

# Turkey Higher Education Catalog **2022**



# Using this catalog



## University instructors

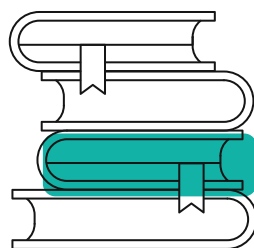
You can explore titles relevant to your teaching by browsing through a subject section like Accounting or going to the sub-category that you cover within that subject.

For example, if you teach in the accounting department and your specialism is Management Accounting then go straight to page 12 to discover titles which may be of interest to you.

The Catalog indicates when there is a MyLab™, Mastering™ or Revel™ course available to accompany a textbook. You can learn more about these digital learning resources on page 4.

Many of our titles are also available as eBooks and some have Pearson Horizon which supports you with the transition to e-learning.

NOTE: All titles in this catalog are subject to change without notice.



## Booksellers

This catalog contains our best-selling titles for the key courses which are taught across the Arab region's higher education institutions. We hope it is a useful tool to assist in your ordering decisions. Please contact us at **hedturkey@pearson.com** for pricing and any bulk order pricing which may be available. Be aware that MyLab & Mastering and eBooks can only be used by students on courses where the instructor has made the decision to use these resources in their teaching. Please do not place orders for digital packages or eBook versions unless you have been asked to do so by an instructor or by your local Pearson Account Manager.

## > Contact Us

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Access Global Edition instructor resources  
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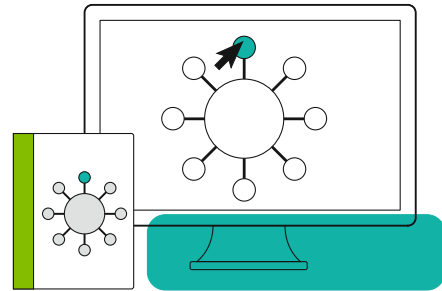
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# MyLab and Mastering

The world's leading collection of online homework, tutorial and assessment products is designed with a single purpose in mind: to improve the results of all higher education students, one student at a time.



## Usage and Benefits

Here are some of the most popular ways that you could use MyLab & Mastering and the advantages that could bring.

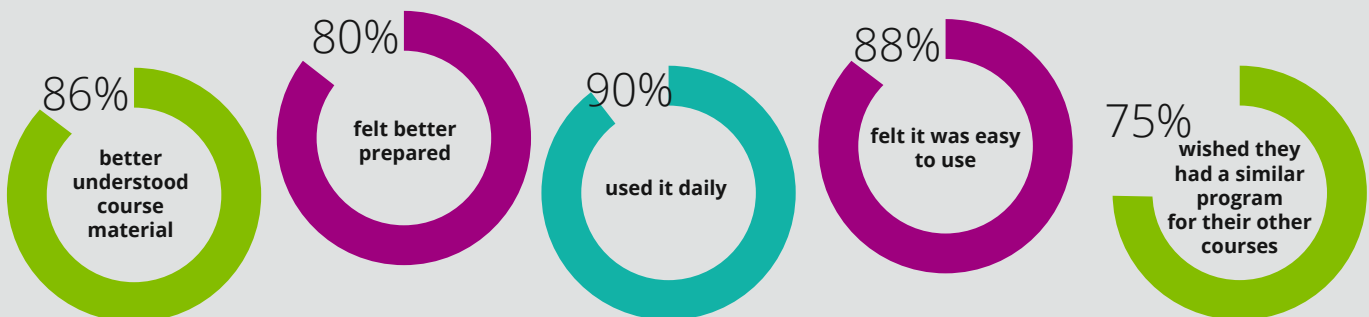
### Educators employ these platforms to:

- manage large courses, especially in preparatory year
- provide regular assessment and feedback
- run blended or fully online courses
- take a flipped classroom approach
- use data and insight to tailor their teaching

### Benefits include:

- measurable gains in student learning outcomes
- increased student engagement
- higher retention rates
- better subsequent course success
- improved student satisfaction

## What 10,000 students had to say about MyLab & Mastering



## > Getting Started

If you would like to know more about MyLab & Mastering or plan to use it in your course, contact your Account Manager by emailing [hedturkey@pearson.com](mailto:hedturkey@pearson.com)

# eBooks

Many of our Higher Education titles are also available as eBooks. Students can get textbooks on their devices through MyLab & Mastering and VitalSource™.

Teaching with eBooks is a unique way to engage students in their learning because you can annotate the text to guide them.

Your students can study more efficiently by easily searching across the text, adding bookmarks, highlighting key passages and adding their own notes. And because they can access it on any device, you know that quality learning content is at their fingertips wherever they are.

Learn more

Contact us for more information on eBooks  
**[hedturkey@pearson.com](mailto:hedturkey@pearson.com)**







# Revel

Several of our core texts are available as Revel courses, designed to inspire engagement through active learning.

Revel improves results by empowering students to actively participate in learning. More than a digital textbook, the platform delivers an engaging blend of author content, media and assessment.

With Revel, students read and practice in one continuous experience. Interactive content and assessments integrated throughout the narrative provide opportunities for students to explore and apply concepts. It is mobile and user-friendly, so students can learn on the go – anytime, anywhere, on any device.

Learn more

Contact us for more information on Revel  
**[hedturkey@pearson.com](mailto:hedturkey@pearson.com)**





## Customization

We give you the freedom to design your chosen course materials based on exactly what and how you want to teach.

Here are some examples of customized resources:

- A print textbook or eBook with content specific to your course needs
- A study skills textbook or eBook to support your students' academic skills

Our local team will walk you through the creation of your customized learning resource step-by-step, managing every aspect of its design right through to final delivery.



Learn more

Contact us for more information on Customization

**[hedturkey@pearson.com](mailto:hedturkey@pearson.com)**



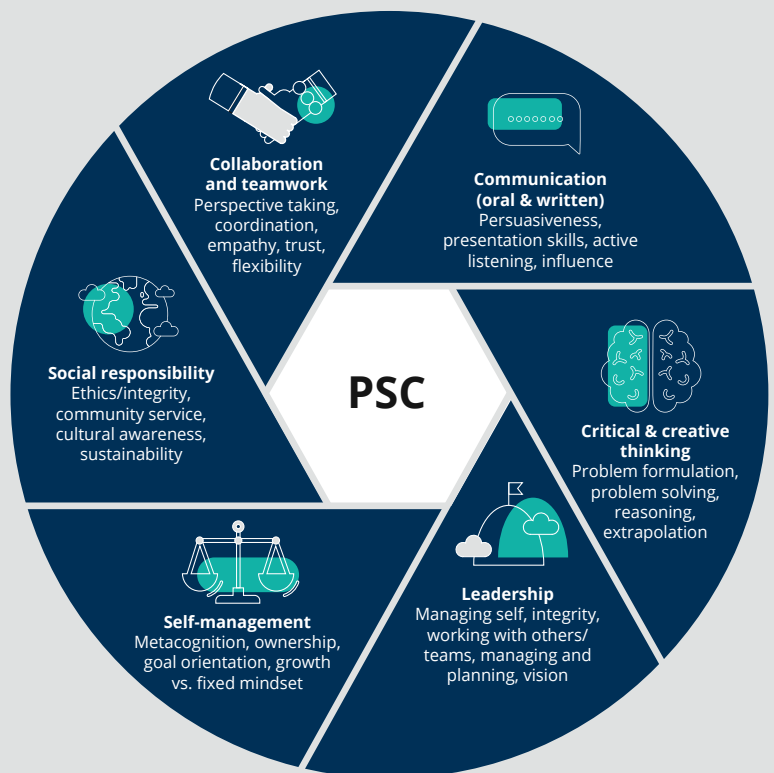


# Programs to Develop Personal and Social Capabilities (PSC)

## Personal and Social Capabilities Framework

Personal and social capabilities — also known as “soft” skills — are critical to career success. Employers want and expect, these skills. To meet this demand, we developed the Personal and Social Capabilities (PSC) Framework.

Created through an extensive review of existing 21st century skills frameworks, social skills, research related to employability skills and labor market data, the PSC framework identifies six common categories of “soft” skills people need to succeed in any employment setting.



# Career Success Program

Our digital program provides career development tools to help students get ready for today's workplace. When it comes to preparing for their future, students often don't know where to start. Get them on the right path with Pearson Career Success.

## How it works

Career Success provides access to a roadmap that helps students explore and understand where they want to go, how they're going to get there and what they need to do to stand out from the crowd. All of that while they document and share their progress and increase their visibility to prospective employers.



Through **Career Success** students will:

- Assess and grow a GRIT mindset through the GRIT Gauge pre- and post- assessment
- Create and network their professional brand through LinkedIn activities and resources
- Apply what they learn to their career planning with the help of video coaching activities and resources
- And more!

**Career Success is available in English or Turkish, uniquely crafted to suit the Middle East culture:**

Title	ISBN
Career Success TR English	TK00000000295
Career Success TR Turkish	TK00000000294



Learn more

For more details or to place an order, please email us at **[hedturkey@pearson.com](mailto:hedturkey@pearson.com)**



# Accounting

## Principles of Accounting



### Accounting and Finance for Non-Specialists, 11e

Peter Atrill & Eddie McLaney

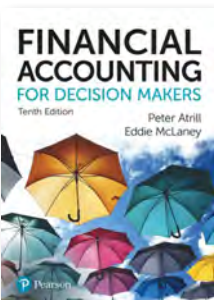
9781292244013 • ©2019  
616pp • Paperback

eBook version available

**Available with MyLab Accounting**

**Course:** Principles of Accounting I and II

The eleventh edition of this market-leading text offers an accessible, effective introduction to key accounting and finance topics. With a step-by-step approach and a focus on decision making, *Accounting and Finance for Non-Specialists* teaches you how to apply your learning to real-world business scenarios. Includes key changes to IFRS Standards and the Conceptual Framework for Financial Reporting and contains revised coverage of small business finance.



### Financial Accounting for Decision Makers, 10e

Peter Atrill & Eddie McLaney

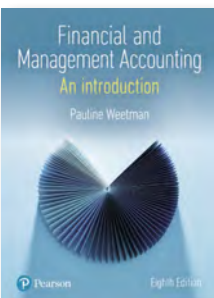
9781292409184 • ©2022  
632pp • Paperback

eBook version available

**Available with MyLab Accounting**

**Course:** Principles of Accounting I and II

*Financial Accounting for Decision Makers* is an accessible introduction to the subject, focusing on the ways in which financial statements and information improve the quality of decision-making. With updated real-world examples, showing the pressure on industries resulting from the Covid-19 pandemic and a step-by-step approach, activities and commentary from real company reports. Suitable for those studying for an accounting degree or financial accounting modules within other disciplines.



### Financial and Management Accounting: An Introduction, 8e

Pauline Weetman

9781292244419 • ©2019  
872 • Paperback

eBook version available

**Available with MyLab Accounting**

**Course:** Financial and Management Accounting (2 semesters)

Written by an expert teacher in Accounting, the eighth edition of this well-respected text retains all the features that have contributed to the book's popularity: focus on the accounting equation, an even greater range of student activities throughout each chapter, a clear and accessible writing style and extensive use of real-world case studies. With a strong emphasis on the 2018 Conceptual Framework of the International Accounting Standards Board, *Financial & Management Accounting: An Introduction* guides students in understanding the 'why' and not just the 'what' of financial and management accounting.





## Horngren's Financial & Managerial Accounting: The Financial Chapters, 7e

Tracie L. Miller-Nobles, Brenda L. Mattison & Ella Mae Matsumura

9781292412320 • ©2022  
964pp • Paperback

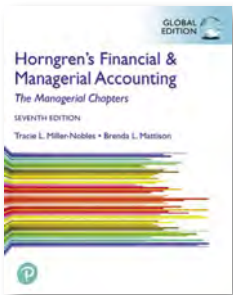
eBook version available

**Available with MyLab Accounting**

**Course:** Financial and Management Accounting (2 semesters)

### Key features:

- *Data Analytics in Accounting* highlight real companies that are now using data analytics to track inventory, monitor cash flow, forecast sales and maximize profits.
- Student-centric features like chapter openers, Data Analytics in Accounting, Common Questions Answered, Instructor Tips & Tricks, Effects on Accounting Equation illustrations, Additional Visuals and Key Terms help, facilitate learning.
- Latest, most relevant content helps students see the connection between accounting concepts and real businesses through discussions of important concepts and calculations using real-world companies as examples.



## Horngren's Financial & Managerial Accounting: The Managerial Chapters, 7e

Tracie L. Miller-Nobles, Brenda L. Mattison & Ella Mae Matsumura

9781292412337 • ©2022  
800pp • Paperback

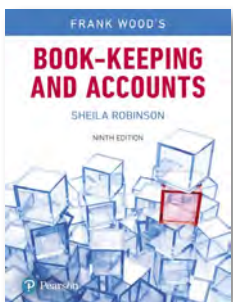
eBook version available

**Available with MyLab Accounting**

**Course:** Financial and Management Accounting (2 semesters)

This textbook presents the core content of principles of accounting courses in a fresh format designed to help today's learners succeed. As teachers first, the author team knows the importance of delivering a student experience free of obstacles. Their pedagogy and content uses leading methods in teaching students critical foundational and emerging topics (e.g., data analytics and employability skills) in the field of accounting, and concentrates on improving student results all tested in class by the authors themselves. This edition employs a new theme to help students see how accounting is used as a tool to help businesses make decisions.

## Financial Accounting



## Book-keeping and Accounts, 9e

Frank Wood & Sheila Robinson

9781292129143 • ©2017  
632pp • Paperback

eBook version available

**Course:** Introduction to Financial Accounting

Now going into its Ninth Edition, the successful textbook *Book-keeping and Accounts* is a vital guide for students undertaking studies of book-keeping and accounting for the first time. Through its gradual introduction of topics, explanation of technical terminology in a clear, easy to understand way, this text provides an accessible and reliable guide for any student in their undergraduate career.





## Financial Accounting: International Financial Reporting Standards, 11e

Walter T Harrison, Charles Horngren, Bill Thomas & Themin Suwardy

9781292211145 • ©2018  
816pp • Paperback

eBook version available

**Available with MyLab Accounting**

**Course:** Introduction to Financial Accounting

This text continues to give readers a solid foundation in the fundamentals of accounting and the basics of financial statements under IFRS and then builds upon that foundation to offer more advanced and challenging concepts and problems. This approach helps students to better understand the meaning and relevance of financial information and develop the skills needed to analyze financial information in both their courses and careers. With its long-standing reputation in the marketplace for being easy to read and understand, this text drives home fundamental concepts in a reader-friendly way without adding unnecessary complexity.



## International Financial Reporting: A Practical Guide, 8e

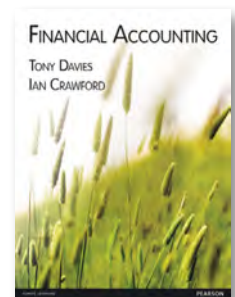
Alan Melville

9781292439426 • ©2022  
Paperback

eBook version available

**Course:** Introduction to Financial Accounting

A practical, applied approach to exploring and understanding the latest key financial standards (IFRS® Standards), *International Financial Reporting* is accessible and reader-friendly. It offers a complete introduction to the standards issued by the International Accounting Standards Board (IASB®) and imparts knowledge vital for success in financial accounting. Updated content, combined with an increased number of end-of-chapter exercises, gives the support students need for success.



## Financial Accounting

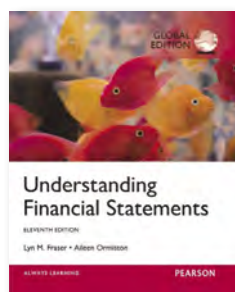
Tony Davies & Ian Crawford

9780273723073 • ©2012  
464pp • Paperback

eBook version available

**Course:** MBA Financial Accounting

With a clear and comprehensive style, this text leads readers through their studies of Financial Accounting step-by-step, perfectly balancing theory and real-life practice. It includes topical coverage of corporate governance, international accounting standards, statement of principles (SOP), e-business and information technology as they apply to financial accounting. Perfect for introductory financial accounting modules delivered as part of a business degree or MBA programmes, it is full of examples, exercises and cases studies to aid students' understanding of the subject.



## Understanding Financial Statements, 11e

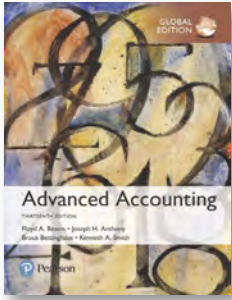
Lyn M. Fraser & Aileen Ormiston

9781292101552 • ©2015  
304pp • Paperback

eBook version available

**Course:** Intermediate Accounting (2 or 3 semesters)

A supplementary text for a variety of courses, including Financial Statement Analysis, Investments, Personal Finance and Financial Planning and Analysis. *Understanding Financial Statements* improves the student's ability to translate a financial statement into a meaningful map for business decisions. The material covered in each chapter helps students approach financial statements with enhanced confidence and understanding of a firm's historical, current and prospective financial condition and performance.



## Advanced Accounting, 13e

Floyd A. Beams,  
Joseph H. Anthony,  
Bruce Bettinghaus &  
Kenneth Smith

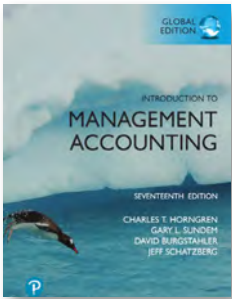
9781292214597 • ©2018  
824pp • Paperback

eBook version available

### Course: Advanced Accounting

*Advanced Accounting* is an in-depth guide to accounting that reflects the most up-to-date business developments and changes in accounting standards. The Thirteenth Edition offers a better teaching and learning experience by providing real-world context. Students learn how to apply key accounting concepts through studying real-world examples, such as reports from popular companies. Accounting students and accounting practitioners alike will find this text useful in preparing or analyzing consolidated financial statements, accounting for derivative securities and governmental and not-for-profit accounting and reporting.

## Management Accounting



## Introduction to Management Accounting, 17e

Charles T. Horngren, Gary L.  
Sundem, William O. Stratton, Dave  
Burgstahler, Jeff O. Schatzberg

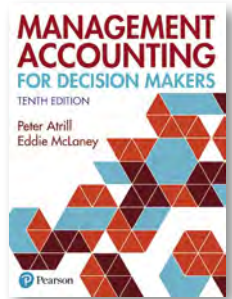
9781292412566 • ©2022  
864pp • Paperback

eBook version available

**Available with MyLab Accounting**

### Course: Introduction to Management Accounting

In today's troubled economy, it's important to show students how managerial decisions can affect business costs. *Introduction to Management Accounting* helps to enhance students' ability to make effective economic decisions by encouraging them to understand the inner-workings of the concepts, rather than solely focusing on technique memorization. Overall, this text describes both theory and common practices in a way that will help students produce information that's useful in day-to-day decision-making.



## Management Accounting for Decision Makers 10e

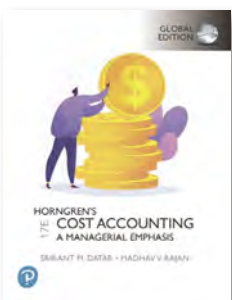
Peter Atrill

9781292349459 • ©2020  
632pp • Paperback

eBook version available

### Course: Management Accounting

*Horngren's Cost Accounting* spells out the cost accounting market and continues to innovate by consistently integrating the most current practice and theory into the text. This acclaimed, market-leading text emphasizes the basic theme of "different costs for different purposes," and reaches beyond cost accounting procedures to consider concepts, analysis and management. The 17th Edition incorporates the latest research and most up-to-date thinking into all relevant chapters, so that students are prepared for the rewards and challenges they will face in the professional cost accounting world of today and tomorrow.



## Horngren's Cost Accounting: A Managerial Emphasis, 17e

Srikant M. Datar & Madhav V. Rajan

9781292363073 • ©2020  
1024pp • Paperback

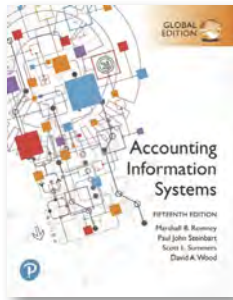
eBook version available

**Available with MyLab Accounting**

### Course: Cost Accounting

*Horngren's Cost Accounting* spells out the cost accounting market and continues to innovate by consistently integrating the most current practice and theory into the text. This acclaimed, market-leading text emphasizes the basic theme of "different costs for different purposes," and reaches beyond cost accounting procedures to consider concepts, analyzes and management. The 17th Edition incorporates the latest research and most up-to-date thinking into all relevant chapters, so that students are prepared for the rewards and challenges they will face in the professional cost accounting world of today and tomorrow.

## Accounting Information Systems



## Accounting Information Systems, 15e

Marshall B. Romney &  
Paul J. Steinbart

9781292353364 • ©2020  
848pp • Paperback

eBook version available

**Available with MyLab Accounting or  
Revel**

**Course:** Accounting Information Systems

*Accounting Information Systems* delivers the most unprecedented coverage of each major approach to teaching AIS, giving instructors the opportunity to reorder chapters and focus the material to suit their individual course needs. The 15th Edition covers all of the most recent updates in AIS, including how developments in IT affect business processes and controls, the effect of recent regulatory developments on the design and operation of accounting systems and how accountants can use AIS to add value to an organization. Not only will students see how AIS has changed the role of an accountant, but they'll also be prepared for a successful accounting career in public practice, industry, or government.

# Anatomy & Physiology

## Anatomy & Physiology



### Human Anatomy & Physiology, 12e

Elaine N. Marieb & Katja N. Hoehn

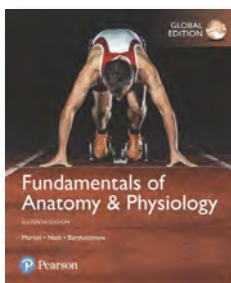
9781292421803 • ©2022  
1336pp • Paperback

eBook version available

**Available with Mastering A&P**

### Course: Essentials of Anatomy and Physiology

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



### Fundamentals of Anatomy & Physiology, 11e

Frederic H. Martini, Judi L. Nath  
& Edwin F. Bartholomew

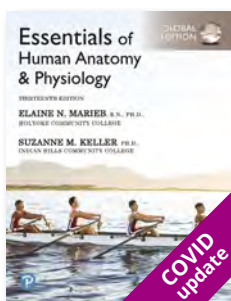
9781292229867 • ©2018  
1304pp • Paperback

eBook version available

**Available with Mastering A&P**

### Course: Essentials of Anatomy and Physiology

*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 Eleventh Edition, the author team draws from recent research exploring how students use and digest visual information to help learners 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.



### Essentials of Human Anatomy & Physiology, 13e

Elaine N. Marieb  
& Suzanne M. Keller

9781292401942 • ©2020  
Paperback

eBook version available

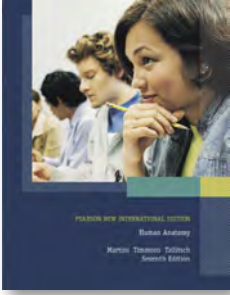
**Available with Mastering A&P**

### Course: Essentials of Anatomy and Physiology

#### Key features:

- Updated content throughout the text.
- A Closer Look feature on COVID-19.
- Homeostatic Imbalance discussions and Focus on Careers essays inform students about up-to-date clinical applications.





## Human Anatomy, 7e

Frederic H. Martini, Michael J. Timmons & Robert B. Tallitsch

9781292026442 • ©2013  
928pp • Paperback

eBook version available

### Course: Human Anatomy

Celebrated for its atlas-style format, appropriately detailed anatomical illustrations and exceptionally clear photographs of tissues and cadavers, *Human Anatomy* presents practical applications of anatomy and physiology in a highly visual format. Select Clinical Notes feature dynamic layouts that integrate text with visuals for easy reading. Clinical Cases relate clinical stories that integrate text with patient photos and diagnostic images for applied learning. Time-saving study tools, including end-of-chapter practice and review, help students arrive at a complete understanding of human anatomy.



## Principles of Human Physiology, 6e

Cindy L. Stanfield

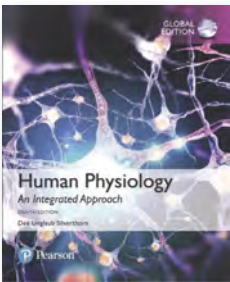
9781292156484 • ©2017  
816pp • Paperback

eBook version available

**Available with Mastering A&P**

### Course: Human Physiology

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



## Human Physiology: An Integrated Approach, 8e

Dee Unglaub Silverthorn

9781292259543 • ©2018  
984pp • Paperback

eBook version available

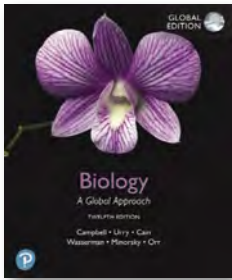
**Available with Mastering A&P**

### Course: Human Physiology

*Human Physiology: An Integrated Approach* is the #1 best-selling 1-semester human physiology text world-wide. The 8th Edition engages students in developing a deeper understanding of human physiology by guiding them to think critically and equipping them to solve real-world problems. Updates, such as new Try It activities and detailed teaching suggestions in the new Ready-to-Go Teaching Modules help students learn and apply mapping, graphing and data interpretation skills.

# Biology

## General Biology



### Biology: A Global Approach, 12e

Neil A. Campbell, Lisa A. Urry,  
Michael L. Cain, Steven A.  
Wasserman, Peter V. Minorsky  
& Jane B. Reece

9781292341637 • ©2020  
1504pp • Paperback

eBook version available

**Available with Mastering Biology**

**Course:** General Biology (majors)

*Biology: A Global Approach* delivers a trusted, accurate, current and pedagogically innovative experience that guides students to a true understanding of biology. The author team advances Neil Campbell's vision of meeting and equipping students at their individual skill levels by developing tools, visuals, resources and activities that encourage participation and engage students in their learning.



### Biological Science, 6e

Scott Freeman, Kim Quillin,  
Lizabeth Allison, Michael Black,  
Emily Taylor, Greg Podgorski  
& Jeff Carmichael

9781292165073 • ©2017  
1360pp • Paperback

eBook version available

**Available with Mastering Biology**

**Course:** General Biology (majors)

Scott Freeman's *Biological Science* is beloved for its Socratic narrative style, its emphasis on experimental evidence and its dedication to active learning. Science education research indicates that true mastery of content requires a move away from memorization towards active engagement with the material in a focused, personal way. *Biological Science* is designed to equip students with strategies to assess their level of understanding and identify the types of cognitive skills that need improvement.



### Campbell Biology in Focus, 3e

Lisa A. Urry, Michael L. Cain,  
Steven A. Wasserman,  
Peter V. Minorsky & Jane B. Reece

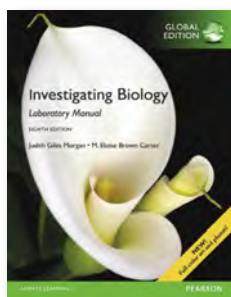
9781292324975 • ©2016  
1120pp • Paperback

eBook version available

**Available with Mastering Biology**

**Course:** General Biology (majors)

Maintaining the Campbell hallmark standards of accuracy, clarity and pedagogical innovation, the 3rd Edition builds on this foundation to help students make connections across chapters, interpret real data and synthesize their knowledge. The new edition integrates new, key scientific findings throughout and offers more than 450 videos and animations in Mastering Biology to help students actively learn, retain tough course concepts and successfully engage with their studies and assessments.



## Investigating Biology Lab Manual, 8e

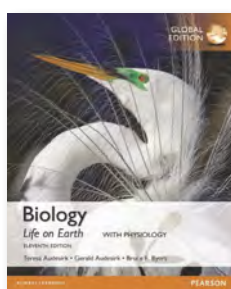
Jane B. Reece, Lisa Urry,  
Michael L. Cain,  
Steven A. Wasserman  
& Peter V. Minorsky

9781292061306 • ©2014  
848pp • Paperback

**Course:** General Biology Laboratory

With its distinctive investigative approach to learning, this best-selling laboratory manual is now more engaging than ever, with full-color art and photos throughout. As always, the lab manual encourages students to participate in the process of science and develop creative and critical-reasoning skills. The Eighth Edition includes major revisions that reflect new molecular evidence and the current understanding of phylogenetic relationships for plants, invertebrates, protists and fungi.

## Introductory Biology (Non-majors)



## Biology: Life on Earth with Physiology, 11e

Gerald Audesirk, Teresa Audesirk  
& Bruce E. Byers

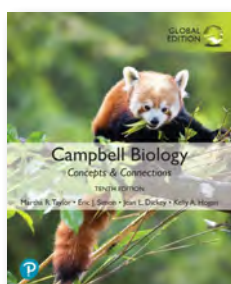
9781292158167 • ©2016  
1024pp • Paperback

eBook version available

**Available with Mastering Biology**

**Course:** Introductory Biology (non-majors/mixed majors)

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



## Campbell Biology: Concepts & Connections, 10e

Jane B. Reece, Martha R. Taylor,  
Eric J. Simon & Jean L. Dickey

9781292401348 • ©2021  
Paperback

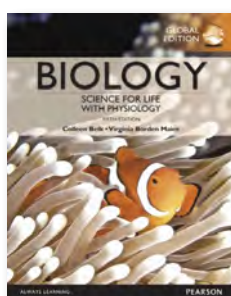
eBook version available

**Available with Mastering Biology**

**Course:** Introductory Biology (non-majors/mixed majors)

**Key features:**

- This text focuses on the major themes of biology – structure and function, information, energy and matter, interactions and evolution connection.
- Provides a flexible modular format organized around central concepts, which delivers student learning in manageable chunks.
- Scientific Thinking, Evolution Connection and Connection essays are provided in every chapter.
- In Mastering, newly added Figure Walkthroughs provide narrated explanations, markups and questions that reinforce important points.



## Biology: Science for Life with Physiology, 5e

Colleen Belk &  
Virginia Borden Maier

9781292100432 • ©2015  
696pp • Paperback

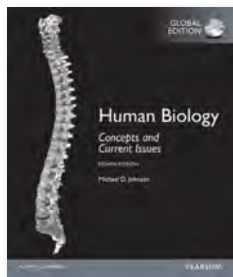
eBook version available

**Available with Mastering Biology**

**New edition coming 2023**

**Course:** Introductory Biology (non-majors/mixed majors)

Colleen Belk and Virginia Borden Maier have helped students understand biology for more than twenty years in the classroom and over ten years with their popular text, *Biology: Science for Life*. The thoroughly revised Fifth Edition engages students with new storylines that explore high-interest topics such as binge drinking, pseudoscience and study drugs. The book helps students develop scientific skills using new Working With Data figure legend questions and addresses common misconceptions with Sounds Right, But Is It? discussions in each chapter.



## Human Biology: Concepts and Current Issues, 8e

Michael D. Johnson

9781292166278 • ©2016

640pp • Paperback

eBook version available

**Available with Mastering Biology**

**New edition coming 2023**

### Course: Human Biology

Through his teaching, his textbook and his online blog, award-winning teacher Michael D. Johnson sparks interest in human biology by connecting basic biology to real-world issues that are relevant to students' lives. Using a storytelling approach and extensive online support, *Human Biology: Concepts and Current Issues* not only demystifies how the human body works but also drives students to become a better, more discerning consumer of health and science information.

## Microbiology



## Microbiology with Diseases by Taxonomy, 5e

Robert W. Bauman

9781292160764 • ©2016

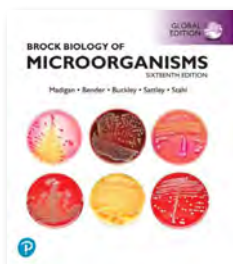
912pp • Paperback

eBook version available

**Available with Mastering Microbiology**

### Course: Introduction to Microbiology (mixed majors)

Known for its unique and effective art program, conversational writing style and author-created Video Tutors, the Fifth Edition of Robert Bauman's *Microbiology with Diseases by Taxonomy* consistently emphasizes why microbiology matters, especially in health care. The text provides a mobile-friendly, multimedia learning experience, from new in-text Disease in Depth visual explorations to interactive tutorials. In text QR codes allow instant access to an expanded collection of videos, including 15 new Video Tutors and six new Micro Matters animated video cases.



## Brock Biology of Microorganisms, 16e

Michael T. Madigan,  
John M. Martinko, Kelly S. Bender,  
Daniel H. Buckley & David A. Stahl

9781292404790 • ©2021

1128pp • Paperback

eBook version available

**Available with Mastering Microbiology**

### Course: Introduction to Microbiology (mixed majors)

The latest version of *Brock Biology of Microorganisms* is the most authoritative textbook around the basic concepts of microbiology. Besides offering an overview of the principles of the microbial world, this edition further expands on art programs and modern resources, ensuring that your students experience microbiology as a visual science.



## Microbiology: An Introduction, 13e

Gerard J. Tortora, Berdell R. Funke  
& Christine L. Case

9781292276267 • ©2020

960pp • Paperback

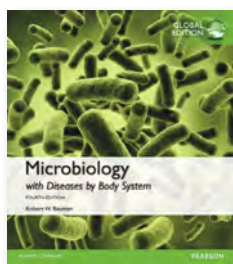
eBook version available

**Available with Mastering Microbiology**

### Course: Introduction to Microbiology (mixed majors)

Tortora, Funke and Case's *Microbiology: An Introduction* brings a 21st-century lens to the #1 best-selling text on the market. With the 13th Edition, new Exploring the Microbiome boxes present updated research on the microbiome and how microbes influence human health. Four new Big Picture spreads cover vaccine-preventable diseases, the "hygiene hypothesis," vertical transmission and bioterrorism.





## Microbiology with Diseases by Body System, 4e

Robert W. Bauman

9781292057682 • ©2014

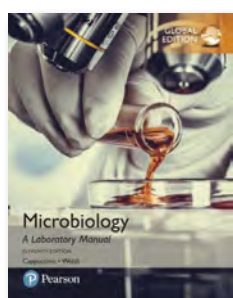
944pp • Paperback

eBook version available

**Available with Mastering Microbiology**

**Course:** General Microbiology (majors only)

Robert Bauman's *Microbiology with Diseases by Body System* retains the hallmark art program and clear writing style that have made his books so successful. The Fourth Edition encourages students to visualize the invisible with new QR codes linking to 18 Video Tutors and six Disease in Depth features that motivate students to interact with microbiology content and explore microbiology further. The continued focus on real-world clinical situations prepares students for future opportunities in applied practice and healthcare careers.



