching valuation framework that they can apply in their future careers.

Table of Contents

- PART 1: Introduction
 - 1. Corporate Finance and the Financial Manager
 - 2. Introduction to Financial Statement Analysis
- PART 2: Interest Rates and Valuing Cash Flows
 - 3. Time Value of Money: An Introduction
 - 4. Time Value of Money: Valuing Cash Flow Streams
 - 5. Interest Rates
 - 6. Bonds
 - 7. Stock Valuation
- PART 3: Valuation and the Firm
 - 8. Investment Decision Rules
 - 9. Fundamentals of Capital Budgeting
 - 10. Stock Valuation: A Second Look
- PART 4: Risk and Return
 - 11. Risk and Return in Capital Markets
 - 12. Systematic Risk and the Equity Risk Premium
 - 13. The Cost of Capital
- PART 5: Long-Term Financing
 - 14. Raising Equity Capital
 - 15. Debt Financing
- PART 6: Capital Structure and Payout Policy
 - 16. Capital Structure
 - 17. Payout Policy
- PART 7: Financial Planning and Forecasting
 - 18. Financial Modeling and Pro Forma Analysis
 - 19. Working Capital Management
 - 20. Short-Term Financial Planning
- PART 8: Special Topics
 - 21. Option Applications and Corporate Finance
 - 22. Mergers and Acquisitions
 - 23. International Corporate Finance

ISBN 9781292215075 | **PUB Date** 4/1/2018



Financial Markets and Institutions Edition 9

Mishkin / Eakins

Binding Paperback | Page Count 696

ISBN 9781292215006 | PUB Date 4/1/2018

For courses in financial markets

Financial Markets and Institutions takes a practical approach to the changing landscape of financial markets and institutions. Best-selling authors Frederic S. Mishkin and Stanley G. Eakins use core principles to introduce students to topics, then examine these models with real-world scenarios. Empirical applications of themes help students develop essential critical-thinking and problem-solving skills, preparing them for future careers in business and finance. The 9th Edition combines the latest, most relevant information and policies with the authors' hallmark pedagogy to give instructors a refined tool to improve the learning experience.

Table of Contents

PART I: INTRODUCTION

1. Why Study Financial Markets and Institutions?
2. Overview of the Financial System

PART II: FUNDAMENTALS OF FINANCIAL MARKETS

3. What Do Interest Rates Mean and What Is Their Role in Valuation?
4. Why Do Interest Rates Change?
5. How Do Risk and Term Structure Affect Interest Rates?
6. Are Financial Markets Efficient?

PART III: FUNDAMENTALS OF FINANCIAL INSTITUTIONS

7. Why Do Financial Institutions Exist?
8. Why Do Financial Crises Occur and Why Are They So Damaging to the Economy?

PART IV: CENTRAL BANKING AND THE CONDUCT OF MONETARY POLICY

9. Central Banks
10. Conduct of Monetary Policy

PART V: FINANCIAL MARKETS

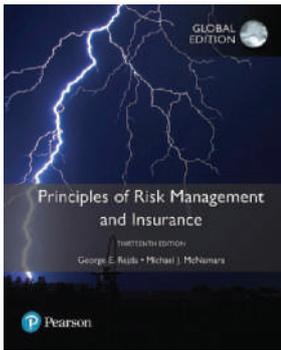
11. The Money Markets
12. The Bond Market
13. The Stock Market
14. The Mortgage Markets
15. The Foreign Exchange Market
- Appendix: The Interest Parity Condition

PART VI: THE FINANCIAL INSTITUTIONS INDUSTRY

16. The International Financial System
17. Banking and the Management of Financial Institutions
18. Financial Regulation
19. Banking Industry: Structure and Competition
20. The Mutual Fund Industry
21. Insurance Companies and Pension Funds
22. Investment Banks, Security Brokers and Dealers, and Venture Capital Firms

PART VII: THE MANAGEMENT OF FINANCIAL INSTITUTIONS

23. Risk Management in Financial Institutions
24. Hedging with Financial Derivatives
- CONTENTS ON THE WEB
25. Financial Crises in Emerging Market Economies
26. Savings Associations and Credit Unions
27. Finance Companies
4. Appendix 1: Models of Asset Pricing
4. Appendix 2: Applying the Asset Market Approach to a Commodity Market: The Case of Gold
4. Appendix 3: Loanable Funds Framework
4. Appendix 4: Supply and Demand in the Market for Money: The Liquidity Preference Framework
18. Appendix: Banking Crises Throughout the World
24. Appendix: More on Hedging with Financial Derivatives



Principles of Risk Management and Insurance Edition 13

Rejda / Mcnamara

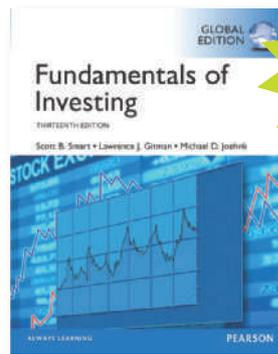
Binding Paperback | **Page Count** 720

For undergraduate courses in risk management and insurance Redja's Principles of Risk Management and Insurance provides an in-depth examination of major risk themes. Fully updated and revised, the 13th Edition now covers global topics ranging from natural disasters and terrorism, to domestic issues like the ever-evolving Affordable Care Act and Healthcare Reform. Principles of Risk Management and Insurance sets itself apart by placing primary emphasis on insurance consumers and blends basic risk management and insurance principles with consumer considerations, allowing students to apply basic concepts to their own personal risk management and insurance programs.

Table of Contents

1. Risk and its Treatment
2. Insurance and Risk
3. Introduction to Risk Management
4. Enterprise Risk Management and Related Topics
5. Types of Insurers and Marketing Systems
6. Insurance Company Operations
7. Financial Operations of Insurers
8. Government Regulation of Insurance
9. Fundamental Legal Principles
10. Analysis of Insurance Contracts
11. Life Insurance
12. Life Insurance Contractual Provisions
13. Buying Life Insurance
14. Annuities and Individual Retirement Accounts
15. Healthcare Reform: Individual Health Insurance Coverages
16. Employee Benefits: Group Life and Health Insurance
17. Employee Benefits: Retirement Plans
18. Social Insurance
19. The Liability Risk
20. Auto Insurance
21. Auto Insurance, Part II
22. Homeowners Insurance, Section I
23. Homeowners Insurance, Section II
24. Other Property and Liability Insurance Coverages
25. Commercial Property Insurance
26. Commercial Liability Insurance
27. Crime Insurance and Surety Bonds

ISBN 9781292151038 | **PUB Date** 3/4/2018



MyLab
Finance
available

Fundamentals of Investing Edition 13

Smart / Gitman / Joehnk

Binding Paperback | **Page Count** 688

For undergraduate courses in investments

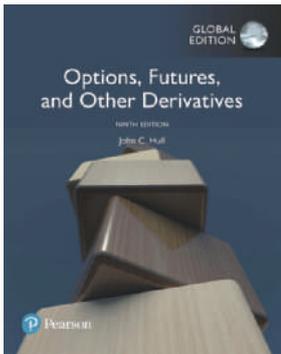
Fundamentals of Investing helps students make informed investment decisions by providing a solid foundation of core concepts and tools. The authors use practical, hands-on applications to introduce the topics and techniques used by both personal investors and money managers. They integrate a consistent framework based on learning goals to keep students focused in each chapter.

The 13th Edition uses a conversational tone to make the foreign language, concepts, and strategies of investing accessible to students. With the help of examples, students learn to make informed decisions in order to achieve investment goals.

Table of Contents

- Part I: Preparing to Invest
 1. The Investment Environment
 2. Securities Markets and Transactions
 3. Investment Information and Securities Transactions
- Part II: Important Conceptual Tools
 4. Return and Risk
 5. The Time Value of Money
 6. Modern Portfolio Concepts
- Part III: Investing in Common Stocks
 7. Common Stocks
 8. Analyzing Common Stocks
 9. Stock Valuation
 10. Market Efficiency and Behavioral Finance
- Part IV: Investing in Fixed-Income Securities
 11. Fixed-Income Securities
 12. Bond Valuation
- Part V: Portfolio Management
 13. Mutual Funds and Exchange-Traded Funds
 14. Managing Your Own Portfolio
- Part VI: Derivative Securities
 15. Options: Puts and Calls
 16. Futures Markets and Securities
- Web Chapters (at www.pearsonhighered.com/smart)
 17. Investing in Preferred Stocks
 18. Tax-Advantaged Investments
 19. Real Estate and Other Tangible Investments

ISBN 9781292153988 | **PUB Date** 2/25/2018



Options, Futures, and Other Derivatives Edition 9

Hull

Binding Paper Bound with Access Card | **Page Count** 896

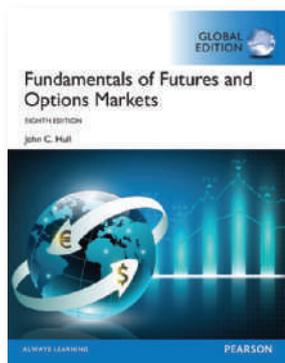
ISBN 9781292212890 | **PUB Date** 5/21/2017

For undergraduate and graduate courses in derivatives, options and futures, financial engineering, financial mathematics, and risk management

Designed to bridge the gap between theory and practice, this introductory text on the futures and options markets is ideal for those with a limited background in mathematics. The 9th Edition has been updated and improved—featuring a new chapter on securitization and the credit crisis, and increased discussion on the way commodity prices are modeled and commodity derivatives valued.

Table of Contents

1. Introduction
 2. Mechanics of Futures Markets
 3. Hedging Strategies Using Futures
 4. Interest Rates
 5. Determination of Forward and Futures Prices
 6. Interest Rate Futures
 7. Swaps
 8. Securitization and the Credit Crisis of 2007
 9. OIS Discounting, Credit Issues, and Funding Costs
 10. Mechanics of Options Markets
 11. Properties of Stock Options
 12. Trading Strategies Involving Options
 13. Binomial Trees
 14. Wiener Processes and Ito's Lemma
 15. The Black-Scholes-Merton Model
 16. Employee Stock Options
 17. Options on Stock Indices and Currencies
 18. Options on Futures
 19. Greek Letters
 20. Volatility Smiles
 21. Basic Numerical Procedures
 22. Value at Risk
 23. Estimating Volatilities and Correlations for Risk Management
 24. Credit Risk
 25. Credit Derivatives
 26. Exotic Options
 27. More on Models and Numerical Procedures
 28. Martingales and Measures
 29. Interest Rate Derivatives: The Standard Market Models
 30. Convexity, Timing and Quanto Adjustments
 31. Interest Rate Derivatives: Models of the Short Rate
 32. HJM, LMM, and Multiple Zero Curves
 33. Swaps Revisited
 34. Energy and Commodity Derivatives
 35. Real Options
 36. Derivatives Mishaps and What We Can Learn from Them
- Glossary of Terms
DerivaGem Software
Major Exchanges Trading Futures and Options
Table for $N(x)$ when $x \leq 0$
Table for $N(x)$ when $x \geq 0$
Author index
Subject index



Fundamentals of Futures and Options Markets Edition 8

Hull

Binding Paper Bound with Access Card | **Page Count** 624

For undergraduate courses in derivatives, options and futures, financial engineering, financial mathematics, and risk management.

Based on Hull's *Options, Futures and Other Derivatives*, this text, *Fundamentals of Futures and Options Markets*, presents an accessible and student-friendly overview of the topic without the use of calculus.

Table of Contents

1. Introduction
 2. Mechanics of futures markets
 3. Hedging strategies using futures
 4. Interest rates
 5. Determination of forward and futures prices
 6. Interest rate futures
 7. Swaps
 8. Securitization and the credit crisis of 2007
 9. Mechanics of options markets
 10. Properties of stock options
 11. Trading strategies involving options
 12. Introduction to binomial trees
 13. Valuing stock options: The Black–Scholes–Merton model
 14. Employee stock options
 15. Options on stock indices and currencies
 16. Futures options
 17. The Greek letters
 18. Binomial trees in practice
 19. Volatility smiles
 20. Value at risk
 21. Interest rate options
 22. Exotic options and other nonstandard products
 23. Credit derivatives
 24. Weather, energy, and insurance derivatives
 25. Derivatives mishaps and what we can learn from them
- Answers to Quiz Questions
Glossary of terms
DerivaGem software
Major exchanges trading futures and options
Tables for $N(x)$
Index

ISBN 9781292155036 | **PUB Date** 4/2/2018



MyLab
Finance
available

Foundations of Finance Edition 9

Keown / Martin / Petty

Binding Paperback | **Page Count** 576

For undergraduate courses in corporate finance

Foundations of Finance retains its foundational approach to the key concepts of finance, bolstered by real-world vignettes, cases, and problem exercises. Utilizing five principles, which are presented at the beginning of the book and applied throughout, the authors introduce a multistep approach to financial problem solving. The 9th Edition focuses on valuation and opens every chapter with a vignette based on financial decisions faced by contemporary, real-world companies and firms. Other useful features include mini cases, cautionary tales, lists of key terms, and a discussion of ethics. The newest edition includes new lecture videos, financial thinking, user feedback, and lessons from the recent economic crisis.

Table of Contents

1. An Introduction to the Foundations of Financial Management
2. The Financial Markets and Interest Rates
3. Understanding Financial Statements and Cash Flows
4. Evaluating a Firm's Financial Performance
5. The Time Value of Money
6. The Meaning and Measurement of Risk and Return
7. The Valuation and Characteristics of Bonds
8. The Valuation and Characteristics of Stock
9. The Cost of Capital
10. Capital-Budgeting Techniques and Practice
11. Cash Flows and Other Topics in Capital Budgeting
12. Determining the Financing Mix
13. Dividend Policy and Internal Financing
14. Short-Term Financial Planning
15. Working-Capital Management
16. International Business Finance
17. Cash, Receivables, and Inventory Management

ISBN 9781292155135 | **PUB Date** 4/1/2018



MyLab
Finance
available

Corporate Finance Edition 4

Berk / Demarzo

Binding Paperback | **Page Count** 1168

ISBN 9781292160160 | **PUB Date** 2/19/2018

For MBA/graduate students taking a course in corporate finance.

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.

For a streamlined book specifically tailored to the topics covered in the first one-semester course, *Corporate Finance: The Core* is also available by Jonathan Berk and Peter DeMarzo.

Table of Contents

PART 1: INTRODUCTION

1. The Corporation
2. Introduction to Financial Statement Analysis
3. Financial Decision Making and the Law of One Price

PART 2: TIME, MONEY, AND INTEREST RATES

4. The Time Value of Money
5. Interest Rates
6. Valuing Bonds

PART 3: VALUING PROJECTS AND FIRMS

7. Investment Decision Rules
8. Fundamentals of Capital Budgeting
9. Valuing Stocks

PART 4: RISK AND RETURN

10. Capital Markets and the Pricing of Risk
11. Optimal Portfolio Choice and the Capital Asset Pricing Model
12. Estimating the Cost of Capital
13. Investor Behavior and Capital Market Efficiency

PART 5: CAPITAL STRUCTURE

14. Capital Structure in a Perfect Market
15. Debt and Taxes
16. Financial Distress, Managerial Incentives, and Information
17. Payout Policy

PART 6: ADVANCED VALUATION

18. Capital Budgeting and Valuation with Leverage
19. Valuation and Financial Modeling: A Case Study

PART 7: OPTIONS

20. Financial Options
21. Option Valuation
22. Real Options

PART 8: LONG-TERM FINANCING

23. Raising Equity Capital
24. Debt Financing
25. Leasing

PART 9: SHORT-TERM FINANCING

26. Working Capital Management
27. Short-Term Financial Planning

PART 10: SPECIAL TOPICS

28. Mergers and Acquisitions
29. Corporate Governance
30. Risk Management
31. International Corporate Finance



Corporate Finance, The Core Edition 4

Berk / Demarzo

Binding Paperback | Page Count 800

ISBN 9781292158334 | PUB Date 6/18/2017

For MBA/graduate students taking a course in corporate finance

Berk and DeMarzo's *Corporate Finance* uses a unifying valuation framework, the Law Of One Price, to present the core content instructors expect, the new ideas they want, and the pedagogy their students need to succeed. *Corporate Finance: The Core* fits programs and individual professors who desire a streamlined book specifically tailored to the topics covered in the first one-semester course. For programs and professors who would like to use a text in a two semester, or more, sequence, please see *Corporate Finance*, the 31-chapter book also by Jonathan Berk and Peter DeMarzo.

Table of Contents

PART 1: INTRODUCTION

1. The Corporation
2. Introduction to Financial Statement Analysis
3. Financial Decision Making and the Law of One Price

PART 2: TIME, MONEY, AND INTEREST RATES

4. The Time Value of Money
5. Interest Rates

PART 3: VALUING PROJECTS AND FIRMS

6. Valuing Bonds
7. Investment Decision Rules
8. Fundamentals of Capital Budgeting
9. Valuing Stocks

PART 4: RISK AND RETURN

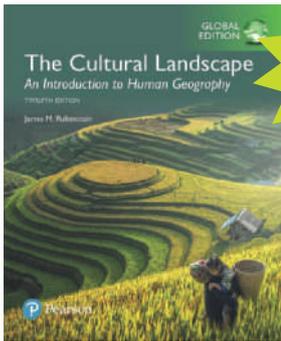
10. Capital Markets and the Pricing of Risk
11. Optimal Portfolio Choice and the Capital Asset Pricing Model
12. Estimating the Cost of Capital
13. Investor Behavior and Capital Market Efficiency

PART 5: CAPITAL STRUCTURE

14. Capital Structure in a Perfect Market
15. Debt and Taxes
16. Financial Distress, Managerial Incentives, and Information
17. Payout Policy

PART 6: ADVANCED VALUATION

18. Capital Budgeting and Valuation with Leverage
19. Valuation and Financial Modeling: A Case Study



Mastering
Geography
available

The Cultural Landscape: An Introduction to Human Geography Edition 12

Rubenstein

Binding Paperback | **Page Count** 576

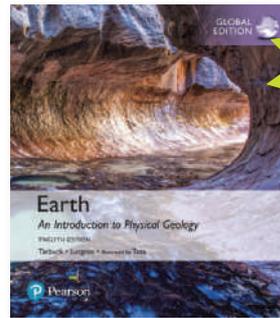
For courses in Human Geography

Trusted for its timeliness, readability, and sound pedagogy, *The Cultural Landscape: An Introduction to Human Geography* emphasizes the relevance of geographic concepts to human challenges. The relationship between globalization and diversity is woven throughout; Rubenstein addresses these themes with a clear organization and presentation that engages students and appeals to instructors. The 12th Edition challenges readers to apply geography tools and techniques to their local environments, bridging the global and the local, and getting students to interact with their local geography. New applied activities and debate features further strengthen readers' ties to the geography all around them.

Table of Contents

1. This is Geography
2. Population and Health
3. Migration
4. Folk and Popular Culture
5. Languages
6. Religions
7. Ethnicities
8. Political Geography
9. Food and Agriculture
10. Development
11. Industry and Energy
12. Services and Settlements
13. Urban Patterns

ISBN 9781292162096 | **PUB Date** 4/1/2018



Mastering
Geography
available

Earth: An Introduction to Physical Geology Edition 12

Tarbuck / Lutgens / Tasa

Binding Paperback | **Page Count** 816

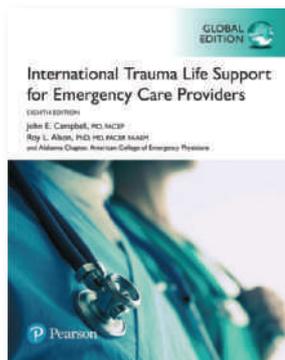
For all introductory physical geology courses

Earth: An Introduction to Physical Geology provides students with a structured learning path, tied to learning objectives with opportunities for students to demonstrate their understanding at the end of each section. The authors' emphasis on currency and relevance includes the latest thinking in the field, particularly in the dynamic area of plate tectonics. The 12th Edition uses BouncePages image recognition app (FREE on both iOS and Android stores) to connect students' digital devices to the print textbook, enhancing their reading and learning experience.

Table of Contents

1. An Introduction to Geology
2. Plate Tectonics: A Scientific Revolution Unfolds
3. Matter and Minerals
4. Magma, Igneous Rocks, and Intrusive Activity
5. Volcanoes and Volcanic Hazards
6. Weathering and Soil
7. Sedimentary Rocks
8. Metamorphism and Metamorphic Rocks
9. Geologic Time
10. Crustal Deformation
11. Earthquakes and Earthquake Hazards
12. Earth's Interior
13. Divergent Boundaries: Origin and Evolution of the Ocean Floor
14. Convergent Boundaries: Origin of Mountains
15. Mass Wasting: The Work of Gravity
16. Running Water
17. Groundwater
18. Glaciers and Glaciation
19. Deserts and Winds
20. Shorelines
21. Global Climate Change
22. Earth's Evolution Through Geologic Time
23. Energy and Mineral Resources
24. Touring Our Solar System
- Appendix A: Metric and English Units Compared

ISBN 9781292161839 | **PUB Date** 4/1/2018



International Trauma Life Support for Emergency Care Providers Edition 8

Itls

Binding Paperback | **Page Count** 432

ISBN 9781292170848 | **PUB Date** 9/10/2017

For basic trauma life support courses

For more than 30 years, International Trauma Life Support has been at the forefront of trauma education at all levels of emergency care worldwide. This complete reference is filled with practical, hands-on training that guides readers through the hows and whys behind all of the skills necessary for rapid assessment, resuscitation, stabilization, and transportation of the trauma patient. Updated with the latest approaches to the care of the trauma patient, this 8th Edition conforms to the most recent AHA/ILCOR guidelines for artificial ventilation and CPR. This text ensures learners get the most out of the few minutes they have to save their patients' lives.

Table of Contents

1. Scene Size-up
2. Trauma Assessment and Management
3. Assessment Skills
4. Airway Management
5. Airway Skills
6. Thoracic Trauma
7. Thoracic Trauma Skills
8. Shock
9. Vascular Access Skills
10. Head Trauma and Traumatic Brain Injury
11. Spinal Trauma and Patient-Centered Spinal Motion Restriction
12. Spine Management Skills
13. Abdominal Trauma
14. Extremity Trauma
15. Extremity Trauma Skills
16. Burns
17. Pediatric Trauma
18. Geriatric Trauma
19. Trauma in Pregnancy
20. The Impaired Patient
21. Trauma Arrest
22. Standard Precautions and Transmission-Based Precautions



MyLab
Hospitality
available

Exploring the Hospitality Industry Edition 3

Walker

Binding Paperback | **Page Count** 368

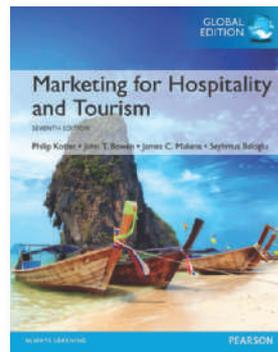
For introduction to hospitality courses

Exploring the Hospitality Industry gives students a broad foundation of hospitality industry knowledge. Less theoretical and more industry-relevant than most texts in the field, it emphasizes the people, companies, and positions that make up the hospitality industry today. It includes new growth areas such as event management, meeting planning, cruising, theme parks, and gaming entertainment. The focus on sustainability features case studies on practitioners and corporations that engage and involve readers as they explore the trends in this ever-growing field.

