

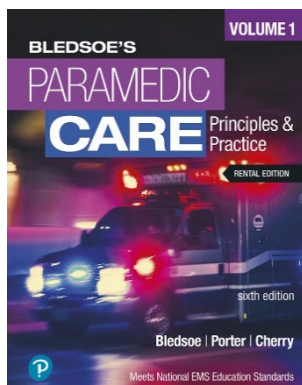


# Pearson

Global Licencing Department  
Pearson Higher Education  
Autumn 2022

## Paramedic Care: Principles and Practice, Volume 1, 6 Edition

Bledsoe, Bryan

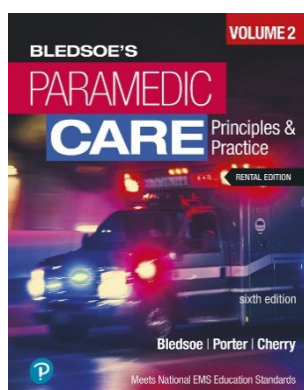


ISBN 9780136895022  
Pearson  
Pub Date 13-09-2022  
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Page Count 1200

For courses in paramedic emergency medical services. An evidence-based foundation in the principles and practices of modern EMS Bledsoe's Paramedic Care: Principles & Practice, Volume 1, offers EMS students and professionals a foundational and reference guide to paramedicine. Designed to stay ahead of industry trends and practices, the series meets current National EMS Education Standards and Paramedic Instructional Guidelines. For the extensively edited 6th Edition, the 5 volumes of this series have been condensed into 2, streamlining content for students and instructors alike. The new edition further emphasizes clinical applications and critical thinking, while aligning content with the latest guidance and standards.

## Paramedic Care: Principles and Practice, Volume 2, 6 Edition

Bledsoe, Bryan

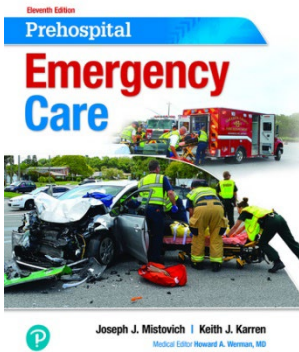


ISBN 9780136914594  
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Pub Date 3/9/2022  
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Page Count 1264

For courses in paramedic emergency medical services. An evidence-based foundation in the principles and practices of modern EMS Paramedic Care: Principles & Practice offers EMS students and professionals a foundational and reference guide to paramedicine. Designed to stay ahead of industry trends and practices, the series meets current National EMS Education Standards and Paramedic Instructional Guidelines.

## Prehospital Emergency Care, 12 Edition

Mistovich, Joseph/Karren, Keith/Hafen, Brent



ISBN 9780137938407

Pearson

Pub Date 9/4/2023

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Page Count

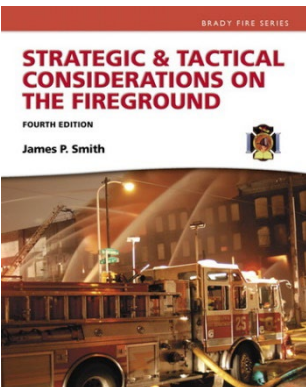
Reflects the latest and best medical knowledge and practices in emergency medical services

Course of treatment for spinal trauma has been revised to emphasize spine motion restriction rather than immobilization whenever possible spinal (column or cord) injury is suspected.

Latest American Heart Association (AHA) guidelines inform strategies for providing excellent patient care. Vital signs values throughout the text have been revised to reflect guidelines of the AHA and American Academy of Pediatrics.

Recommendations for oxygen administration in medical patients and trauma patients have been revised to reflect standards of the AHA and the American College of Surgeons.

## Strategic & Tactical Considerations on the Fireground, 5 Edition



ISBN 9780135736371

Pearson

Pub Date 1/1/2022

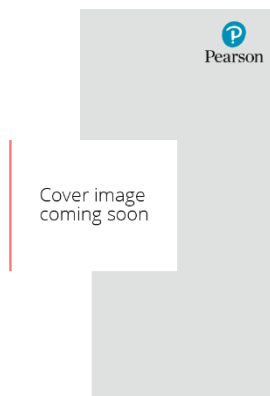
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Offers a lifetime of real experience for readers to apply in their firefighting career. Draws on author, Chief James P. Smith, 41 years' of experience in a large metropolitan fire department as a firefighter and fire officer who achieved every civil service rank and held the highest rank of deputy chief for over 20 years. Content is informed by Chief Smith's 30+ years of classroom experience to students throughout the United States. Follows FESHE Course Objectives and Outcomes and written to relative NFPA Standards.

## Practice Management for the Physician's Office, 1 Edition

Nguyen, Jaime



ISBN 9780135781159

Pearson

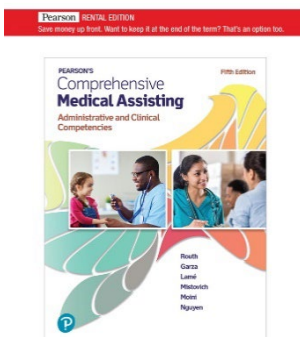
Pub Date 1/1/2023

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## Pearson's Comprehensive Medical Assisting, 5 Edition

Routh, Kristiana Sue/Garza, Diana/Lamé, Jennifer/Mistovich, Joseph/Moini, Jahangir/Nguyen, Jamie



ISBN 9780137727773

Pearson

Pub Date 8/2/2022

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Page Count 1552

For courses in comprehensive medical assisting. Procedural, people and professional skills for medical assisting Pearson's Comprehensive Medical Assisting covers the tasks of the medical assistant using a step-by-step, competency-based approach. Hundreds of procedures, together with workplace scenarios and critical-thinking exercises, help students build skills aligned with CAAHEP and ABHES standards. The 5th Edition adheres to the latest curriculum standards of ABHES. Emphasizing communication skills, it includes two revamped chapters devoted to communication and the addition of medical terminology tables to anatomy and physiology chapters. COVID-19 requirements and sensitivity standards are also new.



## Pearson's Dental Assisting, 1 Edition

University, Rutgers



ISBN 9780135755242

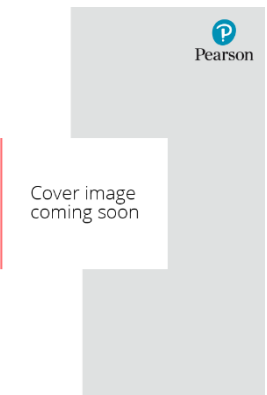
Pearson

Pub Date 1/1/2023

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## Practice Management for the Physician's Office, 1 Edition



ISBN 9780135781142

Pearson

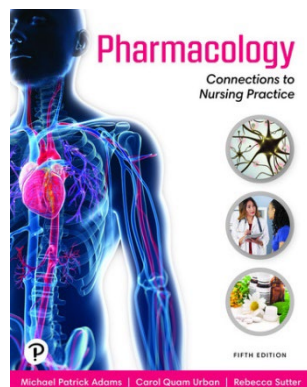
Pub Date 11/1/2023

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## Pharmacology: Connections to Nursing Practice, 5 Edition

Adams, Michael/Urban, Carol



ISBN 9780137571611

Pearson

Pub Date 4/1/2022

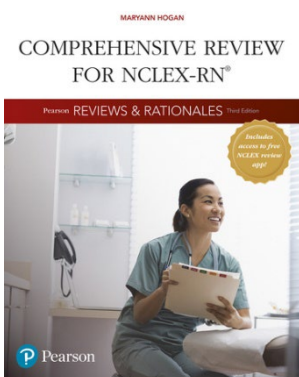
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Page Count 1478

**Pharmacology: Connections to Nursing Practice** examines key pharmacologic concepts and their links to nursing practice and patient care. The authors' approach recognizes that pharmacology is not just an academic discipline to be learned for its own sake, but also a tool for promoting healing and preventing disease. By using prototype drugs and grouping drugs by body systems and diseases, they offer you a solid foundation for mastering medications and their therapeutic uses.

## Pearson Reviews & Rationales: Comprehensive Review for NCLEX-RN, 4 Edition

Hogan, Mary Ann



ISBN 9780138025908

Pearson

Pub Date 31-12-2022

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Page Count

**Pedagogical features highlight critical concepts on the NCLEX-RN Exam.**

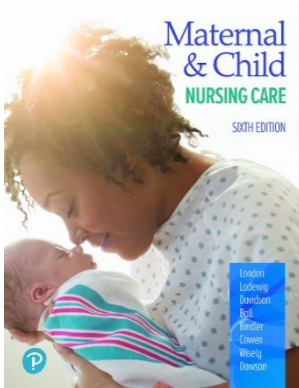
**Memory Aid boxes** tie specific content from the review outline to the Test Plan. The boxes provide hints or suggestions to help students remember these important concepts easily during testing.

**NCLEX Alerts** identify concepts that are likely to be tested on the NCLEX-RN exam and prompt students to learn the important information next to the icon for more favourable results.

**Check Your NCLEX-RN Exam I.Q. sections**, at the end of each chapter, provide an opportunity for students to assess their NCLEX-RN readiness on the topics covered in the chapter.

## Maternal & Child Nursing Care, 6 Edition

London, Marcia/Ladewig, Patricia/Davidson, Michele/Ball, Jane/Bindler, Ruth/Cowen, Kay



ISBN 9780136860099

Pearson

Pub Date 12/11/2021

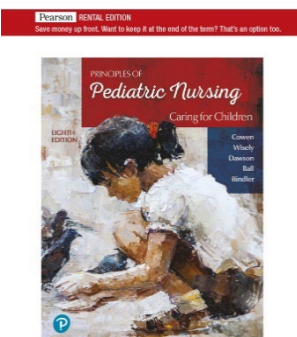
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This print textbook is available for students to rent for their classes. The Pearson print rental program provides students with affordable access to learning materials, so they come to class ready to succeed. For courses in maternal and child nursing care in any nursing program. A contemporary, efficient family-centered approach to maternal-newborn and pediatric care. Maternal & Child Nursing Care helps students build fundamental nursing skills for maternal-newborn and pediatric care, including clinical reasoning, cultural competence, and evidence-based practice. The text supports fast, efficient learning for condensed nursing courses by focusing on what's most important and avoiding duplicative content.

## Principles of Pediatric Nursing: Caring for Children, 8 Edition

London, Marcia/Ladewig, Patricia/Davidson, Michele/SHAW, MICHELE/Ball, Jane/Bindler, Ruth/Cowen, Kay



ISBN 9780136859727

Pearson

Pub Date 25-01-2022

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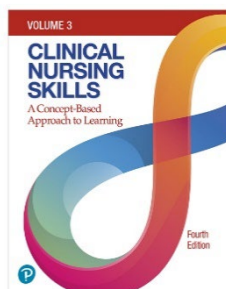
Page Count 1024

This print textbook is available for students to rent for their classes. The Pearson print rental program provides students with affordable access to learning materials, so they come to class ready to succeed. For pediatric nursing courses in associate and baccalaureate degree programs. A comprehensive, family-centered approach to child-centered nursing care. Principles of Pediatric Nursing presents a foundation of core pediatric nursing principles with an emphasis on growth and development, family-centered care, and health promotion and maintenance.

## Clinical Nursing Skills: A Concept-Based Approach, 4 Edition

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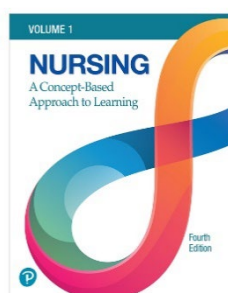
ISBN 9780136909507  
Pearson  
Pub Date 27-01-2022  
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Page Count 784

For courses in concept-based nursing. #1 curriculum choice for concept-based schools of nursing Nursing: A Concept-Based Approach to Learning is the only true concepts curriculum built from the ground up as a comprehensive, cohesive learning system. This 3-volume series provides all the nursing curriculum content and materials needed to develop practice-ready nurses. Its pedagogy fosters a deep comprehension of connections between concepts, with broad applications. Volume III, Clinical Nursing Skills, is the only volume of any concept-based curriculum devoted exclusively to nursing skills. The 4th Edition help students learn and apply essential skills and knowledge for patient care, while relating topics to broader contexts.

## Nursing: A Concept-Based Approach to Learning, Volume 1, 4 Edition

Pearson Education

Pearson RENTAL EDITION  
Save money up front. Want to keep it at the end of the term? That's an option too.

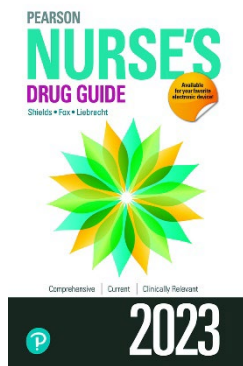


ISBN 9780136906346  
Pearson  
Pub Date 10/2/2022  
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Page Count 1840

For courses in concept-based nursing. #1 curriculum choice for concept-based schools of nursing Nursing: A Concept-Based Approach to Learning is the only true concepts curriculum built from the ground up as a comprehensive, cohesive learning system. This 3-volume series provides all the nursing curriculum content and materials needed to develop practice-ready nurses. Its pedagogy fosters a deep comprehension of connections between concepts, with broad applications. Volume I focuses on 21 biophysical concepts, including normal function, interrelationships and alterations.

## Pearson Nurse's Drug Guide 2023, 1 Edition

Shields, Kelly/Fox, Kami/Liebrecht, Christina



ISBN 9780137676682

Pearson

Pub Date 2/7/2022

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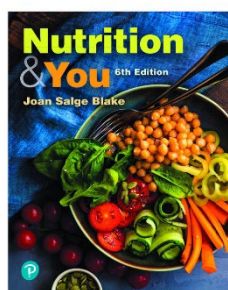
Page Count 1968

For nursing courses covering drugs or drug administration. A long-trusted reference guide for safe, effective drug administration Pearson Nurse's Drug Guide 2023 helps clinicians administer drugs safely in any health care setting. Drugs are listed alphabetically by generic name and indexed by both generic and trade name, enabling quick, easy lookup. Students can get clinical information for hundreds of drugs, including adverse reactions, interactions, side effects and impact on lab result.

## Nutrition & You, 6 Edition

Blake, Joan

Pearson RENTAL EDITION  
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ISBN 9780137652860

Pearson

Pub Date 31-01-2022

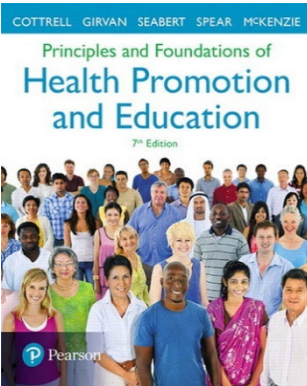
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Page Count 720

Nutrition & You customizes nutrition discussions to help students apply nutrition concepts to their own lives. Joan Salge Blake uses visuals and humor to address students directly, encouraging them to think critically and become informed consumers of nutrition information. The 6th Edition presents the latest scientific research, including new 2020 to 2025 Dietary Guidelines for Americans (DGA) with current Dietary Recommended Intake suggestions. Updated Self-Assessments and new features in every chapter equip students to make well-founded choices in their personal nutrition.

## Principles and Foundations of Health Promotion and Education, 8 Edition

Cottrell, Randall/Girvan, James/McKenzie, James/Seabert, Denise



ISBN 9780136768937

Pearson

Pub Date

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Page Count

For undergraduate courses in health education and promotion.

**Current Real-World Perspectives Enhance Students' Understanding of Health Education and Promotion**

*Principles and Foundations of Health Promotion and Education* provides students with a solid foundation in the history, philosophy, theory, and ethics of health education. Considered the best overall introduction to the growing field of health education and promotion, the text connects fundamental topics to research, resources, and practitioners.

## Health: The Basics, 14 Edition

Donatelle, Becky



ISBN 9780137467112

Pearson

Pub Date 27-01-2022

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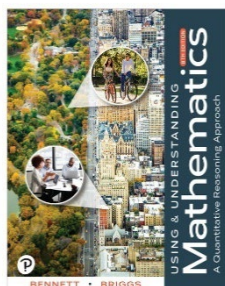
Page Count 576

Health: The Basics aligns well-researched health information with current real-world topics that have the greatest impact on your life to keep you engaged in learning and living well. As an individual and a community, we face unprecedented challenges. It's important to remember that you can do things to improve your health while being an agent for change in society. Our future will be brighter if we understand our collective challenges and plan to protect, preserve, and promote our health. The 14th Edition retains the mindfulness research and tools that Health: The Basics is known for, to help you engage mindfulness practices and cut through the static of everyday life, be more focused and present, and improve your academic performance.

## Using & Understanding Mathematics: A Quantitative Reasoning Approach, 8 Edition

Bennett, Jeffrey/Briggs, William

Pearson RENTAL EDITION  
Save money up front. Rent to keep it at the end of the term? That's an option too.



ISBN 9780137575336

Pearson

Pub Date 26-01-2022

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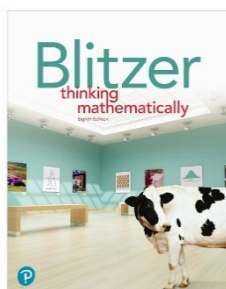
Page Count 856

Using & Understanding Mathematics prepares you for the math you'll encounter in future courses, careers and daily life. Quantitative reasoning trailblazers Bennett and Briggs help foster the problem-solving tools needed to think critically about quantitative issues in society. Their content-driven approach is organized by mathematical ideas; after each topic is presented, examples of its applications are shown. The 8th Edition is extensively revised throughout, from the coronavirus pandemic to the latest presidential election and more.

## Thinking Mathematically, 8 Edition

Blitzer, Robert

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ISBN 9780137551200

Pearson

Pub Date 31-01-2022

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Page Count 1064

It's not always easy to see how math fits into everyday life. Designed for non-math majors, Thinking Mathematically uses diverse, interesting applications to show how truly relevant and fun math can be: the value of online classes, modeling coronavirus cases, the highest-paid celebrities, and many others. The 8th Edition updates its well-known exercises and examples with new topics and data, explores free online technology and resources, and much more. Blitzer's distinctive, relatable voice shows how our world is both mathematical and meaningful. This print textbook is available for students to rent for their classes. The Pearson print rental program provides students with affordable access to learning materials, so they come to class ready to succeed.

## Interactive Calculus: Early Transcendentals, Multivariable, 1 Edition

Briggs, William/Cochran, Lyle/Gillett, Bernard/Schulz, Eric



ISBN 9780138058784

Pearson

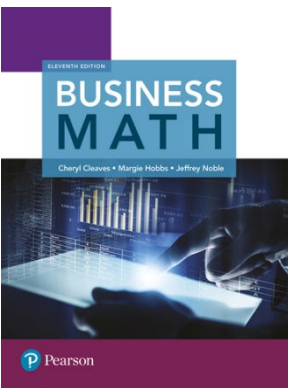
Pub Date 1/3/2023

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## Business Math, 12 Edition

Cleaves, Cheryl/Hobbs, Margie/Noble, Jeffrey



ISBN 9780138052348

Pearson

Pub Date 1/1/2023

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For courses in business mathematics, personal finance, or small business management.

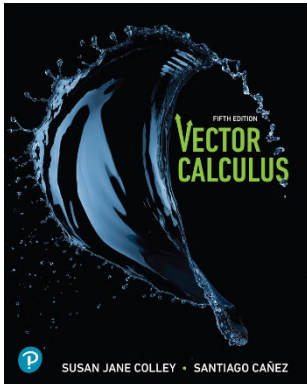
### **Empowers your students to manage personal finances**

**Business Math** is a practical and thorough guide for students and small business owners to learn how to manage personal and business finances. The book was written on the premise that everyone needs to understand how to manage money, offering a rare deep dive into topics not always taught in class. A conversational tone, real world examples, and case studies keep complicated topics understandable and engaging.



## Vector Calculus, 5 Edition

Colley, Susan/Cañez, Santiago



ISBN 9780136800064

Pearson

Pub Date 1/2/2022

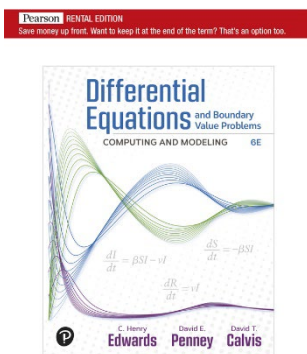
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Vector Calculus uses the language and notation of vectors and matrices to help you start the transition from first-year calculus to more advanced technical math. Its readable narrative, numerous figures, strong examples and exercise sets help foster a solid grasp of the concepts. An appropriate level of rigor collects most of the technical derivations at the ends of sections; many proofs are available for reference but are positioned in a way that does not disrupt the flow of main ideas. The 5th Edition offers clarifications, new examples and new exercises throughout.

## Differential Equations and Boundary Value Problems: Computing and Modeling, 6 Edition

Edwards, C./Penney, David/Calvis, David



ISBN 9780137540129

Pearson

Pub Date 3/2/2022

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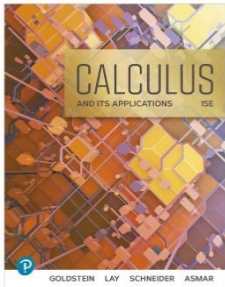
Page Count 816

Differential Equations and Boundary Value Problems: Computing and Modeling balances concepts, visualization, applications and skills, helping you develop the conceptual understanding and geometric visualization that are essential for science and engineering students. It utilizes computer algebra systems such as Mathematica, Maple, and MATLAB plus online platforms like Wolfram|Alpha and GeoGebra, along with traditional manual methods. The text begins and ends with discussion of mathematical modeling of real-world phenomena, evident in its figures, examples, problems and applications. The 6th Edition adds and updates content throughout, including an expanded Application Module for Section 6.4 that discusses COVID-19.

## Calculus & Its Applications, 15 Edition

Goldstein, Larry/Lay, David/Schneider, David/Asmar, Nakhle/Tavernetti, William

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ISBN 9780137590612

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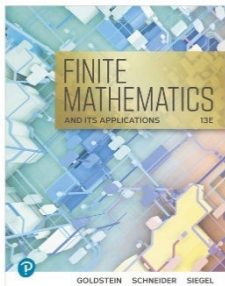
Page Count 664

Calculus & Its Applications builds intuition with key concepts before presenting analytical material, using a strategic and distinctive topic organization to make learning calculus more accessible. Significant applications introduced early on make the mathematics more digestible, and comprehensive exercise sets suit different types of courses. The 15th Edition introduces fresh insights from new co-author Edward Tavernetti of University of California - Davis. It improves and expands applications, updates example and exercise data, and provides new material on modeling with differential equations.

## Finite Mathematics & Its Applications, 13 Edition

Goldstein, Larry/Schneider, David/Siegel, Martha/Simmons, Jill

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ISBN 9780137616619

Pearson

Pub Date 26-01-2022

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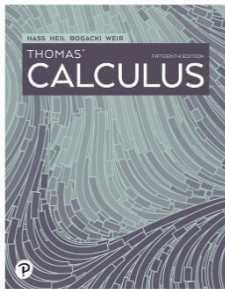
Page Count 616

Finite Mathematics & Its Applications is packed with everyday applications like consumer loans, IRAs and mortgages to give you a solid foundation in math for future courses, careers and daily life. Built-in instruction on the latest technology incorporates graphing calculators, spreadsheets and Wolfram|Alpha®. Thousands of well-crafted exercises enable a wide range of practice in skills, applications, concepts and technology. This adaptable, student-oriented approach enables independent learning and study, while demonstrating how concepts apply to future careers.

## Thomas' Calculus, 15 Edition

Hass, Joel/Heil, Christopher/Weir, Maurice/Bogacki, Przemyslaw

THOMSON HENRY HOLT  
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ISBN 9780137615582

Pearson

Pub Date 5/5/2022

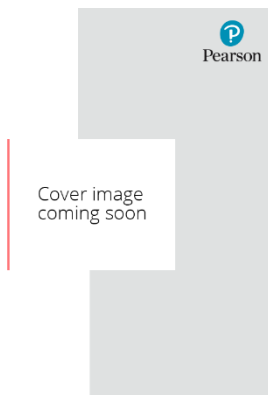
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Thomas' Calculus goes beyond memorizing formulas and routine procedures to help you develop deeper understanding. It guides you to a level of mathematical proficiency, with additional support if needed through its clear and intuitive explanations, current applications and generalized concepts. Technology exercises in every section use the calculator or computer for solving problems, and Computer Explorations offer exercises requiring a computer algebra system like Maple or Mathematica. The 15th Edition adds exercises, revises figures and language for clarity, and updates many applications; new online chapters cover Complex Functions, Fourier Series and Wavelets.

## Business Analytics, 1 Edition

Levine, David/Stephan, David/Szabat, Kathryn



ISBN 9780136921813

Pearson

Pub Date 11/1/2023

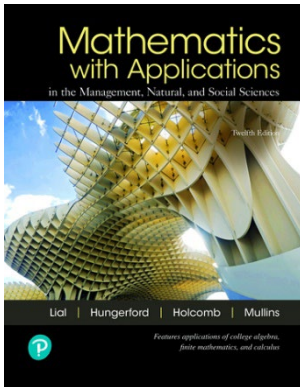
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## Mathematics with Applications In the Management, Natural, and Social Sciences, 13 Edition

Lial, Margaret/Hungerford, Thomas/Holcomb, John/Mullins, Bernadette



ISBN 9780137892198

Pearson

Pub Date 11/1/2023

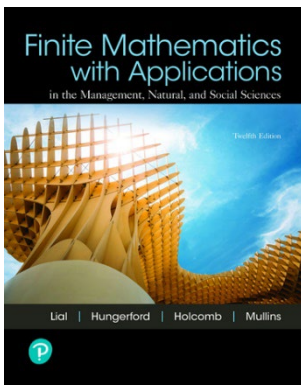
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*Mathematics with Applications in the Management, Natural, and Social Sciences* helps you build a strong mathematical foundation with 4 chapters of algebra coverage before tackling finite mathematics and applied calculus. It motivates through its grounded presentation and real-world applications. The **13th Edition** revises and adds new content, applications, learning devices and exercise sets. An abundance of new real-data examples, exercises and applications throughout are noted with a green header that highlights the subject of the problem and ties the content to specific majors. This text is ideal for 2-semester or 2-3 quarter courses in Finite Math & Applied Calculus or Mathematics for Business.

## Finite Mathematics with Applications In the Management, Natural, and Social Sciences, 13 Edition

Lial, Margaret/Hungerford, Tom/Holcomb, John/Mullins, Bernadette



ISBN 9780137913558

Pearson

Pub Date 2/2/2023

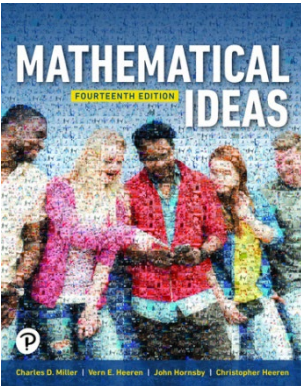
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*Finite Mathematics with Applications in the Management, Natural, and Social Sciences* helps you build a strong mathematical foundation with 4 chapters of algebra coverage before tackling finite math, a natural progression from foundational to more advanced topics and from concrete examples to general rules and formulas. It motivates through its grounded presentation and real-world applications. The **13th Edition** revises and adds new content, applications, learning devices and exercise sets.

## Mathematical Ideas, 15 Edition

Miller, Charles/Heeren, Vern/Hornsby, John/Heeren, Christopher



ISBN 9780138051433

Pearson

Pub Date 1/1/2023

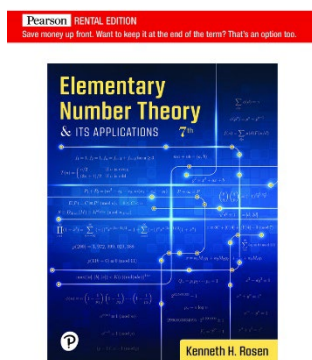
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Ideal for students in liberal arts math and survey courses, *Mathematical Ideas* helps you develop a solid understanding of mathematical concepts while showing you how math plays an important role in your current and future life. It is a versatile text that has evolved to meet changing course and student needs, but maintains its primary objectives: comprehensive coverage, appropriate organization, clear language, many examples, and well-planned exercise sets with numerous applications. An even stronger emphasis on career applications in the **15th Edition** includes additional “When Will I Ever Use This?” feature boxes, along with many new or modified exercises tied to career applications. Updated exercise sets include over 1000 new or modified exercises, with many emphasizing career applications.

## Elementary Number Theory, 7 Edition

Rosen, Kenneth



ISBN 9780137356249

Pearson

Pub Date 3/12/2022

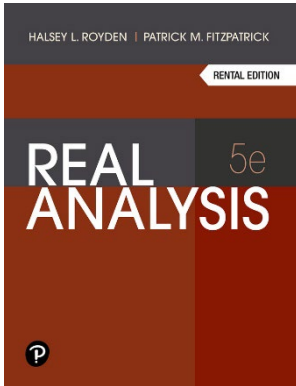
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Elementary Number Theory helps you push your understanding to new heights with the strongest exercise sets, proofs and examples. Applications are integrated throughout. Connections with abstract algebra help those who have already studied it, and lay the groundwork to understand key ideas if you're taking abstract algebra in the future. Computational exercises and computer projects are available for Maple, Mathematica, Sage Math and the book's many online resources. The 7th Edition offers a presentation that's easier to learn from, while incorporating advancements and recent discoveries in number theory.

## Real Analysis, 5 Edition

Royden, Halsey/Fitzpatrick, Patrick



ISBN 9780137906529

Pearson

Pub Date 15-07-2022

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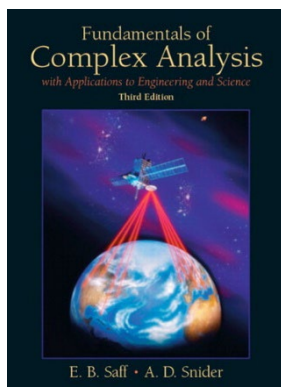
Page Count 496

This text is designed for graduate-level courses in real analysis.

**Real Analysis, 5th Edition**, covers the basic material that every graduate student should know in the classical theory of functions of a real variable, measure and integration theory, and some of the more important and elementary topics in general topology and normed linear space theory. This text assumes a general background in undergraduate mathematics and familiarity with the material covered in an undergraduate course on the fundamental concepts of analysis. Patrick Fitzpatrick of the University of Maryland—College Park spearheaded this revision of Halsey Royden's classic text.

## Fundamentals of Complex Analysis: with Applications to Engineering and Science, 4 Edition

Saff, Edward/Snider, Arthur



ISBN 9780137961306

Pearson

Pub Date 11/1/2023

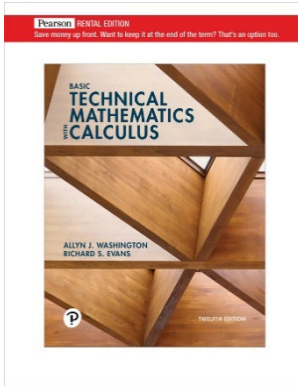
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Page Count

This is the best seller in this market. It provides a comprehensive introduction to complex variable theory and its applications to current engineering problems. It is designed to make the fundamentals of the subject more easily accessible to students who have little inclination to wade through the rigors of the axiomatic approach. Modeled after standard calculus books—both in level of exposition and layout—it incorporates physical applications *throughout* the presentation, so that the mathematical methodology appears less sterile to engineering students.

## Basic Technical Mathematics with Calculus, 12 Edition

Washington, Allyn/Evans, Richard



ISBN 9780137582600

Pearson

Pub Date 23-01-2022

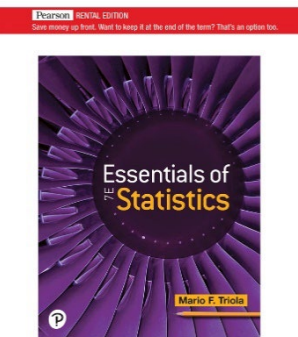
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Page Count 1136

Basic Technical Mathematics with Calculus focuses on the essentials you need, with no added theory or side trips. It supports understanding of mathematical techniques and how they apply on the job in fields like computer design, electronics, solar energy, lasers, and the environment. A vast number of applications create a solid foundation in algebra and trigonometry and demonstrate their applicability in various technical fields. Plenty of solved examples, problem sets, and practice exercises help reinforce skills. End-of-chapter review and test prep help you succeed on quizzes and exams. Additionally, the authors point out common errors, frequently misunderstood topics, and essential material.

## Essentials of Statistics, 7 Edition

Triola, Mario



ISBN 9780137466092

Pearson

Pub Date 11/3/2022

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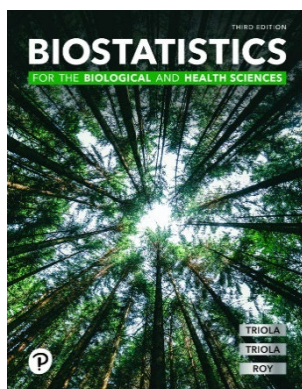
Page Count 704

From vaccine trials to elections and self-driving cars, statistics shapes our lives. Whatever your major, Essentials of Statistics can help you understand the role of statistics in our world. Technology is on the verge of a major shift, and the fast-growing data science used to study artificial intelligence, machine learning and deep learning technology is rooted in statistics. What's more, statistics is essential to diverse fields including medicine, polling, journalism, law, physical science, education, business and economics.



## Biostatistics for the Biological and Health Sciences, 3 Edition

Triola, Marc/Triola, Mario/Roy, Jason



ISBN 9780137864171

Pearson

Pub Date 12/1/2023

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Page Count

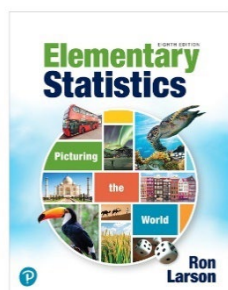
For courses in Biostatistics.

**Real-world applications connect statistical concepts to everyday life.**

*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 **3rd 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 country, *Biostatistics for the Biological and Health Sciences* provides an excellent introduction to statistics for students studying the biological, life, medical, and health sciences.

## Elementary Statistics: Picturing the World, 8 Edition

Larson, Ron



ISBN 9780137493326

Pearson

Pub Date 26-01-2022

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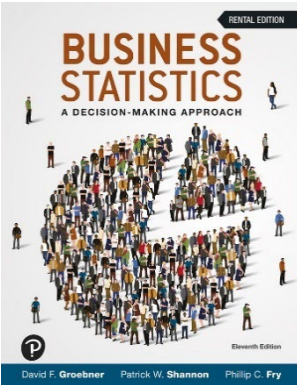
Page Count 712

Elementary Statistics: Picturing the World describes the world through statistics using stepped-out instruction, extensive real-life examples and exercises, and design that fits content to each page makes the material more digestible. The authors' combination of theory, teaching and learning aids, and design helps you understand concepts and use statistics to describe and think about our world.



## Business Statistics: A Decision Making Approach, 11 Edition

Groebner, David/Shannon, Patrick/Fry, Phillip

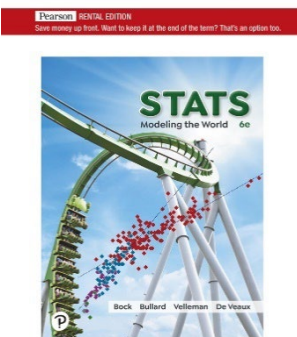


ISBN 9780137835324  
Pearson  
Pub Date 11/1/2023  
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Page Count

Gain an edge in today's workplace by applying statistical analysis skills to real-world decision-making. *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.

## Stats: Modeling the World, 6 Edition

De Veaux, Richard/Velleman, Paul/Bock, David



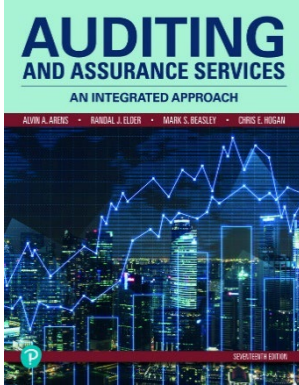
ISBN 9780137685394  
Pearson  
Pub Date 21-02-2022  
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Page Count 896

Stats: Modeling the World will get you thinking statistically from the start. It leads with practical data analysis and graphics to help you think in a statistical context. Updated, relevant examples and data plus the authors' signature 'Think, Show, and Tell' problem-solving method teach you to approach a question, solve the problem and communicate meaning. The 6th Edition updates and adds examples, exercises and data throughout, with access to the data where possible. Many examples and exercises are based on recent news stories, articles, and other sources, with many listed so you can explore them further.

|               |  |     |        |
|---------------|--|-----|--------|
| 9781292413020 | <b>Haeussler Introductory Mathematical Analysis for Business, Economics, and the Life and Social Sciences, Global Edition (852 pages)</b><br>Introductory Mathematical Analysis for Business, Economics, and the Life and Social Sciences provides a mathematical foundation for students in a variety of fields and majors. The authors establish an emphasis on algebraic calculations that sets this text apart from other introductory, applied mathematics books. Because the process of calculating variables builds skills in mathematical modeling, this emphasis paves the way for students to solve real-world problems that use calculus. | 14e | Aug-21 |
| 9780135766781 | <b>Adams Calculus: A Complete Course (Canadian Edition) (1200 pages)</b><br>Calculus: A Complete Course, is the ultimate guide in the field, offering accessible content and an array of Instructor's resources that will support your teaching of standard semester courses as well as unique topics in the landscape of Mathematics.   | 10e | Apr-21 |

## Auditing and Assurance Services, 18 Edition

Arens, Alvin/Elder, Randal/Beasley, Mark/Hogan, Chris



ISBN 9780137879199

Pearson

Pub Date 12/1/2023

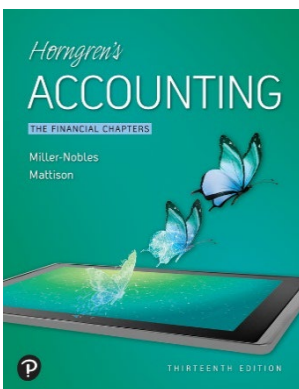
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Page Count

For core auditing courses. An integrated, up-to-date approach to auditing and assurance services. Auditing and Assurance Services examines the process of conducting an audit from start to finish. The text's primary objective is to illustrate auditing concepts using practical examples and real-world settings. Using key real audit decisions as their foundation, students will be able to successfully conduct an audit according to a financial reporting framework. The new Edition contains the latest standards and codes as well as new sample CPA-style questions to prepare students for the actual exam.

## Horngren's Accounting, The Financial Chapters, 14 Edition

Miller-Nobles, Tracie/Mattison, Brenda



ISBN 9780137884858

Pearson

Pub Date 25-01-2023

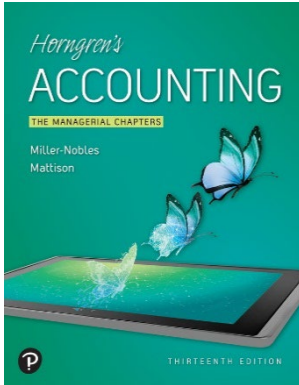
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For courses in financial and managerial accounting. Expanding on proven success with Horngren's accounting Horngren's Accounting, The Financial Chapters presents the core content of principles of accounting courses in a fresh format designed to help today's learners succeed. As teachers first, the author team knows the importance of delivering a student experience free of obstacles.

## Horngren's Accounting, The Managerial Chapters, 14 Edition

Miller-Nobles, Tracie/Mattison, Brenda

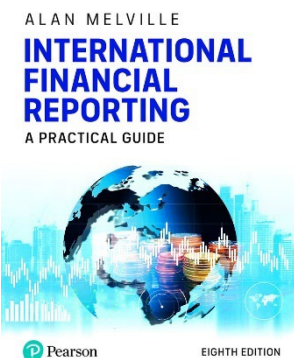


ISBN 9780137884872  
Pearson  
Pub Date 25-01-2023  
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This print textbook is available for students to rent for their classes. The Pearson print rental program provides students with affordable access to learning materials, so they come to class ready to succeed. For courses in financial and managerial accounting. Expanding on proven success with Horngren's accounting Horngren's Accounting, The Managerial Chapters presents the core content of principles of accounting courses in a fresh format designed to help today's learners succeed.

## International Financial Reporting, 8 Edition

Melville, Alan



ISBN 9781292439426  
Pearson  
Pub Date 13-04-2022  
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Page Count 528

A focused, user-friendly introduction to international financial reporting International Financial Reporting, 8th edition by Melville employs a practical, applied approach in exploring and explaining the key financial standards. With more than 140 countries in the world now using international financial reporting standards (IFRS® Standards), knowledge of the standards issued by the International Accounting Standards Board (IASB®) is vital to your success in financial accounting.

## Business in Action, 10 Edition

Bovee, Courtland/Thill, John



ISBN 9780137879038

Pearson

Pub Date 11/2/2023

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Page Count 576

For introductory courses in business. This ISBN is for the bound textbook, which students can rent through their bookstore. A concise and comprehensive introduction to business. Business in Action remains the premier, comprehensive textbook for important introductory business principles and concepts. Featuring a highly organized, objective-driven structure, the text incorporates relevant, contemporary examples and trends from the business world. Now 16 chapters (down from 20), the new Edition has been streamlined to better match the needs of the course.

## Better Business, 6 Edition

Solomon, Michael/Poatsy, Mary Anne/Martin, Kendall



ISBN 9780137469048

Pearson

Pub Date 1/2/2022

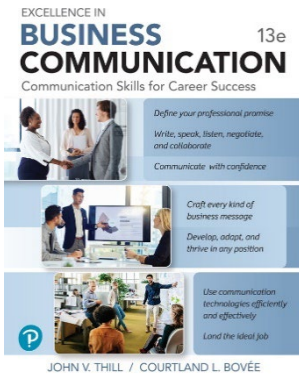
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Page Count 608

For courses in introductory business. A conversational, question-and-answer approach to contemporary business. Revel® Better Business introduces the business content students need, in a better way. By presenting and connecting the evolving issues and opportunities of business, the text encourages students to come to class prepared to have better conversations. Unique features illustrate positive and negative outcomes of relevant business ventures, while Mini Chapters focus on key topics in business. The 6th Edition continues to feature updated social media strategies and technologies, reflecting the explosive growth of social media in the contemporary business environment.

## Excellence in Business Communication, 14 Edition

Thill, John/Bovee, Courtland



ISBN 9780137868452

Pearson

Pub Date 11/1/2023

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Page Count

For business communication courses. Sharpen your professional communication skills Excellence in Business Communication takes a close look at the fundamental skills and principles of business communication. Featuring practical advice, time-tested processes, and real-world examples, Excellence is the premier text for helping students hone and develop essential communication skills. With the rise of intelligent communication technology, the new Edition examines the most significant and recent technology-related changes affecting the business world.

## Macroeconomics, 11 Edition

Abel, Andrew/Bernanke, Ben/Croushore, Dean



ISBN 9780137876037

Pearson

Pub Date 11/1/2023

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Page Count

For courses in intermediate macroeconomics. This ISBN is for the bound textbook, which students can rent through their bookstore. A unified approach to economic theory 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 students analyze real macroeconomic data used by policy makers and researchers.

## Macroeconomics, 14 Edition

Parkin, Michael

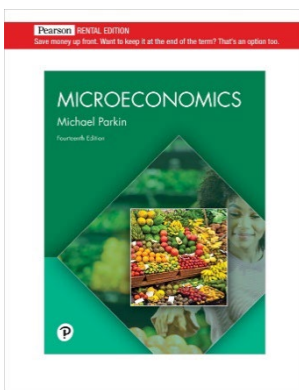


ISBN 9780137470822  
Pearson  
Pub Date 1/2/2022  
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Page Count 456

For 1-semester principles of macroeconomics courses. An intuitive and grounded approach to economics  
Macroeconomics gets students to think like economists by incorporating the latest policy, data and discussions on important global issues. The 14th Edition emphasizes real-world applications, the development of critical-thinking skills, diagrams renowned for their pedagogy and clarity, and path-breaking technology.

## Microeconomics, 14 Edition

Parkin, Michael



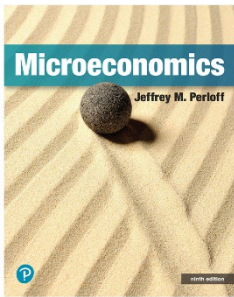
ISBN 9780137470792  
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Pub Date 1/2/2022  
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Page Count 552

For 2-semester principles of economics courses. An intuitive and grounded approach to economics  
Economics gets students to think like economists by incorporating the latest policy, data and discussions on important global issues. The 14th Edition emphasizes real-world applications, the development of critical-thinking skills, diagrams renowned for their pedagogy and clarity, and path-breaking technology. Hallmark features in the chapter openings and endings encourage students to think critically about a news article relating to the issue, demonstrating how thinking like an economist can bring a clearer perspective to, and deeper understanding of, today's events.

## Microeconomics, 9 Edition

Perloff, Jeffrey

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Pub Date 20-01-2022  
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Page Count 816

For courses in intermediate microeconomics. Using microeconomics to analyze and resolve real-world policy and business problems Microeconomics presents economic theory in the context of real, data-driven examples, and then develops students' intuition through Solved Problems. The text places emphasis on modern theories that are useful in analyzing actual markets, while a step-by-step problem-based learning approach demonstrates how to use these theories to solve business problems and analyze policy.

## Microeconomics, 10 Edition

Pindyck, Robert/Rubinfeld, Daniel

**MICROECONOMICS**  
ROBERT S. PINDYCK DANIEL L. RUBINFELD  
NINTH EDITION



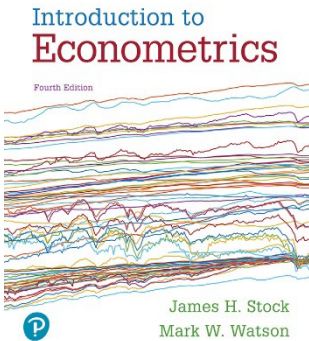
ISBN 9780136892823  
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Pub Date 11/1/2023  
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Page Count

For Intermediate Microeconomics courses. Microeconomics and its role in decision making and public policy Microeconomics exposes students to topics that play a central role in microeconomics. From game theory and competitive strategy, to the roles of uncertainty and information, and the analysis of pricing by firms with market power, the text helps students understand what's going on in the world of business. It also shows students how microeconomics can be used as a practical tool for decision-making and for designing and understanding public policy.



## Introduction to Econometrics, 5 Edition

Stock, James/Watson, Mark



ISBN 9780137958955  
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Pub Date 25-03-2023  
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For courses in introductory econometrics. Engaging applications bring the theory and practice of modern econometrics to life. Ensure students grasp the relevance of econometrics with Introduction to Econometrics -- the text that connects modern theory and practice with motivating, engaging applications. The new 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.

## Corporate Finance, 6 Edition

Berk, Jonathan/DeMarzo, Peter

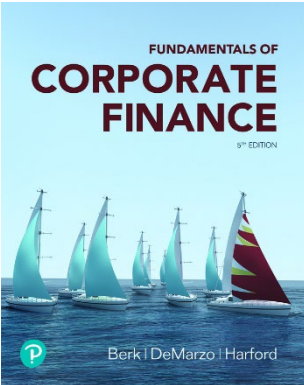


ISBN 9780137845026  
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Pub Date 13-01-2023  
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For MBA/graduate students taking a course in corporate finance. This ISBN is for the bound textbook, which students can rent through their bookstore. An emphasis on modern theory blended with practice elevates students' financial decision making. Using the 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, new Edition blends coverage of time-tested principles and the latest advancements with the practical perspective of the financial manager.

## Fundamentals of Corporate Finance, 6 Edition

Berk, Jonathan/DeMarzo, Peter/Harford, Jarrad



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This print textbook is available for students to rent for their classes. The Pearson print rental program provides students with affordable access to learning materials, so they come to class ready to succeed. For undergraduate courses in corporate finance or financial management. Help students practice and connect to real-world financial decisions. 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.

## Multinational Business Finance, 16 Edition

Eiteman, David/Stonehill, Arthur/Moffett, Michael

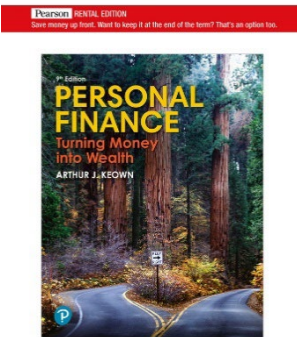


ISBN 9780137496013  
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Pub Date 28-01-2022  
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Page Count 640

For international finance courses. Authoritative, comprehensive coverage of contemporary international finance. Multinational Business Finance trains the leaders of tomorrow's multinational enterprises to recognize and capitalize on the unique characteristics of global markets. As such, the authors have embedded real-world mini-cases throughout, applying the chapter concepts to the types of situations managers of real multinational firms encounter. The 16th Edition attempts to capture the rapid evolution of our global marketplace. It takes a closer look at the types of organizations that permeate the arena, and the competition, opportunities and challenges global businesses face today. Hallmark features of this title Boost critical-thinking skills

## Personal Finance, 9 Edition

Keown, Arthur

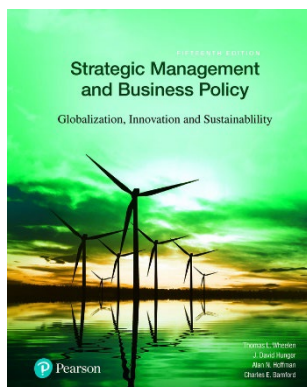


ISBN 9780137504152  
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Pub Date 1/2/2022  
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Page Count 656

For personal finance courses. A blueprint for securing your financial future Personal Finance: Turning Money into Wealth empowers students to successfully make and carry out a plan for their financial future. By introducing the 10 fundamental principles of personal finance in a way that leaves a lasting impression, this text provides students with lifelong tools that will help them effectively cope with an ever-changing financial environment. The 9th Edition reflects recent developments in the world of personal finance.

## Strategic Management and Business Policy: Globalization, Innovation and Sustainability, 16 Edition

Bamford, Charles/Hoffman, Alan/Wheelen, Thomas/Hunger, J.

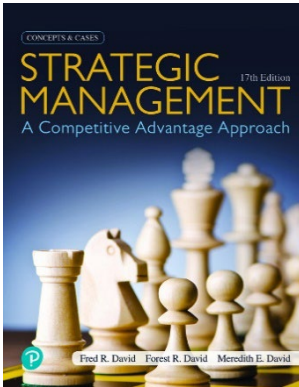


ISBN 9780137928156  
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Pub Date 16-01-2023  
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For courses in Strategic Management and Business Policy. Utilize a strategic management model to learn and apply key concepts through cases Picking up where the popular previous editions left off, Strategic Management and Business Policy: Globalization, Innovation and Sustainability, new 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.