## Microbiology: A Laboratory Manual, 11e

James G. Cappuccino  
& Chad T. Welsh

9781292175782 • ©2017

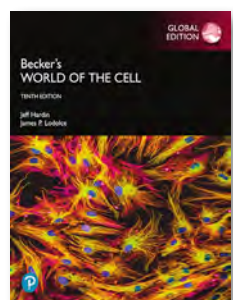
560pp • Paperback

eBook version available

**Course:** Microbiology Lab

Easy to adapt for almost any microbiology lab course, this versatile, comprehensive and clearly written manual is competitively priced and can be paired with any undergraduate microbiology text. Known for its thorough coverage, straightforward procedures and minimal equipment requirements, the Eleventh Edition incorporates current safety protocols from governing bodies such as the EPA, ASM and AOAC.

## Cell/Molecular Biology



## Becker's World of the Cell, 10e

Jeff Hardin, Gregory Paul Bertoni &  
Lewis J. Kleinsmith

9781292426525 • ©2022

928pp • Paperback

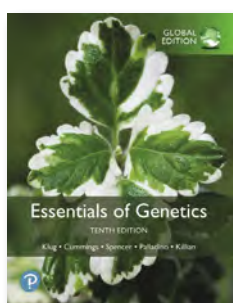
eBook version available

**Available with Mastering Biology**

**Course:** Cell Biology

Known for its strong biochemistry coverage and clear, easy-to-follow explanations and figures, *Becker's World of the Cell* provides a beautifully illustrated, up-to-date introduction to cell biology concepts, processes and applications. Informed by years of classroom experience in the subject, the text features accessible and authoritative descriptions of all major principles, as well as unique scientific insights into visualization and applications of cell and molecular biology. The 10th Edition guides students to make connections throughout cell biology and provides questions that encourage students to practice interpreting and analyzing data. Embedded features in Pearson eText add interactivity, walking students through key figures with narrated explanations.

## Genetics



## Essentials of Genetics, 10e

William S. Klug,  
Michael R. Cummings,  
Charlotte A. Spencer  
& Michael A. Palladino

9781292350424 • ©2020

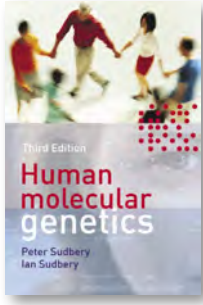
608pp • Paperback

eBook version available

**Available with Mastering Genetics**

**Course:** Genetics

Known for its focus on conceptual understanding, problem solving and practical applications, the bestselling *Essentials of Genetics* strengthens problem-solving skills and explores the essential genetics topics that today's students need to understand. The 10th Edition has been extensively updated to provide comprehensive coverage of important, emerging topics such as CRISPR-Cas, epigenetics and genetic testing.



## Human Molecular Genetics, 3e

Peter Sudbery & Ian Sudbery

9780132051576 • ©2009

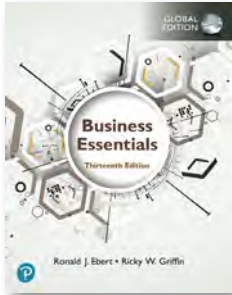
466pp • Paperback

**Course:** Human Genetics

The third edition of *Human Molecular Genetics* continues to provide a clear introduction to this complex and fast moving field. Now updated and revised throughout, the material covered has been carefully selected and structured to provide a concise overview for students studying the subject as part of a general biology, genetics or medical degree.

# Business

## Introduction to Business



### Business Essentials, 13e

Ronald J. Ebert & Ricky W. Griffin

9781292426938 • ©2022  
704pp • Paperback

eBook version available

**Available with MyLab Intro to Business**

### Course: Introduction to Business

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



### Business in Action, 9e

Courtland L. Bovee & John V. Thill

9781292330969 • ©2019  
568pp • Paperback

eBook version available

**Available with MyLab Intro to Business**

### Course: 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. The 9th Edition has been streamlined to better match the needs of the course. New material, visuals and assessment questions cover the full spectrum of contemporary business topics without filler or fluff. So, students can focus on what's important — developing the skills today's business leaders are looking for.



### Better Business, 5e

Michael R. Solomon,  
Mary Anne Poatsy  
& Kendall Martin

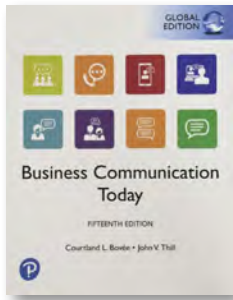
9781292218199 • ©2018  
624pp • Paperback

eBook version available

**Available with MyLab Intro to Business**

### Course: Introduction to Business

*Better Business* offers the business content students need, but in a better way. By presenting the material in a stimulating Q&A format, *Better Business* encourages students to come to class prepared to have better conversations and a truly engaging classroom experience. One of the most significant shifts in the business environment since the first edition of *Better Business* is the explosive growth of social media in all parts of business. The Fourth Edition continues to feature social media strategies and technologies in over 85% of its chapters, as well as significant updates to the technology chapter.



## Business Communication Today, 15e

Courtland L. Bovee & John V. Thill

9781292353142 • ©2020

704pp • Paperback

eBook version available

**Available with MyLab Business Communication**

**Course:** Business Communication

*Business Communication Today* continues to demonstrate the vital connection between recent technological developments and modern business practices. Each new edition addresses the most essential changes in technology and how they impact the business world, while still covering timeless communication skills such as listening, presenting and writing. With coverage of mobile communication, social media and the emerging impact of artificial intelligence, the 15th Edition blends leading-edge topics with timeless fundamental skills.



## Excellence in Business Communication, 12e

John V. Thill & Courtland L. Bovee

9781292156651 • ©2016

672pp • Paperback

eBook version available

**Available with MyLab Business Communication**

**Course:** Business Communication

Following in the wake of the digital revolution and the advent of social media, business communication has been hit by yet another revolutionary change: the rise of mobile communication. In this Twelfth Edition of Bovee and Thill's *Excellence in Business Communication*, the most significant and recent technology-related changes affecting the business world are thoroughly discussed. Not to be forgotten, the text continues to emphasize fundamental skills and principles, including the importance of writing, listening, presenting and other components of business communication.



## Business Communication Essentials, 8e

Courtland L. Bovee & John V. Thill

9781292330099 • ©2020

544pp • Paperback

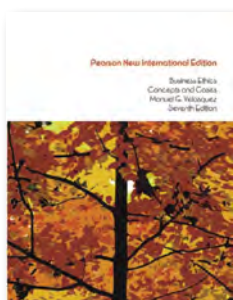
eBook version available

**Available with MyLab Business Communication or Pearson Horizon**

**Course:** Business Communication

For the past two decades, business communication has been in a constant flux, with email, web content, social media and mobile devices changing the rules of the game. *Business Communication Essentials: Fundamental Skills for the Mobile-Digital-Social Workplace* equips students with the fundamental skills for a career in the modern, mobile workplace. With a balance of basic business English, communication approaches and the latest technology, the text covers writing, listening and presentation strategies in a contemporary manner.

## Business Ethics



## Business Ethics: Concepts and Cases, 7e

Manuel G. Velasquez

9781292022819 • ©2013

440pp • Paperback

eBook version available

**Course:** Business Ethics

*Business Ethics: Concepts and Cases* introduces the reader to the ethical concepts that are relevant to resolving moral issues in business; imparts the reasoning and analytical skills needed to apply ethical concepts to business decisions; identifies moral issues specific to a business; provides an understanding of the social, technological and natural environments within which moral issues in business arise; and supplies case studies of actual moral conflicts faced by businesses.





## Ethics and the Conduct of Business, 7e

John R. Boatright

9781292022864 • ©2013

352pp • Paperback

eBook version available

**Course:** Business Ethics

*Ethics and the Conduct of Business* is a comprehensive and up-to-date discussion of the most prominent issues in the field of business ethics and the major positions and arguments on these issues. Numerous real-life examples and case studies are used throughout the book to increase understanding of issues, stimulate class discussion and show the relevance of the discussion to real-life business practice.

## International Business



## International Business, 17e

John D. Daniels, Lee H. Radebaugh,  
Daniel Sullivan & Reid Click

9781292403274 • ©2021

688pp • Paperback

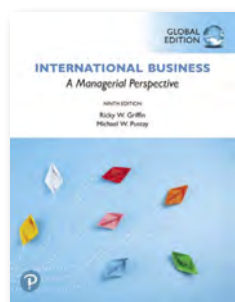
eBook version available

**Available with MyLab Management**

**Course:** International Business

**Key features:**

- The new author, Reid Click, brings his expertise in international business.
- New content on the COVID-19 pandemic, focusing on institutions, supply chains and trade.
- Discussion of new legislation impacting corporate policies and strategies.
- 36 cases provide fully up-to-date analyses of issues, institutions, countries and companies.



## International Business, 8e

Ricky W. Griffin & Michael Pustay

9781292313733 • ©2019

624pp • Paperback

eBook version available

**Available with MyLab Management**

**Course:** International Business

Packed with current examples that reflect the vibrancy of the international business field, this student-friendly text offers a managerial approach that keeps an emphasis on skills development, emerging markets and geographical literacy. It also greatly emphasizes cultural literacy and gives students the tools to effectively communicate with foreign business representatives. The 9th Edition features new cases, boxes and analysis reflecting the latest challenges and opportunities confronting international businesses, so students are prepared to successfully conduct business with organizations worldwide.

## Small Business / Entrepreneurship



## Essentials of Entrepreneurship and Small Business Management, 9e

Norman M. Scarborough  
& Jeffrey R. Cornwall

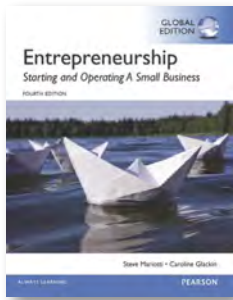
9781292266022 • ©2019

832pp • Paperback

eBook version available

**Course:** Small Business Management

Taking a practical, hands-on approach to entrepreneurship, this text equips students with the tools and critical-thinking skills they need for business success. Now in its Ninth Edition, *Essentials of Entrepreneurship and Small Business Management* teaches students how to successfully launch and manage a business.



## Entrepreneurship: Starting and Operating A Small Business, 4e

Steve Mariotti & Caroline Glackin

9781292097411 • ©2015  
576pp • Paperback

eBook version available

**Course:** Small Business Management

A comprehensive, practical approach to starting a business. For fledgling entrepreneurs and business students, *Entrepreneurship: Starting and Operating A Small Business* untangles the complex economic, financial and professional considerations surrounding business ownership and operations.



## Entrepreneurship: Successfully Launching New Ventures, 6e

Bruce R. Barringer & Duane Ireland

9781292402826 • ©2021  
624pp • Paperback

eBook version available

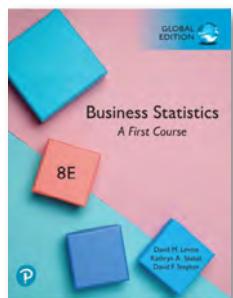
**Available with MyLab Entrepreneurship or Pearson Horizon**

**Course:** Entrepreneurship

### Key features:

- This text provides a good balance between academic literature and real-world experience of entrepreneurs.
- Revised Chapter 1 features more global examples.
- New in-text features and cases support student understanding.

## Business Statistics / Quantitative Methods



## Business Statistics: A First Course, 8e

David M. Levine, Kathryn A. Szabat & David F. Stephan

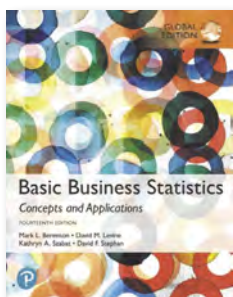
9781292320366 • ©2022  
696pp • Paperback

eBook version available

**Available with MyLab Statistics**

**Course:** Introduction to Business Statistics (One Semester)

Statistics is essential for all business majors, and this text helps students see the role statistics will play in their own careers by providing examples drawn from all functional areas of business. With new examples, case scenarios, and problems, the text continues its tradition of focusing on the interpretation of results, evaluation of assumptions, and discussion of next steps that lead to data-informed decision making.



## Basic Business Statistics, 14e

Mark L. Berenson, David Levine & Kathryn A. Szabat

9781292265032 • ©2019  
840pp • Paperback

eBook version available

**Available with MyLab Statistics**

**Course:** Introduction to Business Statistics (Two Semester)

Statistics is essential for all business majors and this text helps students see the role statistics will play in their own careers by providing examples drawn from all functional areas of business. Guided by principles set by major statistical and business science associations (ASA and DSI), plus the authors' diverse teaching experiences, the Thirteenth Edition of this textbook continues to innovate and improve the way this course is taught to all students.



## Business Statistics, 4e

Noreen R. Sharpe, Richard D. De Veaux & Paul Velleman

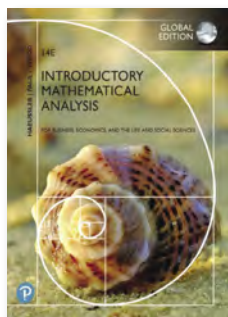
9781292269313 • ©2021  
904pp • Paperback

eBook version available

**Available with MyLab Statistics**

**Course:** Introduction to Business Statistics (Two Semester)

*Business Statistics* narrows the gap between theory and practice by focusing on relevant statistical methods, thus empowering business students to make good, data-driven decisions. Using the latest GAISE (Guidelines for Assessment and Instruction in Statistics Education) report, which included extensive revisions to reflect both the evolution of technology and new wisdom on statistics education, this edition brings a modern edge to teaching business statistics.



## Introductory Mathematical Analysis for Business, Economics and the Life and Social Sciences, 15e

Ernest F. Haeussler, Richard S. Paul & Richard J. Wood

9781292413020 • ©2021  
Paperback

eBook version available

**Course:** Mathematical Methods in Business

Haeussler, Paul and Wood establish a strong algebraic foundation that sets this text apart from other applied mathematics texts, paving the way for students to solve real-world problems that use calculus. Emphasis on developing algebraic skills is extended to the exercises – including both drill problems and applications. The authors work through examples and explanations with a blend of rigor and accessibility. The table of contents covers a wide range of topics efficiently, enabling instructors to tailor their courses to meet student needs.



## Applied Multivariate Statistical Analysis, 6e

Richard A. Johnson & Dean W. Wichern

9781292024943 • ©2013  
776pp • Paperback

eBook version available

**Course:** Intermediate Business Statistics

Appropriate for experimental scientists in a variety of disciplines, this market-leading text offers a readable introduction to the statistical analysis of multivariate observations. Its primary goal is to impart the knowledge necessary to make proper interpretations and select appropriate techniques for analyzing multivariate data. Ideal for a junior/senior or graduate level course that explores the statistical methods for describing and analyzing multivariate data.



## Business Forecasting, 9e

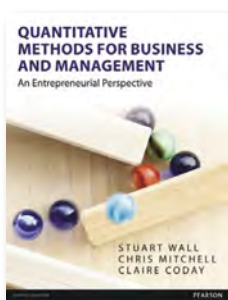
John E. Hanke & Dean W. Wichern

9781292023007 • ©2013  
512pp • Paperback

eBook version available

**Course:** Business Forecasting

Written in a simple, straightforward style, *Business Forecasting* presents basic statistical techniques using practical business examples to teach students how to predict long-term forecasts.



## Quantitative Methods for Business and Management: An Entrepreneurial Perspective

Stuart Wall, Chris Mitchell & Claire Coday

9780273770558 • ©2014  
384pp • Paperback

eBook version available

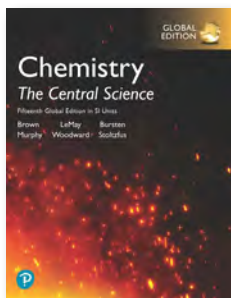
**Available with MyLab Math**

**Course:** Quantitative Methods for Business

This engaging introduction shows how quantitative techniques can be used to analyze the internal and external environments in which businesses and organizations operate, with a contemporary focus on business start-up, enterprise and entrepreneurial skills.

# Chemistry

## Introductory Chemistry



### Chemistry: The Central Science in SI Units, 15e

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

9781292407616 • ©2021  
1248pp • Paperback

eBook version available

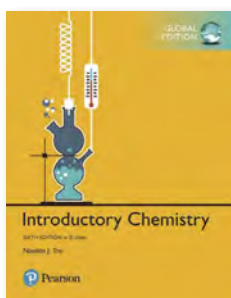
**Available with Mastering Chemistry**

**Course:** Basic/Introductory/Preparatory Chemistry

*Chemistry: The Central Science* uses relevant content to engage students throughout the learning process, building skills that allow them to go beyond recall to effectively solve problems and visualize the atomic nature of the chemistry.

#### Key features:

- Treatment of energy and thermochemistry significantly revised, allowing instructors greater freedom in the order of coverage.
- Mastering now has more exercises enhanced with feedback and Ready-to-Go teaching modules.



### Introductory Chemistry, 6e

Nivaldo J. Tro

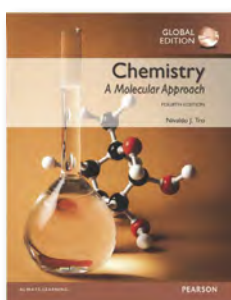
9781292229683 • ©2019  
840pp • Paperback

eBook version available

**Available with Mastering Chemistry**

**Course:** Basic/Introductory/Preparatory Chemistry

Now in its Sixth Edition, the best-selling Introductory Chemistry continues to encourage student interest by showing how chemistry manifests in students' daily lives. Author Nivaldo Tro draws upon his classroom experience as an award-winning instructor to extend chemistry from the laboratory to the student's world, capturing student attention with relevant applications and an engaging writing style.



### Chemistry: A Molecular Approach, 4e

Nivaldo J. Tro

9781292152387 • ©2016  
1320pp • Paperback

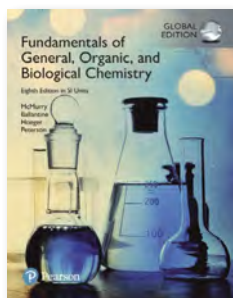
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**Available with Mastering Chemistry**

**Course:** Basic/Introductory/Preparatory Chemistry

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





## Fundamentals of General, Organic and Biological Chemistry in SI Units, 8e

John E. McMurry,  
David S. Ballantine, Carl A. Hoeger  
& Virginia E. Peterson

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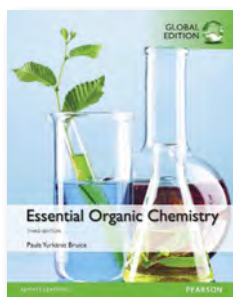
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**Available with Mastering Chemistry**

**Course:** Organic and Biological Chemistry

Active learning, an increased focus on clinical examples, updates based on current teaching and research findings and digital innovations designed to engage and personalize students' experience make *Fundamentals of General, Organic and Biological Chemistry* simply the best choice for students with a future in allied health. With the Eighth Edition, the authors make learning chemistry a more active experience through features designed to get students doing chemistry. Every chapter features Hands on Chemistry sections that deepen students' understanding of chemistry by having them perform elementary experiments with household items.

## Organic Chemistry



## Essential Organic Chemistry, 3e

Paula Yurkanis Bruice

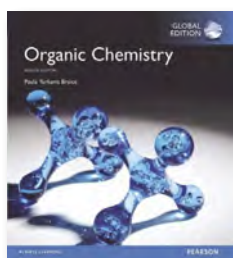
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**Available with Mastering Chemistry**

**Course:** Basic Organic Chemistry (1 - Semester)

Modern and thorough revisions to the streamlined, *Essential Organic Chemistry* focus on developing students' problem solving and analytical reasoning skills throughout organic chemistry. Organized around reaction similarities and rich with contemporary biochemical connections, Bruice's Third Edition discourages memorization and encourages students to be mindful of the fundamental reasoning behind organic reactivity: electrophiles react with nucleophiles.



## Organic Chemistry, 8e

Paula Yurkanis Bruice

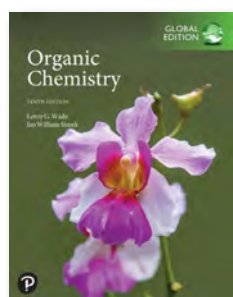
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1344pp • Paperback

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**Available with Mastering Chemistry**

**Course:** Organic Chemistry (2 - Semester)

Paula Bruice's presentation in *Organic Chemistry* provides mixed-science majors with the conceptual foundations, chemical logic and problem-solving skills they need to reason their way to solutions for diverse problems in synthetic organic chemistry, biochemistry and medicine. The Eighth Edition builds a strong framework for thinking about organic chemistry by unifying principles of reactivity that students will apply throughout the course, discouraging memorization.



## Organic Chemistry, 10e

Leroy G. Wade & Jan W. Simek

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1424pp • Paperback

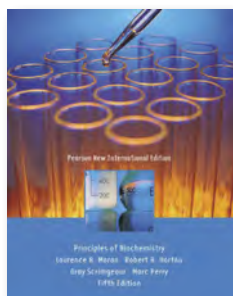
eBook version available

**Available with Mastering Chemistry**

**Course:** Organic Chemistry (2 - Semester)

Wade & Simek's *Organic Chemistry* focuses students on the fundamental reasoning and principles of organic chemistry without compromising the conceptual underpinnings and clear explanations needed to prevent memorization. A student-oriented approach to problem-solving directs students to the individual steps of each reaction, shows how the steps contribute to the overall reaction and incorporates unique strategies, hints and complete discussions of mechanisms.

## Biochemistry



### Principles of Biochemistry, 5e

Laurence A. Moran,  
Robert A. Horton, Gray Scrimgeour,  
Marc Perry & David Rawn

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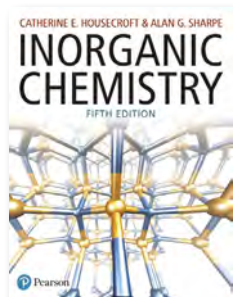
800pp • Paperback

eBook version available

**Course:** Principles of Biochemistry (2 - Semester)

*Principles of Biochemistry* provides a concise introduction to fundamental concepts of biochemistry, striking the right balance of rigor and detail. Widely praised for accuracy, currency and clarity of exposition, the Fifth Edition offers a new student-friendly design, an enhanced visual program, new Application Boxes, contemporary research integrated throughout and updated end-of-chapter problems.

## Inorganic Chemistry



### Inorganic Chemistry, 5e

Catherine Housecroft  
& Alan G. Sharpe

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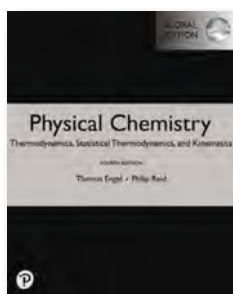
1296pp • Paperback

eBook version available

**Course:** Inorganic Chemistry

This widely respected and internationally renowned textbook introduces the descriptive chemistry of the elements and the role played by inorganic chemistry in our everyday lives. The stunning full-colour design has been further enhanced for this edition with an abundance of three-dimensional molecular and protein structures and photographs, bringing to life the world of inorganic chemistry. Sections in relevant chapters have been updated to include the new 'super-heavy' elements, recently added to the last row of the periodic table.

## Physical Chemistry



### Physical Chemistry, 4e

Thomas Engel & Philip Reid

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680pp • Paperback

eBook version available

**Available with Mastering Chemistry**

**Course:** Physical Chemistry (2 - Semester)

Engel and Reid's *Physical Chemistry: Thermodynamics, Statistical Thermodynamics and Kinetics* provides a contemporary, conceptual and visual introduction to physical chemistry. The authors emphasize the vibrancy of physical chemistry today and illustrate its relevance to the world around us using modern applications drawn from biology, environmental science and material science. The 4th Edition provides visual summaries of important concepts and connections in each chapter, offers students just in time math help and expands content to cover science relevant to physical chemistry.

# Computer Science

## Introduction to Computer Science



### Computer Science: An Overview, 13e

Glenn Brookshear & Dennis Brylow

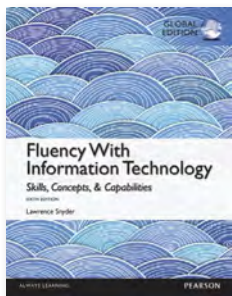
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736pp • Paperback

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**Pearson Horizon available**

**Course:** Introduction to Computer Science

*Computer Science: An Overview* uses broad coverage and clear exposition to present a complete picture of the dynamic computer science field. Accessible to students from all backgrounds, Glenn Brookshear uses a language-independent context to encourage the development of a practical, realistic understanding of the field.



### Fluency With Information Technology: Skills, Concepts and Capabilities, 6e

Lawrence Snyder

9781292061245 • ©2014  
784pp • Paperback

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**Course:** Introduction to Computer Science

This textbook equips readers who are already familiar with computers, the Internet and the World Wide Web with a deeper understanding of the broad capabilities of technology. Through a project-oriented learning approach that uses examples and realistic problem-solving scenarios, Larry Snyder teaches readers to navigate information technology independently and become effective users of today's resources, forming a foundation of skills they can adapt to their personal and career goals as future technologies emerge.



### Ethics for the Information Age, 6e

Michael J. Quinn

9781292061238 • ©2015  
552pp • Paperback

eBook version available

**Course:** Computer Ethics

In an era where information technology changes constantly, a thoughtful response to these rapid changes requires a basic understanding of IT history, an awareness of current issues and a familiarity with ethics. *Ethics for the Information Age* is unique in its balanced coverage of ethical theories used to analyze problems encountered by computer professionals in today's environment.



### A Gift of Fire: Social, Legal and Ethical Issues for Computing and the Internet, 4e

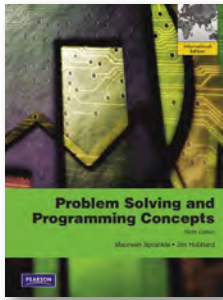
Sara Baase

9780273768593 • ©2012  
496pp • Paperback

eBook version available

**Course:** Computer Ethics

The textbook is ideal for courses in Computer Ethics and Computers and Society. Sara Baase explores the social, legal, philosophical, ethical, political, constitutional and economic implications of computing and the controversies they raise. With a computer scientist's perspective and with historical context for many issues, she covers the issues students will face both as members of a technological society and as professionals in computer-related fields.



## Problem Solving and Programming Concepts, 9e

Maureen Sprankle & Jim Hubbard

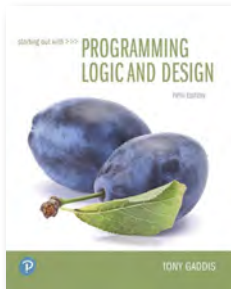
9780273752219 • ©2011

528pp • Paperback

eBook version available

### Course: Problem Solving

Revised to reflect the most current issues in the programming industry, this widely adopted text emphasizes that problem solving is the same in all computer languages, regardless of syntax. Sprankle and Hubbard use a generic, non-language-specific approach to present the tools and concepts required when using any programming language to develop computer applications.



## Starting Out with Programming Logic and Design, 5e

Tony Gaddis

9780134801155 • ©2018

832pp • Paperback

eBook version available

### Course: Problem Solving

*Starting Out with Programming Logic and Design* is a language-independent introductory programming book, teaching students programming concepts and logic without assuming any previous programming experience. The text is clear and approachable, making the complex concepts accessible to every student. In this new edition, Gaddis focuses on current languages providing code snippet examples and complete programs for each.

**Title available on demand**

## Programming – General



## Concepts of Programming Languages, 12e

Robert W. Sebesta

9781292436821 • ©2022

776pp • Paperback

eBook version available

### Course: Programming Languages/Comparative Languages

*Concepts of Computer Programming Languages* introduces students to the fundamental concepts of computer programming languages and provides them with the tools necessary to evaluate contemporary and future languages. Through a critical analysis of design issues, the text teaches students the essential differences between computing with specific languages, while the in-depth discussion of programming language structures also prepares them to study compiler design. With new material on contemporary languages like Swift and Python.

## Programming – Introduction



## C How to Program, 9e

Paul Deitel & Harvey Deitel

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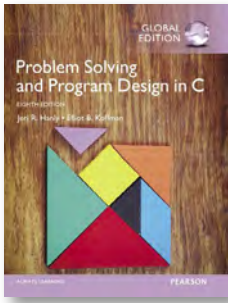
eBook version available

**Available with MyLab Programming**

### Course: C – Intro to Programming/CS1

*C How to Program* is a user-friendly, code-intensive text with case studies introducing applications and system programming. Its modular presentation serves as a detailed source of information for college students looking to embark on a career in coding, or instructors and software-development professionals wanting to learn how to program with C. With case studies and exercises that highlight security, data science, ethics, privacy and performance concepts.





## Problem Solving and Program Design in C, 8e

Jeri R. Hanly & Elliot B. Koffman

9781292098814 • ©2015

840pp • Paperback

eBook version available

**Available with MyLab Programming**

**Course:** C – Intro to Programming/CS1

*Problem Solving and Program Design in C* teaches introductory students to program with ANSI-C, a standardized, industrial-strength programming language known for its power and probability. The text uses widely accepted software engineering methods to teach students to design cohesive, adaptable and reusable program solution modules with ANSI-C. Through case studies and real world examples, students are able to envision a professional career in programming.



## Java How to Program, Early Objects, 11e

Harvey Deitel & Paul J. Deitel

9781292223858 • ©2018

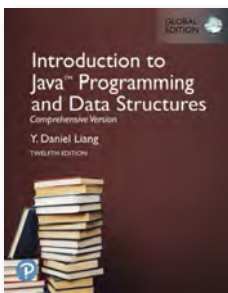
1296pp • Paperback

eBook version available

**Available with MyLab Programming**

**Course:** Java – Intro to Programming/CS1

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



## Introduction to Java Programming and Data Structures, Comprehensive Version, 12e

Y. Daniel Liang

9781292402079 • ©2022

Paperback

eBook version available

**Available with MyLab Programming**

**Course:** Java – Intro to Programming/CS1

This text seamlessly integrates programming, data structures, and algorithms. With a fundamentals-first approach, the text builds a strong foundation of basic programming concepts and techniques before teaching object-oriented programming and advanced Java programming. Liang explains programming in a problem-driven way that focuses on problem solving rather than syntax, illustrating basic concepts by example and providing a large number of exercises with various levels of difficulty for students to practice.



## Java: An Introduction to Problem Solving and Programming, 8e

Walter Savitch

9781292247472 • ©2019

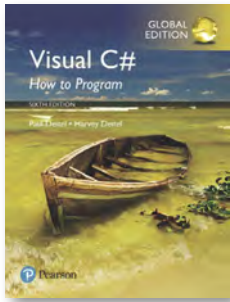
1056pp • Paperback

eBook version available

**Available with MyLab Programming**

**Course:** Java – Intro to Programming/CS1

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



## Visual C# How to Program, 6e

Harvey Deitel & Paul J. Deitel

9781292153469 • ©2017

1056pp • Paperback

eBook version available

### Course: C# Programming – Introductory

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



## Starting out with Visual C#, 4e

Tony Gaddis

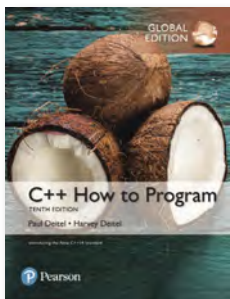
9781292163215 • ©2017

792pp • Paperback

eBook version available

### Course: C# Programming – Introductory

Clear, friendly and approachable, *Starting Out With Visual C#* is an ideal beginning text for students with no programming experience. Detailed walk-throughs and a readable, comprehensible style make the text inviting to new programmers, while numerous practical example programs highlight the most important programming topics. Gaddis's detailed, step-by-step instructions teach a GUI-based approach that motivates students with familiar graphical elements. Topics are examined progressively in each chapter, with objects taught before classes.



## C++ How to Program (Early Objects Version), 10e

Paul J. Deitel & Harvey Deitel

9781292153346 • ©2016

1080pp • Paperback

eBook version available

**Available with MyLab Programming**

### Course: C++ – Intro to Programming/CS1

The best-selling *C++ How to Program* is accessible to readers with little or no programming experience, yet comprehensive enough for the professional programmer. The Deitels' signature live-code approach presents the concepts in the context of full working programs followed by sample executions. The early objects approach gets readers thinking about objects immediately – allowing them to more thoroughly master the concepts. Emphasis is placed on achieving program clarity and building well-engineered software.



## Starting Out with C++: From Control Structures through Objects, 9e

Tony Gaddis

9781292222332 • ©2019

1344pp • Paperback

eBook version available

**Available with MyLab Programming**

### Course: C++ – Intro to Programming/CS1

*Starting Out with C++: From Control Structures through Objects* covers control structures, functions, arrays and pointers before objects and classes in Tony Gaddis's hallmark accessible, step-by-step presentation. His books help beginning students understand the important details necessary to become skilled programmers at an introductory level. Gaddis motivates the study of both programming skills and the C++ programming language by presenting all the details needed to understand the "how" and the "why" – but never losing sight of the fact that most beginners struggle with this material.



## Starting Out with C++: Early Objects, 9e

Tony Gaddis, Judy Walters  
& Godfrey Muganda

9781292157276 • ©2016  
1272pp • Paperback

**Available with MyLab Programming**

**Course:** C++ – Intro to Programming/CS1

Intended for use in a two-term, three-term, or accelerated one-term C++ programming sequence, *Starting Out with C++: Early Objects* introduces the fundamentals of C++ to novices and experienced students alike. In clear, easy-to-understand terms, the text introduces all of the necessary topics for beginning C++ programmers. Real-world examples allow students to apply their knowledge in understanding how, why and when to implement the features of C++.

## Programming – Intermediate



## Absolute C++, 6e

Walter Savitch & Kenrick Mock

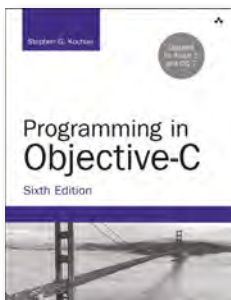
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1008pp • Paperback

eBook version available

**Available with MyLab Programming**

**Course:** C++ – Intermediate Programming

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



## Programming in Objective-C, 6e

Stephen G. Kochan

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576pp • Paperback

eBook version available

**Course:** C – Intermediate Programming

*Programming in Objective-C* is a concise, carefully written tutorial on the basics of Objective-C and object-oriented programming for Apple's iOS and OS X platforms. This unique approach to learning, combined with many small program examples and exercises at the end of each chapter, makes *Programming in Objective-C* ideally suited for classroom use.