Table of Contents

1. Hospitality Spirit
2. Tourism
3. Characteristics of Tourism
4. Lodging
5. Lodging Operations
6. Cruising
7. Restaurants
8. Restaurant Operations
9. Managed Services
10. Beverages
11. Clubs
12. Theme Parks and Attractions
13. Gaming Entertainment
14. Meetings, Conventions, and Expositions
15. Special Events

ISBN 9781292102801 | **PUB Date** 2/19/2018



Marketing for Hospitality and Tourism Edition 7

Kotler / Bowen / Makens / Baloglu

Binding Paperback | **Page Count** 688

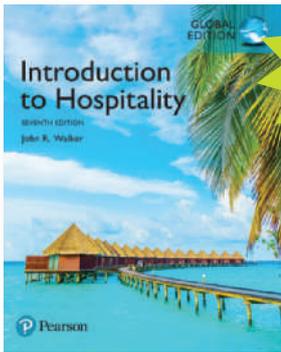
For courses in hospitality marketing, tourism marketing, restaurant marketing, or hotel marketing

Taking an integrative approach, this highly visual, four-color book discusses hospitality marketing from a team perspective, examining each hospitality department and its role in the marketing mechanism. These authors are known as leading marketing educators and their book is the leading resource on hospitality and tourism marketing. The 7th Edition of this popular book includes new and updated coverage of social media, destination tourism and other current industry trends, authentic industry cases, and hands-on application activities.

Table of Contents

- Part I: Understanding the Hospitality and Tourism Marketing Process
1. Introduction: Marketing for Hospitality and Tourism
 2. Service Characteristics of Hospitality and Tourism Marketing
 3. The Role of Marketing in Strategic Planning
- PART II: Developing Hospitality and Tourism Marketing Opportunities and Strategies
4. The Marketing Environment
 5. Managing Customer Information to Gain Customers Insights
 6. Consumer Markets and Consumer Buying Behavior
 7. Organizational Buyer Behavior of Group Market
 8. Customer Driven Marketing Strategy: Creating Value for Target Customers
- PART III: Developing the Hospitality and Tourism Customer Value-Driven Strategy and Mix
9. Designing and Managing Products and Brands: Building Customer Value
 10. Internal Marketing
 11. Pricing: Understanding and Capturing Customer Value
 12. Marketing Channels: Delivering Customer Value
 13. Engaging Customers and Communicating Customer Value
 14. Public Relations and Sales Promotion
 15. Professional Sales
 16. Direct, Online, Social Media and Mobile
- PART IV: Managing Hospitality and Tourism Marketing
17. Destination Marketing
 18. Next Year's Marketing Plan

ISBN 9781292156156 | **PUB Date** 4/1/2018



MyLab
Hospitality
available

Introduction to Hospitality Edition 7

Walker

Binding Paperback | **Page Count** 656

For all introductory-level courses in hospitality

Introduction to Hospitality, 7th Edition, focuses on hospitality operations while offering a broad, comprehensive view of the world's largest industry. The text is organized into four sections: hospitality and lodging; beverages, restaurants, and managed services; tourism, recreation, attractions, clubs, and gaming; and assemblies, events, attractions, leadership, and management. Each section includes real-world profiles, first-hand accounts, and engaging case studies to help readers connect with the material and foster an appreciation of the industry's unique enthusiasm and passion. New photos, page layouts, and hands-on examples help students understand the how-to aspects of today's hospitality industry. Updated to reflect today's trends and realities, the Seventh Edition contains new coverage of spas, updated and new corporate profiles, salary information, hospitality-related technologies, and more!

Table of Contents

PART I: INTRODUCING HOSPITALITY AND LODGING

1. Introducing Hospitality
2. The Hotel Business
3. Rooms Division
4. Food and Beverage

PART II: BEVERAGES, RESTAURANTS, AND MANAGED SERVICES

5. Beverages
6. The Restaurant Business
7. Restaurant Management
8. Managed Services

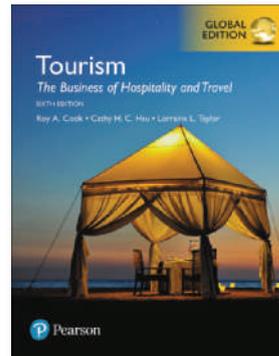
PART III: TOURISM, RECREATION, ATTRACTIONS, CLUBS AND GAMING

9. Tourism
10. Recreation, Attractions, and Clubs
11. Gaming Entertainment

PART IV: ASSEMBLIES, EVENTS, ATTRACTIONS, LEADERSHIP, AND MANAGEMENT

12. Meetings, Conventions, and Expositions
13. Special Events
14. Leadership and Management

ISBN 9781292157597 | **PUB Date** 2/19/2018



Tourism: The Business of Hospitality and Travel Edition 6

Cook / Hsu / Taylor

Binding Paperback | **Page Count** 448

For introductory hospitality or tourism courses

Tourism: The Business of Hospitality and Travel, 6th Edition views the industry from a business perspective—examining the management, marketing, and finance issues most important to industry members. Chapters reveal an integrated model of tourism and address consumer behavior, service quality, and personal selling. Readings and integrative cases close each part and end-of-chapter exercises offer application activities for students. This edition includes early coverage of geography, more international examples, new case studies and expanded application and web-based exercises.

Table of Contents

PART I: THE TRAVELING PUBLIC AND TOURISM PROMOTERS

- Introducing the World's Largest Industry, Tourism
- Marketing to the Traveling Public
- Delivering Quality Tourism Services
- Bringing Travelers and Tourism Service Suppliers Together
- Capturing Technology's Competitive Advantages

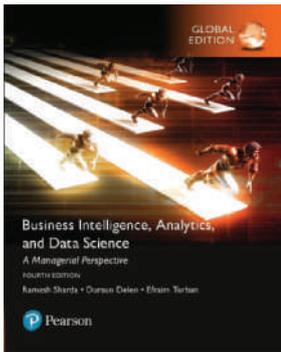
PART II: TOURISM SERVICE SUPPLIERS

- Transportation
- Accommodations
- Food and Beverage
- Attractions and Entertainment
- Destinations

PART III: THE TOURISM ENVIRONMENT

- Economic and Political Impacts of Tourism
- Environmental and Social/Cultural Impacts of Tourism
- Sustaining Tourism's Benefits
- The Future of Tourism

ISBN 9781292221670 | **PUB Date** 7/25/2017



Business Intelligence: A Managerial Approach Edition 4

Sharda / Delen / Turban / King

Binding Paperback | **Page Count** 512

For courses on business intelligence or decision support systems

Business Intelligence provides a managerial approach to understanding business intelligence systems. To help future managers use and understand analytics, Business Intelligence provides students with a solid foundation of business intelligence that is reinforced with hands-on practice.

Table of Contents

- Chapter 1 An Overview of Business Intelligence, Analytics, and Data Science
- Chapter 2 Descriptive Analytics I: Nature of Data, Statistical Modeling, and Visualization
- Chapter 3 Descriptive Analytics II: Business Intelligence and Data Warehousing
- Chapter 4 Predictive Analytics I: Data Mining Process, Methods, and Algorithms
- Chapter 5 Predictive Analytics II: Text, Web, and Social Media
- Chapter 6 Prescriptive Analytics: Optimization and Simulation
- Chapter 7 Big Data Concepts and Tools
- Chapter 8 Future Trends, Privacy and Managerial Considerations in Analytics

ISBN 9781292220543 | **PUB Date** 8/13/2017



Using MIS Edition 10

Kroenke / Boyle

Binding Paperback | **Page Count** 600

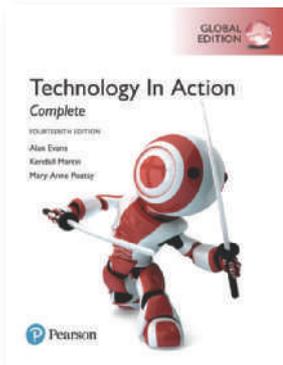
For courses in MIS

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 10th 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

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

ISBN 9781292222509 | **PUB Date** 8/16/2017



Technology In Action Complete, Global Edition Edition 14

Evans / Martin / Poatsy

Binding Paper Bound with Access Card | **Page Count** 648

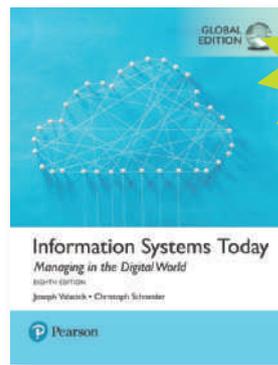
For introductory courses in computer concepts, digital literacy, or computer literacy, often including instruction in Microsoft Office

This book offers a learning system that pushes the envelope of what is possible in technology, and what is helpful in teaching. Although students are more comfortable with the digital environment than ever, their knowledge of the devices they use every day is still limited. The authors focus on tasks that students can accomplish with their devices, and skills they can apply immediately in the workplace, the classroom, and at home. This book fits the way students are learning today.

Table of Contents

1. Using Technology to Change the World
 2. Looking at Computers: Understanding the Parts
 3. Using the Internet: Making the Most of the Web's Resources
 4. Application Software: Programs That Let You Work and Play
 5. System Software: The Operating System, Utility Programs, and File Management
 6. Understanding and Assessing Hardware: Evaluating Your System
 7. Networking: Connecting Computing Devices
 8. Managing a Digital Lifestyle: Media and Ethics
 9. Securing Your System: Protecting Your Digital Data and Devices
 10. Behind the Scenes: Software Programming
 11. Behind the Scenes: Databases and Information Systems
 12. Behind the Scenes: Networking and Security in the Business World
 13. Behind the Scenes: How the Internet Works
- Appendix A. The History of the Personal Computer
Appendix B. Careers in IT

ISBN 9781292236902 | **PUB Date** 4/1/2018



Information Systems Today: Managing the Digital World Edition 8

Valacich / Schneider

Binding Paperback | **Page Count** 560

For undergraduate courses in management information systems

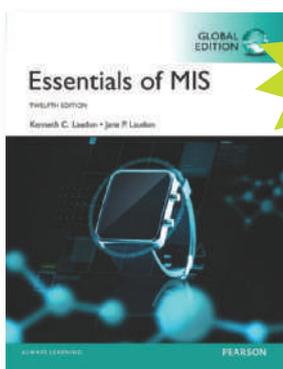
Information Systems Today: Managing in a Digital World opens each chapter with a case study so students can quickly understand how and why information systems are essential in today's evolving business landscape. The authors selected cases that highlight real-world companies, technologies, and issues that illuminate the chapter topics.

Aligning major concepts with the latest trends, the 8th Edition explores how the rise of mobile computing, cloud computing, social media, the Internet of Things, and Big Data affect information systems. Valacich and Schneider continue to use real-world examples to further illustrate key points and help students retain valuable insights

Table of Contents

1. Managing in the Digital World
 2. Gaining Competitive Advantage Through Information Systems
 3. Managing the Information Systems Infrastructure and Services
 4. Enabling Business-to-Consumer Electronic Commerce
 5. Enhancing Organizational Communication and Collaboration Using Social Media
 6. Enhancing Business Intelligence Using Big Data and Analytics
 7. Enhancing Business Processes Using Enterprise Information Systems
 8. Strengthening Business-to-Business Relationships via Supply Chain and Customer Relationship Management
 9. Developing and Acquiring Information Systems
 10. Securing Information Systems
- Technology Briefing Foundations of Information Systems Infrastructure

ISBN 9781292215976 | **PUB Date** 7/25/2017



Essentials of MIS Edition 12

Laudon / Laudon

Binding Paperback | **Page Count** 528

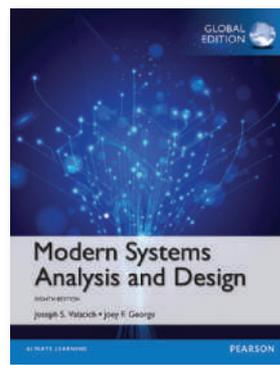
For introductory courses in information systems or management information systems

Essentials of MIS takes an in-depth look at how today's businesses use information technologies and systems to achieve corporate objectives. Current real-world businesscases illustrate how companies have identified and ultimately solved key business challenges using information systems and technologies. The book consists of twelve chapters with hands-on projects (including video case studies and instructional video packages) covering the most essential topics in MIS. The 12th Edition is authoritative, but is now more customizable, flexible, and geared to meeting the needs of different instructors, with many of its learning tools now available in digital form.

Table of Contents

1. Business Information Systems in Your Career
2. Global E-Business and Collaboration
3. Achieving Competitive Advantage with Information Systems
4. Ethical and Social Issues in Information Systems
5. IT Infrastructure: Hardware and Software
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. Improving Decision Making and Managing Knowledge
12. Building Information Systems and Managing Projects

ISBN 9781292153773 | **PUB Date** 4/1/2018



Modern Systems Analysis and Design Edition 8

Valacich / George

Binding Paperback | **Page Count** 544

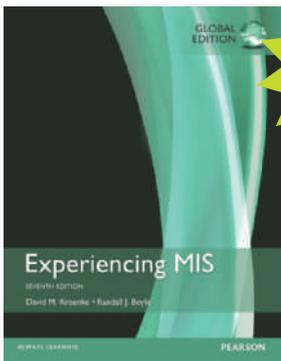
For structured systems analysis and design courses

Using a professionally oriented approach, Modern Systems Analysis and Design covers the concepts, skills, and techniques essential for systems analysts to successfully develop information systems. The 8th Edition examines the role, responsibilities, and mindset of systems analysts and project managers. It also looks at the methods and principles of systems development, including the systems development life cycle (SDLC) tool as a strong conceptual and systematic framework.

Table of Contents

- I. FOUNDATIONS FOR SYSTEMS DEVELOPMENT
 1. The Systems Development Environment
 2. The Origins of Software
 3. Managing the Information Systems Project
- Appendix. Object-Oriented Analysis and Design
- II. PLANNING
 4. Identifying and Selecting Systems Development Projects
 5. Initiating and Planning Systems Development Projects
- III. ANALYSIS
 6. Determining System Requirements
 7. Structuring System Process Requirements
- Appendix 7A. Object-Oriented Analysis and Design: Use Cases Appendix
- Appendix 7B. Object-Oriented Analysis and Design: Activity Diagrams Appendix
- Appendix 7C. Object-Oriented Analysis and Design: Sequence Diagrams Appendix
- Appendix 7D. Business Process Modeling
8. Structuring System Data Requirements
- Appendix. Object-Oriented Analysis and Design: Object Modeling—Class Diagrams
- IV. DESIGN
 9. Designing Databases
 10. Designing Forms and Reports
 11. Designing Interfaces and Dialogues
 12. Designing Distributed and Internet Systems
- V. IMPLEMENTATION AND MAINTENANCE
 13. System Implementation
 14. Maintaining Information Systems

ISBN 9781292154145 | **PUB Date** 4/2/2018



Experiencing MIS Edition 7

Kroenke

Binding Paperback | Page Count 720

For undergraduate introductory management information systems courses

Table of Contents

Part 1: Why MIS?

1. The Importance of MIS
 - CE1. Collaboration Information Systems for Decision Making, Problem Solving, and Project Management
2. Business Processes, Information Systems, and Information
 - CE2. Collaborative Information Systems for Student Projects
3. Organizational Strategy, Information Systems, and Competitive Advantage

Part 2: Information Technology

4. Hardware and Software
 - CE3. Mobile Systems
 - CE4. Introduction to Microsoft Excel 2013
5. Database Processing
 - CE5. Database Design
 - CE6. Using Microsoft Access 2013
 - CE7. Using Excel and Access Together
6. The Cloud
 - CE8. Network and Cloud Technology

Part 3: Using IS for Competitive Advantage

7. Organizations and Information Systems
 - CE9. Enterprise Resource Planning (ERP) Systems
 - CE10. Supply Chain Management
 - 8. Social Media Information Systems
 - CE11. Enterprise Social Networks and Knowledge Management
 - 9. Business Intelligence Systems
 - CE12. Database Marketing
 - CE13. Reporting Systems and OLAP

Part 4: Information Systems Management

10. Information Systems Security
 - CE14. Data Breaches
 - 11. Information Systems Management
 - CE15. International MIS
 - 12. Information Systems Development
 - CE16. Systems Development Project Management
 - CE17. Agile Development
 - CE18. Business Process Management

ISBN 9781292163574 | PUB Date 4/1/2018



E-Commerce 2017 Edition 13

Laudon / Traver

Binding Paperback | Page Count 912

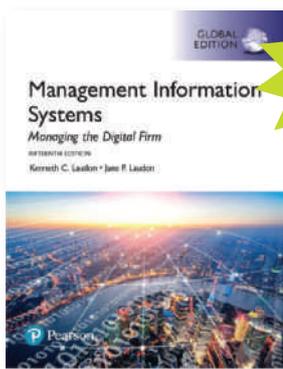
Understanding the vast and expanding field of e-commerce.

Laudon's E-commerce 2017: Business, Technology, Society emphasizes three driving forces behind the expanding field of e-commerce: technology change, business development, and social issues. A conceptual framework uses the templates of many modern-day companies to further demonstrate the differences and complexities in e-commerce today. The 13th Edition has new case studies and updated existing ones to match developments in the e-commerce field in today's tech world. An additional video case for each chapter makes the material even more accessible to students as they prepare for their future roles in business.

Table of Contents

1. INTRODUCTION TO E-COMMERCE
2. E-COMMERCE INFRASTRUCTURE
3. BUILDING AN E-COMMERCE PRESENCE
4. E-COMMERCE SECURITY AND PAYMENT SYSTEMS
5. E-COMMERCE BUSINESS STRATEGIES
6. E-COMMERCE MARKETING AND ADVERTISING
7. SOCIAL, MOBILE, AND LOCAL MARKETING
8. ETHICS, LAW, AND E-COMMERCE
9. ONLINE MEDIA
10. ONLINE COMMUNITIES
11. E-COMMERCE RETAILING AND SERVICES
12. B2B E-COMMERCE

ISBN 9781292211688 | PUB Date 7/25/2017



Management Information Systems: Managing the Digital Firm Edition 15

Laudon / Laudon

Binding Paperback | **Page Count** 656

For undergraduate and graduate management information systems courses

Management Information Systems: Managing the Digital Firm provides insight into how today's businesses leverage information technologies and systems to achieve corporate objectives. Providing comprehensive and integrative coverage of essential new technologies and information system applications, as well their impact on business models and managerial decision-making, Management Information Systems increases student engagement and enhances learning through vivid examples.

In the 15th Edition, the most up-to-date, relevant information about information systems used by today's businesses will capture students' attention no matter their industry or vertical of interest. With the help of this text, students will build skills sought after in today's workplace.

Table of Contents

- I. Organizations, Management, and the Networked Enterprise
 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
- II. Information Technology Infrastructure
 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
- III. Key System Applications for the Digital Age
 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

ISBN 9781292211756 | **PUB Date** 3/19/2017



Modern Database Management Edition 13

Hoffer / Venkataraman / Topi

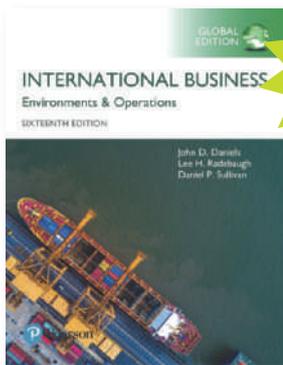
Binding Paperback | **Page Count**

Provide the latest information in database development. Focusing on what leading database practitioners say are the most important aspects to database development, Modern Database Management presents sound pedagogy, and topics that are critical for the practical success of database professionals. The 13th Edition further facilitates learning with illustrations that clarify important concepts and new media resources that make some of the more challenging material more engaging. Also included are general updates and expanded material in the areas undergoing rapid change due to improved managerial practices, database design tools and methodologies, and database technology.

Table of Contents

- I. The Context of Database Management
 1. The Database Environment and Development Process
- II. Database Analysis and Logical Design
 2. Modeling Data in the Organization
 3. The Enhanced E-R Model
 4. Logical Database Design and the Relational Model
- III. Database Implementation and Use
 5. Introduction to SQL
 6. Advanced SQL
 7. Databases in Applications
- IV. Physical Database Design and Database Infrastructure
 8. Physical Database Design and Database Infrastructure
 9. Data Warehousing and Data Integration
 10. Big Data Technologies
 11. Analytics and Its Implications
 12. Data and Database Administration with Focus on Data Quality
- Online Chapters
 13. Distributed Databases
 14. Object-Oriented Data Modeling
- Appendix A. Data Modeling Tools and Notation
- Appendix B. Advanced Normal Forms
- Appendix C. Data Structures

ISBN 9781292263359 | **PUB Date** 5/14/2018



MyLab Management available

International Business Edition 16

Daniels / Radebaugh / Sullivan

Binding Paperback | Page Count 688

For courses in international business

Balancing authoritative theory and meaningful practice, International Business engages students on the subject of conducting business in international markets. The authors' descriptions and ideas of international business are enhanced with contemporary examples, scenarios, and cases that help students effectively apply what they've learned. Now in its 16th Edition, International Business remains one of the best-selling and most authoritative international business texts available.

Table of Contents

- PART I. INTRODUCTION
 - 1. International Business and Globalization
- PART II. NATIONAL ENVIRONMENTAL DIFFERENCES
 - 2. Culture
 - 3. Governmental and Legal Systems
 - 4. Economic Systems and Market Methods
- PART III. CONNECTING COUNTRIES THROUGH TRADE AND FACTOR MOVEMENTS
 - 5. Trade and Factor Mobility Theory
 - 6. Trade Protectionism
 - 7. Economic Integration and Cooperation
- PART IV. THE GLOBAL MONETARY ENVIRONMENT
 - 8. Markets for Foreign Exchange
 - 9. Factors that Influence Exchange Rates
 - 10. Global Debt and Equity Markets
 - 11. Ethics and Social Responsibility
- PART V. CORPORATE POLICY AND STRATEGY
 - 12. Strategies for International Business
 - 13. Evaluation of Countries for Operations
 - 14. Modes of Trading Internationally
 - 15. Forms and Ownership of Foreign Production
 - 16. The Organization and Governance of Foreign Operations
- PART VI. FUNCTIONAL MANAGEMENT AND OPERATIONS
 - 17. Global Marketing
 - 18. Global Production and Supply Chains
 - 19. Global Accounting and Financial Management
 - 20. Global Management of Human Resources

ISBN 9781292214733 | PUB Date 4/1/2018



MyLab Management available

Modern Management: Concepts and Skills Edition 15

Certo / Certo

Binding Paperback | Page Count 576

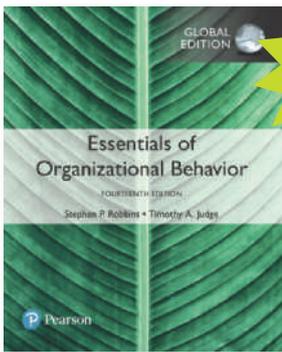
For courses in management

Modern Management: Concepts and Skills takes a unique approach that helps students develop a specific management skill in each chapter. Organized around the functions of planning, organizing, influencing, and controlling, the content specifically focuses on how students can be more strategic and more creative, work as team members, become successful leaders, and more. The chapters are designed to build these skills, and others, to fulfill the core objective: To help students both obtain employment and flourish in the workplace.

Table of Contents

- PART I: INTRODUCTION TO MODERN MANAGEMENT
 - 1. Introducing Modern Management: Concepts and Skills
 - 2. Management and Entrepreneurship: Handling Start-Ups and New Ventures
- PART II: MODERN MANAGEMENT CHALLENGES
 - 3. Society, Ethics and Sustainability
 - 4. Management and Diversity
 - 5. Managing in the Global Arena
 - 6. Creativity and Innovation
- PART III: PLANNING
 - 7. Plans and Planning Tools
 - 8. Making Decisions
 - 9. Strategic Planning: Strategies, Tactics, and Competitive Dynamics
- PART IV: ORGANIZING
 - 10. Fundamentals of Organizing
 - 11. Responsibility, Authority, and Delegation
 - 12. Human Resource Management
 - 13. Changing Organizations: Stress, Conflict, and Virtuality
- PART V: INFLUENCING
 - 14. Influencing and Communication
 - 15. Leadership
 - 16. Motivation
 - 17. Groups and Teams
 - 18. Building Organization Culture
- PART VI: CONTROLLING
 - 19. Controlling, Information, and Technology
 - 20. Production and Control

ISBN 9781292265193 | PUB Date 12/2/2018



MyLab
Management
available

Essentials of Organizational Behavior Edition 14

Robbins / Judge

Binding Paperback | **Page Count** 400

For courses in organizational behavior

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.