## Strategic Management and Competitive Advantage: Concept and Cases, 18 Edition

David, Fred/David, Forest/David, Meredith

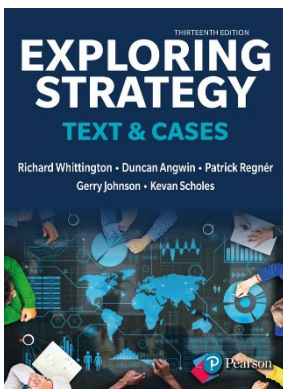


ISBN 9780137897667  
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Pub Date 25-02-2023  
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For undergraduate and graduate courses in strategic management. This ISBN is for the bound textbook, which students can rent through their bookstore. A practical, skills-oriented approach to strategic management In today's economy, gaining and sustaining a competitive advantage is harder than ever. Strategic Management captures the complexity of the current business environment and delivers the latest skills and concepts with unrivaled clarity, helping students develop their own cutting-edge strategy through skill-developing exercises.

## Exploring Strategy, Text & Cases, 13 Edition

Whittington, Richard/Regnér, Patrick/Angwin, Duncan/Johnson, Gerry/Scholes, Kevan

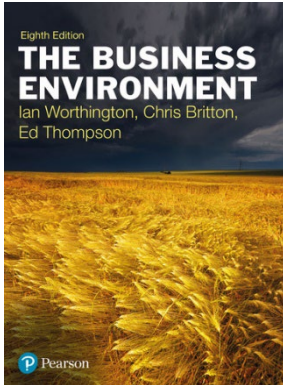


ISBN 9781292428741  
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Pub Date 8/12/2022  
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Develop your strategic thinking, tackle real-world challenges and develop the skills to think and behave like a manager. With over a million copies sold worldwide, Exploring Strategy by Whittington, Angwin, Regnér, Johnson, and Scholes is the essential introduction to strategy for managers of today and tomorrow, tackling the hottest and most up-to-date issues regarding the operation of organisations. The latest 13th edition is renewed and revised according to the latest developments in the field, continuing the exploration surrounding the big questions about organisations: How does an organisation prosper today How do organisations grow How do they innovate and change?

## Business Environment, The, 9 Edition

Worthington, Ian/Britton, Chris/Thompson, Ed

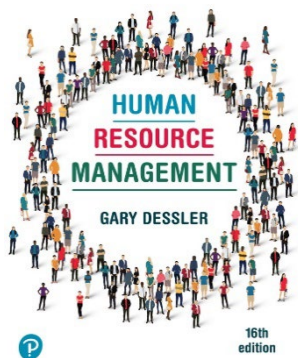


ISBN 9781292417844  
Pearson  
Pub Date 12/3/2023  
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In an uncertain economic environment with fast-paced changing cultures and contexts, today's organizations can seem a tricky and complex world to understand. *The Business Environment – A Global Perspective* endows students with a toolset for identifying, analysing and planning for external (PESTLE) and internal factors in business strategy. This book is about all of us and the world we and businesses live in, because organizations do not exist in a vacuum.

## Human Resource Management, 17 Edition

Dessler, Gary



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For courses in management. Modern human resources: technology, social media, and management. Human Resource Management introduces students to the daily tools and skills they'll need to function as successful managers, in both HR and business in general. Using a practical approach, the text explores the evolution of the field, highlighting the introduction of revolutionary new technologies and social media platforms. With a heavy focus on emerging industry trends and the positive impacts of technology on HR, the new Edition prepares students with everything they need to be effective managers and HR personnel in the 21st century.

## Principles of Management -- Revel, 1 Edition

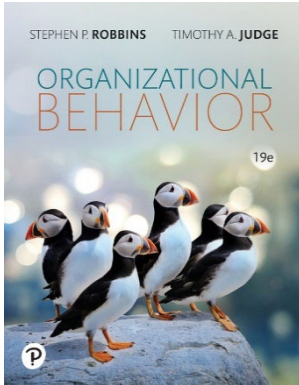
Mollica, Kelly/Coomber, Nicole



ISBN 9780137911301  
Pearson  
Pub Date 1/5/2022  
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Page Count

## Organizational Behavior, 19 Edition

Robbins, Stephen/Judge, Timothy



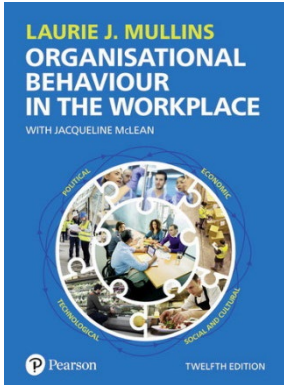
ISBN 9780137474646  
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Pub Date 1/2/2022  
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Page Count 800

For undergraduate and graduate courses in organizational behavior. The world's most successful organizational behavior text Revel® Organizational Behavior provides the information you want, in the language your students understand. Reflecting the most recent research and events within the field of OB, the 19th Edition continues its hallmark focus on clear writing, cutting-edge content, and intuitive pedagogy. There's a reason why Robbins and Judge's OB textbooks have educated millions of students and have been translated into 20 languages - because of a commitment to provide engaging, cutting-edge material that helps students understand and connect with this important field of study.



## Management and Organisational Behaviour, 13 Edition

Mullins, Laurie

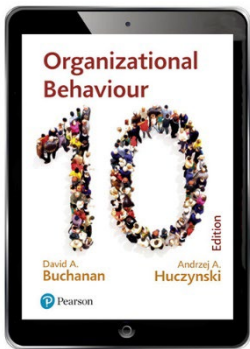


ISBN 9781292422381  
Pearson  
Pub Date 22-03-2023  
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Page Count

Everything you need to know about organisational behaviour in the workplace, in one industry-leading text.

## Organizational Behaviour, 11 Edition

Buchanan, David/Huczynski, Andrzej



ISBN 9781292417813  
Pearson  
Pub Date 22-03-2023  
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Page Count

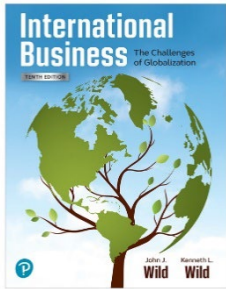
If you are a new student in social science, looking for an engaging textbook in Organizational Behaviour, then this is the right book for you.

Organizational Behaviour, 11<sup>th</sup> edition is one of the most established books in the field, ideal for students and professionals who do not necessarily have a background in social science. Well-known for its accessible, reader-friendly nature, this textbook challenges you to look beyond academic resources and explore the concept drawing from your personal, everyday experiences.

## International Business: The Challenges of Globalization, 10 Edition

Wild, John/Wild, Kenneth

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Pub Date 27-06-2022

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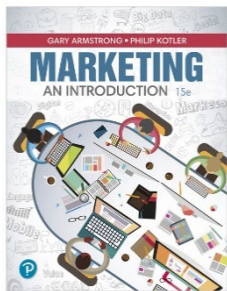
Page Count 456

For international business courses. Develop cultural understanding in international business Revel® International Business: The Challenges of Globalization is a brief, yet comprehensive introduction to the difficulties of global entrepreneurship. It examines the cultural barriers that can arise in international business (IB), as well as the theory and terminology essential to conducting successful business abroad. With coverage of major IB topics, engaging features, and real-world examples, the authors present a fresh take on the subject that is both interesting and invaluable to students.

## Marketing: An Introduction, 15 Edition

Armstrong, Gary/Kotler, Philip

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Pub Date 3/1/2022

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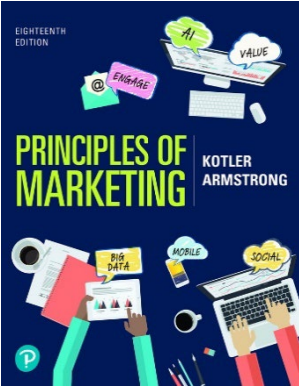
Page Count 704

For principles of marketing courses. An engaging and practical introduction to marketing Marketing: An Introduction illustrates how creating and capturing customer value drives effective marketing strategies. The text reflects major trends and shifting forces that impact marketing in this digital age of customer value, engagement and relationships. This in turn leaves students with a richer understanding of basic marketing concepts, strategies and practices. The 15th Edition features updated chapter-opening vignettes, Marketing at Work highlights, company cases and end-of-chapter exercises. With these, students get ample practice applying marketing concepts to real-world company scenarios. Hallmark features of this title Real companies, real marketing practices.



## Principles of Marketing, 19 Edition

Kotler, Philip/Armstrong, Gary

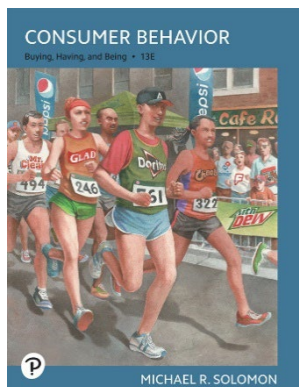


ISBN 9780137864898  
Pearson  
Pub Date 11/6/2023  
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Page Count

This print textbook is available for students to rent for their classes. The Pearson print rental program provides students with affordable access to learning materials, so they come to class ready to succeed. For principles of marketing courses that require a comprehensive text. Learn how to create value through customer connections and engagementIn a fast-changing, increasingly digital and social marketplace, it's more vital than ever for marketers to develop meaningful connections with their customers.

## Consumer Behavior: Buying, Having, Being, 14 Edition

Solomon, Michael

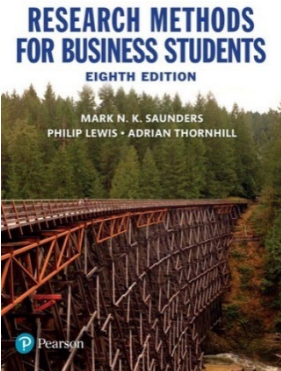


ISBN 9780137865093  
Pearson  
Pub Date 11/1/2023  
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Page Count

For consumer behavior courses. Beyond consumer behavior: How buying habits shape identity. Consumer Behavior: Buying, Having, and Being covers what happens before, during and after the point of purchase. It investigates how having or not having certain products affects our lives, especially in the canon of social media and the digital age. In the new Edition, up-to-date content reflects major marketing trends and changes that impact this field of study. Since we are all consumers, many of the topics have both professional and personal relevance to students. This makes it easy to apply the theory outside of class and maintain an edge in the fluid and evolving field of consumer behavior.

## Research Methods, 9 Edition

Saunders, Mark/Lewis, Philip/Thornhill, Adrian

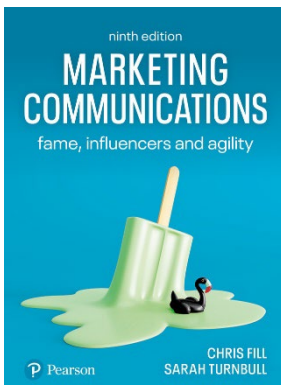


ISBN 9781292402727  
Pearson  
Pub Date 27-03-2023  
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Page Count

Ranked as the most highly cited text in Business, Marketing, Accounting & Economics according to the Financial Times! The market-leading textbook that offers clear, robust and pragmatic guidance on your dissertation or research project. With over 500,000 copies sold, Research Methods for Business Students by Saunders, Lewis, and Thornhill is the definitive textbook for Business, Marketing, and Management students conducting a research-led project or dissertation. This fully revised 9th edition provides excellent coverage guiding you through the entire process, from deciding on a research topic to writing your dissertation or project and presenting your academic poster.

## Marketing Communications, 9 Edition

Fill, Chris/Turnbull, Sarah

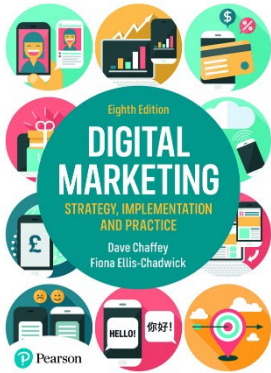


ISBN 9781292400327  
Pearson  
Pub Date 26-12-2022  
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Page Count 688

Get a solid grasp of the methods and processes surrounding marketing communications and develop your career with this industry-leading text. Marketing Communications, 9th edition by Fill and Turnbull is the leading text that blends theory with contemporary marketing practice and introduces you to the key topics of the subject. Ideal for undergraduate and postgraduate students in Marketing and related fields, this textbook guides you through the processes and actions of engaging the audiences with brands, products and services, from theory to practice.

## Digital Marketing, 8 Edition

Chaffey, Dave/Ellis-Chadwick, Fiona



ISBN 9781292400969  
Pearson  
Pub Date 9/3/2022  
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Page Count 560

Discover more about effective Digital Marketing strategies and practices, and expand your knowledge of the field, learning from the success stories of some of the biggest brands. Digital Marketing, 8th edition is a market-leading text, providing you with the most comprehensive guide to the strategies, techniques, and online trends that have transformed the way companies communicate with their consumer audiences today. The text, known for its clear structure and accessible content, offers you valuable insight into the main principles and aspects of Digital Marketing.

## Essentials of Services Marketing, Global Edition, 4 Edition

Wirtz, Jochen/Lovelock, Christopher/Chew, Patricia

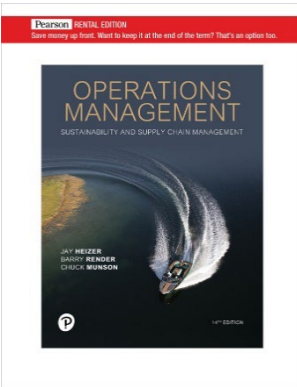


ISBN 9781292425191  
Pearson  
Pub Date 29-06-2022  
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Page Count 680

For undergraduate courses in services marketing As economies across the world continue to transition toward services, skills in marketing and managing services have never been more important. Essentials of Services Marketing, 4e, captures the reality of today's world, incorporates recent academic and managerial thinking, and illustrates cutting-edge service concepts. Designed to provide a crisp introduction to key topics in the field, this book places marketing issues within a broader general management context and shows the relationships between the marketing, operations, IT, and human resources functions in service firms.

## Operations Management: Sustainability and Supply Chain Management, 14 Edition

Heizer, Jay/Render, Barry/Munson, Chuck

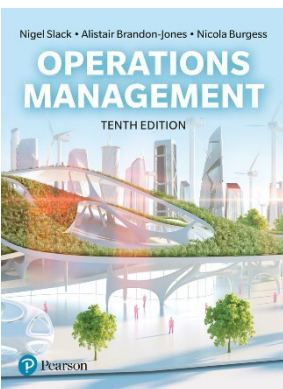


ISBN 9780137476442  
Pearson  
Pub Date 11/1/2022  
Copyright 2023  
Page Count 928

For courses in operations management. A market-leading introduction to operations text Operations Management: Sustainability and Supply Chain Management focuses on the key strategic decisions of operations managers. The text also provides behind-the-scenes insights into how operations work within an organization. In this 14th Edition, a wealth of examples, solved problems, homework assignments, cases, and other learning resources help students better understand concepts important to today's operations management professionals.

## Operations Management, 10 Edition

Slack, Nigel/Brandon-Jones, Alistair/Burgess, Nicola

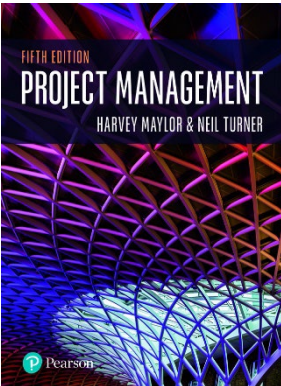


ISBN 9781292408248  
Pearson  
Pub Date 9/3/2022  
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Page Count 768

Operations may not run the world but make the world run! Learn how a business operates and improves its processes from some of the leading experts in the field. Operations Management, 10th edition is the ultimate guide on the subject, providing you with the best ways and strategies to learn, explore and make sense of how a business works, coming from world-leading experts Nigel Slack, Alistair Brandon-Jones, and Nicola Burgess. Strategic in its perspective and with a clear structure, the latest edition offers a comprehensive and practical way to study key concepts surrounding effective operation processes, from theory to practice.

## Project Management, 5 Edition

Maylor, Harvey/Turner, Neil



ISBN 9781292088433

Pearson

Pub Date 9/3/2022

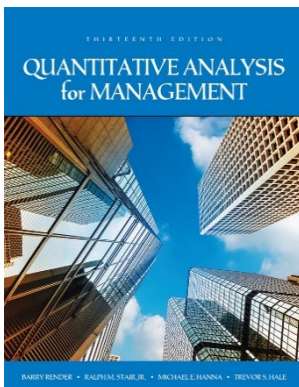
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Page Count 472

Develop essential skill set to manage and deliver projects critical to business success. Project Management, 5th edition, by Maylor and Turner offers an in-depth and contemporary account of the theory and practice of project management. Anchored in the authors' extensive teaching, research and consulting experience, the title discusses project complexities through various facets of project leadership: managerial, relational and entrepreneurial. It draws on recent research as well as new and original models and frameworks to provide a critical appraisal of project management.

## Quantitative Analysis for Management, 14 Edition

Render, Barry/Stair, Ralph/Hanna, Michael/Hale, Trevor



ISBN 9780137864966

Pearson

Pub Date 11/1/2023

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Page Count

For courses in management science and decision modeling. Foundational understanding of management science through real-world problems and solutions. Quantitative Analysis for Management helps students to develop a real-world understanding of business analytics, quantitative methods, and management science by emphasizing model building, tangible examples, and computer applications. The authors offer an accessible introduction to mathematical models and then students apply those models using step-by-step, how-to instructions. For more intricate mathematical procedures, the 13th Edition offers a flexible approach, allowing instructors to omit specific sections without interrupting the flow of the material. Supporting computer software enables instructors to focus on the managerial problems and solutions, rather than spending valuable class time on the details of algorithms.

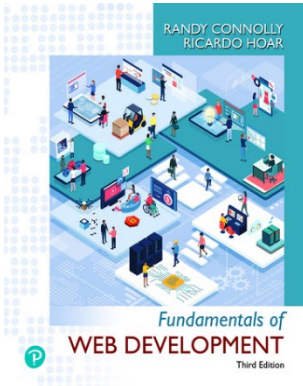
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| <b>9780136473152</b> | <b>Crossan Strategic Analysis and Action</b><br>Strategic Analysis and Action was written to complement case analysis in university and company strategic management courses. It takes a general management perspective, meaning that wherever you sit in the organization, there is a need for both analysis and action that serve to integrate functional analysis such as finance, marketing and logistics, as well as a need to integrate thematic areas such as crisis management and organizational change.  | <b>10e</b> | <b>Mar-22</b> |
| <b>9780137668786</b> | <b>Johns Organizational Behaviour</b><br>Organizational Behaviour is comprehensive, authoritative and up to date and reflects current research and practical concerns. Both traditional subjects (such as expectancy theory) and newer topics (like workplace spirituality, positive organizational behaviour, dirty work, job crafting, cyberbullying, technostress, positive leadership, virtual teams, collective efficacy, emotional intelligence, creative deviance, mindfulness, crowdsourcing, knowledge hiding, and platforms) are addressed. Balanced treatment is provided to micro topics (covered in the earlier chapters) and macro topics (covered in the later chapters). | <b>12e</b> | <b>Aug-22</b> |
| <b>9780136971153</b> | <b>Callegher Marketing Research for Marketers</b><br>Marketing Research for Marketers provides marketing students with the basics of marketing research and teaches them how to work with marketing research professionals in their future marketing careers. Instead of teaching advanced research topics, this textbook uses simple language to reinforce a basic-to-intermediate understanding of marketing research processes, types of research, question-writing, sampling techniques, analysis techniques, report structures, and ethical considerations.   | <b>1e</b>  | <b>Jul-20</b> |



## Fundamentals of Web Development, 3 Edition

Connolly, Randy/Hoar, Ricardo



ISBN 9780135863572

Pearson

Pub Date 19-07-2022

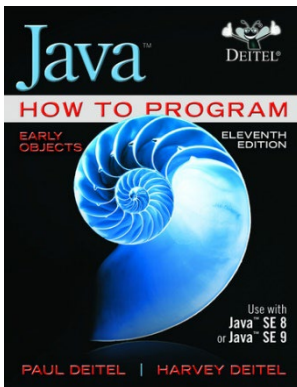
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For courses in Web Programming and Design: Numerous Mark-up / Scripting Languages, as part of the CS1 course sequence. Help students master the fundamentals of web development. Fundamentals of Web Development, 3rd Edition guides students through the creation of enterprise-quality websites using current development frameworks. Written by leading teachers in the field and designed for serious programmers, this book is as valuable to students as a dev bootcamp.

## Java How To Program, Early Objects, 12 Edition

Deitel, Paul/Deitel, Harvey



ISBN 9780137598540

Pearson

Pub Date 25-03-2024

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For courses in Java programming

### Unparalleled breadth and depth of object-oriented programming concepts

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## Starting Out With Java: Control Structures through Objects, 8 Edition

Gaddis, Tony



ISBN 9780137357949

Pearson

Pub Date 1/2/2022

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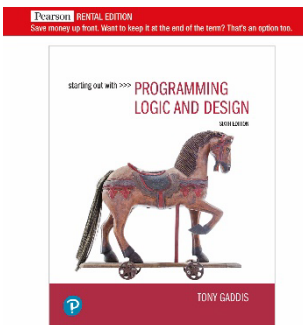
Page Count 1552



For courses in computer programming in Java. A clear and student-friendly way to teach Java fundamentals With Revel® for Starting Out with Java: Control Structures Through Objects, CS1 author and instructor Tony Gaddis uses a step-by-step approach to introduce students to programming in Java. Procedural programming, control structures and methods, is covered before object-oriented programming to ensure that students understand fundamental programming and problem-solving concepts.

## Starting Out with Programming Logic and Design, 6 Edition

Gaddis, Tony



ISBN 9780137602148

Pearson

Pub Date 18-02-2022

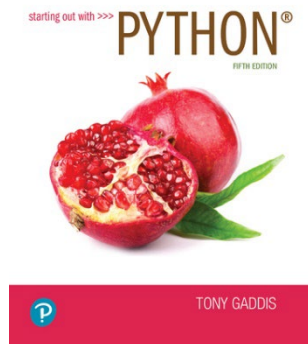
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Page Count 832

For courses in problem solving and programming logic. A clear and student-friendly introduction to programming logic Starting Out with Programming Logic and Design introduces programming concepts and problem-solving skills using an accessible, language-independent approach. Fundamental topics and object-oriented concepts are introduced without the complication of language syntax. Easy-to-read pseudocode, flowcharts, examples, and exercises help new programmers gain confidence in their skills and learn to recognize the logic of high-quality programs. The 6th Edition features improved pedagogy that gradually introduces students to the different ways a program's flow of execution can be directed. Hallmark features of this title Student-focused features

## Starting Out With Python, 6 Edition

Gaddis, Tony



ISBN 9780137619108

Pearson

Pub Date 8/9/2022

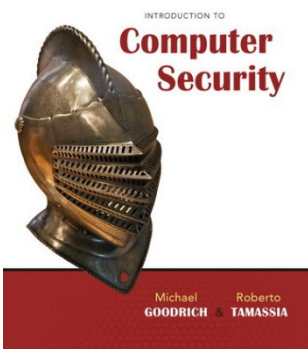
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For courses in Python programming. A clear and student-friendly introduction to Python Starting Out with Python® introduces programming concepts and problem-solving skills using Tony Gaddis' accessible approach. Control structures are discussed before classes to familiarize new programmers with the fundamentals. Every chapter includes easy-to-read code listings, practical examples, and application exercises to help students gain confidence in their skills and learn to recognize the logic of developing high-quality programs. The 6th Edition is thoroughly updated with new language features and functionality for versions of Python up through Python 3.9.

## Introduction to Computer Security, 2 Edition

Goodrich, Michael/Tamassia, Roberto



ISBN 9780133575477

Pearson

Pub Date 25-02-2023

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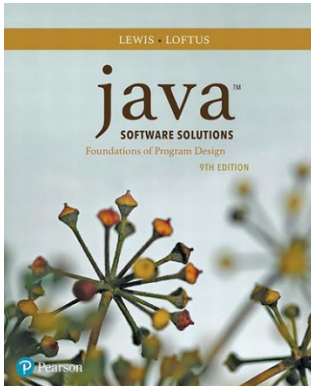
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*A new Computer Security textbook for a new generation of IT professionals.*

Unlike most other computer security textbooks available today, *Introduction to Computer Security, 1e* does NOT focus on the mathematical and computational foundations of security, and it does not assume an extensive background in computer science. Instead it looks at the systems, technology, management, and policy side of security, and offers students fundamental security concepts and a working knowledge of threats and countermeasures with “just-enough” background in computer science. The result is a presentation of the material that is accessible to students of all levels.

## Java Software Solutions, 10 Edition

Lewis, John/Loftus, William



ISBN 9780137306954

Pearson

Pub Date 11/2/2023

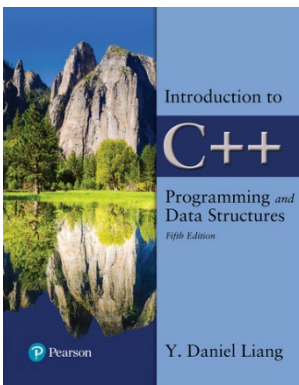
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For courses in Java programming. Empower students to write useful, object-oriented programs Java Software Solutions helps equip students with the knowledge and skills they need to design true object-oriented solutions. Concepts progress naturally, from learning to use objects to learning how to write them. Sound programming practices are introduced and reinforced, preparing readers to write good software. Small and large real-world examples help hone the problem-solving skills needed to write well-designed software. The 10th Edition is updated to keep pace with the ever-evolving Java language. New examples and sections keep the material fresh and improve the discussion of individual topics. Hallmark features of this title An object-oriented approach

## Introduction to C++ Programming and Data Structures, 5 Edition

Liang, Y.



ISBN 9780137391448

Pearson

Pub Date 29-10-2021

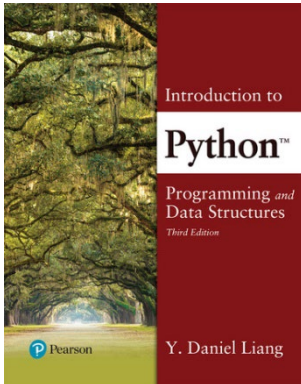
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For introductory courses in Computer Science and Computer Programming courses. A fundamentals-first approach to programming helps students create efficient, elegant code Revel® for Introduction to Programming with C++ and Data Structures allows students to learn essential programming concepts and practice coding in one continuous experience — anytime, anywhere, and on any device.

## Introduction to Python Programming and Data Structures, 3 Edition

Liang, Y.

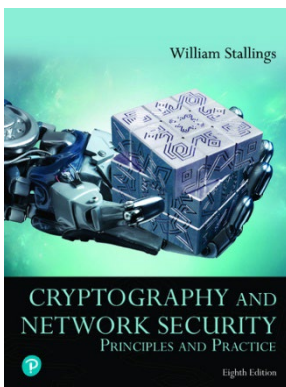


ISBN 9780137621521  
Pearson  
Pub Date 25-06-2022  
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**Introduction to Python Programming and Data Structures** introduces basic programming concepts using a fundamentals-first approach that helps you learn to create efficient, elegant code. Concepts and techniques, including control statements, loops, functions, and arrays, are presented before designing custom classes. You'll learn basic logic and programming concepts first, and then advance into object-oriented and GUI programming. A wide variety of problems with varying levels of difficulty cover many interesting application areas.

## Cryptography and Network Security: Principles and Practice -- Pearson uCertify Course, 8 Edition

Stallings, William

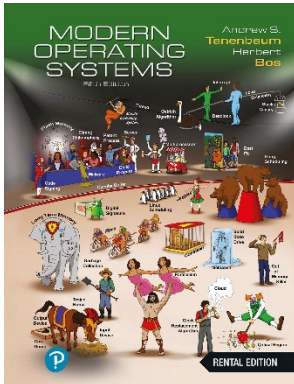


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Keep pace with the fast-moving field of cryptography and network security with **Cryptography and Network Security**. Stallings' **Cryptography and Network Security** introduces you to the compelling and evolving field of cryptography and network security. The purpose of this text is to provide a practical survey of both the principles and practice of cryptography and network security.

## Modern Operating Systems, 5 Edition

Tanenbaum, Andrew/Bos, Herbert



ISBN 9780137618873

Pearson

Pub Date 8/6/2022

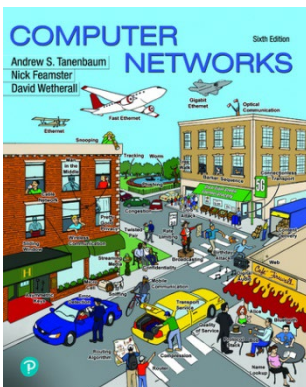
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Page Count 1184

For introductory courses in operating systems. Practical coverage of big-picture concepts Modern Operating Systems incorporates the latest developments and technologies in operating systems (OS) technologies. Author Andy Tanenbaum's clear and entertaining writing style outlines the concepts every OS designer needs to master. In-depth topic coverage includes processes, threads, memory management, file systems, I/O, deadlocks, interface design, multimedia, performance tradeoffs, and trends in OS design. Case studies explore popular OS and provide real-world context. Tanenbaum also provides information on current research based on his experience as an operating systems researcher.

## Computer Networks, 6 Edition

Tanenbaum, Andrew/Feamster, Nick/Wetherall, David



ISBN 9780137375974

Pearson

Pub Date 2/2/2023

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For courses in Business Data Communication and Networking. An introduction to computer networking grounded in real-world examples In Computer Networks, Tanenbaum et al. explain how networks work from the inside out. They start with the physical layer of networking, computer hardware and transmission systems, then work their way up to network applications. Each chapter follows a consistent approach: The book presents key principles, then illustrates them utilizing real-world example networks that run through the entire book – the Internet, and wireless networks, including Wireless LANs, broadband wireless, and Bluetooth.

## Structural Analysis: A Practice-Oriented Approach, 1 Edition

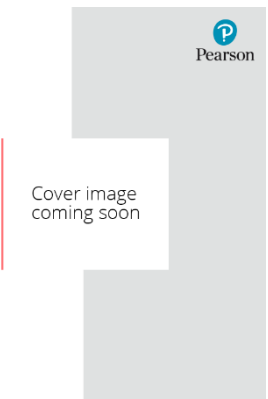
Aghayere, Abi



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## Introduction to Electrical Circuits, 1 Edition

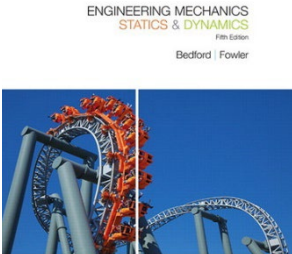
Batareseh, Issa



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## Engineering Mechanics: Statics and Dynamics, 6 Edition

Bedford, Anthony/Fowler, Wallace



ISBN 9780138034665

Pearson

Pub Date 1/2/2023

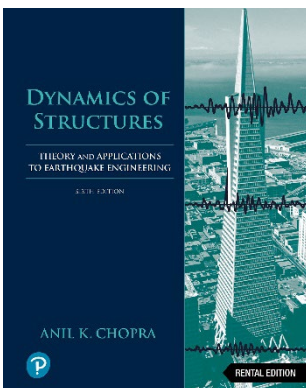
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For introductory mechanics courses found in mechanical engineering, civil engineering, aeronautical engineering, and engineering mechanics departments. Better enables students to learn challenging material through effective, efficient examples and explanations.

## Dynamics of Structures, 6 Edition

Chopra, Anil



ISBN 9780137602513

Pearson

Pub Date 11/8/2022

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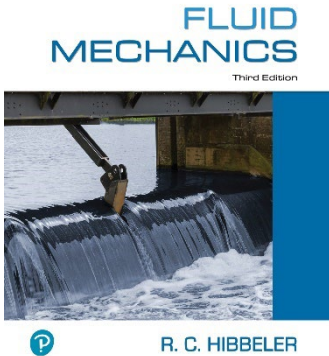
Page Count 1016

For courses in Structural Dynamics. An accessible introduction to structural dynamics and earthquake analysis Dynamics of Structures introduces the theory of structural dynamics and its application to earthquake analysis, response, design and evaluation of structures. Expert Anil K. Chopra presents this often difficult subject as simply as possible. No prior knowledge of structural dynamics is assumed, and the presentation is detailed enough for self-study. Worked-out examples, figures and real photos expand on the text.



## Fluid Mechanics, 3 Edition

Hibbeler, Russell



ISBN 9780137839292

Pearson

Pub Date 29-08-2022

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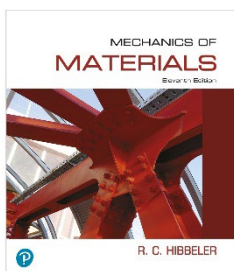
Page Count 928

For courses in fluid mechanics. A proven approach to conceptual understanding and problem-solving skills Fluid Mechanics excels in providing a clear and thorough presentation of the theory and application of fluid mechanics principles. It empowers students to succeed by drawing upon Professor Hibbeler's decades of classroom experience and knowledge of how students learn. The text is shaped by the suggestions of hundreds of peer reviewers and many of his students.

## Mechanics of Materials, 11 Edition

Hibbeler, Russell

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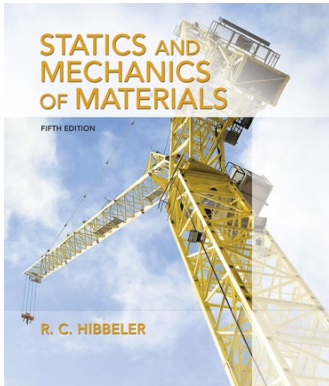
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For undergraduate courses in mechanics of materials. A proven approach to conceptual understanding and problem-solving skills Mechanics of Materials excels in providing a clear and thorough presentation of the theory and application of mechanics of materials principles. Mechanics of Materials empowers students to succeed by drawing upon Professor Hibbeler's decades of classroom experience and his knowledge of how students learn. The text is shaped by the comments and suggestions of hundreds of reviewers in the teaching profession, as well as many of his students.

## Statics and Mechanics of Materials, 6 Edition

Hibbeler, Russell



ISBN 9780137964895

Pearson

Pub Date 26-01-2023

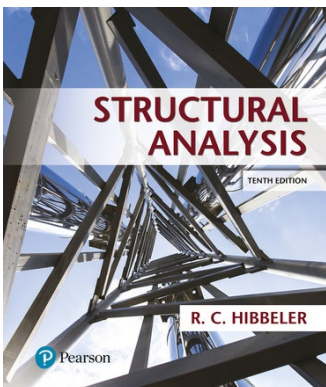
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For courses in introductory combined Statics and Mechanics of Materials courses found in ME, CE, AE, and Engineering Mechanics departments. Statics and Mechanics of Materials represents a combined abridged version of two of the author's books, namely Engineering Mechanics: Statics, Fourteenth Edition and Mechanics of Materials, Tenth Edition. It provides a clear and thorough presentation of both the theory and application of the important fundamental topics of these subjects, that are often used in many engineering disciplines. The development emphasizes the importance of satisfying equilibrium, compatibility of deformation, and material behavior requirements.

## Structural Analysis, 11 Edition

Hibbeler, Russell



ISBN 9780138026257

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Pub Date 1/2/2023

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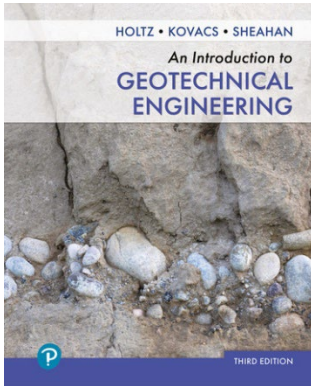
For courses in Structural Analysis and for individuals planning a career as a structural engineer.

Applies theory to structural modeling and analysis

**Structural Analysis** presents the theory and applications of structural analysis as applied to trusses, beams and frames. Through its student-friendly and clear organization, it encourages the ability to model and analyze a structure in preparation for professional practice.

## Introduction to Geotechnical Engineering, An, 3 Edition

Holtz, Robert/Kovacs, William/Sheahan, Thomas



ISBN 9780137604388

Pearson

Pub Date 6/8/2022

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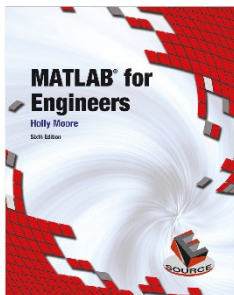
Page Count 880

For courses in geotechnical engineering. Practical theory, principles and applications An Introduction to Geotechnical Engineering offers a descriptive, elementary introduction to geotechnical engineering with applications to civil engineering practice. Intended for use in the first of a two-course sequence in geotechnical engineering usually taught to third- and fourth-year undergraduate civil engineering students. Hallmark features of this title Focuses on the engineering classification, behavior, and properties of soils necessary for the design and construction of foundations and earth structures.

## MATLAB for Engineers, 6 Edition

Moore, Holly

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ISBN 9780137627981

Pearson

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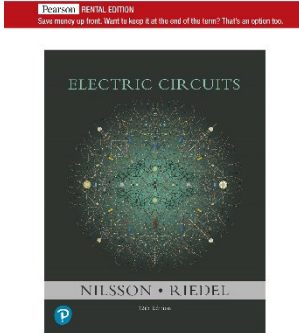
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For courses in engineering. Start at the beginning to introduce students to MATLAB MATLAB® For Engineers meets first-year engineering students at their level of mathematical and computer sophistication. Starting with basic algebra, it shows how MATLAB can be used to solve a wide range of engineering problems. Examples are drawn from concepts introduced in early chemistry, physics, and first- and second-year engineering classes. A consistent problem-solving methodology helps students grasp the concepts and work through hands-on examples and exercises.

## Electric Circuits, 12 Edition

Nilsson, James/Riedel, Susan



ISBN 9780137648375

Pearson

Pub Date 19-02-2022

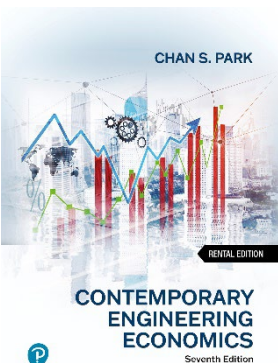
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For introductory courses in circuit analysis/theory. Challenge students to develop the insight of a practicing engineer. Electric Circuits provides thorough coverage of circuit analysis and theory. It presents key concepts in a natural progression, motivating students to build on their knowledge. Step-by-step analysis methods provide a solid foundation for students to develop their problem-solving skills. Over 1200 problems and nearly 200 examples introduce realistic engineering experiences that challenge students to develop the insights of a practicing engineer. The 12th Edition includes all new assessment problems with answers and completely updated end-of-chapter problems. Hallmark features of this title: Analysis Methods offer step-by-step directions to guide students to a problem's solution. Practical Perspectives introduce real-world circuit examples. Practical applications are demonstrated by performing a quantitative circuit analysis.

## Contemporary Engineering Economics, 7 Edition

Park, Chan



ISBN 9780137633296

Pearson

Pub Date 6/8/2022

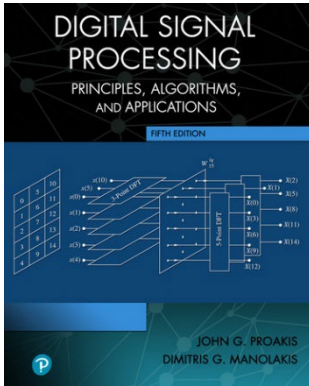
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Page Count 1064

For courses in engineering and economics. Comprehensively blend engineering concepts with economic theory. Contemporary Engineering Economics teaches engineers how to make smart financial decisions to create economical products. As design and manufacturing become an integral part of engineers' work, they are required to make more and more decisions regarding money. The 7th Edition helps students learn to think like a modern engineer who can incorporate elements of science, engineering, design, and economics into their work.

## Digital Signal Processing: Principles, Algorithms and Applications, 5 Edition

Proakis, John/Manolakis, Dimitris



ISBN 9780137348411

Pearson

Pub Date 28-02-2022

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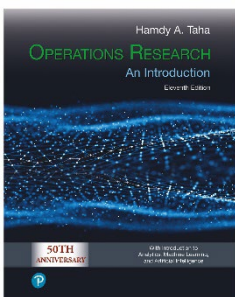
Page Count 1168

Balanced coverage of digital signal processing theory and practical applications Digital Signal Processing presents the fundamental concepts and techniques of discrete-time signals, systems, and modern digital processing as well as related algorithms and applications for students in electrical engineering, computer engineering, and computer science. The book is suitable for either a one- or two-semester undergraduate-level course in discrete systems and digital signal processing. It is also intended for use in a one-semester, first-year graduate-level course in digital signal processing.

## Operations Research: An Introduction, 11 Edition

Taha, Hamdy

Pearson TENTH EDITION  
Save money up front. Want to keep it at the end of the term? That's an option too.



ISBN 9780137625864

Pearson

Pub Date 22-02-2022

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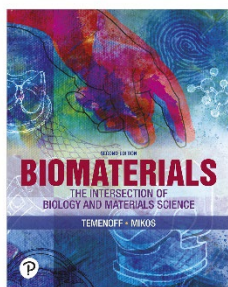
Page Count 1144

For courses in operations research. Theory, applications, and computations of operations research Operations Research uses a combination of theory, applications and computations to teach operating research (OR) basics. It focuses on algorithmic and practical implementation of OR techniques. Numerical examples explain often difficult math concepts, helping students grasp the idea without getting stuck on complex theorems. Full case studies and math-free anecdotes show how algorithms are used in real life. The 11th Edition introduces analytics, artificial intelligence, and machine learning topics.

## Biomaterials: The Intersection of Biology and Materials Science, 2 Edition

Temenoff, Johnna/Mikos, Antonios

Pearson RENTAL EDITION  
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ISBN 9780134605456

Pearson

Pub Date 3/3/2022

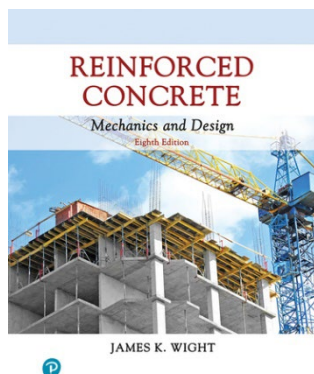
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Page Count 544

For introductory courses in biomaterials. A balanced introduction to the fundamentals of biomaterials Biomaterials presents the right level of biomaterials concepts to undergraduate engineering majors. With an overall emphasis on tissue engineering, it covers classes of materials commonly used in biomedical applications, followed by the biocompatibility of materials with the biological environment. Carefully selected in-depth applications illustrate the intersection of biology and materials. The 2nd Edition explores new topics in materials science and state-of-the-art biological techniques.

## Reinforced Concrete: Mechanics and Design, 8 Edition

Wight, James



ISBN 9780136841135

Pearson

Pub Date 20-05-2022

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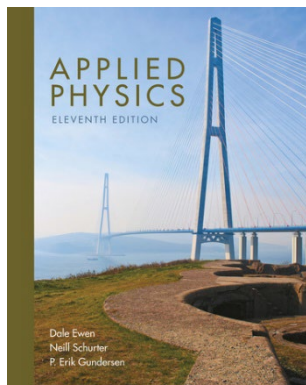
Page Count

For courses in architecture and civil engineering. Accessible, up-to-date coverage of reinforced concrete design 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. Examples and practice problems in each chapter help students develop their engineering judgement and learn to apply complicated engineering concepts to real-world scenarios.



## Applied Physics, 12 Edition

Ewen, Dale/Schurter, Neill/Gundersen, P.



ISBN 9780137867493

Pearson

Pub Date 15-01-2023

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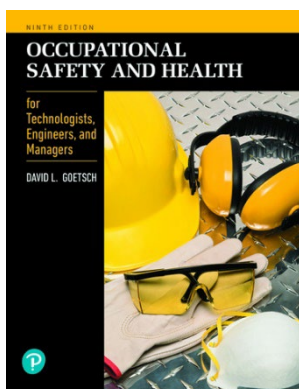
Page Count

Teaches students to use a proven, effective problem-solving methodology.

A consistent problem-solving method trains students to make a sketch, identify the data elements, select the appropriate equation, solve for the unknown quantity, and substitute the data in the working equation. An icon that outlines the method is placed in the margin of most problem sets as a reminder to students. Detailed, well-illustrated examples support student understanding of skills and concepts.

## Occupational Safety and Health for Technologists, Engineers, and Managers, 10 Edition

Goetsch, David



ISBN 9780137988907

Pearson

Pub Date 5/1/2023

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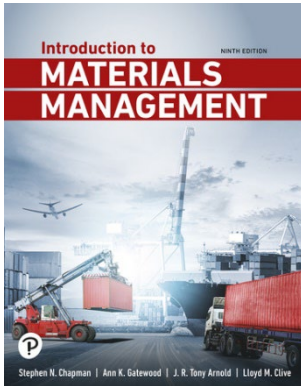
Page Count

***Occupational Safety and Health for Technologists, Engineers, and Managers*** is the most complete guide to OSHA standards, for tomorrow's practitioners. This practical resource prepares future safety and health professionals to practice in an age of rising global competition and technological change. Goetsch explores OSHA standards and all core safety and health topics, including those not covered in OSHA. The text suits postsecondary students of safety engineering, safety management or occupational safety, plus students who need a comprehensive safety and health course.



## Introduction to Materials Management, 9 Edition

Chapman, Stephen/Gatewood, Ann/Arnold, J. R. Tony/Clive, Lloyd



ISBN 9780137565504

Pearson

Pub Date 23-01-2022

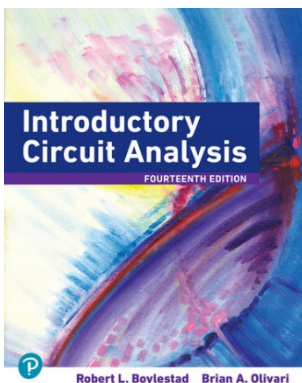
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Page Count 504

For courses in materials management and supply chain. Helping students understand production planning and control Introduction to Materials Management is widely adopted by colleges and universities worldwide. It covers the essentials of modern supply chain management, including manufacturing, purchasing, distribution and quality management. The Association for Supply Chain Management recommends this text as the reference for certification prep for CPIM exams. The 9th Edition digs deeper into the interdependence of all aspects of supply chain management. A new chapter ties together supply chain-related issues once addressed individually. Additional content considers the impact of technology across processes.

## Introductory Circuit Analysis, 14 Edition

Boylestad, Robert/Olivari, Brian



ISBN 9780137594115

Pearson

Pub Date 12/3/2022

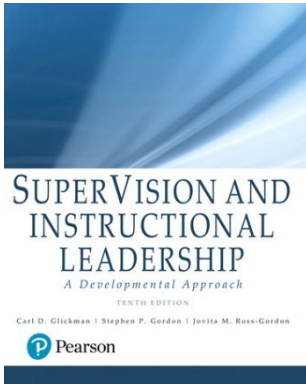
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Page Count 1144

For courses in DC/AC circuits: conventional flow. The latest insights in circuit analysis, with detailed calculation guidance Introductory Circuit Analysis has been the number one acclaimed text in the field for over 50 years. Boylestad presents complex subject matter clearly and with an eye on practical applications. He provides detailed guidance in using the TI 89 Titanium calculator, the choice for this text, to perform all the required math techniques. Challenging chapter-ending review questions help learners build confidence and comprehension.

## Supervision and Instructional Leadership: A Developmental Approach, 11 Edition

Glickman, Carl/Gordon, Stephen/Ross-Gordon, Jovita/Solis, Rachel



ISBN 9780137878864

Pearson

Pub Date 11/1/2023

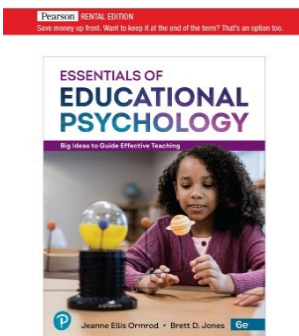
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Page Count

Applies innovative fields outside of education to instructional supervision, such as adult education, quantum physics, chaos theory, postmodernism, change theory. Supports a collegial approach to instructional supervision and emphasises the need for teacher leadership as a critical component of collegial supervision. Considers the knowledge necessary for successful supervision, including knowledge about schools, adult and teacher development, and the importance of clarifying one's educational beliefs.

## Essentials of Educational Psychology: Big Ideas To Guide Effective Teaching, 6 Edition

Ormrod, Jeanne/Jones, Brett



ISBN 9780136817826

Pearson

Pub Date 1/2/2022

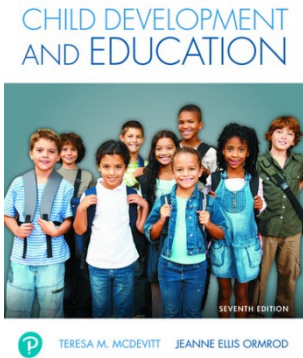
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Page Count 624

For introductory courses in educational psychology. A concise guide to the psychology of effective teaching Essentials of Educational Psychology focuses on the big ideas that impact teaching and learning in 10 concise, conversational chapters. It offers an overview of theories and research related to learning, development, motivation and assessment. Exercises help students understand concepts by examining their own learning. Research-based strategies show students how to apply these concepts as teachers. The 6th Edition more seamlessly connects theories to principles, and principles to teaching strategies. Enhanced with new figures and references, it reflects current research and strategies. Hallmark features of this title

## Child Development and Education, 8 Edition

McDevitt, Teresa/Ormrod, Jeanne



ISBN 9780137849024

Pearson

Pub Date 11/1/2023

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Page Count

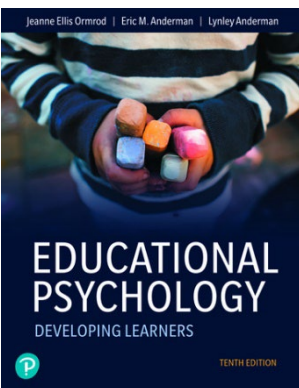
Designed for child and adolescent development courses taught to educators.

Comprehensive coverage of child and adolescent development written specifically for educators

Written by a developmentalist and an educational psychologist, *Child Development and Education*, 8th Edition, clearly shows those who will teach and care for children and adolescents how to apply developmental research and theory to their everyday practice. The book explores developmental phenomena and provides opportunities for readers to practice observations of and analyses of what children say, do, and create. This applied approach ensures that future educators can make informed decisions that meet children's and adolescent's needs.