**Title available on demand**



## Absolute Java, 6e

Walter Savitch & Kenrick Mock

9781292109220 • ©2015  
1296pp • Paperback

eBook version available

**Available with MyLab Programming**

**Course:** Java – Intermediate Programming

This book is designed to serve as a textbook and reference for programming in the Java language. Although it does include programming techniques, it is organized around the features of the Java language rather than any particular curriculum of programming techniques. The main audience is undergraduate students who have not had extensive programming experience with the Java language.



## Starting Out with Python, 5e

Tony Gaddis

9781292408637 • ©2022  
896pp • Paperback

eBook version available

**Available with MyLab Programming**

**Course:** Python

Tony Gaddis' accessible coverage introduces students to the basics of programming in a high-level language. Python, an easy-to-learn and increasingly popular object-oriented language, allows readers to become comfortable with the fundamentals of programming without the troublesome syntax that can be challenging for novices. Updates to this edition include a new chapter on database programming, and new coverage of GUI programming, string processing and formatting, and turtle graphics topics.





## Intro to Python for Computer Science and Data Science: Learning to Program with AI, Big Data and The Cloud

Paul J. Deitel & Harvey Deitel

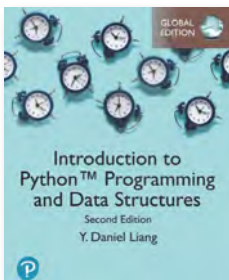
9781292364902 • ©2021

Paperback

eBook version available

**Course:** Algorithms

This new text is suitable for introductory-level Python programming and/or data-science courses. Real-world datasets and AI technologies allow students to work on projects making a difference in business, industry, government and academia. There are chapters on Data mining Twitter, Natural Language Processing (usage bar charts and word clouds), IBM Watson and IoT, along with hundreds of examples, exercises, projects (EEPs) and implementation case studies.



## Introduction to Python Programming and Data Structures, 1e

Y. Daniel Liang

9781292424125 • ©2022

592pp • Paperback

eBook version available

**Available with Revel**

**Course:** Java – Data Structures/CS2

Introduce students to basic programming concepts with *Introduction to Python Programming and Data Structures*. The text uses a fundamentals-first approach that prepares students to learn object-oriented programming and advanced Python programming. It presents programming concepts and techniques that include control statements, loops, functions and arrays before designing custom classes. The content incorporates a wide variety of problems with various levels of difficulty and covers many application areas to engage and motivate students.



## Data Structures and Algorithms in Java

Peter Drake

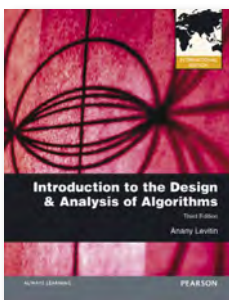
9781292040097 • ©2013

512pp • Paperback

eBook version available

**Course:** Java – Data Structures/CS2

An abundance of unique, interesting examples, use of the Unified Modeling Language throughout and the newest Java 1.5 features characterize this text. Drake provides a concise and engaging introduction to Java and object-oriented programming, assuming familiarity with the basic control structures of Java or C and only a pre-calculus level of mathematics.



## Introduction to the Design and Analysis of Algorithms, 3e

Anany Levitin

9780273764113 • ©2011

592pp • Paperback

eBook version available

**Course:** Algorithms

Based on a new classification of algorithm design techniques and a clear delineation of analysis methods, *Introduction to the Design and Analysis of Algorithms* presents the subject in a coherent and innovative manner. Written in a student-friendly style, the book emphasizes the understanding of ideas over excessively formal treatment while thoroughly covering the material required in an introductory algorithms course. Popular puzzles are used to motivate students' interest and strengthen their skills in algorithmic problem solving.



## Fundamentals of Database Systems, 7e

Ramez Elmasri  
& Shamkant B. Navathe

9781292097619 • ©2016

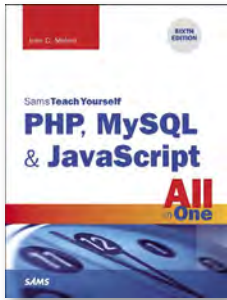
1272pp • Paperback

**Pearson Horizon available**

**Course:** Database Systems

This book introduces the fundamental concepts necessary for designing, using and implementing database systems and database applications. Our presentation stresses the fundamentals of database modeling and design, the languages and models provided by the database management systems and database system implementation techniques.





## PHP, MySQL & JavaScript All in One, Sams Teach Yourself, 6e

Julie C. Meloni

9780672337703 • ©2017  
704pp • Paperback

eBook version available

### Course: SQL – Programming

In just a short time, students can learn how to use PHP, MySQL and Apache together to create dynamic, interactive websites and applications using the three leading open-source web development technologies. Using a straightforward, step-by-step approach, each lesson in this book builds on the previous ones, enabling readers to learn the essentials of PHP scripting, MySQL databases and the Apache web server from the ground up.

**Title available on demand**

## Computer Networking



## Computer Networking: A Top-Down Approach, 7e

James Kurose & Keith Ross

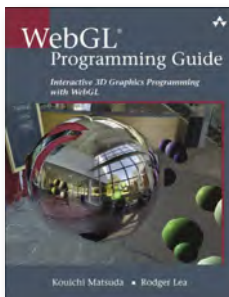
9781292153599 • ©2017  
856pp • Paperback

**Pearson Horizon available**

### Course: Computer Networking

Unique among computer networking texts, this popular book builds on the author's long tradition of teaching this complex subject through a layered approach in a "top-down manner." By working its way from the application layer down toward the physical layer, it motivates students by exposing them to important concepts early in their study of networking. This text provides an excellent foundation for students in computer science and electrical engineering, without requiring extensive knowledge of programming or mathematics.

## Computer Graphics



## WebGL Programming Guide: Interactive 3D Graphics Programming with WebGL

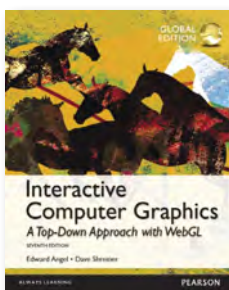
Kouichi Matsuda & Rodger Lea

9780321902924 • ©2013  
600pp • Paperback

eBook version available

### Course: Advanced Topics in Computer Graphics

With this book, students will learn step-by-step, through realistic examples, building their skills as they move from simple to complex solutions for building visually appealing web pages and 3D applications with WebGL. Media, 3D graphics and WebGL pioneers Dr. Kouichi Matsuda and Dr. Rodger Lea offer easy-to-understand tutorials on key aspects of WebGL, plus 100 downloadable sample programs, each demonstrating a specific WebGL topic.



## Interactive Computer Graphics: A Top-Down Approach with WebGL, 7e

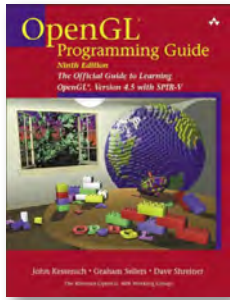
Edward Angel & Dave Shreiner

9781292019345 • ©2014  
752pp • Paperback

eBook version available

### Course: Computer Graphics – Intro

This is the only introduction to computer graphics text for undergraduates that fully integrates WebGL and emphasizes application-based programming. The top-down, programming-oriented approach allows for coverage of engaging 3D material early in the course so students immediately begin to create their own 3D graphics.



## OpenGL Programming Guide: The Official Guide to Learning OpenGL, Version 4.5 with SPIR-V, 9e

John Kessenich, Graham Sellers & Dave Shreiner

9780134495491 • ©2016  
976pp • Paperback

eBook version available

**Course:** Computer Graphics - Intermediate

*OpenGL® Programming Guide* provides clear explanations of OpenGL functionality and techniques, including processing geometric objects with vertex, tessellation and geometry shaders using geometric transformations and viewing matrices; working with pixels and texture maps through fragment shaders; and advanced data techniques using framebuffer objects and compute shaders.

## Systems Analysis & Design



## Object Oriented Systems Analysis and Design

Noushin Ashrafi & Hessam Ashrafi

9781292039602 • ©2013  
636pp • Paperback

eBook version available

**Course:** Object-oriented Systems Analysis and Design

This text teaches students object-oriented systems analysis and design in a highly practical and accessible way.



## Requirements Analysis and Systems Design, 3e

Leszek Maciaszek

9780321440365 • ©2007  
656pp • Paperback

**Course:** Systems Analysis and Design

An examination of the methods and techniques used in the analysis and design phases of Information System development. Emphasis is placed upon the application of object technology in enterprise information systems (EIS) with UML being used throughout. Through its excellent balance of practical explanation and theoretical insight, the book manages to avoid unnecessary, complicating details without sacrificing rigor.

## Software Engineering



## Software Engineering, 10e

Ian Sommerville

9781292096131 • ©2015  
816pp • Paperback

eBook version available

**Course:** Software Engineering (SE)

*Software Engineering* introduces students to the overwhelmingly important subject of software programming and development. In the past few years, computer systems have come to dominate not just our technological growth, but the foundations of our world's major industries. This text seeks to lay out the fundamental concepts of this huge and continually growing subject area in a clear and comprehensive manner.



## Object-Oriented Software Engineering Using UML, Patterns and Java, 3e

Bernd Bruegge & Allen H. Dutoit

9781292024011 • ©2013  
728pp • Paperback

eBook version available

**Course:** Software Engineering (SE)

Shows students how to use both the principles of software engineering and the practices of various object-oriented tools, processes and products. Using a step-by-step case study to illustrate the concepts and topics in each chapter, Bruegge and Dutoit emphasize learning object-oriented software engineering through practical experience: students can apply the techniques learned in class by implementing a real-world software project.



## Designing Software Architectures: A Practical Approach

Humberto Cervantes  
& Rick Kazman

9780134390789 • ©2016  
320pp • Paperback

**Course:** Software Engineering – Advanced

*Designing Software Architectures* is the first step-by-step guide to making the crucial design decisions that can make or break your software architecture. SEI expert Rick Kazman and Dr. Humberto Cervantes provide comprehensive guidance for ensuring that your architectural design decisions are consistently rational and evidence-based.

**Title available on demand**

## Artificial Intelligence



## Artificial Intelligence: A Modern Approach, 4e

Stuart Russell & Peter Norvig

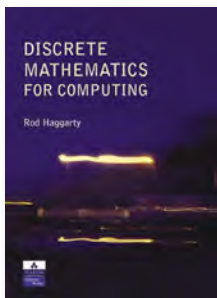
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**Course:** Artificial Intelligence (AI)

A comprehensive approach to AI, suited for two-semester undergraduate courses, adaptable to single-semester programs and also useful for graduates. This eagerly awaited revision presents the most recent developments in the field with expansion of topics in robotics, NLP and more.

## Mathematics & Logic



## Discrete Mathematics for Computing

Rod Haggarty

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248pp • Paperback

**Course:** Discrete Mathematics

This book is a concise introduction to the key mathematical ideas that underpin computer science, continually stressing the application of discrete mathematics to computing. It is suitable for students with little or no knowledge of mathematics and covers the key concepts in a simple and straightforward way. The theoretical ideas are reinforced by worked examples and each chapter concludes with a mini case study.



## HTML, CSS & JavaScript Web Publishing in One Hour a Day, Sams Teach Yourself, 7e

Laura Lemay, Rafe Colburn  
& Jennifer Kyrnin

9780672336232 • ©2016  
768pp • Paperback

eBook version available

**Course:** Javascript

Completely revamped to teach HTML5 and CSS3 from the very beginning, this is the newest edition of the worldwide best-seller that has helped 500,000+ people learn the foundational skills of modern web development. Laura Lemay and Rafe Colburn have thoroughly revamped their in-depth tutorial to cover the latest web skills and technologies and walk the reader through creating interactive, dynamic web sites using today's JavaScript libraries, services and social web technologies. Covers HTML5, CSS3 and jQuery.



## Basics of Web Design: HTML5 & CSS3, 2e

Terry Felke-Morris

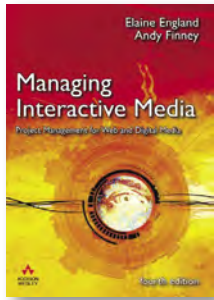
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**Course:** Internet/World Wide Web

The *Basics of Web Design: HTML5 & CSS3* takes a unique approach to preparing students to design web pages that work today in addition to being ready to take advantage of HTML5 coding techniques of the future.





## Managing Interactive Media: Project Management for Web and Digital Media, 4e

Elaine England & Andy Finney

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304pp • Paperback

**Course:** Multimedia Systems

This updated and expanded Fourth Edition includes new material relevant for the changing work environment. The book describes the latest industry trends and incorporates them into a project management framework. By developing practical skills it aids the project manager's own development and provides a coherent overview of the issues that affect all in the converging industries of communications, media and computing.

## Human Computer Interaction



## Designing the User Interface: Strategies for Effective Human-Computer Interaction, 6e

Ben Shneiderman, Catherine Plaisant, Maxine Cohen, Steven Jacobs, Niklas Elmquist & Nicholas Diakopoulos

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624pp • Paperback

**Course:** Human-Computer Interaction (HCI)

The Sixth Edition of *Designing the User Interface* provides a comprehensive, authoritative and up-to-date introduction to the dynamic field of human-computer interaction (HCI) and user experience (UX) design. This classic book has defined and charted the astonishing evolution of user interfaces for three decades. Students and professionals learn practical principles and guidelines needed to develop high quality interface designs that users can understand, predict and control. The book covers theoretical foundations and design processes such as expert reviews and usability testing.



## Designing User Experience: A guide to HCI, UX and interaction design, 4e

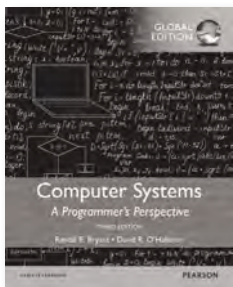
David Benyon

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**Course:** Human-Computer Interaction (HCI)

*Designing User Experience* presents a comprehensive introduction to the practical issue of creating interactive systems, services and products from a human-centred perspective. It develops the principles and methods of human-computer interaction (HCI) and Interaction Design (ID) to deal with the design of twenty-first-century computing and the demands for improved user experience (UX). It brings together the key theoretical foundations of human experiences when people interact with and through technologies. It explores UX in a wide variety of environments and contexts.

## Computer Organization / Architecture



## Computer Systems: A Programmer's Perspective, 3e

Randal E. Bryant & David R. O'Hallaron

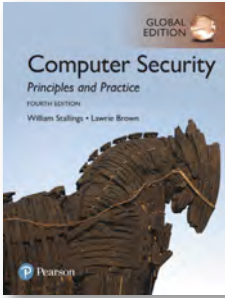
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*Computer systems: A Programmer's Perspective* explains the underlying elements common among all computer systems and how they affect general application performance. Written from the programmer's perspective, this book strives to teach students how understanding basic elements of computer systems and executing real practice can lead them to create better programs.





## Computer Security: Principles and Practice, 4e

William Stallings & Lawrie Brown

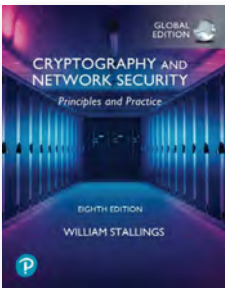
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The need for education in computer security and related topics continues to grow at a dramatic rate and is essential for anyone studying Computer Science or Computer Engineering. Written for both an academic and professional audience, the book continues to set the standard for computer security with a balanced presentation of principles and practice. The new edition captures the most up-to-date innovations and improvements while maintaining broad and comprehensive coverage of the entire field.



## Cryptography and Network Security: Principles and Practice, 8e

William Stallings

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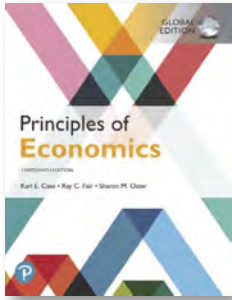
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### **Course:** Computer Security

Keep pace with the fast-moving field of cryptography and network security with *Cryptography and Network Security: Principles and Practice*. In an age of viruses and hackers, electronic eavesdropping, and electronic fraud on a global scale, security is paramount. This text explores the basic issues and practices of a network security capability and provides a tutorial and survey of cryptography and network security technology.

# Economics

## Principles of Economics



### Principles of Economics, 13e

Karl E. Case, Ray C. Fair  
& Sharon E. Oster

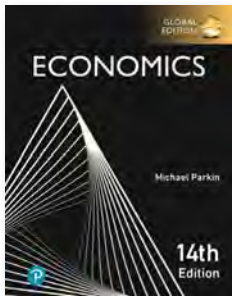
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### Course: Two-Semester Principles of Economics

An introduction to the functioning of the economy and the power and breadth of economics. Readers of *Principles of Economics, 13th Edition* come away with a basic understanding of how market economies function, an appreciation for the things they do well and a sense of things they do poorly. With the latest research and added exercises, students begin to learn the art and science of economic thinking and start to look at some policy and even personal decisions, in a different way.



### Economics, 14e

Michael Parkin

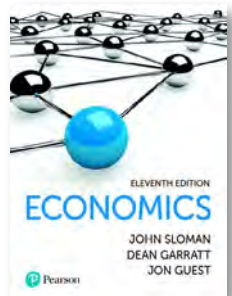
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*Economics* gets students thinking like economists. Using the latest policy and data and incorporating global issues, this text is a thorough and careful presentation of the principles of economics. It emphasizes real-world applications, the development of critical thinking skills and path-breaking technology.



### Economics, 11e

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### Course: Two-Semester Principles of Economics

The ultimate guide to the fascinating subject of Economics, this book is ideal for students who want to get a solid understanding of the key concepts – from theory to practice. This edition provides valuable insight into the constantly changing, often complex issues that economists face today. With content extensively revised, discussing the latest events in the field.



### Economics, 8e

Glenn Hubbard & Anthony Patrick  
O'Brien

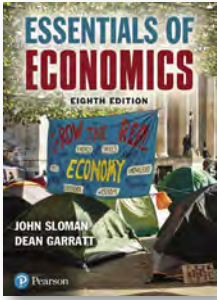
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### Course: Two-Semester Principles of Economics

One of the challenges of teaching principles of economics is fostering interest in concepts, including opportunity cost, trade-offs, scarcity, and demand and supply that may not seem applicable to students' lives. This text makes these concepts relevant by demonstrating how real businesses apply them to make decisions every day. With an ever-changing world economy, the 8th Edition has been updated with the latest developments using new real-world business and policy examples.



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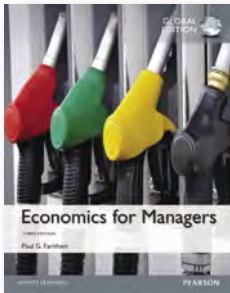
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**Course:** One-Semester Principles of Economics

In a world full of volatility, uncertainty and conflicting approaches, this market leading, concise text in introductory economics looks at the key economic issues of today and helps students make sense of them. Now covers economic issues such as growth, unemployment, the environment, Brexit and behavioral economics. Its classic features and clear, engaging writing style are complemented by strong theoretical basis and a wealth of pedagogical features to support learning.



## Economics for Managers, 3e

Paul G. Farnham

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*Economics for Managers* presents the fundamental ideas of microeconomics and macroeconomics and integrates them from a managerial decision-making perspective in a framework that can be used in a single-semester course.



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For upper-level undergraduate and first-year MBA courses in managerial and applied economics. This text will excite readers by providing a more linear progression, while proving the consistency and relevance of microeconomic theory.



## Economic Approaches to Organization, 6e

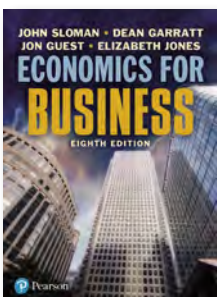
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**Course:** Managerial Economics

This text explains in a non-technical way different economic approaches (including game theory, agency theory, transaction costs economics, economics of strategy and evolutionary approaches) using practical, real-world examples to aid understanding of how the concepts relate to economic and organizational problems in the world today. This book is unique in its attempt to make the link between management and economics.



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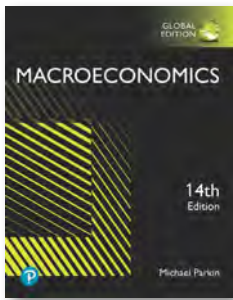
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**Course:** Business Economics

Economic decisions lie at the heart of business. Economics is all about the choices between alternatives and how to weigh up their costs and benefits. Studying this book will help students understand such choices and how to make them successfully when they take up a job or perhaps run their own business.

## Macroeconomics



### Macroeconomics, 14e

Michael Parkin

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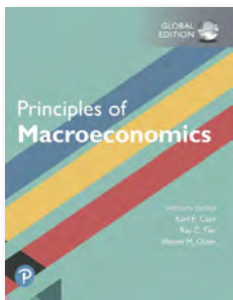
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**Course:** Principles of Macroeconomics

For the latest policy, data and discussions on globally important economic issues, *Macroeconomics* emphasizes real-world applications, the development of critical-thinking skills and path-breaking technology to get students to think like an economist.



### Principles of Macroeconomics, 13e

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& Sharon E. Oster

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**Course:** Principles of Macroeconomics

Reviewers tell us that Case/Fair/Oster is one of the all-time bestselling principles of economics texts because they trust it to be clear, thorough and complete. Readers of *Principles of Macroeconomics, 13th Edition*, come away with a basic understanding of how market economies function, an appreciation for the things they do well and a sense of things they do poorly. With the latest research and added exercises, students begin to learn the art and science of economic thinking and start to look at some policy and even personal decisions, in a different way.



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Reveal the relevance of economics through real-world business examples. One of the challenges of teaching Principles of Macroeconomics is fostering interest in concepts that may not seem applicable to students' lives. *Macroeconomics* makes economics relevant by demonstrating how real businesses use economics to make decisions every day.



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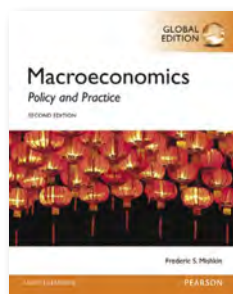
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**Course:** Intermediate Macroeconomics

In *Macroeconomics*, Blanchard presents an integrated, global view of macroeconomics, enabling students to see the connections between goods markets, financial markets and labor markets worldwide. Organized into two parts, the text contains a core section that focuses on short-, medium- and long-run markets and two major extensions that offer more in-depth coverage of the issues at hand. From the major economic crisis that engulfed the world in 2008, to monetary policy in the US, to the problems of the Euro area and growth in China, the text helps students make sense not only of current macroeconomic events but also of those that may unfold in the future.





## Macroeconomics: Policy and Practice, 2e

Frederic S. Mishkin

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**Available with MyLab Economics**

**Course:** Intermediate Macroeconomics

*Macroeconomics: Policy and Practice* draws on the rich tapestry of recent economic events to help students understand the policy issues debated by the media and the public at large during these trying times. Building on his expertise in macroeconomic policy making at the Federal Reserve, author Frederic S. Mishkin provides detailed, step-by-step explanations of all models and highlights the techniques used by policy makers in practice.

## Microeconomics



## Principles of Microeconomics, 13e

Karl E. Case, Ray C. Fair  
& Sharon E. Oster

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**Course:** Principles of Microeconomics

Reviewers tell us that Case/Fair/Oster is one of the all-time bestselling principles of economics texts because they trust it to be clear, thorough and complete. Readers of *Principles of Microeconomics, 13th Edition*, come away with a basic understanding of how market economies function, an appreciation for the things they do well and a sense of things they do poorly. With the latest research and added exercises, students begin to learn the art and science of economic thinking and start to look at some policy and even personal decisions, in a different way.



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Michael Parkin

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The latest edition of *Microeconomics* gets students to think like an economist by incorporating the latest policy, data and discussions on important global issues. It emphasizes real-world applications, the development of critical-thinking skills, diagrams renowned for their pedagogy and clarity and path-breaking technology. 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 and deeper understanding of today's events.



## Microeconomics, 8e

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*Microeconomics* has become a market leader because Perloff presents theory in the context of real, data-driven examples and then develops intuition through his hallmark Solved Problems. Students gain a practical perspective, seeing how models connect to real-world decisions being made in today's firms and policy debates.



## Microeconomics, 9e

Robert Pindyck & Daniel Rubinfeld

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**Course:** Intermediate Microeconomics

*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.



## Microeconomics: Theory and Applications with Calculus, 5e

Jeffrey M. Perloff

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**Course:** Advanced Microeconomic Theory

This book shows how individuals, policy-makers and firms use microeconomic tools to analyze and solve problems. It depicts microeconomics theory through calculus, algebra and graphs.

### Key features:

- New Common Confusions feature describes a widely held belief that economic theory or evidence rejects.
- New Unintended Consequences feature shows how some policies and actions have side-effects beyond the intended ones.

## Money & Banking



## The Economics of Money, Banking and Financial Markets, 13e

Frederic S. Mishkin

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Paperback

eBook version available

**Available with MyLab Economics**

**Course:** Money and Banking

This text brings a fresh perspective to today's major questions surrounding financial policy. Influenced by his term as Governor of the Federal Reserve, Frederic Mishkin offers students a unique viewpoint and informed insight.

### Key features:

- Examples and applications on how the COVID-19 pandemic has affected the markets.
- Updated chapters 18 and 19 now have a more global focus.
- Chapter 14 focuses on the ECB and central banks from other key economies.

## International Economics



## International Economics: Theory and Policy, 12e

Paul R. Krugman, Maurice Obstfeld & Marc Melitz

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**Course:** International Economics

An engaging coverage of the key concepts of international theory and policy, from theory to practice, thoroughly revised *International Economics: Theory and Policy* highlights important economic developments on a theoretical and practical level. This includes a focus on the recent COVID-19 pandemic experience and its implications on the global economy. Useful features and examples in the text will equip you with the intellectual tools necessary to understand the developments and implications in the changing global economy.



## International Economics, 9e

Steven Husted & Michael Melvin

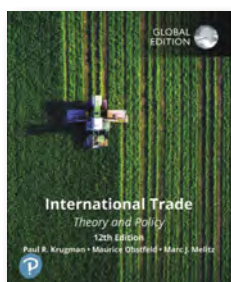
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**Course:** International Economics

*International Economics* is an accessible, comprehensive and relevant guide for studying international economics. Using real data and issues that motivate theoretical discussions, this text captures students' attention and equips them with a practical understanding of major policy questions.



## International Trade: Theory and Policy, 12e

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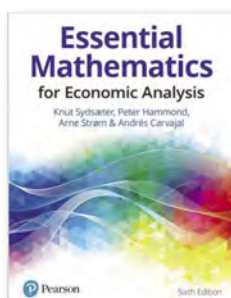
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**Course:** International Trade

This text provides engaging, balanced coverage of the key concepts and practical applications of theory and policy around the world. With the first half devoted to trade and the second half to monetary questions, the text provides an intuitive introduction to theory and events as well as detailed coverage of the actual policies put into place as a response. In this edition important economic developments are highlighted, with many lessons drawn from the recent COVID-19 pandemic experience.

## Maths for Economics



## Essential Mathematics for Economic Analysis, 6e

Sydsaeter Knut

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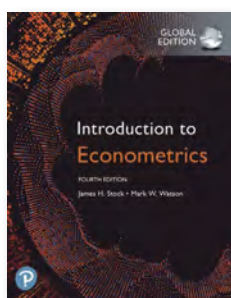
**Course:** Maths for Economics

An extensive introduction to all the mathematical tools an economist needs is provided in this worldwide bestseller.

**Key features:**

- Large number of questions interspersed in chapter help students practice and build confidence.
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## Quantitative Economics



## Introduction to Econometrics, 4e

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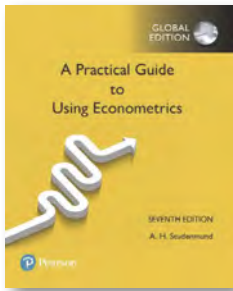
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**Course:** Introductory Econometrics

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



## Using Econometrics: A Practical Guide, 7e

A. H. Studenmund

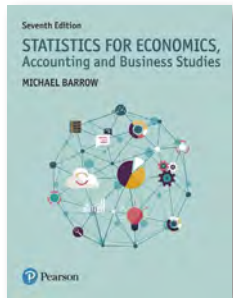
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**Course:** Introductory Econometrics

*Using Econometrics: A Practical Guide* offers students an innovative introduction to elementary econometrics. Through real-world examples and exercises, the book covers the topic of single-equation linear regression analysis in an easily understandable format.



## Statistics for Economics, Accounting and Business Studies, 7e

Michael Barrow

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This text is for students taking a first year Statistics for Economics module. It supports students by providing clear explanations of statistical tools and techniques and demonstrating how to apply them in wider business practice.

## Benefit-Cost Analysis



## Cost-Benefit Analysis, 4e

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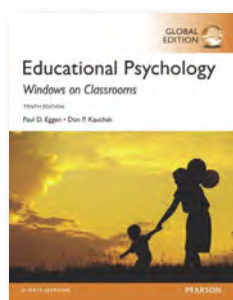
**Course:** Benefit-Cost Analysis

A practical introduction to cost-benefit analysis through problem solving. This authoritative, market-leading text is known for its consistent application of a nine-step framework for conducting or interpreting a cost-benefit analysis. This edition includes a number of chapters that have been revised and reorganized to make the material clearer and more accessible.



# Education

## Educational Psychology



### Educational Psychology: Windows on Classrooms, 10e

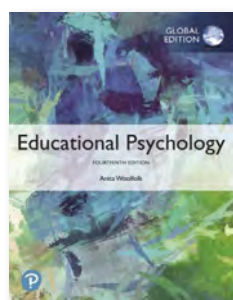
Paul Eggen & Don Kauchak

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752pp • Paperback

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#### **Course:** Introduction to Educational Psychology

This significantly revised Tenth Edition focuses on applying theories and research in educational psychology to an educator's work in the classroom. Using an integrated-case approach, authors Eggen and Kauchak begin each chapter with a case study taken from actual classroom practice and then weave the case throughout the chapter, extracting specific illustrations and, in some instances, using dialogue directly from the case to emphasize the application of chapter content to the classroom setting.



### Educational Psychology, 14e

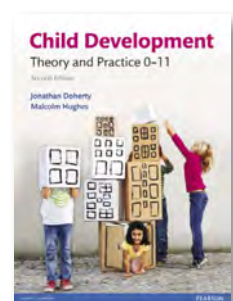
Anita Woolfolk

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#### **Course:** Introduction to Educational Psychology

In clear and jargon-free prose, *Educational Psychology: Active Learning Edition*, explains and illustrates educational psychology's practical relevance for teachers and learners. Theory and practice are considered together, showing how research on child development, learning, cognition, motivation, instruction and assessment can be applied to solve the everyday problems of teaching. The 14th Edition offers a state-of-the-art presentation of the field of educational psychology, with new and expanded coverage of important topics like the brain, neuroscience and teaching; the impact of technology and virtual learning environments on the lives of students and teachers; and diversity in today's classrooms.



### Child Development: Theory and Practice 0-11, 2e

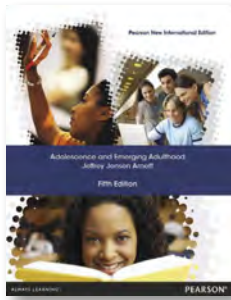
Jonathan Doherty  
& Malcolm Hughes

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496pp • Paperback

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#### **Course:** Child Development (Topical Approach)

The Second Edition of *Child Development: Theory and Practice 0-11* has been fully revised and updated while retaining the authoritative, accessible and well structured writing style that proved popular in the first edition. The text is infused with the authors' passion and enthusiasm for the subject and their anecdotes provide engaging real-life examples of child development in practice.



## Adolescence and Emerging Adulthood, 5e

Jeffrey Jensen Arnett

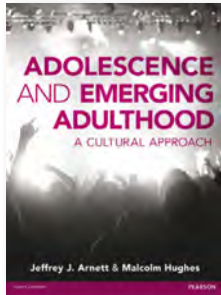
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404pp • Paperback

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**Course:** Adolescent Development

Grounded in a global cultural perspective (within and outside of the US), this text enriches the discussion with historical context and an interdisciplinary approach, including studies from fields such as anthropology and sociology, in addition to the compelling psychological research on adolescent development. This book also takes into account the period of emerging adulthood (ages 18-25), a term coined by the author and an area of study for which Arnett is a leading expert.



## Adolescence and Emerging Adulthood: A Cultural Approach

Jeff Arnett & Malcolm Hughes

9781408253908 • ©2012  
648pp • Paperback

**Course:** Adolescent Development

This text is an innovative and exciting European adaptation of Jeffrey Arnett's hugely successful and groundbreaking US text of the same title. The book combines the most significant approaches and ideas in developmental, social and behavioral psychology to produce a comprehensive picture of what it means to experience adolescence today.



## Human Learning, 7e

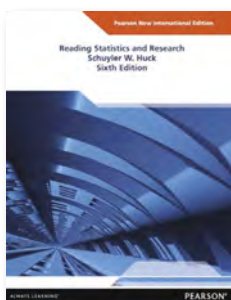
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**Course:** Cognition and Instruction

The market-leading text on learning theories applied to education, this book draws readers in with a lucid and engaging writing style. It covers a broad range of theoretical perspectives, while including numerous classroom examples of how these theories apply to learning, instruction and assessment.



## Reading Statistics and Research, 6e

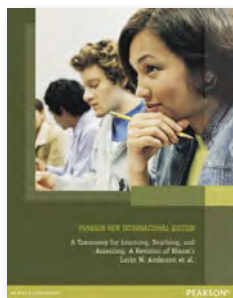
Schuyler W. Huck

9781292041407 • ©2013  
512pp • Paperback

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**Course:** Statistics in Education

For courses in Research Methods, Reading and Understanding Research and Quantitative Methods/Statistics. This uniquely accessible text shows precisely how to decipher and critique statistically-based research reports. Praised for its non-intimidating writing style, the text emphasizes concepts over formulas. The Sixth Edition contains 492 new excerpts drawn from recent journal articles, as well as three new chapters.