Currently used at more than 500 colleges and universities worldwide, Essentials of Organizational Behavior serves as a popular resource so students can learn and understand the most important concepts in OB. With updated research and the integration of contemporary global issues, the 14th Edition focuses on the most relevant OB concepts that resonate with students.

Table of Contents

Part 1: An Introduction

1. Welcome to the World of OB

Part 2: Individual Differences

2. Attitudes

3. Emotions

4. Personality Factors

5. Perceptual Processes

6. Valuing Diversity

7. Basic Motivation

8. Applied Motivation

Part 3: Groups in Organizations

9. Communication

10. Basics of Group Behavior

11. From Groups to Teams

12. Characteristics of Leaders

13. Power and Politics in Organizations

14. Conflict in Organizations

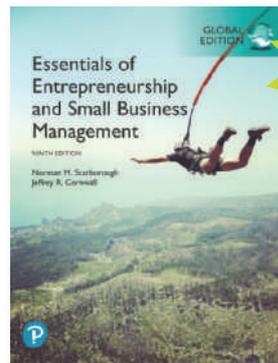
Part 4: Organizational Systems

15. Organization Structure and Design

16. Creating and Maintaining Organizational Culture

17. Organizational Change

ISBN 9781292221410 | **PUB Date** 7/25/2017



MyLab
Entrepreneurship
available

Essentials of Entrepreneurship and Small Business Management Edition 9

Scarborough / Cornwall

Binding Paperback | **Page Count** 832

For courses in small business management, entrepreneurship, and new venture creation and/or management

Taking a practical, hands-on approach to entrepreneurship, this text equips students with the tools and critical-thinking skills they need for business success. Now in its 9th Edition, Essentials of Entrepreneurship and Small Business Management teaches students how to successfully launch and manage a business. By dissecting case studies, examining successes and failures in the context of the market, and observing the tactics used by today's most successful small business ventures, students can develop the skills that will give them a unique advantage in a hotly competitive environment.

Table of Contents

SECTION I: THE CHALLENGE OF ENTREPRENEURSHIP

1. The Foundations of Entrepreneurship

2. Ethics and Social Responsibility: Doing the Right Thing

3. Creativity and Innovation: Keys to Entrepreneurial Success

SECTION II: THE ENTREPRENEURIAL JOURNEY BEGINS

4. Conducting a Feasibility Analysis and Designing
a Business Model

5. Crafting a Business Plan and Building a Solid Strategic Plan

6. Forms of Business Ownership

7. Buying an Existing Business

8. Franchising and the Entrepreneur

SECTION III: LAUNCHING THE BUSINESS

9. Building a Powerful Bootstrap Marketing Plan

10. E-Commerce and the Entrepreneur

11. Pricing and Credit Strategies

12. Creating a Successful Financial Plan

13. Managing Cash Flow

14. Choosing the Right Location and Layout

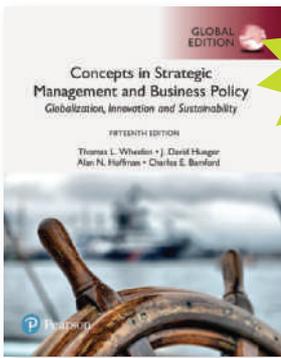
SECTION IV: PUTTING THE BUSINESS PLAN TO WORK:
SOURCES OF FUNDS

15. Sources of Financing: Equity and Debt

16. Global Aspects of Entrepreneurship

17. Building a New Venture Team and Planning for the
Next Generation

ISBN 9781292266022 | **PUB Date** 12/20/2018



Concepts in Strategic Management and Business Policy: Globalization, Innovation and Sustainability, Global Edition Edition 15

Wheelen / Hunger / Hoffman / Bamford

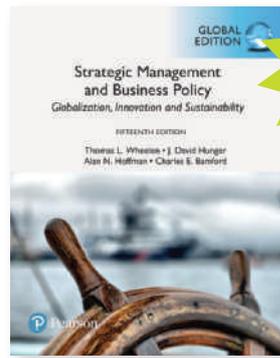
Binding Paperback | **Page Count** 432

For courses in Strategic Management and Business Policy
Picking up where the popular previous editions left off, *Concepts in Strategic Management and Business Policy: Globalization, Innovation and Sustainability, 15th Edition* further sharpens and modernizes this classic text's approach to teaching strategy with an emphasis on globalization, innovation, and sustainability. Throughout, the authors equip students with the strategic concepts they will need to know as they face the issues that all organizations must build upon to push their businesses forward. In this edition, Alan Hoffman and Chuck Bamford offer a fresh perspective to this extraordinarily well-researched and practically crafted lesson. Also included is a new chapter on global strategy.

Table of Contents

- PART 1: Introduction to Strategic Management and Business Policy
 1. Basic Concepts of Strategic Management
 2. Corporate Governance
 3. Social Responsibility and Ethics in Strategic Management
- PART 2: Scanning the Environment
 4. Environmental Scanning and Industry Analysis
 5. Organizational Analysis and Competitive Advantage
- PART 3: Strategy Formulation
 6. Strategy Formulation: Business Strategy
 7. Strategy Formulation: Corporate Strategy
 8. Strategy Formulation: Functional Strategy and Strategic Choice
- PART 4: Strategy Implementation and Control
 9. Strategy Implementation: Global Strategy
 10. Strategy Implementation: Organizing and Structure
 11. Strategy Implementation: Staffing and Directing
 12. Evaluation and Control
- PART 5: Introduction to Case Analysis
 13. Suggestions for Case Analysis

ISBN 9781292227290 | **PUB Date** 9/10/2017



Strategic Management and Business Policy: Globalization, Innovation and Sustainability Edition 15

Wheelen / Hunger / Hoffman / Bamford

Binding Paperback | **Page Count** 848

For courses in Strategic Management and Business Policy
Picking up where the popular previous editions left off, *Strategic Management and Business Policy: Globalization, Innovation and Sustainability, 15th Edition* further sharpens and modernizes this classic text's approach to teaching strategy with an emphasis on globalization, innovation, and sustainability. Throughout, the authors equip students with the strategic concepts they will need to know as they face the issues that all organizations must build upon to push their businesses forward. In this edition, Alan Hoffman and Chuck Bamford bring a fresh perspective to this extraordinarily well-researched and practically crafted lesson. Also included is a new chapter on Global Strategy, along with new vignettes and comprehensive, real-world case studies.

Table of Contents

- PART I. INTRODUCTION TO STRATEGIC MANGEMENT AND BUSINESS POLICY
 1. Basic Concepts of Strategic Management
 2. Corporate Governance
 3. Social Responsibility and Ethics in Strategic Management
- PART II. SCANNING THE ENVIRONMENT
 4. Environmental Scanning and Industry Analysis
 5. Organizational Analysis and Competitive Advantage
- PART III. STRATEGY FORMULATION
 6. Strategy Formulation: Business Strategy
 7. Strategy Formulation: Corporate Strategy
 8. Strategy Formulation: Functional Strategy and Strategic Choice
- PART IV. STRATEGY IMPLEMENTATION AND CONTROL
 9. Strategy Implementation: Global Strategy
 10. Strategy Implementation: Organizing and Structure
 11. Strategy Implementation: Staffing and Directing
 12. Evaluation and Control
- PART V. INTRODUCTION TO CASE ANALYSIS
 13. Suggestions for Case Analysis
- PART VI. CASES IN STRATEGIC MANGEMENT

ISBN 9781292215488 | **PUB Date** 8/13/2017



Human Resource Management Edition 15

Martocchio

Binding Paperback | **Page Count** 464

For undergraduate courses in human resource management
For students to succeed in a rapidly changing HR job market, knowledge of career options and skill development is key. Human Resource Management provides students with examples of how HR management is practiced in the real world and the relationships between various HR topics are interwoven throughout the text, giving a thorough introduction to the field based on sound theoretical concepts and practice.

Table of Contents

PART I: SETTING THE STAGE

1. Human Resource Management: An Overview
2. Business Ethics, Corporate Social Responsibility, and Sustainability
3. Equal Employment Opportunity, Affirmative Action, and Workforce Diversity

PART II: STAFFING

4. Strategic Planning, Human Resource Planning, and Job Analysis
5. Recruitment
6. Selection

PART III: PERFORMANCE MANAGEMENT AND TRAINING

7. Performance Management and Appraisal
8. Training and Development

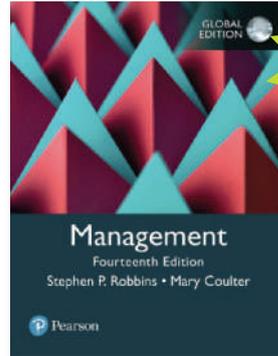
PART IV: COMPENSATION

9. Direct Financial Compensation (Monetary Compensation)
10. Indirect Financial Compensation (Employee Benefits)

PART V: LABOR RELATIONS, EMPLOYEE RELATIONS, SAFETY, AND HEALTH

11. Labor Unions and Collective Bargaining
12. Internal Employee Relations

ISBN 9781292264332 | **PUB Date** 5/14/2018



MyLab
Management
available

Management Edition 14

Robbins / Coulter

Binding Paperback | **Page Count** 752

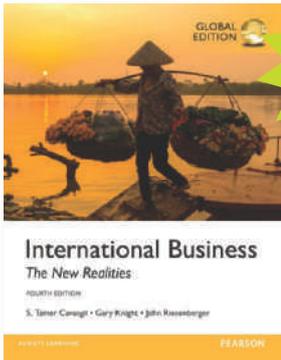
For undergraduate Principles of Management courses

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.

Table of Contents

- Part 1: Introduction to Management
 - 1. Managers and You in the Workplace
 - Management History Module
 - 2. Making Decisions
 - Part 1: Management Practice
 - Part 2: Basics of Managing in Today's Workplace
 - 3. Managing the External Environment and the Organization's Culture
 - 4. Managing in a Global Environment
 - 5. Managing Diversity
 - 6. Managing Social Responsibility and Ethics
 - 7. Managing Change and Disruptive Innovation
 - Part 2: Management Practice
 - Part 3: Planning
 - 8. Planning Work Activities
 - 9. Managing Strategy
 - 10. Entrepreneurial Ventures
 - Part 3: Management Practice
 - Part 4: Organizing
 - 11. Designing Organizational Structure
 - 12. Managing Human Resources
 - 13. Creating and Managing Teams
 - Part 4: Management Practice
 - Part 5: Leading
 - 14. Managing Communication
 - 15. Understanding and Managing Individual Behavior
 - 16. Motivating Employees
 - 17. Being an Effective Leader
 - Part 5: Management Practice
 - Part 6: Controlling
 - 18. Monitoring and Controlling
 - Planning and Control Techniques Module
 - Managing Operations Module
 - Part 6: Management Practice

ISBN 9781292215839 | **PUB Date** 8/13/2017



MyLab
Management
available

International Business: The New Realities **Edition 4**

Cavusgil / Knight / Riesenberger

Binding Paperback | **Page Count** 544

ISBN 9781292152837 | **PUB Date** 9/3/2017

For courses in business

International Business: The New Realities speaks to students of the technological age. By addressing issues such as the competitive job market and challenges faced by advanced economies, the text preps students for international business in our modern world. The 4th Edition plays on millennials' characteristics to engage them in the material. This includes their reliance on technology, their drive towards achievement and helping their communities, and their desire to obtain skills they can apply towards meaningful jobs.

Table of Contents

PART I. FOUNDATION CONCEPTS

1. Introduction: What Is International Business?
2. Globalization of Markets and the Internationalization of the Firm
3. Organizational Participants That Make International Business Happen

PART II. THE ENVIRONMENT OF INTERNATIONAL BUSINESS

4. The Cultural Environment of International Business
5. Ethics, Sustainability, and Corporate Social Responsibility in International Business
6. Theories of International Trade and Investment
7. Political and Legal Systems in National Environments
8. Government Intervention in International Business
9. Regional Economic Integration
10. Understanding Emerging Markets
11. The International Monetary and Financial Environment

PART III. STRATEGY AND OPPORTUNITY ASSESSMENT

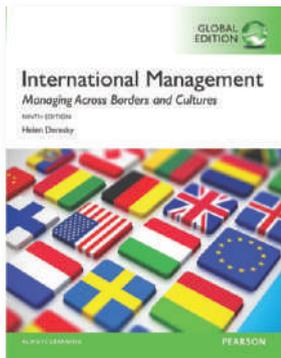
12. Strategy and Organization in the International Firm
13. Global Market Opportunity Assessment

PART IV. ENTERING AND OPERATING IN INTERNATIONAL MARKETS

14. Exporting and Countertrade
15. Foreign Direct Investment and Collaborative Ventures
16. Licensing, Franchising, and Other Contractual Strategies
17. Global Sourcing

PART V. FUNCTIONAL AREA EXCELLENCE

18. Marketing in the Global Firm
19. Human Resource Management in the Global Firm
20. Financial Management and Accounting in the Global Firm



International Management: Managing Across Borders and Cultures, Text and Cases Edition 9

Deresky

Binding Paperback | Page Count 504

ISBN 9781292153537 | PUB Date 2/25/2018

For courses in international business, international management, and general management

International Business is conducted around the globe across cultures, languages, traditions, and a range of economic, political, and technological landscapes. *International Management: Managing Across Borders and Cultures* examines the challenges to the manager's role associated with adaptive leadership and thoroughly prepares students for the complicated yet fascinating discipline of international and global management.

The 9th Edition trains students and practicing managers for careers in this evolving global environment by exposing them to effective strategic, interpersonal, and organizational skills, while focusing on sustainability.

Table of Contents

Part 1: The Global Manager's Environment

1. Assessing the Environment: Political, Economic, Legal, Technological
2. Managing Interdependence: Social Responsibility, Ethics, Sustainability

Comprehensive Cases

- NEW! Case 1 Facebook's Internet.org Initiative: Serving the Bottom of the Pyramid? (several countries)
- Case 2 An Ethics Role-Playing Case: Stockholders versus Stakeholders (Global/Sri Lanka)

Part 2: The Cultural Context of Global Management

3. Understanding the Role of Culture
4. Communicating Across Cultures
5. Cross-Cultural Negotiation and Decision Making

Comprehensive Cases

- NEW! Case 3 Vodafone in Egypt: National Crises and Their Implications for Multinational Corporations (Egypt)
- NEW! Case 4 Hailing a New Era: Haier in Japan (China/Japan)

Part 3: Formulating and Implementing Strategy for International and Global Operations

6. Formulating Strategy
7. Implementing Strategy: Strategic Alliances, Small Businesses, Emerging Economy Firms
8. Organization Structure and Control Systems

Comprehensive Cases

- NEW! Case 5 Alibaba versus Tencent: The Battle for China's M-Commerce Space (China/Global)
- NEW! Case 6 Business Model and Competitive Strategy of IKEA in India (India)
- NEW! Case 7 Wal-Mart in Africa (Africa)
- NEW! Case 8 Fiat Chrysler Automobiles N.V. (2015): From an Alliance to a Cross-Border Merger (Global)

Part 4: Global Human Resources Management

9. Staffing, Training, and Compensation for Global Operations
10. Developing a Global Management Cadre
11. Motivating and Leading

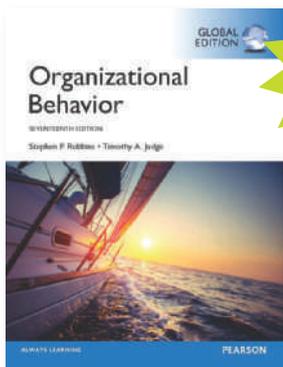
Comprehensive Cases

- NEW! Case 9 Leading Across Cultures at Michelin (France/US)
- NEW! Case 10 Ethical Leadership: Ratan Tata and India's Tata Group (Global)

Integrative Section

Integrative Term Project

- NEW! Integrative Case: Case 11 IKEA in Russia: Emerging Market Strategies and Ethical Dilemmas (Russia)



MyLab Management available

Organizational Behavior Edition 17

Robbins / Judge

Binding Paperback | **Page Count** 744

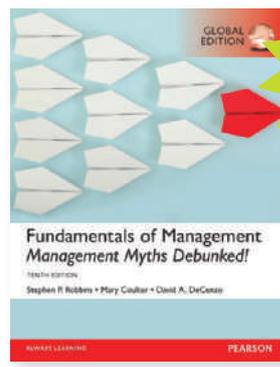
For undergraduate and graduate courses in organizational behavior

Organizational Behavior provides the research you want, in the language your students understand. The 17th Edition has been updated to reflect the most recent research and business events within the field of organizational behavior worldwide, while maintaining its hallmark features—clear writing style, cutting-edge content, and intuitive pedagogy.

Table of Contents

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

ISBN 9781292146300 | **PUB Date** 2/19/2018



MyLab Management available

Fundamentals of Management: Management Myths Debunked! Edition 10

Robbins / De Cenzo / Coulter

Binding Paperback | **Page Count** 528

For principles of management courses

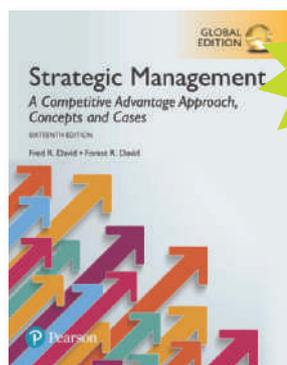
Fundamentals of Management is the most engaging and up-to-date introduction to management resource on the market today. Covering the essential concepts of management, it provides a solid foundation for understanding the key issues and offers a strong, practical focus, including the latest research on what works for managers and what does not.

The 10th Edition has the latest coverage on hot topics such as sustainability, holacracy, the sharing economy, gamification, data analytics/big data, BYOD (bring your own device), and wearable technology. Engaging and fun videos and exercises motivate students and give the practice they need to become successful managers.

Table of Contents

- Part 1: Introduction
 - 1. Managers and Management
 - History Module: A Brief History of Management's Roots
 - 2. The Management Environment
 - 3. Integrative Managerial Issues
- Part 2: Planning
 - 4. Foundations of Decision Making
 - Quantitative Module: Quantitative Decision-Making Aids
 - 5. Foundations of Planning
- Part 3: Organizing
 - 6. Organizational Structure and Design
 - 7. Managing Human Resources
 - Career Module: Building Your Career
 - 8. Managing Change and Innovation
- Part 4: Leading
 - 9. Foundations of Individual Behavior
 - 10. Understanding Groups and Managing Work Teams
 - 11. Motivating and Rewarding Employees
 - 12. Leadership and Trust
 - 13. Managing Communication and Information
- Part 5: Controlling
 - 14. Foundations of Control
 - 15. Operations Management
- Entrepreneurship Module: Managing Entrepreneurial Ventures

ISBN 9781292146942 | **PUB Date** 4/2/2018



MyLab
Management
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Strategic Management: A Competitive Advantage Approach, Concepts and Cases Edition 16

David / David

Binding Paperback | **Page Count** 688

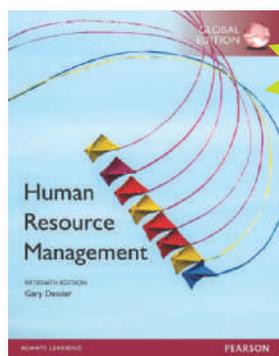
For courses in strategy

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 16th Edition has been 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
- THE COHESION CASE: Nestlé S.A, 2016
2. Outside-USA Strategic Planning
3. Ethics, Social Responsibility, and Sustainability
4. Types of Strategies
5. Vision and Mission Analysis
6. The Internal Audit
7. The External Audit
8. Strategy Generation and Selection
9. Strategy Implementation
10. Strategy Execution
11. Strategy Monitoring
- Appendix Guidelines for Case Analysis

ISBN 9781292148496 | **PUB Date** 4/1/2018



MyLab
Management
available

Human Resource Management Edition 15

Dessler

Binding Paperback | **Page Count** 720

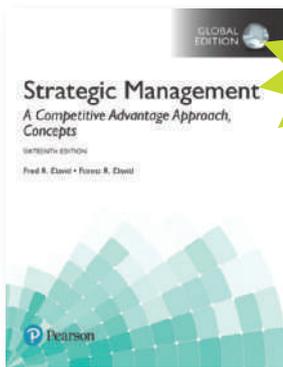
For courses in management

Human Resource Management adopts a practical approach and explores the evolution of the field, highlighting the introduction of revolutionary new technologies and social media platforms such as LinkedIn and cloud computing. The 15th Edition focuses on the positive impacts technology has had on the HR field. With a heavy focus on emerging industry trends, the text prepares students with everything they need to be successful managers and HR personnel in the 21st century.

Table of Contents

- PART ONE: INTRODUCTION
1. Introduction to Human Resource Management
 2. Equal Opportunity and the Law
 3. The Managers Role in Strategic Human Resource Management
- PART TWO: RECRUITMENT AND PLACEMENT
4. Job Analysis
 5. Personnel Planning and Recruiting
 6. Employee Testing and Selection
 7. Interviewing Candidates
- PART THREE: TRAINING AND DEVELOPMENT
8. Training and Developing Employees
 9. Performance Management and Appraisal
 10. Coaching, Careers, and Talent Management
- PART FOUR: COMPENSATION
11. Establishing Strategic Pay Plans
 12. Pay for Performance and Financial Incentives
 13. Benefits and Services
- PART FIVE: EMPLOYEE RELATIONS
14. Ethics, Justice, and Fair Treatment in HR Management
 15. Labor Relations and Collective Bargaining
 16. Employee Safety and Health
 17. Managing Global Human Resources
 18. Managing Human Resources in Entrepreneurial Firms

ISBN 9781292152103 | **PUB Date** 4/1/2018



Strategic Management: A Competitive Advantage Approach, Concepts Edition 16

David / David

Binding Paperback | **Page Count** 424

For courses in strategy

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 16th Edition has been updated and revised with current research and concepts, and added exercises and review questions.

Table of Contents

1. Strategic Management Essentials
THE COHESION CASE: Nestlé S.A, 2016
2. Outside-USA Strategic Planning
3. Ethics, Social Responsibility, and Sustainability
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5. Vision and Mission Analysis
6. The Internal Audit
7. The External Audit
8. Strategy Generation and Selection
9. Strategy Implementation
10. Strategy Execution
11. Strategy Monitoring

ISBN 9781292164977 | **PUB Date** 4/1/2018



International Business: The Challenges of Globalization Edition 9

Wild / Wild

Binding Paperback | **Page Count** 448

For courses in international business

Cultural focus helps students understand key concepts in international business. International Business: The Challenges of Globalization uses the ever-present and salient subject of culture to present real-world examples and engaging features to bring international business to life and pique student interest. The 9th Edition uses a unique organizing framework that helps students to understand how the elements of international business are related and with a focus on employability skills, students understand how the concepts learned in this course will be relevant to their future careers. The material has been thoroughly updated based on ongoing changes in the international business world to ensure that it remains up-to-date with the rapidly changing world.