## Educational Psychology: Developing Learners, 11 Edition

Ormrod, Jeanne/Anderman, Eric/Anderman, Lynley



ISBN 9780137849314

Pearson

Pub Date 11/1/2023

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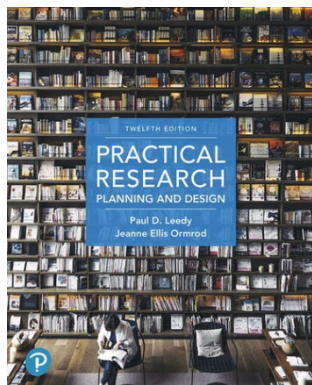
Page Count

*Designed for both undergraduate and masters-level introduction to educational psychology courses.*

Help students understand their own learning and apply the core concepts and principles of educational psychology. *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 moves seamlessly between theory and application, helping students understand concepts by examining their own learning and then showing them how to apply these concepts as teachers.

## Practical Research: Planning and Design, 13 Edition

Ormrod, Jeanne



ISBN 9780137849062

Pearson

Pub Date 11/1/2023

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Page Count

### **An engaging, cross-disciplinary guide to research methodology**

***Practical Research: Planning and Design*** is a do-it-yourself, how-to manual for planning and conducting research. Suitable for a wide variety of courses in basic research methodology, the book uses a conversational tone, step-by-step instructions, and practical suggestions to guide the reader from the selection of a problem to the preparation of a completed report. The **13th Edition** has been updated to include the latest technology-based strategies and online tools. Other key changes include a better balance between quantitative and qualitative methods and the addition of a new chapter on action research.

## Exceptional Children: An Introduction to Special Education, 12 Edition

Heward, William/Alber-Morgan, Sheila/Konrad, Moira



ISBN 9780135756621

Pearson

Pub Date 31-01-2022

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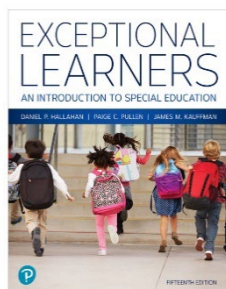
Page Count 584

This print textbook is available for students to rent for their classes. The Pearson print rental program provides students with affordable access to learning materials, so they come to class ready to succeed. For pre-service teacher candidates studying to work with students and individuals with exceptionalities. An informative, accessible, and interesting introduction to the ongoing story of special education. Special education is an ongoing story of people -- of exceptional children, of the families of children with special needs, and of the teachers who work with them.

## Exceptional Learners: An Introduction to Special Education, 15 Edition

Hallahan, Daniel/Pullen, Paige/Kauffman, James

**Pearson** SERIAL EDITION  
Want to win up front. Want to keep it at the end of the term? That's an option too.



ISBN 9780137520350

Pearson

Pub Date 4/2/2022

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Page Count 512

For introductory courses in special education. An introduction to the characteristics of exceptional learners and their education *Exceptional Learners* focuses on students with exceptionalities and evidence-based classroom practices that help meet their individual needs. It examines the psychological, sociological and medical aspects of disabilities and giftedness, giving all educators a solid introduction to current special education theory, research and practice. Real-world features help readers develop a more sensitive understanding of exceptional learners and their families. The 15th Edition features an enhanced focus on evidence-based content and extensive new coverage of justice, equity, diversity, and inclusion.

## Comprehensive School Counseling Programs: K-12 Delivery Systems in Action, 4 Edition

Dollarhide, Colette/Saginak, Kelli



ISBN 9780135794180

Pearson

Pub Date

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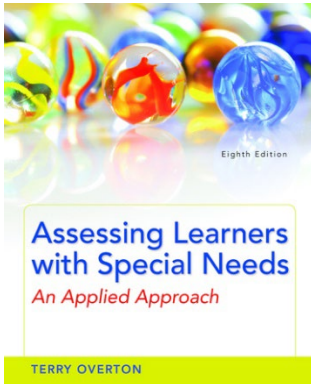
Page Count



Authoritative and thoroughly up to date. Comprehensive and written in an accessible reading level, it includes a number of teaching and learning aids for students and instructors. Case studies allow readers to see how these issues look in the profession. Reflection moments allow readers to apply the text to their own experience. Class activities and exercises provide instructors with additional teaching and learning opportunities. An accessible reading level and prose.

## Assessing Learners with Special Needs: An Applied Approach, 9 Edition

Overton, Terry



ISBN 9780137849116

Pearson

Pub Date 11/1/2023

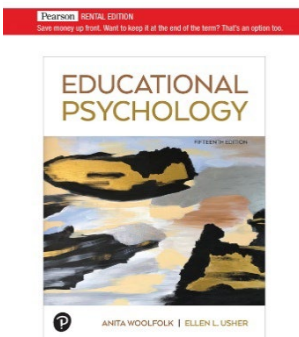
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**NEW!** Chapter 4: This chapter includes a discussion of reliability and validity issues of test accommodations and alternative assessments. **NEW:** Updated coverage of tests that have been revised since the publication of the last edition of the text. Each chapter of this edition contains the following special features to help facilitate a better understanding of content. Chapter Outcomes: Each chapter begins with Chapter Outcomes to serve as an advance organizer to help prepare readers for the expectations for learning in the chapter.

## Educational Psychology, 15 Edition

Woolfolk, Anita/Usher, Ellen



ISBN 9780136944904

Pearson

Pub Date 18-01-2022

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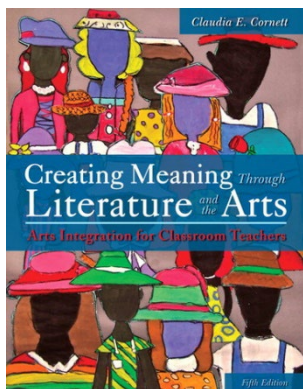
Page Count 880

For courses in educational psychology. Apply educational psychology research to teaching Educational Psychology uses clear language to explain educational psychology's role in the classroom. This practical resource includes guidelines, cases and tips from expert teachers. Theory and practice are examined together, showing how research on child development, cognitive science, learning, motivation, teaching and assessment can be used to solve the everyday problems of teaching. The 15th Edition features expanded analysis of the brain and neuroscience; integrated coverage of social-emotional learning and trauma-informed teaching; and a bold approach to issues of identity, race and privilege.



## Creating Meaning Through Literature and the Arts: Arts Integration for Classroom Teachers, 6 Edition

Cornett, Claudia/Antonelli, Susan/Berlinsky, Robin



ISBN 9780135792292

Pearson

Pub Date

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Page Count

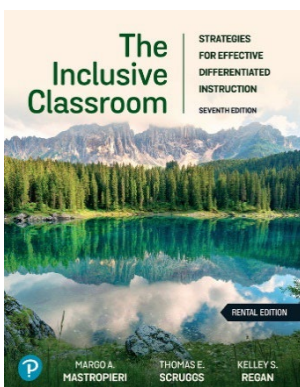
NEW! A revised AI definition, presented in Chapter 1, now matches the book's title, Creating Meaning through Literature and the Arts, and anchors the main message of the entire book.

NEW! Creative Inquiry. A student-friendly model of "creating meaning" is introduced in Part I and discussed in detail in Chapter 2. Strategies for teaching students how to use the 21s/7Cs are featured in every chapter.

NEW! Examples of how AI supports the Common Core State Standards are interwoven throughout and AI is presented as an innovative approach to meeting any student expectations governed by 21<sup>st</sup> century work, learning, and life demands.

## The Inclusive Classroom: Strategies for Effective Differentiated Instruction, 7 Edition

Mastropieri, Margo/Scruggs, Thomas/Regan, Kelley



ISBN 9780137848942

Pearson

Pub Date 11/1/2023

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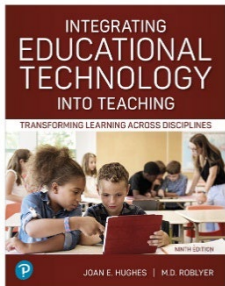
Offers a non-categorical approach that focuses on the best teaching practices for inclusive settings using a unique three part-format. Three balanced parts explain the fundamentals of inclusive teaching, the most effective general teaching practices, and ways to differentiate instruction for specific content areas. UPDATED: Addresses important legislation and professional standards. To keep learners up to date with the Common Core State Standards (CCSS), additional information is included throughout the book on how the CCSS apply to teaching students with disabilities across curriculum areas and grade levels.



## Integrating Educational Technology into Teaching: Transforming Learning Across Disciplines, 9 Edition

Hughes, Joan/Roblyer, M.

Pearson RENTAL EDITION  
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ISBN 9780137544677

Pearson

Pub Date 25-03-2022

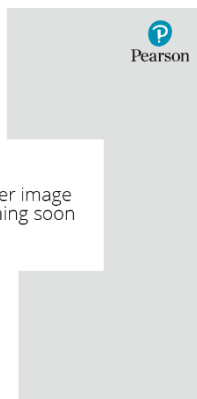
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Page Count 592

For courses in educational technology. Effective ways to teach with technology Integrating Educational Technology into Teaching gives teachers a solid foundation to incorporate transformative technology in their classrooms. Learning theories and research-based practices model how to effectively plan, select and evaluate technology use across 12 content areas. Hands-on exercises and sample lessons help teachers develop the insight and skills they need to become technology leaders. The 9th Edition keeps pace with the evolving role of technology in education, reflecting current tools, methods and research. New features address digital inequity issues that affect children's educational success.

## Articulation and Phonological Disorders: Speech Sound Disorders in Children, 9 Edition

Bernthal, John/Bankson, Nicholas/Flipsen, Peter



ISBN 9780135753309

Pearson

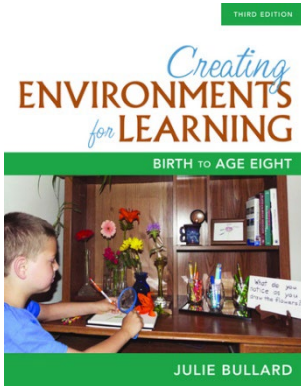
Pub Date

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## Creating Environments for Learning: Birth to Age Eight, 4 Edition

Bullard, Julie



ISBN 9780137848843

Pearson

Pub Date 11/1/2023

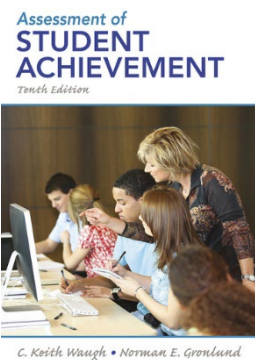
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Learning is enhanced through a user-friendly presentation and a number of helpful features, including: Ideas and concepts are applied to real life situations and have meaning for classrooms and students. The latest national standards are covered in ways that show students how they can be embedded into a play-based environment. Information on diversity familiarizes students with ways to deal effectively with the many different learners in today's classrooms.

## Assessment of Student Achievement, 11 Edition

Waugh, C/Gronlund, Norman



ISBN 9780135175354

Pearson

Pub Date

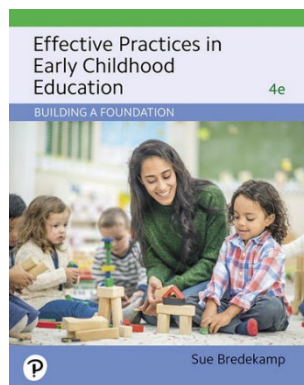
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Page Count 256

Prepares teachers to successfully assess students in the classroom. This edition features the use of authentic examples that further illustrate proven assessment procedures, and an overview of the various types of student assessment and guidelines for their use. Handy reference tools provide extra help for student success. Every chapter beginning features *Learning Objectives*, and the end matter includes a *Glossary* that covers assessment terms for quick reference. Illustrates the simplified method of item analysis for use with classroom tests. Focuses on the assessment of comprehensive and complex performance outcomes that the teachers can use in place of testing.

## Effective Practices in Early Childhood Education: Building a Foundation, 5 Edition

Bredekamp, Sue/Joseph, Gail



ISBN 9780137848911

Pearson

Pub Date 11/1/2023

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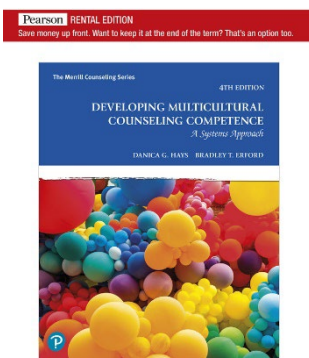
Page Count

Provide the building blocks for understanding effective practices in early childhood education

Inspired by her own classroom experiences, Sue Bredekamp designed *Effective Practices in Early Childhood Education: Building a Foundation* to empower a new generation of teachers who can make a difference in children's lives. An entire chapter introduces readers to developmentally appropriate practices (DAP) for early childhood education. Subsequent chapters are organized according to the NAEYC guidelines, which Bredekamp has co-authored for over 30 years. Building on the DAP framework, Bredekamp focuses on three themes that are essential to quality teaching: intentional teaching, developmentally appropriate curriculum, and evidence-based, effective practices.

## Developing Multicultural Counseling Competence: A Systems Approach, 4 Edition

Hays, Danica/Erford, Bradley



ISBN 9780137474196

Pearson

Pub Date 29-04-2022

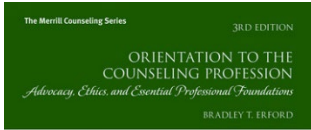
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Page Count 800

For courses in multicultural counseling. Build multicultural counseling competence using a systems approach. *Developing Multicultural Counseling Competence* is infused with self-development opportunities, first-hand perspectives, and real cases. Emphasis is placed on promoting awareness, knowledge, and skills for understanding cultural makeup and privilege and oppression experiences; understanding others of diverse identities and experiences; and engaging in facilitative counseling relationships. The 4th Edition includes recent research trends and enhanced discussions on intersectionality and identity, the impact of White supremacy, and the complexities of gender and gender identity.

## Orientation to the Counseling Profession: Advocacy, Ethics, and Essential Professional Foundations, 4 Edition

Erford, Bradley



ISBN 9780137849260

Pearson

Pub Date 11/1/2023

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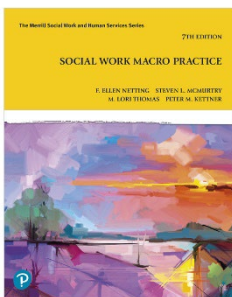
Page Count



Get a strong foundation in counseling to take into a professional career with comprehensive coverage of such critical areas as the key historical events and people that gave rise to the counseling profession; an in-depth review of counseling theories, process, and skills; important ethical and legal issues in counseling; and how to conduct oneself as a professional counselor. Review counseling theories, process, and skills with insightful discussions of the nature and quality of the counseling relationship; the various counseling processes and approaches; and the fundamental skills that constitute the key elements of effective helping relationships.

## Social Work Macro Practice, 7 Edition

Netting, F. Ellen/McMurtry, Steve/Thomas, M. Lori/Kettner, Peter



ISBN 9780135868386

Pearson

Pub Date 3/3/2022

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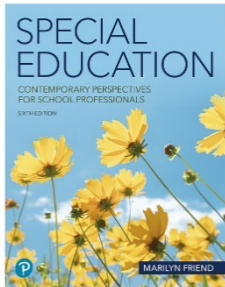
Page Count 544

For courses in social work practice with communities and organizations. A unique macro practice model focused on making change Social Work Macro Practice recognizes that all social workers must be able to engage, assess and intervene with individuals, families, groups, organizations and communities. It prepares practitioners to undertake macro-level interventions in an informed, analytical manner and achieve positive results. The 7th Edition includes many new references and practice-oriented examples to keep pace with changes in the field. More field-based vignettes, up-to-date technology coverage, and an enhanced planned change model better prepare students for their own practice.

## Special Education: Contemporary Perspectives for School Professionals, 6 Edition

Friend, Marilyn

RENTAL EDITION  
Save money on text. Want to keep it at the end of the term? That's an option too.



ISBN 9780137523375

Pearson

Pub Date 17-10-2022

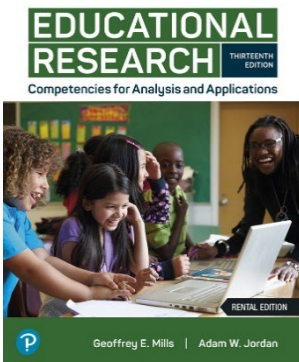
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Page Count

For introductory courses in special education. Real teachers, real students, and real classrooms Special Education brings special education to life with a multi-dimensional view of the field. The most current information and research provides a contemporary view of the field of special education in today's schools. Each chapter features real stories of individuals with disabilities, their parents, and professionals in the field. Readers of this exceptional text will gain an understanding of their future role as professionals and learn how to translate critical concepts into educational practices.

## Educational Research: Competencies for Analysis and Applications, 13 Edition

Mills, Geoffrey/Jordan, Adam



ISBN 9780137535101

Pearson

Pub Date 9/8/2022

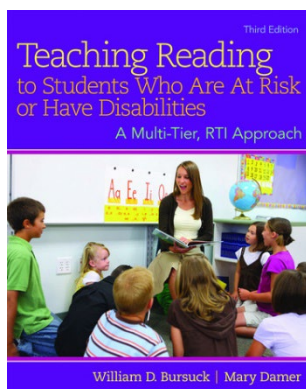
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Page Count 624

For introduction to research methods/educational research courses. A comprehensive, accessible introduction to educational research Educational Research uses engaging, straightforward language to introduce the information and skills required to successfully conduct research and to competently evaluate research. Long known for their clear, and sometimes humorous writing, the authors are accessible and thoughtful guides to a field that many new researchers might initially find intimidating. The text provides a total instructional system that lays out clear learning targets and then supports students as they practice and develop expertise in both doing and reading research.

## Teaching Reading to Students Who Are At Risk or Have Disabilities: A Multi-Tier, RTI Approach, 4 Edition

Bursuck, William/Damer, Mary



ISBN 9780135744949

Pearson

Pub Date

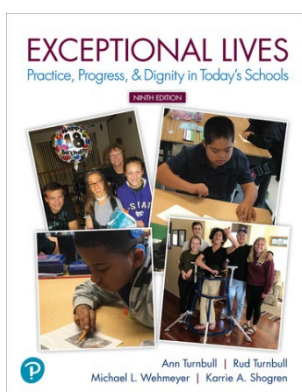
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Page Count

More than a list of scientifically validated teaching strategies: All practices included in this timely text are integrated into a systematic teaching process that stresses the use of student outcome data within authentic classroom contexts to guide practice. Further: Each strategy has been field tested with at-risk children in both rural and urban teaching settings; Most strategies come from the authors' work every day with at-risk children. Strategies for providing systematic, explicit instruction in all five essential areas of reading are covered: phonemic awareness, phonics, reading fluency, vocabulary and comprehension.

## Exceptional Lives: Practice, Progress, & Dignity in Today's Schools, 10 Edition

Turnbull, Ann/Turnbull, H./Wehmeyer, Michael/Shogren, Karrie/Burke, Meghan



ISBN 9780137848898

Pearson

Pub Date 11/1/2023

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Page Count

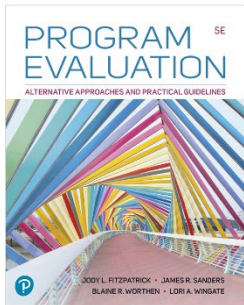
**Exceptional Lives** pairs real-life stories about children, their families and their educators with the most recent evidence-based research on inclusion of students with disabilities in the least restrictive environment. The **10th Edition** highlights the important themes of ensuring students' progress using research-based instruction and the ethical principle of dignity. New chapters examine educational progress and long-term outcomes, school-wide supports, cross-cutting instructional approaches, and diversity and social justice.



## Program Evaluation: Alternative Approaches and Practical Guidelines, 5 Edition

Fitzpatrick, Jody/Sanders, James/Worthen, Blaine/Wingate, Lori

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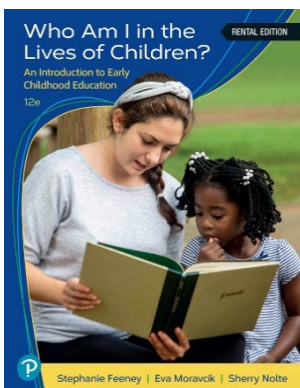
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## Who Am I in the Lives of Children? An Introduction to Early Childhood Education, 12 Edition

Feeney, Stephanie/Moravcik, Eva/Nolte, Sherry



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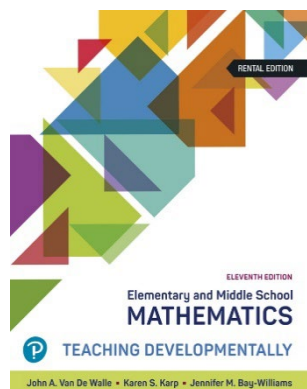
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For introduction to early childhood education courses. A child-centered approach to early childhood education Who Am I in the Lives of Children? takes a constructivist approach to early childhood education (birth to grade 3) that speaks to each child's strengths, interests and challenges. Personal, engaging stories and authentic children's artifacts are paired with research-based principles and classroom strategies. Readers will learn effective methods to support each child's learning in ways that are in harmony with who they are, rather than a predetermined plan.



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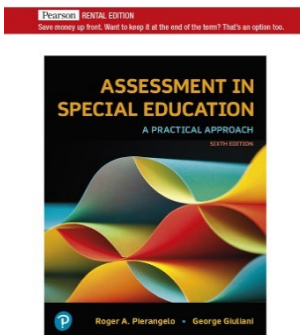


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For courses in teaching math methods (preK-8). Guide teachers to help all PreK to 8th grade learners make sense of math Elementary and Middle School Mathematics illustrates how children in PreK to 8th grade learn math, and then supplies concrete, effective methods of teaching math using problem-based activities. Examples of real student work, common challenges, and hundreds of classroom-ready hands-on tasks help readers visualize developmentally appropriate mathematics instruction and assessment that supports and challenges all learners. The 11th Edition reflects the Common Core State Standards and NCTM's Principles to Actions, as well as current research and the latest teaching technology.

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Pierangelo, Roger/Giuliani, George



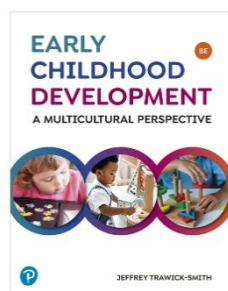
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For courses in assessment in special education. A guide to understanding assessment and putting it into practice Assessment in Special Education illustrates how the assessment process works, and how to effectively use it in practice. The process is presented as a real-world story, from identification of a high-risk child to placement. Theory and applications of formal and informal assessment are considered together. This valuable resource gives readers the tools to understand each step of the process and put them together in action. The 6th Edition includes 4 new chapters that delve into current issues and responsibilities as well as updated information on tests, evaluations, and eligibility.

## Early Childhood Development: A Multicultural Perspective, 8 Edition

Trawick-Smith, Jeffrey

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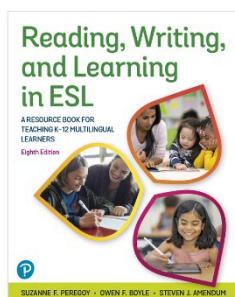
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For courses in child development. A multicultural approach to early childhood development Early Childhood Development examines the physical, social, emotional, linguistic and intellectual characteristics of children from birth through age 8. Within each development domain, it considers the typical and atypical development of children of diverse cultures, abilities, socioeconomic backgrounds and gender identities. Hands-on applications, real-world stories and professional practice strategies bring the material to life. The 8th Edition includes new research and trauma topics in every chapter. New sections explore the impact of COVID-19, Black Lives Matter and other current events.

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Peregoy, Suzanne/Boyle, Owen/Amendum, Steven

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For ESL and bilingual methods courses. Engaging, research-based strategies for teaching K-12 multilingual learners Reading, Writing, and Learning in ESL is a comprehensive resource for teaching and assessing multilingual learners and actively involving them in their own education. It examines up-to-date language acquisition theory as it relates to instruction. Research-based strategies help promote oral language, reading, writing and academic development. Real-life scenarios demonstrate diverse classroom cultures. The 8th Edition emphasizes practical applications of evidence-based instructional strategies. Updated cases, research, theory and terminology reflect recent findings and perspectives.

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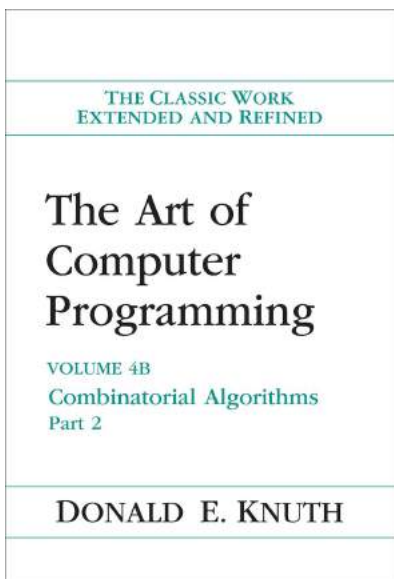
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## Art of Computer Programming, The Combinatorial Algorithms, Volume 4B

Donald E. Knuth

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**Donald E. Knuth's eagerly-awaited deeper look at combinatorial algorithms: *The Art of Computer Programming, Volume 4B!***

- Starts with Knuth's indispensable tutorial and review of probability theory
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- Fully illuminates the problem of satisfiability: "a triumph of software engineering, blended with rich doses of beautiful mathematics"
- Includes hundreds of exercises, arranged carefully for self-instruction, together with detailed answers

### Summary

*The Art of Computer Programming* is Knuth's multivolume analysis of algorithms. With the addition of this new volume, it continues to be the definitive description of classical computer science.

Volume 4B, the sequel to Volume 4A, extends Knuth's exploration of combinatorial algorithms. These algorithms are of keen interest to software designers because ". . . a single good idea can save years or even centuries of computer time."

The book begins with coverage of Backtrack Programming, together with a set of data structures whose links perform "delightful dances" and are ideally suited to this domain. New techniques for important applications such as optimum partitioning and layout are thereby developed.

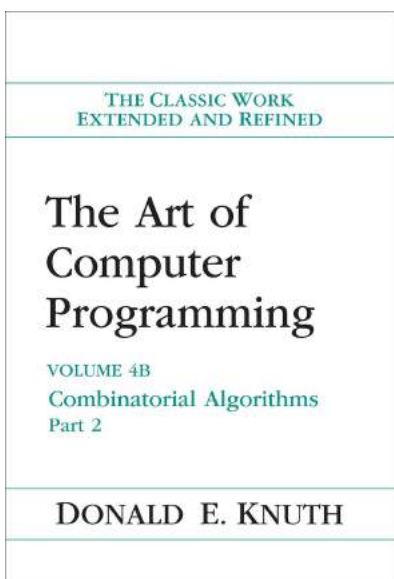
Knuth's writing is playful, and he includes dozens of puzzles to illustrate the algorithms and techniques, ranging from popular classics like edge-matching to more recent crazes like sudoku. Recreational mathematicians and computer scientists will not be disappointed!

In the second half of t...

### Contributor Bio

**Donald E. Knuth** is known throughout the world for his pioneering work on algorithms and programming techniques, for his invention of the TEX and METAFONT systems for computer typesetting, and for his prolific and influential writing (26 books, 161 papers). He is Professor Emeritus of The Art of Computer Programming at Stanford University.

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Donald E. Knuth

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Countless readers have spoken about the profound personal influence of Knuth's work. Scientists have marveled at the beauty and elegance of his analysis, while ordinary programmers have successfully applied his "cookbook" solutions to their day-to-day problems. All have admired Knuth for the breadth, clarity, accuracy, and good humor found in his books.

Primarily written as a reference, some people have nevertheless found it possible and interesting to read each volume from beginning to end. A programmer in China even compared the experience to reading a poem. Whatever your background, if you need to do any serious computer programming, you will find your own good reason to make each volume in this series a readily accessible part of your scholarly or professional library.

These five books comprise what easily could be the most important set of information on any serious programmer's bookshelf.

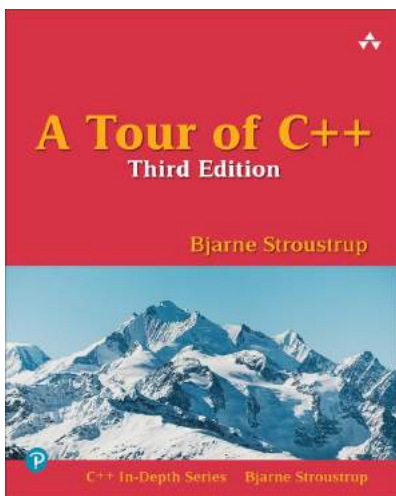
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**Donald E. Knuth** is known throughout the world for his pioneering work on algorithms and programming techniques, for his invention of the TEX and METAFONT systems for computer typesetting, and for his prolific and influential writing (26 books, 161 papers). He is Professor Emeritus of The Art of Computer Programming at Stanford University.

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Bjarne Stroustrup

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- Written for experienced programmers

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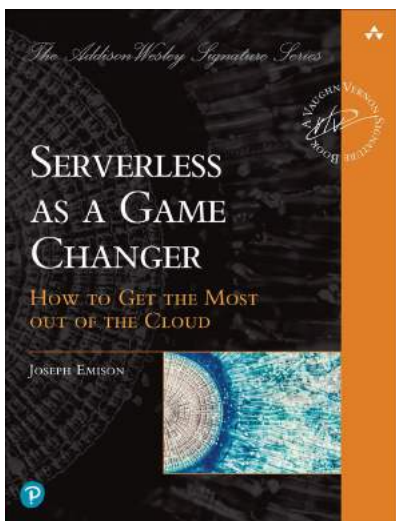
In **A Tour of C++, Third Edition**, Bjarne Stroustrup provides an overview of ISO C++, C++20, that aims to give experienced programmers a clear understanding of what constitutes modern C++. Featuring carefully crafted examples and practical help in getting started, this revised and updated edition concisely covers most major language features and the major standard-library components needed for effective use.

Stroustrup presents C++ features in the context of the programming styles they support, such as object-oriented and generic programming. His tour is remarkably comprehensive. Coverage begins with the basics, then ranges widely through more advanced topics, emphasizing newer language features. This edition covers many features that are new in C++20 as implemented by major C++ suppliers, including modules, concepts, coroutines, and ranges. It even introduces some library components in current use that are not scheduled for inclusion in the standard until C++23.

This authoritative guide d...

### Contributor Bio

**Bjarne Stroustrup** is the designer and original implementer of C++ and the author of *Programming: Principles and Practice Using C++*, *Second Edition*, and *The C++ Programming Language*, *Fourth Edition*, among others. Currently a professor at Columbia University, he has previously worked at AT&T Bell Labs, Texas A&M University, and Morgan Stanley.



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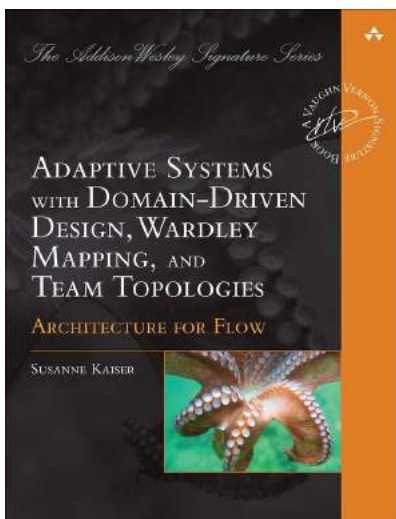
Some organizations are gaining immense business value from the cloud, just as promised – but many are falling short. This book reveals why, and helps you get your tech stack and mindset right, so you can deliver software faster, better, at lower cost. Drawing on his experience as a pioneering CTO helping to revolutionize the insurance industry, Joseph Emison shows how to leverage "serverless" to change the game—and *win it*.

Many serverless adopters are focusing on converting apps for AWS Lambda, but Emison's approach is more all-encompassing, and offers greater promise. Emison presents better ways to think about your tech stack, optimize build-or-buy decisions, choose the right vendor for each COTS or open-source solution, and draw on the industry's best managed services.

Emison has written the definitive guide to leveraging "serverless" for maximum customer value. He reveals why "mindset" is so crucial to modern IT strategy, explains why and how to move towards a truly serverless mindset...

#### Contributor Bio

**Joseph Emison** (Columbus, OH), CTO of Branch Insurance, is responsible for a tech stack that has enabled Branch to deliver multiple industry breakthroughs. Branch is the only US insurer that provides bindable home and auto prices with only name and address, wrote the first online umbrella policy, and has launched states faster than any insurer in US history.



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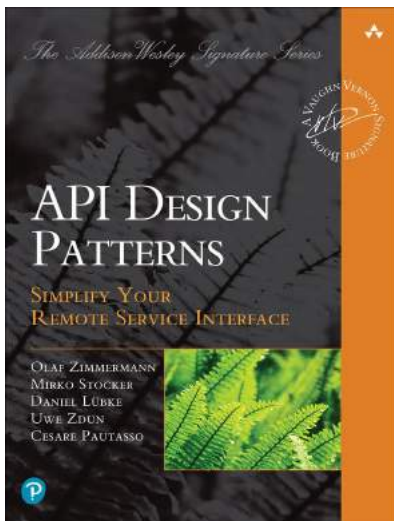
#### Summary

In a world of relentless change and accelerating uncertainty, organizations must continuously adapt and evolve to compete in environments they never anticipated. This requires upfront design for adaptability, and closer business alignment of software systems and team structures. To succeed, organizations must integrate advanced techniques from business strategy, software architecture, and team organization. Now, independent technology consultant Susanne Kaiser introduces a powerful unified toolset you can use to design, build, and evolve adaptive software systems and teams that are optimized for ever-faster rates of change.

Kaiser shows how to combine Wardley Maps, Domain-Driven Design (DDD), and Team Topologies to understand your problem domain more clearly, focus on your crucial core subdomain, and reflect the dynamics of your business landscape. Using these tools, you'll learn how to design evolvable services within an adaptive system, which is in turn owned by a team organization th...

#### Contributor Bio

**Susanne Kaiser** (Hamburg, Germany) is an independent technology consultant who helps widely diverse organizations build and run software products from idea to production. Formerly a startup CTO, she has more than 17 years of experience in software development and architecture.



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## Patterns for API Design

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Olaf Zimmermann, Mirko Stocker, Daniel Lubke, Uwe Zdun, Cesare Pautasso

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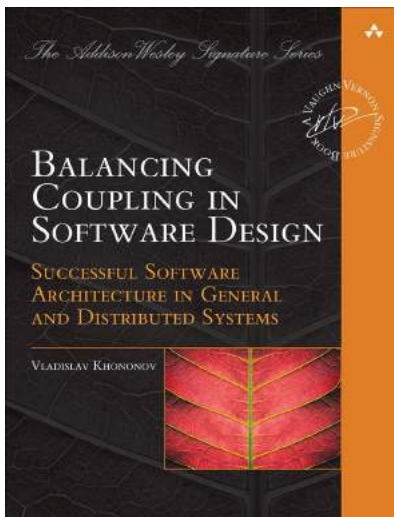
"This book provides a healthy mix of theory and practice, containing numerous nuggets of deep advice but never losing the big picture . . . grounded in real-world experience and documented with academic rigor applied and practitioner community feedback incorporated. I am confident that [it] will serve the community well, today and tomorrow."

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APIs enable breakthrough innovation and digital transformation in organizations and ecosystems of all kinds. To create user-friendly, reliable and well-performing APIs, architects, designers, and developers need expert design guidance. This practical guide cuts through the complexity of API conversations and their message contents, introducing comprehensive guidelines and heuristics for designing APIs sustainably and specifying...

#### Contributor Bio

**Olaf Zimmermann** is professor of software architecture at the Institute for Software at Eastern Switzerland University of Applied Sciences, Distinguished IT Architect at The Open Group, and co-editor of *IEEE Software's* Insights column. **Mirko Stocker** is professor of software engineering at Eastern Switzerland University of Applied Sciences, specializing on Web development and cloud solutions.



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#### Why modular distributed systems still fail to deliver easy, rapid change – and how to solve the problem

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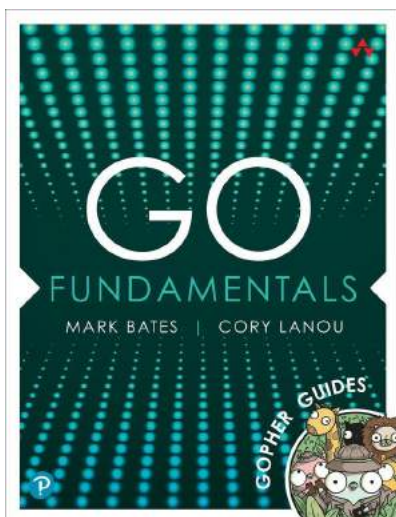
This book identifies the deeper problem—how software architects and designers approach coupling – and introduces an important new approach for creating more successful designs whether you use microservices or not. Instead of blindly avoiding coupling, leading software architecture expert Vladik (Vla...

Microservices become immensely popular because it promised to help organizations build loosely-coupled systems that allow for fast, easy change. But microservices systems haven't always kept that promise. This book identifies the deeper problem -- how software architects and designers approach coupling – and introduces an important new approach for creating more successful designs whether you use microservices or not.

Instead of blindly avoiding coupling, leading software architecture expert Vladik (Vlad) Khononov proposes a novel method that transforms it into a powerful design tool: "balanced multi-dimensional coupling." Khononov begins by surveying existing methods of evaluating coupling, and illuminating their strengths and limitations in the context of modern distributed systems. Next, he introduces a new multi-dimensional coupling model, and demonstrates how to harness it to build modular software.

**Vladik (Vlad) Khononov** (Israel) is a software engineer with more than 20 years of industry experience working for companies large and small in roles ranging from webmaster to chief architect. A long-time proponent of domain-driven design and evolutionary architecture, he currently helps companies make sense of their business





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## Go Fundamentals

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Mark Bates, Cory LaNou

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- Spot and fix common Go coding pitfalls
- By two leading contributors to the Go community, Mark Bates and Cory LaNou—hosts of GopherCon, the world's largest Go conference
- Covers Go 1.18 and Generics

#### Summary

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Thousands of developers and teams want to start taking advantage of Go, the powerful language used in projects ranging from Kubernetes to Docker and Vault. **Go**

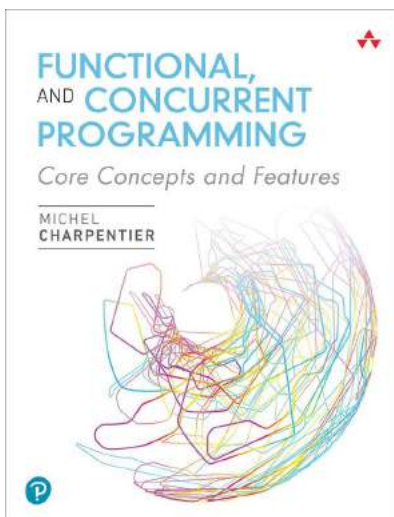
**Fundamentals** is specifically designed to get you up-to-speed fast, to leverage your existing knowledge of other languages, and to help you avoid common mistakes made by Go newcomers.

Based on author Mark Bates's and Cory LaNou's pioneering Gopher Guides training curricula, this guide will allow you to quickly understand and use Go syntax, core features, and idioms. Reflecting Go through version 1.18--which includes Go's exciting new support for generics--this guide prepares you to write robust, reliable, well-performing production code right from the outset.

- Learn how Go manages packages, modules, and dependencies
- Apply Go basics, such as variable declaration, types, and control flow
- Work effectively with collection types, iteration, functions, structs, and point...

#### Contributor Bio

**Mark Bates** is co-founder and instructor at Gopher Guides, the industry leader for Go training, consulting, and conference workshops. Since 2000, he has worked with some of the world's largest, most innovative companies, including Apple, Uber, and Visa. Mark discovered Go in 2013 and has attended GopherCon and hosted their lightning talks.



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#### Summary

##### Leverage Modern Language Constructs to Write High-Quality Code Faster

The functional and concurrent programming language features supported by modern languages can be challenging, even for experienced developers. These features may appear intimidating to OOP programmers because of a misunderstanding of how they work. Programmers first need to become familiar with the abstract concepts that underlie these powerful features.

In ***Functional and Concurrent Programming***, Michel Charpentier introduces a core set of programming language constructs that will help you be productive in a variety of programming languages—now and in the future. Charpentier illustrates key concepts with numerous small, focused code examples, written in Scala, and with case studies that provide a thorough grounding in functional and concurrent programming skills. These skills will carry from language to language—including the most recent incarnations of Java. Using these features will enable developers and programmers t...

#### Contributor Bio

**Michel Charpentier** is an associate professor with the Computer Science department at the University of New Hampshire (UNH). His interests over the years have ranged from distributed systems to formal verification and mobile sensor networks. He has been with UNH since 1999 and currently teaches courses in programming languages, concurrency, formal verification, and model-checking.



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## Design Thinking for Tech

### Solving Problems and Realizing Value in 24 Hours

George W. Anderson

#### Key Selling Points:

**The easy, clear, step-by-step introduction to design thinking for IT projects, products, and services, and for technology-enabled business transformations**

- Build design thinking skills one step at a time, in 24 one-hour lessons designed to help you quickly understand real situations and solve real problems
- Practical instructions, realistic examples, hands-on workshops, Q-and-As, quizzes, exercises, tips, and more - all you need to get any project unstuck
- Introduces an easy-to-use model and techniques optimized for technology-related professionals and teams
- Guides you through understanding for clarity, thinking differently, delivering early, and iterating for progress
- By the leader of Microsoft's global design thinking practice: best-selling author George Anderson of *Sams Teach Yourself SAP in 24 Hours*

#### Summary

If you think technology can solve problems all by itself, it's easy to lock yourself into rigid thinking, get stuck, and *stay* stuck. The solution is to combine tech with the principles and techniques of Design Thinking - a proven approach to understanding your situation, thinking differently, and quickly iterating solutions that deliver more value. **In this guide, the leader of Microsoft's worldwide Design Thinking Practice**, introduces a hands-on, practical, step-by-step design thinking process for revitalizing any stalled IT project and driving any tech-enabled business transformation to sustained success.

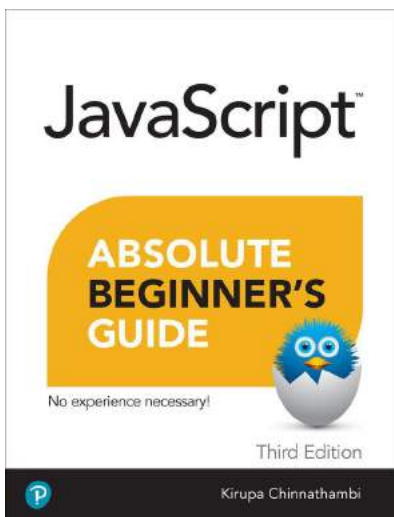
In just 24 lessons of one hour or less, George Anderson guides you through a real project from start to finish, introducing an intuitive, powerful model optimized for tech professionals and teams, and teaching all the skills, techniques, and best practices you need to make the most of it. Each short, easy lesson builds on all that's come before, helping you:

•

#### Contributor Bio

**George Anderson** (New Braunfels, TX) is a Global Program Director for Microsoft Services and an Adjunct Professor and guest lecturer for several universities. He leads teams of program and project managers, architects, and consultants tasked with using design-led thinking to transform businesses and organizations around the world. A long-time Design Thinking practitioner.

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## JavaScript Absolute Beginners Guide (3rd Edition)

Kirupa Chinnathambi

### Key Selling Points:

**JavaScript Absolute Beginner's Guide** is a quick, easy-to-understand introduction to JavaScript for non-programmers.

- JavaScript has become a vital complement to web development - any web designer or developer needs an understanding of at least basic JavaScript
- An easily accessible entry-level JavaScript tutorial for the reader with absolutely no programming background
- Completely updated, with four new chapters
- Author's popular online site provides additional help and resources

### Summary

#### Who knew how simple using JavaScript could be?

Make the most of JavaScript--even if you've never programmed anything before.

**JavaScript Absolute Beginner's Guide** is the fastest way to learn JavaScript and use it together with CSS3 and HTML5 to create powerful web and mobile experiences.

Learn how to do what you want, the way you want, one incredibly easy step at a time. JavaScript has never been this simple!

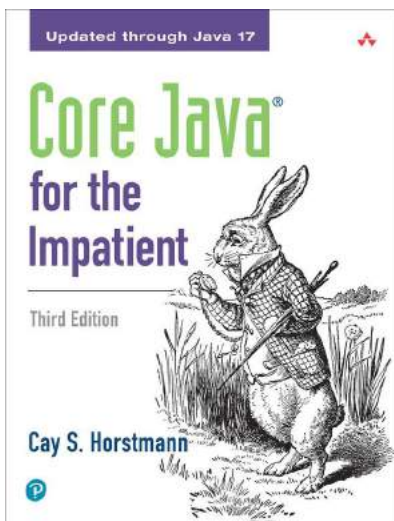
Here's a small sample of what you'll learn:

- Organize your code with variables
- Understand how functions make your code reusable
- Use the popular if/else statement to help make a decision in code
- Learn about switch statements and when to use them
- Work with for, while, and do...while loops
- Learn how to use global and local scope
- Understand what closures are
- Learn about the various places your code can live
- Understand how to write comments and use good commenting practices
- Learn about the basic types of objects you'll run into in JavaScript
- Find out that pizza has an educational value beyond just be...

### Contributor Bio

**Kirupa Chinnathambi** (Redmond, WA) has spent most of his life trying to teach others to love web development as much as he does. In 1999, before blogging was even a word, he started posting tutorials on kirupa.com. In the years since then, he has written hundreds of articles, written a few books (none as good as this one, of course!), and recorded a bunch of videos you can find on YouTube.

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## Core Java for the Impatient (3rd Edition)

Cay S. Horstmann

### Key Selling Points:

**The faster, easier pathway for mastering Java 17: core language and libraries in one volume!**

- Everything experienced developers need to know about modern Java programming, presented in succinct, bite-size chunks
- A fresh approach to mastering concurrent programming with Java's powerful library features
- By Cay Horstmann, co-author of the classic Java best-seller *Core Java*

### Summary

**Clear, Concise Guide to the Core Language and Libraries--Updated through Java 17**

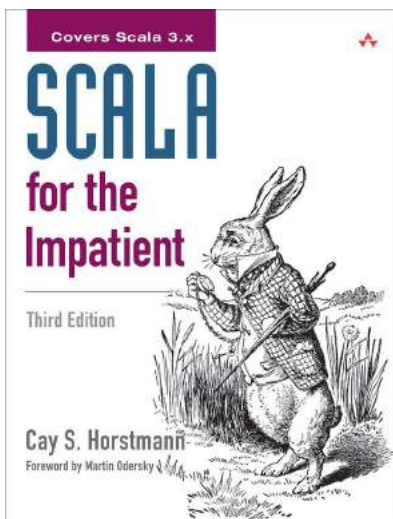
Modern Java introduces major enhancements that impact the core Java technologies and APIs at the heart of the Java platform. Many old Java idioms are no longer needed, and new features and programming paradigms can make you far more effective. However, navigating these changes can be challenging.

***Core Java for the Impatient, Third Edition***, is a complete yet concise guide that reflects all changes through Java SE 17, Oracle's latest Long-Term Support (LTS) release. Written by Cay S. Horstmann--author of the classic two-volume *Core Java*--this indispensable tutorial offers a faster, easier pathway for learning modern Java.

Horstmann covers everything working developers need to know, including the powerful concepts of lambda expressions and streams, modern constructs such as records and sealed classes, and sophisticated concurrent programming techniques. Given the size and scope of Java 17, there's plenty to cove...

### Contributor Bio

**Cay S. Horstmann** is principal author of *Core Java, Volumes I and II, Twelfth Edition* (Pearson, 2022), and author of *Modern JavaScript for the Impatient* (Addison-Wesley, 2020) and *Scala for the Impatient, Second Edition* (Addison-Wesley, 2016). He has written more than a dozen other books for professional programmers and computer science students.



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## Scala for the Impatient (3rd Edition)

Cay S. Horstmann

### Key Selling Points:

**The Scala guide for professional programmers who want hands-on solutions and real code, not academic theory - updated for Scala 3**

- By Cay Horstmann, author of *Core Java* - the book that has helped hundreds of thousands of programmers discover and master Java
- Guides programmers through four levels of Scala mastery, from the absolute basics to expert-level
- Includes 12 complete sample application projects

### Summary

Interest in the Scala programming language continues to grow for many reasons. Scala embraces the functional programming style without abandoning the object-oriented paradigm, and it allows you to write programs more concisely than in Java. Because Scala runs on the JVM, it can access any Java library and is interoperable with familiar Java frameworks. Scala also makes it easier to leverage the full power of concurrency.

Written for experienced Java, C++, or C# programmers who are new to Scala or functional programming, ***Scala for the Impatient, Third Edition***, introduces the key Scala concepts and techniques you need in order to be productive quickly. It is the perfect introduction to the language, particularly for impatient readers who want to learn the fundamentals of Scala so they can start coding quickly. It doesn't attempt to exhaustively list all the features of the language or make you suffer through long and contrived examples. Instead, carefully crafted examples and hands-on act...

### Contributor Bio

**Cay S. Horstmann** (Berlin, Germany) is principal author of *Core Java®*, *Volumes I & II*, as well as a dozen other books for professional programmers and computer science students. He is a professor emeritus of computer science at San Jose State University and a Java Champion.