### A Taxonomy for Learning, Teaching and Assessing: A Revision of Bloom's Taxonomy of Educational Objectives, Abridged Edition

Lorin W. Anderson, David R. Krathwohl, Peter W. Airasian, Kathleen A. Cruikshank, Richard E. Mayer, Paul R. Pintrich, James Rath & Merlin C. Wittrock

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**Course:** Advanced Education Psychology

This revision of Bloom's taxonomy framework is designed to help teachers understand and implement standards-based curriculums as well as facilitate constructing and analyzing their own. A revision only in the sense that it builds on the original framework, it is a completely new manuscript in both text and organization. Its two-dimensional framework interrelates knowledge with the cognitive processes students use to gain and work with knowledge. Together, these define the goals, curriculum standards and objectives students are expected to learn. The framework facilitates the exploration of curriculums from four perspectives – what is intended to be taught, how it is to be taught, how learning is to be assessed and how well the intended aims, instruction and assessments are aligned for effective education.



### The Life Span: Human Development for Helping Professionals, 3e

Patricia C. Broderick & Pamela Blewitt

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**Course:** Lifespan Development (Topical Approach)

The first developmental textbook written specifically for helping professionals and graduate-level students, *The Life Span: Human Development for Helping Professionals* provides an in-depth look at the science of human development and how it applies to the fields of counseling, social work and psychology. Using counseling applications, case studies, special topics boxes and journal questions, the text introduces developmental theories and research within the context of clinical practice.



### The Rules of Love: A Personal Code for Happier, More Fulfilling Relationships, 4e

Richard Templar

9781292435671 • ©January 2023  
288pp • Paperback

**Course:** Self-Development/Interpersonal Relationships

In *The Rules of Love* you'll find 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.

## Curriculum and Instruction



### A Resource Guide for Teaching K-12, 6e

Richard D. Kellough

9781292041612 • ©2013  
376pp • Paperback

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**Course:** General K-12 Methods

With its hallmark practicality, *A Resource Guide for Teaching K-12* uses case studies, sample units with lessons, opportunities for practice and feedback and activities to equip future teachers with numerous examples of best practices, current research findings and proven teaching strategies. This is truly one of the most comprehensive texts on the market today, made even better with its organization designed around the decision-making phases of instruction.



## Building Classroom Discipline, 11e

C. M. Charles

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280pp • Paperback

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**Course:** Classroom Management

Charles is the leading classroom management models text. It covers and applies the most important management and discipline approaches, from Redl, Wattenberg, Skinner and Glasser through Jones, Kagan, Cook and others.



## Effective Classroom Management: Models and Strategies for Today's Classrooms, 3e

Carlette Jackson Hardin

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**Course:** Classroom Management

Appropriate for grades K-12, this reader-friendly, practical book offers you a solid foundation for developing an individualized classroom management plan that suits your unique instructional philosophy. This book examines a variety of models of classroom management arranged according to their primary focus: classroom management as discipline, classroom management as a system and classroom management as instruction.



## Joining Together: Group Theory and Group Skills, 11e

David H. Johnson  
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**Course:** Cooperative Learning

Introduces readers to the theory and research needed to understand how to make groups effective and, through exercises and thorough explanations, equips them with the skills required to apply that knowledge to practical situations. Chapters discuss the history of groups and group dynamics, the nature of experiential learning, group goals, communication within groups, leadership, power, decision making, controversy and creativity and conflict management. More applied chapters focus on valuing diversity, cooperative learning, leading counseling groups and team development and training.



## Academic Reading, 8e

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& Brette M. Sember

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**Course:** College Reading & Study Skills

Kathleen McWhorter offers a unique, contextualized approach that focuses on academic reading skills and also motivates students towards a particular area of interest or field of study. Readers learn important comprehension, vocabulary and critical thinking skills, as well as how to adapt these skills to their study of specific academic disciplines. While doing so, they also learn what each discipline involves and explore the available career paths. As an end result, *Academic Reading* teaches essential reading skills while opening up new academic and career possibilities.



## Games, Ideas and Activities for Early Years Mathematics

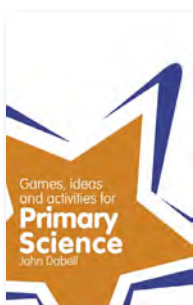
Alice Hansen

9781408284841 • ©2011  
336pp • Paperback

**Course:** Math and Science Methods – Primary Level

This book provides a wealth of activities to supplement and support the teaching of math in a fun and appealing way. Designed to enable practitioners to effectively support children's mathematical development across the Early Years and Foundation Stage, this is the resource that will bring math to life in any early years setting.





## Games, Ideas and Activities for Primary Science

John Dabell

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**Course:** Math and Science Methods – Primary Level

This book aims to provide ready-made science lesson ideas that will considerably reduce the workload for many overburdened teachers. They can be easily adapted to suit varying levels of ability and bring science to life. This resource will provide a strong base of accessible ideas to enhance science education in the primary classroom.



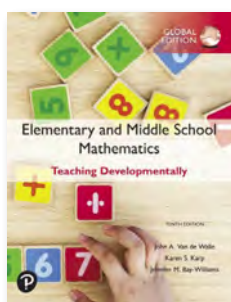
## Creative Activities and Ideas for Pupils with English as an Additional Language

Maggie Webster

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**Course:** Language Development – Primary Level

This book contains a unique collection of 150 enjoyable and inspiring games and activities to help support learners of English as an Additional Language (EAL) in the inclusive classroom. This bank of ideas will support you in helping newly arrived pupils settle into their class and school and are easy to integrate into your planning to support your learners across the curriculum.



## Elementary and Middle School Mathematics: Teaching Developmentally, 10e

John A. Van de Walle, Karen S. Karp  
& Jennifer M. Bay-Williams

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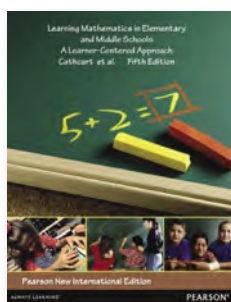
eBook version available

**Pearson Horizon available**

**Course:** Mathematics Methods in the Elementary School

*Elementary and Middle School Mathematics: Teaching Developmentally* illustrates how children learn mathematics and then shows pre-service teachers the most effective methods of teaching PreK-8 math through hands-on, problem-based activities.

As teacher candidates engage with the activities, they boost their own knowledge of the math and learn concrete, developmentally appropriate ways to incorporate problem-based tasks in their classrooms. Examples of real student work and new common challenges and misconception tables allow readers to visualize good mathematics instruction and assessment that supports and challenges all learners.



## Learning Mathematics in Elementary and Middle Schools: A Learner-Centered Approach, 5e

George S. Cathcart,  
Yvonne M. Pothier, James H. Vance  
& Nadine S. Bezuk

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448pp • Paperback

eBook version available

**Available with MyLab Education**

**Course:** Mathematics Methods in the Elementary School

*Learning Mathematics in Elementary and Middle Schools* uses NCTM standards and authentic videos to illustrate and encourage a learner-centered approach to instruction. It helps you learn to evaluate how children think mathematically and how to link that knowledge to developmentally appropriate teaching practices.



## Science in Elementary Education: Methods, Concepts and Inquiries, 11e

Joseph M. Peters & David L. Stout

9781292041346 • ©2013

558pp • Paperback

eBook version available

**Available with MyLab Education**

**Course:** Science Methods in Elementary School

Substantially rewritten to focus on inquiry teaching and learning as espoused in the National Science Education Standards, this new edition will prepare pre-service teachers to plan, facilitate, adapt and assess inquiry experiences consistent with today's science classroom. It accomplishes this by implementing the 6E model of inquiry teaching, addressing the planning and needs of inquiry teaching classrooms and describing the materials teachers need to get up and running.



## Social Studies in Elementary Education, 14e

Walter C. Parker

9781292041339 • ©2013

456pp • Paperback

eBook version available

**Available with MyLab Education**

**Course:** Social Studies Methods in the Elementary School

This new edition of the most popular elementary social studies methods text on the market, houses a wealth of content, strategies, tools and resources for teaching K-8 social studies. Writing with the same clarity, friendly tone and solid content of previous editions, Parker details the mission of social studies education and explores the many ways this mission can be made to serve the full complement of learners in a diverse multicultural society. He lays out the elements of a strong social studies curriculum, explains effective teaching methods and presents a wealth of field-tested examples, exercises, activities and lesson plans that will enliven every social studies classroom.



## Teaching in the Middle and Secondary Schools, 10e

Joanna Carjuzaa & Richard D. Kellough

9781292041537 • ©2013

376pp • Paperback

eBook version available

**Course:** General Middle School/Junior High School Methods

Now in its Tenth Edition, this remains an influential text for pre-service teachers studying middle and secondary school teaching methods. Written by an expert on multicultural education, diversity and cultural differences among students are thematically integrated throughout this text and applied to all areas of study. Containing activities that focus on student-centered learning, real life scenarios that apply critical teaching skills, in-chapter exercises and end-of-chapter activities, this text is both practical and applicable as a valuable instructional text and future resource for professionals. This edition is tech savvy and updated, including a greater focus on middle school teaching methods and curriculum, twenty-first century skills and analysis of student assessment and achievement.



## Teaching Science for All Children: An Inquiry Approach, 5e

Ralph Martin, Colleen Sexton, Teresa Franklin, Jack Gerlovich & Dennis McElroy

9781292041803 • ©2013  
580pp • Paperback

eBook version available

**Available with MyLab Education**

**Course:** Science Methods (Middle School)

This text employs an inquiry model throughout, especially apparent in the design of its learning cycle lesson plans. Engaging Questions, Exploration, Explanation, Expansion and Evaluation make up the Es of this modern learning cycle based on the model first invented by Robert Karplus as part of the Science Curriculum Improvement Study in the 1960s. The text provides methods for future teachers to foster awareness and understanding among their students of the nature of science; to construct understandings of and connections between various science content; to encourage application of science inquiry processes in the classroom; and to develop their students' understanding of the interactions between science, technology and society.



## Teaching Secondary and Middle School Mathematics, 4e

Daniel J. Brahier

9781292042060 • ©2013  
432pp • Paperback

eBook version available

**Course:** Mathematics Methods for the Secondary School

Designed for pre-service or in-service teachers, this text presents concise, current and meaningful descriptions of what it takes to be an effective teacher of mathematics. This extensively revised resource offers a balance of theory and practice, including a wealth of examples and descriptions of student work, classroom situations and technology usage to assist any teacher in visualizing high-quality mathematics instruction in the middle and secondary classroom.



## Teaching Secondary School Science: Strategies for Developing Scientific Literacy, 9e

Rodger W. Bybee, Janet Carlson Powell & Leslie W. Trowbridge

9781292042039 • ©2013  
352pp • Paperback

eBook version available

**Course:** Science Methods for the Secondary School

Solidly grounded in current recommendations of the National Science Education Standards, this text offers teaching guidance and strategies for physical, biological and earth science courses for middle school, junior high and high school. The authors' extensive curriculum development experience imbues the text with a practical focus. Their collective knowledge of the field balances coverage of the theory and research behind the strategies they present. Also, inherent in the text is a description of the role of constructivism in science teaching and the connection between science and society, including how technological development is driven by societal needs.

## Early Childhood Education



## Early Childhood Education Today, 13e

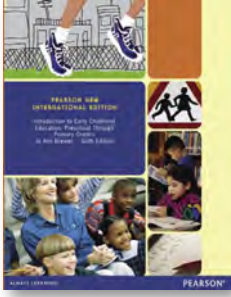
George S. Morrison

9781292019604 • ©2014  
608pp • Paperback

eBook version available

**Course:** Introduction to Early Childhood Education

A leading text for Introduction to Early Childhood Education courses keeps students on the cutting edge of early childhood teaching practice and professionalism. George Morrison's newest edition presents current, research-based information on providing high-quality early education to all children so that they can be successful in school and in life.



## Introduction to Early Childhood Education: Preschool Through Primary Grades, 6e

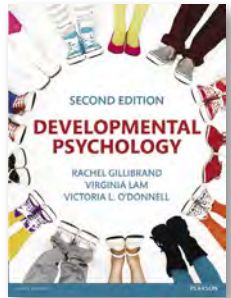
Jo Ann Brewer

9781292042015 • ©2013  
588pp • Paperback

eBook version available

**Course:** Introduction to Early Childhood Education

Using student-friendly, readable language, Jo Ann Brewer demonstrates how to integrate developmentally appropriate practice into the early childhood curriculum. The extensive coverage of curriculum, particularly early literacy and language, is a hallmark of this popular text. Unlike other texts in the market, there is a heavy focus on diversity, students with special needs and real-world experience from teachers currently in the classroom.



## Developmental Psychology, 2e

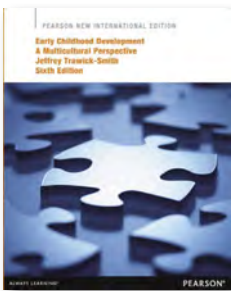
Rachel Gillibrand, Virginia Lam  
& Victoria L. O'Donnell

9781292003085 • ©2016  
648pp • Paperback

eBook version available

**Course:** Early Childhood Studies

*Developmental Psychology* provides a clear and lively coverage of the main topics and concepts required by the British Psychological Society (BPS). The book takes a broadly topical organization addressing the social and cognitive strands of development, providing an intuitive pathway through the core topics and a final section which focuses on the clinical and applied aspects of the subject. This Second Edition includes updated and expanded coverage of play, motor development, genetics and research methods.



## Early Childhood Development: A Multicultural Perspective, 6e

Jeffrey Trawick-Smith

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524pp • Paperback

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**Course:** Development in Early Childhood

*Early Childhood Development: A Multicultural Perspective* addresses both typical and atypical child development from birth through age eight. This text highlights the diversity of child development, preparing professionals to meet the unique needs of children from a wide variety of backgrounds.



## Developmentally Appropriate Curriculum: Best Practices in Early Childhood Education, 5e

Marjorie J. Kostelnik, Anne K.  
Soderman & Alice P. Whiren

9781292041650 • ©2013  
456pp • Paperback

eBook version available

**Course:** Early Childhood Curriculum

This best-selling text addresses all aspects of classroom life, including the roles of children and adults, the physical and social environments and teaching and learning within multiple domains for children age three to eight. It provides a comprehensive, cohesive approach to curriculum development, which results in greater continuity for children and practitioners in group settings in childcare, preschool and the early elementary grades.



## Assessment in Early Childhood Education, 6e

Sue C. Wortham

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328pp • Paperback

eBook version available

**Course:** Assessment in Early Childhood

One of the most accessible and practical textbooks available on assessing young children from infancy through age eight. It provides the full range of types of assessment and how, when and why to use them. Revised and expanded information on children from diverse cultures and languages and children with disabilities has been added in this edition.





## Adapting Early Childhood Curricula for Children with Special Needs, 8e

Ruth E. Cook, M. Diane Klein  
& Deborah Chen

9781292041131 • 2013

432pp • Paperback

eBook version available

### Course: Special Education in Early Childhood

This comprehensive text on early childhood special education emphasizes a developmental focus over a disability focus. The authors believe that children are more alike than different in their developmental processes and avoids the negative impact of labeling children with disability categorical names. The authors have produced a book that offers educators a practical and effective guide to finding learning opportunities within daily curriculum activities and routine.

## Foundation / General Education



## Brilliant Primary School Teacher: What you need to know to be a truly outstanding teacher

Kevin Harcombe

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264pp • Paperback

### Course: Introduction to Teaching

Award-winning teacher Kevin Harcombe draws on his 24 years in the classroom to help build your confidence through enlightening and reassuring advice and case studies taken directly from the chalkface. This book will become the companion you need to teach engaging lessons with impact, to plan and assess effectively and focus on your career prospects and development. Learn how to work with colleagues to achieve results and build a positive environment for learning in your classroom, whilst focusing on what you can do become an outstanding teacher.



## Brilliant Secondary School Teacher: What you need to know to be a truly outstanding teacher

David Torn & Peter Bennett

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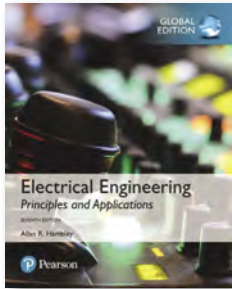
240pp • Paperback

### Course: Introduction to Teaching

Cutting through theory to focus on the skills required for being a secondary school teacher in today's classrooms, this book uses anecdotes and case studies and draws on the 15 years experience of an award-winning London teacher to help you understand what being a brilliant teacher is all about – and lets you know that through good habits and effective planning, this is an achievable goal. Taking you on the journey through your first lessons with your classes, establishing a rapport with your students, planning engaging lessons and managing behavior, to meaningful assessment, the role of the form tutor and thinking about the next steps in your career, look no further for expert advice on becoming a brilliant teacher.

# Engineering

## Electrical Engineering



### Electrical Engineering: Principles and Applications, 7e

Allan R. Hambley

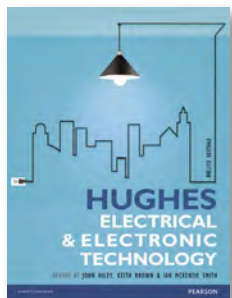
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896pp • Paperback

eBook version available

**Available with Mastering Engineering**

#### **Course:** Introduction to Electrical Engineering

*Electrical Engineering: Principles and Applications* helps students learn electrical-engineering fundamentals with minimal frustration. Its goals are to present basic concepts in a general setting, to show students how the principles of electrical engineering apply to specific problems in their own fields and to enhance the overall learning process. Circuit analysis, digital systems, electronics and electromechanics are covered. This edition has been updated with many new practice tests and end-of-chapter problems.



### Hughes Electrical and Electronic Technology, 12e

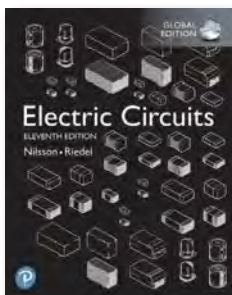
Edward Hughes, John Hiley,  
Ian McKenzie-Smith & Keith Brown

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1008pp • Paperback

eBook version available

#### **Course:** Introduction to Electrical Engineering

All engineers need to understand the fundamental principles of electrical and electronic technology. This best-selling text provides a clear and accessible introduction to the area, with balanced coverage of electrical, electronic and power engineering.



### Electric Circuits, 11e

James Nilsson & Susan Riedel

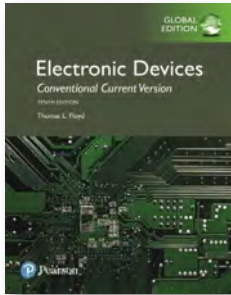
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816pp • Paperback

eBook version available

**Available with Mastering Engineering**

#### **Course:** Circuit Analysis

The fundamental goals of the best-selling *Electric Circuits* remain unchanged. The 11th Edition continues to motivate students to build new ideas based on concepts previously presented, to develop problem-solving skills that rely on a solid conceptual foundation and to introduce realistic engineering experiences that challenge students to develop the insights of a practicing engineer. This edition represents the most extensive revision since the Fifth Edition with every sentence, paragraph, subsection and chapter examined and often rewritten to improve clarity, readability and pedagogy – without sacrificing the breadth and depth of coverage that *Electric Circuits* is known for. Dr. Susan Riedel draws on her classroom experience to introduce the Analysis Methods feature, which gives students a step-by-step problem-solving approach.



## Electronic Devices (Conventional Current Version), 10e

Thomas L. Floyd

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928pp • Paperback

eBook version available

**Pearson Horizon available**

**Course:** Circuit Analysis

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

**Electron Flow version also available**



## Digital Fundamentals, 11e

Thomas L. Floyd

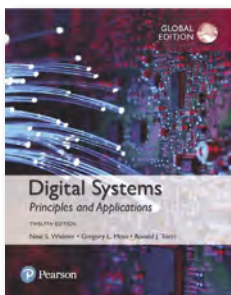
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912pp • Paperback

eBook version available

**Pearson Horizon available**

**Course:** Digital Electronics

*Digital Fundamentals, Eleventh Edition*, continues its long and respected tradition of offering students a strong foundation in the core fundamentals of digital technology, providing basic concepts reinforced by plentiful illustrations, examples, exercises and applications. The text's teaching and learning resources include an Instructor's Manual, PowerPoint lecture slides and Test Bank, as well as study resources for students.



## Digital Systems, 12e

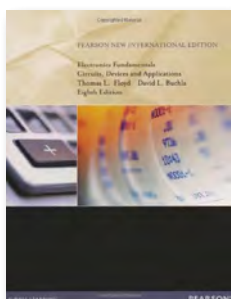
Ronald Tocci, Neal Widmer  
& Greg Moss

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1024pp • Paperback

eBook version available

**Course:** Digital Electronics

Written for all courses in digital electronics – from introductory to advanced, from high school to two and four-year college programs – this Twelfth Edition of *Digital Systems* thoroughly prepares students for the study of digital systems and computer and microcontroller hardware. The text begins with the basics of digital systems, including the AHDL hardware description language, then gradually progresses to increasingly challenging topics, including the more complex VHDL.



## Electronics Fundamentals: Circuits, Devices & Applications, 8e

Thomas L. Floyd & David Buchla

9781292025681 • ©2013  
1064pp • Paperback

eBook version available

**Course:** Introduction to Electronics

This renowned text offers a comprehensive yet practical exploration of basic electrical and electronic concepts, hands-on applications and troubleshooting. Written in a clear and accessible narrative, the Seventh Edition focuses on fundamental principles and their applications to solving real circuit analysis problems and devotes six chapters to examining electronic devices.



## Digital Design, 6e

M. Morris Mano & Michael D. Ciletti

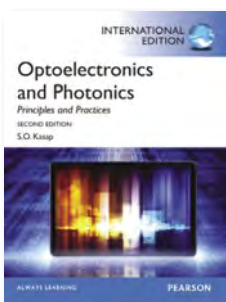
9781292231167 • ©2019

720pp • Paperback

eBook version available

### Course: Digital Design

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



## Optoelectronics & Photonics: Principles & Practices, 2e

Safa O. Kasap

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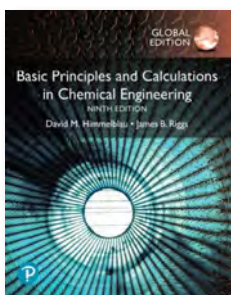
552pp • Paperback

eBook version available

### Course: Optoelectronics

For one-semester, undergraduate-level courses in *Optoelectronics and Photonics*, in the departments of electrical engineering, engineering physics and materials science and engineering. This text takes a fresh look at the enormous developments in electro-optic devices and associated materials – such as Pockels (Lithium Niobate) modulators.

## Chemical Engineering



## Basic Principles and Calculations in Chemical Engineering, 9e

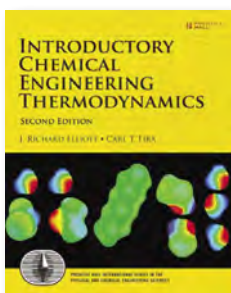
David M. Himmelblau & James B. Riggs

9781292440934 • ©2022

Hardback

### Course: Introduction to Chemical Engineering

Updated to reflect today's sweeping changes in chemical engineering curricula, the latest edition of *Basic Principles and Calculations in Chemical Engineering* offers a strong foundation of skills and knowledge – guiding students through formulating and solving material and energy balance problems, as well as describing gases, liquids and vapors. It introduces efficient, consistent, student-friendly methods for solving problems, analyzing data and gaining a conceptual, application-based understanding of modern chemical engineering processes. Now with new coverage and examples related to biotechnology, nanotechnology, green/ environmental engineering and process safety, as well as many new MATLAB and Python problems throughout.



## Introductory Chemical Engineering Thermodynamics, 2e

J. Richard Elliott & Carl T. Lira

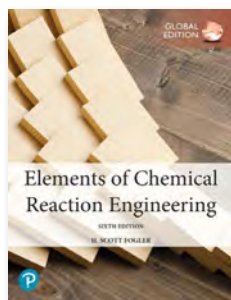
9780136068549 • ©2012

912pp • Hardback

### Course: Thermodynamics

In this book, two leading experts and long-time instructors thoroughly explain thermodynamics, taking the molecular perspective that working engineers require (and competitive books often avoid). This edition contains extensive coverage of today's fast-growing biochemical engineering applications, notably biomass conversion to fuels and chemicals.





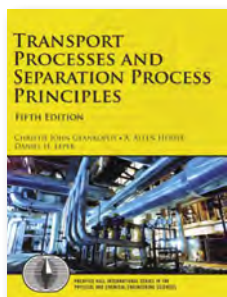
## Elements of Chemical Reaction Engineering, 6e

H. Scott Fogler

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1080pp • Paperback

**Course:** Chemical Reaction Engineering

Writing for today's students, Fogler provides instant access to information, avoids extraneous details, and presents novel problems linking theory to practice. The book thoroughly prepares undergraduates to apply chemical reaction kinetics and physics to the design of chemical reactors, and four advanced chapters address graduate-level topics. Plus, each chapter now ends with a practical safety lesson.



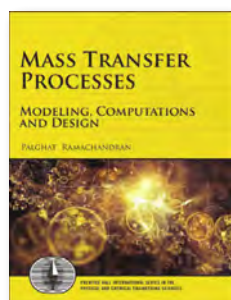
## Transport Processes and Separation Process Principles, 5e

Christie John Geankoplis

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1248pp • Paperback

**Course:** Chemical Fluid Mechanics

Today, chemical engineering students need a thorough understanding of momentum, heat, mass transfer and separation processes. *Transport Processes and Separation Process Principles, Fifth Edition* offers a unified and up-to-date treatment of all these topics. Thoroughly updated to reflect the field's latest methods and software technologies, it covers both fundamental principles and practical applications.



## Mass Transfer Processes: Modeling, Computations and Design

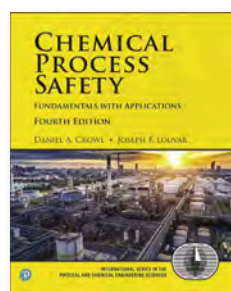
P. A. Ramachandran

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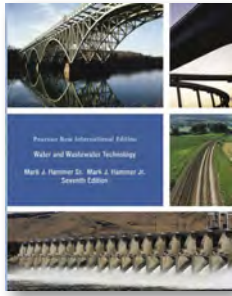
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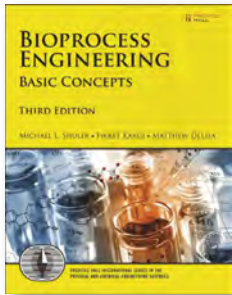
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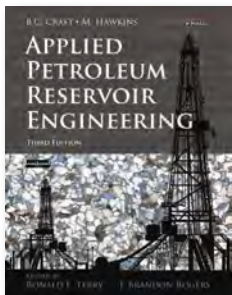
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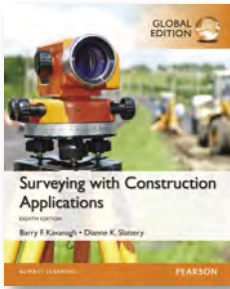
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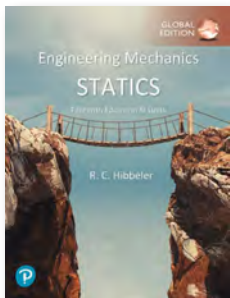
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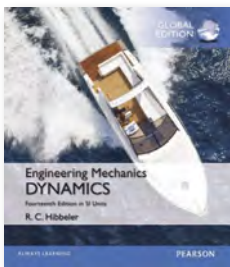
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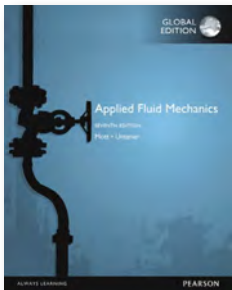
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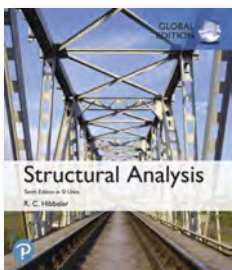
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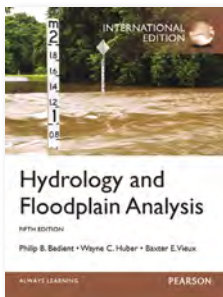
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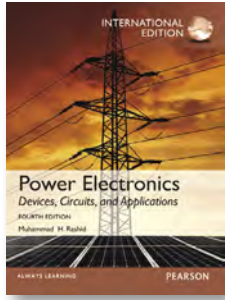


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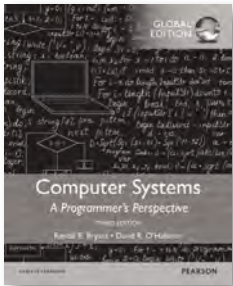
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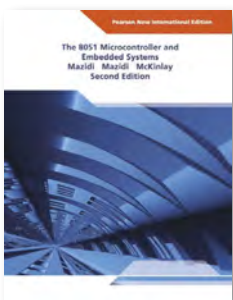
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Muhammad Ali Mazidi, Janice G.  
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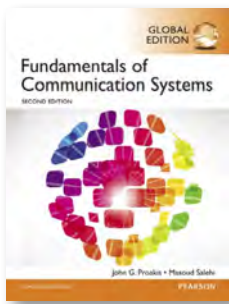
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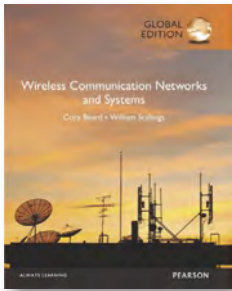
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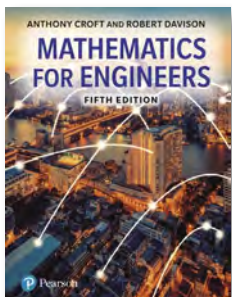
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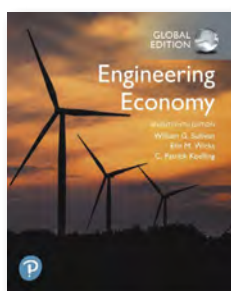
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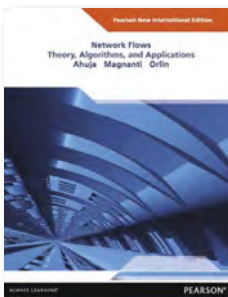
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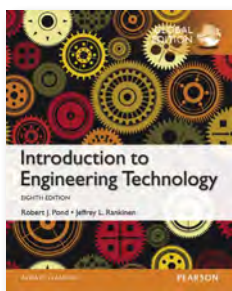
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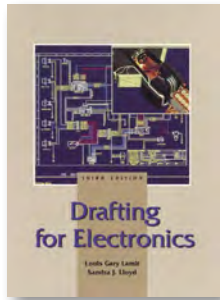
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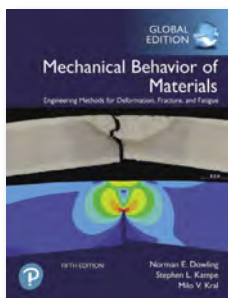
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*Introduction to Materials Science for Engineers* provides balanced, current treatment of the full spectrum of engineering materials, covering all the physical properties, applications and relevant properties associated with engineering materials. It explores all of the major categories of materials while also offering detailed examinations of a wide range of new materials with high-tech applications.

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## Mechanical Behavior of Materials, 5e

Norman E. Dowling

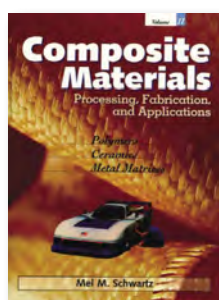
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968pp • Paperback

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**Course:** Mechanical Behavior of Materials

*Mechanical Behavior of Materials, 5th Edition* introduces the spectrum of mechanical behavior of materials and covers the topics of deformation, fracture and fatigue. The text emphasizes practical engineering methods for testing structural materials to obtain their properties, predicting their strength and life and avoiding structural failure when used for machines, vehicles and structures. With its logical treatment and ready-to-use format, the text is ideal for upper-level undergraduate students who have completed an elementary mechanics of materials course. The 5th Edition features many improvements and updates throughout including new or revised problems and questions and a new chapter on Environmentally Assisted Cracking.



## Composite Materials, Vol. II: Processing, Fabrication and Applications

Mel M. Schwartz

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This second volume on composite material fabrication, processing and future reinforced composite material systems seeks to cover the vast field of materials and engineering. Postprocessing and manufacturing of composite materials is described, covering joining, machining, forming, drilling, cutting and finishing.

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Denny A. Jones

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Comprehensive in approach, this text explores the scientific principles and methods that underlie the cause, detection, measurement and prevention of many metal corrosion problems in engineering practice. Most chapters progress from qualitative, descriptive sections (including methods of prevention and testing), to more quantitative sections (involving metallurgy and electrochemistry) and finally to sections on current research developments in the chapter topic.

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## Engineering by Design, 2e

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*Engineering by Design* introduces students to a broad range of important design topics. The engineering design process provides the skeletal structure for the text, around which is wrapped numerous cases that illustrate both successes and failures in engineering design. The text provides a balance of qualitative presentation of engineering practices that can be understood by students with little technical knowledge and a more quantitative approach in which substantive analytical techniques are used to develop and evaluate proposed engineering solutions. This flexibility means that the text can be used in a wide variety of courses.



## Process Control Instrumentation Technology, 8e

Curtis D. Johnson

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### Course: Measurement and Instrumentation

This text provides students with an understanding and appreciation of some of the essential concepts behind control system elements and operations, without the need of advanced math and theory. It also presents some of the practical details of how elements of a control system are designed and operated. This edition includes treatment of modern fieldbus approaches to networked and distributed control systems. This middle ground of knowledge enables students to design the elements of a control system from a practical, working perspective and comprehend how these elements affect overall system operation and tuning.



## Kinematics and Dynamics of Machinery, 3e

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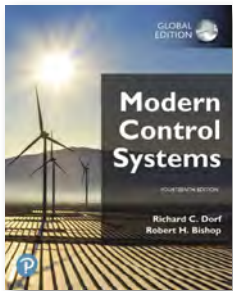
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### Course: Mechanism Design

It is a tool for professors who wish to develop the ability of students to formulate and solve problems involving linkages, cams, gears, robotic manipulators and other mechanisms. There is an emphasis on understanding and utilizing the implications of computed results. Students are expected to explore questions like What do the results mean? and How can you improve the design?

## Control



## Modern Control Systems, 14e

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### Course: Control Theory

Designed to progressively develop students' problem-solving skills through an integrated design and analysis approach to real-world engineering problems. Modern Control Systems presents the structure of feedback control theory and provides a sequence of exciting discoveries as students proceed through the text and problems. Emphasis is placed on real-world complex control systems and practical design applications as well as evolving design strategies like green engineering and human-centered design.