Table of Contents

- PART I: GLOBAL BUSINESS ENVIRONMENT
 1. Globalization
- PART II: NATIONAL BUSINESS ENVIRONMENTS
 2. Cross-Cultural Business
 3. Political Economy and Ethics
 4. Economic Development of Nations
- PART III: INTERNATIONAL TRADE AND INVESTMENT
 5. International Trade Theory
 6. Political Economy of Trade
 7. Foreign Direct Investment
 8. Regional Economic Integration
- PART IV: THE INTERNATIONAL FINANCIAL SYSTEM
 9. International Financial Markets
 10. International Monetary System
- PART V: INTERNATIONAL BUSINESS MANAGEMENT
 11. International Strategy and Organization
 12. Analyzing International Opportunities
 13. Selecting and Managing Entry Modes
 14. Developing and Marketing Products
 15. Managing International Operations
 16. Hiring and Managing Employees

ISBN 9781292262253 | **PUB Date** 5/14/2018



Business Essentials Edition 12

Binding Paperback | Page Count 704

ISBN 9781292268996 | PUB Date 1/18/2018

For introductory business courses.

Focus on the practical skills and important developments in business. The recent events in domestic and global economies are presenting unprecedented challenges, excitement, and disappointments for businesses – and a need for change in introduction to business courses and texts. *Business Essentials* captures the widespread significance of these developments and presents their implications on companies today. The 12th Edition includes new real-world examples and research findings, helping students to see how entrepreneurs are putting into practice the concepts that they are learning about, and making this text the most current and relevant one available on the market.

Table of Contents

PART I: THE CONTEMPORARY BUSINESS WORLD

1. The US Business Environment
2. Understanding Business Ethics and Social Responsibility
3. Entrepreneurship, New Ventures, and Business Ownership
4. Understanding the Global Context of Business

PART II: MANAGING THE BUSINESS

5. Managing the Business
6. Organizing the Business
7. Operations Management and Quality

PART III: PEOPLE IN ORGANIZATIONS

8. Employee Behavior and Motivation
9. Leadership and Decision Making
10. Human Resource Management and Labor Relations

PART IV: PRINCIPLES OF MARKETING: BUILDING RELATIONSHIPS WITH

CUSTOMERS FOR COMPETITIVE ADVANTAGE

11. Marketing Processes and Consumer Behavior
12. Developing and Pricing Products
13. Distributing and Promoting Products

PART V: MANAGING INFORMATION FOR BETTER BUSINESS DECISIONS

14. Information Technology (IT) for Business
15. The Role of Accountants and Accounting Information

PART VI: THE FINANCIAL SYSTEM AND ISSUES IN FINANCIAL MANAGEMENT

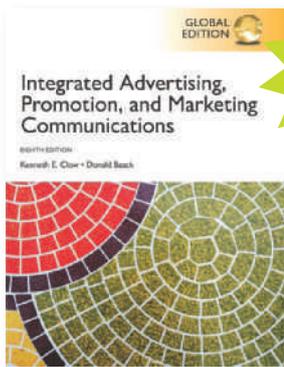
16. Understanding Money and the Role of Banking
17. Managing Business Finances

Appendix I: Risk Management

Appendix II: The Legal Context of Business

Appendix III: Managing Your Personal Finances

Appendix IV: Unions and Labor Management



MyLab
Marketing
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Integrated Advertising, Promotion, and Marketing Communications Edition 8

Clow / Baack

Binding Paperback | Page Count 512

For advertising courses

Integrated Advertising, Promotion, and Marketing Communications speaks to an evolved definition of integrated marketing and teaches students how to effectively communicate in the business world. It champions the importance of integrating all marketing communications and helps students understand how communications are produced and transmitted. This text covers advertising and promotions, the role of social media, blogs, mobile messaging, and other marketing tactics. To help students retain ideas, each chapter includes tools that allow students to apply concepts to real-life situations. The 8th Edition includes extensive analysis of social media, Internet blogs, and mobile helping students understand the vital links marketers use to connect with consumers.

Table of Contents

- Part I: The IMC Foundation
1. Integrated Marketing Communications
 2. Brand Management
 3. Buyer Behaviors
 4. The IMC Planning Process
- Part II: IMC Advertising Tools
5. Advertising Campaign Management
 6. Advertising Design
 7. Traditional Media Channels
- Part III: Digital and Alternative Marketing
8. Digital Marketing
 9. Social Media
 10. Alternative Marketing
- Part IV: IMC Promotional Tools
11. Database and Direct Response Marketing and Personal Selling
 12. Sales Promotions
 13. Public Relations and Sponsorship Programs
- Part V: IMC Ethics, Regulation, and Evaluation
14. Relations and Ethical Concerns
 15. Evaluating an Integrated Marketing Program

ISBN 9781292222691 | PUB Date 9/11/2017



Retail Management: A Strategic Approach Edition 13

Berman / Evans / Chatterjee

Binding Paperback | Page Count 592

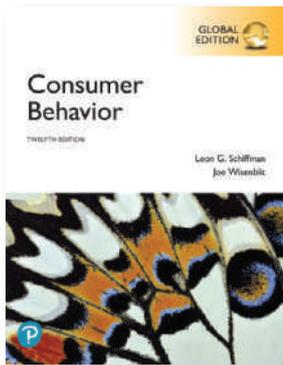
For courses in Retail Management

Retail Management: A Strategic Approach is built on the fundamental principle that retailers have to plan for and adapt to a complex, changing environment. Without a pre-defined and well-integrated strategy, retailers may flounder and be unable to cope with the environment that surrounds them. This text helps readers become good retail planners and decision makers. The 13th Edition incorporates updated data that reflects the current world economic climate, extensive coverage of omnichannel retailing, and many new vignettes, questions, and cases, so that students can thrive in today's retailing industry.

Table of Contents

1. An Introduction to Retailing
 2. Building and Sustaining Relationships in Retailing
 3. Strategic Planning in Retailing
 4. Retail Institutions by Ownership
 5. Retail Institutions by Store-Based Strategy Mix
 6. Web, Nonstore-Based, and Other Forms of Nontraditional Retailing
 7. Identifying and Understanding Consumers
 8. Information Gathering and Processing in Retailing
 9. Trading-Area Analysis
 10. Site Selection
 11. Retail Organization and Human Resource Management
 12. Operations Management: Financial Dimensions
 13. Operations Management: Operational Dimensions
 14. Developing Merchandise Plans
 15. Implementing Merchandise Plans
 16. Financial Merchandise Management
 17. Pricing in Retailing
 18. Establishing and Maintaining a Retail Image
 19. Promotional Strategy
 20. Integrating and Controlling the Retail Strategy
- Appendix: Careers in Retailing

ISBN 9781292214672 | PUB Date 7/25/2017



Consumer Behavior Edition 12

Schiffman / Wisenblit

Binding Paperback | **Page Count** 512

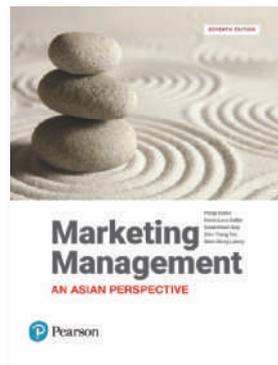
For undergraduate and graduate courses in consumer behavior

Consumer Behavior, 12th Edition explores how the examination and application of consumer behavior is central to the planning, development, and implementation of successful marketing strategies. With an emphasis on developing a variety of useful skills, this text prepares students for careers in brand management, advertising, and consumer research. The 12th Edition has been significantly updated to address contemporary trends and issues, including the role of new media, technological advances, and recent ethical concerns affecting the industry.

Table of Contents

- I. Consumers, Marketers, and Technology
 1. Technology-Driven Consumer Behavior
 2. Segmentation, Targeting, and Positioning
- II. The Consumer as an Individual
 3. Consumer Motivation and Personality
 4. Consumer Perception
 5. Consumer Learning
 6. Consumer Attitude Formation and Change
- III. Communication and Consumer Behavior
 7. Persuading Consumers
 8. From Print and Broadcast Advertising to Social and Mobile Media
 9. Reference Groups and Word-of-Mouth
- IV. Consumers in their Social and Cultural Settings
 10. The Family and Its Social Standing
 11. Culture's Influence on Consumer Behavior
 12. Subcultures and Consumer Behavior
 13. Cross-Cultural Consumer Behavior: An International Perspective
- V. Consumer Decision-Making, Marketing Ethics, and Consumer Research
 14. Consumer Decision-Making and Diffusion of Innovations
 15. Marketing Ethics and Social Responsibility
 16. Consumer Research

ISBN 9781292269245 | **PUB Date** 1/20/2016



Marketing Management, An Asian Perspective Edition 7

Kotler / Keller / Ang / Tan / Leong

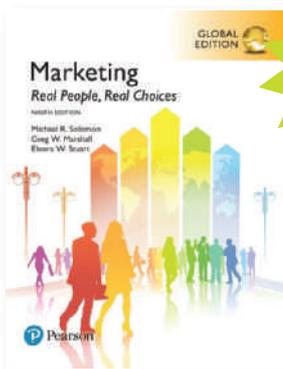
Binding Paperback | **Page Count** 960

For undergraduate and graduate courses in marketing management

Table of Contents

- Part 1. Understanding Marketing Management
 1. Defining Marketing for the New Realities
 2. Developing Marketing Strategies and Plans
- Part 2. Capturing Marketing Insights
 3. Gathering Information and Forecasting Demand
 4. Conducting Marketing Research
- Part 3. Connecting with Customers
 5. Creating Customer Value, Satisfaction, and Loyalty
 6. Analyzing Consumer Markets
 7. Analyzing Business Markets
 8. Identifying Market Segments and Targets
- Part 4. Building Strong Brands
 9. Creating Brand Equity
 10. Crafting the Brand Positioning
 11. Competitive Dynamics
- Part 5. Shaping the Market Offerings
 12. Setting Product Strategy
 13. Designing and Managing Services
 14. Developing Pricing Strategies and Programs
- Part 6. Delivering Value
 15. Designing and Managing Marketing Channels and Value Networks
 16. Managing Retailing, Wholesaling, and Logistics
- Part 7. Communicating Value
 17. Designing and Managing Integrated Marketing Communications
 18. Managing Mass Communications: Advertising, Sales Promotions, Events, and Public Relations
 19. Managing Digital Communications: Online, Social Media, and Mobile
 20. Managing Personal Communications: Direct and Database Marketing, Word of Mouth, and Personal Selling
- Part 8. Creating Successful Long-Term Growth
 21. Introducing New Market Offerings
 22. Tapping into Global Markets
 23. Managing a Holistic Marketing Organization

ISBN 9781292089584 | **PUB Date** 4/2/2018



Marketing: Real People, Real Choices, Global Edition Edition 9

Solomon / Marshall / Stuart

Binding Paperback | **Page Count** 600

For undergraduate Principles of Marketing courses

Marketing: Real People, Real Choices is the only text to introduce marketing from the perspective of real people, who make real marketing decisions, at leading companies every day. Timely, relevant, and dynamic, this reader-friendly text shows students how marketing concepts are implemented, and what they really mean in the marketplace. The 9th Edition presents more information than ever on the core issues every marketer needs to know, including value, analytics and metrics, and ethical and sustainable marketing.

Table of Contents

- PART I. Understand the Value Proposition
 1. Welcome to the World of Marketing: Create and Deliver Value
 2. Global, Ethical, and Sustainable Marketing
 3. Strategic Market Planning
 3. Supplement: Build a Marketing Plan
- PART II. Determine the Value Propositions Different Customers Want
 4. Market Research
 5. Marketing Analytics: Welcome to the Era of Big Data!
 6. Understand Consumer and Business Markets
 7. Segmentation, Target Marketing and Positioning
- PART III. Develop the Value Proposition for the Customer
 8. Product I: Innovation and New Product Development
 9. Product II: Product Strategy, Branding, and Product Management
 10. Price: What is the Value Proposition Worth?
 10. Supplement: Marketing Math
- PART IV. Deliver and Communicate the Value Proposition
 11. Deliver the Goods: Determine the Distribution Strategy
 12. Deliver the Customer Experience: Goods and Services Via Bricks and Clicks
 13. Promotion I: Advertising and Sales Promotion
 14. Promotion II: Social Media Marketing, Direct/Database Marketing, Personal Selling, and Public Relations
- APPENDIX A. Marketing Plan: The S&S Smoothie Company
- APPENDIX B. Your Future in a Marketing Career

ISBN 9781292221083 | **PUB Date** 11/10/2017



Contemporary Logistics Edition 12

Murphy / Knemeyer

Binding Paperback | **Page Count** 320

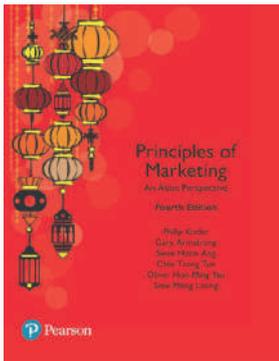
For undergraduate and graduate courses in Logistics

A market-leading text, Contemporary Logistics explores modern logistics from a managerial perspective. These are characterized by geopolitical tensions in parts of the world, steadily increasing trade, supply chain vulnerabilities caused by severe natural disasters, and an unabated pace of technological advancement. In it, readers see theory come to life through timely, practical, and exciting coverage of logistics fundamentals, and challenges and opportunities for logistics managers in today's dynamic global landscape. The 12th Edition provides the most up-to-date insights and perspectives sourced from reviewers, adopters, and other stakeholders.

Table of Contents

- Part I: An Overview of Logistics
 1. An Overview of Logistics
 2. Logistics and Information Technology
 3. Strategic and Financial Logistics
 4. Organizational and Managerial Issues in Logistics
- Part II: Supply Chain Management
 5. The Supply Chain Management Concept
 6. Procurement
- Part III: Elements of Logistics Systems
 7. Demand Management, Ordered Management, and Customer Service
 8. Inventory Management
 9. Facility Location
 10. Warehousing Management
 11. Packaging and Materials Handling
 12. Transportation
 13. Transportation Management
 14. International Logistics

ISBN 9781292218007 | **PUB Date** 8/13/2017



Principles of Marketing, An Asian Perspective Edition 4

Kotler / Armstrong / Swee-Hoon / Siew-Meng /
Chin-Tiong / Yau

Binding Paperback | Page Count 776

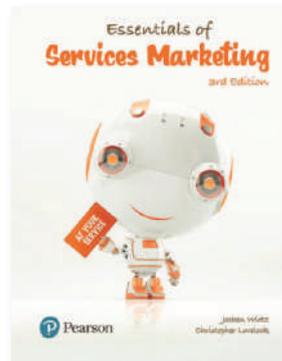
For principles of marketing courses that require a comprehensive text

Principles of Marketing, An Asian Perspective provides an authoritative, comprehensive, innovative, managerial, and practical introduction to the fascinating world of marketing in and from Asia.

Table of Contents

- Part 1: Defining Marketing and the Marketing Process
 1. Marketing: Managing Profitable Customer Relationships
 2. Company and Marketing Strategy: Partnering to Build Customer Relationships
- Part 2: Understanding the Marketplace and Consumer Value
 3. The Marketing Environment
 4. Managing Marketing Information
 5. Consumer Markets and Consumer Buyer Behavior
 6. Business Markets and Business Buyer Behavior
- Part 3: Designing a Customer-Driven Strategy and Mix
 7. Customer-Driven Marketing Strategy: Creating Value for Target Customers
 8. Product, Services, and Branding Strategy
 9. New-Product Development and Product Life-Cycle Strategies
 10. Pricing Products: Understanding and Capturing Customer Value
 11. Pricing Products: Pricing Strategies
 12. Marketing Channels: Delivering Customer Value
 13. Retailing and Wholesaling
 14. Communicating Customer Value: Integrated Marketing Communications Strategy
 15. Advertising and Public Relations
 16. Personal Selling and Sales Promotion
 17. Direct, Online, Social Media, and Mobile Marketing
- Part 4: Extending Marketing
 18. Creating Competitive Advantage
 19. The Global Marketplace
 20. Sustainable Marketing: Social Responsibility and Ethics
- Appendix 1: Marketing Plan
- Appendix 2: Marketing by the Numbers

ISBN 9781292089669 | PUB Date 4/1/2018



Essentials of Services Marketing Edition 3

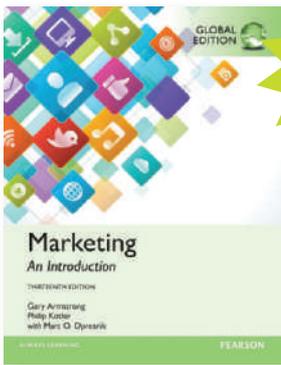
Wirtz / Wirtz / Lovelock / Lovelock / Chew

Binding Paperback | Page Count 720

Table of Contents

- PART I — UNDERSTANDING SERVICE PRODUCTS, CONSUMERS, AND MARKETS
 - Chapter 1: Introduction to Services Marketing
 - Chapter 2: Consumer Behavior in a Services Context
 - Chapter 3: Positioning Services in Competitive Markets
- PART II — APPLYING THE 4Ps OF MARKETING TO SERVICES
 - Chapter 4: Developing Service Products and Brands
 - Chapter 5: Distributing Services through Physical and Electronic Channels
 - Chapter 6: Setting Prices and Implementing Revenue Management
 - Chapter 7: Promoting Services and Educating Customers
- PART III — DESIGNING AND MANAGING THE CUSTOMER INTERFACE
 - Chapter 8: Designing Service Processes
 - Chapter 9: Balancing Demand and Capacity
 - Chapter 10: Crafting the Service Environment
 - Chapter 11: Managing People for Service Advantage
- PART IV — DEVELOPING CUSTOMER RELATIONSHIPS
 - Chapter 12: Managing Relationships and Building Loyalty
 - Chapter 13: Complaint Handling and Service Recovery
- PART V — STRIVING FOR SERVICE EXCELLENCE
 - Chapter 14: Improving Service Quality and Productivity
 - Chapter 15: Building a World-Class Service Organization
- PART VI — CASE STUDIES
 - Case 1: Sullivan Ford Auto World
 - Case 2: Dr Beckett's Dental Office
 - Case 3: Uber
 - Case 4: Banyan Tree
 - Case 5: Kiwi Experience
 - Case 6: Accra Beach Hotel
 - Case 7: Revenue Management of Gondolas
 - Case 8: Aussie Pooch Mobile
 - Case 9: Shouldice Hospital Limited
 - Case 10: Red Lobster
 - Case 11: Singapore Airlines
 - Case 12: Dr Mahalee Goes to London
 - Case 13: Royal Dining Membership Program Dilemma
 - Case 14: Customer Asset Management at DHL in Asia
 - Case 15: Starbucks: Delivering Customer Service
 - Case 16: Lux Resorts
 - Case 17: KidZania: Shaping a Strategic Service Vision for the Future

ISBN 9781292089959 | PUB Date 2/13/2018



MyLab
Marketing
available

Marketing: An Introduction Edition 13

Armstrong / Kotler / Opresnik

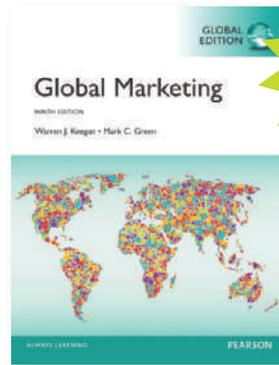
Binding Paperback | Page Count 672

For undergraduate courses on the principles of marketing
Marketing: An Introduction shows students how customer value—creating it and capturing it—drives every effective marketing strategy. Using an organization and learning design that includes real-world examples and information that help bring marketing to life, the text gives readers everything they need to know about marketing in an effective and engaging total learning package.

Table of Contents

- Part 1: Defining Marketing and the Marketing Process
 1. Marketing Creating Customer Value and Engagement
 2. Company and Marketing Strategy Partnering to Build Customer Engagement, Value, and Relationships
- Part 2: Understanding the Marketplace and Customer Value
 3. Analyzing the Marketing Environment
 4. Managing Marketing Information to Gain Customer Insights
 5. Understanding Consumer and Business Buyer Behavior
- Part 3: Designing a Customer Value-Driven Marketing Strategy and Mix
 6. Customer Value-Driven Marketing Strategy Creating Value for Target Customers
 7. Product, Services, and Brands Building Customer Value
 8. Developing New Products and Managing the Product Life Cycle
 9. Pricing Understanding and Capturing Customer Value
 10. Marketing Channels Delivering Customer Value
 11. Retailing and Wholesaling
 12. Engaging Customers and Communicating Customer Value Advertising and Public Relations
- Part 4: Extending Marketing
 13. Personal Selling and Sales Promotion
 14. Direct, Online, Social Media, and Mobile Marketing
- Part 5: The Global Marketplace
 15. The Global Marketplace
 16. Sustainable Marketing Social Responsibility and Ethics
- Appendix 1. Company Cases
- Appendix 2. Marketing Plan
- Appendix 3. Marketing by the Numbers
- Appendix 4. Careers in Marketing

ISBN 9781292146508 | PUB Date 4/1/2018



MyLab
Marketing
available

Global Marketing Edition 9

Keegan / Green

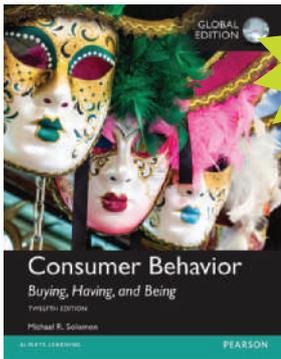
Binding Paperback | Page Count 624

For courses in global marketing
Global Marketing, 9th Edition, builds on the tradition and successes of previous editions. Its environmental and strategic approach outlines the major dimensions of the global business environment. This edition brings global marketing out of the classroom and into the real world with up-to-date examples of questions, concerns, and crises facing global markets. New cases have been added while others have been revised as the text considers recent geopolitical developments and technological changes affecting global marketing.

Table of Contents

- Part I: Introduction
 1. Introduction to Global Marketing
- Part II: The Global Marketing Environment
 2. The Global Economic Environment
 3. The Global Trade Environment
 4. Social and Cultural Environments
 5. The Political, Legal, and Regulatory Environments
- Part III: Approaching Global Markets
 6. Global Information Systems and Market Research
 7. Segmentation, Targeting, and Positioning
 8. Importing, Exporting, and Sourcing
 9. Global Market-Entry Strategies: Licensing, Investment, and Strategic Alliances
- Part IV: The Global Marketing Mix
 10. Brand and Product Decisions in Global Marketing
 11. Pricing Decisions
 12. Global Marketing Channels and Physical Distribution
 13. Global Marketing Communications Decisions I: Advertising and Public Relations
 14. Global Marketing Communications Decisions II: Sales Promotion, Personal Selling, and Special Forms of Marketing Communication
 15. Global Marketing and the Digital Revolution
- Part V: Strategy and Leadership in the Twenty-First Century
 16. Strategic Elements of Competitive Advantage
 17. Leadership, Organization, and Corporate Social Responsibility

ISBN 9781292150765 | PUB Date 9/3/2017



Consumer Behavior: Buying, Having, and Being Edition 12

Solomon

Binding Paperback | **Page Count** 632

For courses in consumer behavior

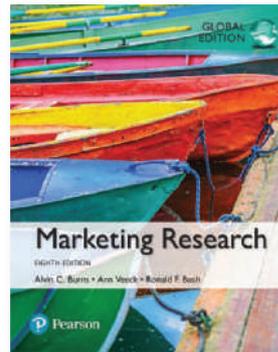
Solomon's *Consumer Behavior: Buying, Having, and Being* deepens the study of consumer behavior into an investigation of how having (or not having) certain products affects our lives. Solomon looks at how possessions influence how we feel about ourselves and each other, especially in the canon of social media and the digital age.

The 12th Edition is updated to reflect major marketing trends and changes that impact the study of consumer behavior. The updated text is rich with up-to-the-minute discussions on a range of topics such as "Dadvertising," "Meerkating," and the "Digital Self" to maintain an edge in the fluid and evolving field of consumer behavior.