## Advanced Agile Product Management

### The Stances of the Product Owner

Chris Lukassen, Robbin Schuurman

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#### Key Selling Points:

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- Learn crucial behaviors, tools, accountabilities, concepts, and skills for delivering great products and services
- Avoid common bad habits that lead product managers astray
- Extensively tested in real product organizations, and successfully taught to thousands of product professionals
- Based on Scrum.org's breakthrough Professional Scrum Product Owner-Advanced (PSPO-A) training course: an ideal complement for every PSPO participant

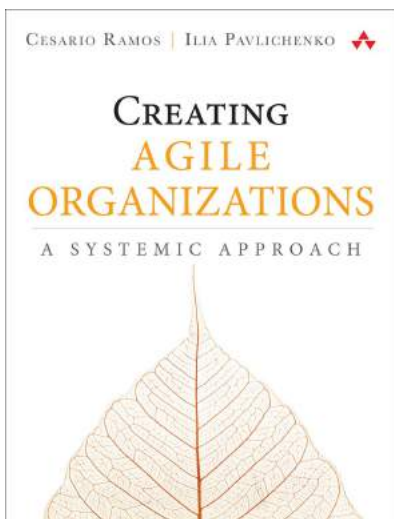
#### Summary

Organizations pour vast resources into building new products and services. Yet, too many new offerings are poorly conceived, don't delight (or even satisfy) customers, and fail in the marketplace. More effective product ownership and product management can keep that from happening to you. Now, there's an expert guide to world-class agile product development, reflecting deep in-the-trenches experience from two renowned product innovation experts and Scrum consultants. Chris Lukassen and Robbin Schuurman introduce powerful behaviors, tools, concepts, and skills for delivering superior products and services, and avoiding pitfalls that keep you from understanding what customers really need and want. You'll learn how to make crucial decisions based on better insights, not anecdotal or subjective second-hand information; and optimize roles including product owner, customer representative, visionary, experimenter, decision-maker, collaborator, and influencer. The authors teach through a start...

#### Contributor Bio

**Chris Lukassen** (Apeldoorn, The Netherlands), the "Product Samurai," has long been passionate about creating, developing, and introducing innovative products and services. After extensive experience at enterprises including Thales, TomTom and Saab, he is now at CarePay, improving healthcare in Africa by leveraging mobile phones to create trusted networks of participants, providers, and payers.

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## Creating Agile Organizations

### A Systemic Approach

Cesario Ramos, Ilia Pavlichenko

#### Key Selling Points:

##### How to guide even the largest organization in successfully applying Scrum

- Go beyond coaching individual teams to coaching the entire organization
- Master comprehensive principles, practices, and guidelines for large scale product development
- By two of the world's leading Certified Large Scale Scrum (LeSS) Trainers
- For all Scrum Masters, trainers, coaches, and team members bringing agility to larger projects

#### Summary

##### Design Your Organization for Maximum Agile Success at Scale

"[A] unique view of organizational agility. Cesario and Ilia first describe the [foundational] tools and vocabulary to think about agile enterprise-level change. The second section is a practical approach to adoption. It marries the foundational elements into a people and customer centric approach to change. The book is epic in scope ... but it manages to present a cookbook for agile adoption and change."

--From the Foreword by Dave West, CEO, Scrum.org

"Cesario and Ilia ... understand that a key element of successful change to being adaptive at scale is Organizational Design (OD)--and that OD is something senior managers need to own, master, create, and lead, not delegate. ... [F]ast delivery and learning isn't enough at scale. Without other adaptive OD elements in place, there might not be any concrete change. ... [A] wonderful book from two passionate people with years in the trenches involved in large-scale adaptive developme..."

#### Contributor Bio

**Cesario Ramos** works worldwide as a senior management consultant on large-scale Agile adoptions in the financial and high-tech industries. His international experience, a strong background in technology, and passion for people make him an influential partner in organization design and in leading the adoption of Agile.



DATA TITLES

**Visual Analytics Fundamentals**  
**Creating Compelling Data Narratives with Tableau**  
Lindy Ryan

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Series: Addison-Wesley Data &  
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Sales Model

**Key Selling Points:**  
**Master modern visual analytics, bridge the gap between tech and business, and get the job done right in Tableau**

- Combines practical Tableau tips and tricks with foundational knowledge of visual analytics for any tool in any environment
- Packed with examples real-life sources (from Hollywood to the *NY Times*): see how pros effectively communicate business insights through the power of data visualization/communication, and how data narratives can support our story for maximum impact
- Designed for both working professionals and students: includes many classroom-tested guided exercises to build hands-on expertise

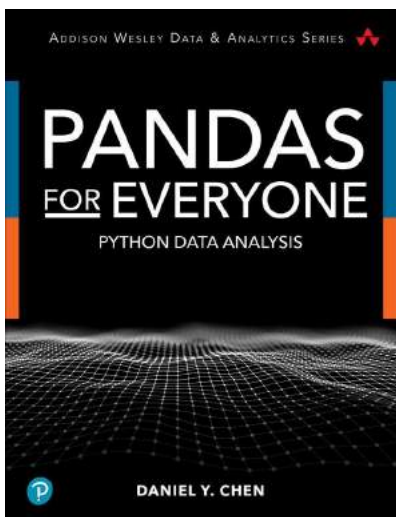
**Summary**  
If you need to persuade or inform people, and you've got data, you need to master the techniques of visual analytics and visual storytelling – and these days, the #1 tool for telling visual stories with data is Tableau. This guide begins by introducing the foundational best practices, concepts, and techniques you need to transform data into powerful stories, and then teaches you how to do it hands-on with Tableau v2020. Renowned visual storyteller Lindy Ryan puts the analytics and visual concepts upfront, where they belong, so you know exactly what you're trying to accomplish and can bring that knowledge to any tool you encounter. You'll learn:

- How the human brain understands data, stories, and visual data stories
- How to tell visual stories that communicate insights with maximum impact
- How to apply design concepts in data visualization
- How to build narrative frameworks to support your data story

Building on this foundation, classroom-proven guided exercises reveal how you can translate your...

**Contributor Bio**  
**Lindy Ryan** (Juneau, AK) is passionate about telling stories with data. She specializes in translating raw data into insightful stories through carefully curated visuals and engaging narrative frameworks. Lindy leads Rutgers Discovery Informatics Institute's research on understanding and preventing cyberbullying behaviors in emerging technology users through advanced computing approaches.





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## Pandas for Everyone (2nd Edition)

### Python Data Analysis

Daniel Y. Chen

#### Key Selling Points:

#### The first hands-on introductory tutorial on data analysis in Python with Pandas

- Establishes a solid foundation for all the Pandas basics you need to be effective
- Covers dataframes, statistical calculations, data munging, modeling, machine learning, reproducible documents, and much more
- Teaches step-by-step through easy, incremental examples, with plenty of opportunities to "code along"

#### Summary

#### The Hands-On, Example-Rich Introduction to Pandas Data Analysis in Python

Today, analysts must manage data characterized by extraordinary variety, velocity, and volume. Using the open source Pandas library, you can use Python to rapidly automate and perform virtually any data analysis task, no matter how large or complex. Pandas can help you ensure the veracity of your data, visualize it for effective decision-making, and reliably reproduce analyses across multiple datasets.

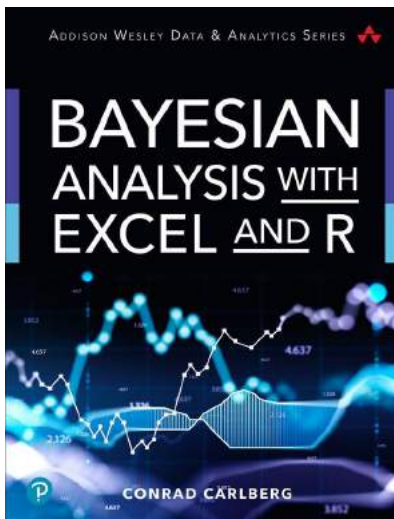
**Pandas for Everyone** brings together practical knowledge and insight for solving real problems with Pandas, even if you're new to Python data analysis. Daniel Y. Chen introduces key concepts through simple but practical examples, incrementally building on them to solve more difficult, real-world problems.

Chen gives you a jumpstart on using Pandas with a realistic dataset and covers combining datasets, handling missing data, and structuring datasets for easier analysis and visualization. He demonstrates powerful data c...

#### Contributor Bio

**Daniel Chen** is a graduate student in the Interdisciplinary PhD program in Genetics, Bioinformatics & Computational Biology (GBCB) at Virginia Polytechnic Institute and State University (Virginia Tech). He is involved with Software Carpentry as an instructor, Mentoring Committee Member, and currently serves as the Assessment Committee Chair.

## INTEREST FOR MSP PUBLISHERS



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## Bayesian Analysis with Excel and R

Conrad Carlberg

### Key Selling Points:

**Bayesian analysis using Excel and R is vital for business analytics**

- Learn Bayesian analysis and break your dependence on Excel
- Join the ranks of businesses taking heed of this burgeoning method

### Summary

The first half of the book shows how the techniques and point of view of probability theory are used to provide a different view of a data set than is provided by frequentist approaches. It covers an elementary statistical task, distinguishing two groups of subjects from one another using frequentist methods (t-tests with variations depending on sample and variance sizes, as well as dependent and independent groups). These findings are contrasted according to whether frequentist or Bayesian, and how the analysis can be conducted in both Excel and R. Excel is a good application for explaining how a statistical analysis comes about, but it falls short as a production application. Because of its speed and capabilities as a compiled language, R is often preferred in the business community to Excel for routine production applications.

The other half of the book discusses probability theory, the mathematics of probability analysis, and the special vocabulary and symbol set used by probability...

### Contributor Bio

**Conrad Carlberg** has a PhD in statistics from the University of Colorado, where he studied under Gene Glass, the developer of the aggregation technique termed meta-analysis. Pearson imprints have published several of his books on topics such as business analysis with Excel, statistical analysis and predictive analytics.

## Insider's Guide to Cloud Computing, An

David Linthicum

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### Key Selling Points:

**The reality check you need to leverage and optimize any cloud computing technology solution or environment**

- Make sure cloud meets your business needs, not just those of your cloud provider
- Successfully apply cloud technologies for AI, analytics, and other strategic data applications
- Learn best practices for solving problems that commonly arise in real-world deployments
- Packed with insider cloud tips from David Linthicum, one of the cloud industry's most respected pioneers

### Summary

*An Insider's Guide to Cloud Computing* cuts through cloud computing hype and handwaving, and focuses on the reality--revealing the experiences and real-world lessons learned by those tasked with deploying cloud solutions and optimizing them for value and performance.

Renowned industry pioneer David Linthicum dives into the real value of emerging technologies such as cloud-based AI, containers, no-code, serverless computing, and multi-cloud. He illuminates what works, what absolutely does *not* work, and how to select your best resources for migration or net-new cloud-based application development.

Linthicum's seen it all - including the tricks cloud providers play to make their numbers at customers' expense. Relentlessly pragmatic throughout, he's written today's indispensable guide to setting direction and strategy, overcoming challenges, integrating cloud services into real solutions, and planning successful cloud journeys. He explodes the cloud--and you'll thank him for it!

### Contributor Bio

**David Linthicum** (Virginia), named one of *Information Week's* Top 9 Cloud Pioneers and #1 cloud influencer by Apollo Research, was among the first to envision leveraging computing services over the open internet. Throughout a 35-year career, he has been a CTO five times, and a CEO twice.

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## **Cloud Computing** (2nd Edition) **Concepts, Technology, and Architecture** Thomas Erl, Eric Barcelo

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### **Key Selling Points:**

**Cloud computing demystified: well-defined concepts, models, and technology mechanisms for every practitioner, professional, decision-maker, and student**

- The definitive technical reference for today's cloud computing platforms and solutions: careful structure, exceptional clarity, and concrete building blocks
- Covers delivery/deployment models, enabling technologies, security, economic and technical metrics, contracts, and more
- Lead-authored by Thomas Erl, founder of CloudSchool.com™ and the world's best-selling service technology author for five years

### **Summary**

Clouds are distributed technology platforms that leverage sophisticated technology innovations to provide highly scalable and resilient environments that can be remotely utilized by organizations in a multitude of powerful ways. To successfully build upon, integrate with, or even create a cloud environment requires an understanding of its common inner mechanics, architectural layers, and models, as well as an understanding of the business and economic factors that result from the adoption and real-world use of cloud-based services.

In *Cloud Computing: Concepts, Technology & Architecture*, Thomas Erl, one of the world's top-selling IT authors, teams up with cloud computing experts and researchers to break down proven and mature cloud computing technologies and practices into a series of well-defined concepts, models, technology mechanisms, and technology architectures, all from an industry-centric and vendor-neutral point of view. In doing so, the book establishes concrete, academic cover...

### **Contributor Bio**

**Thomas Erl** (Vancouver, BC) is a best-selling IT author who has authored and co-authored 15 books published by Prentice Hall and Pearson Education and dedicated to topics focused on contemporary information technology and practices. These titles were delivered for the Pearson Digital Enterprise Series from Thomas Erl, for which Thomas also acts as series editor.



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## WEB DEV



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### Related Products

#### Previous Editions

9780136702658 - \$49.99  
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## Ruby on Rails Tutorial (7th Edition)

### Learn Web Development with Rails

Michael Hartl

### Key Selling Points:

#### Best-selling tutorial on web development with Ruby on Rails

- A best-selling introduction to web development with Ruby on Rails by widely respected Rails expert Michael Hartl
- Suitable for beginning developers who want to learn web development and experienced web developers who want to learn Rails
- Fully updated for Rails 7
- 20+ hour video companion to the book available

### Summary

*"Ruby on Rails™ Tutorial by Michael Hartl has become a must-read for developers learning how to build Rails apps."*

--Peter Cooper, Editor of *Ruby Inside*

Used by sites as varied as Hulu, GitHub, Shopify, and Airbnb, Ruby on Rails is one of the most popular frameworks for developing web applications, but it can be challenging to learn and use. Whether you're new to web development or new only to **Rails, Ruby on Rails™ Tutorial, Seventh Edition**, is the solution.

Best-selling author and leading Rails developer Michael Hartl teaches Rails by guiding you through the development of three example applications of increasing sophistication. The tutorial's examples focus on the general principles of web development needed for virtually any kind of website. The updates to this edition include full compatibility with Rails 7.

This indispensable guide provides integrated tutorials not only for Rails, but also for the essential Ruby, HTML, CSS, and SQL skills you need when developing web applications. Har...

### Contributor Bio

**Michael Hartl** created the legendary Ruby on Rails Tutorial that helped jumpstart thousands of web development careers. A cofounder and principal author at Learn Enough, Hartl previously earned a Ph.D. in physics at the California Institute of Technology (Caltech), where he received a Lifetime Achievement Award for Excellence in Teaching.

WEB DEV

## React Programming

### The Big Nerd Ranch Guide

Loren Klingman

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Big Nerd Ranch Guides

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\$49.99

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Sales Model

#### Key Selling Points:

**Write better front-end code faster: master React hands-on, through world-class instruction from the experts at Big Nerd Ranch!**

- Learn by doing, as you build a complete production-ready app with the efficient Create React App approach
- Move from first principles to advanced techniques, with expert instruction proven in the classroom at Big Nerd Ranch web development bootcamps
- Includes cutting-edge coverage of functional components, hooks, ESLint rules, testing with React Testing Library and Cypress, and much more

#### Summary

React is today's most popular open-source JavaScript library for front-end web application development. *React Programming: The Big Nerd Ranch Guide* helps you master React hands-on, through examples crafted to help you quickly leverage its remarkable power. Based on Big Nerd Ranch's popular bootcamps, it illuminates key concepts with realistic code, guiding you step-by-step through building a complete production-ready React app with Create React App, functional components, hooks, lint rules with ESLint, React Testing Library, and Cypress. Step by step, Big Nerd Ranch instructor and expert developer Loren Klingman help you build on your current skills, as you learn how to:

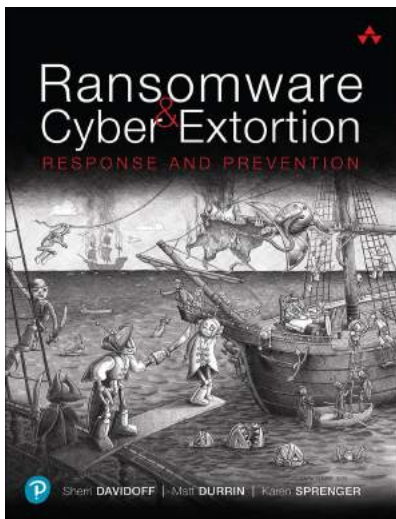
- Set up React and get started with its tools and environment
- Work with styles and components
- Utilize React's router and flexboxes
- Use declarative views to write more manageable, reliable code
- Create carts, checkouts, fulfillment, and other ecommerce features
- Add authentication to your front-ends
- Test components and end-to-end ...

#### Contributor Bio

**Loren Klingman** (Atlanta, GA) is a full-stack web developer and instructor at Big Nerd Ranch with over 15 years of experience across a variety of tech stacks. He is experienced with Java Spring, PHP, and Node.JS backends, as well as React, Vue, Angular, and SCSS for front end development. He holds a master's degree in Computer Science from Clemson University.



## SECURITY TITLES



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Computers / Security  
COM043050

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### Related Products

#### Also Available

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Sales Model

## Ransomware and Cyber Extortion Response and Prevention

Sherri Davidoff, Matt Durrin, Karen Sprenger

### Key Selling Points:

**The indispensable practical guide to preventing and responding to ransomware and cyber extortion**

- By world-renowned "security badass" Sherri Davidoff (Data Breaches: Crisis and Opportunity) and a team of experts with 60+ years of cybersecurity experience
- Understand how cyber extortionists operate, mitigate your risks, avoid costly mistakes, and reduce attack-related damage
- Covers the entire lifecycle: prevent-detect-mitigate-remediate-recover
- Real-world case studies illuminate crucial issues, from preventing reinfection to filing insurance claims
- Discover "straight from the trenches" insider tips for communication, time management, preparation, and addressing cloud-specific issues

### Summary

#### Protect Your Organization from Devastating Ransomware and Cyber Extortion Attacks

Ransomware and other cyber extortion crimes have reached epidemic proportions. The secrecy surrounding them has left many organizations unprepared to respond. But your actions in the minutes, hours, days, and months after an attack may determine whether you'll ever recover.

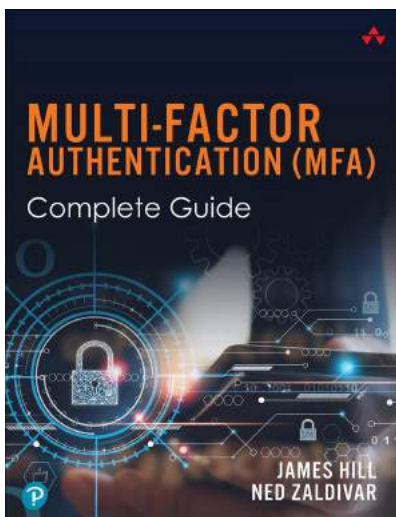
You *must* be ready. With this book, you *will* be.

**Ransomware and Cyber Extortion** is the ultimate practical guide to surviving ransomware, exposure extortion, denial-of-service, and other forms of cyber extortion. Drawing heavily on their own unpublished case library, cyber security experts Sherri Davidoff, Matt Durrin, and Karen Sprenger guide you through responding faster, minimizing damage, investigating more effectively, expediting recovery, and preventing it from happening in the first place. Proven checklists help your security teams act swiftly and effectively together, throughout the entire lifecycle--whatever the attack and whatever...

### Contributor Bio

**Sherri Davidoff**, CEO of LMG Security and author of *Data Breaches*, has been called a "security badass" by the *New York Times*. An instructor at the renowned Black Hat cybersecurity trainings, she is a GIAC-certified forensic analyst (GCFA) and penetration tester (GPEN). She holds a degree in computer science and electrical engineering from MIT.





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#### Related Products

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## Multi-Factor Authentication (MFA) Complete Guide

Ned Zaldivar, James Hill

### Key Selling Points:

**The complete, practical guide to designing, implementing, and operating multi-factor authentication**

- Use MFA to prevent identity theft, secure remote access, and deter password compromise
- Discover product-agnostic best practices for MFA configuration, administration, and troubleshooting
- Explore the full spectrum of MFA use cases, technology options, and risks
- Compare the latest biometric options, from behavioral biometrics to TouchID and FaceID
- Plan for next steps beyond MFA

### Summary

With over 15 billion stolen credentials to work with, cybercriminals can hijack accounts, discover company secrets, compromise personal information and health care records, and steal virtually any high-value digital asset. To help deter cybersecurity disaster, more and more organizations rely on Multi-Factor Authentication (MFA). Now, there's a single source, vendor-neutral guide to today's leading MFA technologies, applications, best practices, and operations.

Enterprise security experts James Hill and Ned Zaldivar reveal how MFA can prevent identity theft, unauthorized remote access, and other attacks, and guide you through configuring, operating and troubleshooting popular solutions across multiple use cases. You'll find proven techniques for integrating MFA into your current environment, leveraging MFA standards, using SMS and push notifications, and much more. A full chapter on biometrics introduces password-less systems, behavioral biometrics, WebAuthn, TouchID, and FaceID. Hill a...

### Contributor Bio

**James Hill** (CCIE No. 29455, CISSP; Houston, TX Area) is co-owner and CTO of H5 Strategic Alliances, LLC, an IT consulting firm specializing in cybersecurity, network access control, architectural design, implementation, and support. He has designed and implemented infrastructure and security solutions at several Fortune® 500 companies.

## Cybersecurity Myths and Misconceptions

### Avoiding the Hazards and Pitfalls that Derail Us

Eugene H. Spafford, Leigh Metcalf, Josiah Dykstra

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Pub Date: 1/18/2023

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Computers / Security

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#### Key Selling Points:

**Escape the myths and misconceptions that are compromising your cybersecurity right now**

- Uncover dangerous folk wisdom surrounding vulnerabilities, malware, digital forensics, incident response, machine learning, and more – and discover what to do instead
- Recognize and avoid logical fallacies and cognitive biases that make it harder to design and operate secure systems
- Improve your everyday security choices and decisions as a practitioner, researcher, leader, or user
- Illustrations throughout to help learn and remember the concepts
- By three of the world's leading cybersecurity pioneers: Eugene Spafford (Cybersecurity Hall of Fame), Leigh Metcalf (CMU SEI/CERT), and Josiah Dykstra (NSA)

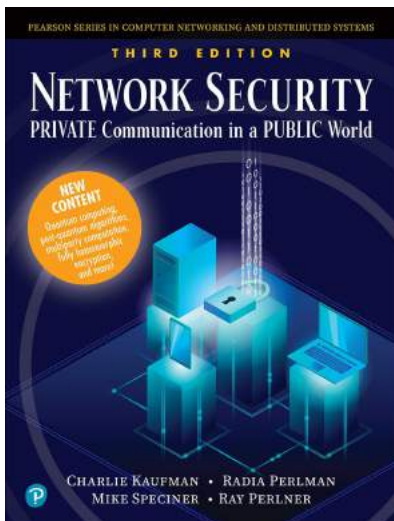
#### Summary

It's been 50 years since the discipline of cybersecurity originated, but users and developers still spread and succumb to many of the same pitfalls in design and practice. The same mistakes keep getting repeated, people keep getting misled, and cybersecurity remains far from optimal. In *Cyber Myths*, three cybersecurity pioneers don't just deliver the first comprehensive collection of false folk wisdom that derails security from the frontlines to the boardroom: they offer expert practical advice for avoiding or overcoming each myth.

Whatever your cybersecurity role or experience, Eugene Spafford, Leigh Metcalf, and Josiah Dykstra will help you surface hidden dangers, prevent avoidable errors, eliminate faulty assumptions, and resist deeply human cognitive biases that compromise prevention, investigation, and research. Throughout, you'll find examples drawn from actual cybersecurity events, detailed techniques for recognizing and overcoming security fallacies, and recommended mitigations ...

#### Contributor Bio

**Eugene H. Spafford** (West Lafayette, IN) is one of the world's most recognized leaders in the field of cybersecurity. His R&D work underlies cyber security mechanisms in use on millions of systems, including work in firewalls, intrusion detection, vulnerability scanners, integrity monitoring, forensics, and security architectures.



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## Network Security (3rd Edition)

### Private Communication in a Public World

Charlie Kaufman, Radia Perlman, Mike Speciner, Ray Perlner

#### Key Selling Points:

**The definitive guide to network security concepts and challenges: now fully updated to reflect the latest technologies and threats**

- Friendly, intuitive, rigorous, comprehensive, and practical
  - Includes detailed sections on cryptography, authentication, connection protocols, and network applications
  - Contains new coverage of quantum computing, post-quantum algorithms, electronic money, homomorphic encryption, and secure multiparty communication
  - Illuminates subtle issues missed by books focused solely on implementation details
  - Explains the math you need to know, where you need to know it
  - By a legendary author team led by Charlie Kaufman and Radia Perlman
- 
- New edition of the classic text on computer security from legendary pioneers in network security
  - Thoroughly re-written to reflect contemporary issues in cybersecurity
  - Friendly, intuitive, rigorous, comprehensive, and practical
  - Includes detailed sections on cryptography, authentication, connection protocols, and network applications
  - Contains new coverage of quantum computing, post-quantum algorithms, electronic money, homomorphic encryption, and secure multiparty communication
  - Illuminates subtle issues missed by books focused solely on implementation details

#### Summary

##### A thoroughly-revised edition of the landmark text on computer security

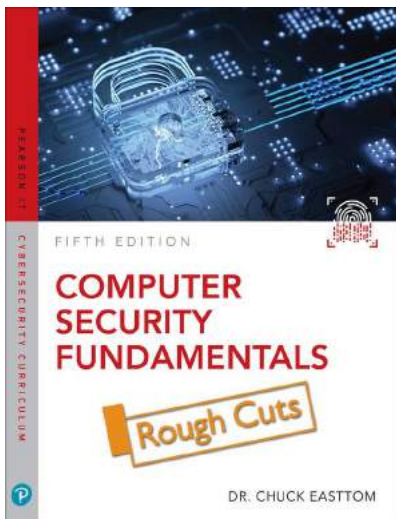
This guide uncovers the technology behind network security: its strengths, weaknesses, past, and future. It answers fundamental questions like: *How do you identify yourself and prevent others from impersonating you? How do you co...*

The classic guide to cryptography and network security – now fully updated!

“Alice and Bob are back!”

Widely regarded as the most comprehensive yet comprehensible guide to network security and cryptography, the previous editions of *Network Security* received critical acclaim for lucid and witty explanations of the inner workings of cryptography and network security protocols. In this edition, the authors have significantly updated and revised the previous content, and added new topics that have become important.

This book explains sophisticated concepts in a friendly and intuitive manner. For protocol standards, it explains the various constraints and committee decisions that led to the current designs. For cryptographic algorithms, it explains the intuition behind the designs, as well as the types of attacks the algorithms are designed to avoid.



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#### Related Products

##### Previous Editions

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## Computer Security Fundamentals (5th Edition)

William Chuck Easttom II

### Key Selling Points:

**One-volume coverage of all the core concepts, terminology, issues, and practical skills modern computer security professionals need to know**

- The most up-to-date computer security concepts text on the market
- Strong coverage and comprehensive analysis of key attacks, including denial of service, malware, and viruses
- Covers oft-neglected subject areas such as cyberterrorism, computer fraud, and industrial espionage
- Contains end-of-chapter exercises, projects, review questions, and plenty of real-world tips

### Summary

Dr. Chuck Easttom brings together complete coverage of all basic concepts, terminology, and issues, along with all the skills you need to get started. Drawing on 30 years of experience as a security instructor, consultant, and researcher, Easttom helps you take a proactive, realistic approach to assessing threats and implementing countermeasures. Writing clearly and simply, he addresses crucial issues that many introductory security books ignore, while addressing the realities of a world where billions of new devices are Internet-connected.

This guide covers web attacks, hacking, spyware, network defense, security appliances, VPNs, password use, and much more. Its many tips and examples reflect new industry trends and the state-of-the-art in both attacks and defense. Exercises, projects, and review questions in every chapter help you deepen your understanding and apply all you've learned.

Whether you're a student, a professional, or a manager, this guide will help you protect your assets...

### Contributor Bio

**Dr. Chuck Easttom** is the author of 34 books, including several on computer security, forensics, and cryptography. He holds a Doctor of Science in cyber security, a Ph.D. in Nanotechnology, a Ph.D. in computer science, and three master's degrees (one in applied computer science, one in education, and one in systems engineering). He is also an inventor with 22 patents.

## Developing Cybersecurity Programs and Policies (4th Edition)

Omar Santos

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### Key Selling Points:

**The in-depth, up-to-the-minute guide to information security policy for every practitioner and advanced student**

- Learn how to establish a cybersecurity program and governance in your organization
- Familiarize yourself with cybersecurity best practices, governance frameworks, and key standards
- Understand how to implement appropriate security controls in the cloud
- Focused coverage of healthcare, finance, and PCI DSS compliance

### Summary

*Developing Cybersecurity Programs and Policies* is a complete guide to establishing a cyber security program and governance in your organization. In this book, you will learn how to create cyber security policies, standards, procedures, guidelines, and plans-and the differences among them. You will also learn how threat actors are launching attacks against their victims-compromising confidentiality, integrity, and availability of systems and networks.

Santos starts by providing an overview of cybersecurity policy and governance, and how to create cybersecurity policies and develop a cybersecurity framework. He then provides details about governance, risk management, asset management, and data loss prevention.

Learn how to:

- Respond to incidents and ensure continuity of operations
- Comply with laws and regulations, including GLBA, HIPAA/HITECH, FISMA, state data security and notification rules, and PCI DSS
- Systematically identify, prioritize, and manage cyber security risks and reduce social en...

### Contributor Bio

**Omar Santos** (Raleigh, NC) is an active member of the cybersecurity community, where he leads several industry-wide initiatives. He is the lead of the DEF CON Red Team Village; the chair of the Common Security Advisory Framework (CSAF) technical committee; the co-chair of the Forum of Incident Response and Security Teams (FIRST) Open Source Security working group;



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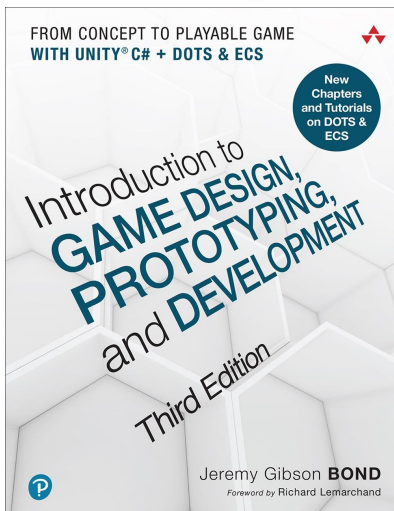
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Series: Pearson IT Cybersecurity

Curriculum (ITCC)

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COM012040  
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#### Related Products

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## Introduction to Game Design, Prototyping, and Development (3rd Edition)

From Concept to Playable Game with Unity and C#

Jeremy Gibson Bond

### Key Selling Points:

- The first modern tutorial on both game design and development, revised: covers new Unity releases, C#, as well as Mobile and VR
- Teaches best practices used by professional game designers to rapidly create working, playable prototypes
- Covers today's leading, fastest growing game development platform: Unity
- Focuses on C# and rapid game prototyping
- Includes a full section of modular projects that can jumpstart your own games
- New edition features powerful, updated ancillaries for instructors

### The first modern tutorial on both game design and development, now fully revised

- Covers new Unity releases, C#, as well as Mobile and VR
- Teaches best practices used by professional game designers to rapidly create working, playable prototypes
- Covers today's leading, fastest growing game development platform: Unity
- Focuses on C# and rapid game prototyping
- Includes a full section of modular projects that can jumpstart your own games

### Summary

A hands-on book that explains concepts "by doing," **Introduction to Game Design, Prototyping, and Development, Third Edition**, takes students through the process of making both paper and digital game prototypes. Rather than focusing on a single tutorial, as most Unity books have done, this book explo...

Learn All the Design & Development Skills You Need to Make Great Games with Unity, the World's Most Popular Professional Game Engine

If you want to design and develop games, there is no substitute for strong, hands-on experience with modern techniques and tools. That is exactly what this book provides. Leading instructor and indie game developer Jeremy Gibson Bond covers all three disciplines that you need to succeed: game design theory, rapid iterative prototyping, and practical programming.

Building on two previous best-sellers, this Third Edition contains hundreds of improvements across more than 400 new pages, all designed to make it even easier to understand and more useful in modern game development.

The five game tutorials have been thoroughly revised and expanded to cover even more best practices for prototyping and development, and all examples now use Unity 2020.3 LTS (Long Term Support), a stable and feature-rich standard for years to come.

### Contributor Bio

**Jeremy Gibson Bond** is a Professor of Practice teaching game design and development at Michigan State University.

# Pearson Professional Computing

## Adobe



## Adobe Acrobat DC Classroom in a Book *(4th Edition)*

Lisa Fridsma

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### Key Selling Points:

**Official training from Adobe Press: the fastest, easiest, most comprehensive way to learn Adobe Acrobat DC!**

- Master Acrobat DC through self-paced, project-based lessons designed to fit your busy schedule, with all the downloadable hands-on files you'll need to succeed
- Covers key features for creating and deliver high-impact PDFs, and reflects extensive Adobe DC feature updates
- Developed with support from experts on Adobe's Acrobat DC product teams

### Summary

**Adobe Acrobat DC Classroom in a Book** is the most thorough and comprehensive way to learn how to reliably create, edit, share, and sign PDF documents and forms with Adobe Acrobat DC. Each of the lessons in this step-by-step, project-based guide contain a project that builds on your growing knowledge of the program, while end-of-chapter review questions reinforce each lesson. This cross-platform (Mac and Windows) book shows you how to collaborate effectively through electronic reviews, easily work with PDFs across multiple platforms and devices (including via the Adobe Document Cloud service), and speed up your production and business task workflows with Acrobat DC.

Learn how to easily convert files from any application to PDF and how to directly edit text and images in PDF documents. Understand how to build PDF forms, and to speed up business workflow by gathering feedback and approval using new shared document review features. Create interactive forms and track responses within Acrobat,...

### Contributor Bio

**Lisa Fridsma** (Rockford, IL) has long loved the process of teaching others to use Adobe products. She has helped create over thirty books in the Classroom in a Book series over the last two decades (including books on Photoshop, After Effects, and Acrobat), going back to her time on-staff at Adobe.



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## Adobe After Effects Classroom in a Book

Lisa Fridsma

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9780137982530  
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\$64.99  
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Carton Qty: 0  
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### Related Products

#### Previous Editions

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### Key Selling Points:

#### The best-selling guide to the powerful illustration program from Adobe

- Includes hands-on lessons that use clear, step-by-step instructions with screenshots to teach students key concepts for creating cinematic visual effects and sophisticated motion graphics using After Effects CC
- Online components include all lesson files plus video-enhanced Web Edition of the book
- Classroom in a Book is the official training series from Adobe Systems Inc., developed with the support of Adobe product experts

### Summary

Gain hands-on experience creating, manipulating, and optimizing motion graphics for film, video, the web, and mobile devices. Learn how to animate text and images, customize a wide range of effects, track and sync content, rotoscope, manipulate timing, correct color, and remove unwanted objects. Customize cameras and lighting to create compelling 3D content. Design Motion Graphics templates for editing in Adobe Premiere Pro. Deform and animate objects and video using robust Puppet tools.

#### The fastest, easiest, most comprehensive way to learn Adobe After Effects

Classroom in a Book®, the best-selling series of hands-on software training workbooks, offers what no other book or training program does—an official training series from Adobe, developed with the support of Adobe product experts.

*Adobe After Effects Classroom in a Book* contains 15 lessons that cover the basics and beyond, providing countless tips and techniques to help you become more productive with the program. You can follow the...

### Contributor Bio

**Lisa Fridsma** (Rockford, IL) has long loved the process of teaching others to use Adobe product. She has written, edited, and designed more than thirty books in the Classroom in a Book series over the last decade and a half (including books on Photoshop and After Effects), going back to her time on staff at Adobe.

# Adobe Photoshop Classroom in a Book

Conrad Chavez

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## Key Selling Points:

### The best-selling book on Adobe Photoshop.

- Comprehensive, project-based lessons teach key concepts for working efficiently with Adobe Photoshop tools, filters, and effects to touch up, modify, and transform images
- Updated and new lessons throughout address new features in Photoshop CC
- Official training series from Adobe Systems Inc., developed with the support of Adobe product experts

## Summary

### The fastest, easiest, most comprehensive way to learn Adobe Photoshop

Classroom in a Book®, the best-selling series of hands-on software training workbooks, offers what no other book or training program does-an official training series from Adobe, developed with the support of Adobe product experts.

*Adobe Photoshop Classroom in a Book (2023 release)* contains 15 lessons that cover the basics and beyond, providing countless tips and techniques to help you become more productive with the program. You can follow the book from start to finish or choose only those lessons that interest you.

Learn to correct and improve digital images. Seamlessly remove backgrounds and repair images using content-aware tools. Explore advanced filters that enhance images using machine learning and cloud processing. Select subjects with complex outlines, including hair, quickly and precisely. Design composite images, including instant sky replacement. Create advanced typography. Edit video, including transitions a...

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416 Pages  
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### Related Products

#### Previous Editions

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Sales Model

## Contributor Bio

**Conrad Chavez** writes about digital photography and Adobe Creative Cloud workflows. Conrad is the author or co-author of many books, including Adobe Photoshop Classroom in a Book (since the 2015 release) and the last three editions of Real World Adobe Photoshop for Photographers. He also writes articles for publications such as CreativePro.com and InDesign Magazine. He is also a photographer. You c...

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## Adobe Illustrator Classroom in a Book

Brian Wood

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### Key Selling Points:

**The best-selling guide to Adobe's powerful illustration program.**

- Includes hands-on lessons that use clear, step-by-step instructions with screenshots to teach students how to design compelling graphics using Illustrator CC
- Online components provided to all students include all lesson files plus video-enhanced Web Edition of the book
- Classroom in a Book is the official training series from Adobe Systems Inc., developed with the support of Adobe product experts

### Summary

**The fastest, easiest, most comprehensive way to learn Adobe Illustrator**

Classroom in a Book®, the best-selling series of hands-on software training workbooks, offers what no other book or training program does - an official training series from Adobe, developed with the support of Adobe product experts.

*Adobe Illustrator Classroom in a Book* contains 17 lessons that cover the basics and beyond, providing countless tips and techniques to help you become more productive with the program. You can follow the book from start to finish or choose only those lessons that interest you.

Create artwork from precise drawings to stylistic paintings with Adobe Illustrator. By completing a series of hands-on projects like logos, illustrations, posters, podcast covers, flyers, and more, you'll start with a quick tour of Illustrator, then explore selections, shapes, color, and editing artwork. Progressing to freeform gradients and layers, you'll build up to working with dynamic symbols, artistic brushes, c...

### Contributor Bio

**Brian Wood** is a speaker, developer and author of dozens of Adobe training books and articles. As an Adobe Certified trainer, Brian has been consulting with teachers, designers, marketing pros, business owners and front end developers- all over the country. He has spoken at several major design conferences, including Adobe MAX, the How Interactive Design Conference, the Web Design Conference

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Computers / Software  
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Series: Classroom in a Book  
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## Adobe InDesign Classroom in a Book

Kelly Kordes Anton, Tina DeJarld

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Series: Classroom in a Book  
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### Key Selling Points:

**Best-selling, project-based Adobe InDesign guide authorized by Adobe.**

- The official training workbook from Adobe
- Contains lessons that cover the basics and beyond, providing countless tips and techniques to help learners become more productive with the program
- The online companion files include all the necessary assets for readers to complete the projects featured in each chapter
- Includes full access to the Web Edition: a Web-based version of the complete eBook enhanced with video and multiple-choice quizzes

### Summary

**The fastest, easiest, most comprehensive way to learn Adobe InDesign**

Classroom in a Book®, the best-selling series of hands-on software training workbooks, offers what no other book or training program does—an official training series from Adobe, developed with the support of Adobe product experts.

*Adobe InDesign Classroom in a Book* contains 15 lessons that cover the basics and beyond, providing countless tips and techniques to help you become more productive with the program. You can follow the book from start to finish or choose only those lessons that interest you.

Build a strong foundation of typographic, page layout, and document-construction skills through the step-by-step lessons in this book. The real-world projects—ranging from a printed postcard with a QR code to an interactive Adobe PDF with form fields—are designed to guide novice Adobe InDesign users through the most fundamental features to the most powerful. Experienced InDesign users learn best practices and explore featur...

### Contributor Bio

**Kelly Kordes Anton** has written and edited dozens of books and training resources on InDesign, including four previous editions of the *Adobe InDesign Classroom in a Book*. She also writes articles on such diverse topics as youth hockey, service dog training, and financial education. Kelly lives in Littleton, Colorado.

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## Photoshop on the iPad

Rob de Winter, Van Duuren Media

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### Key Selling Points:

**Your full-color practical guide to Adobe Photoshop on the iPad: all you need to get creative on the go!**

- Your fastest way to master the Photoshop interface that's been reimaged for the iPad
- Packed with tools, tips, lessons, expert advice, and amazing examples
- Includes interviews with inspiring Photoshop artists Ted Chin, Frankie Cih, and Magdiel Lopez

### Summary

Photoshop, the world's most popular image editing program, is now available on the iPad - so wherever you are, you can use familiar Photoshop tools to retouch photos, create compositions, work with layers, add text, and a whole lot more. **Photoshop on the iPad** helps you make the most of Photoshop's iPad-optimized interface, and combine Photoshop with other well-known Adobe iPad apps, from Lightroom to Fresco. Packed with practical exercises, this guide offers inspiring interviews with three world-renowned Photoshop artists, Ted Chin, Frankie Cih and Magdiel Lopez. You'll see how the best are using Photoshop on the iPad to integrate iPad into their workflows, so *they* can do great work wherever they go - and so can *you*.

### Contributor Bio

**Rob de Winter** (The Netherlands) is an Adobe Certified Instructor, speaker, writer, designer, photographer and musician/songwriter who speaks at leading conferences worldwide, including Adobe MAX. His book, *Photoshop Masters*, was a European best-seller. A Photoshop, InDesign, Illustrator and Animate specialist with 15+ years of experience, he trains graphic designers at large organizations

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#### Related Products

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Sales Model

## Adobe Photoshop Book for Digital Photographers, The (2nd Edition) Scott Kelby

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### Key Selling Points:

- The most useful retouching techniques for photographers, how to make “impossible” selections like wind-blown hair, and how to use Layers like a pro
- How to seamlessly remove distracting junk from images, sharpen images, stitch panoramas, and process HDR for a realistic look
- The latest Photoshop special effects for photographers and a host of shortcuts, workarounds, and slick “insider” tricks

### Learn the pros’ tricks for fixing the most common digital photo problems fast!

- The most useful retouching techniques for photographers, how to make “impossible” selections like wind-blown hair, and how to use Layers like a pro
- How to seamlessly remove distracting junk from images, sharpen images, stitch panoramas, and process HDR for a realistic look
- The latest Photoshop special effects for photographers and a host of shortcuts, workarounds, and slick “insider” tricks

### Summary

***The Adobe Photoshop Book for Digital Photographers, Second Edition*** by Scott Kelby is an update to the award-winning, record-breaking book for digital photographers. This practical text is not full of theory; instead, Scott shows students the exact techniques used by today’s cutting-edge digital phot...

### AN AMAZING NEW VERSION OF THE PHOTOSHOP BOOK THAT BREAKS ALL THE RULES!

Scott Kelby, Editor and Publisher of *Photoshop User* magazine—and the best-selling photography techniques author in the world today—once again takes this book to a whole new level as he uncovers more of the latest, most important, and most useful Adobe Photoshop techniques for photographers.

This update to his award-winning, record-breaking book does something for digital photographers that’s never been done before—it cuts through the bull and shows you exactly “how to do it.” It’s not a bunch of theory; it doesn’t challenge you to come up with your own settings or figure it out on your own. Instead, Scott shows you step by step the exact techniques used by today’s cutting-edge digital photographers.

**Scott Kelby** (Florida) is Editor, Publisher, and co-founder of Photoshop User magazine, and is co-host of The Grid, the weekly, live talk show for photographers.



New Riders  
9780137357635  
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360 Pages  
Carton Qty: 0  
Computers / Software  
Development & Engineering  
COM012000

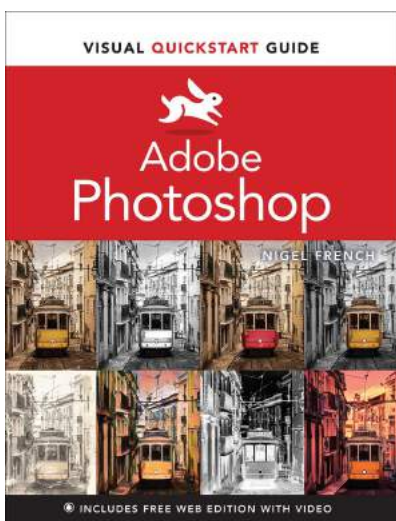
Status: **FORTHCOMING**

#### Related Products

##### Also Available

9780137565337 - \$49.99  
Sales Model





Peachpit Press  
9780137640836  
Pub Date: 11/28/2022  
\$39.99  
Discount Code: x  
Paperback  
  
352 Pages  
Carton Qty: 0  
Computers / Software  
Development & Engineering  
COM012000  
Series: Visual QuickStart Guide  
Status: **FORTHCOMING**

#### Related Products

##### Also Available

9780137565337 - \$49.99  
Sales Model

## Adobe Photoshop Visual QuickStart Guide

Nigel French, Mike Rankin

### Key Selling Points:

**The world-renowned easy, full-color visual guide to Photoshop—now completely revamped, with 5 hours of bonus video!**

- Harness Photoshop's full power to efficiently create pro-quality images for digital and print
- All-new content, more concise and colorful—with the friendly learner-centric approach that made Visual QuickStart Guides famous
- Covers everything from image basics to advanced editing and retouching
- By Nigel French, Adobe MAX speaker and one of the world's most experienced Photoshop instructors and training developers

### Summary

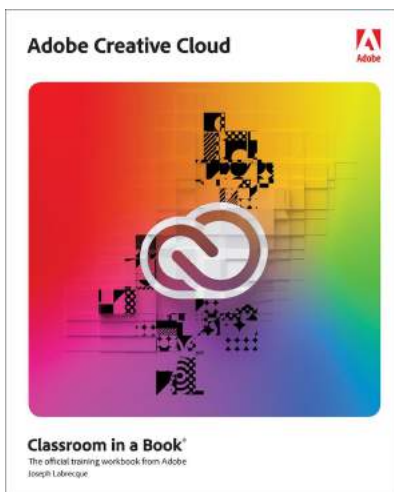
For decades, graphic design and photography professionals have turned to *Adobe Photoshop: Visual QuickStart Guide* as the fastest, most practical way to start creating professional-quality images with Photoshop. Now, this full-color guide has been thoroughly revamped by a new author who's taught thousands of beginning Photoshop users. Nigel French combines expert, full-color introductions to the latest Photoshop features with new examples and projects, adding five full hours of new online video content that goes far beyond the contents of the printed book.

Combining definitive reference information with concise, hands-on tutorials, French helps aspiring and current professionals gain deep mastery of Photoshop, whether they're working on their own or in a classroom environment. From the basics to advanced techniques, he guides you through everything from editing photos' tone and color to retouching blemishes, restoring old and damaged images to creating stunning composites, to preparing i...

### Contributor Bio

**Nigel French** (Lewes, England, UK) is a veteran graphic designer, photographer, and design teacher who has used design software since the early days of desktop publishing. His books include *InDesign Type*, 4th Edition (Adobe Press) and *Photoshop Unmasked*. Since 2005, he has freelanced for Lynda.com (now LinkedIn Learning) and recorded 50+ titles for its online training library.

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Adobe Press  
9780137914708  
Pub Date: 10/30/2022  
\$64.99  
Discount Code: y  
Paperback

464 Pages  
Carton Qty: 0  
Computers / Software  
Development & Engineering  
COM012000  
Series: Classroom in a Book  
Status: **FORTHCOMING**

#### Related Products

##### Also Available

9780135495070 - \$59.99  
Sales Model

## Adobe Creative Cloud Classroom in a Book

### Design Software Foundations with Adobe Creative Cloud

Joseph Labrecque

#### Key Selling Points:

**The only full-color guide to the fundamentals of producing engaging multimedia content with all of today's Adobe Creative Cloud design tools**

- A perfect complement to any Adobe Creative Cloud course or self-study, and ideal for people who want to extend their knowledge beyond one or two Adobe tools
- Interweaves Adobe skills with principles for becoming a better designer, whatever tools you use
- Packed with hands-on exercises based on real-life projects and scenarios
- Covers Creative Cloud for desktop and mobile, as well as Creative Cloud Express
- Includes chapters on Lightroom, Photoshop, Illustrator, InDesign, Adobe XD, Dimension, Audition, Premiere Pro, After Effects, Character Animator, and Animate
- By creative designer and developer Joseph Labrecque – based on his proven course at the University of Colorado Boulder College of Media, Communication & Information

#### Summary

Your Adobe Creative Cloud subscription delivers a breathtaking collection of state-of-the-art creativity tools—for web, print, video, interactive, digital marketing, UX/UI design, and more. With so much power, where do you start? If you're familiar with one or two of Adobe's tools, how do you extend your knowledge to make the most of the entire Creative Cloud, choose the right tool for each job, and do amazing work? Start right here, with the only classroom-proven guide to the entire *Adobe Creative Cloud suite: Adobe Creative Cloud Classroom in a Book*.

Authored by leading designer and instructor Joseph Labrecque, this guide reflects his experience teaching hundreds of students at the University of Colorado Boulder College of Media, Communication & Information. Each chapter combines an overview of a Creative Cloud app with well-crafted hands-on practice. Labrecque introduces the software, explains essential concepts and design principles surrounding its use, guides you through basic tool...

#### Contributor Bio

**Joseph Labrecque** is a creative developer, designer, and educator with nearly two decades of experience creating expressive web, desktop, and mobile solutions. He joined the University of Colorado Boulder College of Media, Communication and Information as faculty with the Department of Advertising, Public Relations and Media Design in Autumn 2019.