## Digital Control System Analysis & Design, 4e

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James Brickley &  
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This revision of the best-selling text in digital controls is a significant update with the integration of MATLAB software and new coverage in several areas. This program presents a better teaching and learning experience – for you and your students.

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### Manufacturing Engineering and Technology, SI Edition, 8e

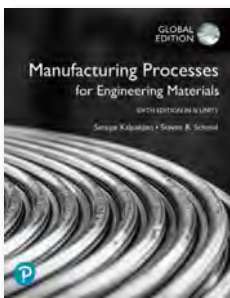
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### Automation, Production Systems and Computer-Integrated Manufacturing, 4e

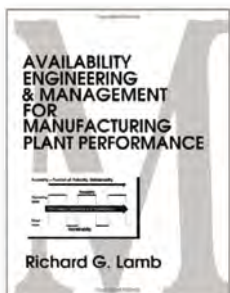
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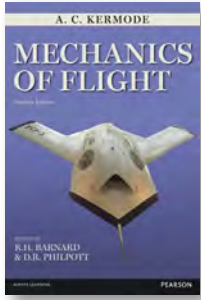
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## Aeronautical Engineering



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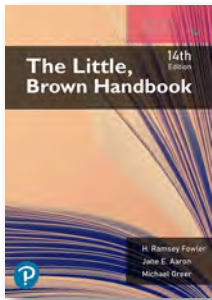
**Course:** Aircraft Design

*Mechanics of Flight* is an ideal introduction to the basic principles of flight for students embarking on courses in aerospace engineering, student pilots, apprentices in the industry and anyone who is simply interested in aircraft and space flight. Written in a straightforward and jargon-free style, this popular classic text makes the fascinating topic of aircraft flight engaging and easy to understand.



# English

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### The Academic Writer's Handbook, 3e

Leonard J. Rosen

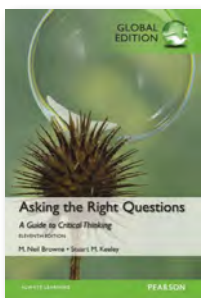
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James D. Lester

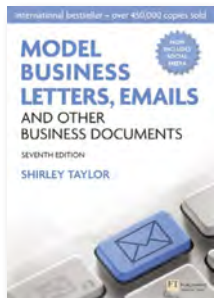
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## Business English / Technical Writing



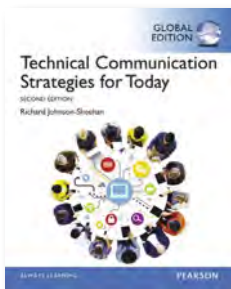
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Shirley Taylor

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For anyone who wants to communicate effectively in business, this is your complete reference guide for any form of written communication. Packed with over 500 sample documents, over 100 tips for better business writing and useful templates you can apply to your writing immediately, *Model Business Letters* will help you put the key rules of good business writing into action.



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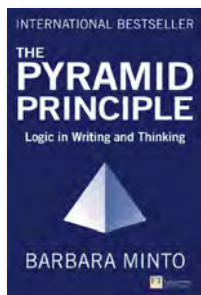
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# Finance

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Students often struggle to see how financial concepts relate to their personal lives and prospective careers. *Financial Management: Principles and Applications* gives students a big picture perspective of finance and how it is important in their personal and professional lives. Utilising five key principles, the 14th Edition provides an approachable introduction to financial decision-making, weaving in real-world issues to demonstrate the practical applications of critical financial concepts.



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Jonathan Berk & Peter DeMarzo

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## Principles of Managerial Finance, 16e

Lawrence J. Gitman &  
Chad J. Zutter

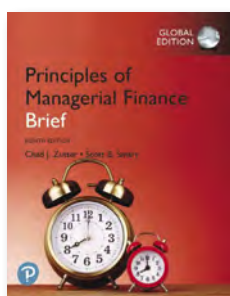
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## Principles of Managerial Finance: Brief, 8e

Lawrence J. Gitman  
& Chad J. Zutter

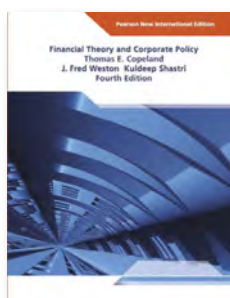
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## International Finance



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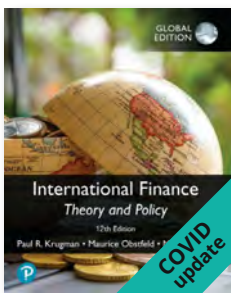
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### International Finance: Theory and Policy, 12e

Paul Krugman, Maurice Obstfeld & Marc Melitz

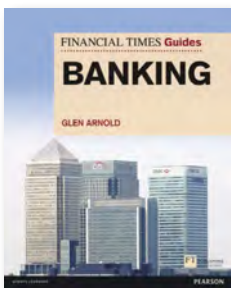
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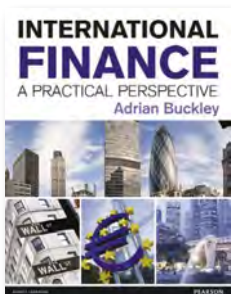
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Glen Arnold

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Adrian Buckley

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& Umar Aimhanosi Oseni

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## Investments



## Fundamentals of Investing, 14e

Scott B. Smart, Lawrence J. Gitman  
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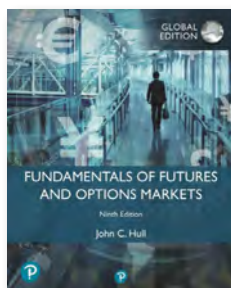
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*Fundamentals of Investing* uses practical, hands-on applications and examples to introduce the topics and techniques used by both personal investors and money managers. The text focuses on both individual securities and portfolios, teaching students to consider the risk and return of different types of investments and how to use this knowledge to achieve financial goals. A consistent framework centered around learning objectives keeps readers focused in each chapter while a conversational tone makes the language, concepts and strategies accessible to students. With new topics and features, the text remains up-to-date and relevant, so students leave the course equipped to develop, implement and monitor a successful investment program.



## Fundamentals of Futures and Options Markets, 9e

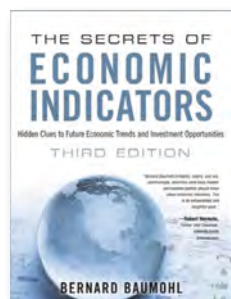
John C. Hull

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**Course:** Investments

*Fundamentals of Futures and Options Markets* is an easily understandable introduction to derivatives, options and futures, financial engineering, financial mathematics, and risk management. With a simplified language, this text offers a wide audience a sound and easy-to-grasp introduction into financial mathematics.

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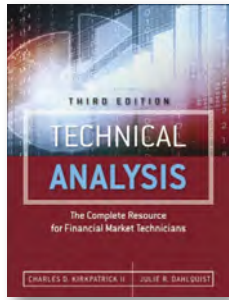
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For years, investors, strategists and policymakers worldwide have turned to one book to help them translate economic data into knowledge for intelligent decision-making: *The Secrets of Economic Indicators*. It's no wonder The Wall Street Journal called this book "the real deal", saying it miraculously breathes life into economic indicators and statistics. Now, Bernie Baumohl has thoroughly updated this classic best-seller to reflect the latest US and foreign economic indicators and brand new insights into the meaning of today's leading indicators.

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## Personal Finance



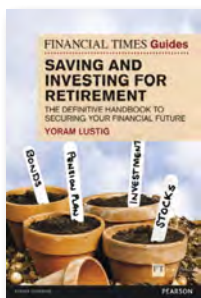
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## Financial Times Guide to Saving and Investing for Retirement: The definitive handbook to securing your financial future

Yoram Lustig

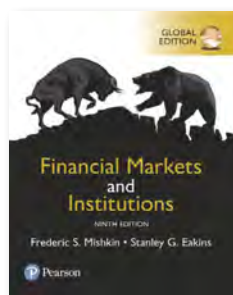
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## Financial Markets and Institutions



## Financial Markets and Institutions, 9e

Frederic S. Mishkin & Stanley Eakins

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## Foundations of Financial Markets and Institutions, 4e

Frank J. Fabozzi, Franco P. Modigliani & Frank J. Jones

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*Foundations of Financial Markets and Institutions* offers a comprehensive exploration of the revolutionary developments occurring in the world's financial markets and institutions – i.e. innovation, globalization and deregulation – with a focus on the actual practices of financial institutions, investors and financial instruments.

# Health Professions & Nursing

## Science in Nursing



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Elaine N. Marieb & Katja N. Hoehn

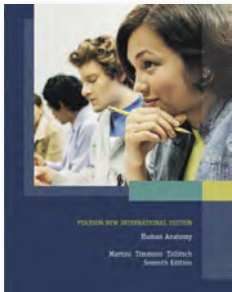
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eBook version available

**Available with Mastering A&P**

**Course:** Essentials of Anatomy and Physiology

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



### Human Anatomy, 7e

Frederic H. Martini,  
Michael J. Timmons &  
Robert B. Tallitsch

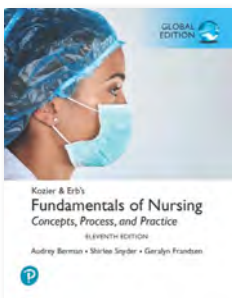
9781292026442 • ©2013  
928pp • Paperback

eBook version available

**Course:** Anatomy and Physiology for Health Professions

Celebrated for its atlas-style format, appropriately detailed anatomical illustrations and exceptionally clear photographs of tissues and cadavers, *Human Anatomy* presents practical applications of anatomy and physiology in a highly visual format. Select Clinical Notes feature dynamic layouts that integrate text with visuals for easy reading. Clinical Cases relate clinical stories that integrate text with patient photos and diagnostic images for applied learning. Time-saving study tools, including end-of-chapter practice and review, help students arrive at a complete understanding of human anatomy.

## Fundamentals of Nursing



### Kozier & Erb's Fundamentals of Nursing, 11e

Audrey T. Berman, Charles Snyder  
& Geryl Frandsen

9781292359793 • ©2021  
1552pp • Paperback

eBook version available

**Available with MyLab Nursing**

**Course:** Fundamentals of Nursing (LPN)

Nurses today must grow and evolve to meet the demands of a dramatically changing healthcare system. *Kozier & Erb's Fundamentals of Nursing* provides a core foundation of contemporary professional nursing so students can succeed in today's environment. From the integral aspects of nursing, such as managing and communicating, to assessing health and client care, the text sets the foundation for nursing excellence. QSEN features throughout the latest edition draw connections to actual nursing practice and help students develop their clinical-reasoning abilities and think like nurses, as the material they are reading is applied in nursing practice. Updates include new examples, additional photos and the latest standards of care.



## Medical Surgical Nursing Care, 3e

Karen M. Burke, Priscilla LeMone,  
Elaine Mohn-Brown & Linda Eby

9781292040851 • ©2013  
1480pp • Paperback

eBook version available

**Course:** Fundamentals of Nursing (LPN)

*Medical Surgical Nursing Care* has an even stronger focus on the professional, practical nursing program and is a key component in the LPN/LVN series at Pearson. It has a clear and readable writing style, it provides a strong foundation for understanding common disorders that affect adults. Opening units of the book focus on concepts, issues and foundational knowledge. The units that follow focus on common diseases and disorders organized by body system.

**Title available on demand**

## Adult Branch



## Medical-Surgical Nursing: Critical Thinking in Patient Care, 5e

Priscilla LeMone, Karen M. Burke &  
Gerene Bauldoff

9781292023021 • ©2013  
1860pp • Paperback

eBook version available

**Course:** Adult Health/Medical Surgical Nursing

*Medical-Surgical Nursing: Critical Thinking in Patient Care* was revised and updated to provide the knowledge and skills needed to care for adult patients to promote health, facilitate recovery from illness and injury and provide support when coping with disability or loss. The goal of the Fifth Edition is to provide the knowledge and resources that ensure a solid base for critical thinking and clinical judgment and that can be applied to provide safe, individualized and competent clinical nursing care.



## Wound Management: Principles and Practices, 3e

Betsy Myers

9781292027920 • ©2013  
570pp • Paperback

eBook version available

**Course:** General Nursing

This is the most complete, up-to-date wound management learning resource for clinicians and students. It first reviews the basic science of wound care, including normal tissue anatomy, wound healing and factors that adversely affect healing. Next, it covers examinations and interventions for patients with open wounds, including holistic patient management. It then focuses on specific wound types, including arterial and venous insufficiency ulcers, pressure ulcers, neuropathic ulcers and burns.

## Child and Maternal Branch



## Olds' Maternal-Newborn Nursing & Women's Health Across the Lifespan, 9e

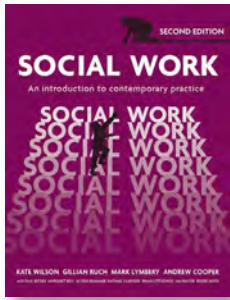
Michele C. Davidson,  
Marcia L. London &  
Patricia W. Ladewig

9781292023335 • ©2013  
1256pp • Paperback

eBook version available

**Course:** Maternal/Child Nursing

This is a family-focused text that provides comprehensive coverage of maternal-newborn nursing and women's health with special attention to evidence-based practice, cultural competence, critical thinking, professionalism, patient education and home/community care. Accurate, readable, personal and engaging, it reflects a deep understanding of pregnancy and birth as normal life processes and of family members as partners in care. This edition includes a deeper discussion of childbirth at risk; four new nursing care plans; updated coverage of contraception, complementary/alternative therapies and much more.



## Social Work: An Introduction to Contemporary Practice, 2e

Kate Wilson, Gillian Ruch,  
Mark Lymbery & Andrew Cooper

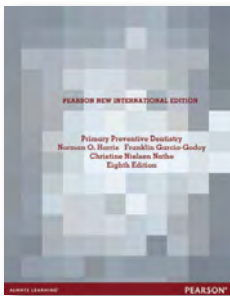
9781408244708 • ©2011  
760pp • Paperback

eBook version available

**Course:** Child Services

*Social Work: An introduction to contemporary practice* has quickly established itself as a leading and uniquely comprehensive introduction to the field. Essential knowledge and skills are examined with authority and depth and key debates approached in an accessible, informative and engaging way. Underpinned by research and advice to make close illustrative links with practice, it stimulates interest and actively engages the reader.

## Allied Health: Nurse / Medical Assisting



## Primary Preventive Dentistry, 8e

Norman O. Harris,  
Franklin Garcia-Godoy  
& Christine Nielsen Nathe

9781292040615 • ©2013  
552pp • Paperback

eBook version available

**Course:** Dental Nursing

Organized for consistency, coherence and readability, this fully updated text covers all areas of prevention in dental care. It first describes dental diseases and conditions, helping students clearly understand the processes that can be prevented through the use of preventive modalities or ideas. Next, it presents detailed strategies to prevent these diseases and conditions.



## Physical Examination of the Spine and Extremities

Stanley Hoppenfeld

9781292026626 • ©2013  
288pp • Paperback

**Course:** Introduction to Physical Therapy

This clear, concise manual fills the growing need for a text covering the process of physical examination of the spine and extremities. Serving students and clinicians as a functional guidebook, this text incorporates three important features: a tight consistent organization, an abundance of constructive illustrations and an effective teaching method.



## Orthopedic Physical Examination Tests: An Evidence-Based Approach, 2e

Chad Cook & Eric Hegedus

9781292027968 • ©2013  
552pp • Paperback

eBook version available

**Course:** Orthopedics / Sports Physical Therapy

This is the field's most comprehensive evidence-based guide to clinical tests for orthopedic physical examination. It presents complete explanations and photography visualizing all commonly used physical exam tests for all body regions, including both neurological screening tools and conventional tests.

## Paramedic Care and Emergency Service



## International Trauma Life Support for Emergency Care Providers, 8e

ITLS

9781292170848 • ©2017  
432pp • Paperback

**Course:** Basic Trauma Life Support

For more than 30 years, *International Trauma Life Support* has been at the forefront of trauma education at all levels of emergency care worldwide. This complete reference is filled with practical, hands-on training that guides readers through the hows and whys behind all of the skills necessary for rapid assessment, resuscitation, stabilization and transportation of the trauma patient.





## Anatomy & Physiology for Emergency Care, 2e

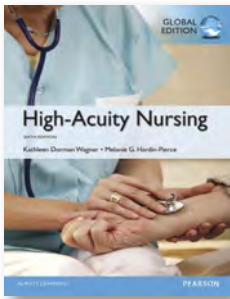
Bryan E. Bledsoe,  
Frederic H. Martini,  
Edwin F. Bartholomew,  
William C. Ober &  
Claire W. Garrison

9781292042459 • ©2013  
864pp • Paperback

eBook version available

**Course:** Paramedic

Based upon the popular college text *Essentials of Anatomy and Physiology* by Fredric H. Martini and Edwin F. Bartholomew, Dr. Bledsoe has taken this work and added clinical correlations and applications specific to emergency care. *Anatomy & Physiology for Emergency Care* presents material in a clear, concise format and places emphasis on essential fundamental concepts, applications and terminology.



## High-Acuity Nursing, 6e

Kathleen Dorman Wagner,  
Karen Johnson &  
Melanie G. Hardin-Pierce

9781292073408 • ©2014  
976pp • Paperback

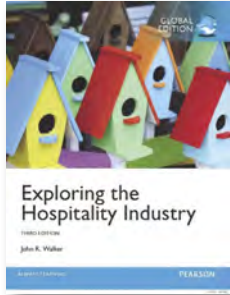
eBook version available

**Course:** Critical Care/Acute Care Nursing

This text brings together the knowledge needed to care for adult patients with complex conditions and unpredictable outcomes, across settings ranging from critical care to high-skill long-term facilities. It makes critical pathophysiological concepts clinically applicable to high-acuity patients; enhances students' clinical decision-making skills; provides extensive and immediate feedback; and supports self-paced learning.

# Hospitality & Tourism

## Hospitality and Hotel Management



### Exploring the Hospitality Industry, 3e

John R. Walker

9781292102801 • ©2016  
368pp • Paperback

eBook version available

**Available with MyLab Hospitality or Revel**

### **Course:** Introduction to the Hospitality Industry

This text helps students advance in their careers by giving them a broad foundation of hospitality industry knowledge presented in a lively, visually appealing manner using engaging features to facilitate the learning process. Less theoretical and more industry-relevant than most texts in the field, it emphasizes the people, companies and positions that make up the hospitality industry today. It covers all facets and segments of the industry, including new growth areas such as event management, meeting planning, cruising, theme parks and gaming entertainment.



### Foundations of Lodging Management, 2e

David K. Hayes, Jack D. Ninemeier  
& Allisha A. Miller

9781292026787 • ©2013  
400pp • Paperback

eBook version available

### **Course:** Introduction to Hotel and Motel Management

Written in an easy-to-read, easy-to-understand style, *Foundations of Lodging Management* explores how the lodging industry and the hotels in the industry operate. With coverage of both small and large hotels, it addresses each department, including the front office, sales and marketing, housekeeping, maintenance and more!



### Strategic Management in the Hospitality Industry, 3e

Michael D. Olsen, Joseph J. West  
& Eliza Ching Yick Tse

9781292027418 • ©2013  
368pp • Paperback

eBook version available

### **Course:** Hospitality Administration

Based on scientific research within the industry, this book outlines a strategic model that can be used to improve decision making and policy within the hospitality field. Combining quality research and experience, it discusses key topics such as: environmental scanning, competitive strategies, structure and implementation and performance.



## Check-in Check-Out: Managing Hotel Operations, 9e

Gary K. Vallen & Jerome J. Vallen

9781292021102 • ©2013  
440pp • Paperback

**Course:** Front Desk Operations

This widely popular guide presents rich detail about best practices and future directions in the hotel industry, while offering the widest coverage of any book in the field. Readers gain an intuitive understanding based on the flow of the guest's experience, from reservation, arrival and registration, to service purchasing, departure, billing and recordkeeping. The entire rooms division is covered thoroughly and linked to other hospitality functions, related industries and the broader economy.



## Marketing for Hospitality and Tourism, 8e

Philip T. Kotler, John T. Bowen,  
James Makens & Seyhmus Baloglu

9781292363516 • ©2021  
688 • Paperback

eBook version available

**Available with Revel**

**Course:** Hospitality Sales and Marketing

The definitive source for hospitality marketing courses, *Marketing for Hospitality and Tourism*, takes an integrative approach to discuss hospitality marketing from a team perspective – examining each hospitality department and its role in the marketing mechanism. This edition includes new coverage of social media, discussion of current industry trends, and hands-on application assignments..



## Customer Service: A Practical Approach, 6e

Elaine K. Harris

9781292040356 • ©2013  
200pp • Paperback

eBook version available

**Course:** Customer Service

This market-leading book goes beyond providing reasons why customer service is important to defining proven methods for creating customer service excellence. Using a hands-on approach, it covers a wide range of knowledge and skills and offers an extensive collection of activities to enliven and invigorate any lecture.



## Organizational Behavior for the Hospitality Industry

Florence Berger & Judi Brownell

9781292040264 • ©2013  
480pp • Paperback

eBook version available

**Course:** Human Resource Management/Hospitality – Advanced

The most recent organizational behavior text that focuses on the hospitality industry, delving into the concepts that are relevant to students who plan to enter the hospitality industry. Hospitality organizations today must achieve excellence in human relations and that success starts with quality organizational behavior. The text is organized into three sections: organizational behavioral essentials, the individual and the organization and key management tasks.



## Technology Strategies for the Hospitality Industry, 2e

Peter D. Nyheim &  
Daniel J. Connolly

9781292027395 • ©2013  
272pp • Paperback

eBook version available

**Course:** Computers in the Hospitality Industry

This text examines technology strategies for the hospitality industry. Exceptionally practical in approach, this edition includes a new chapter on technology in the casino industry and a new chapter on technology for meetings and events. A separate chapter is devoted to planning and investment as students learn what technology exists and how to use it to succeed in the hospitality business.



## The Business of Events Management

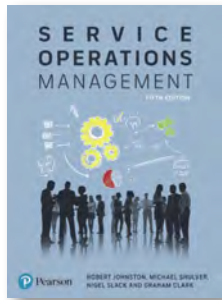
John Beech, Sebastian Kaiser & Robert Kaspar

9780273758624 • ©2014  
416pp • Paperback

eBook version available

**Course:** Conferences and Event Management

*The Business of Events Management* provides an accessible and lively introduction to the practice of managing an event, festival, conference or congress. Written by a team of international experts, the book incorporates the latest thinking in events management and highlights key theories, concepts and models by using a range of case studies and examples.



## Service Operations Management: Improving Service Delivery, 5e

Robert Johnston, Graham Clark & Michael Shulver

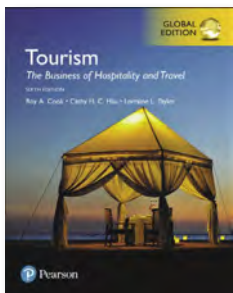
9781292064468 • ©2020  
4640pp • Paperback

eBook version available

**Course:** Hospitality Management

*Service Operations Management, 5th Edition*, is a market-leading text on service operations management and provides a clear understanding of how service performance can be improved in organizations. This textbook applies underlying theories to the real world challenges faced by service operations managers on a daily basis, by providing a diverse range of examples and illustrations. Each chapter provides a range of tools, frameworks and techniques designed to help you better analyze existing operations and understand ways to deal with operational challenges.

## Tourism and Travel



## Tourism: The Business of Hospitality and Travel, 6e

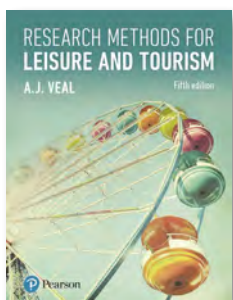
Roy A. Cook, Cathy H. C. Hsu & Lorraine L. Taylor

9781292221670 • ©2017  
448pp • Paperback

eBook version available

**Course:** Introduction to Travel and Tourism

The engaging writing style and hundreds of updated industry examples make this the perfect textbook for students taking their first hospitality or tourism class. It views the industry from a holistic, global business perspective – examining the management, marketing and finance issues most important to industry members. Chapters reveal an integrated model of tourism and address consumer behavior, service quality and personal selling.



## Research Methods for Leisure and Tourism, 5e

A. J. Veal

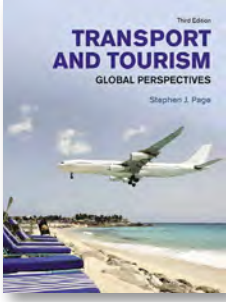
9781292115290 • ©2017  
640pp • Paperback

eBook version available

**Course:** Research Methods for Tourism & Leisure

Now in its Fifth Edition, *Research Methods for Leisure and Tourism* has become the ultimate reference text for both students enrolled in undergraduate and postgraduate degrees and practising managers. This book combines comprehensive coverage of a wide variety of qualitative and quantitative research methods with step-by-step guidance through research software including Excel, SPSS and NVivo.





## Transport and Tourism: Global Perspectives, 3e

Stephen Page

9780273719700 • ©2009

480pp • Paperback

eBook version available

### **Course:** Tourism Geography

Investigates the complex relationship between transport provision and tourism and adopts a global perspective throughout. This edition addresses all the key issues and new challenges that transport providers, decision-makers, managers and tourists face in the use, operation and management of tourist transport against the backdrop of rapid technological change in the 21st century. This book remains the leading, authoritative text in the field; topics covered in this latest edition include up-to-date and contemporary international case material and examples addressing key areas of current concern.

# IT/CIS

## Computer Concepts



### How Computers Work, 10e

Ron White &  
Timothy Edward Downs

9780789749840 • ©2014  
384pp • Paperback

#### **Course:** Introduction to Computers

Having sold more than 2 million copies over its lifetime, *How Computers Work* is the definitive illustrated guide to the world of PCs and technology. In this new edition, you'll find detailed information not just about PCs, but about how changes in technology have evolved the giant, expensive computer dinosaurs of last century into the smaller but more powerful smartphones, tablets and wearable computing of today. Whether your interest is in business, gaming, digital photography, entertainment, communications, or security, you'll learn how computing is evolving the way you live.



### Computers Are Your Future: Complete, 12e

Catherine Laberta

9781292021058 • ©2013  
688pp • Paperback

eBook version available

**Available with MyLab IT**

#### **Course:** Computer Concepts

Engages students with a refreshing and easy to learn from style, while maintaining an encyclopedic approach and popular magazine-style format. Today's students want a practical "what it is" and "how it works" approach to computers and computing, with less explanation of when and why. *Computers Are Your Future* serves as a valuable computer technology reference tool without being overwhelming or intimidating.



### Technology In Action: Complete, 16e

Alan Evans, Kendall Martin  
& Mary Anne Poatsy

9781292349626 • ©2020  
624pp • Paperback

**Available with MyLab IT**

#### **Course:** Computer Concepts

Best-selling *Technology in Action Complete* uses practical content and hands-on projects to engage students in computing tasks and skills they can apply at work, in class or at home. Designed for today's technically savvy students, the text introduces difficult concepts at a basic level early on, then expands upon these skills as students build mastery. The 16th Edition brings innovative content updates, including new coverage of ethics, artificial intelligence and managing a digital lifestyle, as well as several new features encouraging critical thinking.



## Digital Planet: Tomorrow's Technology and You, Complete, 10e

George Beekman & Ben Beekman

9781292021065 • ©2013

632p • Paperback

eBook version available

**Course:** Computer Concepts

Explores the promises and challenges of information technology, along with its effect on businesses, people, society and the future. Clearly explains what a computer is and what it can (and can't) do; it clearly explains the basics of information technology, from multimedia PCs to the Internet and beyond. Illustrates how computers and networks are – and will be – used as practical tools to solve a wide variety of problems. Puts technology in a human context, illustrating how digital devices and networks affect our lives, our world and our future.

## Applications Software



## Microsoft Office 2019 Step by Step

Joan Lambert & Curtis Frye

9781509307685 • ©2019

560pp • Paperback

eBook version available

**Course:** Applications Software

This is learning made easy. Get more done quickly with Office 2019. Jump in wherever you need answers – brisk lessons and screenshots show you exactly what to do, step by step. Covers Word, Excel, PowerPoint and Outlook.



## GO! with Microsoft Office 2010 Getting Started

Shelley Gaskin, Robert Ferrett,  
Alicia Vargas & Carolyn McLellan

9780135088654 • ©2010

336pp • Paperback

eBook version available

**Available with MyLab IT**

**Course:** Applications Software

The primary goal of the GO! Series, aside from teaching computer applications, is ease of implementation. This approach is based on clearly defined projects for students and a one-of-a-kind supplements package for instructors.

**Title available on demand**



## Office 2016 In Depth

Joe Habraken

9780789755674 • ©2015

1008pp • Paperback

**Course:** Microsoft Office Professional for Windows

This book is packed with intensely useful knowledge, tips and shortcuts students just won't find anywhere else. It's the fastest, best way to master Office 2016's full power and the great new features built into Word, Excel, PowerPoint, Outlook, Publisher and OneNote. (Includes Content Update Program)



## Exploring Microsoft Office Excel 2010 Comprehensive

Robert T. Grauer,  
Mary Anne Poatsy, Keith Mulbery  
& Lynn Hogan

9781292027043 • ©2013

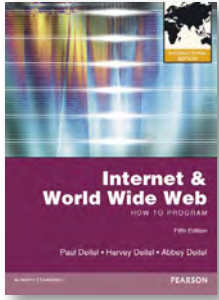
736pp • Paperback

eBook version available

**Available with MyLab IT**

**Course:** Excel/Windows 1 cr.

The goal of the Exploring series has been to move students beyond the point and click, helping them understand the why and how behind each skill. The Exploring series for Office 2010 also enables students to extend the learning beyond the classroom.



## Internet and World Wide Web How to Program, 5e

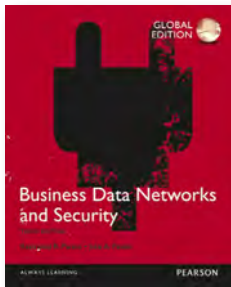
Harvey M. Deitel, Paul J. Deitel & Abbey Deitel

9780273764021 • ©2012  
960pp • Paperback

eBook version available

**Course:** Internet/World Wide Web

This text introduces students with little or no programming experience to the exciting world of Web-Based applications. Teaching the fundamentals needed to program on the Internet, it provides in-depth coverage of introductory programming principles, various markup languages (XHTML, Dynamic HTML and XML), several scripting languages (JavaScript, PHP, Ruby/Ruby on Rails and Perl); AJAX, web services, Web Servers (IIS and Apache) and relational databases (MySQL/Apache Derby/Java DB).



## Business Data Networks and Security, 10e

Julia Panko & Raymond R. Panko

9781292075419 • ©2015  
480pp • Paperback

eBook version available

**Available with MyLab MIS**

**Course:** Business Data Communication/Networking

This text guides readers through the details of networking, while helping them train for the workplace. It starts with the basics of security and network design and management; goes beyond the basic topology and switch operation covering topics like VLANs, link aggregation, switch purchasing considerations and more; and covers the latest in networking techniques, wireless networking, with an emphasis on security.



## Computer Networks, 5e

Andrew S. Tanenbaum & David J. Wetherall

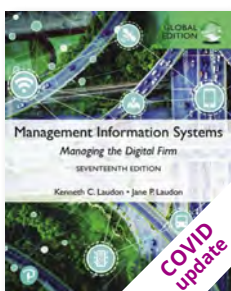
9781292024226 • ©2013  
808pp • Paperback

eBook version available

**Course:** Business Data Communication/Networking

Tanenbaum takes a structured approach to explaining how networks work from the inside out. He starts with an explanation of the physical layer of networking, computer hardware and transmission systems; then works his way up to network applications. Tanenbaum's in-depth application coverage includes email; the domain name system; the World Wide Web (both client and server-side); and multimedia (including voice over IP, Internet radio video on demand, video conferencing and streaming media).

## MIS



## Management Information Systems: Managing the Digital Firm, 17e

Jane P. Laudon & Kenneth C. Laudon

9781292403281 • ©2021  
648pp • Paperback

eBook version available

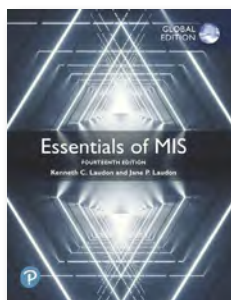
**Available with MyLab MIS**

**Course:** MIS

**Key features:**

- Expanded coverage on artificial intelligence, big data, the Internet of Things and cloud computing.
- Covers the impact of COVID-19 on business uses of information systems.
- A Career Opportunities section helps students in job hunting and career building.





## Essentials of MIS, 14e

Jane P. Laudon  
& Kenneth C. Laudon

9781292342634 • ©2020  
528pp • Paperback

eBook version available

**Available with MyLab MIS**

### Course: MIS

*Essentials of MIS* is an in-depth look at how today's businesses use information technologies and systems to achieve their corporate objectives. The 14th Edition consists of 12 chapters with hands-on projects that cover the most essential topics in MIS, all updated with new figures, tables and cases. In addition to the core text, this edition includes a Video Case Package consisting of 28 video case studies and 10 instructional videos to illustrate business uses of information systems, explain new technologies and explore concepts.



## Experiencing MIS, 8e

David M. Kroenke

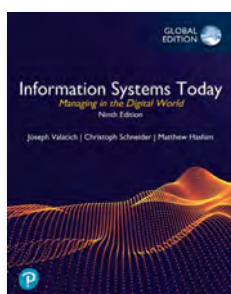
9781292266985 • ©2020  
752pp • Paperback

eBook version available

**Available with MyLab MIS**

### Course: MIS

As technology continues to change the way organizations do business, knowledge of MIS is critical. *Experiencing MIS* illustrates for students how organizations use information systems to solve business problems every day. This modular text uses illustrative cases, exercises, projects and other aids to ensure students connect concepts to everyday life with an "in your face" attitude about MIS. Unique guides in each chapter highlight themes in ethics, security and other timely topics.



## Information Systems Today: Managing the Digital World, 9e

Joseph Valacich  
& Christoph Schneider

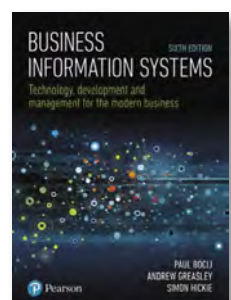
9781292438115 • ©2022  
568pp • Paperback

eBook version available

**Available with MyLab MIS**

### Course: Introduction to Information Systems

*Information Systems Today: Managing in a Digital World* uses case studies that highlight real-world companies, technologies and issues that illuminate each chapter, so students can quickly understand how and why information systems are essential in today's evolving business landscape. Aligning major concepts with the latest trends, this issue expands its exploration of the ways digital density and the API economy, mobile and cloud computing, social media, artificial intelligence and the Internet of Things affect information systems.