Table of Contents

1. Buying, Having, and Being: An Introduction to Consumer Behavior
2. Consumer and Social Well-Being
3. Perception
4. Learning and Memory
5. Motivation and Affect
6. The Self: Mind, Gender, and Body
7. Personality, Lifestyles, and Values
8. Attitudes and Persuasive Communications
9. Decision Making
10. Buying, Using, and Disposing
11. Groups and Social Media
12. Income and Social Class
13. Subcultures
14. Culture

ISBN 9781292153100 | **PUB Date** 2/25/2018



Marketing Research Edition 8

Burns / Bush

Binding Paperback | **Page Count** 496

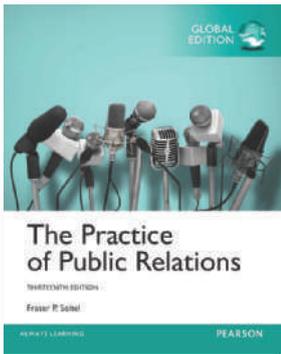
For courses in global marketing

The 8th Edition of *Marketing Research* provides students with a "nuts and bolts" introduction to the field of marketing research. Intended for students with no prior background in marketing research, the book teaches the basic fundamental statistical models needed to analyze market data. This new edition has been condensed and reorganized for a more streamlined approach. An integrated case study throughout the text helps students relate the material to the real world—and their future careers. All information has been updated to offer the most current insights on forces shaping marketing research, such as the impact of social media and mobile technologies.

Table of Contents

1. Introduction to Marketing Research
2. The Marketing Research Industry
3. The Marketing Research Process and Defining the Problem and Research Objectives
4. Research Design
5. Secondary Data and Packaged Information
6. Qualitative Research Techniques
7. Evaluating Survey Data Collection Methods
8. Understanding Measurement, Developing Questions, and Designing the Questionnaire
9. Selecting the Sample
10. Determining the Size of a Sample
11. Dealing with Field Work and Data Quality Issues
12. Using Descriptive Analysis, Performing Population Estimates, and Testing Hypotheses
13. Implementing Basic Differences Tests
14. Making Use of Associations Tests
15. Understanding Regression Analysis Basics
16. The Research Report

ISBN 9781292153261 | **PUB Date** 2/19/2018



The Practice of Public Relations Edition 13

Seitel

Binding Paperback | **Page Count** 456

For courses in public relations

Featuring a practical approach that favors reasoning, justification, and applications that work, *The Practice of Public Relations* prepares students for contemporary public relations work in the changing landscape of the 21st century. Seitel's writing combines a contemporary, real-life approach that marries his experience in the field with a light-hearted, energetic prose style. This 13th Edition has been updated to include recent public relations cases with an emphasis on ethics, using examples that span several fields and countries. This text remains the most visual text on the market, as well as the most comprehensive in its discussion of social media as it relates to public relations.

Table of Contents

Part I: Evolution

1. Defining Public Relations
2. The History and Growth of Public Relations

Part II: Preparation/Process

3. Communication
4. Public Opinion
5. Management
6. Ethics

7. The Law

8. Research

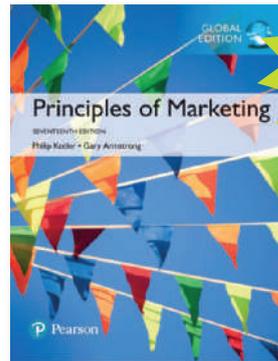
Part III: The Publics

9. Media
10. Social Media
11. Employee Relations
12. Government Relations
13. Community Relations
14. International Consumer Relations

Part IV: Execution

15. Public Relations Writing
16. Integrated Marketing Communications
17. Crisis Management
18. Launching a career

ISBN 9781292160054 | **PUB Date** 4/1/2018



MyLab
Marketing
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Principles of Marketing Edition 17

Kotler / Armstrong

Binding Paperback | **Page Count** 736

For courses on principles of marketing

Principles of Marketing helps students master today's key marketing challenge: to create vibrant, interactive communities of consumers who make products and brands an integral part of their daily lives. Kotler and Armstrong present fundamental marketing information within an innovative customer-value framework to help students understand how to create value and build customer relationships.

Table of Contents

Part 1: Defining Marketing and the Marketing Process

1. Marketing: Creating Customer Value and Engagement
2. Company and Marketing Strategy: Partnering to Build Customer Engagement, Value, and Relationships

Part 2: Understanding the Marketplace and Consumer Value

3. Analyzing the Marketing Environment
4. Managing Marketing Information to Gain Customer Insights
5. Consumer Markets and Buyer Behavior
6. Business Markets and Business Buyer Behavior

Part 3: Designing a Customer Value—Driven Strategy and Mix

7. Customer Value—Driven Marketing Strategy: Creating Value for Target Customers

8. Products, Services, and Brands: Building Customer Value

9. Developing New Products and Managing the Product Life Cycle

10. Pricing: Understanding and Capturing Customer Value

11. Pricing Strategies: Additional Considerations

12. Marketing Channels: Delivering Customer Value

13. Retailing and Wholesaling

14. Engaging Consumers and Communicating Customer Value: Integrated Marketing Communication Strategy

15. Advertising and Public Relations

16. Personal Selling and Sales Promotion

17. Direct, Online, Social Media, and Mobile Marketing

Part 4: Extending Marketing

18. Creating Competitive Advantage

19. The Global Marketplace

20. Sustainable Marketing: Social Responsibility and Ethics

Appendix 1: Marketing Plan

Appendix 2: Marketing by the Numbers

Appendix 3: Careers in Marketing

ISBN 9781292220178 | **PUB Date** 7/25/2017



Marketing Research: An Applied Orientation Edition 7

Naresh K. Malhotra

Binding Paperback | **Page Count** 896

For undergraduate and graduate courses in marketing research.

An applied and practical marketing research text. With a do-it-yourself, hands-on approach, *Marketing Research: An Applied Orientation* illustrates the interaction between marketing research decisions and marketing management decisions.

Table of Contents

PART I: INTRODUCTION AND EARLY PHASES OF MARKETING RESEARCH

1. Introduction to Marketing Research
2. Defining the Marketing Research Problem and Developing an Approach

PART II: RESEARCH DESIGN FORMULATION

3. Research Design
4. Exploratory Research Design: Secondary and Syndicated Data
5. Exploratory Research Design: Qualitative Research
6. Descriptive Research Design: Survey and Observation
7. Causal Research Design: Experimentation
8. Measurement and Scaling: Fundamentals and Comparative Scaling
9. Measurement and Scaling: Noncomparative Scaling Techniques
10. Questionnaire and Form Design
11. Sampling: Design and Procedures
12. Sampling: Final and Initial Sample Size Determination

PART III: DATA COLLECTION, PREPARATION, ANALYSIS, AND REPORTING

13. Fieldwork
14. Data Preparation
15. Frequency Distribution, Cross-Tabulation, and Hypothesis Testing
16. Analysis of Variance and Covariance
17. Correlation and Regression
18. Discriminant and Logit Analysis
19. Factor Analysis
20. Cluster Analysis
21. Multidimensional Scaling and Conjoint Analysis
22. Structural Equation Modeling and Path Analysis
23. Report Preparation and Presentation

CASES

ISBN 9781292265636 | **PUB Date** 1/13/2018



Advertising & IMC: Principles and Practice Edition 11

Moriarty / Mitchell / Wells / Wood

Binding Paperback | **Page Count** 680

For courses in introductory advertising

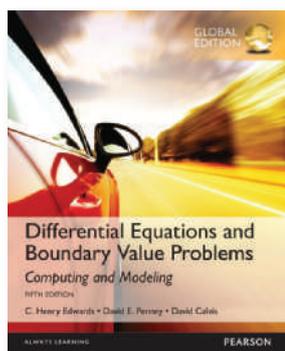
Advertising & IMC: Principles and Practice presents the strategic use of communications to engage different types of consumers. Covering advertising, public relations, direct marketing, promotion, and more, *Advertising & IMC* uses examples of award-winning brand campaigns, contributions from experts, and enduring principles and practices to provide students with a practical guide to executing integrated marketing communications.

And with a new joining the team, the 11th Edition features a significant reorganization and revision of the material. Now, readers will understand not only the types of marketing communication possible, but also their application of strategy and planning, and how these areas work together; ensuring students are prepared to deal with the latest industry practices in their future careers.

Table of Contents

1. Strategic Brand Communication
2. Advertising
3. Public Relations
4. Action and Interaction: Direct Response and Promotions
5. How Brand Communication Works
6. Strategic Research
7. Segmenting and Targeting the Audience
8. Strategic Planning
9. Creative Side
10. Promotional Writing
11. Direct Response
12. Media Basics
13. Paid Media
14. Owned, Interactive, and Earned Media
15. Media Planning and Negotiation
16. IMC Management
17. Evaluating IMC Effectiveness
18. Social Impact, Responsibility, and Ethics: Is it Right?

ISBN 9781292262062 | **PUB Date** 5/14/2018



Differential Equations and Boundary Value Problems: Computing and Modeling Edition 5

Edwards / Penney / Calvis

Binding Paperback | **Page Count** 800

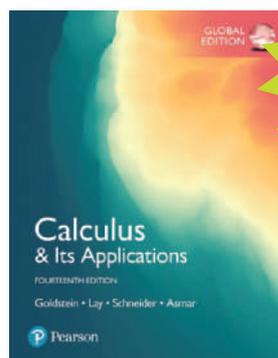
For introductory courses in differential equations

This best-selling text blends the traditional algebra problem-solving skills with the conceptual development and geometric visualization of a modern differential equations course that is essential to science and engineering students. It reflects the new qualitative approach that is altering the learning of elementary differential equations, including the wide availability of scientific computing environments like Maple, Mathematica, and MATLAB. Its focus balances the traditional manual methods with the new computer-based methods that illuminate qualitative phenomena and make accessible a wider range of more realistic applications. Seldom-used topics have been trimmed and new topics added: it starts and ends with discussions of mathematical modeling of real-world phenomena, evident in figures, examples, problems, and applications throughout the text.

Table of Contents

1. First-Order Differential Equations
2. Mathematical Models and Numerical Methods
3. Linear Equations of Higher Order
4. Introduction to Systems of Differential Equations
5. Linear Systems of Differential Equations
6. Nonlinear Systems and Phenomena
7. Laplace Transform Methods
8. Power Series Methods
9. Fourier Series Methods and Partial Differential Equations
10. Eigenvalue Methods and Boundary Value Problems

ISBN 9781292108773 | **PUB Date** 9/10/2017



MyLab
Math
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Calculus & Its Applications Edition 14

Goldstein / Lay / Schneider / Asmar

Binding Paperback | **Page Count** 664

For one- or two-semester courses in Calculus for students majoring in business, social sciences, and life sciences

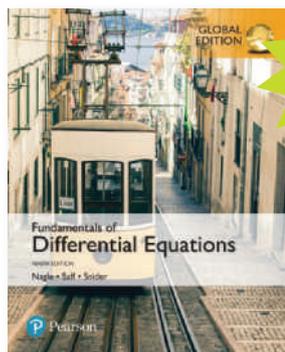
Calculus & Its Applications builds intuition with key concepts of calculus before the analytical material. For example, the authors explain the derivative geometrically before they present limits, and they introduce the definite integral intuitively via the notion of net change before they discuss Riemann sums. The strategic organization of topics makes it easy to adjust the level of theoretical material covered. The significant applications introduced early in the course serve to motivate students and make the mathematics more accessible. Another unique aspect of the text is its intuitive use of differential equations to model a variety of phenomena in Chapter 5, which addresses applications of exponential and logarithmic functions.

Time-tested, comprehensive exercise sets are flexible enough to align with each instructor's needs, and new exercises and resources in MyLab™ Math help develop not only skills, but also conceptual understanding, visualization, and applications. The 14th Edition features updated exercises, applications, and technology coverage, presenting calculus in an intuitive yet intellectually satisfying way.

Table of Contents

0. Functions
1. The Derivative
2. Applications of the Derivative
3. Techniques of Differentiation
4. The Exponential and Natural Logarithm Functions
5. Applications of the Exponential and Natural Logarithm Functions
6. The Definite Integral
7. Functions of Several Variables
8. The Trigonometric Functions
9. Techniques of Integration
10. Differential Equations
11. Taylor Polynomials and Infinite Series
12. Probability and Calculus

ISBN 9781292229041 | **PUB Date** 4/23/2018



MyLab
Math
available

Fundamentals of Differential Equations, Global Edition Edition 9

Nagle / Saff / Snider

Binding Paperback | Page Count 720

ISBN 9781292240992 | PUB Date 2/19/2018

For one-semester sophomore- or junior-level courses in Differential Equations

An introduction to the basic theory and applications of differential equations

Fundamentals of Differential Equations presents the basic theory of differential equations and offers a variety of modern applications in science and engineering. This flexible text allows instructors to adapt to various course emphases (theory, methodology, applications, and numerical methods) and to use commercially available computer software. For the first time, MyLab™ Math is available for this text, providing online homework with immediate feedback, the complete eText, and more.

Table of Contents

1. Introduction	5.4 Introduction to the Phase Plane	9.7 Nonhomogeneous Linear Systems
1.1 Background	5.5 Applications to Biomathematics: Epidemic and Tumor Growth Models	9.8 The Matrix Exponential Function
1.2 Solutions and Initial Value Problems	5.6 Coupled Mass-Spring Systems	10. Partial Differential Equations
1.3 Direction Fields	5.7 Electrical Systems	10.1 Introduction: A Model for Heat Flow
1.4 The Approximation Method of Euler	5.8 Dynamical Systems, Poincaré Maps, and Chaos	10.2 Method of Separation of Variables
2. First-Order Differential Equations	6. Theory of Higher-Order Linear Differential Equations	10.3 Fourier Series
2.1 Introduction: Motion of a Falling Body	6.1 Basic Theory of Linear Differential Equations	10.4 Fourier Cosine and Sine Series
2.2 Separable Equations	6.2 Homogeneous Linear Equations with Constant Coefficients	10.5 The Heat Equation
2.3 Linear Equations	6.3 Undetermined Coefficients and the Annihilator Method	10.6 The Wave Equation
2.4 Exact Equations	6.4 Method of Variation of Parameters	10.7 Laplace's Equation
2.5 Special Integrating Factors	7. Laplace Transforms	11. Eigenvalue Problems and Sturm-Liouville Equations
2.6 Substitutions and Transformations	7.1 Introduction: A Mixing Problem	11.1 Introduction: Heat Flow in a Non-uniform Wire
3. Mathematical Models and Numerical Methods Involving First Order Equations	7.2 Definition of the Laplace Transform	11.2 Eigenvalues and Eigenfunctions
3.1 Mathematical Modeling	7.3 Properties of the Laplace Transform	11.3 Regular Sturm-Liouville Boundary Value Problems
3.2 Compartmental Analysis	7.4 Inverse Laplace Transform	11.4 Nonhomogeneous Boundary Value Problems and the Fredholm Alternative
3.3 Heating and Cooling of Buildings	7.5 Solving Initial Value Problems	11.5 Solution by Eigenfunction Expansion
3.4 Newtonian Mechanics	7.6 Transforms of Discontinuous Functions	11.6 Green's Functions
3.5 Electrical Circuits	7.7 Transforms of Periodic and Power Functions	11.7 Singular Sturm-Liouville Boundary Value Problems.
3.6 Numerical Methods: A Closer Look At Euler's Algorithm	7.8 Convolution	11.8 Oscillation and Comparison Theory
3.7 Higher-Order Numerical Methods: Taylor and Runge-Kutta	7.9 Impulses and the Dirac Delta Function	12. Stability of Autonomous Systems
4. Linear Second-Order Equations	7.10 Solving Linear Systems with Laplace Transforms	12.1 Introduction: Competing Species
4.1 Introduction: The Mass-Spring Oscillator	8. Series Solutions of Differential Equations	12.2 Linear Systems in the Plane
4.2 Homogeneous Linear Equations: The General Solution	8.1 Introduction: The Taylor Polynomial Approximation	12.3 Almost Linear Systems
4.3 Auxiliary Equations with Complex Roots	8.2 Power Series and Analytic Functions	12.4 Energy Methods
4.4 Nonhomogeneous Equations: The Method of Undetermined Coefficients	8.3 Power Series Solutions to Linear Differential Equations	12.5 Lyapunov's Direct Method
4.5 The Superposition Principle and Undetermined Coefficients Revisited	8.4 Equations with Analytic Coefficients	12.6 Limit Cycles and Periodic Solutions
4.6 Variation of Parameters	8.5 Cauchy-Euler (Equidimensional) Equations	12.7 Stability of Higher-Dimensional Systems
4.7 Variable-Coefficient Equations	8.6 Method of Frobenius	13. Existence and Uniqueness Theory
4.8 Qualitative Considerations for Variable-Coefficient and Nonlinear Equations	8.7 Finding a Second Linearly Independent Solution	13.1 Introduction: Successive Approximations
4.9 A Closer Look at Free Mechanical Vibrations	8.8 Special Functions	13.2 Picard's Existence and Uniqueness Theorem
4.10 A Closer Look at Forced Mechanical Vibrations	9. Matrix Methods for Linear Systems	13.3 Existence of Solutions of Linear Equations
5. Introduction to Systems and Phase Plane Analysis	9.1 Introduction	13.4 Continuous Dependence of Solutions
5.1 Interconnected Fluid Tanks	9.2 Review 1: Linear Algebraic Equations	Appendix A Review of Integration Techniques
5.2 Differential Operators and the Elimination Method for Systems	9.3 Review 2: Matrices and Vectors	Appendix B Newton's Method
5.3 Solving Systems and Higher-Order Equations Numerically	9.4 Linear Systems in Normal Form	Appendix C Simpson's Rule
	9.5 Homogeneous Linear Systems with Constant Coefficients	Appendix D Cramer's Rule
	9.6 Complex Eigenvalues	Appendix E Method of Least Squares
		Appendix F Runge-Kutta Procedure for n Equations
		Appendix G Software for Analyzing Differential Equations



Thomas' Calculus Edition 14

Hass / Heil / Weir

Binding Paperback | **Page Count** 1224

For three-semester or four-quarter courses in Calculus for students majoring in mathematics, engineering, or science

Thomas' Calculus helps students reach the level of mathematical proficiency and maturity you require, but with support for students who need it through its balance of clear and intuitive explanations, current applications, and generalized concepts. In the 14th Edition, new co-author Christopher Heil (Georgia Institute of Technology) partners with author Joel Hass to preserve what is best about Thomas' time-tested text while reconsidering every word and every piece of art with today's students in mind.

Table of Contents

1. Functions
 2. Limits and Continuity
 3. Derivatives
 4. Applications of Derivatives
 5. Integrals
 6. Applications of Definite Integrals
 7. Transcendental Functions
 8. Techniques of Integration
 9. First-Order Differential Equations
 10. Infinite Sequences and Series
 11. Parametric Equations and Polar Coordinates
 12. Vectors and the Geometry of Space
 13. Vector-Valued Functions and Motion in Space
 14. Partial Derivatives
 15. Multiple Integrals
 16. Integrals and Vector Fields
 17. Second-Order Differential Equations
- Appendices
1. Real Numbers and the Real Line
 2. Mathematical Induction
 3. Lines, Circles, and Parabolas
 4. Proofs of Limit Theorems
 5. Commonly Occurring Limits
 6. Theory of the Real Numbers
 7. Complex Numbers
 8. The Distributive Law for Vector Cross Products
 9. The Mixed Derivative Theorem and the Increment Theorem

ISBN 9781292253220 | **PUB Date** 3/23/2017



Thomas' Calculus: Early Transcendentals, 14/e Edition 14

Hass / Heil / Weir

Binding Paperback | **Page Count** 1232

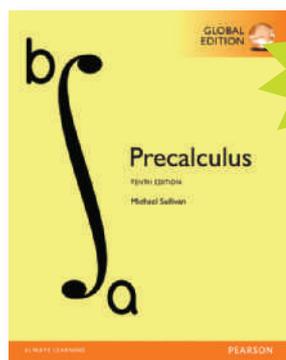
For three-semester or four-quarter courses in Calculus for students majoring in mathematics, engineering, or science

Thomas' Calculus: Early Transcendentals helps students reach the level of mathematical proficiency and maturity you require, but with support for students who need it through its balance of clear and intuitive explanations, current applications, and generalized concepts.

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1. Functions
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 3. Derivatives
 4. Applications of Derivatives
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 6. Applications of Definite Integrals
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 9. Infinite Sequences and Series
 10. Parametric Equations and Polar Coordinates
 11. Vectors and the Geometry of Space
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 13. Partial Derivatives
 14. Multiple Integrals
 15. Integrals and Vector Fields
 16. First-Order Differential Equations
- Appendices
1. Real Numbers and the Real Line AP-1
 2. Graphing with Software
 3. Mathematical Induction AP-6
 4. Lines, Circles, and Parabolas AP-9
 5. Proofs of Limit Theorems AP-19
 6. Commonly Occurring Limits AP-22
 7. Theory of the Real Numbers AP-23
 8. Complex Numbers AP-26
 9. Probability
 10. The Distributive Law for Vector Cross Products AP-34
 11. The Mixed Derivative Theorem and the Increment Theorem

ISBN 9781292253114 | **PUB Date** 4/2/2018



MyLab
Math
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Precalculus Edition 10

Sullivan

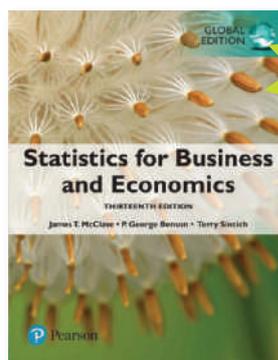
Binding Paperback | **Page Count** 1176

Mike Sullivan's time-tested approach in Precalculus focuses students on the fundamental skills they need for the course: preparing for class, practicing with homework, and reviewing the concepts. The 10th Edition has evolved to meet today's course needs.

Table of Contents

1. Graphs
 2. Functions and Their Graphs
 3. Linear and Quadratic Functions
 4. Polynomial and Rational Functions
 5. Exponential and Logarithmic Functions
 6. Trigonometric Functions
 7. Analytic Trigonometry
 8. Applications of Trigonometric Functions
 9. Polar Coordinates; Vectors
 10. Analytic Geometry
 11. Systems of Equations and Inequalities
 12. Sequences; Induction; the Binomial Theorem
 13. Counting and Probability
 14. A Preview of Calculus: The Limit, Derivative, and Integral of a Function
- Appendix A: Review
Appendix B: Graphing Utilities

ISBN 9781292121772 | **PUB Date** 4/1/2018



MyLab
Statistics
available

Statistics for Business and Economics Edition 13

McClave / Benson / Sincich

Binding Paperback | **Page Count** 888

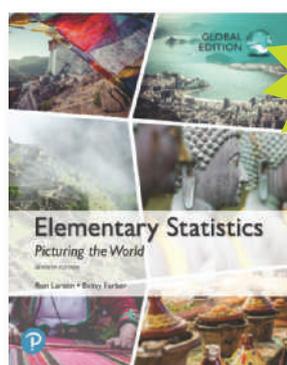
For courses in Introductory Business Statistics

Now in its 13th Edition, Statistics for Business and Economics introduces statistics in the context of contemporary business. Emphasizing statistical literacy in thinking, the text applies its concepts with real data and uses technology to develop a deeper conceptual understanding. Examples, activities, and case studies foster active learning in the classroom while emphasizing intuitive concepts of probability and teaching students to make informed business decisions. The 13th Edition continues to highlight the importance of ethical behavior in collecting, interpreting, and reporting on data, while also providing a wealth of new and updated exercises and case studies.