# Adobe Photoshop, Illustrator, and InDesign Collaboration and Workflow

Bart Van de Wiele

No Image  
Available



Adobe Press  
9780137908462  
Pub Date: 12/8/2022  
\$64.99  
Discount Code: y  
Paperback  
  
320 Pages  
Carton Qty: 0  
Computers / Software  
Development & Engineering  
COM012000  
Series: Classroom in a Book  
Status: **FORTHCOMING**

**Related Products**  
**Also Available**  
9780137622962 - \$64.99  
Sales Model

## Key Selling Points:

**Save time, work more flexibly, and improve efficiency with Adobe design solutions—on your own, and in any team!**

- The full-color guide to getting more out of Photoshop, Illustrator, and InDesign by taking full advantage of their powerful integrations and native file formats
- Includes new insights for improving content collaboration with Adobe cloud documents and Creative Cloud Libraries
- Demonstrates expert techniques for all output channels: print, web, video, UX, online marketing, and beyond
- Packed with hands-on exercises based on real-life projects and scenarios
- Includes bonus step-by-step video tutorials by renowned Adobe Principal Solutions Consultant Bart Van de Wiele

**Save time, work more flexibly, and improve efficiency with Adobe design solutions—on your own, and in any team!**

- The full-color guide to getting more out of Photoshop, Illustrator, and InDesign by taking full advantage of their powerful integrations and native file formats
- Includes new insights for improving content collaboration with Adobe cloud documents and Creative Cloud Libraries
- Demonstrates expert techniques for all output channels: print, web, video, UX, online marketing, and beyond
- Packed with hands-on exercises based on real-life projects and scenarios
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- Packed with hands-on exercises based on real-life projects and scenarios
- Includes bonus step-by-step video tutorials by renowned Adobe Principal Solutions Consultant Bart Van de Wiele

## Video Storytelling Projects

### A DIY Guide to Shooting, Editing and Producing Amazing Video Stories on the Go

Rafael Concepcion

No Image  
Available



New Riders  
9780137690718  
Pub Date: 1/31/2023  
\$39.99  
Discount Code: x  
Paperback  
  
480 Pages  
Carton Qty: 0  
Computers / Software  
Development & Engineering  
COM012000  
Series: Voices That Matter  
Status: **FORTHCOMING**

#### Related Products

##### Also Available

9780137280926 - \$59.99  
Sales Model

#### Key Selling Points:

**The start-to-finish, full-color guide to developing, organizing, filming, creating, and sharing your video story—on the go!**

- Teaches an easy, practical storytelling process, from concept to completion
- Introduces a powerful “video as a language” approach: learn “words” (shots) to form “sentences” (sequences) to share your idea (story)
- Start-to-finish projects guide you through producing short movies, public service announcements, and video journalism
- Includes a full chapter on using Adobe's exciting free video editing app Premiere Rush
- By RC Concepcion, award-winning photographer, video post-production specialist, and instructor at Syracuse University's renowned Newhouse School for Visual Communications

#### Summary

Today, your bookbag can contain a video production studio so powerful, you can use it to share your greatest ideas with the entire world. Now, there's a complete full-color guide to doing just that, whether your “video stories” take the form of short movies, video journalism, public service announcements, or anything else.

Renowned video producer and instructor RC Concepcion starts in exactly the right place: by teaching you an easy approach to using the language of storytelling that's captivated human beings for millennia. You'll master the essence of story, learn how to develop ideas, create story formats, build dialog, and organize stories to maximize your impact.

Next, Concepcion introduces you to the gear and techniques you need to execute your story, showing how to assemble and share it with the latest mobile or computer software—including Adobe's amazing (free!) Premiere Rush. You'll transform theory into practice with three full projects: a short movie, public service announcements...

#### Contributor Bio

**RC Concepcion (Syracuse, NY)** is an award-winning photographer, podcast host, educator, public speaker, and author of ten best-sellers on photography, Photoshop, Lightroom, and HDR, including official “Adobe Classroom in a Book” workbooks for recent releases of Photoshop, Lightroom, and Lightroom Classic.

## This is Learning Experience Design

What it is, how it works and why it matters.

Niels Floor

No Image  
Available



New Riders  
9780137950737  
Pub Date: 2/16/2023  
\$39.99  
Discount Code: x  
Paperback

320 Pages  
Carton Qty: 0  
Computers / Desktop Applications  
COM022000  
Series: Voices That Matter  
Status: **FORTHCOMING**

### Related Products

#### Also Available

9780136746911 - \$29.99  
Sales Model

### Key Selling Points:

**Use the breakthrough LXD process to craft outstanding learning experiences of all kinds**

- Discover how Learning Experience Design (LXD) goes beyond conventional UX, learning design, and design thinking
- Leverage the Learning Experience Canvas, the #1 tool for designing better learning experiences
- For every course developer and learning designer—and every creative professional who wants to leverage their skills in learning applications
- By Niels Floor, renowned worldwide for his pioneering work defining, applying, and teaching LXD

### Summary

Learning Experience Design (LXD) offers a powerful new approach to creating memorable learning experiences that deliver superior outcomes, bridging the gap between creative design disciplines and the world of learning. Now, one of the field's leading pioneers has written the definitive guide to LXD: what it is, how it works, what's better about it, and how you can make the most of it.

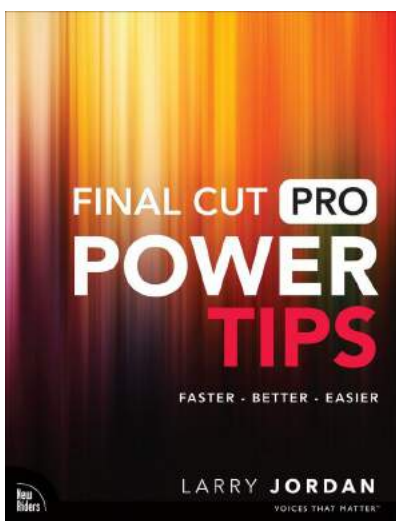
Drawing on over a decade of experience defining, applying, and teaching LXD, Niels Floor covers LXD mindsets, methods, skills, tools: everything you need to succeed. Floor guides you step-by-step through every stage of the LXD process, from preliminary questions and ideas to focused design research, prototyping to final design. Floor also introduces the world's #1 LXD tool, his own Learning Experience Canvas, together with key tools such as personas, empathy maps, and experience maps.

Whether you're a professional learning designer, course developer, or corporate training specialist you'll find this guide i...

### Contributor Bio

**Niels Floor** (Utrecht, Netherlands), a pioneer in the field of learning experience design (LXD), created the Learning Experience Canvas (accessible at <https://shapers.nl/>), initiated the LXDCON conferences, and founded LXD.org. He co-founded and owns Shapers, an international LX design and training agency, and has delivered talks, workshops, and training throughout Europe, North America, South America

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New Riders  
9780137928798  
Pub Date: 9/26/2022  
\$49.99  
Discount Code: x  
Paperback

432 Pages  
Carton Qty: 16  
Computers / Interactive &  
Multimedia  
COM034000

9 in H | 7 in W | 0.9 in T | 2 lb Wt  
Status: **FORTHCOMING**

#### Related Products

##### Also Available

9780135171738 - \$59.99  
Sales Model

## Final Cut Pro Power Tips

Larry Jordan

### Key Selling Points:

**300 Final Cut Pro power tips: get more done faster, so you can focus on telling great stories, not wrangling software!**

- Hidden tips, keyboard shortcuts, and productivity boosters—with clear, step-by-step instructions and powerfully intuitive illustrations
- Instant answers to technical questions that trip up many Final Cut Pro users: stop wasting time with lengthy manuals!
- By Larry Jordan, renowned digital video industry innovator, best-selling author, and one of the world's most experienced visual communicators and trainers

**300 Final Cut Pro power tips: get more done faster, so you can focus on telling great stories, not wrangling software!**

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**300 Final Cut Pro power tips: get more done faster, so you can focus on telling great stories, not wrangling software!**

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- Instant answers to technical questions that trip up many Final Cut Pro users: stop wasting time with lengthy manuals!
- By Larry Jordan, renowned digital video industry innovator, best-selling author, and one of the world's most experienced visual communicators and trainers

### Summary

Video project deadlines are brutal, budgets are tight, and everyone's stressed. Anything that saves time, simplifies life, or improves results is a good thing. This book is a great thing! Packed with tips, techniques, shortcuts, and hidden gems, this book turns you into an editing powerhouse.

Renowned digital media innovator Larry Jordan delivers concise, well-tested techniques to make you more productive right now, without wasting time. These techniques are selected, organized, and illustrated to deliver maximum practical value directly to you.

Edit faster. Edit better. Edit easier.

Pearson Professional Computing  
Peachpit Press -  
**Engineering Graphics**





Peachpit Press  
9780137929993  
Pub Date: 8/16/2022  
\$120.00  
Discount Code: k  
Paperback  
  
832 Pages  
Carton Qty: 6  
Computers / Design, Graphics &  
Media  
COM007000  
10.9 in H | 8.6 in W | 1.7 in T | 4.1  
lb Wt  
Status: **ACTIVE**

#### Related Products

##### Previous Editions

9780135562178 - \$120.00  
Sales Model

## Engineering Graphics with AutoCAD 2023

Jim Bethune, David Byrnes

### Key Selling Points:

**Learn how to create engineering drawings with ease!**

- Follow the step-by-step format and work directly from the text to the screen.
- Apply your knowledge to realistic design situations with exercises, drawing problems, and projects which appear in each chapter.
- Learn the latest information about user interfaces, 3D solid modeling, and productivity enhancements.
- ANSI standards are discussed that introduce students to the appropriate techniques and international standards.
- Illustrations and sample problems provided in every chapter illustrates how to use AutoCAD 2023 and its features to solve various design problems.

### Summary

In *Engineering Graphics with AutoCAD 2023*, award-winning CAD instructor and author James Bethune teaches technical drawing using AutoCAD 2023 as its drawing instrument. Taking a step-by-step approach, this textbook encourages students to work at their own pace and uses sample problems and illustrations to guide them through the powerful features of this drawing program. More than 680 exercise problems provide instructors with a variety of assignment material and students with an opportunity to develop their creativity and problem-solving capabilities.

Effective pedagogy throughout the text helps students learn and retain concepts:

- \* Step-by-step format throughout the text allows students to work directly from the text to the screen and provides an excellent reference during and after the course.
- \* Latest coverage is provided for dynamic blocks, user interface improvements, and productivity enhancements.
- \* Exercises, sample problems, and projects appear in each chapter, providing examples o...

### Contributor Bio

**James D. Bethune** taught drafting and Computer Aided-Design (CAD) for 39 years, twice winning the Outstanding Professor of the year award. He has a doctor's degree in education from Boston University and has written more than 28 books on drafting and CAD. While retired from full-time teaching, Jim continues to write textbooks on CAD. An avid golfer, Jim lives in East Greenwich, Rhode Island.

## Technical Drawing with Engineering Graphics (16th Edition)

Shawna E. Lockhart, Cindy Johnson, Marla Goodman

No Image  
Available



Peachpit Press  
9780138065720  
Pub Date: 3/31/2023  
\$135.00  
Discount Code: k  
Paperback  
  
1024 Pages  
Carton Qty: 0  
Computers / Design, Graphics &  
Media  
COM007000  
Status: **FORTHCOMING**

### Key Selling Points:

**The trusted reference for creating 3D models and 2D documentation drawing—updated!**

- An attention-getting chapter-opening *Splash Spread* interests readers and sets the context for the chapter content that follows.
- Applicable references to standards are at the beginning of each chapter.
- An introductory *Foundations* section, set off by a topic heading tab at the top of the page for easy navigation, covers the drawing topic's usage and importance, visualization tips, and theory related to the drawing techniques.
- *Detail Sections* offer a "brass tacks" part of the book, where detailed explanations of drawing techniques, variations, and examples are organized into quick-read sections, each numbered for quick reference in the detailed Contents.
- *CAD at Work Sections* include tips related to using the 2D or 3D CAD model to generate drawings.
- *Portfolio Sections* offer examples of finished drawings that wrap up the chapter by showing real-world application of the chapter topics.
- Set in bold italics on first reference, keywords are summarized at the end of the chapter, along with a Chapter Summary and Review Questions.
- The excellent Giesecke problem sets feature updated exercises, including plastic and sheet metal parts, updated assembly drawings from CAD models, and sketching problems.

### Summary

This full-color text offers a clear, complete introduction and detailed reference for creating 3D models and 2D documentation drawings. Building on its reputation as a trusted reference, this edition expands on the role that 3D CAD databases now play in design and documentation. Superbly integrated illustrations, text, step-by-step instructions, and navigation make it easier than ever to master key skills and knowledge. Throughout, the authors demonstrate 3D and 2D drawing skills and CAD usage in real-world work practice in today's leading disciplines. They combine strong technical detail, real-world examples, and current standards, materials, industries, and processes—all in a format that is efficient, colorful, and visual.

Features:

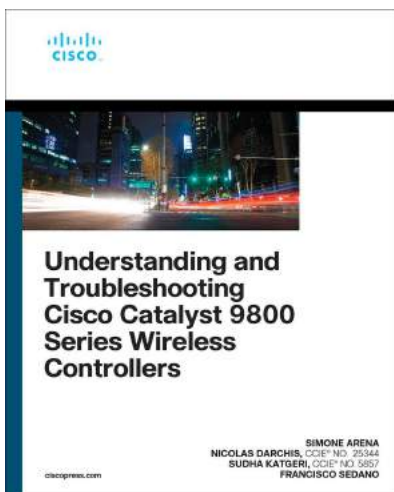
- **Splash Spread:** Appealing chapter opener provides context and motivation.
- **References and Web Links:** Useful weblinks and standards provided upfront in each chapter.
- **Understanding Section:** Foundational introductions, tabbed for easy navigation, outline each top...

### Contributor Bio

**Shawna Lockhart** (Bozeman, MT) combines her university teaching experience at Montana State University and Embry Riddle Aeronautical University with wide ranging industrial experience to write engineering design communication and CAD software texts. An early adopter of 2D and 3D CAD technology, she is the author of multiple texts, from AutoCAD Release 10 in 1992 to the current 2023 release.

# Pearson Professional Computing

## Cisco Press



Cisco Press  
9780137492329  
Pub Date: 8/4/2022  
\$59.99  
Discount Code: y  
Paperback

656 Pages  
Carton Qty: 12  
Computers / Data Transmission  
Systems  
COM020090  
9.2 in H | 7.4 in W | 1.4 in T | 2.4 lb  
Wt  
Status: **ACTIVE**

#### Related Products

**Also Available**  
9780136600954 - \$69.99  
Sales Model

## Understanding and Troubleshooting Cisco Catalyst 9800 Series Wireless Controllers

Simone Arena, Francisco Sedano Crippa, Nicolas Darchis, Sudha Katgeri

### Key Selling Points:

**The definitive end-to-end guide to the next generation of Cisco wireless controllers and Cisco's advanced 9800 IOS-XE architecture**

- For every wireless network engineer, architect, and operator, regardless of previous Cisco-specific knowledge
- Covers everything from Day 0 deployments to advanced troubleshooting
- Shows how to configure controller interfaces, build WLANs, use AP groups and RF deployment guidelines, leverage DNA Spaces and DNA Center, and more
- Guides you step-by-step through applying advanced 9800-specific functions
- Includes thorough coverage of programmability and telemetry: topics new to many wireless professionals

### Summary

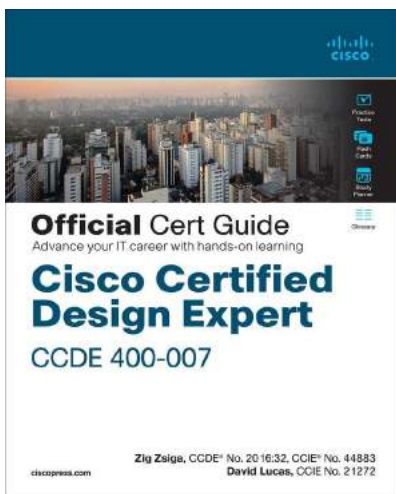
**The definitive professional's guide to the Cisco next-gen 9800 wireless controllers**

As wireless networks, applications, and services rapidly evolve, they grow increasingly business critical, with steeper requirements for performance, latency, deployment density, and device support. The advanced Catalyst 9800 wireless controllers from Cisco meet these challenges, delivering exceptional adaptability, security, performance, scalability, and programmability. Based on the modern and secure Cisco IOS XE operating system, their support for Cisco intent-based networking will help you continually leverage new innovation. Now, four Cisco experts offer end-to-end guidance, practical tips, and proven recommendations for designing, deploying, and managing wireless networks with the Catalyst 9800.

For technical decision makers, this guide delivers a deep understanding of Catalyst 9800 hardware and software, tightly linked to business value. Architects will find essential details for both upfront netwo...

### Contributor Bio

**Simone Arena** is a principal technical marketing engineer (TME) within the Cisco Enterprise Networking & Cloud group and is primarily focused on enterprise network architecture and on all things related to wireless and mobility. Simone is based in Italy and is a Cisco veteran, having joined Cisco in 1999.



Cisco Press  
9780137601042  
Pub Date: 4/10/2023  
\$79.99  
Discount Code: y  
Mixed Media Product

550 Pages  
Carton Qty: 0  
Series: Certification Guide  
Status: **FORTHCOMING**

#### Related Products

##### Also Available

9780136575191 - \$69.99  
Sales Model

## Cisco Certified Design Expert (CCDE 400-007) Official Cert Guide

Michael W. Zsiga II

### Key Selling Points:

**Learn to think like a network designer and thoroughly prepare for the new CCDE 400-007 written exam**

- Get ready for CCDE 400-007 and earn your Cisco Certified Specialist cert and badge as soon as you pass
- Covers the complete blueprint for Cisco's CCDE exam (as updated in November 2021) - required for anyone who wants to take the CCDE Practical exam and earn CCDE certification
- An outstanding reference for all Cisco network designers: contains real-world reference network design case studies demonstrating modern approaches in action
- Written by a leading CCDE and CCIE instructor with extensive design experience, and reviewed by a team of CCDEs and Cisco insiders

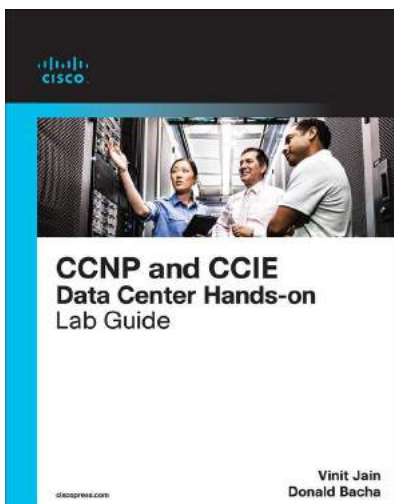
### Summary

Direct from Cisco, this Official Cert Guide is designed to thoroughly prepare network engineers, network designers, and network architects for Cisco's CCDE (400-007) Exam. Extensively revamped in November 2021, this written exam is the first of two exams required to earn CCDE Cisco Certified Design Expert (CCDE) certification, validating your expert-level knowledge and skills in network design. When you pass this written exam, you become eligible for the CCDE Practical Exam, and immediately qualify for a Cisco Certified Specialist certification and badge.

Leading Cisco architect Zig Zsiga covers all you need to properly design networks that bridge technology and business domains to deliver maximum business value. Drawing on deep experience, Zsiga presents both complete insight for certification and day-to-day knowledge for practical network design. You'll learn how to identify and address diverse business, application, and technical requirements and constraints, and present design optio...

### Contributor Bio

**Zig Zsiga** (CCDE 2016::32, CCIE #44883 RS, SP; Troy, NY), currently a Customer Delivery Architect at Cisco, has 20+ years of networking industry experience. A Cisco Live Distinguished Speaker and 2020 Cisco Sales Champion award-winner, he runs multiple CCDE/CCIE Study groups.



Cisco Press  
9780137396672  
Pub Date: 2/24/2023  
\$129.99  
Discount Code: y  
Paperback

350 Pages  
Carton Qty: 0  
Series: Certification/Training  
Status: **FORTHCOMING**

#### Related Products

##### Also Available

9780136449621 - \$69.99  
Sales Model

## CCNP and CCIE Data Center Hands-on Lab Guide

Vinit Jain

### Key Selling Points:

**Get realistic hands-on lab practice to pass your CCNP to CCIE Data Center Lab Exam.**

- Straight from Cisco's own experts: A complete, expert library of CCIE Data Center Labs for all five areas of the exam: network, compute, storage, automation, and security
- Exclusive labs for VXLAN-EVPN, ACI, UCS switching, Nexus, MDS 9000, automated configuration/monitoring, data center hardening, and much more
- Provides access to all lab output and more valuable information in an online Web Edition

### Summary

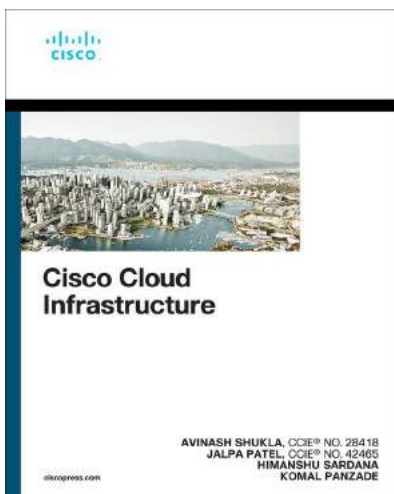
To earn your elite CCIE Data Center certification and move up from CCNP status, you must pass challenging real-world CCIE Data Center labs. Straight from Cisco, The CCIE Data Center Hands-on Lab Guide presents realistic lab exercises and tasks covering all five topic areas addressed in the CCIE Data Center exam:

- *Network*, including data center routing/switching environments with Nexus switches; multicast and overlay technologies; data center fabrics with VXLAN/VXLAN-EVPN or ACI, and more
- *Compute*, including managing compute infrastructure with Cisco UCS Series switches, and leveraging UCS Series blade and rack servers to connect virtual hosts and SAN environments
- *Storage*, including Fibre Channel (FC), Fibre Channel over Ethernet (FCoE), and connectivity
- *Automation*, including essential configuration and monitoring tasks
- *Security*, including hardening device security in a data center environment, using Nexus switches, ACI fabrics, or storage devices such as MDS 9000 series switches

Every lab exerc...

### Contributor Bio

**Vinit Jain** (CCIE No. 22854, R/S, SP, Security & DC; San Jose, CA) is Technical Leader at Cisco TAC, and co-author of *Troubleshooting BGP*, *Troubleshooting Cisco Nexus Switches and NX-OS* and the Live Lesson video series *BGP Troubleshooting* (all for Cisco Press). He addresses technical issues related to routing protocols and data center technologies on all Cisco platforms running Cisco IOS, IOS XE....



Cisco Press  
9780137690121  
Pub Date: 2/16/2023  
\$59.99  
Discount Code: y  
Paperback

500 Pages  
Carton Qty: 0  
Computers / Networking  
COM043000  
Series: Networking Technology  
Status: **FORTHCOMING**

#### Related Products

##### Also Available

9780136449621 - \$69.99  
Sales Model

## Cisco Cloud Infrastructure

Avinash Shukla, Jalpa Patel

### Key Selling Points:

**Expert Cisco solutions for managing, operating, and integrating existing infrastructure in high-value hybrid/multi cloud environments**

- Improve your cloud environments with minimum disruption and maximum business benefit
- Learn how Cisco cloud infrastructure technologies for the Data Center, Security and Applications domains have evolved to support advanced Hybrid Cloud models
- Discover new ways to reduce hosting costs, improve agility and scalability, accelerate deployment, and strengthen security

### Summary

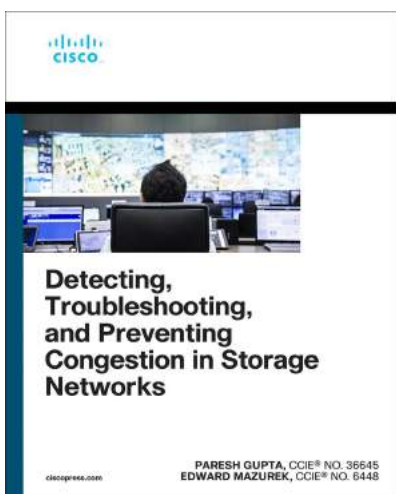
Hybrid cloud adoption is accelerating, as companies discover that hybrid cloud architectures can reduce hosting costs, improve agility, promote scalability, accelerate deployment, and enhance security. *Cisco Cloud Infrastructure* is the definitive reference for every professional who needs to understand, implement, or manage Cisco hybrid cloud solutions for networking, compute, storage, applications, and/or security.

Bringing together crucial information formerly scattered across multiple sources, leading Cisco architects Jalpa Patel and Avinash Shukla offer end-to-end insights for seamlessly integrating management and operation of public cloud resources and on-premises deployments. They review each leading deployment option, providing overviews of key concepts, best practices, guidelines and tradeoffs, case studies, and more. Their many configuration examples, including topologies, configuration, and verification, are based on actual Cisco Cloud deployments, and specifically designed to...

### Contributor Bio

**Jalpa Patel** (CCIE No. 42465; San Francisco Bay Area, CA) is a senior technical program manager in the Production Network Infrastructure group at Facebook. Her interests include datacenter, backbone, and edge networks; AI/ML training clusters; Google and AWS clouds; Cisco Unified Computing System and virtualization; hyperconverged infrastructure solutions;





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## Detecting, Troubleshooting, and Preventing Congestion in Storage Networks

Paresh Gupta, Edward Mazurek

### Key Selling Points:

**Architect storage networks for maximum efficiency, and quickly troubleshoot congestion issues.**

- Helps you optimize storage network environments that are becoming increasingly congestion-prone
- Balances theory with real-world case studies to help you consistently meet storage SLAs, improve user experience, and increase storage ROI
- Shows how to make the most of key congestion handling mechanisms of transport technologies such as FC, FCoE, RoCE, and TCP
- Addresses both mature and emerging technologies, and storage arrays manufactured by any vendor—Dell EMC, HPE, IBM, NetApp, Pure Storage, Hitachi, or anyone else

### Summary

As storage networks mature, evolve, and must deliver ever-larger amounts of data, storage network congestion is becoming a critical problem. In this guide, a team of Cisco experts show how to detect, troubleshoot, and prevent congestion in any storage network, no matter whose storage arrays it uses.

Writing for every IT professional involved in delivering storage services, this guide takes a balanced approach, addressing both mature and emerging technologies, from conventional Fibre Channel to the latest all-flash arrays and NVMe over Fabrics (NVMe-oF) solutions. The authors thoroughly explain congestion handling mechanisms of transport technologies such as FC, FCoE, RoCE, and TCP, offering a proven troubleshooting methodology they've developed working with customers of all kinds, and best practices for making future congestion less likely. Their practical case studies show how to monitor storage fabrics and gain insights for anticipating, detecting, and resolving congestion in any larg...

### Contributor Bio

**Paresh Gupta** (CCIE No. 36645; La Crescenta, CA) is Technical Leader in the Technical Marketing Engineering (TME) organization within Cisco's Cloud Networking Team. He has presented on this subject at various industry forums, wrote a 60-page white paper, and created multiple videos to educate customers and partners.

## Cisco Security Fundamentals

Aamir Lakhani

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### Key Selling Points:

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- Gain a practical, Cisco-focused understanding of key insights and solutions you'll need as a security architect, consultant, security sales engineer, or other network security professional
- Develop a modern holistic understanding of the entire security fabric ecosystem: Cisco and beyond
- Wide-ranging, up-to-date coverage: cloud security, network defense, securing the edge, the MITRE ATT&CK® framework, authentication, critical infrastructure, threat hunting, and more

### Summary

For decades, Cisco certification has been one of the best ways to demonstrate your expertise and grow your career in networking. If you're interested in the high-growth field of network security, your new Cisco certification path starts with CCNA, and then moves to the more advanced Cisco Certified Network Professional (CCNP) Security certification. But there's a sizable gap between standard CCNA knowledge and what you must know to pass your Implementing and Operating Cisco Security Core Technologies (350-701 SCOR) exam and earn your CCNP Security credential.

This guide bridges that gap, building on what you already know to fully prepare you for 350-701 SCOR and CCNP Security. Leading security strategist and implementer Aamir Lakhani covers the fundamentals of Cisco-based security technologies, as well as relevant security concepts well beyond Cisco products, imparting a holistic understanding of modern security fabrics and ecosystems. His wide-ranging coverage addresses:

- Modern network ...

### Contributor Bio

**Aamir Lakhani** (Agyle, TX), a leading senior security strategist, creates technical security strategies and leads security implementation projects for Fortune® 500 enterprises and government organizations. He has worked in industries ranging from healthcare and education to finance, and has designed offensive counter-defense measures for the Department of Defense and national intelligence agencies....

## Zero Trust Architecture

Cindy Green-Ortiz, Brandon Fowler, David Houck, Hank Hensel, Patrick Lloyd, Andrew McDonald, Jason Frazier

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### Key Selling Points:

**The most thorough, incisive, and practical guide to Zero Trust: theory, origins, evolution, implementation, and operations**

- How Zero Trust can adapt to the complexity and risks of modern environments, support hybrid workplaces, and protect people, devices, apps, and data everywhere
- What's here now, what isn't, and how to drive value as you plan and execute your journey towards Zero Trust
- Realistic, vendor-agnostic insights for use with any Zero Trust solutions, from a team of Cisco's leading security experts
- For every architect, engineer, technical professional, and technical decision-maker

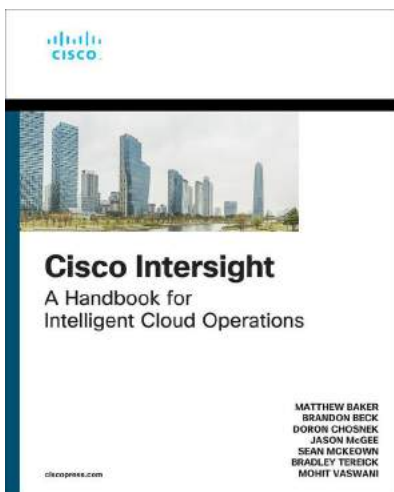
### Summary

Today's organizations need a new security model that more effectively adapts to the complexity and risks of modern environments, embraces hybrid workplaces, and protects people, devices, apps, and data wherever they're located. Zero Trust is the first model with the potential to do all that. *Zero Trust Architecture: Theory, Implementation, Maintenance, and Growth* is the first comprehensive guide for architects, engineers, and other technical professionals who want to move from Zero Trust theory to implementation and successful ongoing operation.

A team of Cisco's leading experts and implementers offer the most comprehensive and substantive guide to Zero Trust, bringing clarity, vision, practical definitions, and real-world expertise to a space that's been overwhelmed with hype. The authors explain why Zero Trust identity-based models can enable greater flexibility, simpler operations, intuitive context in the implementation and management of least privilege security. Then, building on C...

### Contributor Bio

**Cindy Green-Ortiz** (Charlotte, NC) is Senior Security Technical Leader at Cisco, where she leads teams of Security Delivery Architects and Engineers supporting Cisco Premier Customers. Green-Ortiz provides security architecture and technology thought leadership to Premier Customers, Security Organizations and Cisco Work Groups worldwide.



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## Cisco Intersight

### A Handbook for Intelligent Cloud Operations

Matthew Baker, Brandon Beck, Doron Chosnek, Jason McGee, Sean McKeown, Bradley TerEick, Mohit Vaswani

#### Key Selling Points:

**Make the most of Cisco Intersight, Cisco's cloud ops platform for intelligent visualization, optimization and orchestration of hybrid cloud applications and infrastructure**

- Gain an in-depth understanding of the entire Intersight platform: key concepts, architectural principles, and best practices
- Transition more easily to a cloud operations model that works for your organization
- By Cisco subject matter experts with 150 years of combined experience in enterprise datacenters and cloud tech—as practitioners, leaders, researchers, community participants, and patent holders

#### Summary

Cisco Intersight is a cloud operations platform that delivers intelligent visualization, optimization, and orchestration for applications and infrastructure across hybrid cloud environments. Intersight offers a new paradigm that allows traditional infrastructures to be operated and maintained with the agility of cloud-native infrastructure. At the same time, Intersight strengthens cloud native environments with many proven stability and governance principles inherent to traditional infrastructure.

*Cisco Intersight: A Handbook for Intelligent Cloud Operations* demonstrates how you can use Intersight to transform heterogeneous IT environments and simplify operations across your organization. The only book of its kind, it's authored by a team of Cisco insiders with more than 150 years of combined experience in virtually every role associated with enterprise datacenters and cloud technology, from leadership to invention.

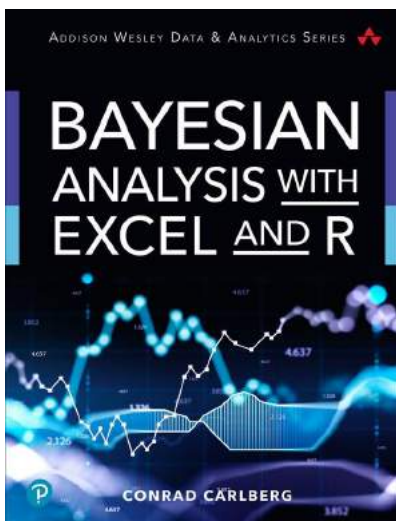
The authors cover all facets of Intersight architecture, planning, and a...

#### Contributor Bio

**Doron Chosnek** (Houston, TX Area) is Technical Solutions Architect at Cisco.

**Matthew Baker** (Lewisville, TX) is Technical Solutions Architect and Technical Marketing Engineer at Cisco.

# Pearson Professional Computing Microsoft Press



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## Bayesian Analysis with Excel and R

Conrad Carlberg

### Key Selling Points:

**Bayesian analysis using Excel and R is vital for business analytics**

- Learn Bayesian analysis and break your dependence on Excel
- Join the ranks of businesses taking heed of this burgeoning method

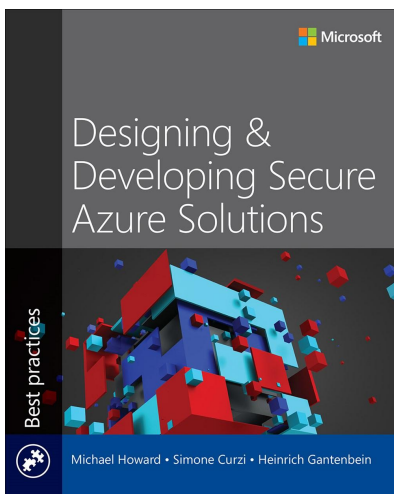
### Summary

The first half of the book shows how the techniques and point of view of probability theory are used to provide a different view of a data set than is provided by frequentist approaches. It covers an elementary statistical task, distinguishing two groups of subjects from one another using frequentist methods (t-tests with variations depending on sample and variance sizes, as well as dependent and independent groups). These findings are contrasted according to whether frequentist or Bayesian, and how the analysis can be conducted in both Excel and R. Excel is a good application for explaining how a statistical analysis comes about, but it falls short as a production application. Because of its speed and capabilities as a compiled language, R is often preferred in the business community to Excel for routine production applications.

The other half of the book discusses probability theory, the mathematics of probability analysis, and the special vocabulary and symbol set used by probability...

### Contributor Bio

**Conrad Carlberg** has a PhD in statistics from the University of Colorado, where he studied under Gene Glass, the developer of the aggregation technique termed meta-analysis. Pearson imprints have published several of his books on topics such as business analysis with Excel, statistical analysis and predictive analytics.



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## Designing & Developing Secure Azure Solutions

Michael Howard, Simone Curzi, Heinrich Gantenbein

### Key Selling Points:

**The complete guide to designing and developing secure Microsoft Azure cloud applications**

- Processes, technologies, best practices, and core principles for building secure Azure solutions
- End-to-end coverage: design, development, testing, deployment, governance, compliance, and more
- Covers Azure security services at application and network level, and shows how to make them work together seamlessly
- Includes complete chapters on authentication, authorization, monitoring/audit, and cryptography
- Both a practical tutorial and an authoritative design reference you'll rely on for years to come
- By three world-renowned experts in Azure security and secure development, including Michael Howard, author of the classic *Writing Secure Code*

### Summary

*"This book is an essential guide for every architect and developer deploying secure, business-critical solutions on Azure."*

– from the foreword by **Scott Guthrie**, Executive Vice President, Cloud + AI Group, Microsoft

As more and more applications and workloads move to the Microsoft Azure cloud, safeguarding them isn't just business-critical, it's existential. To deliver Azure solutions that stand up against unprecedented threats, you must build robust security into your designs, use proven security best practices across the entire development lifecycle, and combine multiple Azure services to optimize security. In *Designing & Developing Secure Azure Solutions*, a team of leading Azure security experts show how to do just that. Drawing on extensive experience securing Azure workloads of all types and sizes, the authors present both a practical tutorial for addressing immediate challenges, and a definitive design reference you can rely on far into the future.

### Contributor Bio

**Michael Howard** (Austin, TX Area), Senior Principal Cybersecurity Architect, has spent 29 years with Microsoft, helping to secure products including Windows, SQL Server, and Azure. He numerous books include the classic *Writing Secure Code*. **A founding member of Microsoft's Security Development Lifecycle (SDL) team, he co-hosts The Microsoft Azure Security Podcast (azsecuritypodcast.net).**



# Begin to Code—Building Apps and Games in the Cloud

Robert Miles

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## Key Selling Points:

**Quickly start creating reliable, secure apps that are hosted in the cloud and powered by JavaScript!**

- The latest title in Microsoft's new series of full-color programming books, designed from the ground up to empower today's beginners and near-beginners
- By the author of *Begin to Code with C#*, *Begin to Code with Python*, and *Begin to Code with JavaScript*: programming guides that give you creative, hands-on input into how you learn
- Covers cloud concepts, cloud development with JavaScript, workflows, application services, the Internet of Things, cloud gaming, and more
- Exclusive Snaps library and "Make Something Happen" exercises help beginners grow skills and build original code
- Reflects deep analysis of what hasn't worked in previous guides, and innovative thinking about how to teach programming more effectively
- A perfect complement to any other book or course on cloud development

## Summary

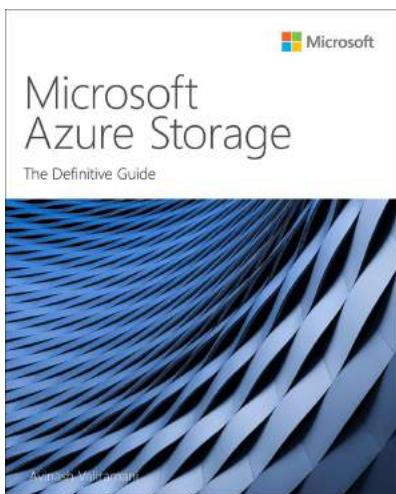
This full-color book will inspire you to start solving problems and creating cloud-based applications and games fast, even if you've never done it before. Not just friendly and easy, it's the first cloud development beginner's guide that puts you in control of your own learning, and empowers you to build unique programs to solve problems you care about.

Microsoft and author Rob Miles have reinvented the introductory programmer's tutorial, reflecting deep research into how today's newcomers learn, and why other books fall short. This guide is packed with innovations, including its "Snaps" library of pre-built operations that are easy to combine your own unique programs, Cookie Cutter templates give you a flying start, and "Make Something Happen" projects help you build skills by creating your own programs. All example code is provided as a GitHub repository, and Miles's step by step instructions are replicated as screencast videos, hosted on YouTube and linked from the book's website.

Aut...

## Contributor Bio

**Rob Miles** (East Yorkshire, UK) spent over 30 years teaching programming at the University of Hull. An expert on C# and other programming languages, and a Microsoft MVP for Device Application Development, he enjoys inspiring new and experienced programmers, as well as writing his own games, applications, and poetry. He has consulted on a wide range of commercial software projects.



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## Microsoft Azure Storage

### The Definitive Guide

Avinash Valiramani

#### Key Selling Points:

**Expert guidance on Azure storage for every cloud architect and administrator who wants to improve operations and reduce costs**

- An in-depth deep dive into practical best practices for designing, deploying, and managing Azure cloud storage
- Essential cloud storage techniques for optimizing efficiency and cost, and accelerating your cloud transformation
- Covers all Azure storage services, workloads, and tools: blob, file, queue, and table storage; managed disks, Data Share, Data Box, and more
- For every IT and cloud administrator, architect, and manager who works with Azure infrastructure

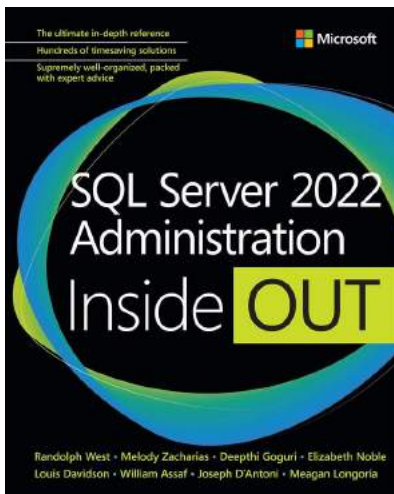
#### Summary

For cloud environments to operate and scale as they should, their storage components must be designed and configured well. Now, there's a complete, best-practice guide to designing, deploying, and managing Azure storage services for maximum performance, scalability, and value. Writing for every professional involved in delivering Azure workloads and services, leading enterprise cloud consultant Avinash Valiramani shows how to make the most of Azure storage tools and services to reduce downtime, avoid unnecessary cost, simplify management, and maintain excellent performance no matter how large you scale.

Valiramani addresses a wide spectrum of Azure storage-related tools and offerings, offering practical guidance for all stages of your Azure journey, and all environments, no matter how sophisticated. He presents up-to-date overviews and hands-on drill-downs into Azure blob, file, queue, and table storage; managed disks, Data Share, Data Box, and more. Drawing on extensive experience in w...

#### Contributor Bio

**Avinash Valiramani** (Mumbai, Maharashtra, India) is an IT Infrastructure and Cloud Architect with more than 15 years of expertise in areas of Microsoft Technologies such as Microsoft Azure, Microsoft 365, Office365, Windows Server, Microsoft Exchange, SCCM, Intune, Hyper-V, and others. A certified Architect on Azure and Microsoft 365, he collaborates closely with Microsoft's Azure sales and pre-sales



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## SQL Server 2022 Administration Inside Out

Randolph West, Melody Zacharias, Deepthi Goguri, Elizabeth Noble, Louis Davidson, William Assaf, Joseph D'Antoni, Meagan Longoria

### Key Selling Points:

**The definitive one-stop SQL Server 2022 database administration resource for all working DBAs**

- Includes coverage of features introduced in SQL Server 2022
- Serves as a complete reference for the modern SQL DBA
- Readers can upgrade SQL Server Administration skillset to SQL Server 2022, plus Azure SQL Databases, Azure SQL Database Managed Instances, and SQL on Linux
- Covers Migration strategies, automation with PowerShell, and proven implementation strategies for High Availability solutions

### Summary

#### Conquer SQL Server 2022 administration—from the inside out

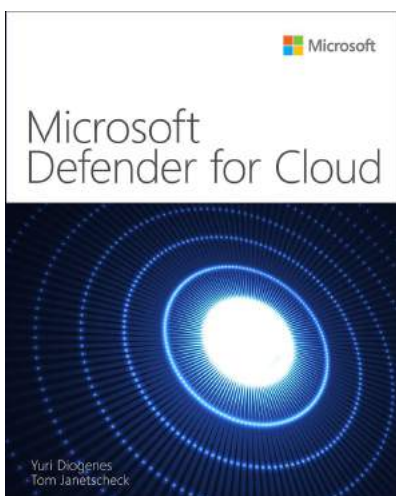
Dive into SQL Server 2022 administration—and really put your SQL Server DBA expertise to work. This supremely organized reference packs hundreds of timesaving solutions, tips, and workarounds—all you need to plan, implement, manage, and secure SQL Server 2022 in any production environment: on-premises, cloud, or hybrid. Seven experts thoroughly tour DBA capabilities available in SQL Server 2022 Database Engine, SQL Server Data Tools, SQL Server Management Studio, PowerShell, and Azure Portal. You'll find extensive new coverage of Azure SQL, big data clusters, PolyBase, data protection, automation, and more. Discover how experts tackle today's essential tasks—and challenge yourself to new levels of mastery.

- Explore SQL Server 2022's toolset, including the improved SQL Server Management Studio, Azure Data Studio, and Configuration Manager
- Design, implement, manage, and govern on-premises, hybrid, or Azure database infrastructures
- Ins...

### Contributor Bio

**Randolph West** (Calgary, Canada) is the founder of the Calgary Data User Group, and leader of the Calgary PASS User Group. Randolph specializes in implementing best practices, performance tuning, disaster recovery, cloud migrations, software development.

**William Assaf** (Baton Rouge, LA) is a Microsoft SQL Server consultant, speaker, and manager, and blogs about SQL at [sqltact.com](http://sqltact.com).



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## Microsoft Defender for Cloud

Yuri Diogenes, Tom Janetscheck

### Key Selling Points:

**Now fully updated: high-value Defender for Cloud insights, tips, and operational optimizations straight from Microsoft insiders**

- Extensively rewritten to reflect Defender for Cloud's new Multicloud focus, as well as the latest threat vectors, components, and deployment scenarios
- Intuitive, step-by-step walkthroughs help you solve real problems in real-world environments
- Shows how to use Microsoft Defender for Cloud to enhance your cloud security posture and protect workloads on any cloud or on-premises infrastructure
- Covers threat detection for Azure services, including Storage, Key Vault, Resource Manager, DNS, App Service, SQL and VMs
- Demonstrates effective vulnerability assessment via integration with Qualys and TVM
- Shows how to integrate with Azure Purview, Microsoft Defender for Endpoint, and the Microsoft Sentinel SIEM/SOAR

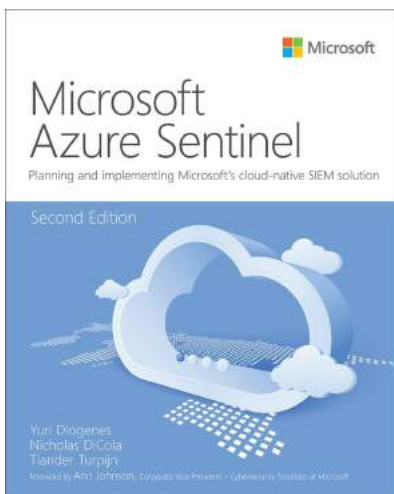
### Summary

Microsoft Defender for Cloud, formerly Azure Security Center, has evolved into one of the world's most widely-used Cloud Security Posture Management (CSPM) environments and Cloud Workload Protection Platforms (CWPP). The name change reflects Microsoft's powerful commitment to multi-cloud environments—just part of major recent advances in the product. Protecting workloads running in Azure, hybrid, and other cloud platforms, as well as on premises, it offers comprehensive tools for hardening resources, tracking security posture, protecting against cyberattacks, and streamlining security management—all in one natively integrated toolset.

Leading Microsoft Azure experts Yuri Diogenes and Tom Janetscheck help you apply Defender for Cloud's robust protection, detection, and response capabilities in key operational scenarios. Reflecting updates through mid-2022, it shows how to take full advantage of recently introduced components, feature enhancements, and deployment scenarios, as you address...

### Contributor Bio

**Yuri Diogenes** (Keller, TX) is Principal Program Manager in Microsoft CxE ASC Team, where he primarily helps customers onboard and deploy Azure Security Center and Azure Defender in security operations and incident response. He helped create the Azure Security Center content experience. He has written 26 books, mostly around information security and Microsoft technologies.



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## Microsoft Azure Sentinel *(2nd Edition)*

### Planning and implementing Microsoft's cloud-native SIEM solution

Yuri Diogenes, Nicholas DiCola, Tiander Turpijn

#### Key Selling Points:

*Plan, deploy, and operate Azure Sentinel, Microsoft's advanced cloud-based SIEM*

- Written by three of Microsoft's leading security operations experts
- Thoroughly reviews today's quickly evolving cybersecurity environment, explores the threat landscape, and demonstrates how Azure Sentinel can help
- Guides you through all facets of planning and adoption, from data ingestion to analytics and beyond

#### Summary

##### Build next-generation security operations with Microsoft Sentinel

Microsoft Sentinel is the scalable, cloud-native, security information and event management (SIEM) solution for automating and streamlining threat identification and response across your enterprise. Now, three leading experts guide you step-by-step through planning, deployment, and operations, helping you use Microsoft Sentinel to escape the complexity and scalability challenges of traditional solutions. Fully updated for the latest enhancements, this edition introduces new use cases for investigation, hunting, automation, and orchestration across your enterprise and all your clouds. The authors clearly introduce each service, concisely explain all new concepts, and present proven best practices for maximizing Microsoft Sentinel's value throughout security operations.

##### Three of Microsoft's leading security operations experts show how to:

- Review emerging challenges that make better cyberdefense an urgent priority
- See how Micr...

#### Contributor Bio

**Yuri Diogenes, MsC** holds a Master of Science in cybersecurity intelligence and forensics investigation from UTICA College and is currently working on his Ph.D. in cybersecurity leadership from Capitol Technology University. Yuri has been working at Microsoft since 2006 and currently is a principal program manager for the CxE Microsoft Defender for Cloud Team.





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## Microsoft Azure Monitoring & Management The Definitive Guide

Avinash Valiramani

### Key Selling Points:

**Expert guidance on Azure monitoring and management for every cloud professional who wants to maximize operational efficiency and cost savings**

- Leverage Azure management and monitoring to improve efficiency, accelerate cloud transformation, cut costs, and ensure the long-term sustainability of Azure cloud clients
- An in-depth deep dive into best practices for designing and deploying Azure's full spectrum of monitoring and management service offerings
- Covers Azure backup and site recovery, Azure Migrate, Azure Monitor, Azure Service Health, Azure Cost Optimization & Billing Center, Azure Cloud Shell, Azure Policy, and more

### Summary

For cloud environments to deliver the business benefits and value they promise, their monitoring and management services must be optimally designed and configured. This is a complete, best-practice guide to selecting, deploying, and running Microsoft Azure's comprehensive monitoring and management services. Writing for every professional involved in delivering Azure services, leading cloud consultant Avinash Valiramani shows how to simplify administration, reduce downtime, avoid unnecessary cost, uncover and solve problems faster, and prepare yourself to address any new cloud workload or requirement.

Valiramani offers practical guidance for all stages of your Azure journey, and all environments, no matter how sophisticated. You'll find detailed coverage of Azure Backup and Site Recovery, Azure Migrate, Azure Monitor, Azure Service Health, Azure Cost Optimization & Billing Center, Azure Cloud Shell, Azure Policy, and more. Drawing on his wide-ranging Azure experience, he combines hands-o...

### Contributor Bio

**Avinash Valiramani** (Mumbai, India) has more than fourteen years of IT experience and holds more than fifteen certifications, including MCSE-Microsoft Azure. He collaborates closely with Microsoft's Sales and Pre-Sales teams to help design and implement solutions and migrate Microsoft clients to Azure's Cloud Services portfolio. Valiramani has extensive experience in designing and deploying IT Infrastructures.