## Business Information Systems: Technology, Development and Management for the Modern Business, 6e

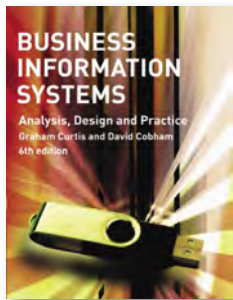
Paul Bocij, Andrew Greasley  
& Simon Hickie

9781292220970 • ©2019  
664pp • Paperback

eBook version available

### Course: Introduction to Information Systems

In business, today's manager needs to combine business skills with an understanding of information systems and the opportunities and benefits that they bring to an organization. Starting from basic concepts, this book provides a comprehensive and accessible guide to: understanding the technology of business information systems; choosing the right information system for an organization; developing and managing an efficient business information system; and employing information systems strategically to achieve organizational goals. Updated and expanded coverage of Big Data, analytics, Industry 4.0 and Internet of Things.



## Business Information Systems: Analysis, Design and Practice, 6e

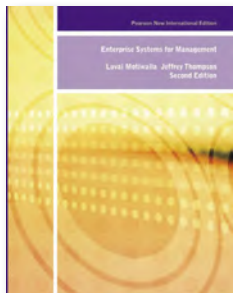
Graham Curtis & David Cobham

9780273713821 • ©2008

720pp • Paperback

**Course:** Introduction to Information Systems

This book aims to equip those in, or entering, business to assess the opportunities, limitations and major issues surrounding modern business information systems and to appreciate the way that information systems can aid the realization of business objectives.



## Enterprise Systems for Management, 2e

Luvai Motiwalla & Jeffrey Thompson

9781292023489 • ©2013

352pp • Paperback

eBook version available

**Course:** Enterprise Resource Planning (ERP)

An approach to understanding and implementing ERP systems for success in today's organizations. Motiwalla teaches students the components of an ERP system and the process of implementing ERP systems within a corporation to increase the overall success of the organization. This text also places major importance on the strategic role of ERP systems in providing a platform for improved business operations and productivity.



## Modern Systems Analysis and Design, 8e

Joseph S. Valacich & Joey F. George

9781292154145 • ©2016

544pp • Paperback

eBook version available

**Course:** Systems Analysis and Design

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



## Systems Analysis and Design, 10e

Kenneth Kendall & Julie Kendall

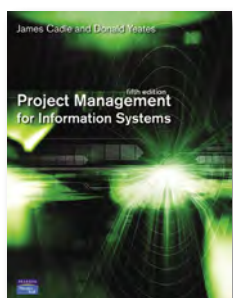
9781292281452 • ©2019

576pp • Paperback

eBook version available

**Course:** Systems Analysis and Design

Kendall and Kendall's *Systems Analysis and Design, 10th Edition* concisely presents the latest systems development methods, tools and techniques to students in an engaging and easy-to-understand manner. The 10th Edition reflects the rapidly changing face of the IS field, with new and advanced features integrated throughout – including additional coverage of security and privacy issues and innovative materials on new developments such as designing virtual reality and intelligent personal assistants.



## Project Management for Information Systems, 5e

James Cadle & Donald Yeates

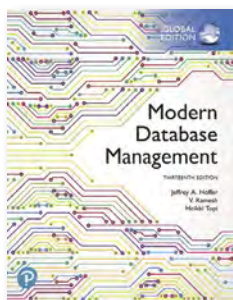
9780132068581 • ©2007

464pp • Paperback

eBook version available

**Course:** Project Management

This comprehensive and practical book is an excellent starting point for any students of Project Management for Information Systems, whether they are from a computing or a business background, at undergraduate or masters level. The authors strike a good balance – covering both the mechanics of project management and the human factors involved and include plenty of case studies and exercises as well as good and bad examples from real life.



## Modern Database Management, 13e

Jeff Hoffer, Ramesh Venkataraman & Heikki Topi

9781292263359 • ©2019  
593pp • Paperback

eBook version available

### **Course:** Introduction to Database Management

Focusing on what leading database practitioners say are the most important aspects to database development, *Modern Database Management* presents sound pedagogy and topics that are critical for the practical success of database professionals. The 13th Edition updates and expands materials in areas undergoing rapid change as a result of improved managerial practices, database design tools and methodologies and database technology – such as application security, multi-user solutions and more.



## Artificial Intelligence: A Guide to Intelligent Systems, 3e

Michael Negnevitsky

9781408225745 • ©2011  
504pp • Paperback

eBook version available

### **Course:** Artificial Intelligence / DSS

Negnevitsky shows students how to build intelligent systems drawing on techniques from knowledge-based systems, neural networks, fuzzy systems, evolutionary computation and now also intelligent agents. The principles behind these techniques are explained without resorting to complex mathematics, showing how the various techniques are implemented, when they are useful and when they are not. No particular programming language is assumed and the book does not tie itself to any of the software tools available.

# Management

## Principles of Management



### Management, 15e

Stephen P. Robbins  
& Mary A. Coulter

9781292340883 • ©2020  
624pp • Paperback

eBook version available

**Available with MyLab Management or  
Pearson Horizon**

### **Course:** Principles of Management

With a renewed focus on job-relevant skills, the newest edition of this bestselling text helps management and non-management students alike better prepare to enter the workforce. This new edition vividly illustrates effective management theories by incorporating the perspectives of real-life managers. Through examples, cases and hands-on exercises, students will see and experience management in action – helping them develop the specific skills that employers are looking for and understand how the concepts they're learning about actually work in today's dynamic business world.



### Fundamentals of Management: Management Myths Debunked!, 11e

Stephen P. Robbins,  
David A. De Cenzo & Mary Coulter

9781292307329 • ©2019  
552pp Paperback

eBook version available

**Available with MyLab Management**

### **Course:** Principles of Management

*Fundamentals of Management* covers the essential concepts of management by providing a solid foundation for understanding the key issues facing managers and organizations. The 11th Edition maintains a focus on learning and applying management theories, while now also highlighting opportunities to develop the skills in high demand by today's employers. The text offers an easy-to-understand, straightforward and realistic approach to what works for managers and what doesn't – with the ultimate goal to help students be successful in their careers.



### Management, 3e

Michael A. Hitt, Stewart Black  
& Lyman W. Porter

9781292020594 • ©2013  
492pp • Paperback

eBook version available

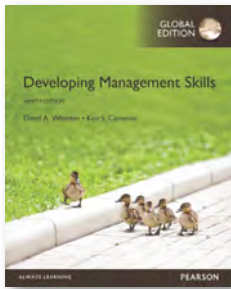
**Available with MyLab Management**

### **Course:** Principles of Management

This text connects theory with practice, incorporating the latest research findings to make management relevant and exciting to aspiring managers.



## Management Skills



### Developing Management Skills, 9e

David A. Whetten & Kim S. Cameron

9781292097480 • ©2015

648pp • Paperback

eBook version available

#### Course: Management Skills

In its Ninth Edition, *Developing Management Skills* has become the standard in hands-on management learning. Designed for students of all skill levels and learning styles, the text allows students to apply knowledge to real-world situations, connect concepts to their own lives and experience management theory in a tactile and engaging way.

## Organizational Behavior



### Organizational Behavior, 18e (Update)

Stephen P. Robbins  
& Timothy A. Judge

9781292403069 • ©2021

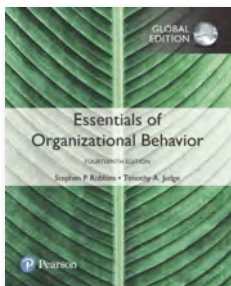
Paperback

eBook version available

**Available with MyLab Management or Pearson Horizon**

#### Course: Organizational Behavior

The world's most successful organizational behavior textbook provides the research you want, in the language your students understand. This text makes current, relevant research come alive for readers. This update to the 18th Edition includes the latest research, new cases and COVID-19 updates.



### Essentials of Organizational Behavior, 14e

Stephen P. Robbins  
& Timothy A. Judge

9781292221410 • ©2017

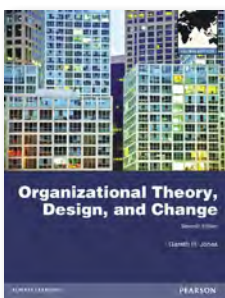
400pp • Paperback

eBook version available

**Available with MyLab Management**

#### Course: Organizational Behavior

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



### Organizational Theory, Design and Change, 7e

Gareth R Jones

9780273765608 • ©2012

512pp • Paperback

eBook version available

#### Course: Organizational Behavior

*Organizational Theory, Design and Change* continues to provide students with the most up-to-date and contemporary treatment of the way managers attempt to increase organizational effectiveness. By making organizational change the centerpiece in a discussion of organizational theory and design, this text stands apart from other books on the market.



## How to Get People to Do Stuff: Master the art and science of persuasion and motivation

Susan Weinschenk

9780321884503 • ©2013

224pp • Paperback

eBook version available

**Course:** Motivation

We all want people to do stuff. Whether you want your customers to buy from you, vendors to give you a good deal, your employees to take more initiative, or your spouse to make dinner – a large amount of everyday is about getting the people around you to do stuff. Instead of using your usual tactics that sometimes work and sometimes don't, what if you could harness the power of psychology and brain science to motivate people to do the stuff you want them to do – even getting people to want to do the stuff you want them to do.



## Making the Team: A Guide for Managers, 5e

Leigh L. Thompson

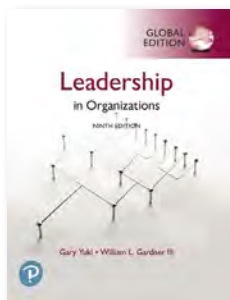
9781292060781 • ©2015

480pp • Paperback

eBook version available

**Course:** Groups and Teams

Gain insight to help team leaders and team members maximize their success in business. *Making the Team: A Guide for Managers* combines cutting-edge theory with the latest research and real-world applications in order to help team leaders and team members succeed in the business world. Every chapter of this edition contains new information, new research, updated examples and more.



## Leadership in Organizations, 9e

Gary Yukl

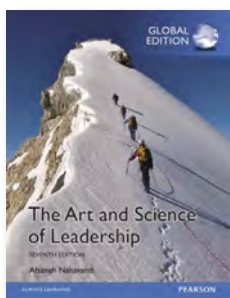
9781292314402 • ©2019

560pp • Paperback

eBook version available

**Course:** Leadership

*Leadership in Organizations* provides a balance of theory and practice as it covers the major theories and research on leadership and managerial effectiveness in formal organizations. Rather than detailing an endless series of studies or prescribing exactly how leaders must operate, it sticks to the major findings and offers recommendations for improving managerial effectiveness. Using this approach, readers understand the implications of their decisions and can determine the best courses of action specific to the situation. With new examples, citations and guidelines for better clarity and presentation, the text is a relevant and useful tool for students who expect to become managers in the near future.



## The Art and Science of Leadership, 7e

Afsaneh Nahavandi

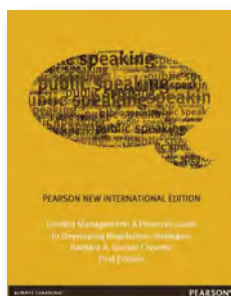
9781292060187 • ©2014

416pp • Paperback

eBook version available

**Course:** Leadership

Nahavandi's text has an application emphasis with a cross cultural perspective on leadership.



## Conflict Management: A Practical Guide to Developing Negotiation Strategies

Barbara A. Budjac Corvette

9781292039992 • ©2013

336pp • Paperback

eBook version available

**Course:** Negotiation

Becoming an effective negotiator is a universal skill that can benefit all. Unlike other books, *Conflict Management* explores how to develop this universal skill, using a very individual, personalized approach. Grounded in theory and research, it examines the psychological and sociological factors inherent in the negotiation process. It explores the complexities of negotiations, by looking at how conflict is related and how temperaments and personality traits impact the process.



## Negotiation and Dispute Resolution

Beverly DeMarr  
& Suzanne C. de Janasz

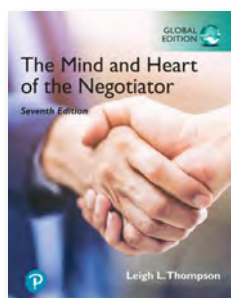
9781292039725 • ©2013

408pp • Paperback

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**Course:** Negotiation

Complete and broad in coverage, this book addresses negotiations and dispute resolution in a wide variety of settings. Because skill development is an important part of becoming a masterful negotiator, concepts are augmented with numerous exercises, activities, role plays and self-assessments. By combining theoretical foundations with experiential exercises, the book helps students develop their ability to negotiate and resolve conflicts in both personal and professional settings.



## The Mind and Heart of the Negotiator, 7e

Leigh Thompson

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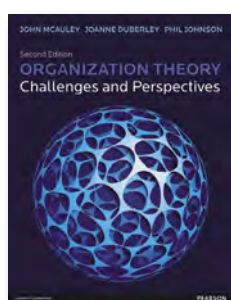
Paperback

eBook version available

**Course:** Negotiation

**Key features:**

- Inclusion of groundbreaking findings from over 175 new scientific articles.
- New chapters on negotiator personality and motivation and on managing emotions.



## Organization Theory: Challenges and Perspectives, 2e

John McAuley, Philip Johnson  
& Joanne Duberley

9780273724438 • ©2013

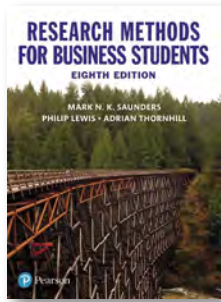
472pp • Paperback

eBook version available

**Course:** Organization Theory

This book addresses fundamental questions such as what is organization theory and why does it matter. It explores the historical development of organization theory from its origins right up to present-day debates. It asks what challenges it presents to contemporary organizations and explores the solutions it can provide. It brings a fresh approach to long-standing questions and is aimed at undergraduate and postgraduate students for whom the study of organizational theory or analysis is an integral part of their degree programme.

## Research Methods in Management



### Research Methods for Business Students, 8e

Mark D. Saunders, Philip Lewis & Adrian Thornhill

9781292208787 • ©2018  
872pp • Paperback

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**Available with Revel**

### Course: Research Methods

With over 400,000 copies sold, *Research Methods for Business Students*, is the definitive and market-leading textbook for Business and Management students conducting a research-led project or dissertation. The fully revised 8th Edition answers key questions such as: How do I choose my topic and design the research? Why is research philosophy relevant to my research? How do I collect and analyze my data? When and what do I need to write?

## Strategic Management



### Organizational Change, 6e

Barbara Senior & Stephen Swailes

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456pp • Paperback

eBook version available

### Course: Change Management

*Organizational Change* by Senior, Swailes and Carnall reflects a rapidly evolving world and explores 'how change has changed'. The book is structured into three parts. The first part considers the causes and nature of change. Part two opens up the organization to expand on issues of structuring for change, the cultural and political contexts for change and how to lead change. Part three moves firmly into addressing the more practical considerations of designing, planning and implementing change.



### Managing Change in Organizations, 6e

Colin Carnall & Rune Todnem By

9780273736417 • ©2014  
384pp • Paperback

eBook version available

### Course: Change Management

*Managing Change in Organizations* provides a practical and thorough overview of how effective change can be achieved in organizations. The text is ideal for advanced undergraduates, MBA and postgraduate students on courses in managing change and organizational change.



### Strategic Management and Business Policy: Globalization, Innovation and Sustainability, 15e

Thomas L. Wheelen, J. David Hunger, Alan N. Hoffman & Charles E. Bamford

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848pp • Paperback

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**Available with MyLab Management**

### Course: Strategic Management

The new edition of this popular textbook further sharpens and modernizes this classic text's approach to teaching strategy with an emphasis on globalization, innovation and sustainability. Throughout, the authors equip students with the strategic concepts they will need to know as they face the issues that all organizations must build upon to push their businesses forward. In this edition, Alan Hoffman and Chuck Bamford bring a fresh perspective to this extraordinarily well-researched and practically crafted lesson. Also included is a new chapter on Global Strategy, along with new vignettes and comprehensive, real-world case studies.





## Strategic Management: A Competitive Advantage Approach, Concepts and Cases, 17e

Fred R. David & Forest R. David

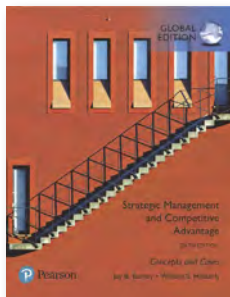
9781292441405 • ©2022  
672pp • Paperback

eBook version available

**Available with MyLab Management**

**Course:** Strategic Management

In today's economy, gaining and sustaining a competitive advantage is harder than ever. *Strategic Management: A Competitive Advantage Approach, Concepts and Cases*, offers current research and examples, skills, exercises and concepts to help students develop their own strategy for a sustainable competitive business advantage. The text covers important issues relating to business ethics, social responsibility, global operations and sustainability.



## Strategic Management and Competitive Advantage: Concepts and Cases, 6e

William Hesterly & Jay B. Barney

9781292258058 • ©2019  
544pp • Paperback

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**Available with MyLab Management**

**Course:** Strategic Management

Just the essentials, *Strategic Management and Competitive Advantage* strips out excess by only presenting material that answers the question: does this concept help students analyze real business situations? This carefully crafted approach provides students with all the tools necessary for strategic analysis.

## Strategic Planning



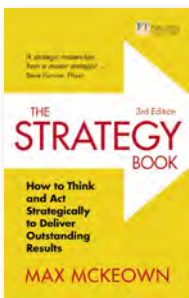
## Brilliant Strategy for Business: How to plan, implement and evaluate strategy at any level of management

Chris Dalton

9781292107844 • ©2016  
296pp • Paperback

**Course:** Strategic Planning

In Business, strategy is king. Leadership and hard work are all very well and luck is mighty useful, but it is strategy that makes or breaks a business, organization or team. Of course, it is easier to talk a good strategic game than it is to execute one. This book will help you turn your words into effective and successful actions.



## The Strategy Book: How to Think and Act Strategically to Deliver Outstanding Results, 3e

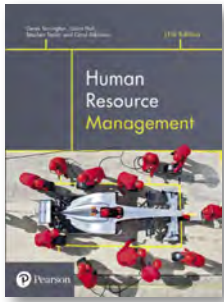
Max Mckeown

9781292264134 • ©2020  
288pp • Paperback

**Course:** Strategic Planning

Strategy is about shaping the future. Thinking strategically is what separates good managers and great leaders. Learn the fundamentals about how to create winning strategy and lead your team to deliver it. From understanding what strategy can do for you, through to creating a strategy and engaging others with strategy, this book offers practical guidance and expert tips. It is peppered with punchy, memorable examples from real leaders winning (and losing) with real world strategies.

## Human Resource Management



### Human Resource Management, 11e

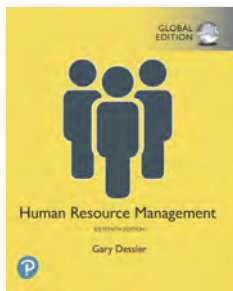
Derek Torrington, Laura Hall,  
Carol Atkinson & Stephen Taylor

9781292261645 • ©2020  
752pp • Paperback

eBook version available

#### Course: Human Resource Management

*Human Resource Management* by Torrington, Hall, Taylor and Atkinson is praised for its comprehensive scope of topics, coverage of important HRM issues and succinctness. It is a great introduction to human resources for students pursuing undergraduate business and management courses, as well as those on CIPD accredited courses. The Eleventh Edition has been thoroughly updated with the economic, social and legal employment practice changes and is specifically designed to cover the issues and debates facing HRM today, backed up by academic research.



### Human Resource Management, 16e

Gary Dessler

9781292309125 • ©2019  
728pp • Paperback

eBook version available

**Available with MyLab Management**

#### Course: Human Resource Management

*Human Resource Management* provides students with an introduction to the daily tools and skills they'll need to function as successful managers – in both human resources and business in general. With a practical approach, the text explores the evolution of the field, highlighting the introduction of revolutionary new technologies and social media platforms. The 16th Edition focuses on the positive impacts technology has had on the HR field.



### Human Resource Management, 15e

R. Wayne Dean Mondy  
& Joseph J. Martocchio

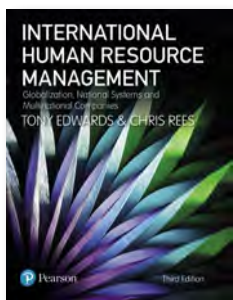
9781292264332 • ©2019  
464pp • Paperback

eBook version available

**Available with MyLab Management**

#### Course: Human Resource Management

For students to succeed in a rapidly changing HR job market, knowledge of career options and skill development is key. This text provides students with examples of how HR management is practiced in the real world and the relationships between various HR topics are interwoven throughout the text, giving a thorough introduction to the field. This edition covers the latest trends in performance appraisals and has new small group activities.



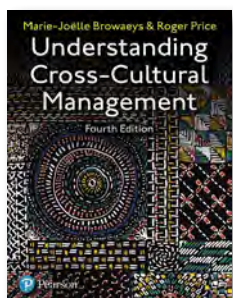
### International Human Resource Management: Globalization, National Systems and Multinational Companies, 3e

Tony Edwards & Chris Rees

9781292004105 • ©2017  
352pp • Paperback

#### Course: International HRM

This engaging textbook offers a readable introduction to International Human Resource Management. It explores the international dimensions of managing human resources, with a focus on comparative HRM and multinational organizations. It tackles the issues raised by cross-national differences in HRM styles and explores key themes.



### Understanding Cross-Cultural Management, 4e

Marie-Joelle Browaeys  
& Roger Price

9781292204970 • ©2019  
512pp • Paperback

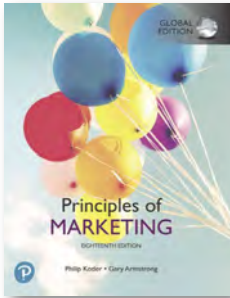
eBook version available

#### Course: International HRM

*Understanding Cross-Cultural Management* offers a selective but broad view of classic and contemporary thinking on cultural management. It encourages you to apply theories and ideas to practice – and to relate them to your own experience - through various examples and cases from the business world as well as through a range of practical activities.

# Marketing

## Principles of Marketing



### Principles of Marketing, 18e

Philip T. Kotler & Gary Armstrong

9781292341132 • ©2020

736pp • Paperback

eBook version available

**Available with MyLab Marketing or Pearson Horizon**

**Course:** Principles of Marketing – Two-Year and Four-Year

*Principles of Marketing* helps students master today's key marketing challenge: to create vibrant, interactive communities of consumers who make products and brands an integral part of their daily lives. To help students understand how to create value and build customer relationships, Kotler and Armstrong present fundamental marketing information within an innovative customer-value framework. Thoroughly revised to reflect the major trends impacting contemporary marketing, the 18th Edition is packed with stories illustrating how companies use new digital technologies to maximize customer engagement and shape brand conversations, experiences and communities.



### Marketing: An Introduction, 15e

Gary Armstrong, Philip Kotler & Marc Oliver Oprensnik

9781292433103 • ©2022

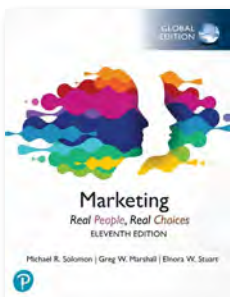
704pp • Paperback

eBook version available

**Available with MyLab Marketing or Pearson Horizon**

**Course:** Principles of Marketing – Two-Year and Four-Year

Discover how creating and capturing customer value drives effective marketing strategies, with *Marketing: An Introduction* and gain a richer understanding of basic marketing concepts and practices. The updated text reflects major trends and the shifting forces of this digital age of customer value, engagement and relationships. With company cases and exercises to practice applying marketing concepts to real-world company scenarios.



### Marketing: Real People, Real Choices, 11e

Michael R. Solomon, Greg W. Marshall & Elnora W. Stuart

9781292434384 • ©2022

656pp • Paperback

eBook version available

**Available with MyLab Marketing**

**Course:** Principles of Marketing – Two-Year and Four-Year

*Marketing: Real People, Real Choices* introduces the subject from the perspective of 'real' people, who make 'real' marketing decisions, at leading companies every day – focusing on the core issues every marketer needs to know, including value, analytics and metrics, and ethical and sustainable marketing. It also emphasizes the importance of branding oneself and shows students how the concepts they learn in class apply directly to their own personal marketing plan. With this text, students take an active approach to understanding marketing through decision making and are well equipped to tackle what's happening in the field today.



## Digital Marketing: Strategy, Implementation and Practice, 8e

Dave Chaffey &  
Fiona Ellis-Chadwick

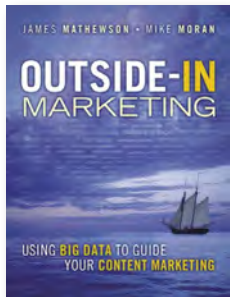
9781292400969 • ©2022  
560pp • Paperback

eBook version available

**Available with Revel**

**Course:** Marketing on the Internet

A comprehensive guide to the latest strategies, techniques and online trends. It discusses the success factors in digital marketing, with case studies from cutting-edge companies such as ASOS, Spotify and L'Oreal, linking marketing theory with practice. The range of questions, exercises, and self-assessments will develop key skills needed in the workplace.



## Outside-In Marketing: Using Big Data to Guide your Content Marketing

James Mathewson & Mike Moran

9780133375565 • ©2016  
208pp • Paperback

eBook version available

**Course:** Marketing on the Internet

Marketing has always been about my brand, my product, my company. That's inside-out marketing. Today, customers hate it – and ignore it. What does work? Customized messages they already care about. Marketing that respects their time and gives them immediate value in exchange for their attention. Marketing that's outside-in. This book shows how to integrate content marketing with Big Data to create high-ROI, outside-in marketing. James Mathewson and Mike Moran share new practices, techniques, guidelines and metrics for engaging on your customers' terms, using their words, reflecting their motivations.



## Basic Marketing Research, 4e

Naresh K. Malhotra

9781292020488 • ©2013  
676pp • Paperback

eBook version available

**Course:** Marketing Research

With a hands-on, do-it-yourself approach, Malhotra offers a contemporary focus on decision making, illustrating the interaction between marketing research decisions and marketing management decisions.



## Marketing Research: An Applied Orientation, 7e

Naresh K. Malhotra

9781292265636 • ©2019  
888pp • Paperback

**Course:** Marketing Research

With a do-it-yourself, hands-on approach, *Marketing Research: An Applied Orientation* illustrates the interaction between marketing research decisions and marketing management decisions. This text uses a practical six-step framework for conducting marketing research, utilizing a variety of marketing companies to highlight qualitative and quantitative research strategies. With detailed emphasis on how to run the SPSS and SAS programs, marketing research students obtain the most extensive help available on this industry.





## The Practice of Market Research: An Introduction, 4e

Yvonne McGivern

9780273773115 • ©2013

608pp • Paperback

eBook version available

### Course: Marketing Research

This text offers a comprehensive and understandable account of the techniques and practical tasks involved in setting up and running marketing or social research projects. Linked to the professional body MRS (the Market Research Society) and with plenty of real-life examples from big-name companies such as McDonalds and Levis as well as governments and charities, the author's depth of insight and experience of the real world of market research is evident throughout this book.



## Multivariate Data Analysis, 7e

Joseph F. Hair, William C. Black,  
Barry J. Babin & Rolph E. Anderson

9781292021904 • ©2013

740pp • Paperback

eBook version available

### Course: Graduate Marketing Research

For over 30 years, this text has provided students with the information they need to understand and apply multivariate data analysis. Hair et. al provide an applications-oriented introduction to multivariate analysis for the non-statistician. By reducing heavy statistical research into fundamental concepts, the text explains to students how to understand and make use of the results of specific statistical techniques.



## Consumer Behavior: Buying, Having and Being, 12e

Michael R. Solomon

9781292318103 • ©2019

640pp • Paperback

eBook version available

**Available with MyLab Marketing or Revel**

### Course: Consumer Behavior

Solomon's *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; specifically, how these items influence how we feel about ourselves and each other, especially in the canon of social media and the digital age. 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 the classroom and maintain an edge in the fluid and evolving field of consumer behavior.



## Customer Service: A Practical Approach, 6e

Elaine K. Harris

9781292040356 • ©2013

200pp • Paperback

eBook version available

### Course: Consumer Behavior

The market-leader, *Customer Service: A Practical Approach* goes beyond providing reasons why customer service is important to defining proven methods for creating customer service excellence. Using a hands-on approach, it covers a wide range of knowledge and skills and offers an extensive collection of activities to enliven and invigorate any lecture. This edition features a revised chapter on technology, new Ethics in Action exercises and coverage of the latest trends in the customer service field.

## Marketing Management



### Marketing Management, 16e

Philip Kotler & Kevin Lane Keller

9781292404813 • ©2022  
832pp • Paperback

eBook version available

**Available with Revel**

**Course:** Marketing Management

*Marketing Management* offers an extensive analysis of the latest theories and practices in the marketing environment: building and managing successful marketing campaigns and focusing on the decisions managers face in alignment with company objectives. Its reader-friendly content, universal practice applications and reflection of recent developments will arm readers with the knowledge and tools necessary for a successful career in the field.



### A Framework for Marketing Management, 6e

Philip Kotler & Kevin Lane Keller

9781292093147 • ©2015  
352pp • Paperback

eBook version available

**Course:** Marketing Management

*A Framework for Marketing Management* is a concise, streamlined version of Kotler and Keller's *Marketing Management*, Fifteenth Edition, a comprehensive look at marketing strategy. The book's efficient coverage of current marketing management practices makes for a short yet thorough text that provides the perfect supplement for incorporated simulations, projects and cases.



### Marketing Management, 4e

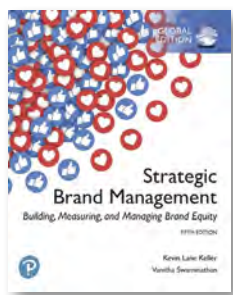
Russ Winer & Ravi Dhar

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**Course:** Advanced Marketing Management

Go beyond the basic concepts with a strategic focus and integration of IT and global perspectives. *Marketing Management* reflects the dynamic environment inhabited by today's marketers, helping readers understand this increasingly global marketplace and the impact of technology on making strategic marketing decisions. Its modern, strategy-based approach covers critical, fundamental topics required for professional success.



### Strategic Brand Management, 5e

Kevin Keller & Vanitha Swaminathan

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**Course:** Brand Management, Brand Strategy

*Strategic Brand Management: Building, Measuring and Managing Brand Equity* looks at branding from the perspective of the consumer and provides a framework that identifies, defines and measures brand equity. Using insight from both academics and industry practitioners, the text draws on illustrative examples and case studies of brands marketed in the US and all over the world. This edition features a greater focus on digital branding, so students are aware of the exciting new opportunities and daunting challenges brands must face in connecting with today's consumers.



## Essentials of Services Marketing, 4e

Jochen Wirtz, Christopher Lovelock & Patricia Chew

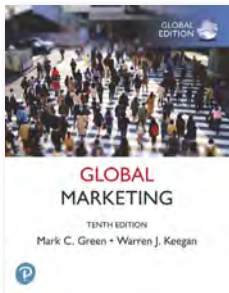
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### Course: Services Marketing

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* captures the reality of today's world, incorporates recent academic and managerial thinking, and illustrates cutting-edge service concepts. 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.

## Global / International Marketing



## Global Marketing, 10e

Warren J. Keegan & Mark C. Green

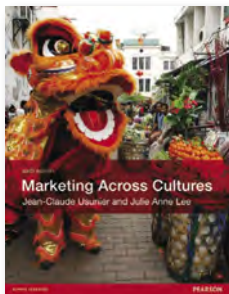
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632pp • Paperback

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**Available with MyLab Marketing**

### Course: International Marketing

*Global Marketing's* environmental and strategic approach outlines the major dimensions of the global business environment for students. The 10th Edition brings global marketing out of the classroom and into the real world with up-to-date examples of questions, concerns and crises facing global markets. New cases have been added while others have been revised as the text considers recent geopolitical developments and technological changes affecting global marketing. The text offers authoritative content as well as conceptual and analytical tools that will prepare students to successfully pursue careers in global marketing or related areas.



## Marketing Across Cultures, 6e

Jean-Claude Usunier & Julie Anne Lee

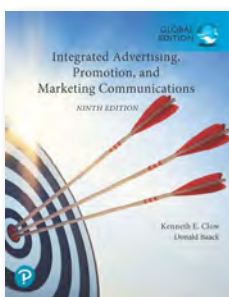
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496pp • Paperback

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### Course: International Marketing

In an increasingly interconnected global business environment, it is crucial that marketers recognize how a better understanding of cultural differences can help improve performance. *Marketing Across Cultures* examines how multinational companies can appreciate and adapt to international diversity.

## Marketing Communications



## Integrated Advertising, Promotion and Marketing Communications, 9e

Kenneth E. Clow & Donald E. Baack

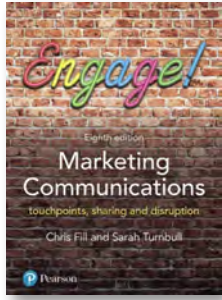
9781292421292 • ©2022  
Paperback

eBook version available

**Available with MyLab Marketing or Revel**

### Course: Integrated Marketing Communications

Championing the importance of weaving together all marketing activities into one clear message and voice, *Integrated Advertising, Promotion, and Marketing Communications* speaks to an evolved definition of integrated marketing and teaches students how to effectively communicate in the business world. The text explores advertising and promotions, and the roles of social media, mobile messaging, and other marketing tactics to effectively reach consumers. With added tools to help learners apply concepts to real-life situations, and understand the vital links marketers use to connect and interact with customers.



## Marketing Communications: Touchpoints, Sharing and Disruption, 8e

Chris Fill & Sarah Turnbull

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816pp • Paperback

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**New edition coming 2023**

**Course:** Integrated Marketing Communications

The new edition of *Marketing Communications* delivers a rich blend of theory with examples of contemporary marketing practice. Providing a critical insight into how brands engage audiences, Fill and Turnbull continues to be the definitive marketing communications text for undergraduate and postgraduate students in marketing and related fields.