Table of Contents

1. Statistics, Data, and Statistical Thinking
2. Methods for Describing Sets of Data
3. Probability
4. Random Variables and Probability Distributions
5. Sampling Distributions
6. Inferences Based on a Single Sample: Estimation with Confidence Intervals
7. Inferences Based on a Single Sample: Tests of Hypotheses
8. Inferences Based on Two Samples: Confidence Intervals and Tests of Hypotheses
9. Design of Experiments and Analysis of Variance
10. Categorical Data Analysis
11. Simple Linear Regression
12. Multiple Regression and Model Building
13. Methods for Quality Improvement: Statistical Process Control (Available Online)
14. Time Series: Descriptive Analyses, Models, and Forecasting (Available Online)
15. Nonparametric Statistics (Available Online)

ISBN 9781292227085 | **PUB Date** 2/3/2018



MyLab
Statistics
available

Elementary Statistics: Picturing the World Edition 7

Larson / Farber

Binding Paperback | **Page Count** 712

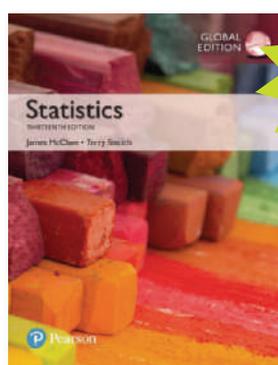
For courses in Introductory Statistics (algebra-based)

Elementary Statistics: Picturing the World makes statistics approachable with stepped-out instruction, extensive real-life examples and exercises, and a design that fits content to each page to make the material more digestible. The text's combination of theory, pedagogy, and design helps students understand concepts and use statistics to describe and think about the world. The 7th Edition incorporates a thorough update of key features, examples, and exercises.

Table of Contents

- I. DESCRIPTIVE STATISTICS
 - 1. Introduction to Statistics
 - 2. Descriptive Statistics
 - 3. Probability
 - 4. Discrete Probability Distributions
 - 5. Normal Probability Distributions
 - 6. Confidence Intervals
 - 7. Hypothesis Testing with One Sample
 - 8. Hypothesis Testing with Two Samples
- IV. MORE STATISTICAL INFERENCE
 - 9. Correlation and Regression
 - 10. Chi-Square Tests and the F -Distribution
- APPENDICES
 - Appendix A: Alternative Presentation of the Standard Normal Distribution
 - Appendix B: Tables

ISBN 9781292260464 | **PUB Date** 1/13/2018



MyLab
Statistics
available

Statistics Edition 13

McClave / Sincich

Binding Paperback | **Page Count** 896

For courses in introductory statistics

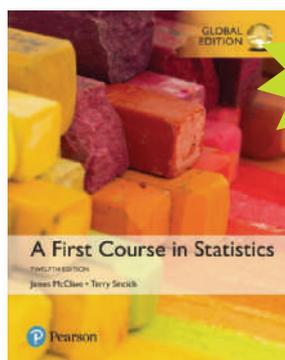
Classic, yet contemporary; theoretical, yet applied. McClave & Sincich's Statistics gives you the best of both worlds. This text offers a trusted, comprehensive introduction to statistics that emphasizes inference and integrates real data throughout. The authors stress the development of statistical thinking, the assessment of credibility, and value of the inferences made from data. This new edition is extensively revised with an eye on clearer, more concise language throughout the text and in the exercises.

Ideal for one- or two-semester courses in introductory statistics, this text assumes a mathematical background of basic algebra. Flexibility is built in for instructors who teach a more advanced course, with optional footnotes about calculus and the underlying theory.

Table of Contents

- 1. Statistics, Data, and Statistical Thinking
- 2. Methods for Describing Sets of Data
- 3. Probability
- 4. Discrete Random Variables
- 5. Continuous Random Variables
- 6. Sampling Distributions
- 7. Inferences Based on a Single Sample: Estimation with Confidence Intervals
- 8. Inferences Based on a Single
- 9. Inferences Based on Two Samples: Confidence Intervals and Tests of Hypotheses
- 10. Analysis of Variance: Comparing More than Two Means
- 11. Simple Linear Regression
- 12. Multiple Regression and Model Building
- 13. Categorical Data Analysis
- 14. Nonparametric Statistics (available online)

ISBN 9781292161556 | **PUB Date** 4/1/2018



MyLab
Statistics
available

A First Course in Statistics Edition 12

McClave / Sincich

Binding Paperback | **Page Count** 640

For courses in introductory statistics

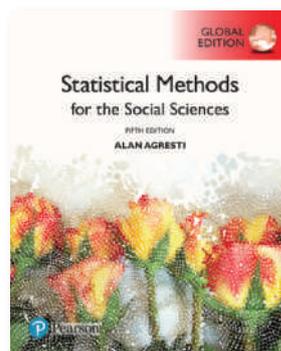
Classic, yet contemporary; theoretical, yet applied—McClave & Sincich's *A First Course in Statistics* gives you the best of both worlds. This text offers a trusted, comprehensive introduction to statistics that emphasizes inference and integrates real data throughout. The authors stress the development of statistical thinking, the assessment of credibility, and value of the inferences made from data. This new edition is extensively revised with an eye on clearer, more concise language throughout the text and in the exercises.

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Table of Contents

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9. Inferences Based on Two Samples: Confidence Intervals and Tests of Hypotheses
10. Analysis of Variance: Comparing More than Two Means
11. Simple Linear Regression
12. Multiple Regression and Model Building
13. Categorical Data Analysis
14. Nonparametric Statistics (available online)

ISBN 9781292165417 | **PUB Date** 4/1/2018



Statistical Methods for the Social Sciences Edition 5

Agresti

Binding Paperback | **Page Count** 568

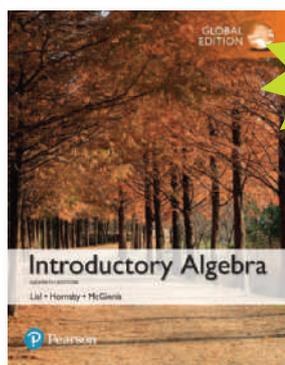
For courses in Statistical Methods for the Social Sciences

Statistical Methods for the Social Sciences introduces statistical methods to students majoring in social science disciplines. With an emphasis on concepts and applications, this book assumes no previous knowledge of statistics and only a minimal mathematical background. It contains sufficient material for a two-semester course. The 5th Edition uses examples and exercises with a variety of real data. It includes more illustrations of statistical software for computations and takes advantage of the outstanding applets to explain key concepts, such as sampling distributions and conducting basic data analyses. It continues to downplay mathematics (often a stumbling block for students) while avoiding reliance on an overly simplistic recipe-based approach to statistics.

Table of Contents

- Introduction
- Sampling and Measurement
- Descriptive Statistics
- Probability Distributions
- Statistical Inference: Estimation
- Statistical Inference: Significance Tests
- Comparison of Two Groups
- Analyzing Association between Categorical Variables
- Linear Regression and Correlation
- Introduction to Multivariate Relationships
- Multiple Regression and Correlation
- Regression with Categorical Predictors: Analysis of Variance Methods
- Multiple Regression with Quantitative and Categorical Predictors
- Model Building with Multiple Regression
- Logistical Regression: Modeling Categorical Responses
- Appendix: R, Stata, SPSS, and SAS for Statistical Analyses
- Answers to Select Odd-Numbered Exercises

ISBN 9781292220314 | **PUB Date** 4/1/2018



MyLab
Math
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Introductory Algebra, Global Edition Edition 11

Lial / Hornsby / McGinnis

Binding Paperback | **Page Count** 752

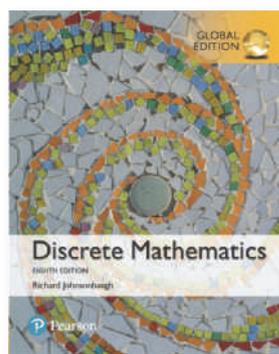
For courses in Beginning Algebra

The Lial Series has helped thousands of students succeed in developmental mathematics by combining clear, concise writing and examples with carefully crafted exercises to support skill development and conceptual understanding. Written with the developmental learner in mind, the precise, accessible writing style delivers help precisely when needed. The revision of the series faithfully continues to support students with enhancements in the text and Pearson MyLab Mathematics course to encourage conceptual understanding beyond skills and procedures. Student-oriented features throughout the text and Pearson MyLab Mathematics, including the Relating Concepts exercises, Guided Solutions, Test Your Word Power, and the Lial Video Library, make the Lial series one of the most well-rounded and student-friendly on the market.

Table of Contents

- R. Prealgebra Review
- R.1 Fractions
- R.2 Decimals and Percents
- Study Skills Using Your Math Text
- 1. The Real Number System
- 2. Equations, Inequalities, and Applications
- 3. Graphs of Linear Equations and Inequalities in Two Variables
- 4. Systems of Linear Equations and Inequalities
- 5. Exponents and Polynomials
- 6. Factoring and Applications
- 7. Rational Expressions and Applications
- 8. Roots and Radicals
- 9. Quadratic Equations

ISBN 9781292246123 | **PUB Date** 4/1/2018



Discrete Mathematics, 8/e Edition 8

Johnsonbaugh

Binding Paperback | **Page Count** 712

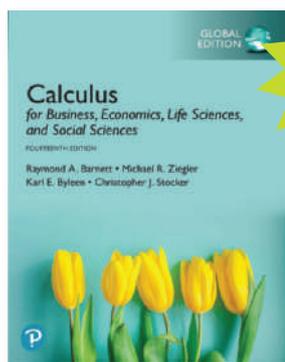
For one- or two-term introductory courses in discrete mathematics

With nearly 4,500 exercises, *Discrete Mathematics* provides ample opportunities for students to practice, apply, and demonstrate conceptual understanding. Exercise sets feature a large number of applications, especially applications to computer science. The almost 650 worked examples provide ready reference for students as they work. A strong emphasis on the interplay among the various topics serves to reinforce understanding. The text models various problem-solving techniques in detail, then provides opportunity to practice these techniques. The text also builds mathematical maturity by emphasizing how to read and write proofs. Many proofs are illustrated with annotated figures and/or motivated by special Discussion sections. The side margins of the text now include directions to relevant applications, extensions, and computer programs on the textbook website.

Table of Contents

- 1. Sets and Logic
- 2. Proofs
- 3. Functions, Sequences, and Relations
- 4. Algorithms
- 5. Introduction to Number Theory
- 6. Counting Methods and the Pigeonhole Principle
- 7. Recurrence Relations
- 8. Graph Theory
- 9. Trees
- 10. Network Models
- 11. Boolean Algebras and Combinatorial Circuits
- 12. Automata, Grammars, and Languages
- 13. Computational Geometry
- Appendix
- A. Matrices
- B. Algebra Review
- C. Pseudocode
- References
- Hints and Solutions to Selected Exercises
- Index

ISBN 9781292233703 | **PUB Date** 11/13/2018



MyLab
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Calculus for Business, Economics, Life Sciences, and Social Sciences Edition 14

Barnett / Ziegler / Byleen / Stocker

Binding Paperback | **Page Count** 800

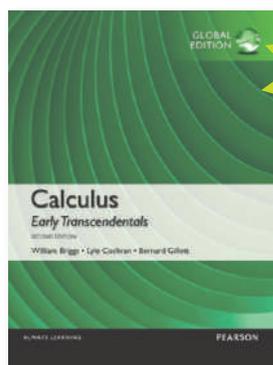
For two-semester courses in Calculus

Calculus for Business, Economics, Life Sciences, and Social Sciences, 14th Edition offers more built-in guidance than any other text in its field (with special emphasis on applications and prerequisite skills) and a host of student-friendly features to help students catch up or learn on their own. The text's emphasis on helping students "get the idea" is enhanced in the new edition by a design refresh and updated data and applications.

Table of Contents

- Preface
- Diagnostic Prerequisite Test
- 1. Functions and Graphs
- 2. Limits and the Derivative
- 3. Additional Derivative Topics
- 4. Graphing and Optimization
- 5. Integration
- 6. Additional Integration Topics
- 7. Multivariable Calculus
- 8. Differential Equations
- 9. Taylor Polynomials and Infinite Series
- 10. Probability and Calculus
- Appendix A: Basic Algebra Review
- Appendix B: Special Topics (online)
 - B.1 Sequences, Series, and Summation Notation
 - B.2 Arithmetic and Geometric Sequences
 - B.3 Binomial Theorem
 - B.4 Interpolating Polynomials and Divided Differences
- Appendix C: Integration Using Tables
- Answers
- Index
- Index of Applications

ISBN 9781292266152 | **PUB Date** 2/3/2018



MyLab
Math
available

Calculus: Early Transcendentals Edition 2

Briggs / Cochran / Gillett

Binding Paperback | **Page Count** 1320

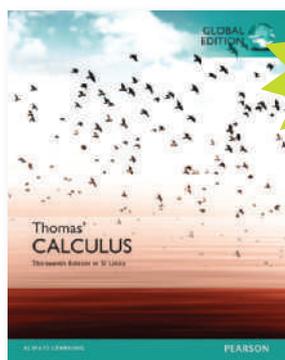
For a three-semester or four-quarter calculus course covering single variable and multivariable calculus for mathematics, engineering, and science majors

This book 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 through examples that are stepped out and thoughtfully annotated, and figures that are designed to teach rather than supplement the narrative.

Table of Contents

- 1. Functions
- 2. Limits
- 3. Derivatives
- 4. Applications of the Derivative
- 5. Integration
- 6. Applications of Integration
- 7. Integration Techniques
- 8. Sequences and Infinite Series
- 9. Power Series
- 10. Parametric and Polar Curves
- 11. Vectors and Vector-Valued Functions
- 12. Functions of Several Variables
- 13. Multiple Integration
- 14. Vector Calculus
- Appendix A. Algebra Review
- Appendix B. Proofs of Selected Theorems
 - D1. Differential Equations (online)
 - D1.1 Basic Ideas
 - D1.2 Direction Fields and Euler's Method
 - D1.3 Separable Differential Equations
 - D1.4 Special First-Order Differential Equations
 - D1.5 Modeling with Differential Equations
 - D2. Second-Order Differential Equations (online)
 - D2.1 Basic Ideas
 - D2.2 Linear Homogeneous Equations
 - D2.3 Linear Nonhomogeneous Equations
 - D2.4 Applications
 - D2.5 Complex Forcing Functions

ISBN 9781292062310 | **PUB Date** 4/1/2018



MyLab
Math
available

Thomas' Calculus SI Edition 13

Thomas / Weir / Hass

Binding Paperback | **Page Count** 1192

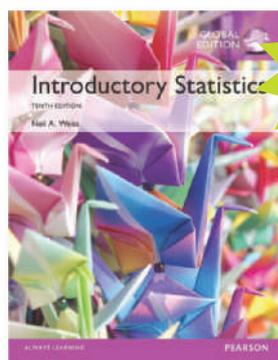
This text is designed for a three-semester or four-quarter calculus course (math, engineering, and science majors).

Calculus, 13th 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.

Table of Contents

- 1 Functions
- 2 Limits and Continuity
- 3 Derivatives
- 4 Applications of Derivatives
- 5 Integrals
- 6 Applications of Definite Integrals
- 7 Transcendental Functions
- 8 Techniques of Integration
- 9 First-Order Differential Equations
- 10 Infinite Sequences and Series
- 11 Parametric Equations and Polar Coordinates
- 12 Vectors and the Geometry of Space
- 13 Vector-Valued Functions and Motion in Space
- 14 Partial Derivatives
- 15 Multiple Integrals
- 16 Integrals and Vector Fields
- 17 Second-Order Differential Equations online
- Appendices
- A.1 Real Numbers and the Real Line
- A.2 Mathematical Induction
- A.3 Lines, Circles, and Parabolas
- A.4 Proofs of Limit Theorems
- A.5 Commonly Occurring Limits
- A.6 Theory of the Real Numbers
- A.7 Complex Numbers
- A.8 The Distributive Law for Vector Cross Products
- A.9 The Mixed Derivative Theorem and the Increment Theorem

ISBN 9781292089799 | **PUB Date** 2/25/2018



MyLab
Statistics
available

Introductory Statistics Edition 10

Weiss

Binding Paperback | **Page Count** 856

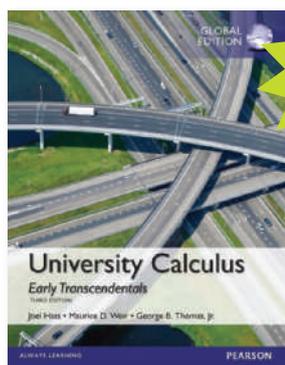
For introductory statistics courses

Weiss's Introductory Statistics, 10th Edition emphasizes statistical reasoning and critical thinking. Comprehensive in its coverage, Weiss's meticulous style offers careful, detailed explanations to ease the learning process. With more than 1,000 data sets and over 3,000 exercises, this text takes a data-driven approach that encourages students to apply their knowledge and develop statistical understanding.

Table of Contents

- PART I: Introduction
- 1. The Nature of Statistics
- PART II: Descriptive Statistics
- 2. Organizing Data
- 3. Descriptive Measures
- PART III: Probability, Random Variables, and Sampling Distributions
- 4. Probability Concepts
- 5. Discrete Random Variables
- 6. The Normal Distribution
- 7. The Sampling Distribution of the Sample Mean
- PART IV: Inferential Statistics
- 8. Confidence Intervals for One Population Mean
- 9. Hypothesis Tests for One Population Mean
- 10. Inferences for Two Population Means
- 11. Inferences for Population Standard Deviations
- 12. Inferences for Population Proportions
- 13. Chi-Square Procedures
- PART V: Regression, Correlation, and ANOVA
- 14. Descriptive Methods in Regression and Correlation
- 15. Inferential Methods in Regression and Correlation
- 16. Analysis of Variance (ANOVA)
- PART VI: Multiple Regression and Model Building; Experimental Design and ANOVA
- MODULE A: Multiple Regression Analysis
- MODULE B: Model Building in Regression
- MODULE C: Design of Experiments and Analysis of Variance
- Answers to Selected Exercises
- Index
- Appendix A: Statistical Tables
- Appendix B: Answers to Selected Exercises

ISBN 9781292099729 | **PUB Date** 4/1/2018



MyLab
Math
available

University Calculus, Early Transcendentals Edition 3

Hass / Weir / Thomas

Binding Paperback | Page Count 1076

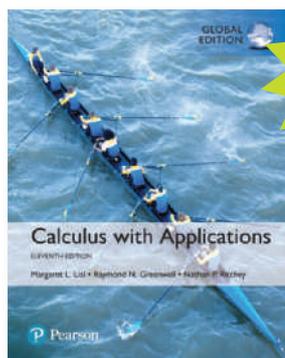
ISBN 9781292104034 | PUB Date 2/25/2018

For three-semester or four-quarter courses in calculus for math, science, and engineering majors

University Calculus, Early Transcendentals, 3rd Edition helps students generalize and apply the key ideas of calculus through clear and precise explanations, thoughtfully chosen examples, meticulously crafted figures, and superior exercise sets. This text offers the right mix of basic, conceptual, and challenging exercises, along with meaningful applications. This revision features more examples, more mid-level exercises, more figures, as well as improved conceptual flow, and the best in technology for learning and teaching.

Table of Contents

1. Functions
 2. Limits and Continuity
 3. Differentiation
 4. Applications of Derivatives
 5. Integration
 6. Applications of Definite Integrals
 7. Integrals and Transcendental Functions
 8. Techniques of Integration
 9. Infinite Sequences and Series
 10. Parametric Equations and Polar Coordinates
 11. Vectors and the Geometry of Space
 12. Vector-Valued Functions and Motion in Space
 13. Partial Derivatives
 14. Multiple Integrals
 15. Integration in Vector Fields
 16. First-Order Differential Equations (Online)
 17. Second-Order Differential Equations (Online)
- Appendices
1. Real Numbers and the Real Line
 2. Mathematical Induction
 3. Lines, Circles, and Parabolas
 4. Conic Sections
 5. Proofs of Limit Theorems
 6. Commonly Occurring Limits
 7. Theory of the Real Numbers
 8. Complex Numbers
 9. The Distributive Law for Vector Cross Products
 10. The Mixed Derivative Theorem and the Increment Theorem
 11. Taylor's Formula for Two Variables



Calculus with Applications Edition 11

Lial / Greenwell / Ritchey

Binding Paperback | **Page Count** 864

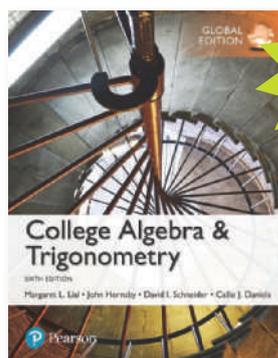
For freshman/sophomore, two-semester (2-3 quarter) courses covering applied calculus for students in business, economics, social sciences, or life sciences

Calculus with Applications, 11th Edition 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.

Table of Contents

R. Algebra Reference
 R-1 Polynomials
 R-2 Factoring
 R-3 Rational Expressions
 R-4 Equations
 R-5 Inequalities
 R-6 Exponents
 R-7 Radicals
 1. Linear Functions
 2. Nonlinear Functions
 3. The Derivative
 4. Calculating the Derivative
 5. Graphs and the Derivative
 6. Applications of the Derivative
 7. Integration
 8. Further Techniques and Applications of Integration
 9. Multivariable Calculus
 10. Differential Equations
 11. Probability and Calculus
 12. Sequences and Series
 13. The Trigonometric Functions
 Tables
 Answers to Selected Exercises
 Photo Acknowledgements
 Index

ISBN 9781292108971 | **PUB Date** 4/1/2018



College Algebra and Trigonometry Edition 6

Lial / Hornsby / Schneider / Daniels

Binding Paperback | **Page Count** 1200

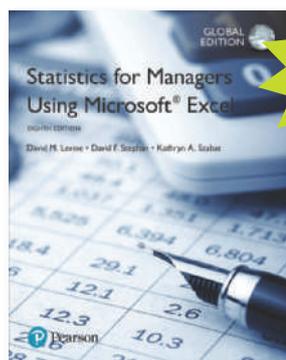
For courses in college algebra and trigonometry

The College Algebra series, by Lial, Hornsby, Schneider, and Daniels, combines the experience of master teachers to help students develop both the conceptual understanding and the analytical skills necessary for success in mathematics. With this latest edition, the authors respond to the challenges of new student expectations and new classroom models.

Table of Contents

1. Equations and Inequalities
 2. Graphs and Functions
 3. Polynomial and Rational Functions
 4. Inverse, Exponential, and Logarithmic Functions
 5. Trigonometric Functions
 6. The Circular Functions and Their Graphs
 7. Trigonometric Identities and Equations
 8. Applications of Trigonometry
 9. Systems and Matrices
 10. Analytic Geometry
 11. Further Topics in Algebra
 Appendices

ISBN 9781292151953 | **PUB Date** 4/2/2018



MyLab
Statistics
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Statistics for Managers Using Microsoft Excel Edition 8

Levine / Stephan / Szabat

Binding Paperback | **Page Count** 728

For undergraduate business statistics courses

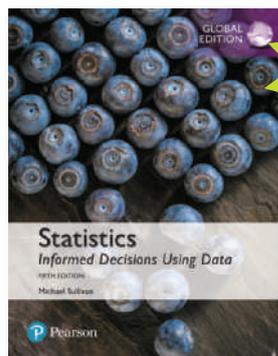
This text is the gold standard for learning how to use Microsoft Excel® in business statistics, helping students gain the understanding they need to be successful in their careers.