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## Microsoft Office Step by Step (Office 2021 and Microsoft 365)

Joan Lambert, Curtis Frye

### Key Selling Points:

- Build exactly the skills you need working at your own pace through many easy-to-follow lessons and skill-building exercises
- Features up-to-the minute interior design, making learning easier than ever
- Covers the key components of Office—Word, Excel, PowerPoint, and Outlook

### This is learning made easy -- get productive fast with Office 365:

- Build exactly the skills you need by working at your own pace through many easy-to-follow lessons and skill-building exercises
- Features up-to-the minute interior design, making learning easier than ever
- Covers the key components of Office - Word, Excel, PowerPoint, and Outlook

### Summary

- Covers Word, Excel, PowerPoint, and Outlook
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- Build powerful, reliable Excel workbooks for analysis and reporting
- Prepare highly effective PowerPoint presentations
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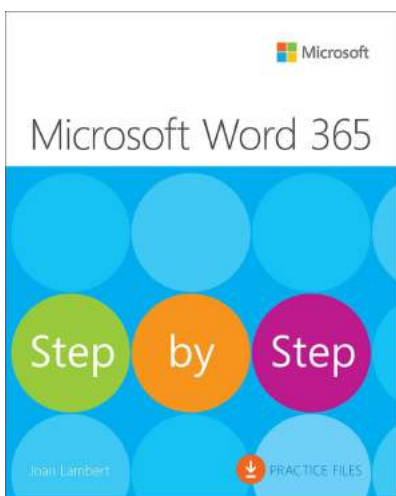
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### Contributor Bio

**Joan Lambert** has worked closely with Microsoft technologies since 1986, and in the training and certification industry since 1997, guiding the translation of technical information and requirements into useful, relevant, and measurable resources for people





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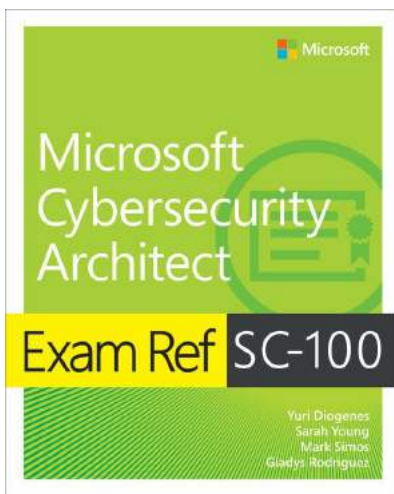
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### Contributor Bio

**Joan Lambert** (San Diego, CA) has worked closely with Microsoft technologies since 1986 and in the training and certification industry since 1997. As President and CEO of Online Training Solutions, Inc. (OTSI), Joan guides the translation of technical information and requirements into useful, relevant, and measurable resources for people who are seeking certification of their computer skills.

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## Exam Ref SC-100 Microsoft Cybersecurity Architect

Yuri Diogenes, Sarah Young, Mark Simos, Gladys Rodriguez

### Key Selling Points:

**Prepare for Exam SC-100: demonstrate real-world mastery of cybersecurity strategy and architecture for identity, access, security operations, platforms, data, and applications**

- Authoritative and complete Exam SC-100 preparation content, straight from Microsoft
- Covers designing Zero Trust strategy and architecture, evaluating Governance Risk Compliance technical and security operations strategies, designing infrastructure security, and designing strategy for data and applications
- Organized by exam objectives for efficient study
- Strategic, what-if scenarios help you master the big-picture thinking the exam demands
- Contains up-to-date Microsoft Certified: Cybersecurity Architect Expert exam preparation tips from a leading expert in Windows administration
- For experienced cybersecurity administrators, engineers, operations analysts, and solution architects ready to advance their status

### Summary

Direct from Microsoft, this Exam Ref is the official study guide for the new Microsoft SC-100 Microsoft Cybersecurity Architect certification exam.

*Exam Ref SC-100 Microsoft Cybersecurity Architect* offers professional-level preparation that helps candidates maximize their exam performance and sharpen their skills on the job. It focuses on helping modern cybersecurity professionals demonstrate real-world mastery of the skills needed to develop and evaluate cybersecurity strategy and architecture at the enterprise level. Learn how to:

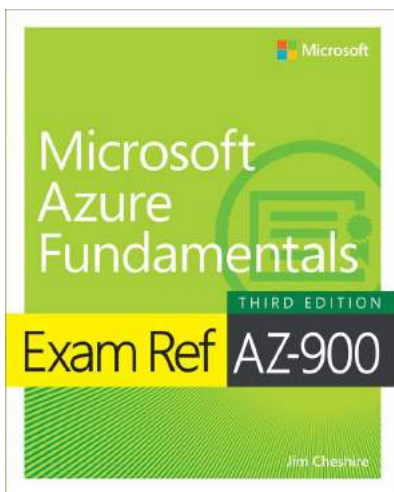
- Design a Zero Trust strategy and architecture
- Evaluate Governance Risk Compliance (GRC) technical strategies and security operations strategies
- Design security for infrastructure
- Design a strategy for data and applications

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### Contributor Bio

**Yuri Diogenes** (Keller, TX) is Principal Program Manager in Microsoft CxE ASC Team, where he manages a team of PMs responsible for improving Microsoft security products and helping customers deploy them. He has written 27 books, mostly around information security and Microsoft technologies. He holds multiple IT/Security industry certifications, including CISSP, CEH, CompTIA Security+, CySA+, Network...



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## Exam Ref AZ-900 Microsoft Azure Fundamentals (3rd Edition)

Jim Cheshire

### Key Selling Points:

**Prepare for Microsoft's Exam AZ-900—and demonstrate your foundational knowledge of cloud services and their provision with Microsoft Azure**

- Authoritative and complete Exam AZ-900 preparation content, straight from Microsoft
- Covers cloud concepts, core Azure services, and Azure security, privacy, compliance, trust, pricing, and support
- Organized by exam objectives for efficient study
- Strategic, what-if scenarios help you master the big-picture thinking the exam demands
- Contains up-to-date Microsoft Certified Azure Fundamentals exam preparation tips from a leading Microsoft expert

### Summary

**Prepare for the updated version of Microsoft Exam AZ-900** and help demonstrate your real-world knowledge of cloud services and how they can be provided with Microsoft Azure, including high-level concepts that apply throughout Azure, and key concepts specific to individual services. Designed for professionals in both non-technical or technical roles, this Exam Ref focuses on the critical thinking and decision-making acumen needed for success at the Microsoft Certified Fundamentals level.

### Focus on the expertise measured by these objectives:

- Describe cloud concepts
- Describe Azure architecture and services
- Describe Azure management and governance

### This Microsoft Exam Ref:

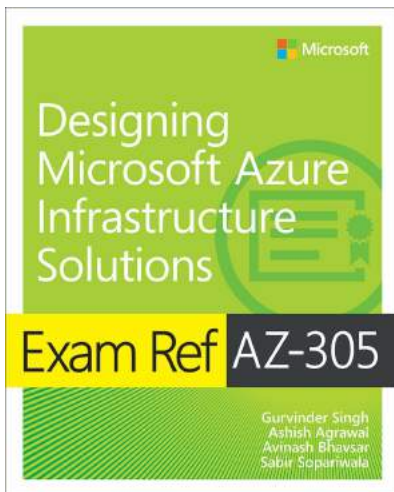
- Organizes its coverage by exam objectives
- Features strategic, what-if scenarios to challenge you
- Assumes you want to show foundational knowledge of cloud services and their delivery with Microsoft Azure

### About the Exam

Exam AZ-900 focuses on knowledge needed to describe cloud computing; the benefits of using cloud services; cloud serv...

### Contributor Bio

**Jim Cheshire** is a technology enthusiast with more than 25 years of experience in various roles within IT. Jim has authored more than 15 books on technology, and he's held numerous training sessions on Microsoft Azure, both in private enterprises and through Safari's Live Training program. You can follow Jim and interact with him on LinkedIn at <https://www.linkedin.com/in/jimcheshire>.



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## Exam Ref AZ-305 Designing Microsoft Azure Infrastructure Solutions

Gurvinder Singh, Ashish Agrawal, Avinash Bhavsar, Sabir Sopariwala

### Key Selling Points:

**Prepare for Microsoft's Exam AZ-305 -- and demonstrate your skills in designing modern Microsoft Azure cloud and hybrid solutions**

- Authoritative and complete Exam AZ-305 preparation content, straight from Microsoft
- Covers designing Azure solutions for identity, governance, monitoring, data storage, business continuity, and infrastructure
- Well-organized by exam objectives for efficient study
- Strategic, what-if scenarios help you master the big-picture thinking the exam demands
- Contains up-to-date Microsoft Certified: Azure Solutions Architect Expert certification exam preparation tips and thought experiments from leading Azure experts

### Summary

**Direct from Microsoft, this Exam Ref is the official study guide for the new Microsoft AZ-305 Designing Microsoft Azure Infrastructure Solutions certification exam.**

*Exam Ref AZ-305 Designing Microsoft Azure Infrastructure Solutions* offers professional-level preparation that helps candidates maximize their exam performance and sharpen their skills on the job. It focuses on specific areas of expertise modern IT professionals need to demonstrate real-world mastery of designing cloud and hybrid solutions that run on Microsoft Azure, including compute, network, storage, monitoring, and security. Coverage includes:

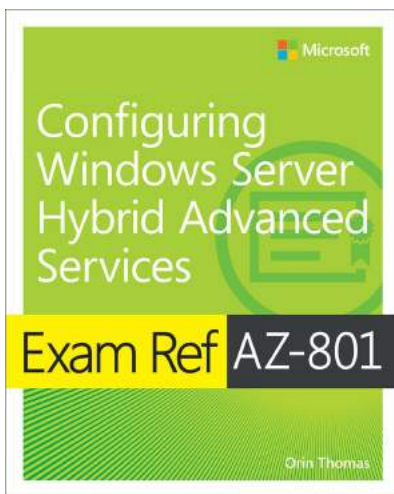
- Designing identity, governance, and monitoring solutions
- Designing data storage solutions
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### Contributor Bio

**Ashish Agrawal** (Chicago, IL) has two decades of multifaceted experience as technology leader, trusted advisor, and Enterprise Cloud Architect (Infrastructure, Apps, and Security - Microsoft Azure, On-premises and Hybrid). He has spearheaded project execution for global clients in Cloud Advisory, Pre-sales, Consulting, Architecture, Leadership, and Delivery Execution, and played technology leadership.



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Orin Thomas

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- Organized by exam objectives for efficient study
- Strategic, what-if scenarios help you master the big-picture thinking the exam demands
- Contains up-to-date Microsoft Certified: Windows Server Hybrid Administrator Associate exam preparation tips from a leading expert in Windows administration
- For experienced Microsoft Azure networking professionals ready to advance their status

### Summary

Direct from Microsoft, this Exam Ref is the official study guide for the new Microsoft AZ-801 Configuring Windows Server Hybrid Advanced Services certification exam.

**Exam Ref AZ-801 Configuring Windows Server Hybrid Advanced Services** offers professional-level preparation that helps candidates maximize their exam performance and sharpen their skills on the job. It focuses on helping modern IT professionals demonstrate real-world mastery of the skills needed to help design, implement, and manage Windows Server advanced services in a hybrid cloud environment. Learn how to:

- Secure Windows Server on-premises and hybrid infrastructures
- Implement and manage Windows Server High Availability
- Implement disaster recovery
- Migrate servers and workloads
- Monitor and troubleshoot Windows Server environments

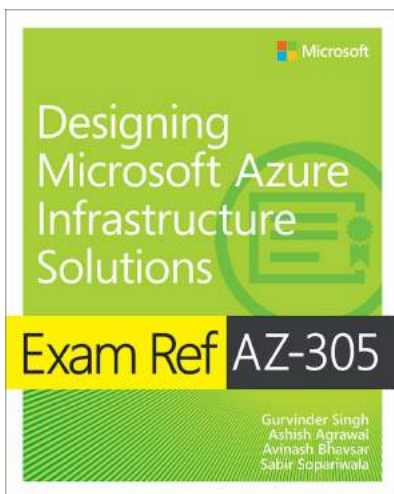
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### Contributor Bio

**Orin Thomas** (Endeavour Hills, Australia) is a Principal Cloud Operations Advocate at Microsoft. A recognized cloud and datacenter subject matter expert, he has written more than 40 books for Microsoft Press, including the company's leading book on the Windows Server operating system, *Windows Server 2019 Inside Out*.





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Daniil Maslyuk

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*The official study guide for the latest Microsoft Power BI exam, Exam PL-300*

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### Summary

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### Focus on the expertise measured by these objectives:

- Prepare the data
- Model the data
- Visualize and analyze the data
- Deploy and maintain assets

### This Microsoft Exam Ref:

- Organizes its coverage by exam objectives
- Features strategic, what-if scenarios to challenge you
- Assumes you are a data analyst, business intelligence professional, report creator, or other professional seeking to validate your skills and knowledge in anal...

### Contributor Bio

**Daniil Maslyuk** is an independent business intelligence consultant, trainer, and speaker who specializes in Microsoft Power BI. Daniil blogs at [xxlbi.com](http://xxlbi.com) and tweets as [@DMaslyuk](https://twitter.com/DMaslyuk).

# Pearson Professional Computing

## Oracle Press



## Oracle PL/SQL by Example (6th Edition)

Benjamin Rosenzweig, Elena Rakhimov

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**The world's best hands-on PL/SQL tutorial: fully updated for PL/SQL in Oracle® Database 21c**

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- This revised edition will be published under the Oracle Press imprint and will be promoted via Oracle Connect newsletter and at Oracle events

### Summary

In today's data-driven enterprises, PL/SQL skills are critical in creating, maintaining and designing Oracle databases to support any environment or data type, deliver exceptional scalability, and achieve unparalleled performance for operational, analytical, and other mixed workloads. With this comprehensive update for PL/SQL 21c, *Oracle PL/SQL by Example, 6th Edition* is the most current PL/SQL guide in print. Updated throughout, it covers everything from basic syntax and program control through the latest optimization and security enhancements.

Step by step, *Oracle PL/SQL by Example, 6th Edition* walks you through every key task, helping you master Oracle 21c PL/SQL programming techniques on your own.

This book's approach fully reflects Elena Rakhimov's award-winning experience teaching PL/SQL to professionals at Columbia University. New database developers and DBAs can use it to get productive fast; experienced PL/SQL programmers will find it to be a superb Oracle Database 21c solutions...

### Contributor Bio

**Elena Rakhimov** (Marietta, GA) has 25+ years of experience in database architecture and development in environments ranging from the non-profit sector to Wall Street. Rakhimov has taught database programming at Columbia University, and was educated in database analysis and design there.

# OCP Oracle Certified Professional Java SE 17 Developer (1Z0-829) Programmer's Guide

Khalid A. Mughal, Vasily A. Strelnikov

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## Summary

This is the definitive preparation guide for every software developer who wants to earn Oracle's challenging Java SE 17 Oracle Certified Professional (OCP) certification (Exam 1Z0-829). Reflecting the increased rigor of the latest OCP exams, this guide strengthens its focus on analyzing code scenarios, not just individual language constructs. It brings together detailed coverage of all exam topics and objectives, exceptionally well-crafted code examples and exercises, realistic review questions, and a complete mock exam.

The only integrated guide to *both* expert Java programming and OCP certification, it goes far beyond the test, providing the deep understanding of modern Java development you need to succeed on the exam - and in all your day-to-day work. Reflecting the latest Java SE features, API classes, and best practices for effective programming, it helps you deepen your understanding of valuable professional skills required to be a Java software developer, from object-oriented and ...

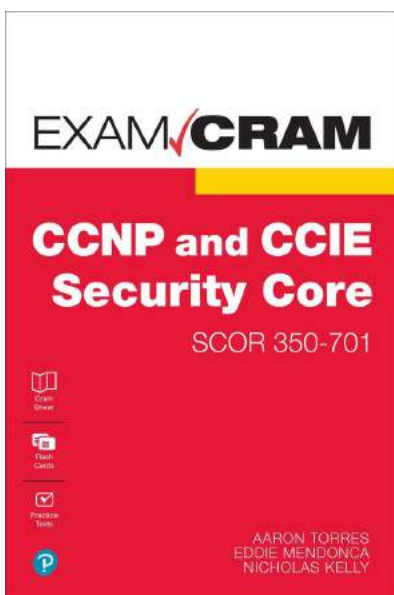
## Contributor Bio

**Khalid A. Mughal** is associate professor (emeritus) in the Department of Informatics, University of Bergen, Norway. During his extensive career, he has designed and implemented many courses on Java, object-oriented system development, web application development, software security, and compiler techniques.

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Eugenio Iavarone

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### Summary

**CCNP and CCIE Security Core SCOR 350-701 Exam Cram** is the perfect study guide to help you pass the Cisco SCOR 350-701 exam, a core requirement for your CCNP or CCIE Security certification. This guide delivers expert coverage and practice questions for every exam topic, including network, cloud, and content security; endpoint protection and detection; secure network access; and visibility and enforcement. It also offers comprehensive, proven preparation tools, including:

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### Contributor Bio

**Eugenio Iavarone** (CCIE No. 56836, Berlin Area, Germany), a PSIRT Incident Manager in Cisco's Security Research and Operations organization, focuses on vulnerability management, disclosure, and Cisco product forensics. He has evaluated security for Cisco products related to IoT and Industrial devices, and was an invited speaker at SecCon 2019 EMEAR and APJ.

## AWS Certified Solutions Architect - Associate (SAA-C03) Cert Guide (2nd Edition)

Mark Wilkins

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- Logical, well-organized, and practical coverage of defining AWS solutions that reflect customer requirements and best practices for AWS architectural design
- Offers expert implementation guidance for the entire AWS project lifecycle
- Provides two realistic practice tests, plus proven features to help you review more efficiently
- Includes focused videos from the author: over 2 full hours of video training!

### Summary

Trust the best-selling Cert Guide series from Pearson IT Certification to help you learn, prepare, and practice for exam success. They are built with the objective of providing assessment, review, and practice to help ensure you are fully prepared for your certification exam.

*AWS Certified Solutions Architect - Associate (SAA-C03) Cert Guide* presents you with an organized test-preparation routine using proven series elements and techniques. "Do I Know This Already?" quizzes open each chapter and enable you to decide how much time you need to spend on each section. Exam topic lists make referencing easy. Chapter-ending exam preparation tasks help you drill on key concepts you must know thoroughly.

- \* Master AWS Certified Solutions Architect - Associate (SAA-C03) exam topics
- \* Assess your knowledge with chapter-opening quizzes
- \* Review key concepts with exam preparation tasks
- \* Practice with realistic exam questions in the practice test software

*AWS Certified Solutions Architect - Associate (SA...*

### Contributor Bio

**Mark Wilkins** (Hartington, Ontario, Canada) is an electronic engineering technologist with a wealth of experience in designing, deploying, and supporting software and hardware technology in the corporate and small business world. Since 2013, Mark has focused on supporting and designing cloud service solutions with Amazon Web Services, Microsoft Azure, and the IBM Cloud.

## Project Management Professional (PMP) Cert Guide

Gregory M. Horine, Asad Haque

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- Authored by an expert project manager and a leading trainer: delivers coverage that's logical, well-organized, practical, and example-rich
- Includes realistic practice tests, quizzes, online flash cards, and other features —organized into a proven test preparation routine for studying more efficiently

### Summary

PMP is the #1 project management certification for individuals seeking to get hired, excel, and progress in over two million new project-oriented roles. PMI's latest PMP exam requires a thorough understanding of people, process, and business environments, and has been expanded to cover three approaches to project management: traditional predictive (waterfall), agile, and hybrid. Yesterday's PMP exam prep won't do: you need *Project Management Professional (PMP) Cert Guide*, the study guide newly built to help you quickly deepen your understanding, and succeed on today's PMP exam.

Authored by an expert trainer and a practicing project manager, this guide presents concise coverage of every exam topic, organized into a proven test preparation routine, including:

- Exam topic lists for easy reference
- Chapter-ending Exam Preparation Tasks to drill down on key concepts you must know thoroughly
- End-of-chapter quizzes to help assess what you've learned
- An online flashcard application to reinforce key t...

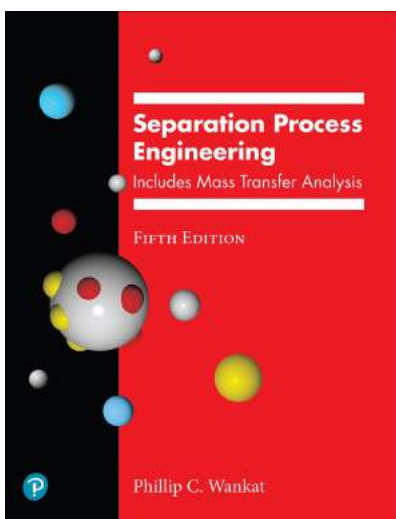
### Contributor Bio

**Gregory Horine** (PMP, CCP, CSM, Six Sigma Green Belt; Noblesville, IN) has achieved 31+ years of successful results in business technology and IT project management across multiple industries. Reflecting deep commitment to servant leadership principles and focused customer-orientation, he has been consistently recognized for excellence in people management, leadership maturity, communication skills...

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# Chemical Engineering





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- Example appendices utilize the newest versions of Aspen Plus and Aspen Chromatography

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**The Definitive, Learner-Friendly Guide to Chemical Engineering Separations--Extensively Updated, Including a New Chapter on Melt Crystallization**

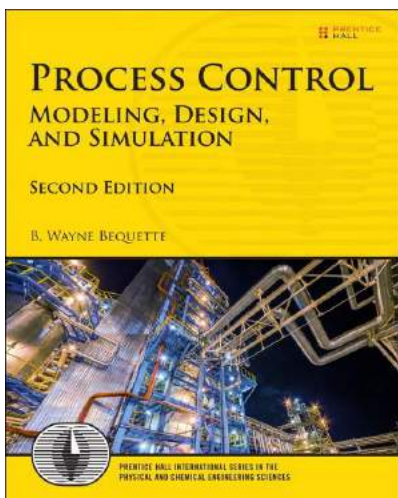
Efficient separation processes are crucial to addressing many societal problems, from developing new medicines to improving energy efficiency and reducing emissions.

**Separation Process Engineering, Fifth Edition**, is the most comprehensive, accessible guide to modern separation processes and the fundamentals of mass transfer. In this completely updated edition, Phillip C. Wankat teaches each key concept through detailed, realistic examples using actual data--with up-to-date simulation practice, spreadsheet-based exercises, and references.

Wankat thoroughly covers each separation process, including flash, column, and batch distillation; exact calculations and shortcut methods for multicomponent distillation; staged and packed column design; absorption; stripping; and more. His extensive discussions of mass transfer and diffusion enable faculty to ...

### Contributor Bio

**Phillip C. Wankat**, Clifton L. Lovell Distinguished Professor of Chemical Engineering Emeritus at Purdue University, has served as director of undergraduate degree programs at Purdue's School of Engineering Education. His research interests include adsorption, large-scale chromatography, simulated moving bed systems, distillation, and improvements in engineering education.



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## Process Control *(2nd Edition)*

### Modeling, Design, and Simulation

B. Wayne Bequette

#### Key Selling Points:

##### The definitive introduction to process control, now fully updated

- Still the only undergraduate process control text that integrates MATLAB-based numeric solutions, fundamental concepts, and detailed relevant application examples
- Contains motivating biomedical examples, including a closed-loop artificial pancreas
- Adds more examples on the importance of process control in improving safety
- Contains additional material on digital implementation of PID and IMC, and on model predictive control

#### Summary

Now updated throughout, ***Process Control: Modeling, Design, and Simulation, 2nd Edition*** remains the only process control textbook that integrates MATLAB-based numerical solutions, fundamental content, and detailed illustrative examples throughout. Its up-to-date example modules offer deeper treatment of specific example processes and systems, and it thoroughly integrates the use of MATLAB code and Simulink block diagrams to solve problems.

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- Motivating biomedical examples (closed-loop artificial pancreas)
- More examples of the importance of process control in satisfying safety
- Additional material on digital implement...










#### Contributor Bio

**B. Wayne Bequette** (Troy, NY Area) is a Professor of Chemical and Biological Engineering, and Associate Director of the Center for Automation Technologies & Systems (CATS) at Rensselaer Polytechnic Institute, where he researches the modeling and control of biomedical, chemical process, and energy-related processes. Dr. Bequette's roles include Board Secretary for the American Automatic Control Council.

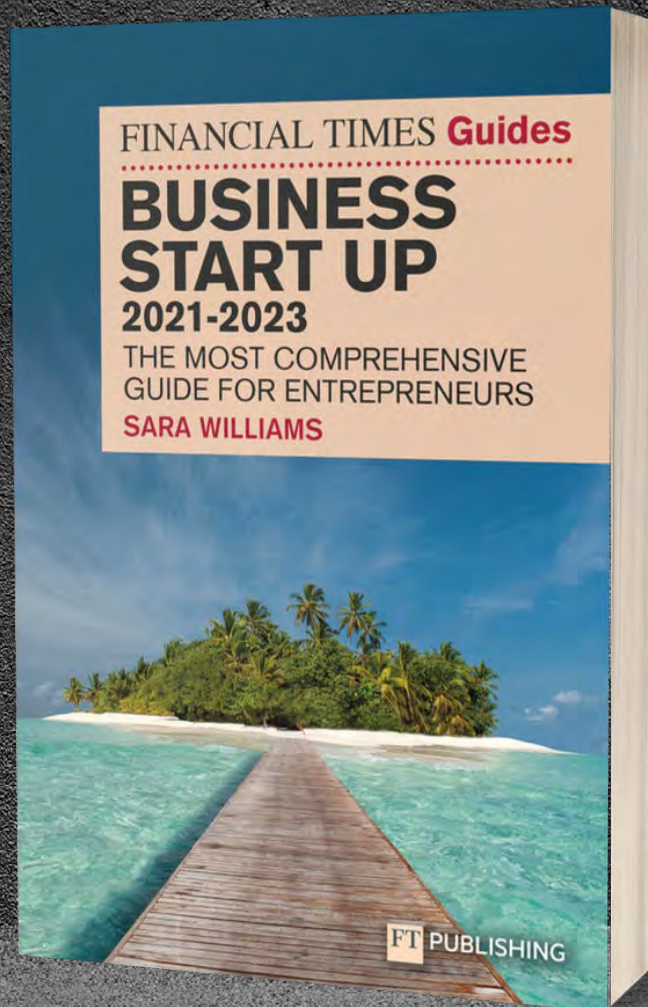


# Global Trade Catalogue Autumn 2022

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|  | Business Skills                 | <b>14</b> |
|  | Leadership & Management         | <b>25</b> |
|  | Careers                         | <b>33</b> |
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|  | Study Skills and Revision       | <b>50</b> |
|  | Forward Publishing Plan Summary | <b>52</b> |





# Financial Times Guides



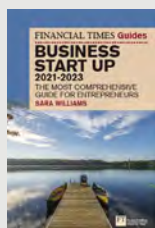
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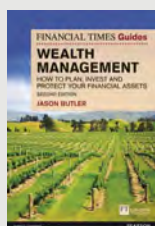
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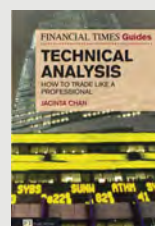
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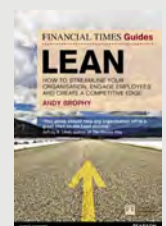
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# The Financial Times Guide to Sustainable Business

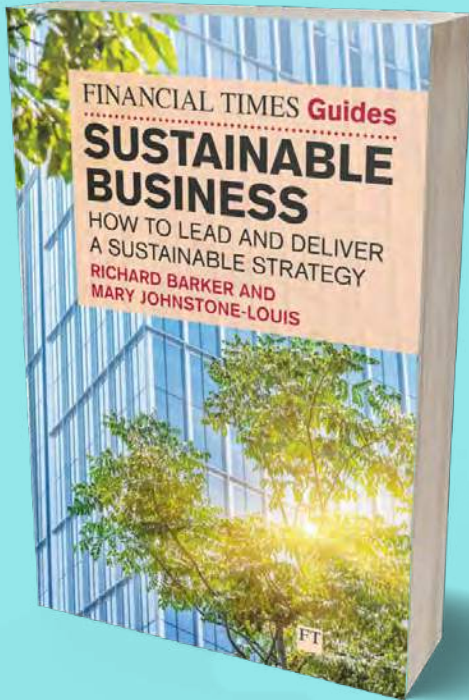
How to lead and deliver a sustainable strategy

**Richard Barker and Mary Johnstone-Louis**

## SYNOPSIS

This book helps business leaders to frame, understand and act upon the environmental and social challenges faced by their organisations.

Built on a successful executive programme at Oxford University's Saïd Business School, *The Financial Times Guide to Sustainable Business* will help you lead positive change and drive sustainability in your organisation.



|                                 |                   |
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| ISBN                            | 9781292435589     |
| IMPRINT                         | FT Press          |
| 272 pages   210 x 140 mm   390g |                   |
| PUB DATE                        | <b>April 2023</b> |

## ABOUT THE AUTHORS

**Richard Barker** is Professor of Accounting and Deputy Dean at Saïd Business School, University of Oxford. An expert in corporate reporting, Richard's research and teaching interests span financial accounting and sustainability reporting. Richard also serves on the Financial Reporting Advisory Board (FRAB, which advises HM Treasury on government financial reporting) and on the Expert Panel of Accounting for Sustainability (A4S, a Prince of Wales charity).

**Dr Mary Johnstone-Louis** is a member of the Management Practice faculty at the Saïd Business School, University of Oxford. She is Head Tutor for Oxford's Leading Sustainable Corporations Programme and has worked on five continents including fieldwork in Bangladesh, South Africa, and across Latin America. She is a World Economic Forum Global Futures Council Fellow and Chair of the Board of B Lab UK.





# The Financial Times Guide to High Impact Negotiation

Kasia Jagodzinska

## SYNOPSIS

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| ISBN      | 9781292400389               |
| IMPRINT   | FT Publishing International |
| 272 pages |                             |
| PUB DATE  | January 2023                |



## ABOUT THE AUTHOR

Kasia Jagodzinska serves as a Senior Adviser to the United Nations on matters concerning multiparty negotiations. Her repertoire of experience also includes working as a Professor at several universities in Switzerland, France, Italy and Poland. She is the Founder of Negotiation Booster and an International Consultant for the Schraner Negotiation Institute.

She brings a wealth of international business experience from the EU, the US and the Middle East, which she combines with an academic career.



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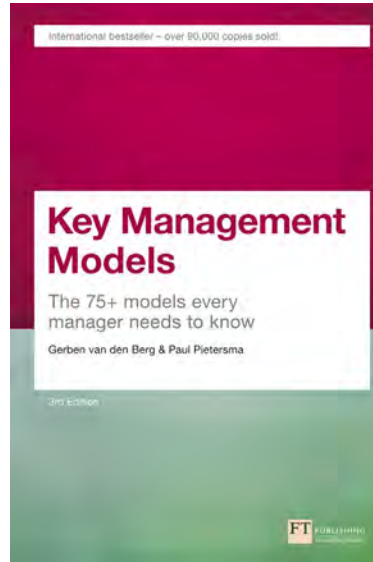
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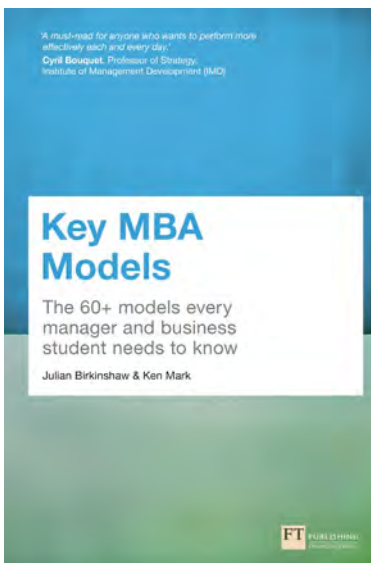
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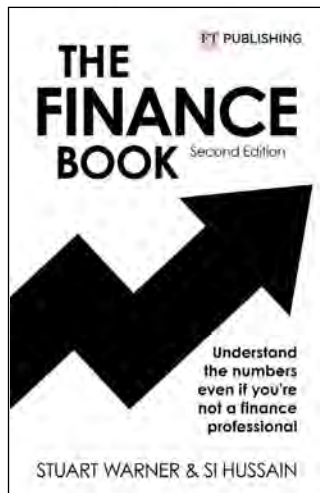




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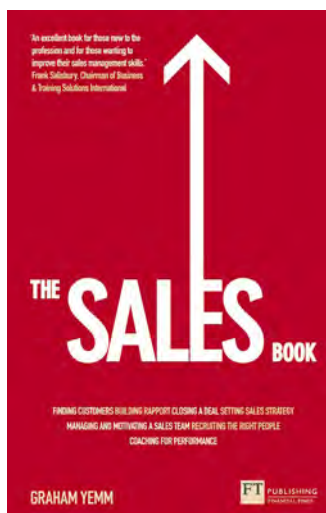
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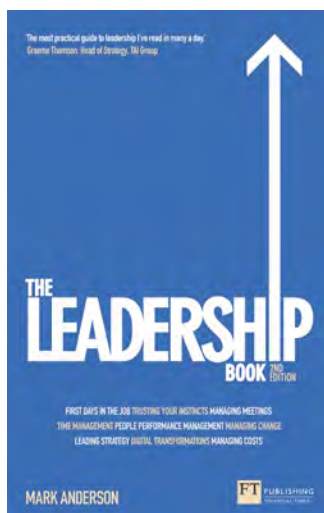
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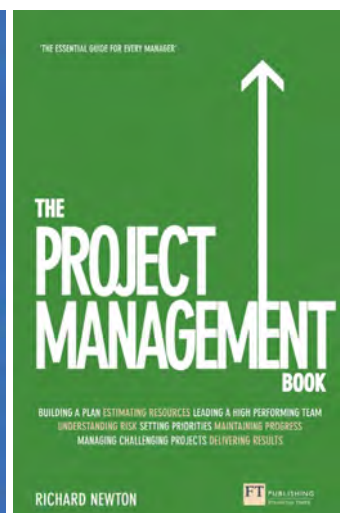
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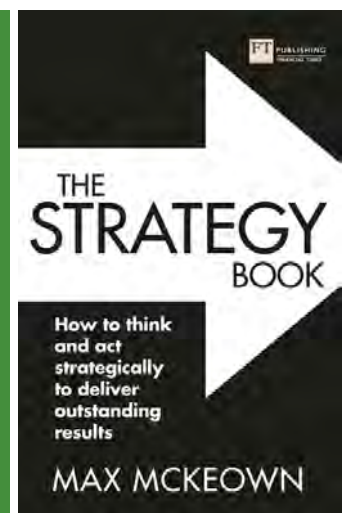
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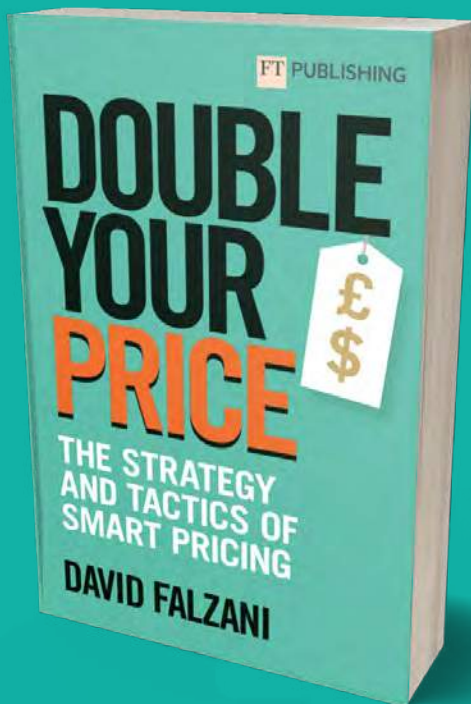
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# Double Your Price

## The Strategy and Tactics of Smart Pricing, 1st Edition

David Falzani

### SYNOPSIS

Getting your pricing strategy right is the difference between sustainable growth, investing in product development, and happy, engaged customers and stakeholders. Harvard Business Review research shows that pricing has almost 4 times as much influence on a company's ability to reinvest than top line sales growth. But if you don't understand the psychology of pricing, having the wrong price can undermine your chances for success.

*Double Your Price* is your practical, accessible, guide on the theory, strategy, psychology, and execution of pricing. With useful tools, and clear, realistic guidance on how to leverage pricing to drive business success, you'll be able to answer the following questions for your business or product:

- How much should we charge for our product or service?
- How much are our customers willing to pay?
- If we increase our price, will we lose customers?
- How can setting prices help us cover our costs?
- What are the benefits of a pricing strategy?
- Will increasing or decreasing prices help my business to succeed?

### ABOUT THE AUTHOR

**David Falzani** is a serial entrepreneur, business consultant and non-executive director. He began his career as an engineer at IBM, before joining a Silicon Valley style start-up, Madge Networks, which grew from 240 employees to 2,000 in 3 years and IPO'd on the NASDAQ. This experience led him to study for an MBA at The Wharton School (USA) and SDA Bocconi (Italy).

He has been a mentor and/or trainer for growth programmes at Nottingham University, and Oxford University Saïd Business School, as well as Royal Academy of Engineering's Leaders in Innovation Fellowship and Enterprise Hub – overall, supporting over 2,000 companies. David is a Professor at Nottingham University Business School's Haydn Green Institute and has published more than 60 articles and blogs.



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# The Finance Book

Second Edition

Stuart Warner and Si Hussain

## SYNOPSIS

The knowledge and tools every professional needs to make better decisions for their business.

*The Finance Book* will help you think and manage like a financial strategist. Written specifically for non-finance professionals, it will give you all you need to know to manage your business more effectively and think more strategically.

It will help you to:

- Read and interpret financial statements with confidence
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- Make better financial decisions
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Covering business finance, accounting fundamentals, budgeting, profitability and cash management, you'll find the tools you need in order to make the best financial decisions for your business.



ISBN 9781292401980  
IMPRINT FT Publishing International  
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## ABOUT THE AUTHORS

**Stuart Warner** Bsc (Hons) FCA is the author of four books. His goal is to help businesses increase productivity and profits through innovative and engaging finance training. He delivers finance-based training programmes around the world across multiple sectors.

**Saieem (Si) Hussain** BSc (Hons) FCA is a Chartered Accountant. He trained at KPMG and qualified in 1990. Si has spent 30+ years delivering financial and business training to thousands of professionals. He has held senior positions in several listed companies, including Chief Executive of BPP Professional Education.



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# Mastering Risk Management

Tony Blunden and John Thirlwell

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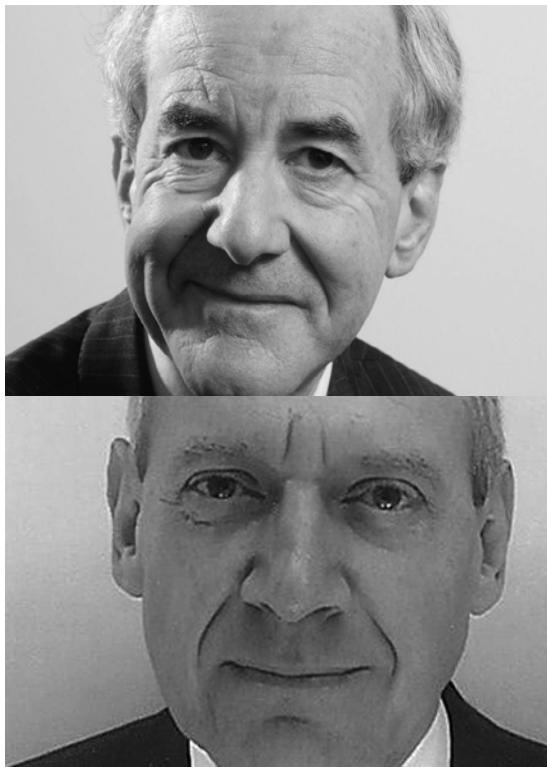


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| ISBN                            | 9781292331317               |
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| 408 pages   240 x 170 mm   690g |                             |
| PUB DATE                        | February 2022               |

## ABOUT THE AUTHORS

**Tony Blunden** is an Executive Director of Chase Cooper Limited, a risk management solutions company that provides solutions for enterprise risk including broad risk management approaches such as Sarbanes-Oxley.

**John Thirlwell** has worked in financial services in the City of London, both as an executive and non-executive director on banking and insurance boards for over 30 years.



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# Business Skills





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# The Digital Book

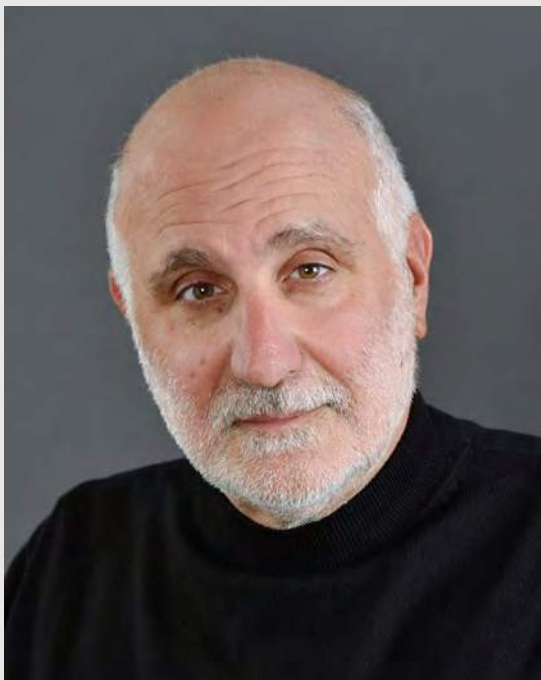
How to make good business decisions about technology

**Steve Andriole**

## SYNOPSIS

This book will help you understand the major trends affecting digital technology so you are prepared to make the right decisions for your organisation. It's readable, no-nonsense, and gets to the point of what you need to know quickly, helping you build a mindset for making better technology decisions.

- With case studies, and practical guidance, it's split into short sections you can dip into at any time.
- Identify what you need to know to make business and technology decisions and investments.
- Learn how to think effectively about key technology issues, like innovation, strategy, outsourcing and program management.
- Understand how companies must manage changes well, and what happens if companies manage changes poorly.
- Build a mindset to cope with an ever-changing competitive environment driven by emerging digital technology.

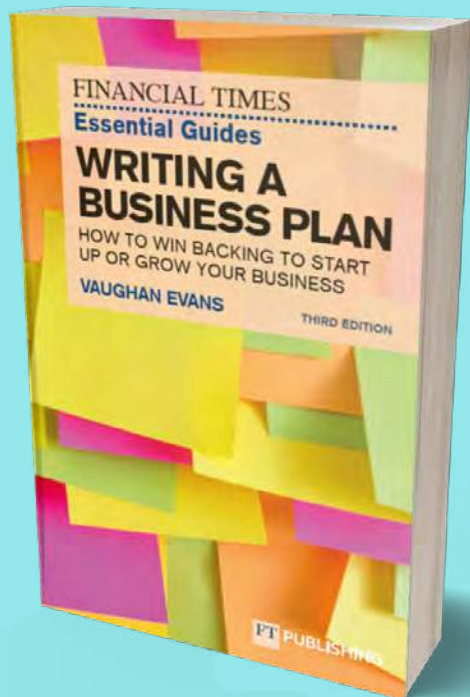


## ABOUT THE AUTHOR

**Steve Andriole** was the Director of the Cybernetics Technology Office of the Defense Advanced Research Projects Agency (DARPA). He was the Chief Technology Officer and Senior Vice President of Safeguard Scientifics, Inc. and the Chief Technology Officer and Senior Vice President at Cigna Corporation. He is an entrepreneur and investor in technology start-ups. He's an active consultant to industry and government. He has founded several technology companies and served on countless technology company boards of directors.

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| ISBN                            | 9781292416175               |
| IMPRINT                         | FT Publishing International |
| 296 pages   230 x 150 mm   480g |                             |
| PUB DATE                        | August 2022                 |

# The FT Essential Guide to Writing a Business Plan 3e

Vaughan Evans

## SYNOPSIS

Whether you seek financial backing or board consent, *The Financial Times Essential Guide to Writing a Business Plan* will give you the critical knowledge you need to get the go-ahead. By focusing clearly on your objective, it will help you to gather the necessary evidence and address all your backer's concerns.

This brand-new edition draws out the specific challenges faced by start-ups, particularly on pinning down your perceived market niche and determining your competitive advantage. There are new chapters on pitching the plan and performing against the plan, using key performance indicators and milestones. Finally, new appendices outline alternative sources of funding and display an example business plan from start to finish.

Written by a seasoned practitioner with years of experience in both writing and evaluating business plans for funding, it will help you formulate a coherent, consistent and convincing plan with your backer's needs in mind. Follow its guidance and your plan will have every chance of winning the backing you need for your business to succeed.

## ABOUT THE AUTHOR

**Vaughan Evans** is an independent strategy consultant, prolific writer and dynamic speaker ([www.vaughanevansandpartners.com](http://www.vaughanevansandpartners.com)). He has specialised in strategy and business planning for business clients, small and large, and strategic due diligence for private equity clients over four decades. He is also the author of FT Publishing titles: *FT Essential Guide to Writing a Business Strategy*, *Key Strategy Tools*, *25 Need to Know Strategy Tools* and *Strategy Plain and Simple*.

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# How Charts Work

Understand and Explain Data with Confidence

Alan Smith

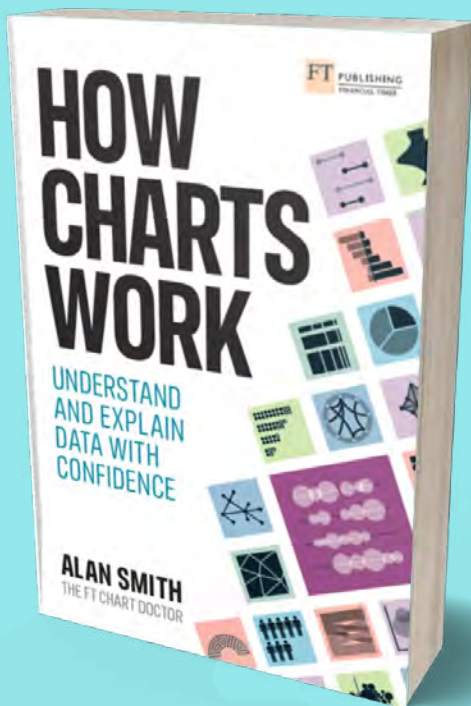
## SYNOPSIS

*How Charts Work* brings the secrets of effective data visualisation in a way that will help you bring data alive.

Charts, graphs and tables are essential devices in business, but all too often they present information poorly. This book will help you:

- Feel confident understanding different types of charts, graphs and tables and how to read them
- Recognise the true story behind the data presented and what the information really shows
- Know the principles and rules of how best to represent information so you can create your own information-driven (and beautiful) visuals
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Don't value design over information – present data persuasively.



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| ISBN      | 9781292342795               |
| IMPRINT   | FT Publishing International |
| 272 pages |                             |
| PUB DATE  | <b>October 2022</b>         |

## ABOUT THE AUTHOR

**Alan Smith** is Head of Visual and Data Journalism at Financial Times. A data visualization specialist, he writes the FT's popular 'Chart Doctor' column. Alan is an experienced presenter, having lectured extensively on how to communicate with data. His TEDx talk, 'Why you should love statistics,' was a TED.com featured talk in 2017. Previously, he worked at the UK's Office for National Statistics, where he founded its award-winning Data Visualisation Centre. Alan received a BA in geography from the University of Lancaster and holds an MSc in GIS from Salford University. He was appointed Officer of the Order of the British Empire (OBE) in Queen Elizabeth II's 2011 Birthday Honours list.



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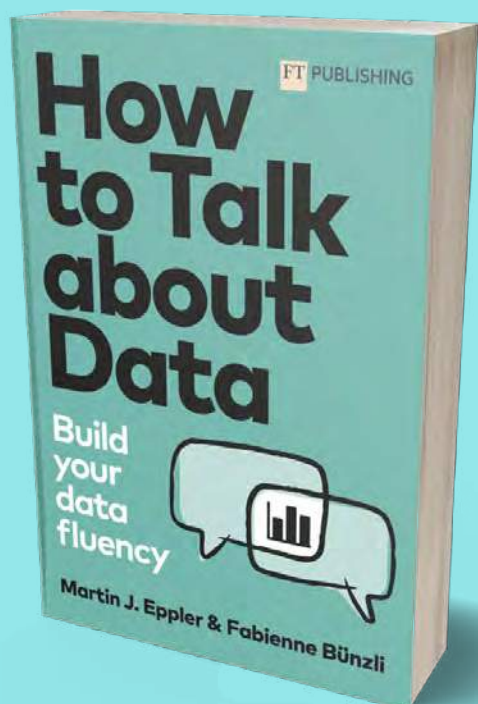
# How to Talk about Data

Build your Data Fluency

Martin Eppler and Fabienne Bünzli

## SYNOPSIS

Data literacy is one of the key skills that companies are looking for but it's a specialist skill currently. This book is your comprehensive guide to becoming data literate: understand data analytics, how to use data insights effectively in your organisation, and how to talk about data with experts and non-experts confidently.



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| ISBN                            | 9781292421193               |
| IMPRINT                         | FT Publishing International |
| 272 pages   230 x 160 mm   420g |                             |
| PUB DATE                        | June 2022                   |

## ABOUT THE AUTHORS

**Martin J. Eppler PhD** is a chaired professor of communications management at St. Gallen University, one of Europe's top 10 business schools, where he is the director of a global MBA program. He is the author of 22 books, including the getabstract international business book of the year winner 'Meet up!' (Cambridge University Press). He is a 10 times 'MBA course of the year' winner and received numerous best paper awards for his research on communication issues in management.

**Fabienne Bünzli, PhD** is a lecturer and project manager at the University of St. Gallen where she conducts research on persuasive communication. Her research has been published in journals such as the *Journal of Nonprofit Management & Leadership*, *Journalism*, and the *Journal of Philanthropy and Marketing*. Her work has been recognized with the Best Paper Award of the Swiss Association of Communication and Media Research in 2018.