## New Product Management



## Innovation Management and New Product Development, 7e

Paul Trott

9781292251523 • ©2020  
568pp • Paperback

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**Course:** Marketing Strategy

This text takes evidence-based approach and covers various fields: manufacturing, services, private and public sectors. 'Innovation in action' boxes illustrate how real companies are managing innovation today. The 7th Edition has a new chapter on 'Public Sector Innovation' and new case studies such as for 3M.



## Marketing of High-Technology Products and Innovations, 3e

Jakki J. Mohr, Sanjit Sengupta & Stanley Slater

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552pp • Paperback

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**Course:** New Product Design and Marketing

This is the only text on the market that focuses on the unique marketing challenges that surround high-tech products and service. The Third Edition retains all the same concepts and materials of previous editions and includes comprehensive coverage of the latest academic research and leading-edge business practices.

## Sales



## Negotiating with Backbone: Eight Sales Strategies to Defend Your Price and Value, 2e

Reed K. Holden

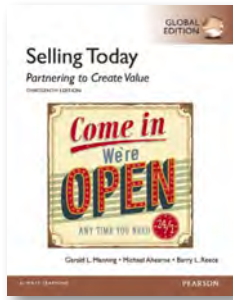
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**Course:** Sales Promotion

Sales professionals now confront an unprecedented threat to their success. Regardless of their size, industry, country, customer type, nature of their relationships, or the value they provide, they're finding purchasing decisions increasingly constrained by procurement organizations. Where traditional purchasing managers negotiated, procurement officials seek to dictate unprecedented discounts and concessions. As a sales professional, you must level the playing field – and that means developing some powerful new strategies and tactics of your own. You'll find them in *Negotiating with Backbone*.





## Selling Today: Partnering to Create Value, 13e

Gerald L. Manning,  
Michael Ahearne & Barry Reece

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This text helps students understand the value of developing their personal selling skills by exposing them to a careful integration of personal selling academic theory and real-world applications. And with the largest number of “learn by doing” materials available in any personal selling text, Manning/Ahearne/Reece offers instructors a variety of teaching tools to strengthen the learning process. As the developed nations of the world transition from a production focus to a sales-and-service focus, this cutting-edge new edition prepares students to succeed as members of a new generation of business people.



## Sales Management

Jeff Tanner, Earl D. Honeycutt  
& Robert C. Erffmeyer

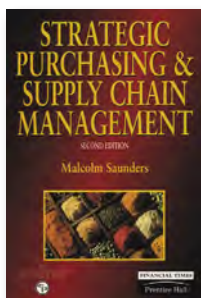
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### Course: Sales Management

*Sales Management* is the only book on the market that prepares students to become effective sales managers in today's hyper-competitive, global economy – by integrating current technology, research and strategic thinking activities.

## Purchasing



## Strategic Purchasing & Supply Chain Management, 2e

Malcolm Saunders

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### Course: Purchasing

This text provides students with a clear understanding of the scope and potential of purchasing and supply chain management strategy in a variety of international organizations. It takes an integrated approach to the strategic management of the supply chain and sees this as a central component of the management function. It demonstrates the links between developments in the field of purchasing and changes in business strategy and functional areas such as marketing strategy and manufacturing strategy.

## Pricing



## Mastering Services Pricing: Designing pricing that works for you and for your clients

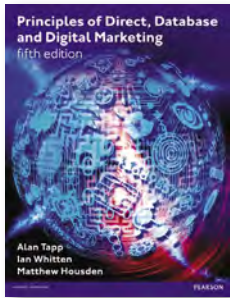
Kevin Doolan

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### Course: Introduction to Pricing

As traditional manufacturing companies move to service provision, what pricing model should they develop and what buyer behavior model should they nurture? What happens if you get your services offering right, but your pricing model wrong? *Mastering Services Pricing* shows you how to create pricing that allows you to deliver maximum profit and high client satisfaction.

## Direct Marketing



### Principles of Direct, Database and Digital Marketing, 5e

Alan Tapp, Ian Whitten  
& Matthew Housden

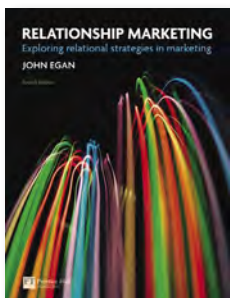
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### Course: Direct Marketing

Alan Tapp's successful text has long been a leading authority on direct marketing and for this Fifth Edition he is joined by Ian Whitten and Matthew Housden for the most up-to-date book yet. The authors all bring great expertise across direct, database and digital marketing to provide comprehensive, compelling coverage of the key theory and debates of the fields.

## Relationship Marketing



### Relationship Marketing: Exploring Relational Strategies in Marketing, 4e

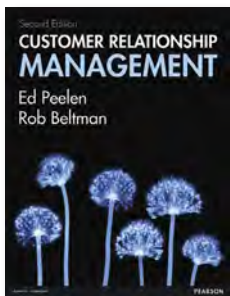
John Egan

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### Course: Relationship Marketing

*Relationship Marketing* comprehensively examines relationships in marketing and how these influence modern marketing strategy and practice, by critically reviewing and analyzing what has been described as 'marketing's new paradigm'. Established as the key text in the area, the Fourth Edition continues to offer an accessible and authoritative introduction to this increasingly important subject. It retains its informed coverage of the most recent and important literature, as well as clearly organizing and structuring the book around its core themes.



### Customer Relationship Management, 2e

Ed Peelen & Rob Beltman

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### Course: Customer Relationship Management

*Customer Relationship Management* gives a well-balanced coverage of strategy and organization, marketing aspects, analytical CRM, operational CRM, CRM systems and their implementation. It is the only comprehensive academic text to cover the entire scope of CRM from a marketing management angle.

## Advertising



### Advertising & IMC: Principles and Practice, 11e

Sandra Moriarty, Nancy D. Mitchell  
& William D. Wells

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664pp • Paperback

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### Course: Advertising Principles

*Advertising & IMC: Principles and Practice* presents the strategic use of communications to engage different types of consumers. Covering advertising, public relations, direct marketing, promotion and more, Advertising & IMC uses examples of award-winning brand campaigns, contributions from experts and enduring principles and practices to provide students with a practical guide to executing integrated marketing communications. With a new author joining the team, the 11th Edition features a significant reorganization and revision of the material. Now, readers will understand not only the types of marketing communication possible, but also their application of strategy and planning and how these areas work together.

## Public Relations



### Public Relations: Strategies and Tactics, 11e

Dennis L. Wilcox, Glen T. Cameron & Bryan H. Reber

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**Course:** Introduction to Public Relations

*Public Relations: Strategies and Tactics* uses real-world case studies and examples to explain the basic concepts and theory behind modern public relations practice. This comprehensive text is grounded in scholarship and includes references to landmark studies and time-honored public relations techniques. The writing is geared to undergraduates and many colorful charts and photos are used to enhance major concepts.



### The Practice of Public Relations, 13e

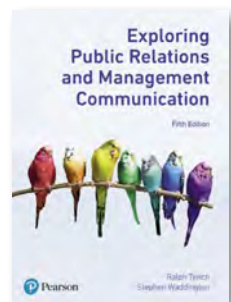
Fraser P. Seitel

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**Course:** Introduction to Public Relations

Featuring an intensely practical approach that favors reasoning, justification and applications that work, *The Practice of Public Relations* prepares students for contemporary public relations work in the changing landscape of the 21st century. This Thirteenth Edition has been thoroughly updated to include recent public relations cases with a continued emphasis on ethics, using examples that span several fields and countries.



### Exploring Public Relations and Management Communication, 5e

Ralph Tench & Liz Yeomans

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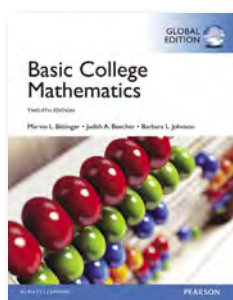
eBook version available

**Course:** Public Relations Management

*Exploring Public Relations and Management Communication* by Tench and Waddington is the definitive text on public relations. Blending theory with real-life applications, this book offers critical analysis with updated case studies, exercises and discussion questions that provide you with a holistic subject understanding. It also engages you with the thought processes behind some of the latest PR campaigns. This fundamental yet very practical text recognizes the strategic importance of public relations to organizations, growing conversation about professionalism in practice and professional ethics. Includes comprehensive coverage of the COVID-19 pandemic.

# Mathematics & Statistics

## Precalculus / Precollege Mathematics



### Basic College Mathematics, 12e

Marvin L. Bittinger  
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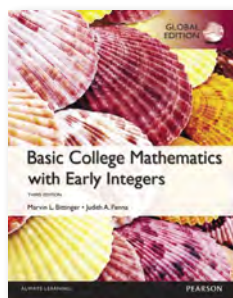
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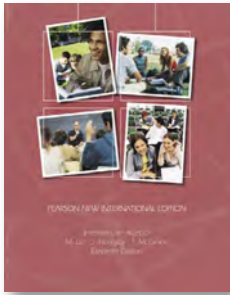
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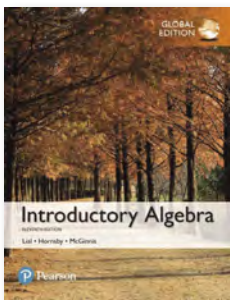
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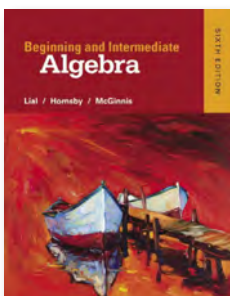
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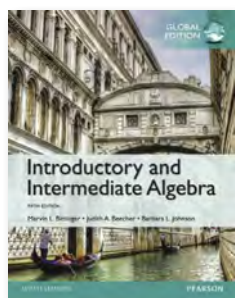
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Marvin L. Bittinger  
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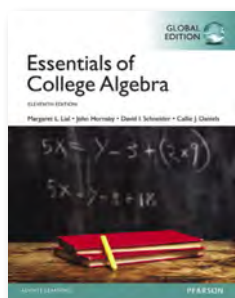
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## Essentials of College Algebra, 11e

Margaret Lial, John Hornsby,  
David Schneider & Callie Daniels

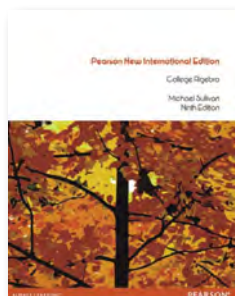
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**Course:** College Algebra

*Essentials of College Algebra* develops both the conceptual understanding and the analytical skills necessary for success in mathematics. With the Eleventh Edition, the authors have adapted and updated the program for the evolving student. New co-author Callie Daniels brings her experience with traditional, hybrid and online courses, to create a suite of resources to support today's learners.



## College Algebra, 9e

Michael Sullivan

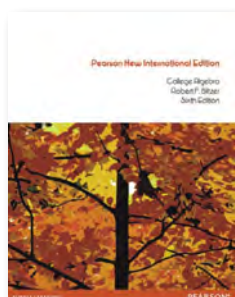
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**Course:** College Algebra

Mike Sullivan's time-tested approach focuses students on the fundamental skills they need for the course: preparing for class, practicing with homework and reviewing the concepts. In the Ninth Edition, *College Algebra* has evolved to meet today's course needs, building on these hallmarks by integrating projects and other interactive learning tools for use in the classroom or online.



## College Algebra, 6e

Robert F. Blitzer

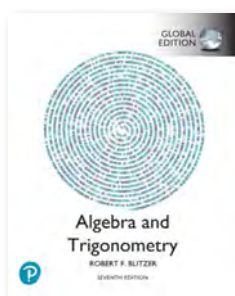
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## Algebra and Trigonometry, 7e

Robert F. Blitzer

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*Algebra and Trigonometry* continues to support and inspire students with its engaging approach. The author's unique background in mathematics and behavioral science informs a wide range of applications, drawn from pop culture and up-to-date references, that appeal to students of all majors and connect math to students' lives.



## Algebra and Trigonometry, 4e

Judith A. Beecher, Judith A. Penna & Marvin L. Bittinger

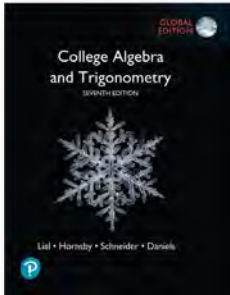
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**Available with MyLab Math**

**Course:** Algebra and Trigonometry

Beecher, Penna and Bittinger's *Algebra and Trigonometry* is known for enabling students to see the math through its focus on visualization and early introduction to functions. With the Fourth Edition, the authors continue to innovate by incorporating more ongoing review to help students develop their understanding and study effectively.



## College Algebra and Trigonometry, 7e

Margaret L. Lial, John Hornsby, David I. Schneider & Callie Daniels

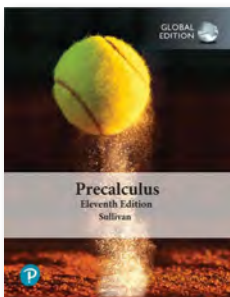
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## Precalculus, 11e

Michael Sullivan

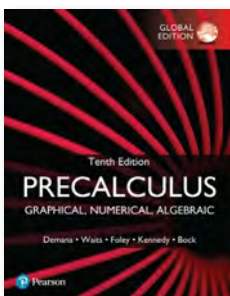
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**Course:** Precalculus Mathematics

Michael Sullivan's time-tested approach focuses students on the fundamental skills they need for the course: preparing for class, practicing with homework, and reviewing the concepts. The 11th Edition continues to evolve to meet the needs of today's students.



## Precalculus: Graphical, Numerical, Algebraic, 10e

Franklin Demana, Bert K. Waits, Gregory D. Foley, Daniel Kennedy & Dave Bock

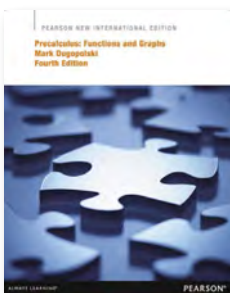
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**Available with MyLab Math**

**Course:** Precalculus Mathematics

A principal feature of *Precalculus: Graphical, Numerical, Algebraic* is the balance among the algebraic, numerical, graphical and verbal methods of representing problems: the rule of four. This approach reinforces the idea that to understand a problem fully, students need to understand it algebraically as well as graphically and numerically. This edition introduces graphing technology as an essential tool for mathematical discovery and effective problem solving and a focus on Statistics – to help students see that statistical analysis is an investigative process.



## Precalculus: Functions and Graphs, 4e

Mark Dugopolski

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888pp • Paperback

eBook version available

**Available with MyLab Math**

**Course:** Precalculus Mathematics

Dugopolski's *Precalculus: Functions and Graphs* gives students the essential strategies they need to make the transition to calculus. The author's emphasis on problem solving and critical thinking is enhanced by the addition of 900 exercises including new vocabulary and cumulative review problems. Students will find carefully placed learning aids and review tools to help them learn the math without getting distracted. Along the way, students see how the algebra connects to their future calculus courses, with tools like Foreshadowing Calculus and Concepts of Calculus.





## Precalculus, 5e

Robert F Blitzer

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### Course: Precalculus Mathematics

Bob Blitzer has inspired thousands of students with his engaging approach to mathematics, making this beloved series the #1 in the market. Blitzer draws on his unique background in mathematics and behavioral science to present the full scope of mathematics with vivid applications in real-life situations. Students stay engaged because Blitzer often uses pop-culture and up-to-date references to connect math to students' lives, showing that their world is profoundly mathematical.



## Trigonometry, 3e

Mark Dugopolski

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### Course: Plane Trigonometry

Dugopolski's *Trigonometry* gives students the essential strategies to help them develop the comprehension and confidence they need to be successful in this course. Students will find enough carefully placed learning aids and review tools to help them do the math without getting distracted from their objectives. Regardless of their goals beyond the course, all students will benefit from Dugopolski's emphasis on problem solving and critical thinking, which is enhanced by the addition of nearly 1,000 exercises in this edition.



## Trigonometry, 10e

Margaret Lial, John Hornsby,  
David I. Schneider & Callie Daniels

9781292023601 • ©2013  
520pp • Paperback

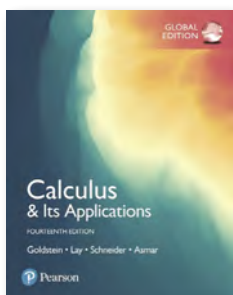
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### Course: Plane Trigonometry

*Trigonometry* by Lial, Hornsby, Schneider and Daniels, engages and supports students in the learning process by developing both the conceptual understanding and the analytical skills necessary for success in mathematics. With the Tenth Edition, the authors recognize that students are learning in new ways and that the classroom is evolving. The Lial team is now offering a new suite of resources to support today's instructors and students.

## Applied Mathematics



## Calculus & Its Applications, 14e

Larry J. Goldstein, David Lay,  
Nakhle I Asmar &  
David I. Schneider

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664pp • Paperback

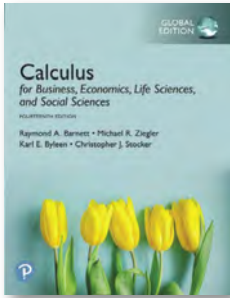
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### Course: Applied Calculus

*Calculus & Its Applications* builds intuition with key concepts of calculus before the analytical material. For example, the authors explain the derivative geometrically before they present limits and they introduce the definite integral intuitively via the notion of net change before they discuss Riemann sums. The strategic organization of topics makes it easy to adjust the level of theoretical material covered. The significant applications introduced early in the course serve to motivate students and make the mathematics more accessible. Another unique aspect of the text is its intuitive use of differential equations to model a variety of phenomena in Chapter 5, which addresses applications of exponential and logarithmic functions.





## Calculus for Business, Economics, Life Sciences and Social Sciences, 14e

Raymond A. Barnett,  
Michael R. Ziegler & Karl E. Byleen

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**Course:** Applied Calculus

*Calculus for Business, Economics, Life Sciences and Social Sciences, 14th Edition* offers more built-in guidance than any other text in its field – with special emphasis on applications and prerequisite skills – and a host of student-friendly features to help students catch up or learn on their own. The text's emphasis on helping students “get the idea” is enhanced in the new edition by a design refresh and updated data and applications.



## Basic Technical Mathematics with Calculus, 10e

Allyn J. Washington

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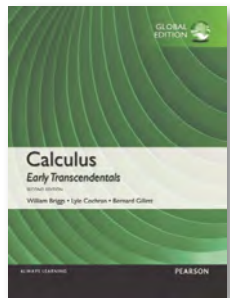
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**Course:** Technical Mathematics

This tried-and-true text from Allyn Washington preserves the author's highly regarded approach to technical math, while enhancing the integration of technology. Appropriate for a one- to two-semester course, *Basic Technicals Mathematics with Calculus* shows how algebra and trigonometry are used on the job. It addresses a vast number of technologies including aeronautics, construction, energy, environmental, electronics, computer design, automotive, fire science and more!

## Mathematics for Scientists and Engineers



## Calculus: Early Transcendentals, 2e

William L. Briggs, Lyle Cochran  
& Bernard Gillett

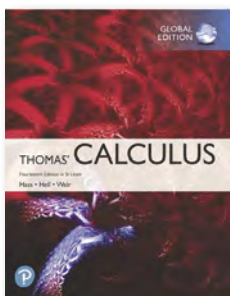
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**Course:** Calculus

This much anticipated Second Edition of the most successful new calculus text published in the last two decades retains the best of the first edition while introducing important advances and refinements. Authors Briggs, Cochran and Gillett build from a foundation of meticulously crafted exercise sets, then draw students into the narrative through writing that reflects the voice of the instructor, examples that are stepped out and thoughtfully annotated and figures that are designed to teach rather than simply supplement the narrative.



## Thomas' Calculus in SI Units, 14e

George B. Thomas,  
Maurice D. Weir & Joel R. Hass

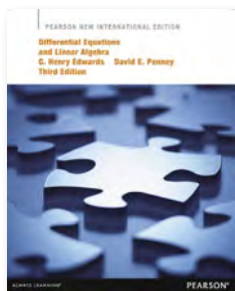
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**Course:** Calculus

*Thomas' Calculus* helps students reach the level of mathematical proficiency and maturity you require, but with support for students who need it through its balance of clear and intuitive explanations, current applications and generalized concepts. In this edition, new co-author Christopher Heil (Georgia Institute of Technology) partners with author Joel Hass to preserve what is best about Thomas' time-tested text while reconsidering every word and every piece of art with today's students in mind. The result is a text that goes beyond memorizing formulas and routine procedures to help students generalize key concepts and develop deeper understanding.



## Differential Equations and Linear Algebra, 3e

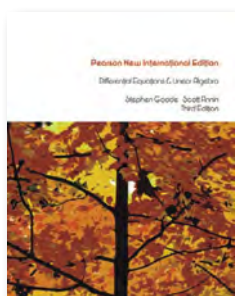
C. Henry Edwards  
& David E. Penney

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### Course: Differential Equations and Linear Algebra

Acclaimed authors Edwards and Penney combine core topics in elementary differential equations with those concepts and methods of elementary linear algebra needed for a contemporary combined introduction to differential equations and linear algebra. Known for its real-world applications and its blend of algebraic and geometric approaches, this text discusses mathematical modeling of real-world phenomena, with a fresh new computational and qualitative flavor evident throughout in figures, examples, problems and applications.



## Differential Equations and Linear Algebra, 3e

Stephen W. Goode  
& Scott A. Annin

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### Course: Differential Equations and Linear Algebra

This complete introduction to both differential equations and linear algebra presents a carefully balanced and sound integration of the two topics. It promotes in-depth understanding rather than rote memorization, enabling students to fully comprehend abstract concepts and leave the course with a solid foundation in linear algebra. Flexible in format, it explains concepts clearly and logically with an abundance of examples and illustrations, without sacrificing level or rigor.



## Linear Algebra with Applications, 5e

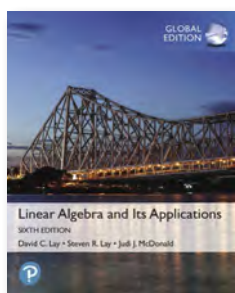
Otto Bretscher

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### Course: Introductory Linear Algebra

Offering the most geometric presentation available, *Linear Algebra with Applications* emphasizes linear transformations as a unifying theme. This elegant textbook combines a user-friendly presentation with straightforward, lucid language to clarify and organize the techniques and applications of linear algebra. Exercises and examples make up the heart of the text, with abstract exposition kept to a minimum.



## Linear Algebra and Its Applications, 6e

David C. Lay, Steven R. Lay  
& Judi J. McDonald

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### Course: Introductory Linear Algebra

Instructors seem to agree that certain concepts (such as linear independence, spanning, subspace, vector space and linear transformations) are not easily understood and require time to assimilate. These concepts are fundamental to the study of linear algebra, so students' understanding of them is vital to mastering the subject. This text makes these concepts more accessible by introducing them early in a familiar, concrete  $\mathbb{R}^n$  setting, developing them gradually and returning to them throughout the text so that when they are discussed in the abstract, students are readily able to understand.



## Fundamentals of Differential Equations and Boundary Value Problems, 6e

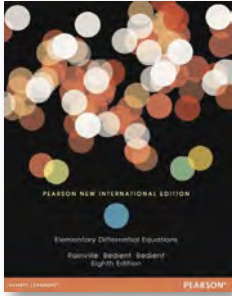
R. Kent Nagle, Edward Saff  
& David Snider

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### Course: Differential Equations

*Fundamentals of Differential Equations* presents the basic theory of differential equations and offers a variety of modern applications in science and engineering. Available in two versions, these flexible texts offer the instructor many choices in syllabus design, course emphasis (theory, methodology, applications and numerical methods) and in using commercially available computer software.



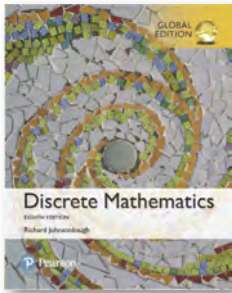
## Elementary Differential Equations, 8e

Earl D. Rainville, Phillip E. Bedient  
& Richard E. Bedient

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544pp • Paperback

### Course: Differential Equations

This clear, concise fairly easy classic text is particularly well-suited to courses that emphasize finding solutions to differential equations where applications play an important role. Many illustrative examples in each chapter help the student to understand the subject. Computer applications new to this edition.



## Discrete Mathematics, 8e

Richard Johnsonbaugh

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768pp • Paperback

eBook version available

### Course: Discrete Mathematics

An accessible introduction to the topics of discrete math, this best-selling text also works to expand students' mathematical maturity. With nearly 4,500 exercises, *Discrete Mathematics* provides ample opportunities for students to practice, apply and demonstrate conceptual understanding. Exercise sets feature a large number of applications, especially applications to computer science. The almost 650 worked examples provide ready reference for students as they work. A strong emphasis on the interplay among the various topics serves to reinforce understanding. The text models various problem-solving techniques in detail, then provides opportunity to practice these techniques. The text also builds mathematical maturity by emphasizing how to read and write proofs.



## Numerical Analysis, 2e

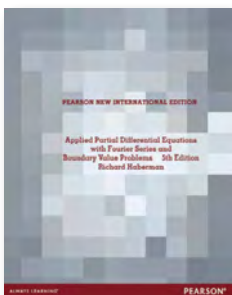
Timothy Sauer

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### Course: Numerical Analysis

A modern and readable text for the undergraduate audience. This book covers not only the standard topics but also some more advanced numerical methods being used by computational scientists and engineers – topics such as compression, forward and backward error analysis and iterative methods of solving equations – all while maintaining a level of discussion appropriate for undergraduates. Each chapter contains a Reality Check, which is an extended exploration of relevant application areas that can launch individual or team projects. MATLAB® is used throughout to demonstrate and implement numerical methods.



## Applied Partial Differential Equations with Fourier Series and Boundary Value Problems, 5e

Richard Haberman

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### Course: Partial Differential Equations

This text emphasizes the physical interpretation of mathematical solutions and introduces applied mathematics while presenting differential equations. Coverage includes Fourier series, orthogonal functions, boundary value problems, Green's functions and transform methods.





## Fundamentals of Complex Analysis with Applications to Engineering, Science and Mathematics, 3e

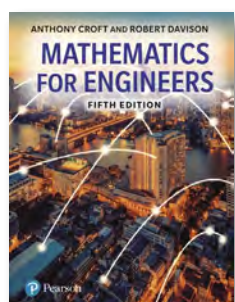
Edward B. Saff & Arthur David Snider

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520pp • Paperback

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### Course: Complex Analysis

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. Modelled 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.



## Mathematics for Engineers, 5e

Tony Croft & Robert Davison

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### Course: Engineering Mathematics

Understanding key mathematical concepts and applying them successfully to solve problems are vital skills that all engineering students must acquire. *Mathematics for Engineers* teaches, develops and nurtures those skills. Practical, informal and accessible, it begins with the foundations and gradually builds upon this knowledge as it introduces more complex concepts to cover all requirements for a first year engineering maths course, together with introductory material for even more advanced topics.



## Linear Algebra, 4e

Stephen H. Friedberg, Arnold J. Insel & Lawrence E. Spence

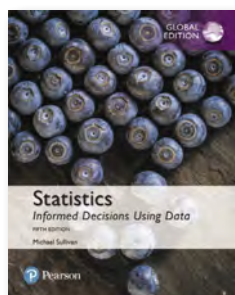
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### Course: Advanced Linear Algebra

This top-selling, theorem-proof text presents a careful treatment of the principle topics of linear algebra and illustrates the power of the subject through a variety of applications. It emphasizes the symbiotic relationship between linear transformations and matrices, but states theorems in the more general infinite-dimensional case where appropriate.

## Statistics



## Statistics: Informed Decisions Using Data, 5e

Michael Sullivan

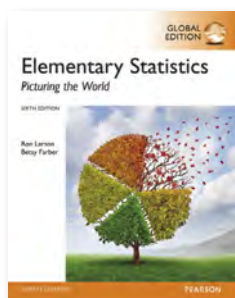
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### Course: Introductory Statistics – Algebra Based

*Statistics: Informed Decisions Using Data* gives students the tools to see a bigger picture and make informed choices. As a current introductory statistics instructor, Mike Sullivan III presents a text that is filled with ideas and strategies that work in today's classroom. His practical emphasis resonates with students and helps them see that statistics is connected, not only to individual concepts, but also with the world at large.



## Elementary Statistics: Picturing the World, 7e

Ron Larson & Elizabeth Farber

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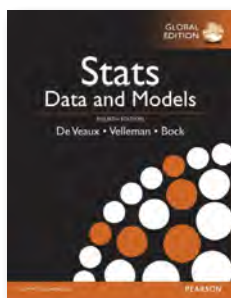
eBook version available

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### Course: Introductory Statistics – Algebra Based

*Elementary Statistics: Picturing the World* makes statistics approachable with stepped-out instruction, extensive real-life examples and exercises and a design that fits content to each page to make the material more digestible. The text's combination of theory, pedagogy and design helps students understand concepts and use statistics to describe and think about the world. The Seventh Edition incorporates a thorough update of key features, examples and exercises.





## Stats: Data and Models, 4e

Richard D. De Veaux,  
Paul Velleman & David E. Bock

9781292101637 • ©2015  
996pp • Paperback

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**Available with MyLab Statistics**

**Course:** Introductory Statistics – Algebra Based

Richard De Veaux, Paul Velleman and David Bock wrote *Stats: Data and Models* with the goal that students and instructors have as much fun reading it as they did writing it. Maintaining a conversational, humorous and informal writing style, this new edition engages students from the first page. The authors focus on statistical thinking throughout the text and rely on technology for calculations. As a result, students can focus on developing their conceptual understanding.



## Probability and Statistics, 4e

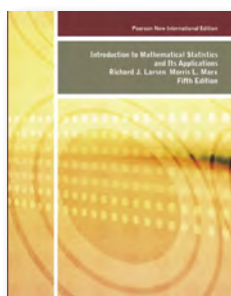
Morris H. DeGroot  
& Mark J. Schervish

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840pp • Paperback

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**Course:** Introductory Statistics – Calculus Based

The revision of this well-respected text presents a balanced approach of the classical and Bayesian methods and now includes a chapter on simulation (including Markov chain Monte Carlo and the Bootstrap), coverage of residual analysis in linear models and many examples using real data.



## Introduction to Mathematical Statistics and Its Applications, 5e

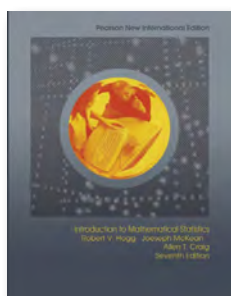
Richard J. Larsen & Morris L. Marx

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744pp • Paperback

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**Course:** Introductory Statistics – Calculus Based

Noted for its integration of real-world data and case studies, this text offers sound coverage of the theoretical aspects of mathematical statistics. The authors demonstrate how and when to use statistical methods, while reinforcing the calculus that students have mastered in previous courses. Throughout the Fifth Edition, the authors have added and updated examples and case studies, while also refining existing features that show a clear path from theory to practice.



## Introduction to Mathematical Statistics, 7e

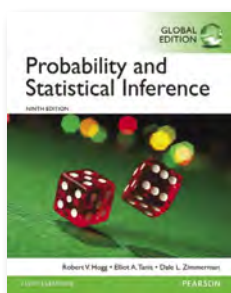
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& Allen T. Craig

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**Course:** Mathematical Statistics

*Introduction to Mathematical Statistics* provides students with a comprehensive introduction to mathematical statistics. Continuing its proven approach, the Seventh Edition has been updated with new examples, exercises and content for an even stronger presentation of the material.



## Probability and Statistical Inference, 9e

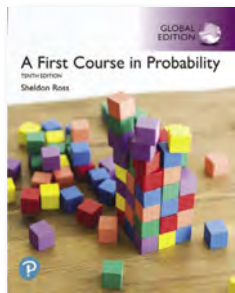
Robert V. Hogg & Elliot A. Tanis

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**Course:** Mathematical Statistics

Written by three veteran statisticians, this applied introduction to probability and statistics emphasizes the existence of variation in almost every process and how the study of probability and statistics helps us understand this variation. Designed for students with a background in calculus, this book continues to reinforce basic mathematical concepts with numerous real-world examples and applications to illustrate the relevance of key concepts.



## A First Course in Probability, 10e

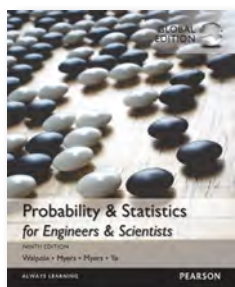
Sheldon Ross

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528pp • Paperback

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### Course: Probability

*A First Course in Probability* offers an elementary introduction to the theory of probability for students in mathematics, statistics, engineering and the sciences. Through clear and intuitive explanations, it attempts to present not only the mathematics of probability theory, but also the many diverse possible applications of this subject through numerous examples. The 10th Edition includes many new and updated problems, exercises and text material chosen both for inherent interest and for use in building student intuition about probability.



## Probability & Statistics for Engineers & Scientists, 9e

Keying E. Ye, Ronald E. Walpole,  
Raymond H. Myers &  
Sharon L. Myers

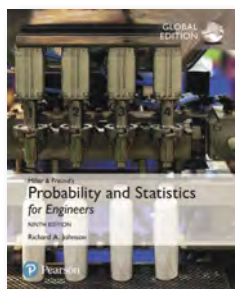
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816pp • Paperback

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**Available with MyLab Statistics**

### Course: Probability & Statistics – Engineers & Scientists

This classic text provides a rigorous introduction to basic probability theory and statistical inference, with a unique balance between theory and methodology. Interesting, relevant applications use real data from actual studies, showing how the concepts and methods can be used to solve problems in the field. This revision focuses on improved clarity and deeper understanding.



## Miller & Freund's Probability and Statistics for Engineers, 9e

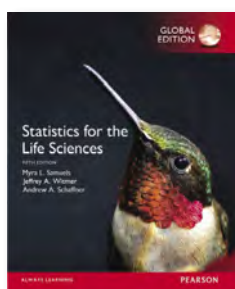
Richard A. Johnson, Irwin Miller  
& John Freund

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### Course: Probability & Statistics – Engineers & Scientists

This text is rich in exercises and examples and explores both elementary probability and basic statistics, with an emphasis on engineering and science applications. Much of the data has been collected from the author's own consulting experience and from discussions with scientists and engineers about the use of statistics in their fields. In later chapters, the text emphasizes designed experiments, especially two-level factorial design.