The authors present statistics in the context of specific business fields; full chapters on business analytics further prepare students for success in their professions. Current data throughout the text lets students practice analyzing the types of data they will see in their professions. The friendly writing style include tips throughout to encourage learning.

Table of Contents

- 1. Defining and Collecting Data
- 2. Organizing and Visualizing Variables
- 3. Numerical Descriptive Measures
- 4. Basic Probability
- 5. Discrete Probability Distributions
- 6. The Normal Distribution and Other Continuous Distributions
- 7. Sampling Distributions
- 8. Confidence Interval Estimation
- 9. Fundamentals of Hypothesis Testing: One-Sample Tests
- 10. Two-Sample Tests
- 11. Analysis of Variance
- 12. Chi-Square and Nonparametric Tests
- 13. Simple Linear Regression
- 14. Introduction to Multiple Regression
- 15. Multiple Regression Model Building
- 16. Time-Series Forecasting
- 17. Getting Ready to Analyze Data in the Future
- 18. Statistical Applications in Quality Management (online)
- 19. Decision Making (online)
- Appendices
 - A. Basic Math Concepts and Symbols
 - B. Important Excel and Minitab Skills and Concepts
 - C. Online Resources
 - D. Configuring Microsoft Excel
 - E. Tables
 - F. Useful Excel Knowledge
 - G. Software FAQs
- Self-Test Solutions and Answers to Selected Even-Numbered Problems

ISBN 9781292156347 | **PUB Date** 9/10/2017



MyLab
Statistics
available

Statistics: Informed Decisions Using Data Edition 5

Sullivan

Binding Paperback | **Page Count** 976

For courses in introductory statistics

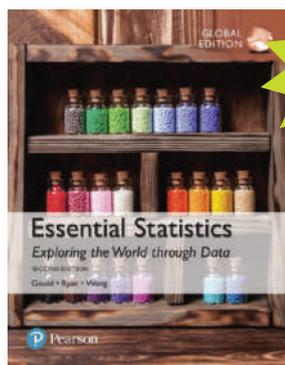
Statistics: Informed Decisions Using Data, Fifth Edition, gives students the tools to see a bigger picture and make informed choices. As a current introductory statistics instructor,

Mike Sullivan III presents a text that is filled with ideas and strategies that work in today's classroom. His practical emphasis resonates with students and helps them see that statistics is connected, not only to individual concepts, but also with the world at large.

Table of Contents

- Resources for Success
- Technology Resources
- Applications Index
- PART 1: GETTING THE INFORMATION YOU NEED
- 1. Data Collection
- PART 2: DESCRIPTIVE STATISTICS
- 2. Organizing and Summarizing Data
- 3. Numerically Summarizing Data
- 4. Describing the Relation between Two Variables
- PART 3: PROBABILITY AND PROBABILITY DISTRIBUTIONS
- 5. Probability
- 6. Discrete Probability Distributions
- 7. The Normal Probability Distribution
- PART 4: INFERENCE: FROM SAMPLES TO POPULATION
- 8. Sampling Distributions
- 9. Estimating the Value of a Parameter
- 10. Hypothesis Tests Regarding a Parameter
- 11. Inferences on Two Samples
- 12. Inference on Categorical Data
- 13. Comparing Three or More Means
- 14. Inference on the Least-Squares Regression Model and Multiple Regression
- 15. Nonparametric Statistics
- Answers

ISBN 9781292157115 | **PUB Date** 4/1/2018



MyLab
Statistics
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Essential Statistics Edition 2

Gould / Ryan / Wong

Binding Paperback | Page Count 584

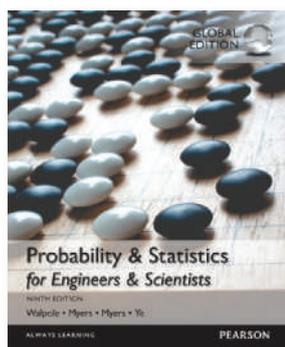
ISBN 9781292161228 | PUB Date 4/2/2018

For a one-semester course in statistic

Essential Statistics aims to teach students how to access and analyze data critically in today's data-driven world. Regardless of the students' math backgrounds, this text helps to learn how to think about data and how to reason using data. With a clear, unimposing writing style and carefully chosen pedagogy, this text makes data analysis accessible to all students.

Table of Contents

Preface	Case Study–You Sometimes Get More Than You Pay For
Index of Applications	6.1 Probability Distributions Are Models of Random Experiments
1. Introduction to Data	6.2 The Normal Model
Case Study–Deadly Cell Phones?	6.3 The Binomial Model (optional)
1.1 What Are Data?	Exploring Statistics–ESP with Coin Flipping
1.2 Classifying and Storing Data	7. Survey Sampling and Inference
1.3 Organizing Categorical Data	Case Study–Spring Break Fever: Just What the Doctors Ordered?
1.4 Collecting Data to Understand Causality	7.1 Learning about the World through Surveys
Exploring Statistics–Collecting a Table of Different Kinds of Data	7.2 Measuring the Quality of a Survey
2. Picturing Variation with Graphs	7.3 The Central Limit Theorem for Sample Proportions
Case Study–Student-to-Teacher Ratio at Colleges	7.4 Estimating the Population Proportion with Confidence Intervals
2.1 Visualizing Variation in Numerical Data	7.5 Comparing Two Population Proportions with Confidence
2.2 Summarizing Important Features of a Numerical Distribution	Exploring Statistics–Simple Random Sampling Prevents Bias
2.3 Visualizing Variation in Categorical Variables	8. Hypothesis Testing for Population Proportions
2.4 Summarizing Categorical Distributions	Case Study–Dodging the Question
2.5 Interpreting Graphs	8.1 The Essential Ingredients of Hypothesis Testing
Exploring Statistics–Personal Distance	8.2 Hypothesis Testing in Four Steps
3. Numerical Summaries of Center and Variation	8.3 Hypothesis Tests in Detail
Case Study–Living in a Risky World	8.4 Comparing Proportions from Two Populations
3.1 Summaries for Symmetric Distributions	Exploring Statistics–Identifying Flavors of Gum through Smell
3.2 What's Unusual? The Empirical Rule and z-Scores	9. Inferring Population Means
3.3 Summaries for Skewed Distributions	Case Study–Epilepsy Drugs and Children
3.4 Comparing Measures of Center	9.1 Sample Means of Random Samples
3.5 Using Boxplots for Displaying Summaries	9.2 The Central Limit Theorem for Sample Means
Exploring Statistics–Does Reaction Distance Depend on Gender?	9.3 Answering Questions about the Mean of a Population
4. Regression Analysis: Exploring Associations between Variables	9.4 Hypothesis Testing for Means
Case Study–Catching Meter Thieves	9.5 Comparing Two Population Means
4.1 Visualizing Variability with a Scatterplot	9.6 Overview of Analyzing Means
4.2 Measuring Strength of Association with Correlation	Exploring Statistics–Pulse Rates
4.3 Modeling Linear Trends	10. Analyzing Categorical Variables and Interpreting Research
4.4 Evaluating the Linear Model	Case Study–Popping Better Popcorn
Exploring Statistics–Guessing the Age of Famous People	10.1 The Basic Ingredients for Testing with Categorical Variables
5. Modeling Variation with Probability	10.2 Chi-Square Tests for Associations between Categorical Variables
Case Study–SIDS or Murder?	10.3 Reading Research Papers
5.1 What Is Randomness?	Appendix A Tables
5.2 Finding Theoretical Probabilities	Appendix B Check Your Tech Answers
5.3 Associations in Categorical Variables	Appendix C Answers to Odd-Numbered Exercises
5.4 Finding Empirical Probabilities	Appendix D Credits
Exploring Statistics–Let's Make a Deal: Stay or Switch?	Index
6. Modeling Random Events: The Normal and Binomial Models	



Probability & Statistics for Engineers & Scientists, MyStatLab Update Edition 9

Walpole / Myers / Myers / Ye

Binding Paperback | **Page Count** 816

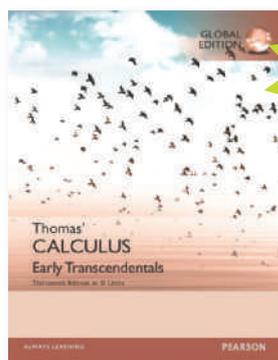
For junior/senior undergraduates taking probability and statistics as applied to engineering, science, or computer science

This classic text provides a rigorous introduction to basic probability theory and statistical inference, with a unique balance between theory and methodology. Interesting, relevant applications use real data from actual studies, showing how the concepts and methods can be used to solve problems in the field. This revision focuses on improved clarity and deeper understanding.

Table of Contents

- Preface
- 1. Introduction to Statistics and Data Analysis
- 2. Probability
- 3. Random Variables and Probability Distributions
- 4. Mathematical Expectation
- 5. Some Discrete Probability Distributions
- 6. Some Continuous Probability Distributions
- 7. Functions of Random Variables (Optional)
- 8. Sampling Distributions and More Graphical Tools
- 9. One- and Two-Sample Estimation Problems
- 10. One- and Two-Sample Tests of Hypotheses
- 11. Simple Linear Regression and Correlation
- 12. Multiple Linear Regression and Certain Nonlinear Regression Models
- 13. One-Factor Experiments: General
- 14. Factorial Experiments (Two or More Factors)
- 15. 2k Factorial Experiments and Fractions
- 16. Nonparametric Statistics
- 17. Statistical Quality Control
- 18. Bayesian Statistics
- Bibliography
- A. Statistical Tables and Proofs
- B. Answers to Odd-Numbered Non-Review Exercises
- Index

ISBN 9781292161365 | **PUB Date** 4/1/2018



Thomas' Calculus Early Transcendentals SI Edition 13

Thomas / Weir / Hass

Binding Paperback | **Page Count** 1200

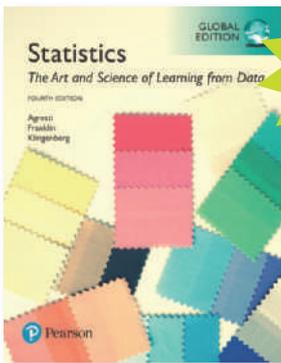
This text is designed for a three-semester or four-quarter calculus course (math, engineering, and science majors).

Calculus Early Transcendentals, 13th 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.

Table of Contents

- 1 Functions
- 2 Limits and Continuity
- 3 Derivatives
- 4 Applications of Derivatives
- 5 Integrals
- 6 Applications of Definite Integrals
- 7 Integrals and Transcendental Functions
- 8 Techniques of Integration
- 9 First-Order Differential Equations
- 10 Infinite Sequences and Series
- 11 Parametric Equations and Polar Coordinates
- 12 Vectors and the Geometry of Space
- 13 Vector-Valued Functions and Motion in Space
- 14 Partial Derivatives
- 15 Multiple Integrals
- 16 Integrals and Vector Fields
- 17 Second-Order Differential Equations online
- Appendices
- A.1 Real Numbers and the Real Line
- A.2 Mathematical Induction
- A.3 Lines, Circles, and Parabolas
- A.4 Proofs of Limit Theorems
- A.5 Commonly Occurring Limits
- A.6 Theory of the Real Numbers
- A.7 Complex Numbers
- A.8 The Distributive Law for Vector Cross Products
- A.9 The Mixed Derivative Theorem and the Increment Theorem

ISBN 9781292163444 | **PUB Date** 4/1/2018



MyLab
Statistics
available

Statistics: The Art and Science of Learning from Data Edition 4

Agresti / Franklin / Klingenberg

Binding Paperback | **Page Count** 816

For courses in introductory statistics

Statistics: The Art and Science of Learning from Data, 4th Edition, takes a conceptual approach, helping students understand what statistics is about and learning the right questions to ask when analyzing data. This book takes the ideas that have turned statistics into a central science in modern life and makes them accessible, without compromising rigor. This book provides a wide variety of real-world data in the examples and exercises.

The text pays greater attention to the analysis of proportions than many other introductory statistics texts. Concepts are introduced first with categorical data, and then with quantitative data.

Table of Contents

PART ONE: GATHERING AND EXPLORING DATA

1. Statistics: The Art and Science of Learning from Data
2. Exploring Data with Graphs and Numerical Summaries
3. Association: Contingency, Correlation, and Regression
4. Gathering Data

PART TWO: PROBABILITY, PROBABILITY DISTRIBUTIONS, AND SAMPLING DISTRIBUTIONS

5. Probability in Our Daily Lives
6. Probability Distributions
7. Sampling Distributions

PART THREE: INFERENCE STATISTICS

8. Statistical Inference: Confidence Intervals
9. Statistical Inference: Significance Tests About Hypotheses
10. Comparing Two Groups

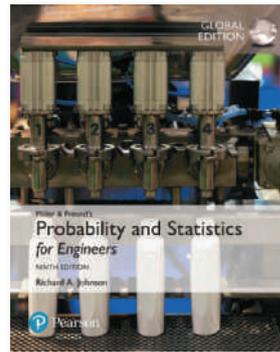
PART FOUR: ANALYZING ASSOCIATION AND EXTENDED STATISTICAL METHODS

11. Analyzing the Association Between Categorical Variables
12. Analyzing the Association Between Quantitative Variables: Regression Analysis
13. Multiple Regression
14. Comparing Groups: Analysis of Variance Methods
15. Nonparametric Statistics

Tables

Answers

ISBN 9781292164779 | **PUB Date** 4/1/2018



Miller & Freund's Probability and Statistics for Engineers Edition 9

Johnson / Miller / Freund

Binding Paperback | **Page Count** 552

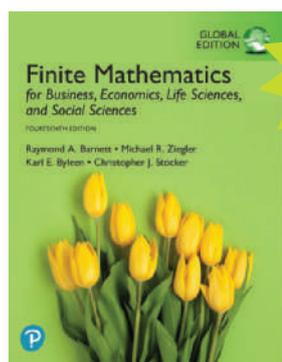
For an introductory, one or two semester, or sophomore-junior level course in Probability and Statistics or Applied Statistics for engineering, physical science, and mathematics students

Miller & Freund's Probability and Statistics for Engineers is rich in exercises and examples, and explores both elementary probability and basic statistics, with an emphasis on engineering and science applications. Much of the data has been collected from the author's own consulting experience and from discussions with scientists and engineers about the use of statistics in their fields. In later chapters, the text emphasizes designed experiments, especially two-level factorial design. The 9th Edition includes several new datasets and examples showing application of statistics in scientific investigations, familiarizing students with the latest methods, and readying them to become real-world engineers and scientists.

Table of Contents

1. Introduction
2. Organization and Description of Data
3. Probability
4. Probability Distributions
5. Probability Densities
6. Sampling Distributions
7. Inferences Concerning a Mean
8. Comparing Two Treatments
9. Inferences Concerning Variances
10. Inferences Concerning Proportions
11. Regression Analysis
12. Analysis of Variance
13. Factorial Experimentation
14. Nonparametric Tests
15. The Statistical Content of Quality Improvement Programs
16. Application to Reliability and Life Testing

ISBN 9781292176017 | **PUB Date** 4/1/2018



MyLab
Math
available

Finite Mathematics for Business, Economics, Life Sciences, and Social Sciences Edition 14

Barnett / Ziegler / Byleen / Stocker

Binding Paperback | **Page Count** 672

For one-semester courses in Finite Mathematics.

Helps students “get the idea.” Finite Mathematics for Business, Economics, Life Sciences, and Social Sciences, 14th Edition offers more built-in guidance than any other text for this course – with special emphasis on applications and prerequisite skills – and a host of student-friendly features to help students catch up or learn on their own. The text’s emphasis on helping students “get the idea” is enhanced in the new edition by a design refresh, updated data and applications, and a robust MyLab™ Math course.

Table of Contents

- I. A LIBRARY OF ELEMENTARY FUNCTIONS
 - 1. Linear Equations and Graphs
 - 2. Functions and Graphs
- II. FINITE MATHEMATICS
 - 3. Mathematics of Finance
 - 4. Systems of Linear Equations; Matrices
 - 5. Linear Inequalities and Linear Programming
 - 6. Linear Programming: The Simplex Method
 - 7. Logic, Sets, and Counting
 - 8. Probability
 - 9. Markov Chains
 - 10. Data Description and Probability Distributions
 - 11. Games and Decisions (online at goo.gl/6VBjkQ)
- Appendix A: Basic Algebra Review
- Appendix B: Special Topics
- Appendix C: Area under the Standard Normal Curve

ISBN 9781292264202 | **PUB Date** 11/15/2018



Introduction to Mathematical Statistics Edition 8

Binding Paperback | **Page Count** 768

For courses in mathematical statistics.

Comprehensive coverage of mathematical statistics – with a proven approach. Introduction to Mathematical Statistics by Hogg, McKean, and Craig enhances student comprehension and retention with numerous, illustrative examples and exercises.

Table of Contents

- 1. Probability and Distributions
- 2. Multivariate Distributions
- 3. Some Special Distributions
- 4. Some Elementary Statistical Inferences
- 5. Consistency and Limiting Distributions
- 6. Maximum Likelihood Methods
- 7. Sufficiency
- 8. Optimal Tests of Hypotheses
- 9. Inferences About Normal Linear Models
- 10. Nonparametric and Robust Statistics
- 11. Bayesian Statistics
- Appendices:
 - A. Mathematical Comments
 - B. R Primer
 - C. Lists of Common Distributions
 - D. Table of Distributions
 - E. References
 - F. Answers to Selected Exercises

ISBN 9781292264769 | **PUB Date** 1/20/2018



A First Course in Probability Edition 10

Ross

Binding Paperback | **Page Count** 528

For upper-level to graduate courses in Probability or Probability and Statistics, for majors in mathematics, statistics, engineering, and the sciences.

Explores both the mathematics and the many potential applications of probability theory. A First Course in Probability offers an elementary introduction to the theory of probability for students in mathematics, statistics, engineering, and the sciences. Through clear and intuitive explanations, it attempts to present not only the mathematics of probability theory, but also the many diverse possible applications of this subject through numerous examples. The 10th Edition includes many new and updated problems, exercises, and text material chosen both for inherent interest and for use in building student intuition about probability.

Table of Contents

1. COMBINATORIAL ANALYSIS
2. AXIOMS OF PROBABILITY
3. CONDITIONAL PROBABILITY AND INDEPENDENCE
4. RANDOM VARIABLES
5. CONTINUOUS RANDOM VARIABLES
6. JOINTLY DISTRIBUTED RANDOM VARIABLES
7. PROPERTIES OF EXPECTATION
8. LIMIT THEOREMS 394
9. ADDITIONAL TOPICS IN PROBABILITY
10. SIMULATION

Answers to Selected Problems

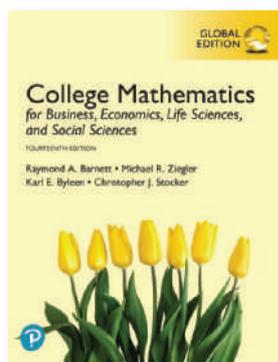
Solutions to Self-Test Problems and Exercises

Index

Common Discrete Distributions

Common Continuous Distributions

ISBN 9781292269207 | **PUB Date** 8/9/2018



College Mathematics for Business, Economics, Life Sciences, and Social Sciences Edition 14

Barnett / Ziegler / Byleen / Stocker

Binding Paperback | **Page Count** 1008

For two-semester courses in Finite Math & Applied Calculus or Mathematics for Business

College Mathematics for Business, Economics, Life Sciences, and Social Sciences, 14th Edition offers more built-in guidance than any other text for this course – with special emphasis on applications and prerequisite skills – and a host of student-friendly features to help students catch up or learn on their own. Its emphasis on helping students “get the idea” is enhanced in the new edition by a design refresh, updated data and applications, and a robust MyLab™ Math course.

The text is organized into three parts: A Library of Elementary Functions (Chapters 1-2), Finite Mathematics (Chapters 3-8, 15), and Calculus (Chapters 9-14).

Table of Contents

- I. A LIBRARY OF ELEMENTARY FUNCTIONS
 1. Linear Equations and Graphs
 2. Functions and Graphs
 - II. FINITE MATHEMATICS
 3. Mathematics of Finance
 4. Systems of Linear Equations; Matrices
 5. Linear Inequalities and Linear Programming
 6. Linear Programming: The Simplex Method
 7. Logic, Sets, and Counting
 8. Probability
 - III. CALCULUS
 9. Limits and the Derivative
 10. Additional Derivative Topics
 11. Graphing and Optimization
 12. Integration
 13. Additional Integration Topics
 14. Multivariable Calculus
 15. Markov Chains (online at goo.gl/8SZkyn)
- Appendix A: Basic Algebra Review
 Appendix B: Special Topics
 Appendix C: Tables
 Table I Integration Formulas
 Table II Area under the Standard Normal Curve

ISBN 9781292270494 | **PUB Date** 5/8/2018



Brock Biology of Microorganisms **Edition 15**

Madigan / Bender / Buckley / Sattley / Stahl

Binding Paperback | **Page Count** 1064

ISBN 9781292235103 | **PUB Date** 4/1/2018

A streamlined approach to master microbiology

Brock Biology of Microorganisms is the leading majors microbiology text on the market. It sets the standard for impeccable scholarship, accuracy, and strong coverage of ecology, evolution, and metabolism. The 15th edition seamlessly integrates the most current science, paying particular attention to molecular biology and the genomic revolution. It introduces a flexible, more streamlined organization with a consistent level of detail and comprehensive art program. Brock Biology of Microorganisms helps students quickly master concepts, both in and outside the classroom, through personalized learning, engaging activities to improve problem solving skills, and superior art and animations with Mastering Microbiology.

Table of Contents

UNIT I: THE FOUNDATIONS OF MICROBIOLOGY

1. The Microbial World
2. Microbial Cell Structure and Function
3. Microbial Metabolism
4. Molecular Information Flow and Protein Processing

UNIT II: MICROBIAL GROWTH AND REGULATION

5. Microbial Growth and Its Control
6. Microbial Regulatory Systems
7. Molecular Biology of Microbial Growth
8. Viruses and Their Replication

UNIT III: GENOMICS AND GENETICS

9. Microbial Systems Biology
10. Viral Genomics
11. Genetics of Bacteria and Archaea
12. Biotechnology and Synthetic Biology

UNIT IV: MICROBIAL EVOLUTION AND DIVERSITY

13. Microbial Evolution and Systematics
14. Metabolic Diversity of Microorganisms
15. Functional Diversity of Microorganisms
16. Diversity of Bacteria
17. Diversity of Archaea
18. Diversity of Microbial Eukarya

UNIT V: MICROBIAL ECOLOGY AND ENVIRONMENTAL MICROBIOLOGY

19. Taking the Measure of Microbial Systems
20. Microbial Ecosystems
21. Nutrient Cycles in Nature
22. Microbiology of the Built Environment
23. Microbial Symbioses with Microbes, Plants, and Animals

UNIT VI: MICROBE-HUMAN INTERACTIONS AND THE IMMUNE SYSTEM

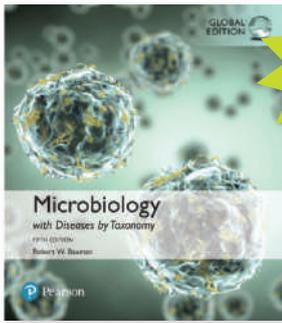
24. Microbial Symbioses with Humans
25. Microbial Infection and Pathogenesis
26. Innate Immunity: Broadly Specific Host Defenses

27. Adaptive Immunity: Highly Specific Host Defenses

28. Clinical Microbiology and Immunology

UNIT VII INFECTIOUS DISEASES AND THEIR TRANSMISSION

29. Epidemiology
30. Person-to-Person Bacterial and Viral Diseases
31. Vectorborne and Soilborne Bacterial and Viral Diseases
32. Foodborne and Waterborne Bacterial and Viral Diseases
33. Eukaryotic Pathogens: Fungi, Protozoa, and Helminths



Microbiology with Diseases by Taxonomy Edition 5

Bauman

Binding Paperback | **Page Count** 912

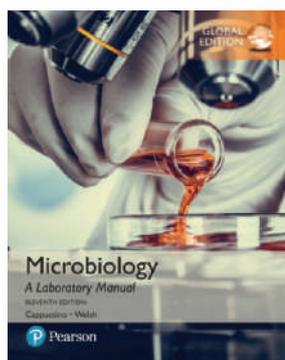
ISBN 9781292160764 | **PUB Date** 4/1/2018

For courses in introductory microbiology

Known for its unique and effective art program, conversational writing style, and author-created Video Tutors, the 5th Edition of Robert Bauman's *Microbiology with Diseases by Taxonomy* consistently emphasizes why microbiology matters, especially in health care. The text provides a mobile-friendly, multimedia learning experience, from new in-text Disease in Depth visual explorations to interactive tutorials. In-text QR codes allow instant access to an expanded collection of videos, including 15 new Video Tutors and 6 new Micro Matters animated video cases. The widely used Mastering Microbiology homework and assessment program offers a greater variety of assignment options such as new Interactive Microbiology tutorials, MicroBooster video tutors, Connecting Concepts coaching activities, and more.