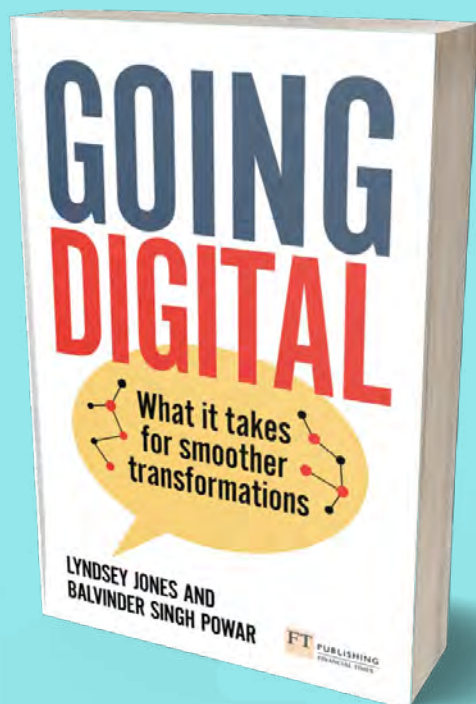
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| ISBN                           | 9781292375670               |
| IMPRINT                        | FT Publishing International |
| 168 pages   20 x 130 mm   200g |                             |
| PUB DATE                       | February 2022               |

# Going Digital

What it takes for smoother transformations

Lyndsey Jones and Balvinder Singh Powar

## SYNOPSIS

Uncover the hidden challenges of digital transformation and learn from what often goes unsaid.

Change and digital transformation is now a constant in organisations, but how do you do it successfully? *Going Digital* helps leaders and managers navigate the fast pace of change in today's workplace by focusing on the real day-to-day challenges that organisations are facing.

Organised thematically and covering AI, diversity, crises, and other topics, each chapter covers the story arc of what businesses have done to address disruption. You will also learn what worked (and what didn't) from case studies including companies such as the FT, Renault, Nissan, CNN, UBS and others.



*'Here is the essential guide to how managers should adapt their businesses to the digital revolution. Written by a journalist who was the driving force behind the shift from print to digital in the Financial Times newsroom, the book offers many examples of how to change mindsets and work practices - and keep employees on board.'*

Lionel Barber, Editor of the Financial Times 2005-2020

## ABOUT THE AUTHORS

**Lyndsey Jones** is an executive editor at the FT and has successfully overseen global transformation projects in the FT newsroom. She also advises other media companies on what it takes to deliver new working practices and editorial operations.

**Balvinder Singh Powar** incubates start-ups, works in culture change for companies and has been a mediator to resolve workplace conflicts. He is an expert in building high performance teams, learning about what goes wrong and making it right. He is an award-winning professor at IE Business School in Madrid. He has a wide network on LinkedIn and some of his videos on YouTube have views of around 15,000.

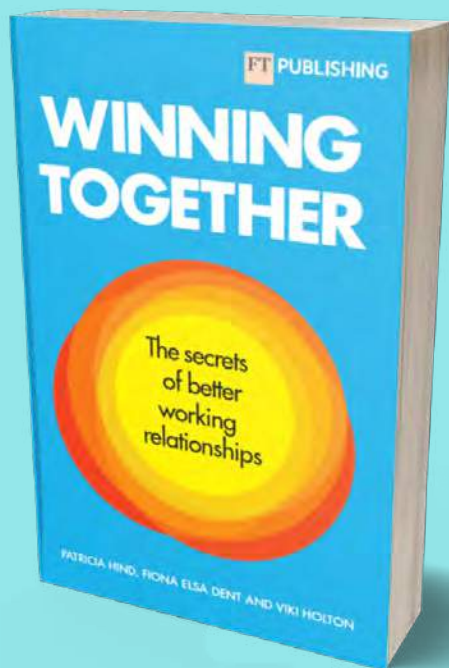


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| ISBN      | 9781292421223               |
| IMPRINT   | FT Publishing International |
| 256 pages |                             |
| PUB DATE  | April 2023                  |

# Winning Together

The secrets of working relationships

Patricia Hind, Fiona Dent and Viki Holton

## SYNOPSIS

The key to career success and job satisfaction are effective working relationships. This book will help you to understand why relationships matter so much, what is happening when they go wrong and the different skills you need in different working environments. It will provide you with the tools and techniques required to make your relationships great, whether you are working in an office, working virtually, or blending both.



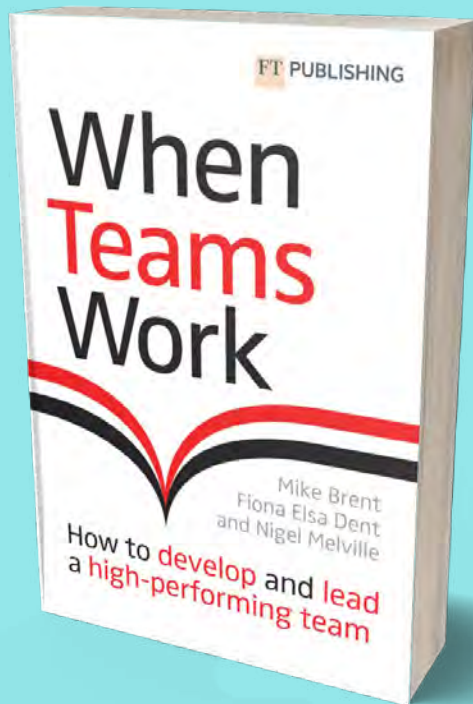
## ABOUT THE AUTHORS

**Patricia Hind** is a Chartered Business Psychologist, a researcher, author, and Professor of Management Development at Ashridge Executive Education. A specialist in Leadership and Executive Development she has worked globally with individuals across all sectors.

**Fiona Elsa Dent** is an independent executive coach, leadership trainer, author and Professor of Practice at Ashridge Executive Education. She has many years' experience working with people at all levels of organisational life helping them be the best they can be.

**Viki Holton** is an Adjunct Senior Research Fellow at Ashridge Executive Education. Her interests include team coaching, women's leadership, career strategies and development.





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| ISBN                            | 9781292278483               |
| IMPRINT                         | FT Publishing International |
| 216 pages   210 x 140 mm   300g |                             |
| PUB DATE                        | August 2022                 |

# When Teams Work

## How to develop and lead a high-performing team

Mike Brent and Nigel Melville

### SYNOPSIS

Discover the secrets to high performing teams from the success stories of sport, military and restaurants and what to do if your team isn't working.

Teams are everywhere: At work we are part of many different teams: the department team, the sales team, the planning team and the project team. At play we join the football team, the netball team, the swimming team, the bridge team and the dance team. Socially we support teams, watch teams and are served by teams in restaurants, hotels, shops and at events.

Effective teamworking is a perennial issue, there are so many difficulties and traps. We have all worked in teams and seen these problems at first hand and have suffered from them. This book will help you to identify the most common issues and give you and your team the tools to improve them and achieve better teamwork and performance.



### ABOUT THE AUTHORS

**Mike Brent** specialises in leadership, team-building, influencing, coaching, cross cultural management, leading change and personal development. His interests include how to foster self-awareness and creativity, and how to challenge effectively. Mike is widely published in the areas of influencing, coaching and leadership.

**Nigel Melville** is a former England national rugby union team scrum half and captain and currently serves as Director of Professional Rugby for Rugby Football Union. On retirement, Melville entered coaching and as Director of Rugby at London Wasps, Melville coached the team to their first professional Premiership title in 1996, followed by three National Cup Final appearances, winning two.

### OTHER BOOKS ON TEAM WORKING:

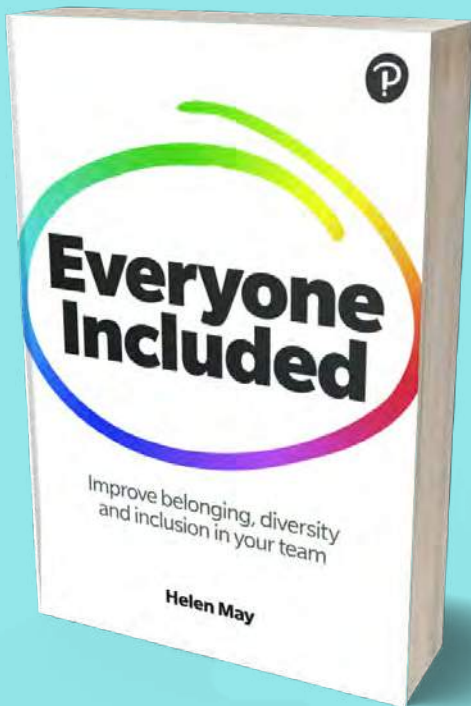
9781292334646 – Supercharged Teams

ISBN 978-1-292-27848-3



FT PUBLISHING

9 781292 278483



|                                 |                  |
|---------------------------------|------------------|
| ISBN                            | 9781292342603    |
| IMPRINT                         | Pearson Business |
| 200 pages   230 x 150 mm   280g |                  |
| PUB DATE                        | January 2022     |

# Everyone Included

How to improve belonging, diversity and inclusion in your team

Helen May

## SYNOPSIS

Diversity and inclusion (D&I) isn't just an HR exercise, it can make a real difference to your team performance too.

*Everyone Included* helps you make inclusion, belonging and wellbeing central to your team. By helping everyone feel that they belong, your team will foster genuine inclusion and be ready to adapt and evolve in the future. You'll be able to make a step-by-step plan to design and implement a diversity and inclusion plan that brings results:

### Where are you now?

Understand your team profile now by conducting a belonging audit to identify how inclusive your team is.

### What do I do next?

Design a D&I plan, including a business case to win support, and identify key metrics to measure its effectiveness.

### How do I keep going?

Ensure your programme continually improves and remains relevant by creating measurements and feedback loops.

*Everyone Included* is your comprehensive, step-by-step guide to creating a diversity and inclusion strategy that delivers results for your team.



## ABOUT THE AUTHOR

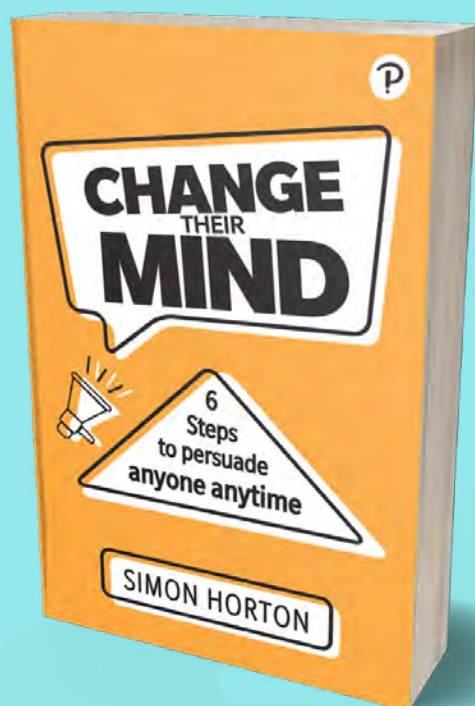
Helen May is the founder of Belonging@Work, a consultancy which partners with client organisations to create cultures where everyone is included. Through her research, writing and leadership of global programmes for her clients, Helen has established herself as a strong thought leader and visionary in the diversity and leadership space.

ISBN 978-1-292-34260-3



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| ISBN                            | 9781292406794 |
| IMPRINT                         | Pearson       |
| 240 pages   210 x 140 mm   280g |               |
| PUB DATE                        | June 2022     |

# Change Their Mind

## 6 Practical Steps to Persuade Anyone Anytime

Simon Horton

### SYNOPSIS

*Change their Mind* outlines the 6 steps you can follow to persuade anyone anytime. By understanding the person you're trying to persuade more deeply, you can build better relationships and get better outcomes. Based on insights from psychology, neuroscience and business research, this practical book will show you exactly what to do and how to do it well.



### ABOUT THE AUTHORS

**Simon Horton** has written successful books on negotiation and is one of the world's leading experts and trainers on negotiation. Over a 20-year career in the field, he has worked with many of the world's leading businesses. He is a Visiting Lecturer at Imperial College and regularly appears on television, radio, national newspapers and magazines as a guest expert on the related topics. He has performed as a stand-up comedian and as a trapeze artist.

**Kim Tasso** is an expert in influence and psychology and has written seven books on relationships, business and selling. During her 30 years in business she has helped many small and large businesses identify and successfully navigate strategic change. She has also coached many individuals through personal changes to success.

ISBN 978-1-292-40679-4

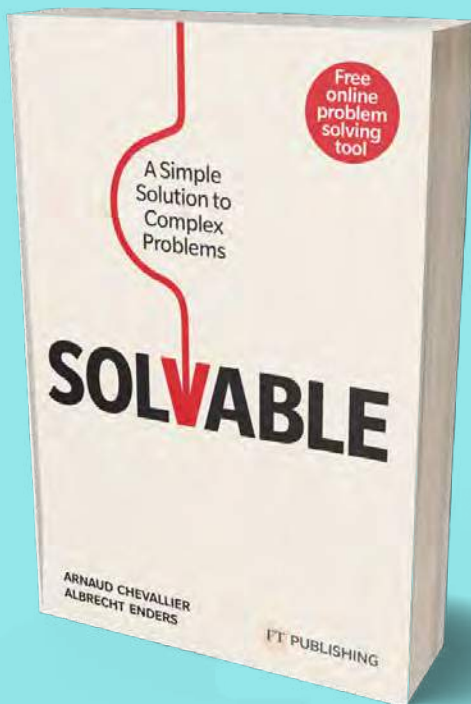


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| ISBN                            | 9781292374284               |
| IMPRINT                         | FT Publishing International |
| 248 pages   230 x 160 mm   380g |                             |
| PUB DATE                        | June 2022                   |

# Solvable

## A Simple Solution to Complex Problems

**Arnaud Chevallier and Albrecht Enders**

### SYNOPSIS

*Solvable* offers a simple solution with a 3-step process, "frame, ideate, decide," and concrete tools that you can use to become a better problem solver and successfully engage relevant people, whatever the challenge or situation.

By framing the problem-solving approach as a quest, your problem is the hero (the protagonist) aiming to obtain a treasure (the hero's aspiration) protected by a dragon (the obstacle). So how can the hero get the treasure and conquer the dragon?

Based on research from a wide array of disciplines including management, psychology, medicine, engineering, and design, these methods are used at companies such as Boeing, Peugeot, Skanska, Facebook, and the TUI Group.

### ABOUT THE AUTHORS

**Arnaud Chevallier** is Professor of Strategy at IMD. He prepares executives for the strategic challenges that corporations face in today's dynamic global marketplace by helping them make better decisions in volatile and uncertain conditions. Prior to his work at IMD, he served in various academic leadership positions at Rice University and the University of Monterrey. Before joining academia, Arnaud worked in Accenture's Strategy and Business Architecture division, out of Houston and London.

**Albrecht Enders** is Professor of Strategy and Innovation and Dean of Programs and Innovation at IMD. His major research, teaching and consulting interests are in the areas of managing discontinuous change and top team strategy development processes.

ISBN 978-1-292-37428-4



**FT PUBLISHING**

9 781292 374284

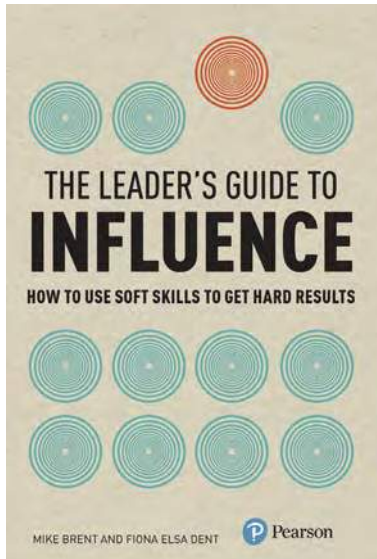


# Leadership & Management



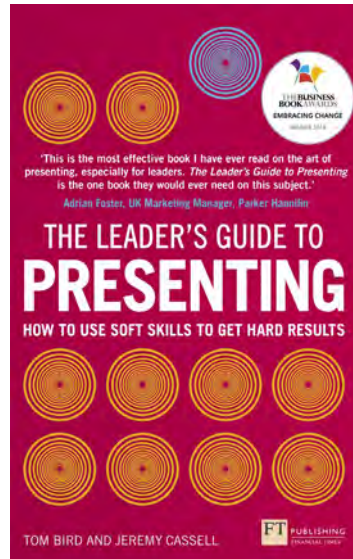
# The Leader's Guides

How to use soft skills to get hard results.



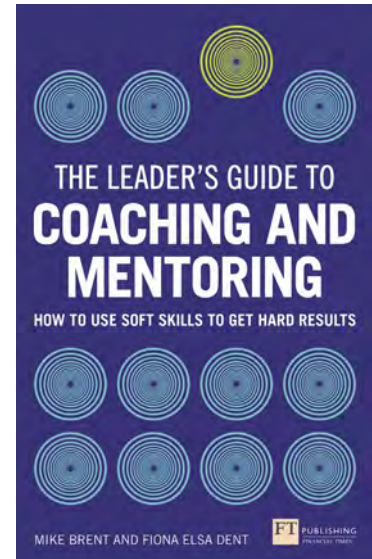
## The Leader's Guide to Influence

9780273729860



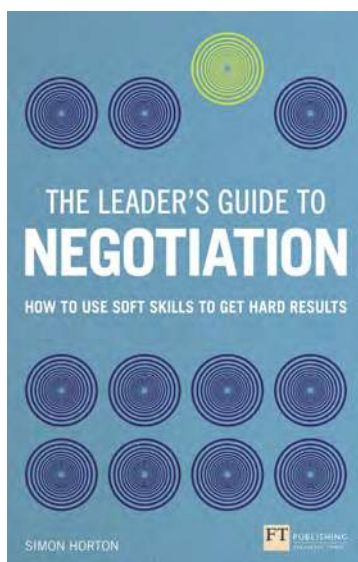
## The Leader's Guide to Presenting

9781292119984



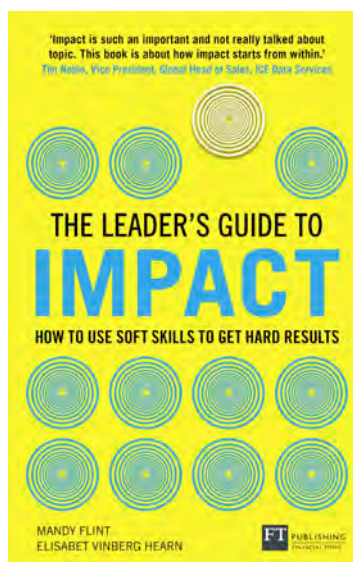
## The Leader's Guide to Coaching and Mentoring

9781292074344



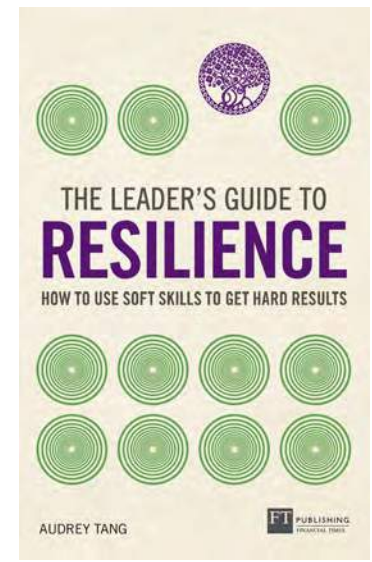
## The Leader's Guide to Negotiation

9781292112800



## The Leader's Guide to Impact

9781292243771



## The Leader's Guide to Resilience

9781292331294



|           |               |
|-----------|---------------|
| ISBN      | 9781292435558 |
| IMPRINT   | Pearson       |
| 256 pages |               |
| PUB DATE  | May 2023      |

# Diversity Needs YOU

How inclusive habits can improve where you work

Joanna Abeyie

## SYNOPSIS

A no-nonsense book that tells us why we are really still dealing with inequity in the workplace and what we need to stop doing if we really want to do something about it.

This is for you if want:

- A deeper understanding of D&I, and answers to the most commonly asked questions
- Clear guidance on how to recognise and address your blocking behaviours
- A practical action plan you can start using to improve diversity and inclusion at work immediately
- Proactive (not reactive) approaches to inclusion – what to start doing, and what to stop doing
- To feel empowered about your role in the inclusion agenda and inspire others
- Full of information on how you can become an ally

*Diversity Needs You* will help you make change happen.

## ABOUT THE AUTHOR

**Dr Joanna Abeyie MBE** is a multi-award-winning social impact entrepreneur, champion of diversity, inclusion, and equality as well as making a mark as an award-winning journalist and broadcaster. Joanna has spent the last 14 years increasing the employment of diverse talent through inclusive hiring practices and creating inclusive working cultures.

Launching her first charity Elevation Networks Charitable Trust at 18 alongside six colleagues in 2006, following this Joanna went on to start her own Social Enterprise Shine Media in 2008, which saw her place over 3000 people from diverse backgrounds into work within the creative industries.

Joanna's latest enterprise is founding Blue Moon, a flagship inclusive Executive Search Business and Diversity and Inclusion Consultancy Practice. Before BM, Joanna founded Hyden, part of FTSE 250 Global Recruiter SThree, an executive search and consultancy business.



|          |                             |
|----------|-----------------------------|
| ISBN     | 9781292444352               |
| IMPRINT  | FT Publishing International |
| PUB DATE | <b>May 2023</b>             |

# Closing the Service Gap

How to connect customers, employees and organisations

**Benjamin Laker**

## SYNOPSIS

How connected are the customers, employees and the organisation in your organisation? This book helps you build deep connections between each to serve your customers and build a successful brand.

This book gives you a strategy to connect your customers, employees and organisation to close the service gap so you can generate sustainable and scalable revenue.

- Understand how to use the RenDanHeYi model to connect your employees, customers, and the organisation.
- Create a connected organisation that generates sustainable and scalable revenue for the business.
- Transform your leadership to one that empowers and enables employees.
- Discover case studies and research from leading companies including Apple, Haier and Microsoft.



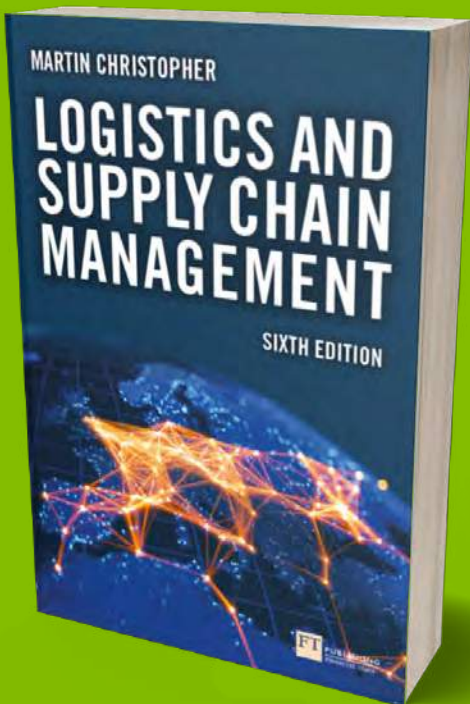
## ABOUT THE AUTHOR

**Ben Laker**, Professor of Leadership at Henley Business School.

Prof Laker has authored several books, most recently the *Financial Times* bestseller, *Too Proud To Lead* (Bloomsbury), which focused on corporate and political collapses and scandals – it was critically acclaimed by *The Telegraph* and *The New York Times*, among others. In addition to his role leading postgraduate research programmes – including PhD and DBA – at Henley Business School, Prof Laker also serves as a regular contributor to *Forbes*, *Harvard Business Review*, *MIT Sloan Management Review* and *The Washington Post*, in which he shares, promotes and distils key lessons from his books and research.



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SPANISH, SWEDISH

|           |                             |
|-----------|-----------------------------|
| ISBN      | 9781292416182               |
| IMPRINT   | FT Publishing International |
| 360 pages |                             |
| PUB DATE  | <b>January 2023</b>         |

# Logistics and Supply Chain Management

6th Edition

Martin Christopher

## SYNOPSIS

A critical concern for every business, effective logistics and supply chain management is key to achieving competitive advantage. Better development and management of your supply chain network will not only cut costs but enhance your customer value. And in today's volatile marketplace, supply chains need to be more flexible and capable of adapting to change than ever.

In fact, the real competition today is not between companies but between supply chains. The winning approach to supply chains is an integrated perspective that takes account of networks of relationships, sustainability and product design, as well as the logistics of procurement, distribution and fulfilment.

*Logistics & Supply Chain Management* provides you with the core tools, processes and initiatives you need to stay one step ahead.

The sixth edition of this bestselling book has been completely updated: as well as additional examples and case studies throughout, there are two new chapters covering:

- The Digital Supply Chain
- Sourcing and supply management

## ABOUT THE AUTHOR

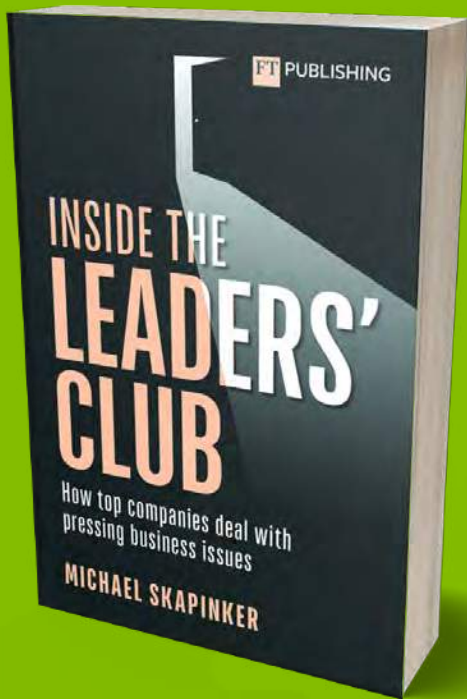
**Martin Christopher** is Emeritus Professor of Marketing & Logistics at Cranfield School of Management. He also chairs the Advisory Board of the internationally renowned Centre for Logistics and Supply Chain Management. Martin's work in the field has gained international recognition & he's a regular contributor to conferences and workshops around the world.



FT PUBLISHING

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|---------------------------------|---------------|
| ISBN                            | 9781292406749 |
| IMPRINT                         | Pearson       |
| 256 pages   220 x 140 mm   270g |               |
| PUB DATE                        | July 2022     |

# Inside the Leaders Club

How top companies deal with pressing business issues

**Michael Skapinker**

## SYNOPSIS

We are in increasingly uncertain times where senior executives are looking for high level and practical business advice from experts and peers on what works - what doesn't and how to navigate their way through the challenges of modern corporate life.

*Inside the Leaders' Club* is based on discussions with business leaders who share their expert tips. It will cover all elements of leadership from how to manage a business to examining what the role of a business leader is in tackling climate change.

This book offers leadership advice through the insights of our world class speakers and practical advice through the shared experiences and expertise of the senior executives who are members of the FT Forums - expertly curated, analysed and presented by senior FT editors.



## ABOUT THE AUTHOR

**Michael Skapinker** is a Financial Times contributing editor and management educator. During a 34-year career at the FT, he has held many positions, including editor of the FT Weekend edition and management editor. He is also an award-winning columnist. He has run leadership programmes at many of the world's top companies and organisations, including the European Central Bank, GSK, Siemens, PwC and Santander.

ISBN 978-1-292-40674-9

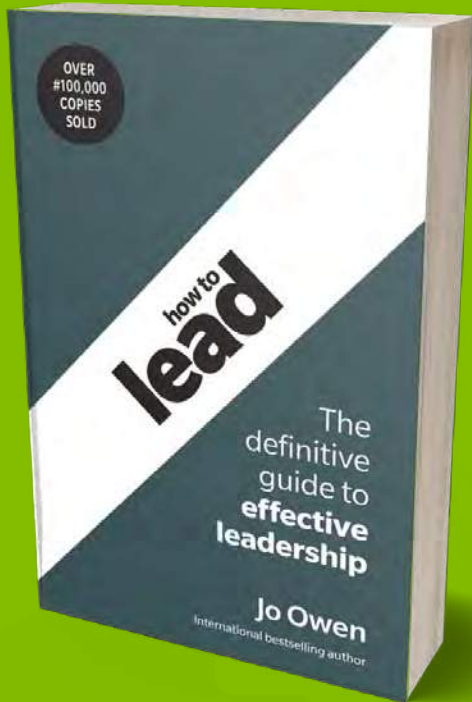


**FT PUBLISHING**

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MULTIPLE  
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| ISBN                            | 9781292425443    |
| IMPRINT                         | Pearson Business |
| 320 pages   210 x 140 mm   390g |                  |
| PUB DATE                        | July 2022        |

# How to Lead

## 6th Edition

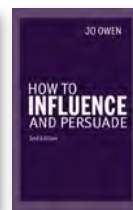
Jo Owen

### SYNOPSIS

Anyone can learn to be a great leader. And everyone can learn to lead better. This book will show you how.

Its clear focus on practical, straightforward advice and guidance, delivered with refreshing honesty and humour, and with a relentless focus on the practical skills of leadership, will make sure you quickly understand and master all the core skills you'll need to succeed.

Based on original research into some of the world's best organisations across the public, private and voluntary sectors, *How to Lead* cuts right through all the myths and mysteries to get straight to the heart of what you need to do and how you need to do it in order to succeed.



➤ THE SERIES HAS  
BEEN TRANSLATED  
INTO 20 LANGUAGES  
WORLDWIDE



### ABOUT THE AUTHOR

Jo Owen has worked with over 100 of the best, and a couple of the worst, organisations on our planet. He is a founder of eight NGOs which have a collective turnover of £100 million annually. He led businesses in Japan, North America and Europe; he created a business bank; he was a partner at Accenture and is one of the founders of Teach First which is now the largest graduate recruiter in the UK.

### OTHER BOOKS BY JO OWEN

9781292232607 – How to Manage, 5e  
9780273776796 – How to Influence and Persuade, 2e  
9780273731276 – How to Sell, 1e  
9780273786382 – How to Coach, 1e  
9781292171913 – Global Teams, 1e  
9780273750215 – The Mobile MBA, 1e  
9781292282268 – Resilience, 1e

ISBN 978-1-292-42544-3

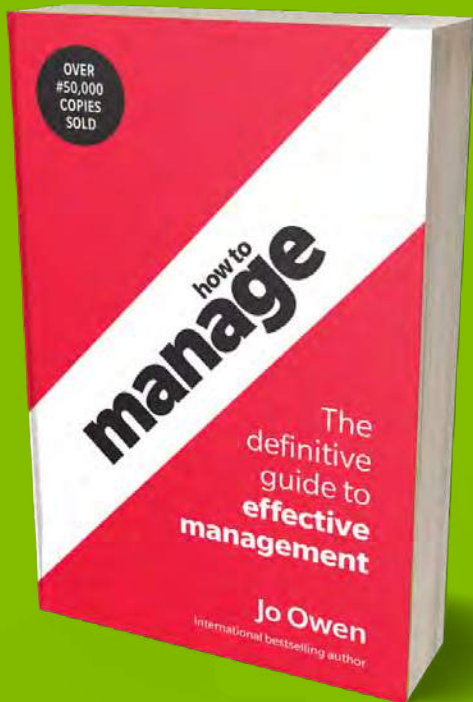


 Pearson

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MULTIPLE  
LANGUAGES

|                                 |                  |
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| ISBN                            | 9781292426457    |
| IMPRINT                         | Pearson Business |
| 320 pages   210 x 140 mm   400g |                  |
| PUB DATE                        | August 2022      |

# How to Manage

## 6th Edition

Jo Owen

### SYNOPSIS

Managing well is about getting things done. And everyone can learn to be a better manager. This book will show you what you need to do.

*How to Manage* is the definitive how-to of management. Based on years of management practice in some of the world's leading organisations, it cuts through the theory to show you how to develop the skills, behaviours, political abilities and emotions to thrive as a manager.



### ABOUT THE AUTHOR

**Jo Owen** has worked with over 100 of the best, and a couple of the worst, organisations on our planet. He is a founder of eight NGOs which have a collective turnover of ' £100 million annually. He led businesses in Japan, North America and Europe; he created a business bank; he was a partner at Accenture and is one of the founders of Teach First which is now the largest graduate recruiter in the UK.

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 9780273776796 – How to Influence and Persuade, 2e  
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 9781292171913 – Global Teams, 1e  
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 9781292282268 – Resilience, 1e

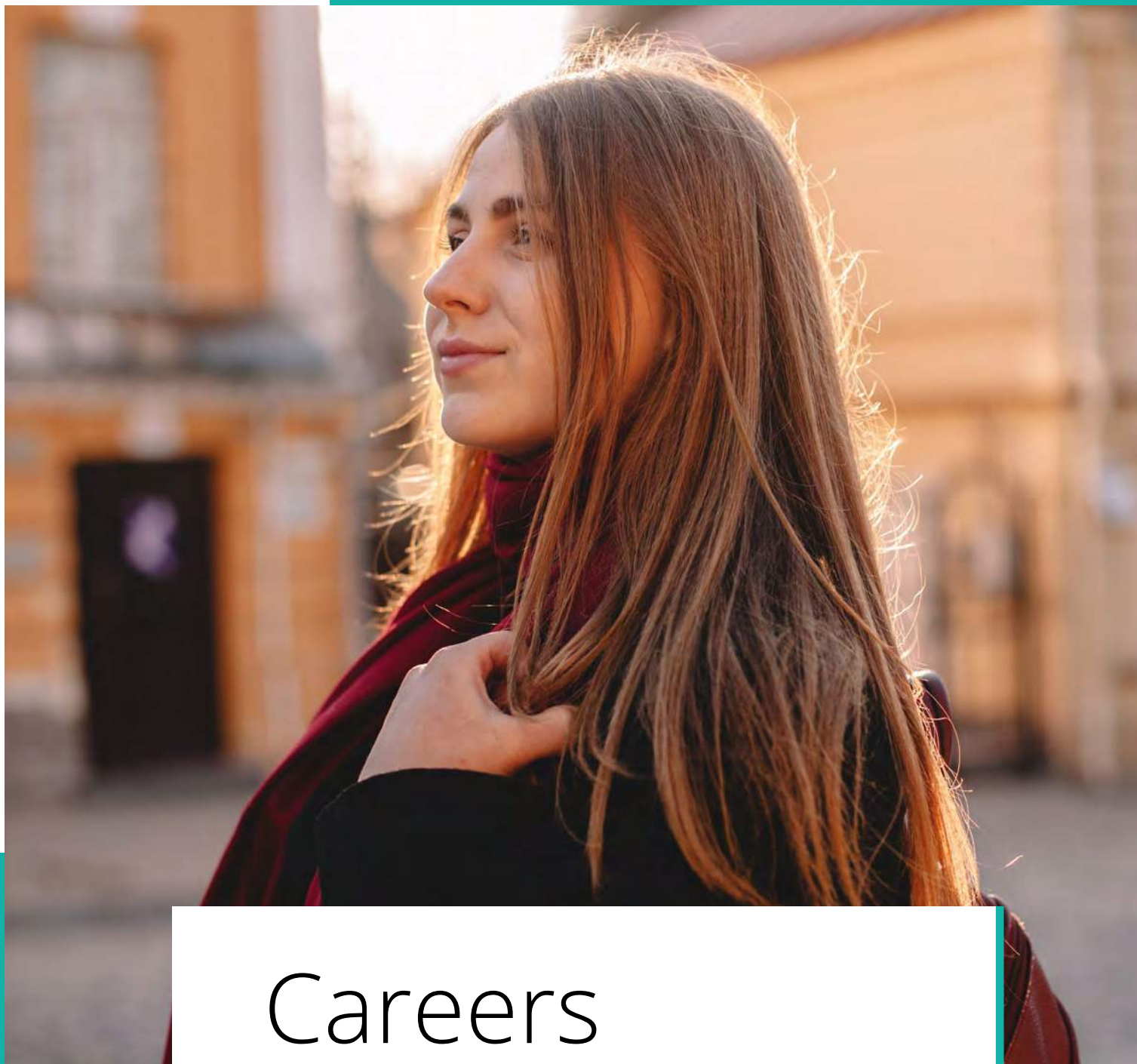
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ISBN 978-1-292-42645-7

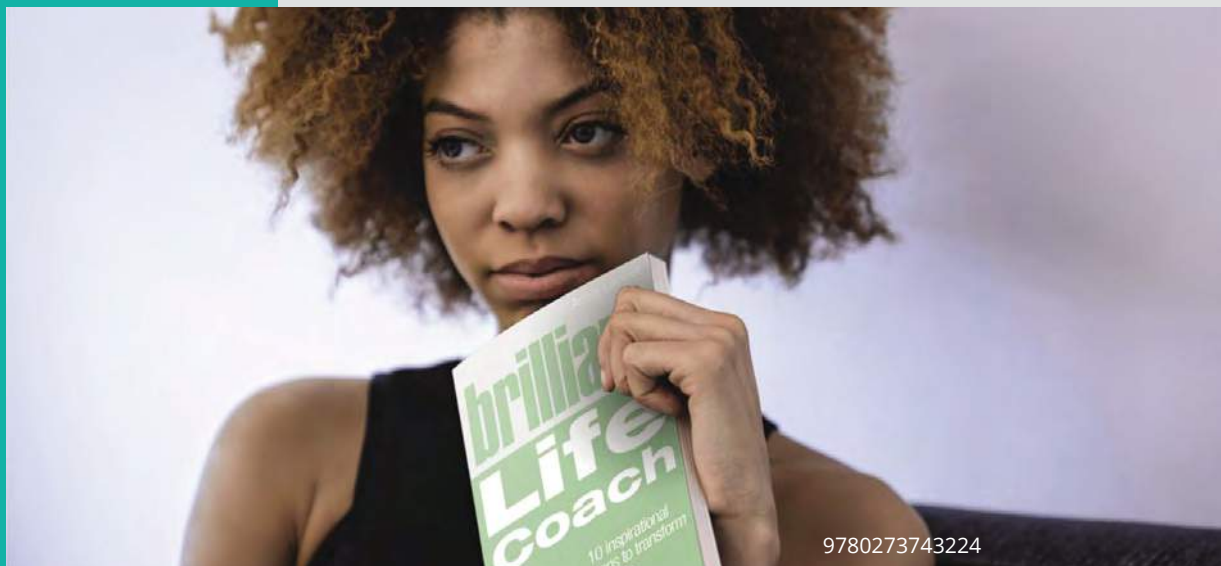


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# Careers



9780273743224

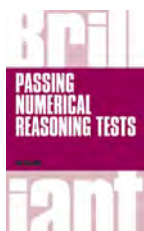
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Brilliant books are practical, outcome-focussed and straight to the point. They deliver ONLY the essential practical, proven knowledge and advice that you need, when you need it.



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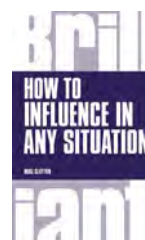
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**How to Influence in Any Situation**

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**Effective Business Networking**

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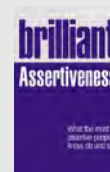
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**Brilliant Tactics to Pass Aptitude Tests**

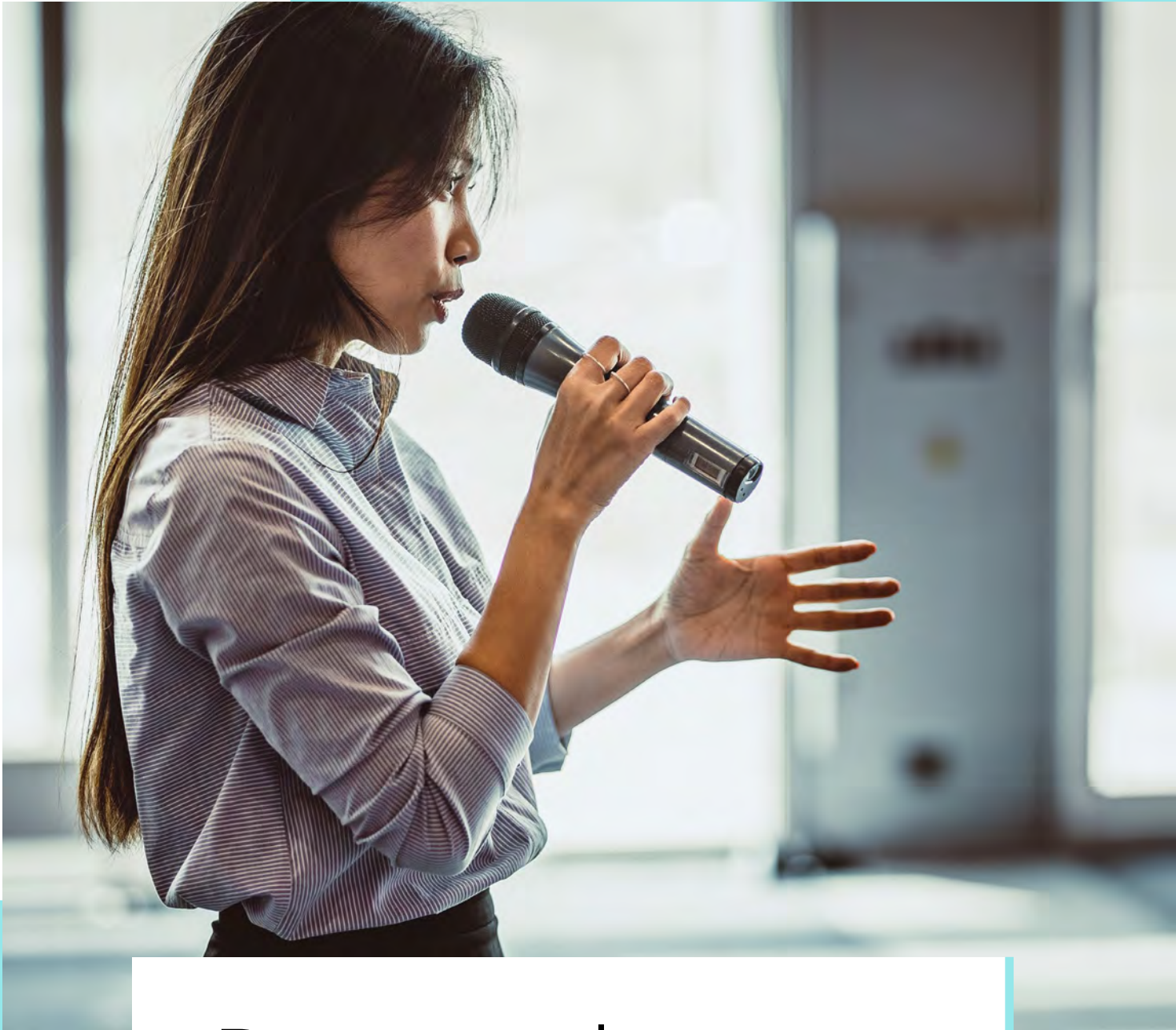
9780273714941



**Brilliant Assertiveness**

9780273768678





# Personal Development





|           |                   |
|-----------|-------------------|
| ISBN      | 9781292330020     |
| IMPRINT   | Pearson Business  |
| 256 pages |                   |
| PUB DATE  | <b>March 2023</b> |

# Bulletproof

Be fearless and resilient – no matter what

**Chantal Burns**

## SYNOPSIS

You are bulletproof. Even though it might not seem like it, the only barrier to feeling resilient and living to your fullest potential is you.

This book reveals how.

Are you tired of being told to think positive? What if you didn't have to manage your emotions or wear your 'game' face?

Do you ever feel like the odds are stacked against you or that you're running on empty?

What if you could stop trying to improve yourself and spend more time being yourself? And get off the endless hamster wheel of self-improvement?

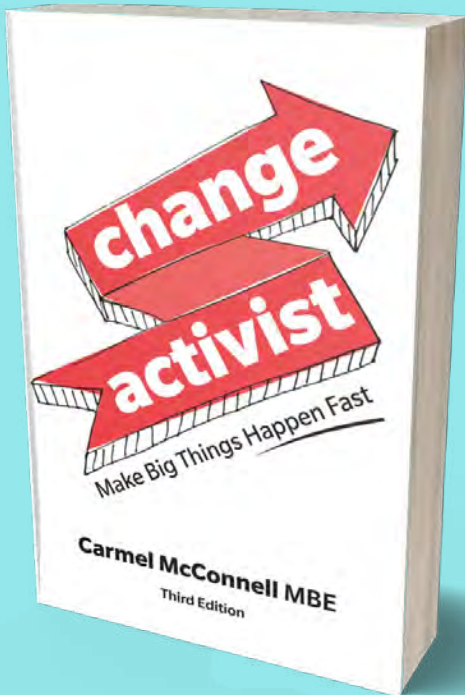
The truth is that it doesn't matter what state of mind you're in you can function brilliantly whatever.

This book will reveal the best kept secret about the true nature of resilience and how the realisation of one simple truth will show you why every human being is bulletproof inside.



## ABOUT THE AUTHOR

**Chantal Burns** founded Star Consultancy in 2000, specialising in applying psychology to all endeavours whether personal or business, and using the most effective technologies to help people achieve great results. She has been working internationally as a performance consultant and executive coach training thousands of people at all levels from CEOs through to junior execs.



|                                 |                   |
|---------------------------------|-------------------|
| ISBN                            | 9781292350868     |
| IMPRINT                         | Pearson Education |
| 296 pages   210 x 140 mm   340g |                   |
| PUB DATE                        | May 2022          |

# Change Activist

Make Big Things Happen Fast, 3rd Edition

Carmel McConnell

## SYNOPSIS

Change Activists make things happen, quickly and effectively, in line with their values. This book shows you how to use activist tools in your personal and professional life to get big results, fast, turning effective strategies into a simple guide to rapid change for themselves, and across any kind of organisation to show how success, profit and principles are mutually achievable so you can have a job and give a damn.

This book is for anyone wanting to make change happen in their life, in their workplace or community and possibly for a better world. It shows how social activists ask better questions, take baby steps to move to the next level. From green campaigns to building profitable, trusted teams, to Government policy, Carmel offers practical tools and strategies in your personal and professional life.

*Change Activist* describes how to navigate the ups and downs of making change happen; from start up to scale up, to winning backers and allies. Through interviews with global change leaders including *Big Issue* co-Founder Lord John Bird, Kenyan education leader Qabale Duba and Indian vaccination activist Varsha Vanugobal, this new edition practically unpacks the elements of successful change activists to show that we are all capable of more, if we take action.



## ABOUT THE AUTHOR

Carmel McConnell MBE believes you are more in control than you think. With her lifetime of experience using the ideas from successful social activism to create change in the business community and in the world of charity, she makes the case for change activism as a mindset to improve your life and get better at action, to find and fulfil your potential with each baby step.



## The Rules Series

**The International Bestselling Rules Books.**  
Over 2 million people around the world have enjoyed and now play by Richard Templar's Rules.



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9781292432120

9781292439679



**The Rules of People 2e**

9781292441146



**The Rules of Life 5e**

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9781292441177



**The Rules of Love 4e**

9781292435671



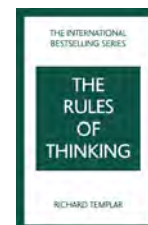
**The Rules of Parenting 4e**

9781292435770



**The Rules of Wealth 5e**

9781292441115



**The Rules of Thinking 2e**

9781292435824

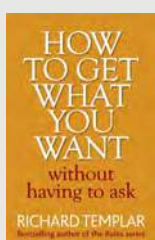


**The Rules of Living Well 2e**

9781292435640

➤ OVER 50 LANGUAGES SOLD WORLDWIDE

## Also by Richard Templar



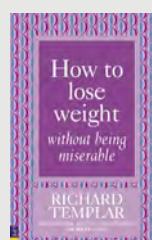
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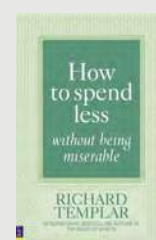
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9780273751106



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9780273725541



**How to Spend Less**

9780273725558



|                                 |                  |
|---------------------------------|------------------|
| ISBN                            | 9781292432120    |
| IMPRINT                         | Pearson Business |
| 272 pages   210 x 130 mm   340g |                  |
| PUB DATE                        | <b>June 2022</b> |

# The Rules of Everything

10 habits to sustain high performance

Richard Templar

## SYNOPSIS

Whether it's at work or in their relationships, as parents or managing their money, the Rules have described how happy and successful people behave for over 25 years.

*The Rules of Everything* contains the top 100 rules from the bestselling Rules books, as voted for by readers, so you can follow the common-sense advice on how to be happier and more successful.

## ABOUT THE AUTHOR

**Richard Templar** is the author of the international bestselling Rules books. Over 2 million people around the world have enjoyed and now play by Richard Templar's Rules. The complete list of titles is as follows: *The Rules of Life*, *The Rules of Work*, *The Rules of Management*, *The Rules of Wealth*, *The Rules of Parenting*, *The Rules of Love*, *The Rules to Break*, *The Rules of People*, *The Rules of Thinking*, and *The Rules of Living Well*.



|                                 |                  |
|---------------------------------|------------------|
| ISBN                            | 9781292439679    |
| IMPRINT                         | Pearson Business |
| 304 pages   210 x 130 mm   360g |                  |
| PUB DATE                        | July 2022        |

# The Rules of Work

A definitive code for personal success, 5th Edition

**Richard Templar**

## SYNOPSIS

A definitive code for personal success

For some people, work is a breeze. They glide effortlessly onwards and upwards, always saying and doing the right thing, getting paid more, getting promotions, getting results.

Is there something successful people know that we don't? You bet there is. They know *The Rules of Work*.

These Rules are the guiding principles that will improve what you do and how you do it. They will give you the unmistakable air of confidence that will win you admiration, respect, and help you towards your next promotion. In this new edition of the international bestseller, Richard Templar has added 10 new Rules to help you get heard, noticed, acknowledged and followed.

To get ahead and stay on top, you need *The Rules of Work*.

- Over 3 Million people around the world have enjoyed and now play by Richard Templar's Rules.
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- Available in over 75 countries under rights sold
- By International Bestselling Author Richard Templar

## ABOUT THE AUTHOR

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*'The Rules of Work is an eye-opener for all those who would like to rise to the top, but don't seem to be able to find the map.'*

Sir Antony Jay, author of *Yes Minister* and *Yes, Prime Minister*, and founder of Video Arts

ISBN 978-1-292-43967-9



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| ISBN                            | 9781292435763    |
| IMPRINT                         | Pearson Business |
| 272 pages   210 x 130 mm   340g |                  |
| PUB DATE                        | August 2022      |

# The Rules of Management

A definitive code for managerial success, 5th Edition

Richard Templar

## SYNOPSIS

A definitive code for managerial success

Some people find management so easy. They appear to be natural leaders, painlessly negotiating the system, the politics, the people, and the targets.