## Statistics for the Life Sciences, 5e

Myra L. Samuels, Jeffrey A. Witmer  
& Andrew Schaffner

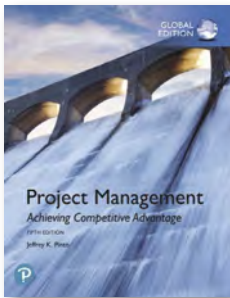
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### Course: Biostatistics

This text uses authentic examples and exercises from a wide variety of life science domains to give statistical concepts personal relevance, enabling students to connect concepts with situations they will encounter outside the classroom. The emphasis on understanding ideas rather than memorizing formulas makes the text ideal for students studying a variety of scientific fields: animal science, agronomy, biology, forestry, health, medicine, nutrition, pharmacy, physical education, zoology and more.

# Operations Management



## Project Management: Achieving Competitive Advantage, 5e

Jeffrey K. Pinto

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**Course:** Project Management

*Project Management: Achieving Competitive Advantage* takes a contemporary, decisive and business-oriented approach to teaching and learning project management. To promote a comprehensive, multi-industry understanding of the text, the author addresses project management theory within the context of a variety of successful organizations, whether they be publicly held, private, or nonprofit. Comprehensive case analysis and detailed exercises, including brand-new, contemporary case studies for the 5th Edition, give students the tools to assess projects in real time, while also leveraging the latest project management technology.



## Foundations of Decision Analysis

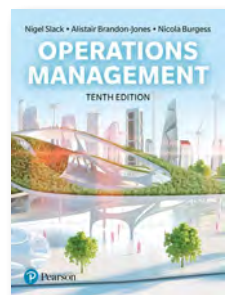
Ali E. Abbas & Ronald A. Howard

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**Course:** Decision Analysis

*Foundations of Decision Analysis* is a groundbreaking text that explores the art of decision making, both in life and in professional settings. By exploring themes such as dealing with uncertainty and understanding the distinction between a decision and its outcome, the First Edition teaches students to achieve clarity of action in any situation.



## Operations Management, 10e

Nigel Slack, Alistair Brandon-Jones & Nicola Burgess

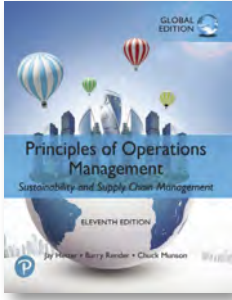
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**Course:** Production and Operations Management

The ultimate guide on the subject, *Operations Management* offers strategies to understand and appreciate what is actually happening within an organisation. Strategic in its perspective and with a clear structure, the book offers a comprehensive and practical way to study key concepts from theory to practice. With plenty of new end-of-chapter case studies and a plethora of international real-world examples, this edition aims to challenge critical thinking, both individually and in class to help students make sense of how a business works.



## Principles of Operations Management: Sustainability and Supply Chain Management, 10e

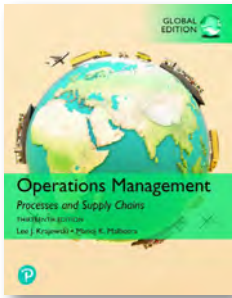
Jay Heizer, Barry Render & Chuck Munson

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772pp • Paperback

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**Course:** Production and Operations Management

*Principles of Operations Management: Sustainability and Supply Chain Management* presents a broad introduction to the field of operations in a realistic and practical manner, while offering the largest and most diverse collection of issues on the market. Problems found in the 11th Edition contain ample support – found in the book's solved problems and worked examples – to help readers better understand concepts important to today's operations management professionals.



## Operations Management: Processes and Supply Chains, 13e

Lee J. Krajewski, Manoj K. Malhotra & Larry P. Ritzman

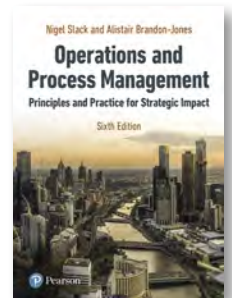
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**Course:** Production and Operations Management

This text offers a comprehensive framework for addressing operational process and supply chain issues, in an easy-to-understand format. Using a systemized approach, *Operations Management: Processes and Supply Chains* focuses on real-life practices and issues of current interest, with lots of hands-on problems, cases and exercises for students to work through. Examples and videos in the 13th Edition show how businesses can respond when faced with an unexpected disaster, such as the COVID-19 coronavirus.



## Operations and Process Management, 6e

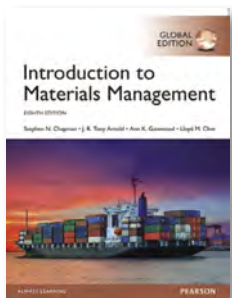
Nigel Slack & Alistair Brandon-Jones

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**Course:** Advanced Production and Operations Management

*Operations and Process Management, 6th Edition*, by Nigel Slack and Alistair Brandon-Jones, is the market-leading text on operations and process management. This innovative text approaches the subject from a managerial perspective and provides clear and concise coverage of the nature, principles and practice of operations and process management. It is aimed primarily at students with some management experience, or those who are about to embark on a career in management.



## Introduction to Materials Management, 8e

Steve Chapman, Ann K. Gatewood, Tony K. Arnold & Lloyd Clive

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**Course:** Production Planning and Inventory Control

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





## Managing Quality: Integrating the Supply Chain, 6e

S. Thomas Foster

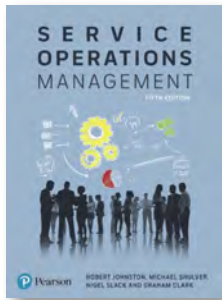
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**Course:** Quality Management

*Foster's Managing Quality: Integrating the Supply Chain* offers students a thorough introduction to quality management by presenting a supply chain theme as the unifying framework for quality improvement. The supply chain thread enhances the integration of systems with customers, suppliers, technology and people. The colorful, stunning text appeals to visual learners and grabs students' attention at the outset.



## Service Operations Management: Improving Service Delivery, 5e

Robert Johnston, Graham Clark & Michael Shulver

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640pp • Paperback

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**Course:** Service Operations

*Service Operations Management, 5th Edition*, by Robert Johnston et al. is a market-leading text on service operations management and provides a clear understanding of how service performance can be improved in organizations. This textbook applies underlying theories to the real-world challenges faced by service operations managers on a daily basis, by providing a diverse range of examples and illustrations. Each chapter provides a range of tools, frameworks and techniques designed to help you better analyze existing operations and understand ways to deal with operational challenges.



## Operations Strategy, 6e

Nigel Slack & Mike Lewis

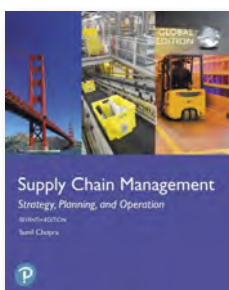
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**Course:** Operations Strategy

*Operations Strategy, 6th Edition* builds on concepts from strategic management, operations management, marketing and HRM. The text encourages a thorough understanding of operations strategy, exploring key activities, decisions and processes adopted by a broad range of organizations in different sectors, making it the ideal text for MBA students, upper-level undergraduates, postgraduates and executives. Operations strategy is fundamental to the success of any organization and a major source of competitive advantage. The way an organization manages their operations strategically can have a huge impact on its prospects whether large or small, for-profit or not-for-profit, in the services or manufacturing sector, international or local.



## Supply Chain Management: Strategy, Planning and Operation, 7e

Sunil Chopra & Peter Meindl

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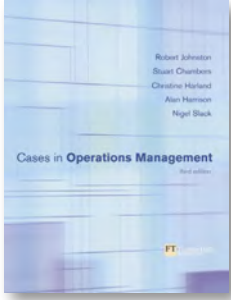
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**Course:** Supply Chain Management

*Supply Chain Management* introduces high-level strategy and concepts while giving students the practical tools necessary to solve supply chain problems. Using a strategic framework, students are guided through all of the key drivers of supply chain performance, including facilities, inventory, transportation, information, sourcing and pricing. This new edition weaves in compelling case study examples to illustrate how good supply chain management offers a competitive advantage and how poor supply chain management can damage an organization's performance. With this text, students gain a deeper understanding of supply chains and a firm grasp on the practical managerial levers that can improve supply chain performance.



## Cases in Operations Management, 3e

Robert Johnston, Stuart Chambers,  
Nigel Slack, Alan Harrison &  
Christine Harland

9780273655312 • ©2002  
528pp • Paperback

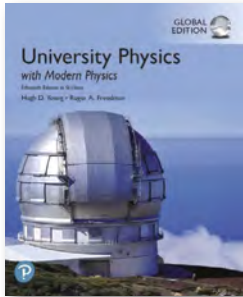
**Course:** Global Operations Management

The Third Edition of this highly successful case book has been expanded and updated to reflect the increasing reliance upon comprehensive case material in the teaching of operations management. The text begins with an introduction to analyzing operations management cases. Each of the subsequent parts deals with a key area of operations management and begins with an expanded introduction, allowing the book to serve as a stand alone text for introductory operations management courses.

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# Physics

## Calculus-Based Physics



### University Physics with Modern Physics, 15e

Hugh D. Young  
& Roger A. Freedman

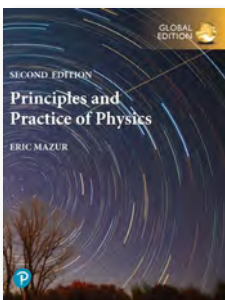
9781292314730 • ©2019  
1608pp • Paperback

eBook version available

**Available with Mastering Physics**

**Course:** Calculus-Based Physics

The 15th Edition of *University Physics with Modern Physics*, now in SI Units, draws on insights from several users to help students see patterns and make connections between problem types. Students learn to recognize when to use similar steps in solving the same problem type and develop an understanding for problem solving approaches, rather than simply plugging values into an equation. Includes new features designed to address students' tendency to focus on the objects and situations posed in a problem, rather than recognizing the underlying principle or the problem type.



### Principles & Practice of Physics, 2e

Eric Mazur

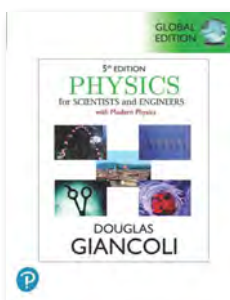
9781292364704 • ©2022  
Paperback

eBook version available

**Available with Mastering Physics**

**Course:** Calculus-Based Physics

*Principles and Practice of Physics* establishes an understanding of physics that is thorough and accessible. The author's peer-to-peer instruction techniques incorporate insights supported by physics education research to help students develop a true conceptual understanding alongside the quantitative skills needed in the course. The material emphasizes core unifying ideas with the first half of each chapter teaching the ideas using words and images – not mathematics. The second half of each chapter casts the ideas into quantitative and symbolic form.



### Physics for Scientists & Engineers with Modern Physics, 5e

Douglas C. Giancoli

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1440pp • Paperback

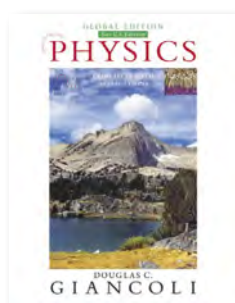
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**Available with Mastering Physics**

**Course:** Calculus-Based Physics

*Physics for Scientists and Engineers* offers a clear and direct narrative with applications that draw the student into the physics at hand – covering the basic concepts of physics in all its aspects, from mechanics to modern physics. Each topic begins with concrete observations and experiences that students can relate to their everyday lives and future professions, and then moves to more formal aspects of physics to show why we believe what we believe. This edition presents a wide range of new applications including the physics of digital and added approaches for practical problem-solving techniques.

## Algebra-Based Physics



### Physics: Principles with Applications, 7e

Douglas C. Giancoli

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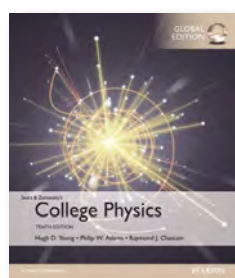
1080pp • Paperback

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**Available with Mastering Physics**

### Course: Algebra-Based Physics

Giancoli's text is a trusted classic, known for its elegant writing, clear presentation and quality of content. Using concrete observations and experiences students can relate to, the text features an approach that reflects how science is actually practiced: it starts with the specifics, then moves to the great generalizations and the more formal aspects of a topic to show students why we believe what we believe.



### College Physics, 10e

Hugh D. Young, Philip W. Adams  
& Raymond Joseph Chastain

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1104pp • Paperback

eBook version available

**Available with Mastering Physics**

### Course: Algebra-Based Physics

For more than five decades, *College Physics* has provided the most reliable foundation of physics education for students around the world. New co-authors Phil Adams and Ray Chastain thoroughly revised the Tenth Edition by incorporating the latest methods from educational research. New features help students develop greater confidence in solving problems, deepen conceptual understanding and strengthen quantitative-reasoning skills, while helping them connect what they learn with their other courses and the changing world around them.

## Basic Physics



### Conceptual Integrated Science, 2e

Paul G. Hewitt, Suzanne A. Lyons,  
John A. Suchocki & Jennifer Yeh

9781292023083 • ©2013

984pp • Paperback

eBook version available

### Course: Physical Science

This best-selling introduction to the physical and life sciences emphasizes concepts over computation and treats equations as a guide to thinking so the reader can connect ideas. It is ideal for courses in Physical Science for non-science students.

## Advanced Physics – Mechanics and Thermodynamics



### Classical Mechanics, 3e

Herbert Goldstein, Charles P. Poole  
& John L. Safko

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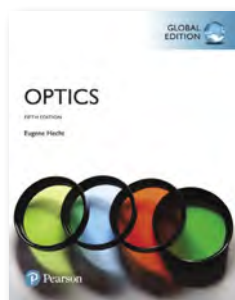
eBook version available

### Course: Mechanics

For thirty years this has been the acknowledged standard in advanced classical mechanics courses. This classic text enables students to make connections between classical and modern physics – an indispensable part of a physicist's education. In this edition, Beams Medal winner Charles Poole and John Safko updated the text to include the latest topics, applications and notation, to reflect today's physics curriculum.



## Advanced Physics – Optics



### Optics, 5e

Eugene Hecht

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### Course: Optics

A contemporary approach to optics with practical applications and new focused pedagogy. Hecht's *Optics* balances theory and instrumentation and provides students with the necessary classical background through a lively and clear narrative. The new edition has up-to-date content in line with the ever-evolving technological advances in the optics field; a modern approach to studies on photons, phasors and theory; and over one hundred new worked examples.

## Advanced Physics – Modern Physics



### Modern Physics, 2e

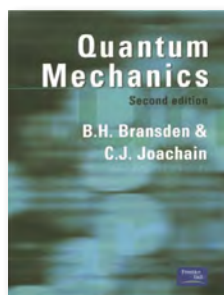
Randy Harris

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### Course: Modern Physics

*Modern Physics* provides a clear, precise and contemporary introduction to the theory, experiment and applications of modern physics. Ideal for both physics majors and engineers. Pedagogical features throughout the text focus the reader on the core concepts and theories while offering optional, more advanced sections, examples and cutting-edge applications to suit a variety of students and courses. Critically acclaimed for his lucid style, in the Second Edition, Randy Harris applies the same insights into recent developments in physics, engineering and technology.



### Quantum Mechanics, 2e

B. H. Bransden & C. J. Joachain

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824pp • Paperback

### Course: Quantum Mechanics

A core text in quantum mechanics for students of physics at the undergraduate level. It gives a modern, comprehensive introduction to the principles of quantum mechanics, to the main approximation methods and to the application of quantum theory to a wide variety of systems. The needs of students having an average mathematical ability are kept very much in mind, with the avoidance of complex mathematical arguments and any undue compression of material. The text is illuminated throughout by careful explanation and physical insight. Problem sets, covering all the main topics, reinforce the student's understanding and act as a guide to progress.

## Mathematical / Computational Physics



### Fundamentals of Complex Analysis with Applications to Engineering, Science and Mathematics, 3e

Edward B. Saff &  
Arthur David Snider

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520pp • Paperback

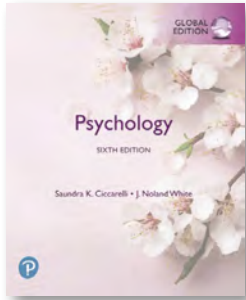
eBook version available

### Course: Mathematical Physics

This is the best seller for this course. 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.

# Psychology

## Introductory Psychology



### Psychology, 6e

Sandra Ciccarelli  
& J. Noland White

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848pp • Paperback

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**Available with MyLab Psychology or Revel**

### **Course:** Introductory Psychology: Comprehensive

Throughout *Psychology*, Sandra Ciccarelli and J. Noland White employ a learner-centred, assessment-driven approach that maximizes student engagement and helps educators keep students on track. The authors draw readers into the discipline by showing how psychology relates to students' own lives. Clear learning objectives, based on the recommended APA undergraduate learning outcomes, guide learners through the material. And assessment tied to these learning objectives lets students check their understanding, while allowing instructors to monitor class progress and intervene when necessary to bolster student performance.



### Psychology: Core Concepts, 7e

Philip G. Zimbardo,  
Robert L. Johnson & Vivian McCann

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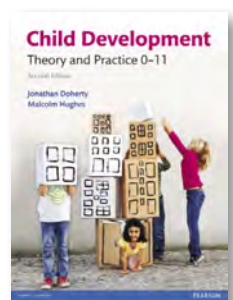
eBook version available

**Available with MyLab Psychology**

### **Course:** Introductory Psychology: Comprehensive

At just fourteen chapters, *Psychology: Core Concepts* provides rich coverage of the foundational topics taught in most introductory courses. It focuses on a manageable number of core concepts (usually three to five) in each chapter, allowing students to attain a deeper level of understanding of the material. Learning is reinforced through focused application and critical thinking activities and connections between concepts are drawn across chapters to help students see the big picture of psychology as a whole. The Seventh Edition features an enhanced critical thinking emphasis, with new chapter-opening problems and new end-of-chapter critical thinking applications that promote active learning.

## Developmental Psychology



### Child Development: Theory and Practice 0-11, 2e

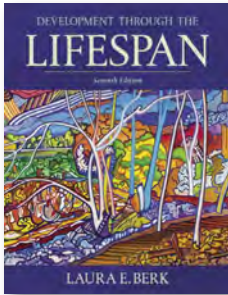
Jonathan Doherty  
& Malcolm Hughes

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496pp • Paperback

eBook version available

### **Course:** Child Development (Topical Approach)

This edition of *Child Development: Theory and Practice 0-11* has been fully revised and updated while retaining the authoritative, accessible and well structured writing style that proved popular in the first edition. The text is infused with the authors' passion and enthusiasm for the subject and their anecdotes provide engaging real-life examples of child development in practice.



## Development Through the Lifespan, 7e

Laura E. Berk

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**Available with MyLab Human Development**

**Course:** Lifespan Development (Chronological Approach)

With its seamless integration of up-to-date research, strong multicultural and cross-cultural focus and clear, engaging narrative, *Development Through the Lifespan* has established itself as the market's leading text. The dramatically revised Seventh Edition presents the newest, most relevant research and applications in the field of human development today. Featuring compelling topics, rich examples and author Laura Berk's signature storytelling style, this new edition is the most current and engaging text available.



## Life Span Development: A Topical Approach, 2e

Robert S. Feldman

9781292022161 • ©2013  
608pp • Paperback

eBook version available

**Available with MyLab Human Development or Revel**

**Course:** Life Span Development (Topical Approach)

Updated in its Second Edition, *Life Span Development: A Topical Approach* maintains the student friendliness that has been the hallmark of Feldman's development texts. Rich in examples, it illustrates the applications that can be derived from the research and theory of lifespan developmentalists. The text takes a modular approach providing both readers and instructors with maximum flexibility.



## The Adolescent: Development, Relationships and Culture, 13e

Kim Gale Dolgin

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488pp • Paperback

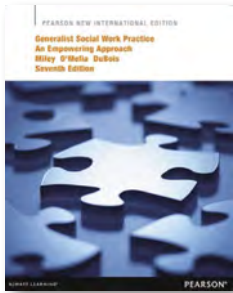
eBook version available

**Course:** Adolescent Development

*The Adolescent: Development, Relationships and Culture* offers an eclectic, interdisciplinary approach to the study of adolescence, presenting both psychological and sociological viewpoints as well as educational, demographic and economic data. This text discusses not just one theory on the subject, but many and outlines the contributions, strengths and weaknesses of each. The authors also take into consideration current and important topics such as ethnic identity formation, gender issues, the Internet, effects of single-parent families, etc.

# Social Work

## Social Work/Social Welfare



### Generalist Social Work Practice: An Empowering Approach, 7e

Karla Krogsrud Miley,  
Michael W. O'Melia  
& Brenda L. DuBois

9781292041865 • ©2013  
496pp • Paperback

eBook version available

#### **Course:** Introduction to Social Work

*Generalist Social Work Practice* fully integrates core social work themes of collaboration, the strengths perspective, values and ethics, social justice and human rights, evidence-based practice, cultural competence and policy practice. This text offers a progressive practice approach grounded in social work research, reflective of social work values, sensitive to client diversity and applicable to work with any level of client system including individuals, families, groups, organizations and communities.



### Direct Practice in Social Work, 2e

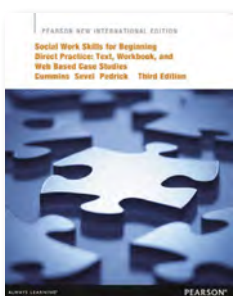
Scott W. Boyle, Larry L. Smith,  
O. William Farley, Grafton H. Hull  
& Jannah Hurn

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552pp • Paperback

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#### **Course:** Social Work

Developed specifically to address the issues facing students as they prepare for direct practice in today's world, *Direct Practice in Social Work* interweaves diversity and social justice throughout the chapters and teaches students how to make the connections between major theories and real-world situations. Written in an engaging style by experienced authors, this text encourages the development of students' critical thinking skills while demonstrating the practical applications of theory.



### Social Work Skills for Beginning Direct Practice: Text, Workbook and Interactive Web Based Case Studies, 3e

Linda K. Cummins, Judith A. Sevel  
& Laura Pedrick

9781292041247 • ©2013  
392pp • Paperback

eBook version available

#### **Course:** Communicative Skills in Social Work

*Social Work Skills for Beginning Direct Practice* guides students through all stages of the helping process and assists them in developing time-tested social work skills. By using the text/workbook PLUS the web-based, interactive case studies in MyLab Social Work, students will gain a greater understanding of how to use social work skills in the context of each of the stages of the helping process – from intake through termination. In addition, individual chapters are devoted to values and ethics; theory directed practice; cultural context of practice; basic skills for direct practice; and advanced skills for direct practice.

**Available with MyLab Social Work**



# Sociology

## Introductory Sociology



### Sociology, 16e

John J. Macionis

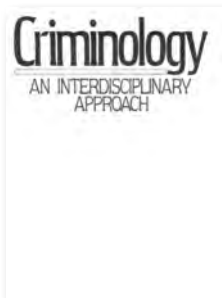
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744pp • Paperback

eBook version available

### Course: Introductory Sociology

*Sociology* empowers students to see the world around them through a sociological lens, helping them better understand their own lives and the world we all share. Author, John Macionis, takes students step by step through the theories and research that make up the discipline, helping them to find and use the science of social behavior in everyday life. In addition to extensively updated data, the Sixteenth Edition offers engaging discussions of hot-button contemporary topics such as the increased proliferation of social media as well as expanded coverage of race, class and gender.

## Criminology



### Criminology: An Interdisciplinary Approach

C. Ray Jeffery

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496pp • Paperback

### Course: Introduction to Criminology

An examination of criminology as both a behavioral science and an interdisciplinary science. Argues for a criminology based on a synthesis of biology, sociology, psychology and other behavioral sciences. Suggests prevention and treatment as an alternative to the current retribution and deterrence theories of crime and criminal justice. Emphasizes crime prevention through environmental design and bioenvironmental theories. Discusses modern genetics, brain sciences and psychology as critical aspects of behavior. Debates legal vs. scientific approaches to criminal behavior.

## Methods / Statistics



### Exploring Research, 10e

Neil J. Salkind

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### Course: Research Methods in Sociology

*Exploring Research* presents an unimposing look at the basics of research, describing how to collect and analyze data and providing thorough instruction on how to prepare and write research proposals and manuscripts. It covers the research process, problem selection, sampling and generalizability, and the measurement process, as well as the most common types of research models used in the social and behavioral sciences. This edition covers new electronic sources for research, including social media, and places a strong emphasis on ethics.

# Trades & Technology

## Networking & Communications



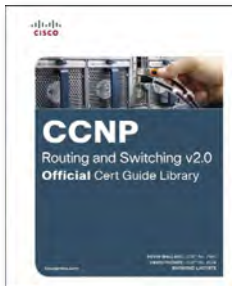
### I-NET+ Certification Training Guide Package (Text and Lab Manual)

Randy L. Ratliff

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**Course:** 1 Net+ Certification

This Marcraft/Prentice Hall text maintains the features that have made the A+ text so successful – the lab guide, hundreds of practice questions and effective pedagogy. This is a complete training program that provides not only comprehensive content information, but also the review and testing opportunities necessary to successfully pass the exam. Learning objectives and domains examined include I-Net basics, I-Net clients, development, networking and infrastructure, I-Net security and business concepts. The text and lab manual package contains a CD with 300 FREE sample test questions.



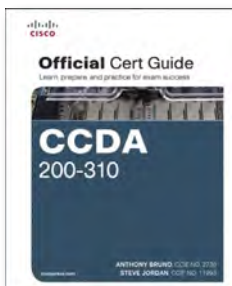
### CCNP Routing and Switching v2.0 Official Cert Guide Library

Kevin Wallace, David Hucaby,  
Cristian Matei & Wendell Odom

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2050pp • Hardback

**Course:** CCNP (Cisco Certified Network Professional)

The new edition of bestselling *CCNP Routing and Switching Official Cert Library* is a comprehensive review and practice package for the latest CCNP Routing and Switching exams. The three books contained in this package, CCNP ROUTE Official Cert Guide (9781587205590), CCNP SWITCH Official Cert Guide (9781587205606) and CCNP TSHOOT Official Cert Guide (9781587205613), present complete reviews and a more challenging and realistic preparation experience. The books will be fully updated to cover the latest CCNP exam topics.



### CCDA 200-310 Official Cert Guide

Anthony Bruno & Steve Jordan

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750pp • Hardback

**Course:** CCDP (Cisco Certified Design Associate)

*CCDA Official Cert Guide* is a comprehensive self-study tool for preparing for the new DESGN exam. Complete coverage of all exam topics as posted on the exam topic blueprint ensures students will arrive at a thorough understanding of what they need to master to succeed in the exam.



## Designing for Cisco Network Service Architectures (ARCH) Foundation Learning Guide: CCDP ARCH 300-320

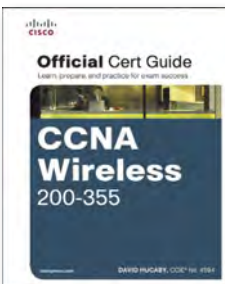
Marwan Al-shawi & Andre Laurent

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768pp • Hardback

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**Course:** CCDP (Cisco Certified Design Professional)

As a Foundation Learning Guide, this book fully reflects the content of the newest Cisco CCDP ARCH course. Real-world scenarios illustrate key concepts; chapter learning objectives and summaries help focus study; and review questions help readers assess their knowledge.



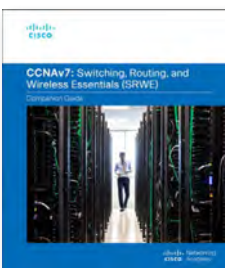
## CCNA Wireless 200-355 Official Cert Guide

David Hucaby

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**Course:** CCNA 1 Exploration Network Fundamentals (Cisco Networking Academy Program)

The *CCNA Wireless Official Cert Guide* is a comprehensive self-study tool for preparing for the latest CCNA Wireless exam. Complete coverage of all exam topics as posted on the exam topic blueprint ensures readers will arrive at a thorough understanding of what they need to master to succeed in the exam. The book follows a logical organization of the CCNA Wireless exam objectives. Material is presented in a concise manner, focusing on increasing readers' retention and recall of exam topics.



## Switching, Routing, and Wireless Essentials v7.0 (SRWE) Companion Guide

Cisco Networking Academy

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640pp • Hardback

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**Course:** CCDA (Cisco Certified Design Associate)

*Switching, Routing, and Wireless Essentials v7.0 (SRWE) Companion Guide* is the official supplemental textbook for the Routing and Switching Essentials course in the Cisco Networking Academy CCNA Routing and Switching curriculum. This course describes the architecture, components and operations of routers and switches in a small network.



## Scaling Networks v6 Companion Guide

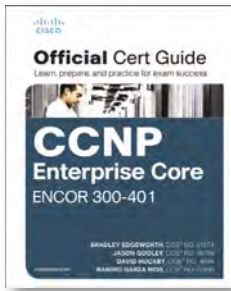
Marwan Al-shawi & Andre Laurent

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672pp • Hardback

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**Course:** CCDP (Cisco Certified Design Professional)

*Scaling Networks Companion Guide* is the official supplemental textbook for the Scaling Networks course in the Cisco® CCNA® Academy®. This course describes the architecture, components and operations of routers and switches in a large and complex network. You will learn how to configure routers and switches for advanced functionality. By the end of this course, you will be able to configure and troubleshoot routers and switches and resolve common issues with OSPF, EIGRP, STP and VTP in both IPv4 and IPv6 networks. You will also develop the knowledge and skills needed to implement DHCP and DNS operations in a network.



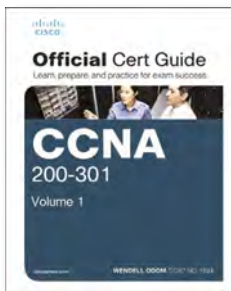
## CCNP and CCIE Enterprise Core ENCOR 300-401 Official Cert Guide

Brad Edgeworth, Kevin Wallace, Jason Gooley, David Hucaby & Ramiro Garza Rios

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**Course:** CCNA 3 Discovery: Introduction to Routing and Switching in the Enterprise

*CCNP Enterprise Core ENCOR 300-401 Official Cert Guide* is a comprehensive self-study tool for preparing for the new ENCOR exam. Complete coverage of all exam topics as posted on the exam topic blueprint ensures students will arrive at a thorough understanding of what they need to master to succeed in the exam. The book follows a logical organization of the ENCOR exam objectives. Material is presented in a concise manner, focusing on increasing readers' retention and recall of exam topics. Readers will organize their exam preparation through the use of the consistent features in these chapters.



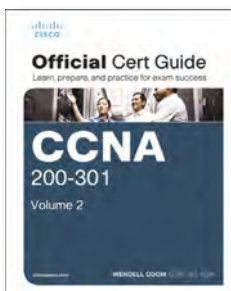
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Wendell Odom

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**Course:** CCNA 3 Discovery: Introduction to Routing and Switching in the Enterprise

Trust the best-selling Official Cert Guide series from Cisco Press 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. This book, combined with the CCNA 200-301 Official Cert Guide Volume 2, cover all of exam topics on the CCNA 200-301 exam.



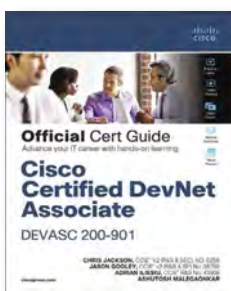
## CCNA 200-301 Official Cert Guide, Volume 2

Wendell Odom

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## Cisco Certified DevNet Associate DEVASC 200-901 Official Cert Guide

Chris Jackson, Jason Gooley, Adrian Iliesiu & Ashutosh Malegaonkar

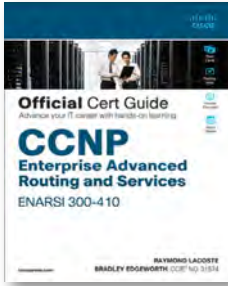
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**Course:** CCNA 3 Discovery: Introduction to Routing and Switching in the Enterprise

DevNet Associate DEVASC 200-901 Official Certification Guide is Cisco's official, comprehensive self-study resource for Cisco's DEVASC 200-901 exam: your pathway to the DevNet Associate Certification demonstrating your knowledge of application development and automation on Cisco platforms. Written by Cisco experts based on Cisco's own internal training, it clearly explains the value of each technique, presents realistic use cases, introduces solution components, illuminates their inner workings and shows how to put what you've learned to practice.





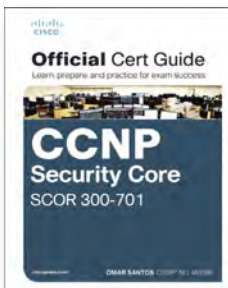
## CCNP Enterprise Advanced Routing ENARSI 300-410 Official Cert Guide

Raymond Lacoste & Brad Edgeworth

9781587145254 • ©2020  
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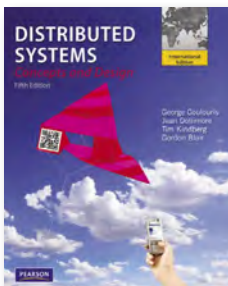
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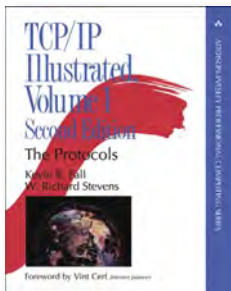
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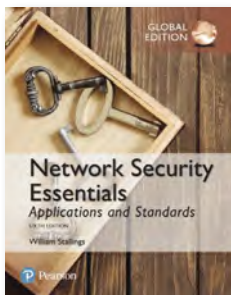
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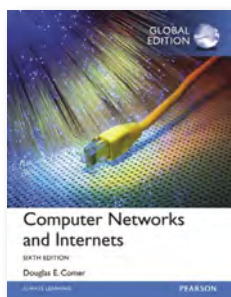
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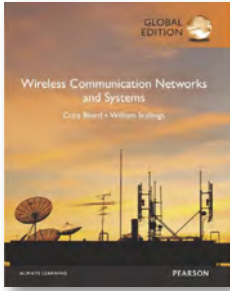
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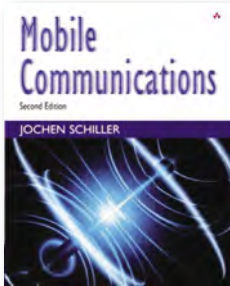
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