Table of Contents

1. A Brief History of Microbiology
2. The Chemistry of Microbiology
3. Cell Structure and Function
4. Microscopy, Staining, and Classification
5. Microbial Metabolism
6. Microbial Nutrition and Growth
7. Microbial Genetics
8. Recombinant DNA Technology
9. Controlling Microbial Growth in the Environment
10. Controlling Microbial Growth in the Body: Antimicrobial Drugs
11. Characterizing and Classifying Prokaryotes
12. Characterizing and Classifying Eukaryotes
13. Characterizing and Classifying Viruses, Viroids, and Prions
14. Infection, Infectious Diseases, and Epidemiology
15. Innate Immunity
16. Adaptive Immunity
17. Immunization and Immune Testing
18. Immune Disorders
19. Pathogenic Gram-Positive Bacteria
20. Pathogenic Gram-Negative Cocci and Bacilli
21. Rickettsias, Chlamydias, Spirochetes, and Vibrios
22. Pathogenic Fungi
23. Parasitic Protozoa, Helminths, and Arthropod Vectors
24. Pathogenic DNA Viruses
25. Pathogenic RNA Viruses
26. Applied and Environmental Microbiology



Microbiology: A Laboratory Manual Edition 11

Cappuccino / Welsh

Binding Paperback | **Page Count** 560

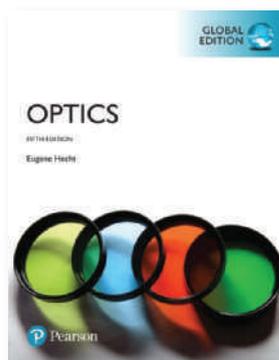
For courses in microbiology lab and nursing and allied health microbiology lab

Easy to adapt for almost any microbiology lab course, this versatile, comprehensive, and clearly written manual can be paired with any undergraduate microbiology text. Known for its thorough coverage, straightforward procedures, and minimal equipment requirements, the 11th Edition incorporates current safety protocols from governing bodies such as the EPA, ASM, and AOAC. The new edition also includes alternate organisms for experiments for easy customization in Biosafety Level 1 and 2 labs.

Table of Contents

Laboratory Safety
 Laboratory Protocol
 Part 1 Basic Laboratory Techniques for Isolation, Cultivation, and Cultural Characterization of Microorganisms
 Part 2 Microscopy
 Part 3 Bacterial Staining
 Part 4 Cultivation of Microorganisms: Nutritional and Physical Requirements, and Enumeration of Microbial Populations
 Part 5 Biochemical Activities of Microorganisms
 Part 6 The Protozoa
 Part 7 The Fungi
 Part 8 The Viruses
 Part 9 Physical and Chemical Agents for the Control of Microbial Growth
 Part 10 Microbiology of Food
 Part 11 Microbiology of Water
 Part 12 Microbiology of Soil
 Part 13 Bacterial Genetics
 Part 14 Biotechnology
 Part 15 Medical Microbiology
 Part 16 Immunology
 Appendix 1. Scientific Notation
 Appendix 2. Methods for the Preparation of Dilutions
 Appendix 3. Microbiological Media
 Appendix 4. Biochemical Test Reagents
 Appendix 5. Staining Reagents
 Appendix 6. Experimental Microorganisms

ISBN 9781292175782 | **PUB Date** 4/2/2018



Optics Edition 5

Hecht

Binding Paperback | **Page Count** 728

For courses in optics

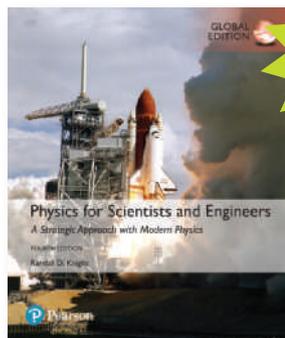
Optics, 5th Edition is distinguished by three core imperatives: up-to-date content in line with the ever-evolving technological advances in the Optics field; a modern approach to discourse including studies on photons, phasors, and theory; and improvements and revisions to the previous edition's pedagogy including over one hundred new worked examples.

Sustaining market leadership for over twenty years, Optics, 5th Edition demonstrates the range and balance in subject matter. The text is grounded in traditional methodology, while providing an early introduction to the powerful perspective of the Fourier theory, which is crucial to present-day analysis. Electron and neutron diffraction patterns are pictured alongside the customary photon images, and every piece of art has been scrutinized for accuracy and altered where appropriate to improve clarity.

Table of Contents

1: A Brief History
 2: Wave Motion
 3: Electromagnetic Theory, Photons, and Light
 4: The Propagation of Light
 5: Geometrical Optics
 6: More on Geometrical Optics
 7: The Superposition of Waves
 8: Polarization
 9: Interference
 10: Diffraction
 11: Fourier Optics
 12: Basics of Coherence Theory
 13: Modern Optics: Lasers and Other Topics

ISBN 9781292096933 | **PUB Date** 9/3/2017



Mastering
Physics
available

Physics for Scientists and Engineers: A Strategic Approach with Modern Physics Edition 4

Knight

Binding Paperback | **Page Count** 1328

ISBN 9781292157429 | **PUB Date** 4/1/2018

For courses in introductory calculus-based physics

The 4th Edition of *Physics for Scientists and Engineers* builds on strong research-based foundations with fine-tuned and streamlined content, hallmark features, and an even more robust Mastering Physics program. 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. The addition of advanced topics accommodates different teaching preferences and course structures.

Table of Contents

I. Newton's Laws

1. Concepts of Motion
2. Kinematics in One Dimension
3. Vectors and Coordinate Systems
4. Kinematics in Two Dimensions
5. Force and Motion
6. Dynamics I: Motion Along a Line
7. Newton's Third Law
8. Dynamics II: Motion in a Plane

II. Conservation Laws

9. Work and Kinetic Energy
10. Interactions and Potential Energy
11. Impulse and Momentum

III. Applications of Newtonian Mechanics

12. Rotation of a Rigid Body
13. Newton's Theory of Gravity
14. Fluids and Elasticity

IV. Oscillations and Waves

15. Oscillations
16. Traveling Waves
17. Superposition

V. Thermodynamics

18. A Macroscopic Description of Matter
19. Work, Heat, and the First Law of Thermodynamics
20. The Micro/Macro Connection
21. Heat Engines and Refrigerators

VI. Electricity and Magnetism

22. Electric Charges and Forces
23. The Electric Field
24. Gauss's Law
25. The Electric Potential
26. Potential and Field
27. Current and Resistance
28. Fundamentals of Circuits

29. The Magnetic Field

30. Electromagnetic Induction
31. Electromagnetic Fields and Waves

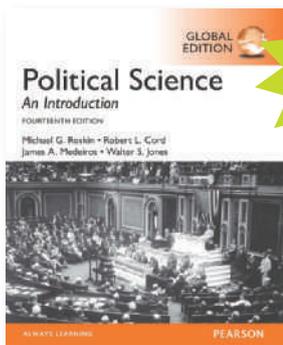
32. AC Circuits

VII. Optics

33. Wave Optics
34. Ray Optics
35. Optical Instruments

VIII. Relativity and Quantum Physics

36. Relativity
37. The Foundations of Modern Physics
38. Quantization
39. Wave Functions and Uncertainty
40. One-Dimensional Quantum Mechanics
41. Atomic Physics
42. Nuclear Physics



MyLab
Political
Science
available

Political Science: An Introduction **Edition 14**

Roskin / Cord / Medeiros / Jones

Binding Paperback | **Page Count** 384

ISBN 9781292156248 | **PUB Date** 4/1/2018

For courses in introduction to political science

Political Science: An Introduction presents a balance of theoretical abstractions and applied reasoning to help students understand how to make calm, rational choices when it comes to political manipulation. The 14th Edition asks students to explore the controversial topic of exported democracy, and whether certain countries are ready and equipped to apply our form of government. By examining issues such as the Iraq war and the difficulty of adapting our own democracy in the United States, the text prompts students to form their own opinions about democracy and political science.

Table of Contents

PART I: THE BASES OF POLITICS

1. Politics and Political Science
2. Political Ideologies
3. States
4. Constitutions and Rights
5. Regimes

PART II: POLITICAL ATTITUDES

6. Political Culture
7. Public Opinion

PART III: POLITICAL INTERACTIONS

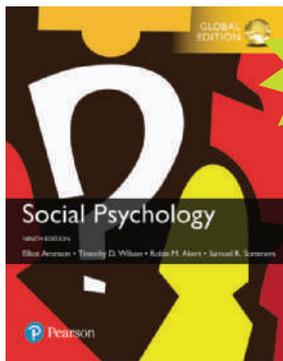
8. Political Communication
9. Interest Groups
10. Parties
11. Elections

PART IV: POLITICAL INSTITUTIONS

12. Legislatures
13. Executives and Bureaucracies
14. Judiciaries

PART V: WHAT POLITICAL SYSTEMS DO

15. Political Economy
16. Violence and Revolution
17. International Relations



MyLab
Psychology
available

Social Psychology, Global Edition Edition 9

Aronson / Wilson / Sommers

Binding Paperback | Page Count 624

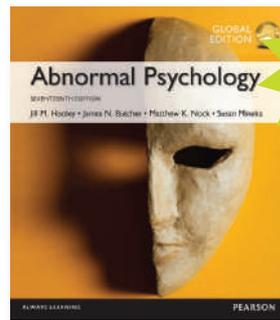
For courses in Social Psychology

Social Psychology introduces the key concepts of the field through an acclaimed storytelling approach that makes research relevant to students. Drawing upon their extensive experience as researchers and teachers, Elliot Aronson, Tim Wilson, Robin Akert, and new co-author Sam Sommers present the classic studies that have driven the discipline alongside the cutting-edge research that is the future of social psychology.

Table of Contents

1. Introducing Social Psychology
2. Methodology: How Social Psychologists Do Research
3. Social Cognition: How We Think About the Social World
4. Social Perception: How We Come to Understand Other People
5. The Self: Understanding Ourselves in a Social Context
6. The Need to Justify Our Actions: The Costs and Benefits of Dissonance Reduction
7. Attitudes and Attitude Change: Influencing Thoughts and Feelings
8. Conformity: Influencing Behavior
9. Group Processes: Influence in Social Groups
10. Interpersonal Attraction: From First Impressions to Close Relationships
11. Prosocial Behavior: Why Do People Help?
12. Aggression: Why Do We Hurt Other People? Can We Prevent It?
13. Prejudice: Causes, Consequences, and Cures
- SOCIAL PSYCHOLOGY IN ACTION 1 — Making a Difference with Social Psychology: Attaining a Sustainable Future
- SOCIAL PSYCHOLOGY IN ACTION 2 — Social Psychology and Health
- SOCIAL PSYCHOLOGY IN ACTION 3 — Social Psychology and the Law

ISBN 9781292186542 | PUB Date 3/19/2017



MyLab
Psychology
available

Abnormal Psychology Edition 17

Butcher / Hooley / Mineka / Nock

Binding Paperback | Page Count 792

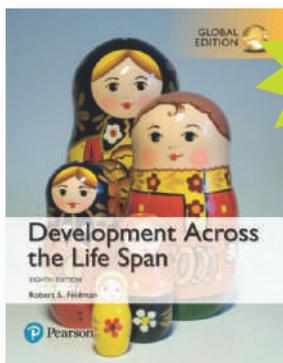
For courses in abnormal psychology

Abnormal Psychology provides a comprehensive and engaging introduction to the primary psychological disorders studied within the discipline. Maintaining a focus on the individuals at the heart of the study of abnormal psychology, the authors employ a biopsychosocial approach that helps students understand the holistic context in which abnormalities of behavior occur. The 17th Edition has been extensively updated to reflect DSM-5 diagnostic categories, classifications, and criteria.

Table of Contents

1. Abnormal Psychology: Overview and Research Approaches
2. Historical and Contemporary Views of Abnormal Behavior
3. Causal Factors and Viewpoints
4. Clinical Assessment and Diagnosis
5. Stress and Physical and Mental Health
6. Panic, Anxiety, Obsessions, and Their Disorders
7. Mood Disorders and Suicide
8. Somatic Symptom and Dissociative Disorders
9. Eating Disorders and Obesity
10. Personality Disorders
11. Substance-Related Disorders
12. Sexual Variants, Abuse, and Dysfunctions
13. Schizophrenia and Other Psychotic Disorders
14. Neurocognitive Disorders
15. Disorders of Childhood and Adolescence (Neurodevelopmental Disorders)
16. Psychological Treatment
17. Contemporary and Legal Issues in Abnormal Psychology

ISBN 9781292157764 | PUB Date 4/2/2018



MyLab
Psychology
available

Development Across the Life Span Edition 8

Feldman

Binding Paperback | **Page Count** 744

For courses in lifespan development

Development Across the Life Span provides a chronological overview of human development from the moment of conception through death, examining both the traditional areas of the field and more recent innovations. Author Robert Feldman focuses on how developmental findings can be applied meaningfully and practically, helping students to recognize the relevance of the discipline to their own lives.

Table of Contents

PART 1 – BEGINNINGS

1. An Introduction to Lifespan Development
2. The Start of Life: Prenatal Development
3. Birth and the Newborn Infant

PART 2 – INFANCY: FORMING THE FOUNDATIONS OF LIFE

4. Physical Development in Infancy
5. Cognitive Development in Infancy
6. Social and Personality Development in Infancy

PART 3 – THE PRESCHOOL YEARS

7. Physical and Cognitive Development in the Preschool Years
8. Social and Personality Development in the Preschool Years

PART 4 – THE MIDDLE CHILDHOOD YEARS

9. Physical and Cognitive Development in Middle Childhood
10. Social and Personality Development in Middle Childhood

PART 5 – ADOLESCENCE

11. Physical and Cognitive Development in Adolescence
12. Social and Personality Development in Adolescence

PART 6 – EARLY ADULTHOOD

13. Physical and Cognitive Development in Early Adulthood
14. Social and Personality Development in Early Adulthood

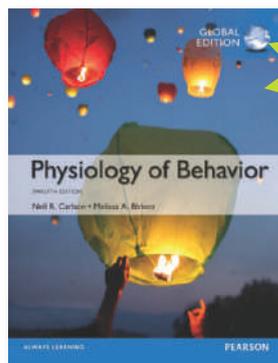
PART 7 – MIDDLE ADULTHOOD

15. Physical and Cognitive Development in Middle Adulthood
16. Social and Personality Development in Middle Adulthood

PART 8 – LATE ADULTHOOD

17. Physical and Cognitive Development in Late Adulthood
18. Social and Personality Development in Late Adulthood
19. Death and Dying

ISBN 9781292157955 | **PUB Date** 4/1/2018



MyLab
Psychology
available

Physiology of Behavior Edition 12

Carlson / Birkett

Binding Paperback | **Page Count** 736

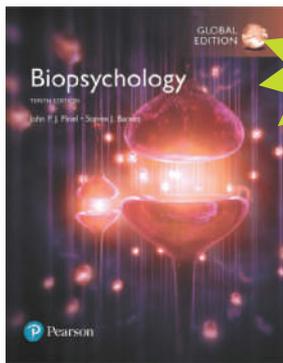
For courses in physiological/biopsychology

Physiology of Behavior provides a scholarly yet accessible portrait of the dynamic interaction between biology and behavior. The authors drew upon their experience teaching and working with students to create the new edition of this comprehensive and accessible guide for students of behavioral neuroscience. In addition to updated research, the 12th Edition offers an updated art and visual program and a more robust learning architecture that highlights key concepts, guiding students through the text.

Table of Contents

1. Introduction
2. Structure and Functions of Cells of the Nervous System
3. Structure of the Nervous System
4. Psychopharmacology
5. Methods and Strategies of Research
6. Vision
7. Audition, the Body Senses, and the Chemical Senses
8. Control of Movement
9. Sleep and Biological Rhythms
10. Reproductive Behavior
11. Emotion
12. Ingestive Behavior
13. Learning and Memory
14. Human Communication
15. Neurological Disorders
16. Schizophrenia and the Affective Disorders
17. Stress, Anxiety, and Neurodevelopmental Disorders
18. Substance Abuse

ISBN 9781292158105 | **PUB Date** 4/1/2018



MyLab
Psychology
available

Biopsychology Edition 10

Pinel / Barnes

Binding Paperback | Page Count 624

For courses in physiological psychology and biopsychology

Table of Contents

PART I: WHAT IS BIOPSYCHOLOGY?

1. Biopsychology as a Neuroscience: What Is Biopsychology, Anyway?

PART II: FOUNDATIONS OF BIOPSYCHOLOGY

2. Evolution, Genetics, and Experience: Thinking about the Biology of Behavior
3. Anatomy of the Nervous System: Systems, Structures, and Cells That Make Up Your Nervous System
4. Neural Conduction and Synaptic Transmission: How Neurons Send and Receive Signals
5. The Research Methods of Biopsychology: Understanding What Biopsychologists Do

PART III: SENSORY AND MOTOR SYSTEMS

6. The Visual System: How We See
7. Mechanisms of Perception: Hearing, Touch, Smell, Taste, and Attention: How You Know the World
8. The Sensorimotor System: How You Move

PART IV: BRAIN PLASTICITY

9. Development of the Nervous System: From Fertilized Egg to You
10. Brain Damage and Neuroplasticity: Can the Brain Recover from Damage?
11. Learning, Memory, and Amnesia: How Your Brain Stores Information

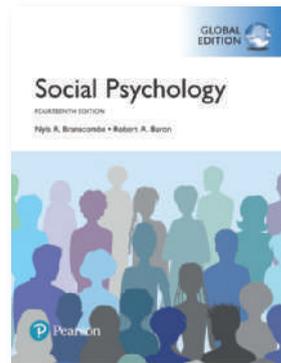
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Social Psychology Edition 14

Branscombe / Baron

Binding Paperback | Page Count 528

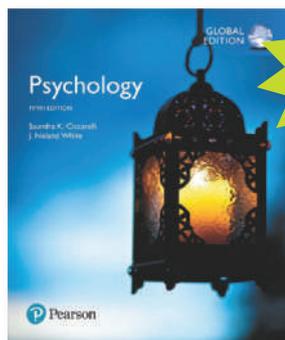
For courses in social psychology

Social Psychology, 14th Edition retains the hallmark of its past success: up-to-date coverage of the quickly evolving subject matter. Authors nyla Branscombe and Robert Baron generate student excitement by revealing the connections between theory and real-world experiences. The 14th Edition offers updated content to engage students, as well as new "What Research Tells Us About . . ." sections in each chapter that illustrate how research findings help answer important questions about social life.

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Psychology Edition 5

Ciccarelli / White

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ISBN 9781292159713 | **PUB Date** 2/19/2018

For courses in introductory psychology

Psychology, 5th Edition employs a learner-centered, assessment-driven approach that maximizes student engagement and helps educators keep students on track. The authors draw students into the discipline by showing how psychology relates to their own lives. Clear learning objectives, based on the recommended APA undergraduate learning outcomes, guide students through the material. Assessment tied to these learning objectives lets students check their understanding, while allowing instructors to monitor class progress and intervene when necessary to bolster student performance.

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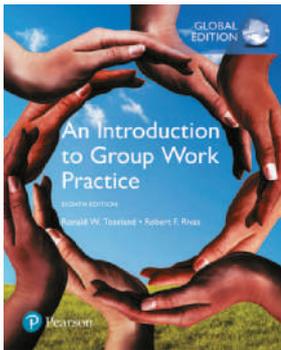
14. Psychological Disorders

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Appendix A: Statistics in Psychology

Appendix B: Applied Psychology and Psychology Careers

Appendix C: Experiment Simulations



An Introduction to Group Work Practice Edition 8

Toseland / Rivas

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For courses in group social work practice

An Introduction to Group Work Practice presents a comprehensive, coherent, organized overview of groupwork practice from a generalist practice perspective. The new 8th Edition includes typologies illustrating group work practice with task and treatment groups at the micro-, meso-, and macro-levels. The new edition includes research on virtual groups, updated and deeper content on practice with treatment and task groups, the most current literature on working with reluctant and resistant group members, updated and expanded sections on working with individuals who have difficulty engaging in and sustaining work in groups, updated material on leadership and diversity, and updated reference material and new content from evidence-based practice sources.

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PART III: THE BEGINNING STAGE

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PART IV: THE MIDDLE STAGE

9. Treatment Groups: Foundation Methods
10. Treatment Groups: Specialized Methods
11. Task Groups: Foundation Methods
12. Task Groups: Specialized Methods

PART V: THE ENDING STAGE

13. Ending the Group's Work
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Exploring Research Edition 9

Salkind

Binding Paperback | **Page Count** 288

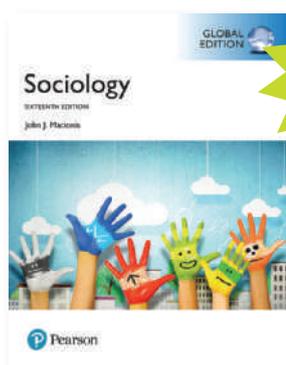
For courses in experimental methods and in research methods in political science and sociology

Exploring Research makes research methods accessible for students—describing how to collect and analyze data, and providing thorough instruction on how to prepare and write a research proposal and manuscript. Author Neil Salkind covers the research process, problem selection, sampling and generalizability, and the measurement process. He also incorporates the most common types of research models used in the social and behavioral sciences, including qualitative methods. The 9th Edition explores the use of electronic sources (the Internet) as a means to enhance research skills, includes discussions about scientific methods, and places a strong emphasis on ethics.

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14. Writing a Research Manuscript

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Sociology Edition 16

Macionis

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Sociology empowers students to see the world around them through a sociological lens. John Macionis, author of the best-selling Introductory Sociology franchise over the last three decades, takes students through the theories and research that make up the discipline, helping them to find and use the science of social behavior in everyday life.

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Qualitative Research Methods for the Social Sciences Edition 9

Lune / Berg

Binding Paperback | **Page Count** 256

For courses in research methods in political science and sociology, and in qualitative research methods

Qualitative Research Methods for the Social Sciences recognizes that different researchers in different fields each bring their own needs and intentions to the process. In this text, the authors aim to guide the reader through the process of research planning, carrying out one's projects, and making sense of the results. Each chapter provides examples of the best and worst approaches to the kinds of questions that arise with each form of research, as well as discussions of what makes an approach successful or not. The 9th Edition stresses the importance of ethics in research and respect for subjects.

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