Is there something they know that the rest of us don't? Is it something we can all learn? The answer is a resounding yes. They know *The Rules of Management*.

These Rules are the guiding principles that show you how to inspire your team in a way that gets results. They will help you say the right thing, do the right thing, and know instinctively how to handle every situation.

In this new edition of the international bestseller, Richard Templar has added 10 new Rules to help you make management even easier and your success greater. And when you are headhunted or promoted (again), nobody will be surprised. Least of all you.

Others can be good. You'll be better.

## ABOUT THE AUTHOR

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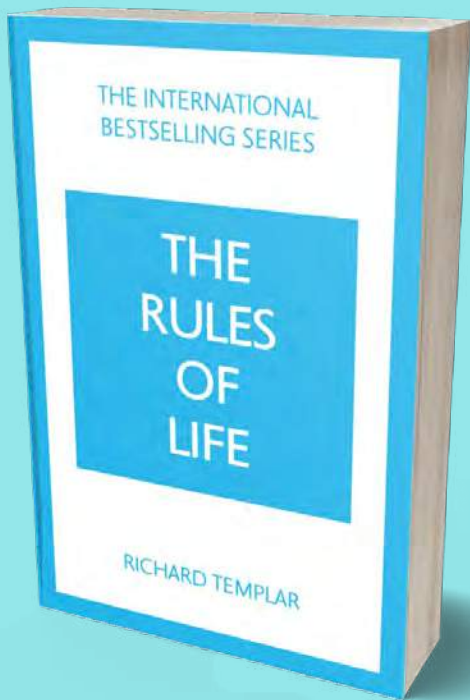
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| ISBN                     | 9781292435619    |
| IMPRINT                  | Pearson Business |
| 272 pages   210 x 130 mm |                  |
| PUB DATE                 | October 2022     |

# The Rules of Life

A Personal Code for Living a Better, Happier, More Successful Life  
5th Edition

**Richard Templar**

## SYNOPSIS

*The Rules of Life: A Personal Code for Living a Better, Happier, More Successful Life* became a global phenomenon, topping bestseller charts around the world. Author Richard Templar brings together practical rules that happy, successful people follow, even if they've never thought about it. These are realistic, commonsense things you can do differently, starting today... small things that make a powerful difference.

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ISBN 978-1-292-43561-9



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|--------------------------|----------------------|
| ISBN                     | 9781292441146        |
| IMPRINT                  | Pearson Business     |
| 264 pages   210 x 130 mm |                      |
| PUB DATE                 | <b>November 2022</b> |

# The Rules of People

A personal code for getting the best from everyone, 2nd Edition

**Richard Templar**

## SYNOPSIS

A personal code for getting the best from everyone.

We all know someone who is a natural 'people person'. They seem to understand what people really want, what they really think and what they really mean. They can effortlessly get people onside, and keep them happy and motivated.

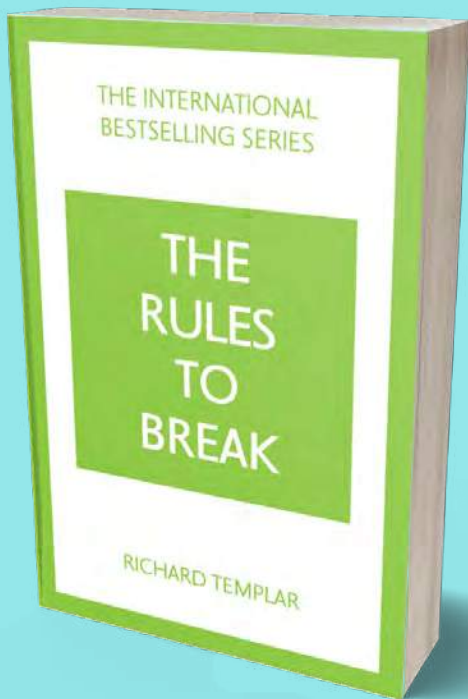
Is there something they know that the rest of us don't? Is it something we can all learn? The answer is a resounding yes. They know *The Rules of People*.

These Rules are the guiding principles that show you how to connect with strangers, build strong relationships with friends and colleagues, and even get the best out of difficult people. They will help you say the right thing, do the right thing, and know instinctively how to handle every situation. You'll have relaxed, easy relationships and you'll be that person who gets on with everyone.

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| ISBN                     | 9781292441177        |
| IMPRINT                  | Pearson Business     |
| 248 pages   210 x 130 mm |                      |
| PUB DATE                 | <b>December 2022</b> |

# The Rules to Break

A personal code for living your life your way, 4th Edition

**Richard Templar**

## SYNOPSIS

A personal code for living your life your way.

From a very young age you've been inundated with other people's well-intended rules. Whether from teachers, friends or parents, these helpful principles and bits of gracious advice are supposed to help you get on in life. The trouble is, many of these rules aren't true (at least not all the time) and yet they have a major influence on your life whether you realise it or not.

How do you sort the gold dust from the sawdust?

In *The Rules to Break*, international bestselling author Richard Templar exposes the most common phoney rules, explains what's wrong with them and then offers a refreshing alternative and a new way of thinking. Above all, he'll help you master the ability to truly think for yourself, so that you can follow a path that you've chosen, rather than blindly following someone else's.

It's your life. Why not live it your way?

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- Available in over 75 countries under rights sold
- By International Bestselling Author Richard Templar

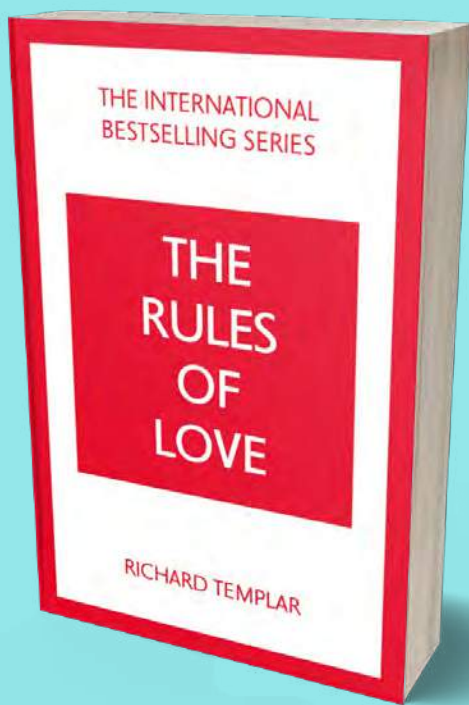
## ABOUT THE AUTHOR

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ISBN 978-1-292-44117-7



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|--------------------------|------------------|
| ISBN                     | 9781292435671    |
| IMPRINT                  | Pearson Business |
| 288 pages   210 x 130 mm |                  |
| PUB DATE                 | 15-Feb-23        |

# The Rules of Love

A Personal Code for Happier, More Fulfilling Relationships, 4th Edition

**Richard Templar**

## SYNOPSIS

Get ready to experience the Rules effect. Begin to get more out of life, shrug off adversity more easily and generally be a happier, calmer, more fulfilled person. You'll feel the benefits, and so will everyone around you.

Strong, loving relationships are what life is all about. And some people are really good at them. They find a partner who makes them happy and they know instinctively how to handle tricky times while keeping things fresh and rewarding. They have partnerships that stand the test of time and they make it look effortless.

Is there something these people know that we don't? Is it something we can all benefit from? The answer is a resounding yes. They know *The Rules of Love*.

These Rules are the guiding principles that will help you form strong and enduring relationships, and support you when things aren't going the way that you wanted them to. In this new edition, Richard Templar has added 10 brand new Rules to help make your relationships even more rewarding. You'll feel the benefits, and so will everybody around you.

For a life of fulfilling and rewarding relationships, you need *The Rules of Love*.

## ABOUT THE AUTHOR

**Richard Templar** is the author of the international bestselling Rules books. Over 2 million people around the world have enjoyed and now play by Richard Templar's Rules. The complete list of titles is as follows: *The Rules of Life*, *The Rules of Work*, *The Rules of Management*, *The Rules of Wealth*, *The Rules of Parenting*, *The Rules of Love*, *The Rules to Break*, *The Rules of People*, *The Rules of Thinking*, and *The Rules of Living Well*.

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| ISBN                     | 9781292435770        |
| IMPRINT                  | Pearson Business     |
| 296 pages   210 x 130 mm |                      |
| PUB DATE                 | <b>February 2023</b> |

# The Rules of Parenting

A Personal Code for Bringing Up Happy, Confident Children  
4th Edition

**Richard Templar**

## SYNOPSIS

Get ready to experience the Rules effect. Begin to get more out of life, shrug off adversity more easily and generally be a happier, calmer, more fulfilled person. You'll feel the benefits, and so will everyone around you.

A personal code for bringing up happy, confident children.

Some parents make it look easy. They always seem to know the right things to do and say, however tricky the situation. They have a seemingly instinctive ability to raise happy, confident, and well-balanced children.

Is there something these parents know that the rest of us don't? Is it something we could all learn? The answer is a resounding yes. They know *The Rules of Parenting*.

*The Rules of Parenting* are the golden principles that will guide you smoothly through the everyday challenges of raising children. In this new edition, Richard Templar has added 10 new Rules to help you bring your whole family across all the generations even closer together.

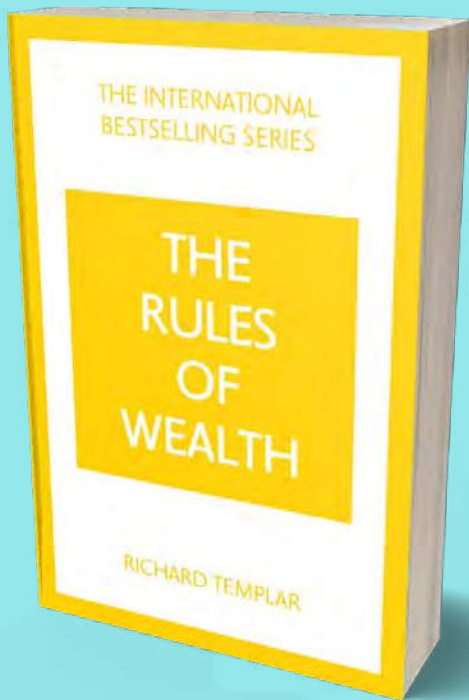
You'll get more out of being a parent, and your family will become all they can be.

## ABOUT THE AUTHOR

**Richard Templar** is the author of the international bestselling Rules books. Over 2 million people around the world have enjoyed and now play by Richard Templar's Rules. The complete list of titles is as follows: *The Rules of Life*, *The Rules of Work*, *The Rules of Management*, *The Rules of Wealth*, *The Rules of Parenting*, *The Rules of Love*, *The Rules to Break*, *The Rules of People*, *The Rules of Thinking*, and *The Rules of Living Well*.

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| ISBN                     | 9781292441115    |
| IMPRINT                  | Pearson Business |
| 272 pages   210 x 130 mm |                  |
| PUB DATE                 | <b>15-Feb-23</b> |

# The Rules of Wealth

A Personal Code for Prosperity and Plenty, 5th Edition

**Richard Templar**

## SYNOPSIS

Get ready to experience the Rules effect. Begin to get more out of life, shrug off adversity more easily and generally be a happier, calmer, more fulfilled person. You'll feel the benefits, and so will everyone around you.

A personal code for prosperity and plenty

Some people seem to find money so easy. Easy to make, easy to hold on to, and easy to grow. The rest of us just find it easy to spend.

Is it all luck, or is there something rich people know or do that we don't? Is it something we could all learn? The answer is a resounding yes. They know *The Rules of Wealth*.

*The Rules of Wealth* are the guiding principles that will help you generate more money, handle it more wisely, grow it more effectively, and use it to live a happier, more fulfilling and comfortable life. In this new edition of the worldwide bestseller, Richard Templar has added 10 brand new Rules to make your life even more rewarding.

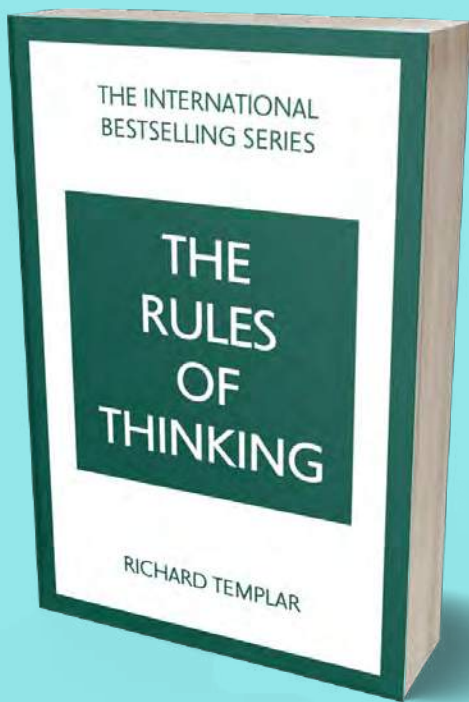
If you dream of having enough money never to worry about it ever again, you need *The Rules of Wealth*.

## ABOUT THE AUTHOR

**Richard Templar** is the author of the international bestselling Rules books. Over 2 million people around the world have enjoyed and now play by Richard Templar's Rules. The complete list of titles is as follows: *The Rules of Life*, *The Rules of Work*, *The Rules of Management*, *The Rules of Wealth*, *The Rules of Parenting*, *The Rules of Love*, *The Rules to Break*, *The Rules of People*, *The Rules of Thinking*, and *The Rules of Living Well*.

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| ISBN                     | 9781292435824    |
| IMPRINT                  | Pearson Business |
| 272 pages   210 x 130 mm |                  |
| PUB DATE                 | 15-Mar-23        |

# The Rules of Thinking

A Personal Code to Think Yourself Smarter, Wiser and Happier  
2nd Edition

**Richard Templar**

## SYNOPSIS

Get ready to experience the Rules effect. Begin to get more out of life, shrug off adversity more easily and generally be a happier, calmer, more fulfilled person. You'll feel the benefits, and so will everyone around you.

A personal code for living a better, happier, more successful kind of life.

We all envy the natural thinkers of this world. They have the best ideas, make the smartest decisions, are open minded and never indecisive.

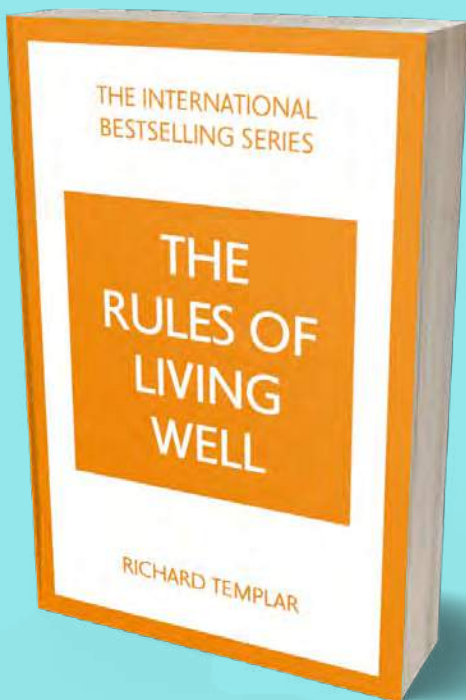
Is there something they know that the rest of us don't? Is it something we can all learn? The answer is a resounding yes. They know *The Rules of Thinking*.

These Rules are the guiding principles that show you how to make wiser decisions, stop procrastinating, know when to compromise, avoid mistakes, find other options, think well with others, stop obsessing about things, keep your brain active, be more creative, and have happy, healthy thoughts. You'll be that person who knows their own mind in every sense.

## ABOUT THE AUTHOR

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| ISBN                     | 9781292435640     |
| IMPRINT                  | Pearson Business  |
| 272 pages   210 x 130 mm |                   |
| PUB DATE                 | <b>April 2023</b> |

# The Rules of Living Well

A Personal Code for a Healthier, Happier You, 2nd Edition

**Richard Templar**

## SYNOPSIS

Get ready to experience the Rules effect. Begin to get more out of life, shrug off adversity more easily and generally be a happier, calmer, more fulfilled person. You'll feel the benefits, and so will everyone around you.

A personal code for living a better, happier, more successful kind of life.

When did life get so busy? Work, family, exercise - they're all important but there's never enough time. How can you effortlessly achieve a healthy balance between them all so you can reach your potential?

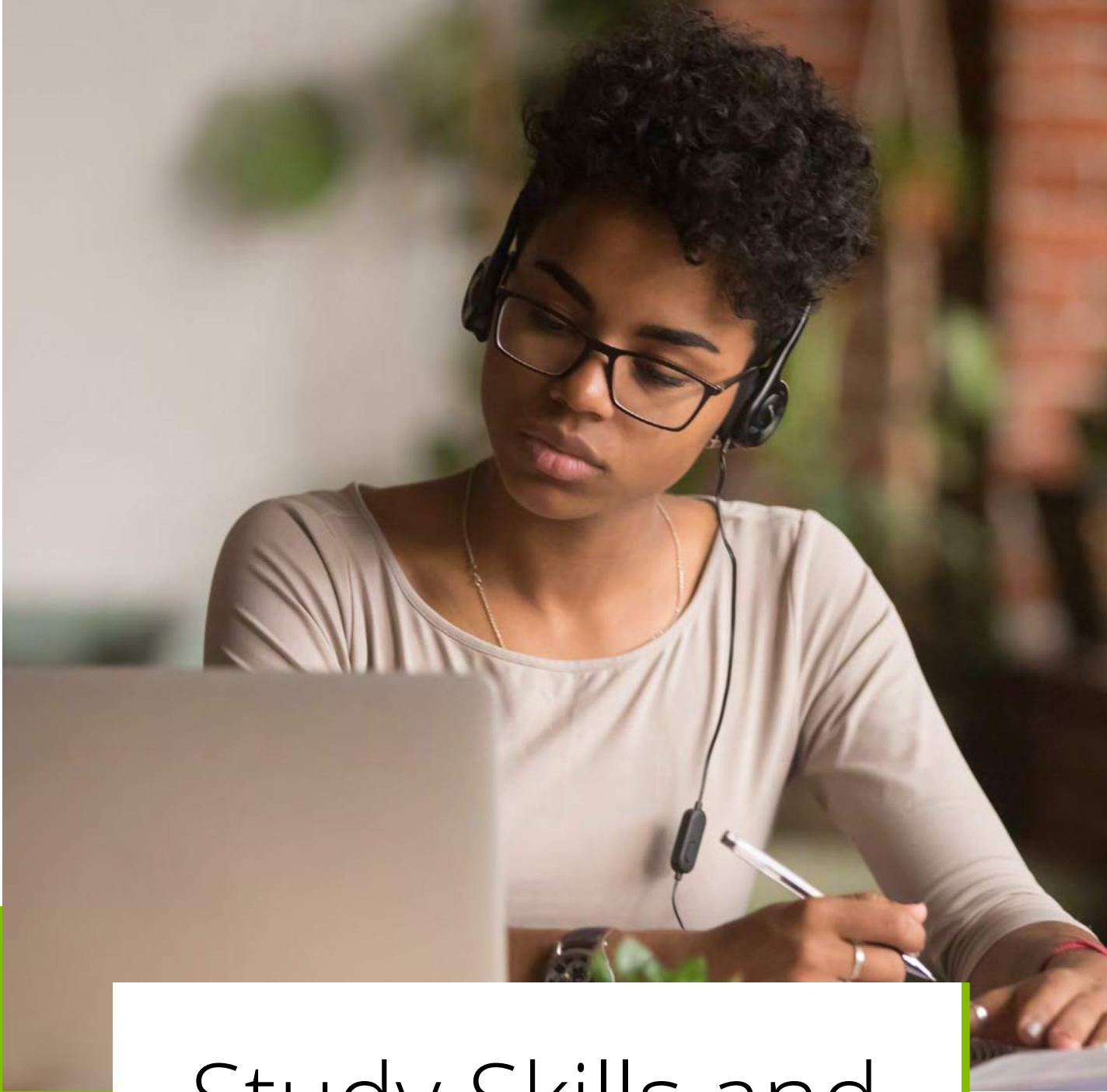
*The Rules of Living Well* are here to help. Covering everything from mindfulness, mental health, wellbeing, longevity, energy, balance, perspective, relaxation to exercise, you'll find simple ways to have a healthy attitude and be your best self.

What are you waiting for?

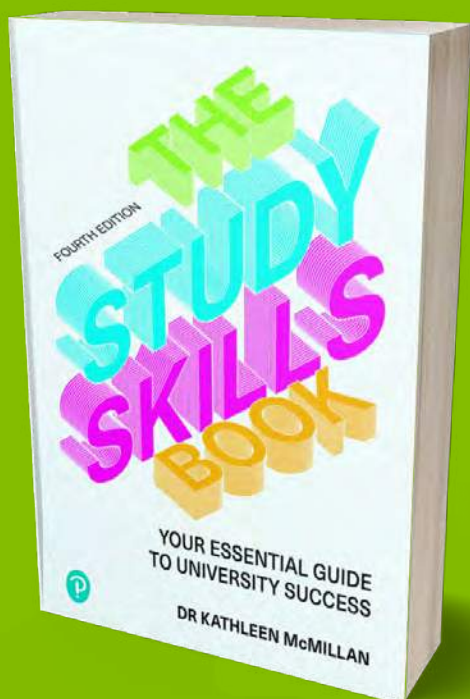
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# Study Skills and Revision



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| ISBN                            | 9781292373966 |
| IMPRINT                         | Pearson       |
| 472 pages   235 x 185 mm   840g |               |
| PUB DATE                        | July 2021     |

# The Study Skills Book

## 4th Edition

Kathleen McMillan

### SYNOPSIS

*The Study Skills Book* is an indispensable resource for university students at any level or ability who want to build confidence, improve performance, and succeed in their studies and beyond.

Clear and comprehensive, it covers all types of academic writing, independent learning, research, revision and exam sitting. Using tried and tested tools and techniques to help students find an individual learning style that works best for their needs, this book is every student's essential guide to the evolving university.

Is there a secret to successful study? The answer is 'Yes!'

*The Study Skills Book* is an indispensable resource for university students at any level or ability who want to build confidence, improve performance, and succeed in their studies and beyond.



### ABOUT THE AUTHOR

Dr Kathleen McMillan is an academic and educator who has taught at all university levels. Firstly, as a lecturer she designed and delivered courses in European politics. From her experience as an assessor and examiner she identified students' difficulties in acquiring deeper understanding of their subject and translating that into successful attainment. This awareness led to further research into language acquisition as a foundation of learning and study.



# PEARSON TRADE PUBLISHING PLAN 2022 - 2023

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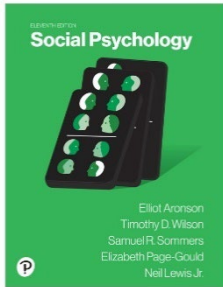




## Social Psychology, 11 Edition

Aronson, Elliot/Wilson, Timothy/Sommers, Samuel/Page-Gould, Elizabeth/Lewis, Neil

RENTAL EDITION  
Some history upfront. Word to keep it at the end of the book? That's an option, too.



ISBN 9780137633647

Pearson

Pub Date 14-04-2022

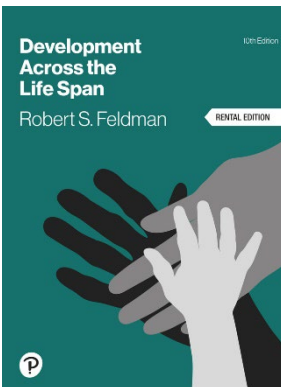
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Page Count 544

Social Psychology introduces the key concepts of the field through a storytelling approach that makes research relevant. Drawing upon their extensive experience as researchers and teachers, the authors present classic studies alongside the cutting-edge research that is the future of social psychology. The 11th Edition includes engaging contributions from new co-authors Elizabeth Page-Gould and Neil Lewis Jr. plus coverage of the COVID-19 pandemic, political upheaval in the US, and other recent developments through a social psychological lens.

## Development Across the Life Span, 10 Edition

Feldman, Robert



ISBN 9780137890590

Pearson

Pub Date 13-10-2022

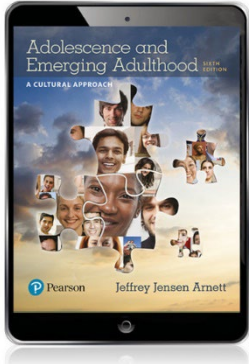
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Development Across the Life Span provides a chronological overview of human development from the moment of conception through death. Author Robert Feldman examines both the traditional areas of the field as well as more recent innovations, drawing you into the discipline. Focusing on how developmental findings can be applied practically, the text will help you recognize the relevance of the discipline to your own life. The 10th Edition offers updated content, including coverage of how recent events such as the COVID-19 pandemic are impacting development. In order to keep the text current, the author has updated the narrative with dozens of revised figures and photos, as well as over 1000 new citations from articles and books published in the last few years.

## Adolescence & Emerging Adulthood, 7 Edition

Jensen Arnett, Jeffery



ISBN 9780138063245

Pearson

Pub Date 11/1/2023

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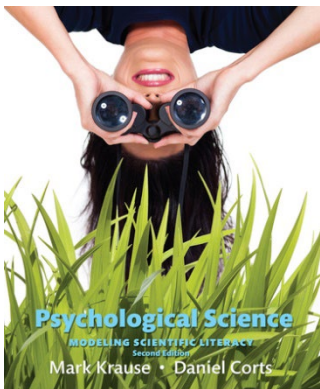
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*For courses in Adolescent Development*

Help students understand how culture impacts development in adolescence and emerging adulthood  
*Adolescence and Emerging Adulthood: A Cultural Approach* helps students examine this dynamic and complex age period through the lens of culture. Utilizing a multidisciplinary approach, author Jeffrey Jensen Arnett seeks to frame not only how students understand themselves, but how they understand others and how they think about the world around them.

## Psychological Science, 3 Edition

Krause, Mark/Corts, Daniel



ISBN 9780134625195

Pearson

Pub Date 11/1/2023

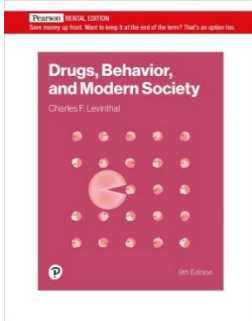
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*Psychological Science* presents psychology as a practical, modern science -- and gives you the tools to better understand our world. The text emphasizes scientific literacy, helping you to define it, understand how it functions, evaluate it critically, and apply it to personal and societal matters.

## Drugs, Behavior, and Modern Society, 9 Edition

Levinthal, Charles



ISBN 9780135385340

Pearson

Pub Date 7/8/2022

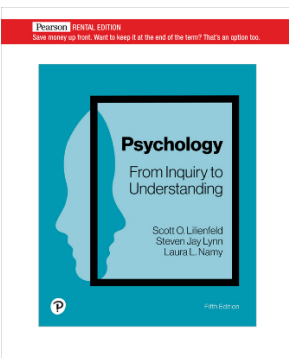
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Drugs, Behavior and Modern Society examines the impact of drug-taking behavior on our society and our daily lives. In order to help you understand the factors that impact drug use, author Charles Levinthal discusses the use and abuse of a wide range of licit and illicit drugs from historical, biological, psychological and sociological perspectives. This comprehensive review of psychoactive drugs is notable for the attention it pays to steroid abuse and inhalant abuse, drug-taking behaviors that are often overlooked in other texts. The 9th Edition covers recent changes in drug-taking behavior and associated social issues, including the impact of the COVID pandemic on issues relating to substance abuse and treatment. NOTE: This print textbook is available for students to rent for their classes. The Pearson print rental program provides students with affordable access to learning materials, so they come to class ready to succeed.

## Psychology: From Inquiry to Understanding, 5 Edition

Lilienfeld, Scott/Lynn, Steven/Namy, Laura



ISBN 9780137639861

Pearson

Pub Date 26-03-2022

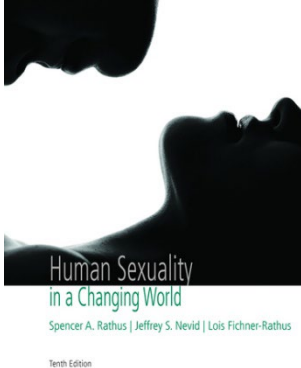
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Page Count 864

Psychology: From Inquiry to Understanding empowers you to apply scientific thinking to the psychology of your everyday life. Emphasizing the scientific method, the authors help you develop the critical-thinking skills and open-minded skepticism needed to distinguish psychological information from misinformation. The 5th Edition reflects the latest developments in both society and the field of psychological science. New and updated topics include intelligence testing, the effects of the COVID-19 pandemic, the replication crisis, the open science movement, and gender and identity.

## Human Sexuality in a Changing World, 11 Edition

Rathus, Spencer/Nevid, Jeffrey/Fichner-Rathus, Lois

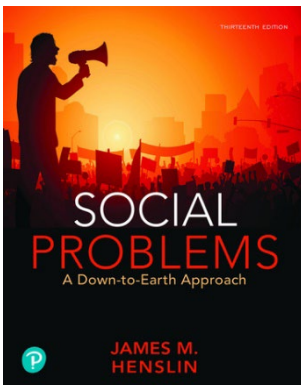


ISBN 9780137997107  
Pearson  
Pub Date 22-01-2023  
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***Human Sexuality in a Changing World*** provides a contemporary overview of human sexuality, aimed at helping you to see the effects of both biology and culture upon human sexuality. The authors encourage you to reflect upon your own beliefs and experiences as you proceed through the text.

## Social Problems: A Down-to-Earth Approach, 13 Edition

Henslin, Jim



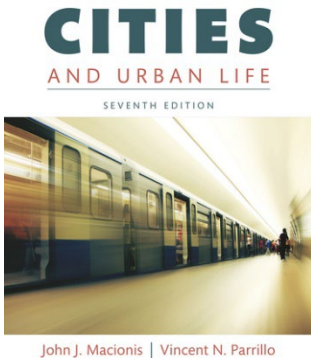
ISBN 9780135819043  
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Pub Date 7/2/2022  
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***Social Problems: A Down-to-Earth Approach*** presents clear analysis of the major social problems we face today, at home and abroad, with an emphasis on how these issues are relevant to your life. Utilizing a consistent chapter structure and approaching problematic issues from various sides, author Jim Henslin encourages critical thinking as he seeks to instill a lasting sociological perspective that you can take out of the classroom and into your everyday life. The **13th Edition** offers thoroughly updated data as well as examples of contemporary social problems drawn from recent headlines in order to emphasize the relevance of the course to your daily life. Examples of fresh topics include how a universal basic income might work in the future and how online discussion groups for rare diseases have helped patients gain some control over their medical care.



## Cities and Urban Life, 7 Edition

Maconis, John/Parrillo, Vincent



ISBN 9780136545897

Pearson

Pub Date

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Page Count

*Cities and Urban Life* studies urban environments around the world, helping you see how cities have evolved over time, how they reflect culture, and more. This edition includes the latest data and research and updates many case studies to promote a current understanding of contemporary urban life.

## Sociology Project 3.0, The: Introducing the Sociological Imagination, 3 Edition

NYU Sociology Department, /Manza, Jeff



ISBN 9780136450733

Pearson

Pub Date 1/2/2022

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Page Count 816

The Sociology Project: Introducing the Sociological Imagination draws on the collective wisdom of expert faculty from the NYU Sociology Department to reveal how individuals are shaped by the contexts in which they live. Utilizing the big questions of the discipline as a framework, the authors seek to inspire your sociological imagination and to encourage you to question the world around us. Version 3.0 explores important recent developments such as the COVID-19 pandemic and the Black Lives Matter, #MeToo and environmental movements. An updated chapter structure, including 3 new chapters, sheds light on the future of the labor market, political polarization, and other resonant contemporary issues. NOTE: This print textbook is available for students to rent for their classes. The Pearson print rental program provides students with affordable access to learning materials, so they come to class ready to succeed.

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| <b>9780137655168</b> | <b>Krause Psychological Science</b><br>An Introduction to Psychological Science presents students with a model for scientific literacy; this model forms the core of how this book is written and organized. We believe a scientific literacy perspective and model will prove useful in addressing two course needs we often hear from instructors - to provide students with a systematic way to categorize the overwhelming amount of information they are confronted with, and to cultivate their curiosity and help them understand the relevance, practicality, and immense appeal of psychological science.   | <b>4ce</b> | <b>Mar-23</b> |
| <b>9780137682973</b> | <b>Pozzulo Forensic Psychology</b><br>Forensic Psychology is a market-leading Canadian text that provides stimulating and accessible course materials by pioneers in the field. The authors have taken a broad-based perspective that incorporates both experimental and clinical topics. The text covers topics that might otherwise be discussed in traditional social and cognitive psychology courses—including eyewitness testimony, jury decision making, and police procedures—as well as topics that are clinical in nature and might otherwise be discussed in traditional personality or abnormal psychology courses—such as the meaning of being unfit to stand trial, mentally disordered offenders, and psychopathy. The authors' goal in this edition was to update important ideas, issues, and research in a way that students will understand and enjoy, and in some cases find useful in their professional careers. | <b>6e</b>  | <b>Aug-21</b> |



8e Mar-23

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A continuing best seller in Canada, Choices is designed as a textbook and practice reference guide for students and practitioners that combines theory, practice examples with sample interviews, and challenging self-awareness exercises in a comprehensive yet readable format. The book includes illustrative practice examples and challenging exercises that promote skill development, conceptual understanding, and self-awareness.

7e Mar-23

**9780137625437 McDaniel Close Relations**

Each chapter begins with a chapter outline and learning objectives. Throughout the chapters, figures and tables cover key current data on the topics, erroneous beliefs, international findings, major Canadian findings, and key statistics. Each chapter includes a series of boxes that contain interesting facts and observations drawn from other studies. Study tools at the end of each chapter include a chapter summary, key terms with definitions, critical thinking questions, and an annotated list of relevant internet sites.

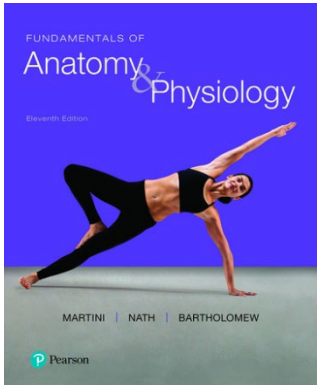
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**9780137674572 McKinlay You and Others**

Specific focus on training students in effective group participation for professions in the human services by concentrating on reflection and self-assessment with worksheets that provide students with practical tools to evaluate group effectiveness.

## Fundamentals of Anatomy and Physiology, 12 Edition

Martini, Frederic/Nath, Judi/Bartholomew, Edwin



ISBN 9780137854318  
Pearson  
Pub Date 25-01-2023  
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Page Count

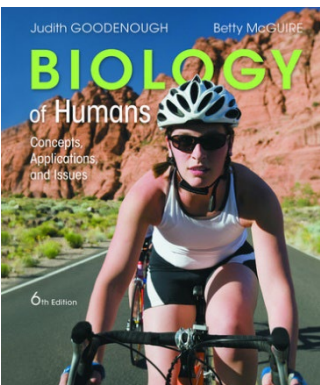
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**Fundamentals of Anatomy & Physiology** helps students succeed in the challenging A&P course with an easy-to-understand narrative, precise visuals, and steadfast accuracy. With the 12th Edition, the author team draws from recent research exploring how students use and digest visual information to help students use art more effectively to learn A&P. New book features encourage students to view and consider figures in the textbook, and new narrated videos guide students through complex physiology figures to help them deconstruct and better understand complicated processes.

## Biology of Humans: Concepts, Applications, and Issues, 7 Edition

Goodenough, Judith/McGuire, Betty



ISBN 9780135685594  
Pearson  
Pub Date 25-01-2023  
Copyright 2024  
Page Count

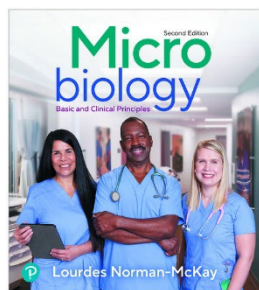
For courses in non-majors biology.

Helps students learn the concepts and applications of human biology using relevant topics and realistic scenarios. Known for its unique "Special Topic" chapters and emphasis on everyday health concerns, the 7th Edition of *Biology of Humans: Concepts, Applications, and Issues* continues to personalize the study of human biology using a conversational writing style, vibrant, easy-to-follow illustrations, abundant applications, and a new emphasis on using everyday science literacy skills.

## Microbiology: Basic and Clinical Principles, 2 Edition

Norman-McKay, Lourdes

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ISBN 9780136785750

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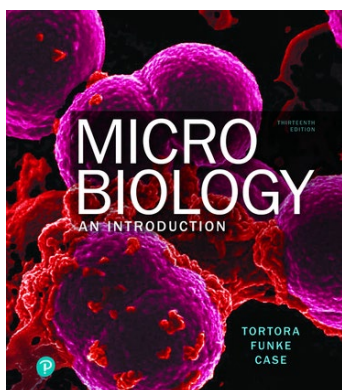
Page Count 784

**Microbiology: Basic and Clinical Principles** is written from the ground up for pre-nursing and allied health students. The text teaches the fundamentals of microbiology with a clinical focus to give you practice applying critical thinking to real-world healthcare scenarios. This is the first microbiology text written to emphasize medically relevant topics and to align with ASM's Curriculum Guidelines for Microbiology in Nursing and Allied Health.

In the **2nd Edition**, interactive features expand the clinical focus and help further link lecture and lab content. This edition provides extensive Covid-19 coverage; updated sepsis scoring standards; new therapeutics, diagnostics, and preventatives; updates to transmission precautions; and diversity, equity, and inclusion in STEM. You'll learn why microbiology matters, as you prepare to be one of tomorrow's healthcare heroes.

## Microbiology: An Introduction, 14 Edition

Tortora, Gerard/Funke, Berdell/Case, Christine



ISBN 9780137941612

Pearson

Pub Date 30-01-2023

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Page Count

Tortora, Funke, and Case's **Microbiology, An Introduction** brings a 21st-century lens to the #1 best-selling text on the market. Known for its exceptionally clear presentation of complex topics, this trusted text provides a careful balance of concepts and applications, and pedagogically superior art for today's students.

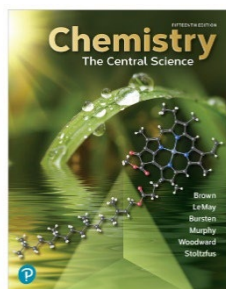
With the **14th Edition**, new Exploring the Microbiome boxes present updated research on the microbiome and how microbes influence human health. New Big Picture spreads cover vaccine-preventable diseases, the hygiene hypothesis, vertical transmission and bioterrorism.



## Chemistry: The Central Science, 15 Edition

Brown, Theodore/LeMay, H./Bursten, Bruce/Murphy, Catherine/Woodward, Patrick/Stoltzfus, Matthew

**Pearson** SERIAL EDITION  
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ISBN 9780137493609

Pearson

Pub Date 13-01-2022

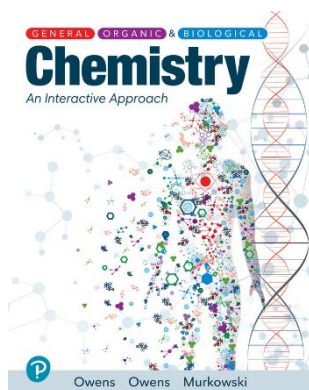
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Page Count 1200

Chemistry: The Central Science introduces you to modern chemistry and approaches general chemistry with unrivaled problem sets, scientific accuracy and currency, and clarity. The author team's expertise and experience as leading researchers and award-winning teachers will not only guide you in learning the principles of chemistry, but also in becoming critical thinkers who can think more like chemists. The 15th Edition provides you with the most effective and efficient tools for learning chemistry.

## General, Organic, and Biological Chemistry, 1 Edition

Owens, Kalyn/Owens, Jeff/Murkowski, Ann



ISBN 9780137651368

Pearson

Pub Date 7/6/2022

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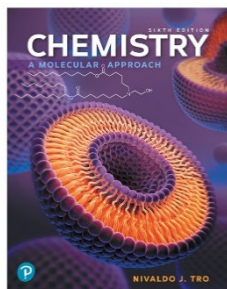
Page Count 1056

General, Organic, and Biological Chemistry: An Integrated Approach is written to help you see the many ways chemistry impacts and informs your daily life and future career. This highly interactive, interdisciplinary digital product connects fundamental chemistry topics to modern medical, biological, and environmental issues while helping you learn skills you need for success in the course. Key concepts are presented visually and reinforced with practice that includes embedded videos of key concepts and interactive, visual learning. You'll receive detailed feedback to reinforce your progress and address misconceptions early in your learning process.

## Chemistry: A Molecular Approach, 6 Edition

Tro, Nivaldo

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Pearson

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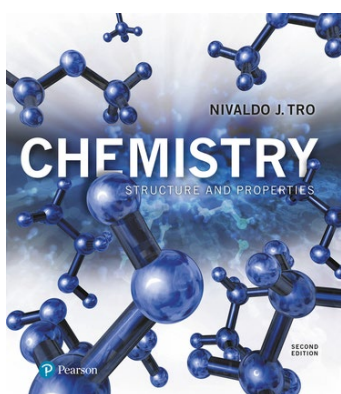
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Page Count 1336

Chemistry: A Molecular Approach presents chemistry visually through macroscopic, molecular, and symbolic multi-level images to help you see the connections between chemistry and the world around you. Author Nivaldo Tro uses a consistent problem-solving approach (Sort, Strategize, Solve, and Check) throughout the text to show how to analyze a problem and devise a solution strategy. His consistent problem-solving approach and active learning resources are designed to engage you in becoming an expert problem solver and critical thinker. The 6th Edition presents interactive digital features to guide you through key concepts and the problem-solving process. Updates reflect current research on the COVID-19 vaccine and an extensive diversity, equity and inclusion review.

## Chemistry: Structure and Properties, 3 Edition

Tro, Nivaldo



ISBN 9780137915651

Pearson

Pub Date 11/2/2023

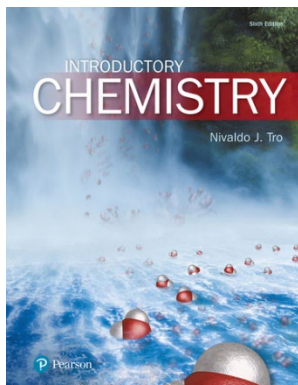
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With ***Chemistry: Structure and Properties***, author Nivaldo Tro tells the story of chemistry with an atoms-first approach, emphasizing that matter is composed of particles, and the structure of those particles determines the properties of matter. This relationship is the thread that weaves all of chemistry together and is applied to all aspects of the text.

## Introductory Chemistry, 7 Edition

Tro, Nivaldo



ISBN 9780137901333

Pearson

Pub Date 11/2/2023

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Page Count 888

**Introductory Chemistry** shows how chemistry manifests in your daily life. As an award-winning instructor, author Nivaldo Tro draws on his classroom experience to engage you, capture your attention with relevant applications and extend chemistry to your world.

The **7th Edition** features new questions, data and sections designed to help in building 21st-century skills for success in the course and beyond. New Conceptual Checkpoints emphasize understanding rather than calculation, and Data Interpretation and Analysis questions present real data in real life situations.

## Environmental Science: Toward A Sustainable Future, 14 Edition

Wright, Richard/Boorse, Dorothy



ISBN 9780135876756

Pearson

Pub Date 16-01-2023

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*For introductory courses in Environmental Science, Environmental Studies, and Environmental Biology.*

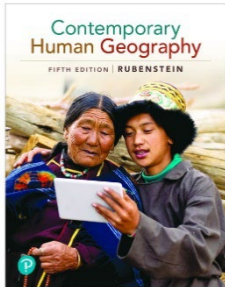
Equipping Learners to Understand the Roles of Science, Sustainability, and Stewardship

The 14th Edition of *Environmental Science: Toward a Sustainable Future* retains its current content and memorable themes of Science, Sustainability and Stewardship while expanding on the student-friendly approach with built-in study tools that make Wright/Boorse a bestseller.

## Contemporary Human Geography, 5 Edition

Rubenstein, James

Pearson FIFTH EDITION  
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ISBN 9780137631704

Pearson

Pub Date 30-01-2022

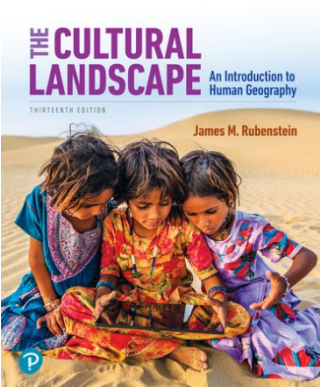
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Contemporary Human Geography incorporates a bold, highly visual approach to guide you in exploring physical and cultural landscapes across the globe. The modular organization and vibrant presentations work together to focus and engage you. Rubenstein describes past and current events and issues to show how their influence on diversity and globalization phenomena are at the core of contemporary human geography. The 5th Edition presents the latest geographical science and statistics, including current data on recent events. This edition incorporates applied examples of human geography, guiding you to understand the world on local, regional, and global scales.

## The Cultural Landscape, 14 Edition

Rubenstein, James



ISBN 9780137917358

Pearson

Pub Date 30-01-2023

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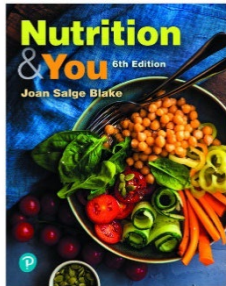
***The Cultural Landscape: An Introduction to Human Geography*** uses a structured learning path to explore the patterns and processes of Earth's human landscapes. Rubenstein weaves the themes of globalization and diversity and their relationship throughout the text, addressing these themes with a clear organization and presentation that will engage you.

The **14th Edition** incorporates the latest data and applied examples of human geography, helps you connect global concepts and phenomena to your local geography, and engages you in active debate around the most critical topics of human geography.

## Nutrition & You, 6 Edition

Blake, Joan

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ISBN 9780137652860

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Page Count 720

Nutrition & You customizes nutrition discussions to help students apply nutrition concepts to their own lives. Joan Salge Blake uses visuals and humor to address students directly, encouraging them to think critically and become informed consumers of nutrition information. The 6th Edition presents the latest scientific research, including new 2020 to 2025 Dietary Guidelines for Americans (DGA) with current Dietary Recommended Intake suggestions. Updated Self-Assessments and new features in every chapter equip students to make well-founded choices in their personal nutrition.

## Principles and Foundations of Health Promotion and Education, 8 Edition

Cottrell, Randall/Girvan, James/McKenzie, James/Seabert, Denise

COTTRELL GIRVAN SEABERT SPEAR MCKENZIE

Principles and Foundations of  
**Health Promotion  
and Education**  
7th Edition



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For undergraduate courses in health education and promotion.

**Current Real-World Perspectives Enhance Students' Understanding of Health Education and Promotion**

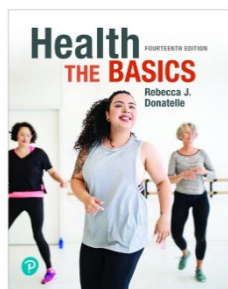
***Principles and Foundations of Health Promotion and Education*** provides students with a solid foundation in the history, philosophy, theory, and ethics of health education. Considered the best overall introduction to the growing field of health education and promotion, the text connects fundamental topics to research, resources, and practitioners.



## Health: The Basics, 14 Edition

Donatelle, Becky

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ISBN 9780137467112

Pearson

Pub Date 27-01-2022

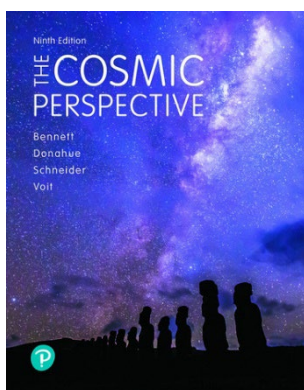
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Health: The Basics aligns well-researched health information with current real-world topics that have the greatest impact on your life to keep you engaged in learning and living well. As an individual and a community, we face unprecedented challenges. It's important to remember that you can do things to improve your health while being an agent for change in society. Our future will be brighter if we understand our collective challenges and plan to protect, preserve, and promote our health. The 14th Edition retains the mindfulness research and tools that Health: The Basics is known for, to help you engage mindfulness practices and cut through the static of everyday life, be more focused and present, and improve your academic performance.

## The Cosmic Perspective, 10 Edition

Bennett, Jeffrey/Donahue, Megan/Schneider, Nicholas/Voit, Mark



ISBN 9780137898237

Pearson

Pub Date 11/2/2023

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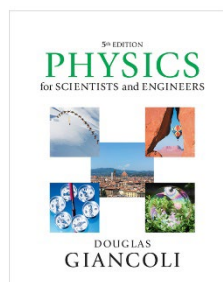
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**The Cosmic Perspective** offers an engaging, up-to-date introduction to astronomy for anyone curious about the universe regardless of your prior background in astronomy or physics. As respected teachers and active researchers, the authors present astronomy with a coherent narrative and thematic approach that actively engages you, guides you through connecting ideas and enhances your understanding of the process of science.

## Physics for Scientists & Engineers with Modern Physics, 5 Edition

Giancoli, Douglas

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Pearson

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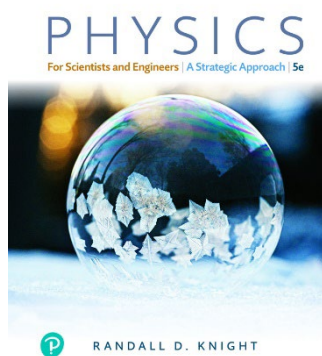
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For courses in introductory calculus-based physics. Precise. Highly accurate. Carefully crafted, Physics for Scientists and Engineers combines outstanding pedagogy and a clear and direct narrative with applications that draw the student into the physics at hand.

## Physics for Scientists and Engineers: A Strategic Approach with Modern Physics, 5 Edition

Knight, Randall



ISBN 9780137640164

Pearson

Pub Date 23-07-2022

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This print textbook is available for students to rent for their classes. The Pearson print rental program provides students with affordable access to learning materials, so they come to class ready to succeed. For courses in introductory calculus-based physics. A research-driven approach to physics. Physics for Scientists and Engineers incorporates Physics Education Research and cognitive science best practices that encourage conceptual development, problem-solving skill acquisition, and visualization.